

Welcome to the Q3 All Client Webinar

September 15, 2022

The webinar will begin shortly.

Please say hello in the chat!

Include:

- Name
- Nonprofit Organization
- Where You Are Located
- How Long You've Been a Client of The Giving Block

Housekeeping



- This meeting is being recorded
- Today's recording and presentation will be sent to all attendees and registrants
- Put everything important in the Q&A so we can ensure we answer critical questions
- Keep the chat for the fun stuff

Today's Agenda



1. Key Updates with our Co-Founder, Pat Duffy
 - Current Crypto Market Trends
 - The Q4 Opportunity
2. Why Your Approach Matters
 - How to make the most of Year End Giving
3. Year-End Campaign Overview
 - Key Dates, Your EOY Toolkit and Upcoming Webinars
4. Beyond Crypto
 - Announcing New Integrations at The Giving Block
 - Introducing Stock, Cards, and More

Crypto Market Trends

Tens of Millions of Crypto Investors Are Up

Crypto has bounced back from all 16 corrections with a larger user base and new all time highs. Which has made it the best performing asset class of the last decade, despite all the drops.

PURCHASE DATE	PRICE WHEN PURCHASED	\$ SPENT	TOTAL BTC	\$ VALUE	% CHANGE
May 13, 2013	\$115	\$1,000	8.70	\$260,747	+26,000%
May 13, 2014	\$440	\$1,000	2.27	\$68,150	+6,815%
May 13, 2015	\$236	\$1,000	4.24	\$127,050	+12,705%
May 13, 2016	\$456	\$1,000	2.19	\$65,759	+6,576%
May 13, 2017	\$1,809	\$1,000	0.55	\$16,484	+1,648%
May 13, 2018	\$8,724	\$1,000	0.12	\$3,596	+360%
May 13, 2019	\$7,994	\$1,000	0.13	\$3,896	+390%
May 13, 2020	\$9,734	\$1,000	0.10	\$2997	+300%
May 13, 2021	\$49,880	\$1,000	0.02	\$599	-40%
May 13, 2022	\$30,101	\$1,000	0.03	\$1,000	+/-

Which is Why the Market is Down, But Crypto Giving is Up.

TLDR: Crypto Philanthropy is here to stay

Because we raised \$10M when the market looked like this.



2021 (Q1-Q2)

And \$30M when the market looks like this.



2022 (Q1-Q2)

- 300 Million Crypto Holders Globally (read: Potential Donors)
- \$1 Trillion Market Cap
- The average crypto user is:
 - In their early 30s
 - Average income of \$111,000
 - Average donation size of \$10,500 each year

Crypto Philanthropy Drivers

*The single greatest determinant of your crypto revenue this year is **YOU**. In any market conditions, the top performing nonprofits are the ones who fundraise crypto effectively.*

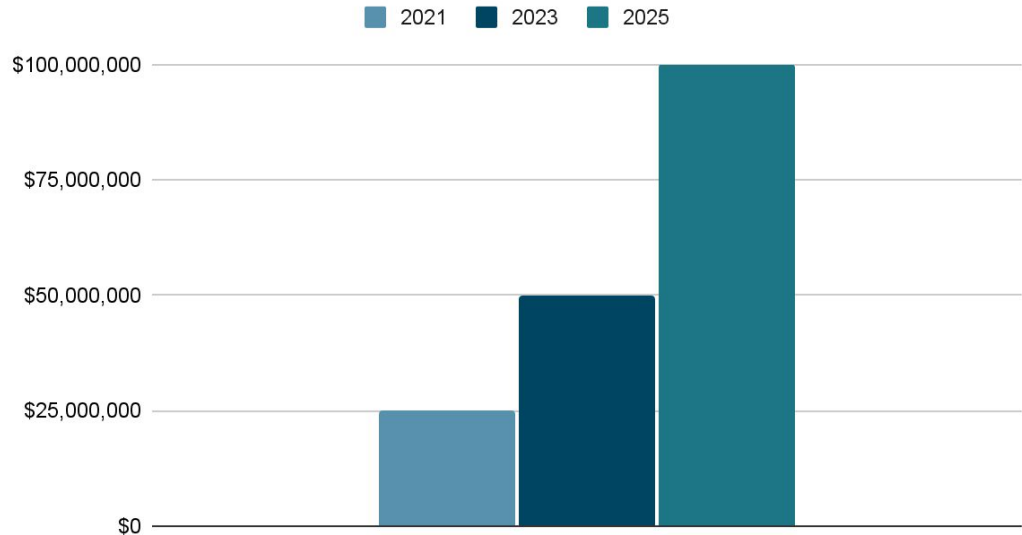
- Nonprofit Fundraising (nonprofits marketing crypto acceptance)
- Crypto Market Dynamics (wealth)
- Giving Opportunities (campaigns, pledge, etc.)
- Tax Incentives/Literacy
- NFT Market Dynamics

Future of NFT Philanthropy

Investment and financial services firm Jefferies predicts that the NFT market cap, which was nearly \$25 Billion in 2021, will surpass \$35 Billion in 2022 and exceed \$80 Billion by 2025.

Based on this projection, coupled with the trend of year-on-year growth in total annual cryptocurrency donation processing volume reported by The Giving Block, the NFT community's charitable giving could rise to over \$100 million in crypto donations by the year 2025.

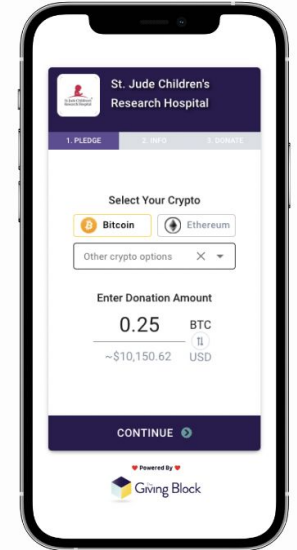
Projected Growth of NFT donations



Market Update

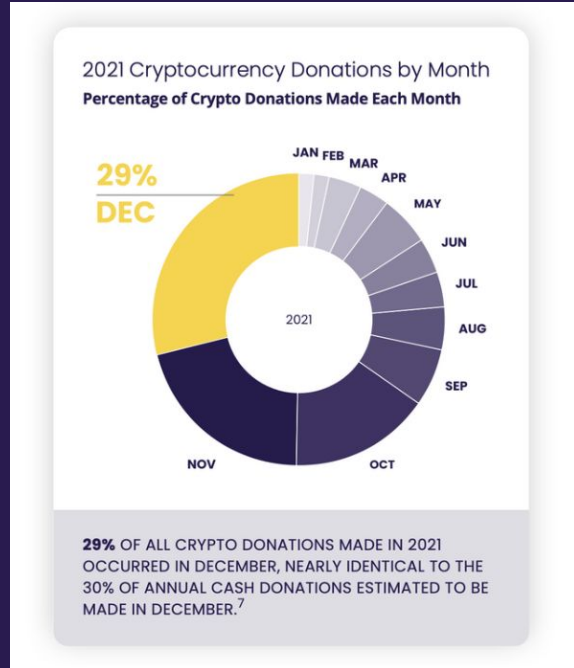
Fall 2022: State of the Crypto Philanthropy Market

- Crypto holders who are up drive revenue in the immediate.
- Crypto holders who are down drive revenue in the future.
- Many investors are up, many are down. Giving continues to grow, but less quickly.
- Crypto is quieter, ***making high value prospects (donors and partners) more accessible.***
- Nonprofits that grow their base and build relationships now will maximize their long-term revenue.
- **All of the most successful programs on our platform (small or large) have grown their crypto donor base through down markets.**



Why Your Approach Matters

End of Year Crypto Giving



Did you know...

- **More than 50%** of all crypto donations happen in Q4.
- More crypto donations happen **in October** than the first 5 months of the year combined.

Effectively Target Communities

1) Every cryptocurrency has its own community (It's not just about Bitcoin)

We've learned different strategies for converting donors based on what crypto they invest in. Every crypto has different interests (and memes). Tapping into what they care about, and the content they engage with, is part of why our clients out-fundraise nonprofits who aren't on The Giving Block.

Effectively Educate on Taxes



2) If you educate poorly, you fundraise poorly.

Failing to properly incorporate tax education into your crypto donation appeals will dramatically reduce your fundraising outcomes. Too strong, and you will wash out the value of your mission and stifle the emotional connection. Too weak, and your appeal will go unheard, as young donors will walk away without parting with their crypto. Our four years of experience perfectly integrating tax education is a key ingredient in our special sauce.

Create Content that Crypto Users Like

3) Be someone worth staying in touch with


Crypto fundraising, just like all fundraising, is about relationships. In addition to engaging, building relationships, asking for support and converting donors, your content should show who you are and the impact that the crypto you're receiving is making.

Overview

- Don't wait until EOY. Fundraise actively through October and November.
- Consistently put CTAs in front of your donors, and new donor audiences. Take Crypto Giving Tuesday, NFTuesday and BagSeason seriously.
- Don't skip fundamentals (publish our SEO content, be engaging, etc.).
- Don't stop in January (use it or lose it).

Caring With Crypto by Shift4



- **\$12.7M in donations and match to date** 
- **Checks have been sent out on a rolling basis by REN**
 - **Direct client match (tapped)**
 - **Impact Index Funds (IIF)**
- **IIF matches will continue until match is fulfilled**
 - **There are still \$3.1M of matched funds available**

The more you post on social and talk about crypto philanthropy, the more opportunities for a crypto donor to give to your Impact Fund!

SHIFT ④



Year End Campaign Overview

2022 EOY Theme

Be a
Crypto Hero.



The Giving Block
A SHIFT4 COMPANY

#CryptoGivingTuesday • #NFTuesday • #BagSeason

#CryptoGivingTuesday

November 29th

#BagSeason

November 29th – December 31st

#NFTuesday

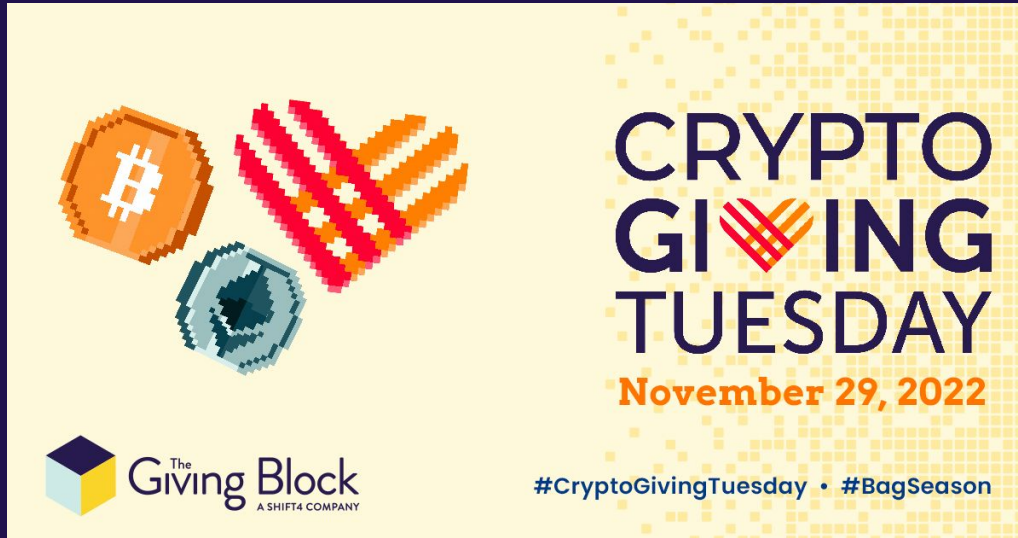
December 6th

#ImpactWeek

December 9th – 16th

2022 EOY Key Dates

#CryptoGivingTuesday



- Same day as #GivingTuesday, November 29th
- Official Crypto Partner of Giving Tuesday Foundation
- Kicks off Bag Season
- Opportunity to target crypto donors by integrating your GT plans

Bag Season



What Is Bag Season?

- An annual fundraising season that starts with #CryptoGivingTuesday, and runs throughout the month of December.
- Aims to highlight the nonprofits that accept crypto and inspire crypto HODLers to donate to charitable causes before the end of the calendar year.

When Is It?

- November 29th - December 31st

Get Active:

- Utilize and Implement your EOY Toolkit
- Attend EOY Webinars, Join Office Hours and Book Strategy Sessions
- Activate on Campaign Dates & Opportunities



#BagSeason

#NFTuesday



What Is #NFTuesday

- NFTuesday is on Tuesday, December 6th this year and is The Giving Block's one-day celebration of NFT philanthropy!
- We'll be joined by NFT marketplaces, artists, galleries, projects and studios that are helping bring visibility to this incredible year of impact and raise more crypto for important causes.

When Is It?

- December 6th

Get Active:

- Read the #NFTuesday Guide in your Crypto Knowledge Base
- Follow & Engage NFT Projects on Twitter
- Utilize Key Hashtags, Thank Projects, Share Impact

Impact Week



We're excited to celebrate all the incredible work of our nonprofits by highlighting each of your missions on dedicated Impact Days.

12/9: Crypto Adoption Fund | Faith-Based | Community Foundations

12/12: Education | Children & Youth | Arts & Culture | LGBTQIA+

12/13: Civil & Human Rights | Economic Dev. | Poverty & Housing | Women & Girls

12/14: Technology & Science | Health & Medicine | Environment

12/15: Disasters & Conflict | Food & Water | Mental Health

12/16: Animals | Liberty & Freedom | Military, Veterans, & First Responders

Please **visit your EOY Toolkit** to create your impact statement for social media.
Get creative with videos, photos, and graphics!

Most of all - make sure your mission shines through.

Your End of Year Crypto Fundraising Toolkit

A screenshot of the "The Giving Block" website. The page has a yellow header with the title "The Giving Block" and a search bar. Below the header, there are three white content boxes. The first box, titled "Your 2022 End of Year Toolkit", is highlighted with a large yellow arrow pointing to it from the left. The second box is titled "Foundations" and the third is titled "Grow". Each box contains a brief description and a "See all articles" link with a right-pointing arrow.

The Giving Block

Q Search for answers

Your 2022 End of Year Toolkit
Open your Year-End Toolkit to access templates, best practices, and additional resources designed to help you maximize your EOY crypto fundraising 🚀
See all articles →

Foundations
New to The Giving Block? Start your journey here! This section is key to helping you successfully prepare to navigate the crypto fundraising world.
See all articles →

Grow
This section's content is designed to help you grow your crypto fundraising!
See all articles →

If you or a member of your team needs access to log in to the Crypto Knowledge Base, please email the first name, last name, email address, and organization name to support@thegivingblock.com.


learn.thegivingblock.com/knowledge


September 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

 All Client Newsletter

 Sessions 1 or 2

 Monthly Educational Webinar

 Group Strategy Session

 Resource Drop

 Support Office Hours

 Impact Activation Meet-Up

Your End of Year Crypto Fundraising Opportunities



EVERY TUESDAY

1PM Session 1:
Understanding your Package & Services.

EVERY THURSDAY

1PM Session 2:
Getting Started with Crypto Fundraising

			Simplify	Develop	Accelerate
Crypto Major Gifts Group Strategy Session	9/7/2022	10 AM - 2 PM		✓	✓
Crypto Major Gifts Group Strategy Session	9/14/2022	10 AM - 2 PM		✓	✓
Crypto Major Gifts Group Strategy Session	9/21/2022	10 AM - 2 PM		✓	✓
Support Office Hours	9/23/2022	10 AM	✓	✓	✓
Support Office Hours	9/29/2022	2 PM	✓	✓	✓
Q3 All Client Webinar	9/15/2022	2 PM	✓	✓	✓
Access to Your EOY Toolkit	9/15/2022		✓	✓	✓
Crypto Giving Tuesday Monthly Educational Webinar	9/27/2022	2 PM		✓	✓

Don't wait! Upgrade your package now in time to take advantage of all the year end strategic support and resources planned. Email support@thegivingblock.com to book an upgrade call today.

All times are EST

Accelerate + Custom Clients:

Reach out to your dedicated Crypto Fundraising Strategist to schedule your 1:1 Strategy Sessions.

October 2022


Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

 All Client Newsletter

 Sessions 1 or 2

 Monthly Educational Webinar


 Group Strategy Session

 Resource Drop

 Support Office Hours

 Impact Activation Meet-Up

 Special Group Strategy Session

 International Organizations

Your End of Year Crypto Fundraising Opportunities



EVERY TUESDAY

1 PM Session 1:
Understanding your Package & Services.

EVERY THURSDAY

1 PM Session 2:
Getting Started with Crypto Fundraising

Date	Time	Event
10/5/2022	10 AM - 2 PM	Crypto Giving Tuesday Group Strategy Session
10/12/2022	10 AM - 2 PM	Crypto Giving Tuesday Group Strategy Session
10/19/2022	10 AM - 2 PM	Crypto Giving Tuesday Group Strategy Session
10/20/2022	2 PM	Special Group Strategy Session - Corporate Crypto Partnerships
10/7/2022	12 PM	Support Office Hours
10/11/2022	4 PM	Support Office Hours
10/17/2022	1 PM	Support Office Hours
10/26/2022	2 PM	Support Office Hours
10/25/2022	2 PM	Kicking Off 2022 Bag Season Monthly Educational Webinar
10/18/2022	8 AM	Activating EOY for International Organizations
10/27/2022	11 AM	Education Impact Activation Meet-Up
10/27/2022	12 PM	Children & Youth Impact Activation Meet-Up
10/27/2022	2 PM	Arts & Culture Impact Activation Meet-Up
10/28/2022	11 AM	LGBTQIA+ Impact Activation Meet-Up
10/28/2022	12 PM	Civil & Human Rights Impact Activation Meet-Up
10/28/2022	1 PM	Economic Development Impact Activation Meet-Up

	Simplify	Develop	Accelerate
Crypto Giving Tuesday Group Strategy Session		✓	✓
Crypto Giving Tuesday Group Strategy Session		✓	✓
Crypto Giving Tuesday Group Strategy Session		✓	✓
Special Group Strategy Session - Corporate Crypto Partnerships			✓
Support Office Hours	✓	✓	✓
Support Office Hours	✓	✓	✓
Support Office Hours	✓	✓	✓
Support Office Hours	✓	✓	✓
Kicking Off 2022 Bag Season Monthly Educational Webinar		✓	✓
Activating EOY for International Organizations	✓	✓	✓
Education Impact Activation Meet-Up	✓	✓	✓
Children & Youth Impact Activation Meet-Up	✓	✓	✓
Arts & Culture Impact Activation Meet-Up	✓	✓	✓
LGBTQIA+ Impact Activation Meet-Up	✓	✓	✓
Civil & Human Rights Impact Activation Meet-Up	✓	✓	✓
Economic Development Impact Activation Meet-Up	✓	✓	✓

⚠ Don't wait! Upgrade your package now in time to take advantage of all the year end strategic support and resources planned. Email support@thegivingblock.com to book an upgrade call today.

All times are EST

Accelerate + Custom Clients:

Reach out to your dedicated Crypto Fundraising Strategist to schedule your 1:1 Strategy Sessions.

November 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		☕ 1	2	3	🎧 4	5
6	🎧 7	☕ 8	9	🧠 10	11	12
13	☕ 14	📚 15	🎧 16	☕ 17	☕ 18	19
20	🎧 21	☕ 22	☕ 23	24	25	26
27	🧠 28	☕ 29	30	1	2	3
4	5	6	7	8	9	10

📧 All Client Newsletter

🔑 Sessions 1 or 2

📚 Monthly Educational Webinar

🧠 Group Strategy Session

🎧 Support Office Hours

☕ Impact Activation Meet-Up

🧠 Special Group Strategy Session

🦋 Crypto Giving Tuesday

BAG SEASON BEGINS

Your End of Year Crypto Fundraising Opportunities



EVERY TUESDAY

1PM Session 1: Understanding your Package & Services.

EVERY THURSDAY

1PM Session 2: Getting Started with Crypto Fundraising

			Simplify	Develop	Accelerate
Poverty & Housing Impact Activation Meet-Up	11/1/2022	11 AM	✓	✓	✓
Technology & Science Impact Activation Meet-Up	11/1/2022	12 PM	✓	✓	✓
Health & Medicine Impact Activation Meet-Up	11/1/2022	2 PM	✓	✓	✓
Kicking Off 2022 Bag Season Group Strategy Session	11/2/2022	10 AM 12 PM 2 PM	✓	✓	✓
Kicking Off 2022 Bag Season Group Strategy Session	11/3/2022	10 AM 12 PM 2 PM	✓	✓	✓
Kicking Off 2022 Bag Season Group Strategy Session	11/9/2022	10 AM 12 PM 2 PM	✓	✓	✓
Special Group Strategy Session - Institutional Giving & Stocks	11/10/2022	2 PM	✓	✓	✓
Special Group Strategy Session - Best Practices with our Social Media Expert	11/28/2022	2 PM	✓	✓	✓
Maximizing the 2022 Bag Season Group Strategy Session	11/30/2022	10 AM 12 PM 2 PM 4 PM	✓	✓	✓
Support Office Hours	11/4/2022	11 AM	✓	✓	✓
Support Office Hours	11/7/2022	12 PM	✓	✓	✓
Support Office Hours	11/16/2022	1 PM	✓	✓	✓
Support Office Hours	11/21/2022	10 AM	✓	✓	✓
Environment Impact Activation Meet-Up	11/8/2022	11 AM	✓	✓	✓
Disasters & Conflict Impact Activation Meet-Up	11/8/2022	12 PM	✓	✓	✓
Food & Water Impact Activation Meet-Up	11/8/2022	2 PM	✓	✓	✓
Mental Health Impact Activation Meet-Up	11/14/2022	11 AM	✓	✓	✓
Animals Impact Activation Meet-Up	11/14/2022	12 PM	✓	✓	✓
Liberty & Freedom Impact Activation Meet-Up	11/14/2022	2 PM	✓	✓	✓
Maximizing the 2022 Bag Season Monthly Educational Webinar	11/15/2022	2 PM	✓	✓	✓
Military, Veterans & First Responders Impact Activation Meet-Up	11/17/2022	11 AM	✓	✓	✓
Women & Girls Impact Activation Meet-Up	11/17/2022	12 PM	✓	✓	✓
Faith-Based Impact Activation Meet-Up	11/18/2022	11 AM	✓	✓	✓
Community Foundations Impact Activation Meet-Up	11/18/2022	12 PM	✓	✓	✓

Don't wait! Upgrade your package now in time to take advantage of all the year end strategic support and resources planned. Email support@thegivingblock.com to book an upgrade call today.

All times are EST

Accelerate + Custom Clients:

Reach out to your dedicated Crypto Fundraising Strategist to schedule your 1:1 Strategy Sessions.

December 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				Q4 ALL CLIENT WEBINAR	1	2
				8	9	10
4	5	6	7	8	9	10
	#NFTuesday				IMPACT WEEK	
11	12	13	14	15	16	17
			IMPACT WEEK			
18	19	20	21	22	23	24
25	26	27	28	29	30	31
					END OF BAG SEASON	
1	2	3	4	5	6	7

All Client Newsletter

Sessions 1 or 2

Monthly Educational Webinar

Group Strategy Session

Support Office Hours

Special Group Strategy Session

NFTuesday

Q4 All Client Webinar

Your End of Year Crypto Fundraising Opportunities



EVERY TUESDAY

1PM Session 1:

Understanding your Package & Services.

EVERY THURSDAY

1PM Session 2:

Getting Started with Crypto Fundraising

Date	Time	Event
12/1/2022	2PM	Q4 All Client Webinar
12/7/2022	10 AM, 12 PM, 2 PM, 4 PM	Maximizing the 2022 Bag Season Group Strategy Session
12/8/2022	2 PM	EOY Best Practices Round Up Monthly Educational Webinar
12/12/2022	2 PM	Special Group Strategy Session - Advertising & Marketing Strategy
12/13/2022	10 AM, 12 PM, 2 PM, 4 PM	EOY Best Practices Round Up Group Strategy Session
12/14/2022	10 AM, 12 PM, 2 PM, 4 PM	EOY Best Practices Round Up Group Strategy Session
12/15/2022	10 AM, 12 PM, 2 PM, 4 PM	EOY Best Practices Round Up Group Strategy Session
12/2/2022	11AM	Support Office Hours
12/9/2022	2PM	Support Office Hours
12/16/2022	12 PM	Support Office Hours
12/21/2022	3 PM	Support Office Hours
12/28/2022	2PM	Support Office Hours
12/9 - 12/16		Impact Week
12/9/2022		— Crypto Adoption Fund Faith-Based Community Foundation
12/12/2022		— Education Children & Youth Arts & Culture LGBTQIA+
12/13/2022		— Civil & Human Rights Economic Development Poverty & Housing Women & Girls
12/14/2022		— Technology & Science Health & Medicine Environment
12/15/2022		— Disasters & Conflict Food & Water Mental Health
12/16/2022		— Animals Liberty & Freedom Military, Veterans & First Responders

	Simplify	Develop	Accelerate
12/1/2022	✓	✓	✓
12/7/2022		✓	✓
12/8/2022		✓	✓
12/12/2022			✓
12/13/2022		✓	✓
12/14/2022		✓	✓
12/15/2022		✓	✓
12/2/2022	✓	✓	✓
12/9/2022	✓	✓	✓
12/16/2022	✓	✓	✓
12/21/2022	✓	✓	✓
12/28/2022	✓	✓	✓

GET ENGAGED & POST ON SOCIAL

Don't wait! Upgrade your package now in time to take advantage of all the year end strategic support and resources planned. Email support@thegivingblock.com to book an upgrade call today.

All times are EST

Accelerate + Custom Clients:
Reach out to your dedicated Crypto Fundraising Strategist to schedule your 1:1 Strategy Sessions.

EOY Best Practices



Utilize Your EOY Toolkit Guides and Templates

This toolkit is designed to aid in your Year End fundraising initiatives – use it!

PRO TIP: Request that your entire development, social media, and marketing team get Crypto Knowledge Base access so they can use these resources too!



Get Loud on Social and Join Our EOY Campaigns

Share the unique impact of your mission. Crypto donors are looking for clear ROI. Twitter especially, this is where we see the most activity from the crypto community. Be sure tag us or use hashtags in posts so we can engage with you!



Get Your Online Presence Right

Refresh your donation pages using our SEO best practices, 1:1 Impact Statements and send your TGB donation page updates to support@thegivingblock.com for review to optimize your page.



Schedule Your EOY Strategy Session

Accelerate & Custom Clients: Reach out to your Crypto Fundraising Strategists to schedule an EOY Strategy Session.

EOY Resources



Crypto Knowledge Base

- [EOY Toolkit](#)
- [EOY Design Assets](#)
- [Key Action Steps to Kick-Off Your Crypto Fundraising](#)
- [SEO Friendly Crypto Donation Page](#)

Crypto Philanthropy Insider: Your Weekly All Client Newsletter

Follow the Giving Block's Social Media Platforms

[Twitter](#) | [Facebook](#) | [YouTube](#) | [LinkedIn](#) | [Instagram](#) | [Discord](#)

Don't forget to share with us who your organization's primary contact is for The Giving Block – Fill Out Form [HERE](#)

Strategy Session Giveaway Results



Thank you for participating in our End of Year Client Resources survey.
The two winners of the giveaway are....



Mission:Cure

The logo for Mission:Cure, consisting of the text "Mission:Cure" in a bold, black, sans-serif font centered within a white rectangular box.

Mission: Cure



Hollywood Food Coalition

Congratulations on receiving a free 30 minute 1:1 Crypto Fundraising Strategy Session

Standard

Develop

Everything in Simplify+

- Specialized Module Access
 - Crypto Major Gifts
 - Cultivating Crypto Donors
 - Crypto Social Media Guide
 - NFT Philanthropy Guide
- Monthly Educational Webinars
 - 9/27: CryptoGivingTuesday
 - 10/25: Kicking Off Bag Season
 - 11/15: Maximizing the 2022 Bag Season
 - 12/8: EOY Best Practices Round-Up
- Group Strategy Sessions with EOY Focus Topics
- Expanded EOY Fundraising & Marketing Toolkit materials including:
 - EOY Essentials Checklist
 - Social Media Platforms Best Practice Guides
 - How to Activate Ambassadors for your EOY Campaign
 - Expanded Example Gallery
 - 2 Additional Email Templates
 - 2 Additional Social Media Templates

Premium

Accelerate

Everything in Develop+

- Assigned Crypto Philanthropy Strategist
- Individual Strategy Sessions (4/year)
- Additional Specialized Module Access and Trainings
 - Board Member Training Guide
 - Fundraising Events Resource
 - Crypto Corporate Strategy
 - Crypto Ads Support
 - Crypto Capital Campaign
- Group Strategy Sessions with Guest Speakers
 - 10/20: Corporate Crypto Partnerships & NFTs
 - 11/10: Institutional Giving & Stocks
 - 11/28: Best Practices with our Social Media Expert
 - 12/12: Advertising and Marketing Strategy
- Bonus EOY Fundraising & Marketing Toolkit materials including:
 - How to Engage Corporations & Crypto Companies Guide
 - How to Activate Leadership & Board Members Guide
 - TGB Campaign Partners - How to Activate Guide
 - 2 Additional Email Templates
 - 2 Additional Social Media Templates
- Press Release Review & One-Time Campaign Materials Review

VIP

Custom

Everything in Accelerate+

- Monthly Strategy Sessions
- API Access
- Ads Session
- Comprehensive NFT Support
- Crypto Fundraising Opportunities Analysis
- Crypto Philanthropy Roadmap
- Events Support
- Major Gifts Training for your team
- EOY Campaign Messaging & Pitch Coaching
- VIP Chats with our Co-Founder, Pat (Seat at the Table)
- Press Release & Campaign Materials Review

ock

Contact Our Support Team to Upgrade by September 30th to Receive All EOY Benefits

Beyond Crypto Integrations, Stocks, Cards & More

What's New

Product

- Fund Designations within Widget
- Ability for Crypto Donors to donate fiat
- TGB Green Initiative

Partners

- RareCircles NFT Partnership



Integrations

- Tiltify Integration
- Monday.com Integration
- Zapier Integration

Stocks & Cards



Recently, The Giving Block announced the launch of two new donation giving vehicles that your organization will now receive as a client (at no additional cost to you)!

This fall, donors will have the option to donate using stock or credit/debit cards automatically in your widget.  

So What Does This Mean?

- Having stock and card options on your widget are NOT intended to be a replacement for your current solutions
- This newest feature will provide your organization an additional way to capture & retain even more crypto donors
- Fees will be 3% per transaction
- Reporting for all donation transactions will be in your Self-Service Dashboard

Want to Learn More? Check out the [Accepting Stock & Card Gifts Through Your Widget](#) article in your Crypto Knowledge Base

TGB Green

The Giving Block Becomes the Most Environmentally Friendly Crypto Donations Platform on the Planet

TGB Green is our program committed being the most environmentally friendly place to donate crypto.

Through TGB Green, we will purchase 2X carbon offsets everytime someone makes a crypto donation through a widget. This not only erases the carbon footprint of donations made on The Giving Block, but turns them into an environmental force for good.

On top of our carbon offsets program, we've also created the "Environment Impact Index Fund" for the crypto community.

TGB Green is only the beginning!

Zapier Integration



Nonprofits can now connect The Giving Block with 5,000 different apps, including CRMs, marketing tools, accounting software, and more.

What are some examples of how to use The Giving Block's Zapier app?

- Update donation records from The Giving Block in real-time with your CRM. This includes Virtuous, Bloomerang, Salesforce, Bonterra, Hubspot and many more!
- Send messages in Slack for new donations
- Send thank you emails via Gmail for new donations
- Add new The Giving Block donors to Mailchimp lists
- Add information to Google Sheets for new The Giving Block donations
- Record The Giving Block donations in QuickBooks and other accounting software

You can search all available Zapier apps on their website [here](#).

Connecting The Giving Block to Zapier

Using Zapier is quick and easy. *If you're a client with The Giving Block and already have a Zapier account, start using our Zapier integration by filling out the form [here](#) to receive access and next steps.*

If you don't have a Zapier account yet, no problem! You can sign up for one [here](#).

For more information, please visit The Giving Block's Zapier page.

Coming Soon...



We are grateful for your consistent client feedback and excited to share the following upcoming capabilities:

- Stock Donations within widget
- Ability to update your Crypto Donation Page within the Dashboard
- New Crypto Donation Pages including Impact Statements and Hero Images
- ACH, Venmo, and Paypal payment options for your Crypto Donors
- Completely customizable Tax Receipts
- Double the Donation and Salesforce Native Integrations

Please send requests to support@thegivingblock.com with "Product Request" subject line.

Thank you for being part of
The Giving Block

Let's finish 2022 off strong!

