




Welcome to Bloomerang Academy

Thank you for joining us! Please drop into the chat and tell us where you are joining us from and what the weather is like where you are today!



Housekeeping

Live Transcript

We all know what we want to do is spend
administration and more time Doing the w

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Chat



Raise Hand



Q&A



Live Transcript

Share ideas

Ask questions

Housekeeping

Dial in audio access: **+1 669 900 6833**

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!

Poll



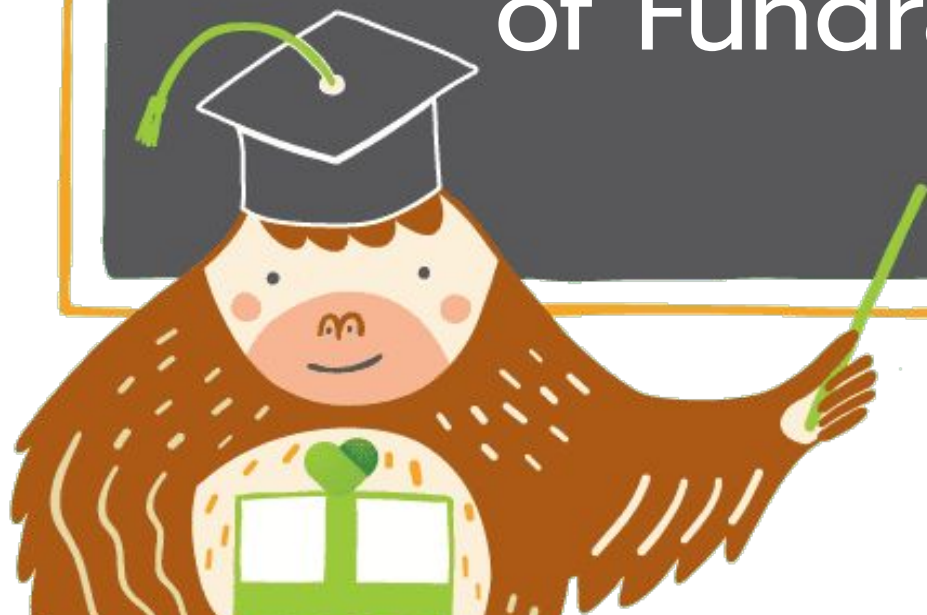
Justin (JJ) Cook

Director of Demand Generation

- With Qgiv for over 5 years and a marketing professional for 8!
- Digital marketing and optimizing the user journey are my areas of expertise.



Bloomerang + Qgiv: Put Relationships at the Heart of Fundraising



What will we cover today?

1. Qgiv's Fundraising Tools
 - a. What do they look like?
 - b. How do they work?
 - c. Why they will help you raise more!
2. How the combined solutions of Bloomerang + Qgiv will help you put relationships at the heart of fundraising
3. Q&A



Poll: Who wants to raise more money and increase your team's efficiency?



Market Trends

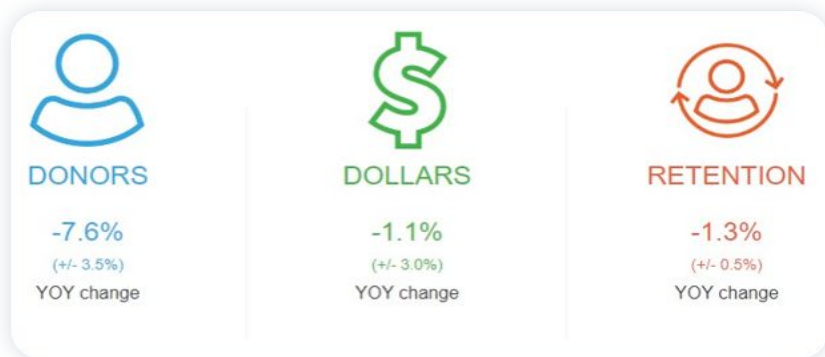
- + Workforce shortage is getting worse
- + Donations and donors are down
- + Fundraising performance is mixed
- + Data limitations





Key Stats

- + Decline in new donors YoY is driven by a decline in the large donor and new donor segments.
- + Overall retention slightly decreased. However, retention decreased significantly among larger donors.





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

Donation Forms

Example

Included with Giving+



Why Donation Forms?

\$180

Average one-time gift made through the Qgiv platform. 50% higher than the industry average.

\$108.56

Average recurring gift made through the Qgiv platform. 4x higher than the industry average.

+25%

Recurring donation prompts increase recurring donations by 25%.

1.5x

Improve one-time conversion rates by 1.5x

3x

Improve recurring conversion rates by 3x





Speed Impacts Conversion Rates

Speed directly correlates to improved conversion rates and more funds for your organization.

Page speed has a major impact:

-4.42%

For **every additional second** of load time, **conversion rates drop by 4.42%** on average

**0-2
seconds**

The highest conversion rates occur on pages that load between 0-2 seconds

The length of your form matters too:

Long forms are visually overwhelming

Splitting the donation process into pieces makes it easier for people to **stay focused**



+ Multiple Payment Options

Empower donors to give based on their preferences with multiple payment options.

The image shows a mobile app interface for donations. The 'Choose Your Gift' section has a progress indicator with three steps, the first of which is active. It offers 'One Time' and 'Ongoing' options. Under 'One Time', there are buttons for '\$50', '\$100', and '\$250', and an 'Other' input field. A note says 'Multiply your impact. Make it Monthly!'. A large blue button says 'Give \$50'. The 'Powered By Qgiv' logo is at the bottom. The 'Payment Details' section is overlaid on top, showing a lock icon, the title 'Payment Details', and the text 'All transactions are secure & encrypted'. It displays 'TOTAL GIFT \$50' with a 'Change' link. Below this are three large buttons for 'Apple Pay', 'PayPal', and 'venmo'. At the bottom, there are tabs for 'Credit Card' and 'Bank'. The 'Credit Card' tab is active, showing fields for 'Card Number' (with logos for VISA, Mastercard, American Express, and Discover) and 'Name on Card'.

Flexibility **empowers donors to choose** how they pay, no matter where they are.

Digital wallets, like Apple Pay and PayPal/Venmo, **make the payment step fast.**

Donors are **more willing to complete their transaction** when they see their preferred payment options.



Improve Donor Retention

Personalization engages donors and builds deeper, meaningful relationships.



Donors **want to feel valued!**
13% of donors **stop giving** because they weren't thanked.

Personalization **builds connections with donors.** 18% of donors stop giving because of poor service or communication.

Donors are **more likely to stay engaged** with your organization. 36% stop giving because they start giving to another.



Events

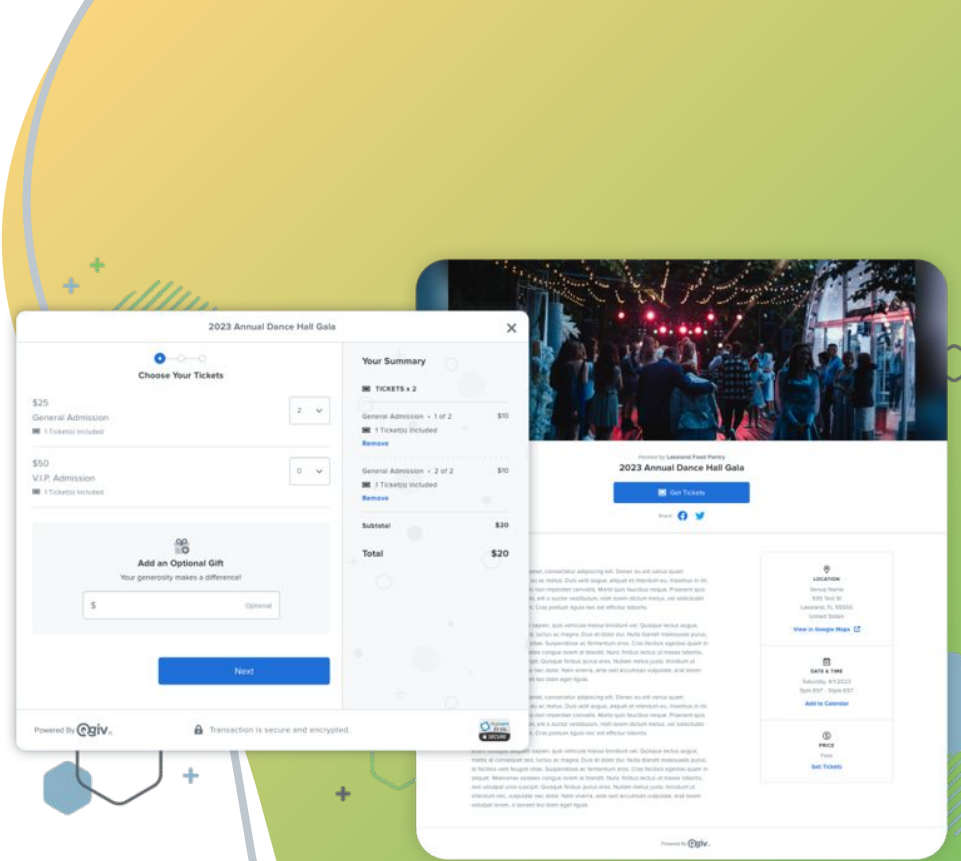
Example

Included with Giving+

Why Event Tools?

Keep registrants focused on registration with a distraction-free, mobile-optimized registration form.

- + Use built-in promo codes, early bird specials, and other discounts to **increase ticket sales**.
- + **Encourage more donations** by adding a donate button on your event page and in the registration process.
- + **Enhance your check-in process** with QR code tickets, table and seating management, and an event management app.



Text-to-Donate

Example

Included with Giving+

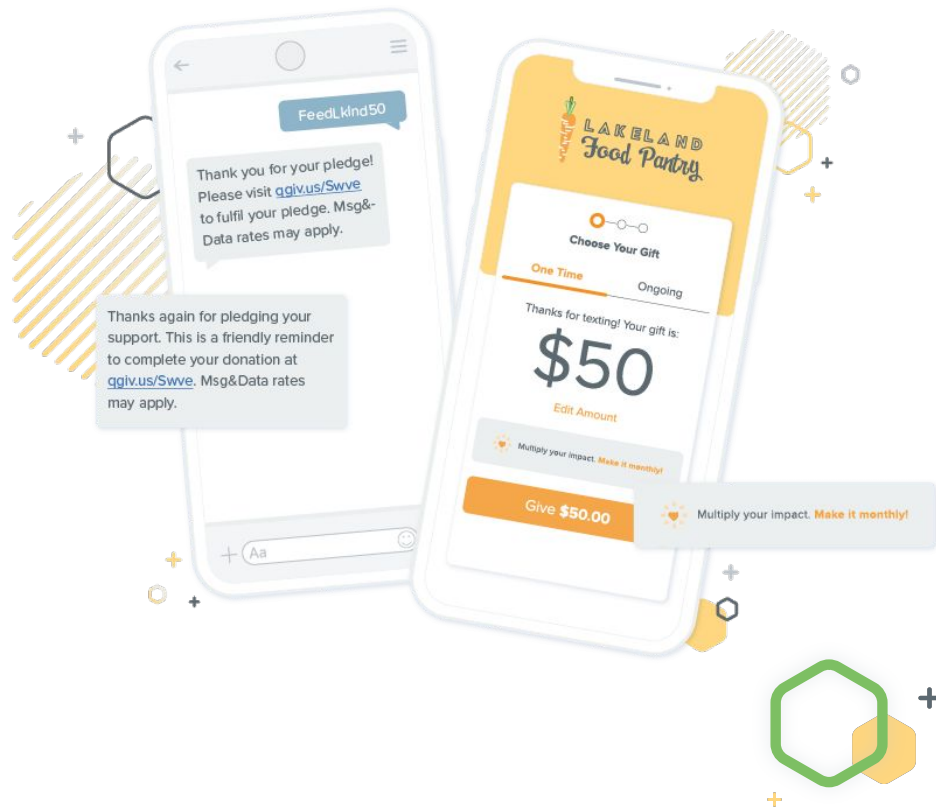
Let's See it in Action!

Here's a live example of Qgiv's Text-to-Donate tools!

- + **Text:** Qgivdemo
- + **To:** 50155

When you receive the text message click on the link and use the card info below:

- Demo credit card: 4111 1111 1111 1111
- Expiration Date: 04/25
- 3-digit Security: 555



Why Text-to-Donate?

- + **96.1%** of Americans own a smartphone.
- + **98%** of text messages are read within the first 5 minutes.
- + The average text donation amount on the Qgiv platform was **\$138.87**.
- + Total raised through text fundraising has continued to increase since the pandemic.
- + **10%** of donors prefer to give by text.
 - Especially Gen X, Millennials, and Gen Z



Peer-to-Peer

Example



Why Peer-to-Peer Fundraising?

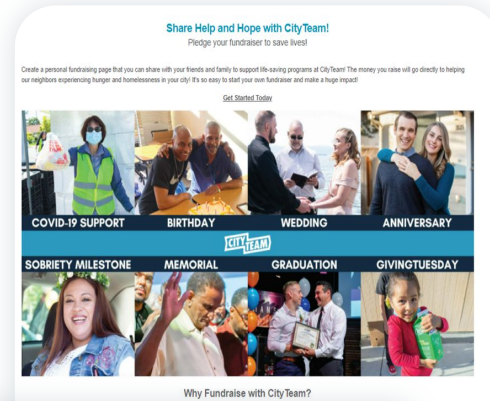
- + **39%** — Of Americans say they've donated to charity based on a request from a friend or family member.
- + **\$418** — Average amount raised online for participants who set up personal fundraising pages in 2022.
- + **300** — The average new donors generated from nonprofits when running a P2P campaign in a given year.





Engage Your Community

- + DIY and Network Fundraisers are great ways to get supporters involved year round.
- + You don't need to have an event with your campaign, but if you can, it's more **exposure**.
- + Try a **celebration model** and encourage participants to create their own events.
- + Challenge **local celebrities** or board members to outraise each other in network fundraising competitions or special races.
 - + Gamification and **incentives**, digital and tangible



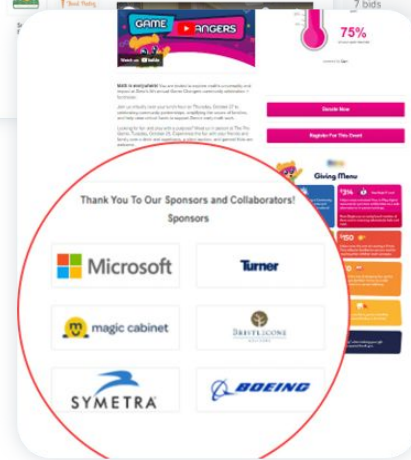
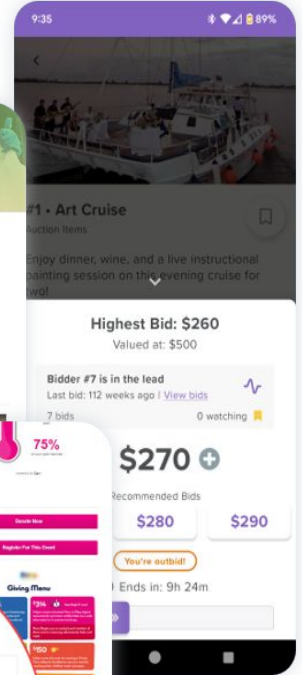
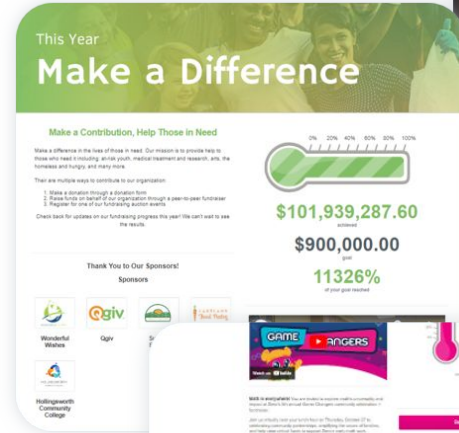
Auctions

Example



Why Auctions?

1. Engage more guests in friendly, competitive bidding through a silent auction app.
 - o Built-in engagement features
 - o Entire auction experience in their hands
2. Garner more on-site donations through event enhancing tools.
 - o Show your fundraising thermometer and goal
 - o Add fund-a-need items in the app and use a text fundraising keyword for quick donations
3. Amplify your auction revenue with sponsorship tools.
 - o Feature sponsors on event pages, send callouts through text, email, and push notifications, and add sponsors to emails and receipts.



"We were looking for a more **robust peer-to-peer platform** to integrate directly with our donor database, **Bloomerang**...I love this platform. It has all the features we were looking for...We primarily use the Qgiv platform for our **annual signature fundraiser** and peer-to-peer event, Dancing with the St. Louis Stars. The 2022 event grossed **\$736,000**...Fundraising teams and participants were able to quickly set up their own fundraising pages, set goals, and track donations right on their page...This feature has **saved our team a lot of time.**"



Abby Berger,
Business Development Manager



Let's build a donation
form quickly

Qgiv + Bloomerang



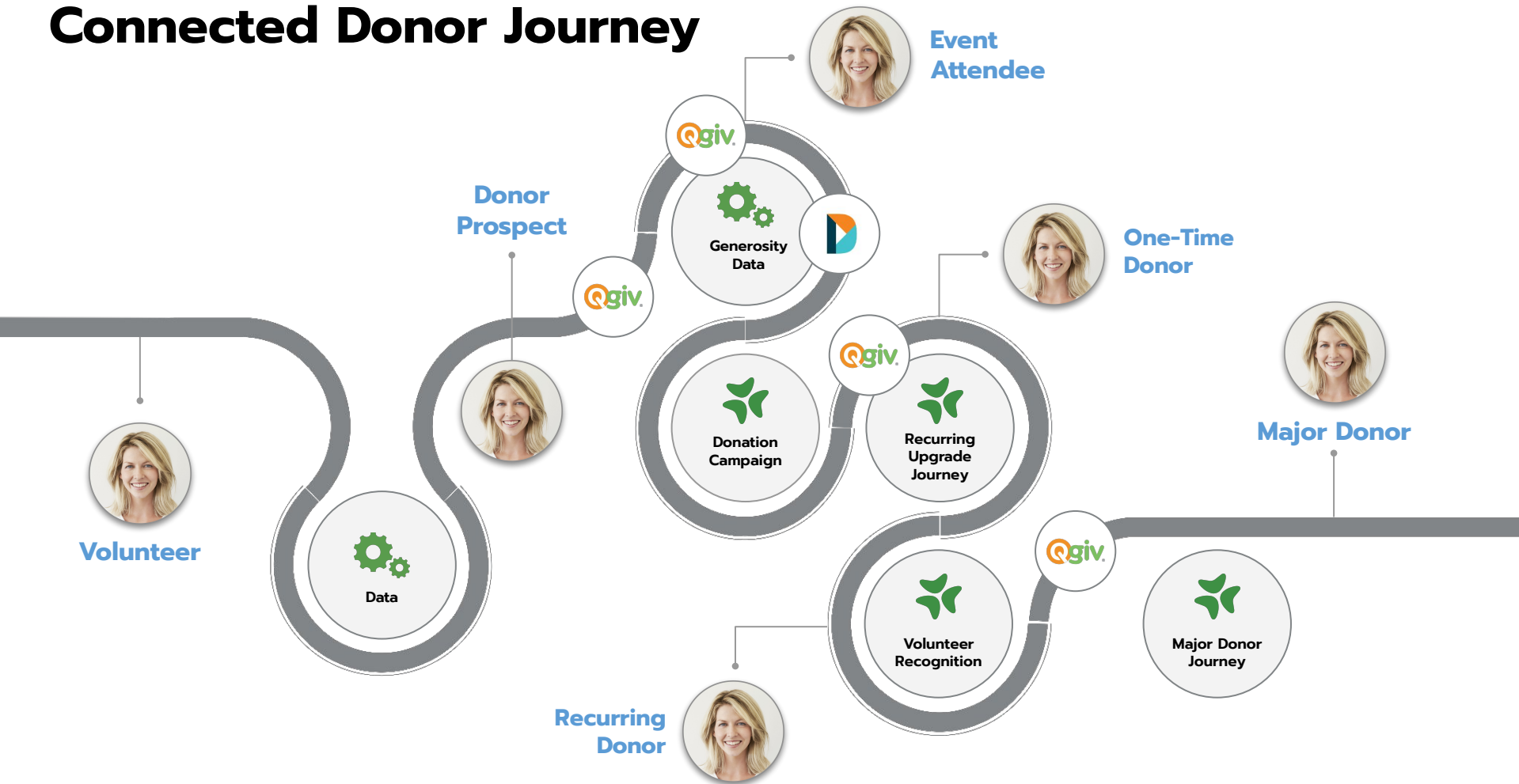
Put relationships at the heart of your fundraising.

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.

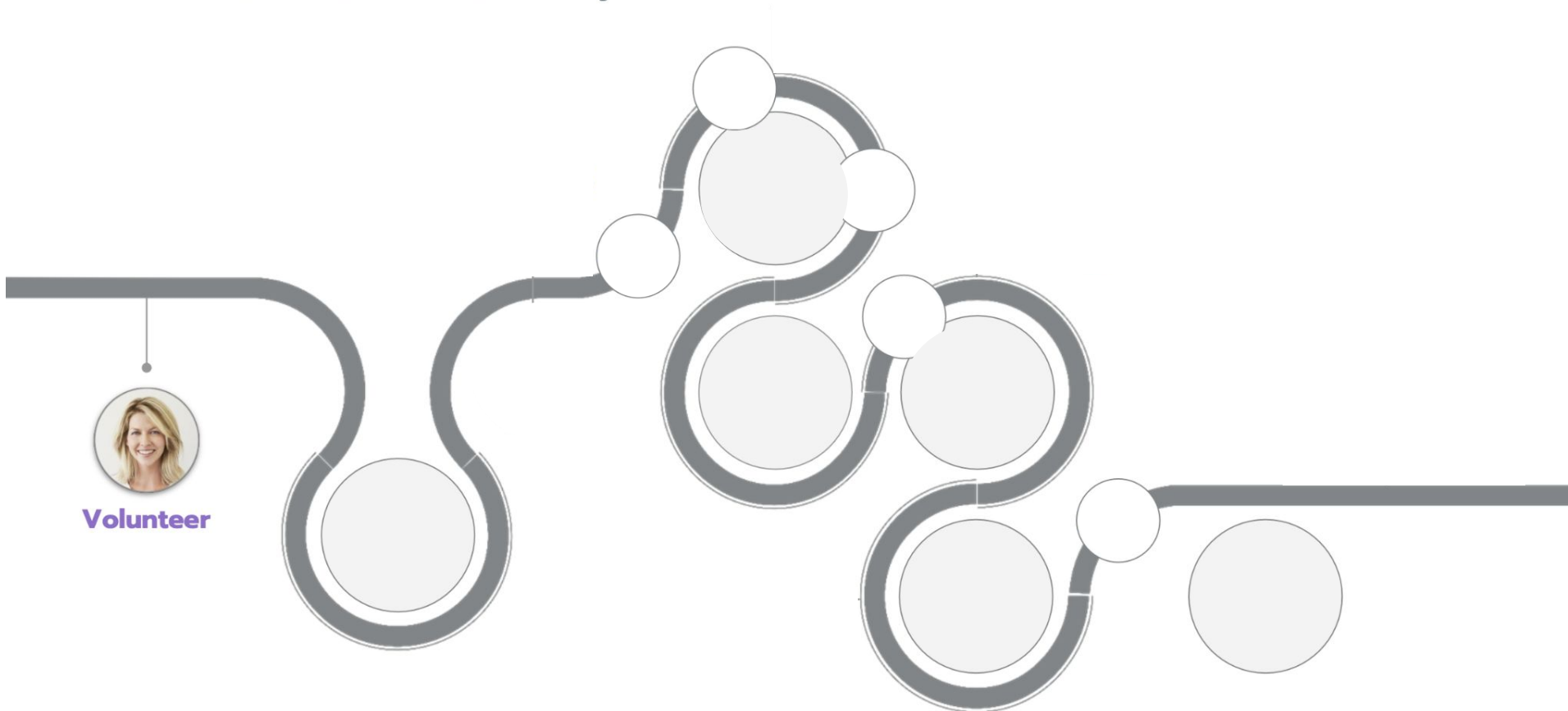
- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving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



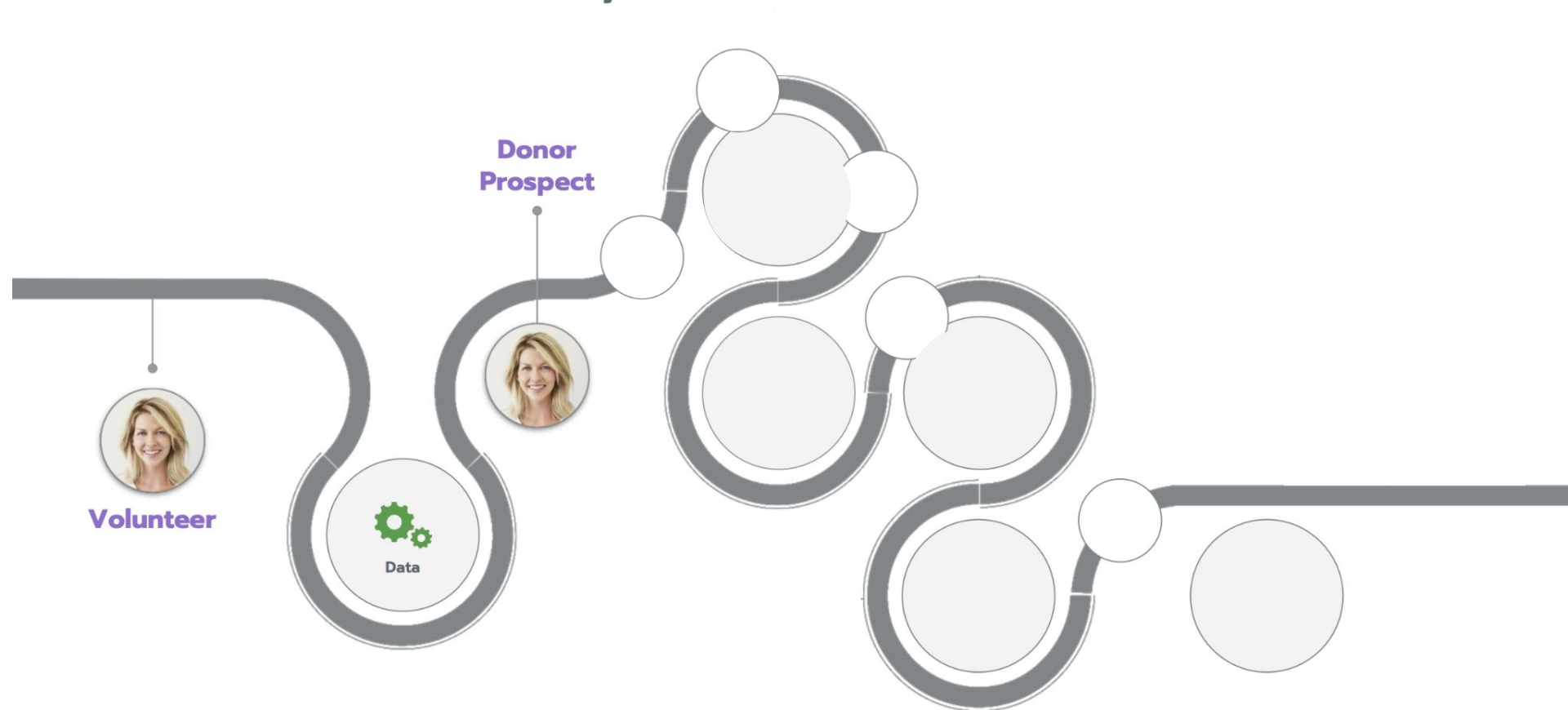
Connected Donor Journey



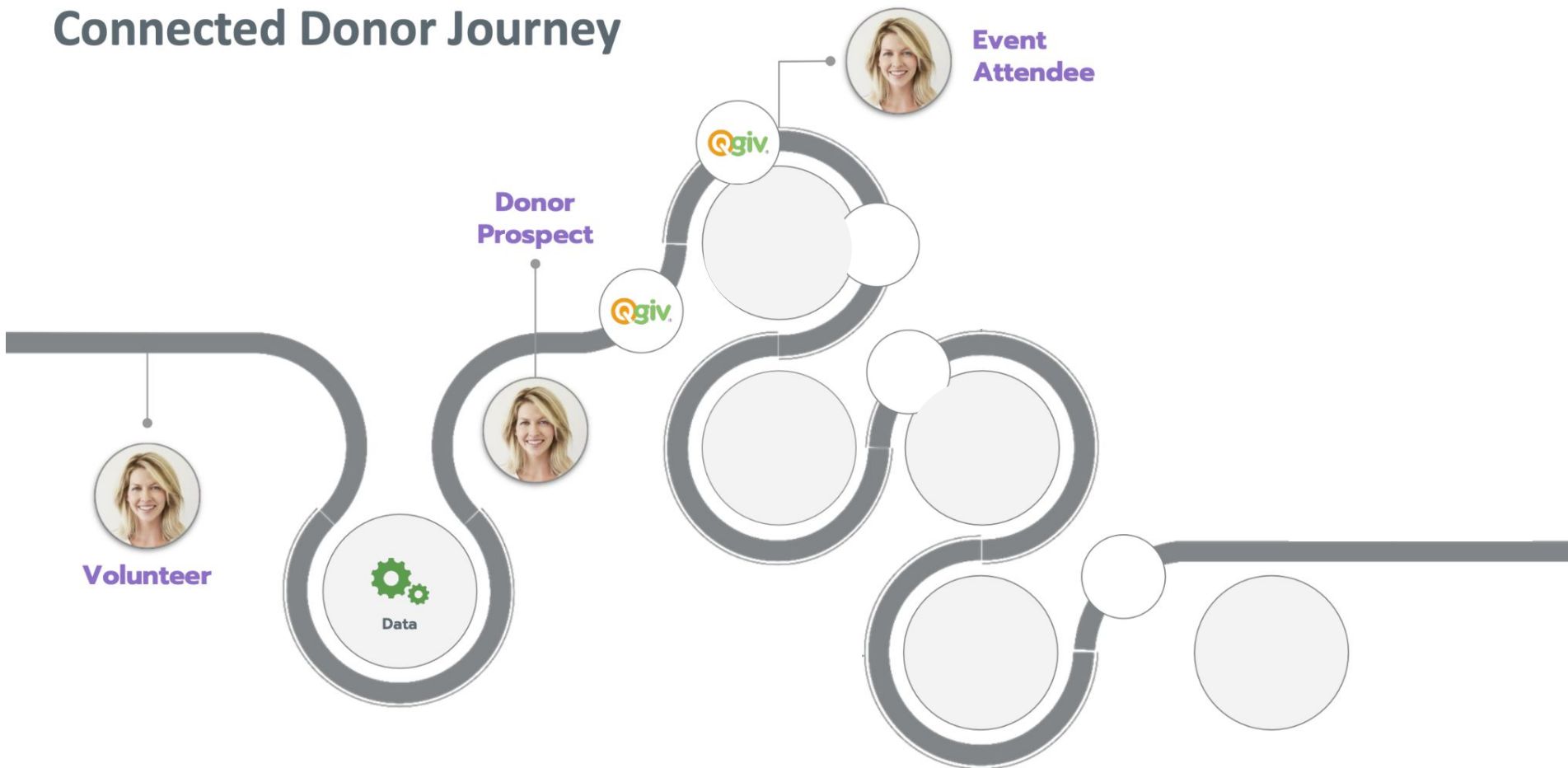
Connected Donor Journey



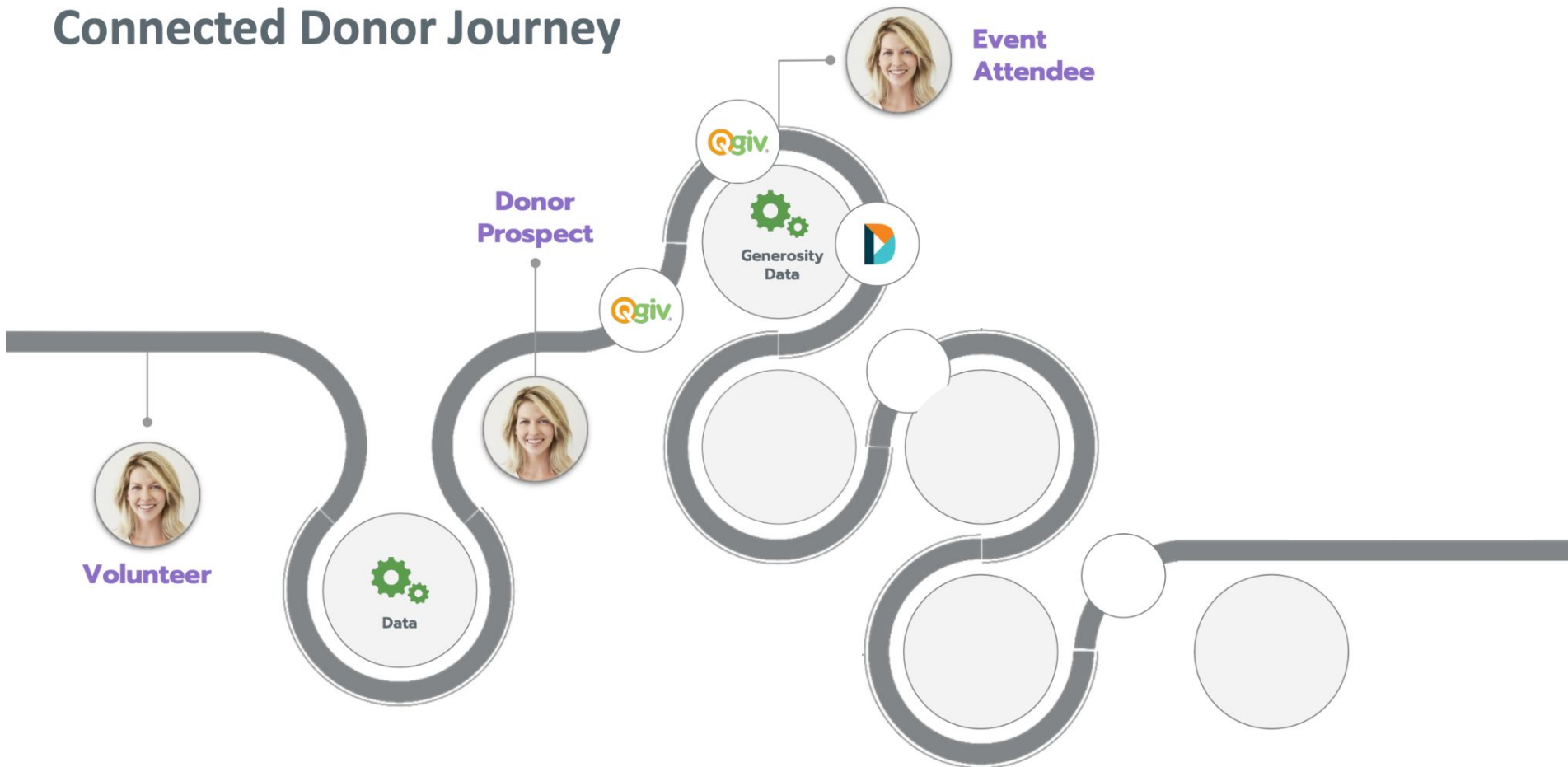
Connected Donor Journey



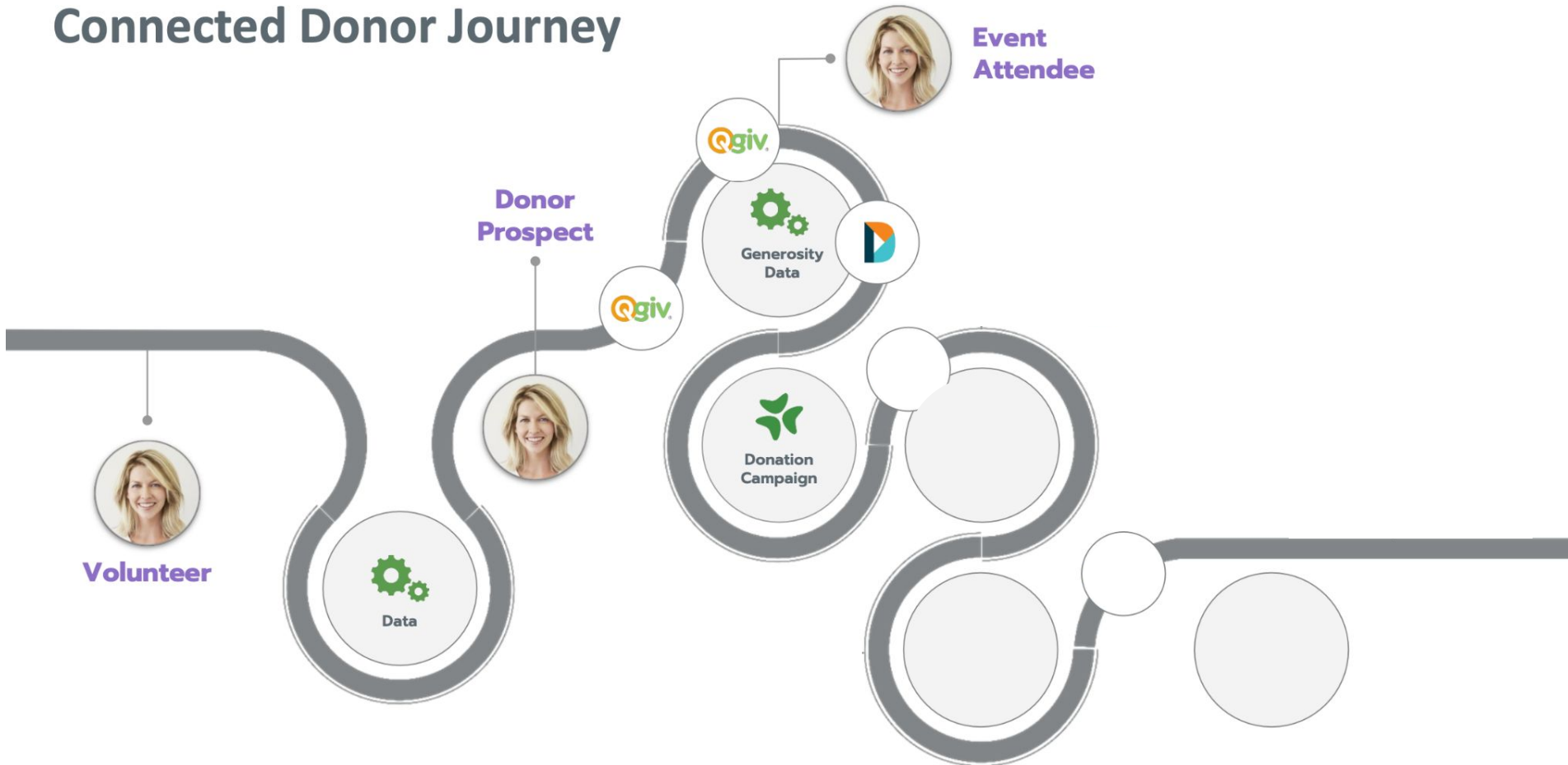
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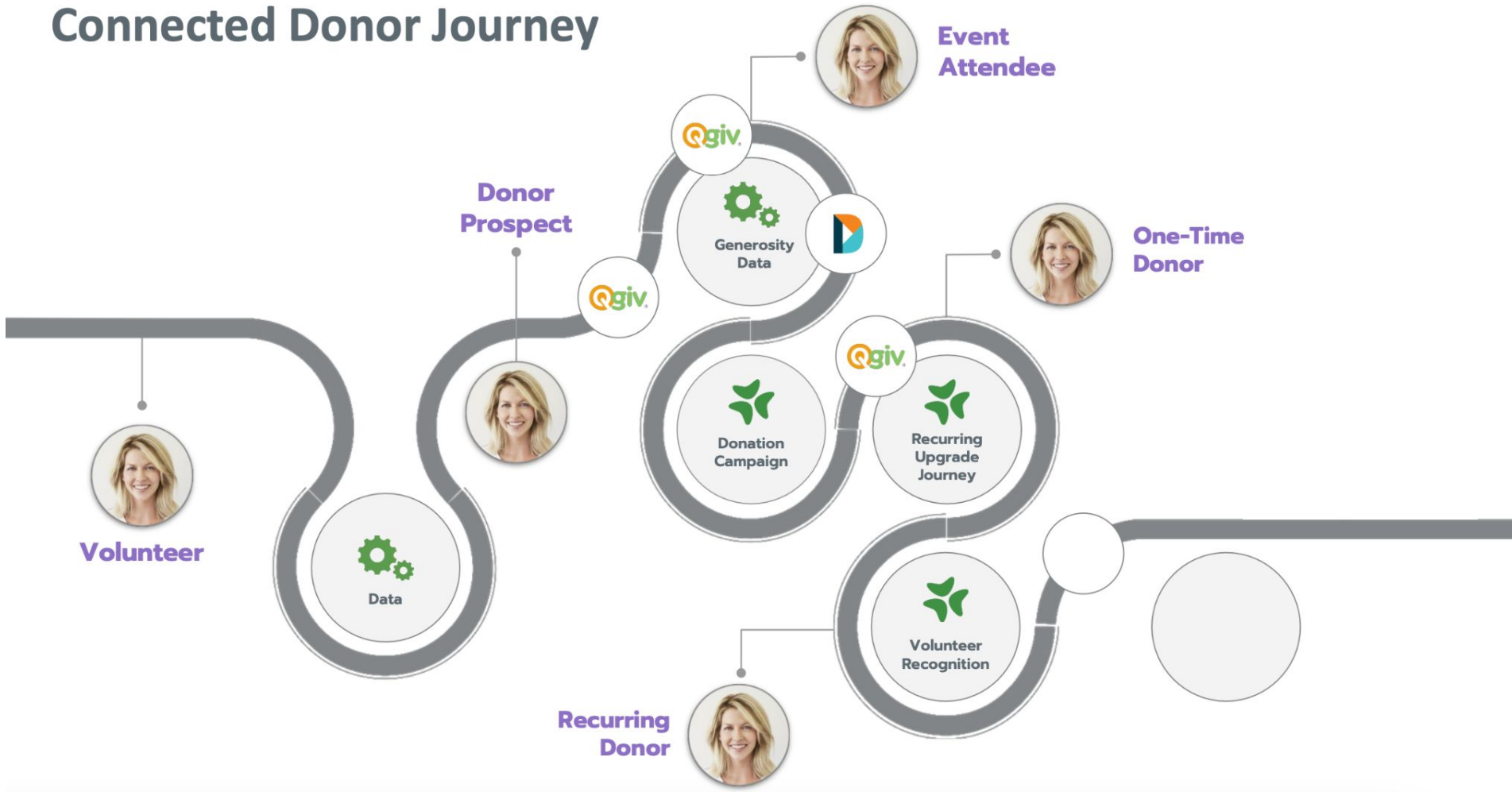
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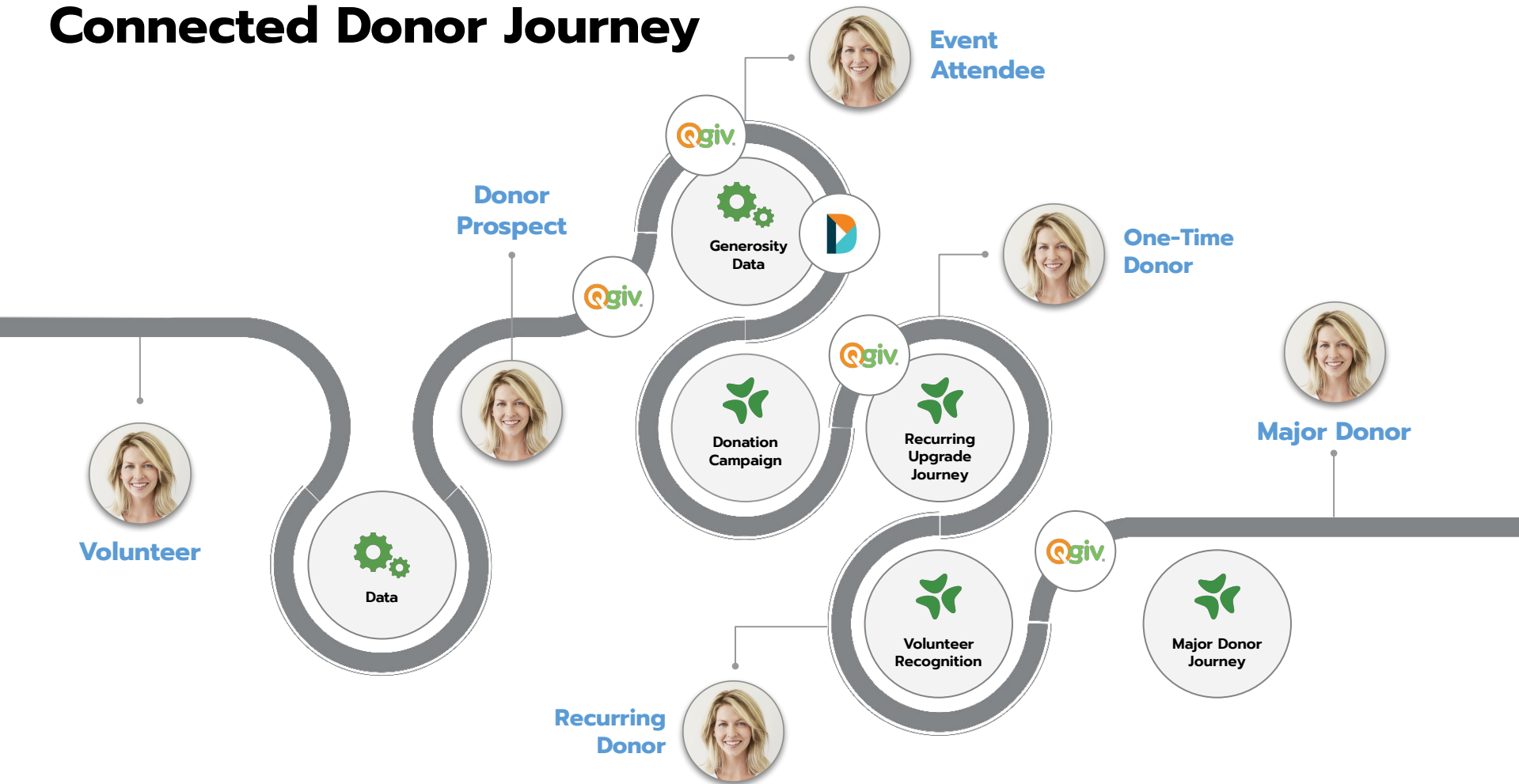
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Connected Donor Journey



Giving+*

\$479 annually

Includes:

- + Unlimited donation forms and event registration
- + Integration from Qgiv to Bloomerang
- + Text-to-Donate
- + Table and seating management
- + Enhanced donation and event features

*Does not include outbound messaging, peer-to-peer, or auctions

Outbound Messaging

\$129/MO OR \$297/QTR Save \$90

2,000 outbound messages per month | Overage is 2.5 cents per message (does not include messages for pledged gifts)

Peer-to-Peer

\$259/MO OR \$687/QTR Save \$90

✓ PROCESSING FEE:

- 4.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ ECHECK FEE:

- 2.95% (Qgiv + Merchant)
- \$0.95 per transaction

Auctions

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✓ PROCESSING FEE:

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✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction



Onboarding & Implementation

Experience a red-carpet rollout and ongoing support from our onboarding specialists. We'll train staff, volunteers, and new users when you sign up, when a new product launches, or anytime in between!

Our goals:

- + Work to understand your unique organization
- + Establish your fundraising goals and launch timeline
- + Ensure your campaigns and events are set up for success
- + Ensure minimal disruption to donor giving through setup
- + Ensure all integrations are ready upon launch
- + Ensure you're trained and ready to support donors





Committed to Your Continued Success

We're here to help when you need us

Whether by phone, email, or live chat, the Qgiv Customer Experience team is always ready to answer your questions, train staff and volunteers, or offer advice (fundraising advice, not life advice... but we're willing to try!). Our promise is that you'll always receive a prompt, knowledgeable, friendly response.

You'll also have free access to our searchable Help Desk and library of fundraising best-practice resources!



Unlimited support
Monday - Friday: 9am - 7pm ET



Live-answer phone calls
(no annoying menus)



Live email and chat
support



Unlimited training for
staff and volunteers



Searchable
Help Desk



Free webinars, eBooks,
and newsletters



Connect with fellow Qgiv users in the User Community

Required Documents for Activation

1

W9 - Created through our signup portal

2

Security Check or Bank Letter

3

Federal 501c3 Determination Letter



Poll



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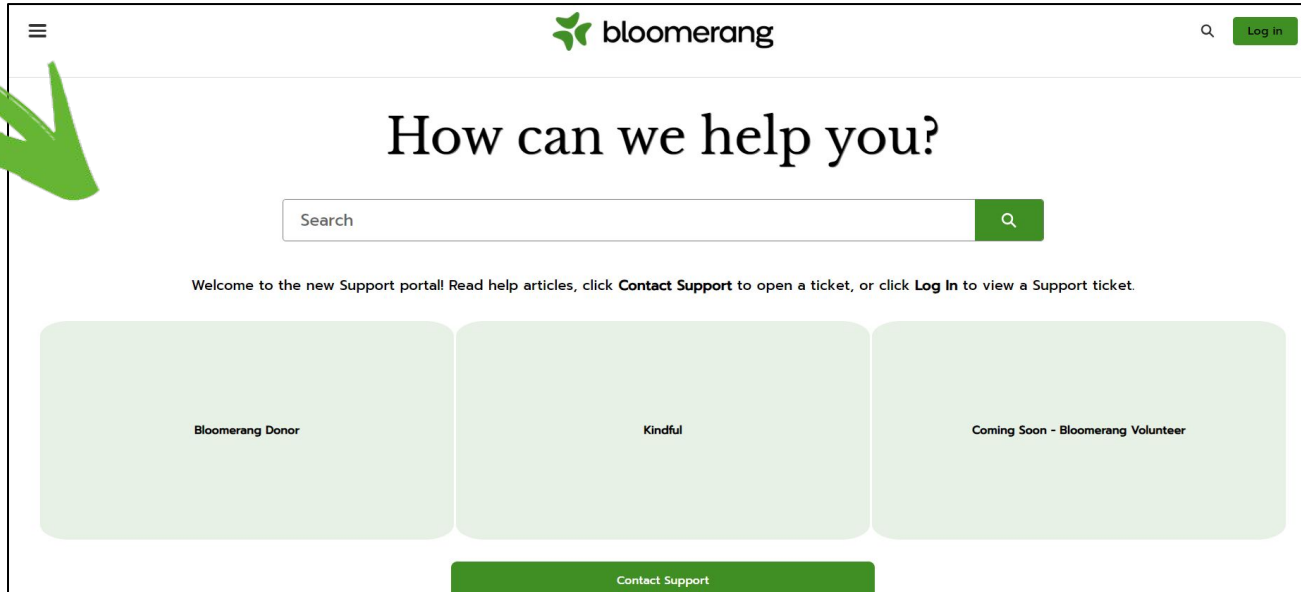
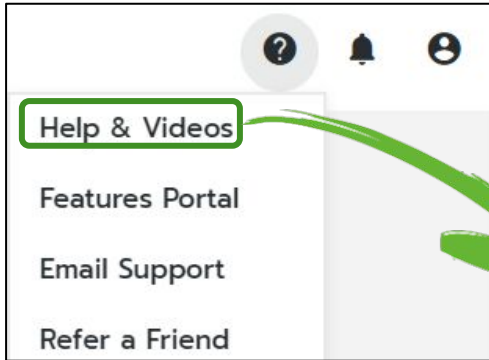
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✓ ECHECK FEE:

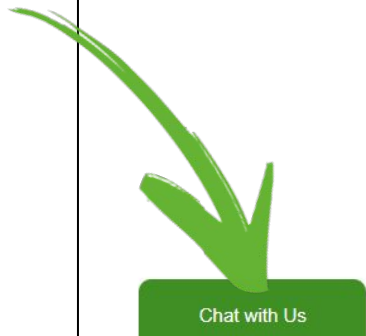
- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

Resources

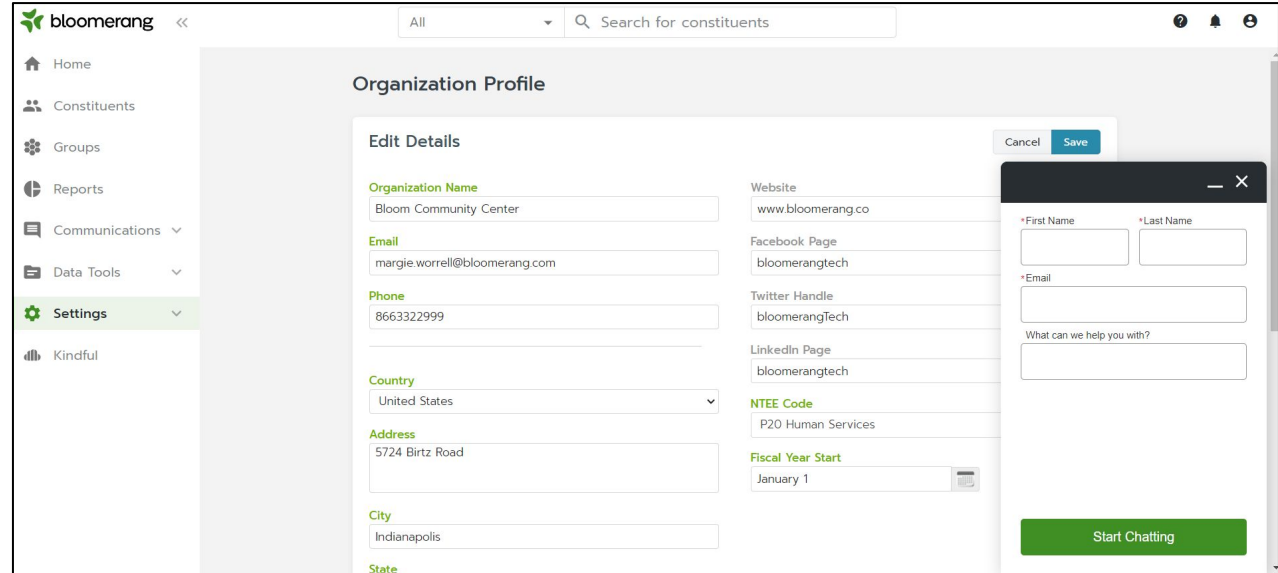
Bloomerang Knowledgebase and Support Portal



-  Home
-  Constituents
-  Groups
-  Reports
-  Communications ▾
-  Data Tools ▾
-  **Settings** ▾
-  Kindful



Live Chat has a new look and a new location!



Organization Profile

Edit Details

Organization Name Bloom Community Center	Website www.bloomerang.co
Email margie.worrell@bloomerang.com	Facebook Page bloomerangtech
Phone 8663322999	Twitter Handle bloomerangTech
Country United States	LinkedIn Page bloomerangtech
Address 5724 Birtz Road	NTEE Code P20 Human Services
City Indianapolis	Fiscal Year Start January 1
State	

Start Chatting

Resources

[Qgiv Basics](#)

[Online Giving webpage for Bloomerang](#)

[Bloomerang + Qgiv](#)

[Bloomerang Acquires Qgiv To Deliver The Sector's First Giving Platform](#)





Thank you for attending!

**And thank you for all you do in
your communities!**

Visit our website to see more upcoming
Bloomerang Academy webinars!

