

Welcome to * givebacks

**How to leverage your new fundraising software to
increase profits and build membership**

Monday December 5, 2023

AGENDA

- Introductions
- Who is Givebacks?
- District Fundraising Trends & Club Survey
- Why Digital Engagement & Fundraising
- Givebacks Digital Fundraising Suite & Capabilities
- Givebacks Donations
- Givebacks Shop-to-Give | Dine-to-Donate
- Roadmap to Success
- Kiwanis Holiday Sign Up Bonus

Who Is Givebacks?

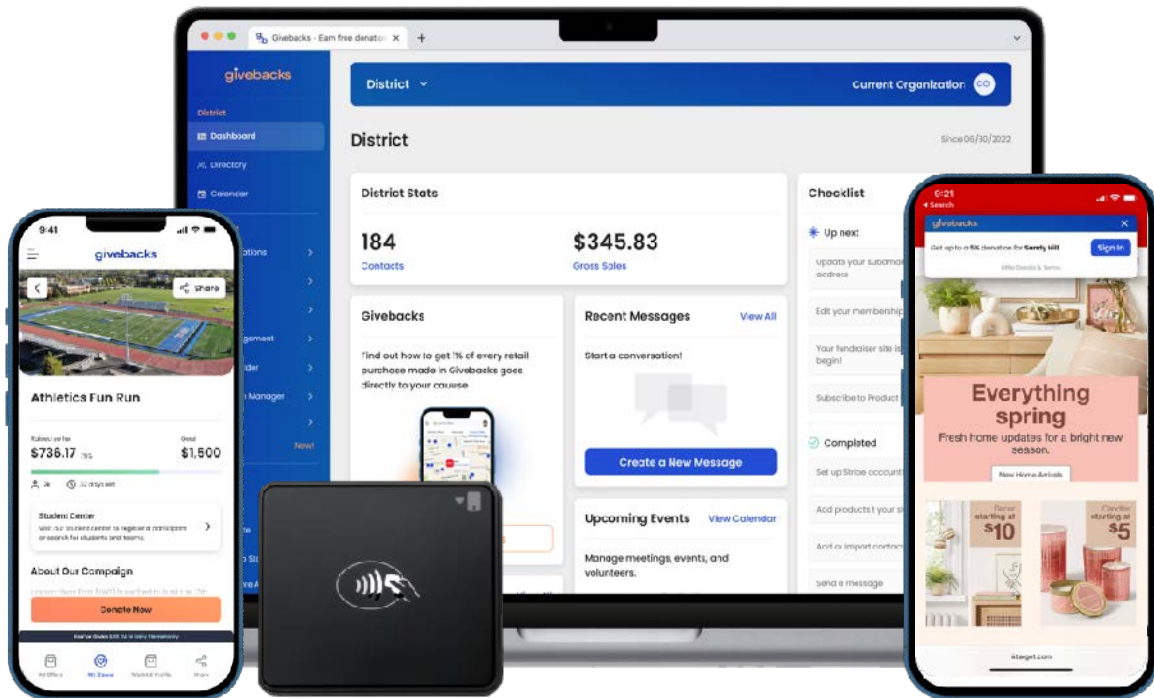
- We are one of the largest communications and fundraising software platforms utilized by 14,000+ US nonprofit organizations.
- Our 5M+ users (we call backers) are highly engaged and committed to programs that give back to the causes they care about.
 - Givebacks supporters drove **\$74.2 million through 3 million** household transactions through the first 11 months of 2023. (E-stores, digital fundraisers, and Shop-to-Give app)





Givebacks offers an all-in-one platform to meet the growing digital engagement and fundraising needs of our nonprofits

Givebacks For Non-Profits



**Givebacks
Fundraising**

**Givebacks
POS**

**Shop to Give
(Mobile Extension)**

Key Features:

- Best-in-class Online e-Stores
- Comprehensive Online Fundraising Capabilities
 - Simple Donations, Crowdfunding, A-thons, Auctions, Raffles, Sweepstakes, Tournaments & Ticketed Events, Dues Collection
- Mobile POS – Swipers
- Innovative and Integrated Shop-to-Give | Dine-to-Donate Program (Card Linked & Online Retailer Network - Fundraising)
- Free Websites, Newsletters, Email
- Free Contact/Member Management
- Free Club calendar with auto reminders
- Free Volunteer sign ups



Digital Engagement & Fundraising Trends

- Overall giving increase 2% last year
 - Online giving soared 21% last year!
- 92% of Americans use some form of digital payments. (19% increase since the Pandemic)
 - Browser-based
 - In-app purchases (think Amazon)
 - In-Store checkout with phone or watch
 - QR code
- 73% of “next-gen” donors, supporters (**new members we need**) will only donate electronically.
 - Nearly half of Millennials don’t have a checkbook
 - 63% of Gen Z and Millennials admit to rarely carrying cash
 - Younger generations don’t like paper
 - We are moving to a cashless / paperless economy
- GOOD NEWS FOR KIWANIANs: 60+ is the fastest growing segment of online shoppers
- Nonprofits that added digital fundraising technology to an existing fundraiser in 2020 **increased overall net revenue by 30%!***

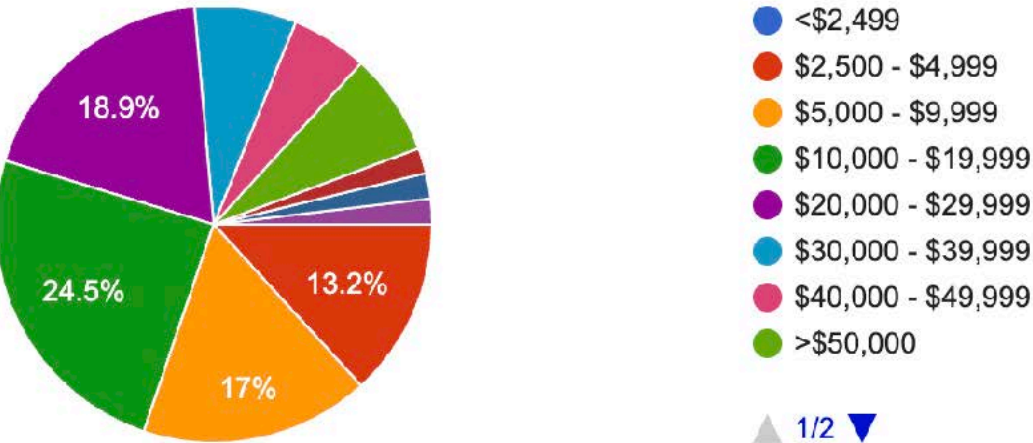
District Fundraising Survey

Top Fundraisers

1. Raffle
2. Ticket-based events
3. Tournaments (Golf, etc)
4. Crowd Funding – Accept Donations
5. AmazonSmile (GONE!)
6. A-thons / Auctions (tie)

District Fundraising Survey

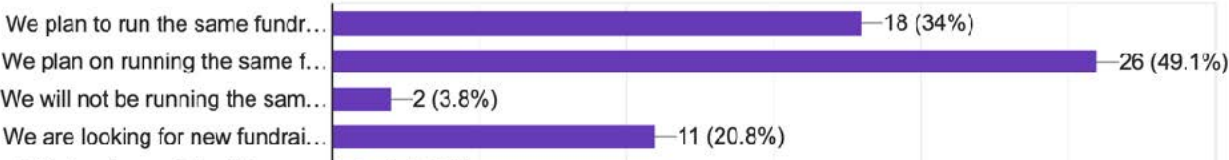
Annual Fundraising Goals



70% have a <\$10,000 annual fundraising budget

2023-2024 Fundraising Plan

- Nearly 84% will be doing the same fundraiser with 49.1% adding more fundraisers.
- 20.8% are looking for new fundraisers.



District Fundraising Survey

- Average \$16,368 per club / \$3.2M raised annually districtwide
- **48% use no digital fundraising technology.**
- Those who did use technology used a **variety of fragmented technology platforms**: Facebook, Go Fund Me, PayPal, Event Brite, Qgive, Square, and AmazonSmile.
- Nonprofits that added digital P2P fundraising technology to an existing fundraiser in 2021 **increased overall net revenue by 30%!***
- If all of our clubs utilized fundraising technology, **we could raise an additional half million dollars** to support our outreach.

Why Digital Engagement & Fundraising

- Makes participating easy, instant, interactive, transparent, and shareable which helps you reach a diverse and global audience
- Eliminates paper-forms
- Centralizes coordination, planning and reporting systems
- Provides digital records and compliance
- Extends fundraising event fundraising time
- Live streaming allows those who cannot attend to participate
- Host multiple revenue campaigns simultaneously in the same online space
- Automated sponsor, supporter, and donor recognition and Thank You communications

Makes every participant a donor and potential new member!

Givebacks Online Fundraisers

- Crowd Funding and Peer-to-Peer
- Ticket-based Events & Tournaments- Ticketing / on-site POS
- Raffles
- Sweepstakes
- Auctions
- A-thons (Runs, walks, reading, etc)
- Fees: Select Optional Tip Model allows the club to keep all the funds or 7.5% flat fee that can be passed onto donor at checkout.

Kiwanis
READS!

Kiwanis READS! "Made in the Shade" Shibumi Raffle

Buy entries

Experience ends in:

0

DAYS

0

HRS

0

MIN

0

SECS

\$510 RAISED

About

Updates

Share this experience

Donations

RP

Rachel Powell

2 months ago

\$10.00

KS

Kara Sewell

2 months ago

\$25.00

AS

Anonymous Supporter

2 months ago

\$50.00

AS

Anonymous Supporter

2 months ago

\$10.00

Kiwanis READS! Made in the Shade Shibumi Raffle

SHADE FOR THE WHOLE CREW = BOOKS FOR KIDS!

You've probably seen a few of these on the Volusia and Flagler County Beaches and said to yourself, "THAT'S COOL!" It's called "Shibumi"! Stitched in North Carolina, Shibumi Shade has forever improved the beach experience by working with the wind, not against it.


After years of development and innovation, Shibumi Shade is quiet, and strong, and provides more sun protection than flimsy umbrellas or clunky pop-up tents.

This was our club president who's from NC (with his Shibumi) last summer when a huge gust of wind came up. His neighbor's tent was destroyed while the Shibumi stayed strong. Shibumi! — Casey Testa

Givebacks Simple Donations



- Donation Page with one-time and recurring donation options
- Customized donation amounts and donation paths
- Link to your donate page from your website, Facebook page, e-mails, and more
- Fees same as PayPal: 2.9% + .30 (you can pass on fees to donor)



Donate to Kiwanis READS!

Kiwanis READS! is an International Award-Winning Signature Service Project from the Kiwanis Club of Ormond Beach. In May of each school year, we sponsor a Summer Reading Book Fair at Ormond Beach Elementary School in Ormond Beach, FL. The school has around 300 students and 20 teachers. Over 70% of the families qualify for the federal free lunch program so our goal is to help them buy books for their homes.

Kiwanis READS! has three building blocks. 1. Help students BUILD home libraries. 2. Help teachers BUILD classroom libraries, and 3. Help BUILD a culture of independent reading across Ormond Beach. After the Book Fair, we kick off the Kiwanis READS Summer Challenge. Students are challenged to read 20 minutes per day through the summer. Family, friends, and local businesses can make a student pledge through the Kiwanis READS! challenge online and mobile website. The Kiwanis Club of Ormond Beach matches the first \$1,000 in summer reading pledges. All the funds raised at the end of summer support the library and enable the school to add new books to student and classroom libraries all year.

Thank you for your support. Please share our Givebacks link. Every time we get a new active Backer, we donate a new book to Ormond Beach Elementary School students and/or their school library.

01 Choose Donation Amount


Donation Duration

One-time Donation **Monthly Donation**

Since you've chosen to make a recurring donation, you'll be charged this amount each month. You'll be able to edit or cancel your recurring donation at any time.

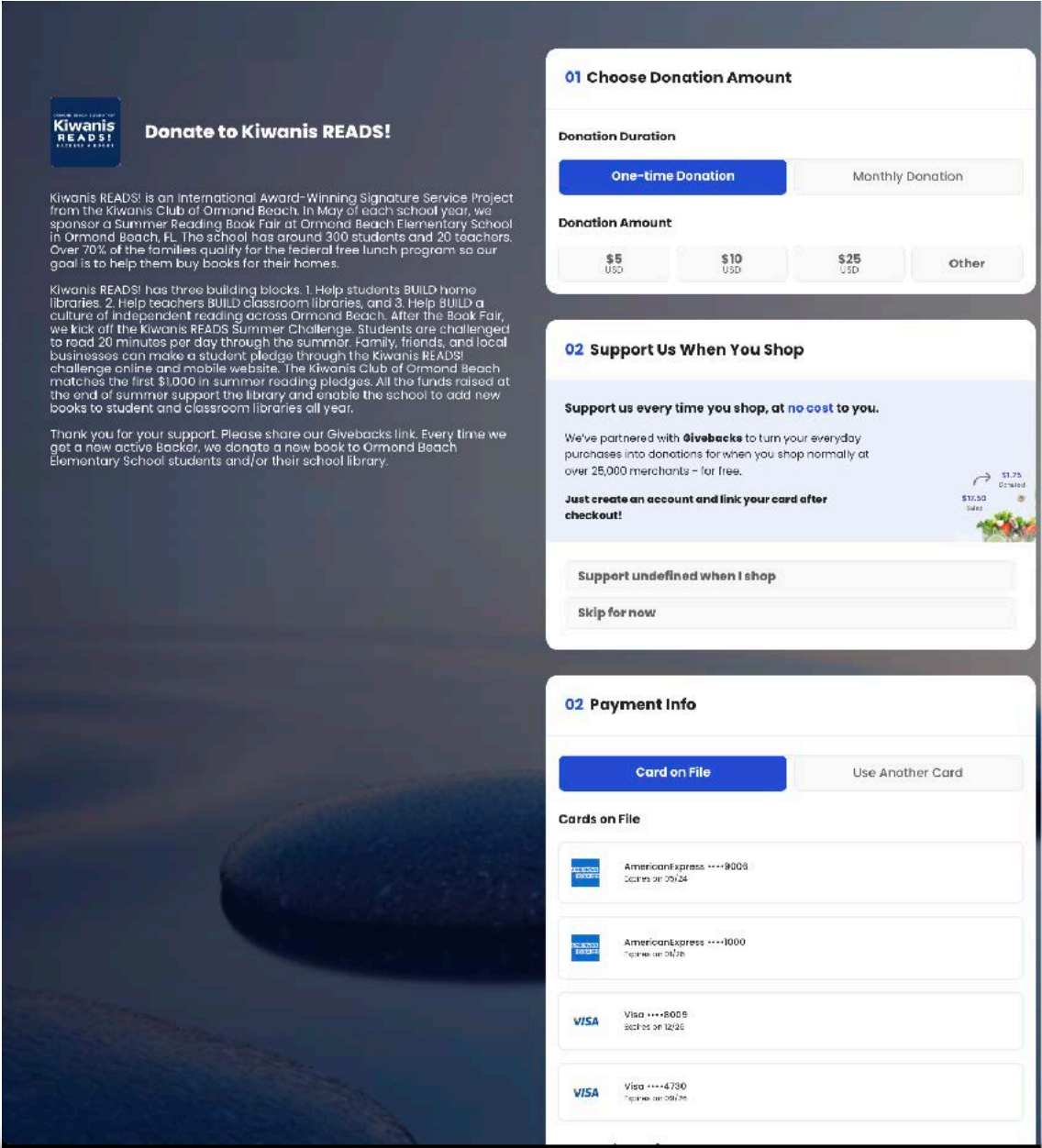
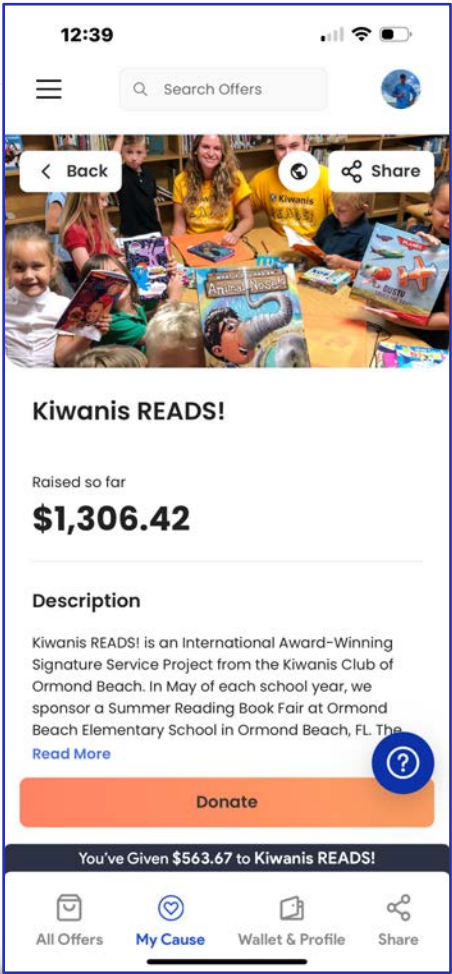
Donation Amount

\$7.50 Donation - 1 new book for a child in need	\$8
\$25 Donation - 4 new books for a child in need	\$25
\$50 Donation - 10 new books for OBE media center / students	\$50
\$100 Donation - 20 new books for OBE media center / students	\$100
\$150 Donation - Sponsor new books for a classroom	\$150
\$1,000 - Sponsor new books for an entire grade	\$1000
\$1,750 - Sponsor a new book for all students at OBE	\$1750
Sponsor Kiwanis READS! 2024 Teacher & Volunteer Shirts	\$750
Other	

 powered by Givebacks

Givebacks Simple Donations

- Automatic enrollment into your club's Givebacks Shop to Give program at checkout



Givebacks e-stores

- Member dues
- Kiwanis Branded Product Sales
- Sponsorship sales
- Product Fundraisers
- Sell anything in your store
- Inventory and reporting
- Fees 3.9% + .59 (free to club when passed onto purchaser)
- Automatic enrollment into your club's Givebacks Shop to Give program at checkout (+\$100 per year potential)

- Home
- Donate to Kiwanis READS!
- Kiwanis OB Membership Dues
- Get Your Kiwanis READS! Swag
- Donate School Supply Kits
- Product Fundraisers

QUICK LINKS

- View Store
- Visit Website
- Contact Store Admin
- Givebacks Store FAQs

Kiwanis READS! Store

Featured Products

3-19 Coffee Bags and Bundles - Medium Grind

Your cause gets up to \$5.73

Bags of Medium Grind coffee that are roasted to order,

~~\$15.00~~ **\$12.75**

Bookelicious Gift Cards

Your cause gets up to \$10.00

Buy Gift Cards for Bookelicious and Get Your

\$25.00

Krispy Kreme Digital Dozens

Your cause gets up to \$6.50

Combine the joy of Krispy Kreme Original Glazed®

\$13.00

Sunbasket Meal Delivery

Your cause gets up to \$10.00

Meal delivery service that ships chef-crafted fully-

~~\$90.00~~ **\$0.00**

View All >

Store Items

Category ▾

Business & Community Sponsor

DONATE

\$100

DONATE

\$50

WHY Givebacks Shop-to-Give?

VISION

To create an inclusive giving ecosystem that helps people move more money to the causes they *care about*

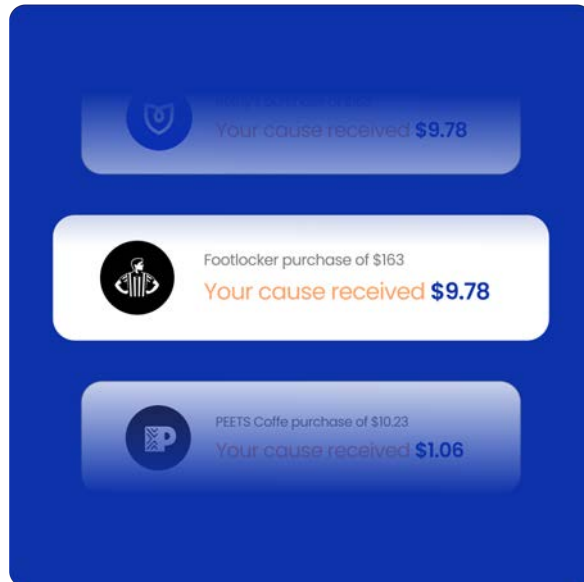


MISSION

Empower people to do good every day *without* doing extra

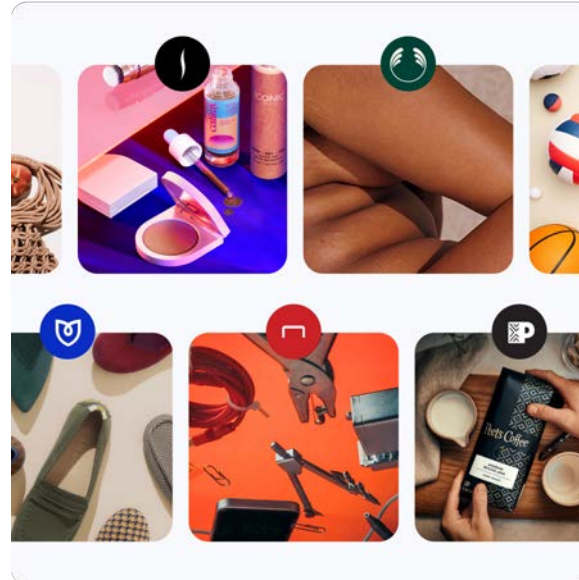


What is the Shop to Give Program?



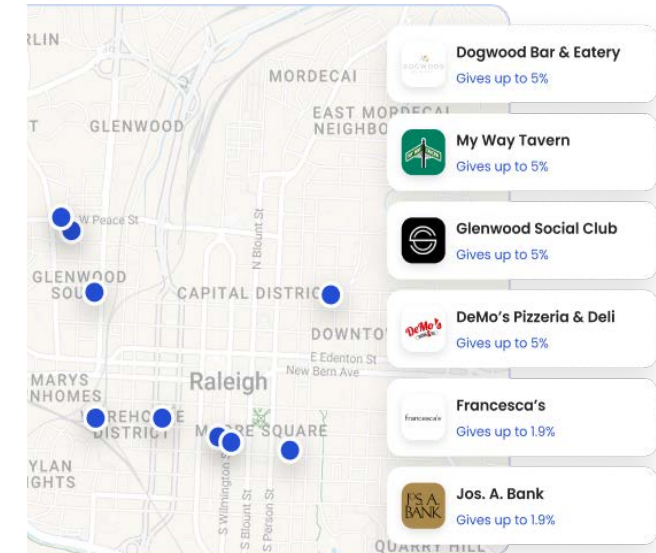
Shopping & dining that gives back

All supporters have to do is shop and dine like they normally do at **25,000+ participating stores and restaurants**



Supporters do the shopping; Businesses do the giving

FREE to your club and FREE to your supporters. The brands we work with spend their dollars supporting causes like yours, instead of annoying you with more ads and donation requests. Win-win.



Local supporting local

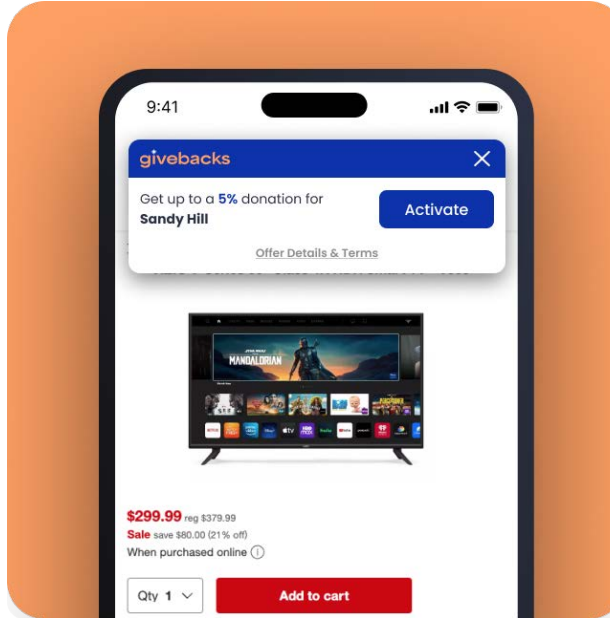
Givebacks includes local businesses and restaurants, allowing **local consumers** to support **local businesses** that, in turn, support **local schools, and nonprofits**, creating a virtuous cycle.

Supporter have 3 ways to dine, shop and earn donations



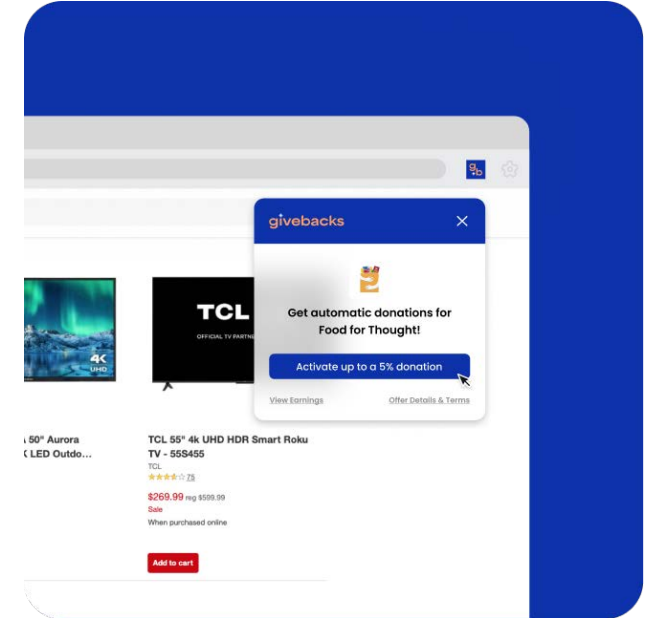
1. Shopping/Dining in person

- Linked your credit card to your account
- Find participating restaurants or retailers on the Givebacks app or website before dining or shopping
- Use your linked card to pay



2. Shopping on your phone

- Download the Givebacks app
- Enable the mobile extension (*Safari on iPhone and Chrome on Android*)
- Shop using your mobile browser



3. Shopping on your computer

- Add the Givebacks chrome extension
- Activate offers when you shop online
- Find Givebacks merchants when you use [Google Search Engine](#)



Quick Shop-to-Give Kiwanis READS! Demo

- 117 Backers so far!
- Signed 23 local restaurants
- Raised over \$1,300 since September
- Grown membership from 9 to 22 (+13 | 144% increase)
- 7 came from new “backers”
- 2 corporate sponsors \$500

Support your favorite local school or nonprofit when you dine and shop!

Givebacks for EDUCATION

Local restaurants donate 5% when you dine or take out.

Plus...Shop at thousands of online retailers and get donations for your school or cause.

Signup for Free Today!

givebacksfored.org

Kiwanis READS! Givebacks for EDUCATION Ormond Beach ELEMENTARY

Weekend of Giving

Ormond Beach Holiday Parade Weekend Only
Restaurants will DONATE 15% TO KIWANIS READS + OBES!

Signup & link a card before you dine and shop!

A GROOVY CHRISTMAS
Home for the Holidays Parade

Dine in or take out at any restaurant below Friday the 8th through Sunday the 10th for a 15% donation to our School!
Pay with the card you have linked with Givebacks.

ROSEVILLA Cafe GRIND FUGU KONA greektown taverna Lido Pizza LuLu's HARBORWOOD 5060 HAVA HULA SUNLBERRY 31 plectech's Irish Pub

Do your holiday shopping online and score donations for Kiwanis READS for OBES Books!

Walmart Michaels DICK'S LOWE'S H&M ticketmaster DOLLAR TREE ACE Hardware COSTCO GameStop LEGO BJ's priceline MODEL'S SPORTS RADISSON Best Western HOBBY LOBBY JCPenney L.L.Bean

givebacks

Summer of givebacks

Your favorite local restaurants and thousands of online retailers donate when you dine and shop!

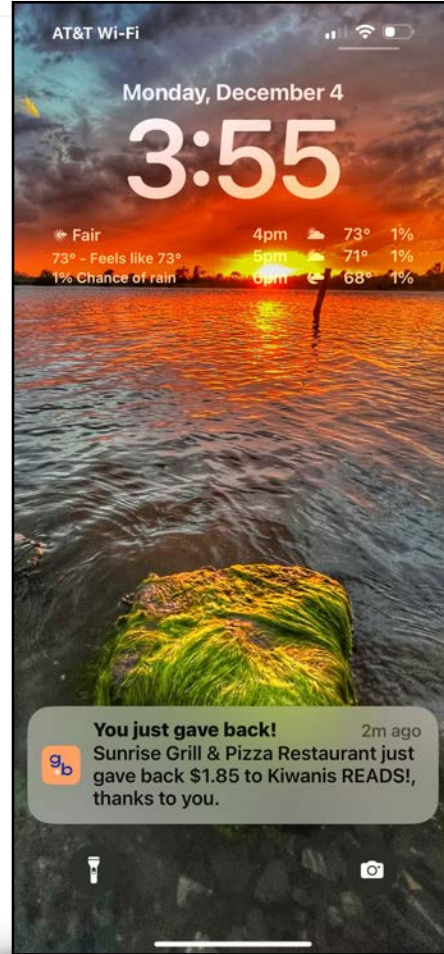
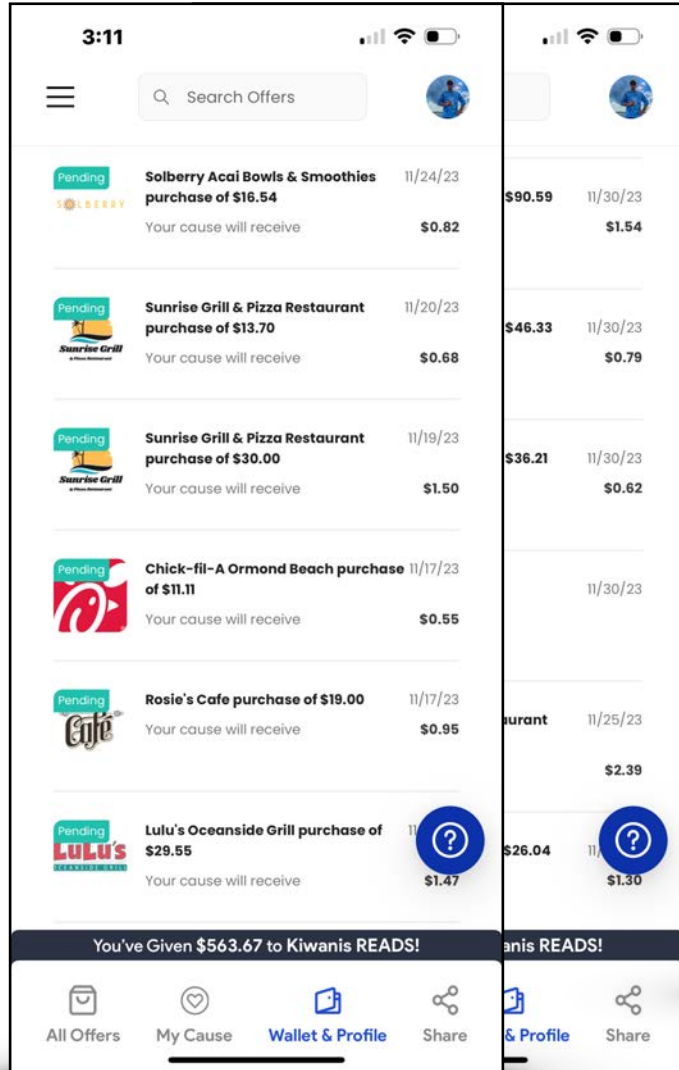
Sign up for free Today!

Eat = Books
Restaurants donate 5% when you pay your bill + a \$5 bonus the first time you use Givebacks!

BACKERS 4-BOOKS

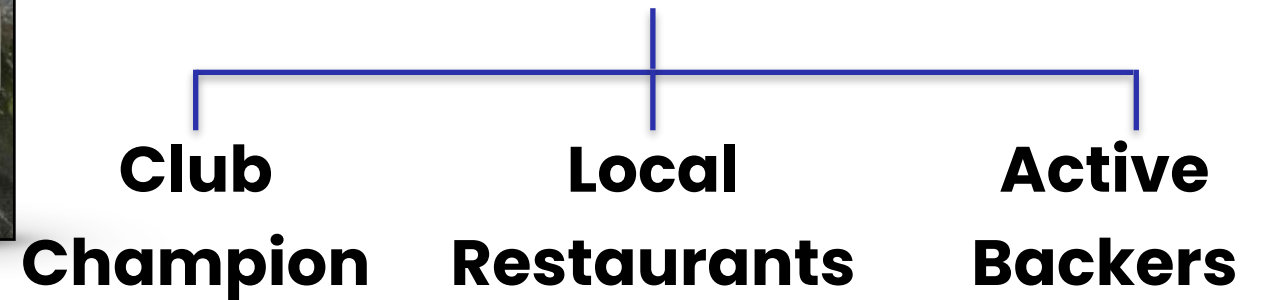
Kiwanis READS! OBES Books

The Power of One Backer



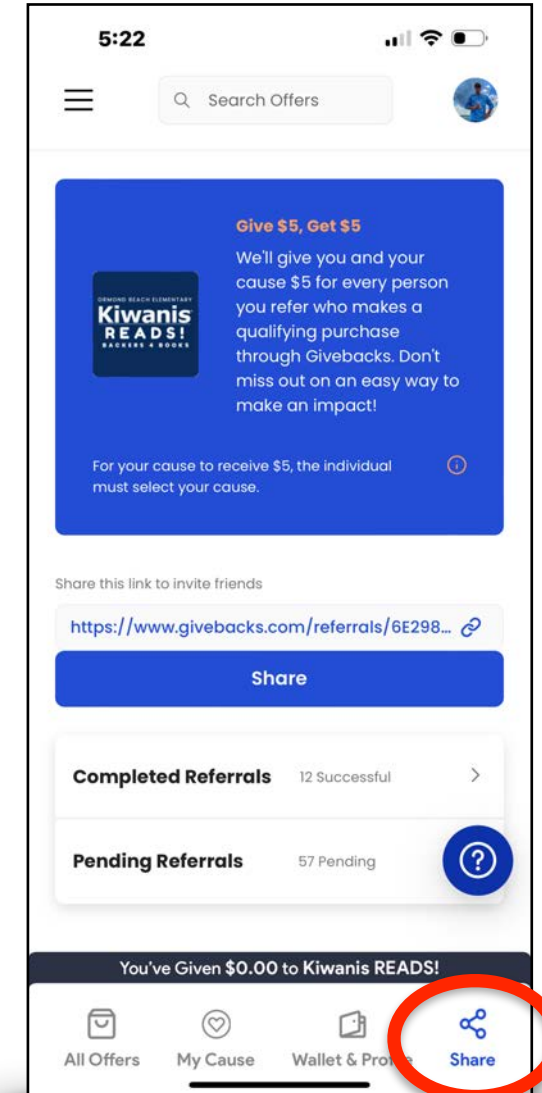
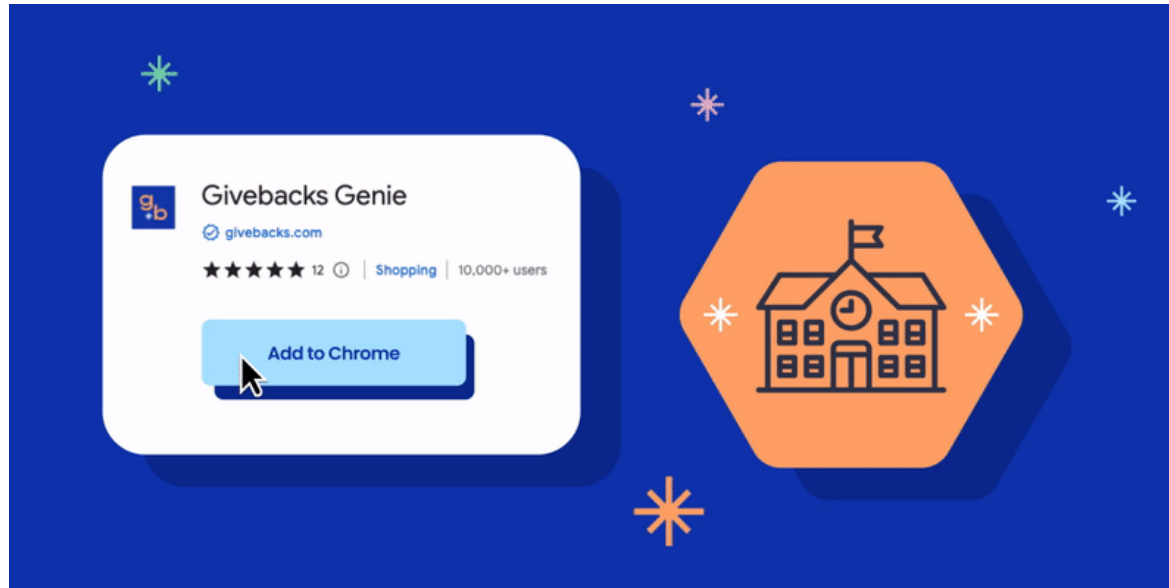
- I've scored \$17.52 in donations to Kiwanis READS! In the past 10 days
- \$17.52 per month / \$210.24 per year
- What if your backers are half as active as Dillon?
 - 50 active backers = \$5,256 annually
 - 100 active backers = \$10,512 annually
 - 200 active backers = \$21,024 annually

Follow the Road Map to Success It's a Marathon not a Sprint



Kiwanis Holiday Shop to Give Promotion

- **\$5.00 Extension Bonus Donation:** When anyone signs up for your club's Givebacks Shop to Give, downloads the app and adds the mobile or desktop extension. (Through 12/31)
- **\$5.00 First Time Use Backer Bonus:** When any backer scores their first qualified transaction from a Givebacks merchant.
- **\$5.00 Referral Bonus:** Share your referral link and get \$5.00 deposited into your e-wallet when they make their first qualified transaction from a Givebacks merchant.



Follow the Playbook

Shop to Give campaign creation checklist

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Create your campaign

- ✓ **WHY** are you raising funds?
- ✓ **WHO** are you supporting?
- ✓ **Do you want to create a CAMPAIGN?**

Givebacks for
EDUCATION



Secure local merchants

- ✓ **Build your target list**
Select 20 local restaurants that support your community and your cause/campaign.
- ✓ **Introduce them to Givebacks**
Send each target restaurant an email explaining your Givebacks campaign and goal. Introduce them to your Givebacks Champion, letting them know they will be reaching out to secure a meeting time.
- ✓ **Schedule a Givebacks restaurant signing week**
Have members visit different parts of the city to sign up restaurants to support your campaign.
- ✓ **90-Day no-risk merchant trial**
Givebacks will cover donations for up to 20 merchants for the first 90-days.

Set your fundraising goal

- ✓ **Ask yourself these questions.**
 - ✦ How much do you want to raise this year?
 - ✦ How many supporters (backers) do you believe you can realistically sign up this year?
- ✓ **Use the following formula to back end to your goal**
 - ✦ Note: The average backer raises \$100 per year
 - ✦ I want to raise \$_____ / 100 = _____ Active backers needed

Example: I want to raise \$10,000 / 100 = 100 Active Monthly Backers needed to reach the \$10K goal.

Promotional Plan

- ✓ **Explore partnerships**
Try to secure promotional partnerships with local broadcast media outlets, newspapers, city leaders, and alumni groups.
- ✓ **Schedule a Kick-off press event**
Host a Givebacks kickoff event at a participating Givebacks merchant. If you are supporting schools, invite their Givebacks Champions.
- ✓ **Follow your 30-60-90 day roadmap to success**

Shop to Give success checklist

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Win your organization

- ✓ **Pick a Givebacks champion**
This is your point person who will manage contact with Givebacks, promote the Shop to Give Program, and field questions.
- ✓ **Get 5 team sign-ups**
Get 5 people in your organization to sign up and make a purchase in the next two weeks.
- ✓ **Buy for your organization**
Use participating merchants to host your meetings, buy office supplies, and community outreach items.

Leverage Givebacks technology

- ✓ **Set up your Storefront**
Easily set up your online store and ask supporters to check the box to sign-up for Shop to Give during checkout.
- ✓ **Set up your Shop to Give presence**
From your Givebacks account, update your cause's description, pictures, logo, and website.
- ✓ **Share links**
Visit the Promotion Center to find sign-up links to share with your supporters.
- ✓ **Track results**
View your Backer Tracker to get up-to-the-minute information on who has signed up and how much they've earned for your cause.

Launch: The first 30 days

- ✓ **Send 4 launch emails**
Every email should include a sign-up link!
 - ✦ Week 1: Introduce Shop to Give, and share your fundraising goal. Tell supporters how it will benefit the community.
 - ✦ Week 2: Remind supporters about the program, how to register, where to shop.
 - ✦ Week 3: Share a success story about a member who earned donations.
 - ✦ Week 4: Remind supporters about the program and share more success stories.
- ✓ **Post on social**
Post stories of 3+ people who earned donations for your cause, making sure to tag your cause and the merchant, and include a sign-up link.
- ✓ **Host a launch event**
Hold an event at a participating merchant to promote the program and how easy it is to support it.

Keep supporters engaged all year

- ✓ **Share a monthly shopping guide**
Stay top of mind with monthly emails about where to shop. Include timely shopping lists like fall sports gear or holiday items.
- ✓ **Schedule 5 school socials**
Build community and raise funds through events at participating merchants.
- ✓ **Hold club events at participating merchants**
Keep the program top of mind internally as well as externally by supporting it with every event.



Next Steps

1. Appoint a Club Givebacks / Fundraising Chair
2. Schedule a 1-on-1 with Evan for all things Givebacks
3. Validate your Club in Givebacks Shop to Give, refer local restaurants, and start sharing your link

Evan Lang

evan.lang@givebacks.com

919-815-6876

The logo for 'givebacks' is displayed in orange text. The word 'give' is in a lowercase sans-serif font, followed by a small white asterisk, and then 'backs' in the same lowercase sans-serif font.

Questions?