

*Classy*

**How to Enhance  
Your Website for  
Your Day of Giving  
(and Year Round)  
Success**

**Date**

September 2022

*This presentation, together with all documentation, text, ideas, images, video, content, methodologies, tools, creative, and other materials prepared by Classy, Inc. (“Classy”) are confidential and proprietary information of Classy and/or its affiliated entities and licensors (together, the “Materials”). The Materials are being shared for presentation purposes only. Classy does not make any representations or warranties about the Materials, and they are provided on an “as is” basis. You may not publish, reproduce, distribute, copy, display, share, use, or rely upon the Materials. Classy disclaims all liability to you or any other party should the Materials be published, reproduced, distributed, copied, displayed, shared, used, or relied upon. The Materials may describe strategy and possible future developments that may or may not be undertaken by Classy and may be changed by Classy at any time, for any or no reason without notice. This document is for informational purposes and does not create any commitment on behalf of Classy.*

Meet your presenters

Decades of  
nonprofit and  
tech experience.



**Shane Michael**

CEO and Founder

**Mittun Nonprofit Websites**



**Keith Blazek**

Customer Marketing

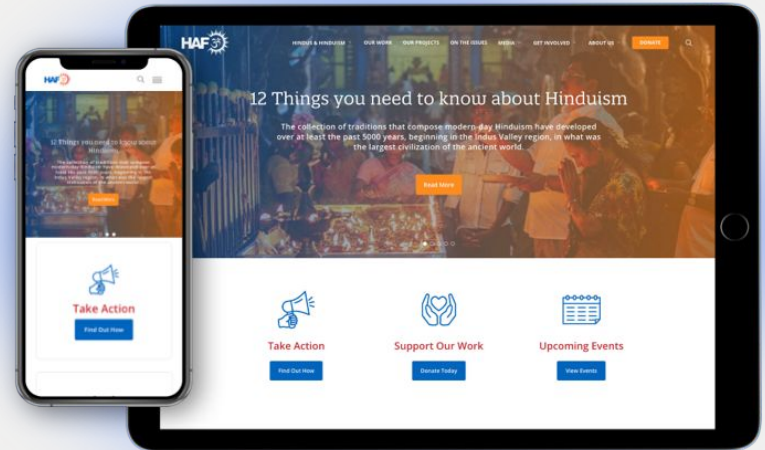
Manager

**Classy**

## Intro

# Get to Know Mittun

- Digital marketing & design agency founded in 2010
- Long-time Classy partner & ClassyPress developer
- Over 1,000+ websites launched, helping hundreds of nonprofits amplify their impact



## Agenda

# Overview of Today's Discussion

- 01 Intro to Giving Season
- 02 The Strategy
- 03 Top Website Updates
- 04 Homepage Takeovers & Microsites
- 05 #GivingTuesday & Beyond
- 06 Your Digital Partner

## Intro to Giving Season

# What is Giving Tuesday?

## Global Day of Giving Event – Nov. 29

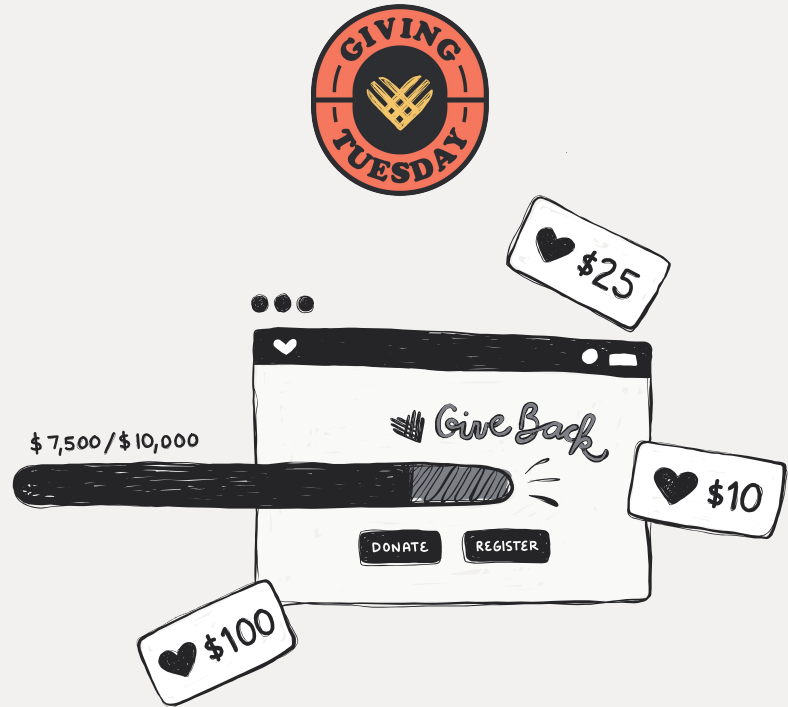
Tuesday after Thanksgiving to counteract the consumerism of Black Friday and Cyber Monday

## \$2.7 Billion Raised in U.S. Last Year

35 million people in the U.S. participated last year, including 14% of U.S. adults

## 10-Year Anniversary

Now in its 10th year and spanning 80 countries, Giving Tuesday is a movement that unleashes the power of radical generosity around the world



## Intro to Giving Season

# What is the Opportunity?

### Increased Traffic & Donation Volume

**30% of annual donation volume** on Classy takes place between Giving Tuesday and December 31

### New Donor Acquisition

**10x more donors are acquired** on Giving Tuesday and December 31 compared to an average day of the year

### Higher Conversion Rate

**2x higher conversion rates** on Giving Tuesday and December 31 compared to an average day of the year



## Intro to Giving Season

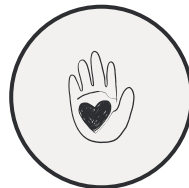
# Your Giving Season Toolbox

Expand the reach of your campaigns and build a cohesive supporter experience through Giving Tuesday, year-end, and beyond.



## Classy Campaigns

Giving Tuesday, Year-End Appeals, and Events, Auctions, and Galas



## Your Website

Modals/Embedded Checkout, Website Updates, Customizations, and Classy API



## Data & Analytics

Google Analytics 4 (GA4), Meta Conversion API (CAPI)



## Intro

# What you do today matters tomorrow (especially on Giving Tuesday)

## Gives you fast feedback

Turn data into strategy for the next campaign

## Centralizes your efforts

Encourage continued engagement with a digital home

## Builds your brand

And the relationship with your donors - when the experience is positive and rewarding.



### Intro

# But there are fundraising roadblocks, right?

- Disconnected marketing efforts
- Bypassed by organic traffic
- Classy data isolated from website
- Bandwidth/Staffing issues
- Approvals/Stakeholder Buy In
- Fear of Competition

**Intro**

# Giving Season is right around the corner.

But there's still time to get it right.

*Let's Go.*



# 02

## The Strategy



## The Strategy

# Foundational: Campaign Phases

### Pre Excitement

Build the anticipation  
and the community

### During Engagement

Provide a destination  
supporters want to visit

### Post Gratitude

Express thanks and  
share the impact

## The Strategy

# Utilize the 4 step structure for Giving Season



### Giving Tuesday

Build anticipation & kick off the season



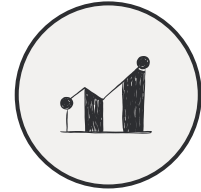
### End of Year

Roll a one-day campaign into another initiative



### Impact Report

Use data to say thanks and keep supporters engaged



### And Beyond

Take the data and new relationships to kick off what's next

## The Strategy

# Goals

- Increase revenue
- Increase supporter engagement
- Increase website traffic
- Increase sharing
- Make it more fun

## The Strategy

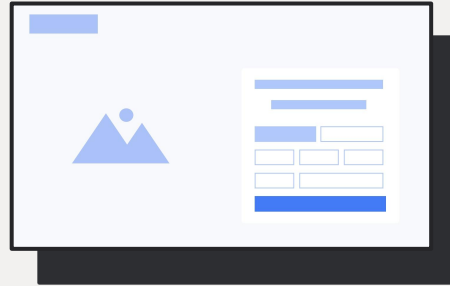
# Donor Journey

Frictionless, rewarding & fun

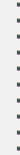
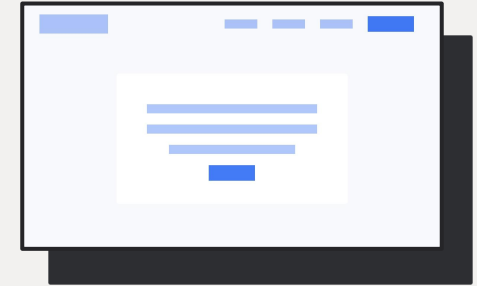
Landing Page/Website



Donation Page



Thank You Page



Thank You Email





# 03

## Top Website Updates

Pave the way for future success



## Top Website Updates

# Supporter Engagement Principles

- Educate to ascend
- Build community
- Reward positive behavior
- Be authentic and transparent
- Keep it simple
- Make it fun

## Top Website Updates

# Update #1:

\$ Donation = Impact



LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

AGENCY RESOURCES

Search



[DONATE NOW](#)

[DONATE](#)

[VOLUNTEER](#)

[ABOUT US](#)

[STORIES](#)

[FIND FOOD](#)

# \$1 = 4 meals

Thanksgiving planning starts early at the Food Bank.

[DONATE NOW](#)

[DONATE MONTHLY](#)



## The Impact You Can Make



**\$25,000**

will help 3 families transition from homelessness to stable housing

[DONATE NOW](#)



**\$10,000**

will help 2 individuals break the cycle of homelessness

[DONATE NOW](#)



**\$5,000**

will help Fund S.T.E.M. based children's education at 7 family shelters

[DONATE NOW](#)



To help more people like Maria, we've set a Day of Giving goal to raise \$200,000, and we've received match-funding to help make that happen!

### Your donation makes a difference:

- ★ It gives low-income families nutritious meals to eat.
- ★ It helps seniors afford medication & healthy food.
- ★ It helps the homeless enjoy a hot meal.
- ★ It helps feed 140,000 people in need every month.

**With every \$100 you donate, you're providing 600 nutritious meals to our friends and neighbors struggling with the stress of hunger.**

Thank you for your support.

Choose an amount to give

\$ 100

\$ 50	\$ 75	\$ 100
\$ 250	\$ 500	Other amount

Make this donation monthly

Donate >

Secure Donation

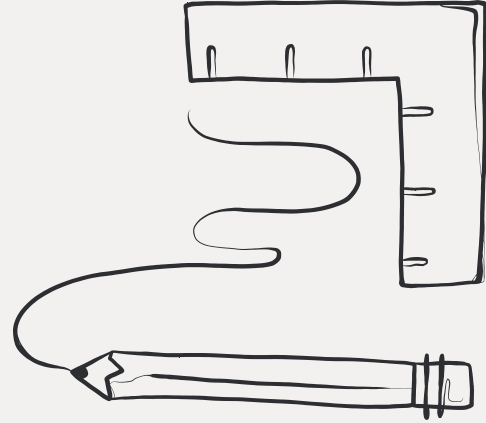


## Top Website Updates

# Update #2:

~~Netflix & Chill~~

Subscribe & Save (the world)





Meals provided last month:

Agency Zone [f](#) [i](#) [t](#) [t](#) [in](#) [v](#) **1,387,815**

[HOME](#)

[ABOUT US](#)

[FIND HELP](#)

[GET INVOLVED](#)

[CONTACT](#)

[DONATE](#)



## Be our backbone. Become a G.E.M today.

\$10/MONTH

PROVIDES 30 MEALS/MONTH

\$20/MONTH

PROVIDES 60 MEALS/MONTH

\$50/MONTH

PROVIDES 130 MEALS/MONTH

\$100/MONTH

PROVIDES 300 MEALS/MONTH





## Your most impactful subscription yet



\$5 a month

### Emergency response funding

For **\$5 a month**, you can help fund emergency response expenses.

[Donate](#)



\$10 a month

### Fund repairs and maintenance of projects

For **\$10 a month**, you can help fund remote monitoring, repairs, and maintenance of water projects.

[Donate](#)



\$25 a month

### Fund clean water projects

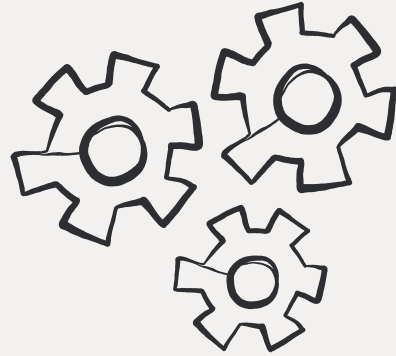
For **\$25 a month**, you can help fund clean water projects.

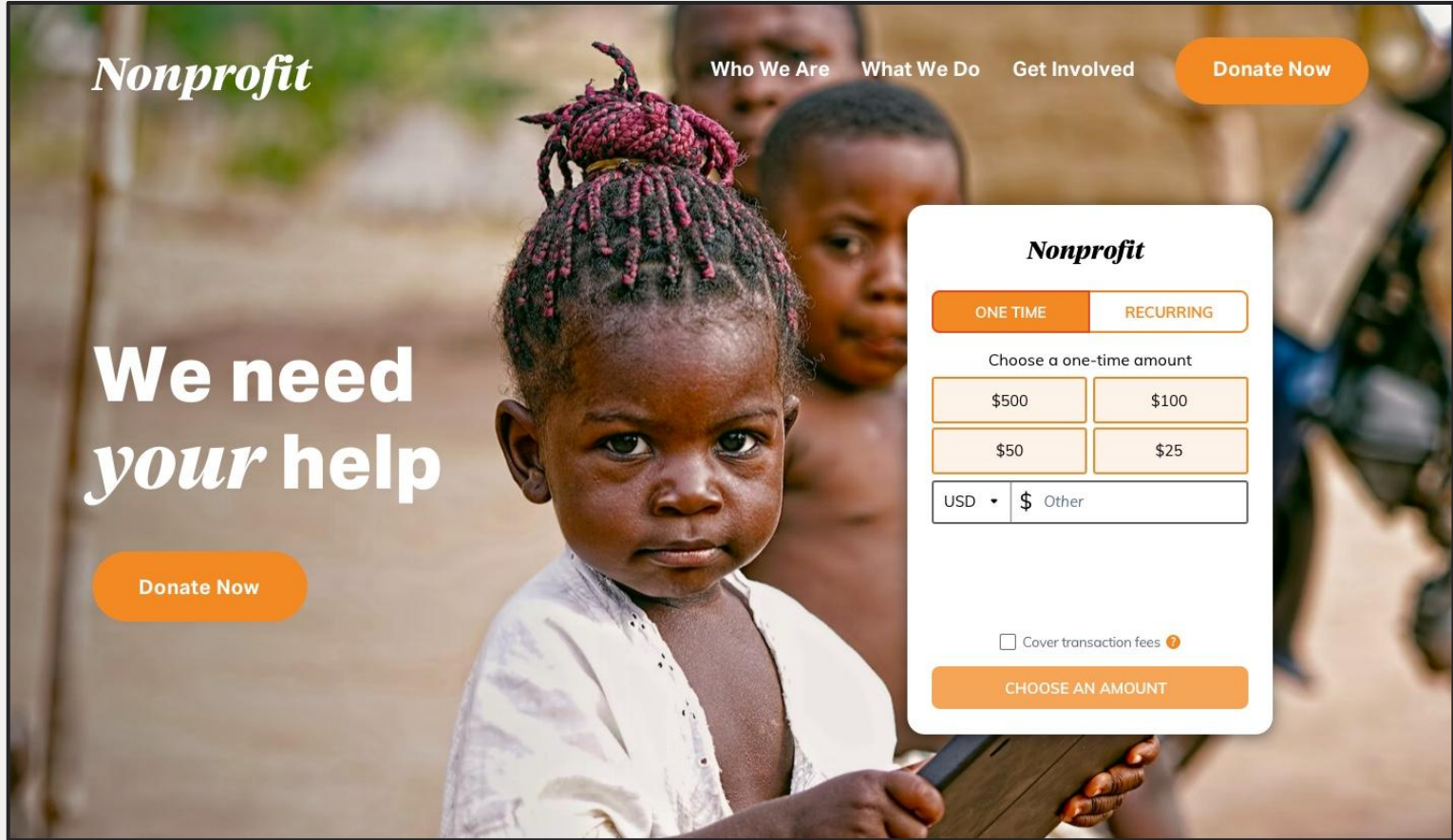
[Donate](#)

## Top Website Updates

# Update #3:

Keep donors on your site





*Nonprofit*

Who We Are   What We Do   Get Involved

Donate Now

We need  
*your* help

Donate Now

**Nonprofit**

ONE TIME   RECURRING

Choose a one-time amount

\$500	\$100
\$50	\$25

USD ▾   \$ Other

Cover transaction fees ?

CHOOSE AN AMOUNT

## Top Website Updates

### Update #4:

Foster community around the mission by making it fun (gamification).



# EMC Participants

## Leaderboard


[View All](#)


### Clackamas FCCU

[View Company Page](#)

\$ 8,719 Raised (100.00%)

11,728 Minutes



### Parker, Smith, & Feek

[View Company Page](#)

\$ 5,534 Raised (55.34%)

2,271 Minutes



### Capital Pacific

[View Company Page](#)

\$ 3,645 Raised (36.45%)

3,735 Minutes



### NFP - EMC

[View Company Page](#)



### TEKsystems PDX

[View Company Page](#)

\$ 6,122 Raised (81.62%)

9,465 Minutes



### CCA

[View Company Page](#)

\$ 4,253 Raised (85.06%)

29,007 Minutes



### TEKsystems TA

[View Company Page](#)

\$ 2,579 Raised (85.96%)

3,874 Minutes



### Fully - EMC

[View Company Page](#)

Top Individuals

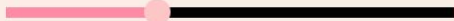
[View all](#)



**Shelly Head**

**Raised: \$7,136** Goal: \$20,000

36%



**Desiree Stimson-Greek**

**Raised: \$7,057** Goal: \$7,500

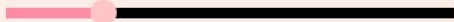
94%



**Mariah Decker**

**Raised: \$5,931** Goal: \$25,000

24%



**Joy Black**

**Raised: \$5,791** Goal: \$500

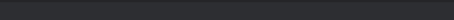
1158%



**Lola Nichols**

**Raised: \$5,000** Goal: \$5,000

100%



Top Teams

[View all](#)



**Grapevine CrossFit**

**Raised: \$15,631** Goal: \$30,000

52%



**TEAM LFG!**

**Raised: \$9,913** Goal: \$15,000

66%



**Konza Strength**

**Raised: \$9,855** Goal: \$2,500

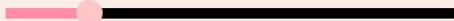
394%



**Team Storm Peak**

**Raised: \$7,346** Goal: \$35,000

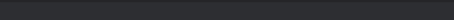
21%



**Crossfit Inversion**

**Raised: \$7,110** Goal: \$20,000

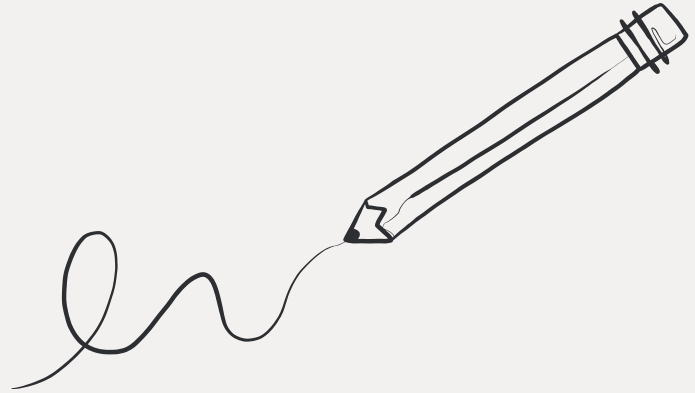
36%

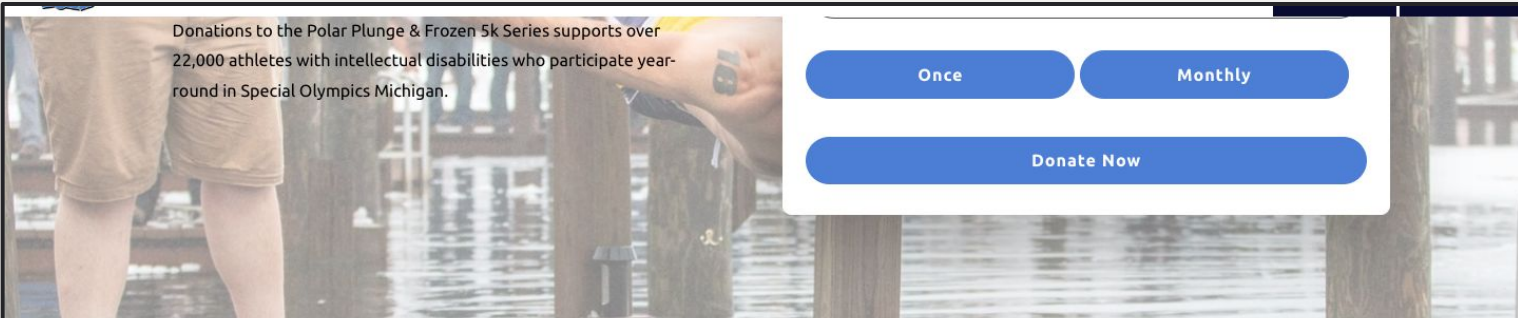


## Top Website Updates

# Update #5:

Keep it simple, *especially*  
when it's complicated.





Donations to the Polar Plunge & Frozen 5k Series supports over 22,000 athletes with intellectual disabilities who participate year-round in Special Olympics Michigan.

Once

Monthly

Donate Now

## Search for a fundraiser to support

Looking for a specific individual or team to support? Search for them below!

Justin

- Justin Boyer
- Justin Bess
- Justin Zanotti
- Justin Eluskie
- Justin Wilson
- Justin Tout
- Justin Respress

PRESENTED BY MICHIGAN LAW ENFORCEMENT

- [Terms + Conditions](#)
- [Privacy Policy](#)
- [Sitemap](#)



© 2021 Special Olympics Michigan Central Michigan University, Mt. Pleasant, MI 48859 +1 989 774 3911 | plungemi@somi.org

Website by **mittun**



## Top Website Updates

# Update #6:

Make your donors winners  
(badges, rewards and raffles)





## Thank you for your donation!

Your donation just earned you **15 tickets** for the raffle. Stay tuned to find out if you're ticket is drawn. The winner will be announced on Monday, September 26.

[Back to home page](#)

Share with your friends!



## Giving Levels

The graphic displays four giving levels, each represented by a medal icon with a ribbon. The second level is highlighted with a blue glow. The levels are:

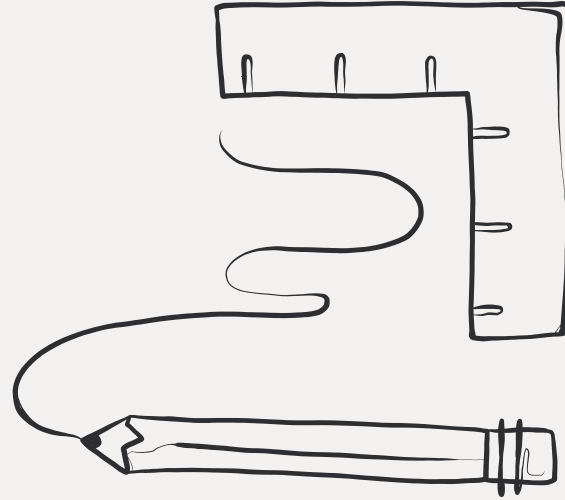
Level	Donation Range
1	Donated \$1-50
2 (YOUR LEVEL)	Donated \$51-100
3	Donated \$101-500
4	Donated \$501+

[View Leaderboard](#)

Top Website Updates

# Update #7:

Build anticipation with pre-event updates



abilis

Advancing abilities for people with special needs since 1951



[Event Schedule](#)

[Sponsors](#)

[Fundraising Tips / FAQs](#)

[About Abilis](#)

[Gallery](#)

[Join Us](#)

[Donate](#)

[Login](#)



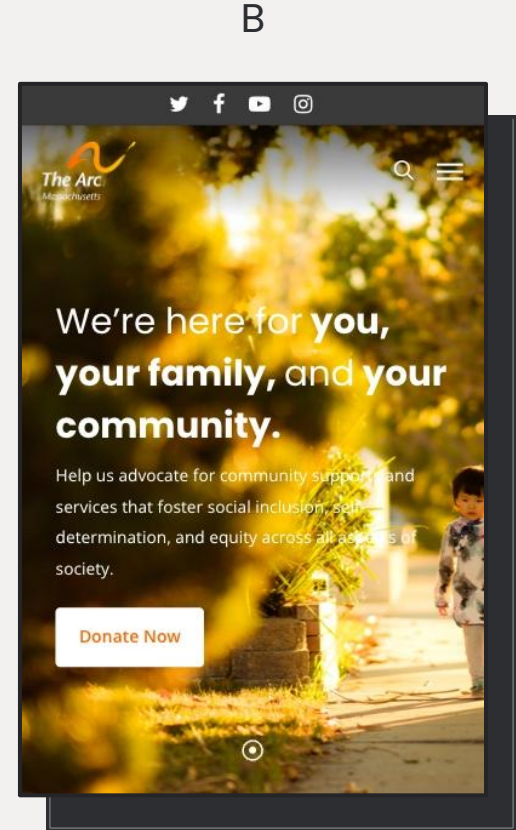
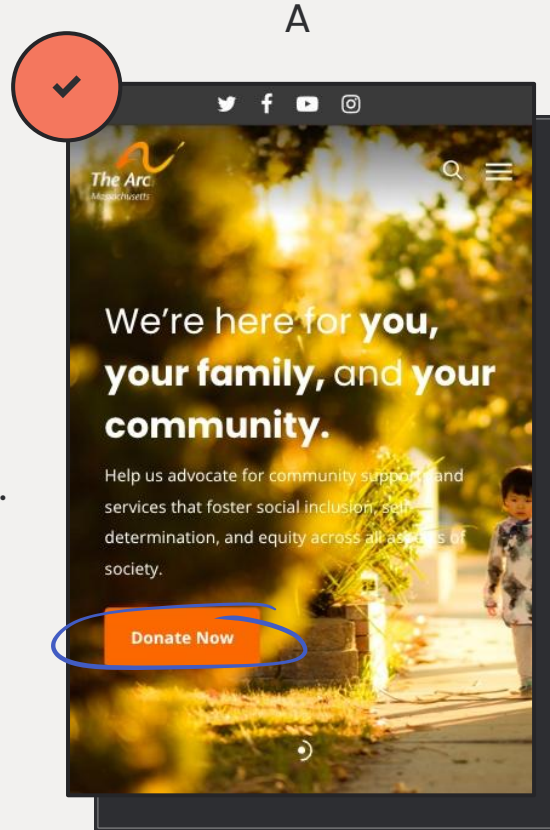
36<sub>days</sub> 12<sub>hrs</sub> 49<sub>min</sub> 02<sub>sec</sub>

until *walk/run day*

## Top Website Updates

# Update #8:

A/B test your way to success.

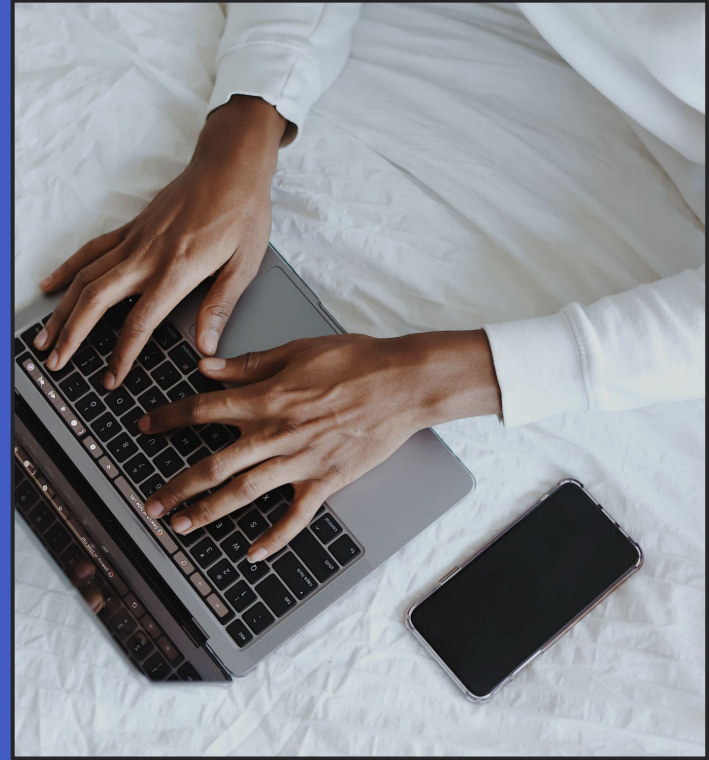


# How?

# 04

## Homepage Takeovers & Microsites

What are they? What are the benefits? And which one is best for your organization?





## Homepage Takeovers & Microsites

# Benefits of a Homepage Takeover

- Spotlights your campaign
- Allows for direct & organic traffic
- Centralizes your marketing efforts
- Typically requires minimal “lift”
- Accommodates bite-sized updates
- Or total transformations



FAQs



2021

# 48-Hour Virtual Race to End Hunger

\$1,041,745 / \$1,000,000 GOAL



**Final Standings**

## Final Standings

### Overall Giving Leaders

1.	🏆 Cisco	\$448,673
2.	🏆 Fenwick & West	\$211,162
3.	🏆 Maxim Integrated: Now Part of Analog Devices	\$172,728
4.	Zscaler	\$109,157
5.	Intel	\$31,507
6.	Renesas	\$28,119
7.	Equinix	\$18,541
8.	Proofpoint	\$11,138
9.	Veritas	\$10,720

### Per Capita Leaders

1.	🏆 Fenwick & West	\$541.44
2.	🏆 Zscaler	\$197.39
3.	🏆 Maxim Integrated: Now Part of Analog Devices	\$86.45
4.	Renesas	\$45.57
5.	Cisco	\$35.22
6.	Veritas	\$30.72
7.	Proofpoint	\$13.10
8.	Equinix	\$8.59
9.	Intel	\$4.04

### Participation Leaders

1.	🏆 Zscaler	100.00%
2.	🏆 Renesas	23.82%
3.	🏆 Fenwick & West	23.33%
4.	Veritas	22.06%
5.	Maxim Integrated: Now Part of Analog Devices	21.22%
6.	Proofpoint	8.35%
7.	Cisco	6.91%
8.	Equinix	5.42%
9.	Intel	1.44%

Thank you for your support of the Virtual Race to End Hunger!

## Homepage Takeovers & Microsites

# Benefits of a Microsite

- Lower risk
- Minimal impact on brand
- Makes the campaign its own entity
- Allows for customized experience

## Giving Tuesday Funds

Scholarships

Building Projects

Emergency Funds

Travel/Experiences

Theater & The Arts

Science & Technology

Regional Campuses



#CreateMoreGood



Goal: \$100,000 (13%)



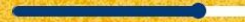
Campaign For Change



Goal: \$10,000 (84%)



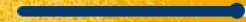
Campaign for Progress



Goal: \$10,000 (78%)



Create More Good (2019)  
Donation Form



Goal: \$10,000 (92%)

## Homepage Takeovers & Microsites

# Which one is best for me?



Homepage Takeovers & Microsites

# Create a destination

By combining the best of both options.



Microsite Example - NGS

Putting it all together

**1** Countdown to end of event: 1 2 : 3 6 : 0 7  
HOURS MINUTES SECONDS

**2** GIVING TUESDAY  
National Geographic Society  
Donor Count: 12,500 Donor Goal: \$2,000,000  
Raised: \$400,000 Goal: \$1,000,000

**3** National Geographic Society and Lydia Hill partner today to support the Explorers in the following key areas:

**4** Search for an explorer key area to support...

OCEAN	LAND	WILDLIFE	HISTORY & CULTURES	HUMAN INGENUITY
863 Ocean Raised	1,734 Land Raised	1,260 Wildlife Raised	2,905 History & Cultures Raised	592 Human Ingenuity Raised

**5** National Geographic Society

Featured NGS Challenges

Save the Whales	Save the Sloths	Promote Innovation	Protect our stories
Number of Donors: 567	Number of Donors: 734	Number of Donors: 300	Number of Donors: 165

**6** Match donor progress bars for: John Doe for Oceans, Jane Smith for Wildlife, Will Johnson for Land, Dakota Newell for Oceans, Nicole Manning for Human Ingenuity, Samson Jones for History & Cultures.

**7** Campaign Activity

- Olga Browne donated \$100.00 from Austin, TX
- Brendy Branan donated \$20.75 from San Diego, CA for an app to be able to contribute to water issues
- Kathy Orsini donated \$100.00 from New York, NY to support the National Geographic Society team
- \$100 was donated anonymously from Chicago, IL
- Chad Lee donated \$20.00 from Denver, CO to help support a great cause to support!

National Geographic Society Tag Board

#EXPLORERS #LAND #WILDLIFE #OCEAN #HISTORYANDCULTURES #HUMANINGENUITY

@thesocietyofgood

the Society of Good is looking for all donations to match \$1 to help provide renewable energy and clean water and support the mission.

the Society of Good is looking for all donations to match \$1 to help provide renewable energy to identify the energy revolution here of the future. Our goal is to see another field program in the Amazon within a year of the #theSocietyofGood

the Society of Good is looking for all donations to match \$1 to help provide renewable energy to identify the energy revolution here of the future. Our goal is to see another field program in the Amazon within a year of the #theSocietyofGood

the Society of Good is looking for all donations to match \$1 to help provide renewable energy to identify the energy revolution here of the future. Our goal is to see another field program in the Amazon within a year of the #theSocietyofGood

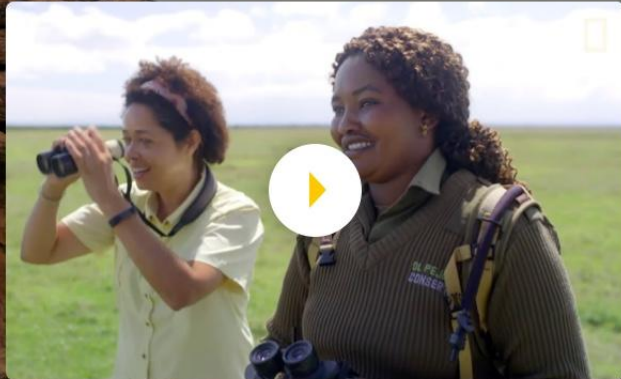
the Society of Good is looking for all donations to match \$1 to help provide renewable energy to identify the energy revolution here of the future. Our goal is to see another field program in the Amazon within a year of the #theSocietyofGood



Countdown to end of event:

1 2 : 3 6 : 0 7  
HOURS MINUTES SECONDS

1



GIVING TUESDAY  
National Geographic Society

Donor Count: 12,500

Donor Goal: 50,000



Raised: \$400,000

Goal: \$1,000,000



GIVE NOW

2

## National Geographic Society and Lydia Hill partner today to support the Explorers in the following key areas:

3

Search for an explorer or key area to support...



### OCEAN

**803** | **\$75,000**  
 Donors | Raised



### LAND

**1,734** | **\$150,000**  
 Donors | Raised



### WILDLIFE

**1,260** | **\$105,050**  
 Donors | Raised



### HISTORY & CULTURES

**2,905** | **\$175,000**  
 Donors | Raised



### HUMAN INGENUITY

**592** | **\$45,320**  
 Donors | Raised

4

[ABOUT US](#)

For more than 130 years, the National Geographic Society has funded the best and brightest individuals dedicated to scientific discovery and understanding of our world.

Our historic commitment to dauntless exploration dates back to our founding in 1888 when 33 prominent scholars and scientists established an organization dedicated to the "increase and diffusion of knowledge."

## Featured NGS Challenges

ALL

LAND

WILDLIFE

OCEAN

HISTORY & CULTURES

HUMAN INGENUITY

5

OCEAN



**Save the Whales**  
4 hours left | Ends 11/30/22

✓ MATCH GOAL MET


Raised **\$11,500** of \$10,000 Goal

Number of Donors **567**

**DONATE**

[Share challenge](#)

WILDLIFE



**Save the Sloths**  
6 hours left | Ends 11/30/22

✗ MATCH GOAL NOT MET


Raised **\$7,500** of \$10,000 Goal

Number of Donors **734**

**DONATE**

[Share challenge](#)

HUMAN INGENUITY



**Promote innovation**  
16 hours left | Ends 11/30/22

✗ MATCH GOAL NOT MET


Raised **\$5,125** of \$10,000 Goal

Number of Donors **300**

**DONATE**

[Share challenge](#)

HISTORY & CULTURES



**Protect our stories**  
22 hours left | Ends 11/30/22

✗ MATCH GOAL NOT MET

Raised **\$2,550** of \$10,000 Goal

Number of Donors **165**

**DONATE**

[Share challenge](#)

LOAD MORE

## Current Matches

"Double your impact" by making a donation to a match gift



**John Doe** for Oceans

Raised **\$450** of \$500 Goal  
\$50 by 5:00 pm 11/29/22

[DONATE](#)



**Will Johnson** for Land

Raised **\$375** of \$500 Goal  
\$125 by 6:00 pm 11/29/22

[DONATE](#)



**Nicole Manning** for Human Ingenuity

Raised **\$110** of \$200 Goal  
\$90 by 2:00 pm 11/29/22

[DONATE](#)



**Jane Smith** for Wildlife

Raised **\$215** of \$250 Goal  
\$35 by 11:59 pm 11/29/22

[DONATE](#)



**Dakota Newell** for Oceans

Raised **\$150** of \$250 Goal  
\$100 by 11:30 am 11/29/22

[DONATE](#)



**Samson Jones** for History & Cultures

Raised **\$45** of \$100 Goal  
\$55 by 4:45 pm 11/29/22

[DONATE](#)

## Campaign Activity

Thank you for supporting the National Geographic Society!



- O** **Olga Bobrova** donated \$100.00 from Austin, TX  
1 min ago


---

- E** **Emily Branan** donated \$30.75 from San Diego, CA  
I'm so happy to be able to contribute to wildlife today!  
5 mins ago

---

- K** **Kathy Orsted** donated \$100.00 from New York, NY  
Couldn't love the National Geographic Society more!  
8 mins ago

---

-  \$102.50 was donated anonymously from Chicago, IL  
12 mins ago

---

- C** **Chet Hee** donated \$50.00 from Denver, CO  
Human ingenuity is a great cause to support!  
12 mins ago

[VIEW MORE](#)[VIEW MAP](#)

Microsite Example - NGS

Putting it all together

**1** Countdown to end of event: 1 2 : 3 6 : 0 7  
HOURS MINUTES SECONDS

**2** GIVING TUESDAY  
National Geographic Society  
Donor Count: 12,500 Donor Goal: \$2,000,000  
Raised: \$400,000 Goal: \$1,000,000  
GIVE NOW

**3** National Geographic Society and Lydia Hill partner today to support the Explorers in the following key areas:  
Search for an explorer key area to support...

**4**

OCEAN	LAND	WILDLIFE	HISTORY & CULTURES	HUMAN INGENUITY
863 Ocean Raised	1,734 Land Raised	1,260 Wildlife Raised	2,905 History & Cultures Raised	592 Human Ingenuity Raised

**5** National Geographic Society  
For more than 130 years, the National Geographic Society has funded the best and brightest individuals dedicated to scientific discovery and understanding of our world. Our historic commitment to scientific exploration dates back to our founding in 1888 when 23 government scientists and explorers established an organization dedicated to the "increase and diffusion of knowledge."  
Today, National Geographic Explorers are working to push the boundaries of knowledge, uncovering new insights about the natural and cultural worlds and strengthening our connection to them and one another.  
LEARN MORE

**Featured NGS Challenges**

ALL	LAND	OCEAN	HISTORY & CULTURES	HUMAN INGENUITY
<b>Save the Whales</b> #SaveTheWhales Raised \$11,500 of \$10,000 Goal Number of Donors: 567	<b>Save the Sloths</b> #SaveTheSloths Raised \$7,500 of \$10,000 Goal Number of Donors: 734	<b>Promote Innovation</b> #PromoteInnovation Raised \$5,125 of \$10,000 Goal Number of Donors: 300	<b>Protect our stories</b> #ProtectOurStories Raised \$2,350 of \$10,000 Goal Number of Donors: 165	

LEARN MORE

**6**

John Doe for Oceans: Raised \$49 of \$200 Goal  
Jane Smith for Wildlife: Raised \$219 of \$200 Goal  
Will Johnson for Land: Raised \$375 of \$200 Goal  
Dakota Newell for Oceans: Raised \$146 of \$200 Goal  
Nicole Manning for Human Ingenuity: Raised \$118 of \$200 Goal  
Samson Jones for History & Cultures: Raised \$44 of \$200 Goal

**7**

**Become a Match Donor**  
It's as easy as 1-2-3!

- 1 Create an account
- 2 Fill in the info for your match
- 3 Submit your match!

**Campaign Activity**  
Thank you for supporting the National Geographic Society!

- Olga Browne donated \$100.00 from Austin, TX
- Brendy Branan donated \$20.75 from San Diego, CA for an app to help kids contribute to water conservation
- Kathy Orsini donated \$100.00 from New York, NY to support the National Geographic Society team
- \$100 was donated anonymously from Chicago, IL
- Chad New donated \$20.00 from Denver, CO to help support a great cause to support!

**National Geographic Society Tag Board**

ALL #EXPLORERS #LAND #WILDLIFE #OCEAN #HISTORYANDCULTURES #HUMANINGENUITY

#SaveTheWhales  
#SaveTheSloths  
#PromoteInnovation  
#ProtectOurStories

05

## & Beyond

Catapult your campaign to new heights in 2023.



**Giving Tuesday & Beyond**

# Rinse and Repeat

**Continue your fundraising cycle with confidence**

- Analyze analytics and A/B tests
- Turn campaigns into annual reports
- Apply results to other parts of the site
- Reuse/create successful campaigns



## Giving Tuesday & Beyond

# Intangible benefits you carry into next year

- Builds community among donors
- Designed with the power to scale
- Boosts your organic SEO

Now it's **your turn**

Homepage Takeovers & Microsites

# Introducing ClassyPress Pro

**Activity Feed**

- Kevin Corol donated \$500.00 48 seconds ago
- Rachel Aldala donated \$250.00 2 minutes ago
- Hailey Davis donated \$75.00 2 minutes ago
- Matt McLee donated \$180.00 4 minutes ago

**KIDS HOPE**

WE HOPE.

Goal: \$10,000 Raised: \$7,236

**Choose an amount to give**

\$50 \$75 \$100  
\$200 Other

\$75

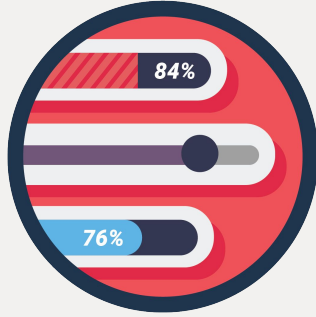
Once Monthly

Donate

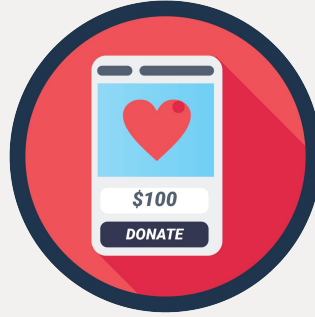
Matthew Lackey Raised \$1200 Goal \$1200  
Rachel Aldala Raised \$250 Goal \$250  
Sarah Yee Raised \$100 Goal \$100  
Hailey Mirsal-Davis Raised \$500 Goal \$1000  
Ed Trujillo Raised \$100 Goal \$500  
Tim Kanter Raised \$100 Goal \$175

CORE FEATURES

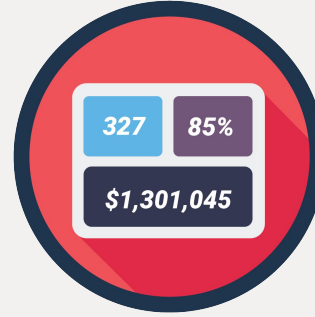
Progress Bars



Donation Form



Impact Stats



Leaderboards



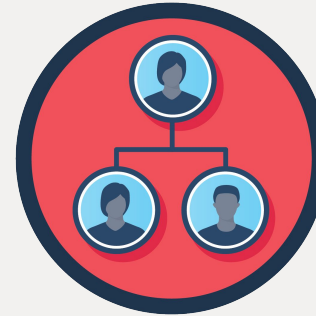
Campaign Grid  
+ Filter



Dynamic  
Search

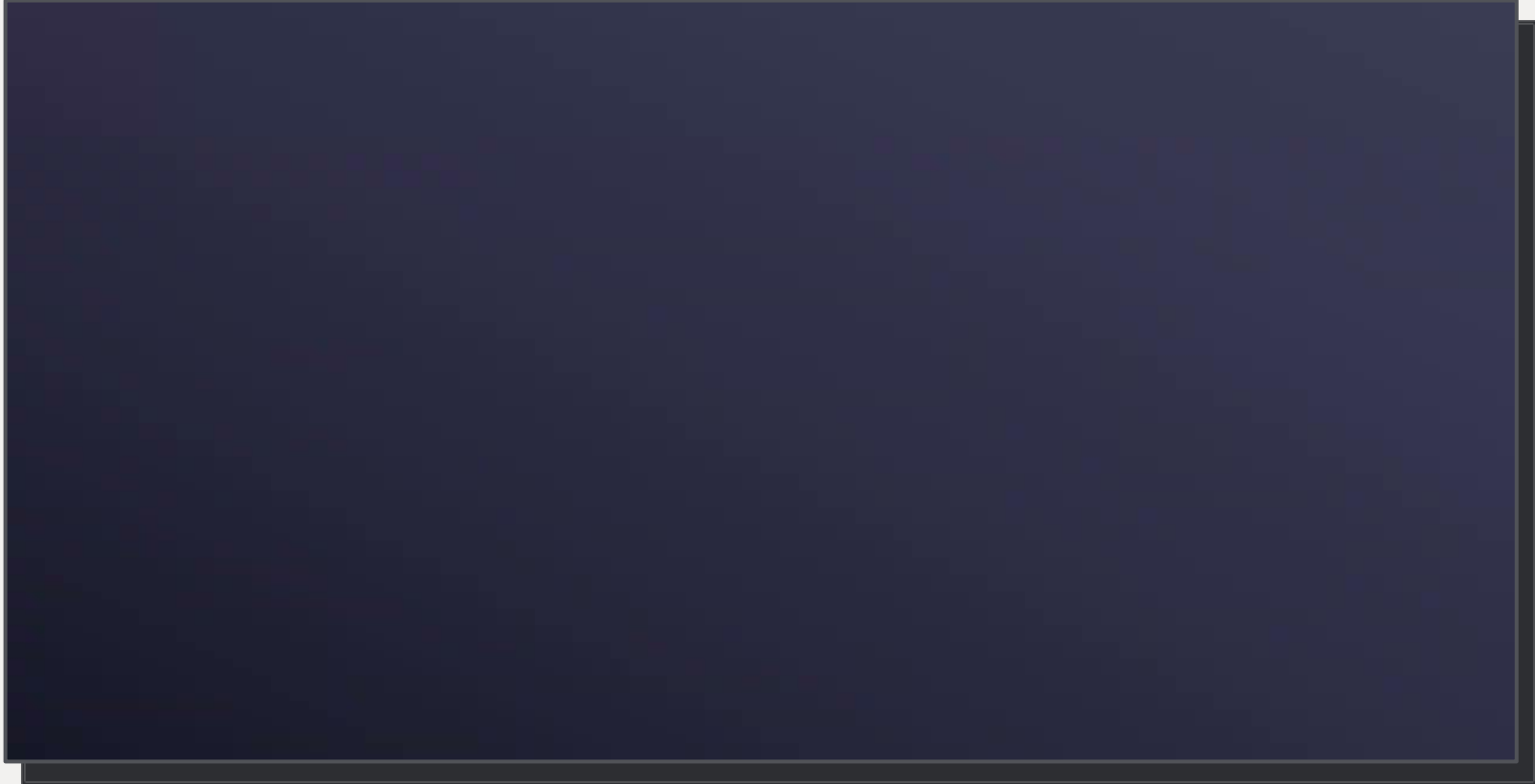


Connected  
Accounts



PRO FEATURES

# Introducing *ClassyPress Pro* Enterprise



ENTERPRISE FEATURES

Event Series with  
Leaderboards



Campaign  
Microsites



Ticketed Events



Extra  
Integrations



Region Specific  
Landing Page



Challenges



Activity Feed  
with Donor Map

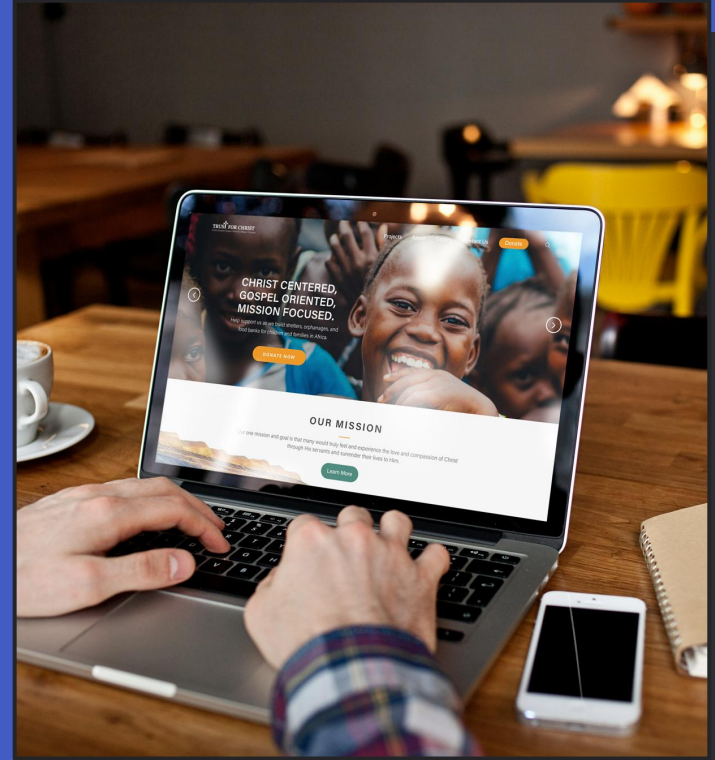


Professional  
Setup + Support



# 06 Your Digital Partner

Our mission is to  
empower yours.



Your Digital Partner

**We are an  
extension of  
your nonprofit.**

- Fundraising Solutions
- Graphic Design
- SEO & Storytelling
- Email Marketing
- Google Ads & Google Ad Grants
- Website Redesigns
- Landing Pages & Microsites
- Customized plugins
- Branding & Creative
- Tech Support



## Your Digital Partner

# 3 simple things to do *right now* that will make a real difference



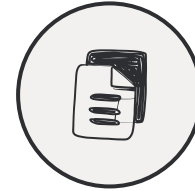
### Team Meeting

Are you positioned to leverage the opportunity of Giving Season?



### Integrate Classy

Make use of the tools and data points that are readily available to you.



### Meet with Mittun

Schedule a FREE 15 minute phone call to see what's possible.

Learn More

[mittun.com/classy](https://mittun.com/classy)

It's not too late to have your **BEST Giving Tuesday** yet.

- Free Strategy Call With Senior Website Specialist
- Classy Integration Demos
- Promo Code for ClassyPress

Countdown to  
Giving Tuesday

6 9

DAYS

*Classy*