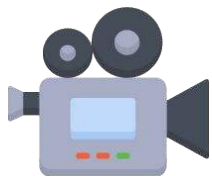


How Southern Arizona AIDS Foundation Boosted Average Gift Size to \$518 with Bloomerang

Bloomerang Customer Spotlight



Housekeeping



We're recording this webinar. We'll send you the recording and copy of the slides from webinars@reply.bloomerang.com.



Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion. We'll answer questions at the end of the presentation.

Agenda

12:00-12:15 p.m. About Southern Arizona AIDS Foundation

12:15-12:45 p.m. Interview

Improving Stewardship
Managing Communication
Custom Forms & Events

12:45-1:00 p.m. Q&A



BLOOMERANG

Built for purpose

Giving platform designed to improve fundraising outcomes

**Easy-to-use tech,
built for you**

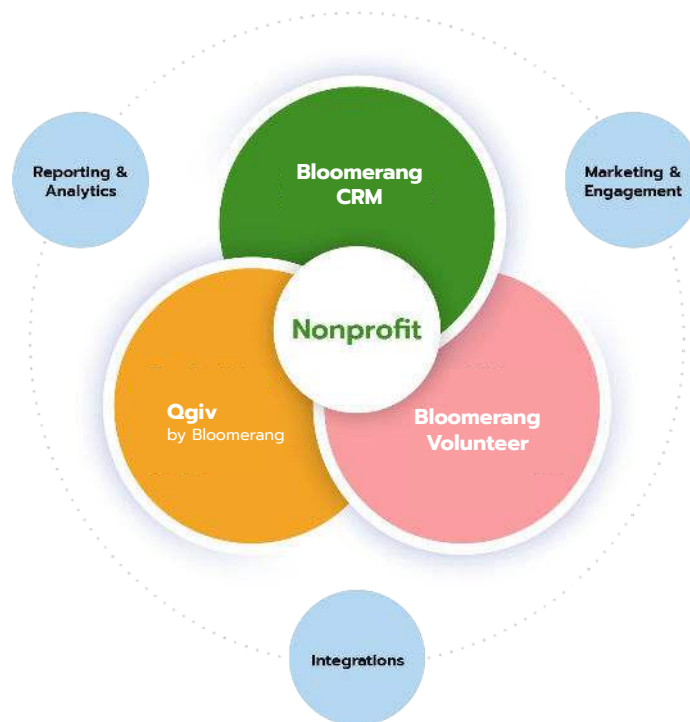
**Industry leading
solutions**

**Insights that lead
to better results**

**Engagement that
inspires giving**

**Increase fundraising
revenue**

**Automate and simplify
day-to-day**



Meet the Speakers



Tris Fowler

Donor and Development
Coordinator, Southern Arizona
AIDS Foundation



Marissa Johnson

Customer Marketing Specialist,
Bloomerang



Southern Arizona **AIDS** Foundation

Our Mission :

To promote health, well-being and social justice for those living with HIV, LGBTQIA+ individuals, and communities marginalized by society.



Our History



1985 – Tucson AIDS Project (TAP)

A small group of concerned citizens formed TAP to respond to the growing HIV/AIDS crisis in Tucson.

1985 – Shanti Foundation

Shortly after, the Shanti Foundation was created to offer emotional support and care services.

1987 – People with AIDS Coalition of Tucson (PACT)

People living with HIV/AIDS came together to form PACT for Life – a grassroots effort focused on advocacy and support.

1985–1997 – Collaboration

TAP, Shanti, and PACT worked together to provide life-saving services, education, and prevention tools for the community.

1997 – Southern Arizona AIDS Foundation (SAAF)

The three groups merged to form SAAF – one of Pima County's largest nonprofit consolidations.

SAAF continues their legacy by:

- Supporting people living with HIV/AIDS
- Offering prevention and education programs
- Creating safe spaces to live healthy, empowered lives

Our Impact Today

2014 – Expanded LGBTQ+ Services

SAAF adopted key programs from Wingspan, Southern Arizona's former LGBTQ+ center.

New programs included:

- Eon Youth Lounge
- Anti-Violence Initiatives

SAAF updated its mission to reflect this expanded work:

To promote health, well-being, and social justice for people living with HIV, LGBTQ+ individuals, and other marginalized communities.

2022 – 25 Years of SAAF

SAAF celebrated 25 years of service!

We remain Southern Arizona's only community-based organization offering:

- HIV/AIDS case management and support services
- Inclusive education and prevention programs
- LGBTQ+ outreach, advocacy, and engagement

2024 – SAAF Clinic Opens

In October 2024, SAAF opened its on-site clinic, expanding access to compassionate, affirming, and culturally competent healthcare for the communities we serve.



Tucson Mayor Regina Romero speaking at the opening of the new SAAF clinic in 2024

Interview



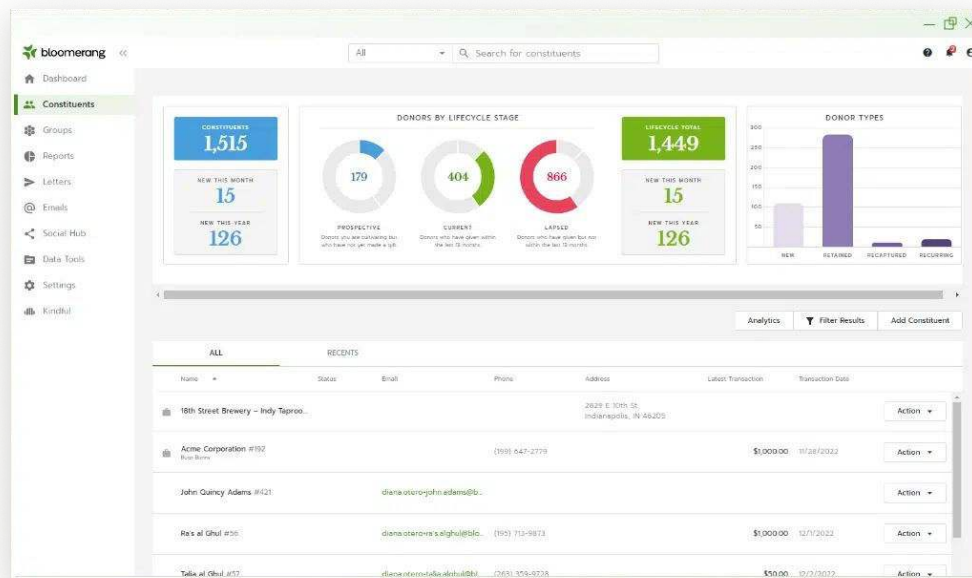
**How does
Bloomerang
compare to
other giving
platforms?**



What would you say stands out
about Bloomerang?

+ Choose an Entry Source

What challenges is Bloomerang solving?



Which features do you use the most? How do those features save your team time and effort?

How does it feel to use Bloomerang?

[Event Home](#)
[Donate](#)
[Register/Sponsor/Ads](#)
[Current Sponsors](#)



Sponsors



Gold









Silver







About AIDS WALK

AIDS WALK Tucson is such a fun and beautiful event that has become one of Tucson's favorites. If you've never experienced AIDS WALK, then we highly recommend you come join us this year on **Friday, September 27, 2024**.

This year, SAAP is extremely excited to and honored to be teaming up with Tucson Pride and AIDS WALK will be kicking off the Pride Parade in Downtown Tucson. AIDS WALK is a family and professionally walking fundraiser with the goal of increasing awareness and support for people living with or affected by HIV/AIDS. The money raised at AIDS WALK Tucson benefits Southern Arizona AIDS Foundation (SAAP). Each year SAAP provides services to nearly 1,200 people living with HIV and AIDS and delivers urgent medical and educational programs to over 17,000 people who are at high risk for infection.

At AIDS WALK, you will have the opportunity to learn more about HIV, to remember those we have lost to AIDS, and educate many around us that are thriving each day living with HIV. There will be plenty of entertainment and activities to bring us all together in support of this great cause. This year, AIDS WALK Tucson will be celebrating 36 years of walks in Tucson. We will be remembering and celebrating the strides we've made towards lowering infection rates.

AIDS WALK Tucson 2024 Leaderboard

Individuals

1

Thom Gilliam

\$4,895.26 raised

2

Terecita Flores

\$1,196.00 raised

3

Patti Caldwell

\$1,191.40 raised

4

Richard Muszynski

\$1,080.00 raised

5

Scott Hawkins

\$995.20 raised

View Full Leaderboard

Our Newest Participants

RA BF JR JJ BM

EI LP KP KT CD

View All

Recent Activity

\$

Lidia Borker donated \$20.00 to Dalia Bothwell

Share: [f](#) [x](#)

\$

Megan Dennen donated \$21.20 to Rainbow Rotary of Tucson

Share: [f](#) [x](#)

\$

Jill Kacher donated \$50.00 to Scott Hawkins

Share: [f](#) [x](#)

\$

Sabine Sebore donated \$50.00 to Dalia Bothwell

Share: [f](#) [x](#)

Partners

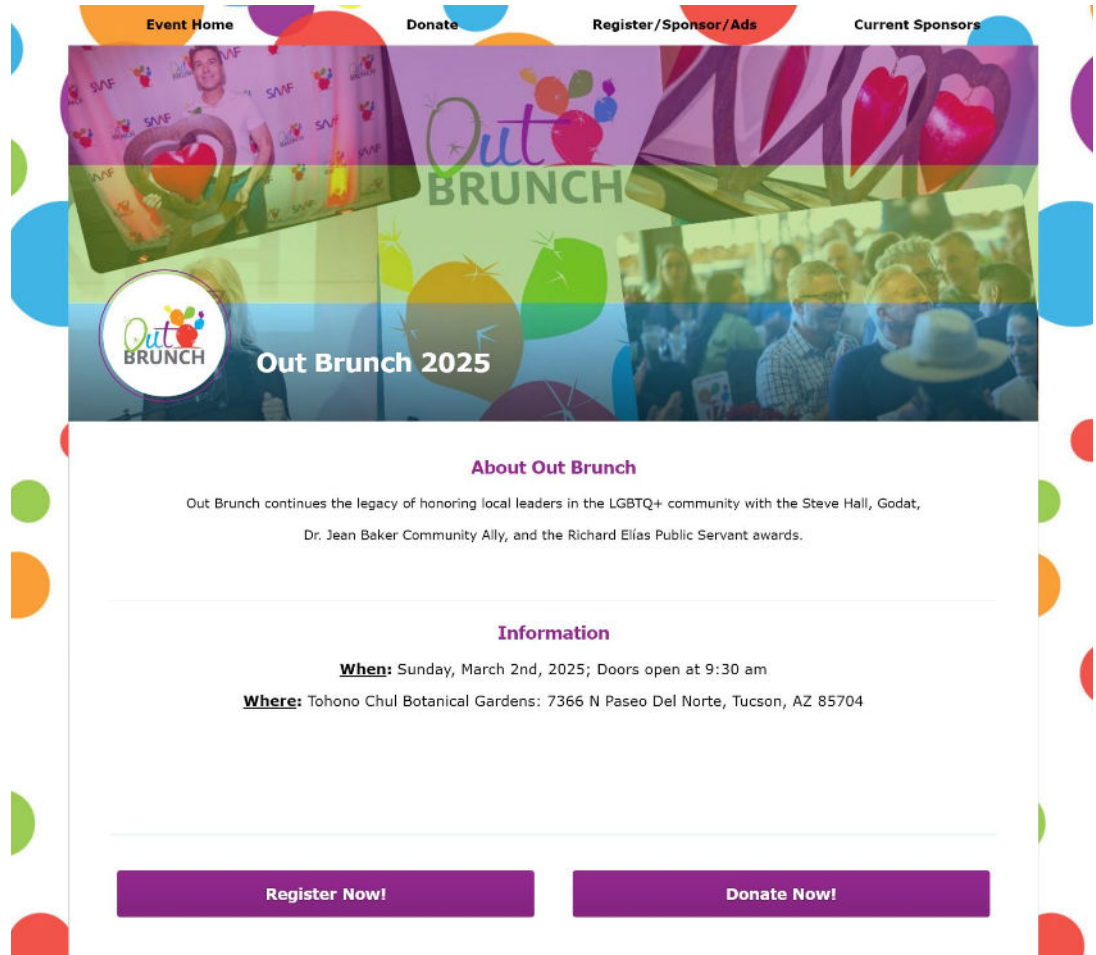


Share on Facebook

Share on X

What has been your experience with
our Customer Support teams?

What would
you tell
another
nonprofit
about
Bloomerang?



The screenshot shows the homepage for 'Out Brunch 2025'. At the top, there are navigation links: 'Event Home', 'Donate', 'Register/Sponsor/Ads', and 'Current Sponsors'. The main banner features a collage of images: a person holding a heart-shaped award, the 'Out BRUNCH' logo, and a group of people at an event. Below the banner, the text 'Out Brunch 2025' is displayed. The 'About Out Brunch' section describes the event's purpose: 'Out Brunch continues the legacy of honoring local leaders in the LGBTQ+ community with the Steve Hall, Godat, Dr. Jean Baker Community Ally, and the Richard Elias Public Servant awards.' The 'Information' section provides details: 'When: Sunday, March 2nd, 2025; Doors open at 9:30 am' and 'Where: Tohono Chul Botanical Gardens: 7366 N Paseo Del Norte, Tucson, AZ 85704'. At the bottom, there are two prominent purple buttons: 'Register Now!' and 'Donate Now!'.

Event Home Donate Register/Sponsor/Ads Current Sponsors

Out BRUNCH

Out Brunch 2025

About Out Brunch

Out Brunch continues the legacy of honoring local leaders in the LGBTQ+ community with the Steve Hall, Godat, Dr. Jean Baker Community Ally, and the Richard Elias Public Servant awards.

Information

When: Sunday, March 2nd, 2025; Doors open at 9:30 am

Where: Tohono Chul Botanical Gardens: 7366 N Paseo Del Norte, Tucson, AZ 85704

Register Now! Donate Now!

WEBINAR

Q&A

Nonprofits using Bloomerang achieve better results!

64%

Top 20% of Bloomerang clients see an average donor retention rate of 64%

\$166

Our clients' average one-time gifts are 27% higher than the industry average of \$121

34%

In 2024, nonprofits using Bloomerang processors raised 34% more compared to 2023

47%

Top 20% of Bloomerang clients see an average first-time donor retention rate of 47%

\$349

On GivingTuesday 2024, our clients' average donation was 79% higher than industry average

26%

On GivingTuesday 2024, our clients processed 26% more unique online donations than in 2023



POLL

Would you like any of
our speakers to follow
up with you?



Thanks for joining!

More tools and resources.

Visit SAAF at
saaf.org

Donate to SAAF at
saaf.org/donate

Connect with us
support@bloomerang.com

Request a demo
bloomerang.co/demo

We'd appreciate your feedback.

Fill out the post-session survey to let us know how we did.

