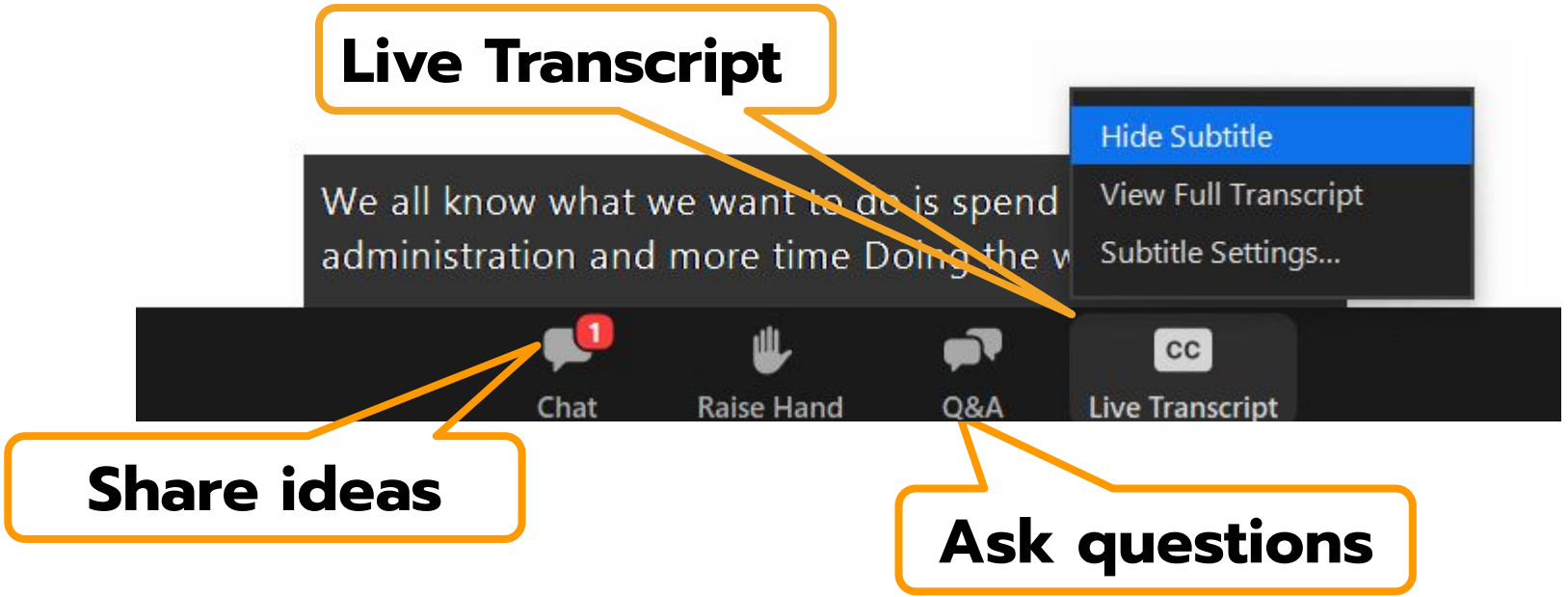
bloomerang

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



Housekeeping

bloomerang

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!

bloomerang

Poll

Tiara Stephan

Product Marketing Coordinator

- I've been with Qgiv for 2 ½ years!
- I love researching fundraising best practices and helping nonprofits level up their fundraising game.

Katie Gaston

Sr. Product Marketing Manager

Katie joined the Bloomerang Team after more than 13 years supporting the growth of various software organizations. She lives in Boise, Idaho with her two cats, two dogs, and loving husband. She is passionate about giving back and currently serves as a Warhawk Wing Girl for an organization celebrating veterans.

bloomerang

Tools to Enhance Your Auction Revenue

What will we cover today?

1. Qgiv's Auction Fundraising Tools
    a. What tools will engage your donors?
    b. How do you manage an onsite auction?
    c. What tools will help you recruit and manage sponsors?
    d. How 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

bloomerang

Common Auction Challenges

- Reaching registration and sponsorship goals
- Managing on-site logistics
- Engaging bidders and auctioning off all items
- Taking digital payments or recording cash or check transactions at your event
- Capturing donations during live paddle raise
- Securing payments at checkout and distributing items

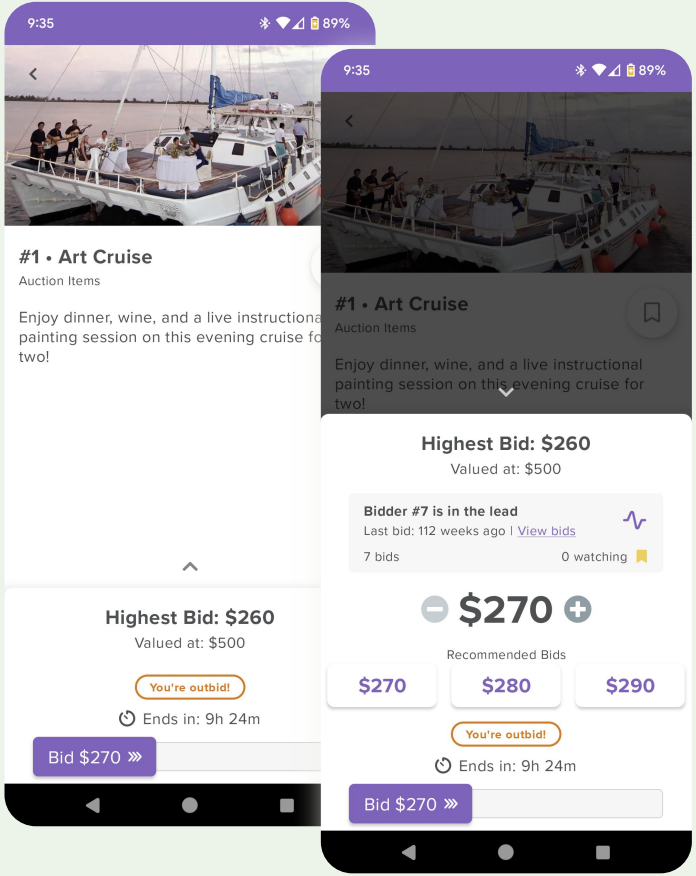
bloomerang

Bidder Engagement Tools

Outbid Notifications

Creating a competitive bidding environment is so important when trying to raise more money. Outbid notifications are a great way to keep distracted guests bidding!

- Automated alerts when their bid is no longer winning
- Multiple ways for bidders to receive notifications based on their preference (email, text, or in app)
- Can set a max bid to automatically increase a bid on an item



Video Tools

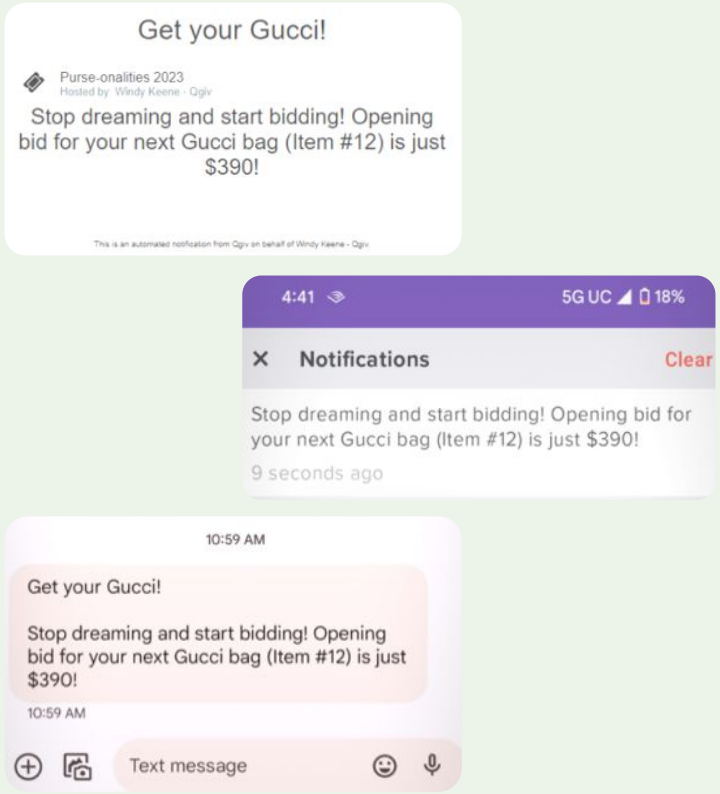
When highlighting a high-value auction item, you want to build an experience to encourage guest participation. Videos are the best way to build an experience both before and during your auction.

- Show videos on site to encourage bids
  - Especially helpful for a live auction portion
- Highlight vacations/trips, memorabilia, etc.
- Create a promotion strategy with your videos
  - Include in announcement emails
  - Post an “item of the day” on social

Messaging Tools

Communicating effectively with your guests will help you raise more money. You can use messaging tools before, during, and after your event!

- Use text, email, and social to spread the word about your event and drive registrations
- Keep guests engaged at your event
  - Alert guests to upcoming activities (live auction, paddle raise, etc.)
  - Encourage guests to participate in games
  - Highlight auction items that don't have any bids



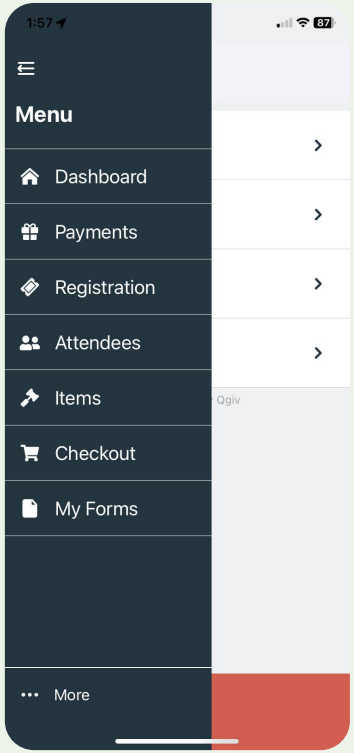
bloomerang

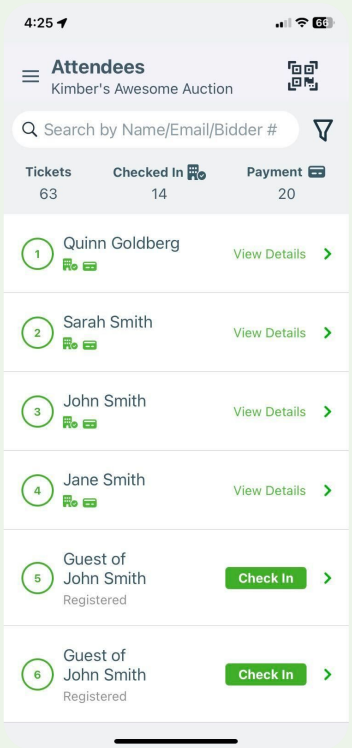
On-Site Tools

On-Site Management Tools

On-site management tools will make your event run very smoothly and help you with reconciliation.

- Multi-tool for all things
  - Point of sale
  - Last-minute registrations
  - Check-in/checkout
  - Bid management
  - Record offline transactions
- Multiple versions
  - Laptop: check-in/checkout and general management
  - Mobile app: working the line, managing games and purchases
- Easily find guests and record offline transactions

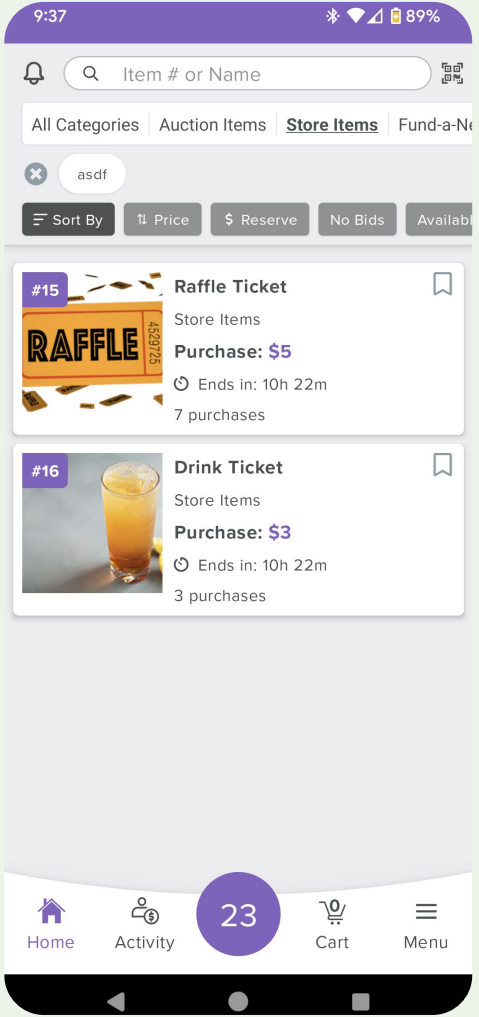




Auction Store

A store is a great way to sell revenue-enhancing items at your event and have it added to your guests' tabs!

- Merchandise such as t-shirts
- Engagement games
  - Raffles or chance drawings
  - Wine pulls
  - Gift card wall
  - Games of chance
  - Heads or tails
- Event specific items
  - Drinks, food, etc.

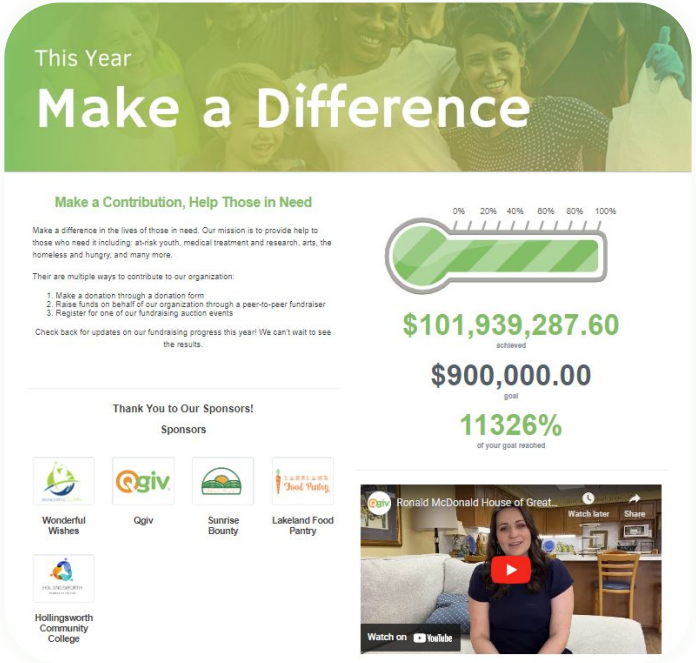


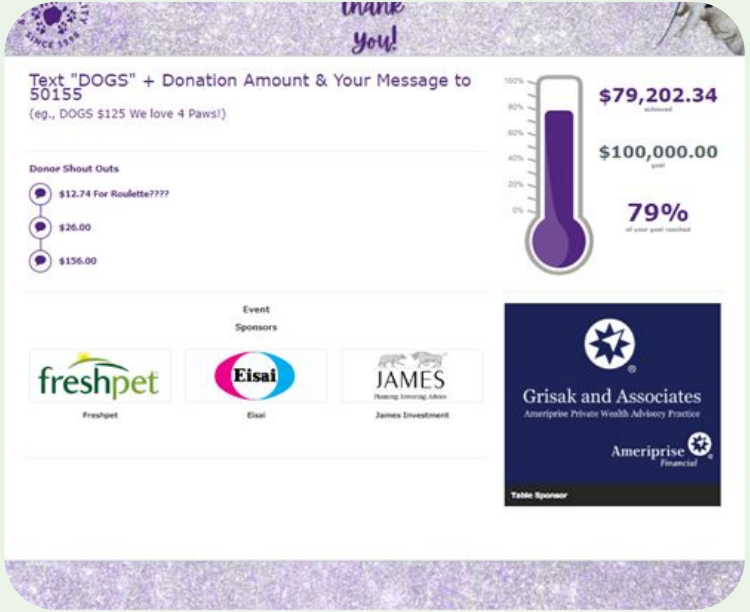
Text Fundraising

Text fundraising is a great way to encourage participation from all guests—including those that are participating virtually!

- Pull up your keyword on a live screencast with a fundraising thermometer to encourage pledges and donations.
- Use fund-a-need items with a live screencast so guests can visualize your goal.

Live Screencast





bloomerang

Sponsorship Tools

bloomerang

Sponsorship Packet

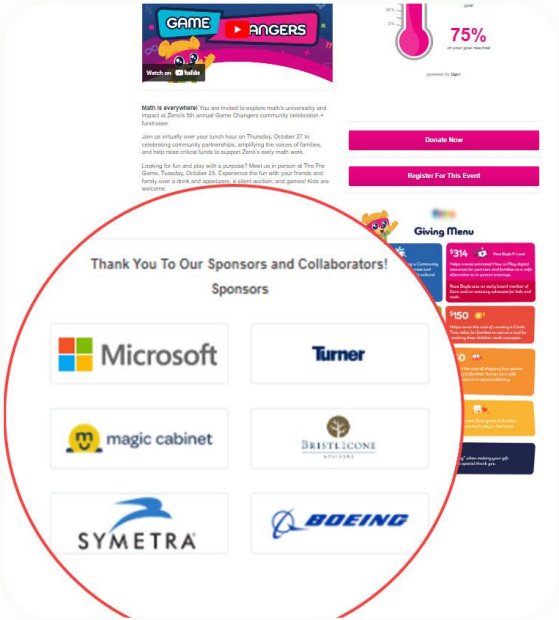
Your sponsorship packet is the best way to describe the benefits of your event to potential sponsors. To create the best packet possible, you want to include the following:

- Information about your organization
- Your mission, event details, fundraising goal, and the audience
- A response deadline and contact information
- Sponsorship levels with associated benefits
- An easy way to purchase the sponsorship
    - Create a form to sign up online

Sponsors on Event Pages

Dedicated sponsor page

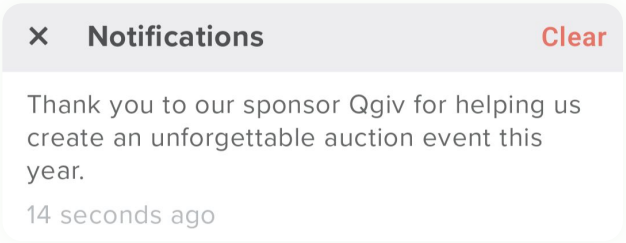
Add sponsor gallery



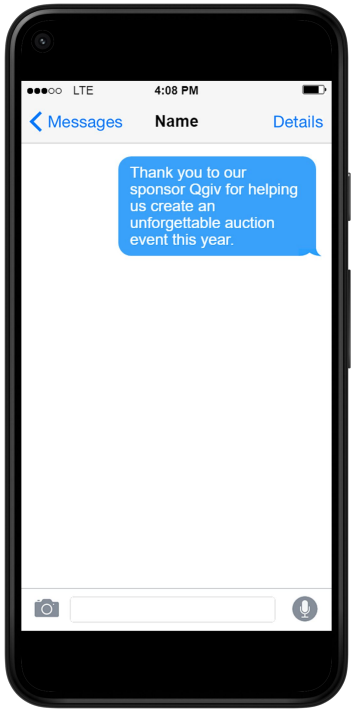
Add sponsor slideshow

Sponsor Callouts

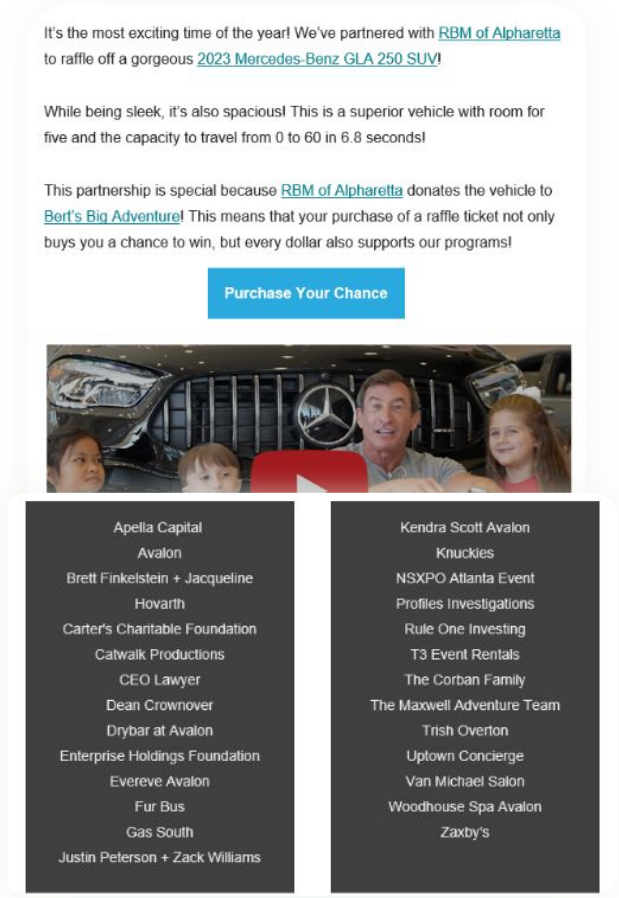
Push notifications



Text message

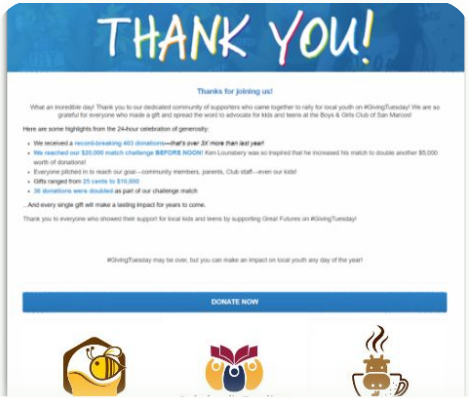


Email



Sponsor Placements

Registrant thank-you email and receipts



Bee's Organics PET SHAMPOO

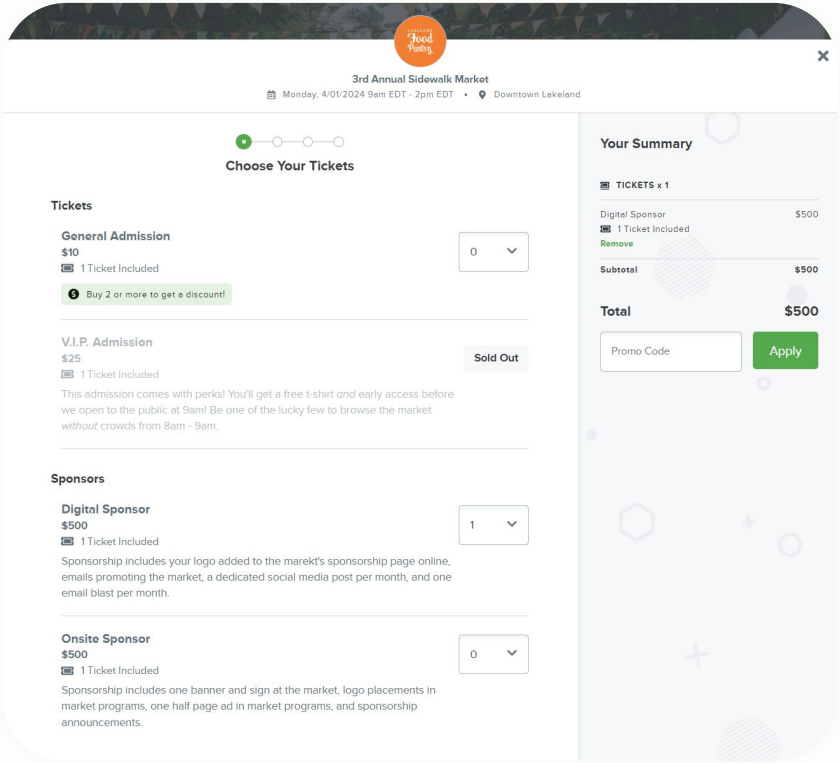
Lakeland's Reading Center

COW LICK CAFÉ COFFEE & PASTRIES

Thank you on social media

Make Purchasing Sponsorships Easy

- Offer multiple ways to pay
  - Cash, check, credit card, ACH
- Create a sponsorship section on your registration form for online purchases
  - Reiterate benefits for each sponsorship level on your form
  - Optimize your form for all devices
  - Use a distraction-free form to keep sponsors focused on completing their purchase
- Accept payments in person (virtual terminal)
- Add cash or check purchases to your CRM



bloomerang + Qgiv

Put relationships at the heart of your fundraising.

The combined Bloomerang + Qgiv solution brings together the best of fundraising, volunteer, and donor relationship management to create a unified giving platform. Connect with your donor community to raise more donations, time, and 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.

Learn More

Are you a Qgiv customer?

Email us at support@qgiv.com

Interested in using Qgiv?

Request a demo through qgiv.com/demo-request

Have questions about best practices?

Visit qgiv.com/blog

bloomerang

Questions & Poll

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

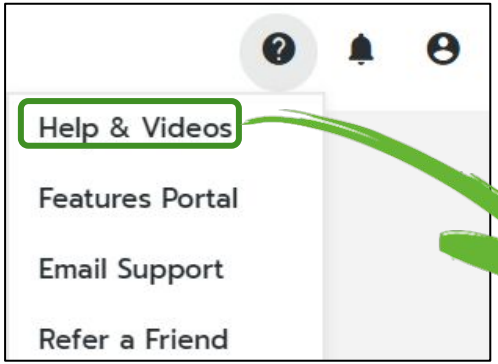
$259/MO OR $687/QTR Save $90

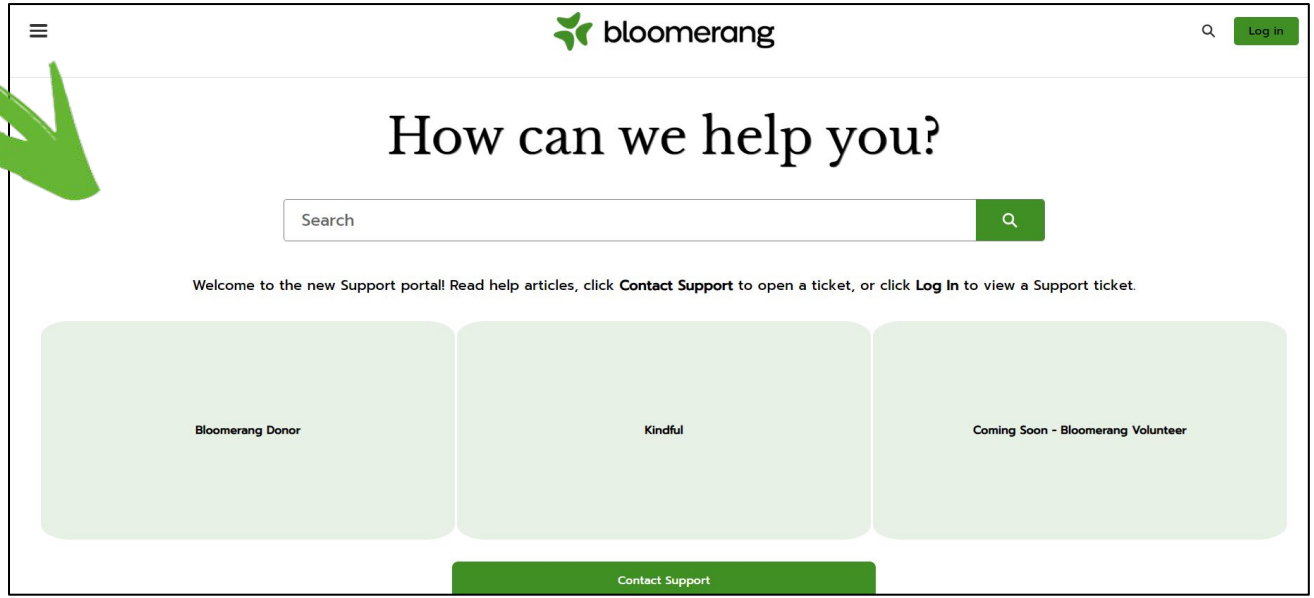
✓PROCESSING FEE:
- 3.95% (Qgiv + Merchant)
- $0.30 per transaction
- Add 1% for American Express

✓ECHECK FEE:
- 1.95% (Qgiv + Merchant)
- $0.95 per transaction

Resources

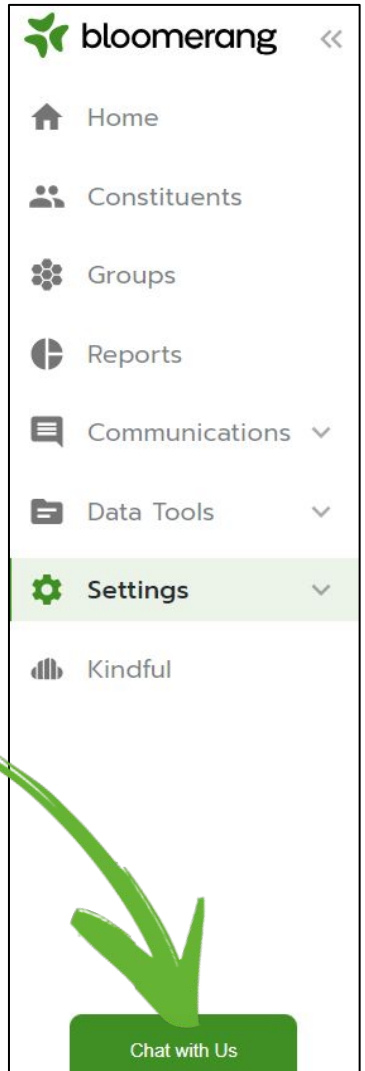
Bloomerang Knowledgebase and Support Portal

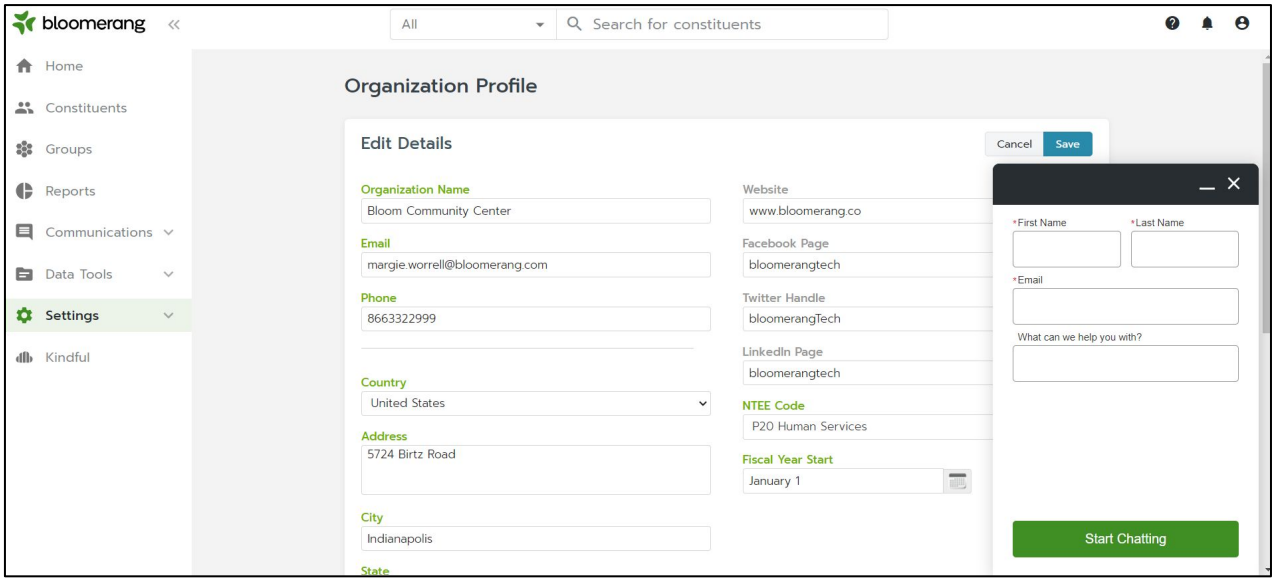




bloomerang

Live Chat has a new look and a new location!





Resources

Qgiv Basics

Online Giving webpage for Bloomerang

Bloomerang + Qgiv

Bloomerang Acquires Qgiv To Deliver The Sector's First Giving Platform

bloomerang

Thank you for attending!

And thank you for all you do in your communities!

Visit our website to see more upcoming Bloomerang Academy webinars!