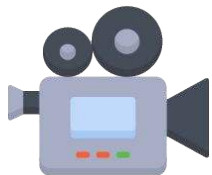


How Friends of the White River Grows Supporter Relationships with Bloomerang

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

12:00-12:30 p.m. About FOWR

12:30-12:45 p.m. Interview

Increasing Membership
Sharing Donor Data
Event Registration

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**

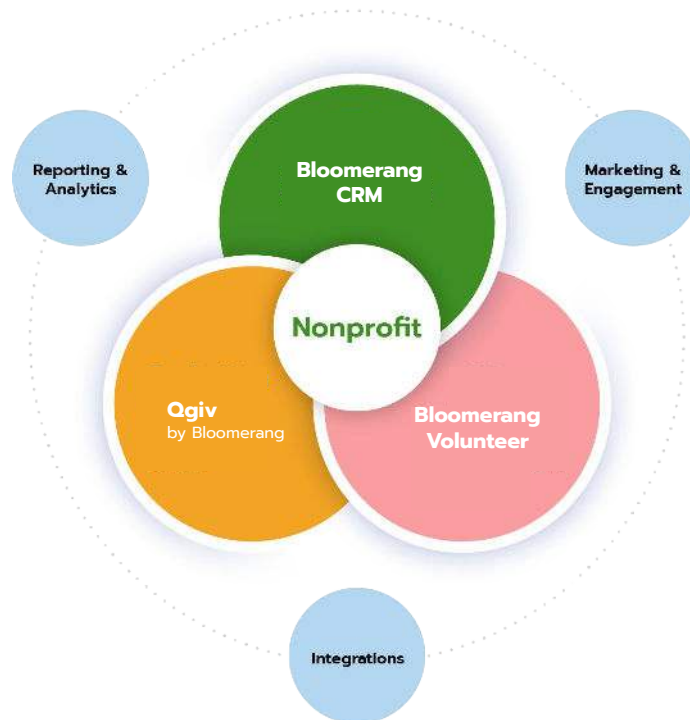
**Industry leading
solutions**

**Insights that lead
to better results**

**Engagement that
inspires giving**

**Increase fundraising
revenue**

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



Meet the Speakers



Eddie Gill IV

Executive Director,
Friends of the White River



Marissa Johnson

Customer Marketing Specialist,
Bloomerang





Interview

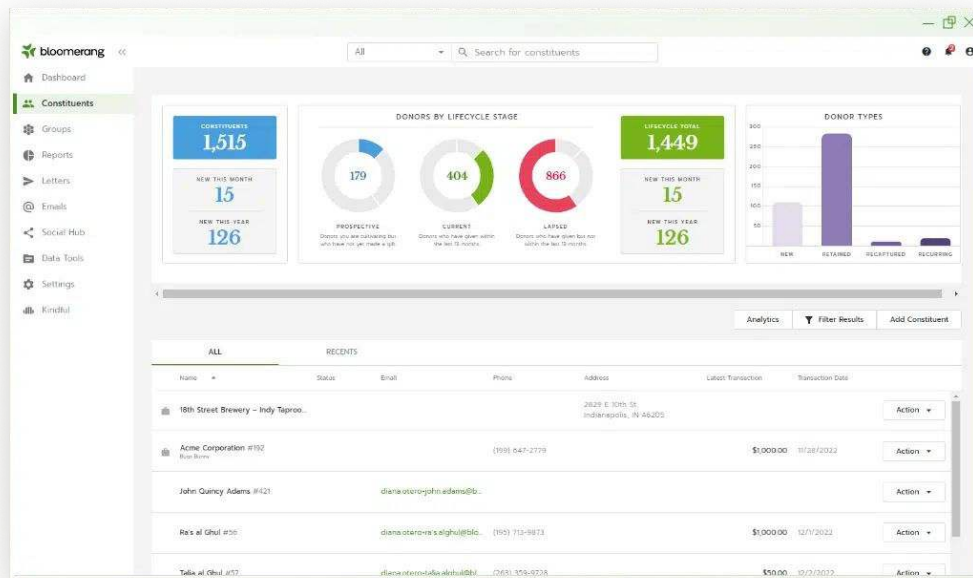


What originally drew the team to Bloomerang, and how have they addressed the concerns you had before switching?



What would you say stands out
about Bloomerang?

Which Bloomerang features do you use the most?



How did it feel to use
Bloomerang for the first time?

How do our products make your event registration and membership campaigns more successful?

 Friends of the
White River

Sign In

Choose your Membership level

Minimum of \$50 annual donation required for membership. Thank you for your ongoing support!

 Monthly

One Year



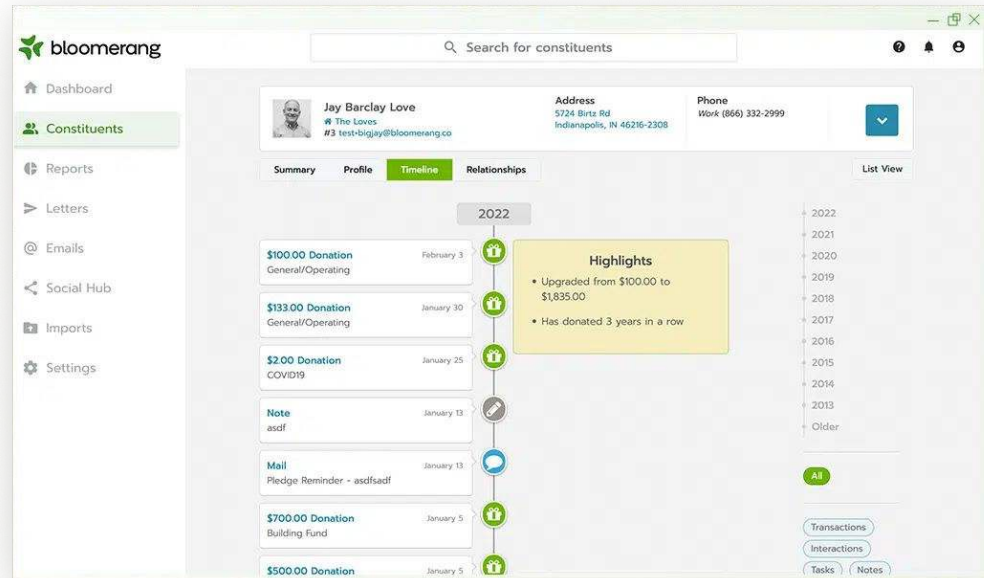
River Steward Membership (Monthly)\$50



Kingfisher Membership (Monthly)\$40

**What has been your experience with
our Customer Support teams?**

What would
you tell
another
nonprofit
about
Bloomerang?

A screenshot of the Bloomerang CRM software interface. The interface is divided into a left sidebar with navigation links (Dashboard, Constituents, Reports, Letters, Emails, Social Hub, Imports, Settings) and a main content area. The main area displays the profile of "Jay Barclay Love" with tabs for Summary, Profile, Timeline, and Relationships. The Timeline tab is active, showing a vertical timeline of events for the year 2022. Events include donations of \$100.00, \$133.00, and \$2.00, a note, a mail pledge reminder, and a \$700.00 donation. A yellow "Highlights" box on the right notes that the user was upgraded from \$100.00 to \$1,835.00 and has donated 3 years in a row. A right sidebar shows a year selector (2022-2013) and buttons for Transactions, Interactions, Tasks, and Notes.

Summary Profile **Timeline** Relationships List View

2022

- \$100.00 Donation** General/Operating February 3
- \$133.00 Donation** General/Operating January 30
- \$2.00 Donation** COVID19 January 25
- Note** asdf January 13
- Mail** Pledge Reminder - asdfsadf January 13
- \$700.00 Donation** Building Fund January 5
- \$500.00 Donation** January 5

Highlights

- Upgraded from \$100.00 to \$1,835.00
- Has donated 3 years in a row

2022 2021 2020 2019 2018 2017 2016 2015 2014 2013 Older

All Transactions Interactions Tasks Notes



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 FOWR at
friendsofwhiteriver.org

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friendsofwhiteriver.org/join

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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.

