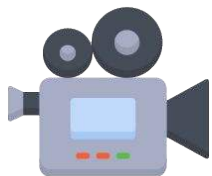


How Proof Alliance Doubled First-Time Donors with Bloomerang

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 Proof Alliance**
Strategies for doubling donors

12:15-12:45 p.m. **Interview**
More than just a CRM
Bloomerang for program staff
The future of fundraising

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



Built for Purpose

Giving platform designed to improve fundraising outcomes

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

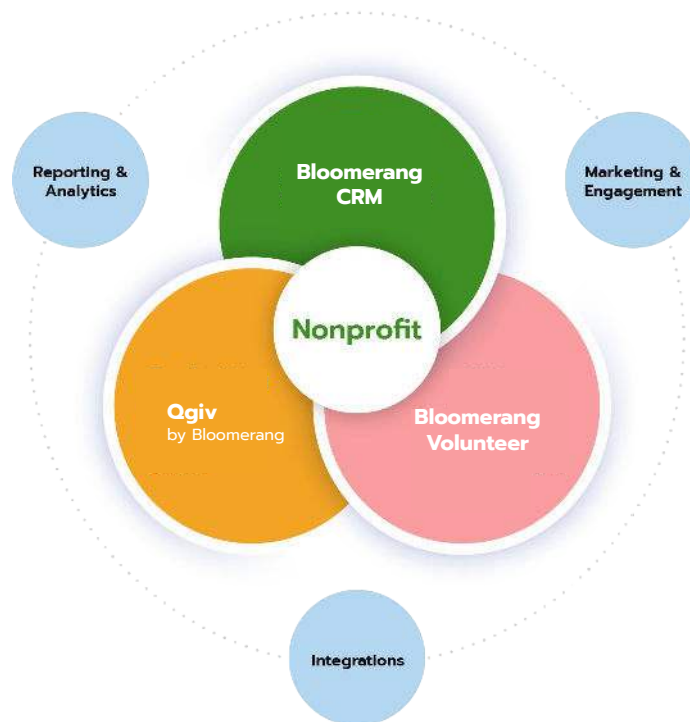
**Industry leading
solutions**

**Insights that lead
to better results**

**Engagement that
inspires giving**

**Increase fundraising
revenue**

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



Meet the Speakers



Greg Giles

Director of Development,
Proof Alliance



Marissa Lang

Director of Public Policy and
Programs, Proof Alliance



Marissa Johnson

Customer Marketing
Specialist, Bloomerang



PRoF Alliance

A Resource for Fetal Alcohol Spectrum Disorders (FASD)

Greg Giles, Director of Development
Marissa Lang, Director of Programs & Public Policy

PR%F

Mission

To prevent prenatal alcohol exposure and care for all impacted by fetal alcohol spectrum disorders (FASD)

Vision

A world in which alcohol is not consumed during pregnancy and people living with fetal alcohol spectrum disorders are identified and valued



Fetal Alcohol Spectrum Disorder (FASD)

- Permanent brain-based disability - lasts a lifetime
- Characterized by a wide range of physical, mental, cognitive, behavioral and neuro-developmental impacts
- Only caused by prenatal alcohol exposure (drinking alcohol during pregnancy)





Experts estimate that as many as 1 in 20 children in
the U.S. have an FASD.

Prenatal Alcohol Exposure Facts and Prevalence

- 1 in every 7 pregnancies in the U.S. is exposed to alcohol
- Research has been unable to identify safe threshold for alcohol exposure.
- Two hours after ingestion fetal blood alcohol concentration (BAC) is same or higher as pregnant person.



Addressing Stigma

FASD is a complex public health issue

- ü Nearly 50% pregnancies unplanned = risk for prenatal alcohol exposure
- ü It's not that easy to stop. Alcohol use disorders can be highly challenging conditions
- ü Binge drinking especially risky and often socially-accepted
- ü Doctors implicitly give permission by not discussing alcohol use with their patients or downplaying the risks
- ü Misinformation about the risks of PAE



FASD Basics

Every pregnancy is different

- Amount of alcohol consumed
 - Genetics/Epigenetics
 - Diet
 - Age of pregnant person
 - Other substance exposure
 - Timing of the exposure
 - Resiliency of the fetus
-





TRAINING

- Certified trainers
- Lived experience panelists
- Annual conferences
- Virtual on-demand and in-person trainings for professional and caregivers

FAMILY SUPPORT

- Youth support and skill-building
- Caregiver education and peer-led support
- Family events
- Service and resource navigation



SCREENING/ DIAGNOSIS

- Training for healthcare professionals
- On-site diagnostic clinic
- Health systems practice change
- Diagnostic consortium



PR%F Alliance

Preventing prenatal alcohol exposure and providing support for people impacted by fetal alcohol spectrum disorders (FASD).

PREVENTION/ PUBLIC AWARENESS

- Multi-channel public awareness campaigns
- Strategic partnerships
- Community events
- Social media influencers



PUBLIC POLICY

- Legislative action
- Annual FASD Advocacy Day at the Minnesota State Capitol
- Collaboration with advocacy coalitions
- Participation on state and local committees



OUR CHILDREN ARE SACRED

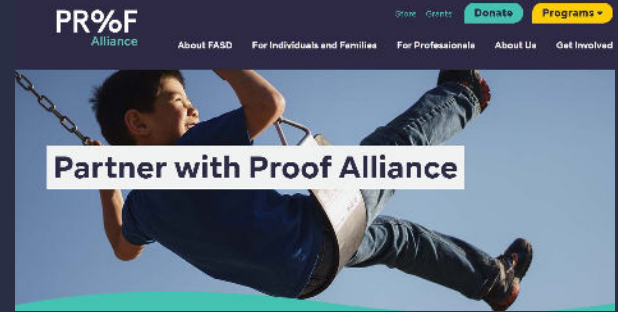
- Program created by and for Native communities
- Mobile app available for download
- Community partnerships
- Culturally-informed support and resources



Get Involved

September is FASD Awareness Month!

- Visit the Proof Alliance e-campus for free, on-demand FASD webinars
- Spread the word about FASD
 - Follow and share on social media
 - Share free downloadable resources, materials and giveaways
- Attend and/or sponsor the Annual Benefit for FASD on 9/18
- FASD Impact Week, Washington DC



Interview



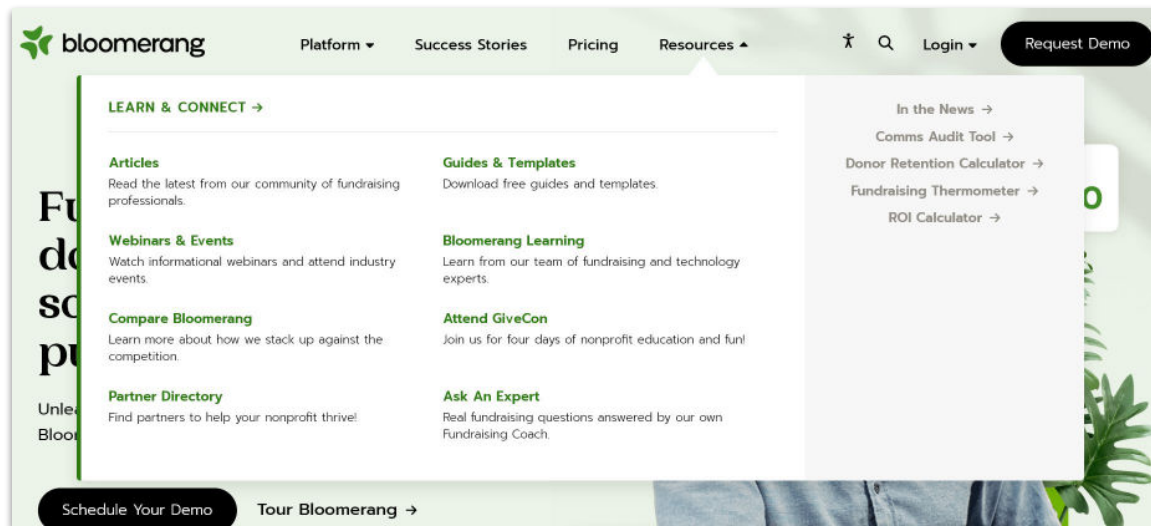
**What were the
challenges that
Proof Alliance
faced before
Bloomerang?**



How does it feel to use Bloomerang?
How have we met (or surpassed!)
your expectations?



What would
you say stands
out about our
products?



The screenshot displays the Bloomerang website's 'Resources' page. The navigation bar at the top includes the Bloomerang logo, links for Platform, Success Stories, Pricing, and Resources (which is currently selected), along with icons for a user profile, search, and login, and a 'Request Demo' button. The main content area is titled 'LEARN & CONNECT' and is organized into a grid of resource categories. On the left, there are links to 'Articles', 'Webinars & Events', 'Compare Bloomerang', and 'Partner Directory'. On the right, there are links to 'Guides & Templates', 'Bloomerang Learning', 'Attend GiveCon', and 'Ask An Expert'. A sidebar on the far right, titled 'In the News', lists additional resources like 'Comms Audit Tool', 'Donor Retention Calculator', 'Fundraising Thermometer', and 'ROI Calculator'. At the bottom of the page, there are two prominent buttons: 'Schedule Your Demo' and 'Tour Bloomerang'.

LEARN & CONNECT →

Articles
Read the latest from our community of fundraising professionals.

Webinars & Events
Watch informational webinars and attend industry events.

Compare Bloomerang
Learn more about how we stack up against the competition.

Partner Directory
Find partners to help your nonprofit thrive!

Guides & Templates
Download free guides and templates.

Bloomerang Learning
Learn from our team of fundraising and technology experts.

Attend GiveCon
Join us for four days of nonprofit education and fun!

Ask An Expert
Real fundraising questions answered by our own Fundraising Coach.

In the News →
Comms Audit Tool →
Donor Retention Calculator →
Fundraising Thermometer →
ROI Calculator →

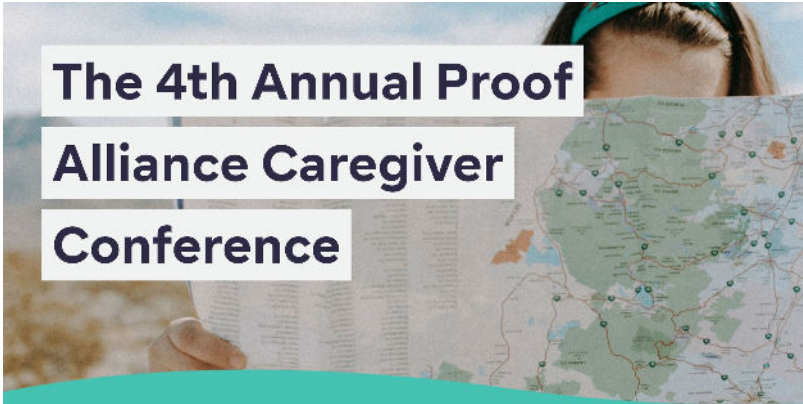
Schedule Your Demo **Tour Bloomerang →**

How has Bloomerang made a big
difference for Proof Alliance?
How did you double first-time
donors?

A graphic consisting of a white circle containing the text "2X" in a bold, green, sans-serif font. To the left of the circle is a faint, green line-art illustration of a plant with several leaves.

2X

How do you use
Bloomerang for
more than just
fundraising?

The background image for the conference announcement shows a person's face partially visible at the top, looking down at a map. The map is a detailed road map with various locations marked. The text "The 4th Annual Proof Alliance Caregiver Conference" is overlaid on the image in white boxes with black text.

The 4th Annual Proof Alliance Caregiver Conference

We're excited to announce the dates for the **4th Annual Proof Alliance Caregiver Conference** – Thursday, May 14 and Friday, May 15, 2026.

This year's event promises to be our best yet. We're thrilled to welcome you to a beautiful new space at the [Plymouth Community Center](#) where you can learn, connect and recharge with fellow caregivers, professionals and advocates.

Stay tuned! We'll soon be sharing more details on this year's conference theme, a call for speaker proposals and opportunities to become an exhibitor.

We can't wait to share this special experience with you.

See you in May!

How have you seen the fundraising
sector evolving over the past 3 years?
What do you think the next 5 years
will bring?



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 Proof Alliance at
proofalliance.org

Donate to Proof Alliance at
proofalliance.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.

