

Agenda

- Welcome!
- Introductions
- Why Giving Season matters
- Maximize impact during the busiest season of the year
- Elevating your fundraising
- Q&A



INTRODUCTIONS

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Bloomerang National Account Manager
Humane Society



INTRODUCTIONS

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Bloomerang



Humane Society & Giving Season



Why Giving Season Matters for Humane Societies:

- **Major Donation Boost:** A significant portion of annual funds is raised.
- **Supports Operations:** Funds critical programs like rescue, medical care, and adoptions.
- **Tax Benefits:** Donors are motivated by year-end tax deductions.
- **Builds Donor Relationships:** Great opportunity to engage new and recurring supporters.
- **Raises Awareness:** Amplifies the need for animal welfare and protection.

MAXIMIZE THIS GIVING SEASON

Empower your supporters to be the heroes for animals, while ensuring your organization reaches its year-end goals.



- **Giving*:** Create exceptional giving experiences and exceed your fundraising goals with donation forms, events, texting tools.
- **DonorSearch Batch Screen:** Enhance and segment your current donor database to increase general donations and uncover and unlock major gift potential.
- **DonorSearch Prospecting Suite:** Prospect and identify new key donors and business partners outside of your current database that align with your mission and are empathetic to your cause.

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.

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



DONORSEARCH PROSPECTING SUITE
Let's take a look...

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.







Jay Barclay Love
🏠 The Loves
#3 test•bigjay@bloomerang.co

Address
842-1783 Purus Rd.
Port St. Lucie, IN 58194

Phone
Work (866) 332-2999



Summary Profile Timeline Relationships

 **Generosity Details** Update Back View in DonorSearch

Largest Charitable Gift
\$5,000 - \$9,999

Wealth Capacity
Unable to Rate

Has Business Affiliation
Yes

Constituents Screened
Jay Love, Christie Love

Profile Accuracy
High

Annual Fund Likelihood
Above Average

Major Gift Likelihood
Average

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

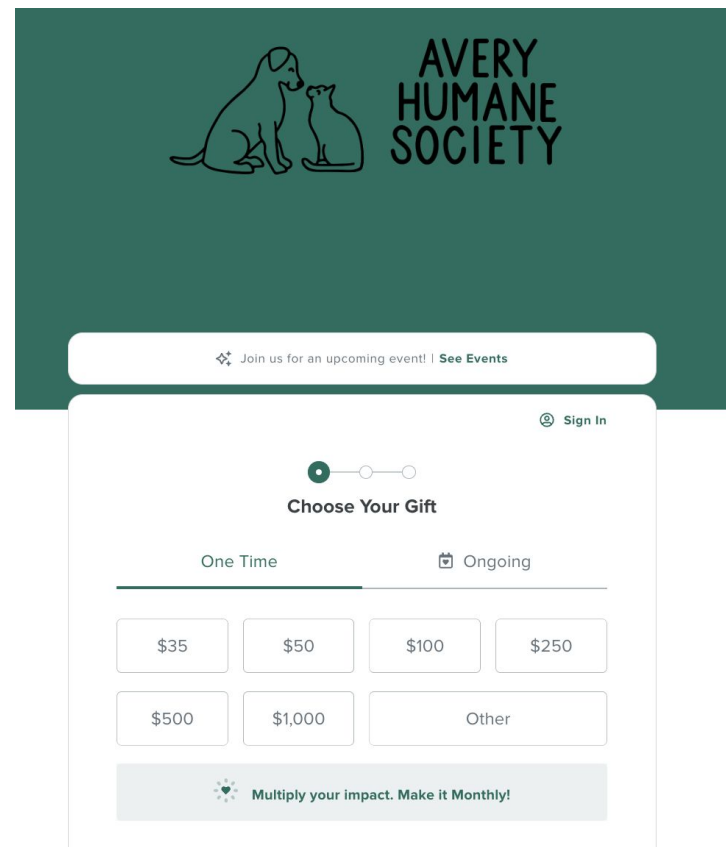
Name	Largest Charit...	Sum of Amoun...	Primary Street
Ray Gillette	\$9,797 - \$13,759	\$150.00	2827 Ipsum Ave
Horizon	\$9,785 - \$11,845	\$4,800.00	4145 Et Road
Alfred Pennyworth	\$9,752 - \$12,484	\$750.00	Wayne Manor
Roger Kint	\$9,731 - \$11,183		
Daily Bugle	\$9,670 - \$11,709	\$1,400.00	P.O. Box 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

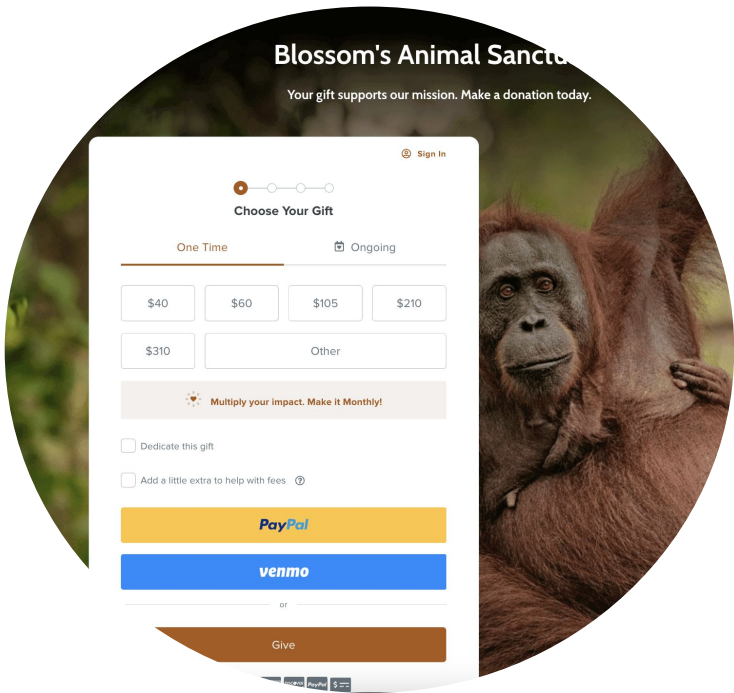
BLOOMERANG + QGIV

Giving+

Raise more money and improve fundraising outcomes, with a modern giving platform that puts relationships at the heart of fundraising.

- Attract new donors
- Increase donor conversion rate
- Foster long-term support through monthly giving programs





GIVING+

Let's take a look...

A COMPELLING MESSAGE OF HOPE

Empower you donors to be the hero

Segmented messages with suggested donation amounts tied to impact are powerful because they:

- **Clarify Impact:** Donors see exactly how their money helps.
- **Encourage Generosity:** Suggested amounts often lead to larger donations.
- **Build Trust:** Transparency increases donor confidence.
- **Simplify Giving:** Clear options make donating easier and faster.
- **Confidently Ask:** Segment based on giving capacity to feel confident you are making the right ask to the right donors.

This approach transforms giving into a tangible action where donors can be the hero.

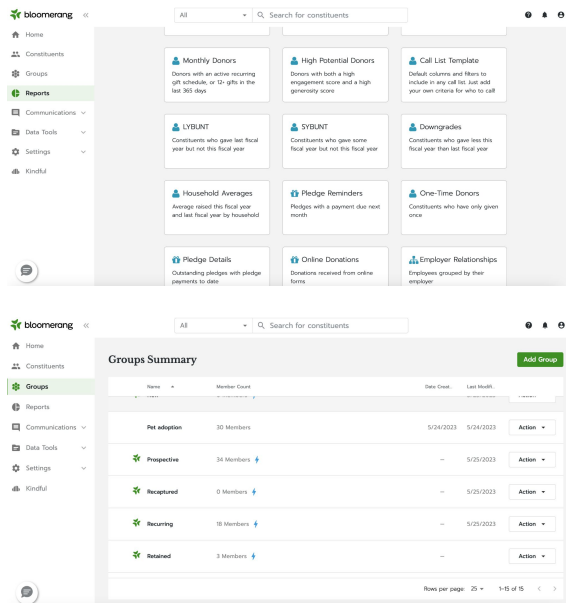


Amount	Frequency	Impact
\$10	per month	Can fund a microchip to help reunite an animal with its family.
\$20	per month	Can fund vaccines for a shelter puppy to promote a healthy start to life.
\$50	per month	Can fund one neuter surgery for a cat to reduce the overwhelming cat population.
\$100	per month	Can help fund the adoption fee for a special needs or senior animal.
\$300	per month	Can fund one emergency x-ray at an outside clinic.



ENHANCE YOUR EVERYDAY WORKFLOW

Streamline tasks and boost productivity this giving season



Monthly Donors
Donors with an active recurring gift schedule or 12 gifts in the last 365 days

High Potential Donors
Donors with both a high engagement score and a high generosity score

Call List Template
Default columns and filters to include in any call list. Just add your own criteria for who to call

LYBLUNT
Constituents who gave last fiscal year but not this fiscal year

SYBLUNT
Constituents who gave some fiscal year but not this fiscal year

Downgrades
Constituents who gave less this fiscal year than last fiscal year

Household Averages
Average raised this fiscal year and last fiscal year by household

Pledge Reminders
Pledges with a payment due next month

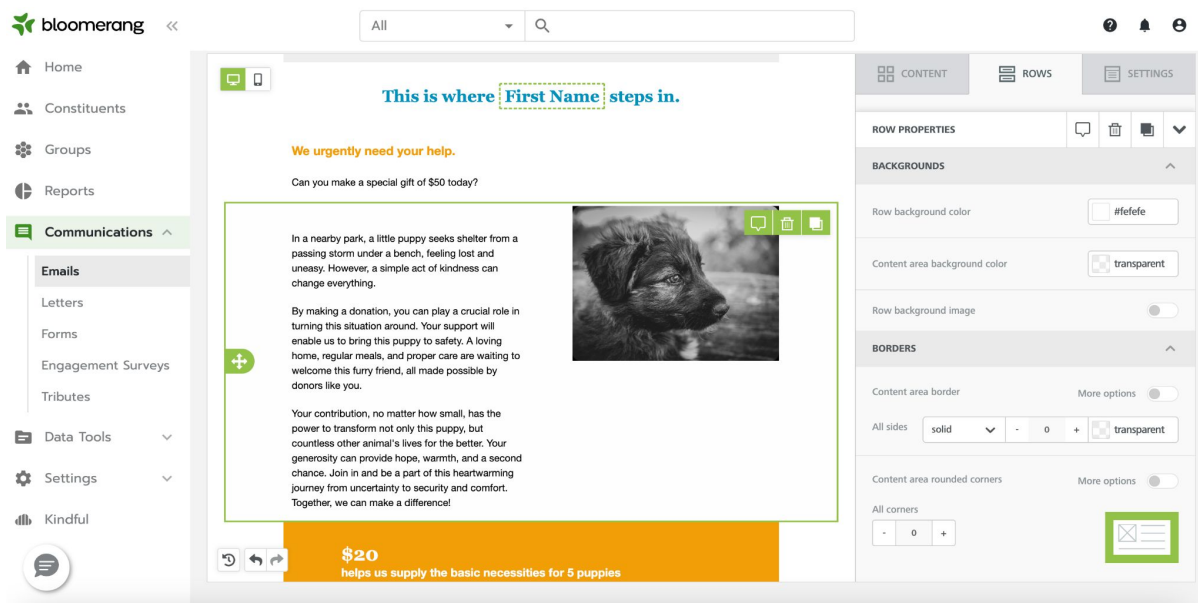
One-Time Donors
Constituents who have only given once

Pledge Details
Outstanding pledges with pledge payments to date

Online Donations
Donations received from online forms

Employer Relationships
Employees grouped by their employer

Name	Member Count	Date Created	Last Month	Action
Pet adoption	30 Members	5/24/2023	5/24/2023	Action
Prospective	34 Members	-	5/25/2023	Action
Recaptured	0 Members	-	5/25/2023	Action
Recurring	18 Members	-	5/25/2023	Action
Retained	3 Members	-	-	Action



Home
Constituents
Groups
Reports
Communications
Emails
Letters
Forms
Engagement Surveys
Tributes
Data Tools
Settings
Kindful

Subject: This is where **First Name** steps in.

Text: We urgently need your help. Can you make a special gift of \$50 today?

Image: A black and white photo of a small, fluffy puppy.

Text: In a nearby park, a little puppy seeks shelter from a passing storm under a bench, feeling lost and uneasy. However, a simple act of kindness can change everything.

Text: By making a donation, you can play a crucial role in turning this situation around. Your support will enable us to bring this puppy to safety. A loving home, regular meals, and proper care are waiting to welcome this furry friend, all made possible by donors like you.

Text: Your contribution, no matter how small, has the power to transform not only this puppy, but countless other animal's lives for the better. Your generosity can provide hope, warmth, and a second chance. Join in and be a part of this heartwarming journey from uncertainty to security and comfort. Together, we can make a difference!

Call to Action: \$20 helps us supply the basic necessities for 5 puppies

Settings: CONTENT, ROWS, SETTINGS

ROW PROPERTIES: #fefefe

BACKGROUNDS: transparent

BORDERS: solid, 0, transparent

CORNERS: rounded corners, All corners: 0

WHY INVEST IN THIS GIVING SEASON

How these tools help elevate fundraising



Online Giving: Bloomerang + Qgiv

- One time conversion rates improve by 1.5X
- One 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

DonorSearch Prospecting Suite (May 2024)

- Number of donors making \$1000+ gifts went up 8.8% in the 6 months after Prospecting Suite was purchased

Q& A



Next Steps

Would you like a personalized assessment of your year-end fundraising strategy?

- Yes
- No

What area of year-end giving are you most interested in?

- Creating exceptional giving experiences
- Segmenting our current donor database
- Identifying new key donors and business partners
- All of the above!



Poll





Thank you