

Q4

All Client Meeting

End of Year Final Countdown

November 30, 2023



Today's Hosts



Pat Duffy

Co-Founder



Emily Fascilla

Director of Client Strategy

Agenda

- 01** Market Update
- 02** Crypto Giving Tuesday Update
- 03** Match Update
- 04** Final Weeks Countdown: Your Year End Strategy
- 05** Demo New Tax Calculator & ChatGPT Prompts
- 06** Q&A
- 07** Stay Engaged & Your Resources

Housekeeping



- Submit questions in “Q&A” as we go
- This session is being recorded and will be shared following the webinar
- We will have a dedicated time at the end for questions and discussion – so be sure to stick around until the end

Section One

Market Update



2024: Crypto Market Outlook for Nonprofits Report



Read the Report

Report Highlights

- In 2023 (YTD), **Bitcoin is up more than +100%**, outpacing many major indexes and high-growth stocks
- Crypto's global user base has continued to grow. **Users have more than doubled during the bear market.**
- 52% of Fortune 100 companies have crypto, blockchain or Web3 initiatives.
- S&P is up 15% on the year (Double the 7%~ annual ave.)
- Shift4 (\$FOUR) Stock up 25% YTD (Parent Company)

Section Two

Crypto Giving Tuesday Update

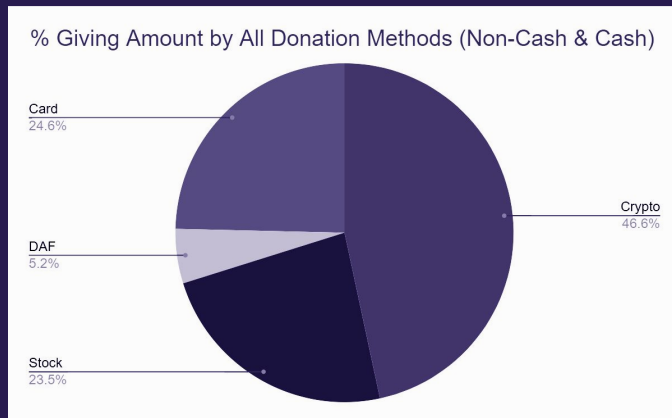


Donation Highlights

\$331,936.01

Total Amount Raised for
CGT 2023 across **all**
donation methods
including stock pledges

Crypto Giving Tuesday Gift Breakdown



Largest Donation YTD: \$690k

Total Donations YTD: 18,000+

Year over Year: #CryptoGivingTuesday



Remember, We're Just Getting Started!

CRYPTO
GIVING
TUESDAY

2%

CRYPTO
GIVING
TUESDAY



12/31

98%

2022: Actual



\$113,124.44

CRYPTO
GIVING
TUESDAY



\$5,001,145.33

Year End

2023: Hypothetical



CRYPTO
GIVING
TUESDAY



Year End

Section Three

Match Update

2023 Giving Season Match Offers



Earn up to \$48,000 in match dollars this Giving Season!

We're donating \$1,000 to the first 100 nonprofits to raise \$1,000 or more in each donation method. That's \$300,000 total! Nonprofits that raise the most in each donation method will also receive big grand prize matches!

We have also set aside \$100K for nonprofits who raise less than \$1,000 this Giving Season!

2023 Giving Season Match Offers (cont.)



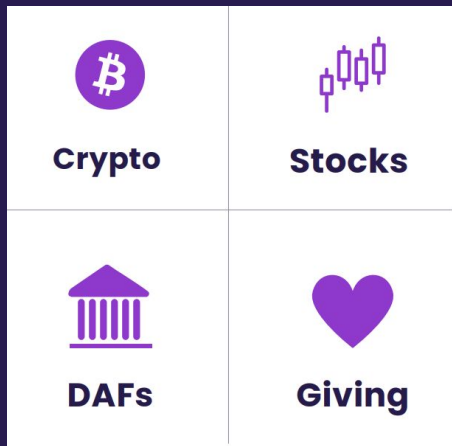
BONUS

Founder Donations

Every Tuesday of Giving Season starting with Crypto Giving Tuesday, we will spin the wheel and select three TGB nonprofits at random to receive:

- Weekly \$1,000 Crypto Donation
- Weekly \$1,000 Stock Donation
- Weekly \$1,000 DAF Donation

To be eligible, you must have your crypto, stock and DAF donation pages setup for success. [Check out our EOY Toolkit for best practices!](#) If we can't find the giving option on your website, we'll spin the wheel again and select a new nonprofit.



💡 *Knowledge Base Article: Match Messaging – How to Reach Donors*

Week 1 Founders Fund Winners



1. \$1,000 Crypto – **Guide Dogs for the Blind**



2. \$1,000 Stock – **Hope for Paws**



3. \$1,000 DAF – **HopeWest**

Don't Forget! You will only receive a donation if we can find your giving page on your website. And yes, these donations are eligible for matching funds.

Section Four

Final Weeks Countdown:

Acceptance Strategy

Are Your Doors Open to Donors?

<5%

of our clients currently have discoverable and usable Crypto, Stock & DAF giving options on their site.

Are Your Doors Open to Donors?

1 hour 22 minutes

How long it took me to find these options on three client sites, and send donations.

Are Your Doors Open to Donors?

TheGivingBlock.com

If you don't have an easy way for donors to give, and you can't create new pages during the year-end sprint – don't worry! Simply link out to your profile on The Giving Block for now. We can help you setup awesome pages when you've got time in January 2024.

Section Three

Final Weeks Countdown:

Fundraising Strategy

Your End of Year Timeline



August September

22 – 30

October October

1 – 31

November November

1 – 27

November

28

November December

29 – 6

December December

7 – 18

December December

19 – 31

January January

1 – 7

January January

8 – 31

Lock-In Website & Strategy

- Fix your website to ensure donors convert (toolkit part 1)
- Lock-in your Year-End fundraising priorities for crypto, stock & DAF
- Assess ways to integrate crypto, stock & DAF into your campaigns and events

Build Content & Perform Donor Research

- Build your content for emails, social media, and segment your audience.
 - Understand your donor base to create targeted communication.
 - Segment your audience based on preferences, behavior, and giving potential.
 - Tailor communications to resonate with each segment effectively.

Educate Your Audience

Prepare your audience for the upcoming opportunities to give crypto, stock and DAF.

- Recurring Donations:
 - Convert one-time donors to recurring donors.
 - Offer incentives or special recognition to encourage recurring donations.

#CryptoGivingTuesday

The biggest crypto philanthropy awareness day. Leverage match dollars and campaign-day attention to push for donors to give.

Keep Donors Engaged

After Crypto Giving Tuesday, many donors who considered giving are still considering.

- Engage Board and Volunteers:
 - Actively involve board members and volunteers in fundraising activities.
 - Utilize their networks and influence to amplify your message.

Year-End Giving

- Peer-to-Peer Fundraising:
 - Motivate supporters to become fundraising champions on your behalf.
 - Leverage their circles to expand your reach and gain more donors.

Tax Deadline Countdown

- Get stock donations in before Dec 19, before brokerages close for the year
- Crypto and other donations can happen until midnight on December 31

Thank Yous & Stewardship

Stewardship begins! Thank donors and show impact. Turn donors into sustainers!

2024 Kickoff

Review 2023 learnings, kickoff improved 2024 approach!

Universal Strategies

Begin with Gratitude



The Best Reward is Knowing You Matter

At work, in relationships, and in giving, the best reward you can receive is the acknowledgement that your contributions mattered. When generosity becomes a transaction, not a relationship, it's over.

The reward for good work shouldn't just be more work.

The reward for generosity shouldn't be another ask.

Tell me why my last gift mattered, and why this one matters more.

End of Year Key Action Items

Simple Emails to Send Now Through December 31



Starting with Gratitude and Storytelling (What we've accomplished because of people like YOU.)



Tax Deadline – Asset Focus, Driving Annual Urgency (Why now?)



Impact Focused Update and Emotional Appeal (What we can accomplish together.)

 *Best Practice: Optimize your unique donation pages on your website, second best for this year: link to your profile on The Giving Block*

Match Motivation

Donor Kickoff

When you're sending that email to your donor-base letting them know that crypto, stock and DAF are options for them, tell them that the first \$1k you raise in each category will earn you an extra \$1k each. It's a small thing that adds urgency to the appeal, and gets the giving started.

Grand Prize Excitement

If you want something to spice up your Call to Action, consider mentioning the grand prize opportunities. "We've got a shot at winning an extra \$45K in crypto stock and DAF if our donors give generously. Help us win!"

***REMEMBER*:** You don't have to mention the match at all. When you feel like adding it will get your donors excited, add it in. When you feel like it's a distraction from a bigger fundraising goal or other messaging, leave it out. It's a tool, but it's not the only tool!

Empowering Your Existing Donors

You'll find more crypto, stock and DAF donors in your CRM than on twitter.

Segment Your Donor List

- a. Past/Current crypto, stock, DAF donors
- b. Age range
- c. Board members & volunteers
- d. Major donors & planned giving prospects
- e. Lapsed donors, etc.

Communicate with Donors Regularly

- a. Share your Giving Tuesday impact & gratitude
- b. Talk about the TGB match offers
- c. Emphasize year end and tax deadlines as an incentive of giving
- d. Have a voice on all of your platforms – Website, email, social, blogs, direct mail, etc.
- e. Give them the opportunity to impact your mission in new ways
 - i. Ex: Peer to Peer fundraisers
 - ii. Included on your platform

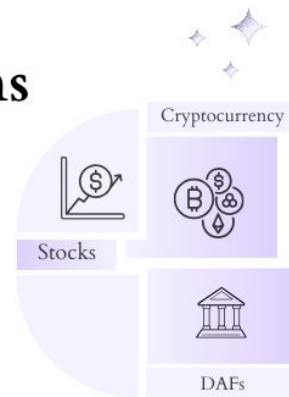
💡 *Strategy Tip: In emails, add a "P.S. Did you know we have new innovative and tax advantageous ways to give? Consider making a gift today to help us reach our mission through a crypto, stock, or donor advised fund donation".*

Integrate Before You Create

Stock, Crypto and DAF Giving Options

Give tax efficient options in seconds to better support our mission. Learn how some donors use these options to increase their impact and lower their tax bill.

DONATE



Method-Specific Strategies

Strategy Highlight: Email Appeal

How DRC Gets It Right

- Targeted to specific donor audience
- Past impact review made possible by audience
- Leads with gratitude
- Direct appeal and button to donate pops in email

Dear crypto donor,

As this year draws to a close, I wanted to take a moment to express our gratitude for your generous support and commitment to the cause of aiding and protecting refugees worldwide through your crypto donations to Danish Refugee Council.

Your crypto has been important in providing critical assistance to some of the most vulnerable people in the world. Whether it's shelter, healthcare, education, access to water or other essential resources, Danish Refugee Council have been able to address major crises all over the world and made a tangible difference for those in need. This includes:

- Crypto donations have been a lifeline for families caught amidst the relentless conflict in Yemen, providing shelter, food, and crucial aid to those displaced and seeking safety from the horrors of war.
- Crypto donations have reached those affected by devastating earthquakes in Afghanistan and Syria, offering hope and essential resources to rebuild shattered lives and communities.
- In Ukraine, crypto donations assisted refugees and internally displaced families, offering them a chance at stability and security amid the turmoil of conflict.
- During the worst drought in 40 years in the Horn of Africa, crypto donations provided vital relief, offering support and sustenance to those grappling with the impacts of climate-induced hardship.

These are just a few examples among many. But we live in times where many organisations lack funding and they must withdraw from emergency areas, leaving some of the most vulnerable and hard-to-reach people behind. Thanks to you, Danish Refugee Council can stay and deliver. Thanks to you we can help people with little hope left.

We want to help even more people in need: Join the year-end effort

As we approach the end of this year, the need for aid and protection for refugees remains as critical as ever. Your continued support is vital in sustaining and expanding our efforts to reach more individuals and families seeking refuge and assistance. Therefore, we now ask you to consider revisiting our website and [donate with crypto](#):



Your ongoing contributions will not only help us maintain our activities but also expand our reach to further alleviate the hardships faced by refugees worldwide. Thank you once again for your generous support. Together, we create a crucial difference in the lives of those who need it most.

Wishing you a joyous holiday season and a prosperous New Year.



Warm regards,

Mads Brun Pedersen,
Crypto Change and Global Web Editor
Danish Refugee Council



Strategy Highlight: Social Appeal

How Upbring Gets it Right

- Targeted to crypto donors
- Hashtags used appropriately
- Clear fundraising goal
- Tax-incentivized language
- Links directly to crypto giving page



Upbring 
@UpbringOrg

ETH is on the up & the end of year is fast approaching.
What are you doing with your [#Ethereum](#) this [#GivingTuesday](#)?

If you want to support future generations while also writing off your yearly gains 💡 we have a solution for you.

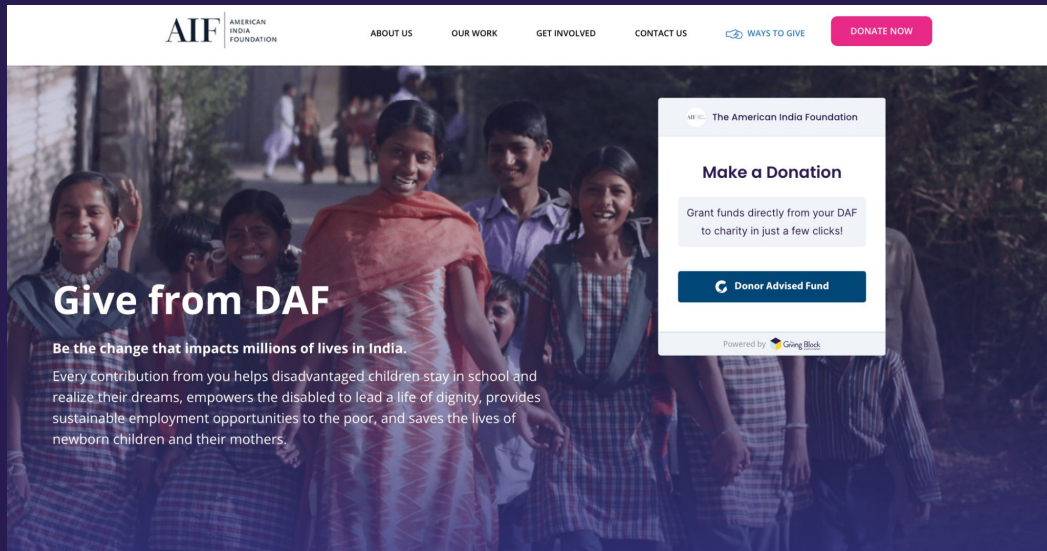
Help us reach our 10 ETH goal this season by donating to our Crypto Endowment Fund for Better Childhoods 🖱️ bit.ly/47IBsls

You receive a tax-deductible receipt & we fund innovative solutions to support children and families! That's what we call a win-win-win 🏆


Strategy Highlight: Optimized Giving Pages

How American India Foundation Gets it Right

- Individual pages for Crypto, Stock and DAF
- Easy to find from main website
- Default giving option matches page giving
- Mobile optimized



Strategy Highlight: Crypto Impact Graphic



Crypto = Change

Operation Broken Silence accepts 100+ tokens. Here are just a few examples of how a single crypto can leave a lasting impact* with our Sudanese partners and the people they serve:

- 1 BTC funds a semester at Endure Primary School.
- 1 ETH supports the life-saving work of a trained vaccinator for one year.
- 1 BCH supports a community nurse's salary for one month.
- 1 SOL provides pencils to a classroom.

Since we began accepting crypto donations in 2020, our supporters have given more than \$19,000 worth of cryptocurrency to empower change makers in Sudan.

**Impact may vary due to market fluctuations. Examples updated monthly to reflect changes.*

How Operation Broken Silence Gets It Right

- Convey impact already provided by donor group
- Customize the ask specifically for crypto donors
- Mission-centric and impact driven
- Highlight programmatic work

Stay Engaged and Use Your Resources



Continue to Join Our Upcoming Support Office Hours

- December 4th @ 1:30PM EST - Thanking Donors
- December 15th @ 1:00PM EST - Social Media Impact Statements

Read Your Modern Philanthropy Insider

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

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

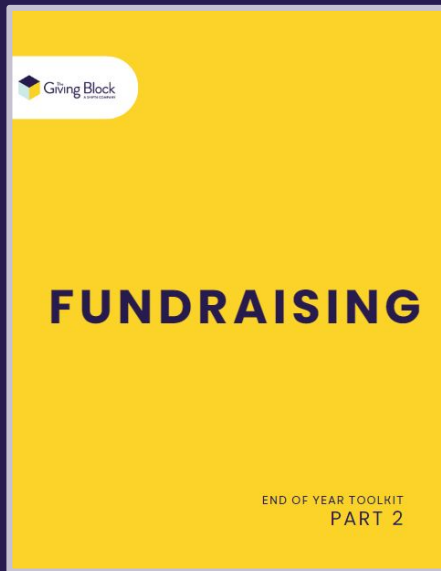
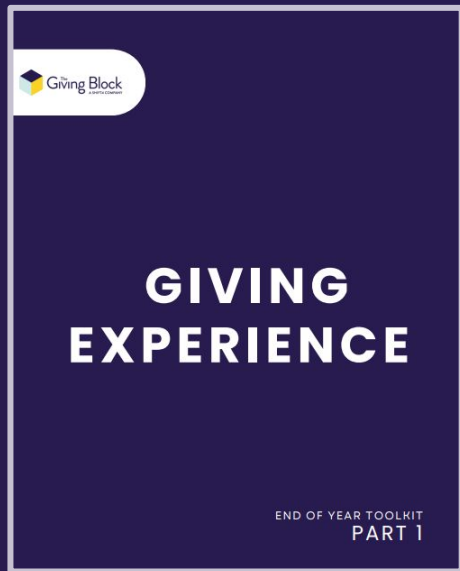
Stay Engaged on Social

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

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

Resource Reminder

Leverage your End of Year Toolkits to maximize your fundraising success!



What's Inside?

- Audit & Improve Giving Experience
- Year-End Calendar
- Match Dollars
- Updated Product Suite
- Fundraising & Marketing Strategy
- Custom Content via ChatGPT

Section Six

Q & A

Appendix

Demos – *Tax Calculator & ChatGPT*

Demo

Donor Tax Calculator (NEW!)

Estimate Your Tax Deduction

Fair market value of the non-cash donation

\$

Total cost basis of assets to be donated

\$

Your federal long-term capital gains tax rate

0%

15%

20%

Your state long-term capital gains tax rate

Select State

[Where do I find my capital gains tax rate?](#)

Calculate

[Test it for yourself here](#)

When you donate appreciated crypto or stock in the U.S., you typically avoid paying state and federal capital gains tax, enabling the charity to receive the full amount (rather than an after-tax remainder). The difference can often exceed 30%—a huge difference for you and the charity you support.

Use this calculator to estimate the tax benefits of crypto and stock donations you make through The Giving Block.

Create Custom Content (ChatGPT)

Prompts Found In Your EOY Toolkit

- After Giving Tuesday Prompt (Email)
- Crypto & Stock – There's Still Time (Social)

But don't stop there! Get creative and build your own inputs to use in ChatGPT

- Compose 31 days of Twitter social media posts (character limit = 125) for [ORG NAME] motivating donors to make a crypto, stock or DAF donation before December 31 to reach the nonprofits mission. Include the donation URL [URL LINK] in each post.
- Create a nonprofit social media content calendar for the month of December 2023 for [ORG NAME]



[Step by step video guide here](#)