



Raise[®]
2022

OneCause Fundraising Platform

EXCLUSIVE PEEK

Welcome!



Stephanie Ragazzino
Chief Product Officer
OneCause



Joe Duca
VP Product Strategy
OneCause

Agenda

1. Why build a platform?
2. Platform Vision
3. Sneak Peek: OneCause Fundraising Platform

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.*

 Most Implementable SUMMER 2022	 Best Relationship SUMMER 2022	 Best Results SUMMER 2022
--	---	--



onecause®

POWERFUL FUNDRAISING SOLUTIONS

\$4B RAISED

for good

Powering nonprofits to build better tomorrows.

10K

Nonprofits Supported

40K

Fundraising Campaigns

2M

Supporters Reached Annually

HUMAN RIGHTS CAMPAIGN

Why Build a Platform



Fractured landscape = ***Point solutions***

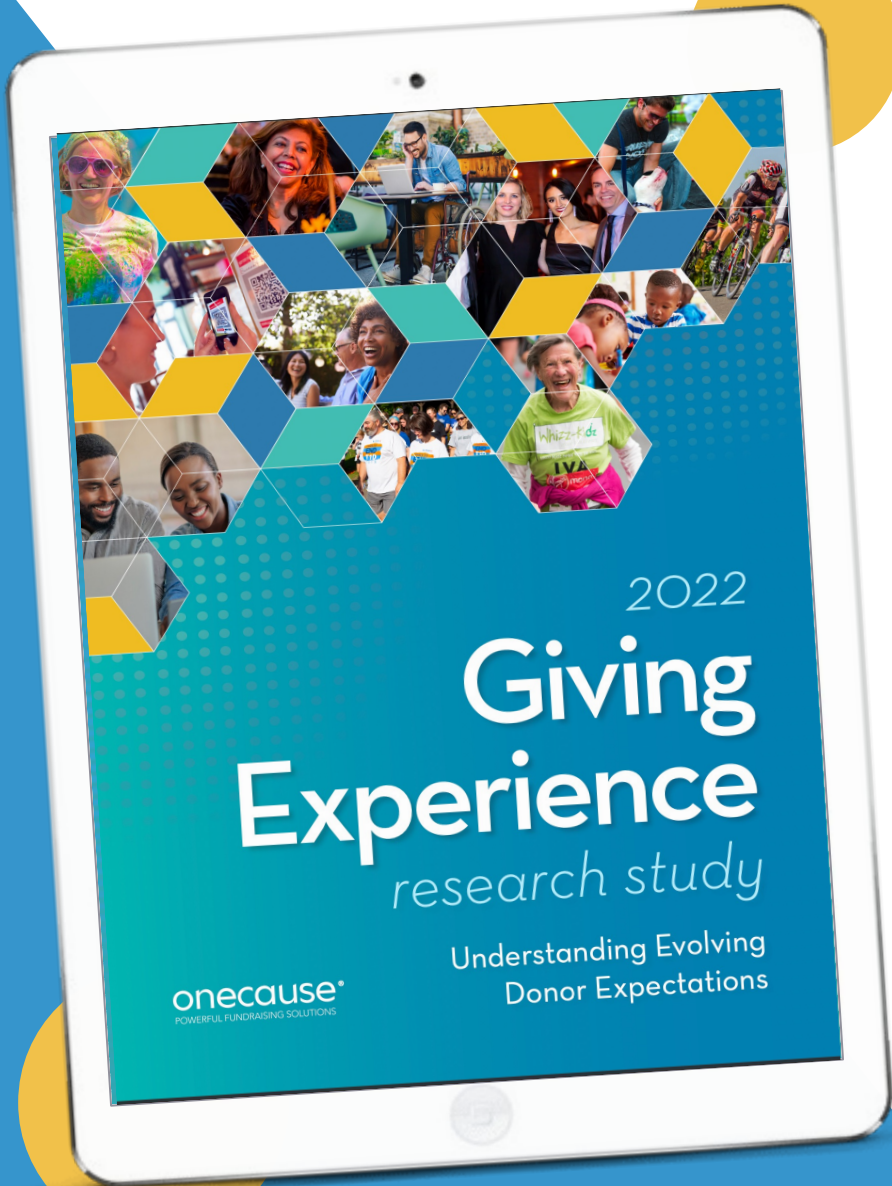
Too much ***effort vs return***

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

Frictionless Philanthropy

DONOR MOTIVATORS





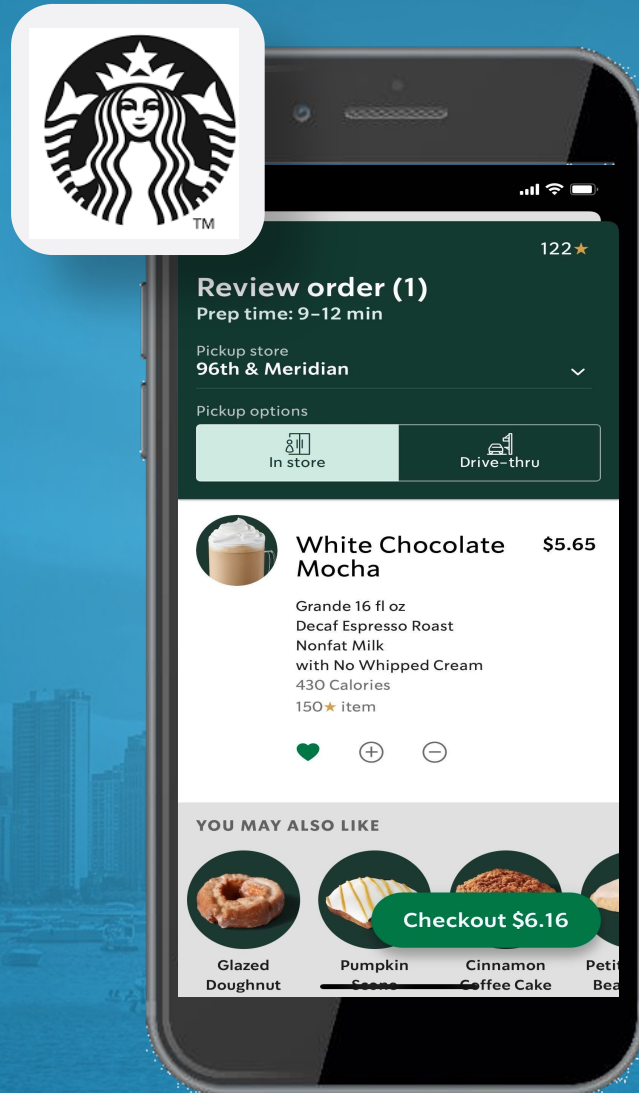
2022 OneCause Research

1,000+ Donors

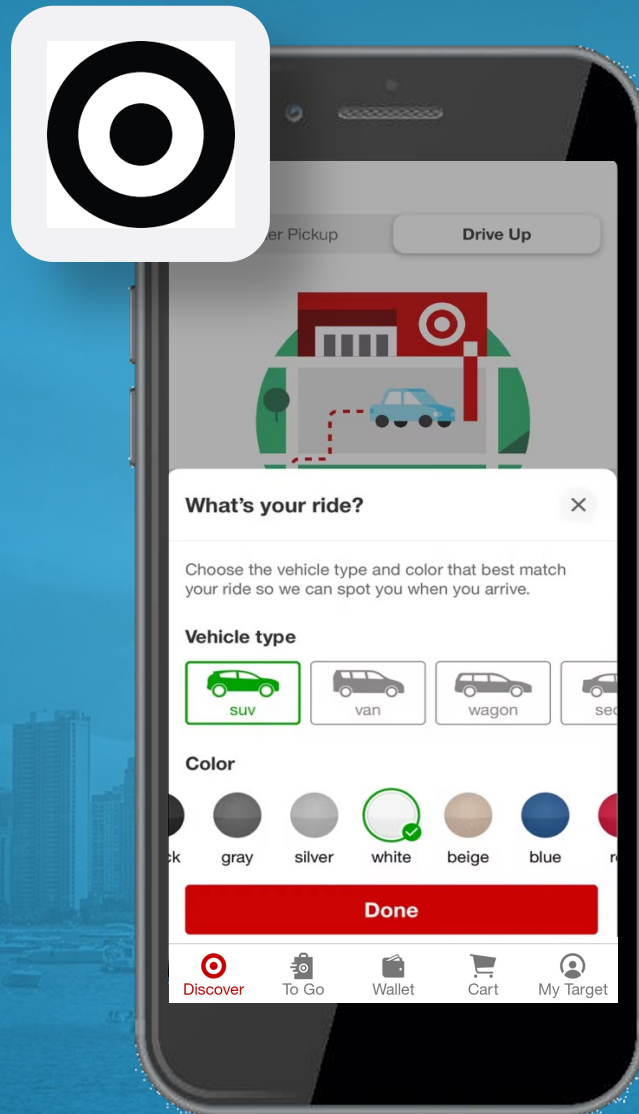
Top Motivators

New Trends in Giving

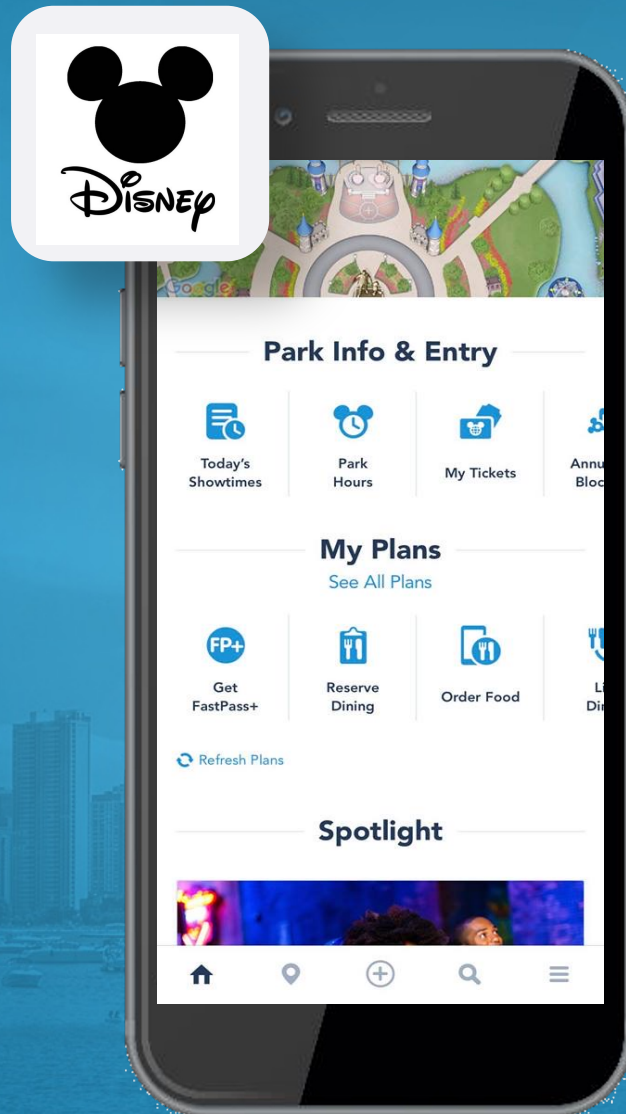
Market Research



Market Research



Market Research



Platform Vision

REDEFINING GIVING



SUPPORTER

- Modern
- Personal
- Intuitive
- Self-serve

ORGANIZATION

- Intentional
- Innovative
- Flexible
- Scalable



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

PAULA EICHHOLZ



THE FUTURE OF FUNDRAISING

All New!



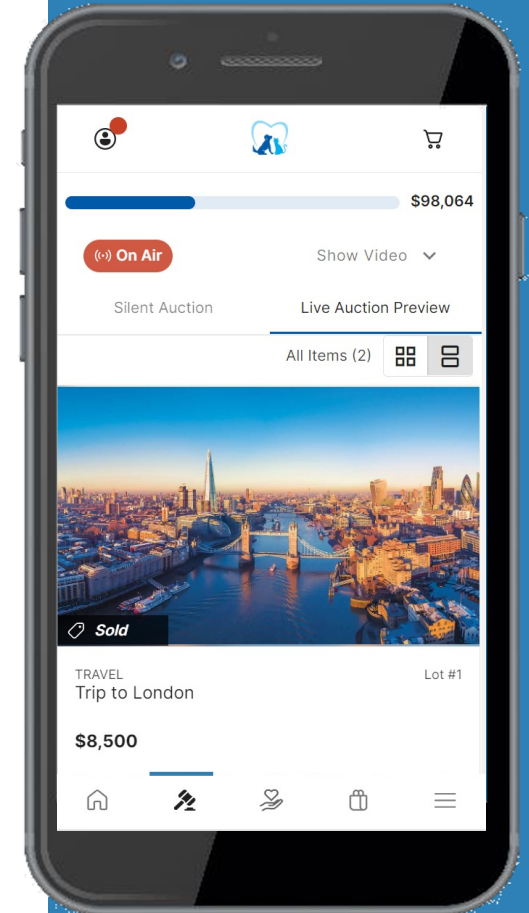
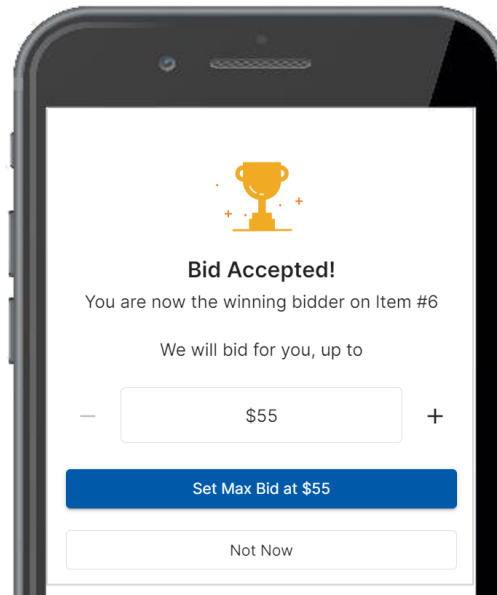
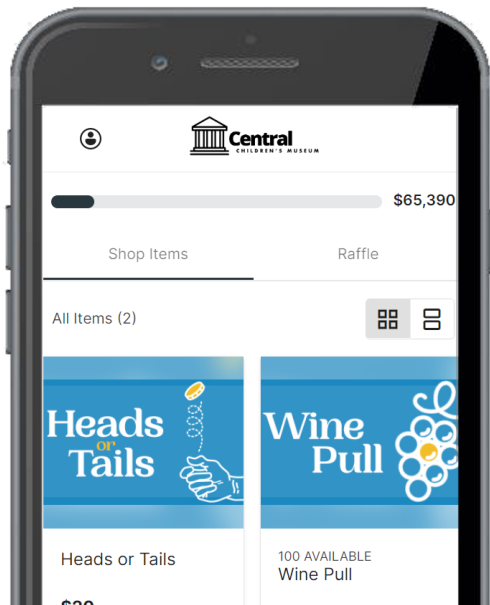
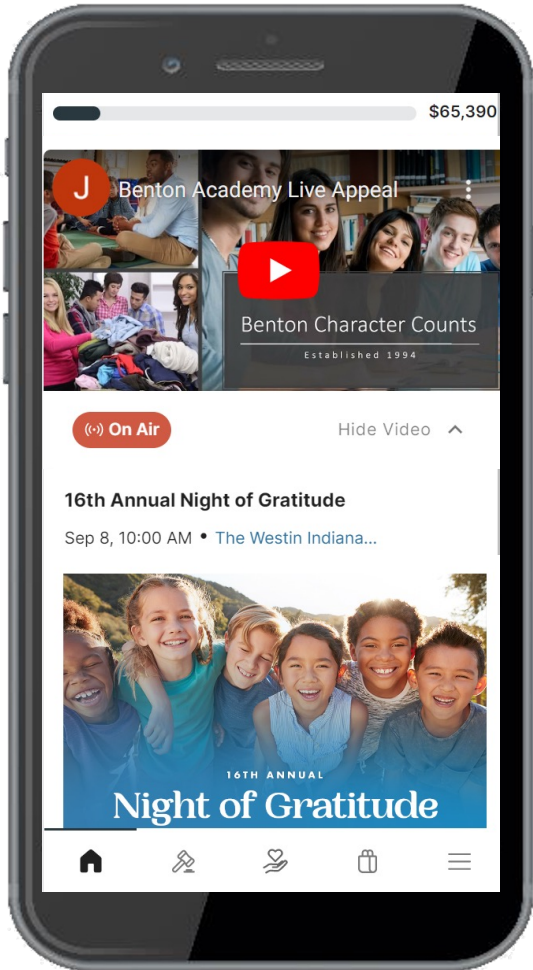
- Event Focus
- 1,000 Events
- Growing Iteratively
- Product Lab
- Webinars & videos

Raise[®]
2022

Frictionless Giving

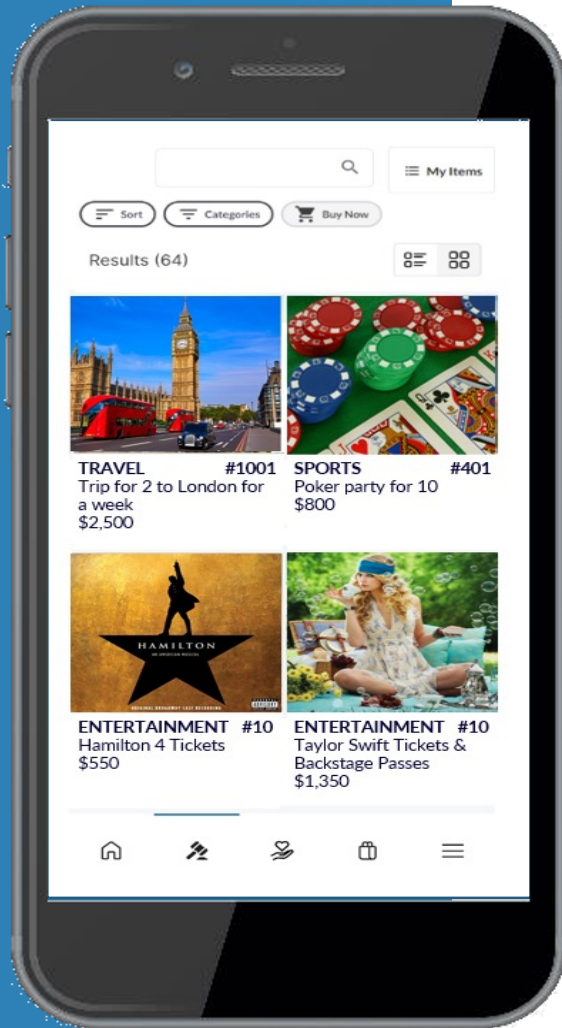
Right Solutions

- Modern interface = quick, intuitive, rewarding
- What you won't notice
- In-Person, Hybrid, Virtual

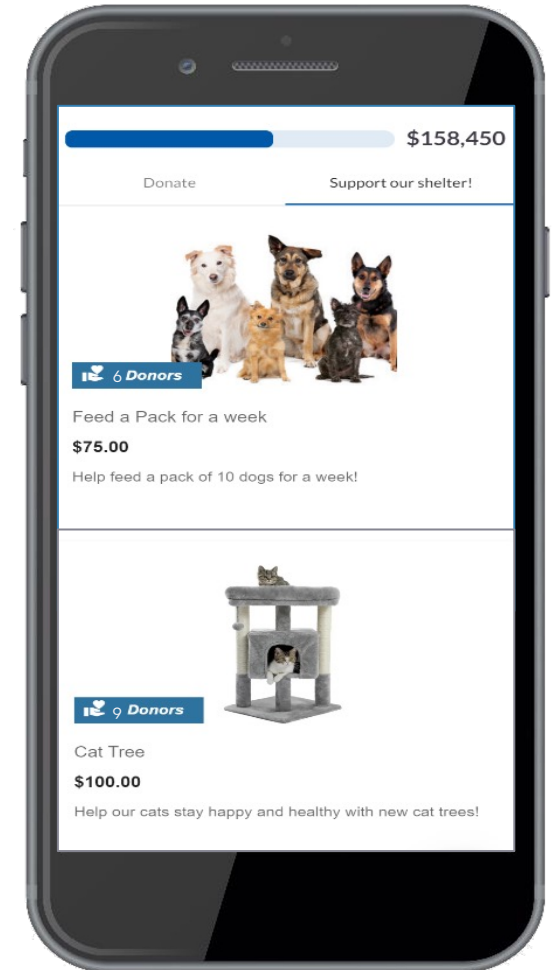


Engagement Starts Before Check-In

Drive Proceeds & Connection



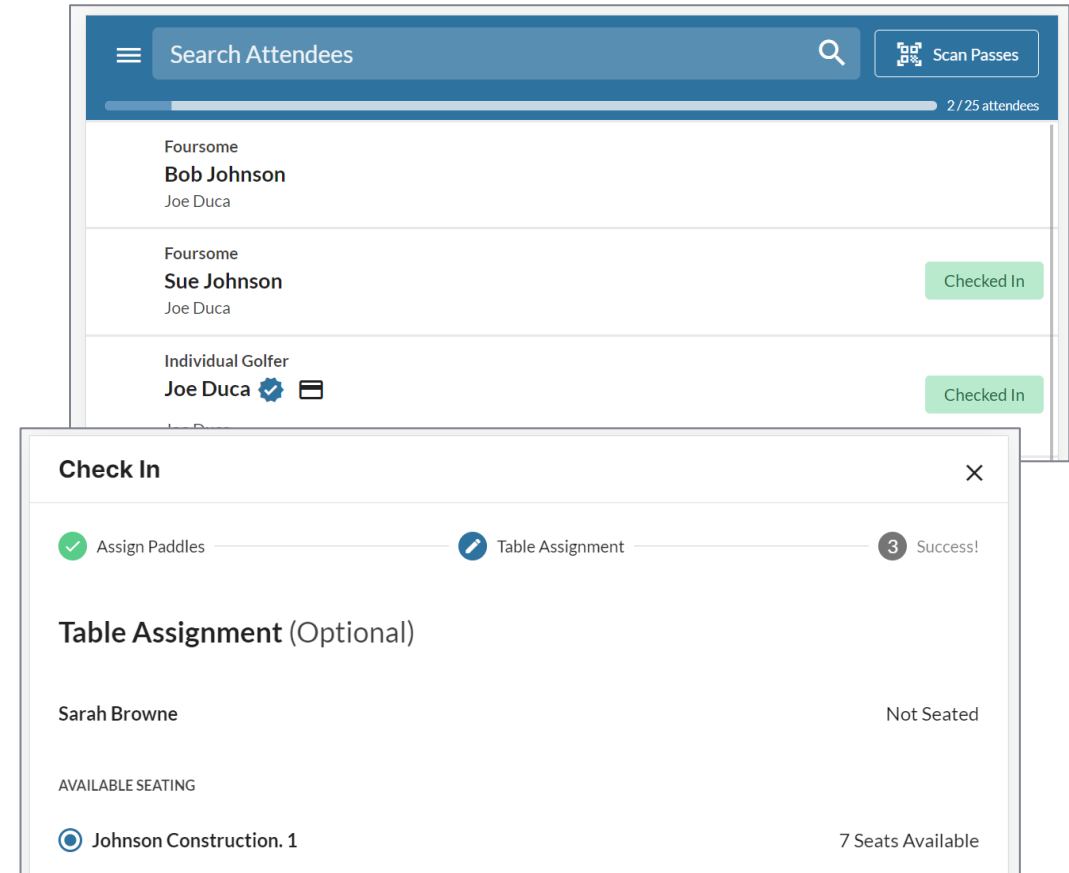
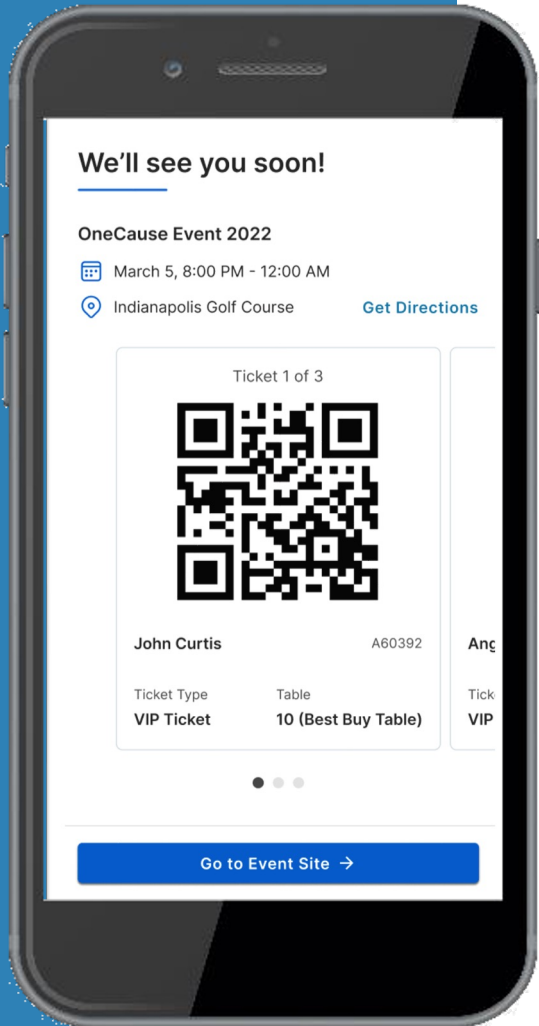
- Configurable Bidding Interface
- Donation Impact Levels
- Targeted Achievements (crowd-funding)
- Recurring Donations
- Texting & Chat



Reimagine Check-In

No More Lines

- Self check-in
- Pre-event questions
- QR Codes
- Intuitive volunteer tool
- Walk-up Ticket Sales



Sponsorship ROI

Maximizing Value & Revenue

- Logos
- Sales
- Tickets
- Impressions
- Game




Auction Optionality

Works the Way You Fundraise

- Silent Auction & Slides
- Live Auction Slides, Mobile Bidding, Skip Lot
- Raffle & Fixed Price sales

Auction Controls

Lot #1004
 Trip to London
Discover everything Great Britain's most

Pause Bid & Switch Lot **Close Bidding**





HIGHEST BID
\$7,000
Floor Bid

Top Bidders

Floor Bid	\$7,000	5:30:07 PM
Floor Bid	\$4,250	5:30:01 PM
Floor Bid	\$2,500	5:29:52 PM

Raise[®]
2022

Great Auction Items Available!

	#116 Hand-Crafted State of the Art Dollhouse Starting Bid: \$400		#117 Handmade Quilt Current Bid: \$85
	#119 Jackson Hole Wildlife Adventure Current Bid: \$1,200	 KENDRA SCOTT	#120 Kendra Scott Jewelry Set Current Bid: \$100

Logos: eBay, Google, amazon, UPS, eBay, Google, onecause

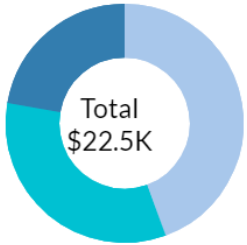
Lot #1 Value \$5,000 Trip to London

Discover everything Great Britain's most dynamic city has to offer. London was once considered the capital of the world—and it shows. It has a history that stretches back 2,000 years, and a culture as rooted in the local pub as it is in wor...



Logos: Science Diet, PURINA, Temptations, Kroger, UPS, Coca-Cola, onecause

Commitments



Unconfirmed: \$10,000
Confirmed: \$7,500
Paid: \$5,000

Galvanize Giving

Empower Your Auctioneer

- Donation Moments (Open & Tiered)
- Commitments & Recognition

\$250,000

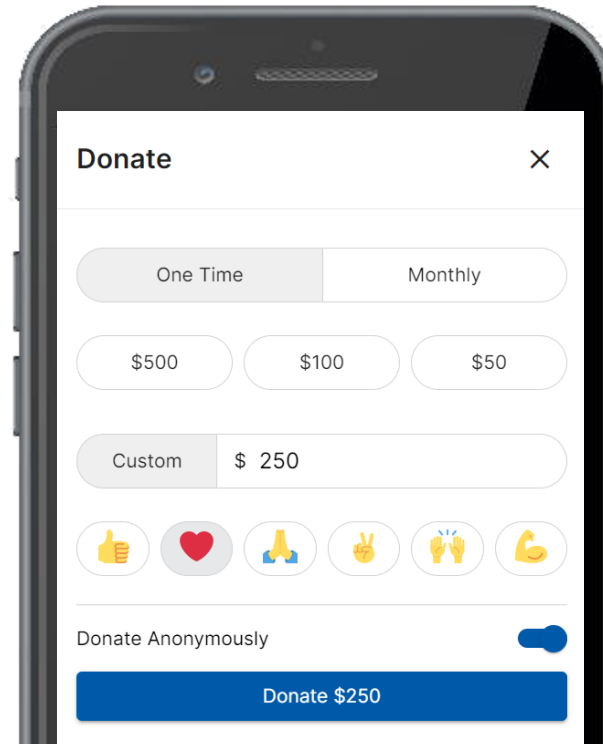
\$168,600

DONATION ASK \$500

Thank You Donors!

Ginny Potter

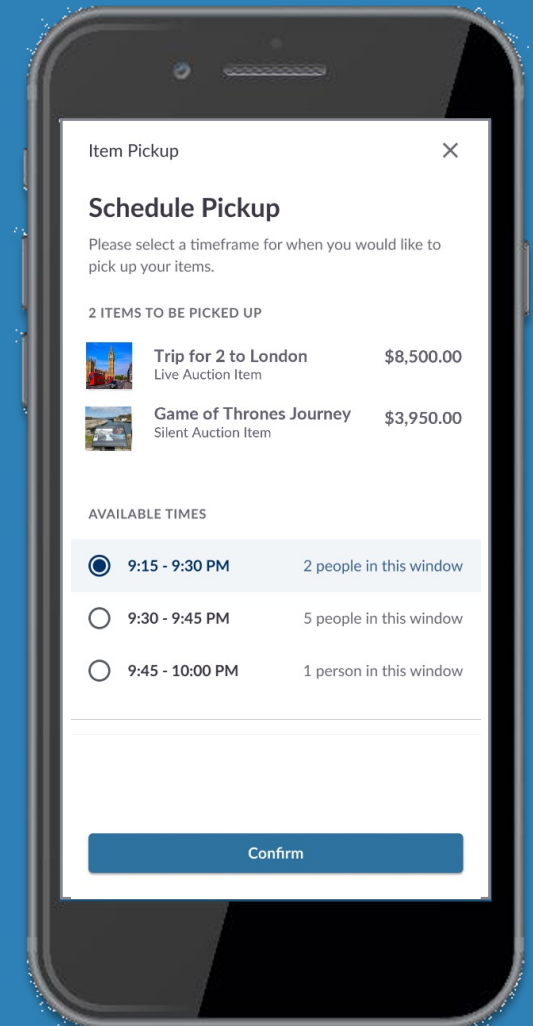
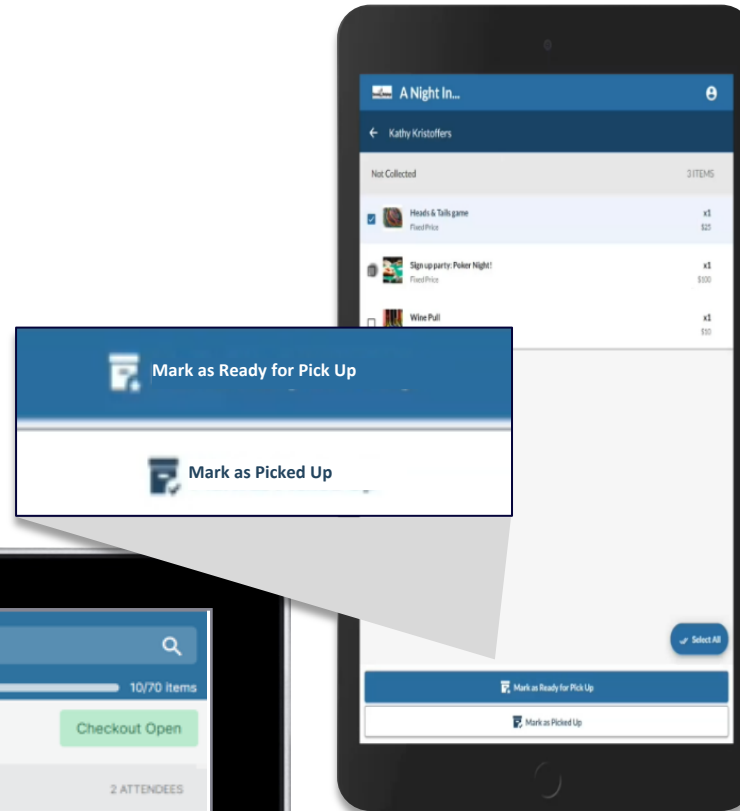
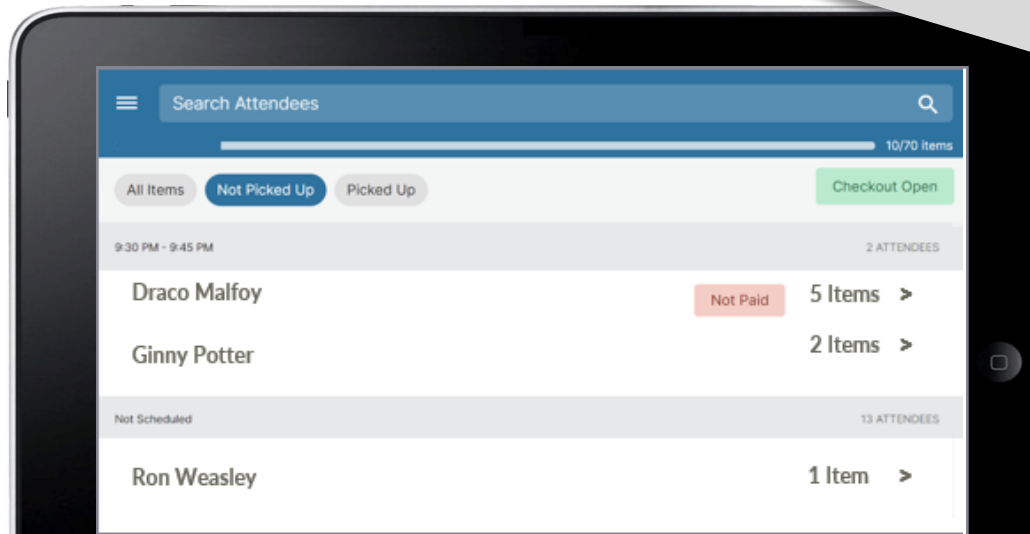
Ron Weasley
Roxanne Weasley
Hermione Granger
Rita Skeeter
Dean Thomas



End of Night Experience

Streamlining Chaos

- Item Pick-up times
- Future pick-up
- Concierge texting



The Power of Data

Year-Round Insights

Andrea Anderson

Email
andrea@email.com

Phone
(612) 718-2298

Address

TOTAL GIVING

\$21,865.00

DONATIONS

\$11,600.00

TICKETS

\$250.00

COVERED COSTS

\$588.00

DONATIONS GIVEN

4

TICKETS PURCHASED

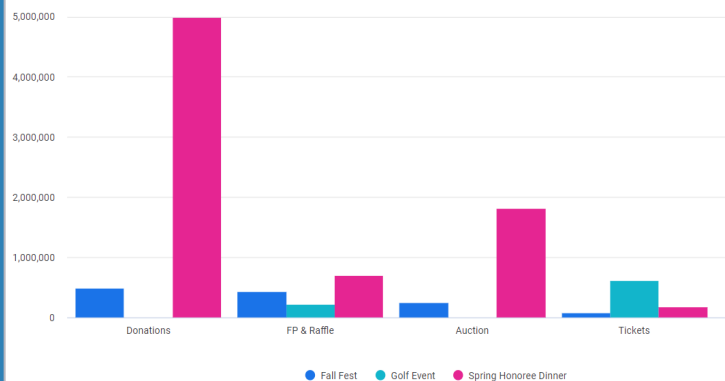
2

PAYMENTS MADE

34

- Org Dashboard & event cards
- Org-level data rollups
- Payments
- Event Analytics
- APIs
- Multi-affiliate

Proceeds by Type



Upcoming Events

- Jun 11** Springfield Animal Shelter G...
38 Tickets Sold
- Jul 5** New Sponsors Event
2 Tickets Sold
- Jul 15** Benton Academy
14 Tickets Sold

Active Text2Gives

- Aug 31** Annual Fund 2021-2022
\$500 raised of \$500
1 Donation
- Jun 3** Annual Fund Donations 22-23
\$2,700 raised of \$5,000
5 Donations

Proceeds by Type

\$532,529/\$600,000 (89%)

Covered costs: \$4,123.56

- Tickets: \$3,363
- Sponsorships: \$297,855
- Silent Auction: \$11,086
- Live Auction: \$64,805
- Raffles: \$8,900
- Fixed Price Items: \$1,763
- Misc. Charges: \$798
- Donations: \$143,959
Including \$81,000 in commitments

LEARN MORE

RAISE 2022

- Raise Session
- Product Lab

NEXT UP

- Webinar Series
- Videos OCU



All New!

Raise[®]
2022

FOLLOW US ON SOCIAL

#2022Raise



fb.com/onecause



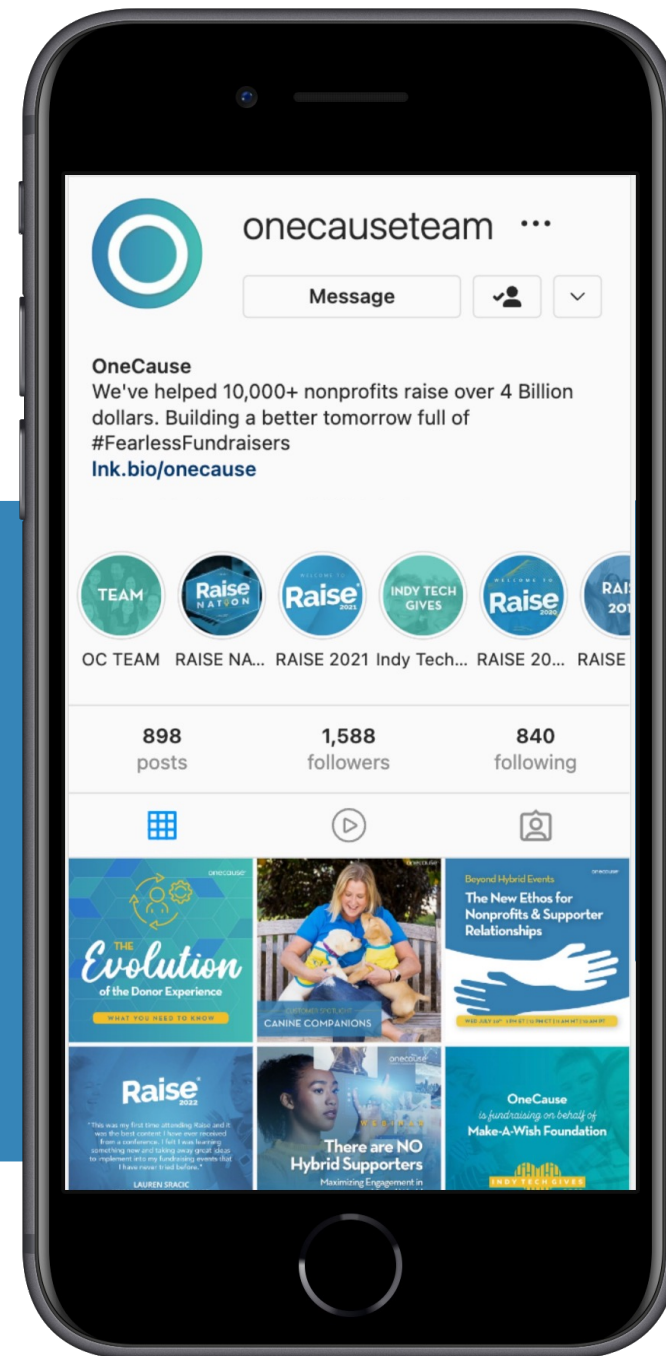
[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://instagram.com/onecauseteam)



linkedin.com/company/onecause





Raise[®] 2022



Questions?

Raise[®]
2022