



Fundraising Never Gets Old: Best Practices for Youth Development

Tuesday, June 15 | 2:00-3:00 p.m. EDT



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.

Fundraising Tech Made for You

You're at the center of everything we do. Our fundraising technology is designed to help you attract and retain more donors, save time, and raise more money by offering multiple ways of giving.

Our integrations with email marketing software and CRMs help you analyze your donation data, segment your donors, and tailor your communication to make your donors feel like the center of the universe. Just like you're the center of ours.



No long-term contracts or start-up fees ● Unlimited forms, events, users, training, and support



The pandemic is putting the nation's youth at risk

- + Potential interruption of development caused by isolation and social distancing
- + Compounded stress for those already affected by other forms of trauma
- + Setbacks in social and emotional skills due to disconnection from social outlets and peers
- + Unexpected pause in youth sport participation, resulting in decreased physical activity
- + Lack of access to technology, positive mentors and guidance, and food accessibility



Your Presenter Today:

Brittany Bedford

Customer Success Manager

- + Brittany is a native Floridian
- + Hails as a USF graduate with a B.A. in Technical Writing
- + Pup mother to a 16-year old Chihuahua mix that she rescued right out of high school
- + Has worked for Qgiv for almost six years
- + Passionate about the nonprofit industry and helping clients be successful



What We'll Cover:

- + Event and campaign ideas using
 - + Donation forms
 - + Simple events
 - + Peer-to-peer
 - + Text-to-donate
 - + Auctions
- + How Qgiv can help
- + What next?
- + Q&A



Simple Campaign Ideas



+ Year-round, one-time, and monthly giving campaigns



+ Special activity enrollment fees



+ Giving Tuesday and holiday campaigns



+ Sponsorship campaigns – wish lists, adopt-a-little, scholarships



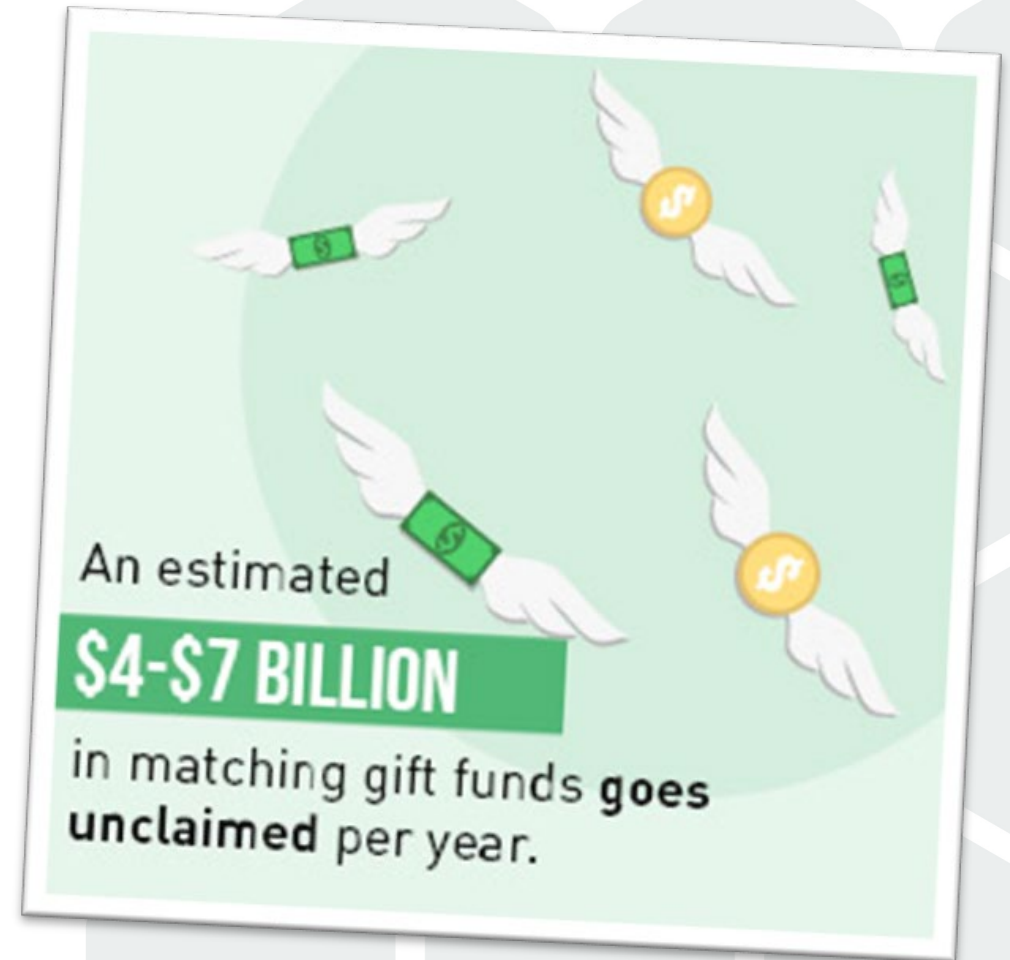
+ Membership campaigns



+ Matching gift and corporate campaigns

Qgiv Form Features

- + Modern, mobile-first design
- + Multistep and one step options
- + Donation images
- + Recurring prompts
- + Conditional logic for custom fields and new field types
- + **Matching integrations – CyberGrants, HEPData, Double the Donation**
- + GiftAssist – Over 50% of donors opt in when given the opportunity
- + Thermometers to highlight campaign goals
- + Widgets to embed your form on your website & updated tools in Form Builder for landing and donation pages



Simple Event Ideas



- + Socially distanced in person, virtual, or hybrid event registrations



- + Sponsoring a student or memberships purchase or renewals



- + Summer programs, after school activities, registrations and payments



- + Raffle or special supply sales



- + Special events, such as festivals, award ceremonies, or game nights



- + Registration for classes or tutoring

Qgiv Simple Events

+ Supports:

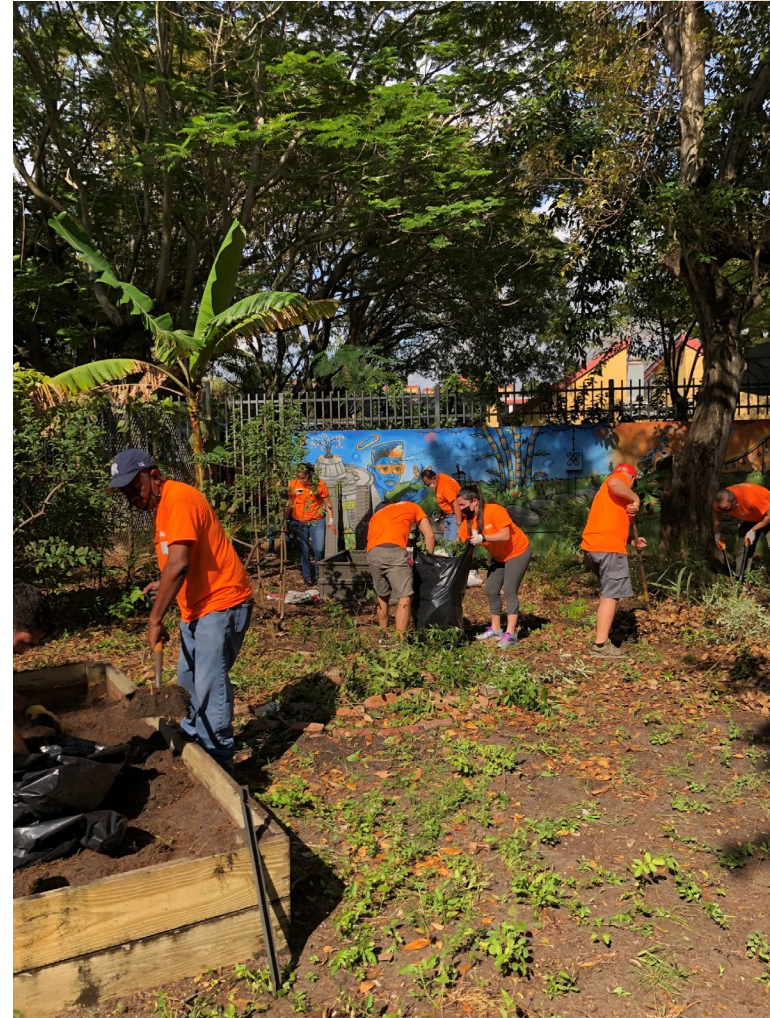
- any ticket or package with a set cost
- \$0.00 registrations and RSVPs
- early bird pricing
- promo codes
- multi-package pricing discounts

+ Donations

- on top of or in lieu of registration

+ Custom questions based on package purchased

+ Customizable receipts



Peer-to-Peer Event Ideas



- + Socially distanced, virtual, or hybrid walks or races or activity challenges



- + Personal fundraising pages for your mentors or board members with DIY fundraising



- + Scavenger hunts, bowl-a-thons, or virtual trivia nights and special events



- + National or community giving days like Giving Tuesday, giving challenges, holiday or end-of-year campaigns



- + Online storefront, sponsorships, and year-round donation campaigns



- + Get creative! What makes your nonprofit unique?

Qgiv Peer-to-Peer

- + Facebook Fundraisers
- + Individual and team fundraising
- + Easy event builder
- + Store
- + Badges and leaderboards
- + Recurring donations
- + Offline donations and registrations
- + Simple Text Giving
- + Matching gift options
- + Brand new feature – participant invite system



Top Scavengers



Team Spirit



You Came. You Saw. You Tried.



VIP

Swing Fore JA 2021

ID: 966442

Payment Account ⓘ

Merchant Accounts ⓘ

⚙️ Manage Event

👁️ View Event

👤 Invite Participants

📄 Clone Event

🔗 Copy Event URL



Donate Now

Text Fundraising Campaign Ideas



- + Virtual galas, luncheons, or networking events with a live stream



- + Use outbound messages to send updates about your current and any future events



- + Use live page to display names and messages from your donors during your event



- + Set up multiple keywords for different fundraisers such as Bigs/Littles, volunteers, mentors, tutors, etc.



- + In person socially distanced, virtual, or hybrid events like walks, races, or bowling events



- + Festivals or sponsor a student days

Text Giving Stats

- + **10%** of donors prefer to give by text
- + Text messages have an open rate of as high as **98%** (higher than direct mail or email appeals)
- + **90%** of text messages are read within three minutes of receipt
- + Qgiv clients saw a **16.3%** increase in dollars raised through text campaigns from 2019 to 2020
- + The average text donation amount on the Qgiv platform was **\$81.11**
- + Responsive form design **doubles** giving on mobile devices



Mobile Suite

+ Text-to-donate

- Reminder messages
- Fully customizable messages
- Fulfillment on brand new donation forms

+ Outbound Messages

- Subscription lists
- Upload your own lists

+ FundHub Live

- Screencast – great for specific calls to action at live in-person or virtual events



**Text BGCI
to 50155**

to donate to Boys & Girls
Clubs of Indianapolis on
Giving Tuesday

Text to Give

We made it easy for you to donate! Text BGCI to 50155 from your cell phone to make a donation to Giving

Virtual Auction Events & Ideas



- + Use streaming video to provide entertainment during your event



- + Highlight big-ticket items or unique packages on your social media platforms



- + Share stories and photos that show participants who their money will help



- + Do an online raffle! Participants can buy raffle tickets, then stream the drawing



- + Participants can look over your auction items in advance of your event



- + Include some fund-a-need items in your event so non-bidders can support you, too

Auctions

- + App-based bidding and **new** web-based bidding
- + One event site:
 - Registration, check-in, bidding, and checkout
- + Fund-a-need
- + Event purchases
- + Matching gift options
- + Event & bidder management
- + Item import
- + Mobile Virtual Terminal for easy event management by your staff

The screenshot shows a web page for a virtual event. At the top, there is a search bar and social media icons. A green navigation bar contains links for Home, Register, Auction, VIPS & Sponsors, Monterey Bay, Unsung Heroes, and Donate. The main content area features the Junior Achievement Hall of Fame logo on the left, which includes a tree and the text 'Junior Achievement Inspiring Tomorrows'. To the right, it says 'Join us for a virtual celebration!' followed by the date and time: 'Tuesday, June 29, 2021 5:00-6:30 pm PST'. A green button below this text says 'LIVE FROM PEBBLE BEACH'. In the top right corner, there are logos for 'Presenting Sponsors' including 1st Capital Bank and AT&T. Below the main text, there is a section titled 'Lots of experiences, lots of fun!' and 'Immerse yourself in the beautiful Monterey Bay from the comfort of your home, virtually.' This is followed by a paragraph describing the event as a special fundraising event with live presentations from Pebble Beach, local restaurants, wineries, and other attractions. At the bottom, it says 'We can't wait to see you at JA's 2021 virtual Hall of Fame.' and a small asterisked note at the very bottom: '*Proceeds benefit Junior Achievement's financial literacy, entrepreneurship, and work readiness programs, improving the lives of students with the skills necessary to be successful in college and career.'

What Next?

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



Start

\$0/mo

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

- + Unlimited Multistep & Single-Step Forms
- + Unlimited Event Registrations
- + Unlimited Training & Support
- + Campaign Thermometers
- + Recurring Upgrade Prompts
- + Conditional Fields
- + Donation Amount Images
- + Landing Pages

Everything

\$399/mo

(pre-paid annually at a rate of \$4,788)

3.95% + .30 per transaction*
echecks: 1.95% +.50 per transaction

4.95% + .30 for peer-to-peer transactions
echecks: 2.95% +.50 per transaction

Data

Pay Monthly: \$15
or Pay Quarterly: \$30

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

All features in Start, plus:

- + CRM Integrations
- + Email Integrations
- + QuickBooks Online Integration
- + Other integrations through Zapier
- + Offline Donations and Registrations
- + Custom Reports
- + Advanced Statistics**
- + Donor Summaries

Mobile Suite

Pay Monthly: \$129
or Pay Quarterly: \$297

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

All features in Start, plus:

- + Text-to-Donate
- + Reminder Messages
- + Outbound Messages
- + Subscription Lists
- + FundHub Live

Peer-to-Peer

Pay Monthly: \$229
or Pay Quarterly: \$597

4.95% + .30 per transaction*
eCheck 2.95% +.50 per transaction

All features in Start, plus:

- + Unlimited Events
- + Event Builder
- + Individual and Team Fundraising
- + Virtual Store
- + Badges and Leaderboards
- + Recurring Donations
- + Offline Donations and Registrations
- + Peer-to-Peer Text Giving
- + Fundraising Hub
- + Matching Gift Options

Auctions

Pay Monthly: \$229
or Pay Quarterly: \$597

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

All features in Start, plus:

- + Unlimited Auctions
- + Fund-a-Need
- + Event Purchases
- + App-Based or QR Code Check-in
- + Swipe-to-Bid
- + App-based & Web-based Bidding
- + Offline Bidding via Virtual Terminal
- + Simple Checkout
- + Matching Gift Options
- 30 days advance notice required. Expedited implementation available for additional \$159.

*Add 1% for American Express

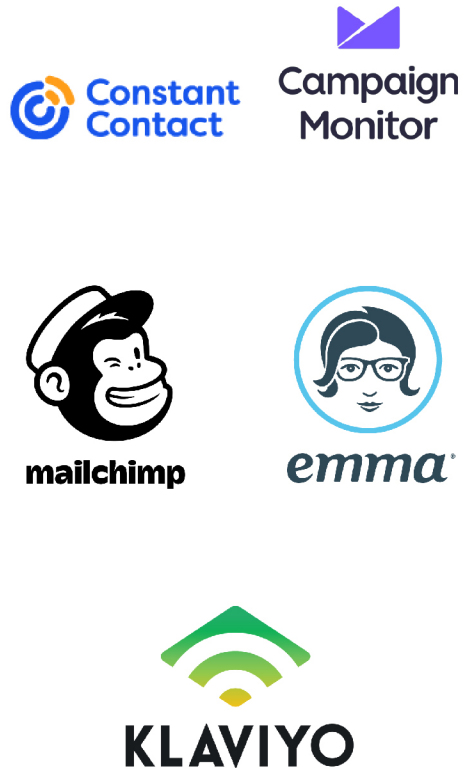
**Available after one year of transaction data has occurred

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Integrations

Email



CRM



Matching Gifts

Available for donation forms, peer-to-peer, and auctions



Other



No long-term contracts or start-up fees  Unlimited forms, events, users, training, and support



Some of the clients we help...



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





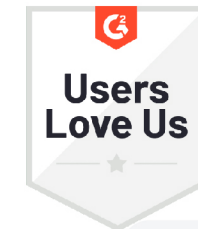
“Qgiv came highly recommended. I like that I can really customize all the forms. People want to know where their money is going, and we need to know how we’re going to get it. With Qgiv, I can see who is using a particular campaign, communicate with them, stay in touch, and share all the great things that happen at the club because of their support.”

“Qgiv provides our organization with a variety of tools to better manage our donor base. Qgiv’s intuitive UI is clean and seamless, providing an easy portal when calling for donations. Qgiv has allowed our organization to better manage and understand our donor base, providing invaluable data to help drive our decision-making process.”



Clients, Culture, and Community

We love being a part of the nonprofit community! Check out how we give back and are recognized as a partner and leader in the nonprofit space.



No long-term contracts or start-up fees  Unlimited forms, events, users, training, and support



Q&A – How can we help?



Jennifer Mansfield,
Vice President
of Customer Experience



Brittany Bedford,
Customer Success Manager



Questions?

support@qgiv.com | contactus@qgiv.com | 888-855-9595

Example Links

Donation Page Examples

- + <https://positiveplace.org/donate/>
- + <https://secure.qgiv.com/for/redonati>
- + <https://www.jacolorado.org/support-ja-stock-market-challenge/>
- + <https://www.bgcabc.org/fqr19>

Event Page Examples

- + <https://secure.qgiv.com/for/avago2/event/829164/>
- + <https://secure.qgiv.com/for/tdos/event/831171/>
- + <https://secure.qgiv.com/for/pvic>

Example Links

Peer-to-Peer Examples

- + <https://secure.qgiv.com/event/shfks2021/>
 - + <https://secure.qgiv.com/event/2021walk/>
 - + <https://secure.qgiv.com/event/jest/store/>
 - + <https://secure.qgiv.com/event/2021champs/>
-
- + Text Campaign Examples
 - + <https://secure.qgiv.com/event/944757/display/intempo>
 - + <https://secure.qgiv.com/event/973138/display/619505/>
 - + <https://secure.qgiv.com/event/wesleybenefit/display/wesleybenefit>

Example Links

Auction Examples

- + <https://secure.qgiv.com/event/cypauction/>
- + <https://secure.qgiv.com/event/lsvys/items/>
- + <https://secure.qgiv.com/event/anightattheraces>
- + <https://secure.qgiv.com/event/crccmoonbeams2021/>
- + <https://secure.qgiv.com/event/bbb-sc-big-little-gala>