



Welcome to the Q2 All Client Webinar

June 23, 2022

Today's Agenda

- 1. Introductions & Housekeeping**
- 2. Today's Crypto Market with our Co-Founder, Pat Duffy**
 - What a Bear Market Means for Crypto Philanthropy
 - Special Bonus Opportunity!
- 3. The Giving Block Updates, Campaigns & Partnerships**
 - Tiltify Integration, Upcoming Salesforce Integration
 - Canada and Australia Tax Receipting
 - And MORE!
- 4. Call to Action: Profile Pages Best Practices**
- 5. Your Resource Reminder: Crypto Knowledge Base**
- 6. Q & A**

Introductions & Housekeeping



Housekeeping

- Submit questions through the Q&A box as we go
- Keep the chat box for the fun stuff
- Make sure you stick around until the end, as we will have dedicated time for questions and discussion
- This meeting is being recorded and will be sent to all attendees.
- You will also receive access to this presentation deck alongside the recording.

Today's Crypto Market

Pat Duffy, Co-Founder
The Giving Block



[See Pat's slides here](#)

Bonus Crypto Opportunity

Pat Duffy



Referral Challenge!

Starting NOW until July 31st.....

If your organization refers The Giving Block services to another nonprofit (who successfully signs up as a client), our Co-Founders Pat Duffy & Alex Wilson have committed to making a \$1,000 crypto donation to your organization.

- This offer is only live for the next 39 days.
- There is NO LIMIT to how many referrals you can refer.
- Fill out the [Client Referral Form](#) to ensure you get your referral bonus!



Yes, it's possible if you refer 5 clients during this challenge that sign up with us, your organization will receive a \$5,000 donation!

Updates – What’s New at The Giving Block?



Weekly All Client Newsletter



Crypto Philanthropy Insider



Welcome to the first edition of your exclusive Crypto Philanthropy Insider brought to you by The Giving Block! This new weekly communication will round up useful crypto fundraising tips, product updates, upcoming webinars, and exciting Giving Block happenings just for our clients. Let's dig in!

Every week you'll receive:

- Product updates
- Crypto fundraising tips
- Upcoming webinars
- Client highlights
- Crypto Knowledge Base resources

NFT Fundraising Report



This week we released a 30+ page report on everything your organization needs to know about NFTs and the steps to launch a successful NFT fundraising strategy.

There's even a step-by-step checklist on how you can prepare, activate, and launch your fundraisers.

[**Download today!**](#)

Platform & Product Updates

New Product Development

- **Dashboard Updates**
 - Form 8283/8282 Automation Update is live!
 - Impact Index Fund combined total now on your dashboard
- **Credit Card in Widget**
 - Coming in July!
- **Custom Tax Receipts**
 - Including localized tax receipts in UK, Canada, Australia, Credit Cards coming to TGB widget in July
- **Donor Services**
 - Donor Profiles, Private Client Services, Crypto Giving Pledge

New Integrations

- Tiltify
- Salesforce - Coming July
- Zapier - Coming July

Product Update Reminders

- The Giving Block (and you) now accept 80+ cryptocurrencies
 - Please note some crypto like Polygon must come through ERC-20
 - Head to your Crypto Knowledge Base for details!

Tiltify Integration



Tiltify = #1 Platform for livestreaming & digital fundraising

Tiltify is a social fundraising platform that brings together digital communities, charities and brands to do social good across the globe. Tiltify users and crypto holders tend to overlap due to Gen-Z and Millennial adoption of both.

With the integration, donors can now make cryptocurrency charitable donations to Tiltify campaigns and specific fundraising events.

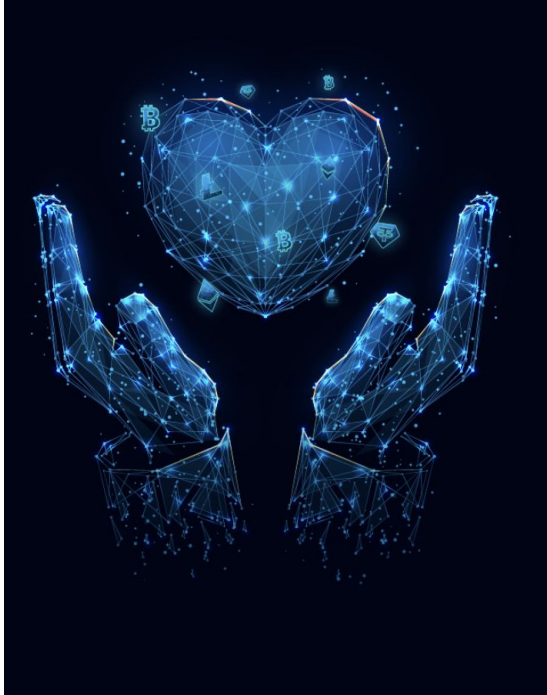
Ready to get started? The Tiltify/Giving Block integration is available for a separate annual fee of \$500, after your Giving Block account has been set-up.

For more information, please email support@thegivingblock.com or your dedicated Crypto Fundraising Strategist

Awareness, Fundraising, & Matching Campaigns



Update: Caring With Crypto



- \$12.3M+ in donations and match to date!
- First round of checks to be in the mail soon!
 - Direct client match
 - Impact Index Funds (IIF)
- IIF matches will continue until match fulfilled
 - There are still \$3.3M of matched funds available
- International organizations: We will be reaching out to you individually to provide options and next steps to receive your funds

Current Awareness Campaigns



Submit your [Awareness Days survey](#) today



Institutional & Partnership Alerts



Institutional Products

Earn

- You can earn up to 5% annually on any cash balances held with The Giving Block through our partnership with Gemini.
- As nonprofits battle with inflation, we're excited to offer this product which has long been offered to savvy businesses outside of the nonprofit sector.

Invest

- Due to growing demand from our clients that are interested in investing in cryptocurrency beyond accepting donations in crypto.
- Securely and easily buy, sell, or swap Bitcoin, Ethereum, and 80 other cryptocurrencies with The Giving Block Institutional.

Custody

- Securely hold donated or purchased cryptocurrency in cold storage with a regulated NY state Trust Company (Gemini Trust) with \$200MM in insurance coverage.

Questions or want to learn more? Please email support@thegivingblock.com

The Giving Block X RenPSG

Enabling crypto through donor-advised funds

Together with our partners at RenPSG, The Giving Block has launched one of the country's first donor-advised funds (DAFs). This partnership allows donors the ability to invest a portion of contributed cryptocurrency donations in their DAF (and ultimately to you)!




Until today, some DAFs could receive crypto, but the crypto was liquidated upon receipt. With The Giving Block X RenPSG partnership, nonprofits can now accept crypto (45+ cryptocurrencies) and combine it with a donor-advised fund through Renaissance Charitable Foundation Inc.

Now a donor can fund a DAF with their crypto today, take the tax-deduction today, but “hodl” (hold) and have their crypto appreciate in value so they can make a larger and more impactful gift to you.

Nonprofit Profiles on The Giving Block's website: Best Practices & Client Highlights



Call To Action – Your Profile Page



Connecticut Science Center

Mission Statement

The Connecticut Science Center's mission is to inspire lifelong learning through interactive and innovative experiences that explore our changing world through science. In addition to being one of the state's leading tourist destinations and a venue for interactive, enriching family entertainment, the Science Center serves a serious educational purpose. Our programs help teachers and parents engage children in the STEM (science, technology, engineering and math) fields that are critical to the development of a well prepared future workforce.

Why Donate Bitcoin to Connecticut Science Center?

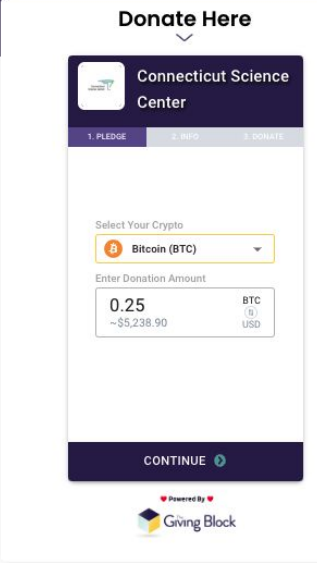
The Connecticut Science Center serves families and schools and has a significant impact on student and adult learning, and opens science to a more diverse audience, engaging people from all social and cultural backgrounds while demonstrating the relevance of science in everyone's life. Through our programs, we develop the minds of future thinkers and inventors who will compete in the ever-expanding global marketplace for technology and innovation. And we endeavor to create a Connecticut workforce that meets the projected growth of jobs in science-related fields.


Save on your Taxes by Donating Crypto

Why Donate Crypto Directly? Taxes!

There's a reason high net worth individuals tend to donate property instead of cash. Donating cryptocurrency directly to a 501c3 nonprofit is more tax efficient and can save you money.

Donate Here



Powered By 

TheGivingBlock.com

- This info is collected in the new client form, but make sure to update if there are changes.
- You can update at any time the Mission Statement, Why Donate Crypto, and your public YouTube video link.
- Email updates to support@thegivingblock.com
- Please allow 48 hours for your updates to go live once processed.

Client Example Highlights



The Water Project

Mission Statement

Clean hands need soap AND water. We're working in Africa right now, ensuring vulnerable communities can stay healthy in this crisis.

The Water Project, Inc. is a 501(c)(3) non-profit organization unlocking human potential by providing reliable water projects to communities in sub-Saharan Africa who suffer needlessly from a lack of access to clean water and proper sanitation. For ten years, we have been helping communities gain access to clean, safe water by providing training, expertise and financial support for water project construction through our staff and implementing partners.

Why Donate Bitcoin to The Water Project?

Hand-washing is crucial to the fight against virus and disease – and it's what we do! The good news is, for years, as we installed and repaired water points across Africa, we also taught hundreds of schools and communities how to build hand-washing stations, how to keep their water source and homes free of germs, and how to begin other good health practices. It's what we do every day and it is saving lives. But we need to do more and we need to ensure water keeps flowing throughout the crisis.

Now, more than ever, we urgently need your help to stay on the front lines of this fight, today and into the coming months. While we may not be able to avoid every work shutdown or quarantine along the way, we certainly CAN avoid a financial pause – with your help. When your giving continues, water keeps flowing for children and families who need it most.

For the last few weeks, leading up to the world-wide spread of COVID-19, we've been working with our teams at home in the U.S., and in Kenya, Uganda and Sierra Leone to ensure everyone is safe and cared for. We've taken specific steps to keep all of our staff and partners protected and we're all working remotely as needed, which is quite normal given our distributed team



Gamers Outreach

Mission Statement

Our focus is to support kids and teens throughout the healing process as they undergo treatment in hospitals. We equip nurses and child life specialists with the means to make activities and technology accessible. Ultimately, our goal is to create sustainable experiences that produce joy and minimize trauma for patients.

Why Donate Bitcoin to Gamers Outreach?

Undergoing medical treatment can often be a scary and isolating experience, especially for young people. There is a special need for age-appropriate coping tools in pediatric hospitals. Our programs help aid the healing process by providing relief, socialization, and a sense of normalcy to families and patients spending time inside hospitals.

Save on your Taxes by Donating Crypto

Why Donate Crypto Directly? Taxes!

There's a reason high net worth individuals tend to donate property instead of cash. Donating cryptocurrency directly to a 501c3 nonprofit is more tax efficient and can save you money.

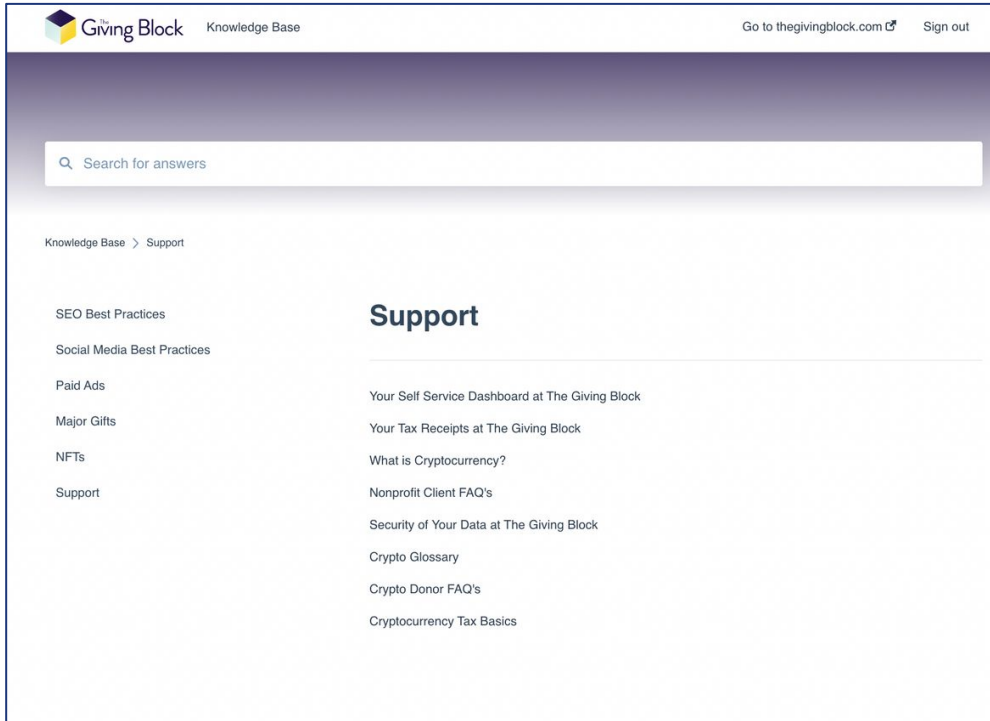
The IRS classifies cryptocurrency as property for tax purposes which means it is typically the most tax efficient way to support your favorite cause. When donating crypto, you receive a tax deduction for the fair market value of the crypto, and you avoid the capital gains tax you would have incurred if you had sold the crypto and then made a donation. That means you're able to donate more, as well as deduct more on your tax return. The difference? Sometimes more than 30%.

If you provide an email, you will automatically receive a tax receipt after donating.

Resources



Crypto Knowledge Base Overview



learn.thegivingblock.com/knowledge

Your first stop for on-demand resources for anyone on your team covering general FAQs for The Giving Block services to Crypto Philanthropy topics.

If you or a member of your team needs access to log in to the Knowledge Base please email the First Name, Last Name, email address, and Organization Name to support@thegivingblock.com.

Develop, Accelerate and Custom Client Resources

Clients with Develop, Accelerate, or Custom subscription packages receive even more resources to further support your crypto fundraising initiatives.

New! Our Monthly Group Strategy Sessions are underway.

Exclusive Educational Webinars

- Reminder: NFT & Philanthropy webinar on June 28

Accelerate: One-on-One Crypto Fundraising Strategy Sessions

Specialized Module Access

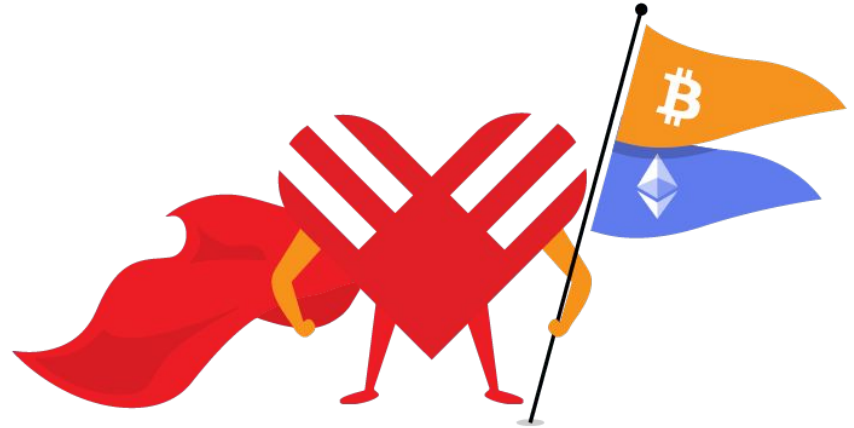
- Crypto Major Gifts
- Cultivating Crypto Donors
- Crypto Social Media Guide

.....AND MUCH MORE!

Q & A Time



Action Items



Your Crypto Foundation Checklist

- ❑ Have you attended the Session 1 & 2 New Client webinars?
- ❑ Is your profile page on The Giving Block website up to-date?
- ❑ Did you create your crypto donation page on your own website? Is it SEO optimized?
- ❑ Have you incorporated crypto into your fundraising and marketing communications and plans, not just at launch, but all year long?
- ❑ Are you following @thegivingblock, engaging, and posting on Twitter?
- ❑ Are you stewarding and cultivating any crypto donors you have received? Highlight them as your crypto ambassadors and ask for their advice!
- ❑ Is CryptoGivingTuesday (same day as GivingTuesday) and Bag Season (all of December) on your calendars for 2022? Our next All Client Webinar will be on September 15 and we will be going over all the EOY resources you will need..

Follow-Up Items

- Activate around referrals to see donations!
- Submit a testimonial or send us your success stories.
- Stay active and in the know by attending these webinars, reading our newsletter, and paying attention to our emails.
- Update your contact information to make sure the right people at your organization are getting our communications.
- Get active! The more activity you do, the more likely you are to see crypto gifts.

As always, please take advantage of our customer success team by reaching out to support@thegivingblock.com

Meet Your Crypto Fundraising Strategists



Emily Fascilla

Director, Crypto
Fundraising Strategy



Dan Coleman

Sr. Crypto Fundraising
Strategist



Rachelle Cockrel

Crypto Fundraising Strategist



Lindsay Tipping

Crypto Fundraising Strategist



Jasmine Bass

Crypto Fundraising Strategist



Gaby Zunde

Crypto Fundraising Strategist



Ryan Crawford

Crypto Fundraising Strategist

Meet Your Success Support Team



Antonicia Bishop
Client Success Support
Manager



Scott Remington
Client Experience
Manager



Austin Sgro
Account Retention
Manager



Reggie Trimiew
Senior Client
Onboarding Associate



Gabrielle Matlock
Client Success Support
Associate



Kira Hale
Client Success Support
Associate



Megan Schultz
Client Client Success
Operations Associate



Safiya White
Onboarding Associate



Thank you for being part of
The Giving Block