

Digital Dollars for Kiwanis: Mastering Online Fundraising

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Today's presentation:

- ✓ Why online fundraising?
- ✓ Online fundraising methods
- ✓ Tips and tricks
- ✓ Q & A





Why online fundraising?



China's cashless society



- China transitioned to its version of Venmo called *Alipay* virtually overnight.
- China day-to-day financial transactions became cashless.
- The unhoused population began using Alipay.
- As a result, they received more donations each day over cash.

Why online fundraising?



Donors can:

- Give at any time
- Give from anywhere
- Set up recurring donations
- Share about the gifts they've made
- Give securely

Why online fundraising?



Clubs can:

- Capture donor information
- Decrease costs
- Increase their visibility
- Get immediate feedback on their marketing efforts



Online fundraising methods



Fundraising on PayPal



Fundraising with Givergy™



Offering a seamless fundraising solution, **Givergy™** provides all the tools needed to host and manage fundraising campaigns from start to finish.

Fundraising with Givergy™



Features:

- ✓ Silent auctions
- ✓ Donations (recurring or one-time)
- ✓ Ticketing
- ✓ Raffles

Fundraising with Givergy™



Costs:

- ✓ No subscription cost for platform access (Kiwaniis partner).
- ✓ 7.95% platform and processing fee
- ✓ Fee can be covered by donor (voluntary or mandatory).

More information on Givergy™



e.givergy.com/kiwanis

Fundraising on PayPal



Fundraising platforms



	Fees to use?	Tax receipts?	Customized forms?	Events?
PayPal	2.99-3.49% + \$0.49*	Yes	No	No
Givergy	7.95% (platform and processing fee)	Yes	Yes	Yes
Kiwanis club sites	Free*	Yes	Yes	Yes
Facebook	Free	Yes	No	No
Zeffy	Free	Yes	Yes	Yes

*Payment processor may charge fee.

Fundraising platforms



**What are some
fundraising platforms
you have used?**

Payment processing methods



Some online fundraising platforms handle payment processing (PayPal).

Others may allow you to connect your payment collection method (Venmo, Stripe, Square) of choice to their service.

Make sure you research this to determine what your overall costs will be!

Payment processing methods



	Fees?	Business account required?	QR code?	Supported on KI club sites?
PayPal	2.99-3.49% + \$0.49*	No – but recommended	Yes	Yes - full
Venmo	1.9% of total + \$0.10	Yes	Yes	Yes – QR code
Zelle	None (in U.S.)	No	Yes	Yes – QR code
Square	2.6%-3.5% + \$0.10-0.15*	No	Yes	Yes - full
Stripe	2.9% + \$0.30	No	Yes	Yes - full

*Depending on type of transaction.



Tips and tricks



Tips and tricks



Establish online donation pages on your website.

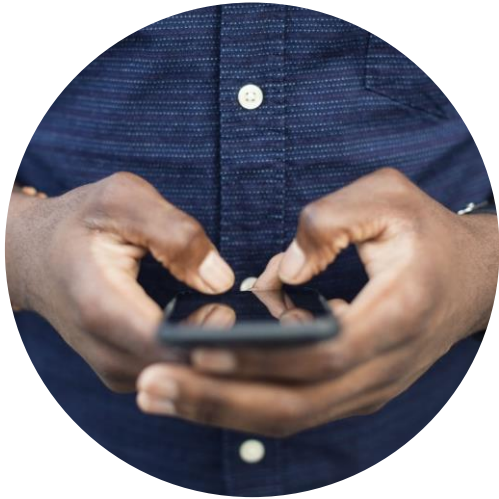


Leverage social media in your fundraiser marketing.



Get "opt-in" permission to keep prospects informed by email.

Tips and tricks



Think about using a “text-to-donate” service.



Partner with local companies for matching gifts.

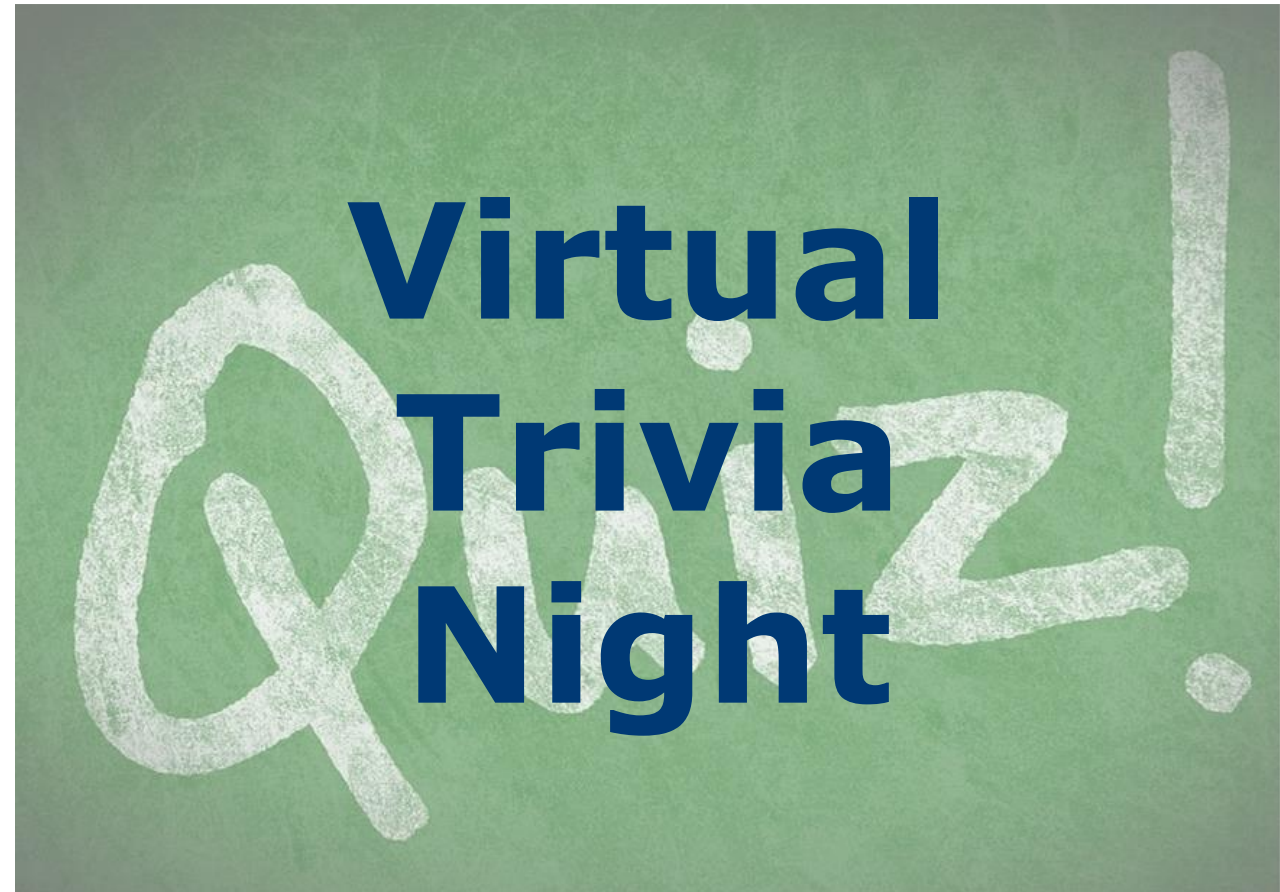


Hold virtual events to foster engagement.

Virtual event ideas



Virtual 5K



**Virtual
Trivia
Night**

Virtual event ideas

A photograph of a grand, empty concert hall with a grand piano on the stage. The text 'Virtual Concert' is overlaid in large blue letters.

**Virtual
Concert**

A photograph of an older man painting on an easel in an art studio. Two other people are visible in the background. The text 'Online Class' is overlaid in large blue letters.

**Online
Class**



**What are some other
virtual events you have
held?**

Things to keep in mind



- If your club has a 501(c)3 foundation, check to see if discounted rates are available.
- Consider your target audience when deciding on a platform and payment method.
- MARKET MARKET MARKET!!!

Online Fundraising



<https://tinyurl.com/kiwanisonlinefundraising>



Questions and answers



Thank you!



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