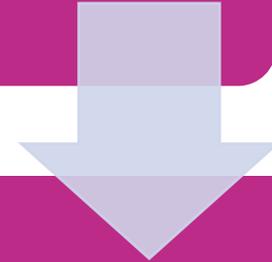




MOBILIZING DONORS IN THE DIGITAL AGE

www.givergy.com

Who We Are, About Givergy, Our Seamless Solutions



**Digital Adaption – Engagement, Participation,
Collection**

About Givergy





WHO WE ARE

www.givergy.com

Office Locations



3,000+
CLIENTS

\$750M
RAISED

10+ YRS
EXPERIENCE



Silent Auctions



Donations



**Payment
Processing**



**Auction Item
Procurement**



**Certified B
Corporation
Pending**



Environment



Community



Governance

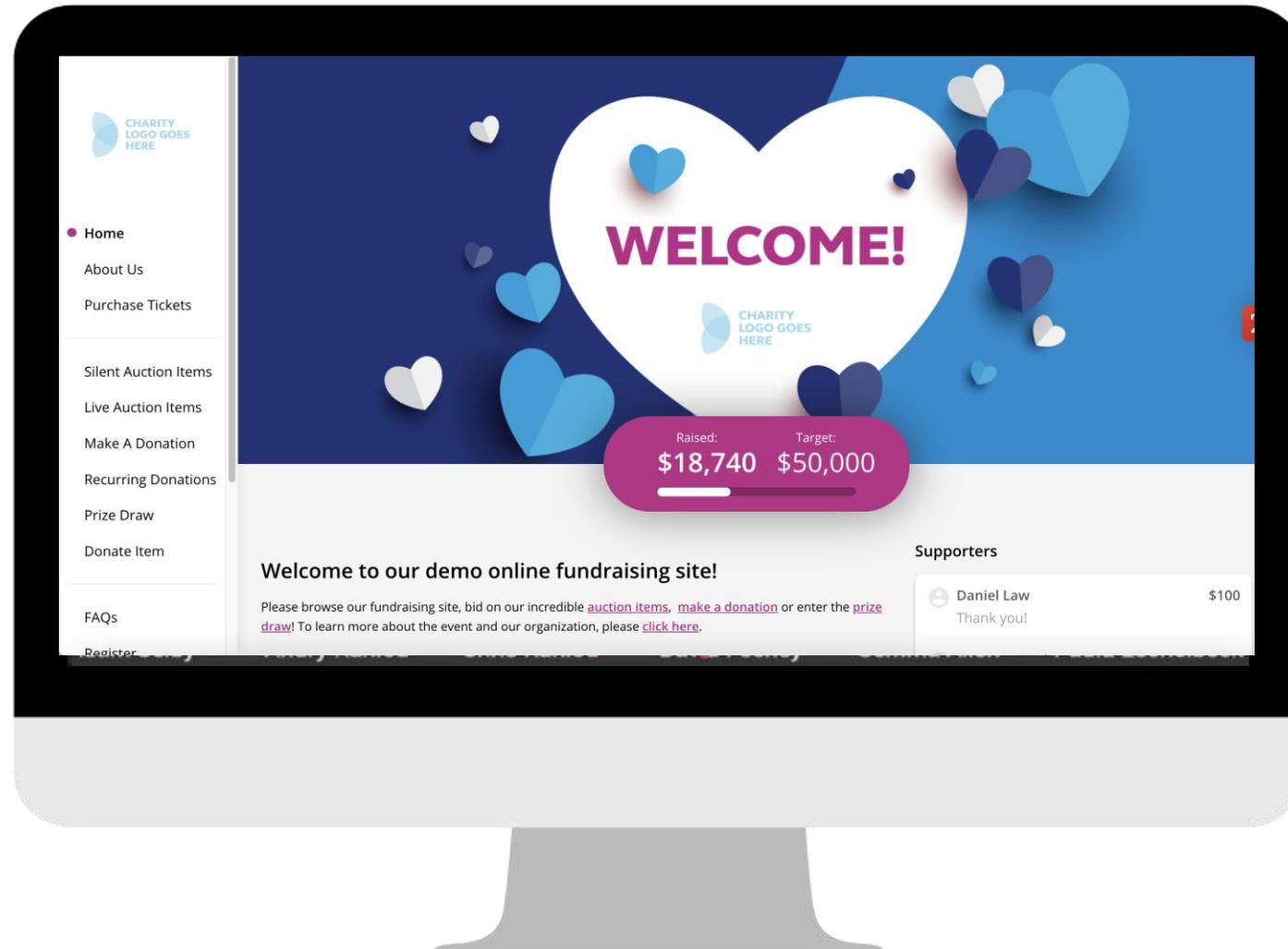


Workers

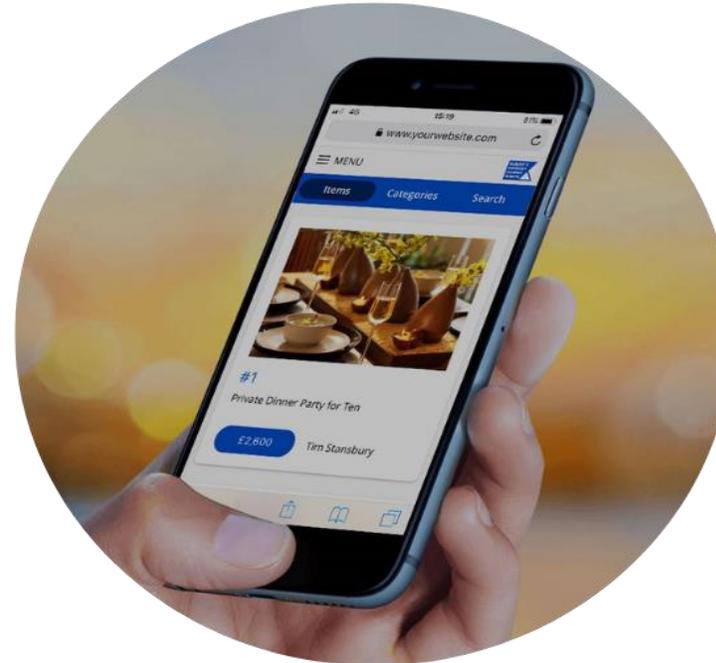
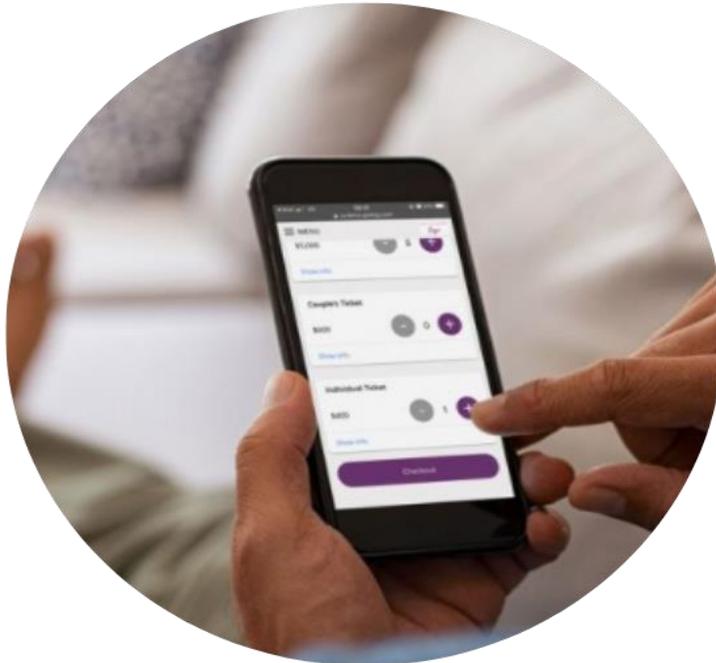


Customers

Fundraising Page



Mobile Bidding



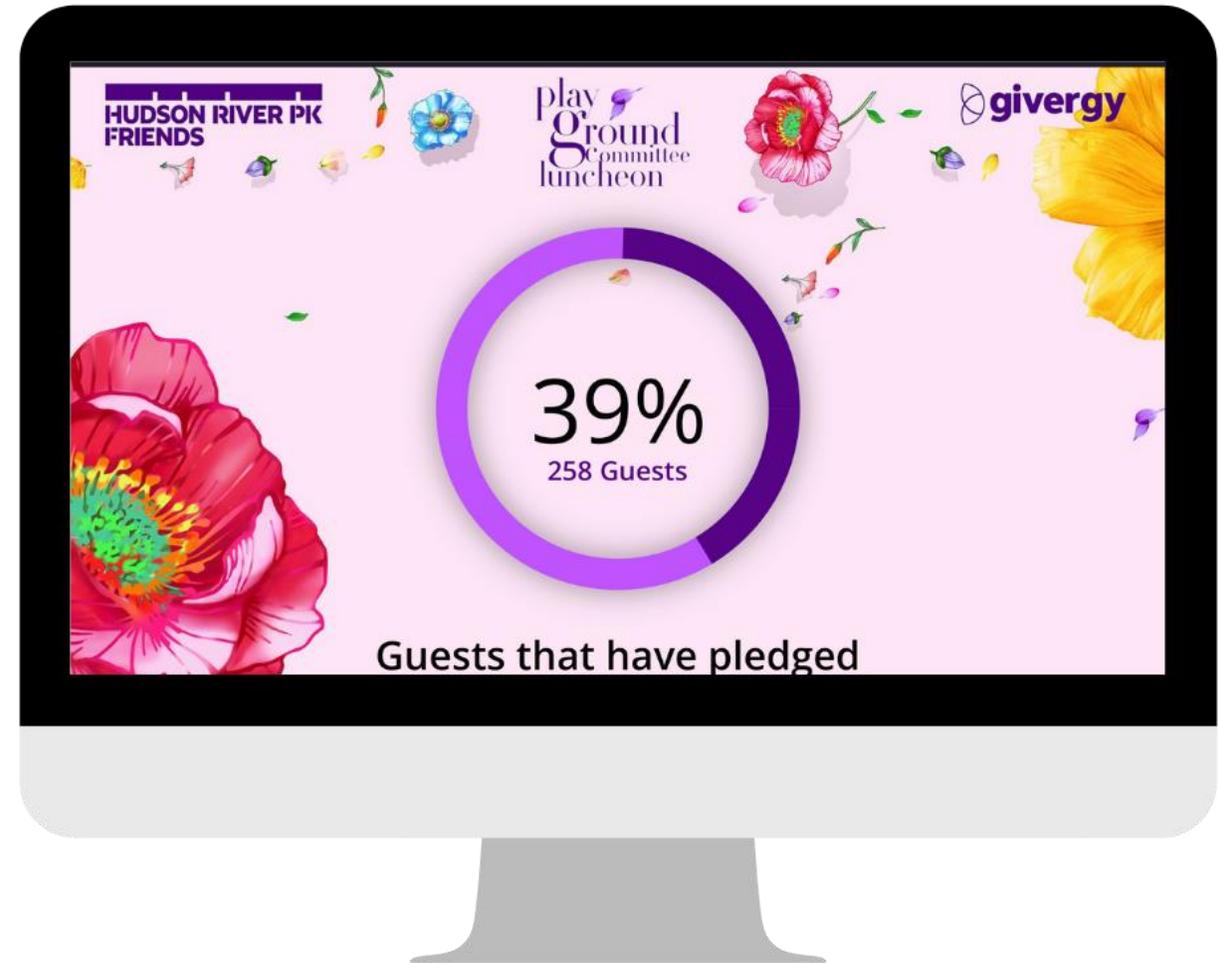
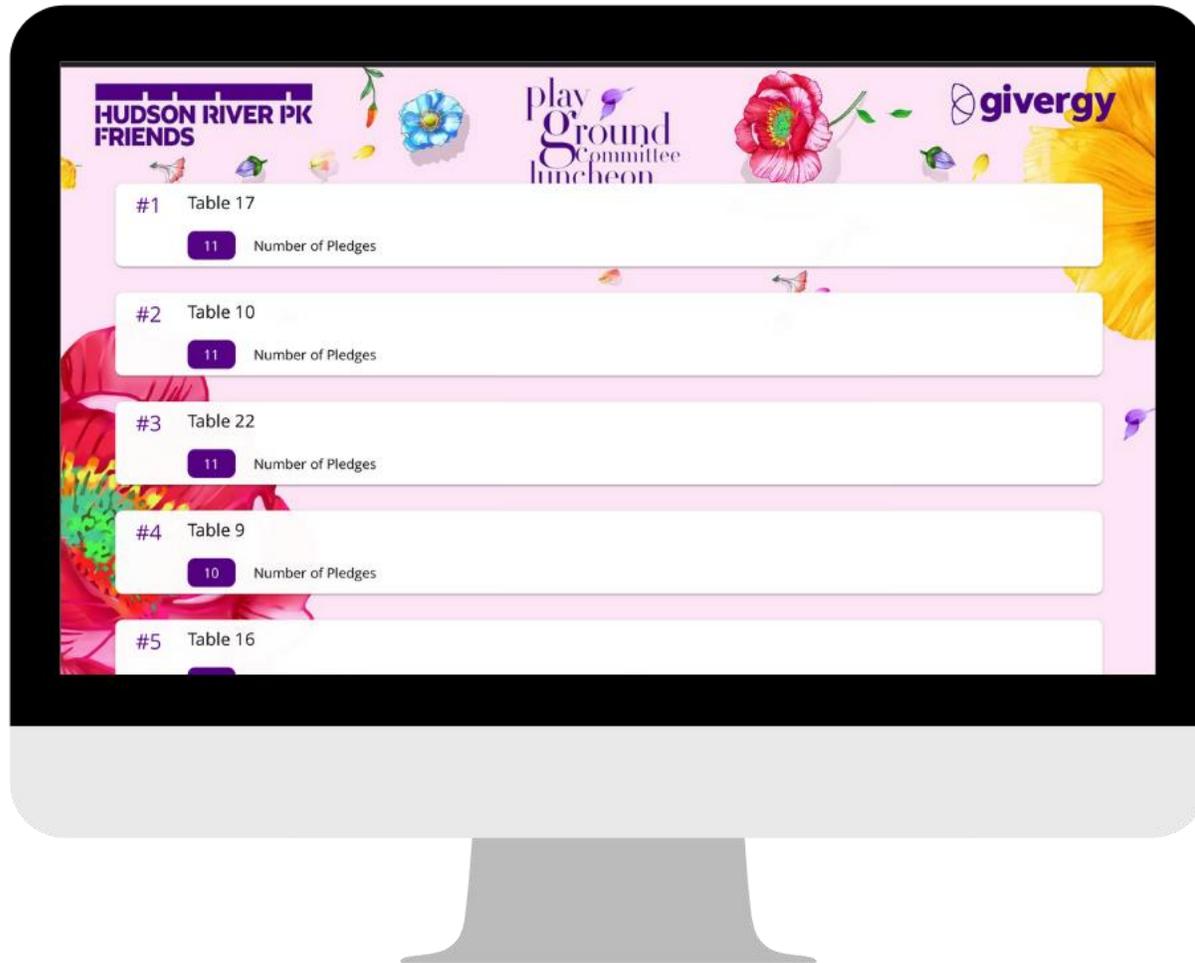
Tablet Bidding

- Make silent auctions interactive
- Media pages
- Sponsorship opportunities

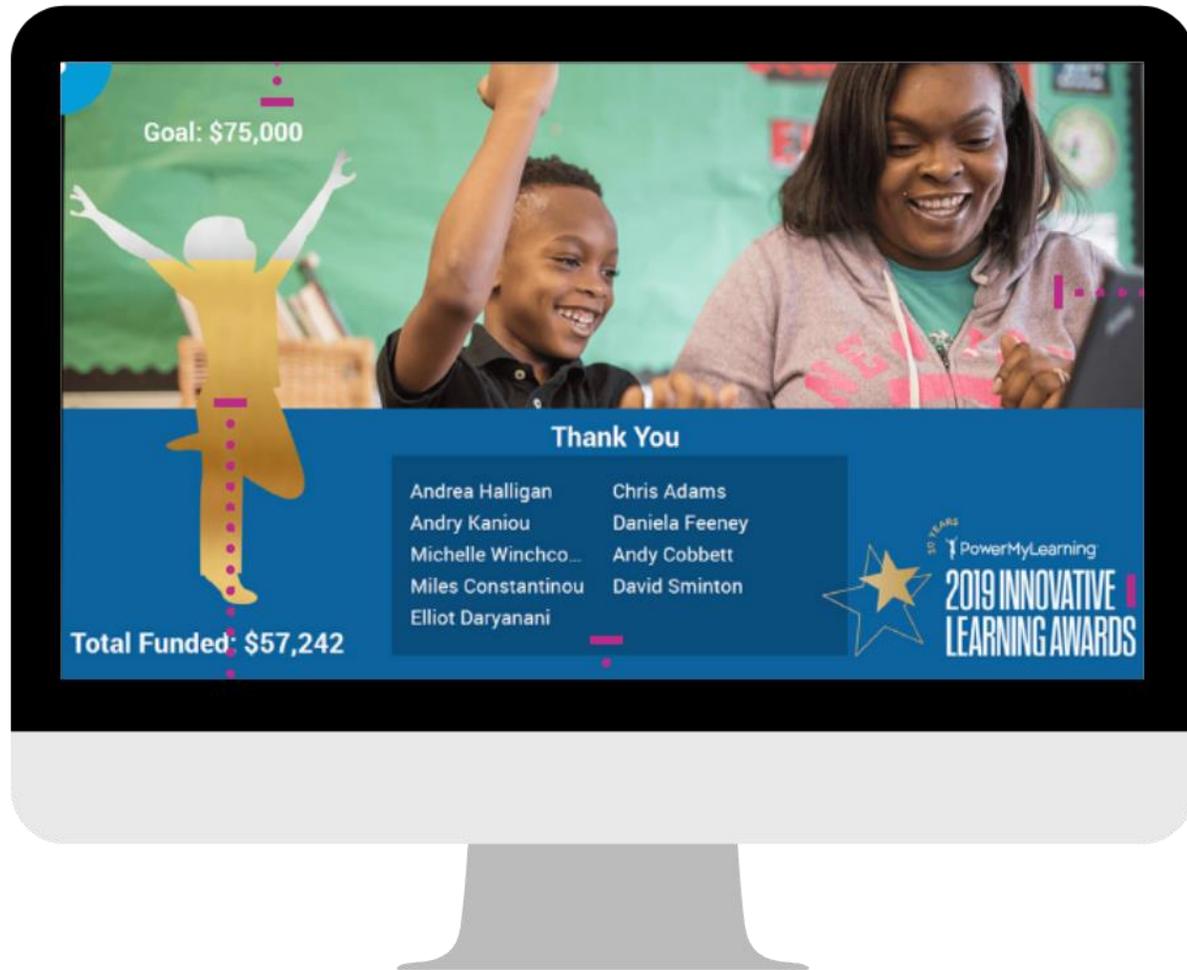


Guest Participation

Leaderboards gamify your fundraising and encourage donations under the guise of friendly competition.



Custom Leaderboards



How to make a sealed bid



Sealed bidding allows you to place a bid on as many items as you want, however all bids are sealed so you won't know the top bid. At the end of the auction the person with the top bid will win the item. Multiple versions of selected items may be available, in which case top bidders will win.

- 1** Browse the list of auction items on offer

- 2** Place your best bid on the items of your choice
(The bid must be above the minimum amount indicated in the item description)

- 3** Keep an eye on the bidding platforms to see how many bids are being placed on your items and increase your bids if you feel necessary

- 4** If you win the item, look out for a text/email with details on how to make payment


By placing your best bid first, you're putting yourself in a brilliant position to win the item.

Remember that you can bid as many times as you like!

Sealed Bidding



- #1 3 Night Lake Tahoe Weekend Getaway For 2
\$5,125 Dan Rohn 
- #2 Two Bedroom Suite in Orlando from Vacation Club
3 Bids Received Sealed Bid Item 
- #3 Kentucky Bourbon trail plus 2-night stay
\$2,500 Bob Treash
- #4 Lincoln's Gettysburg Address Framed Collage
\$850 Bob Treash

SPONSOR LOGO GOES HERE

- Home
- About Us
- Purchase Tickets
- Silent Auction Items
- Live Auction Items
- Make A Donation
- Recurring Donations
- Prize Draw
- Donate Item
- FAQs
- Register
- Sign In
- Checkout

Items Categories Search



#1
3 Night Lake Tahoe Weekend Getaway For 2
\$5,125 Dan Rohn



#2
Two Bedroom Suite in Orlando from Vacation Club
3 Bids Received Sealed Bid Item



#3
Kentucky Bourbon trail plus 2-night stay
\$2,500 Bob Treash



SPONSOR LOGO GOES HERE



FUNDRAISING STATS – Event Type (USA, \$USD)



Reporting date: average total raised actual	CY2020	CY2021	CY2022	TOTAL
Gala Dinner	106,200	113,118	205,206	152,422
Online Auction	67,034	36,342	60,750	52,808
Drinks Reception	84,545	42,767	36,103	55,212
Golf Event	22,601	51,691	43,872	41,845
Total	79,340	60,046	128,354	89,514

FUNDRAISING STATS – Regional (USA, \$USD)



Reporting date: average total raised actual	CY2020	CY2021	CY2022	TOTAL
California	137,954	293,918	402,865	266,935
Indiana	44,915	48,579	43,486	45,902
Louisiana	85,868	25,433	42,965	55,032
New York	158,266	113,979	178,157	150,131
Texas	119,322	50,447	133,278	99,054
Total	124,543	99,834	164,714	129,153

FUNDRAISING STATS – Event Type (Canada, \$CAD)



Reporting date: average total raised actual	CY2020	CY2021	CY2022	TOTAL
Gala Dinner	79,039	78,638	106,099	88,026
Online Auction	44,445	41,978	67,171	49,220
Drinks Reception	29,529	89,513	54,025	51,240
Golf Event	26,986	29,686	18,146	25,200
Ladies Lunch	46,198	22,960	0	38,452
Pledge Event	117,705	105,100	323,097	197,341
Total	50,459	45,284	72,656	54,324

FUNDRAISING STATS – Regional (Canada, \$CAD)



Reporting date: average total raised actual	CY2020	CY2021	CY2022	TOTAL
Alberta	28,340	20,446	26,050	24,481
British Columbia	80,612	82,973	123,852	92,719
Ontario	43,355	43,671	47,996	44,673
Total	56,042	54,045	79,308	60,758



MONDAY

A large, celebratory graphic featuring the word "SUNDAY" in a bold, white, sans-serif font. The text is centered horizontally and partially overlaid by a dense field of multi-colored confetti pieces in shades of blue, red, white, and brown. The background is a solid, vibrant blue.

SUNDAY



Q&A

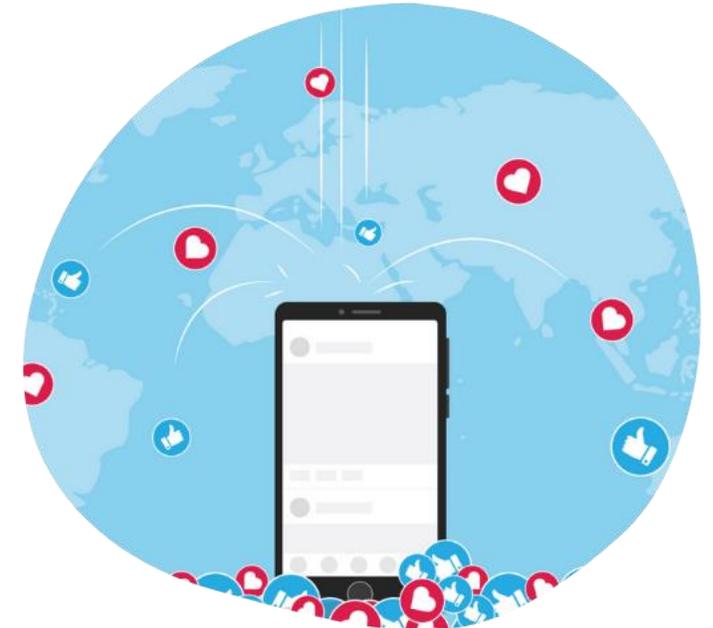
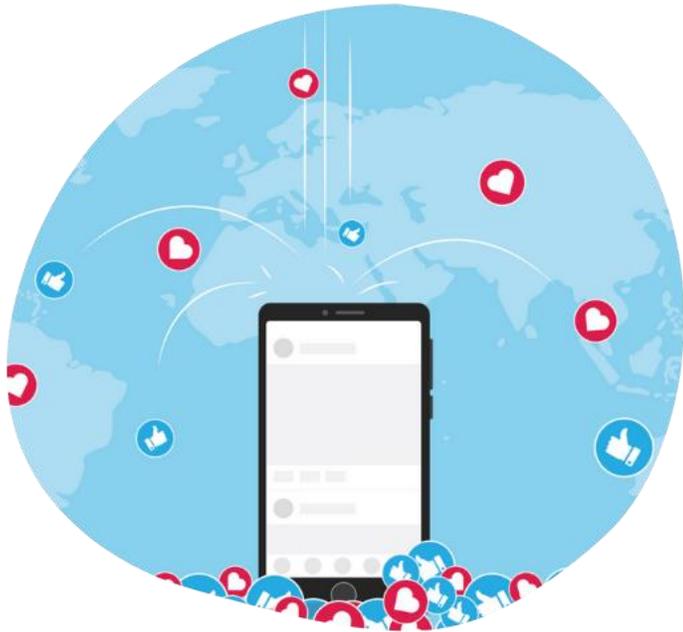
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DIGITAL ADAPTION

www.givergy.com

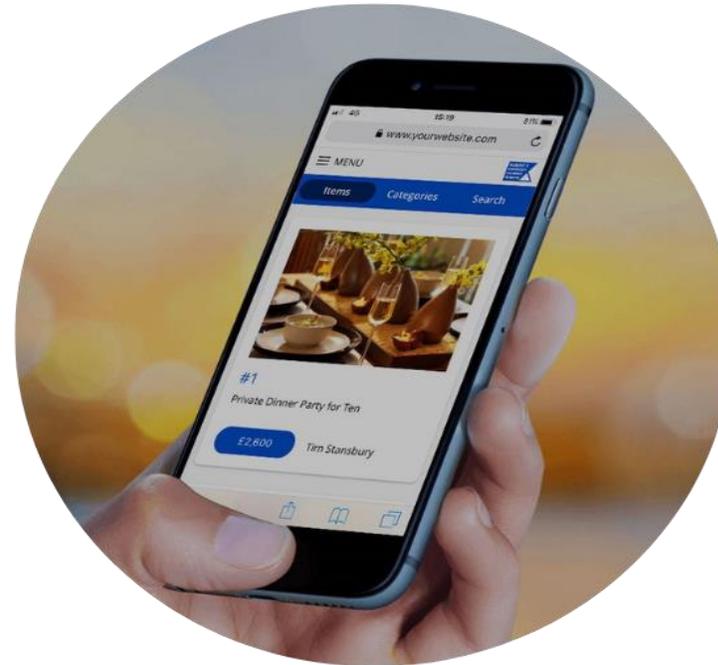
Engagement



Engagement



Engagement



Engagement

- Donor Engagement ranked as **#1** challenge for fundraisers.
- **39%** of charities have improved their digital skills.
- **33%** improved digital skills slightly.
- **8%** of charities said their digital skillset remained the same.
- **22%** said their digital competence required improvement or was a weakness.



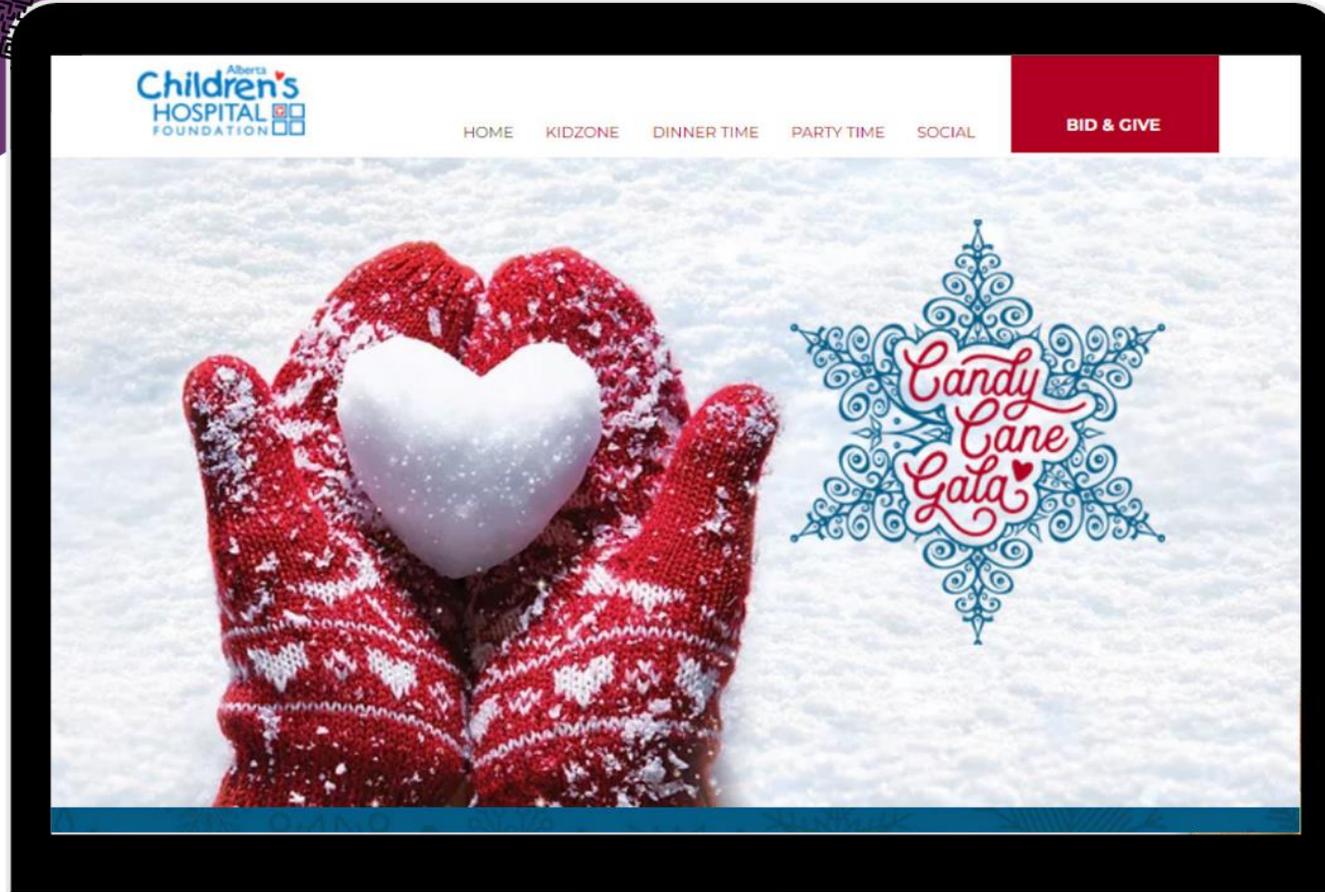
Engagement - QR Codes



Engagement - QR Codes



QR Codes in practice



"If you're not opening up the message you're not doing your donors or the space you organise in any favours" - Tracy Wade

"People want to help other people that they have never met before, I love that, I think that's the heart of humanity, and if we can tell the human story, we've got people right there." - Jo Youle

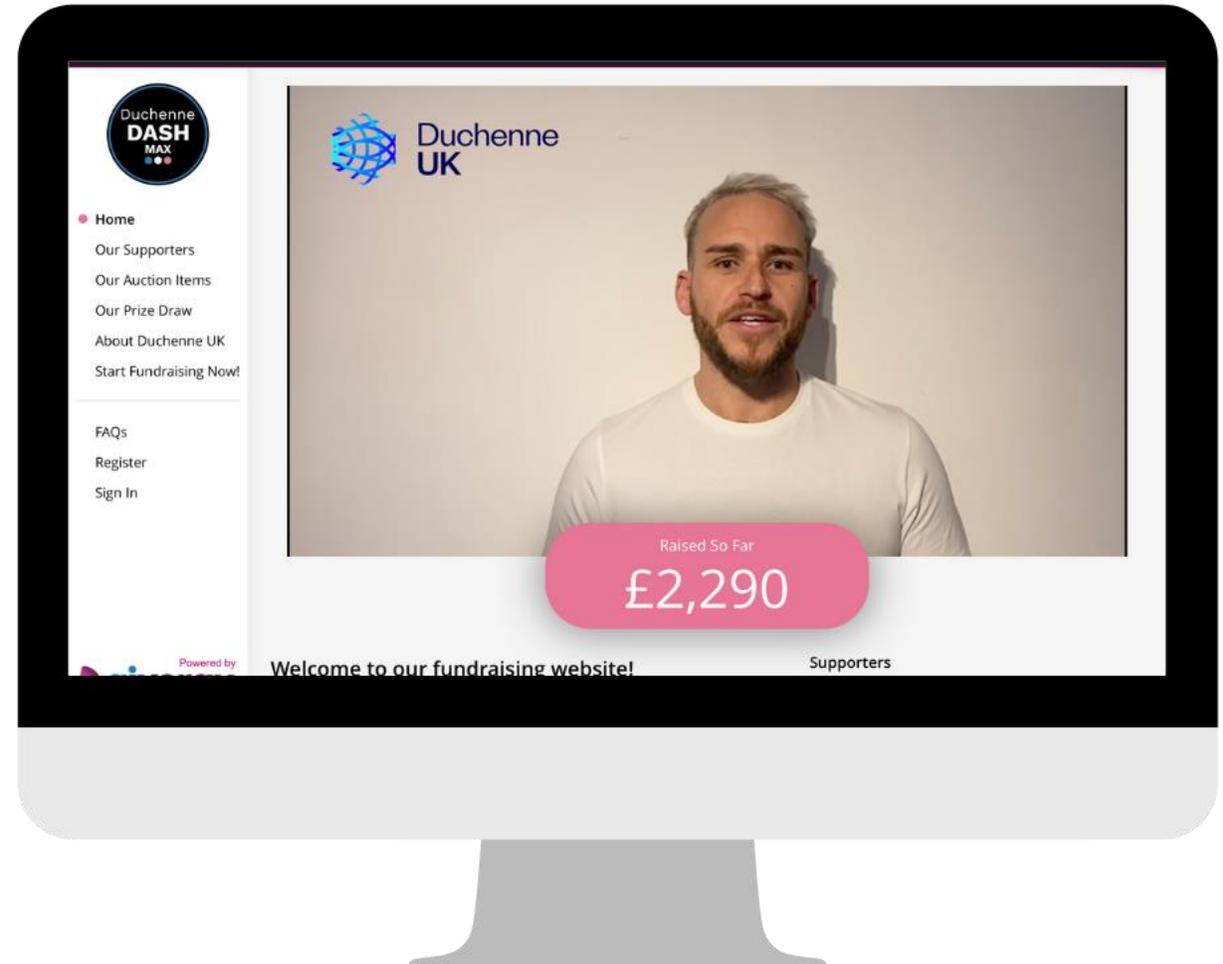
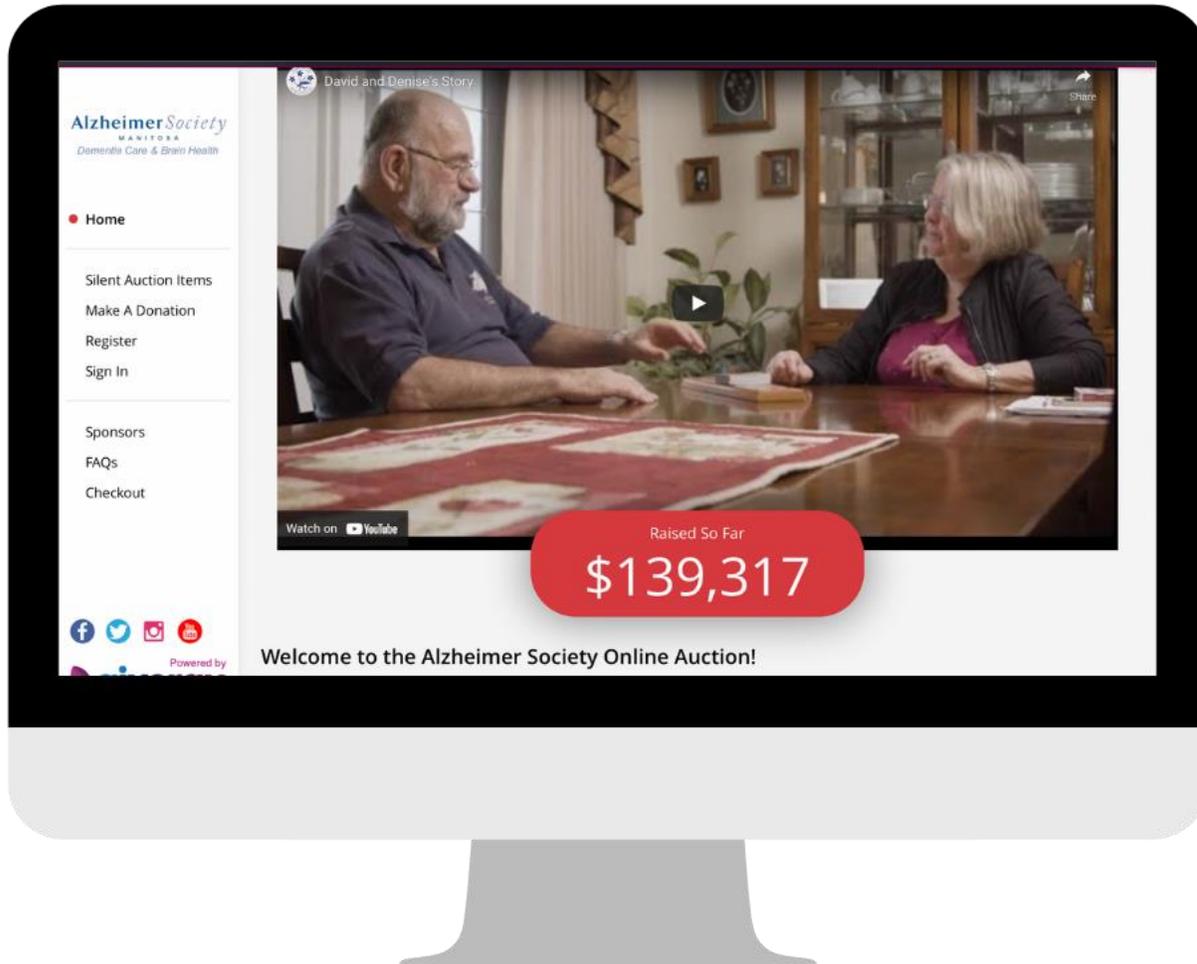
Engagement - Storytelling

- Early engagement should push people to places where they can understand your story.
- Telling your story, honestly, with conviction, and focus is an effective way to engage people.
- The ease of spreading personalized video messages through social media has made this a must in any strategy of storytelling.
- So how will you tell your story?



Duchenne
UK

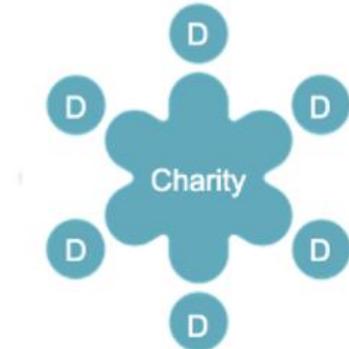
Engagement - Storytelling



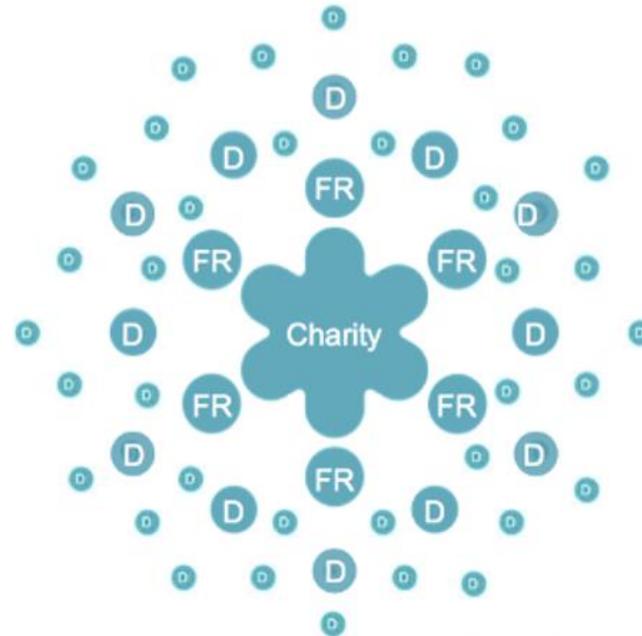
Storytelling – The power of the personal

Peer to peer fundraising has been growing for some time but the pandemic highlighted its centrality to the latest fundraising strategies.

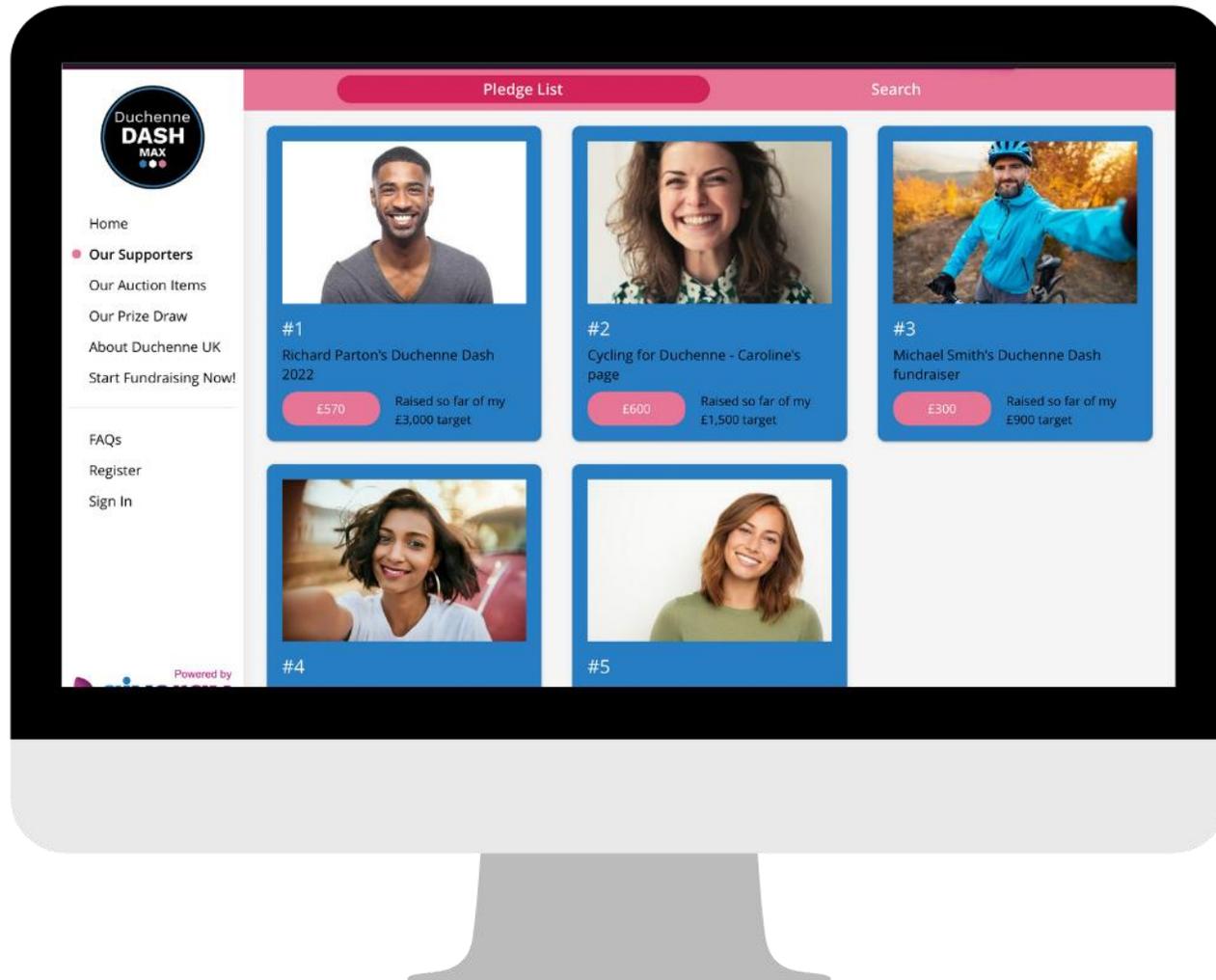
Traditional Fundraising



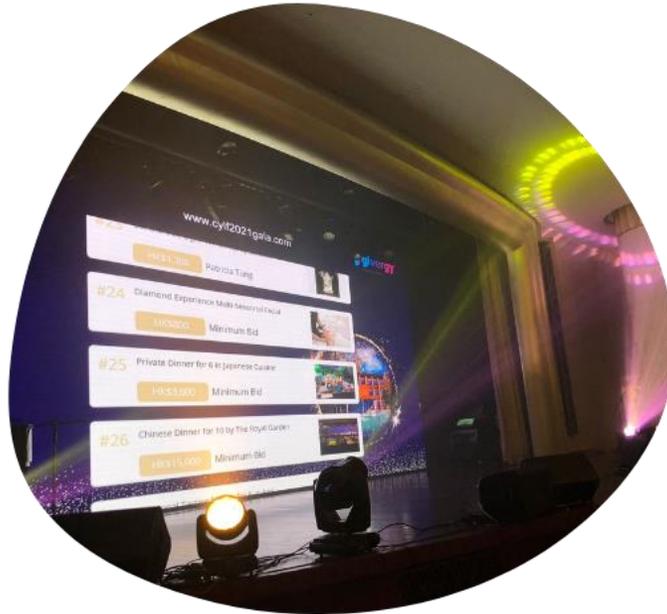
Peer-to-Peer Fundraising



Storytelling – The power of the personal

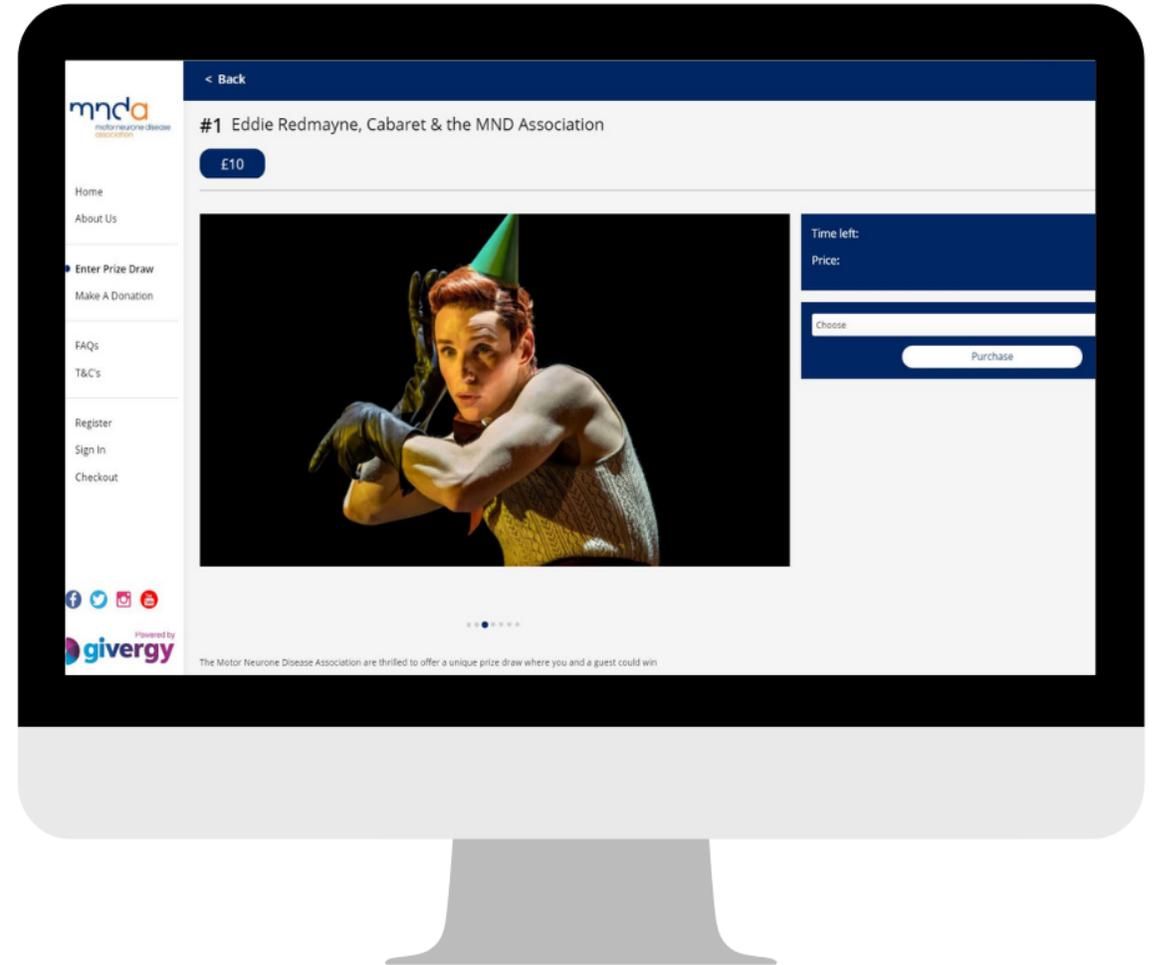


The Event

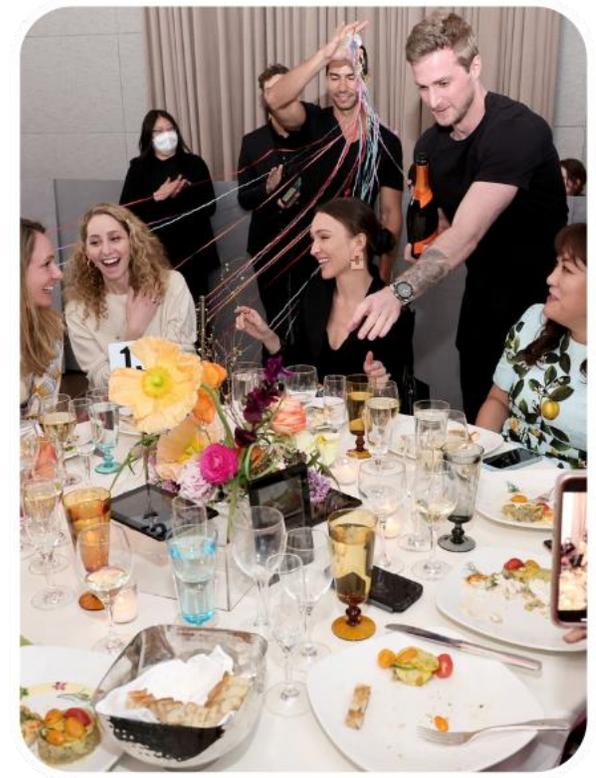
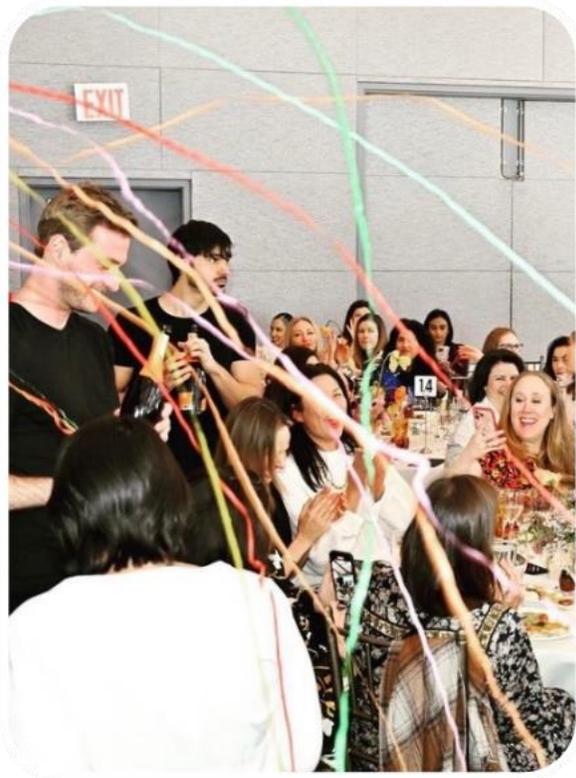


The Event – Prize Draws

- More and more states are allowing electronic raffles, be sure to check the regulations in your state
- Don't just limit your raffle to selling tickets at the event!
- Run a campaign pre-event to gain pre-event sales or simply for your online campaign



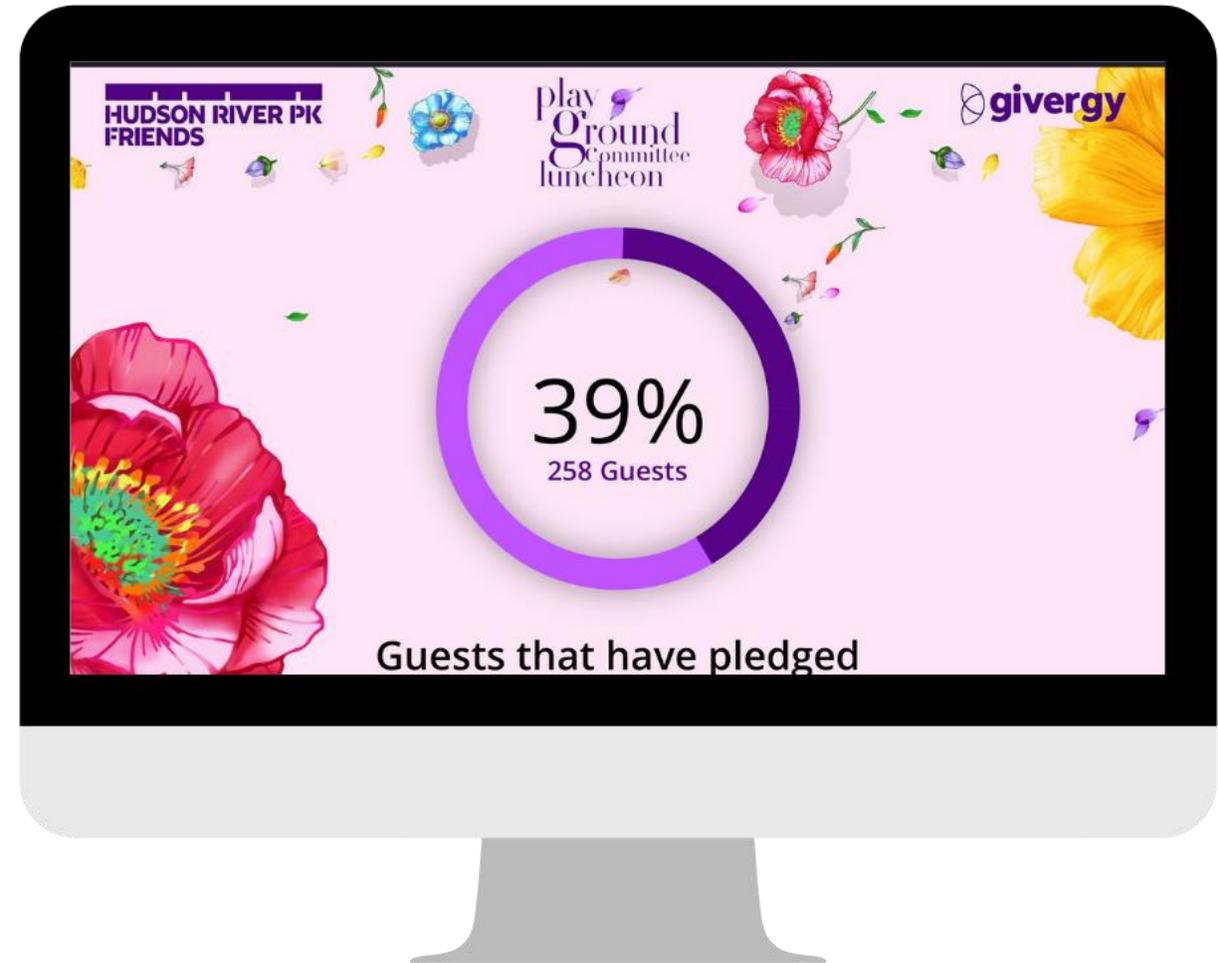
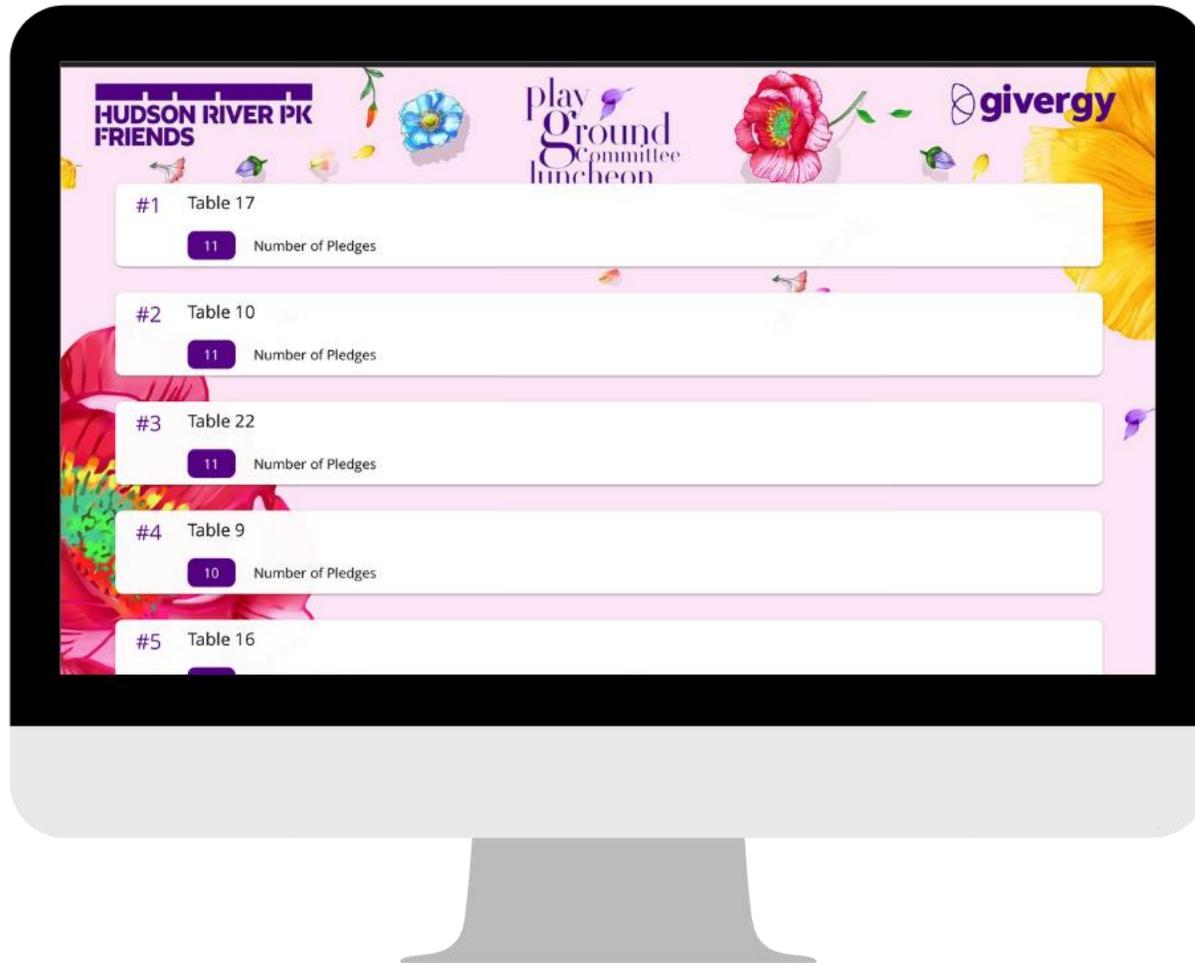
The Event – Glowing Up





Guest Participation

Leaderboards gamify your fundraising and encourage donations under the guise of friendly competition.



The Event – Time Limited Items

- Many charities are trying out pushing an item for an exclusive 24 hour period
- They push these with an email & social blast directing to the item
- Metallica's All Within My Hands Foundation are masters at this

AWMHA



The Event – Time Limited Items

The screenshot shows an online auction interface for 'The Metallica Foundation'. The page is divided into a left sidebar and a main grid of items. The sidebar contains navigation links: 'AWMH', 'Metallica Signed Death Magnetic Skate Deck', 'Previous Auction Items & Winners', 'Make A Donation', 'FAQs', 'Register', and 'Sign In'. At the bottom of the sidebar are social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube, along with a 'Powered by' logo. The main grid features six items, each with a photo, an ID number, a title, and a bid status. Item #5 is a Godin A5 guitar signed by Robert AWMH, with a minimum bid of \$15,400. Item #6 is an ESP guitar signed by Kirk AWMH, with a minimum bid of \$26,100. Item #21 is a Birmingham concert poster signed by Metallica, with a bid of \$2,500 by Robert Steward. Item #22 is a white plate with signatures. Item #23 is a Monopoly board game with Metallica branding. Item #24 is a set of four electric guitars.

Item ID	Item Description	Current Bid / Status
#5	Robert's AWMH Godin A5 Signed By Metallica	\$15,400 Minimum Bid
#6	Kirk's AWMH ESP Signed By Metallica	\$26,100 Minimum Bid
#21	Metallica Signed Birmingham Concert Poster	\$2,500 Robert Steward
#22	White plate with signatures	
#23	MONOPOLY Metallica board game	
#24	Four electric guitars	

Collection



Collection – Contactless Giving

- Over 51% of Americans now use Contactless giving.
- You can use the power of contactless for donations or Buy it now items \$200 or less.
- Simply use payment readers to get your volunteers to process and tap for donors.
- Great tool to use alongside table glow up to get the lower donations towards the end of the event.



Collection – Losing Bids as Donations

SOLD

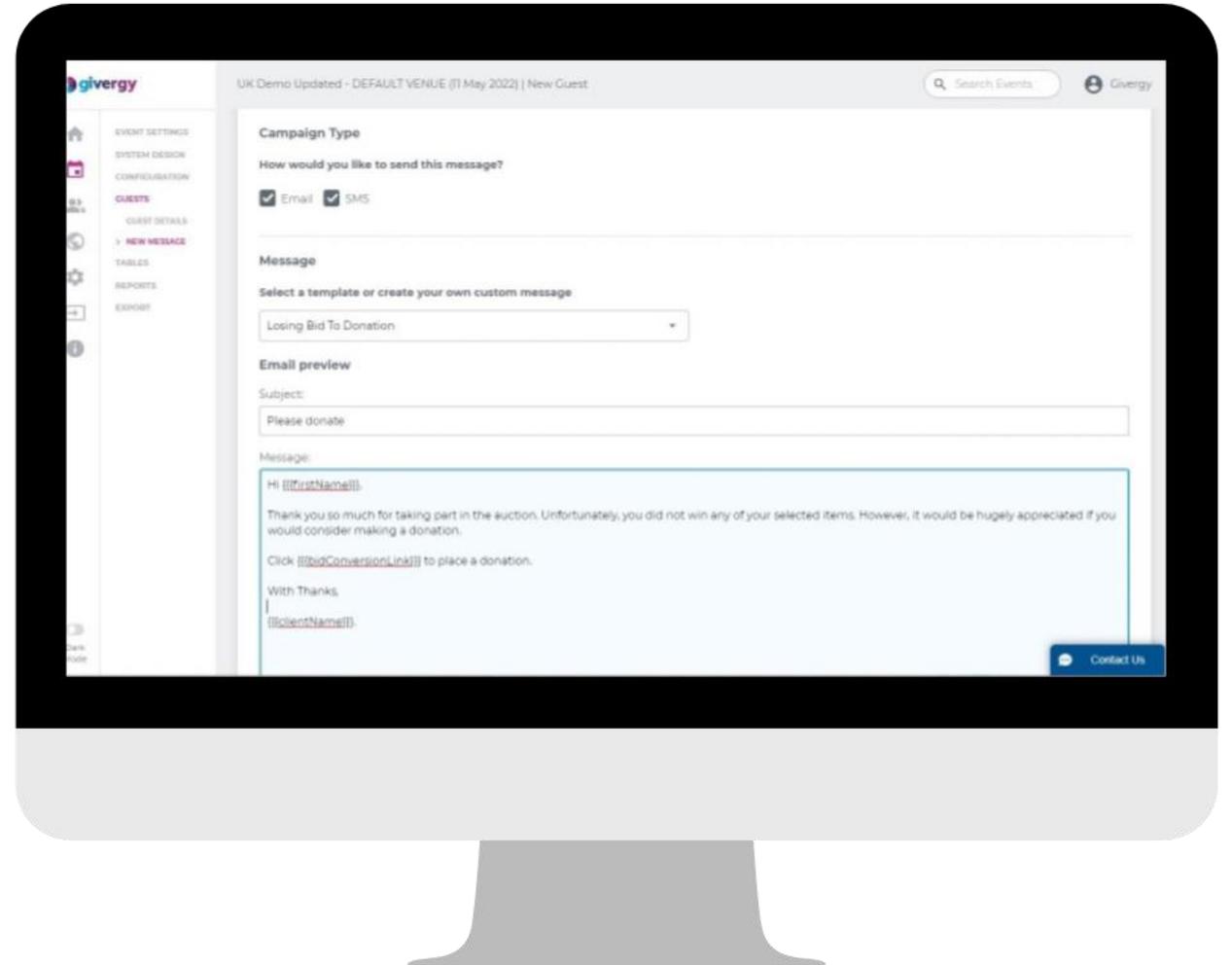
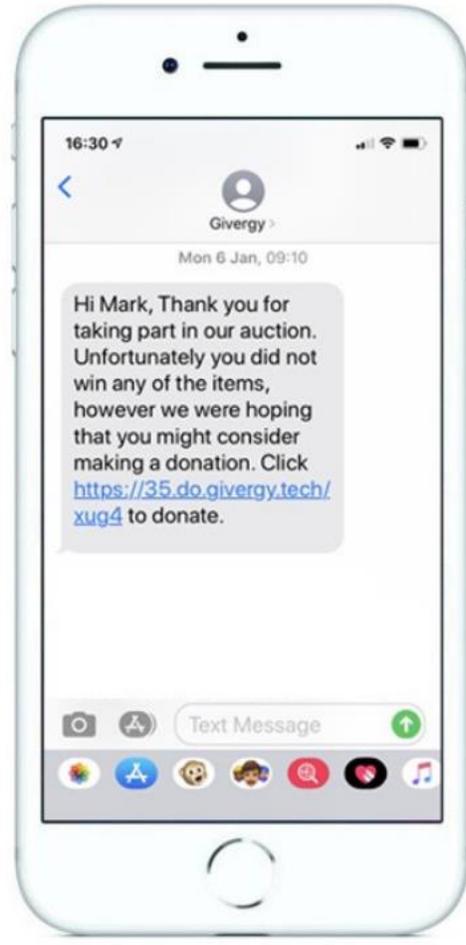
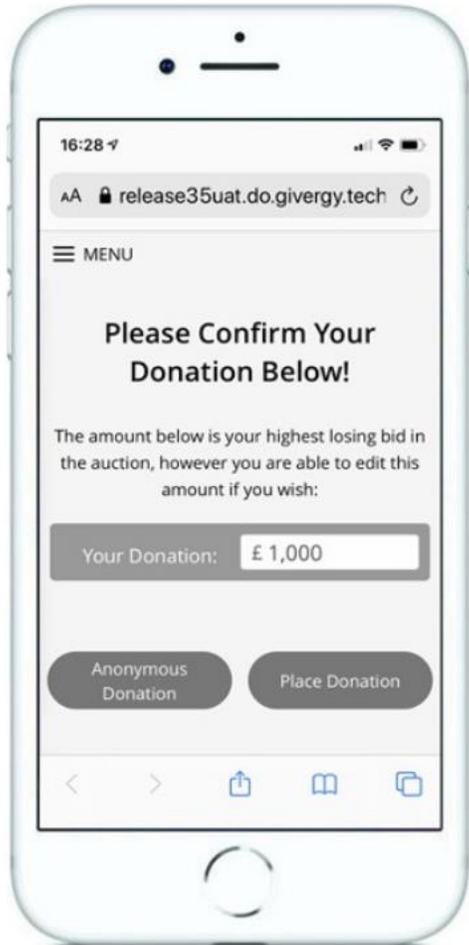
The End



Collection – Losing Bids as Donations



Collection – Losing Bids as Donations





Q&A

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Tell us how we did





THANK YOU

www.givergy.com