

# How Boys & Girls Club of Hawaii Raised \$2.8M with Bloomerang + Qgiv

October 17, 2024 | 3:00 p.m. ET



# Before We Get Started



We're recording this webinar! We'll send you a copy after the webinar is complete.



Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.

# Meet the Speakers



**English Jones**  
Director of Development  
Boys & Girls Club of Hawaii



**Marissa Johnson**  
Customer Marketing Specialist  
Bloomerang + Qgiv



**Diana Otero**  
Sr. Product Marketing Manager  
Bloomerang

# Agenda



1. Background
2. Great Futures Day
3. Features and Engagement
4. Reporting and Results
5. Bloomerang and Qgiv Partnership
6. Q&A

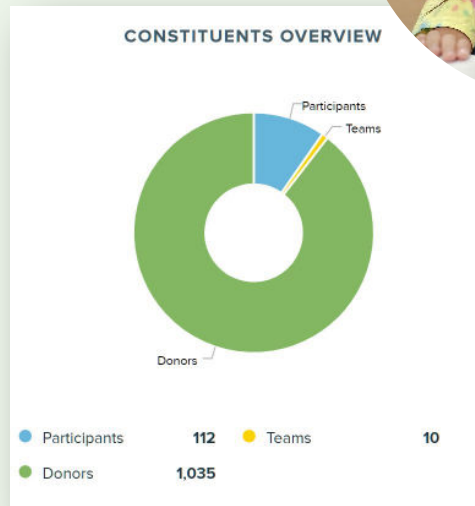
# Background

- First club opened on Oahu in 1976
- 10,000+ youth served every year
- Customer of Qgiv since 2018 and of Bloomerang since 2020
- Over the past four years, Great Futures Day campaign has seen:
  - \$2.8 million raised
  - >110% of fundraising goals met
  - 48% donor retention rate
  - 100 new donors on average



# Great Futures Day Team Recruitment

- Boys & Girls Club Hawaii uses their culture's natural competitive nature to set the tone for the campaign
- Participants are broken into teams by Clubhouse (geographical location)
- Captains are selected based on past fundraising results, and they are responsible for making sure their team reaches the set commitment
- The participant resource center also offers toolkits for how to ask for donations, how to post on social, etc.





# Great Futures Day

GFD 2023 Donate Become a Fundraiser Sponsors

We're all in! Are you?  
They're the only next generation we've got.

**GREAT FUTURES 2023**

BOYS & GIRLS CLUBS

**Donate Now!**

58 years ago, the Boys & Girls Club of Hawaii donated their campus to provide the care family with a safe place for kids to go after school.

Today, the Boys & Girls Club of Hawaii serves over 7,000 youth and more than 200,000 adults. And that's possible because not only a safe place to go after school, but also a place where they can make new friends, get help with homework, learn new skills, grow a career, and get a head start.

And, it's all because of you!

Each time you donate to Boys & Girls Club of Hawaii, you are helping to ensure every child has access to the needs they can count on, creating memories and beliefs in them, and making all the experiences they need to achieve their great tomorrow.

**\$716,000.20** raised

**\$530,000.00** goal

**135%** of your goal reached

Register For This Event

Southwest

Champions of Youth

| Member Name                 | Top Donor    |
|-----------------------------|--------------|
| Edits Pringle<br>\$150,000  | \$280,000.00 |
| Jessie Monroe<br>\$36,400   | \$149,591.92 |
| Audi Crews<br>\$100,000     | \$123,456.78 |
| Lin Powell<br>\$100,000     | \$104,950.00 |
| Leanne Williams<br>\$20,000 | \$80,279.00  |

View More Top Donors

Great Futures 2023 Leaderboard

Make Your Choice

Campaign Form

Hawaii's youth are dealing with **complicated issues.**

**31%** of those facing hunger in Hawaii are children.

Afterschool, **1 in 6** kids in Hawaii are left home alone, unsupervised.

More than **54%** of Hawaii's middle and high school students will not receive the support necessary to address mental health challenges.

When you support the Boys & Girls Club of Hawaii, you're ensuring that children in your community have the food they need today, mentors who will be there no matter what, and the tools they need to take on the world.

Social Media

Boys & Girls Club of Hawaii  
May 7

Just 15 days left in our Great Futures Day 30-day 3000 Strong Challenge! 🙌  
We've already received 256 gifts and raised over \$81,000 for the Boys & Girls Club of Hawaii, all thanks to your amazing support.  
With your help, we're making significant strides towards our goal of raising \$530,000 and securing 3,000 gifts by May 22. See more

Boys & Girls Club of Hawaii  
May 20

Tomorrow is Great Futures Day and we need your help!  
Every child deserves a safe place to go, dependable meals, and caring mentors.  
At the Boys & Girls Club of Hawaii, we provide a place where kids can just be kids, exploring their potential in a safe and nurturing environment.  
Our goal is to raise \$530,000 from at least 3,000 donors by tomorrow, May 22. Your support is crucial in helping us continue to offer these essential programs and services to Hawaii's youth. Join us in making a difference.  
Donate today at [www.greatfuturesday.com](http://www.greatfuturesday.com)  
#Strong #Great #Together #Support #Donate #Hawaii # Aloha # nonprofits # Give # GreatFuturesDay # 30DayChallenge # StrongerTogether # Donate # Hawaii # FutureLeaders

8 million kids don't have a safe place to go after school

# Fundraising Features

- GiftAssist
- Leaderboards
- Thermometer widget
- Video widget
- Infographics in photo widget
- Rotating sponsor widget
- Sponsor page, including groups of individual sponsors
- Express Donate and digital wallets
- Badges for teams and participants
- Resource center (including email templates, registration, social media, and case for support)



- Fundraising Achieved**  
Award this badge when *Anyone* reaches 100 %
- Top Fundraiser**  
Award this badge when *Anyone* raises the most funds.
- Team Fundraising Leader**  
Award this badge when a *Team Member* raises the most funds for their team.
- Most Donors**  
Award this badge when *Anyone* gets the highest number of donations.



# Peer-to-Peer Benefits

## Donor Benefits

- Easy to donate or purchase items online
- Personalized receipts
- Leaderboards and goal thermometers to track progress

## Team Benefits

- Stay organized with team and individual goals
- Save time with easy team assignments

## Organization Benefits

- Easy to create event pages and registration
- Enhance events with auctions or merchandise sales



# Integration

**Bloomerang** ● Pro tip Export **New Mapping**

Last updated: 1 minute ago

Integrations > Manage Integration

Mappings Settings Export History

All Mapping Types All Fundraising Group by: Mapping Type

|                          |   |                                |   |            |
|--------------------------|---|--------------------------------|---|------------|
| <input type="checkbox"/> | <b>Select All - 5 Mappings</b>                        |                                |   |            |
| <input type="checkbox"/> | <b>Standard Qgiv Form &gt; Form</b>                   |                                |   | 2 Mappings |
| <input type="checkbox"/> | <b>Animal Heroes</b><br>Standard Qgiv Form            | <b>Mapping Excluded</b>        |   | ...        |
| <input type="checkbox"/> | <b>00 Paws for a Cause G...</b><br>Standard Qgiv Form | → <b>Greatest need</b><br>Fund | <b>00 Paws for a Cause G...</b><br>Appeal   | ...        |
| <input type="checkbox"/> | <b>Peer-to-Peer &gt; Peer-to-Peer Event</b>           |                                |   | 2 Mappings |
| <input type="checkbox"/> | <b>Pet Walk 2024</b><br>Peer-to-Peer Event            | → <b>Greatest need</b><br>Fund | <b>Pet Walk 2024</b><br>Appeal              | ...        |
| <input type="checkbox"/> | <b>Redesigned P2P Form</b><br>Peer-to-Peer Event      | → <b>Greatest need</b><br>Fund | <b>Redesigned P2P Form</b><br>Appeal        | ...        |
| <input type="checkbox"/> | <b>Auction &gt; Auction</b>                           |                                |   | 1 Mapping  |
| <input type="checkbox"/> | <b>Tools for Auction Volun...</b><br>Auction          | → <b>Greatest need</b><br>Fund | <b>Tools for Auction Volun...</b><br>Appeal | ...        |

# Segmentation

## Engagement + Generosity

- Insight into donors
- Know who you're talking to and what to say

## Groups

- Easily segment 20K constituents
- Personalize messaging and follow-up

♥ Engagement Level

On Fire!

Generosity Update

On Fire!

View in DonorSearch

### Groups Summary

| Name                  | Member Count  |
|-----------------------|---------------|
| GFD Casual Donor      | 1,025 Members |
| GFD Exclusive Donor   | 621 Members   |
| GFD Inspiration Donor | 208 Members   |
| GFD One Time Donors   | 1,563 Members |

### Group Details: GFD Exclusive Donor

Donor that has only given to GFD, but multiple times. (Included some One Campaign Donors)  
Last Modified 7/2/2024 by Miaalyn Goggin

AVG MONTHLY TRANSACTION

**\$175**

ANNUAL TOTAL REVENUE

**\$67,631**

LIFETIME REVENUE

**\$405,645**

TOTAL TRANSACTIONS

**2,544**

MONTH OVER MONTH REVENUE

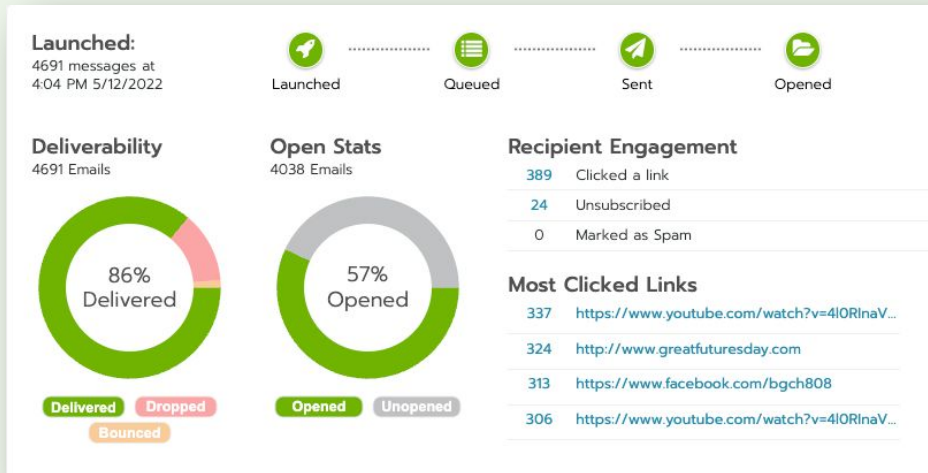
GENDER BREAKDOWN

TOTAL 621

AGE BREAK

# Engagement

- Customizable templates makes it easy to design engaging emails
- Metrics provide valuable insights into donor preferences and highlight what truly resonates with them



Aloha \*{{Informal Name}}\*,

Youth like Jianna, Nainoa, and Bella have been coming to the **Boys & Girls Club of Hawaii (BGCH)** for over 47 years, looking for a safe place filled with hope, opportunity and Lōkahi (being together).

Some needed a safe place to go while mom worked a few more hours, while others joined to stay out of trouble. Some joined the Club to get help with their homework and learn new skills, while others came to make new friends.

Since the start of the pandemic, many of Hawaii's youth have developed new fears and anxiety and are grades behind in school. Some lost a loved one while others were kept apart from friends and family for months and even years. Sadly, the gap of opportunity for many youth has also now widened. That means our work is urgent and **YOUR SUPPORT IS NEEDED NOW MORE THAN EVER.**

**Great Futures 2022** is a time when the entire community comes together to support our youth by giving them the resources they need during and after-school to make their futures great.

We never want to turn a child or parent away due to a lack of funding. Make a donation today to help those children and teens who need us the most.

### How You Can Make a Difference.

\$10, \$25, whatever you are able to give! Every dollar helps to keep BGCH on track to serve more youth safely and the staff doing what they do best; doing everything they can to **make sure every child has a Great Future?**

If you have already made a donation, MAHALO, MAHALO!

\*{{Informal Name}}\*, your donation today will allow BGCH to continue to do their very urgent work and help kids be kids again.

**DONATE TODAY!**

# Reporting

- Schedule reports for insights in your inbox
- Ensure donors are thanked promptly

**Schedule Report** ✕

**Frequency**

Monthly  1st  9:00 AM

Require Bloomerang Login to view report.

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**Email Details**

**Recipients**

Shannon Gendreau

**Subject**

Monthly First Time Donor Lists

**Content**

*Enter the message you would like to accompany the report*

If there are no results, don't send an email

Cancel Save And Schedule

Thank you for caring about Hawaii's youth. Your generous donation of XXXXX, designated to Great Futures 2024 will ensure that children in your community have the foods they need today, mentors that will be there no matter what, and the tools they need to take on the world!

You inspire us to work harder for our children, teens, and families, and for that, we are super grateful.

You can see firsthand how your support has changed the lives of our children and families throughout the year by following us on Instagram or Facebook, or by visiting our website and signing up for our email newsletter at WWW.BGCH.COM. We also want to personally invite you to join us for a Clubhouse tour; just send us an email at info@bgch.com.

XXXXX, we are truly grateful for your continued support of our organization and the youth we serve.

With much Aloha and gratitude,

Inglish Jones  
 Director of Development - O'ahu  
 Boys & Girls Club of Hawaii

Contribution Amount: XXXXX  
 XXXXX XXXXX XXXXX





# Partnership with Bloomerang and Qgiv

- Data analysis has allowed BGC Hawaii to transition from focusing solely on input and output to providing donors with the best experience possible
- Capability to segment donors into groups and make sure they are thanking donors properly and in a timely manner
- Bloomerang and Qgiv continue to update systems regularly, which has helped BGC Hawaii improve giving and donor relations



# Campaign Results

With Bloomerang and Qgiv, Great Futures Day has seen:

- Average growth of 100 new donors annually
- 48% donor retention rate
- Consistently exceeded fundraising goals



2020 Goal:  
\$250,000



2021 Goal:  
\$275,000



2022 Goal:  
\$450,000



2023 Goal:  
\$530,000





# Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.



# Q&A



**English Jones**  
Director of Development  
Boys & Girls Club of Hawaii



**Brittany Bedford**  
Customer Success Manager  
Bloomerang + Qgiv



**Diana Otero**  
Sr. Product Marketing Manager  
Bloomerang



**Thank you, or mahalo,  
for joining!**