



Reimagining Engagement

What's New in Give at Work & Ignite for 2025

MEET THE SPEAKERS



John Funari

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AGENDA

- About Session / Intro
- Give at Work Enterprise Roadmap
- Ignite Roadmap / Demos
- Q&A



Allison Anderson

Director of CSR Solutions

GIVE AT WORK 2025 ROADMAP GUIDING PRINCIPLES

ADMINISTRATOR AUTONOMY AND EFFICIENCY

- Remove barriers to independent completion of routine tasks
- Streamline site deployment
- Reduce support intervention

CUSTOMER FEEDBACK

- Seek and encourage customer enhancement requests

2025 Give at Work Roadmap

Q1 2025

Ignite Site Deployments

Deployment Packages
Workplace Charities
Recognitions Categories

Site Charity Export

Site Charity Import

Contribution Import

Usability Updates

Account sort order
CRM Payment Data alignment

Q2 2025

8080 Site Deprecation

Site Imports

Campaign Period/Accounts
Campaigns/Recognitions/
Community Groups

Admin Dashboard Overhaul

Contribution Integration Migration

Credit Card Fee Coverage

Employer Postal Code Integration

Q3 2025

Self-Registration Updates

History/Audit Log

Deleted Contribution Visibility
OptOut dates

Deleted Donor Management

Roster File import refinements

Validation

Production Support

Q4 2025

Production Support

Integration Improvements

Increase visibility across host

Contact Integration Updates

ADMIN DASHBOARD REFRESH



New Dashboard Features

- Updated, more modern architecture
- Improved focus on essential metrics
- Independently configurable elements
- Update via recipe and/or site content
- Initial iteration seeks to replace existing metrics + key metrics
- Establish the framework for additional

Rob Monti

Ignite Product Manager
UI / UX Design Lead

Ignite Overview



WHAT IS IGNITE?

- AI-powered digital engagement and fundraising platform
- Create personalized donor experiences
- Manage online donations, organize events, and facilitate volunteer opportunities
- Unified, user-friendly interface and platform

IGNITE ROADMAP GUIDING PRINCIPLES

NONPROFIT SECTOR NEEDS, CHALLENGES, & TECH EVOLUTION

- Nonprofit sector trends, pain points, and operations
- Scalability and flexibility
- Keep innovating

CUSTOMER FEEDBACK

- Seek and encourage customer enhancement requests

IGNITE & COMMUNITY VOLUNTEER CENTER

Helping nonprofits leverage the correlation between volunteerism and philanthropy

- 79% of donors volunteer (Fidelity Charitable)
- Last year's volunteers 14.5% more likely to give in current year (Univ. of MD)

TIME AND MONEY The Role of Volunteering in Philanthropy

RESEARCH INSIGHTS

A 2014 survey explored the current volunteering activity of Fidelity Charitable® donors across charitable sectors. The survey investigated the relationship between volunteerism and charitable financial support, the influence of age and life stage on volunteerism, and factors donors use to evaluate volunteer commitments, and intent to increase or decrease volunteer activity in the future.

Key findings

- Most (79%) Fidelity Charitable® donors volunteered in the last 12 months; those volunteers, more than two-thirds (67%) committed 50 or more hours of volunteering, with nearly half (49%) volunteering for three or more organizations.
- 84% of volunteers expect to maintain or increase volunteering coming years.
- 87% of volunteers say there is an overlap between their volunteerism and financial support.
- Half (50%) of volunteers say they give more financial support because they volunteer.
- Age and life stage influence the amount of time donors give to charity; donors are more likely to volunteer, they spend fewer hours volunteering as they age; retirement age volunteers more hours for more organizations.



SOCIAL CONNECTEDNESS AND GENEROSITY

A LOOK AT HOW ASSOCIATIONAL LIFE
AND SOCIAL CONNECTIONS INFLUENCE
VOLUNTEERING AND GIVING
(AND VICE VERSA)

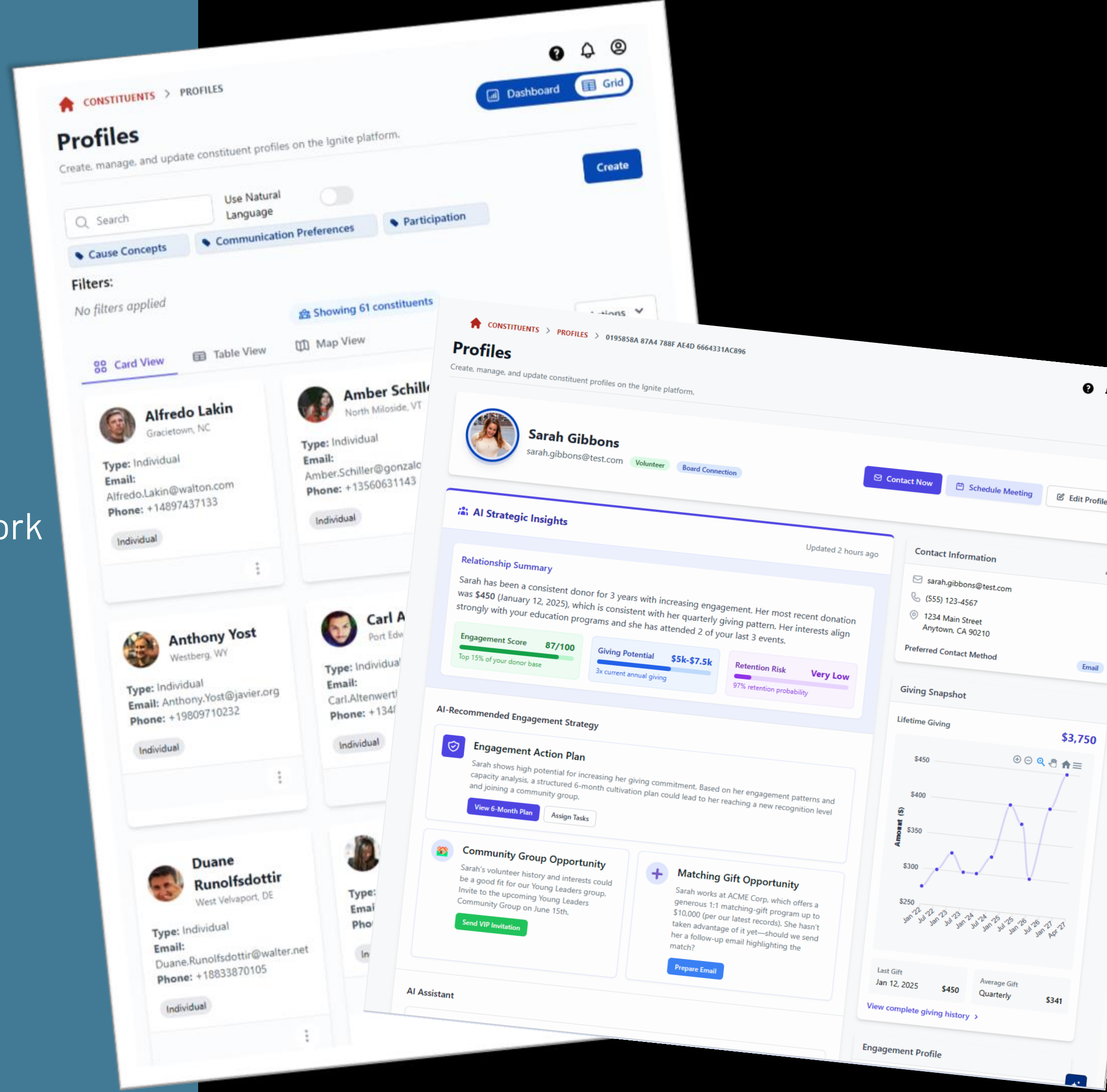
DR. NATHAN DIETZ

DO GOOD INSTITUTE

Constituent Profiles

Provide our customers with the online digital activity profiles within Ignite.

- Email activity from Sendgrid
- Engagement activity from Ignite and Give@Work
 - Donations and Pledges
 - Volunteer Registration and Attendance
 - Event Registration and Attendance
 - Community Group(s)
 - DIY Pages and Donations
- Tags and Tag Categories
 - Assists with creating micro-segments or personalization
 - Helps agents with likely participation for engagement



2025 StratusLIVE Ignite Roadmap

Now

Community Volunteer Center

Completion of testing and v1 release

Events

Bulk import / entry of registrants

Ignite-Wide

- Custom fonts
- Easy copy / paste of Ignite page URL from config screens
- Scheduled publishing of events and volunteer

Near-Term

Give at Work Pro

- v1 Functionality
 - Low-friction access model
 - Easy campaign page creation / deployment
 - E-commerce like experience for donors
 - Robust AI-based support and donor assistance on front end
 - Self-serve login / admin for corporate partners

Mid-Term

Give at Work Pro

- v2 Functionality
 - Leverage Donor Hub for giving history and management
 - Transactional payroll deduct
 - Employee roster upload / refresh

Constituents

- Constituent profiles
- Financial processing app

Ignite-Wide

- Admin resend confirmation emails
- Configurable social links / map on opportunity pages

Long-Term

Give at Work Pro

- v3 Functionality
 - Matching gifts
 - Recognitions / gamification
- v4 Functionality
 - AI-guided wizard experience for creating campaigns
- v5 Functionality
 - Personal giving accounts

Giving

- Goal widget for donation pages
- Embeddable giving widgets for external web assets

Ignite-Wide

AI-guided opportunity creation for all engagement methods

2025 Public Roadmap

<https://stratuslive.com/2025-public-roadmap.pdf>

THANK YOU
FOR YOUR TIME!

