

POWER OF THE PLATFORM:

NEW STRATEGIES TO REIMAGINE GIVING



\$4B RAISED

for good

Powering nonprofits to build better tomorrows.

10K

Nonprofits Supported

40K

Fundraising Campaigns

2M

Supporters Reached Annually

OUR MISSION

We help our customers connect with **more supporters** and **raise more money** by providing the best value in fundraising software & support *so they can focus on advancing their mission.*



Webinar Series

POWER OF THE PLATFORM

1. Events Reimagined

Available on demand at ONECAUSE.COM

★ 2. New Strategies to Reimagine Giving

Wednesday, October 26

3. New Ways to Delight Your Donors

Thursday, November 10

4. The Nonprofit's View

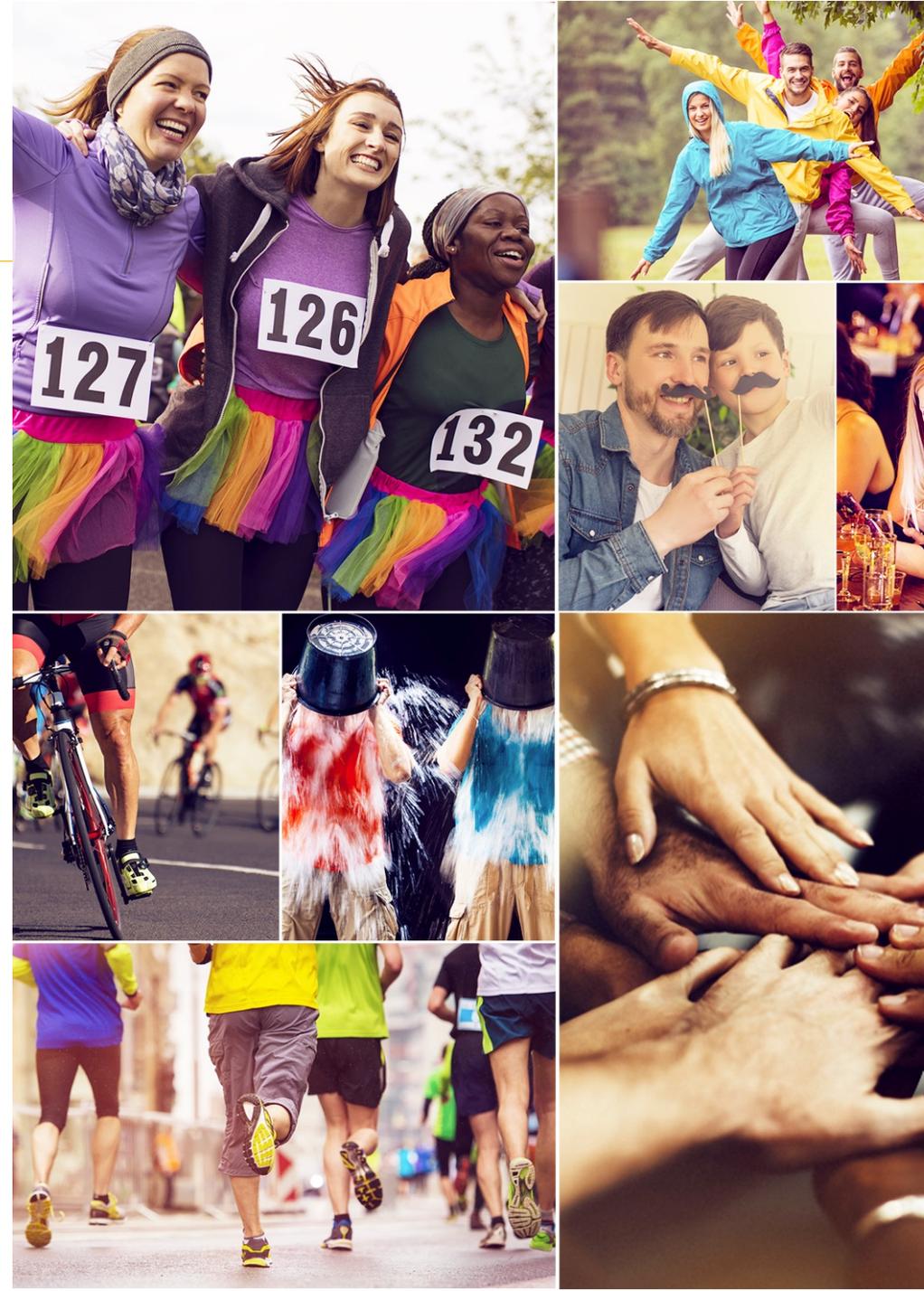
Thursday, December 8



2PM ET | 1PM CT | 12PM MT | 11AM PT

Engage with Us!

1. **During the Webinar**
 - a. Submit questions in Q & A panel
 - b. Engage with each other in Chat
 - c. Share thoughts with friends on social
2. **After the Webinar**
 - a. On-demand at www.onecause.com
 - b. Wrap-up email with Webinar recording
 - c. Exclusive content
3. **Survey:** drive future Webinar content



Want to learn more? Scan this!



bit.ly/3VWblCB

All New!



The OneCause Fundraising Platform

YOUR HOSTS



Dawn Lego

Director, Brand Engagement &
Channel Marketing
OneCause



Emily Newberry

VP, National Accounts
OneCause



Joe Duca

VP, Product Strategy
OneCause

Agenda

1. ICYMI
2. Why Reimagine Giving?
3. Giving Reimagined
 - a. Giving Strategies
 - b. Your Appeal
4. Q+A



EVENTS REIMAGINED

IN CASE YOU MISSED IT ...

All New!



POWER OF THE PLATFORM

IN-PERSON, VIRTUAL & HYBRID EVENTS

EVENT SITE DESIGN

TICKETS & TABLES

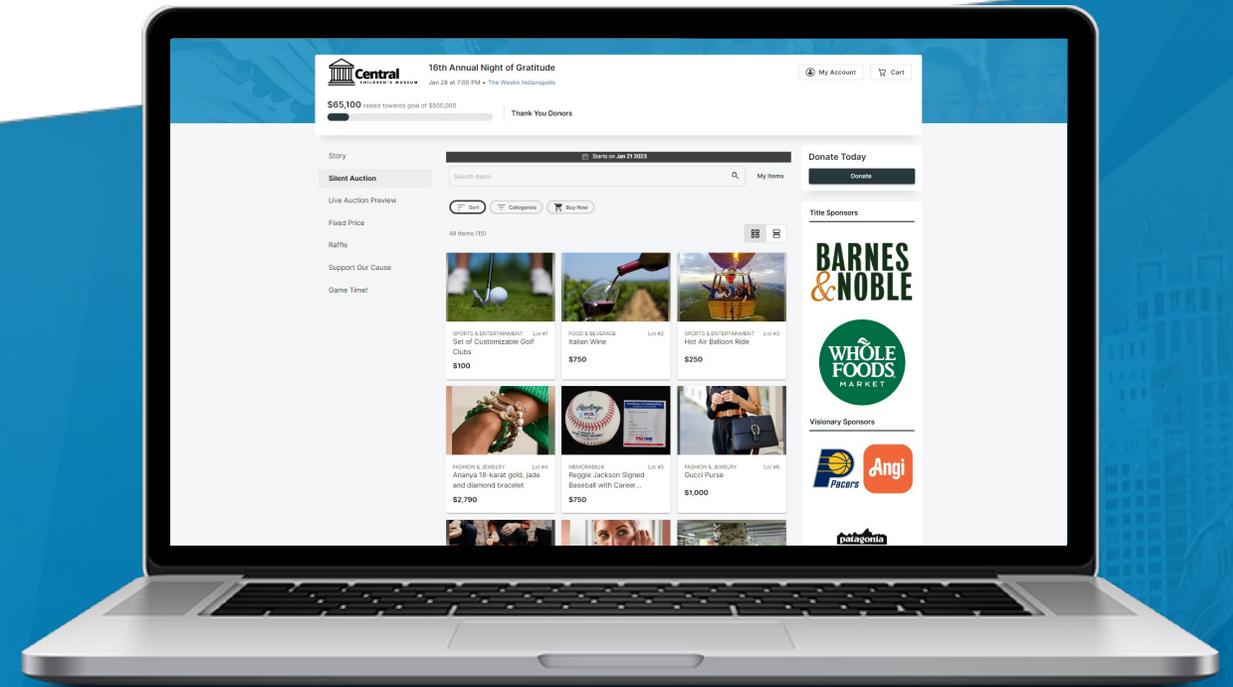
PRE-EVENT ENGAGEMENT

CONTACTLESS EXPRESS CHECK-IN

VOLUNTEER TOOLS

SUPPORTER-DRIVEN ITEM PICK-UP

REPORTS & ANALYTICS



AVAILABLE AT [ONECAUSE.COM](https://onecause.com)



Fundraising Challenges

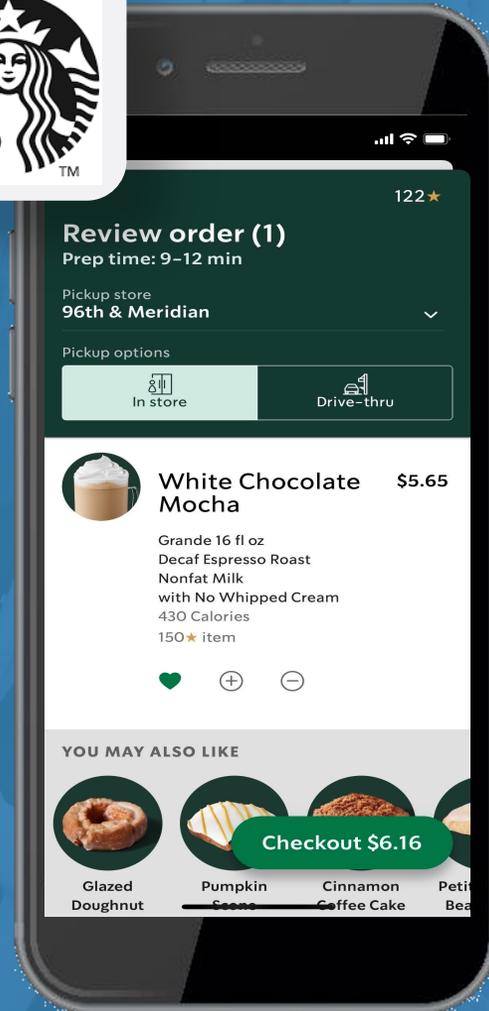
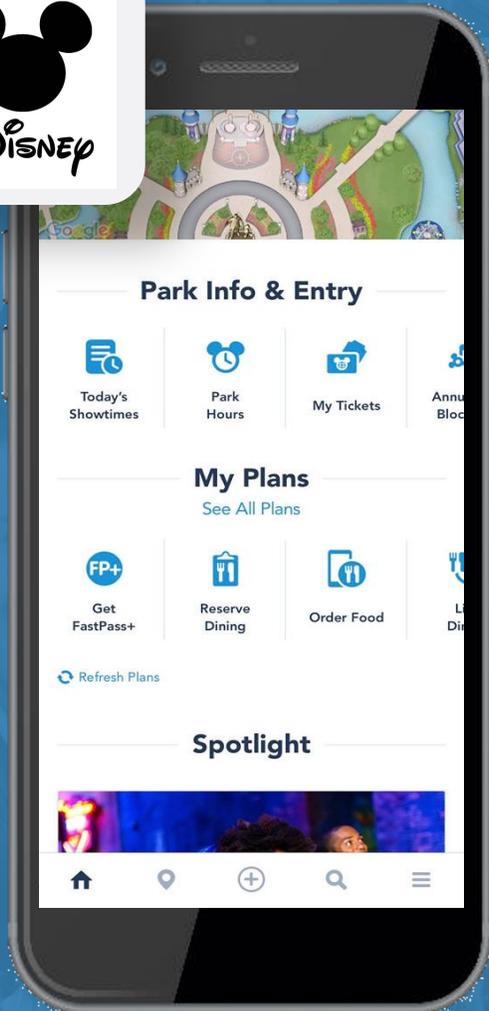


Fractured landscape = ***Point solutions***

Too much ***effort vs return***

Experiences don't match consumer expectations and ***create friction***

Market Research



NETFLIX



Platform Vision

REIMAGINE GENEROSITY



SUPPORTER

- Modern
- Personal
- Intuitive
- Self-serve

ORGANIZATION

- Flexible
- Scalable
- Innovative
- Intentional

Let's Take a Poll

IT'S YOUR TURN TO REIMAGINE EVENTS



WHAT FEATURES ARE ON YOUR WISH LIST? *(select all that apply).*

- Unique Supporter Experiences
- Contactless Express Check-in
- QR Codes
- Recurring Donations
- Real-time Table Reporting
- Sponsorship Opportunities and Levels
- Multiple Event Type Support
- Integrated Live-stream

ONECAUSE FUNDRAISING PLATFORM

All New!



MODERN & FLEXIBLE



SEAMLESS GIVING



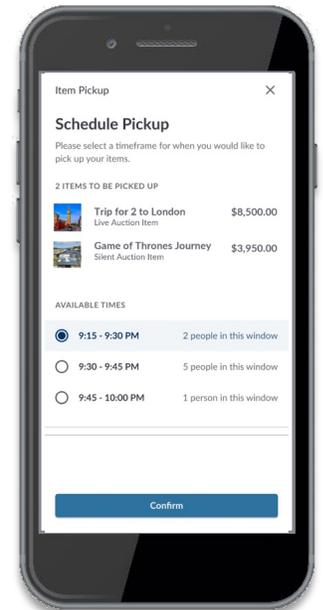
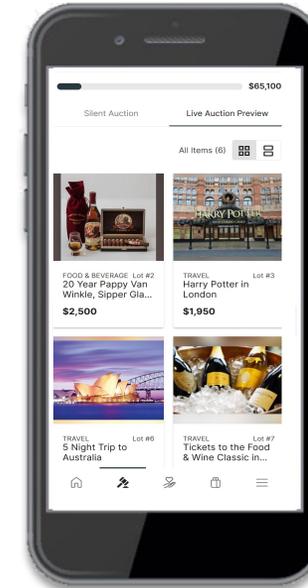
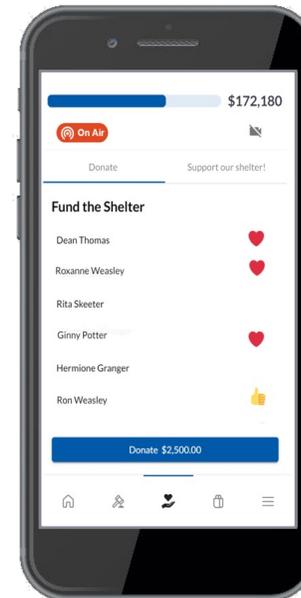
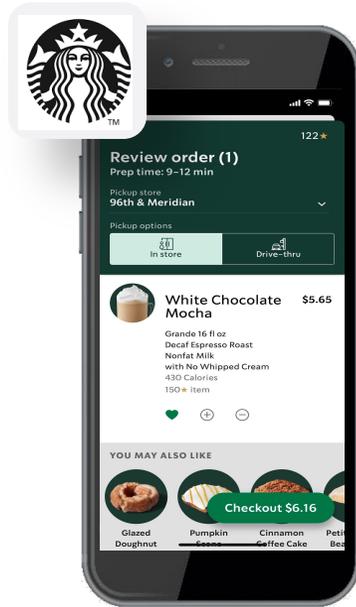
DEEPER ENGAGEMENT

WHY REIMAGINE GIVING?

All New!



Donors are CONSUMERS

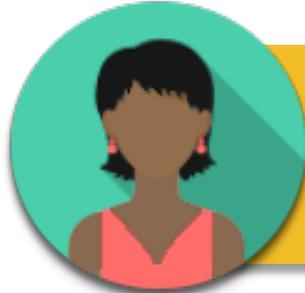


- Lines deter business
- Convenience is key
- Consumer want control

Donors are DIVERSE



The
IN LEIU OF
donor



The
PRE-EVENT
donor



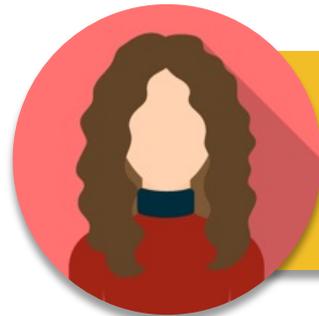
The
APPEAL
donor



The
RECURRING
donor



The
IMPACT
donor



The
CROWD
FUNDER



The
SOCIAL
GIVER

Donors need MOTIVATION

EASE

“It was easy to do.”

MISSION

“I care about the mission of the organization.”

IMPACT

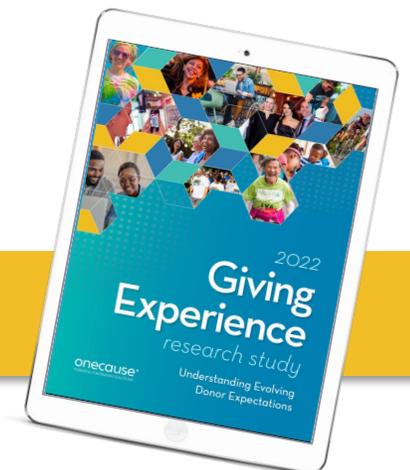
“The money raised would make a difference.”



TRUST

“I trust the org to do the right thing / use the money wisely.”

AVAILABLE AT [ONECAUSE.COM](https://onecause.com)



GIVING REIMAGINED

GIVING STRATEGIES

All New!



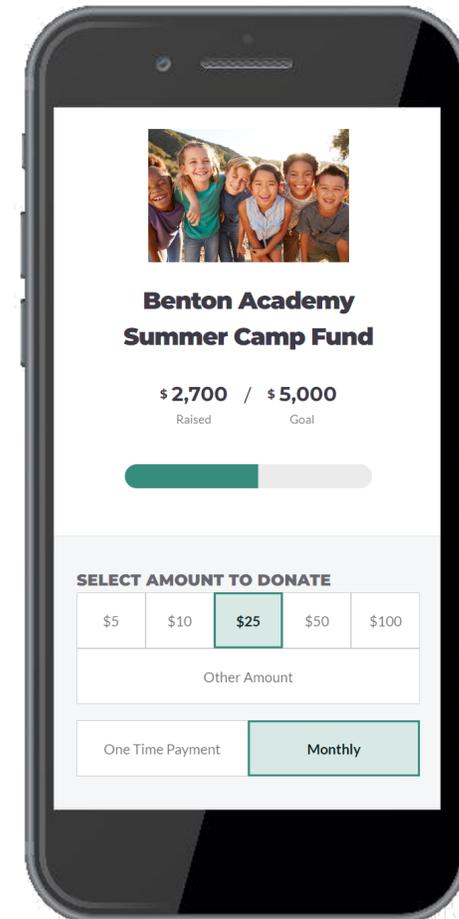
bit.ly/3VWbICB



Event Donation Strategies

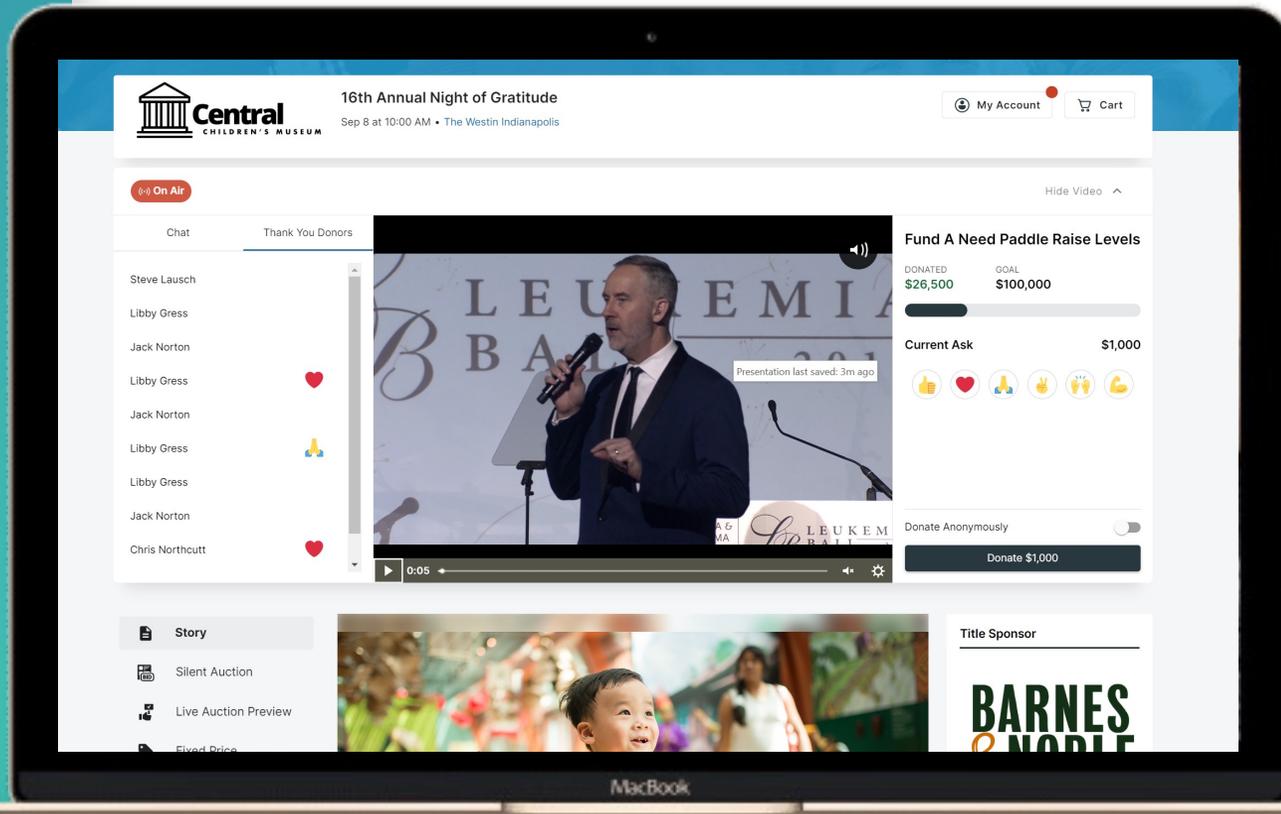
- Smart approach to familiar strategies
- New ideas to consider
- Non-event donation options available

OneCause Text2Give



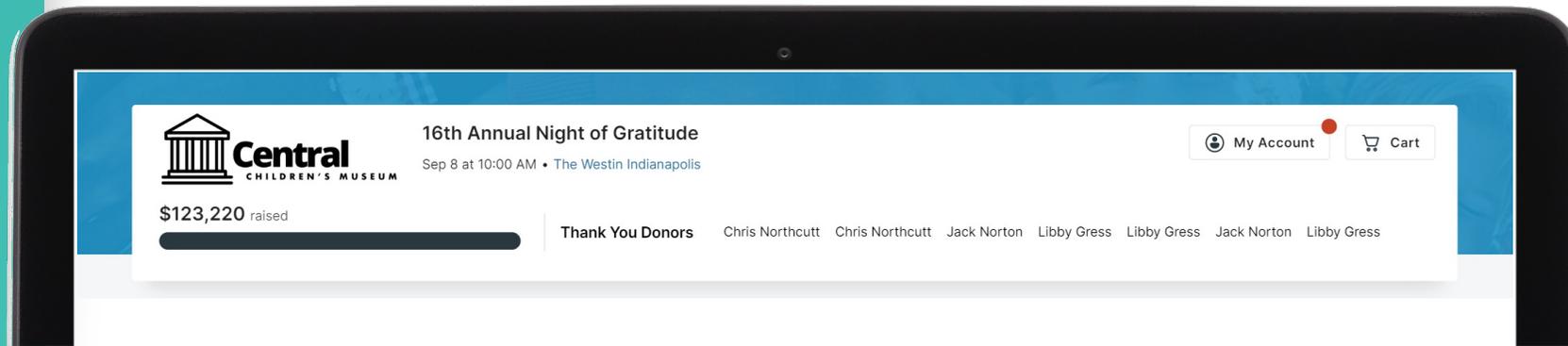
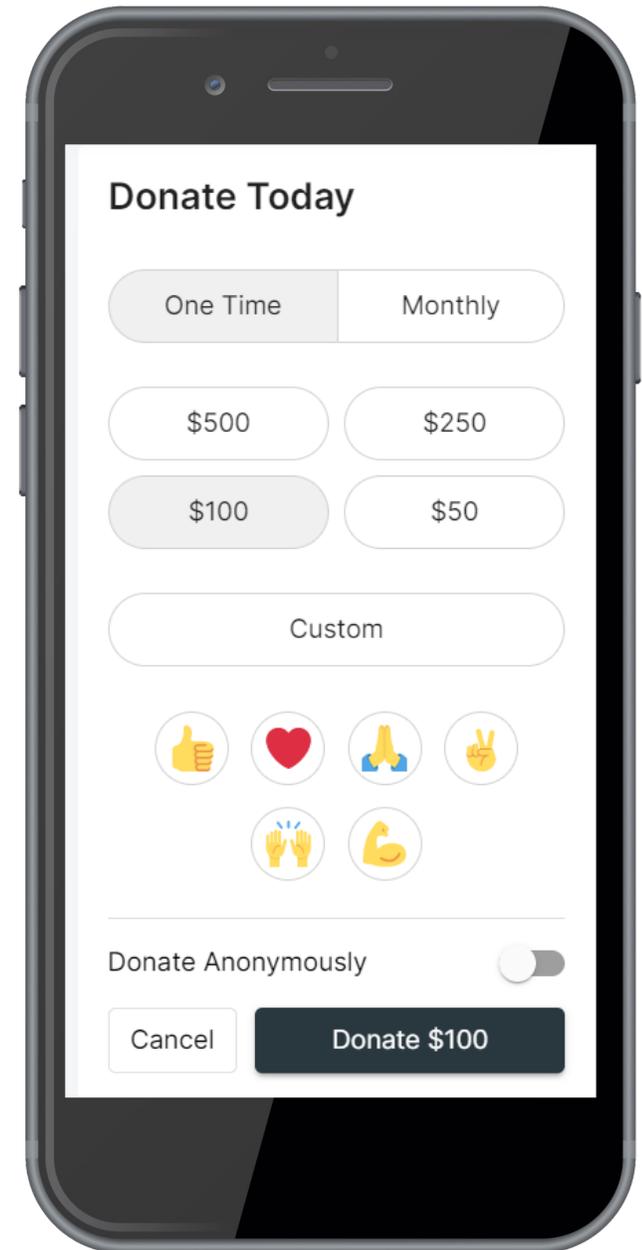
In-person, Virtual & Hybrid

MORE INFO IN WEBINAR 3



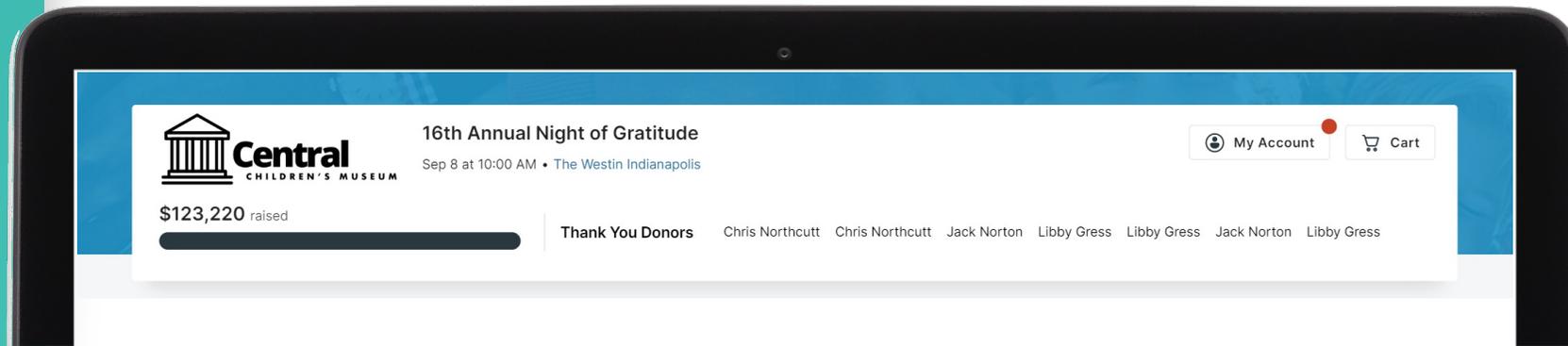
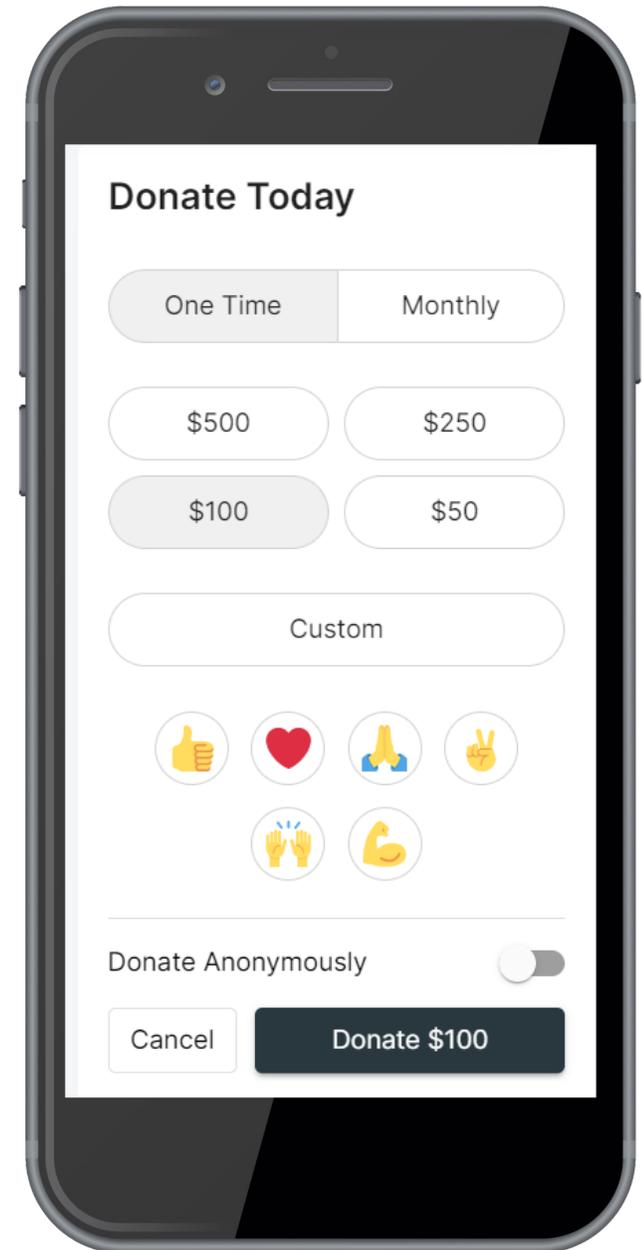
General Donation Form

- Pre/post/ in lieu of event
- Smaller amounts
- Shows on event thermometer



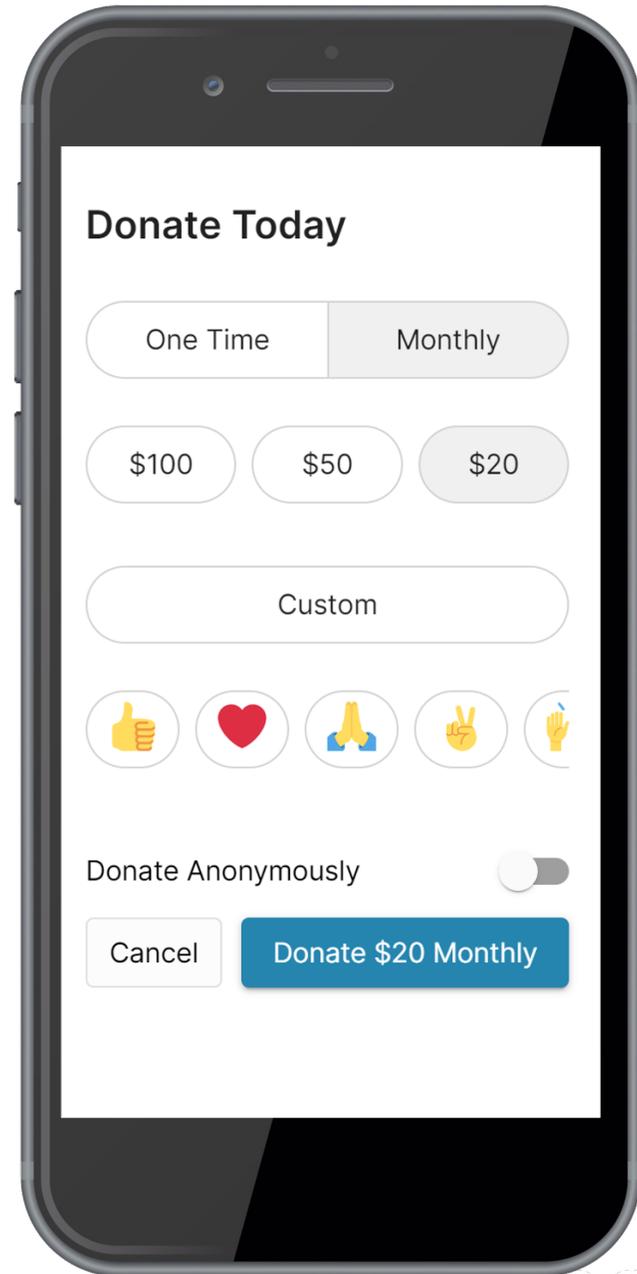
General Donation Form

- Pre/post/ in lieu of event
- Smaller amounts
- Shows on event thermometer



Recurring

- Separate recurring levels
- Annually / monthly / weekly



Recurring

Recurring Donations					
Amount	Donor Name	Schedule	Status	Source	Start Date
\$100.00	Betty Brown	Monthly	Active	Golf Tournament 2022	Jul 26 2022, 9:05 AM
\$5.00	Curtis Carlson	Weekly	Active	2022 Annual Gala	Mar 2 2022, 4:27 PM
\$1,000.00	Andrea Anderson	Annually	Active	2022 Annual Gala	Mar 1 2022, 1:59 PM
\$10.00	Deena Davis	Monthly	Canceled	2022 Annual Gala	Mar 1 2022, 1:58 PM
\$10.00	Joe Duca	Monthly	Active	2022 Annual Gala	Mar 1 2022, 1:58 PM
\$100.00	Frank Farmer	Monthly	Active	2022 Annual Gala	Mar 1 2022, 1:58 PM

Recurring Donation Details ✕ End Donation Series Update Details

Total Amount	\$10.40	Recognition Name	
Donation Amount	\$10.00	Schedule	Monthly
Covered Costs	\$0.40	Next Payment Date	Oct 31, 2022
Status	Active	Start Date	Mar 1, 2022
Donor Name	Joe Duca		
Donor Email	jduca@onecause.com		
Payment Method	VISA ••• 4021		

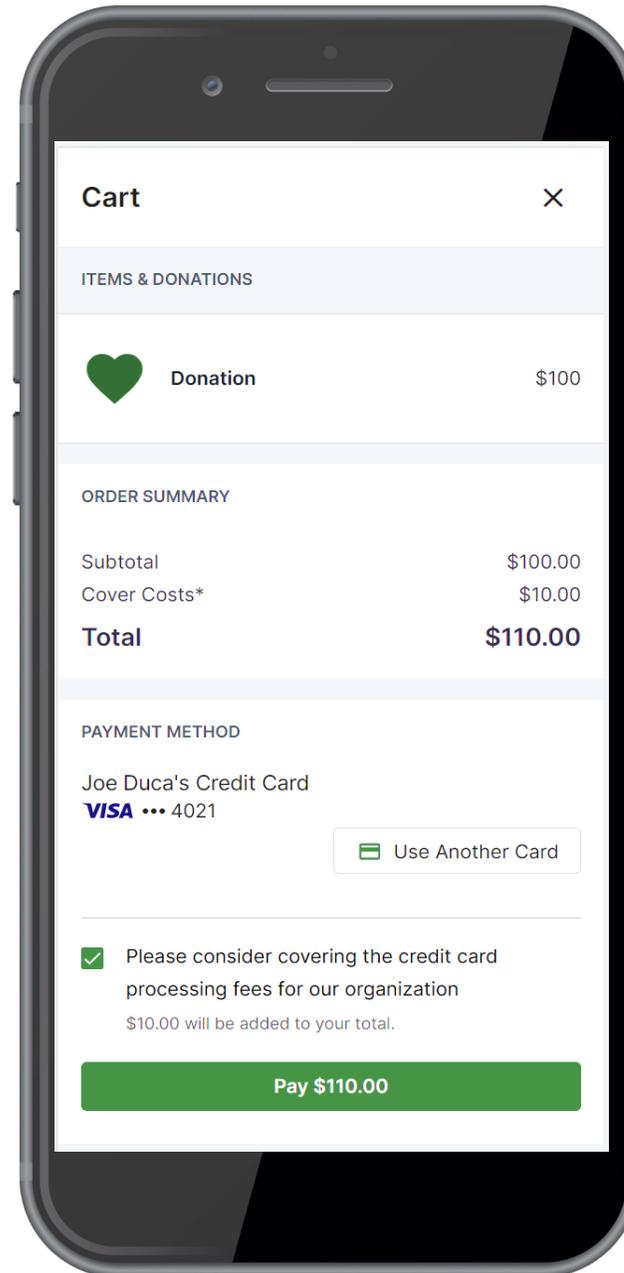
Donations
This is a list of past donations from this recurring series.

Total Amount	Status	Donations	Covered Costs	Total Paid	Time
\$10.00	✓ Paid	\$10.00	\$0.40	\$10.40	Oct 1 2022, 9:00 AM
\$10.00	✓ Paid	\$10.00	\$0.40	\$10.40	Sep 1 2022, 4:19 AM
\$10.00	✓ Paid	\$10.00	\$0.40	\$10.40	Aug 1 2022, 4:20 AM
\$10.00	✓ Paid	\$10.00	\$0.40	\$10.40	Jul 1 2022, 4:19 AM

- Helps Finance
- Edit
- Cancel

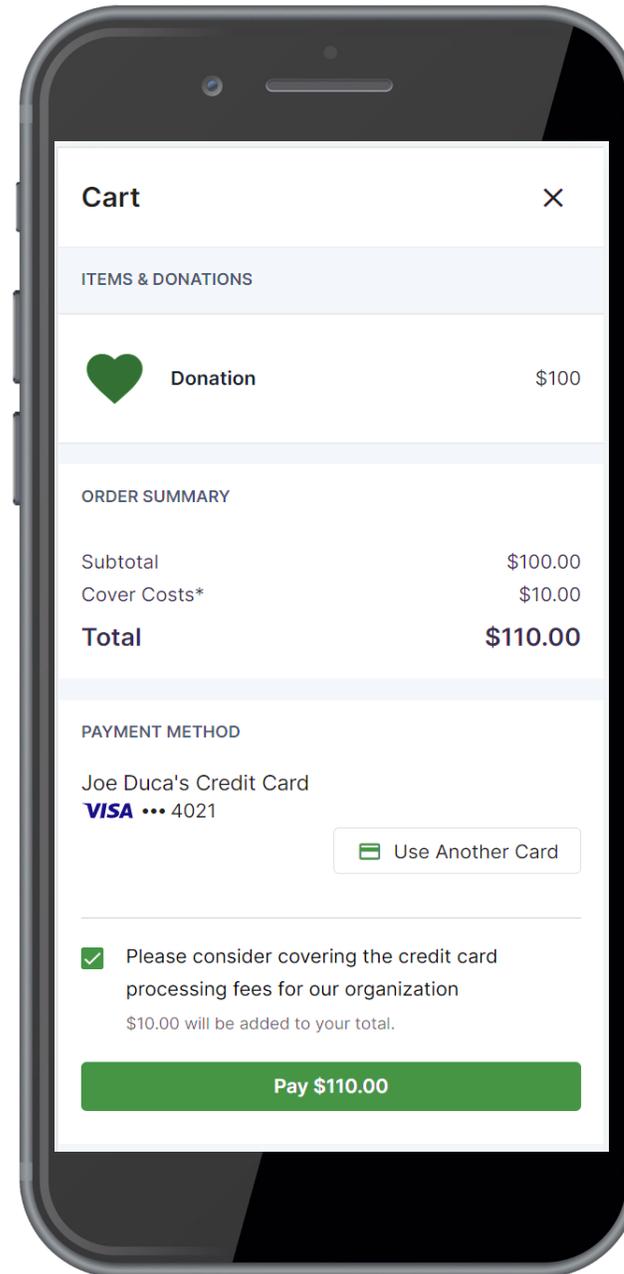
Cover Cost

- Set percentage
- Configure message
- When guests pay (so let them pay)
- In volunteer tool
- In recurring



Cover Cost

- Set percentage
- Configure message
- When guests pay (so let them pay)
- In volunteer tool
- In recurring



I will gladly give extra to cover fundraising costs so 100% of my contribution goes to the Scholarship Fund

Your generosity does not need to stop there, increase your gift and do even more to heal the world.

Options: Impact Levels

Smaller gifts that inspire more giving



The
IMPACT
donor

Cover the Cost of Admission
\$50
Cover the cost of admission for a family who is facing financial constraints.
0 Donors
Donate

Sponsor a School Field Trip
\$500
Grant a school close to your heart the chance to experience the children's museum by covering their Admission cost
0 Donors
Donate

Support our shelter!

All Items (3)

Build a new Dog Run
We're planning to build a new Dog Run for small to medium...
\$1,500 raised of **\$2,500** goal
Donate

Feed a Pack for a week
\$75
Help feed a pack of 10 dogs for a week!
4 Donors
Donate

Cat Tree
\$100
Help our cats stay happy and healthy with new cat trees!
7 Donors
Donate

Options: Impact Levels

Smaller gifts that inspire more giving



The
IMPACT
donor

The laptop screen displays two donation cards. The first card is titled "Cover the Cost of Admission" with a price of "\$50". It includes a photo of a woman and a child, a description "Cover the cost of admission for a family who is facing financial constraints.", a "0 Donors" badge, and a "Donate" button. The second card is titled "Sponsor a School Field Trip" with a price of "\$500". It includes a photo of a museum exhibit, a description "Grant a school close to your heart the chance to experience the children's museum by covering their Admission cost", a "0 Donors" badge, and a "Donate" button.

The tablet screen displays a "Support our shelter!" page with three donation cards. The first card is titled "Build a new Dog Run" with a price of "\$1,500" and a progress bar showing "\$1,500 raised of \$2,500 goal". It includes a photo of a dog run, a description "We're planning to build a new Dog Run for small to medium...", a "4 Donors" badge, and a "Donate" button. The second card is titled "Feed a Pack for a week" with a price of "\$75". It includes a photo of several dogs, a description "Help feed a pack of 10 dogs for a week!", a "7 Donors" badge, and a "Donate" button. The third card is titled "Cat Tree" with a price of "\$100". It includes a photo of a cat tree, a description "Help our cats stay happy and healthy with new cat trees!", a "7 Donors" badge, and a "Donate" button.

Options: Targeted Achievements

Give donors a path so they collectively make change



The CROWD FUNDER



Build a new Dog Run

We're planning to build a new Dog Run for small to medium...

\$1,500 raised of \$2,500 goal

Donate

Support our shelter!

All Items (3)



Build a new Dog Run

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Donate



4 Donors

Feed a Pack for a week

\$75

Help feed a pack of 10 dogs for a week!

Donate



7 Donors

Cat Tree

\$100

Help our cats stay happy and healthy with new cat trees!

Donate

Options: Targeted Achievements

Give donors a path so they collectively make change



The CROWD FUNDER

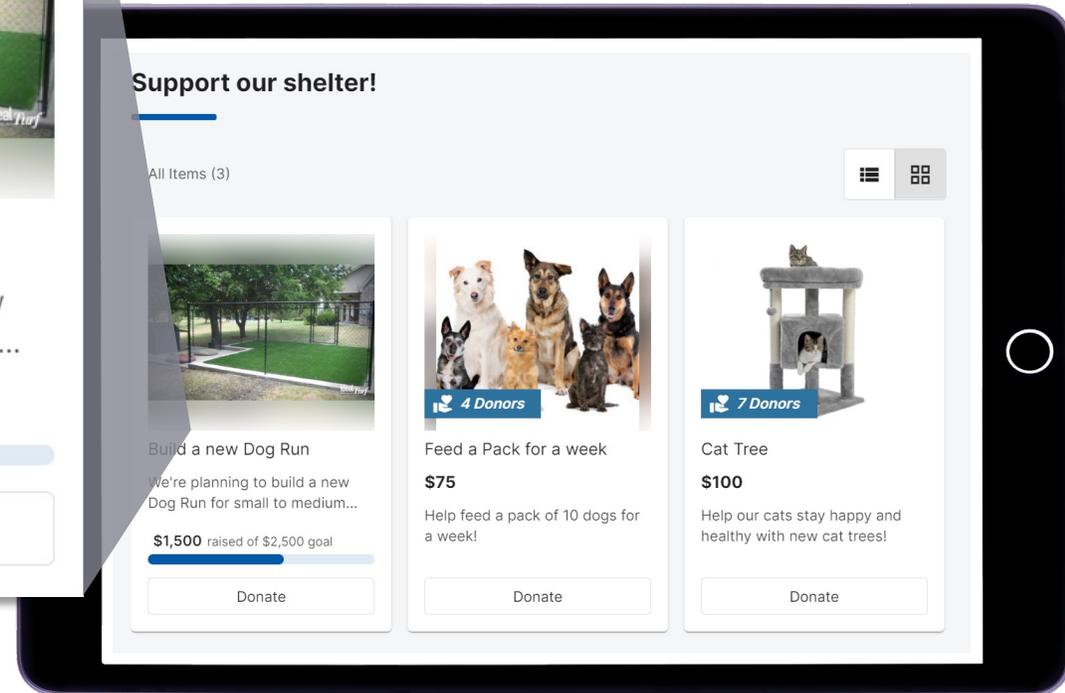


Build a new Dog Run

We're planning to build a new Dog Run for small to medium...

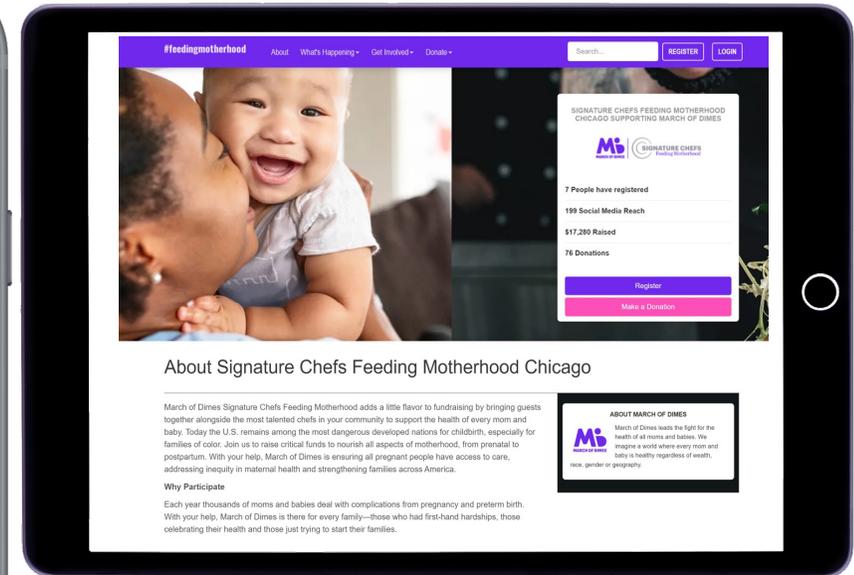
\$1,500 raised of \$2,500 goal

Donate



Ambassador fundraising & Peer-2-Peer

- P2P site
- Event donation form
- Event leaderboard



Diverse Giving Strategies



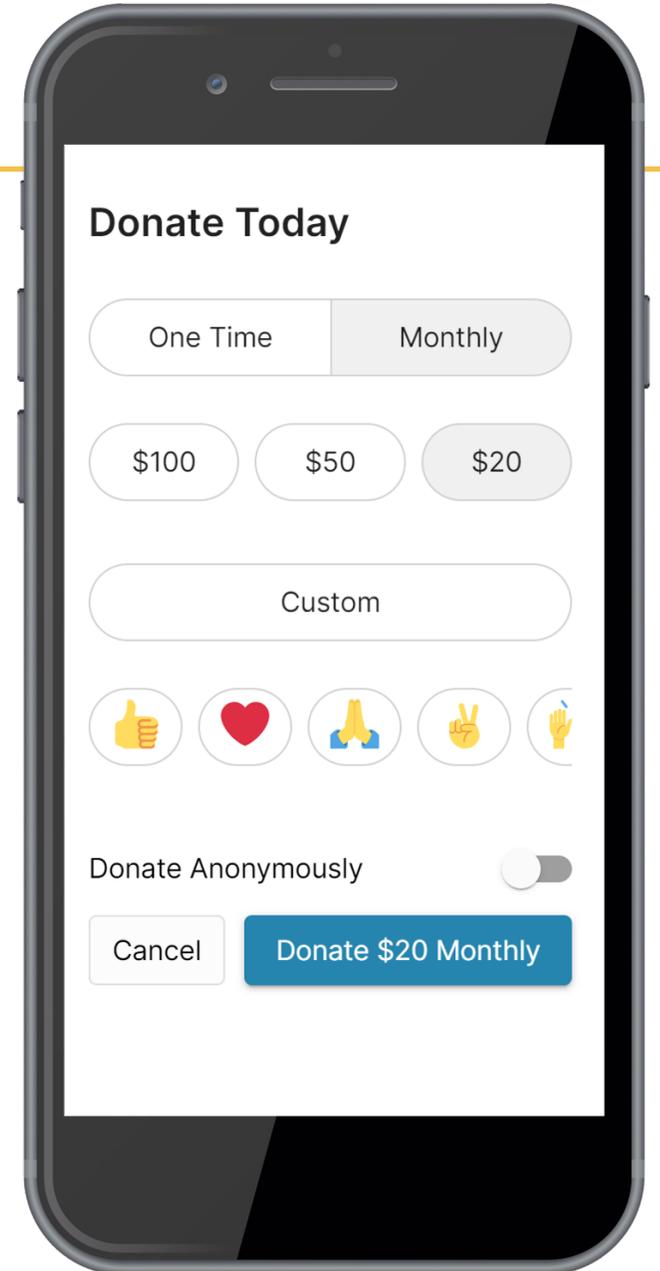
The
IN LEIU OF
donor



The
PRE-EVENT
donor



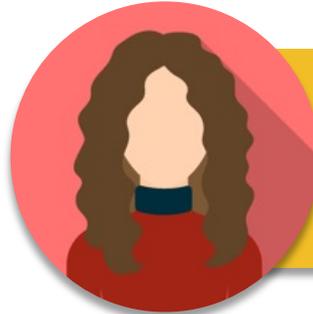
The
RECURRING
donor



Diverse Giving Strategies



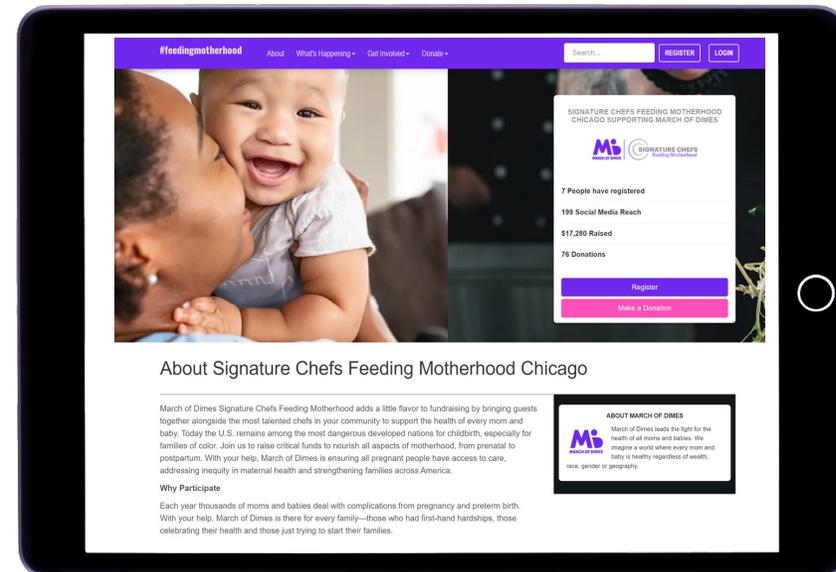
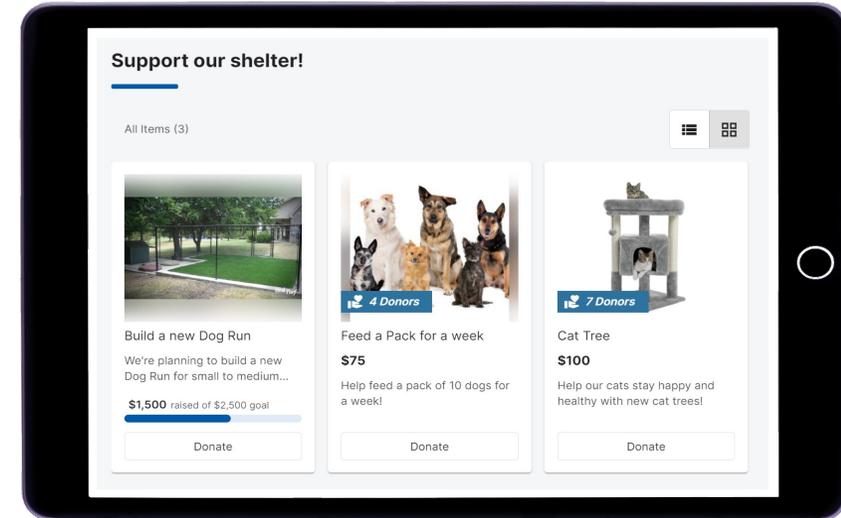
The
IMPACT
donor



The
CROWD
FUNDER



The
SOCIAL
GIVER





"I had 6 weeks, and a severe shortage of volunteers due to the pandemic, to plan and execute the event. But with OneCause, our hybrid event raised 36% more than the prior year."

ELIZABETH WALTON
Central Christian School



CENTRAL
CHRISTIAN
SCHOOL





The APPEAL donor

GIVING REIMAGINED

THE APPEAL

All New!



bit.ly/3VWbICB



Commitments

- Tracking?
- Confirming?
- Paying?
- Recognizing?

	A	B	C	D
1	Gift	Donor	Paid	Notes
2	\$10,000	Mark Johns	Paid by check on 10/12	
3	\$5,000	Sue Ward	need to collect onsite	
4	\$2,500.00	James Seifert	tbd	Sue is going to confirm this
5	\$10,000	Sue Villani	???	Is this real?
6	\$2,500	Max Hubbard		Never called back
7	\$2,500	Charlotte Door	Invoiced	
8	\$5,000	Steph Jeffrey	how paying?	
9	15000	Molly Abraham	paying next month	use this for the match once we move to \$1,000
10				

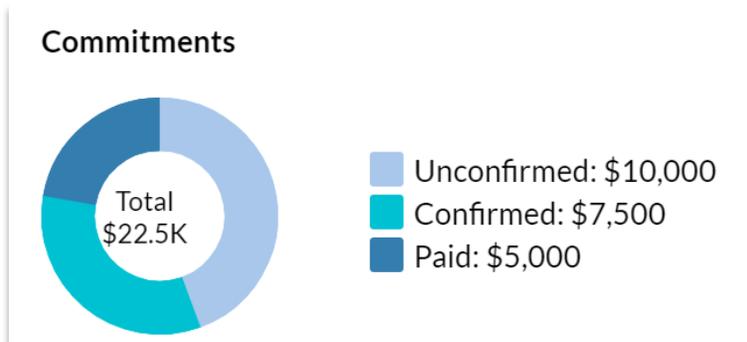
Commitments

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9	15000	Molly Abraham	paying next month	use this for the match once we move to \$1,000
10				

Commitments: Manage & Pay

- All year
- Track against goal
- Workable list



Donation Commitments Download Commitments Create Commitment

Search Commitments

Recognized	Donor Name	Amount	Status
	Max Hubbard	\$10,000.00	Confirmed
	Bob Roberts	\$15,000.00	Confirmed
	Joe Duca	\$5,000.00	Paid
	Steph Ragozzino	\$15,000.00	Unconfirmed
	Donal Leer	\$22,345.00	Confirmed
	Dave Andrews	\$1,000.00	Confirmed
	Steph Ragozzino	\$10,000.00	Confirmed
✓	Ernie Duca	\$5,000.00	Confirmed
✓	Joe Duca	\$2,500.00	Paid
	Joe Duca	\$5,000.00	Paid

Summary: All Commitments: \$90,845.00 | Not Paid: \$78,345.00 | Not Recognized: \$83,345.00

Commitments: Recognition

Recognize on-demand at the optimal moment

MORE INFO IN WEBINAR 4



Unrecognized Commitments		7 Commitments ^
Donal Leer	\$22,345	Recognize
Bob Roberts	\$15,000	Recognize
Max Hubbard		Recognize
Steph Ragazzino		Recognize

Recognize Commitment

This \$15,000.00 donation from Bob Roberts will now be counted on the event site and donation slide. This will occur immediately after you click the Recognize button.

[Cancel](#) [Recognize](#)

Commitments: Recognition

Recognize on-demand at the optimal moment

MORE INFO IN WEBINAR 4



Unrecognized Commitments		7 Commitments ^
Donal Leer	\$22,345	Recognize
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Recognize Commitment

This \$15,000.00 donation from Bob Roberts will now be counted on the event site and donation slide. This will occur immediately after you click the Recognize button.

[Cancel](#) [Recognize](#)

What is a Donation Moment?

Goal & thermometer

Edit Donation Moment

Name *
Fund the pet memorial park

Type *
Open

Goal Amount
\$ 10000

Seed Amount
\$ 2500

One Time Donation Levels *

\$5,000 × \$1,000 × \$500 ×

\$ Enter Donation Amount

When should we start counting toward this donation moment?

Count all donations, even if they occur before this Donation Moment begins in Show Manager
Launching donation slide shows all donations given so far

Only count donations that occur once this segment is started in Show Manager
Starts donation slide at \$0 + seed amount

Did you start your segment for testing? Reset your donation here.

Should we include donation options?

Include all Donation Options (Impact Levels and Targeted Achievements)

Donation Summary

\$7,500 / \$10,000 (75%)

- \$2,500 Seed Amount
- \$0 Donations Options (Impact Levels & Targeted Achievements)
- \$5,000 Donations

What is a Donation Moment?

Edit Donation Moment

Name *
Fund the pet memorial park

Type *
Open

Goal Amount
\$ 10000

Seed Amount
\$ 2500

Donation Summary [Refresh](#)

\$7,500 / \$10,000 (75%)

- \$2,500 Seed Amount
- \$0 Donations Options (Impact Levels & Targeted Achievements)
- \$5,000 Donations

One Time Donation Levels *

\$5,000 × \$1,000 × \$500 ×

\$ Enter Donation Amount [Add Level](#)

When should we start counting toward this donation moment?

Count all donations, even if they occur before this Donation Moment begins in Show Manager
Launching donation slide shows all donations given so far

Only count donations that occur once this segment is started in Show Manager
Starts donation slide at \$0 + seed amount

Did you start your segment for testing? Reset your donation here. [Reset](#)

Should we include donation options?

Include all Donation Options (Impact Levels and Targeted Achievements)

Annotations:

- Goal & thermometer (points to Goal Amount)
- Seed (points to Seed Amount)
- Start slide at \$0 (points to the second radio button option)
- Levels (points to the One Time Donation Levels section)

What is a Donation Moment?

Goal & thermometer

Slide

Start slide at \$0

Levels

In/Exclude Options

Edit Donation Moment

Name *
Fund the pet memorial park

Type *
Open

Goal Amount
\$ 10000

Seed Amount
\$ 2500

Donation Summary Refresh

\$7,500 / \$10,000 (75%)

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One Time Donation Levels *

\$5,000 × \$1,000 × \$500 ×

\$ Enter Donation Amount Add Level

When should we start counting toward this donation moment?

- Count all donations, even if they occur before this Donation Moment begins in Show Manager
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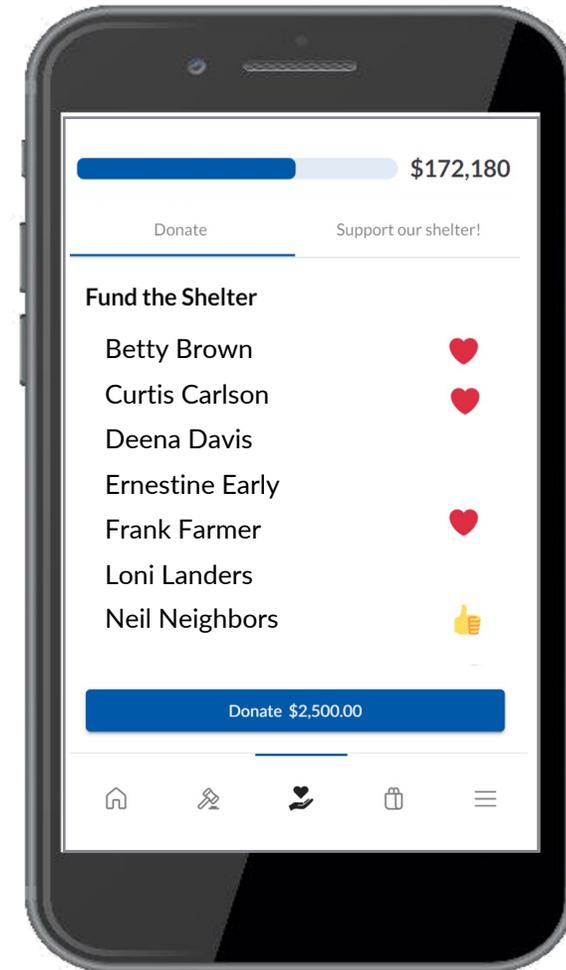
Did you start your segment for testing? Reset your donation here. Reset

Should we include donation options?

- Include all Donation Options (Impact Levels and Targeted Achievements)

Donation Moments: Open v Tiered

- Open
- Tiered + Give at any level



Multiple Donation Moments

- Goal, slide, seed amount
- Open/Tiered
- All other options

Donation Moments				+ Create Donation Moment
Name	Type	Goal Amount	Total Amount Raised	
Fund the pet memorial park	Open	\$3,000.00	\$30,000.00	
Fund the Shelter	Tiered	\$60,000.00	\$41,000.00	

Running a Donation Moment

MORE INFO IN
WEBINAR 4

Manage Tiers

Fund the Shelter
Tiered Donation Moment

Donation Controls

Previous: \$5,000 CURRENT ASK: \$2,500 Next: \$1,000

Change Current Ask

\$5,000 \$2,500 \$1,000

Add Level

\$ Enter donation amount Add Level

On-the-fly
changes

Slide Controls

Goal Amount: \$ 60000

Seed Amount: \$ 5000

Unrecognize
Commitments

Unrecognized Commitments 7 Commitments ^

Donal Leer	\$22,345	Recognize
Bob Roberts	\$15,000	Recognize
Max Hubbard	\$10,000	Recognize
Steph Ragozzino	\$10,000	Recognize
Joe Duca	\$5,000	Recognize
Joe Duca	\$5,000	Recognize
Dave Andrews	\$1,000	Recognize

Running a Donation Moment

MORE INFO IN
WEBINAR 4

Manage Tiers

Fund the Shelter
Tiered Donation Moment

Donation Controls

Previous: \$5,000 CURRENT ASK \$2,500 Next: \$1,000

Change Current Ask

\$5,000 \$2,500 \$1,000

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On-the-fly
changes

Slide Controls

Goal Amount \$ 60000 Seed Amount \$ 5000

Unrecognize
Commitments

Unrecognized Commitments 7 Commitments ^

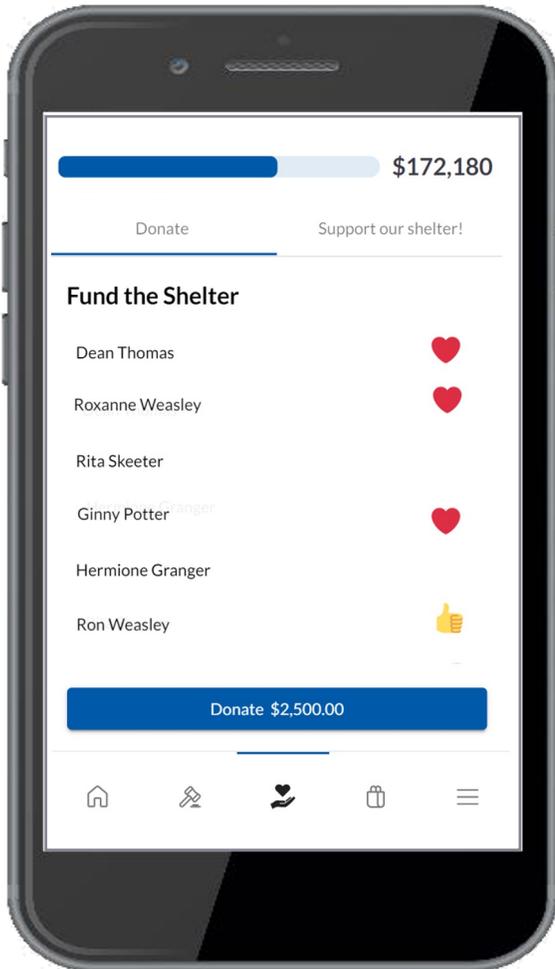
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Max Hubbard	\$10,000	Recognize
Steph Ragozzino	\$10,000	Recognize
Joe Duca	\$5,000	Recognize
Joe Duca	\$5,000	Recognize
Dave Andrews	\$1,000	Recognize

Confidence
Monitor

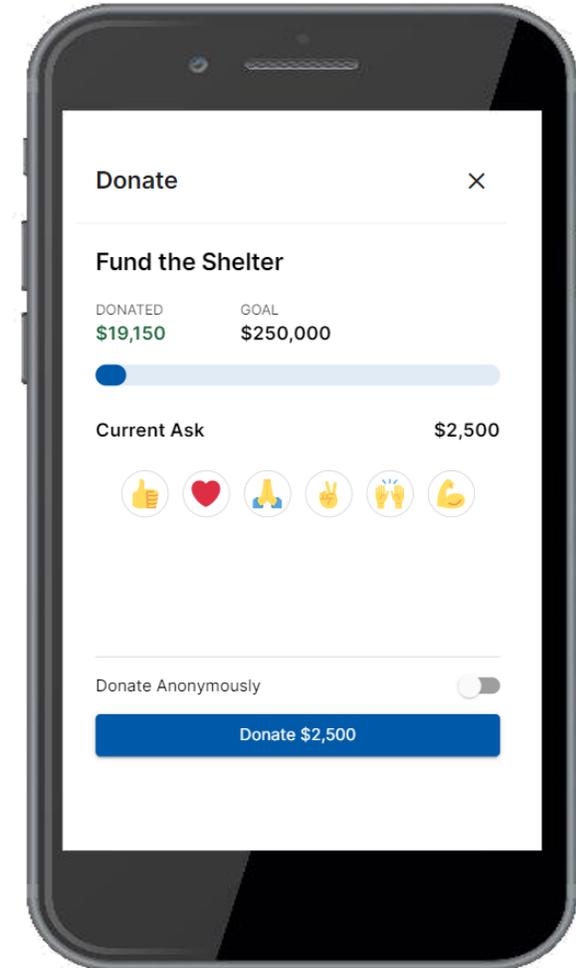
Donor Details

Betty Brown	\$500	7:37PM
Craig Carlson	\$500	7:37PM
Deena Davis	\$1,000	7:37PM

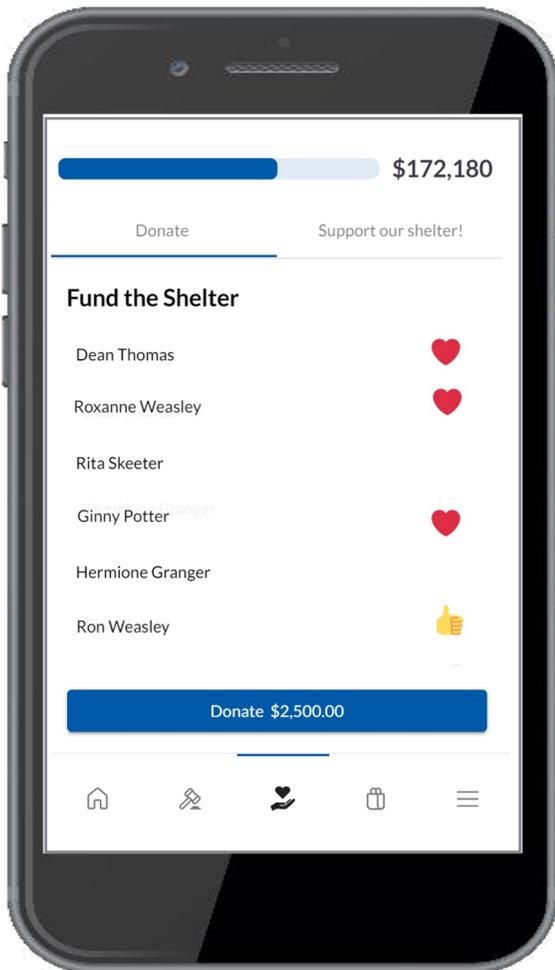
Donation Experience: Mobile



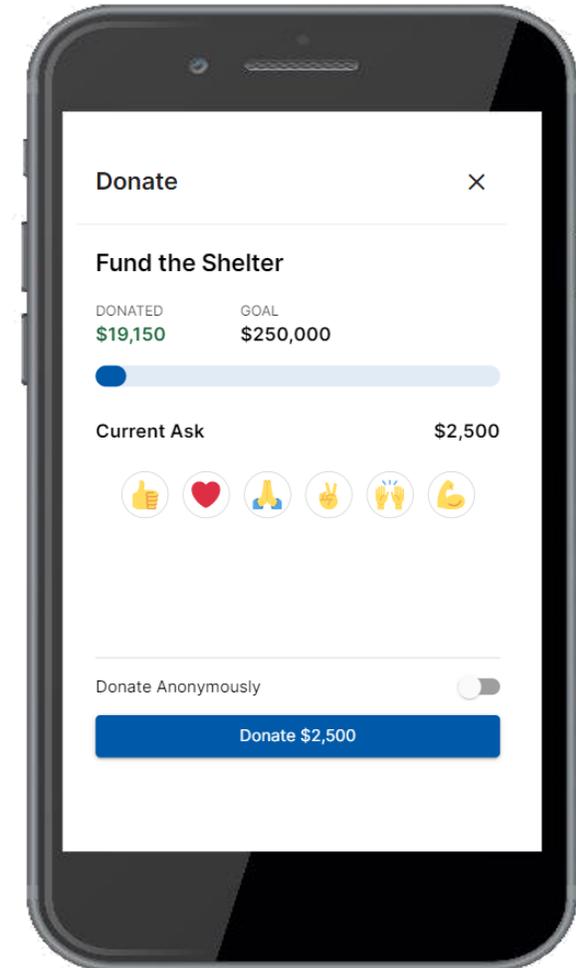
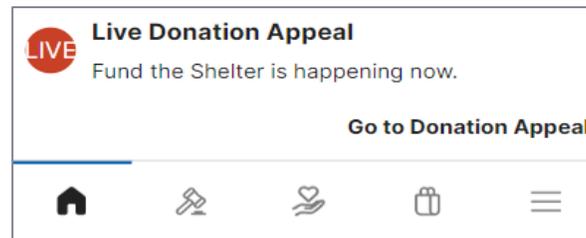
- Banner
- Levels
- Emojis



Donation Experience: Mobile



- Banner
- Levels
- Emojis



Donation Experience: Paddle Raise

- Enter Paddle #s
- Use slide & thermometer
- Built for speed

The screenshot displays the 'Spotter Tool' interface. At the top, there is a blue header with a hamburger menu icon and the text 'Spotter Tool'. Below this is a list of donors with their names and donation amounts:

#102 - Betty Brown	\$5,000
#254 - Curtis Carlson	\$5,000
#135 - Deena Davis	\$5,000
#201 - Ernestine Early	\$5,000
#145 - Frank Farmer	\$5,000
#136 - Loni Landers	\$10,000
#222 - Neil Neighbors	\$10,000

Below the list is a 'New Donation' section. It features a slide control with three options: '\$5,000' (selected), '\$1,000', and '\$500'. Below the slide control are two input fields: 'Donation Amount' with the value '\$ 5000' and 'Paddle or Attendee Number' with the value '10001'. A search icon is visible in the bottom right of the second input field. Below the input fields is a small note: 'When entering an attendee number, do not include the 'A' that precedes the number.' At the bottom of the screen is a blue button labeled 'Confirm \$5000 Donation'.

Donation Experience: Paddle Raise

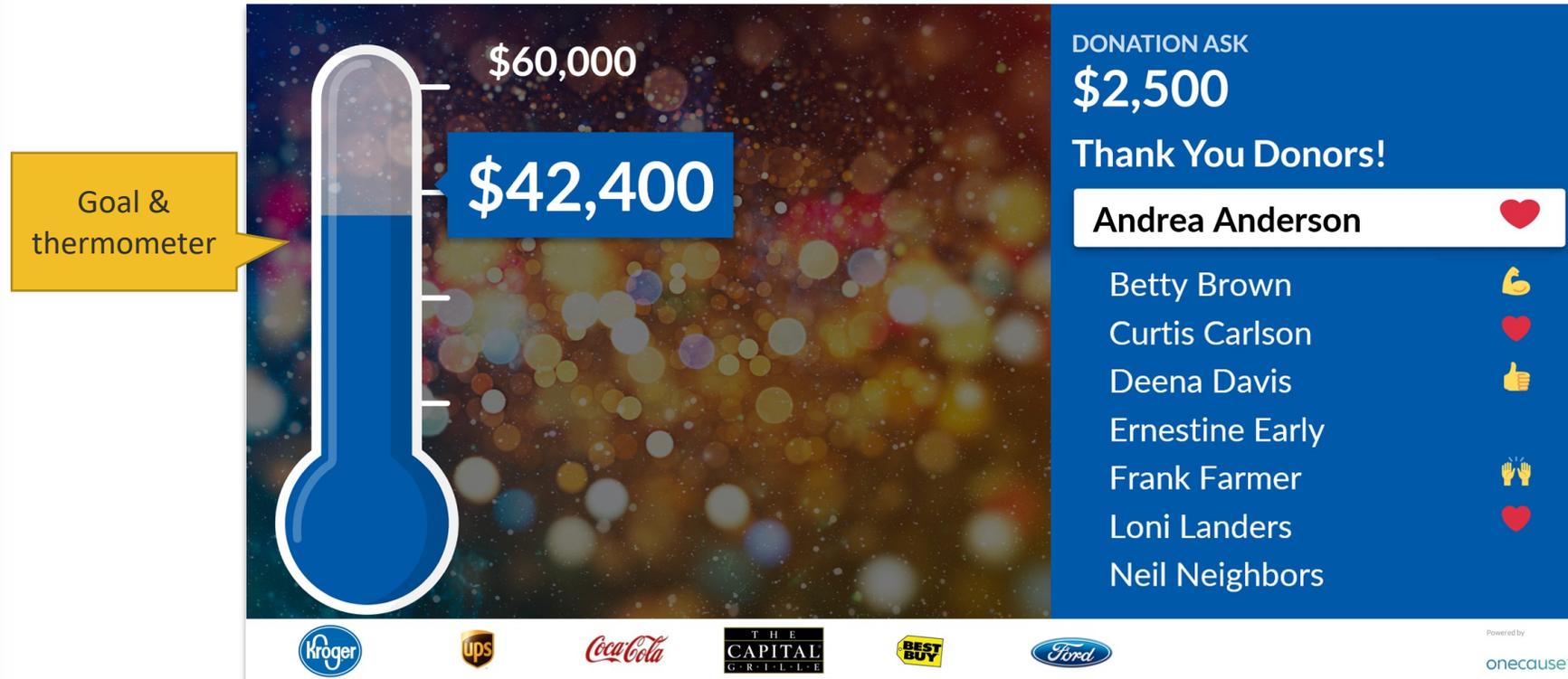
- Enter Paddle #s
- Use slide & thermometer
- Built for speed

The screenshot displays the 'Spotter Tool' interface. At the top, there is a blue header with a hamburger menu icon and the text 'Spotter Tool'. Below this is a list of donors with their names and donation amounts:

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Donation Slide



Donation Slide

The graphic features a thermometer on the left with a goal of \$60,000 and a current amount of \$42,400. On the right, it displays a 'DONATION ASK' of \$2,500 and a list of donors with their respective icons. The background is a dark blue with bokeh light effects. A yellow callout box labeled 'Tier level' points to the \$2,500 amount.

Goal & thermometer

Tier level

\$60,000

\$42,400

DONATION ASK
\$2,500

Thank You Donors!

Andrea Anderson	❤️
Betty Brown	💪
Curtis Carlson	❤️
Deena Davis	👍
Ernestine Early	
Frank Farmer	👐
Loni Landers	❤️
Neil Neighbors	

Kroger UPS Coca-Cola THE CAPITAL GRILLE BEST BUY Ford

Powered by onecause

Donation Slide

The image shows a donation slide template with several callout boxes pointing to different elements:

- Goal & thermometer:** Points to a thermometer graphic on the left. The goal is \$60,000 and the current amount is \$42,400.
- Background & Color:** Points to the dark, bokeh background of the slide.
- Tier level:** Points to the 'DONATION ASK' section.
- Names:** Points to the list of donor names and their associated icons.
- Sponsors:** Points to the row of logos at the bottom of the slide.

Goal & thermometer: \$60,000 (Goal), \$42,400 (Current)

Background & Color: Dark blue background with bokeh lights.

Tier level: DONATION ASK \$2,500

Names: Thank You Donors!

- Andrea Anderson (Heart icon)
- Betty Brown (Flexing arm icon)
- Curtis Carlson (Heart icon)
- Deena Davis (Thumbs up icon)
- Ernestine Early (Clapping hands icon)
- Frank Farmer (Heart icon)
- Loni Landers (Clapping hands icon)
- Neil Neighbors (Heart icon)

Sponsors: Kroger, UPS, Coca-Cola, THE CAPITAL GRILLE, BEST BUY, Ford, Powered by onecause

Donation analytics

Event Thermometer

Proceeds by Type



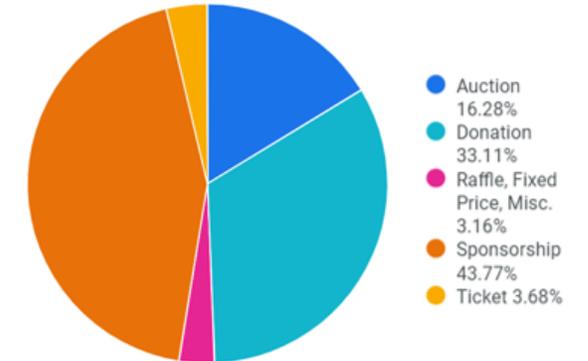
\$225,855/\$250,000 (90%)

Covered costs: \$1,539.25

- Tickets: \$13,650
- Sponsorships: \$76,354
- Silent Auction: \$14,510
- Live Auction: \$21,500
- Raffles: \$1,250
- Fixed Price Items: \$90
- Misc. Charges: \$1
- Donations: \$98,500
Including \$53,500 in commitments

Org Proceeds Mix

Revenue Type Proceeds



Donation analytics

Event Thermometer

Proceeds by Type



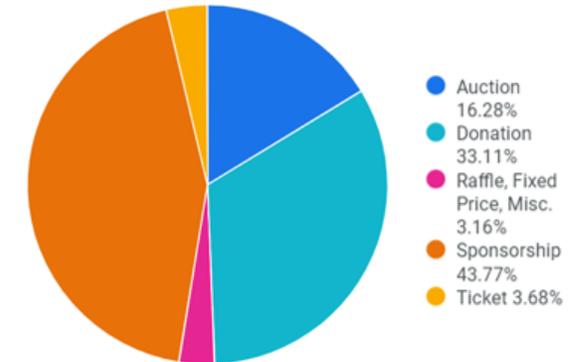
\$225,855/\$250,000 (90%)

Covered costs: \$1,539.25

- Tickets: \$13,650
- Sponsorships: \$76,354
- Silent Auction: \$14,510
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- Misc. Charges: \$1
- Donations: \$98,500
Including \$53,500 in commitments

Org Proceeds Mix

Revenue Type Proceeds



Donation Moment

Donation Summary

[Refresh](#)



\$31,650 / \$50,000 (63%)

- \$5,000 Seed Amount
- \$2,500 Donations Options (Impact Levels & Targeted Achievements)
- \$24,150 Donations



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MIA KURUDZA

St. Leonard Catholic Church & School

GIVING REIMAGINED

All New!



Donation
Forms



Impact Levels



Targeted
Achievements



Recurring



Donation
Moments



Cover
Costs



Donation
Commitments

Q + A

bit.ly/3VWbICB

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★ 3. New Ways to Delight Your Donors

Thursday, November 10

4. The Nonprofit's View

Thursday, December 8



2PM ET | 1PM CT | 12PM MT | 11AM PM

THANK YOU

FOR JOINING US

All New!

