

Q2

All Client Meeting

2024 Crypto Fundraising Readiness

May 8, 2024



Today's Hosts



Pat Duffy

Co-Founder



Emily Fascilla

Director of Client Strategy

Housekeeping Reminders



- **Submit questions in the Q&A** as we go so we don't lose track of it in the chat
- This session is being **recorded and will be shared** following the webinar alongside the complete presentation deck
- We will have a **dedicated time at the end for questions and discussion** so be sure to stick around

Agenda



- 01** Crypto Market Update: Bitcoin Halving and Beyond
- 02** Foundations of Crypto Fundraising in 2024
- 03** Getting Creative with Crypto Campaign Asks
- 04** Q&A
- 05** Stay Engaged & Your Resources

Section One

Crypto Market: Bitcoin Halving and Beyond



Bitcoin Halving 101



- Bitcoin halving event occurs approximately **every four years**
- The **4th halving** event just happened on April 19, 2024
- Halving is when the reward for mining a block of transactions on the Bitcoin blockchain is **reduced by half**
- This reduction in reward is designed to **slow down the rate at which new Bitcoins are introduced into circulation**
- Slowing this rate every 4 years maintains the **scarcity of the cryptocurrency**
- Scarcity increases price across virtually all markets, including the crypto market which is why **we can expect a new all time high**

Bitcoin's History

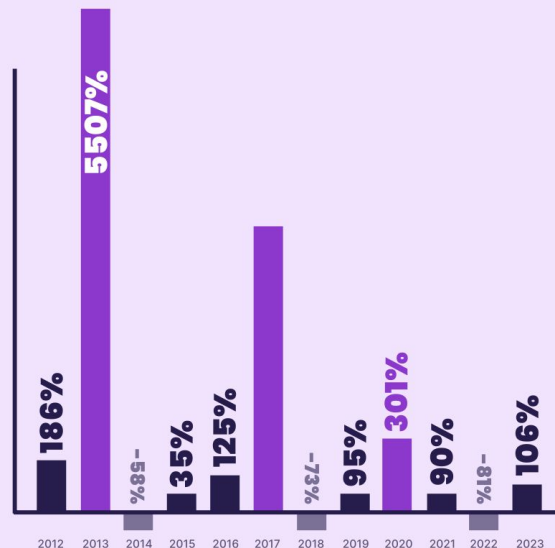


Bitcoin's History



Looking Ahead to Market Rebound and ATH's

The crypto market rebounded from a correction and is positioned for long-term growth.



Bitcoin has reached new all-time highs after each of its prior halvings.

Crypto is the Top Performing Asset Class

10 Years

+38,140%

5 Years

+1,213%

Year to Date

+197%

Crypto investors have outperformed all other investor classes over the last 15 years. So yes there's been a lot of volatility. But the end result has been massive appreciation.

Generally speaking, the longer investors have held their crypto, the better they've performed. But even for the hundreds of millions of investors who got into crypto in the last few years, many have created a staggering amount of wealthy simply by averaging into crypto and holding.

Giving Potential

Global

600M

USA

80M

Why Do New All Time Highs Impact My NPO?



**Crypto investors
have gains to
give.**

Bitcoin wasn't the only cryptocurrency with gains in the past year. The second most popular cryptocurrency, Ethereum (ETH), increased by 95% in 2023 and Solana (SOL) increased by 923%.



**Your nonprofit
provides them tax
incentives.**

Crypto investors can lower their capital gains tax by donating to a registered nonprofit of their choice. Some crypto investors know this – others are first time philanthropists who can learn from you.

So Who Are These Crypto Investors?

Young User Base

94% 

of crypto holders are
Millennials and Gen Zs

Wealthy User Base

83% 

of Millennial millionaires
own crypto

Spans Generations

50% 

of crypto wealth is held
by Baby Boomers

Crypto adoption continues to rise as we reach nearly **600M crypto investors** worldwide.

2024 Crypto Donor Behavior

Increased Giving

\$100k

Average amount of crypto donated daily via The Giving Block in Q1 2024.

Gift Size Up

3.5x

The average gift size is up 3.5x what it was in Q1 2023.

April Bloom

\$250k

April saw an even higher uptick in giving with an average gift size of \$250k per day.

Section Two

Foundations of Crypto Fundraising in 2024

Foundations of Crypto Fundraising



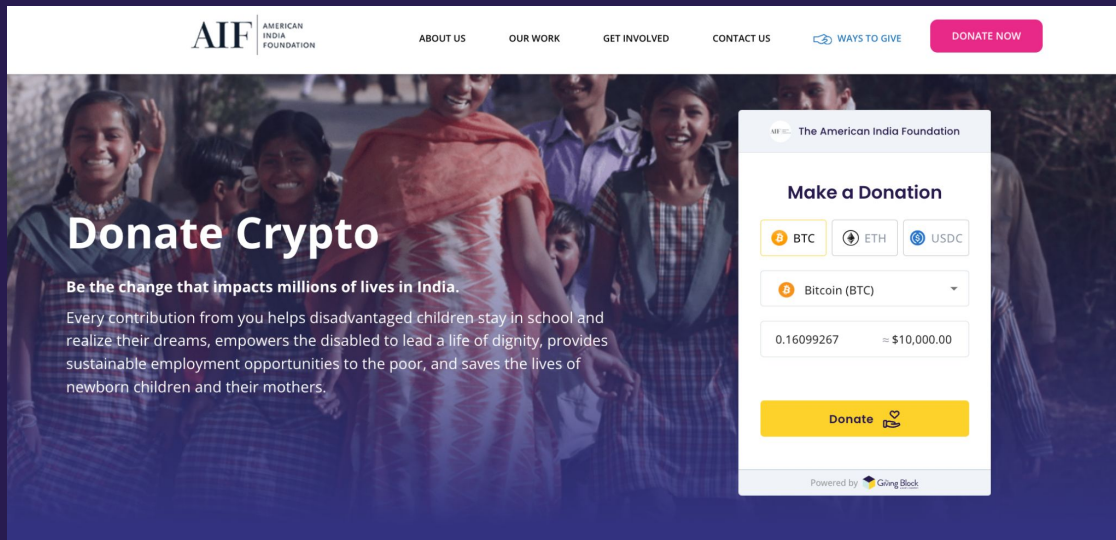
Your **#1 Priority**

to capture crypto donors and the next generation of donors:

Optimize your online giving experiences.

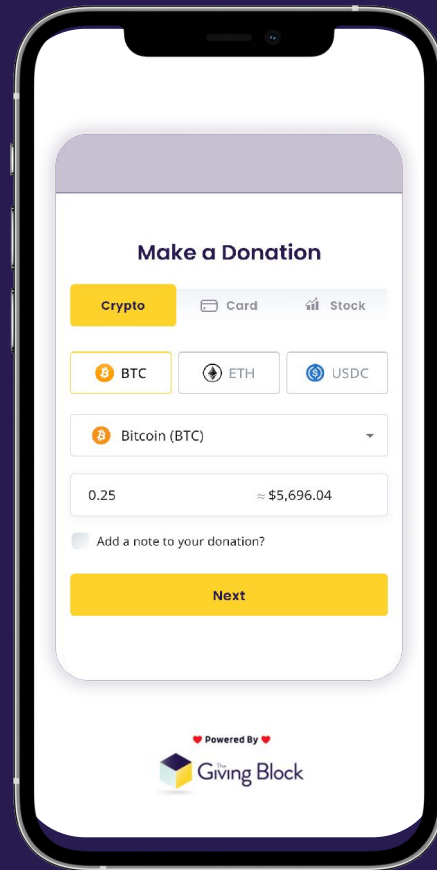
Optimize Your Online Giving Experience

- Easy to find from main website
- Individual pages for Crypto, Stock and DAF
- Default giving option matches page (crypto on crypto page)
- Mission focused photo illustrates impact without words
- SEO keywords included on site

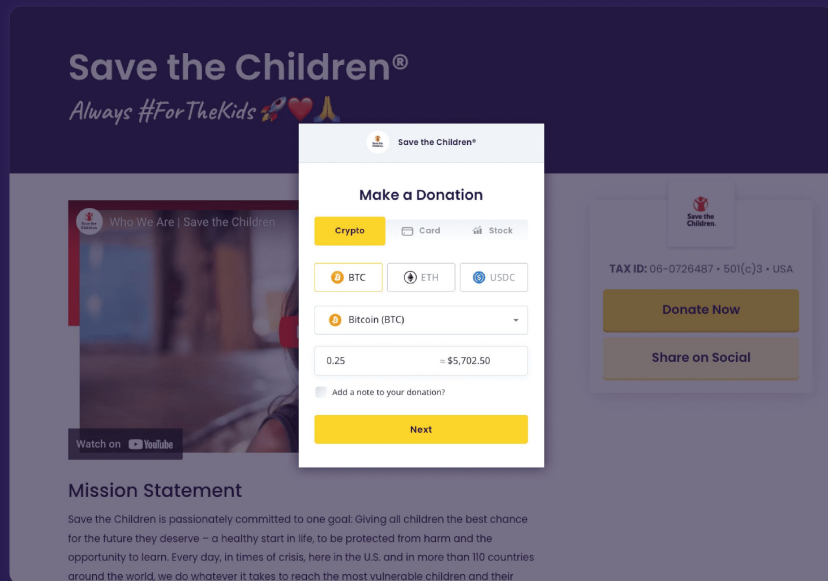


Optimize Your Mobile Experience

- Always double check your mobile experience
- Ensure your crypto giving page is not only easy to find but easy to give – **don't lose a donor because they had to scroll**
- Update to the new donation form code from The Giving Block for optimal aesthetics
- Double check the SEO on your giving page aligns with our recommendations and complete your Activation Checklist



Do Not Lose Them at Conversion



The screenshot shows the Save the Children website with a modal window titled "Make a Donation". The modal has tabs for "Crypto", "Card", and "Stock". Under the "Crypto" tab, there are buttons for "BTC", "ETH", and "USDC". Below these, a dropdown menu shows "Bitcoin (BTC)". A text input field contains "0.25" and a corresponding value of "\$5,702.50". There is a checkbox for "Add a note to your donation?" and a "Next" button at the bottom. The background of the website shows the "Save the Children" logo, the tagline "Always #ForTheKids", and a "Mission Statement" section.

Your consistent efforts to move donors from consideration to conversion is crucial, but so is your giving experience.

Do not let a buried giving page or hidden donation form stop the donor from completing their gift, or you from receiving it.

Foundations of Crypto Fundraising



Your **#2 Priority**

to build a sustainable crypto program.

Understand your opportunities matrix.

Build a Sustainable Crypto Program



Opportunities Matrix

| | Existing Donors | New Donors |
|---------|---|--|
| Launch | Email Announcement Donor Newsletter Announcement | Press Release Social Posts |
| Passive | Direct Mail Gala or Live Events Capital Campaign Materials 1:1 Major Gift Meetings | Monthly Social Post Crypto Giving Page Maintenance |
| Active | Crypto Appeals in EOY Fundraising Crypto Specific Campaign or Goal | Online Impact Reporting Crypto Google Ads Crypto SEO Blog Post or Press Release Crypto Giving Tuesday Participation |

Foundations of Crypto Fundraising



Your **#3 Priority**

to build a sustainable crypto program.

Pull the levers at the right time.

Right Strategies Right Time



Launch

An awareness builder. Best for starting your crypto fundraising program or re-launching and re-engaging with crypto fundraising.

Passive

Sustaining consideration. Year-round strategy to be leveraged for both new and existing donors to increase likelihood they will give.

Active

Going for conversions. Crypto specific strategies that acquire gifts.

Get Your Message Out

Rule of 7

Data Backed Marketing

The Rule of 7 is the average number of times an individual needs to be exposed to the same idea before they make a decision.

Be sure you provide your donors enough exposure to **move them from consideration to conversion.**

- IRL Events
- Awareness Days
- Press Releases
- Blog Posts
- Social Media Posts
- Ads Campaigns
- Email Marketing Campaigns
- Search Engine Optimization
- Capital Campaign Materials
- Board Member Materials

Section Three

Getting Creative with Crypto Fundraising



Crypto Donation Press Release



- Stewards your donor online whether anonymous or not
- Attracts attention to your organization as a leading crypto fundraising NPO
- Helps inspire more giving from other donors
- Showcases impact and gratitude



Crypto Fund Campaign

American Cancer Society Launches \$1M Cryptocurrency Fund

The first cryptocurrency donor to contribute \$250,000 or over will have the opportunity to choose a name for the fund.

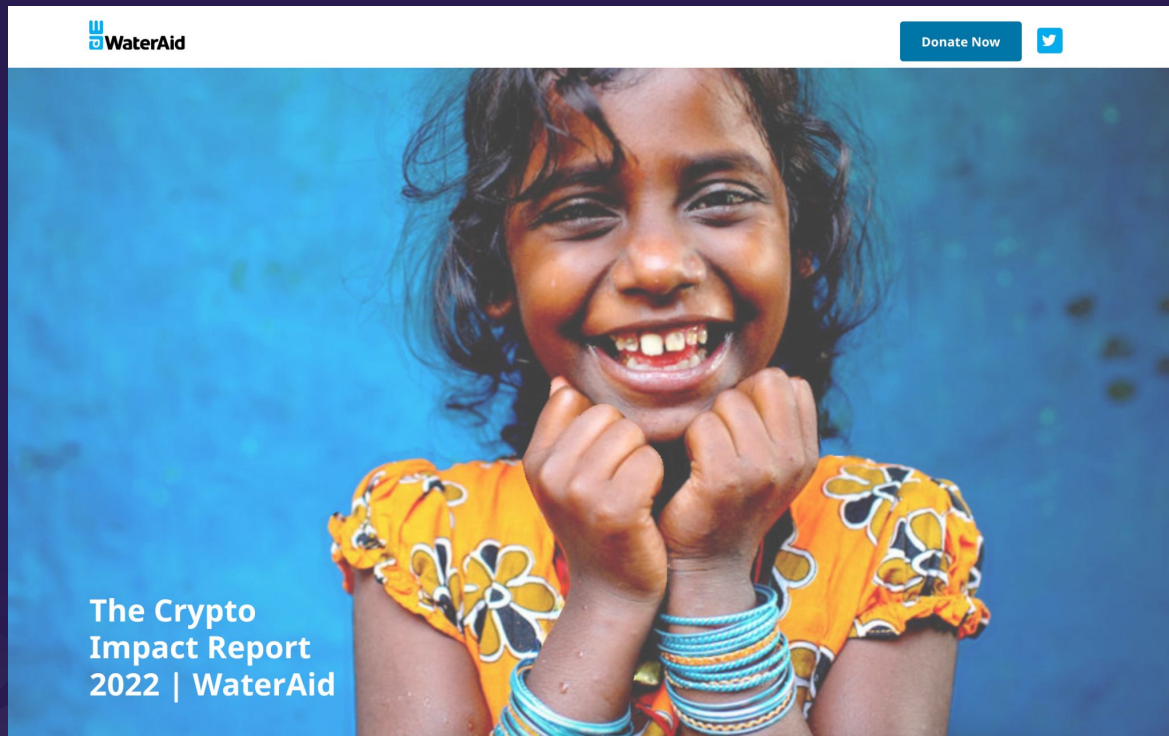
By Tanzeel Akhtar 🕒 Jan 27, 2021 at 6:15 a.m. EST Updated Sep 14, 2021 at 7:01 a.m. EDT



- Provides shared goal for crypto community to work toward
- Showcases investment in crypto community (aka donor cultivation and stewardship!)
- Helps donors new to your organization understand their potential impact

Crypto Impact Report

- Provides compelling impact reporting
- Great way to steward anonymous donors
- Shows appreciation for crypto community
- Can inspire donations from new and returning donors



Section Four

New Products & Service Improvements

Update to Timing of Crypto Transfers



New Transfer Date!

TUESDAY TRANSFERS

Your crypto donation transfers will still appear from “Gemini” on your bank statement, but the transfer initiation date has been updated from Fridays to Tuesdays! Questions? Reach out to support@thegivingblock.com.

Our Stock Donation Flow

Streamlined online process to collect all donor data, finalize the gift, and zero hassle for your team.



Make a Donation

Crypto Card Stock

FOA

Finance of America Companies Inc.

FOCS

Focus Financial Partners Inc. Class A

FOCT

FT Cboe Vest U.S. Equity Buffer ETF - October

FOLD

FOMO

FONR

FOR

FORA

FORD

Make a Donation

Crypto Card Stock

FOUR

Shift4 Payments, Inc.

80

≈ \$3,694.40

Select Impact Area

☐ Add a note to your donation?

Next

Broker Info

Delivering Broker Firm *

Brokerage Account Number *

Broker Contact Name

Broker Email

Broker Phone

Next

Personal Info

James

Smith

jamesmith345@gmail.com

Main Street

My town

United States

Florida

Miami

123456

Next

Why Accept Stocks Online?



Gifts of publicly traded stock can boost your organization's fundraising efforts by attracting more donors looking to make large and oftentimes recurring gifts.

Grow Faster

Nonprofits that receive non-cash gifts generally grow 50% faster and 66% faster when they receive non-cash securities like stocks.

Grow Bigger

98% of wealth is held in non-cash assets and the tax incentives can lead to larger gifts. Stocks make up the majority of these non-cash assets.


Grow Smarter

Help donors make charitable giving part of their overall portfolio health assessment through giving them a tax incentivised way to give.

Our DAF Donation Flow

Streamlined online process to collect all donor data, finalize the gift, and zero hassle for your team.



Habitat for Humanity of Bucks County

Make a Donation

☐ Crypto

☐ Card

☐ Stock

☒ DAF

☒ Make donation anonymous

First name

Last name

E-mail

Address line 1


Address line 2


Country

State/Region

City


ZIP/Postal Code


 **Donate with Donor Advised Fund**


Habitat for Humanity of Bucks County


Chariot


Select your DAF Provider


 Fidelity Charitable

 National Philanthropic Trust

 Vanguard Charitable


 National Christian Foundation


 Chicago Community Trust

 Carter Hudson


[What is a Donor Advised Fund?](#)

By clicking "Continue", you agree to Chariot's [Terms of Service](#) and [Privacy Policy](#) for account linking.

 **Donate with Donor Advised Fund**

Habitat for Humanity of Bucks County

Chariot



Habitat for Humanity of Bucks County

Example Account Na...

\$10,000.00

\$3,000

USD

Boost your donation!

+100


+250


+500

+1,000

Continue

By clicking "Continue", you certify that you have read & understood Donor Advised Fund Terms of Services

 **Donate with Donor Advised Fund**


Habitat for Humanity of Bucks County


Make a Donation


Your DAF account has been linked

☐ Cover transaction fees (?)

Donate \$30


Powered by  Giving Block


Habitat for Humanity of Bucks County




Help Spread the Word!

1 out of 4 people you share this with will also donate.

 Share on Facebook

 Share on Twitter

 Share on LinkedIn

Start Over

Why Accept DAFs Online?



\$234B Earmarked for Charity

With a DAF fundraising strategy, nonprofits have the opportunity to tap into a **\$234B DAF market**. Like other non-cash assets, DAFs can introduce nonprofits to new donors who might not have found them otherwise .

\$4K Average Gift Size

Because of the tax benefits, there is an opportunity to receive higher donations from DAFs, with the **average grant size being \$4,000**.

Recurring Donors

When donors open DAF accounts, they typically are more thoughtful about their charitable giving impact and give more frequently. **The average number of grants per DAF is 12 gifts per year.**

Section Five

Q & A

Stay Engaged and Use Your Resources



Read Your Modern Philanthropy Insider

- Your weekly all client communication that hits your inbox every Tuesday

Reach out to support@thegivingblock.com with any questions

- Also, contact Support if you or a colleague needs login access to the Knowledge Base or Donations Dashboard

Stay Engaged on Social

- | | |
|-----------------------------|--------------------------|
| • Twitter | Facebook |
| • YouTube | LinkedIn |
| • Instagram | Discord |

💡 *Engagement Tip - Don't forget to tag or use @TheGivingBlock so our team can help amplify your organization*