




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

Hide Subtitle

View Full Transcript

Subtitle Settings...



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.



The Impact of Recurring Giving: How to Secure Long-Term Donations





**A unified giving platform that puts
relationships at the heart of fundraising.**

GIVING PLATFORM

Connections that maximize impact

- Connect data, external tools, and teams
- Insights that lead to better results
- Automate & simplify your day-to-day
- Attract new supporters
- Increase fundraising revenue

One platform, limitless generosity





Blossom's Animal Sanctuary

Your gift supports our mission. Make a donation today.

My Account • Sign Out

Choose Your Gift

One Time Ongoing

\$55	\$85	\$140	\$280
\$420	Other		

Multiply your impact. Make it Monthly!

Dedicate this gift

Add a little extra to help with fees



Julia Donor
#559 margie.worrell@julia@bloomerang.com

Address
3801 Madison Ave
Indianapolis, IN 46227

Phone
Home (317) 987-1234

Summary | Profile | Timeline | Relationships

Giving Summary

Revenue | Raised | Soft Credits

Lifetime	\$550.00	Average	\$275.00
First Transaction	\$400.00 6/12/2024	Latest Transaction	\$150.00 6/12/2024
Largest Transaction	\$400.00 6/12/2024		

Engagement Level

Hot

Generosity

Cool

View in DonorSearch

Relationships

Recent Timeline Activity

	6/12/2024	Email Acknowledgement - Thank you for your donation!
	6/12/2024	Donation \$150.00
	6/12/2024	In Person Special Event - Tour of Community Center
	6/12/2024	Email Acknowledgement - Thank you for your donation!
	6/12/2024	Donation \$400.00

Go to Timeline

What will we cover today?

1. Tips for Asking for Recurring Gifts
 - a. What should you say?
 - b. How should you ask?
 - c. Why it is important and how it will help you raise more!
2. Tips for Your Donation Forms
3. Tips for Keeping Recurring Donors
4. How the combined solutions of Bloomerang + Qgiv will help you put relationships at the heart of fundraising
5. Q&A



Poll: Who has asked their donors to give a recurring donation?





+ Key Stats

- + Decline in new donors YoY is led by decreases in donors contributing less than \$500.
- + Overall retention slightly decreased, but a bright spot is donors that give 7 or more gifts increased their contribution amount by 2%.
- + One-time donors are the largest donor group, accounting for 70.6% of donors.





Why Recurring Gifts?

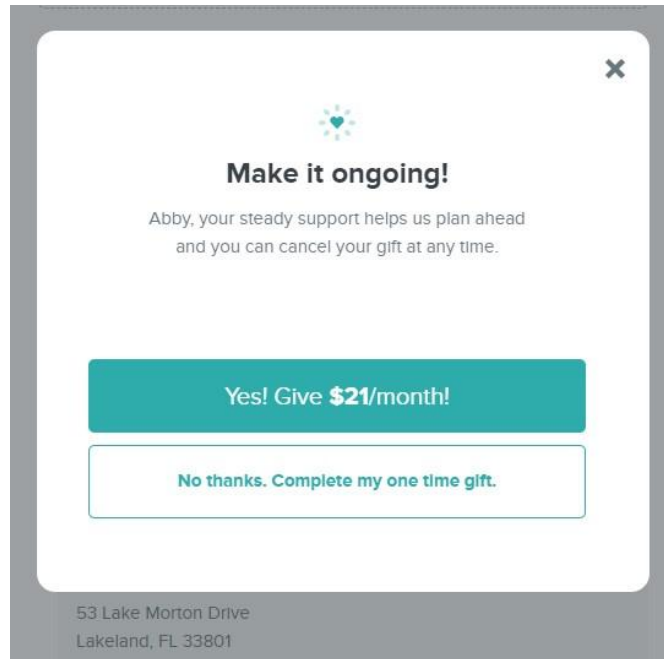
Reason #1: Recurring Donors Stay Longer

2x

Recurring donors are more likely to support their favored nonprofit beyond one year.

80%+

Average retention rate for monthly donors after one year.





Why Recurring Gifts?

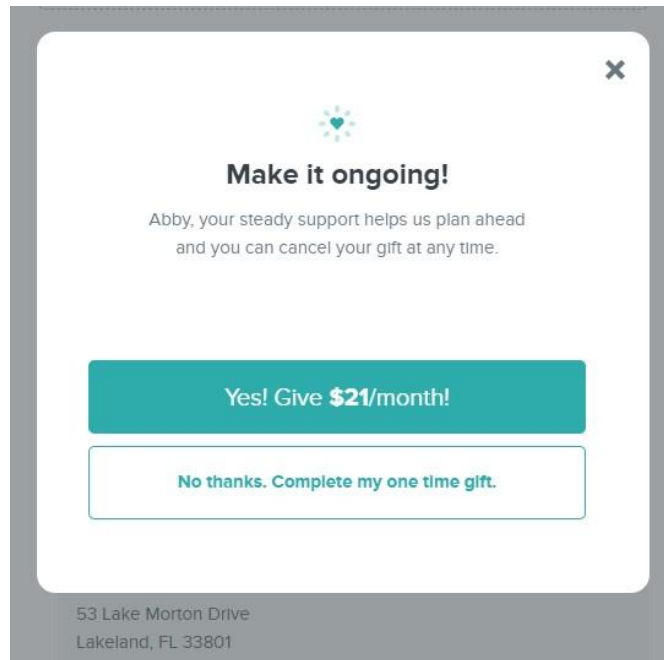
Reason #2: Recurring Donors Give More

42%

Over the course of a year, recurring donors give 42% more than one-time donors.

5.4x

Recurring donors give 5.4x more than one-time donors over their lifetime.





Why Recurring Gifts?

Donor "A" gives a one-time gift: **\$100**

Donor "B" creates a recurring gift of \$12 for 12 months: **\$144**

Over 5 years:

- Donor A: \$500
- Donor B: \$720

Over 10 years:

- Donor A: \$1,000
- Donor B: \$1,420



Tips for Asking for Recurring Gifts



Tip #1: Send a Dedicated Appeal or Ask

Let donors know you're looking for monthly or recurring donations!

- + Send through direct mail, email, or social posts
- + Get specific about why donors should upgrade to a recurring gift
- + Special groups offer a sense of exclusivity and community



BE A **HERO** TO THE VULNERABLE



Dear Sarah,

As we start the new year, homelessness, addiction, and crippling poverty continue to overwhelm many neighbors here in Greater Baltimore.

You understand the most vulnerable among us need real help ... real hope ... *and a real hero.*

That's why I'm inviting you to [join Helping Up Heroes](#). This is a compassionate group of friends who [commit to give monthly](#) to give the hurting men and women at Helping Up Mission a fresh start on life.

When you become a Helping Up Hero, your generous monthly gifts will accomplish amazing things:



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



Tip #2: Offer Incentives for Recurring Donors

Some incentives your organization can offer include:

- + Special newsletter
- + Downloadable content
- + Special invitations to donor appreciation events
- + Merchandise
- + The possibilities are endless!

GET INVOLVED

APCH Social Change Club

Want to support A Place Called Home and stay involved all year round? Then membership in our [Social Change Club](#) is for you! For making an ongoing minimum annual or monthly donation, you will receive special benefits, free tickets to APCH events, and exciting invitations throughout the year. Have fun while doing good! **Sign up today!**



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



Tip #3: Show Recurring Gift Impact

Explaining the impact of a recurring gift increases the likelihood of donors upgrading to a recurring gift!

- + How does a recurring gift make a greater impact?
- + How can you show this?
- + Will donors sponsor a child? Animal?
- + What can be accomplished?
- + Show the impact!



\$25 a month can provide 12 hot, nutritious meals.



\$50 a month can provide 5 nights of shelter.



\$100 a month can provide job training to help someone achieve living wage employment.



\$250 a month can help a devastated person break the grip of addiction and begin a new life in recovery.

I WANT TO BE A HERO

Sarah, the start of the new year is a perfect time to become a Helping Up Hero. That's because the cold winter weather often drives people from the streets to Helping Up Mission to join our Spiritual Recovery Program.

Becoming a hero is easy. It only takes a few minutes to set up monthly electronic gifts via your checking account or credit card, and you can change your monthly amount whenever you want. Of course, you can cancel at any time. And if monthly support isn't the right option for you today, you can also give a **one-time gift** now.

Thank you for your strong partnership and for considering this opportunity to **become a Helping Up Hero** for men and women longing to be free from homelessness and addiction!

Bob Gehman, CEO
Helping Up Mission

P.S. Please know I would never ask you to stretch beyond your ability to give. But if you are able, becoming a **Helping Up Hero** is a wonderful way to provide a safety net of care for the hurting men and women in our Spiritual Recovery Program. Thank you for your prayerful consideration!



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





Recurring Donation Appeal Example

A great example of this is Rescue Ministries appeal during Giving Tuesday!

- + Added an impact statement at the top
- + A brief description of what a donation accomplishes and the benefit it provides
- + Added special text to their “donate monthly” section: “Greatest Impact”

Rescue Ministries
115 YEARS OF MID-MICHIGAN

Help us reach our goal:
Hundreds of meals and Hope & Care Packages

You can provide a meal and Hope & Care Packages—just \$30

Help even more neighbors struggling to end homelessness in Mid-Michigan this holiday season. Your gift today provides a hot, nutritious meal and a Hope & Care Packages, complete with:

- Hygiene kit
- Socks and gloves
- Warm Shelter

#GivingTuesday

ONE-TIME
Your one-time gift will help people.

\$25 \$50 \$100 \$250 \$ Other

DONATE MONTHLY **GREATEST IMPACT**
Become a monthly donor and your ongoing support will provide food and shelter for hungry, homeless neighbors.

Yes! I want to donate \$20 a month. \$ Other

Tips for Donation Forms



Tip #1: Add Recurring Gifts to Your Year-Round Form

Show donors that you have a recurring gift option by adding it to your year-round donation form!

- + Build awareness of recurring gifts and only default to recurring from a dedicated appeal
- + Make it easy to upgrade on your donation form
- + Use subtle reminders to encourage donors to upgrade


Your gift supports our mission. Make a donation today.

[My account](#) • [Sign out](#)

Choose Your Gift

One Time Ongoing

\$50 \$100 \$250 \$500

 Multiply your Impact. Make It Monthly!

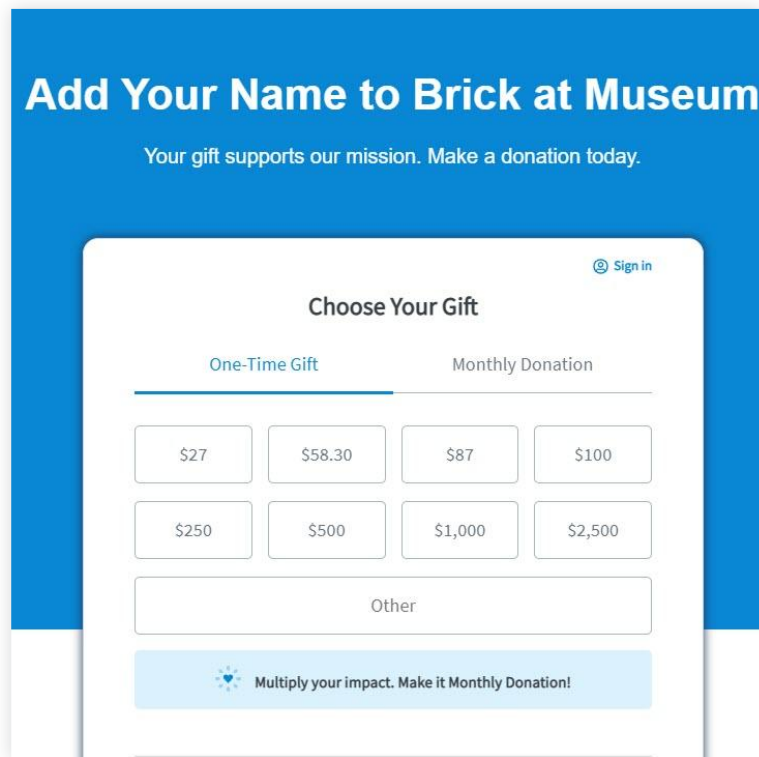
Add a little extra to help with fees (\$1.97) [?](#)



Use Subtle Reminders

The recurring upgrade nudge is present throughout the donation journey!

- + Get creative like this organization did and create a customized nudge!
- + You can also see the organization changed “ongoing” to “monthly donation”

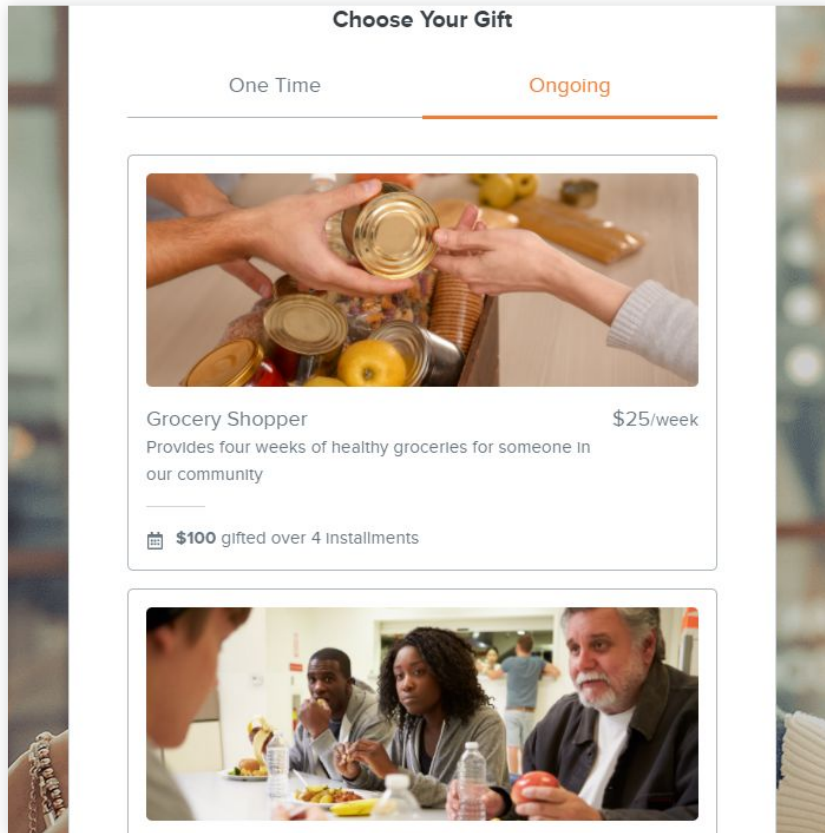




Tip #2: Draw Attention to Recurring Options


There are a multitude of design elements you can use on your donation form to suggest upgrading:

- + Create a banner image and add a sentence or two about the significance of a recurring gift
- + Use impactful images tied to donation amounts
- + Use recurring upgrade nudges and prompts




Choose Your Gift


One Time **Ongoing**



Grocery Shopper \$25/week

Provides four weeks of healthy groceries for someone in our community

 **\$100** gifted over 4 Installments

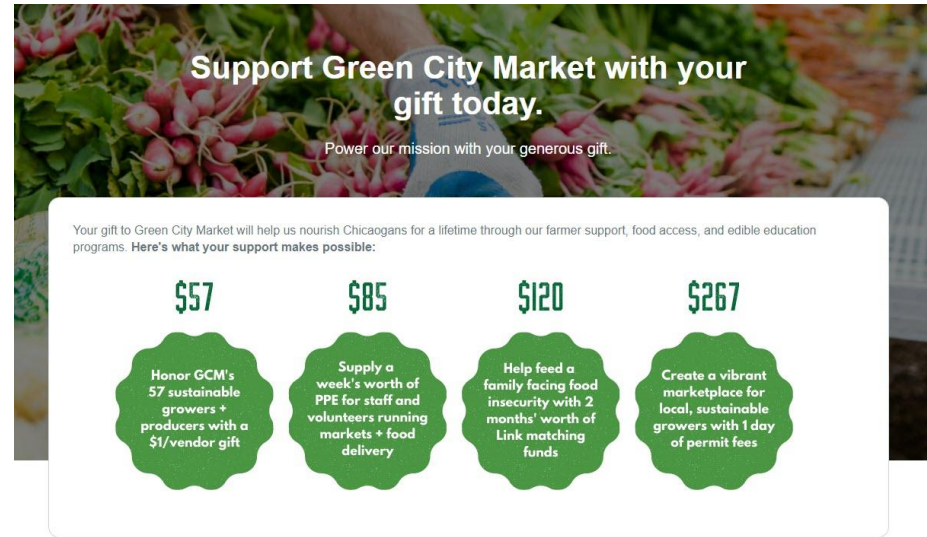




Add a Banner Image

Green City Marketing made there options very clear in the banner:

- + Added an impact statement at the top of the banner
- + Added the dollar amount tied to each donation
- + A brief description of what each donation accomplishes



Choose Your Gift

One Time Monthly



Add Images Tied to Donation Amounts

Let donors know you're looking for monthly or recurring donations!

- + Send through direct mail, email, or social posts
- + Get specific about why donors should upgrade to a recurring gift
- + Special groups offer a sense of exclusivity and community



PAZ DE CRISTO
Paz de Cristo

Choose Your Gift

One Time

Monthly



Celebrate 32 years \$32
Celebrate 32 years of helping people struggling with hunger, poverty and homelessness



Provide 110 meals \$100



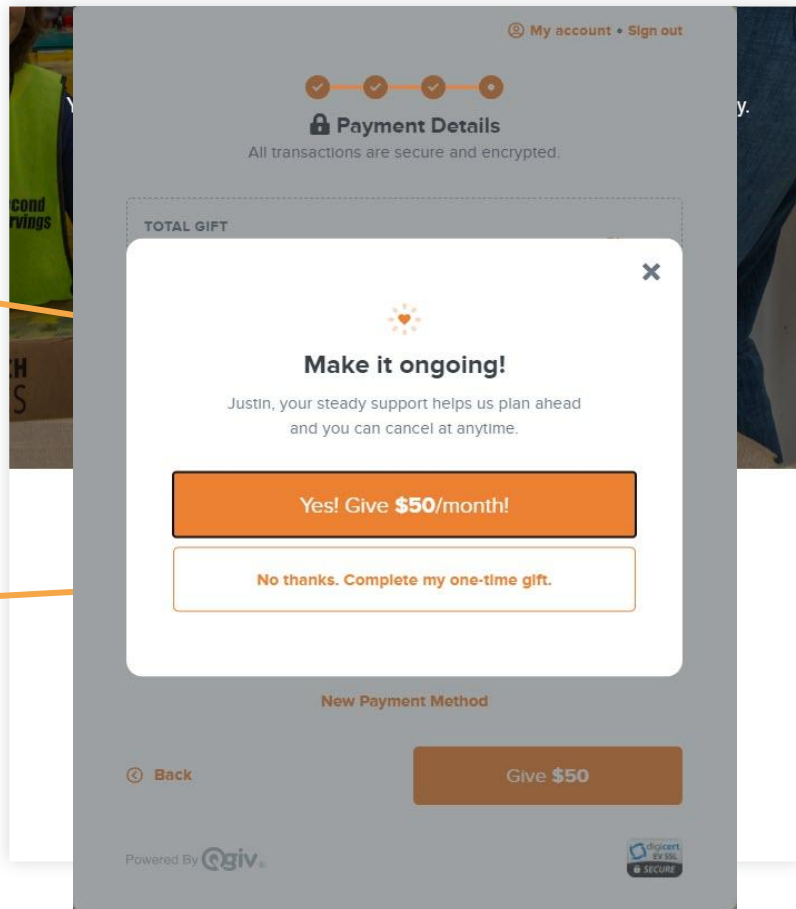
Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



Make it Easy to Upgrade

The tabbed layout on Qgiv forms makes it easy for donors to switch between “one time” and “ongoing”

- + Multiple reminders are included throughout the donation journey to encourage upgrading!
- + Ongoing tab is present throughout the process
- + Recurring Upgrade Nudge is a subtle reminder
- + Recurring Upgrade Prompt appears at the end!





Tip #3: Offer Giving Plans

With giving plans, donors can choose how and when they want to donate! A larger donation is broken down into installments.

- + Create giving plans for campaigns
- + Offer a “create your own” plan option
- + Enable multiple billing options so donors can choose the frequency of recurring gifts
- + Give donors a way to set their own start and end dates

The screenshot shows the 'Choose Your Gift' interface on a mobile device. At the top right, there are links for 'My account' and 'Sign out'. Below this is a progress indicator with four circles, the first of which is filled. The title 'Choose Your Gift' is centered. There are two tabs: 'One Time' and 'Ongoing', with 'Ongoing' selected. A card titled 'Sponsor a Kennel' shows a price of '\$10/month' and a description: 'Fills a kennel with toys, blankets, treats, and a comfy bed for 6 months'. Below the card, it says '\$60 gifted over 6 installments'. A yellow button labeled 'Create Your Own' is below the card. Underneath, there's a dropdown menu set to 'Give Every Other Week'. Four price options are shown: '\$50' (selected), '\$100', '\$250', and '\$500'. A 'Change' link is below the price options. Two date pickers are shown: 'Start Date' (04/16/2021) and 'End Date' (05/29/2021). A checkbox option is present: 'Add a little extra to help with fees (\$1.97)'. At the bottom, a large yellow button says 'Give \$50/two weeks'. The footer says 'Powered By Qgiv'.



How to Create a Giving Plan

Creating a giving plan makes it easy for donors to select a pre-defined plan by your organization:

- + Donors can select how often to give
- + Add images to help donors understand their impact
- + Include text about the giving plan

My account • Sign out

SELECT A GIVING LEVEL

Increase the impact! - Your gift will be matched through February.

One Time

Ongoing

Give Monthly ▾



Sponsoring a display panel helps raise awareness. \$600
Become a Panel Sponsor for **Art Revealing the Gunfire Epidemic** exhibits on the D.C. National Mall and beyond.
At checkout **you can dedicate a panel** to someone special to be honored or remembered on our website.



Holding space for lost lives takes A LOT of space! \$300
This level could cover 20 days of storage space for 200,000 Soul Boxes representing those killed or injured by gunfire.
OR it could cover the cost of our workshop at the Multnomah Arts Center for 10 days.



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



Allow Donors to Create Custom Plans

If donors decide they would like to create their own plan, it's super easy for donors get set up.

- + Can choose the frequency they wish to give
- + Start and end dates
- + The donation button updates based on what the donor selects

The screenshot shows the 'Choose Your Gift' interface on the Qgiv platform. At the top right, there are links for 'My account' and 'Sign out'. Below this is a progress indicator with four circles, the first of which is filled. The main heading is 'Choose Your Gift'. There are two tabs: 'One Time' and 'Ongoing', with 'Ongoing' selected. A card titled 'Sponsor a Kennel' shows a price of '\$10/month' and a description: 'Fills a kennel with toys, blankets, treats, and a comfy bed for 6 months'. Below the description, it says '\$60 gifted over 6 installments'. A yellow button labeled 'Create Your Own' is visible. Below this, there is a dropdown menu for frequency, currently set to 'Every Other Week'. There are four buttons for donation amounts: '\$50', '\$100', '\$250', and '\$500', with '\$50' selected. A 'Change' link is below the amount buttons. A date selection box shows 'Start Date' as '04/16/2021' and 'End Date' as '05/29/2021'. There is a checkbox for 'Add a little extra to help with fees (\$1.97)'. At the bottom, a large yellow button says 'Give \$50/two weeks'. The footer says 'Powered By Qgiv'.



Tips for Keeping Recurring Donors



Tip #1: Send a Special Receipt

The first step toward retention is building a receipt specific to recurring donors:

- + In your receipt, include a personalized salutation, sincere thank-you message, and an impact statement
- + Follow up with another thank-you message through email, social, or phone call



Thank You!

Your recurring donation means our GED students don't have to worry about paying for their diploma. That's amazing!



Recurring Gift Receipts

Use the receipting tool to create receipts that will knock their socks off!

- + Create special receipts for recurring donors
- + Add conditional content that makes donors feel special
- + Add photos and links that show donors their impact
- + Update these periodically so they don't get stale

Your generosity feeds families

Thank you for providing meals to our community's hungry families.

Dear %Donor%,

Thank you for your gift of %Amount% to Lakeland Food Pantry!

Your gift helps us provide hot meals to families in need. Every dollar you give provides one hot meal to a member of our community. Together, we can give people like Laura and her daughter a warm, safe place to enjoy a meal.



After an accident at work left her on workman's comp, Laura walked in our door on crutches and left with a box of groceries to keep her family fed.



Tip #2: Use Segmentation to Update Sustaining Donors

Donors want to hear how their donation is making an impact.


- + Segment communications to recurring donors
- + Send sustaining donors periodic emails telling them what they're achieving
- + Post updates on your organization through social media
- + Periodically ask sustaining donors to upgrade their gift amount

Edit Email Bloom Center News 10_19_2023

Monthly Email Scheduled for Monday, July 1, 2024 8:00 AM
Any changes made to the design or filters of this email template will affect the scheduled email. Click Save and Preview to edit or delete the schedule.

Design Filter Details Tracking

Use these tools to check your email prior to sending.


**BLOOM CENTER NEWS 2023**

Hi, **{{Informal Name}}***, friend of Bloom Community Center!
[Visit our website](#) | [Get involved](#) | [More about our programs](#) | [In the news](#) | [Donate now](#)

What are we talking about now????
Sponsor an Orangutan!

Meet Budi

Budi was rescued by our team when he was just a baby, after being kept in a tiny cage and fed only condensed milk. Despite his difficult start in life, Budi is now thriving at Blossom's Animal Sanctuary. He loves to play and climb in the trees, and he has a mischievous personality that keeps his caregivers on their toes.





Tip #3: Build an Outreach Plan for Lapsed Donors

It's a big mistake to not reach out to lapsed donors! There are a multitude of reasons why a recurring gift was cancelled, but it never hurts to ask.

- + Set up automated receipts when donors are nearing the end of their recurring gift
- + Call recurring donors with lapsing gifts to personally ask to renew their gift

Add Your Name to Brick at Museum

Your gift supports our mission. Make a donation today.

[Sign in](#)

Choose Your Gift

One-Time Gift | Monthly Donation

\$27	\$58.30	\$87	\$100
\$250	\$500	\$1,000	\$2,500
Other			

Multiply your impact. Make it Monthly Donation!



Retain, Cultivate, and Wow Recurring Donors

Create specialized content that goes exclusively to sustaining donors

- + Pull lists of recurring donors
- + Use a CRM integration or email integration to target loyal donors
- + Mention their ongoing support in future appeals
- + Thank them and send them regular updates

Your generosity feeds families!



Thank you for providing meals to our community's hungry families.

Resources & Next Steps



Additional Classes to Mark on Your Calendar!

THURSDAY, JUNE 20 @ 11AM ET | 8AM PT

Tools to Enhance Auction Revenue:
Make auctions top performing events



Why Qgiv?



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



"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



Qgiv + Bloomerang



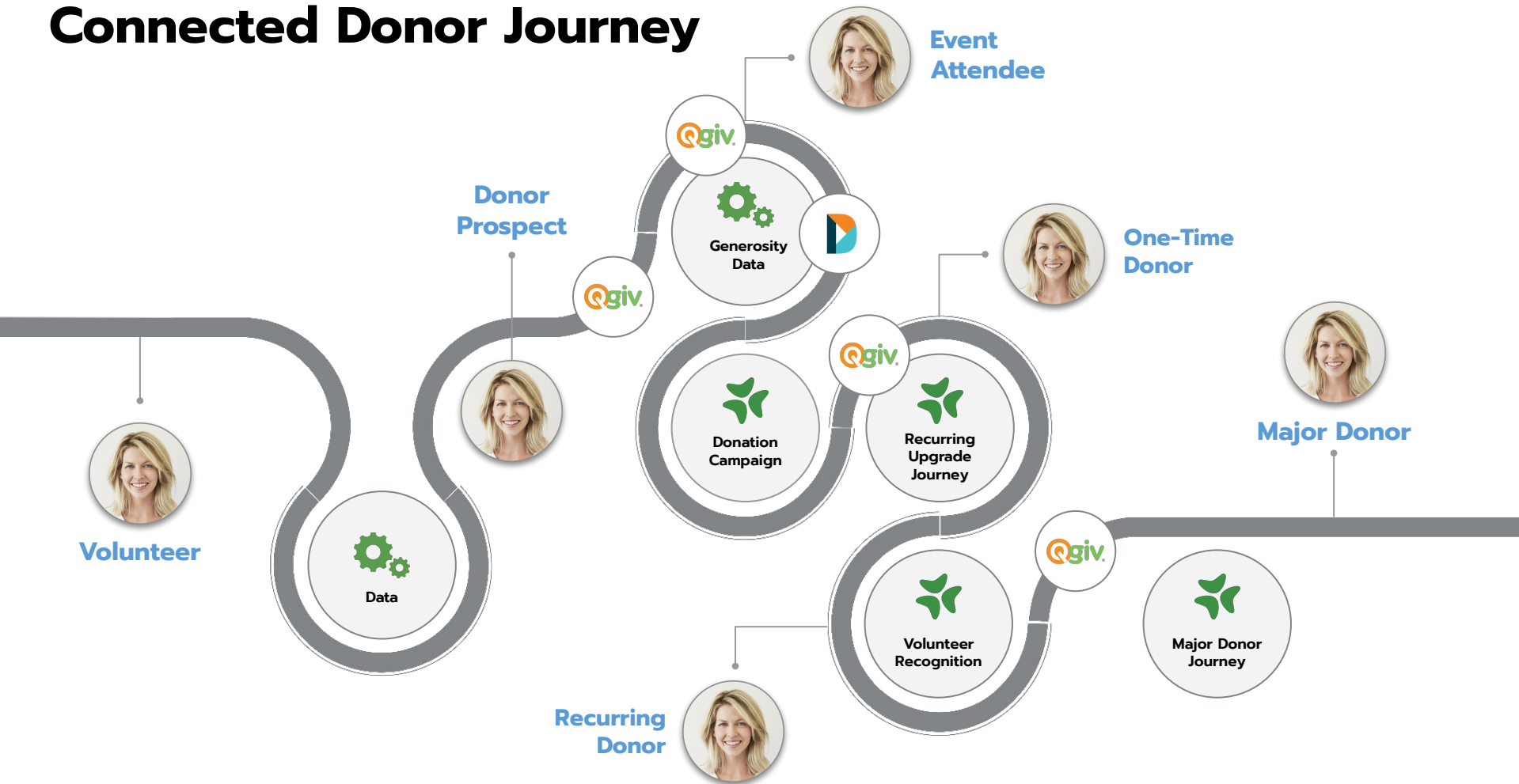
Put relationships at the heart of your fundraising.

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.

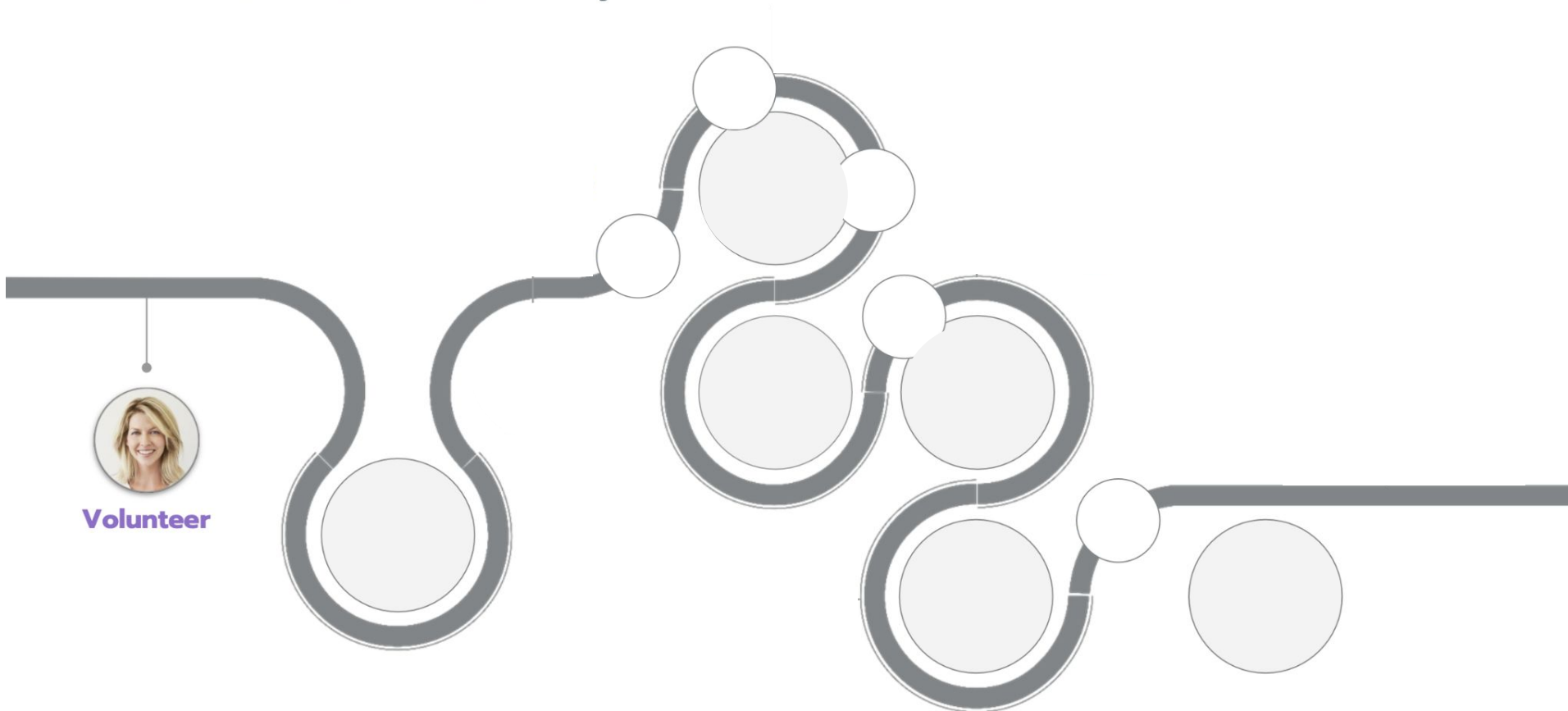
- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving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



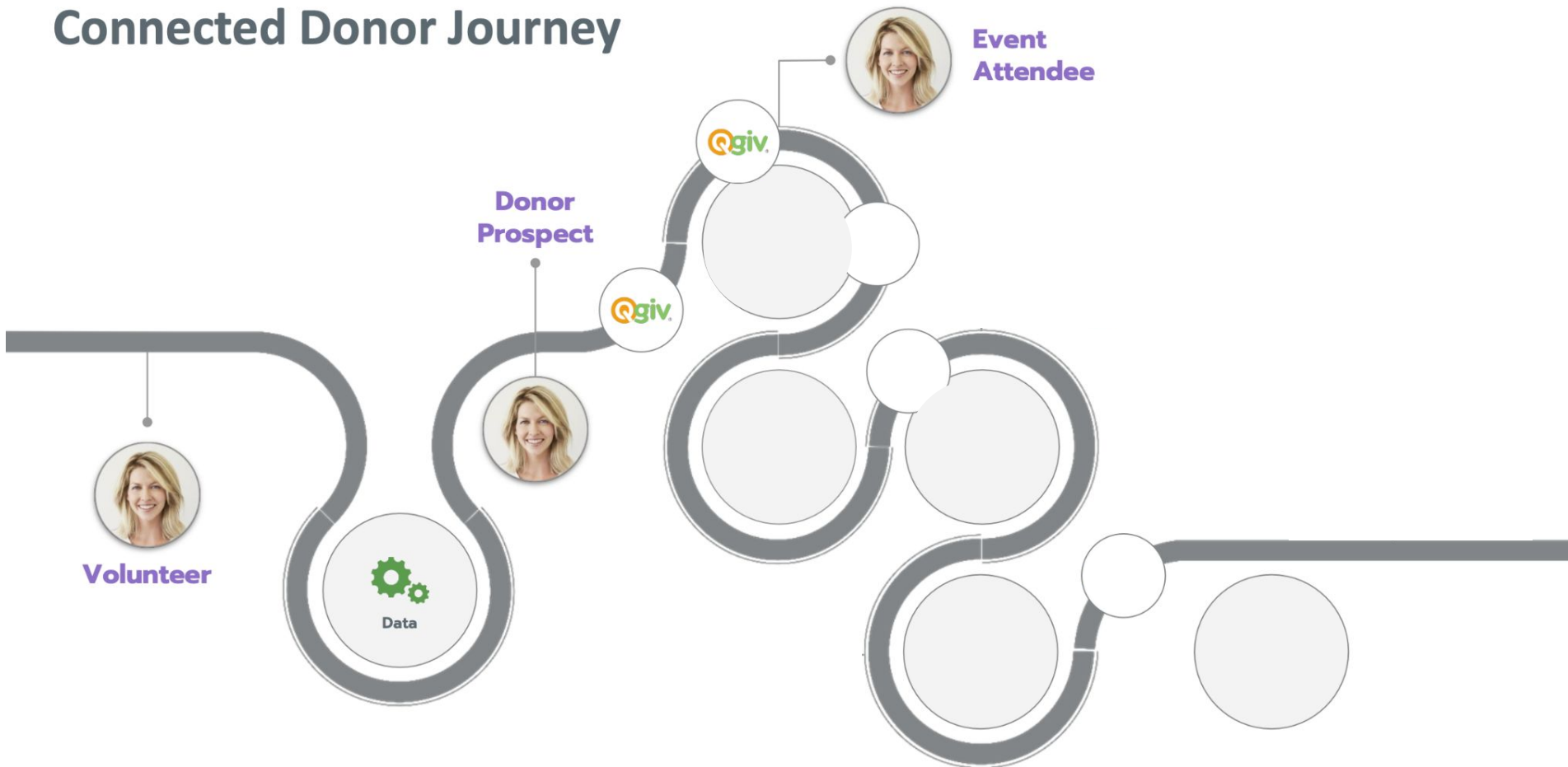
Connected Donor Journey



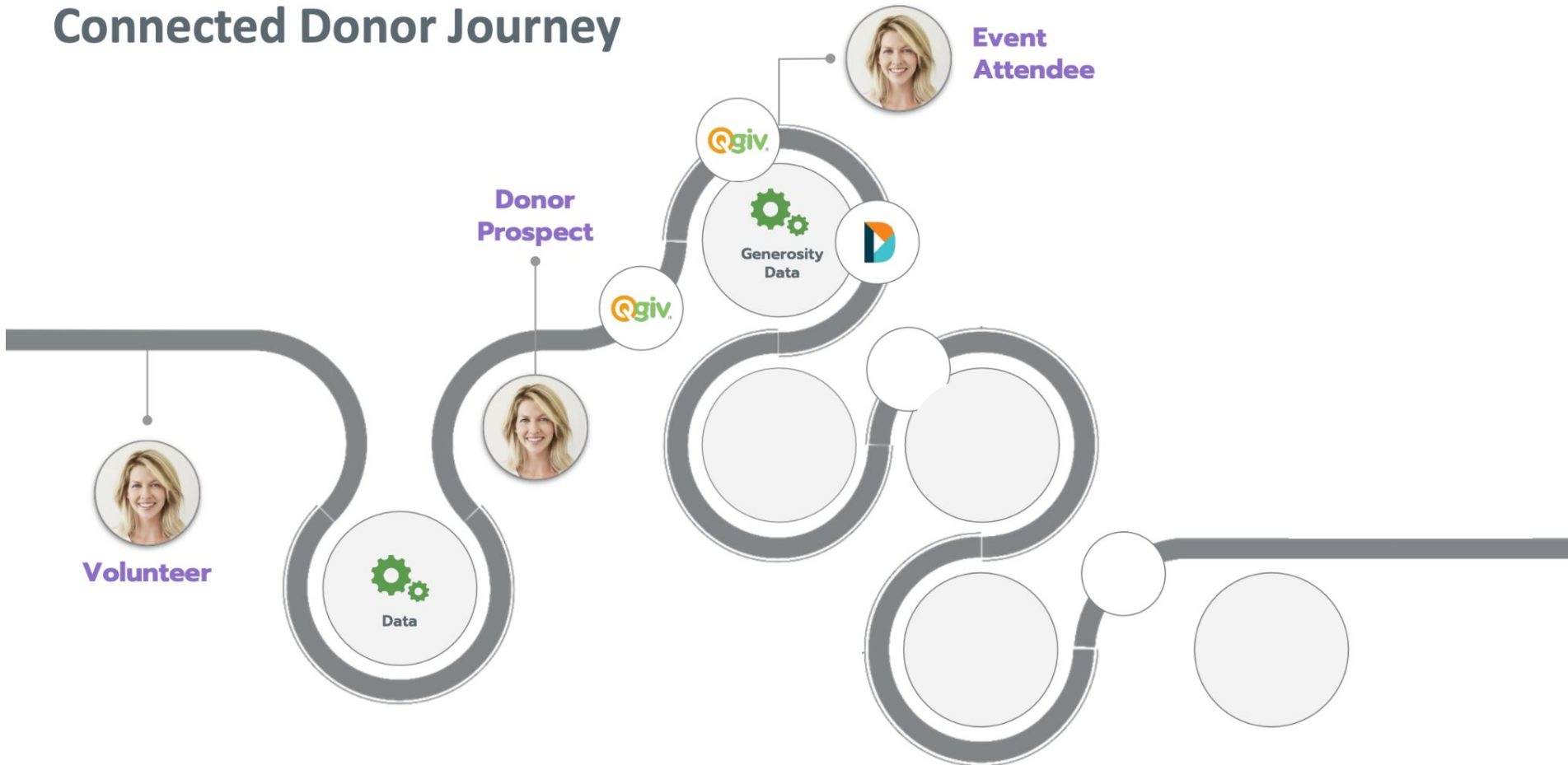
Connected Donor Journey



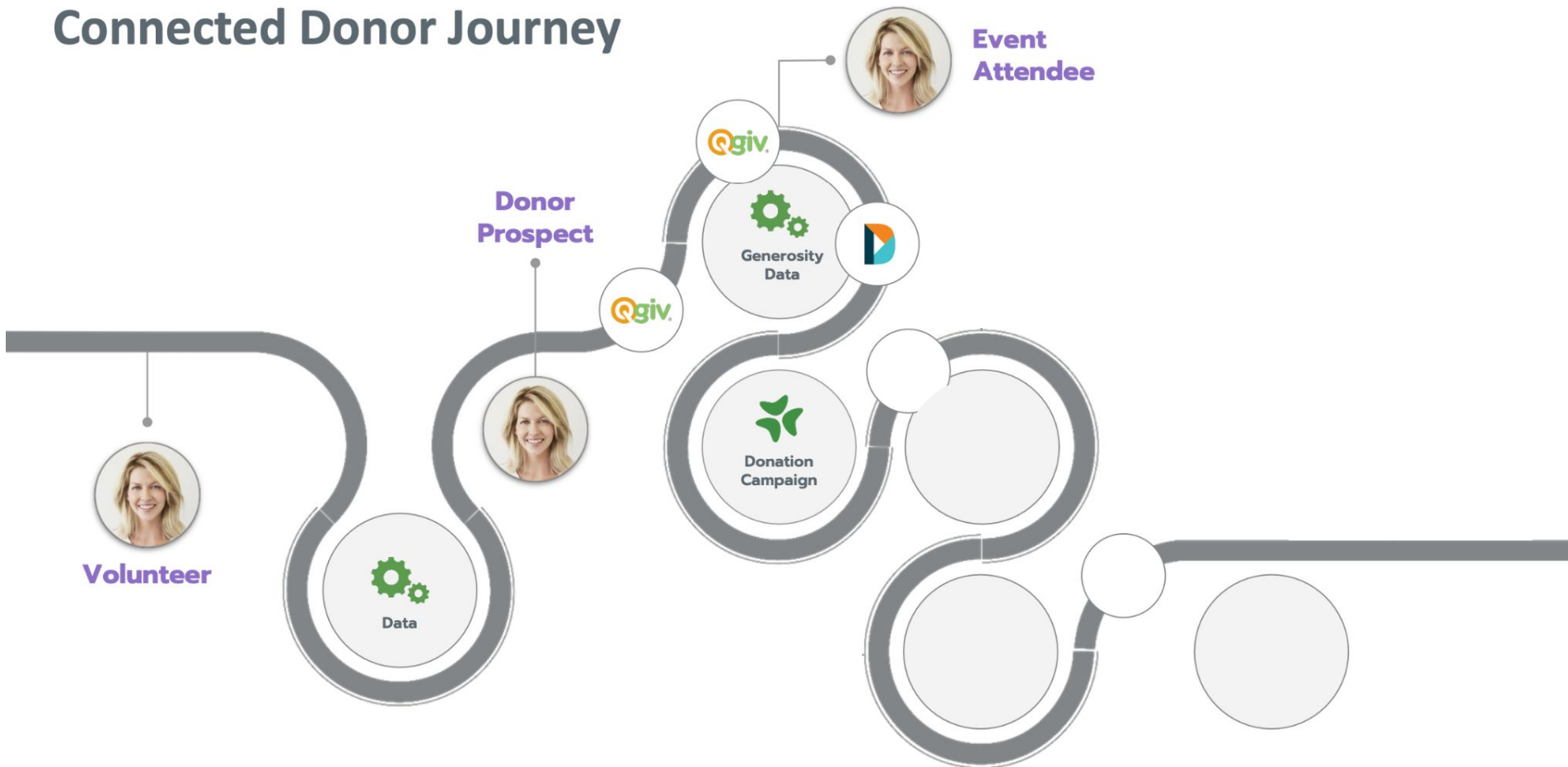
Connected Donor Journey



Connected Donor Journey



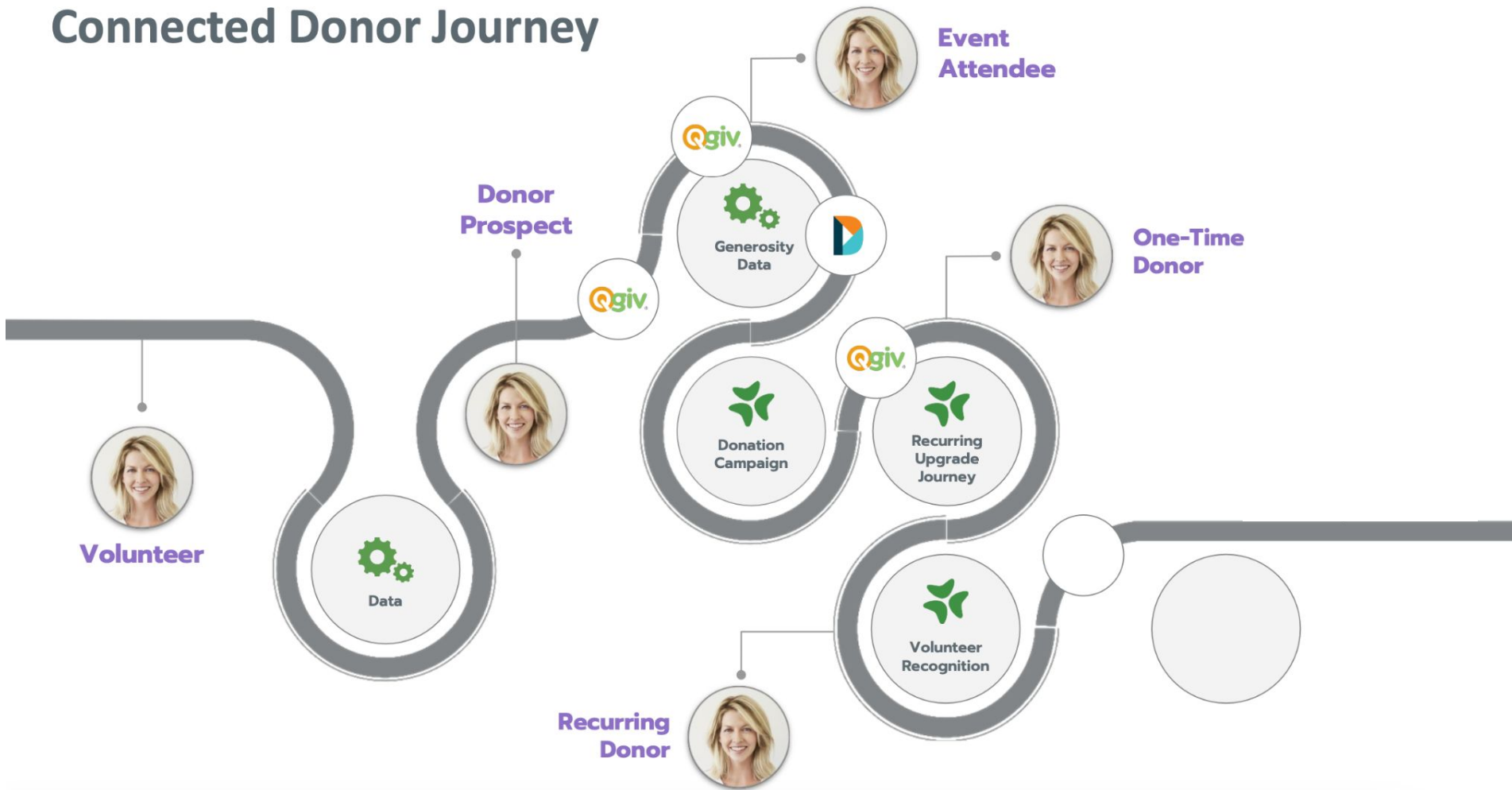
Connected Donor Journey



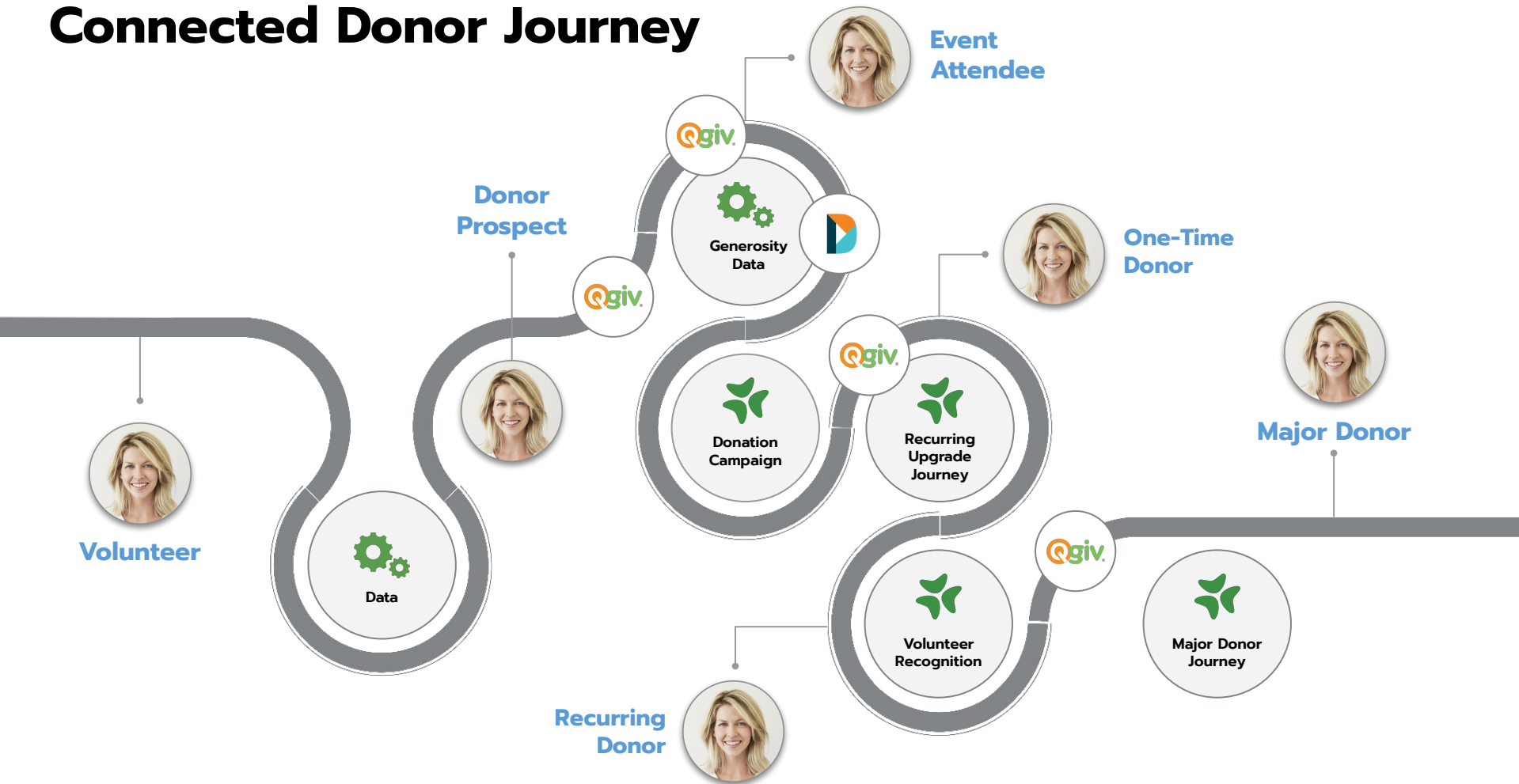
Connected Donor Journey



Connected Donor Journey



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

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

✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

✓ 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

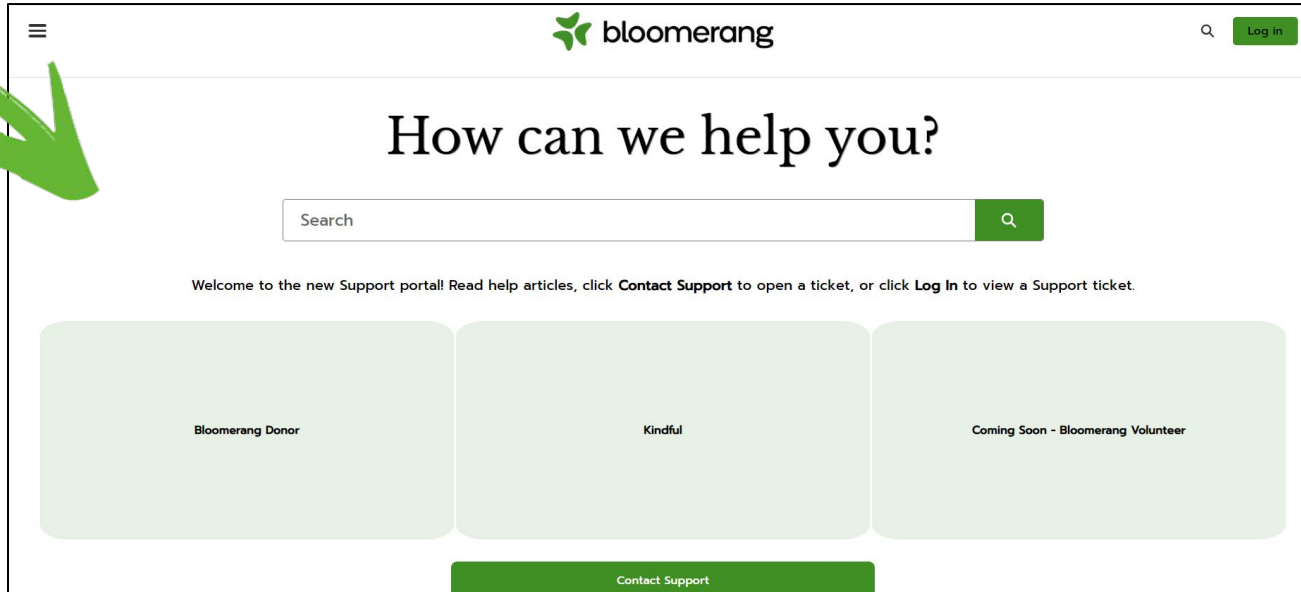
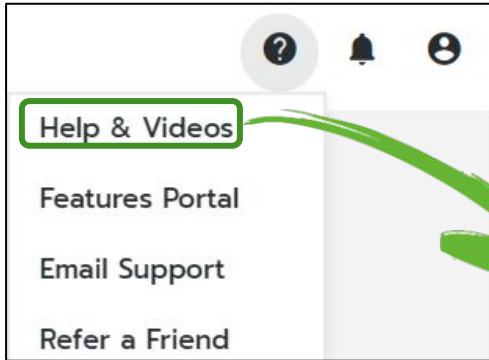










Poll

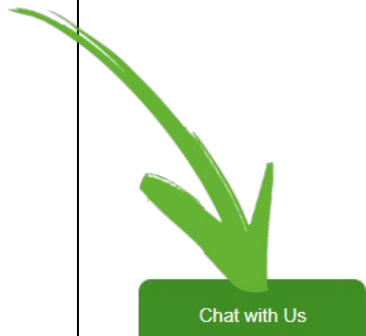


Resources

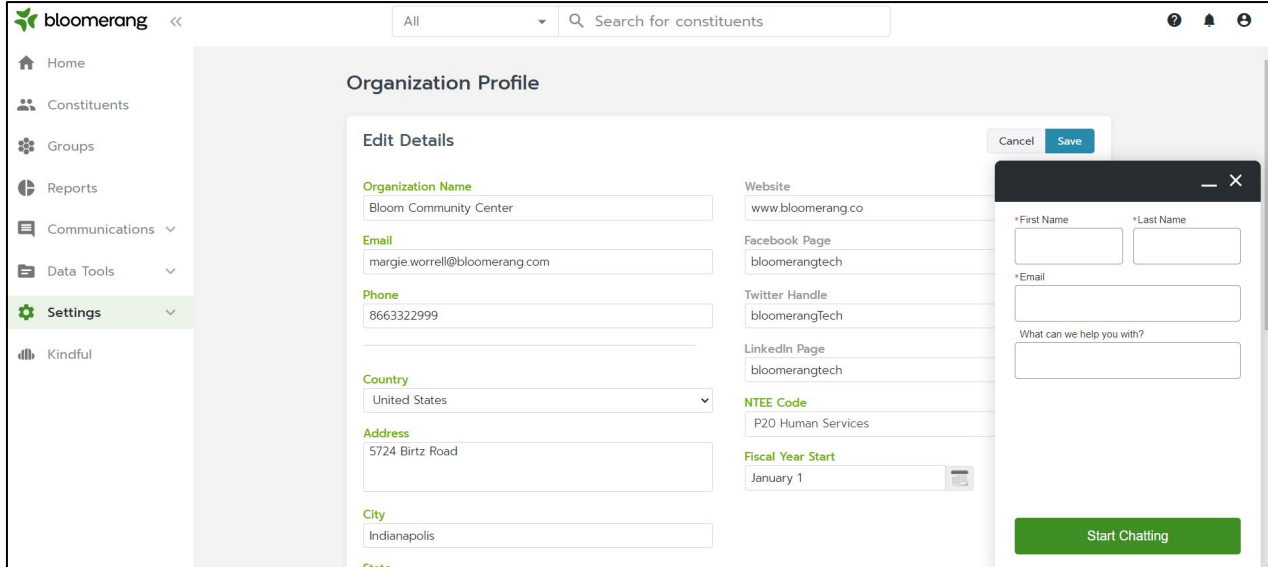
Bloomerang Knowledgebase and Support Portal



-  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](#)




Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

Thank you for attending!

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

Visit our website to see more upcoming
Bloomerang Academy webinars!

A smaller portion of a Monstera leaf, showing its green color and hole patterns, located in the bottom right corner of the slide.