

Who we are

and what to expect

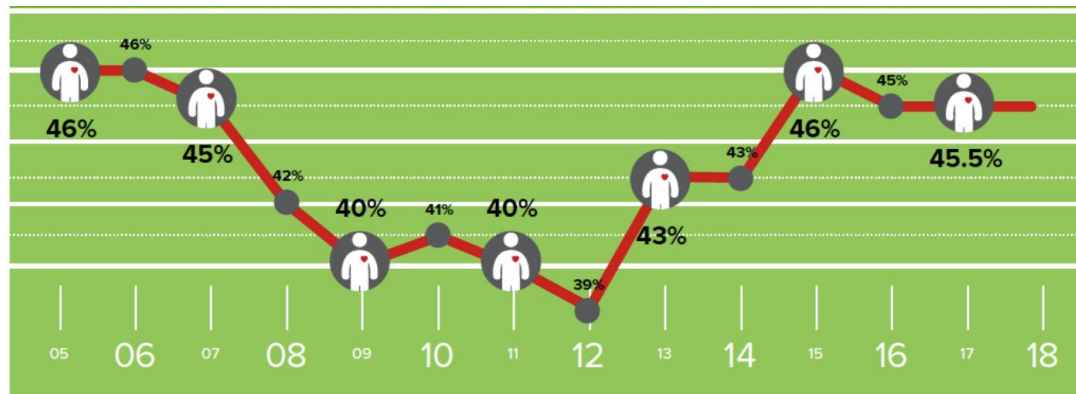


Why donor retention and engagement?



The Sad Truth of the Sector in 2020

- Average donor retention rate: 45%
- New donor retention rate: 20%
- Repeat donor retention rate: 61%
- Lapse donor recapture rate: 4%

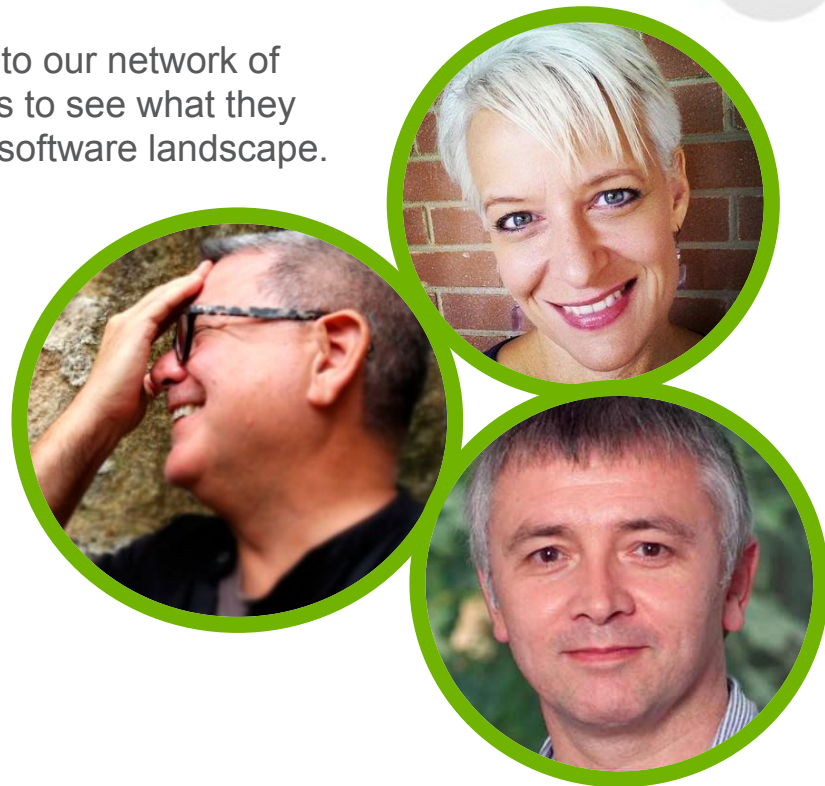


Software designed by nonprofit experts



Expert Product Advisors

- Before writing a single line of code, we reached out to our network of fundraising consultants, academics and practitioners to see what they thought was missing in today's donor management software landscape.
- Three core partnerships emerged:
 - **Dr. Adrian Sargeant**
Chief Scientist
 - **Kivi Leroux Miller**
Online Marketing Coach
 - **Tom Ahern**
Donor Communications Coach



See more at bloomerang.co/experts

Leadership



Jay Love, Co-Founder

- 30+ Years of Nonprofit Technology Leadership
- Over 20,000 Database Installations
- Former Founder & CEO of eTapestry
- Former CEO of Master Software/Fund-Master
- AFP Board Member
- Previous AFP Ethics Committee Chairman
- Center on Philanthropy at IU Board Member
- Innovation Fund at Butler University Board Member
- Gleaners Food Bank Board Member
- Co-Chair of Indianapolis YMCA Capital Campaign



Learn more about Jay bloomerang.co/about/team/jay-love

Fun facts



- 78% of Bloomerang employees are past nonprofit employees.
 - 100% are current volunteers.
- We beat the national average for % of female employees for tech companies.
- We aren't Venture Capital funded.
 - Don't have to worry about Bloomerang getting acquired.
- Product and Support teams are 100% U.S. based.
 - In fact, everyone is!
- Our employees are stockholders and share in profits.
- We're proud of our transparent company culture.
 - Everyone is in the loop, even with what's in our bank account.



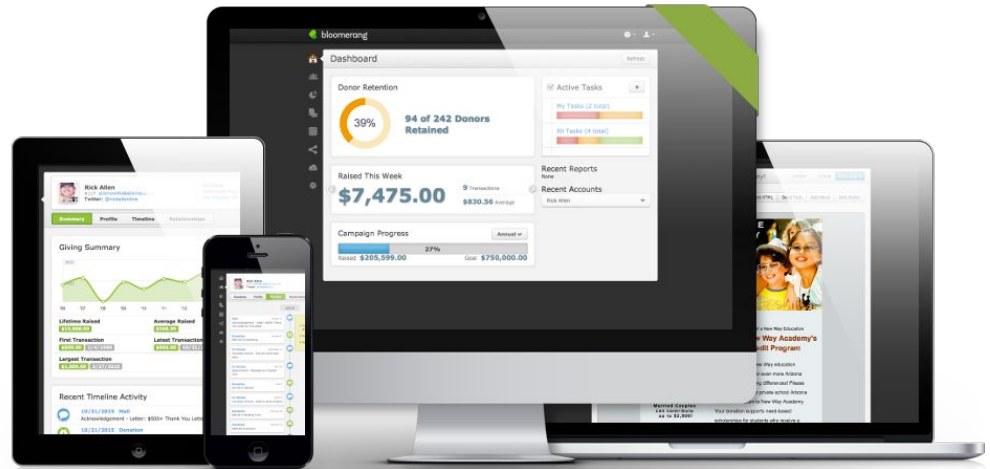


More than just a donor database

What you won't find anywhere else:

- Donor Retention Wheel
- Constituent Engagement Meter
- Constituent Generosity Score
- Ahern Audit
- Constituent Timeline
- Social Media Hub
- Integrated Email
- Sustainability Scorecard
- Donor Engagement Surveys

See more at bloomerang.co/features



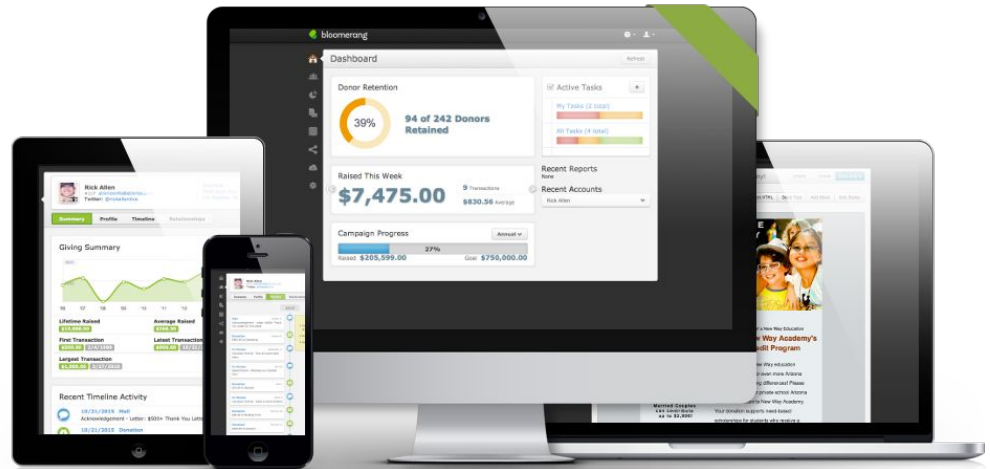


More than just a donor database

What you won't find anywhere else:

- User-Friendly Interface
- Unlimited, Integrated Online forms
- Unlimited Users
- Built-In Email Marketing Tool
- Personalized Custom Fields
- Free Email and Chat Support
- Free Online Group Trainings

See more at bloomerang.co/features



Expert support at your fingertips

Have a product question you need answered?

Our knowledgeable support staff is just a click away!

Live chat and email support comes standard, and we offer free group training through our [Bloomerang Academy classes](#).

The best part? They can speak your language. We are intentional about hiring employees with prior nonprofit experience. For example, Ron, one of our Customer Support Specialists, has been working with nonprofits since 1987 when he became Executive Director of the Indiana Basketball Hall of Fame.



Recommended by top fundraising consultants



“This is the first donor data management system that was built to NOT require a user’s manual. If you have a lot of turnover in this position, Bloomerang could solve a major training problem. Running reports is about as obvious as buttering bread.”

— Tom Ahern



“I was absolutely blown away by the simplicity and focus on retention of Bloomerang. Social media engagement? Check. Ease of use? Check. Now your ED and board can understand your data. An amazing tool for focusing on what really matters: the long-term success of your organization.”

— Pamela Grow



“If you’re ready for a software that will not only help you manage your donor information, but also your donor relationships, this is it. I’m very impressed with what Jay and his team has put together, and if I were in the market for software, I’d jump all over Bloomerang!”

— Sandy Rees



“My clients love how easy it is to use Bloomerang. For my part, I love that the company leaders know and love the nonprofit sector so much that they help shape the most important goals – like donor retention – right into their product making it ridiculously easy to focus on what matters most.”

— Marc A. Pitman

Don't take our word for it



"The amount of support is amazing to me! I have direct contact with the most amazing support staff and for a small health services foundation that is key for us. If you aren't using Bloomerang you are totally missing out on the best software program out there for your non-profit!"

— **Adair Reese,**
Perkins County Health Services Foundation



"The product interface is wonderfully easy to use, whether you work in it everyday or once a month. Not only is the product easy to use, customer service is fantastic. The 'Bloomerang Academy' offers a free weekly webinar that touches on all aspects of development. Bloomerang caters to every need of the customer!"

— **Adam Murray,**
St. Thomas More Catholic Newman Center



"We love to use the communication tools within Bloomerang, specifically the Ahern Audit, not only in our thank you letters but our e-newsletters and our mission statement.

An executive director is juggling many balls throughout the day, and we never have enough time in the day. So to be able to go into the system and have it be so user friendly is very welcoming.

— **Cori Korn,** Lawrence Township School Foundation



"If this system doesn't cause nonprofit organizations to really focus on their donor retention, I don't know what will. I love the way the information you need and want on a daily basis is front and center every time you open Bloomerang. It's there, looking at you, reminding you to take action. I've used many database systems over the years but this one is head and shoulders above the rest."

— **Lori L. Jacobwith,** ArtsLab

Automated Data Stewardship



We'll keep your database clean and up-to-date

Thanks to our [partnership with TrueGivers](#), every Bloomerang customer will receive nightly updates and enhancements to their data - at no additional cost!

- All of your names and addresses will be:
 - Updated from the US Postal Service's change of address database.
 - Formatted to US Postal Service's standards
 - Marked as a Home, Business, or Vacant address.
- Any individual who passed away will be marked Deceased and you will be given a link to their obituary
- We'll update their birthdates, net worth, religion, ethnicity, and more!

World-class fundraising education

Bloomerang has made the support, development and education of fundraisers the focus of its service to the community.

From educational blog posts, webinars from our community of nonprofit experts, to templates for all occasions, we've got you covered with our library of [resources](#).

And the best part is, it's all free.

We're also a proud supporter of the Fundraising Standard, a 40 hour program of online learning designed to give participants a thorough introduction to the process of fundraising and get them started on their first fundraising campaign. Bloomerang customers who sign up during the first quarter of 2019 will be able to put one employee through the program at absolutely no cost.



First-Time Donor Call List



The screenshot displays the Bloomerang dashboard with the following sections:

- Dashboard:** Includes a "Refresh" button and a sidebar with navigation icons.
- Donor Retention:** Shows a green circular progress indicator at 100% with the text "1 of 1 Donors Retained". A "Custom" dropdown menu is visible.
- Raised This Week:** Displays a large "\$6,500.00" with "3 Transactions" and "\$2,166.67 Average" below it.
- Campaign Progress:** Shows a progress bar at 3% with "Raised \$1,700.00" and "Goal \$50,000.00". A dropdown menu is set to "Annual Campaign".
- First-Time Donor Calls:** A white panel listing donors with their names, donation amounts, dates, and "Enter a Call" buttons.

Name	Amount	Date	Action
Starfleet	\$250.00 Soft Credit	1/19/2020	Enter a Call
Jean-Luc Picard	\$1,000.00 Donation	1/20/2020	Enter a Call
Devanna Troi	\$500.00 Pledge	1/17/2020	Enter a Call
William Riker	\$500.00 Donation	1/19/2020	Enter a Call
Geordi LaForge	Jaxia Dav is following up.		
- Active Tasks:** A section at the bottom right with a checkmark icon and a "+" button.

Simple and Straightforward Pricing



up to 1,000 records	up to 5,000 records	up to 15,000 records	up to 25,000 records	up to 40,000 records
\$99 <i>a month</i>	\$199 <i>a month</i>	\$299 <i>a month</i>	\$399 <i>a month</i>	\$499 <i>a month</i>

Lite	Grow	Grow+	Grow+TG
\$Free	\$19 <i>a month</i>	\$59 <i>a month</i>	\$79 <i>a month</i>
up to 250 records	up to 500 records	up to 750 records	up to 750 records
up to \$100k in annual revenue	up to \$250k in annual revenue	up to \$250k in annual revenue	up to \$250k in annual revenue



We can't wait to work with you!
