

The Giving Block  
A SHIFT4 COMPANY

# 5 Ways to Grow Your Non-cash Fundraising

# Agenda

- 01** Intro & Housekeeping
- 02** 5 Ways to Grow Your Non-cash Fundraising
- 03** Client Examples & Success Stories
- 04** Live Workshop Round Robin
- 05** Q & A

# Intro & Housekeeping



# Today's Host



**Pat Duffy**  
Co-Founder

# Housekeeping

- Feel free to submit questions through the Q&A as we go.
- We will have a dedicated time at the end for questions and discussion so be sure to stick around.
- This session will be recorded so you can share with your teams

# 5 Ways

## to Grow Non-Cash Fundraising

# Housekeeping

1. First, get donors to the “Consideration” stage.
2. Cast a Wide Net (Beat analysis paralysis)
3. Identify Your Big 3
4. Think Like a Merchandiser
5. Polyphasic EOY: Nurturing & Stewardship



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# First, Consideration

Consideration → Opportunity → Donation → Stewardship

## The Rule of Seven

- Prospects need to see a message 7 times before considering it.
- Repeated exposure to the non-cash donation options throughout the year is critical to driving conversions.

## First Consideration → Then Conversion

- Successful non-cash giving programs all have the same things in common.
  1. They expose their donors to these giving options passively without a call to action to  "Give Now"
  2. Then, they use their best fundraising opportunities to solicit non-cash assets
  3. Finally, they steward non-cash donors based upon their giving methods, targeting end of year deadline and market surges.



## 2

# Cast a Wide Net (Beat analysis paralysis)

**By using hybrid non-cash assets language, you're able to begin fundraising assets without segmenting your audience. This helps you...**

1. Ensure your entire audience is aware of these options, so you don't miss out on hidden major donors.
2. Reclaim DAF donors who are giving elsewhere currently.
3. Identify HNW donors who have slipped through the cracks.

# 3

## Identify Your Big 3

**Identify the 3 best opportunities your organization has to effectively fundraise non-cash assets this year.**

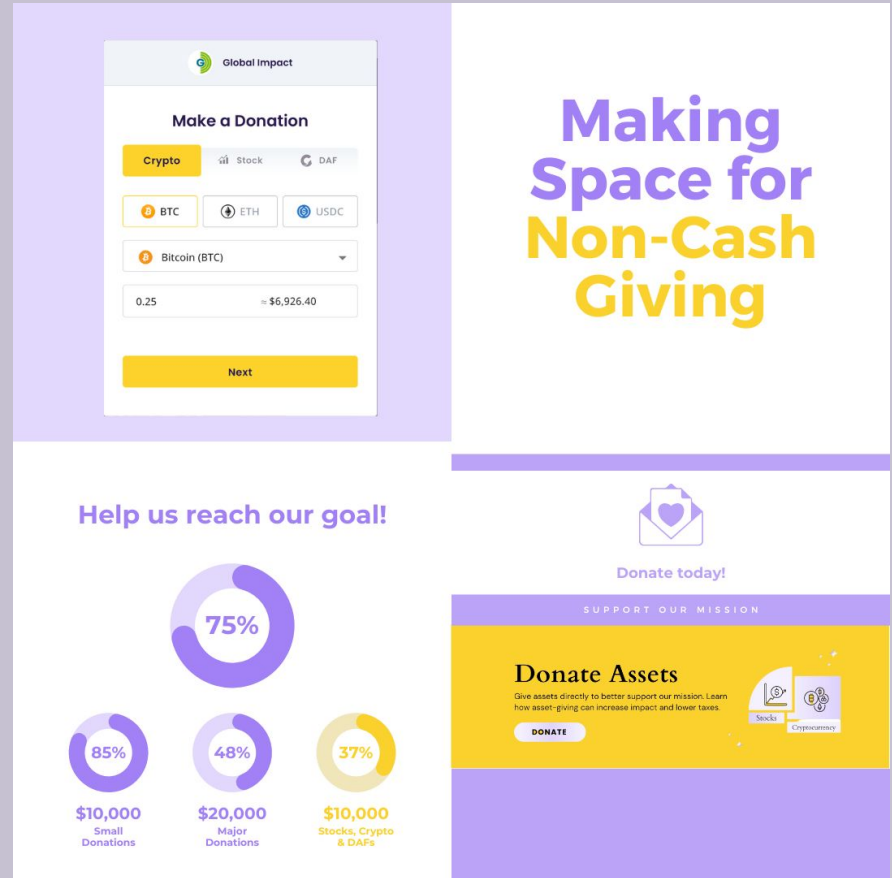
### Example #1

- **Capital Campaign**
- **Walks Program**
- **EOY Countdown**

# 4

## Think Like a Merchandiser

[LINK to slides](#)



**Global Impact**

### Make a Donation

Crypto Stock DAF

BTC ETH USDC

Bitcoin (BTC)

0.25 = \$6,926.40

Next

## Making Space for Non-Cash Giving

Donate today!

SUPPORT OUR MISSION

### Donate Assets

Give assets directly to better support our mission. Learn how asset-giving can increase impact and lower taxes.

DONATE

Stocks Cryptocurrency

### Help us reach our goal!

75%

85%

48%

37%

\$10,000 Small Donations

\$20,000 Major Donations

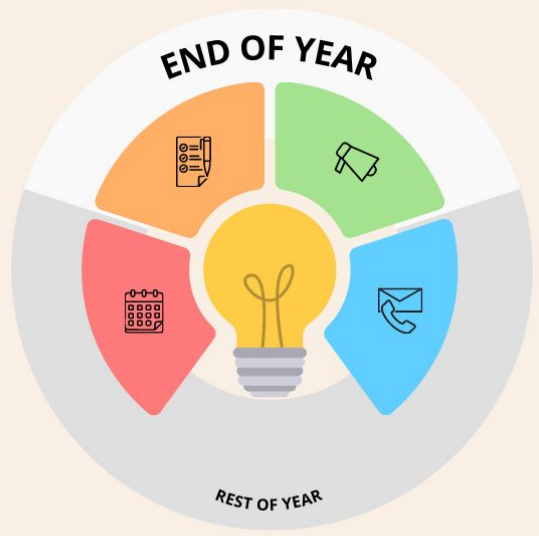
\$10,000 Stocks, Crypto & DAFs

# 5

## Polyphasic EOY Nurturing & Stewardship

### EOY Non-Cash Strategy

- 01 Nurture & Explore**  
Throughout the year, conversations with your donors should explore how they want to give, and when.
- 02 Help Donors Prepare**  
Basic education around how to explore their non-cash options and why it could help them give more impactfully.
- 03 Invite, Ask & Warn**  
Non-cash donors are looking for ways to maximize their gift. Campaigns, match \$ and deadlines matter.
- 04 Customize Stewardship**  
Staying in touch with non-cash donors around the timing and strategies around their next gift is key.



# Live Workshop

# Q & A



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Thank you for being part of  
The Giving Block