



February 11, 2026

# What's New & Why It Matters

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**WELCOME IN!**

**WE'RE EXCITED TO HAVE YOU JOIN OUR EVENT TODAY.**

**A FEW THINGS FOR YOU:**

- Closed captioning is enabled.
- Please use the Q&A early and often – no need to wait until the end.
- All registrants will receive a link to the recording of this event and a list of relevant resources after the presentation.
- We hope you enjoy today's presentation!



# Today's Speakers



**Emily Newberry**  
VP, Strategic Accounts

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**Customer Experience**



**Kay Todd**  
Director, Product Marketing

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**Vision & Innovation**

# What to expect

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What's new at OneCause

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Bonterra's vision for connected fundraising

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How OneCause brings that vision to life

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What's coming next

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Q&A

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# What's New at OneCause

## Supporter Experience

- Event ambassador fundraising
- AI-recommended auction items
- Tap to pay for faster checkout

## Nonprofit Efficiency

- AI-powered event readiness
- AI-generated auction descriptions
- CRM integrations & open APIs
- Sponsorship management
- Golf event management

## Enterprise Scale

- Now part of the Bonterra Network — accelerating investment in reliability, integrations, & scale

### Event Ambassador Fundraising

Nourish Gala  
Dec 5 at 8:00 PM EST • Newfields Event Pavilion

\$90,876 raised towards goal of \$200,000

Ambassadors

Molly Murphy  
Support families in our community, including students at my school, who need your help.

Brad Smith  
Help my restaurant and my network to provide more people with the food that they need in...

Maria Hernandez  
Help our community members who have lost their jobs a need a bit of extra help in this...

Support Our Cause

2 Donors

Allison Lucas  
Brad Smith  
Dannielle Hokanson  
Jack Jones  
John Miller

Select your ambassador to credit.

Search by First or Last Name

\$ 200.00 One Time

Donate Anonymously

Donate \$200.00

### AI-generated auction descriptions

24k gold, 3 carat total weight diamond tennis bracelet

Here's what you gave us

Lot Details

Name: Diamond Tennis Bracelet

Description: 24k gold, 3 carat total weight diamond tennis bracelet

Item Details

Name: Diamond Tennis Bracelet

Description: 24k gold, 3 carat total weight diamond tennis bracelet

Here's what we came up with

For tips on using the HTML editor, please click here

Lot 123: Indulge in the timeless elegance of this exquisite Diamond Tennis Bracelet. Crafted with 24k gold, this stunning piece features a total weight of 3 carats of sparkling diamonds. Perfect for adding a touch of glamour to any outfit, this bracelet is a true statement piece. Bid now and support a great cause at our charity fundraiser.

58 WORDS. POWERED BY TINY

Cancel Try Again Use Description

### AI-powered event readiness

#### Registration

#### Check-in Ready Status (70 Ticketed Guests)

Missing Contact Info

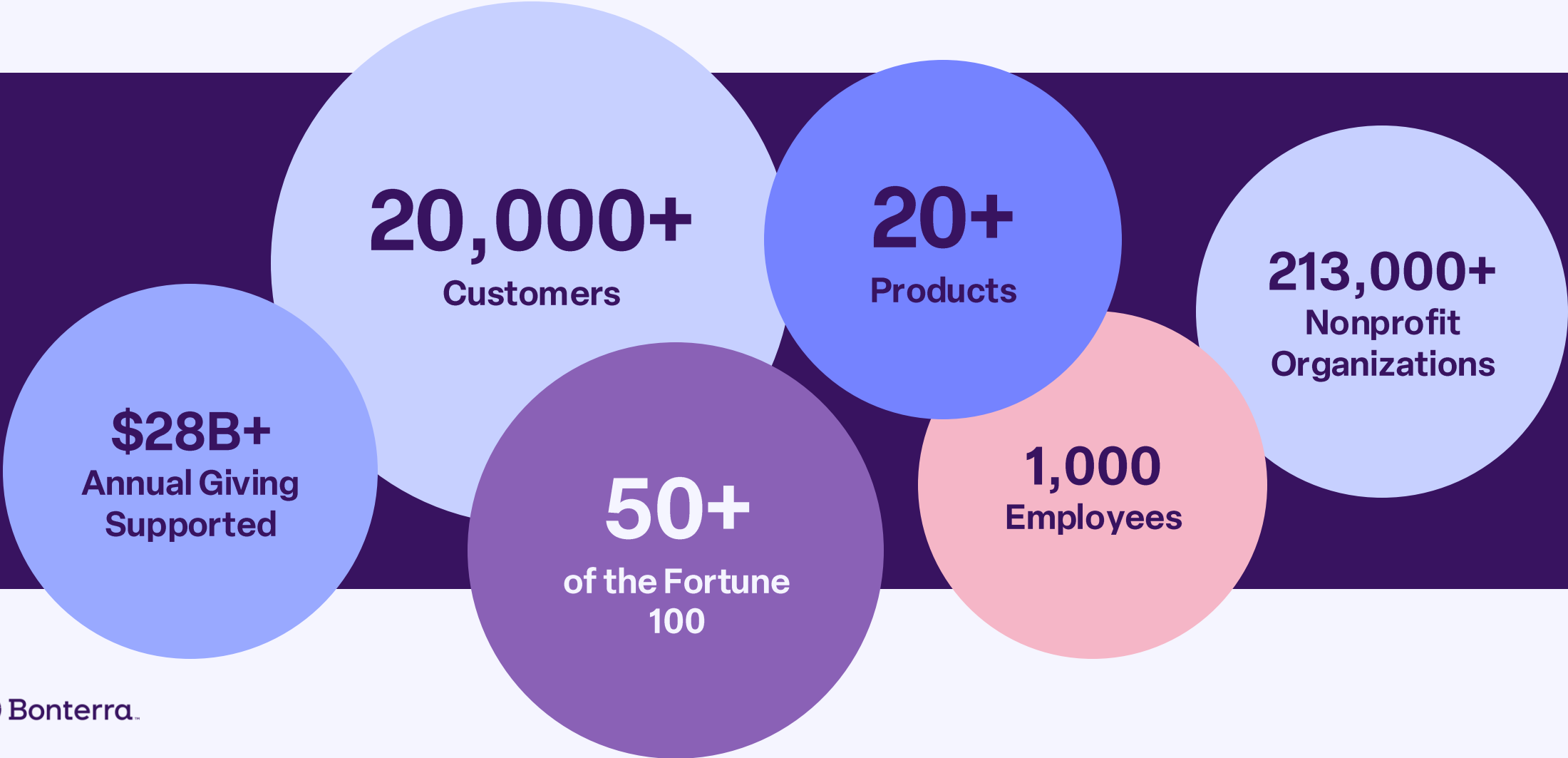
42 Guests 60%

These guests take 3x longer to check in at the event. [Message these Ticket Owners.](#)

# Bonterra's vision for a connected supporter experience

# Bonterra

Bonterra has quickly grown into the largest social good company in the world.



CORPORATE SOCIAL RESPONSIBILITY

CyberGrants  WeSpire

FUNDRAISING AND ENGAGEMENT

 everyaction Network  for Good. GiveGab

 salsa  Mobilize  ActionKit

 DONORTRENDS DonorDrive<sup>®</sup> onecause<sup>®</sup>

CASE MANAGEMENT

 Social Solutions

are now



**Bonterra**<sup>™</sup>

**For the greatest good.**

# Bonterra's vision: 3% of GDP by 2033

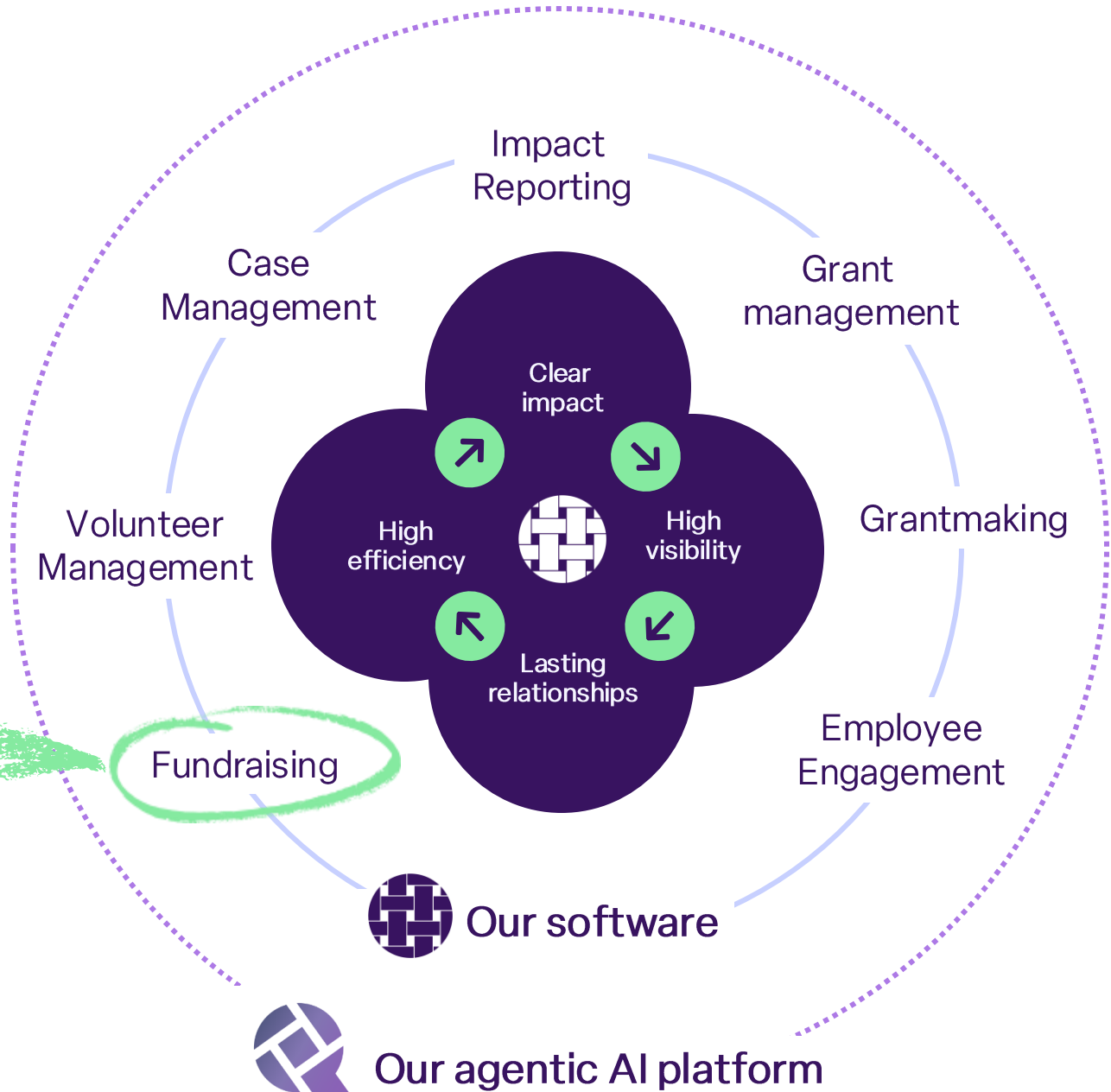
- 1 Build trust
- 2 Transform giving
- 3 Accelerate impact



This would double total US giving

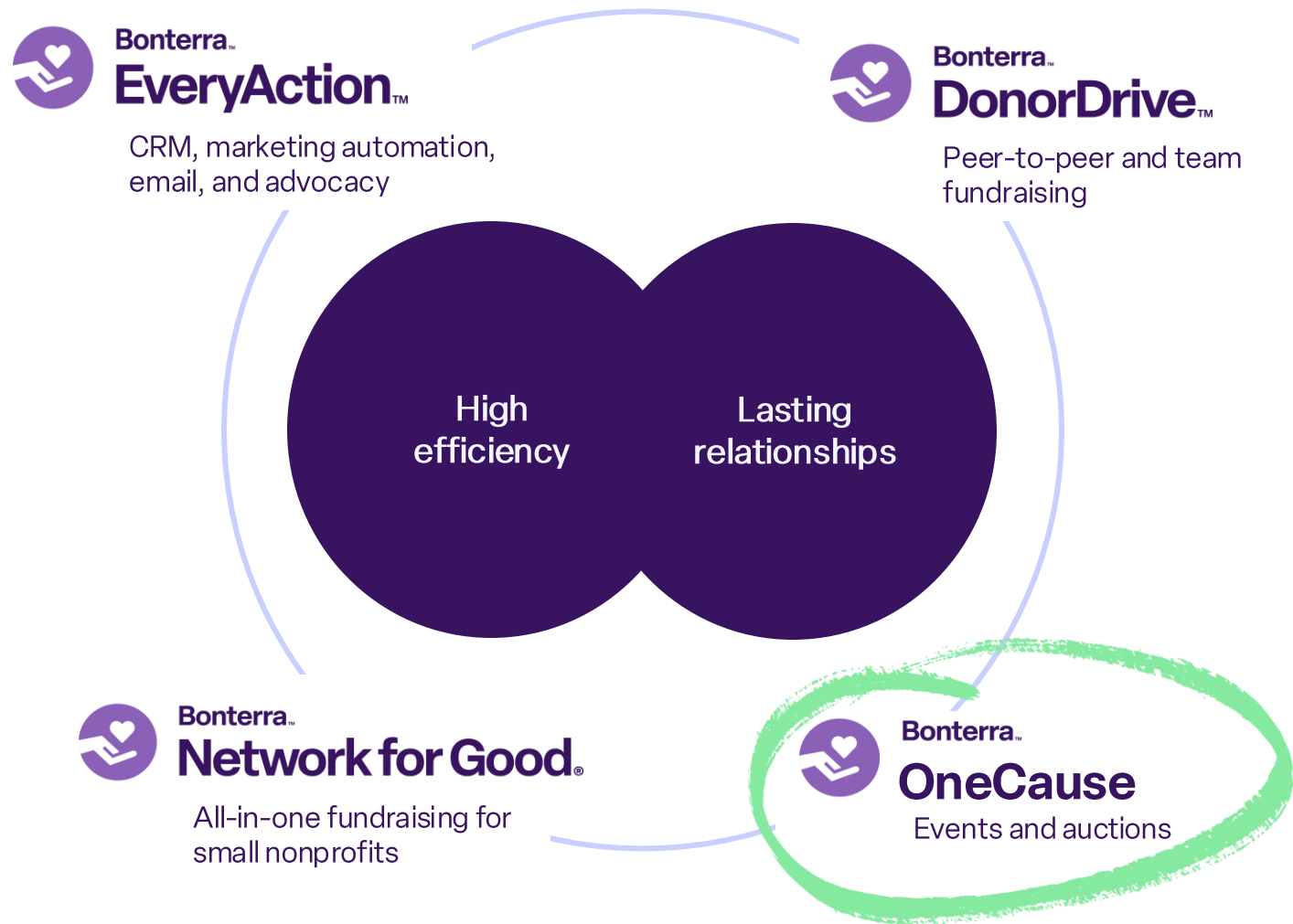
The Bonterra Network connects the social good ecosystem to power impact

onecause®



Our vision for fundraising is to power a **connected supporter experience** where every action reinforces engagement and accelerates social impact

OneCause fills a critical piece of that vision



# OneCause

## Built to power the entire fundraising event lifecycle

85% of customers meet or exceed their fundraising goals



# Frictionless supporter journey

## Confidence that supporters will engage and give

- Mobile-first ticketing, bidding, giving, and checkout
- QR access with no usernames or passwords
- One shared cart and payment method across the entire event
- Seamless movement between activities without re-registering
- Support for in-person, virtual, and hybrid participation

**Get Tickets** [Close]

**Select Tickets**

**VIP**  
\$250.00 [Minus] 0 [Plus]  
Get an exclusive table and appreciation for purchasing a VIP ticket.

**Couples Tickets**  
\$200.00 2 tickets [Minus] 1 [Plus]  
Tickets for two guests to the Annual Nourish Gala and dinner

**Individual Ticket**  
\$100.00 [Minus] 0 [Plus]  
Ticket for one guest to the Annual Nourish Gala and dinner

**Table of 10**  
\$1,000.00 10 tickets

Total 1 Items

Next

\$235,602.67

Filters [Up Arrow] Results (19) [Grid Icon] [List Icon]

[Star] Suggested [Right Arrow] Categories

[Shopping Cart] Buy Now [Star] No Bids

**FOOD & BEVERAGE** LOT #21  
The Cake Bake Shop Gourmet...  
Next Min. Bid: **\$400**

**FOOD & BEVERAGE** LOT #22  
Home Beer Brewing Kit  
Next Min. Bid: **\$175**

**Raffle** [View All]

Guest of Honor - Playground Gra...

**Event Purchases** [Close]

**Summary**

ITEMS & DONATIONS 3 Items

[Heart] **Donation** x2 \$100.00

[Baseball] **Reggie Jackson Signed Baseball with C...** \$1,200.00  
Silent Auction Item

[Kit] **Home Brewing Kit** \$300.00  
Silent Auction Item

Subtotal 1,600.00  
Cover Costs\* \$80.00  
**Total \$1,680.00**

PAYMENT METHOD

**VISA** ...2323 Use Another Card

I would like to cover processing fees (approx. \$80.00)  
We ask for 5% of the cart total as processing fee. This fee helps us run the event and serve our communities.

\$1,680.00

Ticket 1 of 3

John Curtis A60392

Ticket Type Table  
VIP Ticket 10 (Best Buy Table)

Donate Using

Apple Pay

G Pay

Credit Card

PayPal

# Built for event-day execution

Confidence that everything will run smoothly when it matters most

- Live appeals and fund-a-need workflows
- Paddle raise and spotter tools for real-time giving
- Tap to pay for fast, flexible checkout during peak moments
- Coordinated use by staff, volunteers, and auctioneers
- Real-time visibility into participation and revenue

**Thank You Donors!**

- Kathryn & Eleanore Murphy \$1,200
- Jonathan Davenport \$20
- Arlene McCoy \$25
- John Doe \$200
- Steve Smith \$10
- Amy Smith \$7,000
- Heather Shofer \$5,000
- Jan Robertson

**\$7,530**

**\$1,000 Donors**

- Kathryn & Eleanore Murphy \$1,200
- Cody Fisher & Dianne Russell \$1,000
- Jonathan Davenport \$1,000
- Phil Kelley \$1,000
- Arlene McCoy \$1,000

Logos: BRICKERS, COROLLA, CAMBELL, EMERALD, onecause

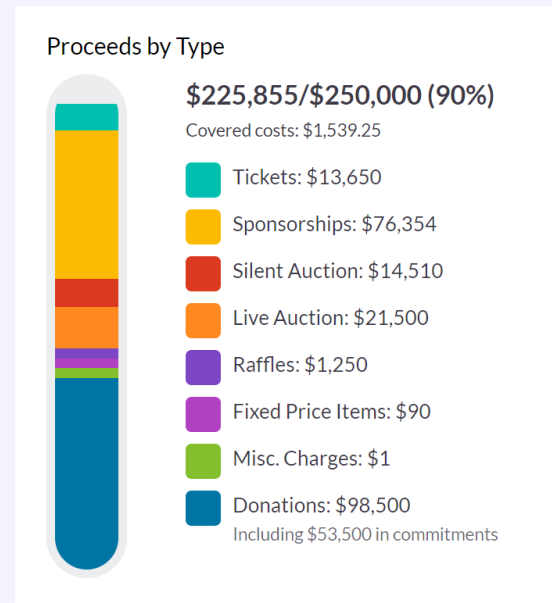
**Tap Credit Card**

Hold Card Near Device

**Securely Add Credit Card**  
This card will be added to your profile for this event.

Should you choose to support our cause, March of Dimes may use this card to collect payments.

Enter Card Manually



**Next Year's Theme**

	<b>Disney</b> <b>\$950</b>
<b>2nd Place</b>	
	<b>Star Wars</b> <b>\$850</b>
<b>3rd Place</b>	

**The Wizarding World of Harry Potter**  
**\$1,000**

Logos: ABC, GENERIC COMPANY, onecause

# Event configuration without constraints

Confidence that your platform adapts to the structure, size, and style of your event

- Table and seating management with flexible layouts
- Auction item procurement and packaging
- Sponsorship setup, fulfillment, and invoicing
- Support for a wide range of formats, sizes, and structures
- In-product reconciliation for faster, more accurate post-event reporting

### Table Management

Highest Raising Table

Highest Raising Table Amount: \$0.00

Highest Raising Attendee: Fresca fresca

2 Supporters Selected

Search Supporters

- Tobias Bluth (VIP, Lindsey Bluth)
- Zeus Duca (General Admission, Joe Duca)
- professor mcgonagall (Teacher Ticket, Reka Kovacs)
- new jen 11096 (General Admission, Jen 11095)

Tables (12)

- 1. IBM (2 seats over capacity)
- 2. Kroger (5/5 seats available)
- 3. Rocket (4/5 seats available)
- 4. Rocket 2 (4/5 seats available)
- 5. (3/5 seats available)
- 6. Violet's table (2/2 seats available) - Captain: Violet Hamilton

### Central Children's Museum Account

#### Balances

Total balance: \$3,722.28 USD

Future payouts: \$3,722.28 USD

In transit to bank: \$0.00 USD

Future refunds or disputes or negative balance: \$0.00 USD

#### Payments

Date	Status	From	Amount
Jan 10	Succeeded		\$262.50 USD
Jan 10	Succeeded		\$525.00 USD
Jan 10	Succeeded		\$52.50 USD
Jan 9	Succeeded		\$3,018.75 USD

### View Floorplan

### Sponsorship Packages

Display Order	Active	Name	Amount	Value	Tickets
1	Active	Platinum Sponsorship	\$10,000	\$5,000	10

Use Logo Display Levels to group logos on your event page. All logos will appear the same size on slides. Click [here](#) for more details.

### Logo Display Levels

Display Order	Title	Logo Size	Number of Logos
1	Platinum Sponsor	Large	1
2	Gold Sponsor	Medium	4
3	Silver Sponsor	Small	3

# In-house event expertise

## Confidence you're not managing your most important events alone

- OneCause-certified event managers and consultants
- Support before, during, and after the event
- Phone support even on event day
- Guidance when plans change or challenges arise
- Trusted partnership for your most important moments



**67%** raise more with OneCause —  
based on real customer results



It wasn't just about the money.  
It was about how our donors felt.  
OneCause helped us create  
that connection, and  
it made all the difference.”

Jessica Bjornstad  
VP of Development & Communications



Source: OneCause 2026 Fundraising Outlook Report

**133%**

of fundraising goal achieved



**85%**

Mobile auction participation



**↓ 30 min**

reduced from event check-in



# Customer Focused, Product Led



**Continuous discovery with customers at the core**



**Develop deep understanding of problems to solve & jobs to be done**



**Build the right solutions through iteration**



**Outcomes over output**



# What's Coming Soon to OneCause

## Supporter Experience

- Collect meal choice during ticket purchase
- DAFpay for event giving

## Nonprofit Efficiency

- **Bonterra Que AI assistant**
- Integrations (Salesforce, EveryAction & DonorDrive)
- Tap to pay for iPhone
- Supporter import & merge tools

## Enterprise Scale

- Enhanced user permissions
- Expanded investment in platform performance & scalability

**Generated segmented list**

116,772 Donors  
Potential Reactivators

\$54.44  
Average gift size

Lapsed donors with some potential to give again.

View in my lists Edit in create a list

Search for a page

+ Quick add

Favorites

Abigail's homepage

**Fundraising summary**  
Optimize your fundraising efforts with the Fundraising Guide  
Date range: This fiscal year

Amount raised over time

\$1.5M  
\$1.0M  
\$0.5M

**Powered by Bonterra Que™**

**Bonterra Que**

What would you like to accomplish today?

Ask Que Send

**Que can now create donor segments.**  
Your retention rate dropped 8% this quarter. Let's search for donor that are likely to give.

You're 23% behind monthly donation goals. Let's create a plan to address this.

Create personalized asks for your top donors.

Create points of contact for donors who gave \$500+ in the last 6 months.

AI can be incorrect. Review for accuracy.

**Email campaign**

**Campaign parameters**  
Write an engaging fundraising email to our current subscribers about helping save polar bears. The tone should be urgent yet hopeful, highlight the threat of melting sea ice, and inspire readers to donate today. Include a strong call to action with a donation link.

- Audience: All subscribers
- Tone: Persuasive

**Email preview**

Subject: % Help Save Polar Bears Before It's Too Late

Pre-header: Act now to keep cubs safe as Arctic ice disappears

From: Abigail Adams aadams@peopleforgood.org

Reply to: dogooders@peopleforgood.org

**Email body:**

Hi {{First Name}},

Polar bears are in danger. Melting sea ice is destroying their home, and without immediate action, they could disappear forever.

Your gift today can help protect them.

From supporting on-the-ground research to advocating for bold climate action, your donation fuels real change.

% Give now to help save polar bears.

Donate Today >

**Together, we're just  
getting started!**

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**Bonterra™ & OneCause®**

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A

**Thank you!**

**Bonterro**