



How to Drive DIGITAL DONOR Engagement with StratusLIVE Ignite

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Agenda



- Demands of Today's Digital Donors and Giving Barriers
- StratusLIVE Ignite Product Design Differentiators
- StratusLIVE Ignite Demo
- Q&A



- Flexibility and choice
- Personalized giving experiences
- Opportunities for shared experiences

T O D A Y ' S D O N O R S D E M A N D :

32%

Online Giving
Increased
32% in 2020

**according to M+R*



Donors feel disconnected through the use of disparate giving tools.

Donors lack clarity on their gifts' impact.

Donors are disengaged with impersonal and irrelevant asks.

G I V I N G B A R R I E R S :



GIVE AT
WORK

GIVE WITH
FRIENDS

GIVE IN
TEAMS

GIVE
NOW

StratusLIVE
IGNITE PLATFORM

COMMUNITY
HUB

VOLUNTEER
NOW

EVENTS

DONOR
HUB



Ignite Product Design Differentiators

Personalized application for donors

My Dashboard View Data for Charities

Brian Billingham

- Dashboard
- Giving
- Volunteering
- Sponsorships
- Favorites
- Request Assistance
- News Feed

\$419,163.12
LIFETIME GIVING

\$1,500.00
2020 COMMITMENT

432
LIFETIME VOLUNTEER HOURS

● Heart Health ● Medical Research
● Education ● Transplant Fund

Payments: **8** ● Paid: **\$1,000**

● HeartWalk ● Hospital Volunteer
● Education

News about your favorite charities and causes:

Action Against Hunger Announces National Network of Soup Kitchens to Serve Homeless

4/2/2019

Popular charity fundraisers in major American cities include lavish black-tie gala benefit dinners that honor celebrities, philanthropists, and business leaders who help to fundraise for the event's goals through solicitations of their social and business connections.

My communication preferences:

- Push notifications: OFF
- Emails: ON
- Phone solicitations: ON
- Mail solicitations: OFF

StratusLIVE

Donors engage in fresh and new giving methods



The screenshot shows a fundraising campaign page for Parkinson's Disease. A modal titled "Pick a team to join" is open, displaying a list of teams with their respective goals and progress. The background text includes "Participate in... and awareness", "to raise funds... research.", "\$325,000 Goal", "Every step... and support for", "Go solo, join a team...", "Just line up sponsors for every mile you walk to raise funds for the fight against Parkinson's.", and "Here's how it works:". The modal lists the following teams:

- Together, We Can Beat Parkinson's Disease (26 teams, \$ 6,357)
- Let's All Raise Money and Awareness for Parkinson's (85 teams, \$ 3,302)
- In Memory of My Father's Struggle with Parkinson's (10 teams, \$ 1,236)
- Join My Team to Win the Fight Against Parkinson's (33 teams, \$ 6,357)
- MD Farmers Funding Parkinson's Research (22 teams, \$ 991)
- We Walk for Wanda Jean and Her Family (26 teams, \$ 6,357)

A "NEXT" button is visible at the bottom of the modal.

The screenshot shows a donation designations page for the Community Transformation Foundation. The page is titled "Where do you want your gift to go?" and displays a progress bar for "Total designated:" showing \$201.60 out of a \$38.40 goal. The page lists several charities with their respective donation amounts and progress bars:

- City Homeless Services: 20% progress, \$ 48
- Metro Food Pantry: 30% progress, \$ 76
- Helping Families: 10% progress, \$ 24
- Women's Health Fund: 24% progress, \$ 57.60

The right sidebar shows the total gift amount of \$240.00, payment methods (CHECK), designations (CITY HOMELESS SERVICES: \$48.00, METRO FOOD PANTRY: \$72.00, HELPING FAMILIES: \$24.00, WOMEN'S HEALTH FUND: \$57.60), and recognition level (Silver). A "CANCEL & START OVER" button is visible at the bottom of the sidebar.

DIY Campaigns, Peer-to-Peer, Team Fundraising, Registration and Ticketed Events...

Marketing managers reinforce their brand




DIGITAL BRAND

Digital Brand


Set your organization's brand colors and logos that will be used for your customer facing assets.

Brand Definition


Organization Logo




Favicon




Primary Color




Secondary Color




Heading Color



Text Color



Preview




Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Ut enim](#) ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu [fugiat nulla pariatur](#).

Edit Email Template

Customize email templates for this fundraiser

Edit **Preview** Send test email



Brian Billingham,

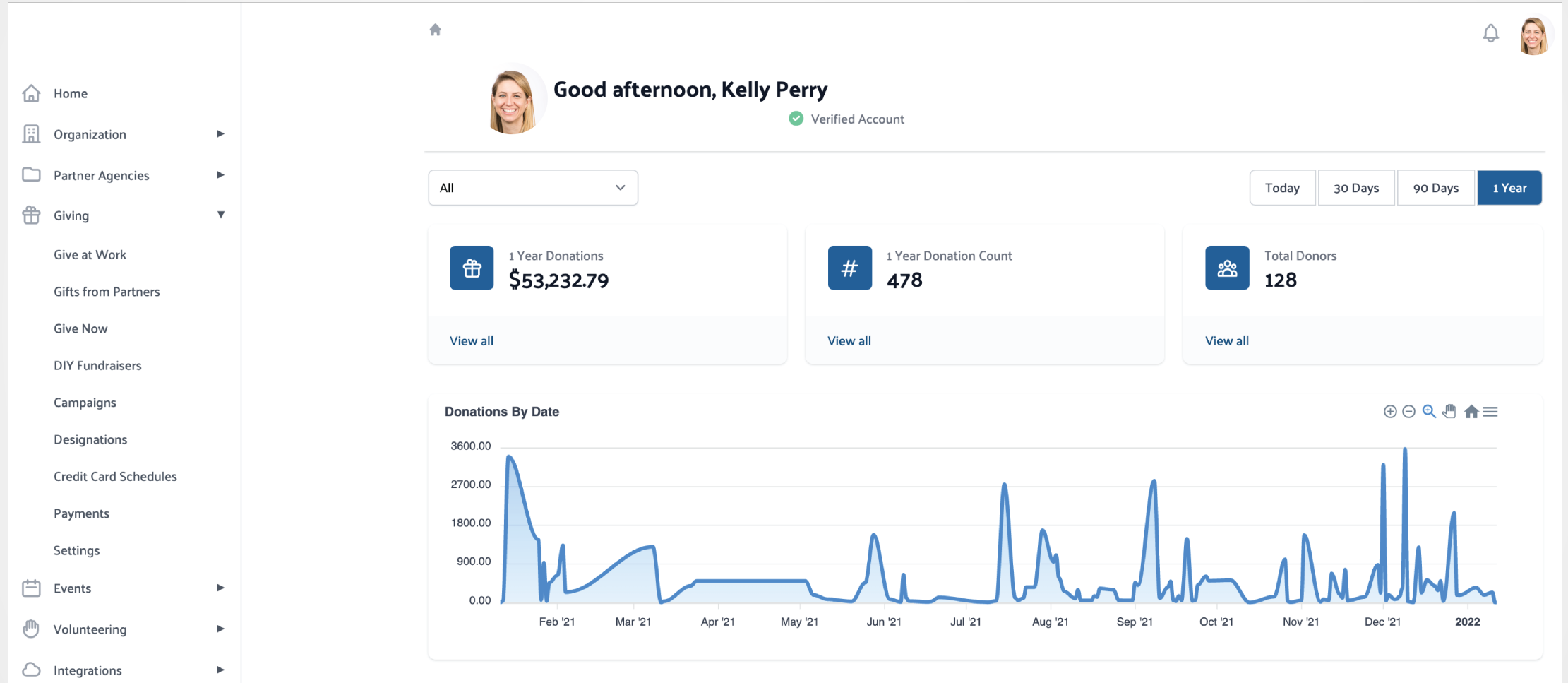
Thank you for your generous donation!

Below is a summary of your gift:

Payment Method	Amount
CreditCard	\$150
Designation	Amount
Focus Area: Education	\$80
Focus Area: Basic Human Needs	\$70
Total Gift Amount	\$150

FOOTER

Marketing managers increase efficiencies



One tool for all digital engagement methods

Marketing managers access a low-code, no-code page designer



Page Designer

Layout Design

Default Left Sidebar

Sidebar Image Stacked Banner And Body

Full Width Banner

Accept Changes

Upload a photo

Heading

There are always neighbors in need.

Subheading

By giving to the Community Transformation Foundation, you can help families right without your own community get back on their feet.

DONATE

START A FUNDRAISER

\$100,000 Goal

\$33,333

Content Title

Together, we can make a difference in the lives of neighbors.

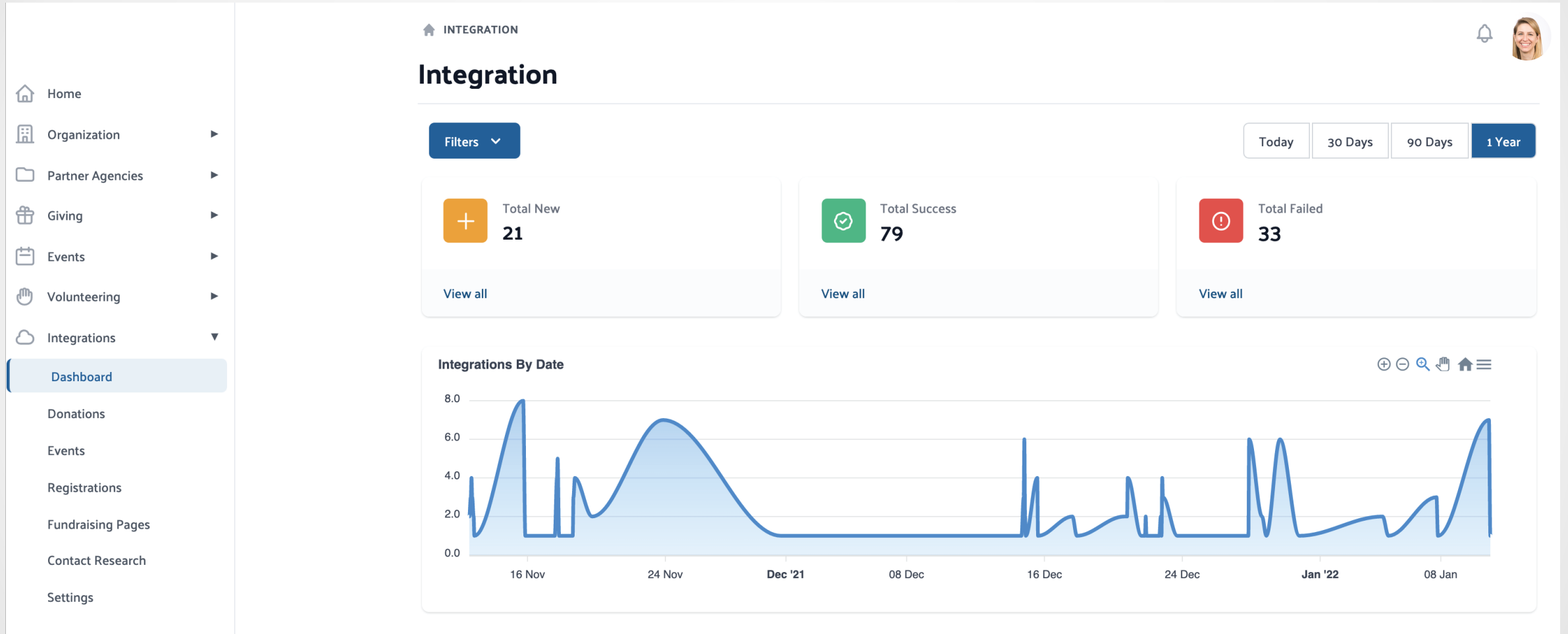
Content Body

As of 2013, there were over 900 food banks in Germany, up from just 1 in 1993. In total, around 3.5 million people rely on food banks in France.

Delhi Food Bank is an organization that feeds, empowers and transforms lives in the New Delhi-NCR Region. They hold that their shared capabilities can make the basic aspiration of universal access to food a reality. They attempt to pursue this vision through high quality and standards for processes leveraged by technology to get the right aid to the right people at the right time.

The Egyptian Food Bank was established in Cairo in 2006, and less than ten years

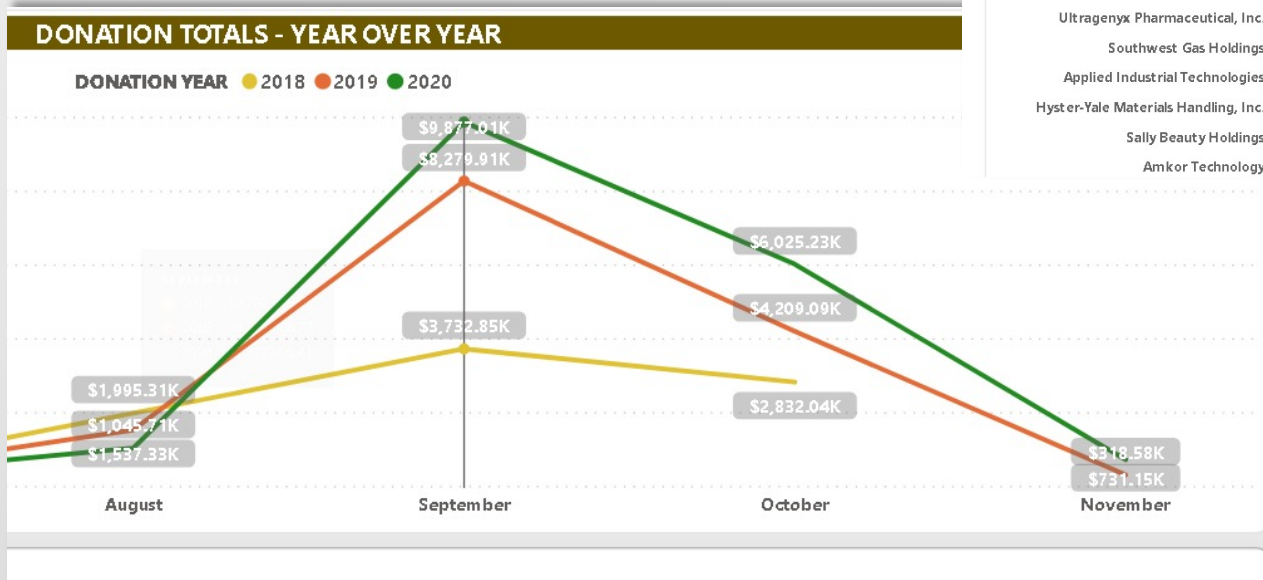
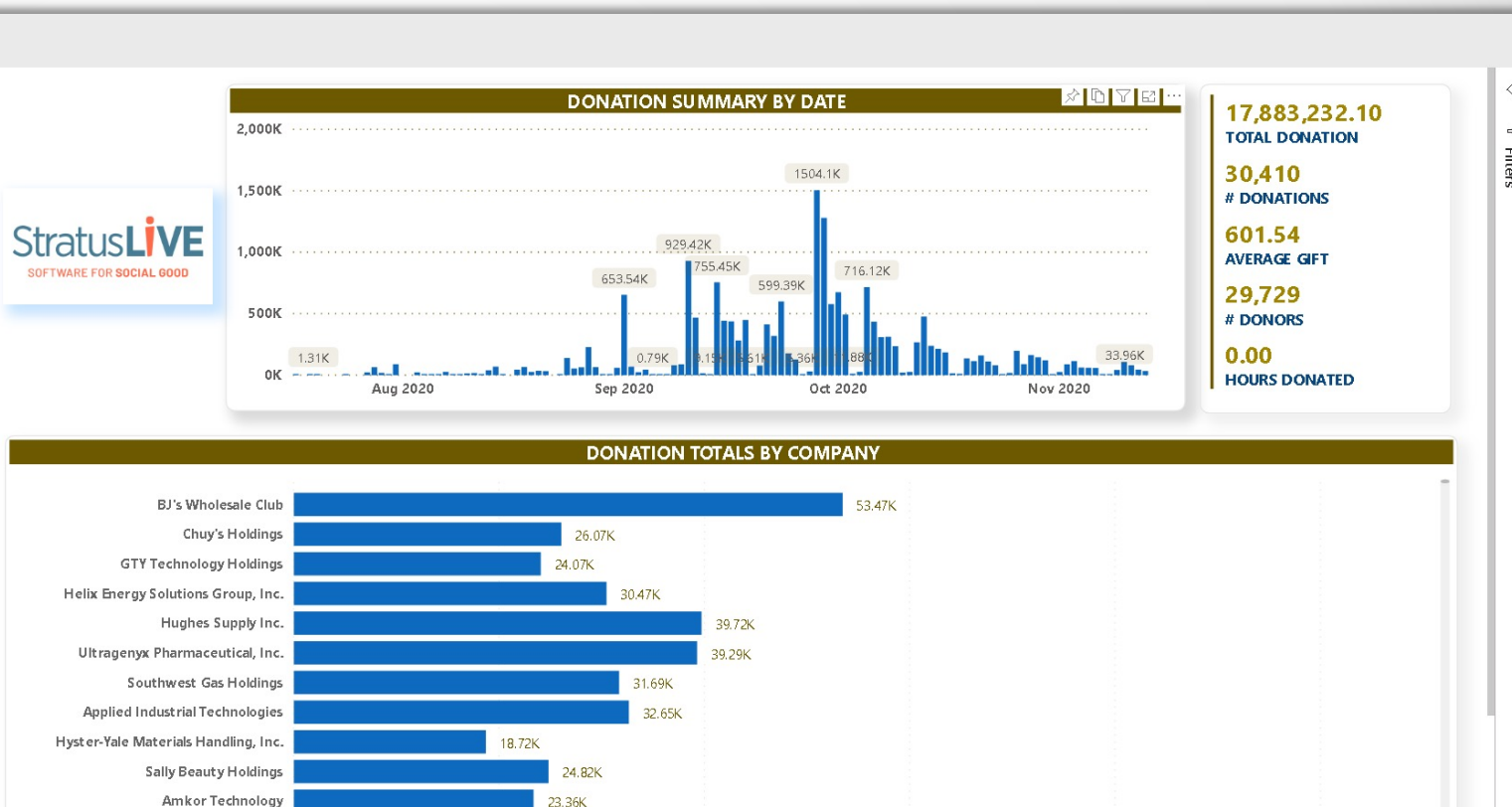
Real-time integration with CRM for finance and development



Informed decision-making for development executives

Analytical Capabilities

- Extensive data warehouse
- Power BI



Ignite: The **All-in-One** Digital Online Giving Platform



- 1 Eliminates the need for point solutions that are not integrated
- 2 **ONE** Integrated Product; **ONE** Reporting Dashboard; **ONE** User Interface
- 3 Standardized Branding Across All Online Engagement Initiatives, Channels and Engagement Methods
- 4 Highly Personalized Donor Experience Across All Channels
- 5 Push Button Deployment
- 6 Scalability
- 7 Leverage your incentives, promotions, recognition levels, donor network/ affinity groups across all channels



StratusLIVE Ignite Demo



Questions?



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