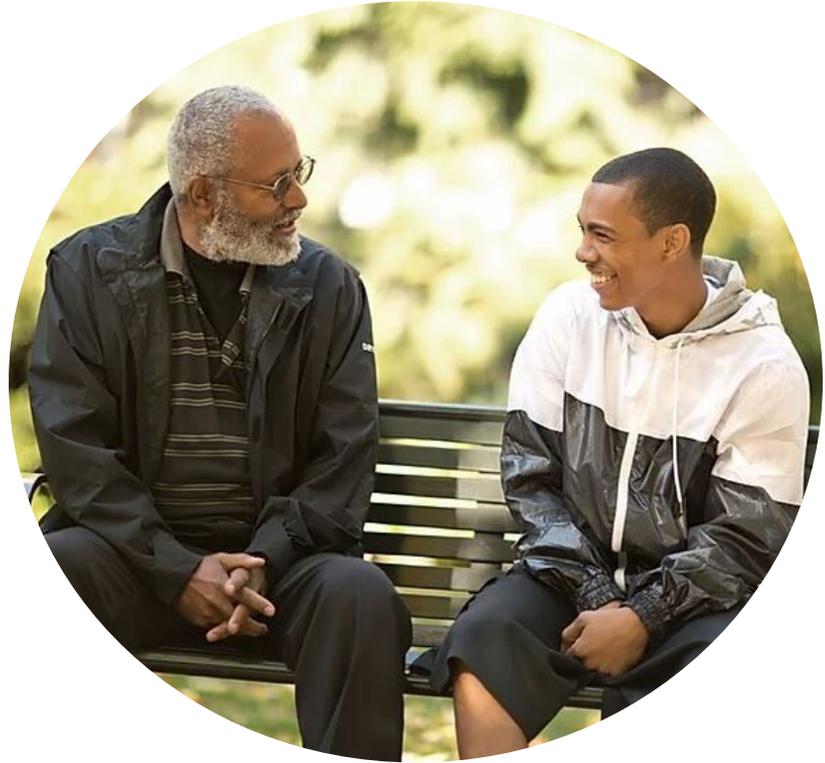


Empowering CASAs for Sustainable Fundraising

July 24, 2024



Agenda

- Welcome!
- Introductions
- What We Are Hearing
- Transform Your Fundraising Strategy with Bloomerang's CASA 2.0 bundle
- Q&A



INTRODUCTIONS

Quenton Brodnack

Bloomerang National Account Manager
CASA



INTRODUCTIONS

Karen Lewis

Sr. Manager, Account Management
Bloomerang



CASA & what we are hearing

- Fundraising operating costs year to year, makes consistent and reliable fundraising a top priority
- Need to identify donors that align with your mission and are empathetic to your cause and will lead to new and recurring Donorship
- A way to frictionless way streamline fundraising and maximize opportunity



BLOOMERANG'S CASA 2.0 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 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.
- **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.

WHY CASA 2.0

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 Prospecting Suite (May 2024)

- Number of donors making \$1000+ gifts went up 8.8% in the 6 months after Prospecting Suite was purchased
- Number of transactions \$1000+ went up 8.6% in 6 months after Prospecting Suite was purchased.

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



Let's take a look...

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.



CASA 2.0

PRICING

- Giving+ Bundle
- DonorSearch Prospecting Suite
- Custom Training and Coaching

\$3,000

If you already have specific products we can upgrade to bundle options

Q&A





Thank you