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Welcome to Bloomerang Academy

Thank you for joining us! Tell us what is your favorite thing to do on your cell phone....put this in the chat!

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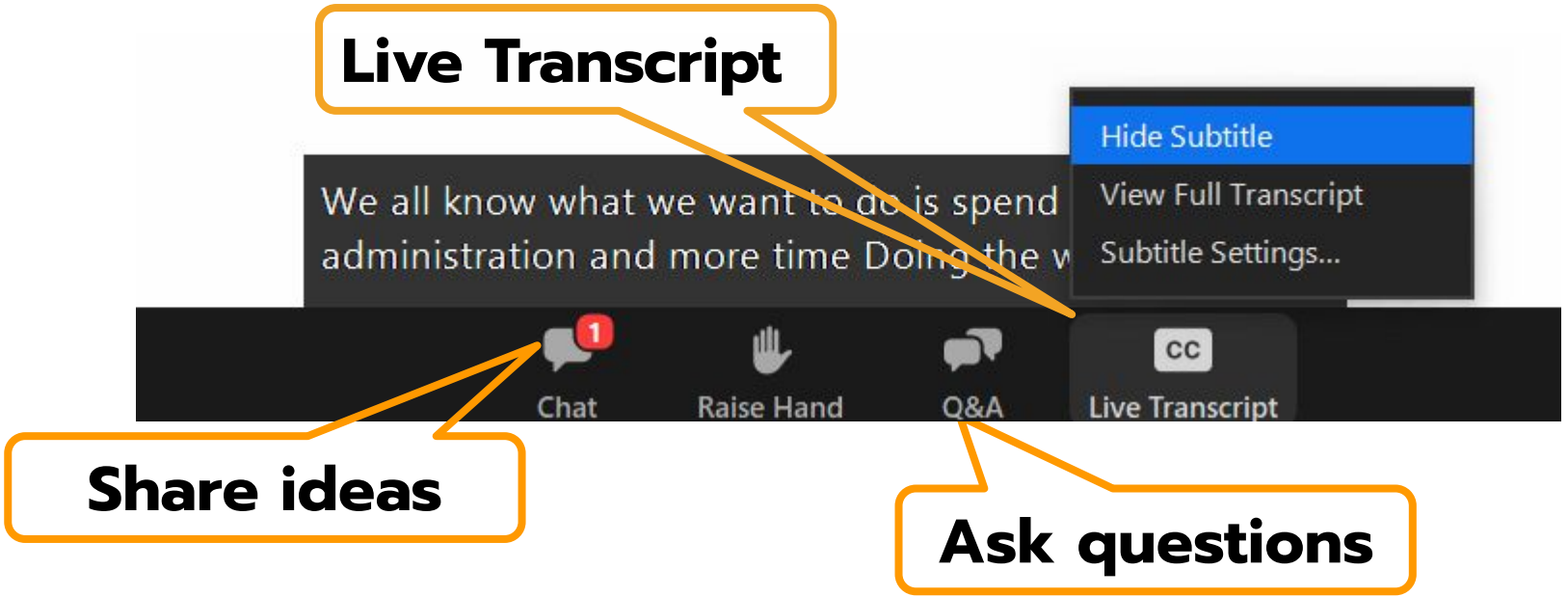
+1 669 900 6833

Join the Online Audio or Dial in!

Housekeeping



Housekeeping

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The resources mentioned in the session will be linked on the Resources slide at the end of this presentation.

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to support@bloomerang.com. Our support team is amazing!

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POLL

What experience do you have using the Bloomerang mobile app?

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Maximize Your Impact On-the-Go with the Bloomerang Mobile App

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Diana Otero

Product Marketing Manager

Diana Otero is a Product Marketing Manager at Bloomerang. She served on the board of the Nantahala Hiking Club, one of the 31 trail maintaining clubs of the Appalachian Trail Conservancy, a nonprofit driven and powered by volunteers.

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Nate Davenport

Product Manager, Mobile Application

Nate Davenport is the Product Manager for the Bloomerang mobile application, and has been with Bloomerang for seven years. Nate and his wife enjoy supporting their local animal shelter, including through opening their home to foster animals.

Agenda

1. How can a mobile app level up your fundraising?
2. Demo: Bloomerang Mobile App
3. Get started
4. Resources
5. Q&A

Before we start

The Bloomerang mobile app is FREE on the App Store and Google Play.

The mobile app is synced with your database. Your data is available in both places.

Use the same login.

Not on the mobile app: Reports, Emails, Letters, Social Hub, Data Tools, Settings, Support

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Tap into Bloomerang

Harness the power of Bloomerang in the palm of your hand!

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A game changer for fundraisers on the move.

Fundraise on-the-go

Improve donor retention

Get things done

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POLL

How do you collect donations in person?

RAISE MORE

Fundraise on-the-go.

Accept and process donations in real-time and raise more for your mission.

Tap to Pay
Donors can give with just a tap of their phone or credit card - no additional hardware required.

Quick Donation
Streamline your donation flow by processing a donation, and adding or searching for a constituent all in one step.

Bloomerang Payments
Provide a better giving experience for your donors, pay lower fees, and get better support.

Various payment methods
Donors can give via credit/debit cards, cash, Apple Pay, Google Pay, Tap to Pay, and more.

Supercharge your event fundraising

Empower donors to give when they're inspired to support your mission, and give every team member the ability to collect donations in seconds.

GALAS and GOLF SCRAMBLES

"**My board always wants giving tree boards, where people pick this tag up off something and take it to the checkout.** We can't have somebody jotting everything down when everyone else is trying to check out… **(With Tap to Pay) those folks could have this point of sale option,** right? **We don't have to do duplication and enter it into the other software. This would make that a whole lot easier.**"

FUN RUNS and 'CHALLENGE' EVENTS

"**The walk. It's a big mix of things. We try to encourage our walkers to raise funds.** They can collect pledges and donations ahead of time, or **they can turn them in the old fashioned way in an envelope at the event… if we had the right tool, we could advertise that we're collecting donations at the event.**"

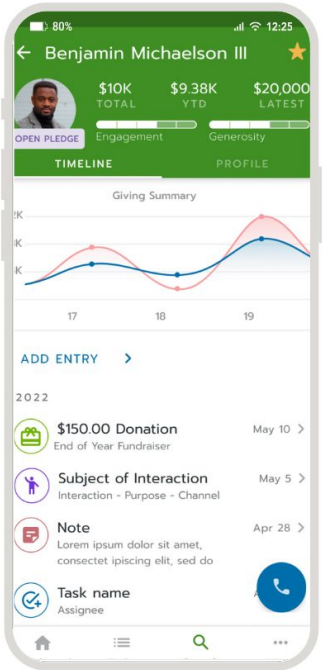
COMMUNITY EVENTS and OUTREACH

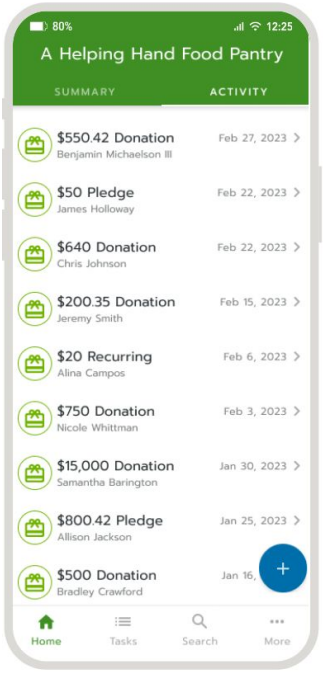
"When we're doing **speaking engagements, we haven't really considered collecting donations** at that time, because we've always felt like it'd be easiest to have a computer and go through our website…**Opening that (*Tap to Pay*) as an option** and knowing that that's there and it's easy **can really open up some new opportunities for us.**"

STAY CONNECTED

Improve donor retention.

Stay connected with your donors and build lasting relationships.





Favorite donors
Research and favorite supporters so you can connect on a personal level.

First-Time Donor Calls
See which donors are new and easily call to thank them for their support.

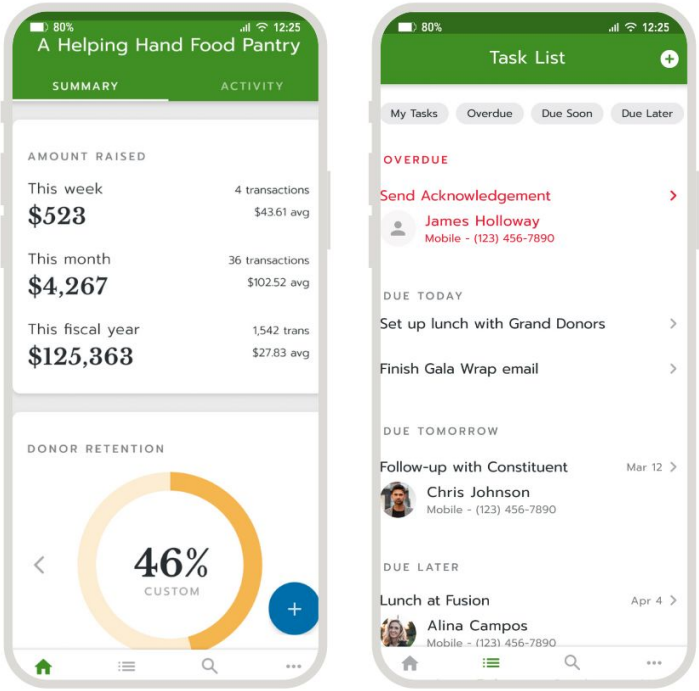
Update donor profiles
Use voice-to-text to easily add notes in a donor's profile while the conversation is still fresh.

Activity Feed
See donations come through in real time and click through to the donor's profile to text, email, or call to thank them.

STAY PRODUCTIVE

Get things done while on-the-go.

Stay up-to-date and connected.



Accept donations
Process donations securely and update the donor's profile in Bloomerang instantly.

Real-time donations
See donations come through in real-time and click through to the donor's profile to thank them.

Manage tasks
Create, assign and manage tasks on-the-go so you don't forget what the next step is with a donor.

Update donor profiles
Use voice-to-text to easily add notes in a donor's profile while the conversation is still fresh.

Track campaign progress
View campaign and donor retention metrics right from the dashboard.

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Demo: Fundraising Events

Fundraising Events

Fundraise on-the-go

- Process a donation and create a constituent profile in one step
- Use Tap to Pay to process secure cashless donations without extra hardware

Improve donor retention

- Create follow-up tasks

Get things done

- No need for manual entry later
- Kick off existing Bloomerang automations

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Demo: In-Person Cultivation

In-Person Cultivation

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Improve donor retention

- Brush up on your donor's history with your organization
- Look up relevant notes about your donor

Fundraise on-the-go

- If the donor is moved to give, process the gift using Tap to Pay

Get things done

- Create the interaction and update notes while the conversation is fresh
- Create follow-up tasks

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Demo: Giving Days

Giving Days

Fundraise on-the-go

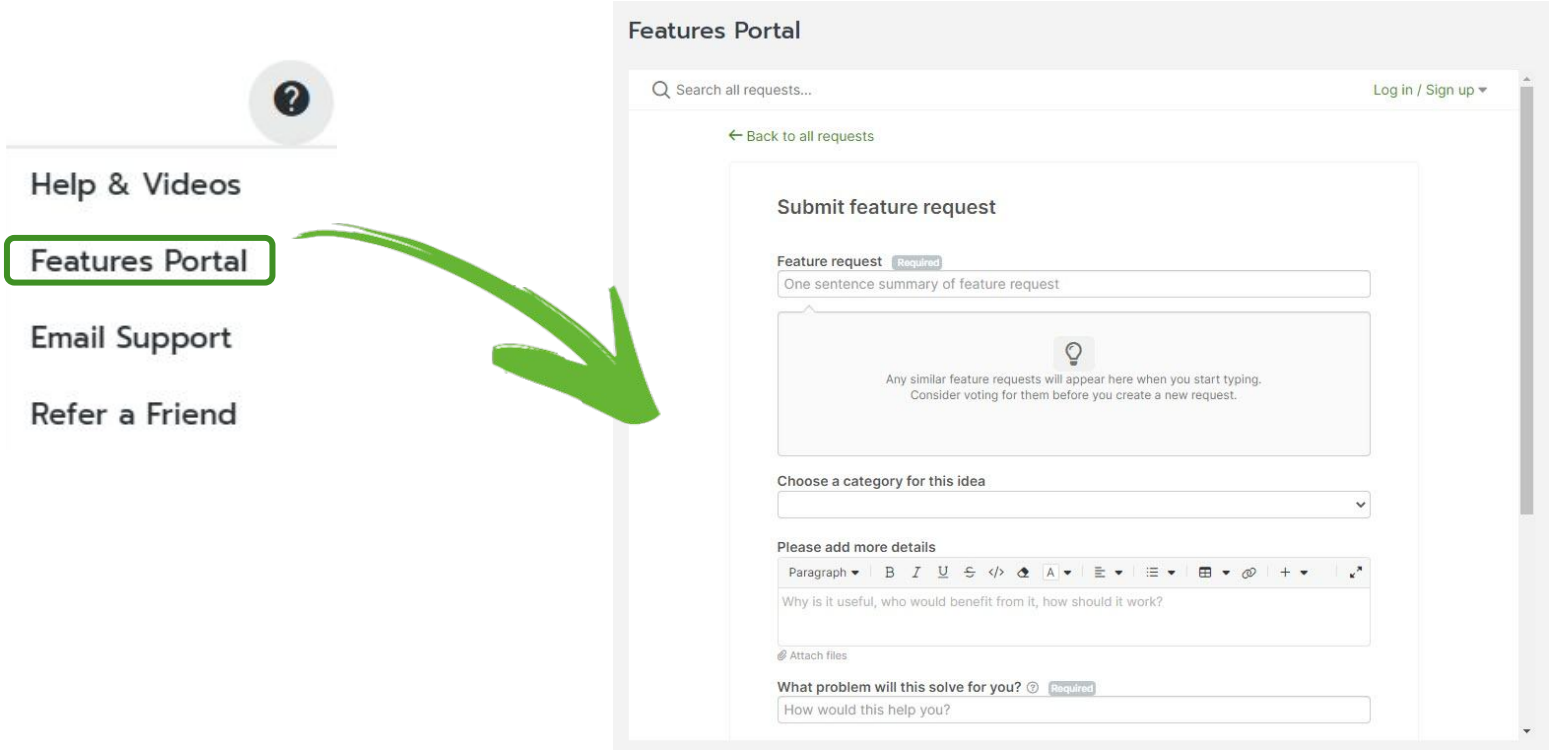
- Monitor online giving on the Dashboard using Campaign Progress and Activity Feed

Improve donor retention

- Call donors using Quick Contact and Donor Calls
- Favorite constituents for quick access

Suggestions

Please submit suggestions on the Features Portal



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Get Started

Download the app for free:

Download on the App Store

GET IT ON Google Play

Log in with your credentials

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POLL

Would you like a member of our team to follow-up about connecting to Bloomerang Payments?

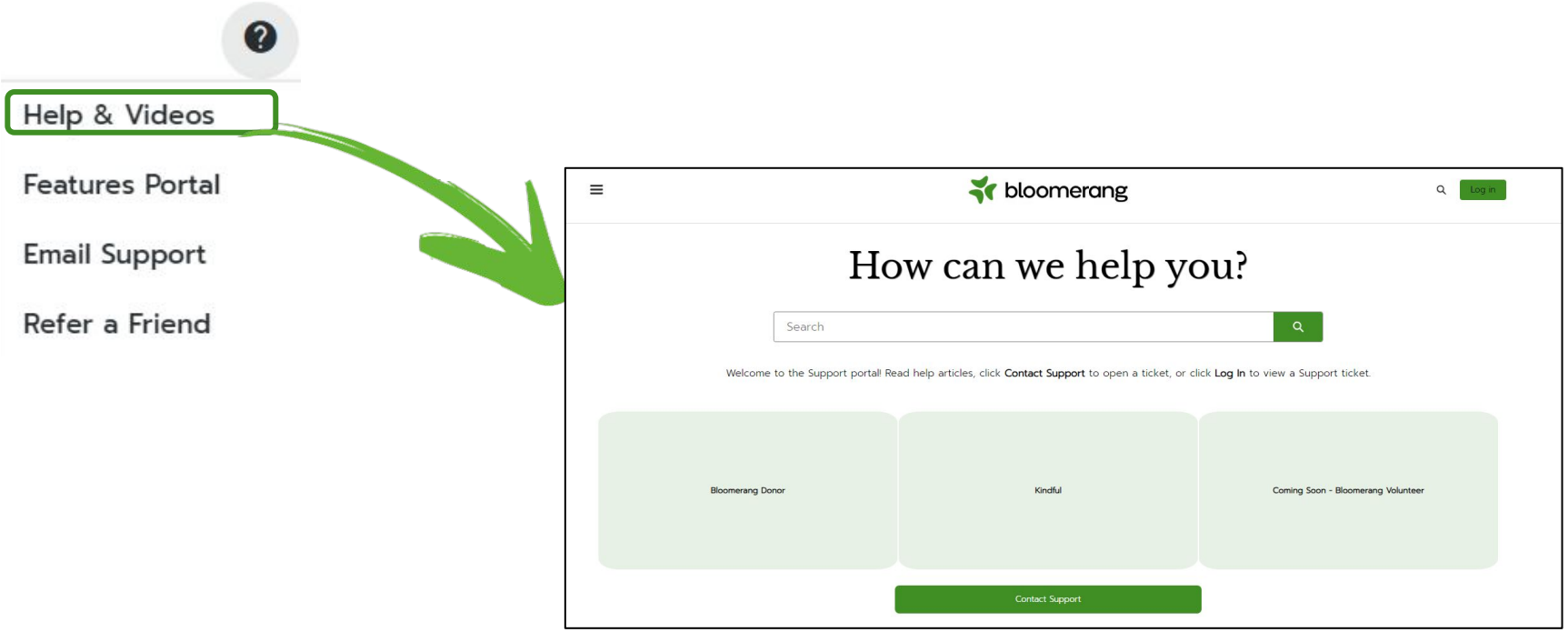
Resources

Knowledgebase

- Bloomerang Mobile App | What is Tap to Pay?
- Bloomerang Mobile App | Manually Enable Tap to Pay
- Bloomerang Mobile App | Add Donations
- Bloomerang Mobile App | Process Donations with Tap to Pay
- Bloomerang Mobile App | Process Donations with a Mobile Card Reader

Resources

Bloomerang Knowledgebase and Support Portal



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Thank you for attending!

Visit our website to see more upcoming Bloomerang Academy webinars!

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