

Raise[®]
2022

Future of Fundraising

ONECAUSE

Welcome!



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National Director of
Campaign Excellence
March of Dimes

Agenda

1. Today's Donors: Changing Expectations
2. Future of Fundraising: Giving Reimagined
3. Fundraising Innovation: Nonprofit Examples

One Team. 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.*



onecause®

POWERFUL FUNDRAISING SOLUTIONS

\$4B RAISED
for good

Powering nonprofits to build better tomorrows.

10K

Nonprofits Supported

40K

Fundraising Campaigns

2M

Supporters Reached Annually



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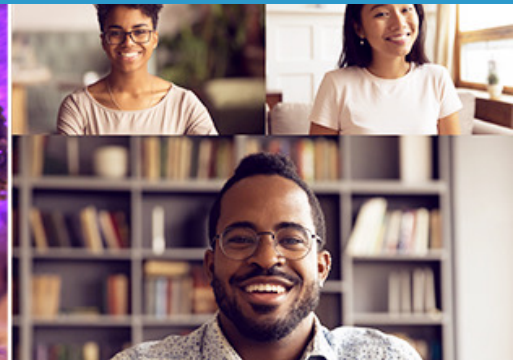
Today's Donors: Changing Expectations

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In 2020-2021,
the world and fundraising changed.



New Normal

REDEFINING
GIVING

Virtual
Engagement
Connection
Ease
Hybrid
Experiences



NETFLIX

peacock 

prime video 

HBOmax

BET+

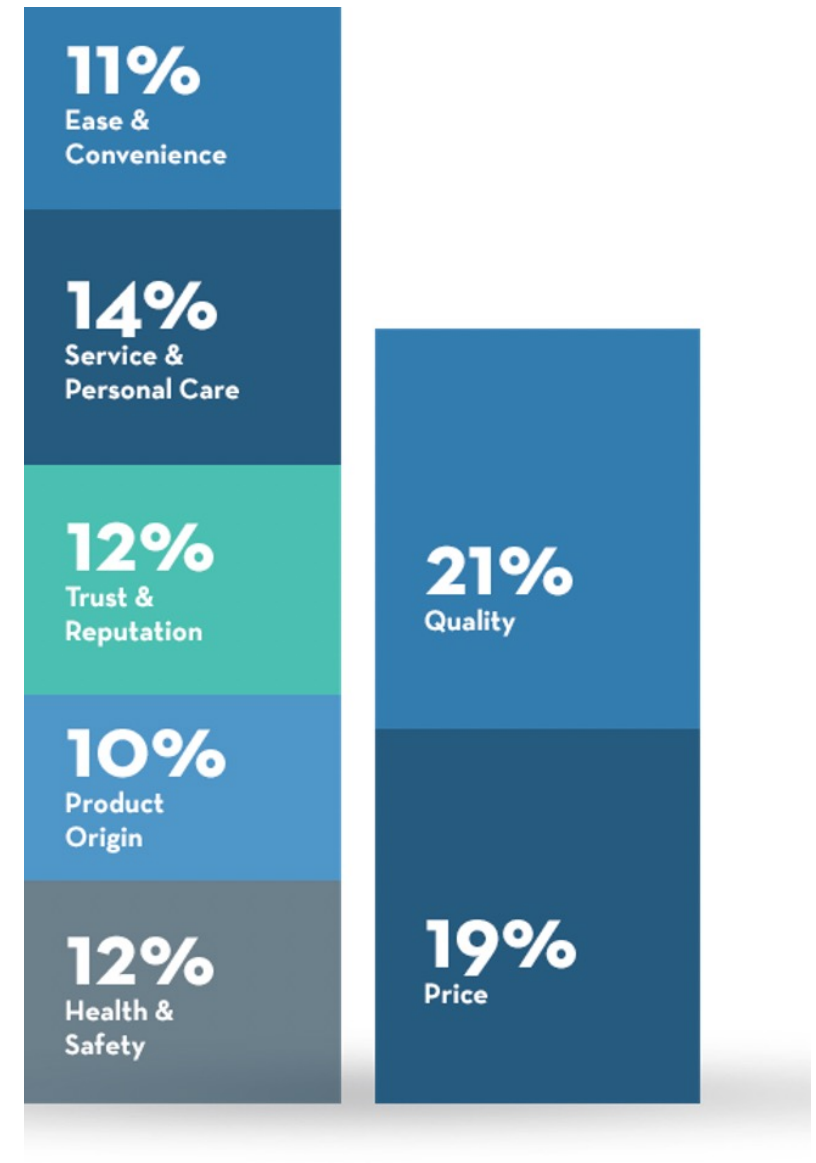
 **Disney+**

 **tv+**

Rising Needs

TODAY'S CONSUMERS

Consumer needs, trends, expectations influence purchasing AND how they think about giving.



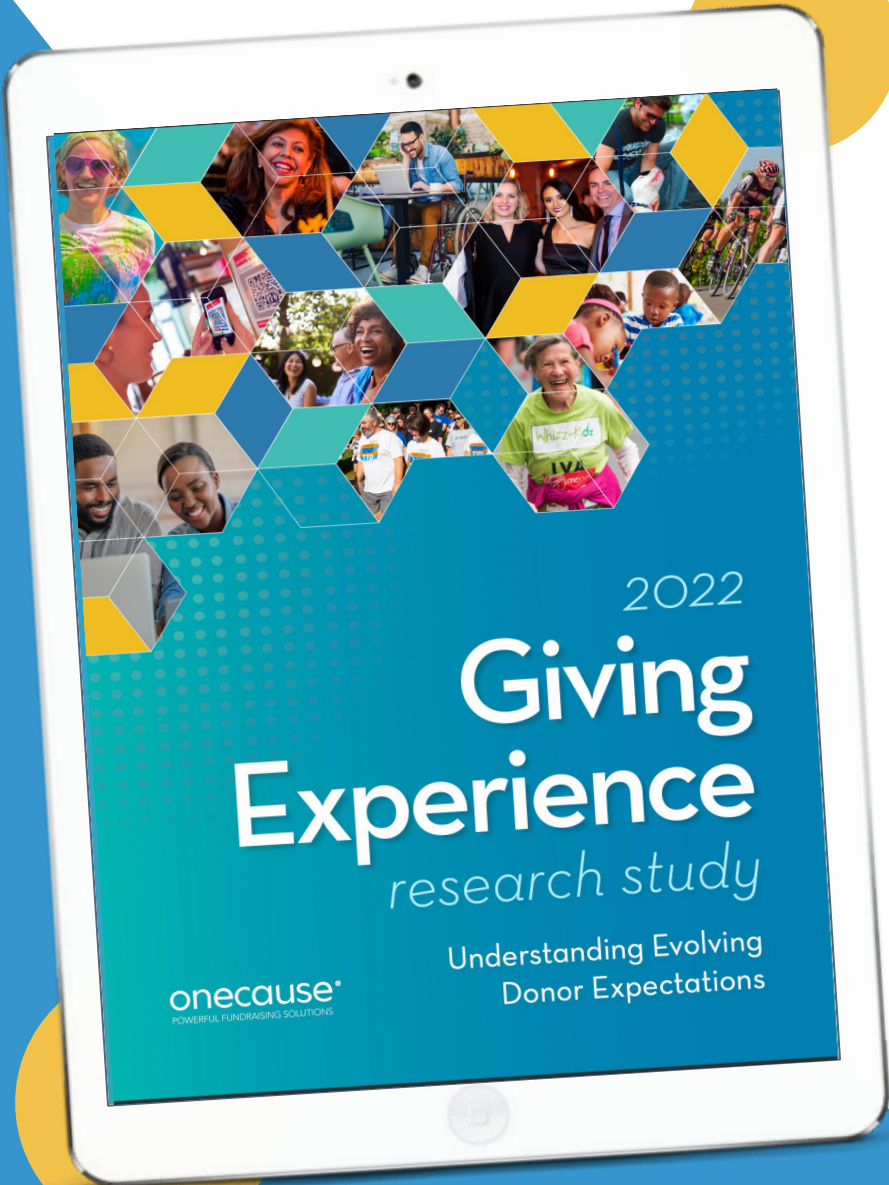
Reimagined Consumers

Shifting Expectations

Reimagined consumers expect companies they are doing business with to understand and address how their needs and objectives change during times of disruption.

72%





2022 OneCause Research

1,000+ Donors

Top Motivators

New Trends in Giving

Giving Experience

DONOR MOTIVATORS



Core motivators stay consistent whether someone is a regular or first-time donor. In our 2022 study, trust emerged as a rising motivator.

Trust Ecosystem

DONOR MOTIVATORS



Figure 10: Generosity motivator ecosystem

Frictionless Philanthropy

- Donors and events through lens of experience
- Seamless and easy vs. giving friction
- Technology as a streamliner
- Personalization touchpoints
- Options and choice for donors






Future of Fundraising

GIVING REIMAGINED

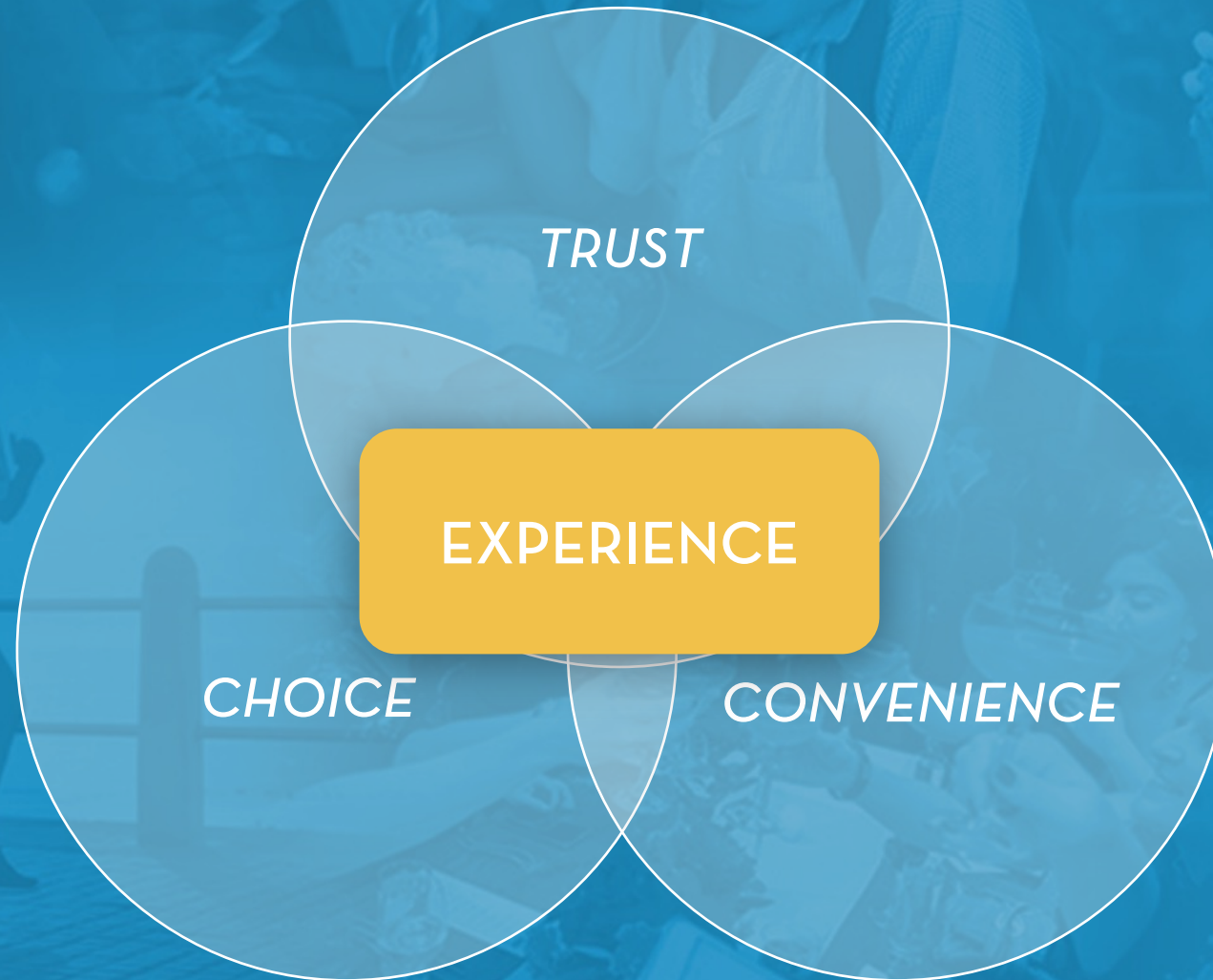
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Nonprofits are not only looking at how to get the attention of donors but engage then convert them with frictionless giving. The supporter experience must be fast, seamless, and transparent to build trust in the mission.

STEPHANIE RAGOZZINO
CHIEF PRODUCT OFFICER, ONECAUSE

New World of Giving



Paradigm Shift

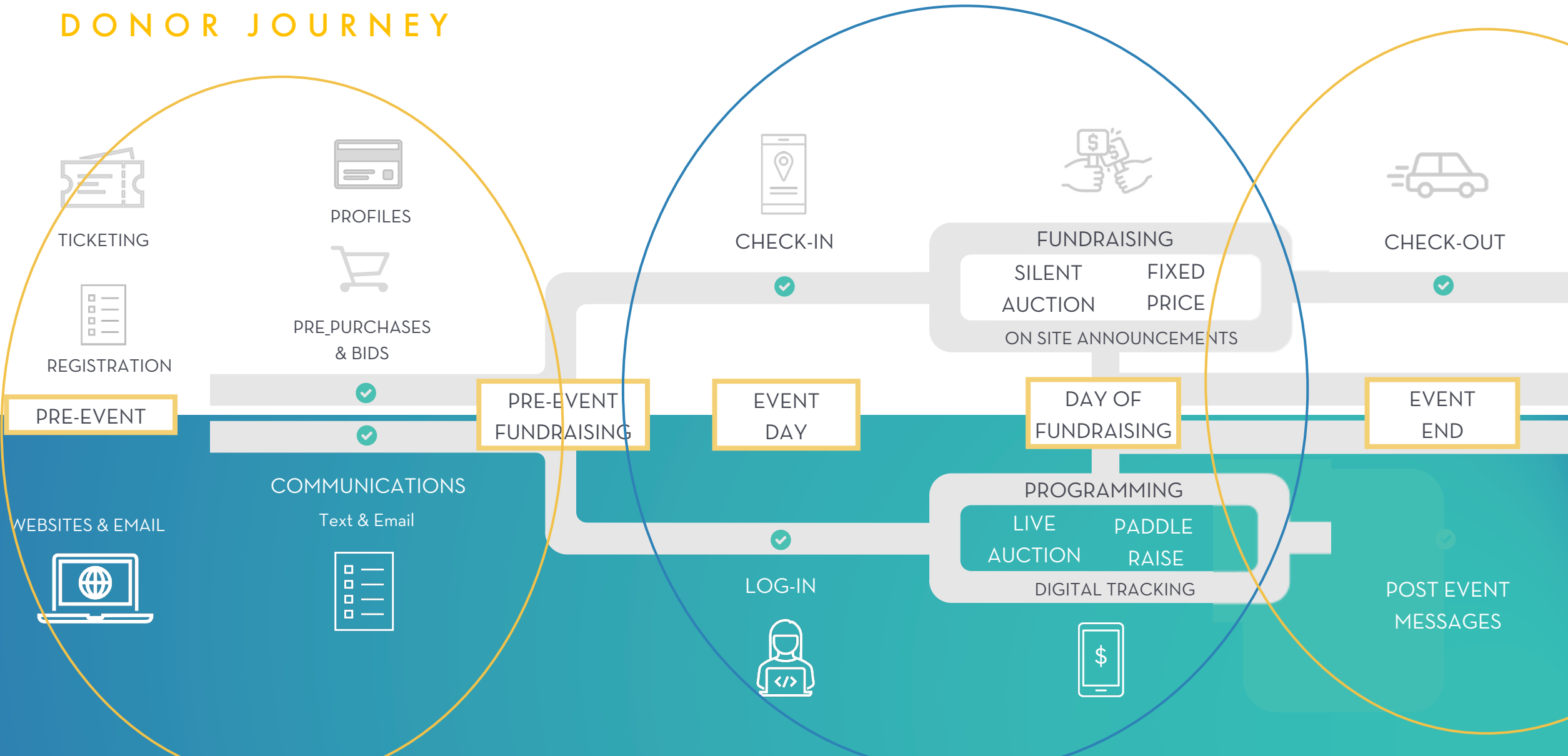
Old Ways



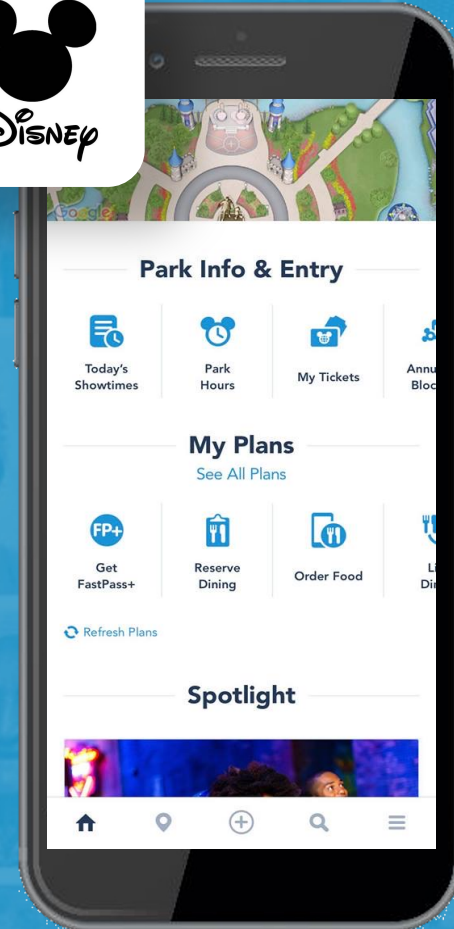
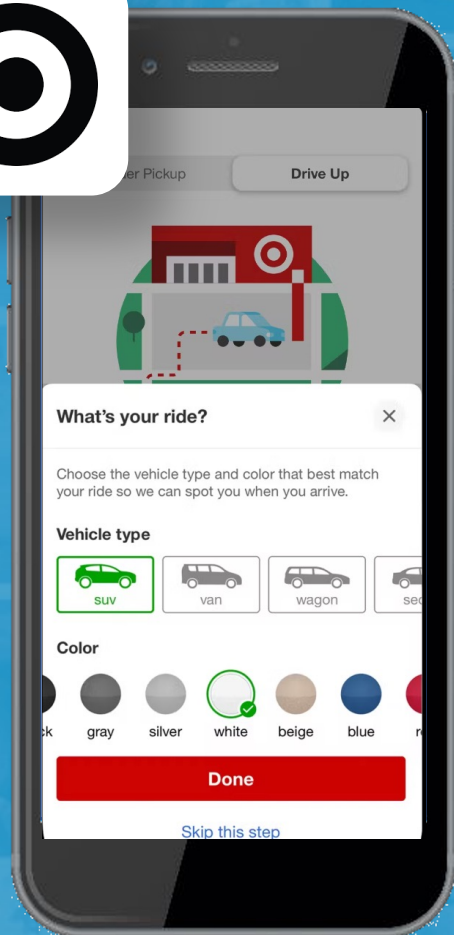
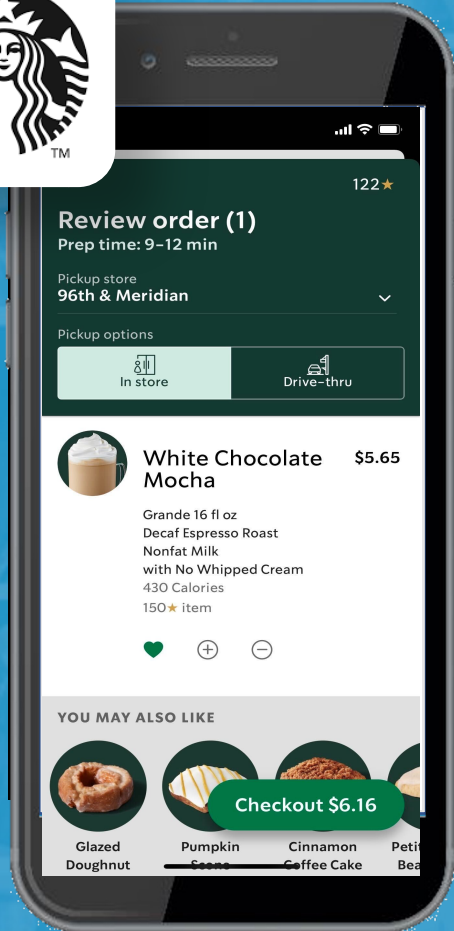
New Expectations

Giving Experience

DONOR JOURNEY



Market Research



THE FUTURE OF FUNDRAISING

All New!

The image displays the Raise.com website on three devices: a desktop monitor, a tablet, and a smartphone. The desktop monitor shows the main event page for "Giving Hearts: A Night of Gratitude" on July 25 at 7:00 PM at the Four Seasons Event Center. It features a progress bar for \$96,750 raised towards a goal of \$120,000, a list of donors, a "Story" section with a photo of children, and a "Donate Today" section with logos for Lux Motors, K-LOVE, and UPS. The tablet shows a "Silent Auction" page with a grid of items for sale, including jewelry, gift certificates, and travel packages. The smartphone shows a detailed view of a "Napa Valley Backroad Experience" travel package with a bid amount of \$3,100.00 and a "Place Bid" button.

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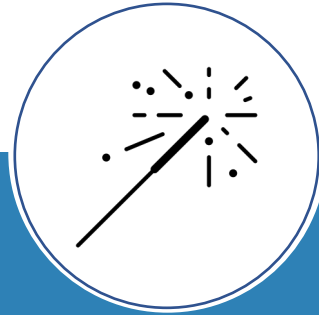
Top Focus

GIVING REIMGAINED



Supporter Experience

- Pre-Event Engagement
- Digital Check In
- Self-Check Out
- Event Type Experience



Deeper Engagement

- Intuitive Design
- Chat & Messages
- Donor Recognition
- Donation Moments



Volunteer & Staff Ease

- Intuitive Design
- Minimal Training
- Secure Login
- Permission Roles



Year-Round Value

- Analytics 2.0
- Org Level Tracking
- Stewardship Opportunities
- Sponsorship ROI



Fundraising Innovation

MARCH OF DIMES

ARTHRITIS FOUNDATION

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Gives them a more streamlined experience, gets a drink in their hand and having fun faster, without standing in registration lines.

PAULA EICHHOLZ

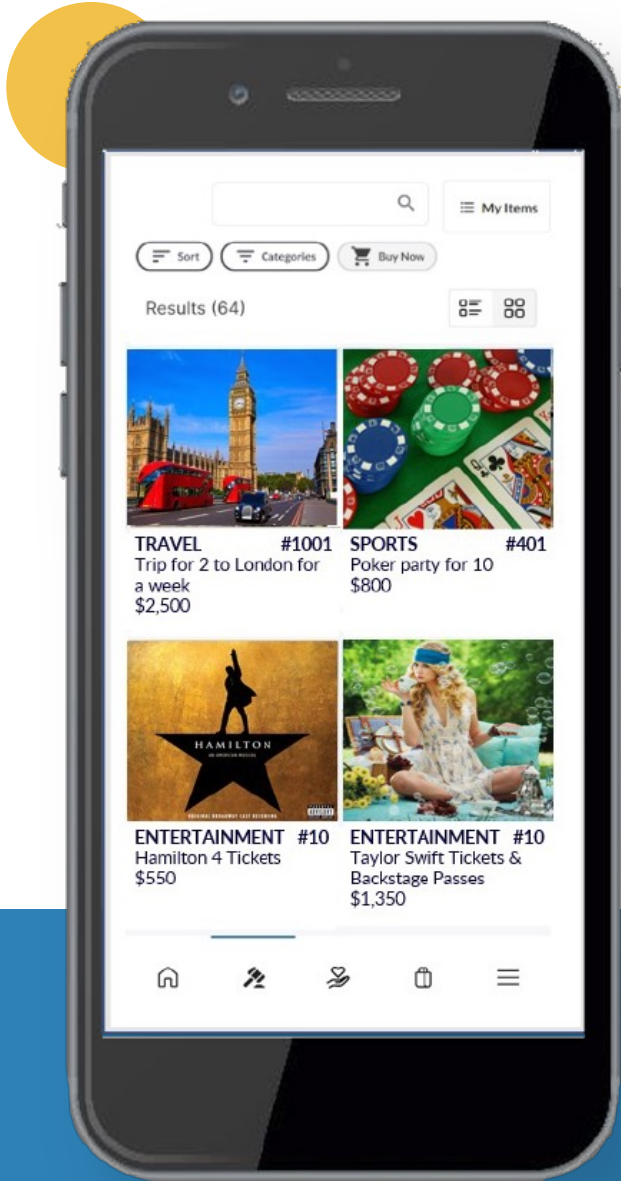




This platform puts the attendee experience in their hands. Guest information, check in, pre-event questions, bidding, donating, purchases and check out is controlled by the attendee. This makes it so much easier!

DELLA CARVER





NEW EXPECTATIONS

Solving for Needs

- Event Flexibility
- Donor Choice/Options
- Less Staff / Efficiency
- Volunteers / Ease
- Mission & Branding
- Engagement Analytics

The Future of Fundraising is Here



Modern & Flexible



Seamless Giving

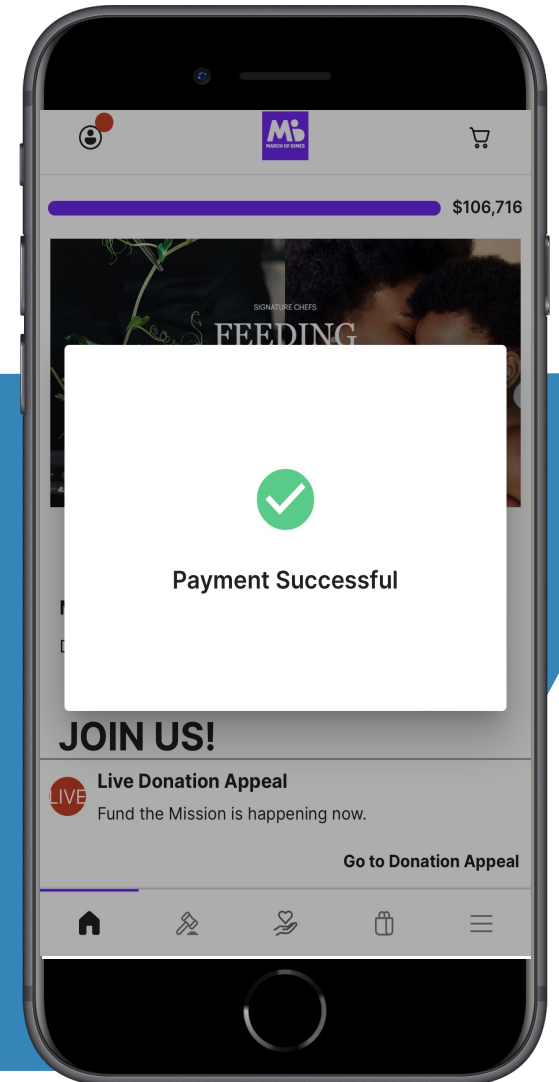


Deeper Engagement

SUPPORTER EXPERIENCE

TRUST: DONOR CHOICE & OPTIONS

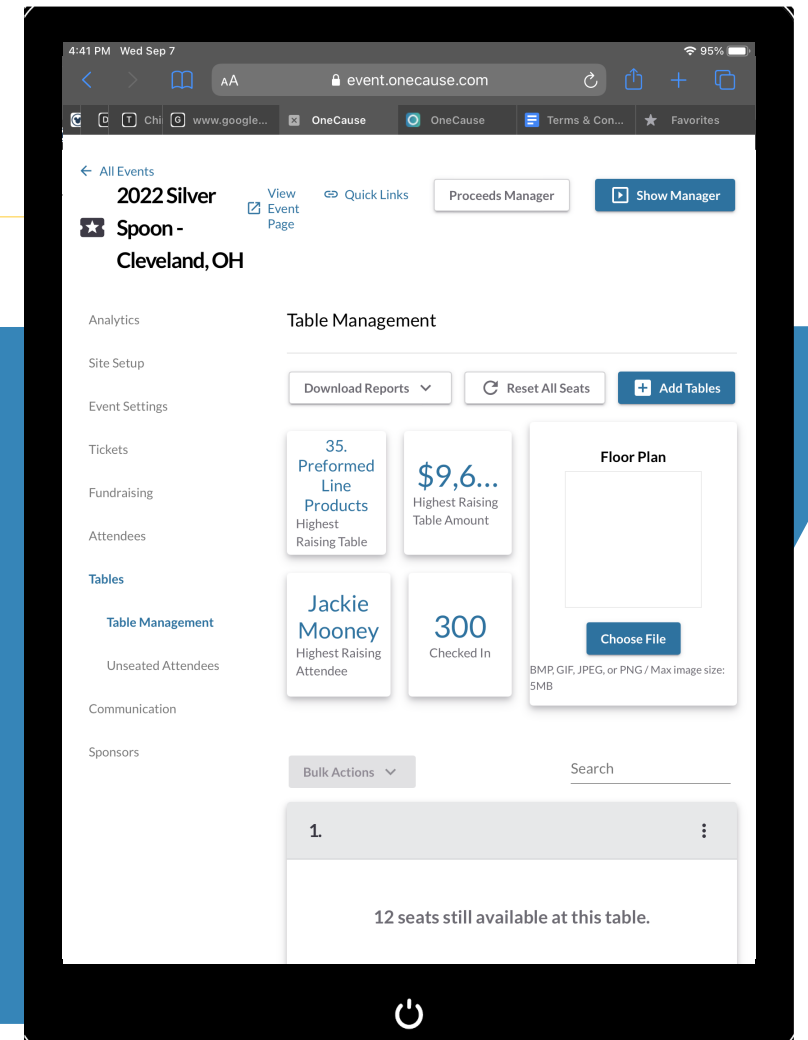
- Intuitive / No Learning Curve
- Pre-Event Adoption & Engagement
- Familiar Experiences
- Self Check In / QR Code Reg
- Check Out / Your Cart
- Item Pick-Up Timeslots



DEEPER ENGAGEMENT

TRUST: UNLOCKING GENEROSITY

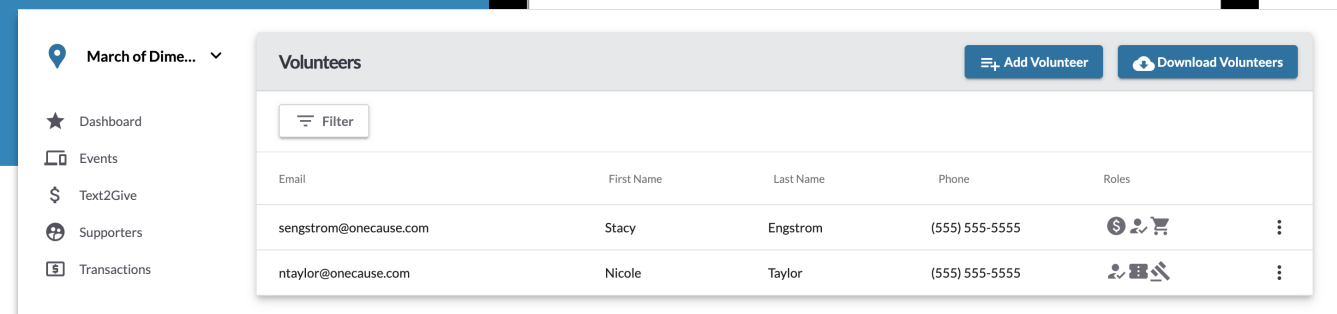
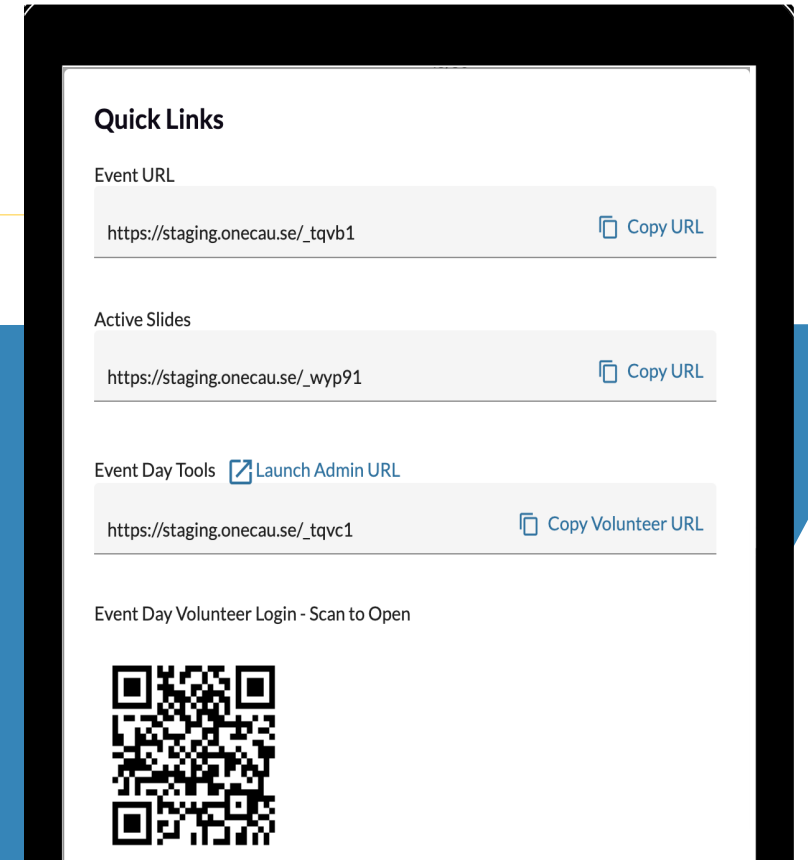
- Table Analytics
- Real-Time Analytics (Event Day)
- Recognition 2.0 (Incentivize & Drive Behavior)
- Messaging & Communication
- Curating Experiences for all Donors



VOLUNTEER & STAFF EASE

TRUST: DONOR CHOICE & OPTIONS

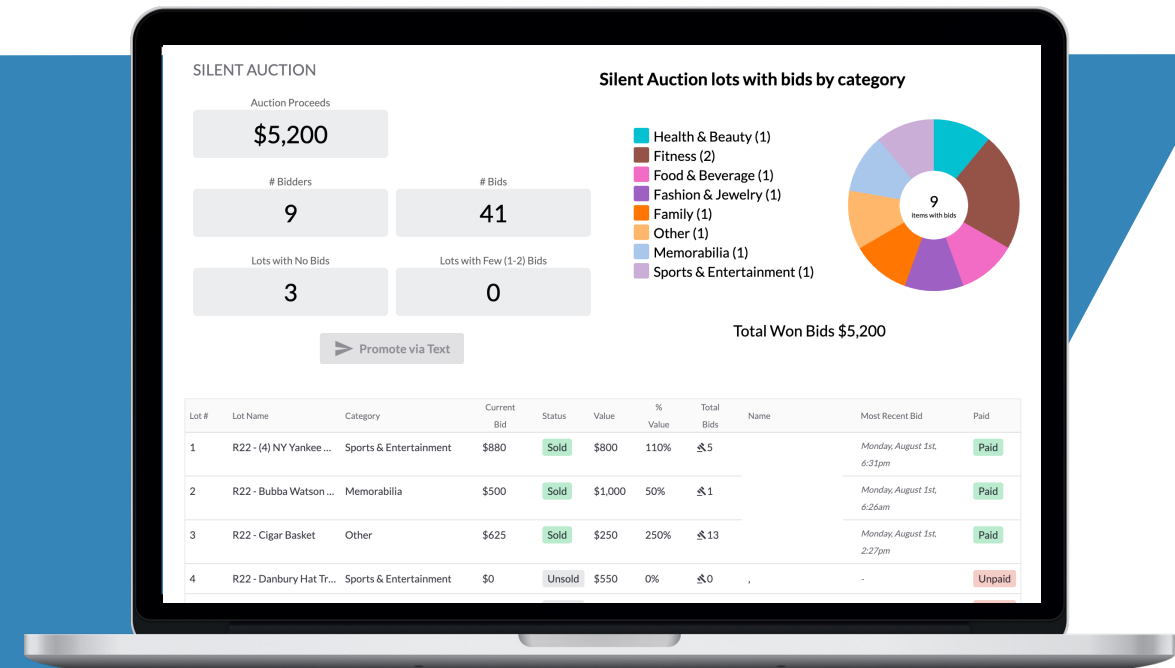
- Easy & Intuitive
- Secure Log In
- Permission Rights by Role Type
- Seamless Volunteer Experience
- Chat Feature for Staff ?



YEAR ROUND VALUE

TRUST: DONOR CHOICE & OPTIONS

- Reporting & Analytics
- Post-Event Stewardship Messaging
- Org Level Donor Data
- Event Flags / External IDs for CRM
- Ambassador Fundraising





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Questions?

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