

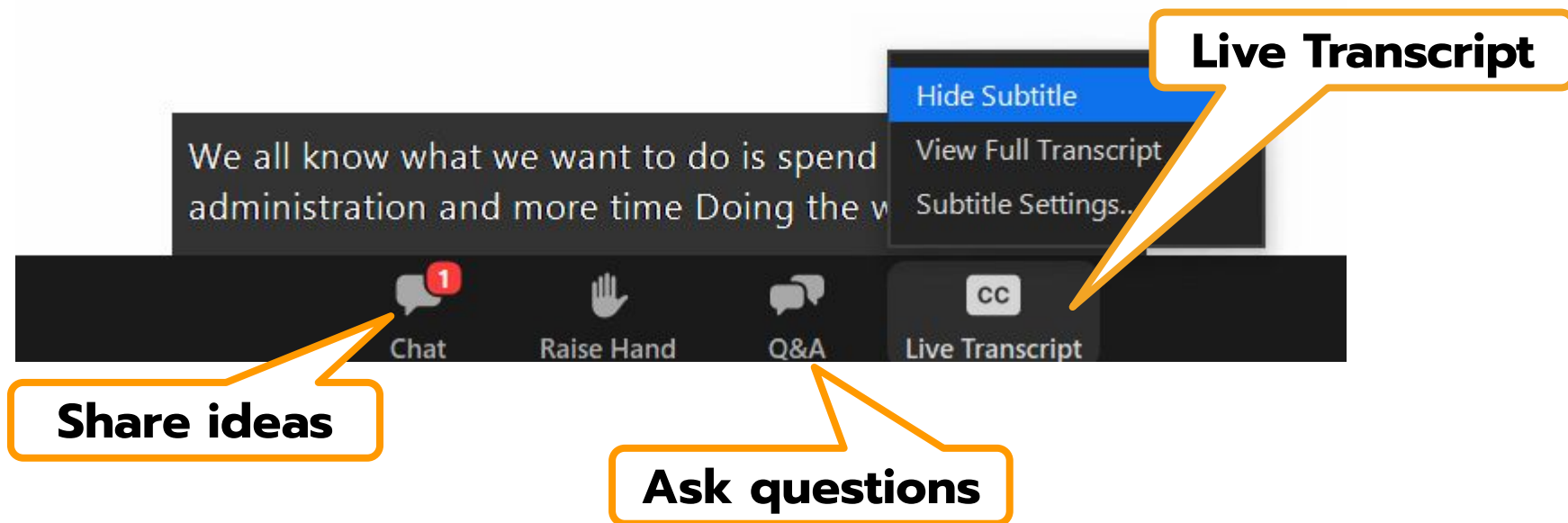
Unveiling Journey Automation: Your 24/7 Fundraising Engine

Thank you for joining us today. We're glad you're here!

Please tell us where you're joining from in the chat!



Housekeeping



Our dial-in number in case you need it today: **+1 669 900 6833**

If you need more assistance, please reach out to support@bloomerang.com.

Today's Presenters



**Katie
Gaston**

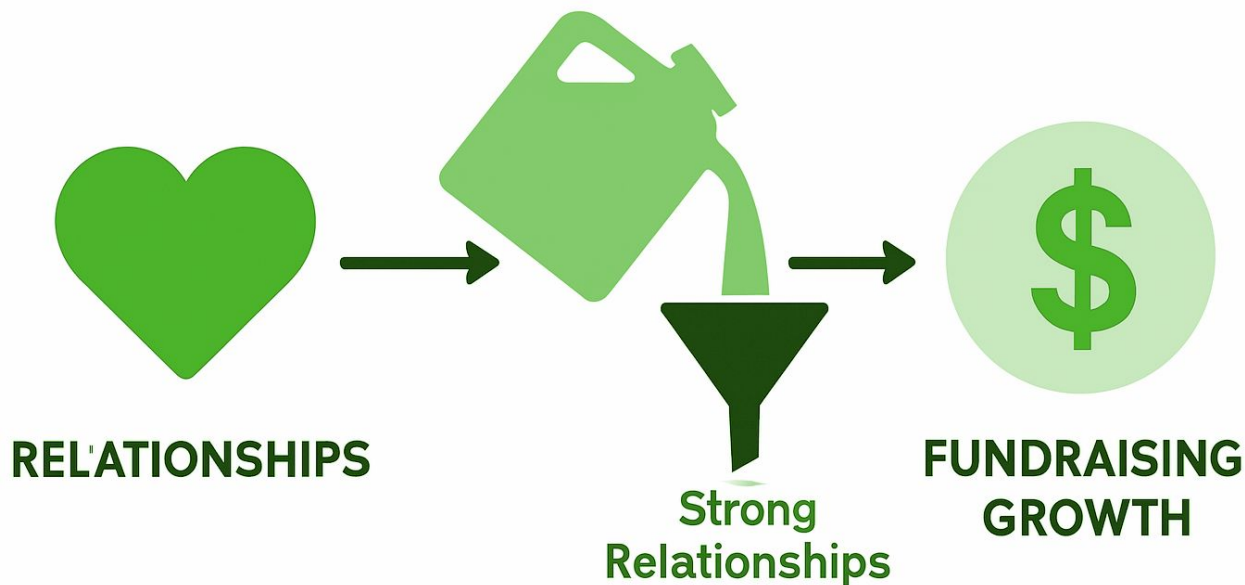
Director, Product Marketing



**Dale
Price**

Sr. Director, Product Management

Strong relationships fuel growth.



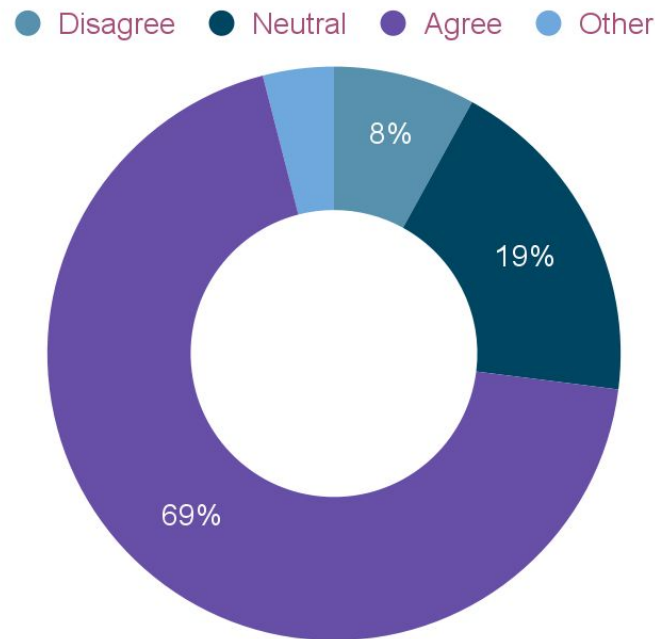
Today's donors expect more.

Donors expect personalized experiences.

Research of United States nonprofits shows.

“It is important to have a personalized experience when interacting with an organization I’m volunteering with or donation to.”

Accenture survey showed 69% of donors responded with Agree / Strongly Agree with personalization expectations.



Exceeding expectations is
impossible with current
tools and resources.

Complex tech stacks add cost and complication.

Tools aren't easy to maintain, are expensive, difficult to learn.



Marketing



Grants



Auctions



Volunteer



Texting



Accounting



Membership

10-15

*# of software tools the average nonprofit uses in their day-to-day operations.**

Donors connected with your
mission's impact are more likely
to give, give again, and give more.

Disconnected Journey



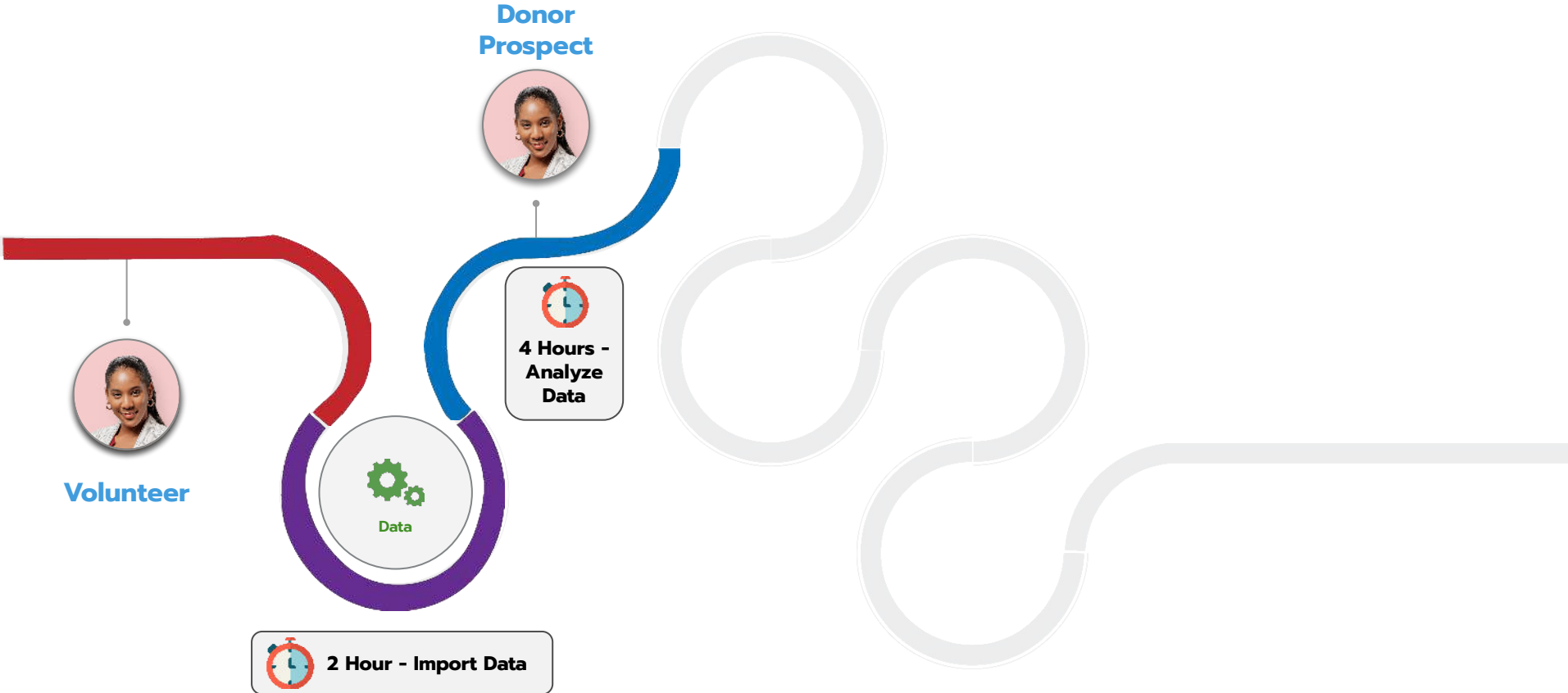
Volunteer



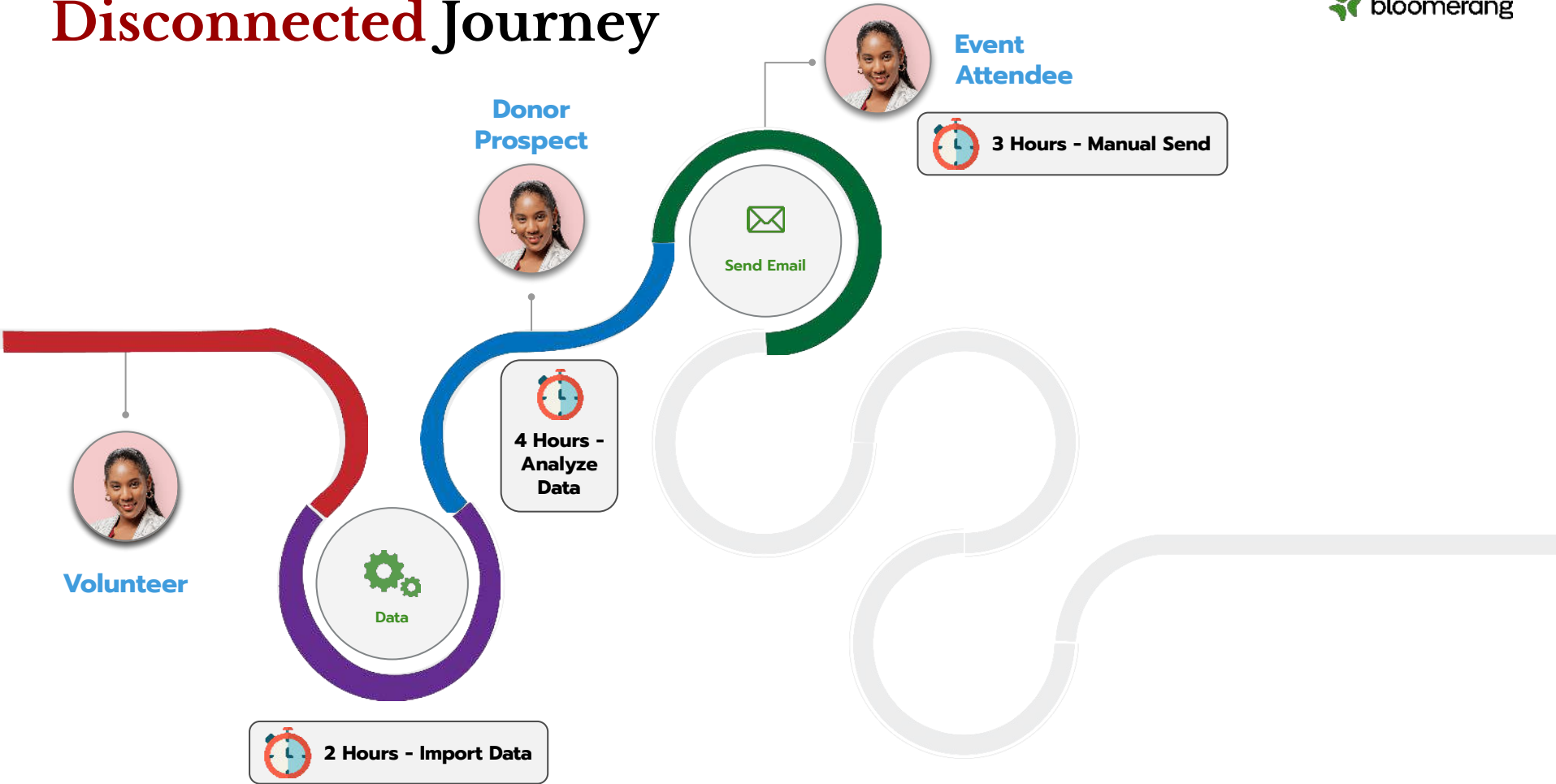
Disconnected Journey



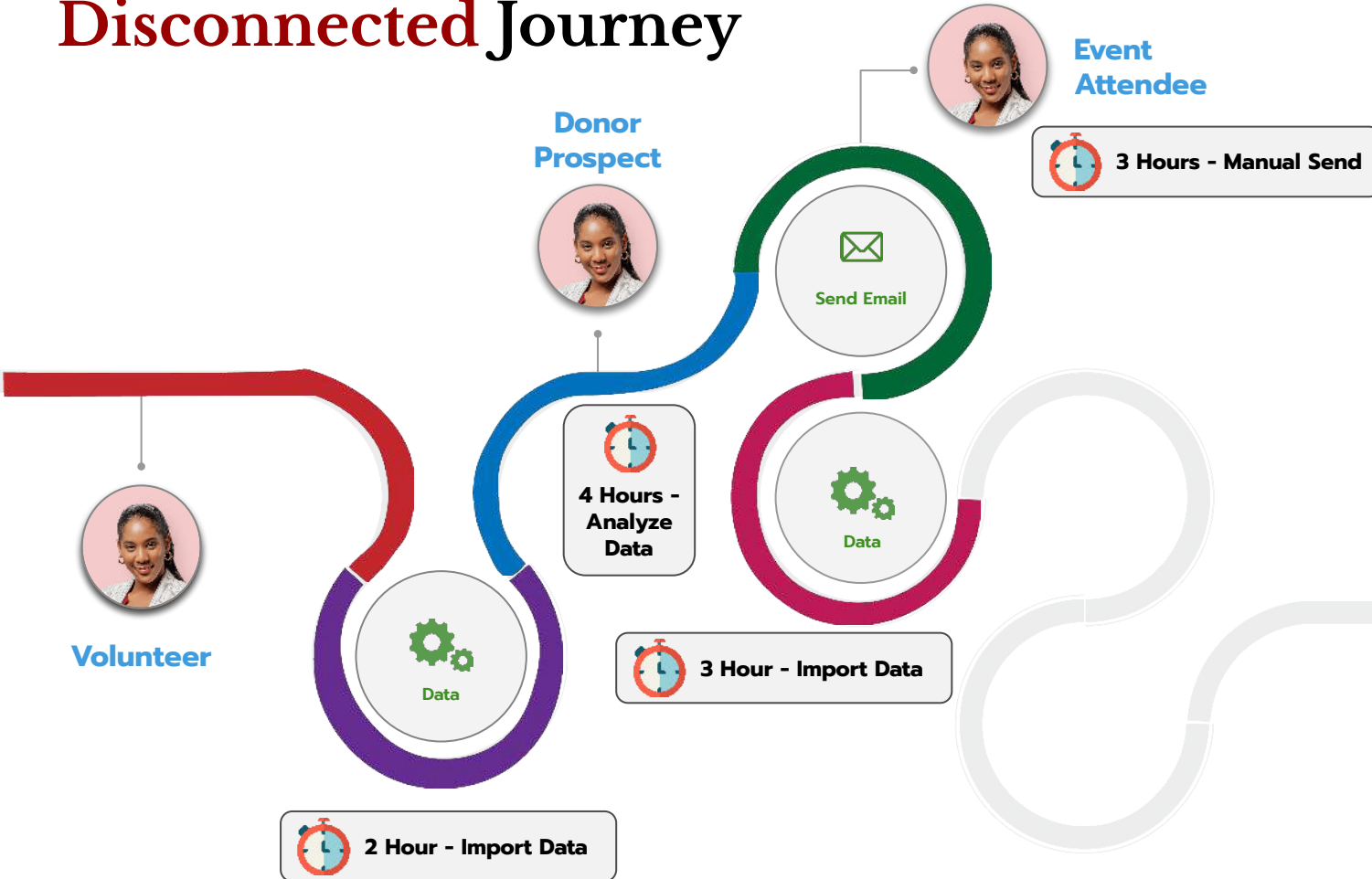
Disconnected Journey



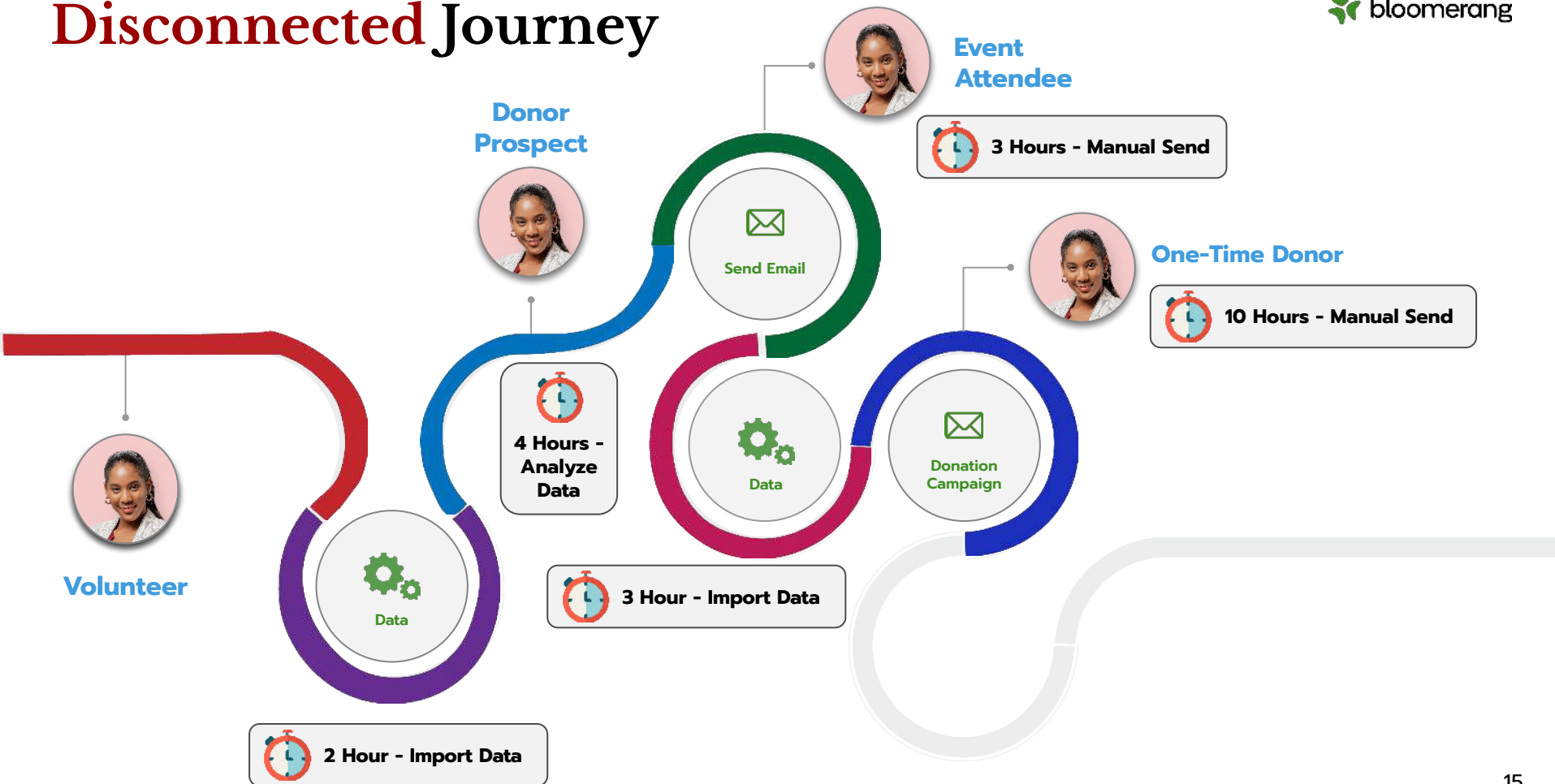
Disconnected Journey



Disconnected Journey



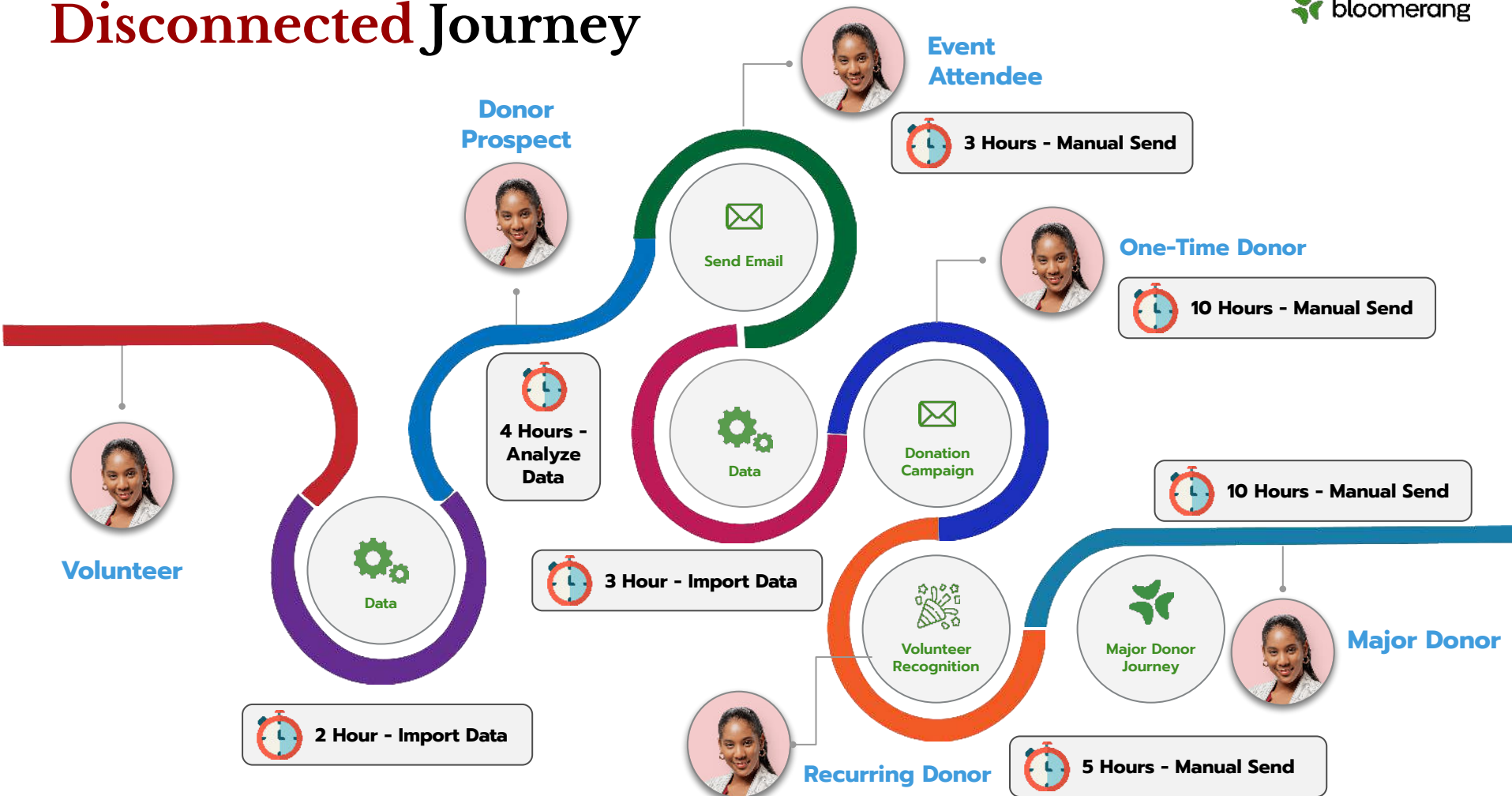
Disconnected Journey



Disconnected Journey

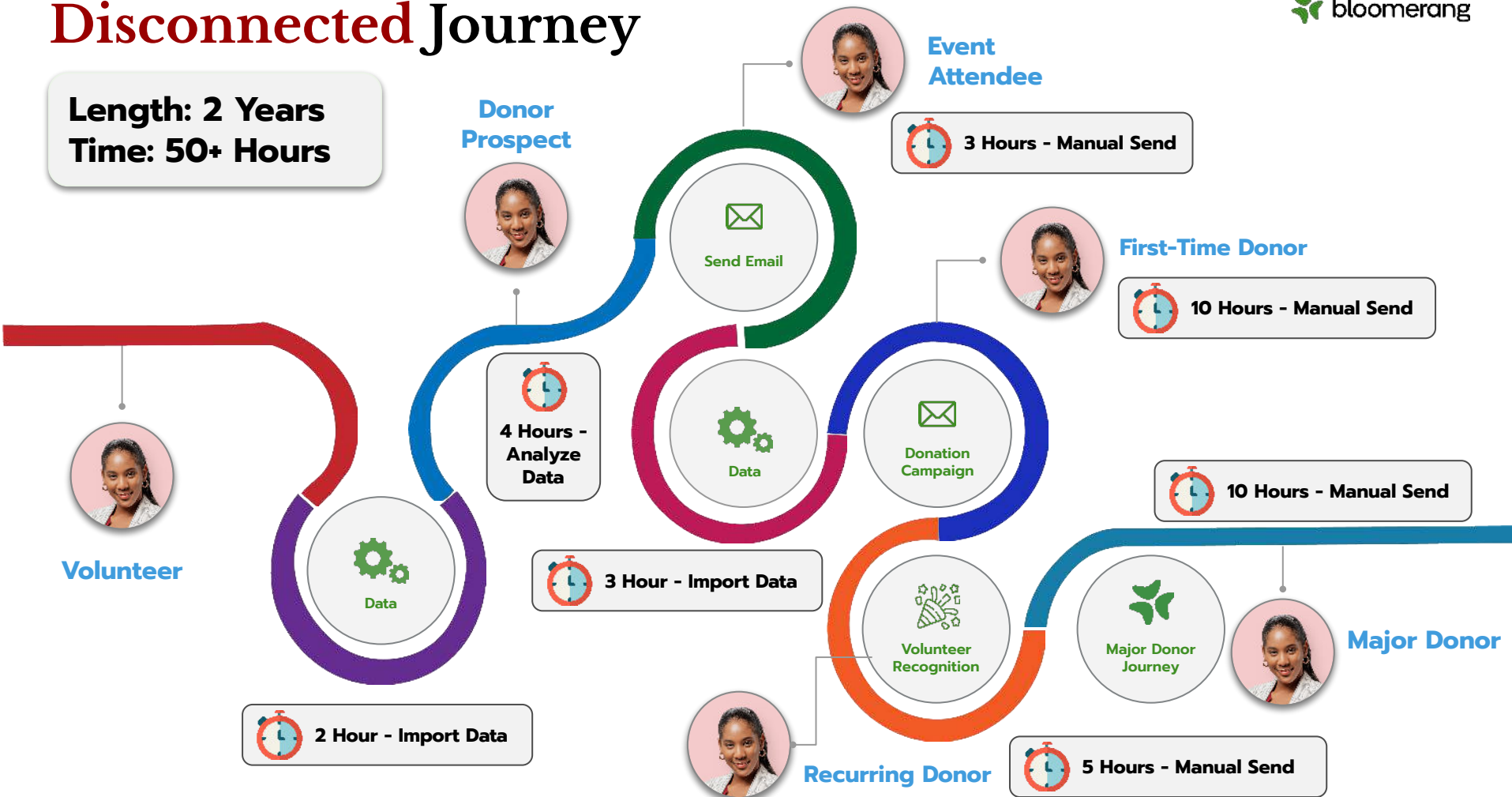


Disconnected Journey



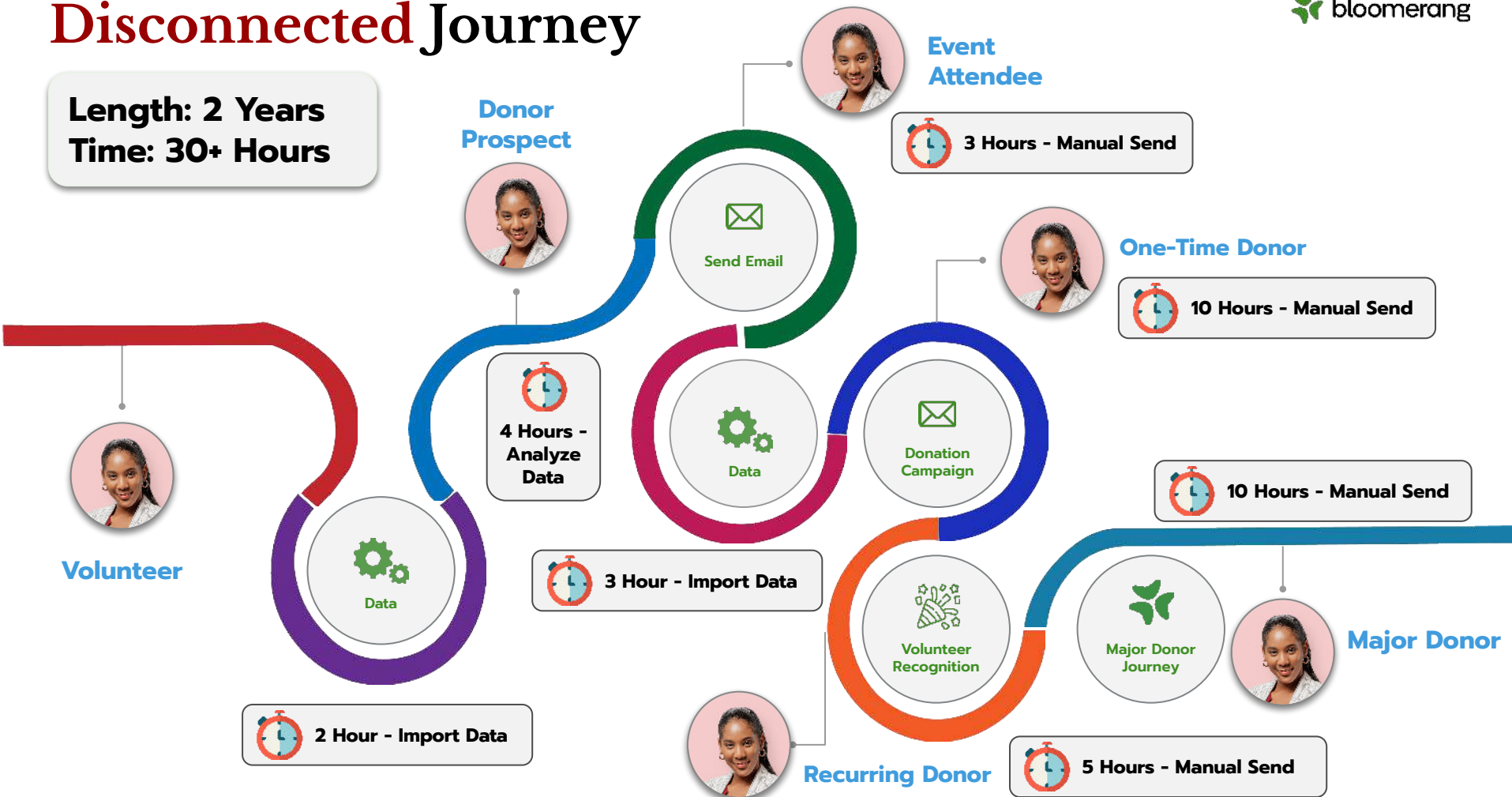
Disconnected Journey

Length: 2 Years
Time: 50+ Hours



Disconnected Journey

Length: 2 Years
Time: 30+ Hours



There is a better way.

Connected Donor Journey

Donor Prospect

First-Time Donor

Board Member



Data



Generosity
Data



New Donor
Campaign



Recurring
Upgrade
Journey



Volunteer
Recognition



Major Donor
Journey



Volunteer

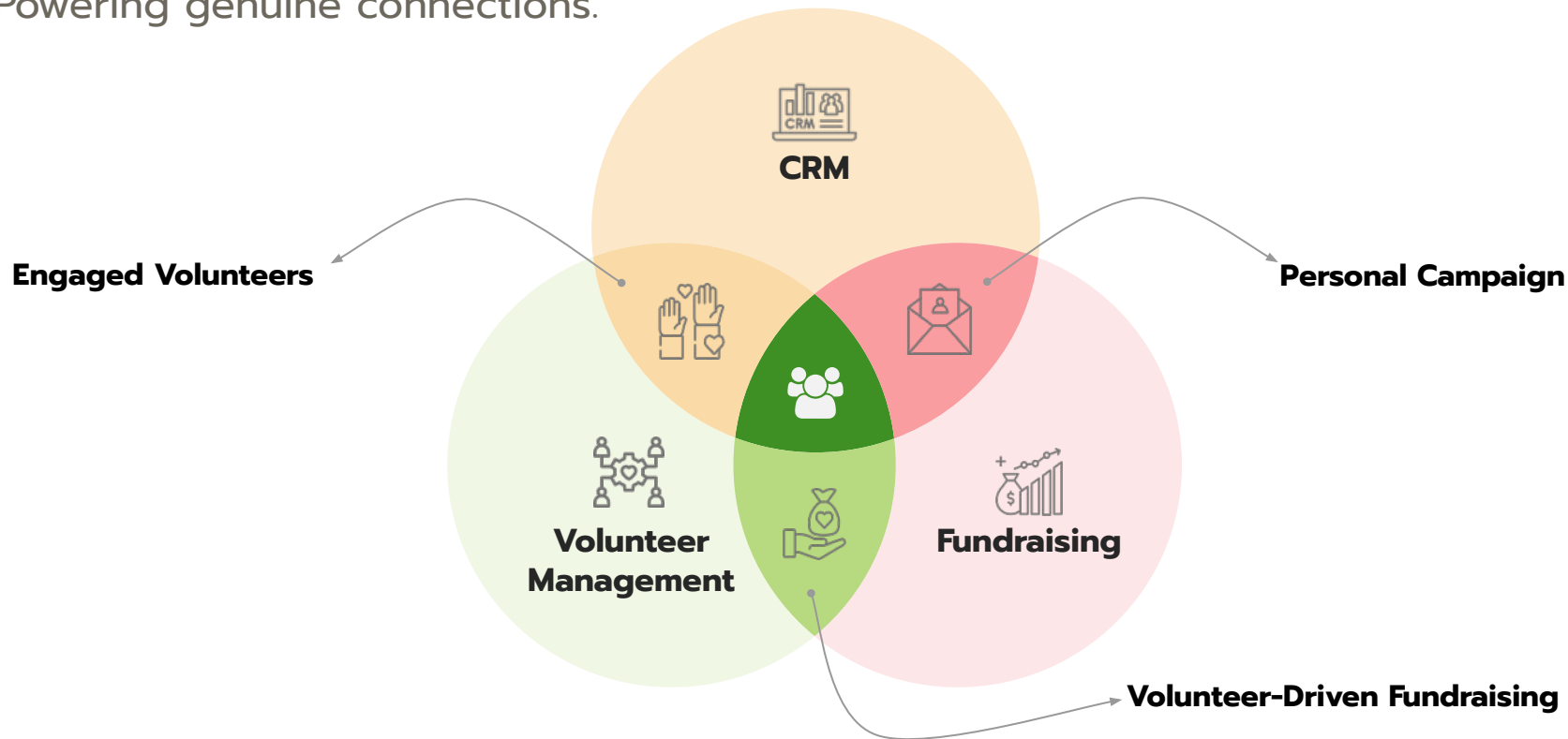
Event Attendee

Recurring Donor

Major Donor

Unified Giving Platform

Powering genuine connections.



Introducing Bloomerang Journey Automation.

REAL RELATIONSHIPS

BIGGER RESULTS

- **Automate every stage of the donor journey**—from initial engagement to long-term partnership—to increase giving and strengthen relationships
- **Create ongoing, continuous, relevant conversations.**
- **Designed specifically for nonprofits** with ease of use as a top priority
- Combines **advanced segmentation with personalized, automated digital communications** and **high-touch interactions at scale**
- **Empowers you to raise more**—without increasing your workload



Automate every stage of the donor journey



Acquisition: Prospective Donor to 1st Gift

Segment prospects and engage them with specialized paths



Acknowledgements with Nurtures to Next Level Giving

Multi-step acknowledgements with communications based on donation characteristics



Mid and Major Donor Journeys

Digital and in-person, high-touch journeys to engage deeply with significant donors



Campaigns & Cultivation

Multi-step communications to drive campaign participation and keep constituents updated

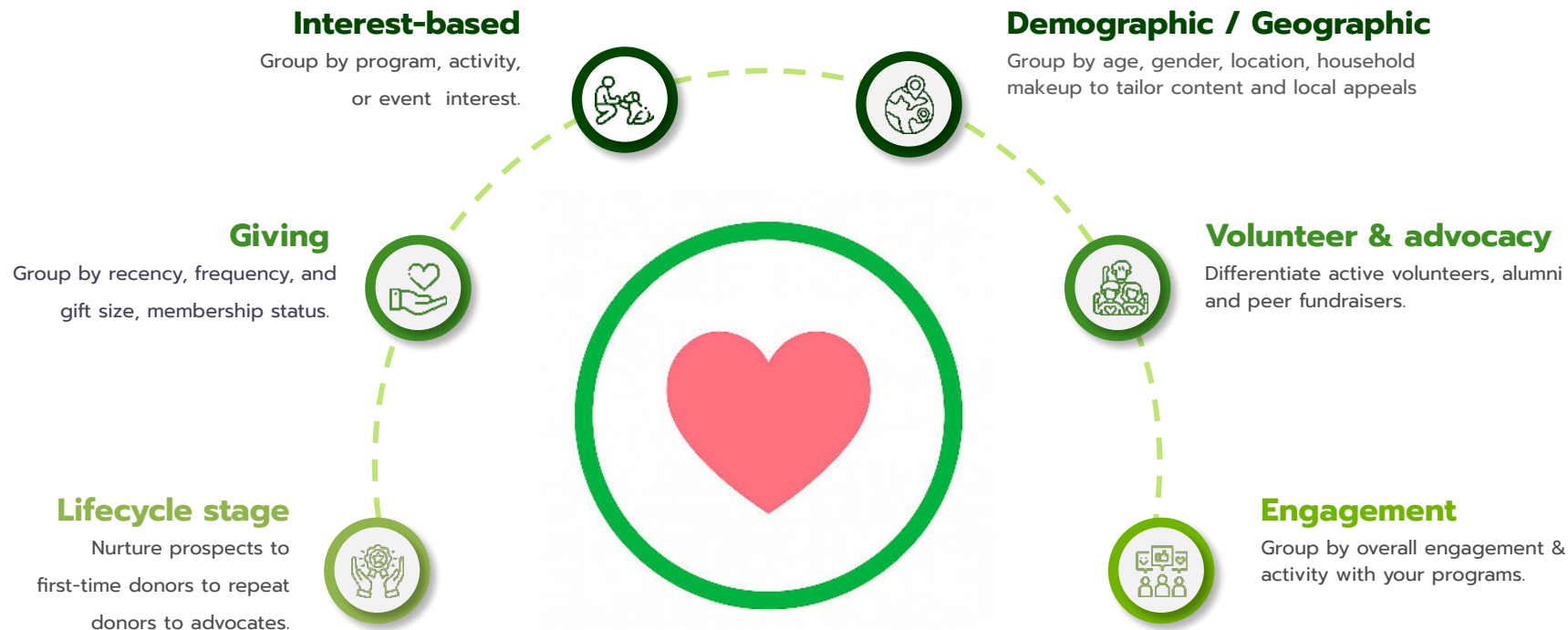


Personal Recognition to Build Relationships

Personalized Happy Birthday emails

Powerful options for grouping donors

Maximize communication impact with personalized experiences.



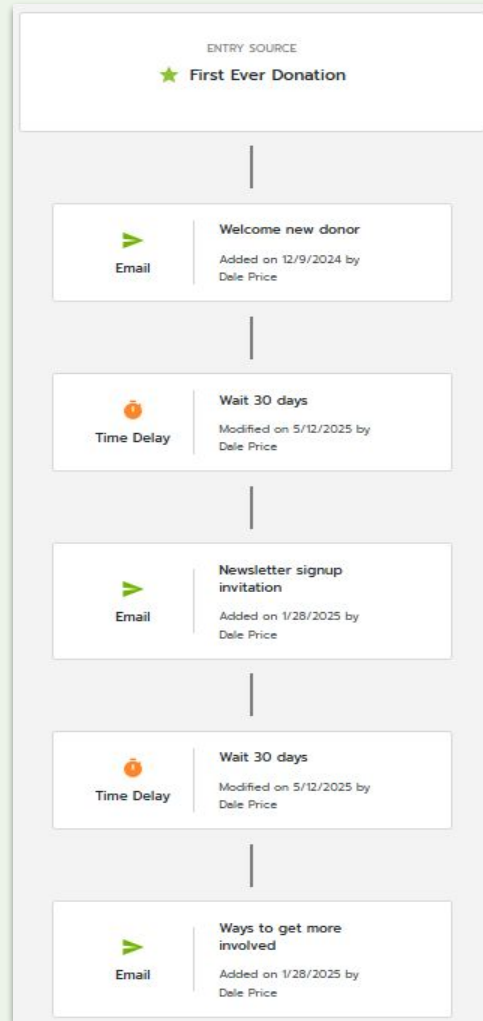
Large, vibrant green Monstera leaves with characteristic splits, positioned in the top-left corner of the slide.

**Let's go into
Bloomerang!**

A portion of a large, vibrant green Monstera leaf with characteristic splits, located in the bottom-right corner of the slide.

Highlights

- Donor behavior-based triggers for seamless engagement
- Grouped by deeper personalization
- Automates both digital and high-touch interactions like calls or letters
- 360° view of constituent touchpoints throughout their journey
- Easy-to-use journey builder with no technical expertise required



Connecting at the right time helps you raise more

Your Donors...

Those who get a personal thank-you within 48 hours are **4x more likely to give a second gift**

26% say email is the channel that inspires them the most to give

39% will increase their next gift after receiving a thank-you call from a board member within 24 hours of their gift

Automated Journeys...

Increases reply and engagement rates by 250%

Generates 320% more revenue than non-automated campaigns

Have a **119% higher click-through** rate than regular broadcast emails

Drive 180% higher conversion rates than batch emails

SUCCESS STORY

The Delores Project

- + **500+ new donors in 6 months**
- + **1-3 hours saved per week**

66

We're a very small development shop with just four staff members. So having something like Journey Automation to automate communication with donors is immensely helpful in scaling our operations and cultivation strategies."



Lucas Land
Director of Development



Challenge

Small development team **faced significant federal fundraising obstacles**. Expanding donor engagement was critical.

Solution

Replaced marketing automation via Mailchimp with journey automation. **Built email and task flows for new donors and flows to help cultivate strategic donor relationships.**

Impact

Gained over 500 new donors in 6 months of using Bloomerang and saved one to three hours per week – without any more staff.

Get started with your most impactful journeys



01

Acquiring new donors

Guide prospects from initial engagement all the way to their first gift with personalized touchpoints.



02

Multi-step acknowledgement

Deliver personalized communications that nurture donors from welcome series to next-level giving.



03

Engaging mid & major donors

Blend digital and in-person communications, triggering phone calls or meetings to drive or in response to large gifts.



04

Targeted group campaigns

Create unique engagement pathways for constituent groups; automatically exit constituents upon donation.



05

Personal milestone recognition

Automatically send personalized communications for birthdays and other significant life events.



Want to learn more?

Answer the poll.

Our team will be in touch to schedule a demo!

Additional resources:

See it in action

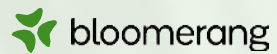
- [Guided walkthrough](#)
- [Overview video](#) (02:13)
- [Webinar recording](#)

For customers:

Dive deeper

- Self-service [Journey Automation Training](#)
- Live trainings: *Look in the events area!*
- [Help Center](#)

Q&A



Thank you!

