



How to Maximize Donor Potential

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Classy



Rapidly Changing Technology Landscape

- **Generative AI** is changing the way people consume information
- **CSR programs, DAFs, and informal giving channels** are competing for the same audience

\$17B

Funding for
generative AI

86%

Of S&P500 companies
publish CSR reports



Donor Acquisition and Retention is Harder Than Ever

- **The number individuals making donations** has declined in the last year
- **Supporter attention** is hard to capture

13%

Decrease in donors
giving < \$100

10k

Average number of
ads viewed daily



Donor Acquisition and Retention is Harder Than Ever

- **The fragmented digital landscape** makes it hard to tell your story
- **Long-lasting donor relationships** based on emotional connection are hard to come by

88%

Amount of time spent
in apps vs. web

70%

Of donors never
donate again after
their first gift



Build Lifelong Relationships From Moments of Generosity





Classy Customers Acquire More Donors and Extend Lifetime Value

2x

Revenue

x%

More donor LTV



Your Story Is Unique
Your donation experiences
should be, too.

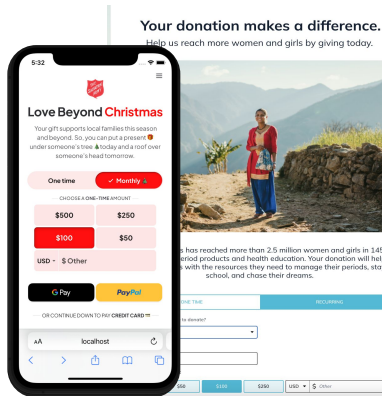




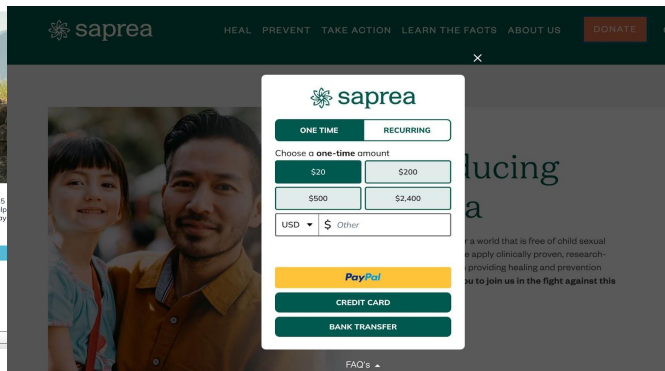
The Right Experience for the Right Donor at the Right Time

- Research shows personalization most often drives 10 to 15 percent revenue lift – McKinsey & Company
- 60% of people will visit a nonprofit’s website prior to making a donation – Why America Gives 2022
- Nonprofits have less control over their story as new digital channels and technologies emerge

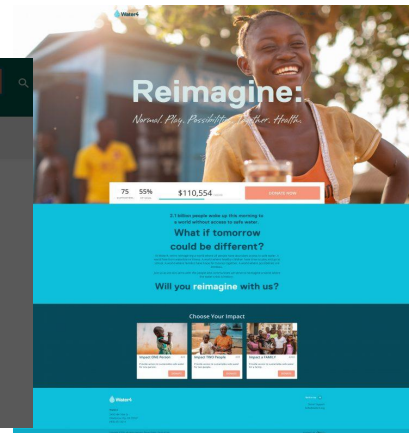
Giving Experiences for Every Donor Journey



Segmented appeals



Website donations



Community campaigns

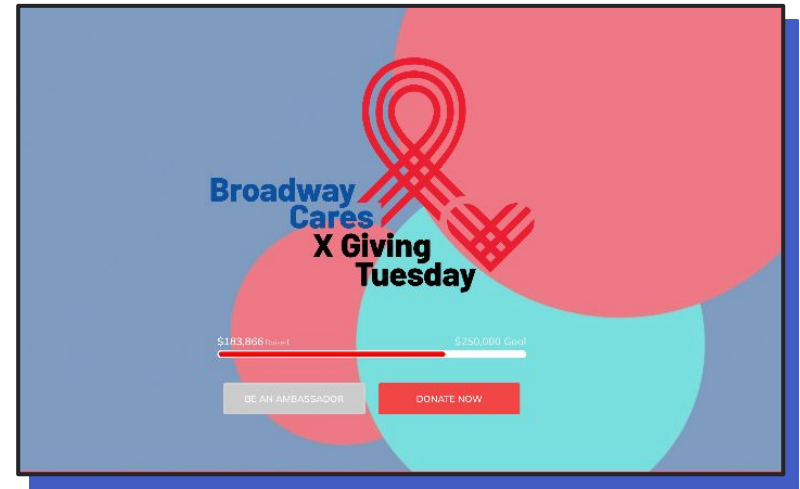


Feeding San Diego's Embedded Donation Forms Top **44% Conversion** (3X industry average)

The screenshot shows the Feeding San Diego website. At the top left is the logo "FEEDING SAN DIEGO" with a wheat stalk icon. To the right is a navigation menu with links for "Find Help", "Donate", "About Us", "Our Programs", "Get Involved", and "Partner With Us", along with a "Select Language" dropdown and a search bar. The main content area features a large heading: "Help end hunger through food rescue." Below this is the text "Every \$1 helps provide 2 meals" and two buttons: "Find Help" (orange) and "Give Today" (blue). To the right of the text is a photograph of a young child smiling and holding a green apple. Below the main content is a statistics section: "More than 330,000 people in San Diego County are facing hunger, while 35% of food produced is wasted. You can help." At the bottom, there are three smaller images with captions: "Find Free Food Distributions Near You", "Volunteer", and "Help Feed Your Neighbors".

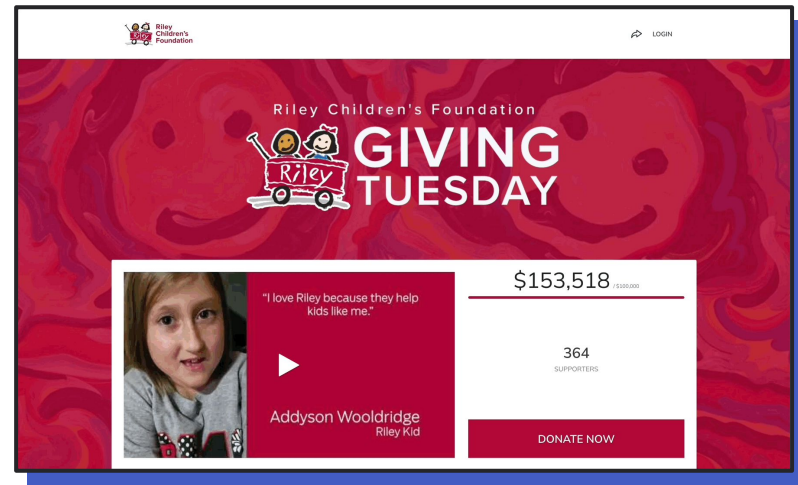


A Donor-First Giving Tuesday Strategy Brings in **153% YoY Growth** in Donations for Broadway Cares





Riley Children's Foundation Increased Fundraising by **19%** and Donations by **22%** With a Segmented, Multi-Channel Approach

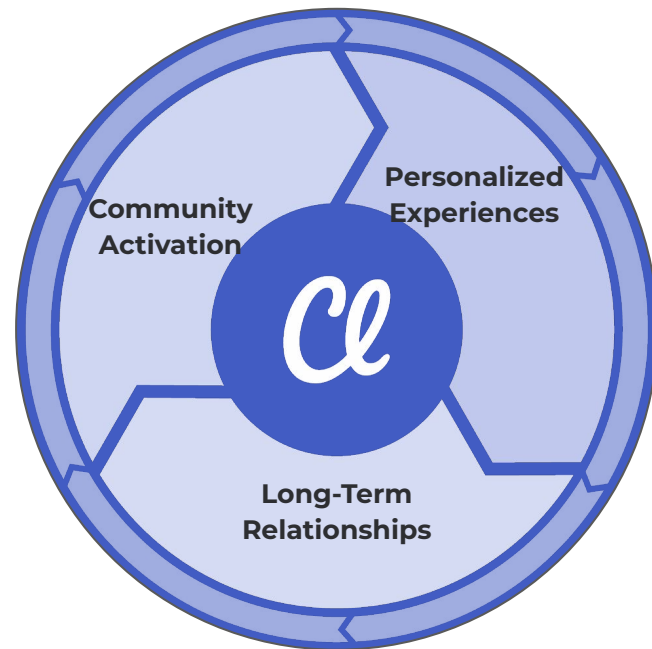




Fundraise Beyond the Walls of Your Website



Comprehensive fundraising platform drives supporter acquisition and sustains engagement to maximize lifetime value.



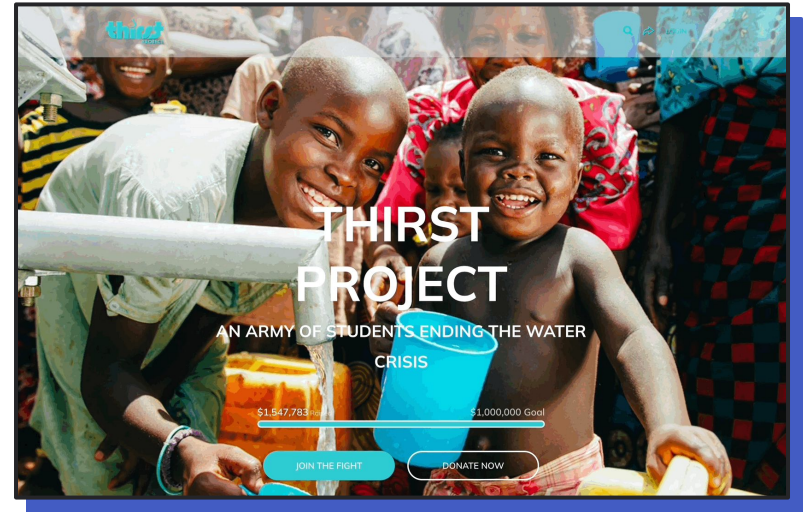


Expand Your Supporters' Financial Impact Through Peer-to-Peer

- **4 out of 5 donors** to a peer-to-peer campaign are brand-new
- The **average peer-to-peer fundraiser raises \$475** (median \$103)
- Time-based peer-to-peer campaigns raise 3.8X more than all other time-based campaign types




Thirst Project Exceeded Their **\$1M Goal** by More Than **\$500K**





Parent Project Muscular Dystrophy's Year-End Campaign Exceeded Goal by **\$400K**

STRONGER WITH EVERY BEAT 

LOGIN

Make PPMD's commitment to the heart Stronger With Every Beat.

Your gift will be doubled through midnight on December 31st!!

As part of PPMD's ongoing Cardiac Initiative we have committed to funding the Advanced Cardiac Therapies Improving Outcomes Network (ACTION), a learning health system focused on children and adult heart disease patients at risk of heart dysfunction or with heart failure. Thanks to the incredible generosity of our community, your gift helps us prioritize cardiac care and research for individuals with Duchenne and Becker muscular dystrophy.

Make a tax-deductible donation today and help PPMD's Cardiac Initiative grow Stronger With Every Beat.

Now through midnight on December 31st. Your gift goes twice as far!

ONE TIME MONTHLY

Choose a one-time amount

\$50 \$150 \$300 \$500

Dedicate my donation in honor or in memory of someone

Your Information

Questions

- Is this donation tax deductible?
- Can I mail in a donation in the form of a check?
- What is PPMD's Employee Identification Number?



Deepen Relationships Through Impactful Events

- Over 92% of both virtual and in-person attendees **are likely to donate in addition** to any registration or participation costs during the event
- Over 40% of both virtual and in-person fundraising event attendees **are likely to donate** over \$100 at the event
- 91% of fundraising event attendees **are likely to take further action with a nonprofit** after a positive fundraising experience



Runway for Recovery Exceeded Fundraising Goal by **\$25,000** With Classy Live

The Runway Show, New England

Event Details Fund Needs Log in

Oct 14 6:00 PM to Oct 14 10:00 PM (EST) 811 people attending Add to calendar

Register for event Log in

The Runway Show, New England is celebrating its Sweet Sixteen! We hope you will join us at The Westin, Boston Seaport on Friday, October 14, 2022 for an evening of fashion, fundraising, and dancing. For those who cannot be with us in person, you can watch the Runway Show virtually, here on this event page. The Runway Show is more than just a fashion show—our models dance down the runway in celebration of those who survive (and thrive and even prevail) and in honor of those who have passed from breast cancer.

Runway for Recovery is a 501(c)(3) nonprofit that provides families with a continuum of support along their journey with breast cancer. We create community by hosting events and providing services that create joy and inspire hope. With shared understanding we celebrate survivors, honor legacies, and fund families. Our mission is rooted in the understanding that no one experiences breast cancer alone, and that there are ways to ease the burden of this disease on parents, children, caregivers, and loved ones.



Shriners Raised **\$1.6M** with Classy Live, **\$500K** Came From Auction Items Alone





A Complete Fundraising Platform Elevates The Supporter Experience



Classy's New Supporter Center

- Log in to one place to keep track of all interactions with your organization
- Supporters can generate a comprehensive tax receipt with a click of a button
- Empower supporters with self-service options for managing recurring plans and updating contact information

The screenshot displays the Classy Supporter Center interface for the California State Parks Foundation. The main dashboard for user Amy includes a navigation menu on the left with options like Home, Donation history, Recurring donations, Fundraising, Events, Settings, and Help. The central area shows a welcome message and 'Your online giving stats' with three cards for 2022 Giving (\$9,000.00), All-time giving (\$10,567.60), and All-time giving (\$9,000.00). Below this are sections for 'Recurring donations' and 'Fundraising'. The 'Recurring donations' section lists three active plans: California State Parks Foundation (2022 Giving), Quab and Trails (2022 Giving), and 2020 State Parks Imp (2020 Giving). Each plan shows a monthly amount of \$25.80, start and end dates, and a 'Manage Donation' button. The 'Fundraising' section features three cards for 'Johnson Boys', 'Sir Justin Hanson', and 'The Scot F...'. An overlay window on the right shows the 'Donation history' page, which allows users to view their giving history and download annual receipts. It includes a search bar and a table of donations for 01/01/2022, with columns for Amount (\$25.80), Frequency (Monthly), Campaign (Animal Rescue Campaign), Transaction ID (363620519), Status (Successful), and Action (RESEND RECEIPT).



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More donor LTV

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