POWER OF THE PLATFORM:

NEW STRATEGIES TO REIMAGINE GIVING

onecause®

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.*

10K

Nonprofits Supported

40K

Fundraising Campaigns

2M

Supporters Reached Annually

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

The OneCause Fundraising Platform

onecause®

YOUR HOSTS

Dawn Lego

Director, Brand Engagement &
Channel Marketing
OneCause

Emily Newberry

VP, National Accounts
OneCause

Joe Duca

VP. Product Strategy
OneCause

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 ...

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POWER OF THE PLATFORM

IN-PERSON, VIRTUAL & HYBRID EVENTS

EVENT SITE DESIGN

TICKETS & TABLES

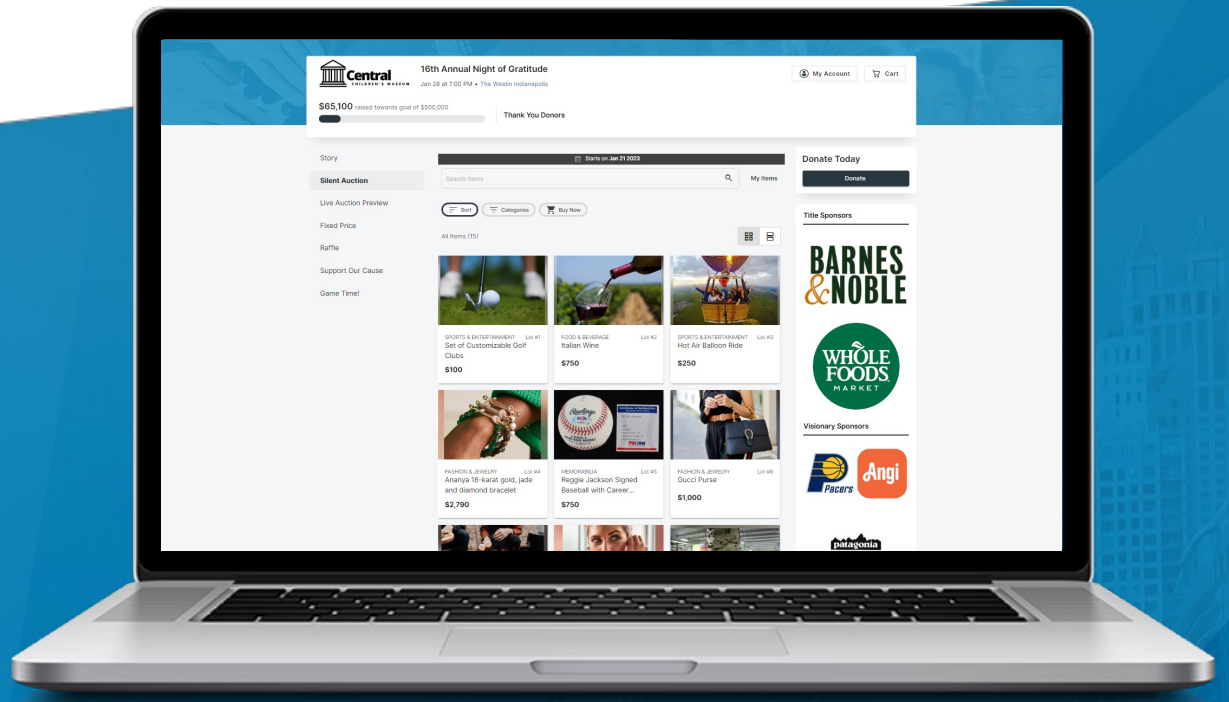
PRE-EVENT ENGAGEMENT

CONTACTLESS EXPRESS CHECK-IN

VOLUNTEER TOOLS

SUPPORTER-DRIVEN ITEM PICK-UP

REPORTS & ANALYTICS



AVAILABLE AT ONECAUSE.COM

Fundraising Challenges

Fractured landscape = ***Point solutions***

Too much ***effort vs return***

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

Market Research

NETFLIX

Spotify®

target

amazon

onecause®

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

MODERN & FLEXIBLE

SEAMLESS GIVING

DEEPER ENGAGEMENT

WHY REIMAGINE GIVING?

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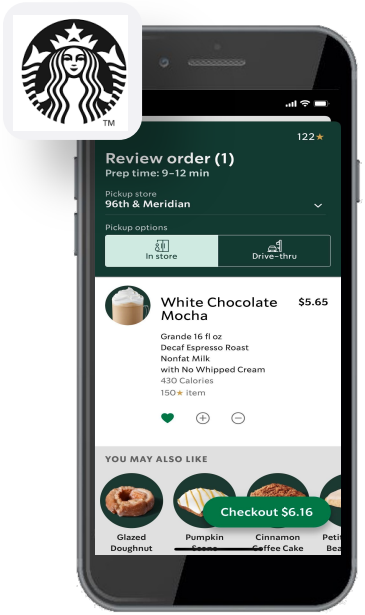
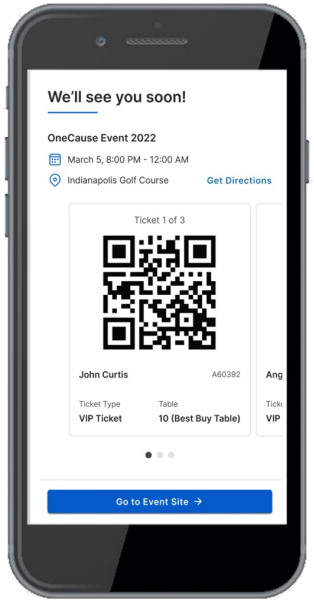
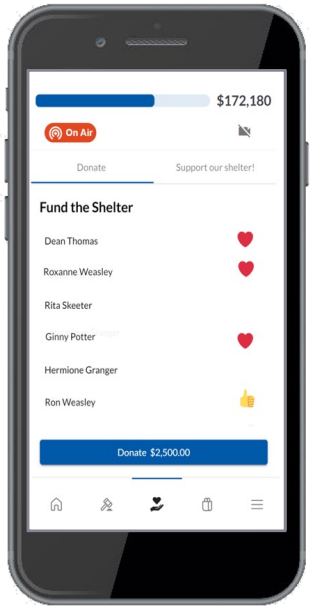
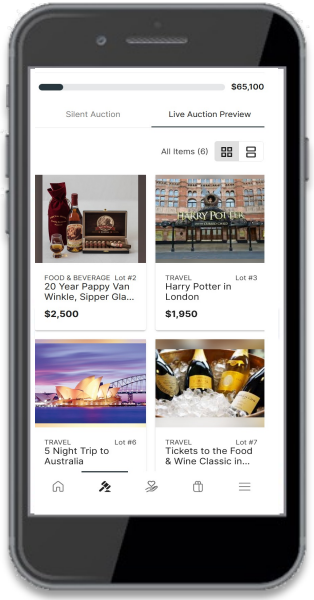
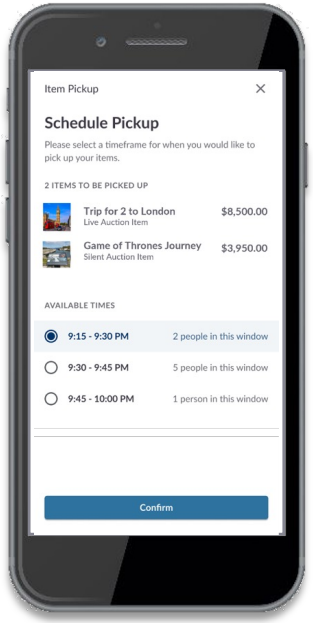
Donors are CONSUMERS











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

Donors are DIVERSE

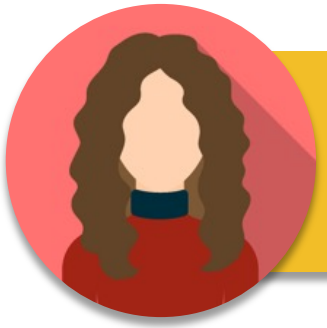
The
IN LEIU OF
donor

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."

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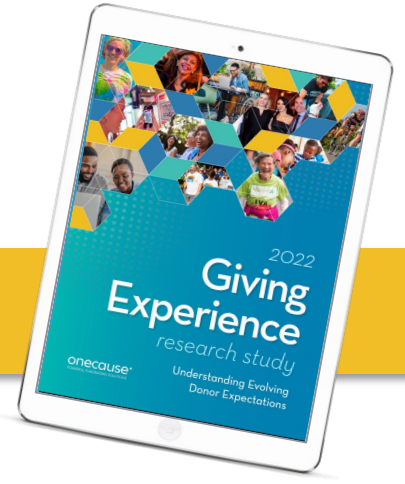

GIVING REIMAGINED

GIVING STRATEGIES

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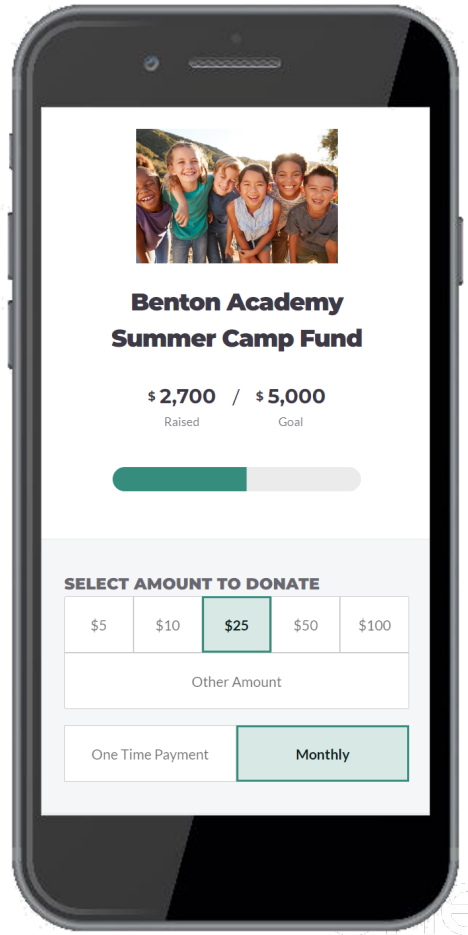
Event Donation Strategies

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

OneCause Text2Give



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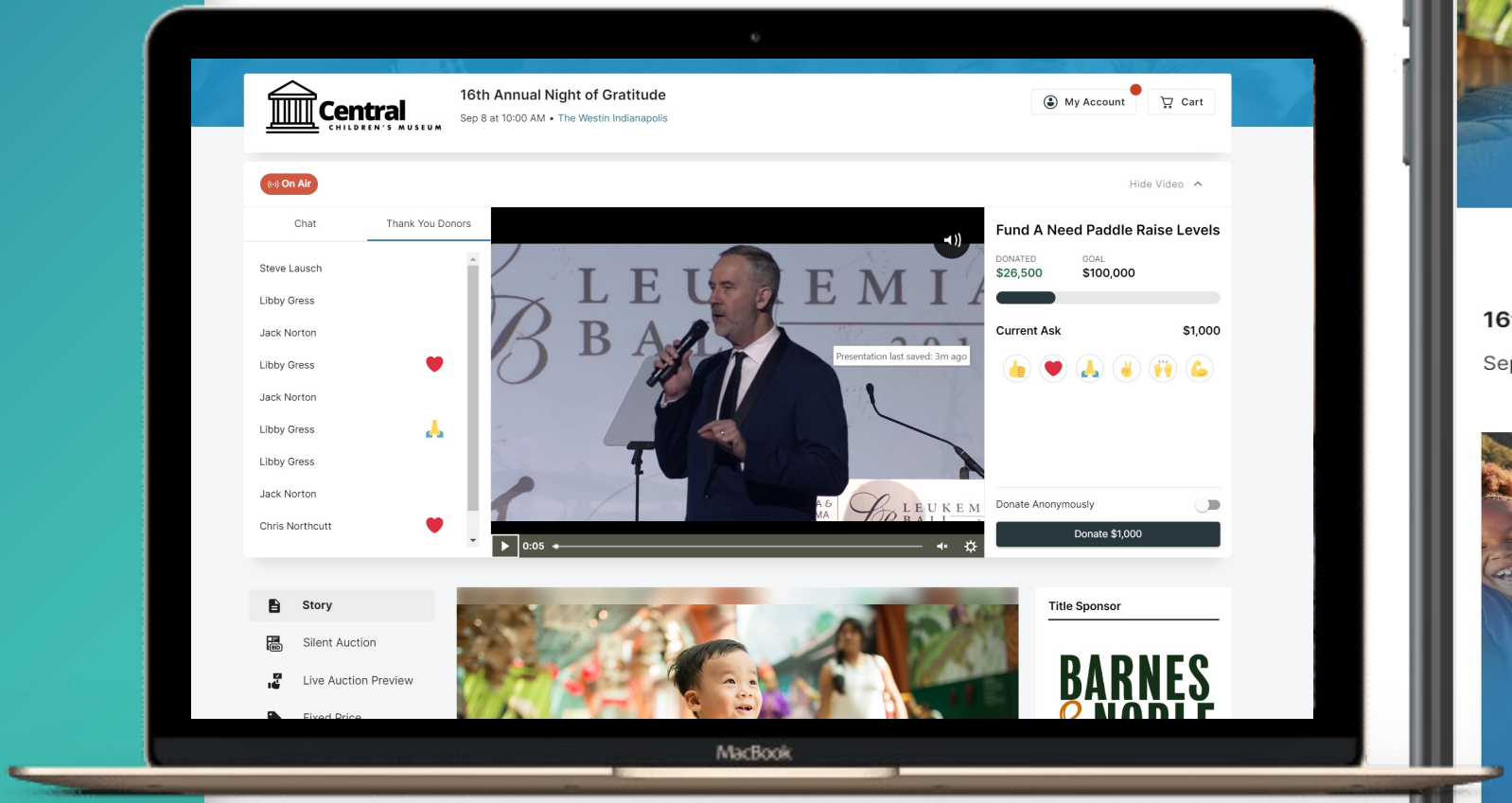
In-person, Virtual & Hybrid

MORE INFO IN WEBINAR 3



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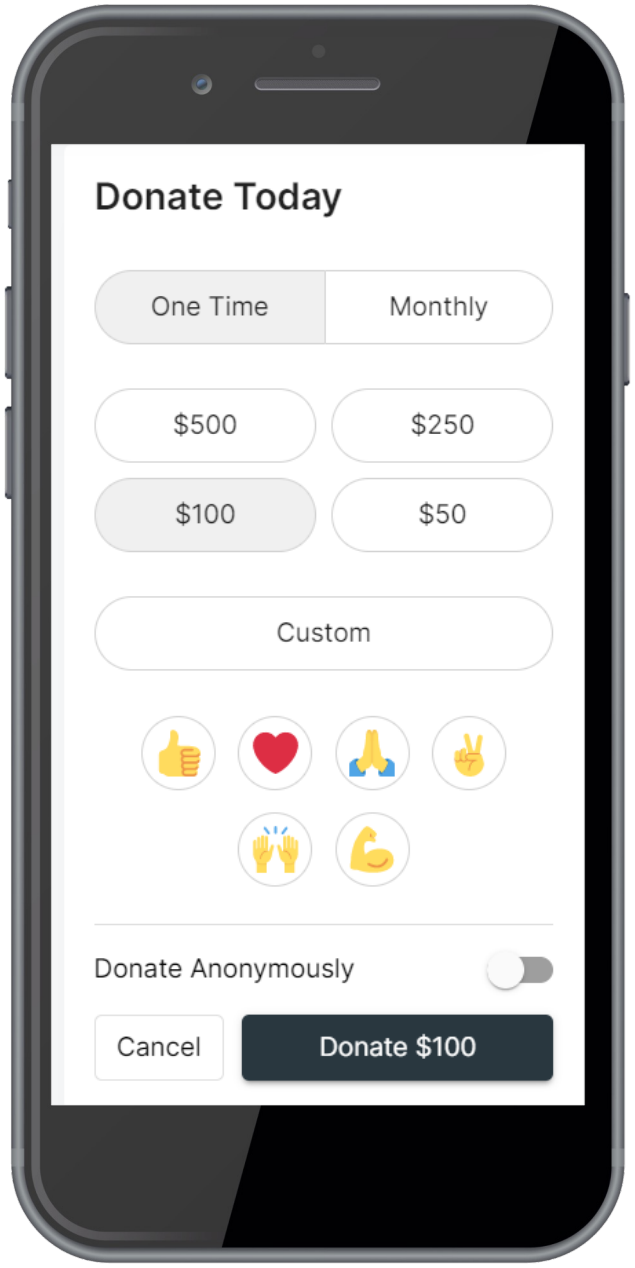
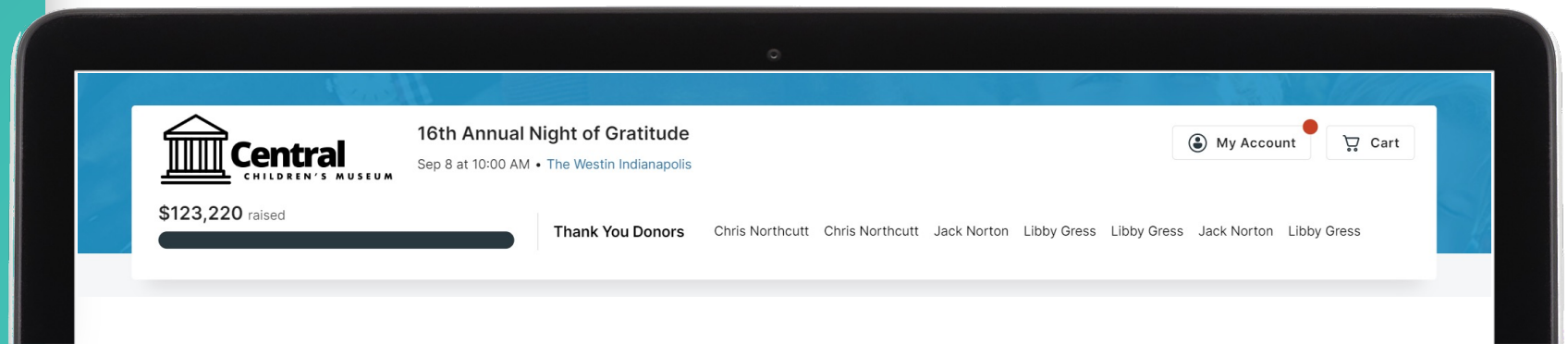
General Donation Form

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





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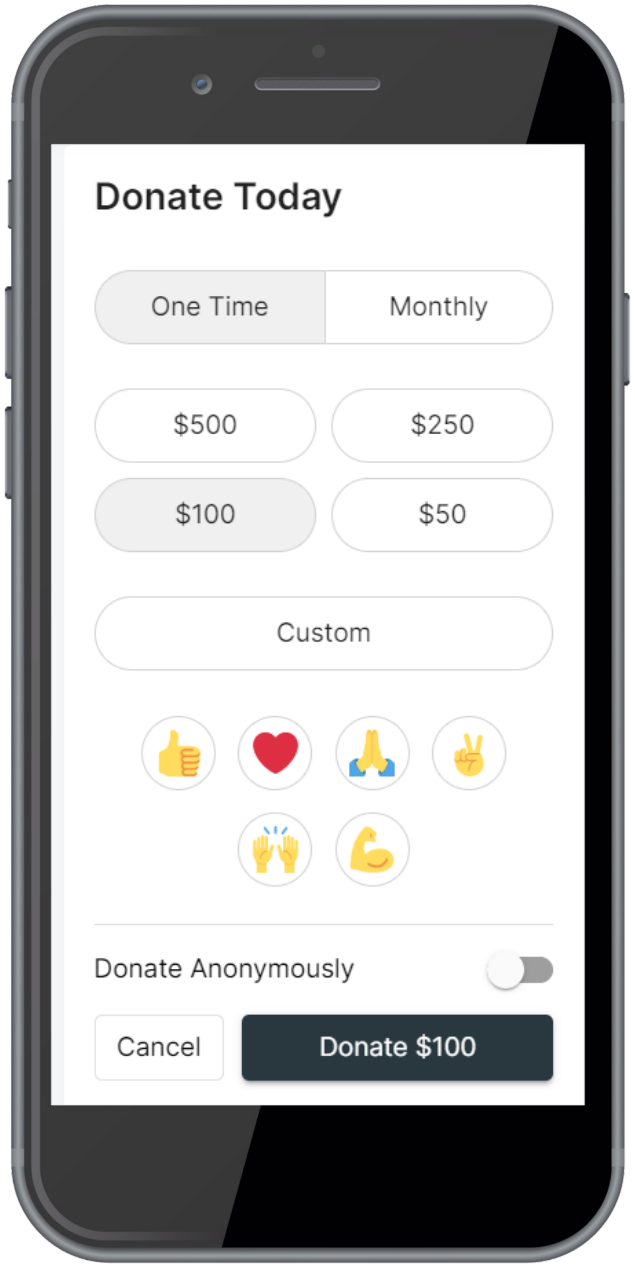

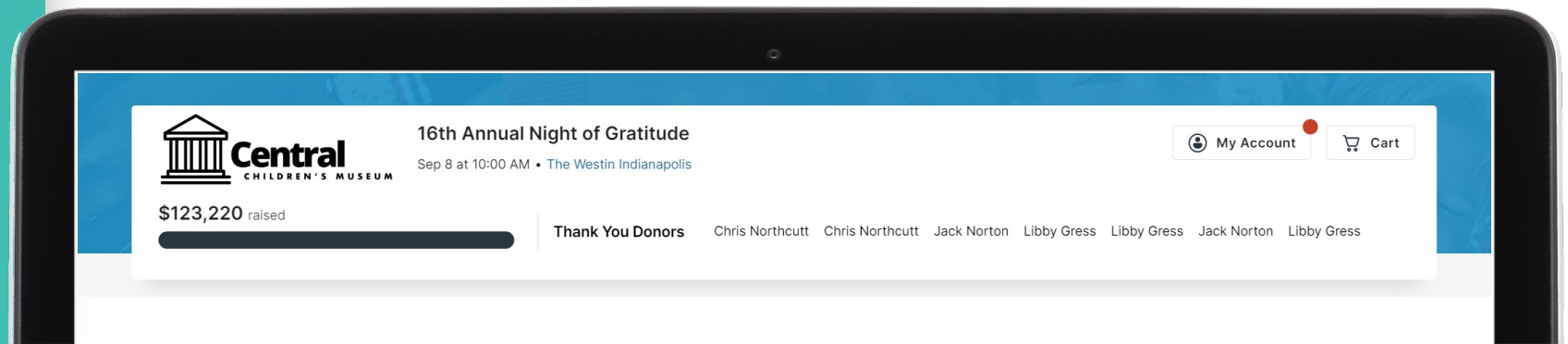

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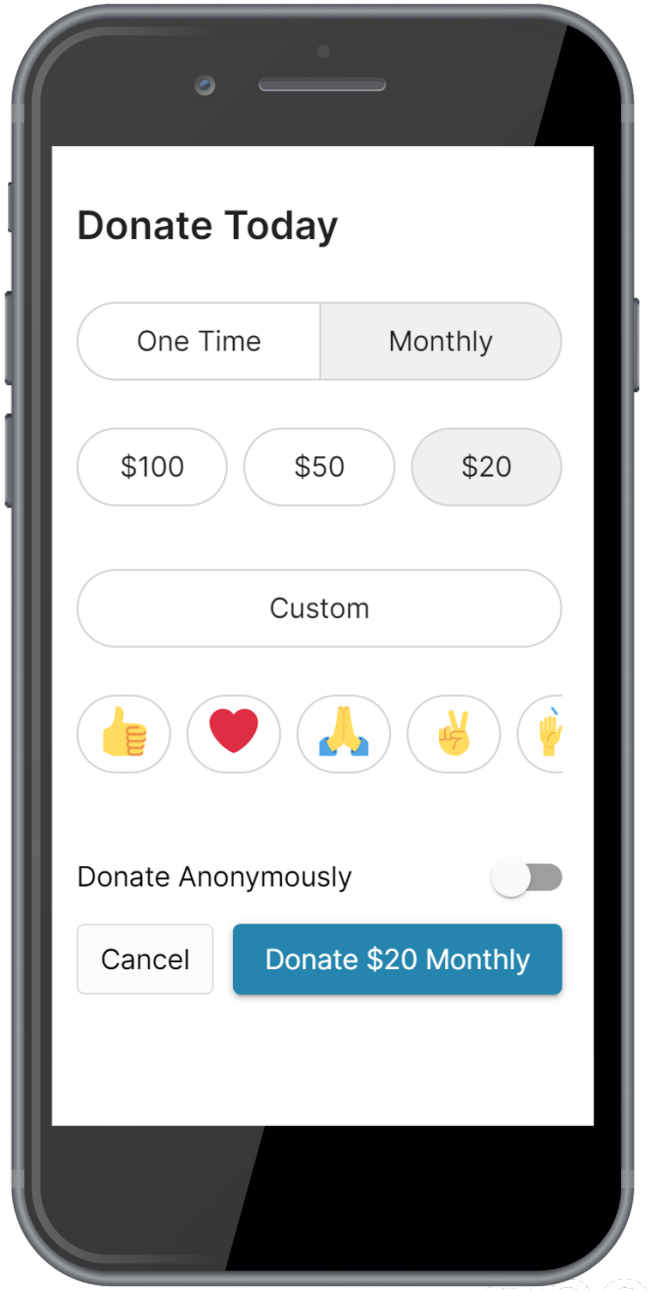
Recurring

- Separate recurring levels
- Annually / monthly / weekly



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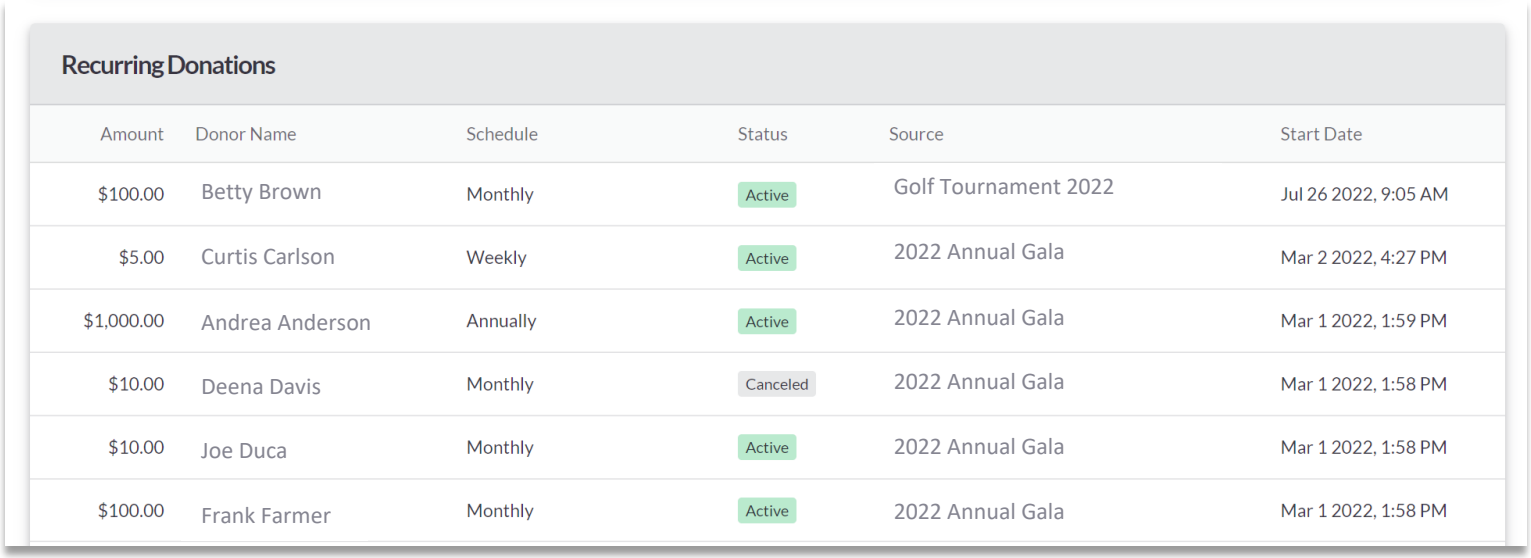
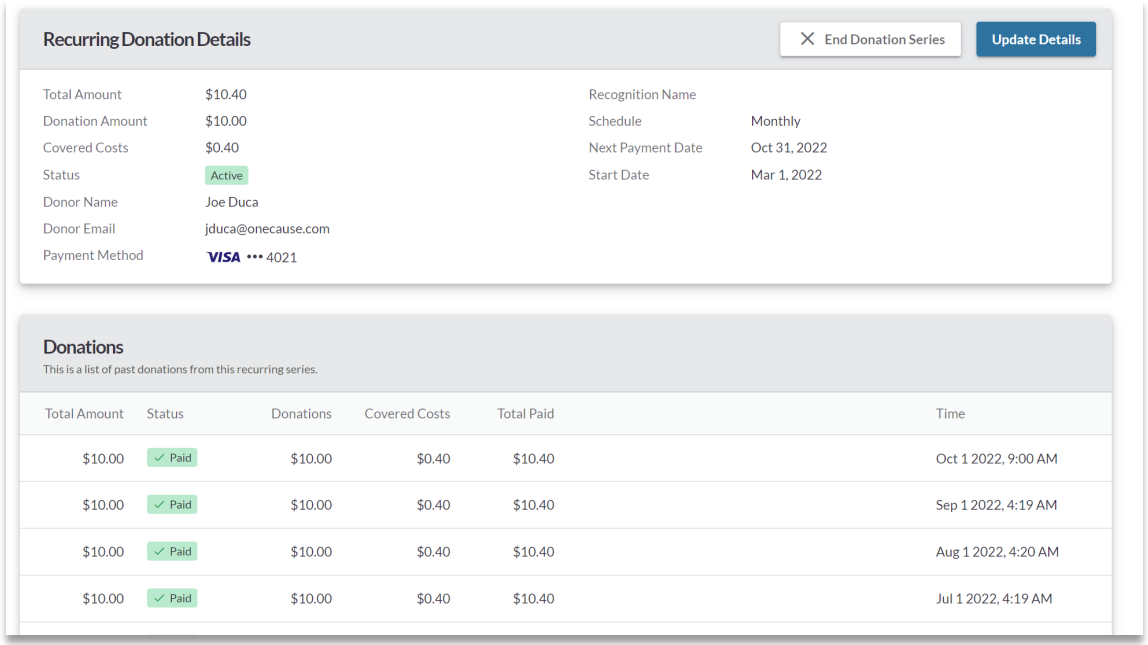
Recurring



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

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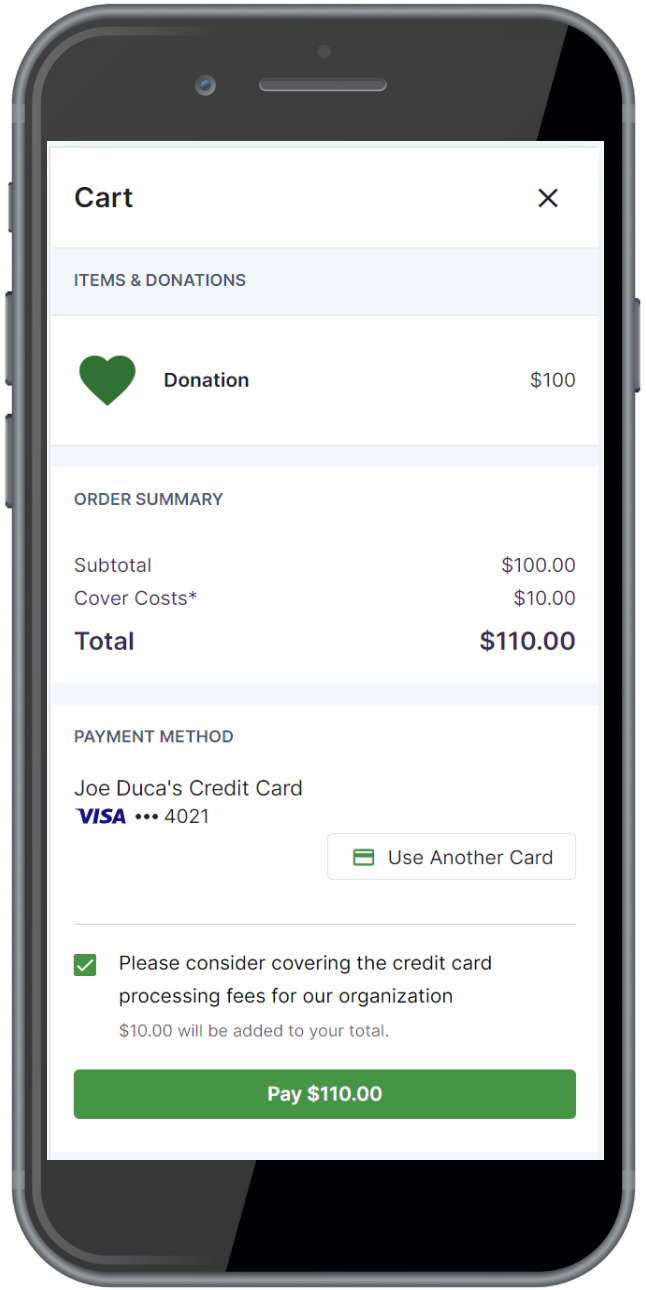
Cover Cost

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



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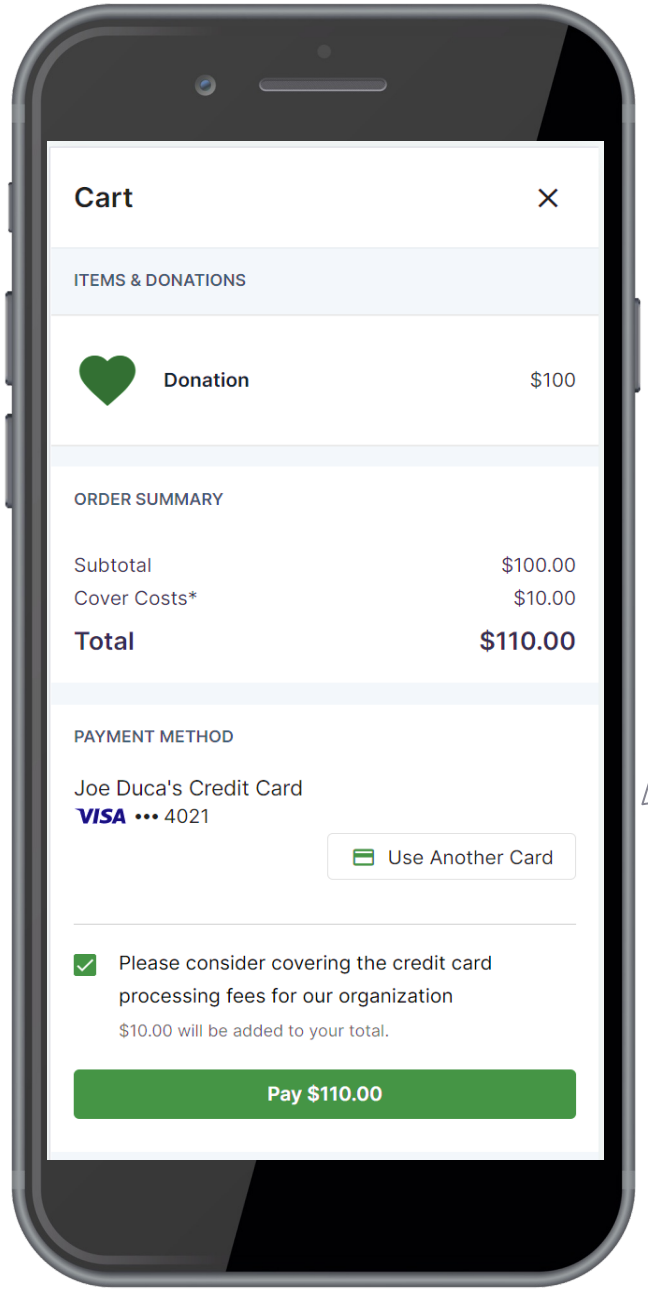

I will gladly give extra to cover fundraising costs so 100% of my contribution goes to the Scholarship Fund

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

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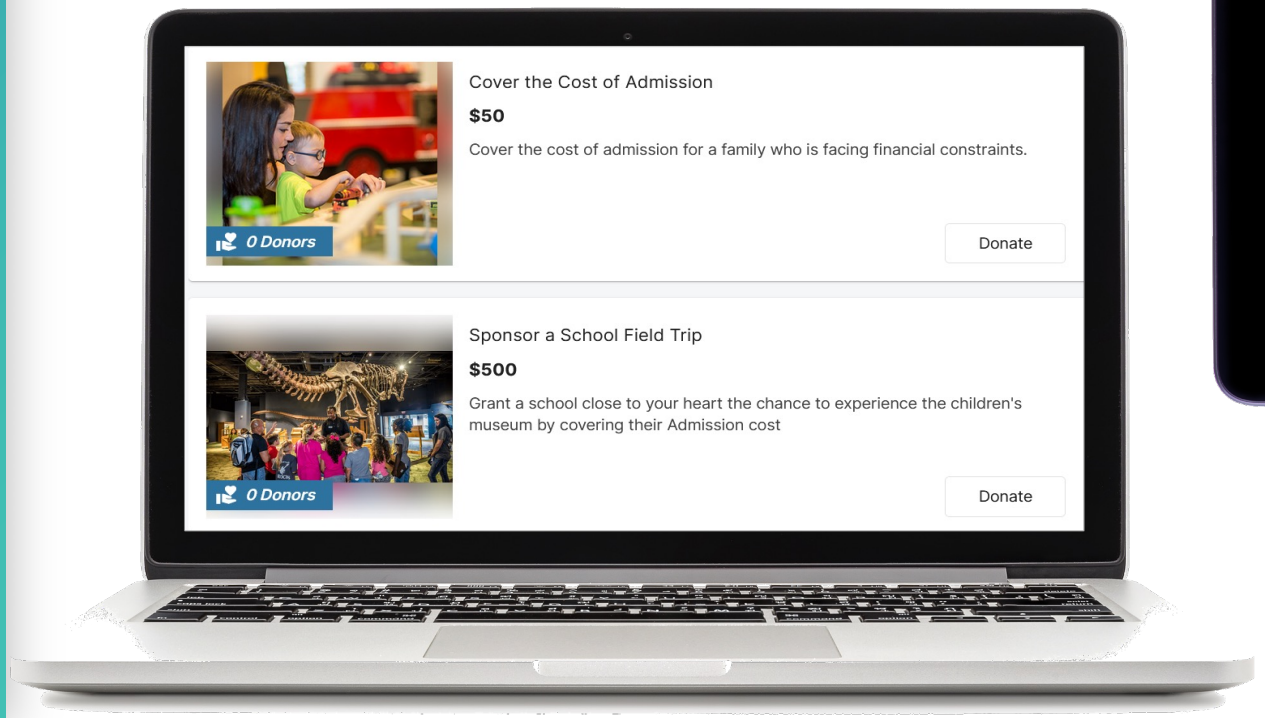
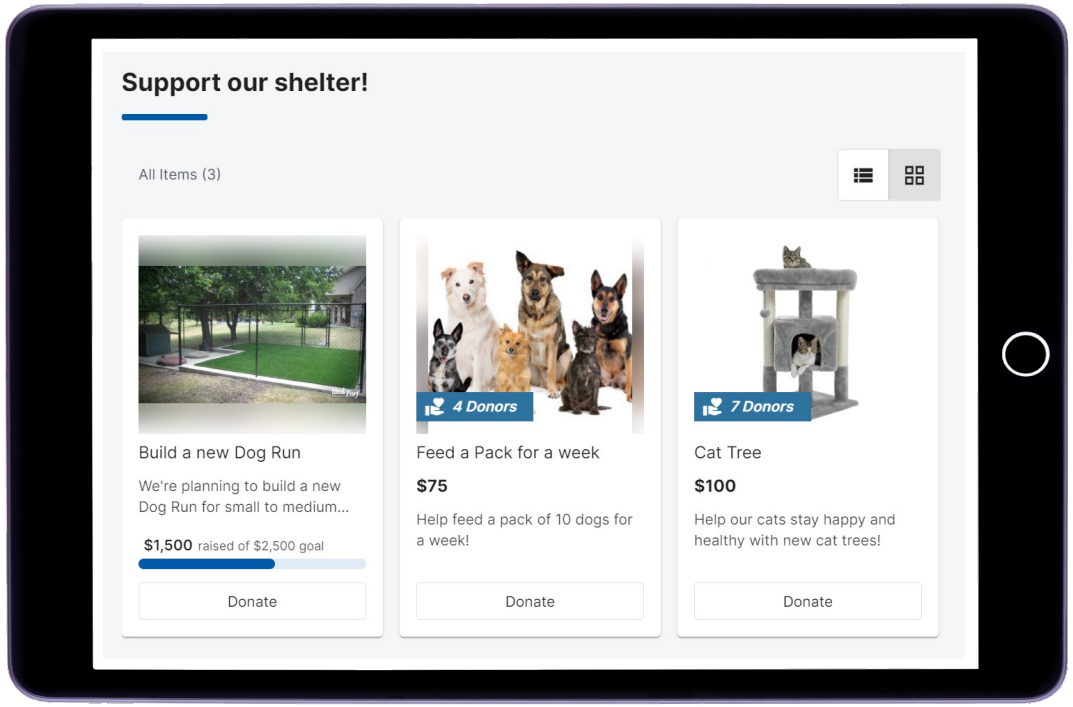
Options: Impact Levels

Smaller gifts that inspire more giving





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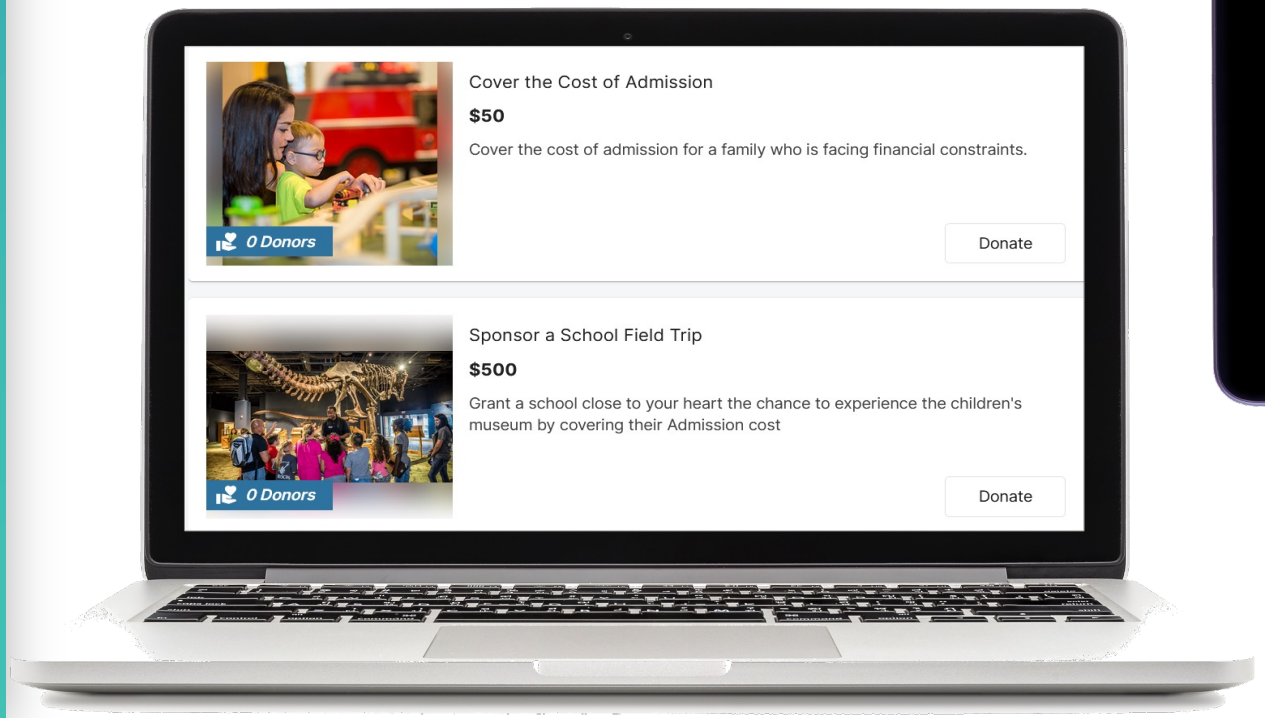

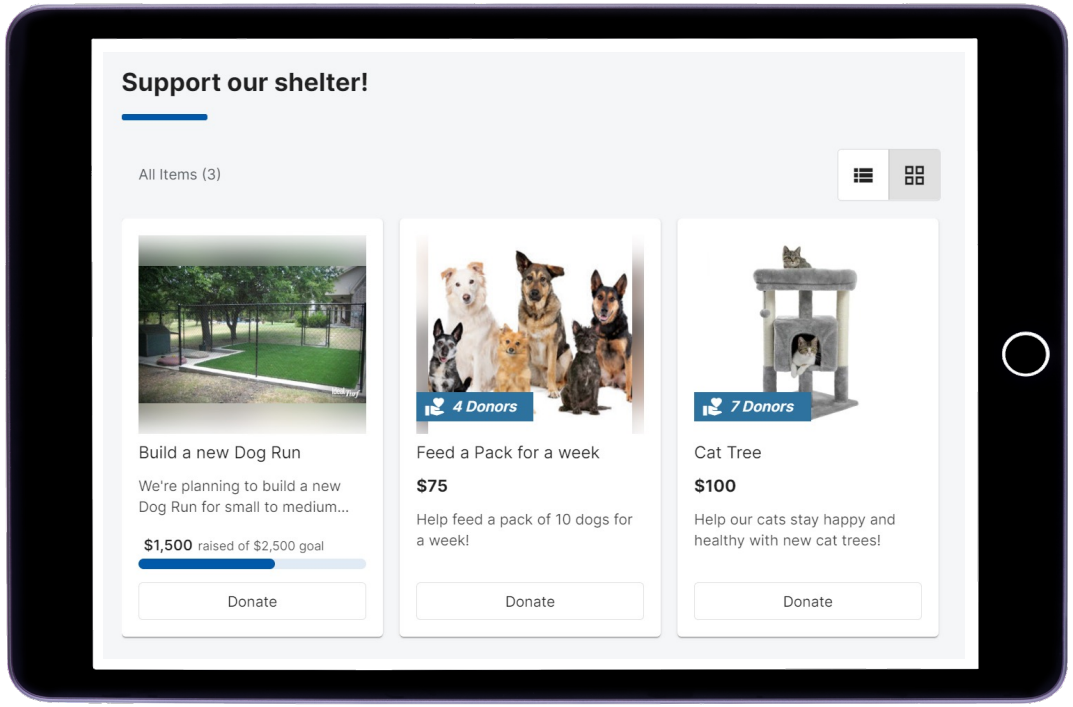

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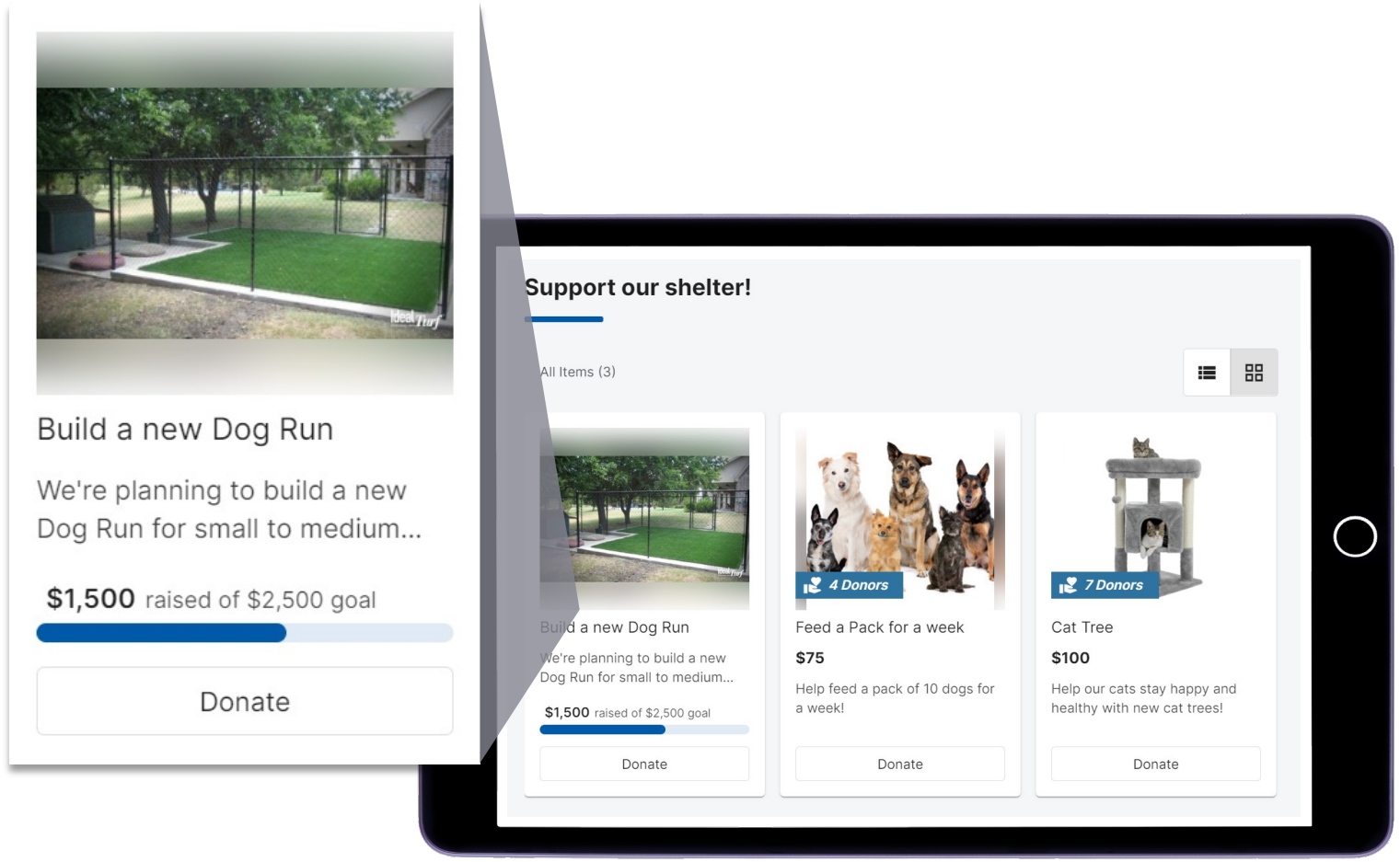
Options: Targeted Achievements

Give donors a path so they collectively make change



The CROWD FUNDER

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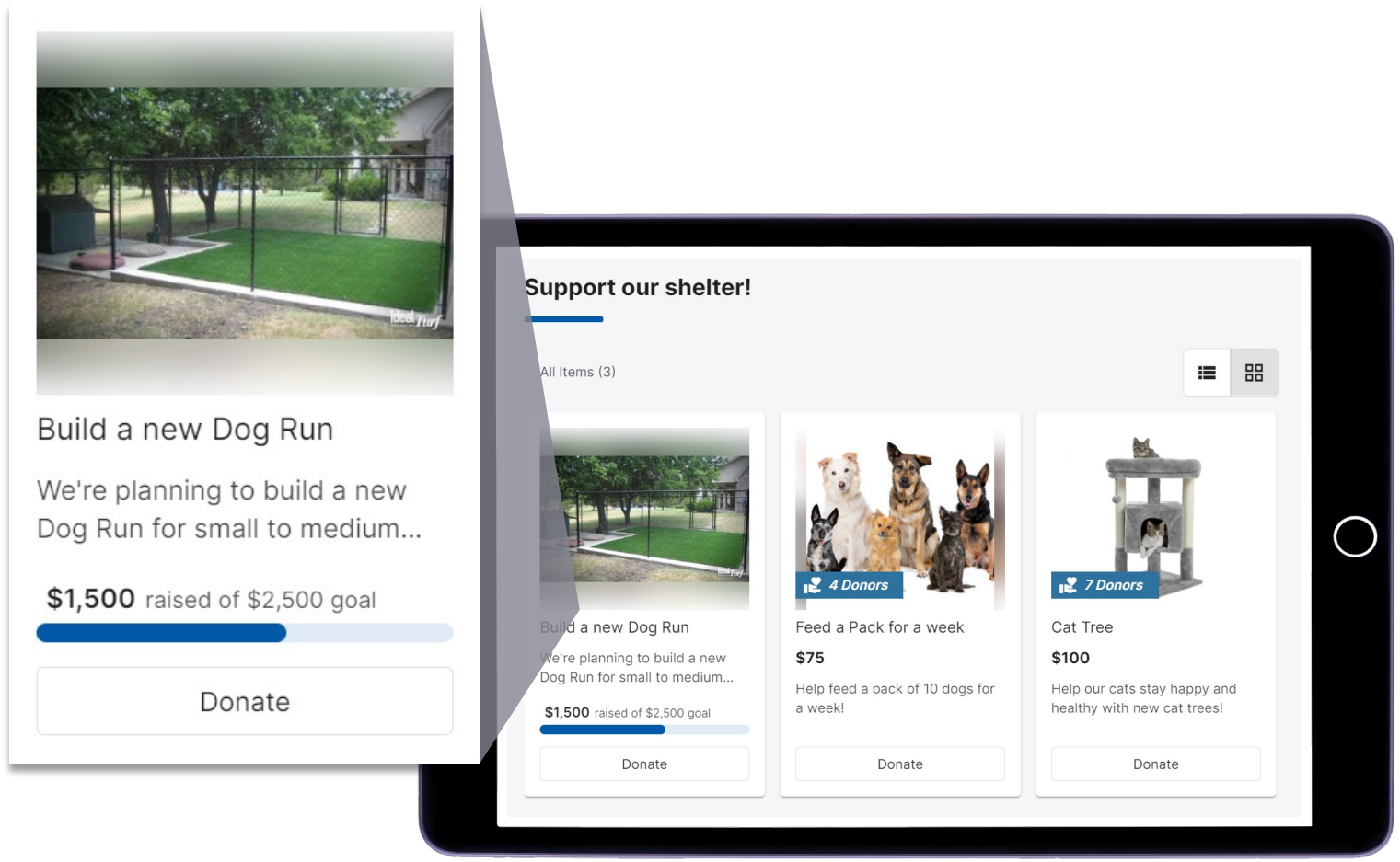
Options: Targeted Achievements

Give donors a path so they collectively make change



The CROWD FUNDER

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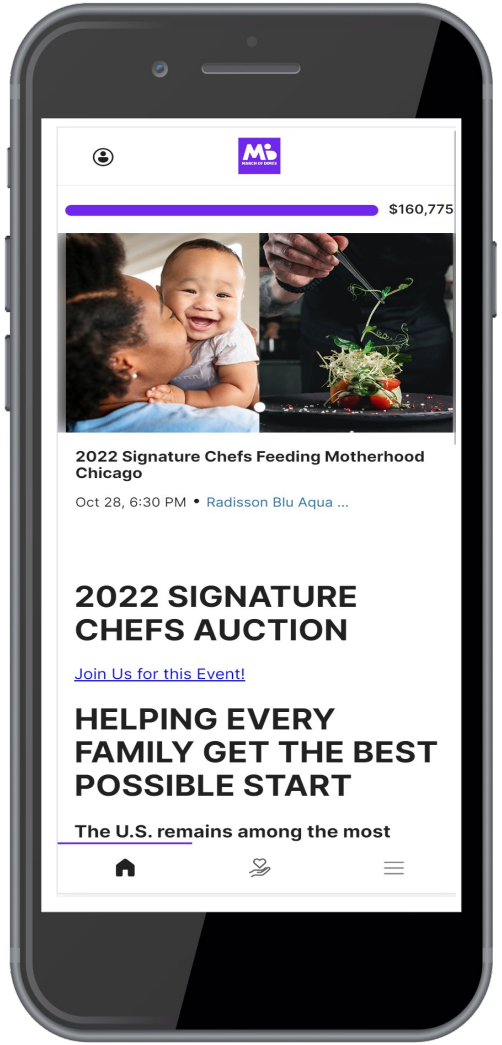
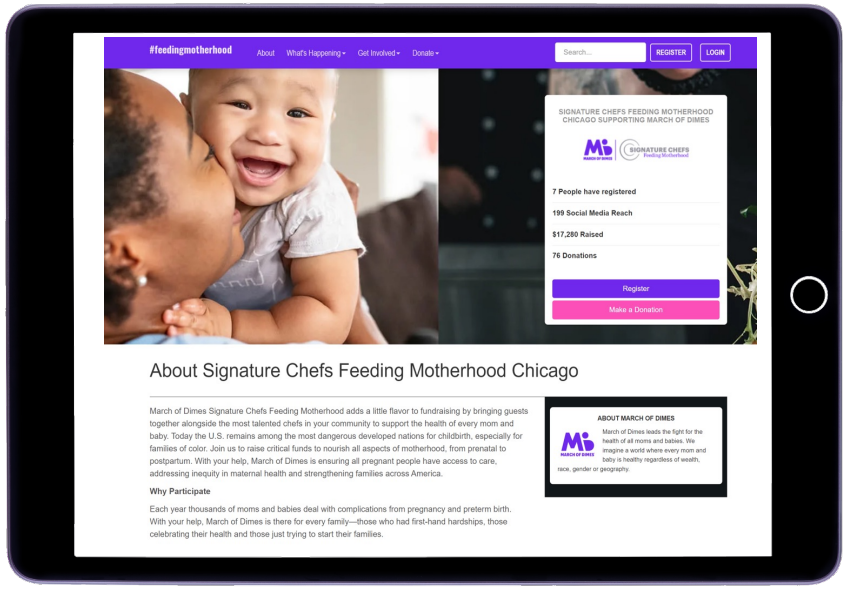
Ambassador fundraising & Peer-2-Peer

- P2P site
- Event donation form
- Event leaderboard

The SOCIAL GIVER





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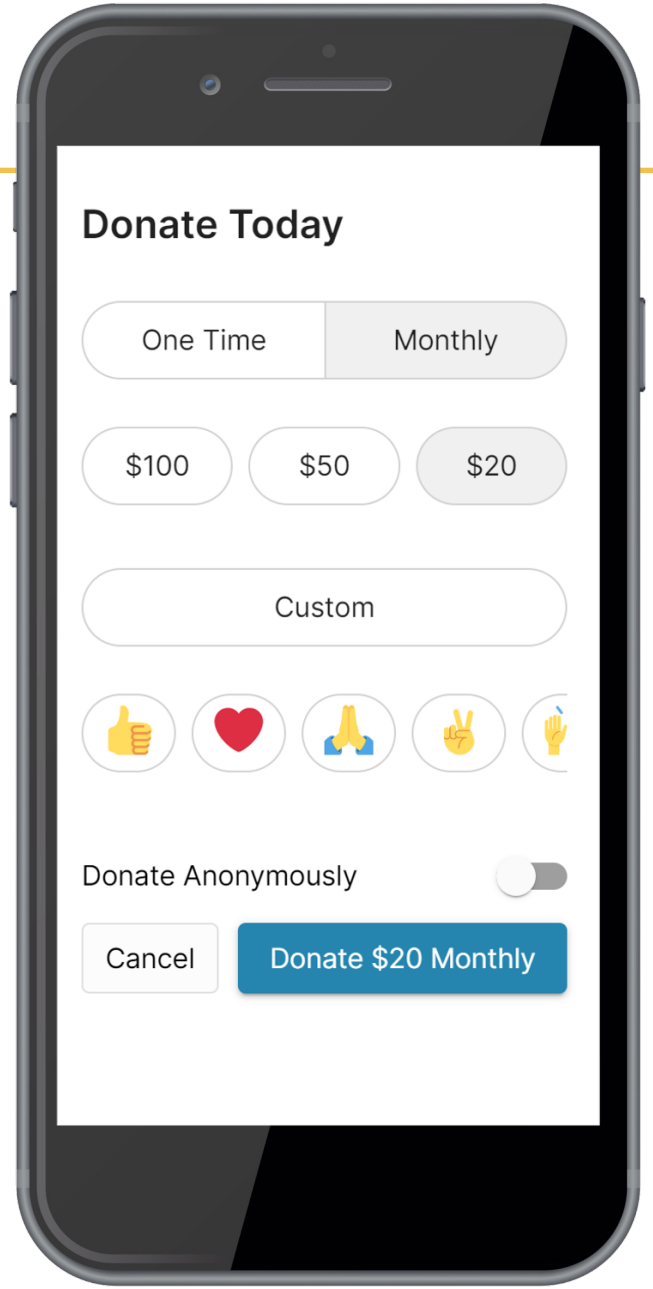
Diverse Giving Strategies

The
IN LEIU OF
donor

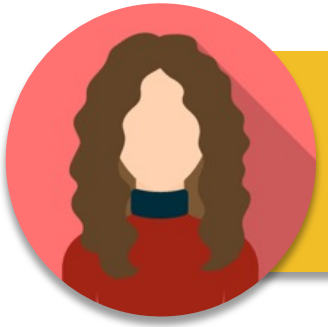
The
PRE-EVENT
donor

The
RECURRING
donor



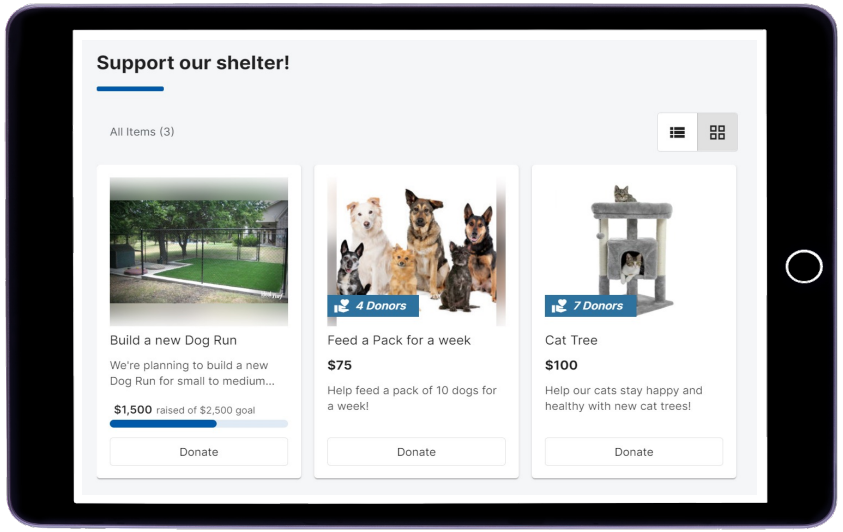
Diverse Giving Strategies

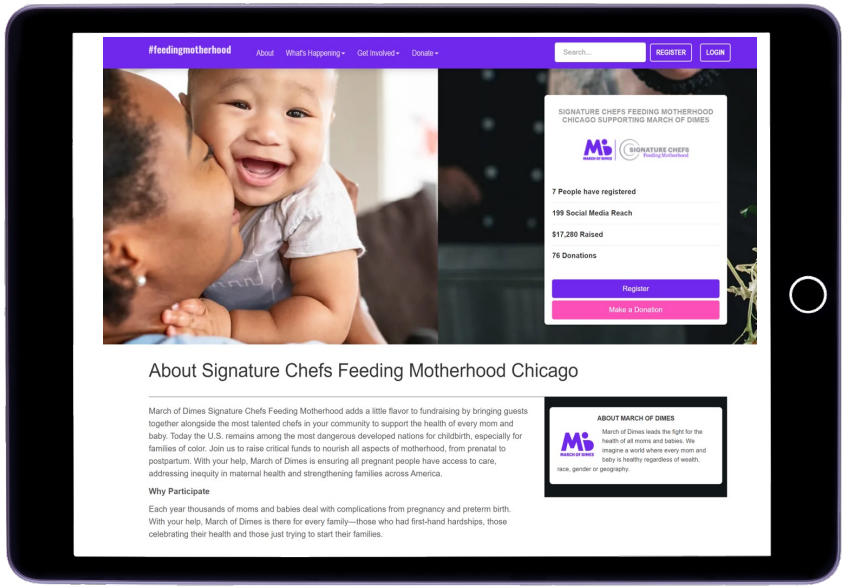
The IMPACT donor



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

The APPEAL donor

GIVING REIMAGINED

THE APPEAL

bit.ly/3VWblCB

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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				

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10				

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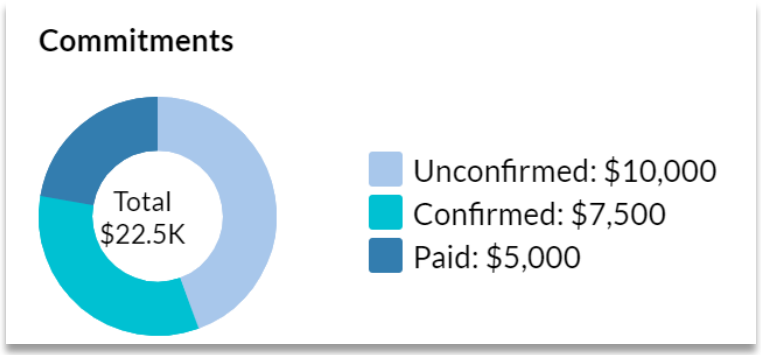
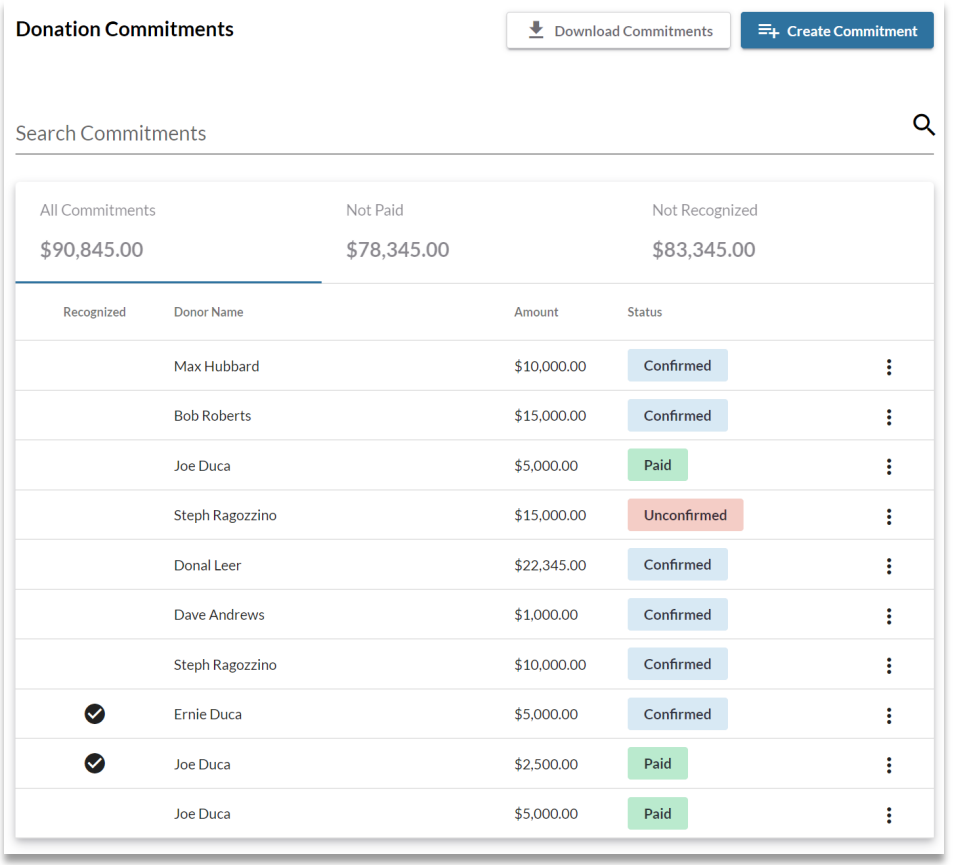
Commitments: Manage & Pay

- All year
- Track against goal
- Workable list





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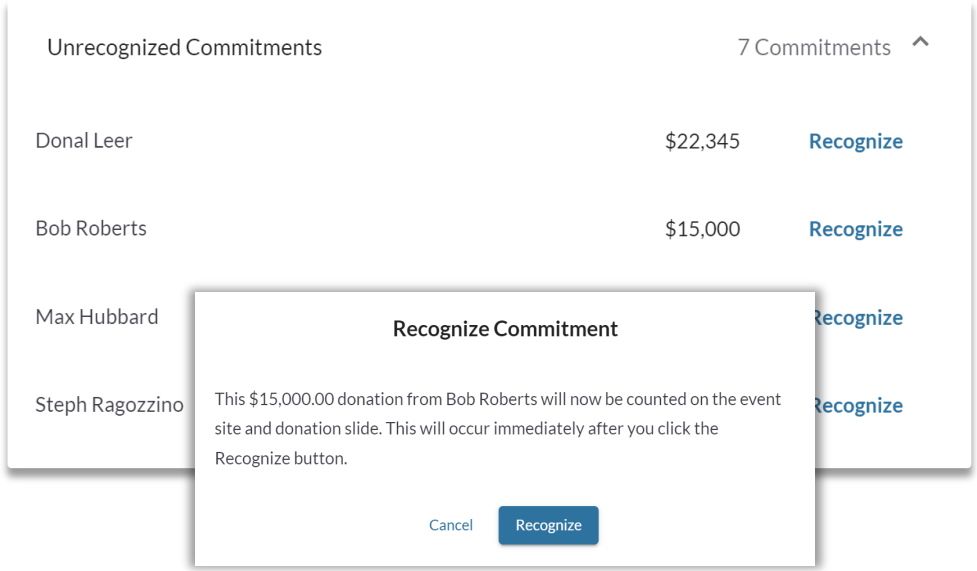
Commitments: Recognition

MORE INFO IN WEBINAR 4

Recognize on-demand at the optimal moment



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Commitments: Recognition

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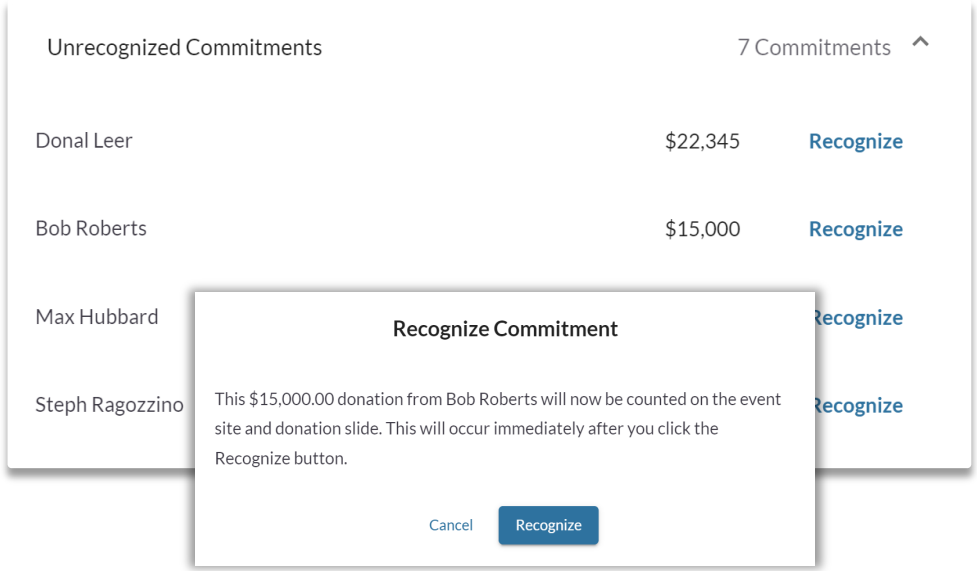

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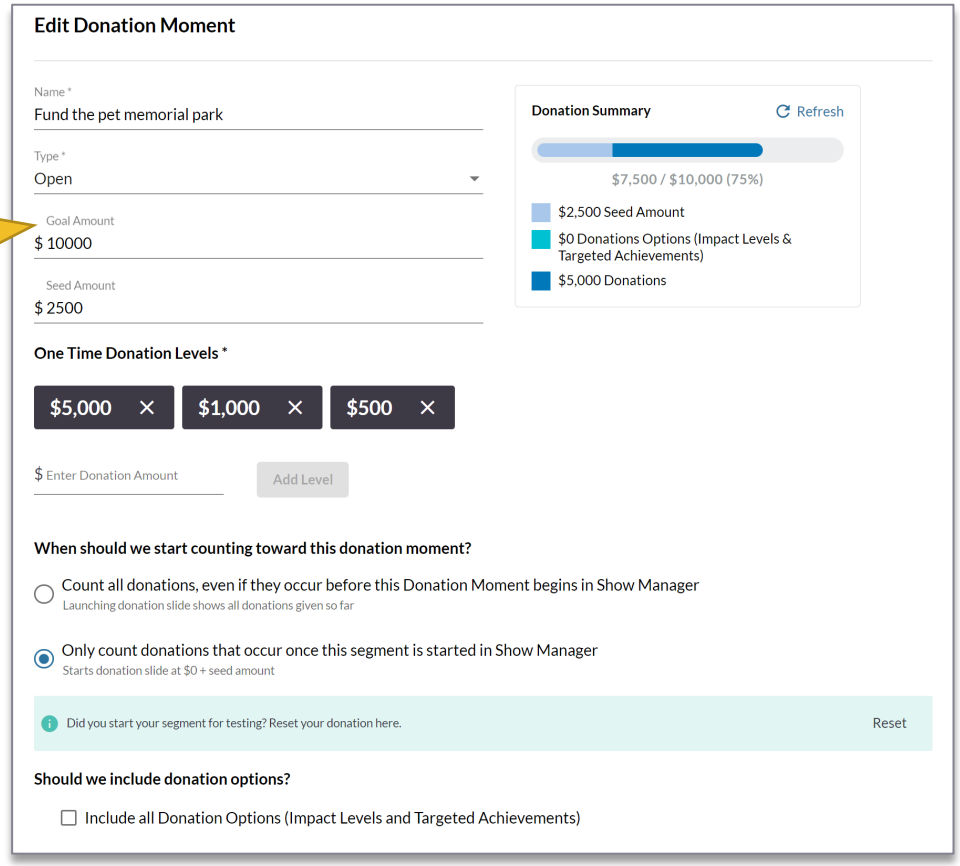
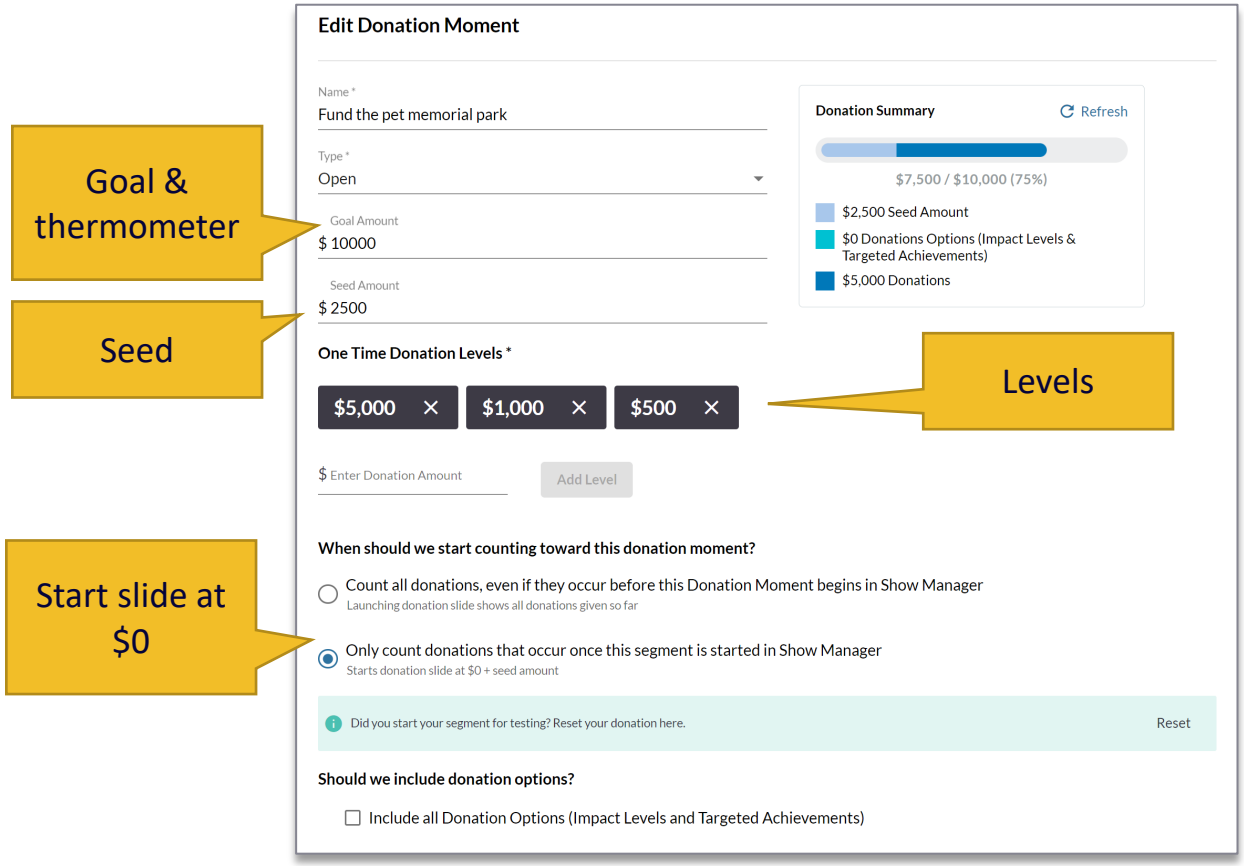
What is a Donation Moment?

Goal & thermometer



What is a Donation Moment?



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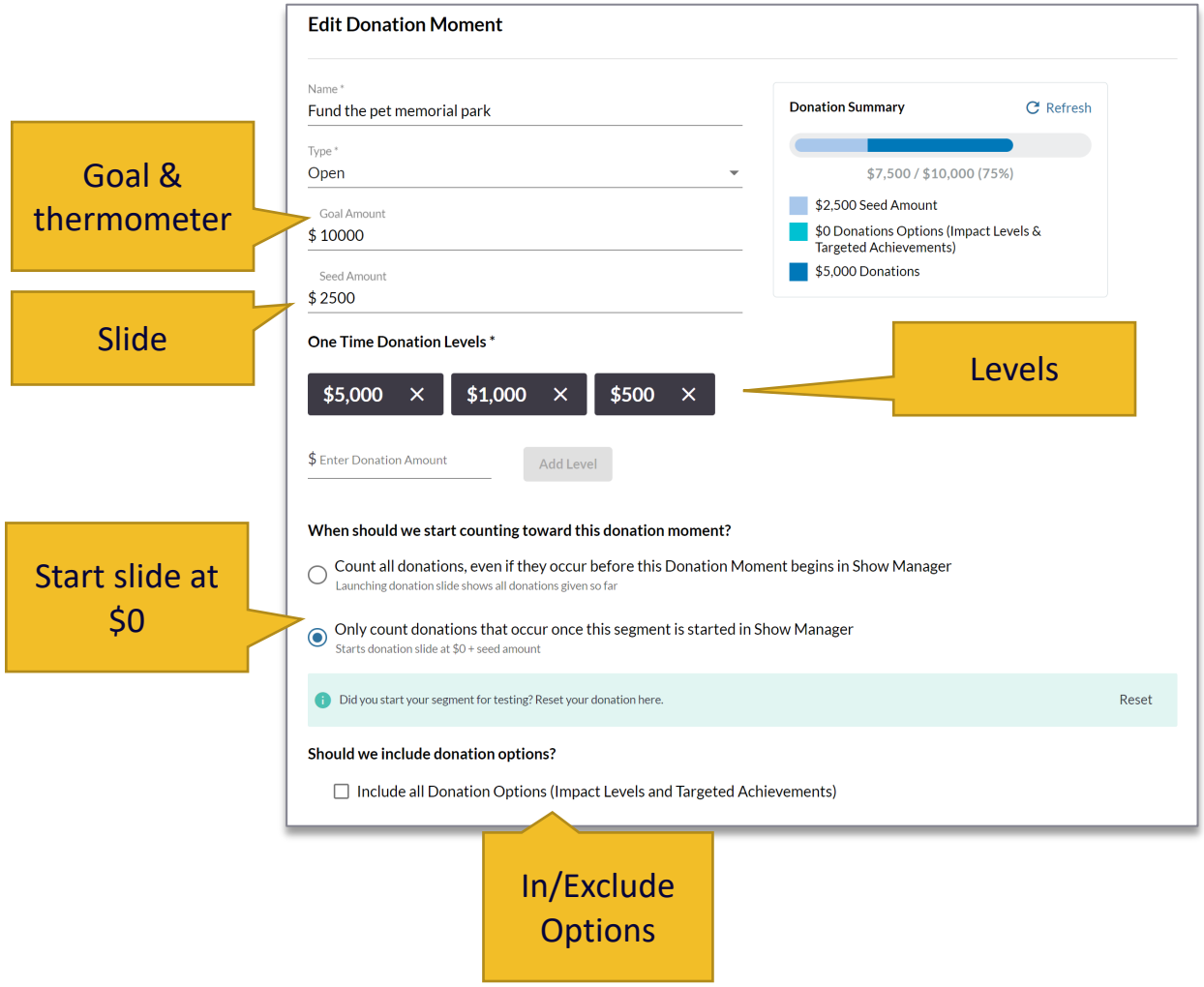
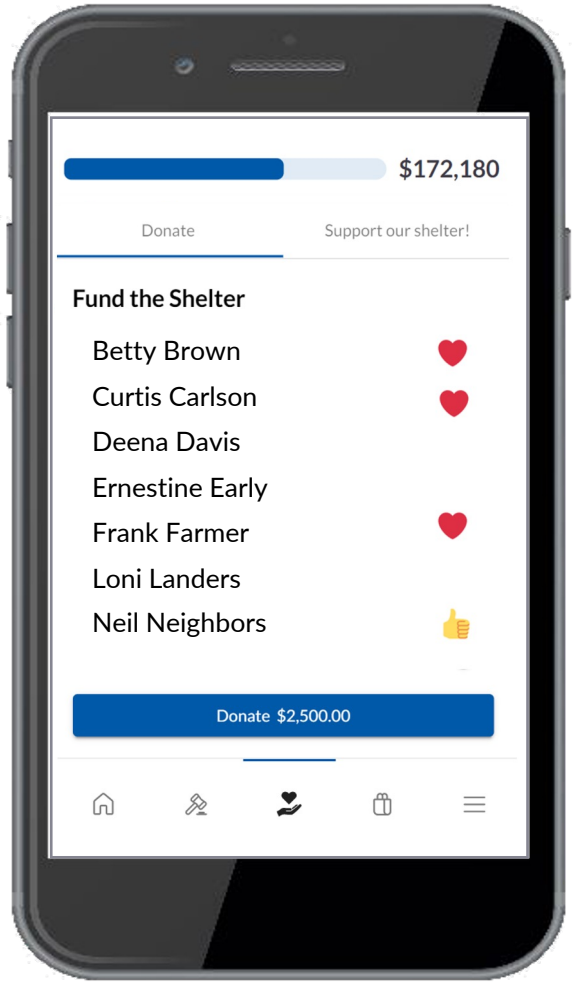
What is a Donation Moment?



Donation Moments: Open v Tiered

- Open
- Tiered + Give at any level



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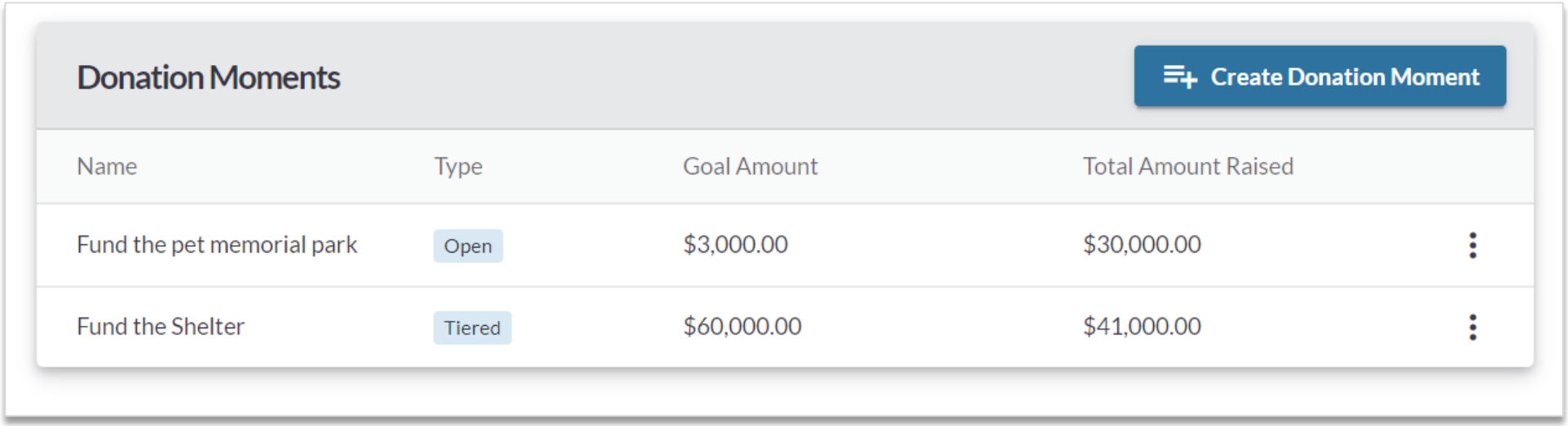
Multiple Donation Moments

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



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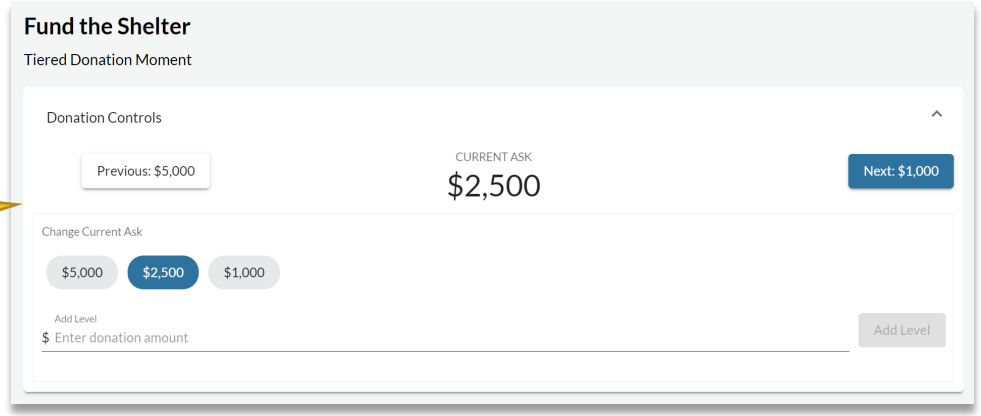
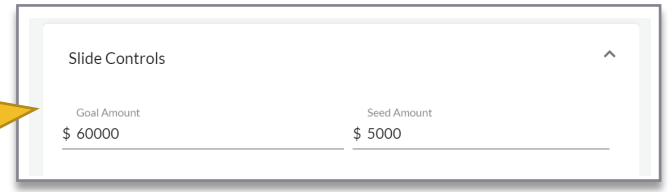
Running a Donation Moment

MORE INFO IN WEBINAR 4

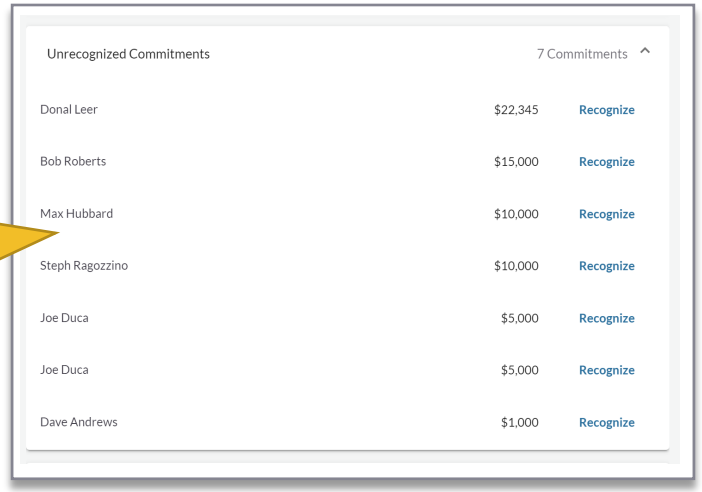
Manage Tiers



On-the-fly changes



Unrecognize Commitments



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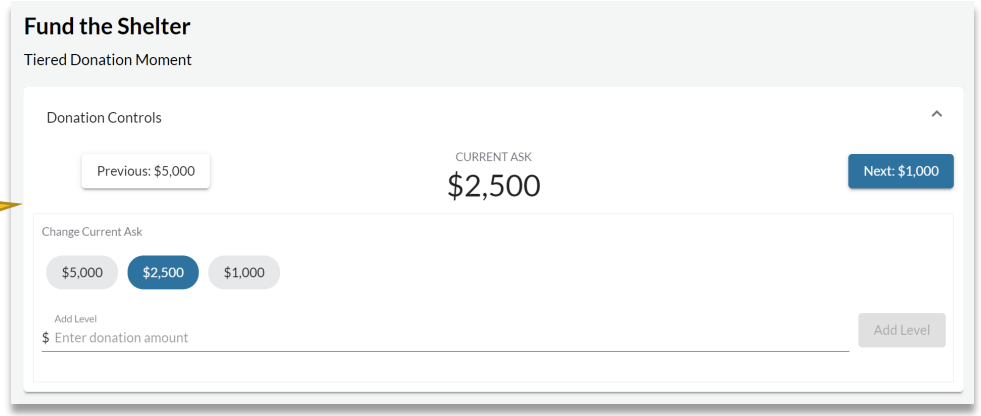
Running a Donation Moment

MORE INFO IN WEBINAR 4

Manage Tiers



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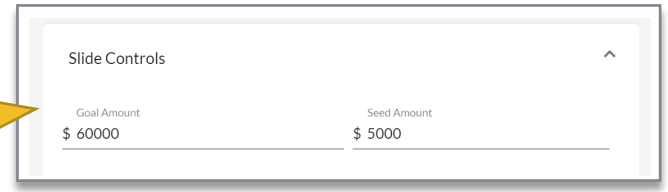

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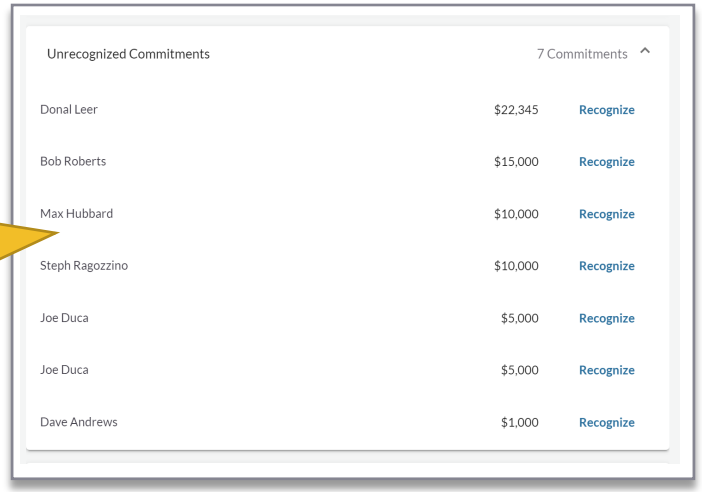

Confidence Monitor

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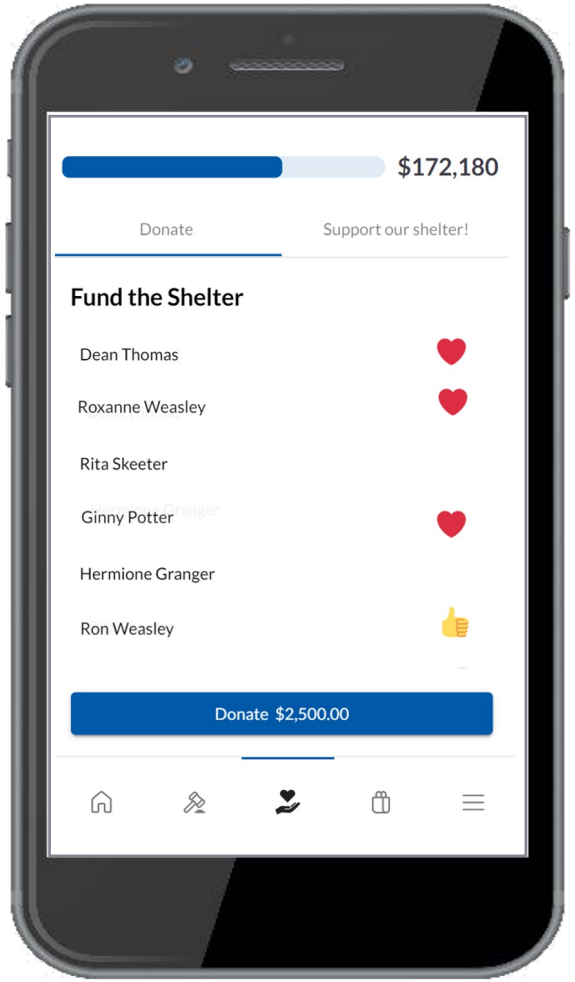
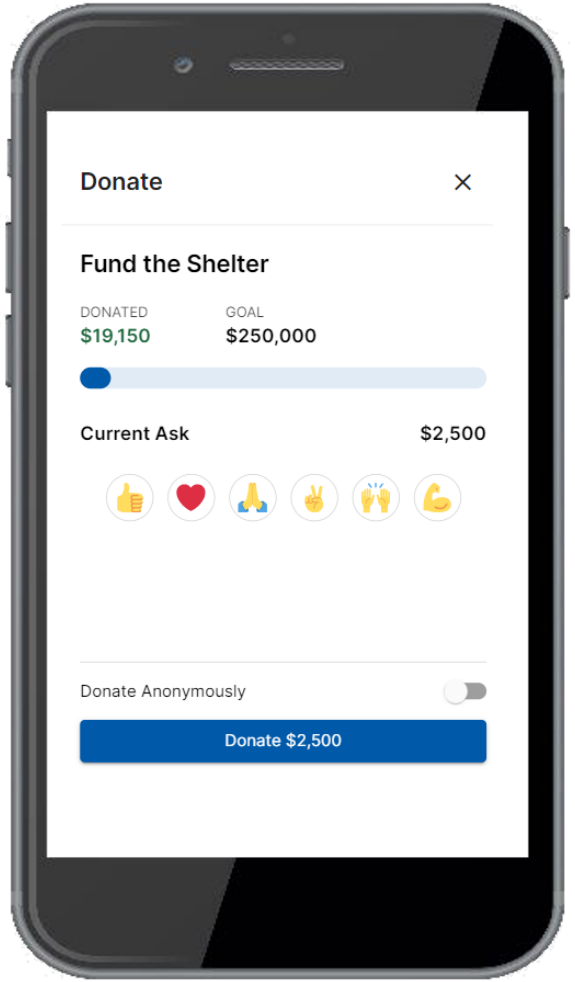
Donation Experience: Mobile



- Banner
- Levels
- Emojis



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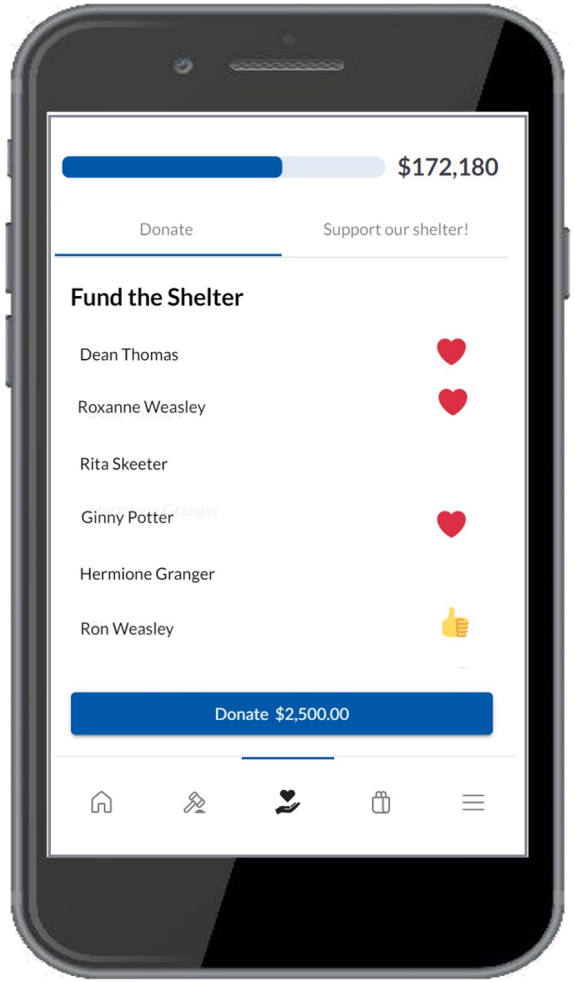

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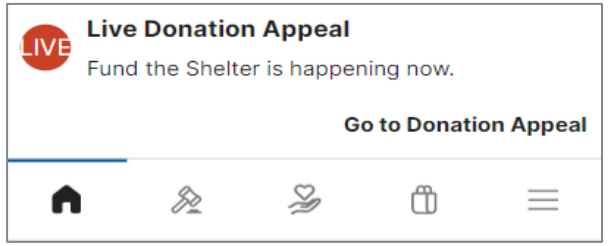

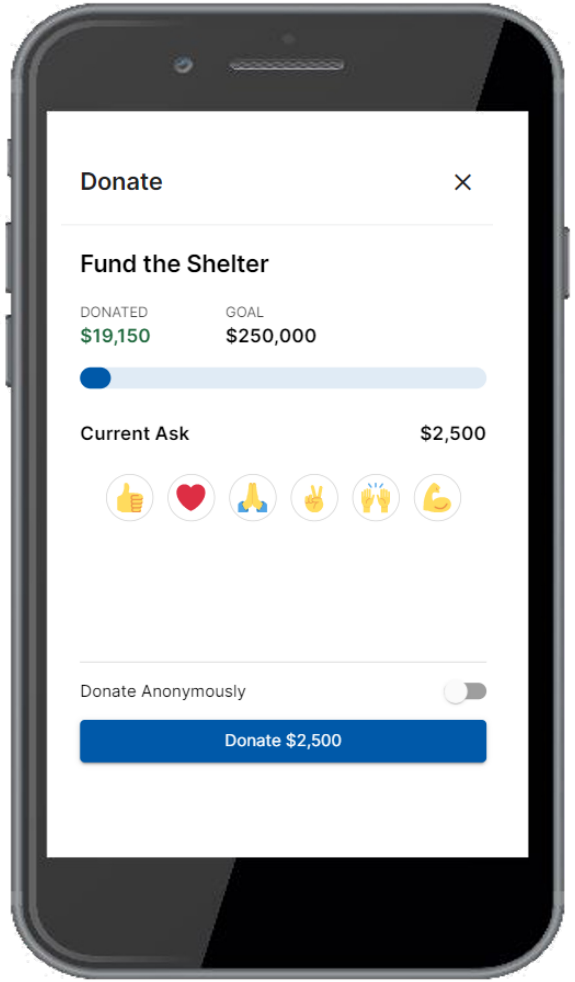

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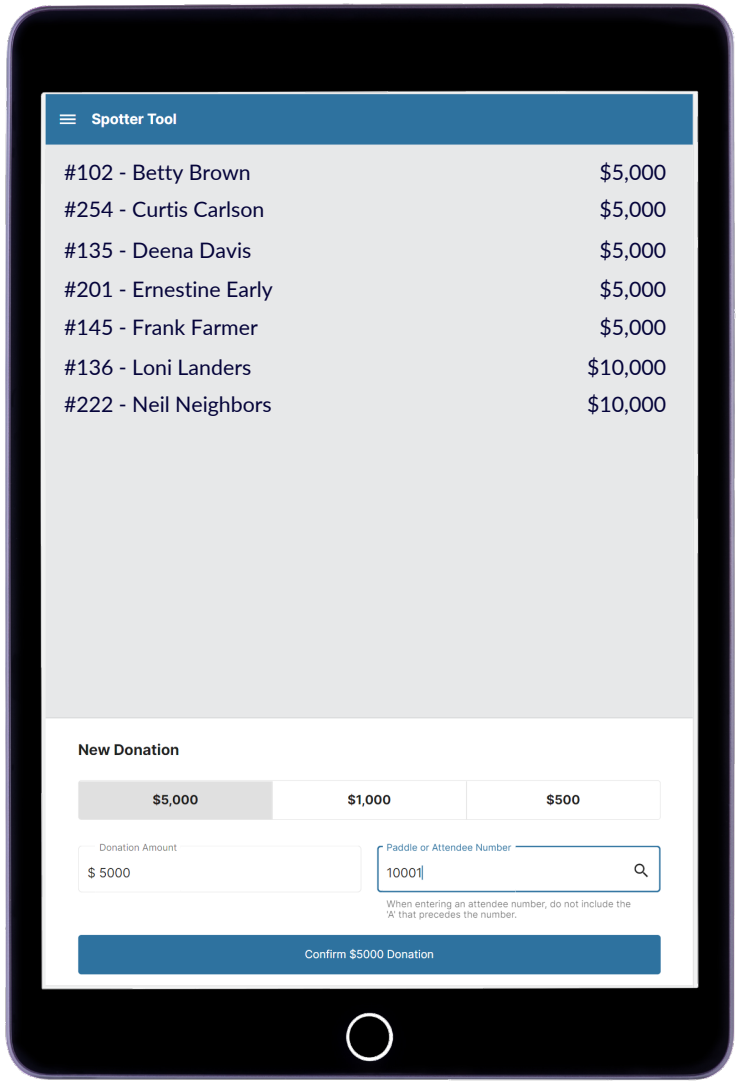
Donation Experience: Paddle Raise

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



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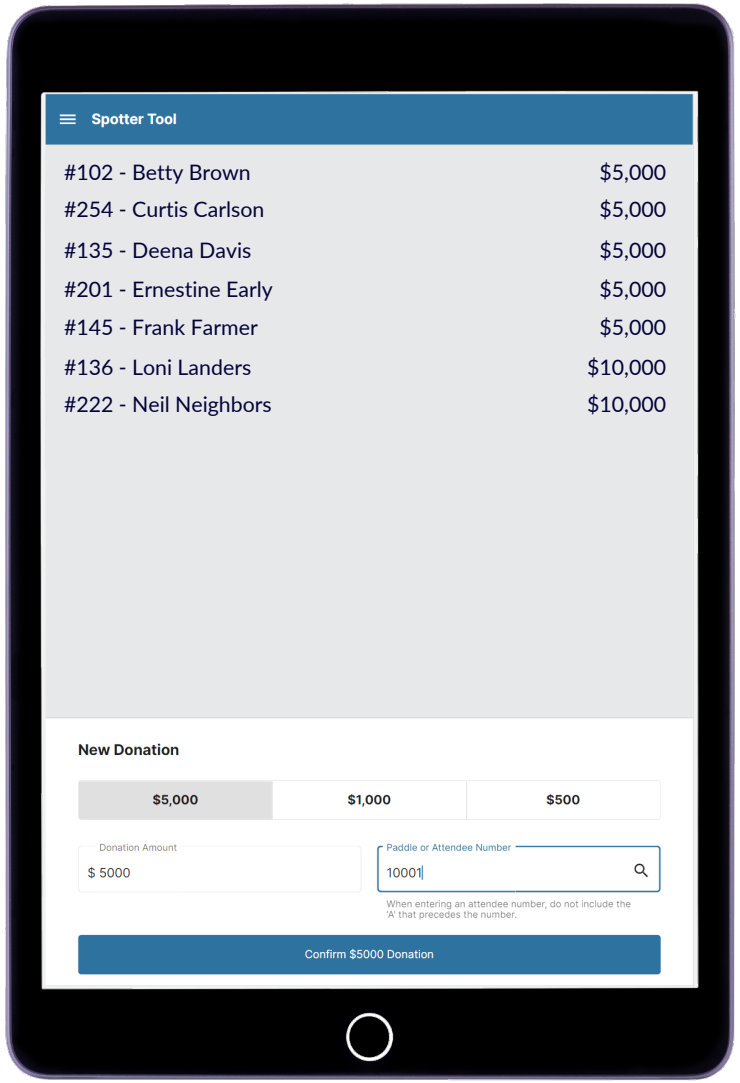

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Donation Slide

Goal & thermometer

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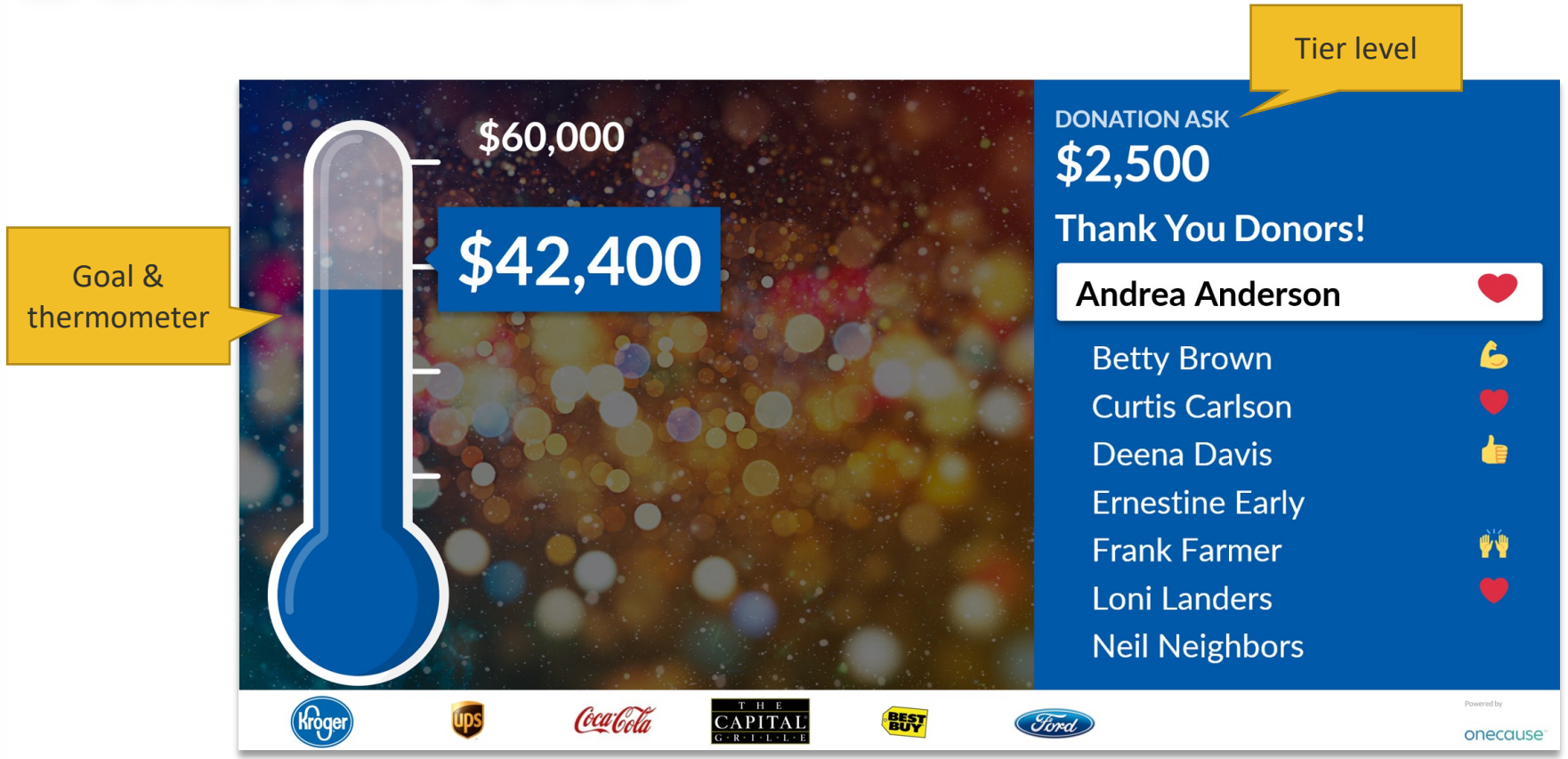
Donation Slide



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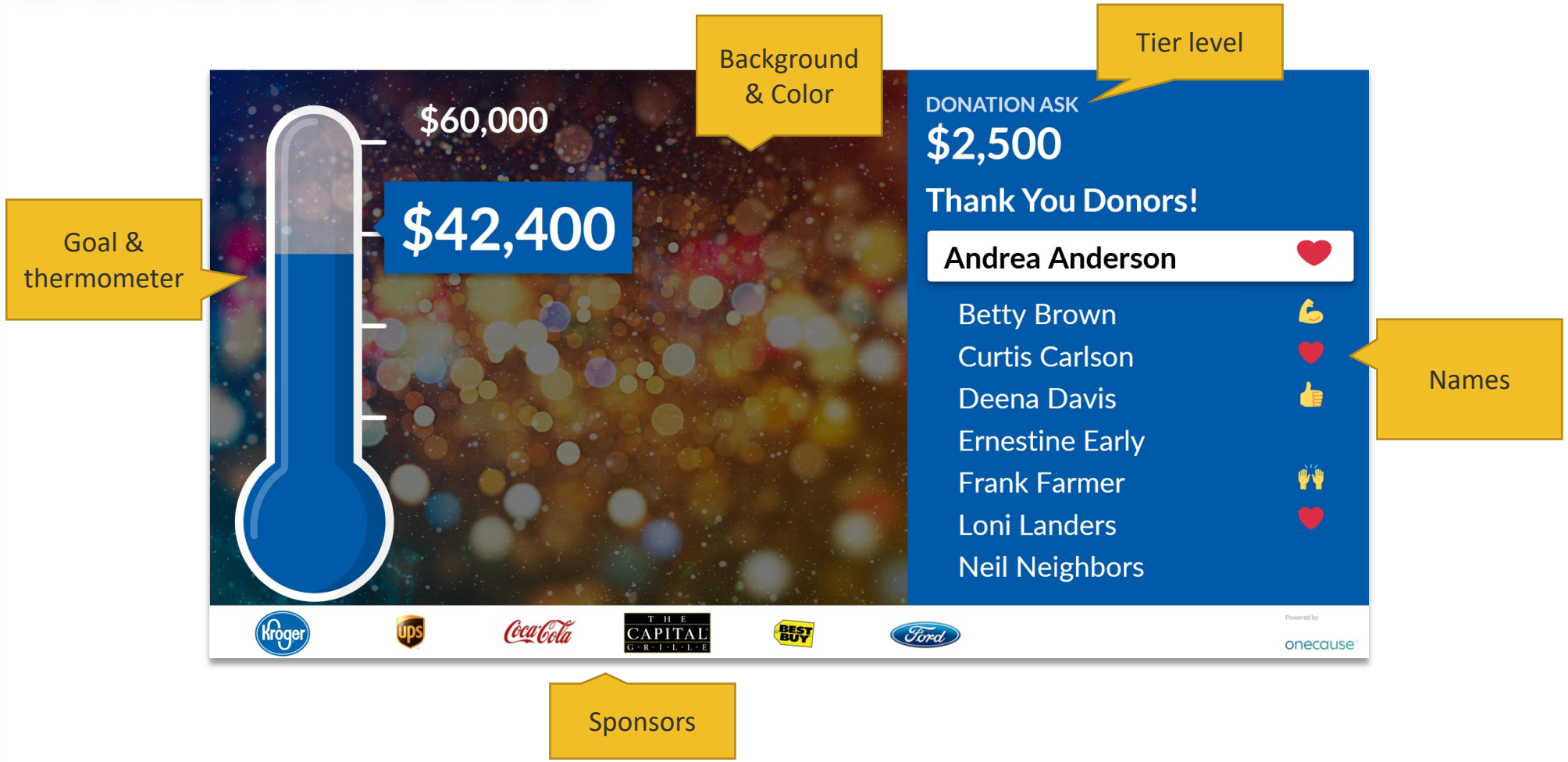
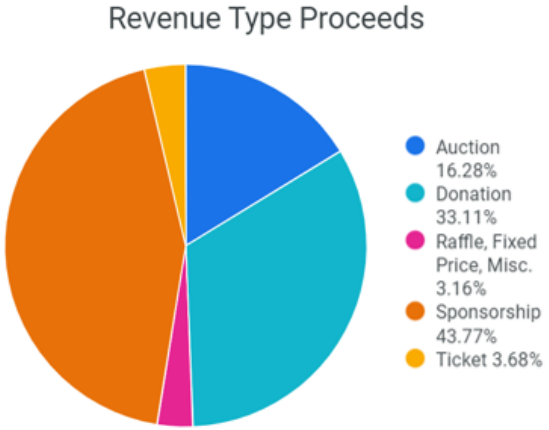
Donation Slide



Donation analytics

Org Proceeds Mix



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

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Donation analytics

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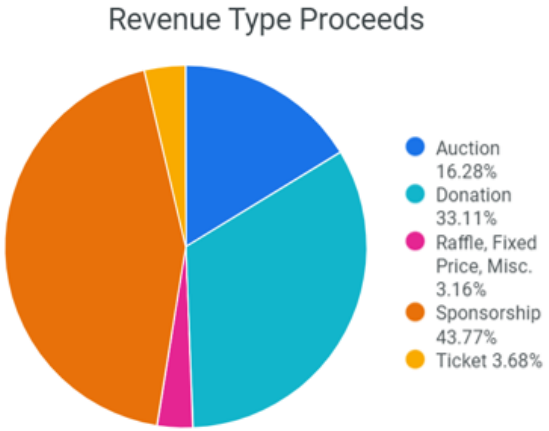
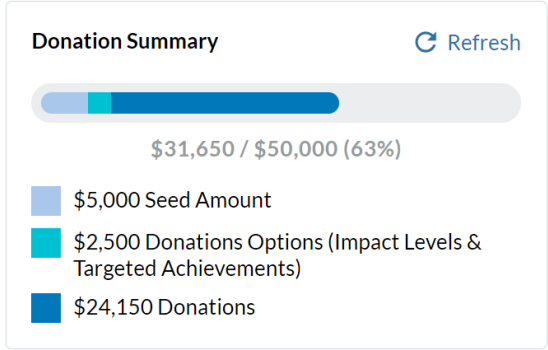


Donation Moment



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"Our event went so smoothly. At the end of the night, we were able to leave knowing that ***the platform tracked all the data we needed."***

MIA KURUDZA

St. Leonard Catholic Church & School

GIVING REIMAGINED

- Donation Forms
- Impact Levels
- Targeted Achievements
- Recurring
- Donation Moments
- Cover Costs
- Donation Commitments

Q + A

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Webinar Series

POWER OF THE PLATFORM

1. **Events Reimagined**
   Available on demand at ONECAUSE.COM

2. **New Strategies to Reimagine Giving**
   Available SOON on demand at ONECAUSE.COM

★ 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

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