

WishWell

Powered by  ONEGIFT

Highlighting the Impact of WishWell

A Simple and Engaging Community Fundraiser

The OneGift Foundation

8/21/2024

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I. Executive Summary

A. An Overview of OneGift

The OneGift Foundation was established in 2024. It was founded on the principle of democratizing donations and driving philanthropy towards a more community-centered approach. Our mission is to grow global charitable giving and community by connecting people with the causes that resonate with them the most and by building the products that drive stronger engagement with those causes. We believe this will revolutionize charitable giving through the use of advanced technology. Our core objective is to connect donors with causes they deeply care about. It is time for philanthropy to be more accessible and impactful! Our vision is a world where artificial intelligence (AI) fosters meaningful connections between individuals, communities, and causes.

To date, through WishWell, The OneGift Foundation has successfully raised over \$1,104,690.00 for nonprofits internationally and is generating more than \$1,000 a day in donations. Our innovative giving platform, features tools like WishWell, that empowers donors to support causes they care about. We are deeply committed to amplifying the voices of under-resourced and underserved communities throughout all of our initiatives. That is why our mission is centered around uplifting the people behind the causes.

B. An Overview of WishWell

WishWell is a new, simple and engaging community fundraiser.

This white paper presents a detailed overview and case study on the development and impact of WishWell, one of our most groundbreaking fundraising products that drives stronger engagement with charitable causes through simple well-wishes, like happy birthday, anniversary, holiday cards, and more. WishWell engages communities while driving donations. Through the generosity of community members, we facilitate meaningful giving to their chosen organizations while engaging with community members. Sending simple and compassionate wishes like “happy birthday” and “happy anniversary” for just a dollar donation has led to organizations receiving hundreds of thousands of dollars. Organizations have the option to choose their own minimum amount of giving, starting from contributions of even just \$1.

We understand just how far relationship building can go for community organizations. That’s why WishWell uses the power of community to facilitate charitable giving on a personalized level online. Our successful organizations, like The PAP Corps, South Florida's Largest Volunteer Cancer Fundraising Organization, use this tool to foster stronger connections among their members. This ranges from volunteers, employees, and other stakeholders. We support a wide range of charitable causes and look forward to bringing on even more opportunities to engage communities within the next year. Currently, each birthday wish efficiently

increases top-line donations, while increasing community engagement. We believe that valuable hours of volunteers and staff should be spent to furthering their mission, not being weighed down by fundraising.

Since our founding, our product WishWell has gained traction with more than 100 clients across the globe who have been able to fundraise hundreds of thousands of dollars without any direct costs associated! This has demonstrated significant potential for growth for future organizations looking to engage in meaningful giving. We believe in keeping overhead costs low and the room for community growth limitless!

Our fundraising platform has proven to be an effective and fun way for organizations to increase their charitable contributions. We proudly also have been able to decrease the amount of effort (approximately by 8% of staff time) to raise the same amount of money by using our automation for WishWell. Through integrating a seamless and enjoyable giving experience for donors and members, WishWell contributes to both community spirit and social impact.

Our detailed case study of The PAP Corps, will explore WishWell's unique features, powerful technology, and measurable benefits that help organizations everyday on our platform. This white paper aims to provide a comprehensive understanding of how WishWell can transform the fundraising industry for giving by staying community focused.

To gain insight into the impact of WishWell by The OneGift Foundation, we conducted interviews from some of our most valued partners. Cheryl Ferrazza, an Information Technology Manager from The PAP Corps, has been instrumental in implementing the WishWell program at her organization. Cheryl shared, "The WishWell program has been a key contributor to our annual donations, and the app built by OneGift makes it easier than ever!" She emphasized that the simplicity and user-friendliness of the app have significantly increased donor engagement and participation. Cheryl also noted that automated reminders and the ability to personalize donations have made the process enjoyable for both donors and recipients. We're thrilled we're able to create a sense of community and shared purpose for The PAP Corps. This is one of many happy reviews that demonstrates the power of our innovative product.

Additionally, Steina Walter, a dedicated volunteer from the Cascade Lakes Chapter of The PAP Corps added, "The WishWell program is so important to our community's fundraising efforts, and the WishWell app makes it so easy to do!" We are proud to see our technology put to work for social good!

II. Introduction

A. Why do we Need a New Community-Based Fundraiser?

Nonprofits constantly face the challenge of raising funds for their causes while working off of limited resources. Decreasing numbers of volunteers, tight budgets and restricted funding all prevent organizations from achieving their goals. We see organizations struggling daily with traditional fundraising methods. Events, campaigns, and direct appeals require significant time, effort, and financial investment from already overburdened staff members. That is one of the reasons why we designed a fundraiser and supporting product that could provide relief to staff while fundraising from an equitable and community-centered approach. With the growing need for new fundraising solutions, we believe that nonprofits should be able to generate steady revenue without taking away from their already limited time.

WishWell addresses this need by providing a fundraising product that is both risk-free and self-sustaining for all organizations. By integrating automation for fundraising, such as birthday well-wishes, WishWell eliminates the need for extensive planning and execution typically associated with traditional methodologies. Our approach ensures a consistent flow of donations throughout the year with minimal effort. We believe nonprofits should be able focus more on their mission and less on the logistics of fundraising.

B. The Importance of the New WishWell Fundraiser

The development of giving technology like WishWell is a significant advancement for the nonprofit and fundraising industry. The WishWell fundraiser provides a unique and engaging way for organizations to raise funds through meaningful gestures that build community, and our software product facilitates the fundraiser so that the donations and engagement are almost automatic. For example, we help organizations market their fundraiser through beautiful cards, marketing emails ([Donor Marketing Program \(DMP\)](#)), automated order reminders, birthday reminders, and regular reports. These act as thoughtful reminders for people of how much their community members care about them!

While the traditional fundraising industry remains highly competitive and siloed, it continues to present challenges for nonprofits to receive equitable sources of philanthropy. WishWell's innovative approach not only simplifies the donation process, but also encourages donor engagement both online and in-person and empowers smaller donors to work together for greater impact.

WishWell is designed to scale with the growing needs of nonprofits. We offer a best-in-class solution that can be customized to fit various organizational contexts. With a low administrative fee of 5% and an additional ~3% processing fee for credit card transactions, WishWell ensures that the overwhelming majority of donations directly support the chosen causes. This transparent and efficient model empowers trust and confidence among donors and aligns incentives. Our fundraising software is carefully curated to motivate more consistent and meaningful contributions fueled

by generosity. WishWell has the potential to transform how nonprofits and community organizations approach fundraising, making it more sustainable and impactful. We are excited to see how your organization can grow with us.

C. How WishWell Came to be

The OneGift Foundation's relationship with WishWell was driven by its mission to use technology for increasing charitable giving. Upon filing our IRS 501c3 forms, The OneGift Foundation formalized our mission of democratizing giving and providing nonprofits with the tools and resources to further bring resources to under advocated for communities in addition to the large scale organizations who are doing vital community work. We recognized the needs of valuable community organizations doing the hard work to increase the quality of life for others. WishWell provides a tool to mitigate the limitations of traditional fundraising methods that can be extremely laborious for organizations of all sizes. This has helped inform the foundations of The OneGift Foundation and how we can continue to create innovative solutions.

Through market research and pilot programs with our partners, OneGift identified the potential of integrating social interactions, like birthday celebrations, with charitable giving. This led to the development of WishWell. We are proud to offer a product designed to bring communities closer. Our initial pilot program demonstrated the effectiveness of this approach. Our partnering organizations all

reported high levels of satisfaction and increased donation rates. Additional benefits also included decreased operational expenses, and time spent on fundraising. Our current platform provides an easy and fun giving experience, combined with low operational requirements and minimal start up time. It is made to provide an ideal solution for communities looking to increase their fundraising efforts. We continuously refine and expand the capabilities of WishWell, through updating our software with changes in technology. The OneGift Foundation perpetuates this sentiment by aiming to set a new standard for how nonprofits should have the power to maintain their resources and sustain their missions.

III. How Does WishWell Work?

WishWell is an innovative concept that is powered by a software product designed to fit into the everyday schedule of the Executive Director or Community Leader. Through easy to set up automated giving moments, we can create even larger community impact. Specifically through celebrations, like birthdays, we have been able to decrease the amount of time nonprofits spend on tasks associated with fundraising, while driving grassroots engagement and donations that add up to big impact.

Through our platform we continue to provide solutions to the intersectional needs of nonprofit organizations. The tight confines for funding should not be the reason why communities continue to go underserved. Our user-friendly platform makes participation effortless and enjoyable.

Our features are designed to keep your community engaged. We offer features such as automated notifications, personalized giving options, and the choice between virtual and physical birthday cards. These elements ensure a user experience that will consistently lead to more engagement among members, with a personalized touch!

We are excited to bring this form of giving to more nonprofits and community organizations! We all know that charitable giving needs to be a routine part of running a community-based org. That's why we are committed to making the lift even lighter for the people who run their organizations. Through real relationship building, we hope to strengthen connections among members and amplify the collective impact of small donations.

The efficiency and cost-effectiveness of WishWell are what makes fundraising more accessible than ever! We understand how organizations are run by busy schedules and a lack of time that stretches organizational resources. WishWell helps nonprofit staff to focus on their core mission rather than the complexities of fundraising management.

With the recurring nature of community events like birthday wishes, our automated giving keeps donors engaged and builds their interest and loyalty with their beloved organization. Additionally, the customized automated system reduces the administrative burden on nonprofits. We want communities to re-invest time back

into their mission-driven activities. We strive to meet the critical needs of community organizations.

Through WishWell, The OneGift Foundation contributes to helping nonprofits and community groups increase their capacity. We look forward to continuing to a world transformed by newer more innovative fundraising practices.

Below is a more detailed overview of how WishWell works.

A. The WishWell Signup Process - [Launching WishWell](#)

Sign-up for WishWell

Simply to go wishwell.ai/signup and fill out the form to register.

From here, you will be assigned a dedicated Customer Advocate who will get your account set-up, and assist with marketing the fundraiser to ensure you gain the initial traction necessary to continue generating meaningful donations in perpetuity. The Customer Advocate's single goal is to ensure that you successfully raise as much as possible through the innovative WishWell fundraiser.

Set Up Your Payouts

This is where you pick the cause to support. You can either:

- a) Set up your bank account to receive donations to your own cause or nonprofit. You will need to integrate Stripe in order to receive payments, though we are working on integrations with other payment providers. Once you're set up, any of our communities of givers can find you and choose to

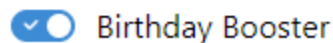
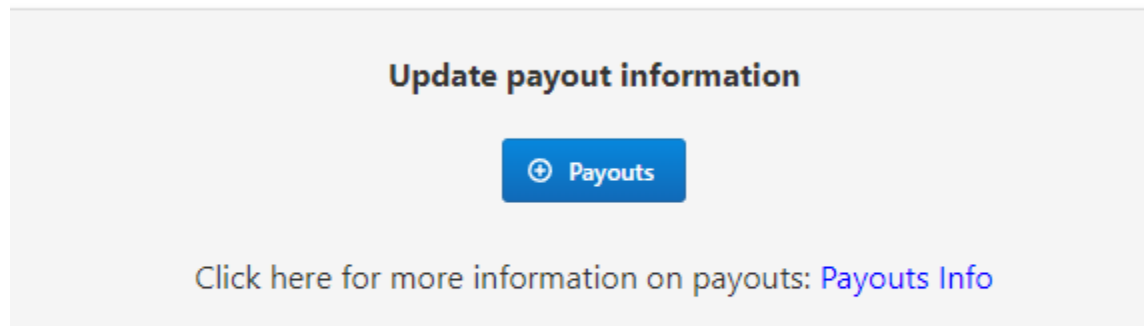
give to you, though we recommend inviting your already engaged communities as a start to hit the ground running! or;

Connect your bank account to WishWell

WishWell integrates with Stripe and provides payment support for both donations and payouts in 42 countries: <https://onegift.ai/resources/payouts>

Australia Austria Belgium Bulgaria Canada Croatia Cyprus Czech Republic Denmark Estonia Finland France Germany Gibraltar Greece Hong Kong SAR China Hungary Ireland Italy Japan Latvia Liechtenstein Lithuania Luxembourg Malta Mexico Netherlands New Zealand Norway Poland Portugal Romania Singapore Slovakia Slovenia Spain Sweden Switzerland Thailand United Arab Emirates United Kingdom United States

Payouts



- b) You can choose a cause or nonprofit from our large database of causes that your community can choose to support.

Invite Donor Communities (Optional):

Invite or import donors individually or as a group to support your cause. This can be found in your dashboard and uploaded as an excel document.

Getting your donors into WishWell

Customers can add their donors to WishWell in a variety of ways:



1. The most effective way is to import donors via a spreadsheet. It's simple, effective, gets all your donors in the system, and provides a simple opt-out feature for those that don't want to participate. We are also happy to format the data for you!
2. WishWell provides organizations with a custom registration link that they can share with their membership through their normal communication channels to self-register (and provide their birthday or other important date if necessary).
3. WishWell can integrate with Donor Management Systems (DMS's) or Customer Relationship Management Systems (CRM's) to connect customers' databases directly with WishWell.

Market WishWell to your donor communities:

The Donor Marketing Program (DMP)

WishWell provides a fully automated [Donor Marketing Program \(DMP\)](#) that educates your donors about your new fundraising mechanism, so that they will start using it as soon as possible. Add your donors or have our team of experts format your data for success.

Here's an example email from the DMP:

  **Who wouldn't donate \$1 for their friend's birthday?**

1 message

ryan@onegift.ai <ryan@onegift.ai>
To: ryan@onegift.ai

Thu, Nov 2, 2023 at 9:00 AM

Barry,

It seems crazy to think that just a few small donations can have a big impact, but donating just a small amount every year for your friend's birthdays can make all the difference. We've seen charities that use WishWell get 10%, 15%, evn 20% bumps in their annual donations. You can help by making just a few wishes today! Head over to wishwell.ai/wishwell to start, and make sure to share with those that haven't yet heard of the new program.

Happy Giving!



Your Test Chapter Team!

[Learn more about WishWell and OneGift](#)

B. The Donation Process




1. Every quarter, your donors get a personalized email letting them know who in their community has a special event coming up. You can celebrate birthdays, anniversaries, holidays, pet birthdays, or anything you want! You can also celebrate any amount of different events as well.



Note that the email will come from whatever email you want (not a WishWell address) and will be personalized to your community.

Here's your Sunday Breakfast Mission WishWell Order Form for July, August, and September birthdays!  



ryan@onegift.ai
to margie

Sat, Jun 1, 10:00 AM   

 Untracked [Log email to HubSpot](#) 

Margie,

It's time to place your wishes for Q3 birthdays occurring in July, August, and September. Please head over to wishwell.ai/sundaybreakfastmission to place your orders via secure credit card or ACH payment today!

If you're new to WishWell, you can get more information on how the process works at: wishwell.ai/wishestutorial

Wishes are due by the end of the month. Please contact your organization administrator or WishWell if you have any questions or don't want to get these reminders anymore.

Happy Giving!

Your Sunday Breakfast Mission Team!

2. Donors then pick the the people they want to wish well, and make a small donation for each wish (you can set the minimum donation per wish, and we accept donations to and from 42 countries). Here's a sample checkout page: wishwell.ai/glo.



[Tutorial](#) [\\$ Donate Now](#) [Register](#) [Update My Info](#) [Refer WishWell](#) 

A.J. Vega - 0 Donations

Birthdays Select All

October
0

November
0

December
0

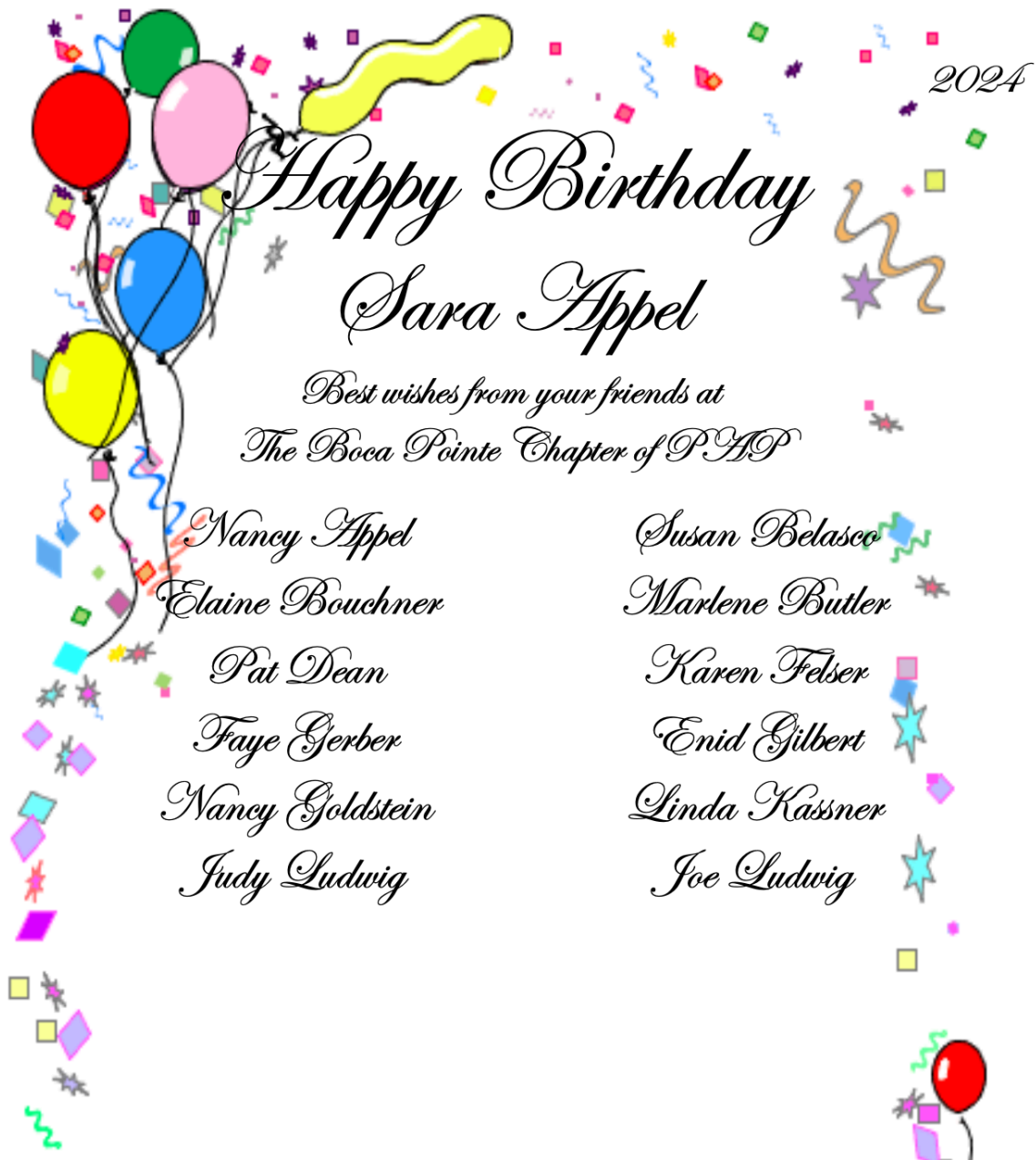
Name - Birthday

Name - Birthday

Name - Birthday

- | | | |
|--|--|---|
| <input type="checkbox"/> Dina (undisclosed) - 19 | <input type="checkbox"/> Valeria Bustamante - 29 | <input type="checkbox"/> Shary Frahm - 30 |
| <input type="checkbox"/> Scarlett de Tino - 20 | <input type="checkbox"/> Maira Ferrari - 04 | <input type="checkbox"/> Christiana Gbeanquois - 22 |
| <input type="checkbox"/> David Ernst - 19 | <input type="checkbox"/> Chimah Francis - 03 | <input type="checkbox"/> Samuel Udofia - 09 |
| <input type="checkbox"/> C. Great Francis - 05 | <input type="checkbox"/> Beth Heiney - 18 | |
| <input type="checkbox"/> Peter Kirby - 22 | <input type="checkbox"/> Sofia Rivas - 14 | |
| <input type="checkbox"/> Amos Otula - 10 | <input type="checkbox"/> Osmel Soliz - 27 | |

3. On the special day, recipients get a beautiful emailed card with the names of everyone that wished them well and donated on their behalf.



4. We provide reporting to the organization and the donors.

5. Watch the donations roll in! You can expect between \$20 and \$100 per donor per year to come in with little effort after the initial setup and marketing push. This is why we only charge either a 5% transaction fee or a 0% fee + tips from your donors (payment processing fees apply).

6. It does take some legwork to market the fundraiser, but our Engagement Team will support you every step of the way to generate content and support outreach to ensure you earn your first \$2,500 as quickly as humanly possible 🎁


C. Additional Features

Birthday Booster

Seamless automated celebrations to engage your community

Automatically generate a birthday fundraiser page for each of your donors and send them the page link to share with friends, family, and colleagues a month before their birthday. They receive a nice card from friends while raising more for charity!

[More information here.](#)

 **Your birthday's coming up! Share with your friends and family to raise even more for Cascade Lakes!**

1 message

ryan@onegift.ai <ryan@onegift.ai>
To: Michael@onegift.ai

Thu, May 2, 2024 at 10:00 AM

Hey there,

Your birthday is coming up, and we bet you can't wait to get your birthday card from your friends at Cascade Lakes!

Along with all of your friends from Cascade Lakes, you can also raise donations from your friends and family by sharing this personalized link: [Donate to Cascade Lakes for my birthday!](#)

Let us know if you have any questions, and happy (almost) birthday :)

Happy Giving!

Your Cascade Lakes Team!

[Learn more about WishWell and OneGift](#)

Community Raiser

Bring your community together with simple birthday wishes and small donations for your shared causes. We are happy to customize events for you to engage your community further.

D. WishWell's Fundraising Potential

Using customer data, we estimate that organizations will be able to raise approximately \$50/member/year and grow the WishWell fundraiser proceeds by around 20% Year over Year. For example, if you have 100 members in your community, we'd expect you to raise an extra \$5,000/year!

E. Reporting

Review Data and Donations Instantly in a Minimalist Format

Quick Stats

Active Members: 2

Donations (year to date): \$

Donations (lifetime): \$

Deposit Report

January 2023

Generate Deposit Report

Orders Report

January 2023

Generate Order Report

Get quarterly automated reports and even draft social media posts!



Ryan Walter <ryan@onegift.ai>

Here's your WishWell Quarterly Report for Q1, 2023 :)

1 message

WishWell by OneGift <experience@onegift.ai>
To: ryan@onegift.ai

Wed, Sep 13, 2023 at 10:00 AM

Test Chapter,

Here is your report for quarter 1.

Wishes last period: 0

Lifetime donations: 41.91241.911

We've sent a similar report to all of your members to help keep them engaged and sharing around your WishWell fundraiser. We definitely recommend that you share these results on social to continue promoting WishWell. Here's a draft post you can borrow:

Draft Social Media Post

🎉 NUMBERS ARE IN!! Our WishWell fundraiser has raised \$41.91241.911 to date, with 0 coming last quarter alone! Get involved and learn more at wishwell.ai/wishwell. And stay tuned for more updates! #WishWellImpact*

Happy Giving!

Your WishWell Team!

[Learn more about WishWell and OneGift](#)

IV. Case Study

The PAP Corps generates more than \$350k USD/year in donations with WishWell

A. Background Information on the Nonprofit Organization and its Fundraising Efforts

The PAP Corps, Champions for Cancer Research (<https://www.thepapcorps.org/>), which was founded in 1952, is one of the largest all-volunteer fundraising organizations in South Florida. Dedicated to supporting research for all types of cancer at University of Miami's Sylvester Comprehensive Cancer Center.

They are a group of around 50 communities or chapters with a total of 20,000 members that donate approximately \$6,780,000USD per year. About 5% of that income comes from WishWell. The funding from WishWell is growing at around 20% per year across all chapters.

B. Details of the Nonprofit Organization's Current Fundraising Methods and Challenges

The PAP Corps raises around \$6,780,000USD per year across all fundraising activities. Approximately 5% comes from WishWell. The remainder comes from a combination of events (60%), contributions (20%), membership fees (10%), and other miscellaneous fundraisers (5%).

During Covid, The PAP Corps' ability to raise funding via events, their largest source was severely diminished, and fundraisers like WishWell became even more important. Additionally, events are costly and labor intensive to manage, and the PAP Corps benefits greatly by supplementing their income with more passive recurring fundraisers like WishWell and Tribute Cards.

Furthermore, The PAP Corps' main source of funding, hosting events across 50 communities is extremely labor intensive and relies on dozens of committed volunteers to facilitate everything from scheduling a venue to ordering food, drink, and entertainment. Reliance on volunteers is always a risk for nonprofit organizations, and WishWell can operate effectively with very little admin hours per month.

C. How does WishWell Help Achieve Fundraising Goals?

WishWell has been pivotal in helping The PAP Corps achieve their fundraising goals by addressing several key needs. First, it provides a reliable and steady stream of revenue that is resilient to many environmental factors. With birthdays always being celebrated, wishes ensure donations are spread throughout the year. This leads to reduced financial volatility. A relief for any nonprofit. This consistency of revenue from supportive members allows The PAP Corps to plan and allocate resources more effectively.

Second, WishWell has significantly increased donor engagement. The personalized and automated nature of the platform keeps donors actively involved with the nonprofit and its other fundraising activities that contribute another ~3.5M/year in donations. We believe in making all donors feel valued and connected to their causes. We know this has a higher likelihood of increasing their continued support in the future.

Lastly, the efficiency and easy user experience of WishWell have been crucial for helping keep The PAP Corps staff engaged in matters that require their attention. The automated system reduces the need to utilize the capacity of staff and volunteers. This frees time in their schedule and facilitates focused efforts on their programmatic work, while WishWell handles the fundraising. This case study has shown that WishWell is not only proven to help organizational operational efficiency, but also increased the overall impact of the foundation's initiatives.

V. Additional Testimonials and Use Cases

A. More WishWell Wins

Since integrating WishWell into their fundraising strategy, thousands of members of The OneGift Foundation's partners have seen remarkable results. Our platform has facilitated consistent and meaningful donations. Community organizations deserve

to stay focused on what means the most to them, not on the stressors of fundraising.

WishWell has engaged 100+ diverse communities with over 20,000 members from different organizations to work together to raise money for causes like cancer research, children's health outcomes, food security and more! These causes powered by our fundraising software demonstrates the wide-reaching impact of automation with community caring. One of our most successful clients who we mentioned earlier, The PAP Corps, has raised \$350,000 in recurring donations per year using WishWell. Additionally, donations for their cause have increased by double digits, with a +20% year-over-year growth rate since implementing the WishWell fundraiser.

Wanda Warsaw, President of the Cascade Lakes Chapter, noted, "I used to lose sleep, worrying if our old system would even work! With the new WishWell app, donations are up and I can spend much less time administering the [fundraising] program!"

The impact of WishWell extends beyond bringing financial gain to the organization. Our members appreciate how easy it is to use and love the personal touch of receiving birthday and other well-wishes. This approach has strengthened relationships within the organization and aligned members with the foundation's mission.

B. More WishWell Use Cases

Communities for Good

Communities large and small, organized and decentralized, can use WishWell to remember community-members' important events (birthdays, anniversaries).

Community-members wish each other well and donate to a cause that the group chooses. It could be a nonprofit, a local cause, or even just adding funds to the annual block party. The community picks, and WishWell facilitates!

Churches, Temples, and other Places of Worship

Churchgoers can wish their fellow parishioners happy birthday and donate a dollar to the Church or a shared cause of the group.

Alumni Groups and Schools

Each graduating year can use WishWell to stay in touch and wish each other well regardless of if they live in the same city, all while donating back to the school that gave them their leg up!

Neighborhoods and HOA's

Neighbors want to feel connected. WishWell gives you a small way to stay connected and in contact with your neighbors (without overdoing it 😊), while donating to a shared cause, nonprofit, or even back to the annual block party slush fund!

Clubs

Social clubs, professional/networking clubs, sports clubs, hobby clubs, cultural clubs, and every club in between can use WishWell to connect and engage with fellow club members, while donating back to the club, a shared and meaningful cause, a nonprofit, or whatever the group chooses.

Retirement Communities

Retirement communities can stay connected with neighbors and friends via well-wishes through WishWell, while donating to important causes for the group or back to the community itself.

Friends and Family

Bring your family or friends' What'sApp group onto WishWell to remember birthdays, anniversaries, and other big days of your group. Wish them well, and donate a small amount to a charity that the receiver individually or the group as a whole selects. A great way to spice things up in your social circles.

Offices

Use WishWell at work to wish your co-workers well on their special day and donate to a corporate nonprofit partner or to a charity that each co-worker chooses. Bring the office closer (especially with the emergence of remote working) behind well-wishes and a shared contribution to something close to everyone's hearts.

VI. Comparison with Other Products

The WishWell fundraising product stands out from other nonprofit fundraising software due to our efforts of being community-centered. As well as our core belief in equitable paths of giving. To understand our product's unique position, it's essential to understand and compare it with other prominent fundraising and donor management tools available in the market.

Bloomerang focuses on donor retention by offering comprehensive donor management features, such as interactive dashboards, engagement tracking, and communication tools. Bloomerang's emphasis on high-powered automation allows nonprofits to maintain continuous engagement with their donors. However, it does not provide the same level of personal and routine integration into giving activities as WishWell. We believe in continuous participation through simple acts like birthday wishes ([CauseVox](#)).

DonorPerfect is another comprehensive solution that offers gift management, donor relationships, communications, and receipting tools. It is widely used for managing complex fundraising campaigns and donor databases. However, it lacks the specific community-building aspect that WishWell provides through its personalized card-focused and low maintenance giving model ([Software Advice](#)).

Double the Donation excels in matching gifts, helping nonprofits maximize corporate matching opportunities. This tool is invaluable for increasing donations through employer matches but is not designed to help organizations drive donor

engagement and peer to peer opportunities in the same way that WishWell does ([CauseVox](#)).

WishWell differentiates itself by keeping fundraising meaningful in the lives of donors and a community's members. Our one of a kind approach ensures continuous engagement and a steady stream of donations throughout all parts of the year. Not just one off events. Lastly, unlike most common fundraising software WishWell does not require an organization to fit the stringent criteria of being a 501c3. While we do work with plenty of IRS-registered nonprofits, we understand that harsh criteria limits community organizations from receiving this status thus limits their funding opportunities. WishWell is a product meant to work to support all communities and causes.

VII. Common Objections

I don't have my donor's birthdays:

This is a very common and easily surmountable situation. There are two ways to handle this:

1. WishWell provides a simple registration link with your account that you can send on to your donors asking them to opt-in to the WishWell fundraiser. It takes 30 seconds to complete, and we capture your donor's name, email, phone (optional), and birthday (year not required).
2. You can use a different event with WishWell! We can do any event (or events) that you like. Anniversaries, work-anniversaries, donorversaries, and any other event that resonates with you and your community.

My team and I don't have the time to add a new fundraiser:

We get that you're busy. The giving space is renowned for having limited resources to deliver on your mission and programs.

This is why we've designed WishWell to be super light-weight and simple to implement. It will literally take your team less than an hour to setup and then 10-20 hours to market it to you donors (optional, but yields better results). We can guarantee that this will be the best return on investment (both in time and money) that you've ever seen for a fundraiser, because once you've made the initial effort to get it up and running, it passively generates you recurring, unrestricted income.

Most of the marketing is done automatically by WishWell, but it's good for you to communicate about the new fundraiser directly to your community via your normal channels. But don't worry, we'll provide plenty of copyright, graphics, and other marketing materials that you can cherry pick based on your needs.

We don't have the budget to pay for a new tool:

WishWell doesn't have a fixed fee. We charge either a percentage of donations coming in or via tips from your donors that can choose to leave us a bit extra when they're checking out. It costs nothing to get it up and running, and we only earn when you earn.

I don't want to piss off my membership with another donation request:

We understand that you've worked hard to build a community of support around your mission and cause. You don't want to piss people off and lose valuable donors that may be regular givers via other fundraisers by testing out a new fundraiser on them.

But aren't your donors supporting you because they believe in your cause? And isn't a big part of delivering on that mission fundraising? Wouldn't they be more bothered that you're not innovating and pushing with new ways to raise more money so you can have a bigger impact, faster?

It's easy to opt-out of WishWell when people don't want to participate, or you can make it an opt-in program, where you just mention it in your newsletters and other regular community communications, and individual donors can choose if they want to register.

If someone decides they're never giving to you again because you asked them politely to try a new fundraiser that could drive up to a 30% increase in annual donations for your cause, were they really going to stay around anyways? If we're being honest, probably not.

My donors don't know each other, so won't wish each other well:

This makes sense. Who's going to wish a stranger a happy birthday? There are two options here:

1. You can find a subset of your donor base, or even beneficiaries of your programs that your donors would like to wish well. Perhaps it is the missionaries, or unwell children, or survivors of domestic abuse that your cause supports that your donors would love to send a well wish to. This way they are not only providing support with money, but with actual emotional support with simple, but powerful well wishes.
2. You can use the Birthday Booster feature that can be used completely separately from the normal WishWell fundraiser, that automatically generates a P2P fundraising page for each of your donors and sends them the link to that page a month in advance of their birthday. They can then share that link with friends, family, co-workers, etc to give to your cause on their behalf. The donor gets a nice birthday card with their friends names on it, friends can donate as much or little as they want, and are invited to join your donor community after checking out, so that can help with donor acquisition as well! Remember, that WishWell is a great, low-cost and low-effort way that new donors can start getting involved in your cause.

VIII. Conclusion

A. The WishWell Benefits

The integration of WishWell into The PAP Corps' fundraising strategy has significantly transformed how they can approach philanthropy. Other outcomes like: 35% reduced volunteer hours spent on fundraising and an 8% reduced program costs are some of the other benefits we're proud of!

Let's review all of the benefits of WishWell:

1. **Continuous Engagement:** By linking donations to events like birthdays, WishWell ensures ongoing donor engagement throughout the year. We hope to continue fostering a consistent and predictable revenue stream for all of the organizations we have the privilege of supporting.
2. **Enhanced Community Building:** Our platform has strengthened community bonds within organizations by making charitable giving a way to increase social interactions, not take away from them.
3. **Operational Efficiency:** With our clean, user-friendly interface and automated features, WishWell reduces the need to delegate administrative tasks to staff.
4. **Financial Stability:** The program has provided vital steady cash flows, particularly during challenging times, like the Covid-19 pandemic, ensuring that nonprofits can continue their work without financial disruptions.
5. **Proven Success:** WishWell has demonstrated tangible results, with organizations like The PAP Corps raising \$350,000 annually and overall donations increasing by over 20% year-over-year since its implementation. We are proud to continue supporting causes that change the world!

The success of WishWell and The OneGift Foundation serves as a compelling case for other nonprofit organizations to consider adopting our innovative fundraising tool. WishWell offers a sustainable and engaging way to increase fundraising efforts that grow with the organization. Nonprofits and community organizations looking to increase donor engagement, can utilize WishWell to streamline their fundraising operations and continue providing personalized engagement to their

members. It is simple to implement, takes very little ongoing effort to maintain, generates consistent and growing unrestricted passive recurring donations, and is entirely risk free to try. Signup today at WishWell.ai!

B. How to get started with WishWell?

Nonprofit organizations interested in utilizing WishWell can learn more and sign up online at wishwell.ai.

Connect and engage donors with causes

Join 10,000+ donors and dozens of organizations who have already raised more \$1 million dollars with OneGift.

[I want to Give](#)

[I want to receive](#)

Interested in upcoming features, information, and implementation support? Say hi by contacting info@onegift.ai or sign up for our newsletter.

We look forward to helping more organizations and communities bring our new fundraising solutions to increase their philanthropic impact.

IX. References

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