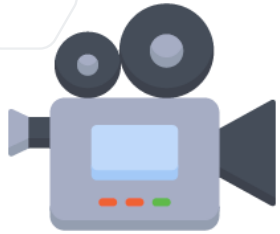


Tools and Ideas for Spring Fundraisers



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion. We'll answer all questions in a Q&A portion at the end of the presentation.



+ **Share your highlights and takeaways** on your favorite social media channel and make sure to give us a follow!



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Meet the Speaker



Justin Cook, Director of Demand Generation

- + With Qgiv for 5 years and a marketing professional for over 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 3 animals: 1 dog and 2 cats.





What We're Covering Today

- + Ideas for virtual, in-person, and hybrid fundraisers and events.
- + Tried-and-true tips to make your fundraisers and events fun and successful.
- + The keys to success for fundraising events, silent auctions, and peer-to-peer fundraisers.
- + How to use Qgiv's tools to engage donors and inspire them to give.
- + Real-life examples of Qgiv clients.



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How Do Donors Feel?



-7.9%

Decline in new donors (Q1 – Q3 2023).

80%

Donors who continue to give even when budget is tight.

72.4%

Donors who want to participate in events and fundraisers.



What You Can Do!

- + Diversify your funding sources.
 - Grants, online fundraising, planned giving, etc.
- + Implement fundraising strategies that are designed to help you acquire new donors.
 - **Peer-to-peer fundraisers introduce 300 new donors** to a nonprofit organization using the Qgiv platform.
 - **Auctions and other engaging fundraisers and events** are also great sources of new donors.
- + Offer multiple ways to participate.
 - **In-person**: to create an engaging on-site experience
 - **Virtual**: to engage attendees that can't or don't want to be in-person



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Peer-to-Peer Fundraisers



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising empowers your supporters to raise funds on your behalf with tools like email, social media, and text.

- + Peer-to-peer fundraising can be paired with an event, but it's not required.
- + Virtual fundraisers are a great entry point for those new to peer-to-peer fundraising.

The image shows a screenshot of a peer-to-peer fundraising page for the 'WALK 4 PAWS' event. The event is organized by 'Dartix's Dames & Dudes' and is scheduled for May 7, 2022, from 9 AM to 1 PM at West Goshen Community Park in West Chester, PA. The page features a progress bar showing that \$250.00 has been raised out of a goal of \$4,655.06, which is 1862% of the goal reached. The page also includes a 'Donate Now' button and a 'Join My Team!' button. A personal fundraising page is visible, featuring a photo of a dog and a description of the fundraiser's motivation.

WALK 4 PAWS
MAY 7, 2022 | 9AM-1PM
WALK RUN
FAMILY FUN
WEST GOSHEN COMMUNITY PARK | WEST CHESTER, PA

2022 Walk for Paws - Dartix's Dames & Dudes
Your Name Here
May 7, 2022 9:00am - 1:00pm

My Personal Fundraising Page

These comes a time when you volunteer that one of your shelter animals steals your heart. The dog that stole my heart from our first meeting was Dartix. Dartix was the sassiest most stubborn dog I had met in my time at BIVSPCA. One look into his soulful eyes and I knew he and I were going to have a special bond. Dartix spent a long time in our shelter and I was humbled to be one of many to work with him and see him grow and learn how to be a dog who loved to be pampered. Dartix was blessed to get to spend his last months with an amazing foster family who let him live out his life like a king. This year my passion to fundraise is fueled by Dartix. My goal is raise as much as I can to continue the amazing lifesaving work we do for animals like Dartix who spend far too long in shelters.

\$4,655.06
amount

\$250.00
goal

1862%
of your goal reached

Donate Now

Join My Team!

Share on Facebook | Share on Twitter

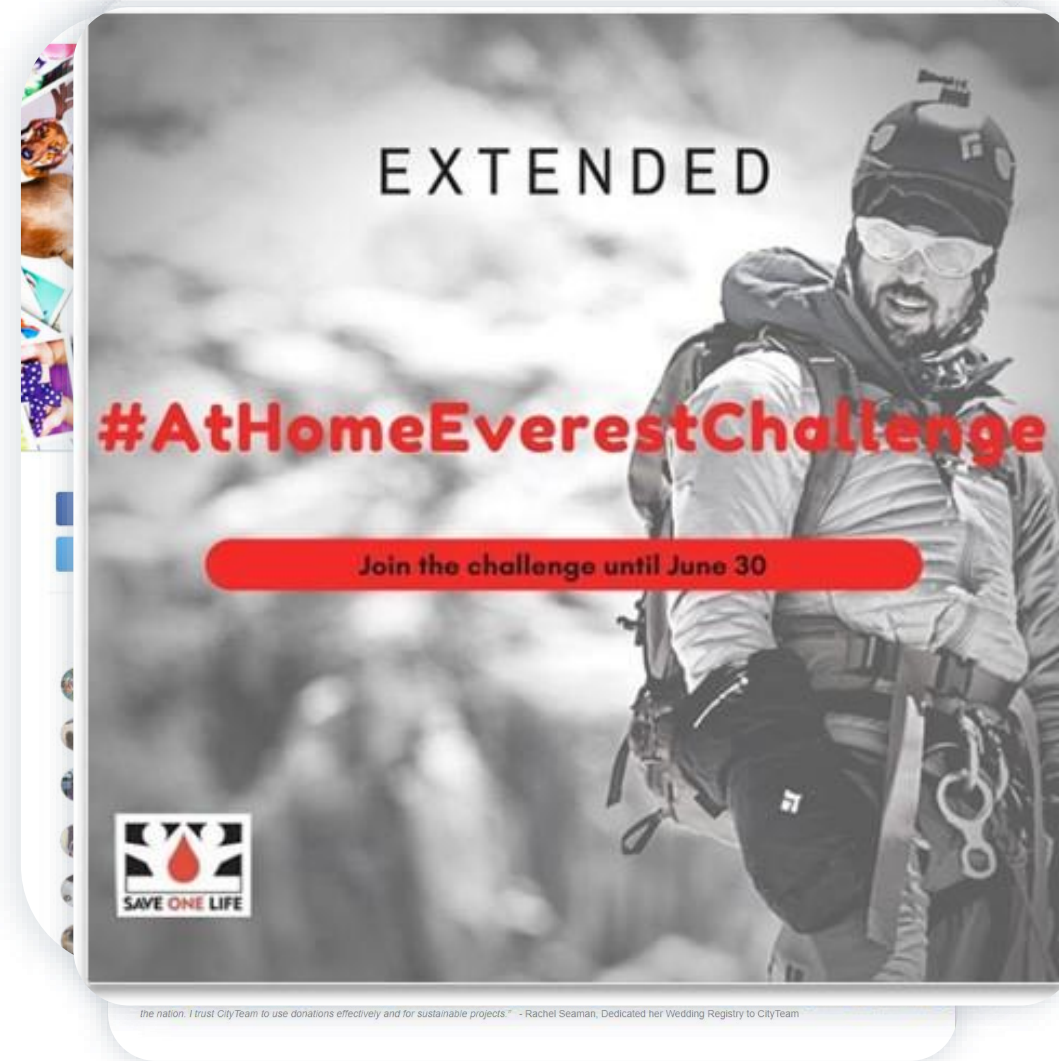




Types of Peer-to-Peer Fundraisers

There are so many options for peer-to-peer fundraising:

- + Contests
- + Crowdfunding
- + -Athons (walk, bowl, etc.)
- + Virtual storefront
- + Giving days
- + DIY fundraising
- + Network fundraising
- + Challenges



What's the Key to Success?

- + Central Hub – Allows the organization to share mission and connect to all fundraising pages.
- + Individual and team fundraising pages
- + Resource center for supporters
- + Impactful images
- + Fundraising goal and thermometer
- + Leaderboard
- + Ability to share on social media

Get the Word Out
Providing easy access to your fundraising page is a great way to increase donations.

Send a Fundraising Email | Share on Facebook | Add a Registrant | See All Donations

Links | My Page: [Edit URL](https://staging.dev.qgiv.com/event/account/82159)

100%
80%
60%
40%
20%
0%
\$1,000.00 achieved
\$8,000.00 goal
12% of your goal reached

Operation Good Samaritan
April 6, 2020 - May 6, 2020

Help Me, Help Our Community!
As our team of dedicated, fearless, and compassionate staff continue to serve our community in these challenging times amidst the Coronavirus pandemic, we have an'hard to do things differently, including how we fundraise to keep our doors open, our pantry filled with nutritious grocery, and our cleaning supply closet full.

This is where you, my friends, come in! Please consider making a donation to The Sharing Center so we may continue to serve our community. Two important things to know:

- ** \$0.99 (yes, 99 cents) of every dollar raised goes back to reinvesting in our programming and helping families in need.
- ** Your \$1.00 donation turns into a \$30 cartful of healthy proteins like chicken breast and hamburger meat for our families through our partnership with Second Harvest Food Bank leveraging your dollar!

My family and I have personally raised \$5,000. I am asking for your support to match that amount so together, raising over \$10,000.

Please Help Me, Help Our Community in Need! As stated in 2 Corinthians 9: 6-7:

6 Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. 7 Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.

100%
80%
60%
40%
20%
0%
\$17,275.00 achieved
\$17,000.00 goal
101% of your goal reached

Donate Now | Become a Fundraiser

Share on Facebook | Share on Twitter

2020 Gingerbread Home Build
December 2, 2020 - December 16, 2020

\$30,409.10 achieved
\$23,000.00

Our hearts are overflowing with gratitude as we announce the winners of the 2020 Gingerbread Home Build and the tremendous achievement of raising over \$30,000 to help build our 3rd Annual Veteran Build - a decent, affordable home for local veteran Monya and her three children! Please see our 2020 Gingerbread Home Build Awards Announcement video below.

2019 BRANDYWINE VALLEY SPCA WALK FOR PAWS
A RACE FOR OUR ANIMALS

Leaderboard

- Lika \$14.81
- Elizabeth \$1,177.18
- Hadley \$2,949.80
- Oliver \$882.04
- Teresa \$987.37

Full Rankings

Rank	Top Participants	Team Name	Amount Raised
1	Hadley	Unassigned	\$2,949.80



4 Key Behaviors to Raise More

Personalize fundraising pages

Supporters who update their pages raise between 7 and 18 times more than those who don't.

Post to social media

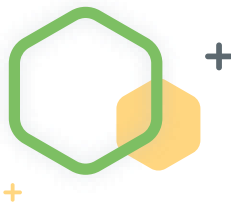
Supporters who update every 5 days or so raise 3x more.

Send fundraising emails

Supporters who send emails raise between 2 and 11 times more than supporters who don't send emails.

Reach fundraising milestones

- + At least 1 badge = \$306.51
- + 0 badges = \$89.54



Silent Auctions



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



Why Host a Silent Auction?

Donors love to get dressed up, network with other people, and engage in friendly bidding competition. Silent auctions work because they're engaging and fun!

- + Define your goal and tailor your experience to your audience.
- + With the right software, virtual silent auctions can be just as engaging as in-person.

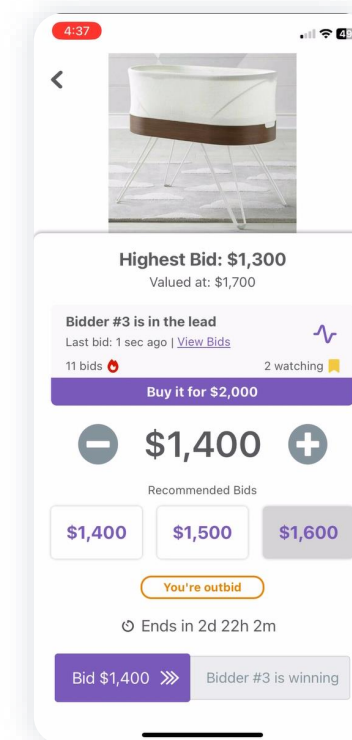
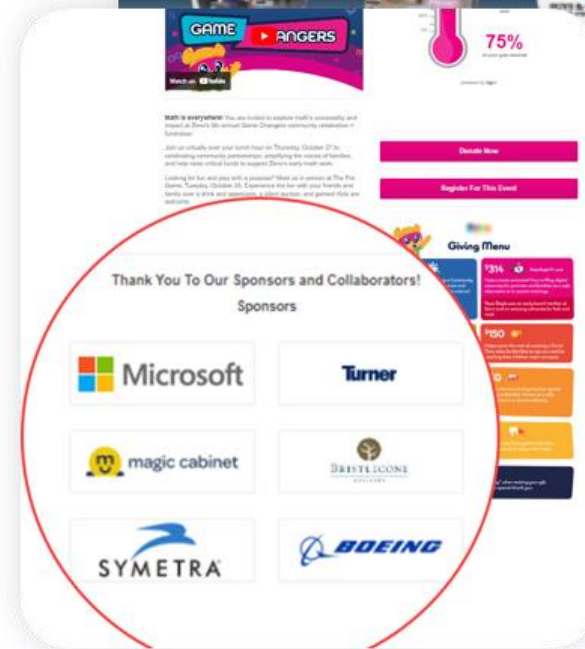




What's the Key to Success?

Silent auctions are great ways to raise money with these keys to success.

- + Plan ahead
- + Identify your audience
 - Sponsors, donors, and volunteers
- + Offer a variety of items at different price points
- + Highlight big-ticket items or unique items/package to encourage bidding participation
- + Use bidding software
- + Include virtual participation to extend your reach
- + Add games of chance and fund-a-need items for additional revenue
- + Communication!



Bidder Engagement

Offer multiple ways for bidders to participate in your auction.

+ Bidding app

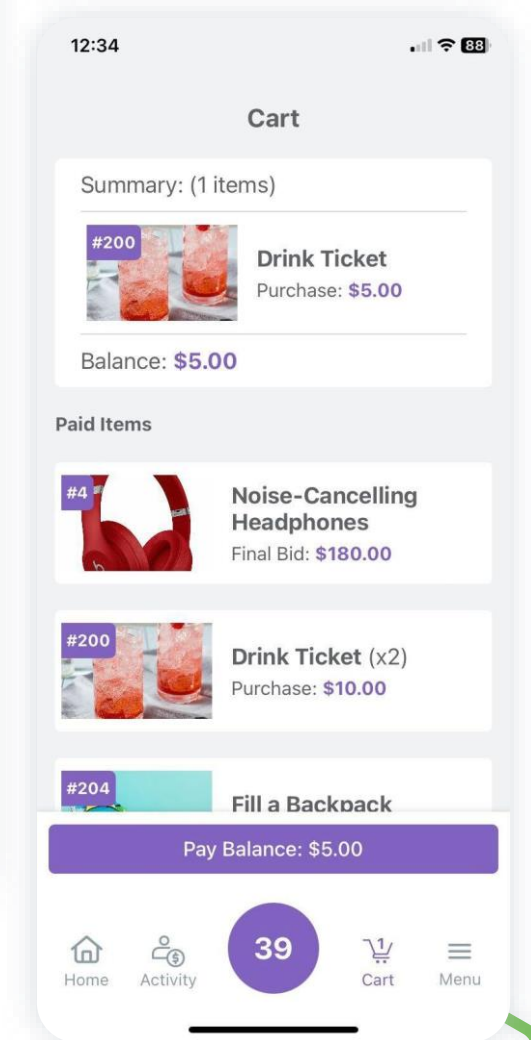
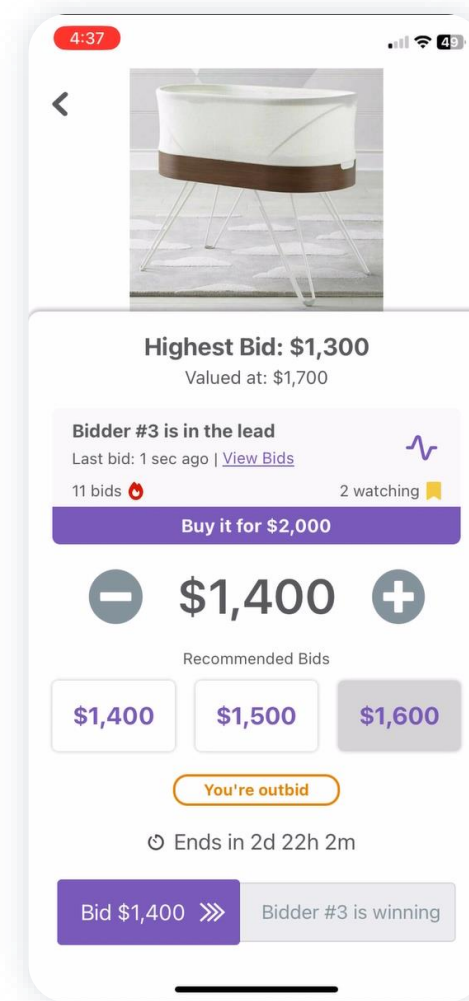
- Givi is a great bidder experience

+ Web bidding

- Technology adverse bidders or those don't want to download the app

+ Bid for attendees using a Mobile Virtual Terminal

- Great way to offer a VIP experience!



On-Site Management

Streamline check-in and checkout for your auction.

- + Virtual terminal accessible through an app or on the web through a laptop.
- + Manage all your auction activities including scanning QR codes at check-in, purchases on-site (both digital and offline), send event updates, and manage checkout.
- + With everything tracked through one platform, event reconciliation is a breeze!

The image displays two screenshots of the Qgiv On-Site Management interface. The top screenshot shows a bidder profile for Maggie Grace, including her bid number (#34), package (Auction Ticket), status (Checked In), seating (Assign Table), and payment (Visa ****1111). It also shows financial details: Pending: \$0, Balance: \$1,054, and Billed: \$1,054. The bottom screenshot shows an 'Attendees' list with columns for Name, Status, and Payment. The list includes Jim Kirk (#1), Mister Spock (#2), Nyota Uhura (#3), Bones McCoy (#4), Pavel Chekov (#5), and Montgomery Scott (#6). The interface is designed for auction volunteers and includes a search bar and various action buttons like 'Check In' and 'Add Payment'.

Item #	Name	Category	Amount	Status
56	Trip to UK	Auction Items	\$1,000	Won
15	Sunglasses	Store turbo	\$4 x 2	Pending
62	Fill a Backpack	Fund-a-Need Items	\$50	Pending

Name	Status	Payment
Jim Kirk #1	View Details	
Mister Spock #2	View Details	
Nyota Uhura #3	View Details	
Bones McCoy #4	Check In	
Pavel Chekov #5	Add Payment	
Montgomery Scott #6	Check In	




Event Notifications

Notify attendees and bidders about important updates before, during, and after your event.

- + Notifications available through email, text, and in-app push notifications.
- + Create custom notifications for important event updates like bid start and end times, upcoming entertainment, auction item promotion, and more.
- + Schedule out notifications ahead of time.

Notification Preview

Email	Text	Givi
-------	------	------

 Check out this item! now

Our friends at Travel Agency, Inc. have donated an amazing trip for 2 to Spain! Don't miss out on your chance to bid!

Schedule for later

Send on: required

Time (EST):

Send "Check out this item!" ✕

This notification will be sent to 6 recipients.

Email: 5 Text: 3 Givi: 4

Are you sure you want to send?



Silent Auction Examples



In-person

- + Paddle raise
- + Range of items from \$60 - \$5,000
- + Actionable steps for how to bid on home page and created an FAQ page
- + Opened auction a day before the event

Virtual

- + Livestreamed on Facebook
- + Communicated about how to bid
- + Created an engaging experience



Standard Events



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What is a Standard Event?

A standard event is any event that does not include the peer-to-peer fundraising or auction components.

- + Great entry level events and scale well!
- + Can easily be offered in an in-person, virtual, or hybrid format.

3rd Annual Sidewalk Market
Downtown Lakeland • April 1st • 9am-2pm

Presented by Lakeland Food Pantry

3rd Annual Sidewalk Market

Got Tickets Donate

Getting There

207 Barlow Rd
207 Barlow Rd, Lakeland, FL 33601

Can't come to the market? You can still support our mission.

Make A Donation

More Events

Virtual Coffee Break: A Meet-and-Greet
Monday, July 17, 2023
Virtual Event via Zoom
Free

Got Tickets

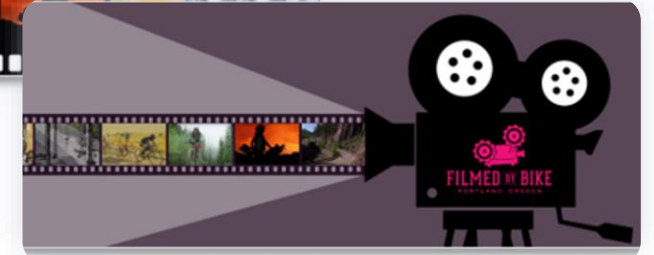
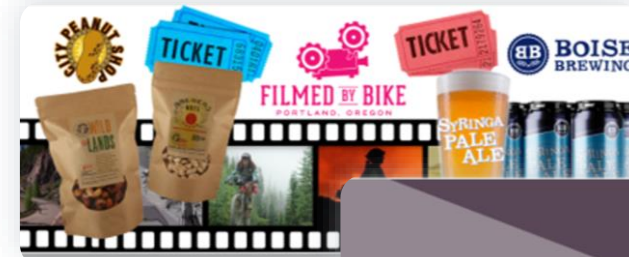




Types of Standard Events

The type of standard event is limited only by your imagination! Here are a few types of events we've seen:

- + Concerts
- + Movie showings
- + Bake sales
- + Telethon-style fundraisers
- + Simple activities
- + Classes or experiences



HEELS TO HEAL PRESENTS

DISNEY BINGO

THURSDAY | MAY 21

7:00 PM - GAME STARTS

YOU DON'T NEED A MAGIC LAMP OR FAIRY GODMOTHER TO JOIN US FOR A LIVELY EVENING OF DISNEY-THEMED BINGO & TRIVIA FROM THE MOST MAGICAL PLACE ON EARTH... YOUR HOME!

COSTUMES ARE OPTIONAL

GAMES START AT JUST \$15

REGISTER & SUPPORT HEELS TO HEAL AT HEELSTOHEAL.ORG/VIRTUAL



Standard Event Examples

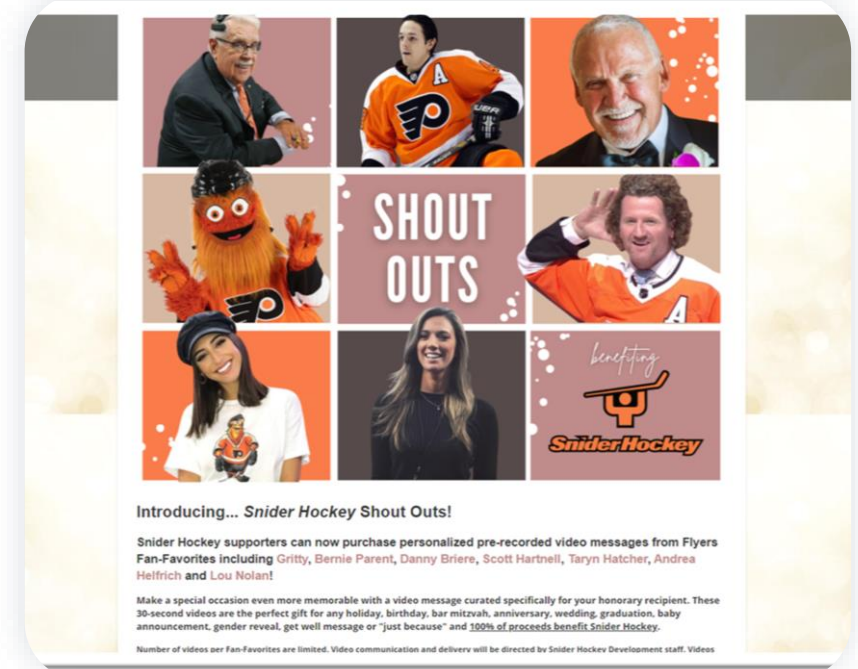
Golf Tournaments



Food drives



Virtual





What's the Key to Success?

- + Offer an engaging activity for attendees.
- + Make it easy to register for your event with all the details attendees need in one place.
- + Showcase what attendees can expect at your event with images and videos.
- + Streamline the check-in process with QR code ticketing.
- + Encourage donations throughout your event and utilize tools to make the donation process simple.
- + Incentivize sales with promo codes and other types of discounts.



Event Management with Qgiv

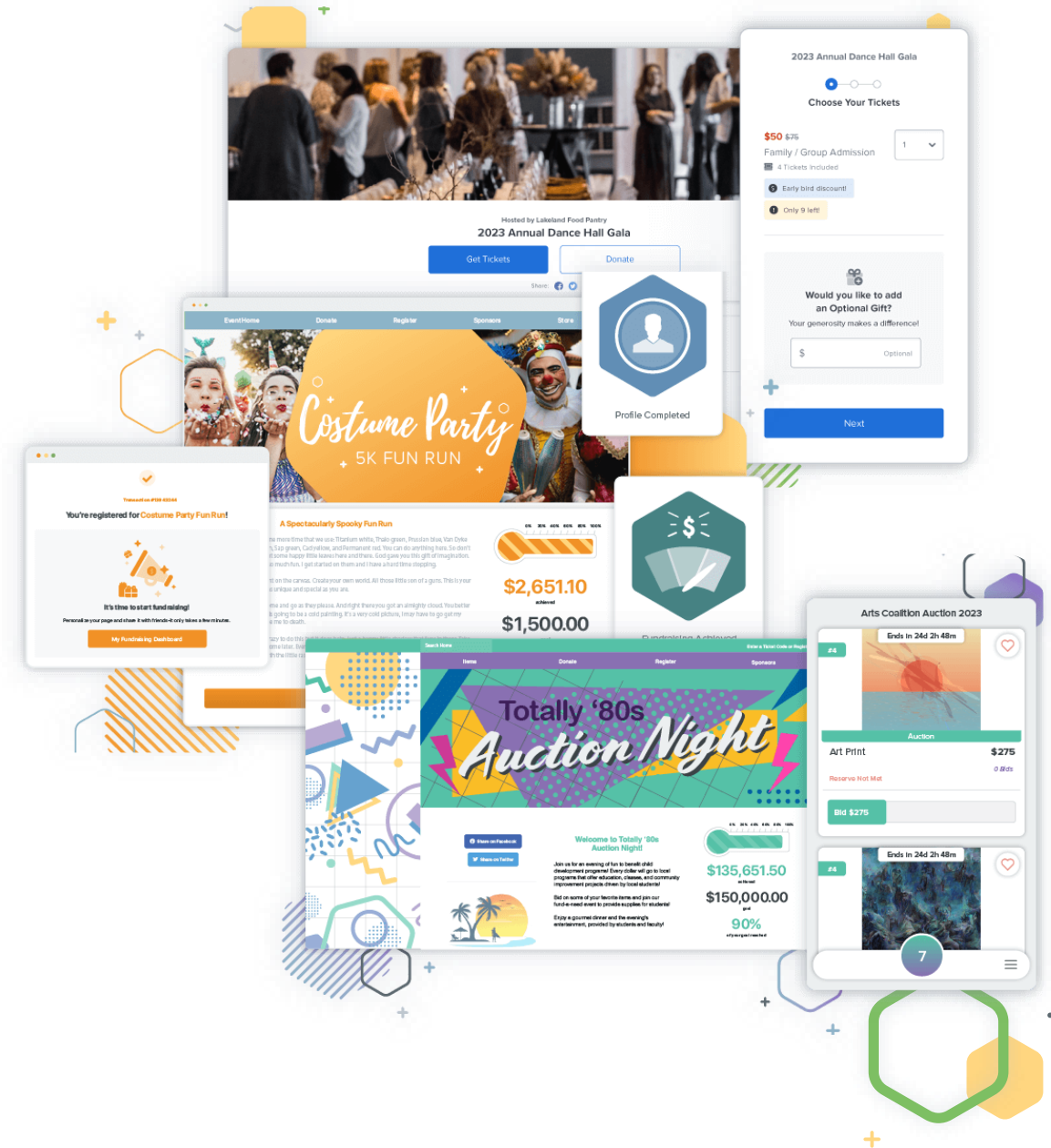


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Online Event Registration

No matter what type of event you're looking to run, Qgiv can help you every step of the way!

- + Accept registrations online and create beautifully branded landing pages with Qgiv's **event registration tools!**
- + Empower donors to raise funds on your behalf with **peer-to-peer fundraising.**
- + Create and manage your **auction events** through Qgiv's auction app.



Donation Forms | Event Registration
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On-Site Engagement

Manage your attendees before and on-site at your event with these tools.

- + Quickly search, check-in, checkout, or add purchases/donations with a **virtual terminal**.
 - Available in an app or online. It's easy to train staff and volunteers!
- + Accept purchases quickly with **card readers**.
- + Create a **virtual layout of your table and seating** to optimize the flow of your event.





On-Site Engagement

Highlight your event progress on-site with:

- + Customizable **fundraising thermometers** to show fundraising progress.
- + A **live screencast** to show off your thermometer, highlight donation activity, and more!
- + Use text fundraising to accept **pledges and send event updates**.

Text: LFPGALA to 50155
Your gift helps feed hungry families

Text: LFPGALA + [AMOUNT] + [NAME] + [MESSAGE] to 50155
Example: LFPGALA 100 Jon Wallace Go LFP!

Recent Activity

- \$150.00 Sarah Go Water Project
- \$500.00 Trey water 4 all!
- \$25.00 Kat
- \$75.00 Frank Wtg!
- \$300.00 Dani Go WP!

\$144,813.86 achieved
\$150,000.00 goal
96%





Get in Touch

Are you a Qgiv customer?

Email us at
support@qgiv.com

Interested in using Qgiv?
Request a demo through
qgiv.com/demo-request

Have questions about
best practices?
Visit qgiv.com/blog



Q&A



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