

INFORMATIONAL WEBINAR



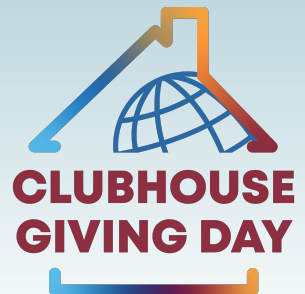
**CLUBHOUSE
GIVING DAY**



PRESENTED BY  Clubhouse International

AGENDA

- Why a Giving Day?
- Clubhouse Giving Day
- Our Platform: GiveGab/Bonterra
- Key Resources
- Planning Ideas for Your Clubhouse
- Timeline and Next Steps
- Q&A



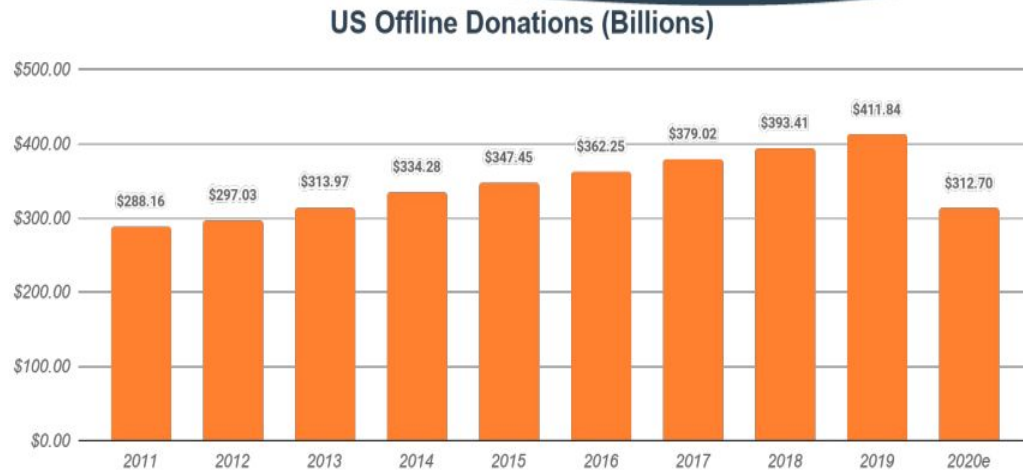


WHY DO A CLUBHOUSE GIVING DAY?



Trend toward Online Fundraising was clear!

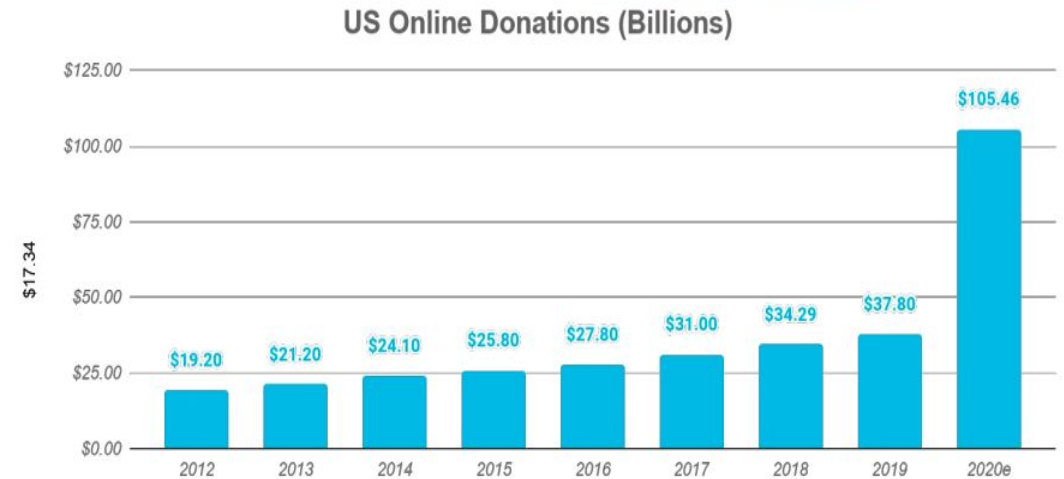
Traditional Nonprofits Are Noticing a Trend



To remain operational, nonprofits must learn to adapt

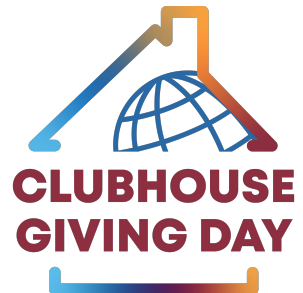
GiveGab®

But Online Donations are on the Rise



Online giving can help nonprofits now more than ever

GiveGab®



2023 Results

Revenue

- Average \$\$ raised per organization: **\$3,499.05**
- Average donors per organization: **16**
- 57% of Clubhouses set a monetary goal
 - Average goal amount: \$12,000
 - 17 % reached their goals

Cost to Fundraise

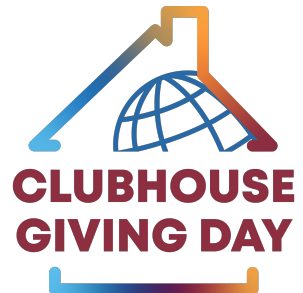
- 'Donor Cover' reduces your costs
- Effective Rate: 0.73%
 - **\$0.73 in fees for every \$100** raised online
 - Clubhouses received **99.27% of intended online donations after fees**
- Avg platform fees paid by a Clubhouse: \$17.05

Platform Fee Structure for Donations

Credit cards: 3.5% processing fee + 2.5% (+.30) bank fee

ACH transfer: 3.5% processing fee + a \$3 bank fee

Donors elected to cover fees for 91% of gifts in 2023



Outcomes & Results

\$178,451

Raised

818

Donors

43

Organizations



All Clubhouses

Clubhouse Budget under \$300,000

Clubhouse Budget \$300,000 - \$599,999

Clubhouse Budget \$600,000 - \$999,999

Clubhouse Budget \$1mm or more

Name	Amount Raised ▼	Donors
1. California Clubhouse	\$37,058.00	107
2. HERO House NW	\$18,288.57	10
3. Clubhouse International	\$14,803.94	63
4. B'More Clubhouse	\$12,309.85	67
5. Genesis Clubhouse, Inc	\$10,775.00	46
6. Vail Place	\$10,366.00	41
7. PLAN @ 1121 Rock, a program of Jewish Family Service of Dallas	\$8,358.00	16



Clubhouse Budget \$600,000 - \$999,999

Clubhouse Budget \$1mm or more

All Clubhouses

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All Clubhouses

Clubhouse Budget under \$300,000

Clubhouse Budget \$300,000 - \$599,999

Clubhouse Budget \$600,000 - \$999,999

Clubhouse Budget \$1mm or more

Name

Amount Raised ▼

Donors

1. Ora Clubhouse, Inc.

\$4,075.00

41

2. Infinite Horizons Clubhouse

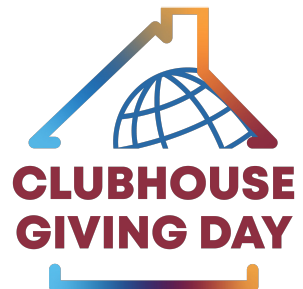
\$2,875.00

11

3. Club Cadillac

\$1,820.00

11

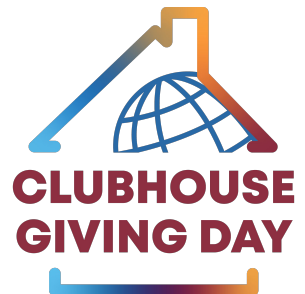


What is Clubhouse Giving Day?

An opportunity to generate awareness of Clubhouses everywhere

Clubhouse Giving Day is a special day dedicated to promoting and talking about our Clubhouses and the worldwide Clubhouse network, in our communities and on social media. Our own #GivingTuesday!

- Join other Clubhouses to generate social media awareness
- Promote that your Clubhouse is part of a large network of Clubhouses
- Strategic Timing: Leverage promotion in May as Mental Health Awareness Month: creates a sense of urgency around which to fundraise
- Provides cost-effective and easy entry into online fundraising



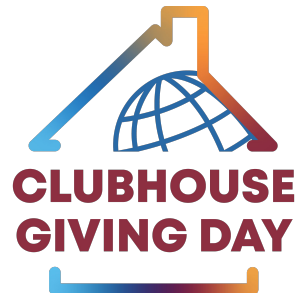
Our Partner: GiveGab

Customized for our day:

- A dedicated www.clubhousegivingday.org website.
- Each Clubhouse will have its own page and can incorporate its own logo and images, custom ask amounts/projects as well as customized, automated acknowledgements.

Key Features of the platform and support include:

- Best in class, mobile-friendly, high UX giving day platform structure
- Integrated, real-time matching gift functionality and peer-to-peer fundraising, including resources with best practices for incentivizing participation
- Modern UX, high conversion donation flow and high rate of donor fee coverage
- Offline donations can be added/incorporated into totals
- All platform donations are direct deposited into your bank account unless you have a fiscal sponsor
- Donor data downloadable via CSV format
- Onboarding, resources, webinars, customer support, toolkits including templates,



Key Resources

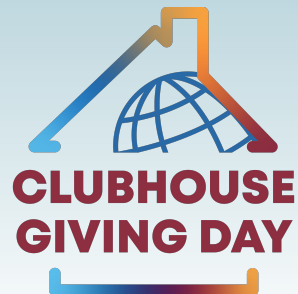
A community of Clubhouses working on Giving Day!

- The GiveGab platform has tools, sample emails, scripts etc for you, your board and your peer to peer fundraisers, including downloadable graphics and social share images.
- Clubhouse International hosts a Clubhouse-specific **BaseCamp** for communicating among our participating Clubhouses, where we can share community message boards, resources, sample plans, etc. All registered Clubhouses will receive an invitation to join this community and you can have up to three people from your Clubhouse join.
- We will upload two instructional videos about registration and building your profile page, available by mid-March.
- We will host two drop-in Q&A sessions in March and April, dates and times TBA
- We will offer the following training webinars (all times in ET):
 - **March 4** Informational Meeting at 10am and 4pm
 - **April 9** Goal Setting & P2P Fundraising Training by GiveGab at 11am
 - **April 18** Matches & Challenges Training by GiveGab at 11am
 - **April 30** Marketing and Communications(with Clubhouse Int'l Dir of Comm Anna Rountree)



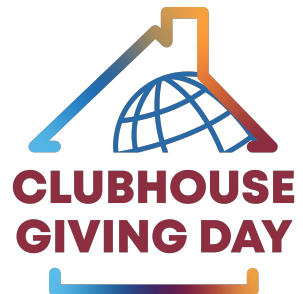


Personalize your
Clubhouse Giving Day
Experience!



What can your Clubhouse customize?

- Header Image
- Upload Logo
- “Your Story” including ability to add videos or additional pictures
- Your ‘case’ - things you are raising funds for and/or giving levels
 - Different amounts, or different programs/needs
- Optional Functionality:
 - Peer to Peer fundraising capability
 - Matching and Challenge gifts (depending on set-up, may be automated)



CLUBHOUSE



Breakthrough Clubhouse

DONATE

FUNDRAISE



\$12,945 Raised **\$2,500** Goal **19** Donors



\$25

Provides an ID or Birth Certificate



\$75

Provides Toward Weekly Social Activities



\$200

Provides Toward Weekly Lunch Meals



\$500

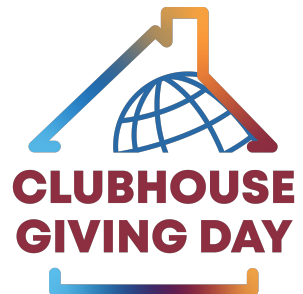
Provides an Education Scholarship



Clubhouse Giving Day Planning Ideas

Make your day unique to your Clubhouse!

- Solicit major donors to provide matching or challenge funds
- Use as a way to engage your FULL board in fundraising!
- Leverage Mental Health Awareness Month (May) for fundraising
- #clubhousegivingday: Use social media to engage new audiences and acquire new donors, or to re-engage lost donors
- Recruit Peer to Peer Fundraisers to participate and raise funds on your behalf
- Fundraise for a particular project(s) or need
- Plan an event and use Clubhouse Giving Day to engage local media
- Engage members in fundraising activities



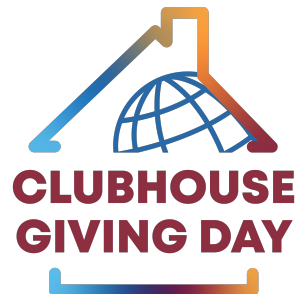
Registration Fees

\$50 Registration Fee for Clubhouses with a budget < \$300,000

\$100 Registration Fee for Clubhouses with a budget \$300,000 - \$599,999

\$175 Registration Fee for Clubhouses with a budget \$600,000 - \$999,999

\$250 Registration Fee if your Clubhouse Budget > \$1mm



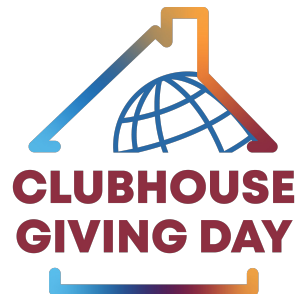
Clubhouse Giving Day 2024 Timeline

Preparing for Success

- March** Get registered and start outlining your plan and building your page. Recruit your team. You will have your Toolkit, BaseCamp, recorded sessions and a Drop in Q&A as resources.
- April** Attend Webinars that will help you be successful: Goal Setting and Peer to Peer (April 9), Matches and Challenges (April 18) and Communications (April 30). BaseCamp, recorded sessions and a Drop in Q&A continue as resources.
- May 3** Should be your No Later Than date to have Profile completed and your Fundraising plan in place (note: firm deadline for profile is May 9)

Giving Phase(s)

- May 21 Advanced giving period begins (Donations Open)
- June 4 Clubhouse Giving Day!**
- June 7 Last day to give - Donations Close June 7 at 11:59pm EDT



Next Steps?

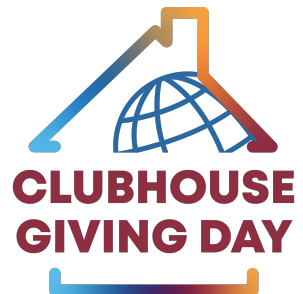
Register ASAP to maximize your planning time!

Take note of all key dates. Plan to attend all webinars!

Register and begin building your page, as soon as possible. Note key deadlines.

Connect on BaseCamp, explore the website tools, and begin planning a great Clubhouse Giving Day!

Reach out to your donors, recruit supporters to do P2P, think creatively about matches and challenges!



THANK YOU!

QUESTIONS?

Your CGD Contact at Clubhouse International:
Michelle Menzel
mmenzel@clubhouse-intl.org

