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Agenda

- Tools & Strategy Overview
- Matching Grants
- P2P Fundraising
- Retention Reports
- Offline Gifts
- Support / Resources
- Q&A

About: Fundraising Tools

Fundraising tools on the platform are here to help you have a successful giving event campaign!

★ Success looks different for everyone
★ Evaluate your organization's campaign goals when planning how to best utilize the fundraising tools on the platform:
  ○ **Assess your goals** - monetary vs non-monetary goals
    ■ Ex: Unique donor goal, donations goal, dollars raised goals, supporter engagement goals, board activation goals, etc..
  ○ **Assess your capacity** - fundraising takes time and effort! Evaluate your own capacity to make the best plan and use of your resources.

Use the fundraising tools that will help you reach your goals.

Fundraising Tools: Matching Grants

What are Matching Grants?

Matching grants are donations YOUR ORGANIZATION secures independently, and leverages as a tool to help you fundraise and bring in more donors and donations during the event.

- Matching grants are a cornerstone of nonprofit fundraising. A matching grant can make all the difference in the success of your campaign.

- Your nonprofit asks a donor to provide a grant to your nonprofit. (Examples: board member(s), local businesses, large donors, or community partners)

- Your nonprofit leverages that grant as an incentive to donate to your campaign. You market the match and *create excitement* around donors being able to take advantage of the match.
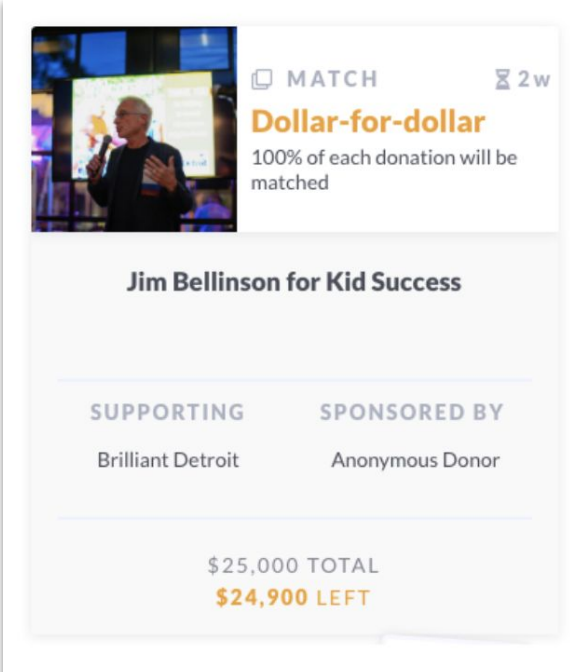
Why are matches successful?

- **Creates urgency.** By offering the chance to make their money go further for a short period of time, a matching grant can be the tipping point in someone's decision to donate right now.

- **Helps money go further.** At the end of the day, a matching grant appeals to people's love of a good deal. It's a marketing tool that uses the same tactic as a "BOGO" or "buy one, get one" store at a retail store, giving donors the option to get (in this case, give) more for their money.

- **Creates a clear, actionable CTA (call to action).** When it comes to donating, people generally like to be told in clear and direct terms how to help. With a matching grant, you have a perfect CTA: Donate now to double your donation!

- **Empowers donors who give in small amounts.** Some supporters who don't have a large amount to give may think they won't make a difference and opt out of the donation process altogether. But a matching grant empowers those donors who give in smaller amounts! It gives them the opportunity to boost the impact of what they feel might be a small donation.

Matching Grants on the Platform

Summary of features

- Total flexibility on start and end times — you can even start a grant in the past!
- Unlimited simultaneous matching grants
- Ability to queue matchings grants
- Automatically include matching grant amounts in the total raised on your organization page
- Allow P2P pages to take advantage of a matching grant
- Various matching types to choose from
- Ability to edit or close live matches
- Matching grants dashboard
- Downloadable report of your matching grants

1. Securing a Match

- **Prospect**: Board members, major donors, corporate sponsors

- **Cultivate**: Communicate and learn
  - What is important to the grantor? Do they want to be anonymous? Do they want to publicize their philanthropy?

- **Ask**: Appeal to their interests
  - Explain how a match will help secure donations by enticing donors to give to increase their impact

- Start the Process NOW!

WHO PROVIDES A MATCHING GRANT?

1 BOARD MEMBERS OR TRUSTEES

2 MAJOR DONORS

3 SPONSORS OR PARTNERS

4 COLLECTIVES
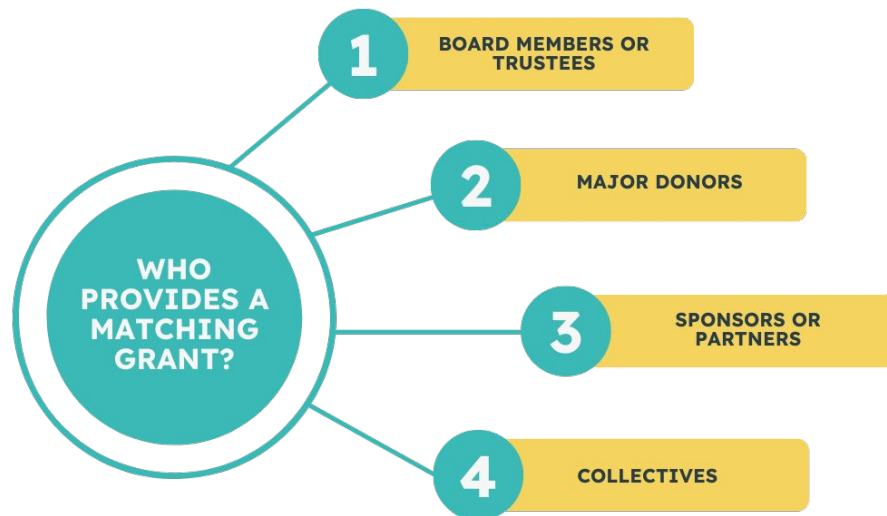
2. Setting Up a Match

- Finalize the details with your grantor

- **Set up the match** on your organization page 'fundraising tools' > matching grants

- Flexible matching options:
    - Optionally include your grantor in the decision process about how to format the match
    - Or go with the most popular 1:1 match
    - Ability to queue your matches one after the other!
    - Check the box to 'include match value in page metrics' which allows your match to show in real time on your organization page as it is used.
    - Matches do not show on leaderboards, only online donations are included on leaderboards

Note: Matches can only be edited when live or upcoming and you cannot decrease a match value - reach out to support if you need to make an edit or need help. ***Check out our*** [***support article***](support article) ***for more on setup options.***

3. Promoting the Match

$590,239 RAISED BY 2,907 DONORS

Marketing your match will be crucial to its success!

- When the matching grant is live, donors will see a **badge** on the Donate button altering them that a match is available

- In your Donations Report, you will be able to see which donations were matched and in what amount with the 'Matched' and 'i' icon

- Mightycause will auto-calculate how much of the match has been fulfilled

- A grant summary block will appear on your organization page listing all live matching grants and showing the amount still available. (Clicking the badge on the Donate button will take users to the grant summary.)

  TIP: This icon is GREAT to screenshot, and share on your socials!

⧉ MATCH ⧖ 2 w
Dollar-for-dollar
100% of each donation will be matched

Jim Bellinson for Kid Success

SUPPORTING   SPONSORED BY

Brilliant Detroit   Anonymous Donor

$25,000 TOTAL
$24,900 LEFT

Donations Report:

Mary Jane Bethune | $10.00 Matched ⓘ | 01-17-2024 | One-time | Big Giving Day 2024

$10.00
Matched ⓘ   01-17-2024

Joe Smith: $10.00

Wrap Up Your Match & Say Thanks!

- The platform will **automatically** send a match completion notification to the email address you included when creating the match. *Add your organization email as the recipient so you can connect with your grantor personally.*
  - Fulfillment links can be created to send to a grantor to pay the grant online.
  - OR your can log an offline gift once the match is met.

- **Thank your grantor!** A speedy, personal, and sincere thank you is key in making the experience of providing a matching grant fulfilling and positive for your grantor! So be sure to thank them — publicly (if desired) and personally.

- **Let them know the data!** Follow up post event and let them know how far the match went - how many donors took advantage of the match, how quickly it was used, etc..

Fundraising Tools: Campaigns (Peer-to-Peer) Fundraising

What is Peer-to-Peer Fundraising?

Peer-to-peer (P2P) fundraising is a technique where a nonprofit leverages existing supporters to bring in new supporters and donors by asking them to create a fundraiser and share with their social network for donations.

Terminology:

- ★ *P2P Supporters - AKA 'Ambassadors' or the individual(s) or group that is fundraising on your behalf*
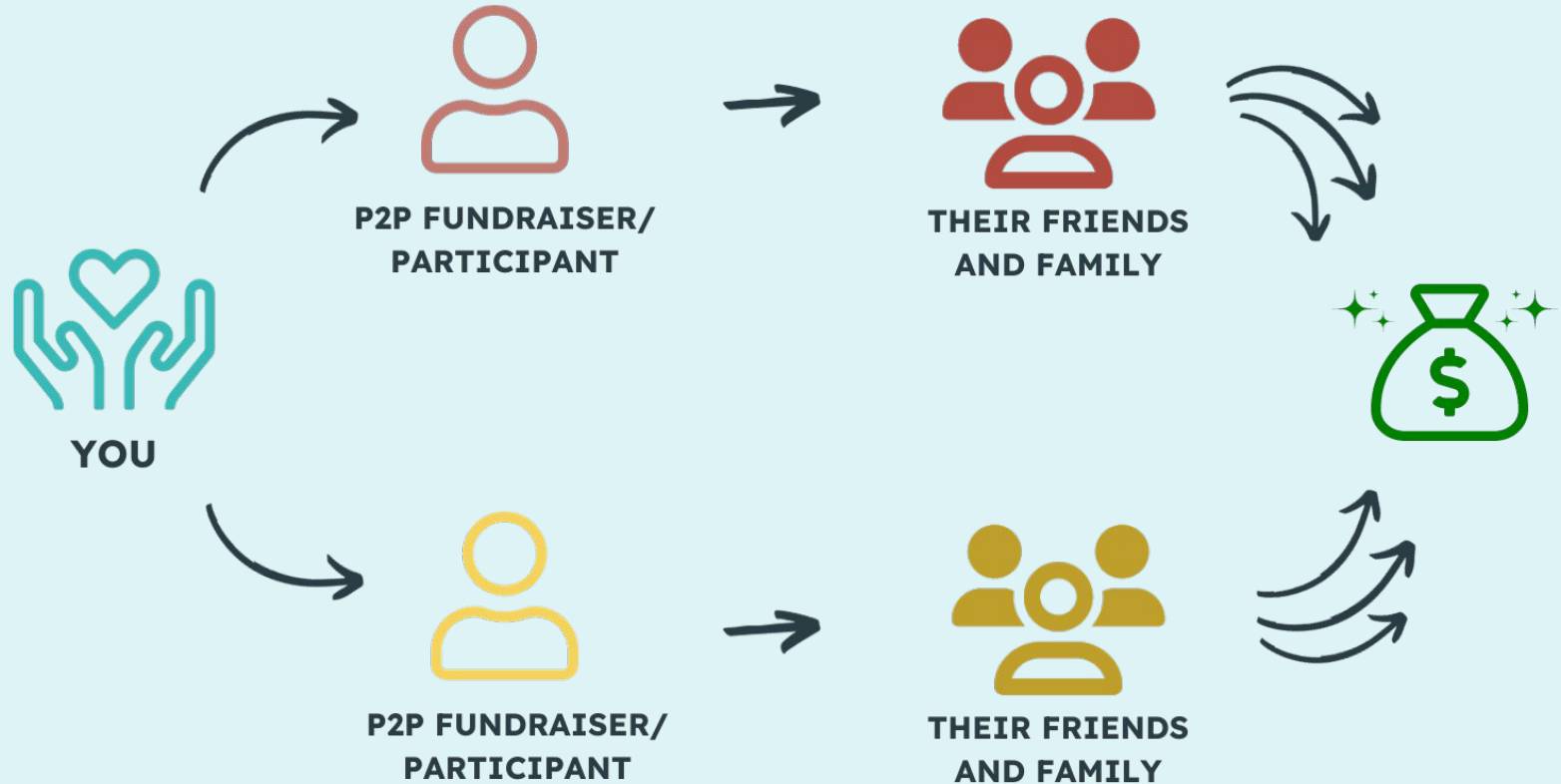- ★ *Campaign - A fundraiser or fundraising page*

Benefits of Peer-to-Peer Fundraising

★ **Donor acquisition:** P2P helps your organization expand your donor base & gives you access to people who are might be new to making a gift.

★ **Expand your reach:** More people spread the word about your work & connect with other individuals in their circle to ask for their support.

★ **Deepens relationships with existing donors:** P2P gives them a fun and exciting new way to show their support for your cause. Cultivate stronger supporters.

★ **Raise more funds:** With a limited amount of time to fundraise, many nonprofits recruit their supporters to help them reach more people & raise more funds.

Peer-to-Peer Fundraising

YOU

P2P FUNDRAISER/ PARTICIPANT

THEIR FRIENDS AND FAMILY

P2P FUNDRAISER/ PARTICIPANT

THEIR FRIENDS AND FAMILY

1. Assess Your Goals

- ★ **Goals for the campaign:** What are your goals for your peer-to-peer campaign? Get participants engaged, reach a dollar amount, unique donors?
  - ○ *THIS will help you determine your P2P scale*

- ★ **High-level *Big Picture* goals:** Consider what outcomes are most meaningful to your nonprofit and your campaign.
  - ○ *Ie. more participation and engagement? From who?*
  - ○ *Stewardship of donors and supporters?*

- ★ Scale your goal to the size of your network.
- ★ Attach numbers to your goals - ie 'Measurable'

S.M.A.R.T GOALS

- ☑ **S**pecific
- ☑ **M**easurable
- ☑ **A**ttainable
- ☑ **R**ealistic
- ☑ **T**ime-bound

2. Identify Potential Participants

POTENTIAL PARTICIPANTS

1 BOARD MEMBERS OR TRUSTEES

2 VOLUNTEERS

3 STAFF

4 PROGRAM ALUMNI

5 FRIENDS OR FAMILY

6 TARGET GROUPS

Individual Fundraisers

Created by a supporter(s) to solicit donations from their friends and inner circle of supporters

Team Page

Made up of **multiple** individual fundraiser pages. Encourages competition with a leaderboard

Use examples: football team, school grade, your Board

3. Create a Fundraising Template

★ Take the fear out fundraising!

★ Creating a template makes it easier for your supporters to get started

★ Make sure your organizations says what you want - add any information that you want donors to see about your org in the template

★ Supporters can still customize their fundraising page - your creative supporters can still personalize their page by uploading photos, linking videos, customizing text, updating fundraising goals, etc

Event Settings

GENERAL SETTINGS | **FUNDRAISER TEMPLATE** | GENERAL FUND

Fundraiser Template

The forms below allow you to create a template which new event members can use to quickly fill out their fundraisers page when they join your event. The information you provide will be pre-populated on new member fundraisers.

Enable Template — ON

Fundraiser Title
Suggest a title suitable for a event members' fundraisers. No need to put your event name here—that will be displayed on their fundraiser page.

[Group Name] Fundraiser
23 / 50

Funding Goal
How much do you hope to raise? Set a goal funding amount for members to work toward.

$ 500

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.

REMOVE | EDIT

4. Supporters Create their Fundraiser

★ P2P fundraisers, or 'ambassadors' (aka Supporters) start the process by clicking the "Fundraise" button on your organization's page

★ Our fundraiser creation wizard will take them through setting up and publishing their fundraiser page

★ They can opt into using the FUNDRAISING TEMPLATE your org
has set up (next slide for details)

★ They can customize their fundraising page to talk about their connection to your organization

How to Manage Your Campaigns

Fundraising Tools

Features and addons that expand your fundraising potential.

Campaigns
Manage all fundraisers, teams, and events associated with your organization.

Embedded Donation Form
Embed a full-size, customizable donation form on any website.
⚡ Advanced

Widgets
Embed donate buttons, mini donation forms, and more on your own website.

Matching Grants
Match donations to your fundraising campaigns to boost interest and urgency.

Text-to-give
Create SMS campaigns which allow donors to initiate donations via text.

Opportunities
Create listings for calendar events and volunteering opportunities.

Fundraiser Templates
Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

DASHBOARD

- Animal Humane Society
  - 🖥 Overview
  - ✅ Organization Page
  - 👥 Supporters
  - ⚡ Fundraising Tools
  - 📋 Reports
  - Checkout
  - Integrations
  - ⚙ Settings

Campaigns

All active pages, embeds, and other fundraising components that benefit your organization.

⬇ Download   ⊕ Create new campaign

13	10
Total Campaigns	Peer-to-peer Campaigns

🔍 Search   Campaign type: All   Discoverability: All   Owner: Anyone   ⟳ Reset filters

Campaign name	Type	Raised	Last change	Owner	Created	Published	Tracking ID	Status	
[NAME] for Animal Humane Society	Fundraiser	$25	02/08/23 11:32 AM	Admin	Jun. 14, 2022	Jun. 14, 2022		Published	⋮
Animal Humane Society	Fundraiser	$0	01/19/23 9:52 AM	Admin	Mar. 18, 2022	Mar. 18, 2022			
[NAME] for Animal Humane Society	Fundraiser	$0	07/21/22 9:26 AM	Admin	Feb. 10, 2022	Feb. 10, 2022			
Victor Hugo 🔗	Fundraiser	$600	04/23/20 1:07 PM	P2P Mary Jane Bethune	Nov. 18, 2019	Nov. 18, 2019			

- 📊 Campaign dashboard
- 👁 Toggle discoverability
- ✉ Message
- 🗑 Delete
- 👤 Owner profile

Fundraiser Templates

+ Create

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

Apply a ⭐ to the template that creators will see when they "start a fundraiser" from your profile. You can also send a direct link for a specific template to fundraiser creators.

	Fundraiser Title	Note	
⭐	[NAME] for Animal Humane Society	Your Giving Day Template	⋮

The form below allows you to create a template which supporters can use to quickly fill out their fundraisers page when they create a page to support your organization. The information you provide will be pre-populated on new fundraisers supporting your organization.

Admin Note
Describe the template to members of your team, so you can easily identify its purpose. (Internal, not a part of the fundraiser.)

Admin Note
Your Giving Day Template
24 / 50

Fundraiser Title
Suggest a title suitable for fundraisers supporting your organization. No need to put your organization's name here - that will be displayed on the fundraiser page.

Fundraiser Title
[NAME] for Animal Humane Society
32 / 50

Funding Goal
How much do you hope to raise? Set a funding amount for fundraisers to aim for.

Funding Goal
$ 500

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.

One template comes with your organization page as part of your participation in the event!

P2P Fundraising Tips

◆ **Ask!** - Most supporters don't realize they can fundraise on your behalf. Provide resources, tips and email templates your supporters can re-use

◆ Create a plan for how fundraisers can be most effective for your goals - P2P promote during specific hours to align with prizes (ex: timed giving hours)

◆ Track your progress. (Keep your supporters updated on your/their progress. Create a communication flow to bring awareness to goal progress.)

◆ Note what works well, where you can improve, and future ideas.

Follow up with new donors!
Follow up with your p2p supporters!

Retention Reports

Pulling a Retention Report

What is Donor Retention?

Your donor retention is a measure of how many people who donate to your organization come back and donate again.

For many organizations, reviewing your donor retention and calculating your donor retention rate is a difficult and manual process.

The donor retention report on Mightycause provides organizations with *all the stats and info you need* to start re-engaging these donors.

This section allows you to export your list of unretained donors, send individual emails, and much more.

To send an email to a donor select the mail icon on the right side of the corresponding donor. This will open your browser email window. These emails are not sent through the platform.

https://support.mightycause.com/hc/en-us/articles/360033367691-How-to-Access-and-Manage-Your-Donor-Retention-Report
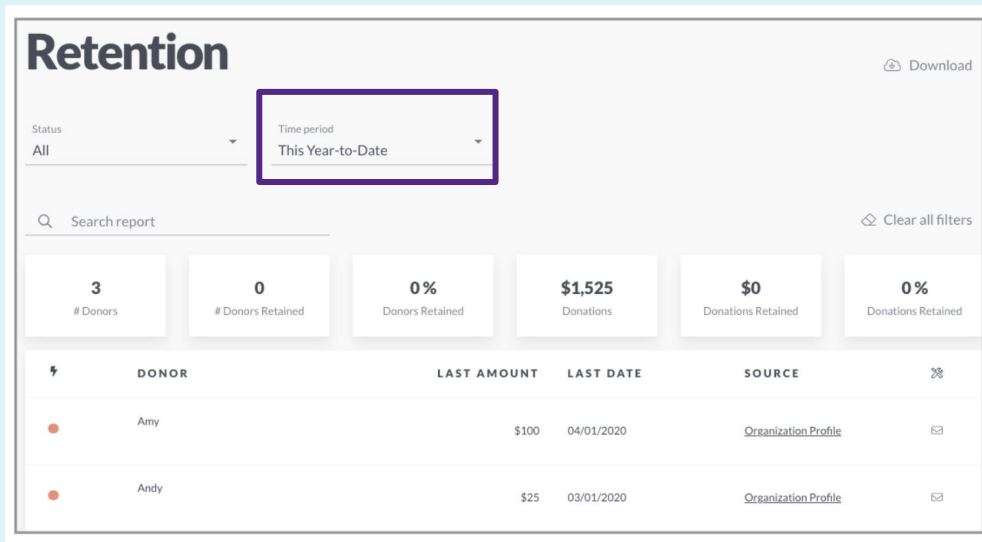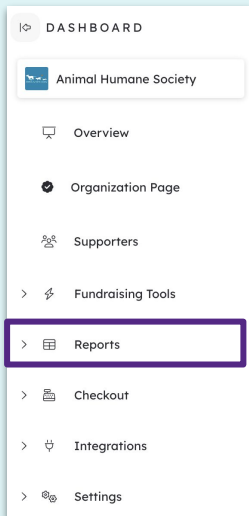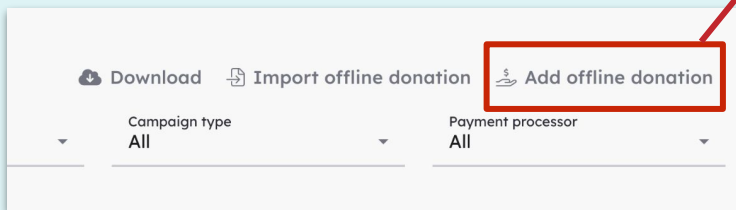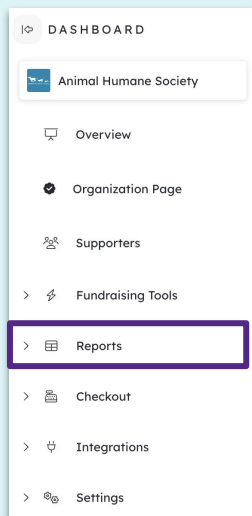
Offline Donations

Logging Offline Donations

Offline gifts are typically cash / checks received by your organization during early giving - live event.

Offline donations can be logged **directly** to your organization page this year. Offline gifts show your fundraising efforts and success off-platform.

Offline gifts are not eligible for prizes.
Offline gifts are not included on leaderboards.

For an offline gift over $1K, you can add it in, and then you will need to email a copy of the check to DCF team for review. Black out sensitive data and make sure the check is dated within the event window. Memo should show CV Giving Day.

Please note: Offline donations are not sent receipts through the platform.

DASHBOARD

Animal Humane Society

- Overview
- Organization Page
- Supporters
- Fundraising Tools
- Reports
- Checkout
- Integrations
- Settings

Download   Import offline donation   Add offline donation

Campaign type
All

Payment processor
All

Add An Offline Donation

First name   required

Last name

Required

$ Amount   required

Source   required

Required

Email

Required
Donation date
1/7/2026

Donation time
02:55:21 PM

Central Time

Address Line 1

Address Line 2

City

State

Country
United States

ZIP / Post code

External Tracking ID

Designation

Notes

Complete Donation

Resources & Support

Get Support

- **Technical support Email** - click on the gray support bubble within your account to access the support forum OR submit a ticket to **support@mightycause.com**

- **Platform Support Website:** support.mightycause.com

- **Additional Resource Center:** mightycause.com/guide

support@mightycause.com

Happy Fundraising!

Questions?