



# Welcome to Q2 All Client Meeting

May 4, 2023

# Agenda

- 01** Introductions, Updates & Housekeeping
- 02** 2023 Annual Report Key Highlights
- 03** Founder's Update and Market Dynamics
- 04** Inspiring New and Existing Donors to Give
- 05** Success Stories and Examples
- 06** Q & A and Live Strategy

# Introductions, Updates & Housekeeping



The Giving Block  
A SHIFT4 COMPANY

# Today's Hosts



**Pat Duffy**

Co-Founder



**Sam Kahler**

Senior Manager of Content & SEO

# 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

# Updates

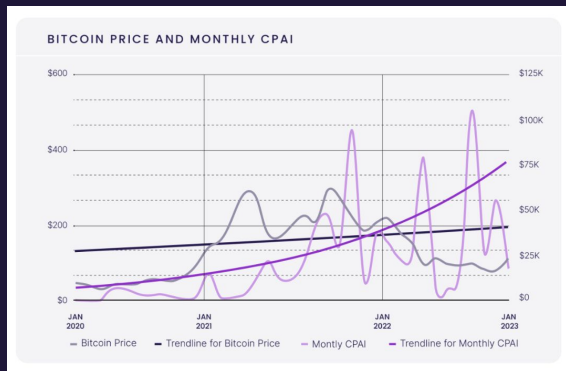


## **Beginning Today: Donor Advised Fund (DAF) Giving via Chariot Integration**

- The Giving Block now enables DAF donations via our partnership with Chariot!
- This integration provides our nonprofit clients with access to a new revenue stream and new donors.
- Now, donors can give crypto, stocks, and DAFs all in one place and with just a few clicks.

# Annual Report Key Highlights

# The 2023 Annual Report on Crypto Philanthropy



## Key Insights:

- Nonprofit adoption continues to grow
  - Over 80% of crypto programs for Forbes Top 100 Charities are now at The Giving Block.
- Crypto philanthropy maturing via...
  - Stablecoins
  - NFTs
  - DAOs
  - Corporate Giving Initiatives
- Average crypto donation \$6,295
  - 31x higher than sector average
  - Down from \$10,450 in 2021
- \$10B forecasted in crypto donations in the next decade

To download the report, go to:  
<https://thegivingblock.com/annual-report/>



# 2022: The best year on record for nonprofit crypto adoption

- The Giving Block onboarded more nonprofits in 2022 than any other year (more than 1,000).
- 49% of Forbes' "America's Top Charities of 2022" accepted crypto. Compare this to 2019, when only 12 "Top Charities" took crypto donations.
- Nearly 80% of these top crypto-ready charities use The Giving Block.

# Average crypto donation size in context

## **Micro-Donations (<\$15)**

Test transactions, first time crypto donors, smart contracts

## **Impact Donations (\$15 - 5000)**

\*\*\*Most donations fell into this category\*\*\*  
NFT creators, DAOs, “everyday crypto donors”

## **Major Gifts (>\$5k-100k)**

Investors offsetting capital gains for major tax savings, social impact DAOs.

## **Transformative Philanthropy (>\$100k)**

Crypto “whales,” CSR initiatives, blue chip NFT projects

# The most popular assets donors gave

- **70 cryptocurrencies** were donated to charities in 2022.
- Top 10: **USDC\***, **Ethereum**, **Bitcoin**, Gala, DAI\*, BUSD□, SOL□, XTZ, LTC, SHIB.
- **Stablecoins** like USDC, DAI & BUSD are considered a less risky way to hold in the crypto market, esp. during volatile periods.

\* *Stablecoin*

□ *New to TGB in 2022*

# Crypto philanthropy is positioned for growth

- The Giving Block has processed **\$125M in crypto donations** all time.
- As a trend, crypto donations have grown over past 4 years vs. Bitcoin's & the crypto markets price/cap growth.
- We forecast crypto philanthropy to reach **\$10B by 2032.**

# Crypto donors are making a global impact

- The crypto community was notable in its support for Ukraine humanitarian aid, medical research/care, and numerous civil and human rights causes.
- The crypto community took note of the rise of social impact DAOs.
- NFT creators continued to support charitable causes through auctions, direct donations, smart contract charity.
- Individual donors are making life-changing gifts and inspiring the community.

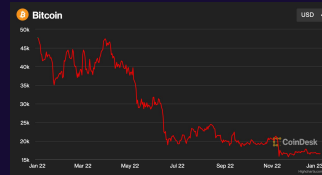
# Founder's Update

## 2022 Recap, and 2023 Vision

# 2022 High Level Overview

- TGB Grew
- Shift4 Grew
- Non-Cash Expansion

# Markets down a lot, giving down a little, user-base growing.



	2021	2022
Average Gift Size	\$10,450	\$6,295
US Crypto Users	45 Million	60 Million
New Nonprofits	+1,000	+1,100
Average Raised	\$69,644	\$26,230



## Follow the Numbers...



## *The Crypto Userbase Continues to Grow*

## Crypto userbase continues to grow significantly.

Coinbase added 19 Million verified users in 2022 alone. They have over [108 Million](#) verified users now, more than any brokerage on earth.

## Crypto developers grew in 2022.

The number of crypto [developers grew](#) significantly in 2022, reaching a new all-time high.

## Follow the Numbers...



*Millennials and Gen-Zs  
Continue to Grow*

## **Half of millennials own crypto.**

46% of Millennials own crypto across all major economies.

## **Nearly all millennial millionaires own crypto.**

84% of Millennial Millionaires Own Cryptocurrency.

## **Nearly all crypto users are millennials and Gen .**

94% of crypto users are millennials and Gen Z.

# 2022 Review

- More nonprofits joined The Giving Block in 2022 than any year before.
- On The Giving Block, more nonprofits fundraised non-cash assets successfully in 2022 than any year before.
- More nonprofits also fell short of their crypto fundraising goals than in 2021.
- So...what's happening?

# What's Causing Stumbles



**CULTIVATION**



**SOLICITATION**



**STEWARDSHIP**

# What's Driving Success



**CULTIVATION**



**SOLICITATION**



**STEWARDSHIP**

# Vision: The Giving Block in 2023



**CULTIVATION**



**SOLICITATION**



**STEWARDSHIP**

- Ensure all of our clients have made their donorbases aware of the option to give non-cash assets, crypto, stocks or DAF.
- Ensure all clients are effectively increasing the number of donors in the consideration stage
- Ensure all clients are converting “consideration” donors at all key moments (fundraising opportunity-driven, market-driven and end-of-year-driven)
- Ensure all clients are stewarding asset donors effectively.

# The next generation of donors are ready to give more and give smarter than ever before

- ❑ Non Cash Assets allow your donors to give more to you than their usual annual cash gift
- ❑ Accepting crypto shows Millennials and Gen Z that you're an organization willing to grow and adapt with their preferred ways to give
- ❑ Although stock and crypto markets' mainstream messaging is all about a decline, there are thousands of individuals whose portfolios have appreciated greatly over the last 2-5 years
- ❑ Non Cash Asset messaging strengthens your ask: more tax benefits, more ways for them to impact your mission, shows your commitment to your mission

# New and Existing Donor Strategies



# Setting a Solid Foundation

## Key Strategies

- Consistent use of non-cash asset messaging across your donor channels
- Donor emails with stock and crypto tax benefits and giving options
- Stock and crypto included in newsletters as a way to give – don't leave donors on the table
- Give Crypto and Give Stock in fundraiser's signature lines
- Ensure your donation pages convey your organization's work well and how a donor can make an impact

# Impact Storytelling

## Key Strategies

- Consistently share out your organization's impact without an ask attached
- Lean on mission focused photography and video to drive your impact home
- Strong storytelling of your organization's impact when the market is down enables you to be top of mind when markets increase again
- Never discount the value of awareness

# SEO

A great donation page doesn't just convert donors. It can help attract them, too.

## Which search terms would your potential donors use to find and support you?

- Pick 1 primary (use at least 2 times) and 2-10 secondary keywords (use sparingly). Use these keywords or similar phrasing in H2, H3, H4 tags and paragraph copy.
- An FAQ section below your donation form allows you to write more copy without distracting from the CTA.
- Google rewards “authorities” on topics, so consider creating related content on blog post(s) so that your donation page is less of an outlier on your site.

# Client Success Stories and Examples

# Humanitarian Aid in Ukraine



- With the bear market in effect, the crypto community rallied to support the people of Ukraine.
- Numerous nonprofits (and The Giving Block's Impact Index Fund) received donations to support on the ground efforts to provide food, shelter and support.
- Donations came in from crypto companies like Circle (the team behind USDC) and Input Output Global (the team behind Cardano/ADA).

# Edinburgh Dog & Cat Home



- A web3 donor (the Pawthereum community) pledged to help support EDC's crypto fundraising specialist position salary.
- The donation was matched 1:1 thanks to The Giving Block's Caring With Crypto Campaign.
- EDC advertises its crypto-friendliness via social media, blog posts, and a well-designed, SEO-friendly donation page.

# Pediatric Cancer Research Foundation



- PCRF has become an active steward of cryptocurrency donors.
- Their team participates in Twitter Spaces to create an audience and educate; stays on late to talk 1-on-1 with potential donors including NFT project creators.
- “Donate Crypto” button is prominently displayed on upper right corner of their website’s homepage.

# Outright International



- Embracing crypto as a way to invest in social justice causes and enact positive social impact.
- Has tapped into the generosity of the NFT community. For example: “Not Your Bro” project has pledged 2.5% of proceeds to Outright.
- Ongoing, active donor engagement by participating in the “crypto for good” conversation on Twitter and Discord, by blogging about crypto’s impact, and co-hosting Twitter Spaces.



# Q & A and Live Strategy



Thank you for being part of  
The Giving Block

# Appendix

# Cash vs. Non Cash Asset Gifts

- ❑ Average Cash Donation – **\$100–\$250**
- ❑ Average Stock Donation – **\$5,000–\$10,000**
- ❑ Average Crypto Donation – **\$6,000– \$15,000**

Bottom Line: A single non-cash asset gift is on average **40x higher** than a single cash gift

# The Great Wealth Transfer

Baby boomers are set to pass to their children more than \$68 trillion, the biggest wealth transfer ever.

**58 – 76**

Baby Boomers born between 1946 and 1964  
Oldest: 76 years old  
Youngest: 58 years old

**42 – 57**

Gen X born between 1965 – 1980  
Oldest: 57 years old  
Youngest: 42 years old

**26 – 41**

Millennials born between 1981– 1996  
Oldest: 41 years old  
Youngest: 26 years old

**12 – 25**

Gen Z born between 1997–2010  
Oldest: 25 years old  
Youngest: 12 years old

# Generations & Philanthropy: How Donors Give

Generation	Baby Boomers	Gen X	Millennials	Gen Z
Preferred Asset	<i>Stocks</i>	<i>Stocks</i>	<i>Crypto &amp; Stocks</i>	<i>Crypto &amp; Stocks</i>

You have the power to help your donors give in the assets they have and the most tax-efficient way to support your organization.

# Asset Potential: What Donors Have to Give

	Market Size	US Users	'21 Donated	Average Gift Size
Crypto	\$1 Trillion	60 Million	\$350 Million	\$10k
Stocks	\$46 Trillion	145 Million	\$100 Billion	\$5-10k

If you're not actively fundraising stocks you're missing out on an enormous market of one of the most tax advantageous ways to give.