

Empowering YMCAs: Efficient, Affordable, Sustainable Fundraising

August 7, 2024



Agenda

- Welcome!
- Introductions
- What We Are Hearing
- Transform Your Fundraising Strategy with Bloomerang's YMCA Fundraising Foundations Bundle
- Customer Story
- Q&A



INTRODUCTIONS

Hal Morley

Bloomerang National Account Manager
YMCA



INTRODUCTIONS

Karen Lewis

Sr. Manager, Account Management
Bloomerang



THE PERFECT PAIRING BLOOMERANG + YMCA

Matt Luxenberg

Bloomerang: **Sr. Account Executive**
Former YMCA: **Asst. Youth Programming
Director and Leaders Club Advisor**



YMCA & what we are hearing



- Since COVID - Many Y's are trying to rebuild (staff, donors, process)
- Better steward your current donors to increase giving and create a more sustainable fundraising strategy .
- Looking to modernize your online giving experience to increase conversion rates and donations received.
- Need ease of use and efficient workflows due to the daily demands Y organizations face
- Conscious about spending and need an affordable solution that drives results

BLOOMERANG'S YMCA Foundations Bundle

Your pathway to consistent and scalable fundraising



- **Giving+:** Create exceptional giving experiences and exceed your fundraising goals with donation forms, events, and texting tools.
- **DonorSearch Batch Screen:** Enhance and segment your current donor database to increase general donations and uncover and unlock major gift potential.
- **Customized Training:** Our tailored coaching will have you fundraising with greater confidence in no time.

Bloomerang Giving Platform

Power a high-performance donor relationship strategy



Identify potential donors who may be ready to support your cause.

Bloomerang Donor Predictive Giving Insights

Create a list that shows you precisely who to focus on—at no additional cost.

DonorSearch Prospecting Suite

Grow your donor base by mining for new prospects you've not yet connected with.

Confirm prospects are ready (engaged), willing (generous) and able (wealthy) to give with data.

DonorSearch Batch Screen Integration

Fuel your one-to-many campaigns with high-potential prospects.

DonorSearch Batch Screen will analyze and add generosity and wealth indicators to every donor record in your database.

Build and strengthen the relationship between organization and donor.

Bloomerang Donor Segment & Communicate

Create engagement strategies and tailored communications for specific audiences so you can send the right message to the right audience.

Secure gifts by asking a cultivated donor for their financial support.

Bloomerang Fundraising Online Fundraising Tools

Raise more funds by creating a seamless fundraising experience and expand your fundraising reach

DonorSearch ProspectView Research Tool

Prepare for one-to-one conversations and increase the likelihood of securing gifts at the right level by understanding their interests, values, and giving capacity.

Maintain and strengthen relationships through ongoing appreciation and communication.

Bloomerang Donor Ongoing Communication

Use Bloomerang Donor engagement tools to acknowledge donors and keep them updated on your organizations' impact.

YMCA FOUNDATIONS BUNDLE

How these tools help elevate fundraising



Online Giving: Bloomerang + Qgiv

- One time conversion rates improve by 1.5X
- Once time transaction amounts increase 14%
- Recurring conversion rates improve by 3X

DonorSearch Batch Screen (May 2024)

- Number of donors making \$1000+ gifts went up 77.6% in the 3 months after a Batch Screen was purchased
- Number of transactions \$1000+ went up 55.8% in the 3 months after a Batch Screen was purchased

BLOOMERANG + QGIV

Create a seamless online fundraising experience



Let's take a look...

BLOOMERANG + DONORSEARCH

Generosity is the heart of fundraising

Just because someone is wealthy didn't mean they're generous. Bloomerang is driven by the belief that generosity is the key to advancing every mission. That's why we partner with DonorSearch to provide tools that help nonprofits to find donors who are ready, willing and able to give generously.

Charitable Gift Records

162M

Largest charitable giving
database in the world

Accuracy Rate

70-80%

Have confidence in your
data and major gift
fundraising

Number of Lookups

Unlimited

iWave and Wealth Engine
use search options that
are not unlimited

RAISE MORE

What is a batch screen?


We will bring DonorSearch data into Bloomerang.

Six new custom fields are created to better identify giving outside of Bloomerang.

These custom fields are reportable and can be updated individually.

Name/State is the only screening requirement.







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🏠 The Loves
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Work (866) 332-2999



Summary Profile Timeline Relationships

 **Generosity Details** [Update](#) [Back](#) [View in DonorSearch](#)

Largest Charitable Gift \$5,000 - \$9,999	Profile Accuracy High
Wealth Capacity Unable to Rate	Annual Fund Likelihood Above Average
Has Business Affiliation Yes	Major Gift Likelihood Average
Constituents Screened Jay Love, Christie Love	

RAISE MORE

Batch screen reporting.

This is just one of many reports we can run to uncover potential in your database.

Currently you only have the ability to look at this data 1-to-1.

Save time and help focus your efforts on specific groups with specific ask amounts.

Segment based on gift size, engagement, previous giving, etc.

Provides a way to encourage recurring giving.



Largest Gift to Any Nonprofit + Sum of Gifts to Your Nonprofit

Name	Largest Charit...	Sum of Amoun...	Primary Street
Ray Gillette	\$9,797 - \$13,759	\$150.00	2827 Ipsum Ave
Horizon	\$9,785 - \$11,845	\$4,800.00	4145 Et Road
Alfred Pennyworth	\$9,752 - \$12,484	\$750.00	Wayne Manor
Roger Kint	\$9,731 - \$11,183		
Daily Bugle	\$9,670 - \$11,709	\$1,400.00	P.O. Box 804, 2409 Diam Avenue
Okay Dental	\$9,597 - \$18,290	\$15.00	7473 Elit, Rd.
Dana Scully M.D.	\$9,560 - \$18,529		
Edward Nygma	\$9,555 - \$10,604	\$120.00	Ap #828-1020 Fames Road
Lindsay Bluth Fuenke	\$9,539 - \$18,691	\$1,500.00	5 Sudden Valley Lane

Customized Training

Complement your Bloomerang and fundraising knowledge with personal guidance.

(2) 1:1 Sessions with a Database Consultant

- Prospecting and Outreach
 - Goal: To set up and review current efforts of tracking additional data using custom fields, online forms, reports, and timeline entries.
- Moves Management & Grant Tracking
 - Goal: To set up and review current efforts of tracking additional data using custom fields, online forms, reports, and timeline entries.

(1) Batch Screen Best Practices Recording

- Recorded training
 - Goal: A foundational training of batch screen best practices to get you up and running with speed



Q&A



Next Steps

Option 1:

- I want to speak to Hal about the YMCA Foundations Bundle!

Option 2:

- This is great but it's not the right time - Send me some information and let's chat later this summer



Poll





Thank you