

About Me

I'm Ronald Pruitt, the President and Founder of 4aGoodCause.

I've helped nonprofits raise hundreds of millions of dollars online over the past two decades.

Some of our local clients include Family Promise of Gwinnett, Rainbow Village, Cobb Schools Foundation, and many others



Agenda

What I'll discuss today

01

Technology + Event Fundraising

02

Technology + Year-end Giving

03

Technology + Major Giving





How are you using
technology in your
events?

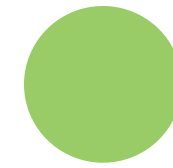
Before

Attract attendees and
raise money

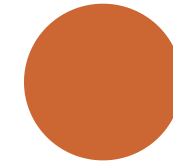


Revenue

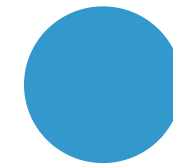
Build online fundraising pages
that support your revenue
opportunities.



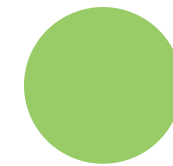
Tickets / Registration



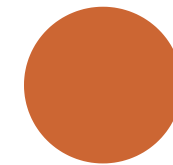
Donations



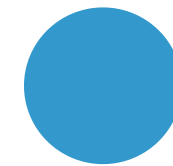
Sponsorship sales



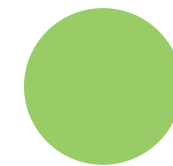
Raffle



Auction



Peer-to-peer fundraising



Matching gifts





CeCe Winans

This Is My Story – LIVE EVENT

September 16, 2021

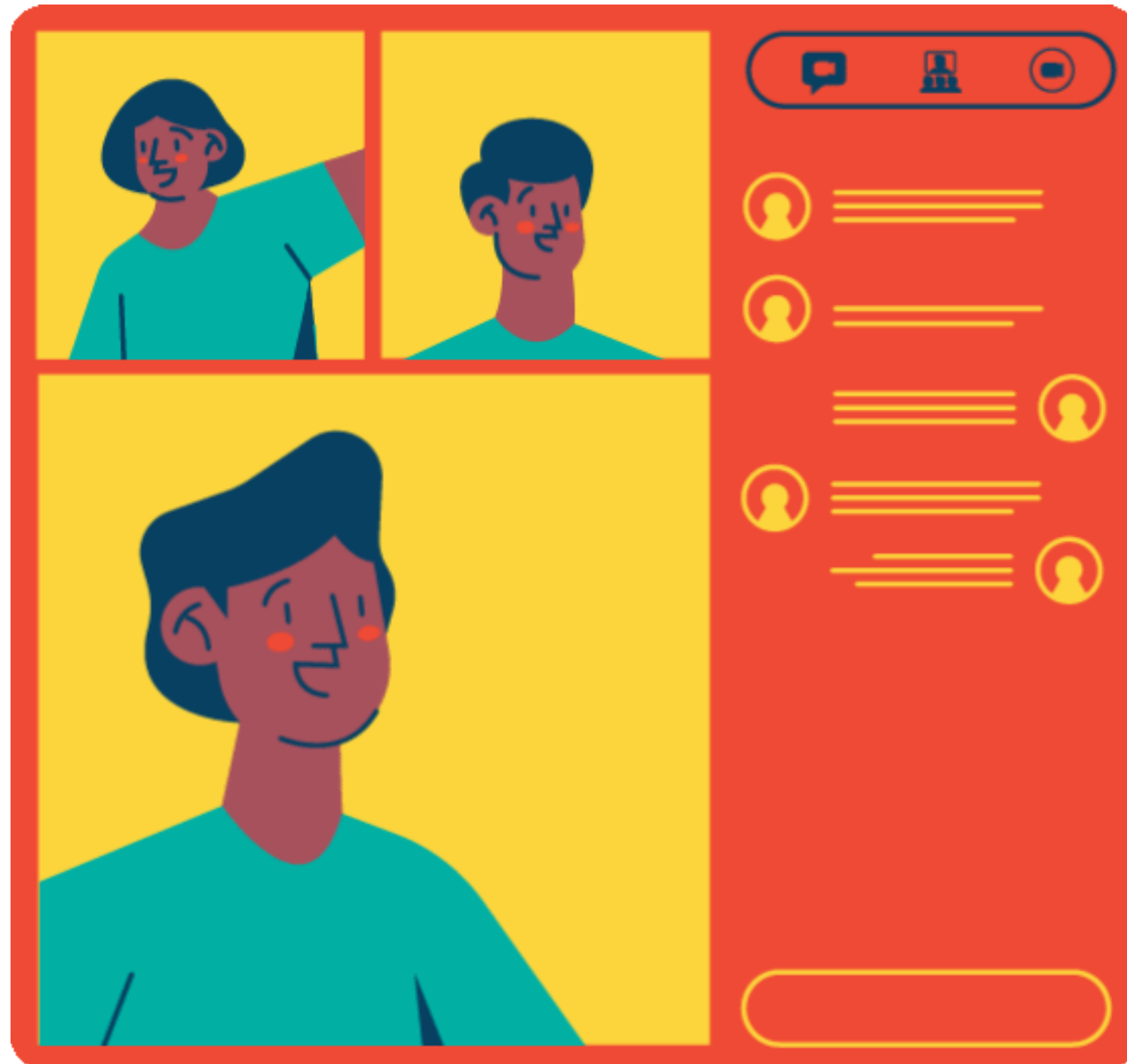
Link your fundraising pages from your event landing page

During

Keep attendees
engaged and raise
money



Engage

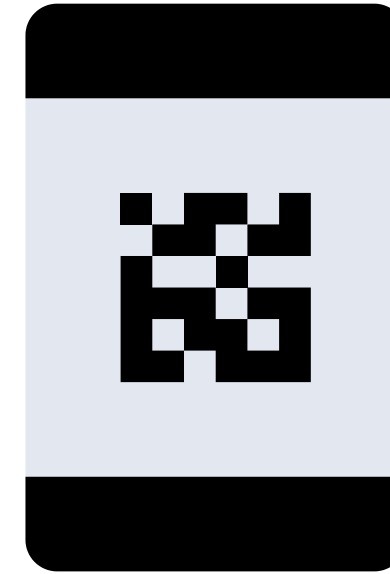


- Games
- Polls
- Question and answer
- Videos
- Content downloads
- Tracking fundraising progress
- Social media shout-outs



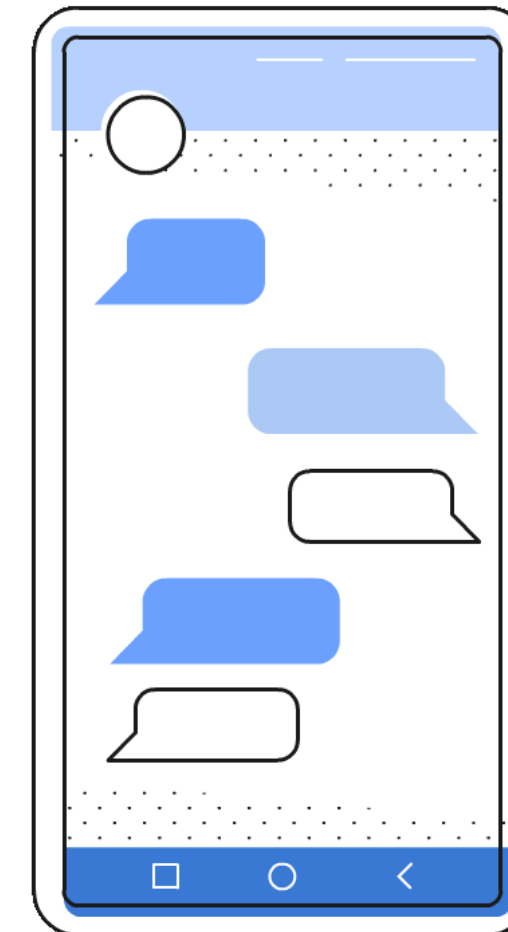
Have an audience concierge

Collect donations during the event



*Short
URL*

Use technology to direct
donors to a donation
page.



MANNA FoodBank

Event donation page



Log In



Thanks for Supporting Widespread Panic's Food Drive for MANNA FoodBank!

Widespread Panic's roots run deep when it comes to hosting food drives at their concerts. Starting with the fan-based Panic Fans for Food in 1999, to the now band-led "Feeding People Through Music" program, the band and its fans have provided over \$281K in funds + 13 tons of food for hunger relief organizations across the country.

MANNA FoodBank serves communities in 16 counties of Western North Carolina through a network of 250+ dedicated partners, providing food with hope and dignity to people experiencing hunger in our region. To learn more about MANNA, visit mannafoodbank.org. \$1 = 4 MEALS!



Gift Amount

| | | | | | |
|------|------|------|-------|-------|-------|
| \$25 | \$50 | \$75 | \$100 | \$150 | Other |
|------|------|------|-------|-------|-------|

Have questions or need help?

Call 8282993663 or email

KSCHWARTZ@MANNAFOODBANK.ORG.

tiny.cc/panic



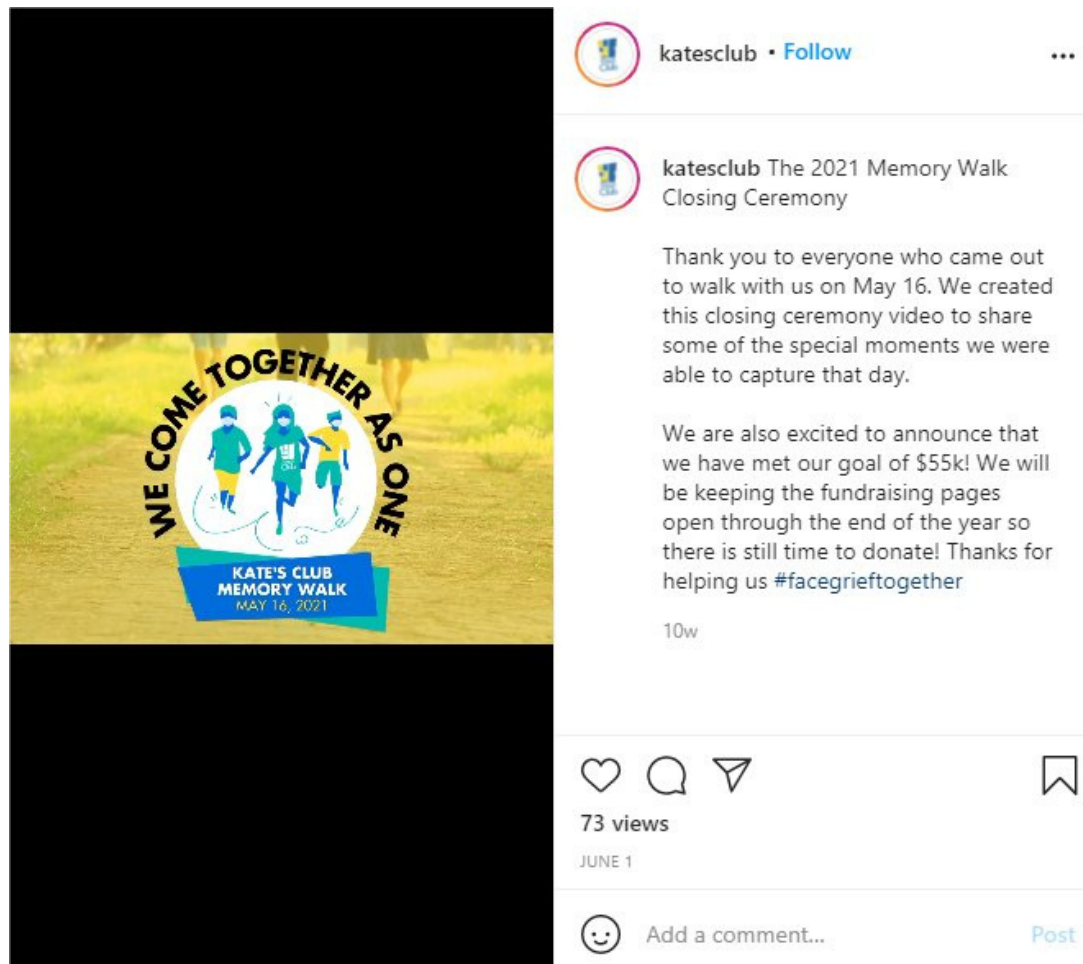
After


Thank participants
and give one more
chance to give



Thank you!

Send thank you messages via email and social media to your attendees and offer one more chance to give.





WE CAME TOGETHER AS ONE AT THE 2021 MEMORY WALK!

OUR PROGRESS TO \$55,000: **94.6%**

Good Afternoon,


Thank you to everyone who registered and fundraised for Kate's Club this year! While this year still looked different than year's past, we are so thankful that so many of you were able join us safely in person at our four Atlanta parks.

We are ONLY \$2,900 short of hitting our goal this year, so we are keeping the fundraising pages open!

Keep in mind that all of the funds raised through Memory Walk go directly to funding our programs, which are more important now than ever.

If you didn't register to walk with us, you can still make a donation [here](#).

Click below to watch the closing ceremony video!





Repurpose highlights from your event into content for your website, social media and other channels

rmhcmobile • Follow
Cooper Riverside Park

rmhcmobile Congratulations to the winners of the 5th annual Rubber Ducky Regatta!
First Place Winner with \$1,000 to Rouses Markets: Theresa Perry
Second Place Winner with \$600 to Ace Hardware (Spring Hill, Moffett Road, and Creola locations): Nita Summerlin
Third Place Winner with \$500 to Bebo's Gas/Car Wash: Misty Whitehead
And LAST Place the very last ducky to cross the finish line and winner of the One-month membership to Crew Fitness: Mark Alford
We are so thankful to everyone who adopted ducks for supporting RMHC Mobile and the families we serve. Families with seriously ill or injured children receiving treatment at area hospitals.

19 likes
AUGUST 3

Add a comment... Post

MFEF
May 28 · 🌐

It's time to celebrate the #1 Grand Prize Winning Quaranteam: It Takes a Villa...Real-Hadley.

Captain Debbie Villarreal was already going to win the award for being the only person to have completed all four Amazing FundRACERS. For three years, she competed with her husband, but this year, she left Mike behind, grabbed the kids, and victory is THEIRS! Coincidence? We will never know. But, they truly showed off their quarantine skills! Congratulations! (Photo credit: Chanda Hall)

74 · 12 Comments · 3 Shares

Like · Comment · Share

View 2 more comments · Oldest

Betty Shrem Shvets
Congratulations!!
Like · Reply · 11w

Allison Silverstein
Congratulations Debbie!!
Like · Reply · 11w

Masiel Rodriguez-Vars
Michael Hadley we know your the family's secret weapon and just wanted the rest of them to know they could do it without you. 🥳🥳🥳
Like · Reply · 11w · 2 Replies

THE MOUNTAINEERS

ACTIVITIES COURSES CONSERVATION VOLUNTEER MORE

Home > Blog > A Recap of Our 2021 Virtual Gala

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History

How To

Mountaineer Magazine

News & Events

A RECAP OF OUR 2021 VIRTUAL GALA

On April 29, 2021, we hosted our 7th annual fundraising Gala. In its second virtual year, we were thrilled to welcome so many members of our community. With your support, you helped us not only reach our original goal of \$360,000, but surpass it! We're still tallying the final results, but we're elated to share that you helped us raise more than \$362,000. Thank you!

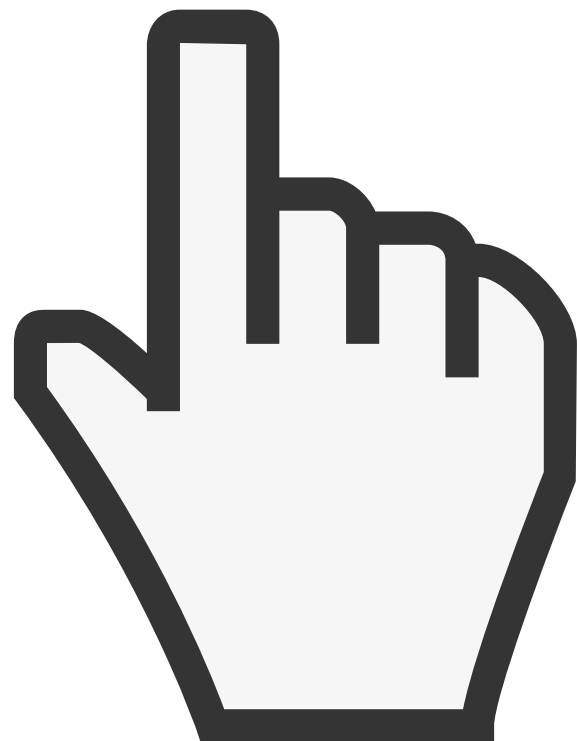
Each spring we gather our community to celebrate our collective achievements and support future efforts to transform lives and protect wild places. With the pandemic preventing us from gathering in person, we hosted our second (and hopefully final) virtual Gala.

Learn more

4agoodcause.com/webinars



How to Make Virtual Fundraising Events Work for Your Small Nonprofit



Agenda

What I'll discuss today

02

Technology + Year-end Giving





100 potential donors
visit a donation form.

How many will
complete their online
donation?





21%

mrbenchmark.com

Why do donors leave?

- Confusion
- Friction
- Distraction
- Fear



Traits of an effective donation page

Optimize your page for more conversions and higher donation amounts.

- Branded
- Isolated
- Mobile-friendly
- Trustworthy
- Compelling
- Urgent
- Consise / Clear
- Maximizing (think bigger gifts)
- Helpful
- Thankful
- Amplifying



- Branded
- Isolated
- Mobile-Friendly
- Urgent



Toni's Kitchen



[Log In](#)

-  Trustworthy
-  Compelling
-  Clear
-  Maximizing

Donate to Toni's Kitchen to Help Us Meet The Food Need in our Community

Donations are especially important during this urgent time of need in our community. We are seeing unprecedented numbers of people needing food assistance right now in the wake of the coronavirus virus outbreak.

Donations go to purchasing food and supplies to help us keep up with the demand for fresh, healthy meals for distribution to those in need in our community: families, seniors, children.

We are grateful for the amazing support we have received from our community as we work together to fight hunger during this critical time. Thank you!

Gift Amount

\$50

\$100

\$500

\$1000

\$2500

Other

\$ 100.00

☒ One-time Gift ☐ Recurring Monthly Gift [i](#)

Would you like to make this a tribute gift?

☐ Yes, dedicate my donation in honor or in memory of someone.

Your Information

Welcome back Ronald! [Click if not Ronald](#)



Have questions or need help?

Call [973-932-0768](tel:973-932-0768) or email toniskitchen@gmail.com.

Your Donation is Secure



Girl Scouts of NE Texas

- Conserve
- Helpful
- Thankful
- Amplifying



Log In

Build girls of courage, confidence and character

Thank you for your gift and for helping build girls of courage, confidence and character, who make the world a better place. Through the support of donors like you, girls in Girl Scouts of Northeast Texas have access to six unique camps, opportunities to travel the world through “destinations,” and numerous other ways to connect to other girls to reap the benefits of the Girl Scout Leadership Experience. Our programs are having an impact right now on girls, on our society.



Gift Amount

\$50

\$100

\$250

\$500

\$1000

Other

\$ 100.00

☒ One-time Gift ☐ Recurring Monthly Gift [i](#)

Gift Designation

Choose a specific purpose for your gift.

Where the need is greatest ▼

Would you like to make this a tribute gift?

☐ Yes, dedicate my donation in honor or in memory of someone.

Have questions or need help?

Call 972-349-2414 or email SOmar@gsnetx.org.

Your Donation is Secure



St. Jude Children's Research Hospital



[Contact Us](#)
[Español](#)
[Donate by Mail](#)
Donate by Phone: [\(800\) 805-5856](#)

Make a donation to end childhood cancer

Monthly

One-time

Donation amount (USD)

\$25

\$50

\$75

\$100

\$500

Other

☐ Dedicate my donation.
Honor someone special or memorialize someone who has passed.

Payment method

AMERICAN EXPRESS

DISCOVER

VISA

PayPal

CHECK

amazon pay

* Credit card number:

* CVV:

?



St. Jude patient Colton with his art

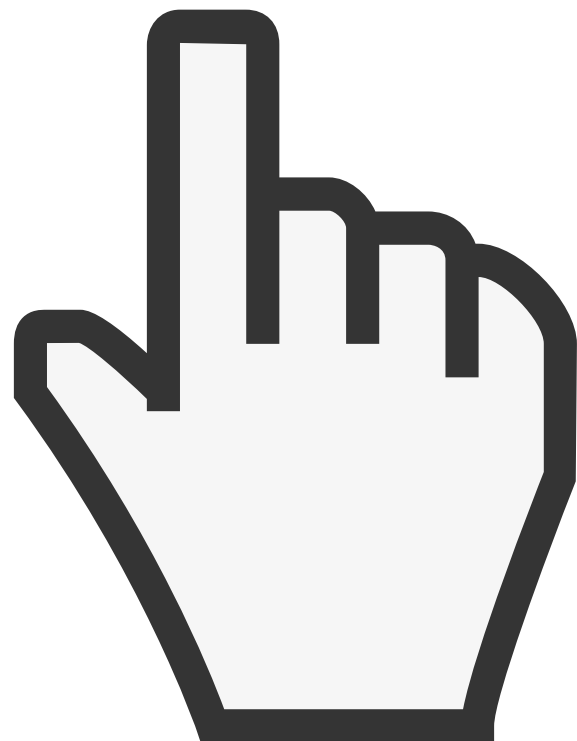


Learn more

4agoodcause.com/webinars

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**Year-End Online Fundraising 101: Success Tips for
Small Nonprofits**




Agenda

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Technology + Major Giving

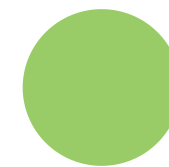




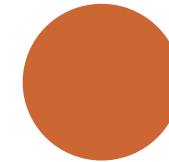
What is the largest
online donation your
nonprofit has ever
received?

Mining your donor database

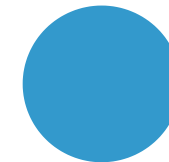
Set up your donor CRM to help you identify potential major givers.



Past giving



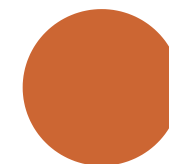
Activity



Personal interests



Societal connections



Wealth indicators (ability to give)

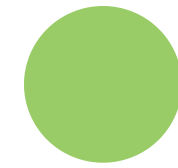
Use your CRM as a major gift pipeline

Track every interaction with major donor prospects.

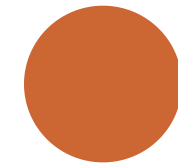


Want larger gifts online?

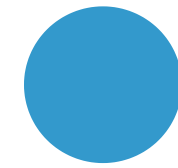
You need to ask for them!



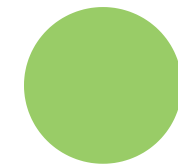
Create a giving society



Offer exclusive benefits



Build specialized donation pages



Offer more donor recognition



Girl Scouts



Log In

Second Century Circle



Join Second Century Circle!

With your three-year commitment of \$1000 or more annually to the Second Century Circle, you will be part of an elite group of Girl Scout supporters who are helping Girl Scouts become the premier organization to help girls thrive. Second Century Circle is a three year commitment to supporting the mission of Girl Scouts of Northeast Texas. When girls succeed, so does society!

Your gift can do so many things!

Gift Amount

\$1000

\$2500

\$5000

\$10000

\$15000

Other

\$ 2500.00

☒ One-time Gift ☐ Recurring Monthly Gift [i](#)

Gift Designation



Have questions or need help?


Call [9723492426](tel:9723492426) or email donations@gsnetx.org.

Your Donation is Secure



Botanica

Naming opportunities



TIER 1: \$10,000 - Custom Engraved Missouri Rose Granite
TIER 2: \$7,500 - Custom Engraved Auburn Ridge/Inland Sea Granite
TIER 3: \$3,000 - Custom Engraved Inland Sea Granite
TIER 4: \$1,500 - Name Engraved 8x8 Brick Paver
TIER 5: \$300 - Name Engraved 4x8 Brick Paver

BRICKS AND PAVERS

\$10,000, \$7,500, \$3,000, \$1,500 and \$300

There are still several ways you can participate in donating to the Koch Carousel Gardens, including engraved bricks and pavers. This will be a memorial and tribute for people to celebrate their families or a loved one or a business to show their community support. Each paver and brick will be engraved with wording selected by the donor.



GENERAL DONOR WALL

| | | |
|-------------------------------|------------------------------|------------------------------|
| JAYNE MILBURN | DR. DAVID AND MICKIE BROWN | DR. GYAN AND MANORAMA KHICHA |
| GOEBEL FAMILY FOUNDATION | STAR LUMBER | SPIRIT AEROSYSTEMS |
| CONCO CONSTRUCTION | THE FIDELITY BANK FOUNDATION | LATTNER FAMILY FOUNDATION |
| TIM AND GAIL BUCHANAN | CLAY AND KATE BASTIAN | HENTZEN CONTRACTORS INC. |
| BERRY FOUNDATION | FRED AND SUE BERRY | SIMPSON CONSTRUCTION |
| COLBY B. SANDLIAN | LISA HAMBELTON | MEL HAMBELTON FORD |
| DANIEL J. TAYLOR FAMILY FNDT. | COMMERCE BANK | DELTA DENTAL OF KANSAS |
| ALETA GILE FAMILY | EMILY BONAVIA | LARRY FLEMING FAMILY |
| DONDLINGER & SONS | KANSAS TRUCK MOBILITY | CHARITABLE TRUST |
| CONSTRUCTION COMPANY | BOB AND MARTHA BUFORD | THE DEVORE FOUNDATION |
| DON AND JANICE ZERBE | STEVE ENGLISH | KEN AND JAN SHANNON |
| TRUST COMPANY OF KANSAS | BRAND PLUMBING | SCOTT AND JANET SCHWINDAMAN |
| LUSCO BRICK AND STONE | KEITH L. ANDERSON | MID AMERICAN CREDIT UNION |
| BILL AND NORMA FOSHEE | DICK WEIDENBACH | JUDY SLAWSON |
| JAMES CHAVEZ MASONRY INC. | | LUBRICATION ENGINEERS |
| WDM ARCHITECTS | | |

GENERAL DONOR WALL

\$20,000

There are also opportunities to make a general donation and see your name on the General Donor Wall. Each donor's name will go on a beautiful wall plaque inside the Carousel Pavilion at gift level of \$20,000.

Please contact Jamee Ross, Director of Development at donor@botanica.org or 316.264.0448 ext. 105.



Monthly giving

There is never a bad time to start a monthly giving program.



- Monthly giving is convenient and flexible for donors
- Donors will give more over time by giving longer
- Recurring monthly donations are predictable income for the nonprofit
- It's easy and inexpensive to set up and maintain



—

Recurring donation
average

\$80.42



Learn more

4agoodcause.com/blog

Monthly Giving



Contact me

Have questions? Don't
hesitate to reach out.

Phone Number

770-517-5962

Email Address

info@4agoodcause.com

Website

4agoodcause.com

