

# Bloomerang + Qgiv: Put Relationships at the Heart of Fundraising



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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!

# Meet the Speaker



## Chloe Boonstra, Customer Success Manager

- +With Bloomerang for 3 years supporting nonprofits using Bloomerang Volunteer
- +Worked at a nonprofit organization as a Volunteer Coordinator and loyal volunteer herself for many years before serving nonprofits at Bloomerang
- +Passions include teaching dance, cooking, and her dog Julius

# Meet the Speaker



## Diana Otero, Product Marketing Manager

+ With Bloomerang for 9 years!

- + Served on the board of the Nantahala Hiking Club, one of the 31 trail maintaining clubs of the Appalachian Trail Conservancy, a nonprofit organization driven and powered by volunteers
- + Volunteer and auxiliary member of VFW Post 7119 in Indianapolis, IN, a nonprofit veterans service organization



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# What We're Covering Today

- + What CRM and volunteer management tools are
- + Why using CRM and volunteer management tools is important
- + How a donor database can help you gain valuable insights on your donor community
- + How volunteer management tools can help you nurture relationships with your volunteers



# Donor Management



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# Do I need a Donor CRM?

- ❑ Do you accept donations and do you want to increase those donations? Would you like to get more donations online and perhaps try some events and/or peer to peer fundraising?
- ❑ Would you like to increase donor engagement and retention?
- ❑ Would you like to get more actionable insights about your funding?
- ❑ Do you think your volunteers or members might make good donor prospects (and vice-versa)?





# Why should you invest in Donor Management?

According to the [FEP 2024](#) report, donor retention saw a 2.5 decrease from 2022

~80% of nonprofits consider CRMs “very important” to their success ([NTEN Technology-Enabled Operations Report](#))

33% of nonprofits said they would increase budget for CRM/donor management software ([The 2024 Fundraising Outlook](#))







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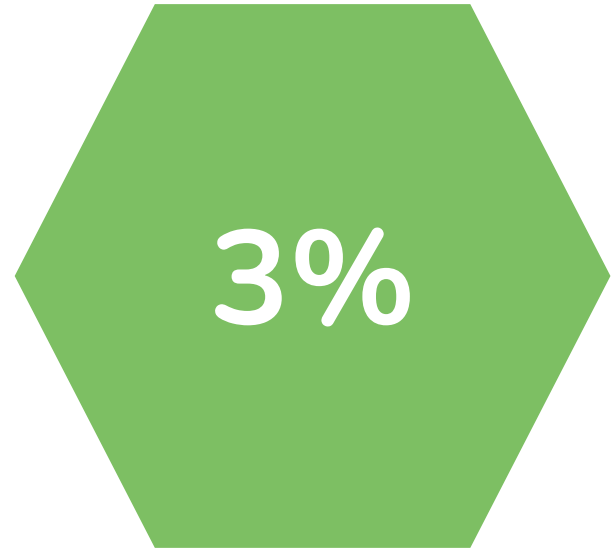
# Bloomerang Results



Donor Growth



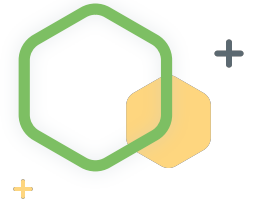
Annual Donation Growth



Annual Retention Growth



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Constituent Management

Fundraising

Reporting and Analytics

Marketing and Engagement

Data Management

Bloomerang Mobile App

Integrations



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# Into the CRM we go!



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# Volunteer Management



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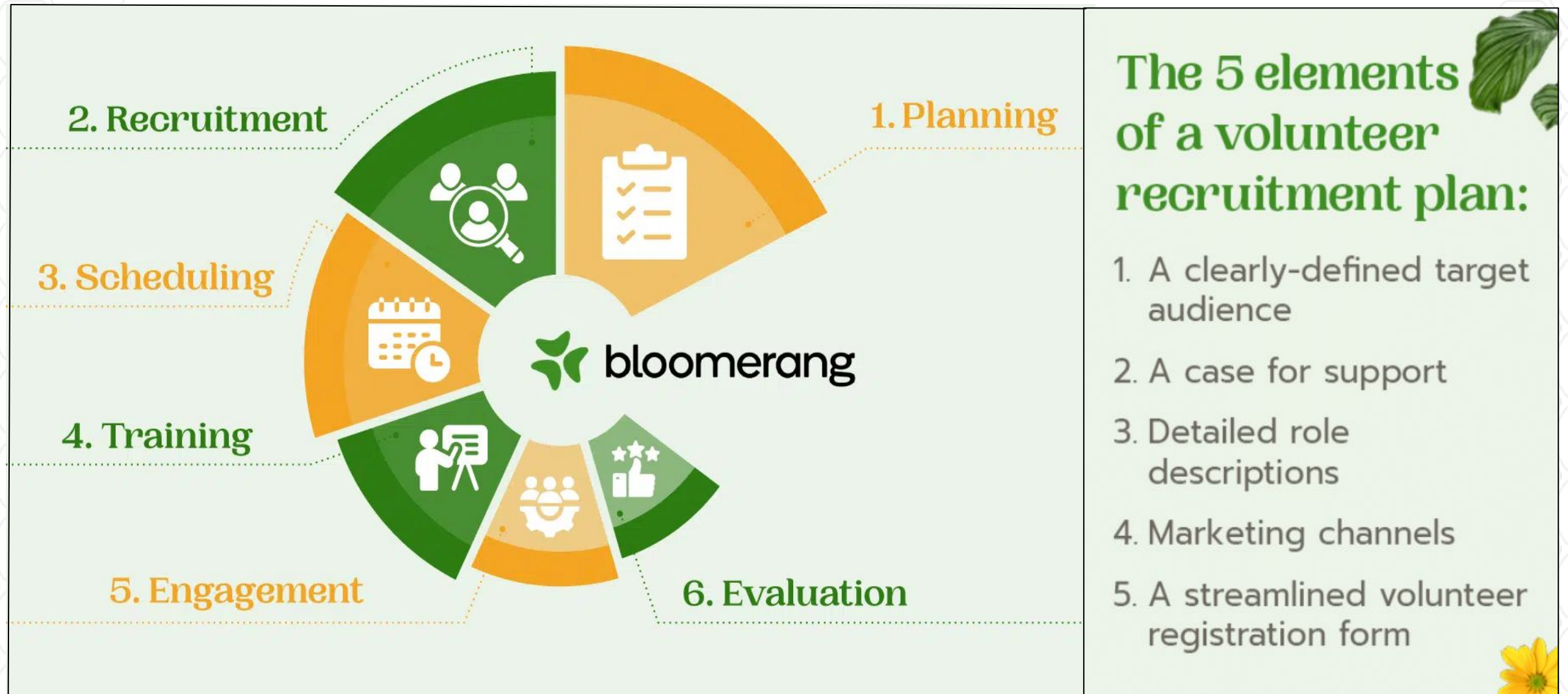
# Why should you invest in Volunteer Management?

85% of volunteers donate to the nonprofits that they volunteer for (Global Trends in Giving Report).

33% of volunteer managers reported volunteer recruitment as their biggest challenge in 2023.

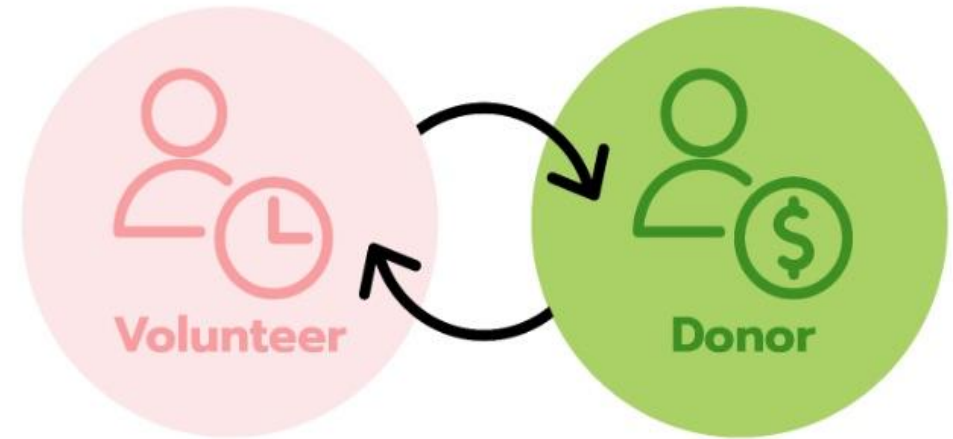


# The Volunteer Management Lifecycle



# Identify and Nurture Super Supporters!

Sync Bloomerang Volunteer activity to Bloomerang Donor and see who is most engaged for quick fundraising.



Email	↔	Email
First name	↔	First name
Last name	↔	Last name
Date of Birth	↔	Date of Birth
Mobile #	↔	Mobile #
Address	↔	Address
Hours Worked	→	Activity Timeline

**Volunteer Group**

# Into the CRM we go!



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# Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





# Have Questions?

Are you a Qgiv customer?

Email us at  
[support@qgiv.com](mailto:support@qgiv.com)

Interested in using Qgiv?

Request a demo through  
[qgiv.com/demo-request](http://qgiv.com/demo-request)

Have questions about  
best practices?

Visit [qgiv.com/blog](http://qgiv.com/blog)



# Q&A



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