



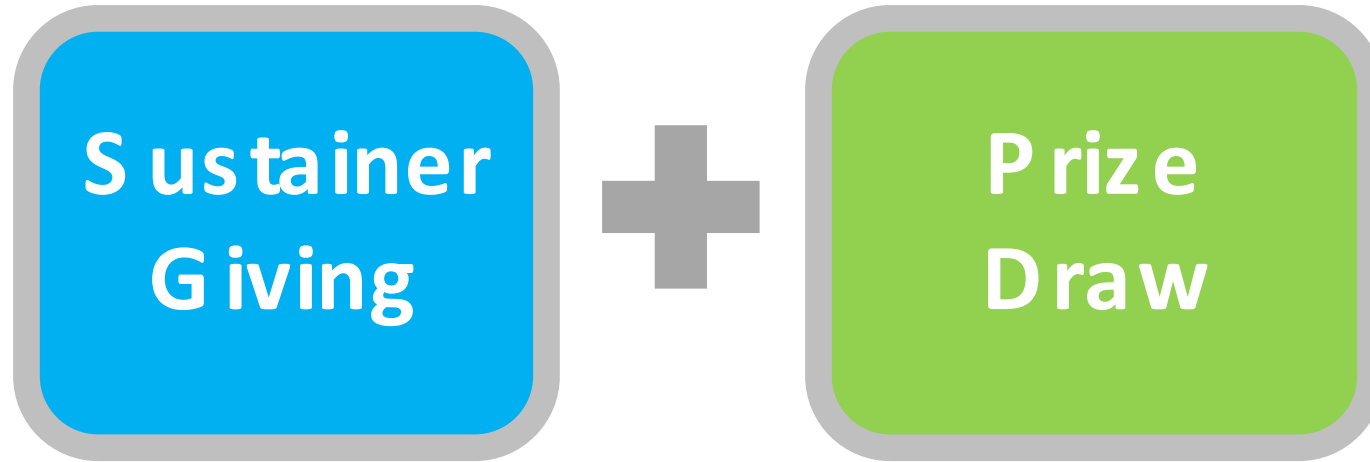
ZenterPrize

The Challenges

- Increasing sustainer base
- Improving sustainer retention
- Appealing to a new audience of supporters
- Innovating a 20-year-old concept
- Internal resources
- Other pain points? Reporting? iOS14.5?



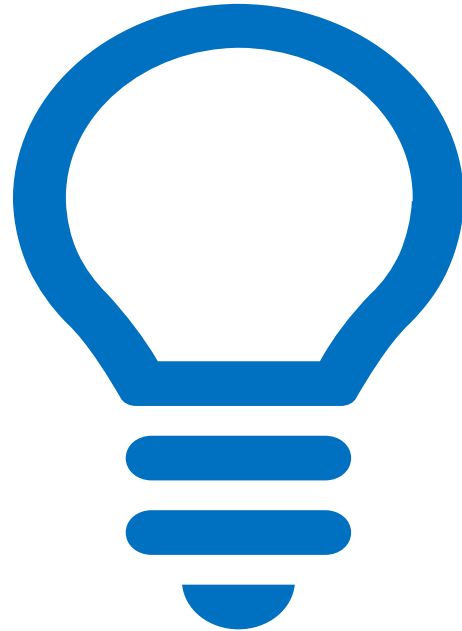
Solution



=

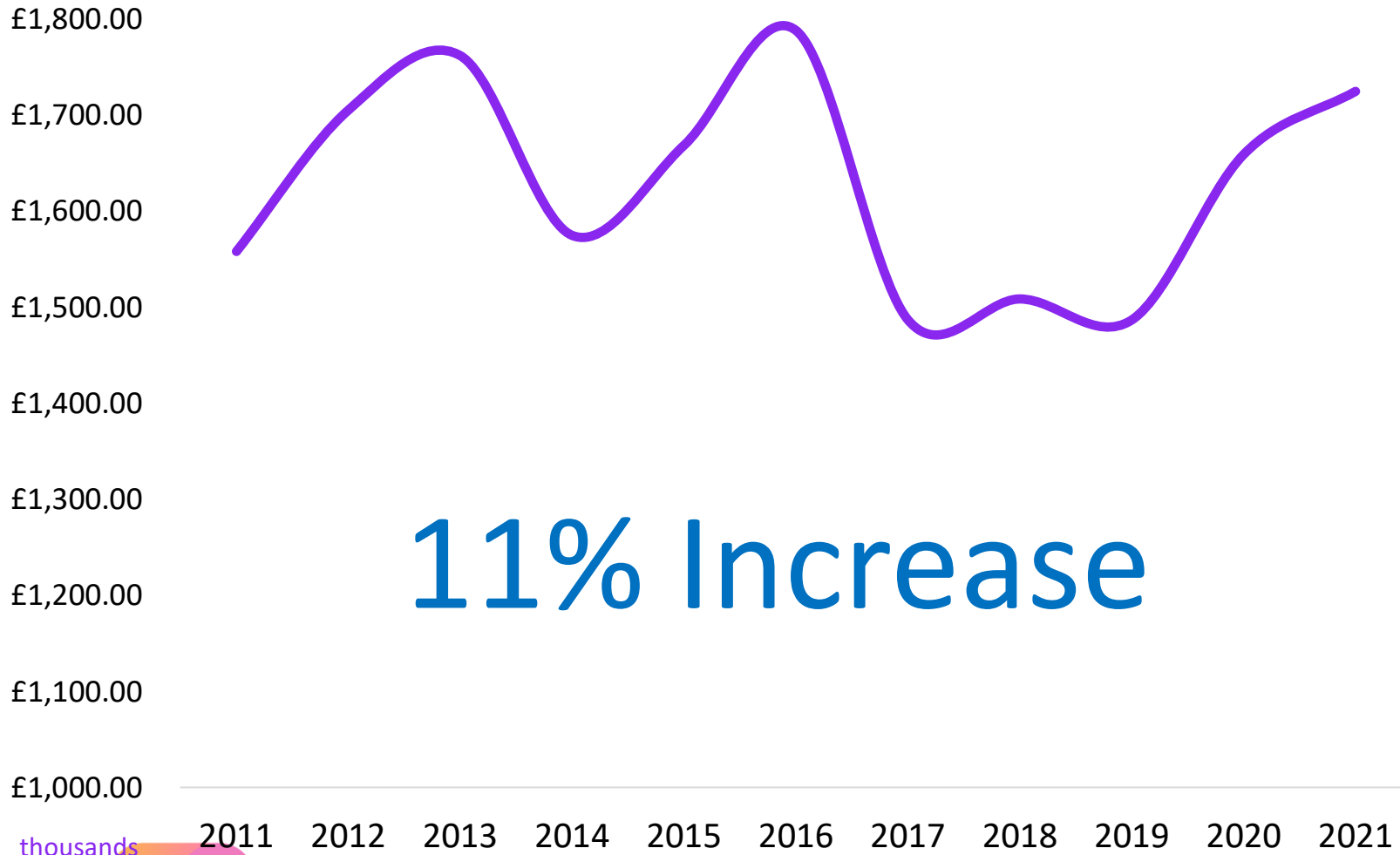


Inspiration



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National Lottery – Total to Good Causes



11% Increase

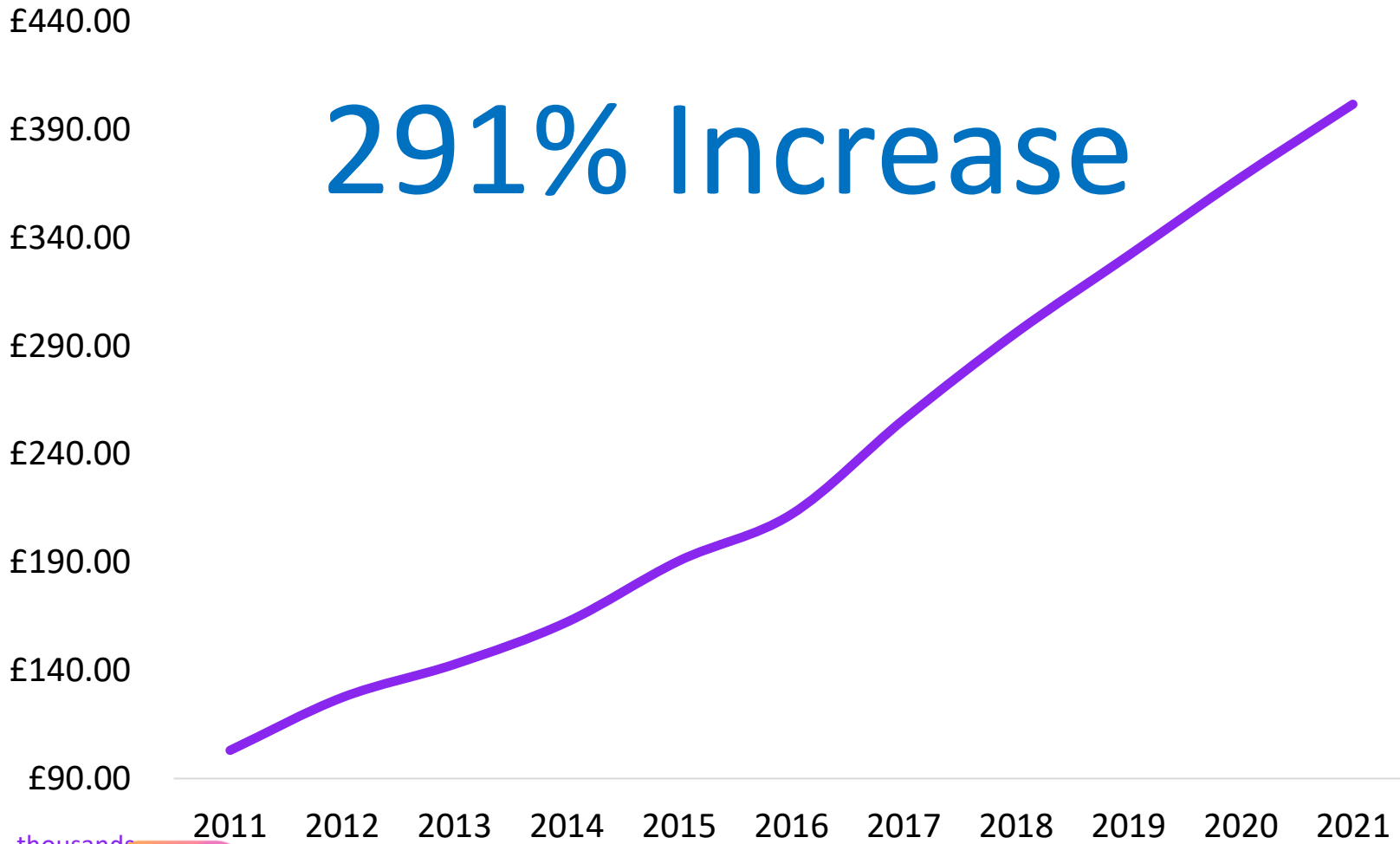
thousands



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Large Society Lotteries – Total to Good Causes

291% Increase



thousands



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Source: The Lotteries Council, United Kingdom

Over 800 Non-profits in the UK run Incentivized Sustainer Giving campaigns



Incentivized Sustainer Giving™

Current concept: find supporters who are happy to give freely to a cause or charity.

New concept: encourage supporters who are motivated to give if there is an added incentive for them to do so.

This opens up an **additional audience** for your non-profit.



Case Study : ChildFund Draw for Hope

Live in the USA

Launched May 2021

4x Budget Rounds

The screenshot shows the landing page for the ChildFund Draw for Hope. At the top, the ChildFund logo is on the left, and navigation links for Home, Enter now, Rules, FAQ, and Contact are on the right. Below the navigation is a dark green banner with the text "The ChildFund Draw For Hope takes place every Friday". The main visual is a photograph of three young girls in school uniforms sitting on the floor and drawing. Overlaid on the right side of the photo is a large green circular graphic containing the text "Draw for Hope" in yellow and "You could win \$500" in white. Below this, smaller text reads "And the chance to win many more GREAT prizes every Friday! You will also be helping change the lives of children in the world's poorest places." and an orange "Enter Now" button is at the bottom of the graphic. Below the photo, the page is divided into two columns. The left column is titled "3 simple steps to enter" and lists: 1. Complete the entry form, 2. Decide your method of payment, and 3. Make a difference while having a chance to win. The right column is titled "Guaranteed Weekly Prizes" and features two green circular graphics: "1st Prize \$500" and "2nd Prize \$10 x20".



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Feedback From ChildFund

“Our most successful ever
new product launch”

Cindy Morgan

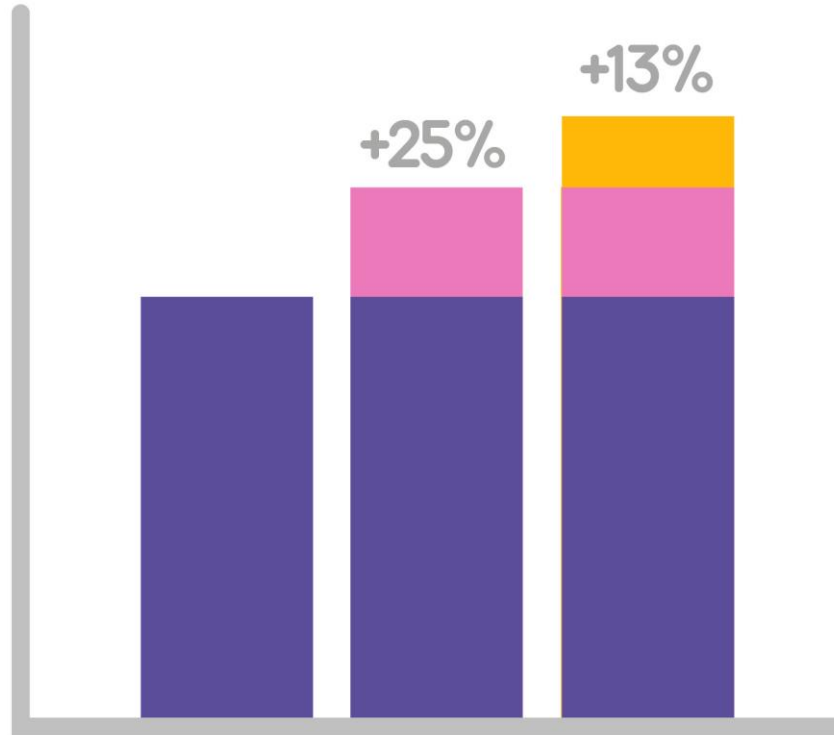
Sr Acquisition Manager – ChildFund



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Proven Increase in Retention

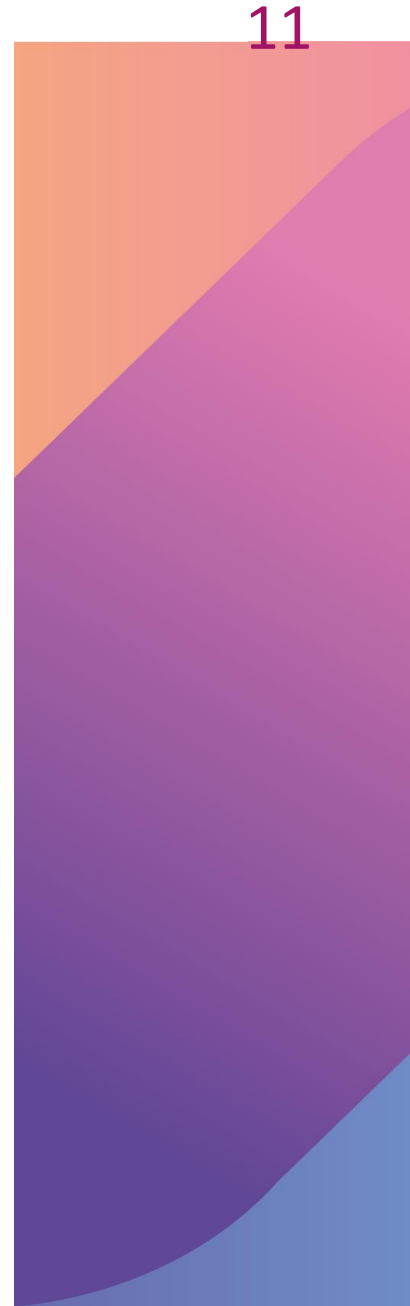
- Retention of regular sustainer campaigns
- Retention of Incentivized Sustainer Giving
- Retention of winners on Incentivized Sustainer Giving campaign



12 month retention data 2021/22



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Non-Monthly Donors



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Donor Payment Frequency

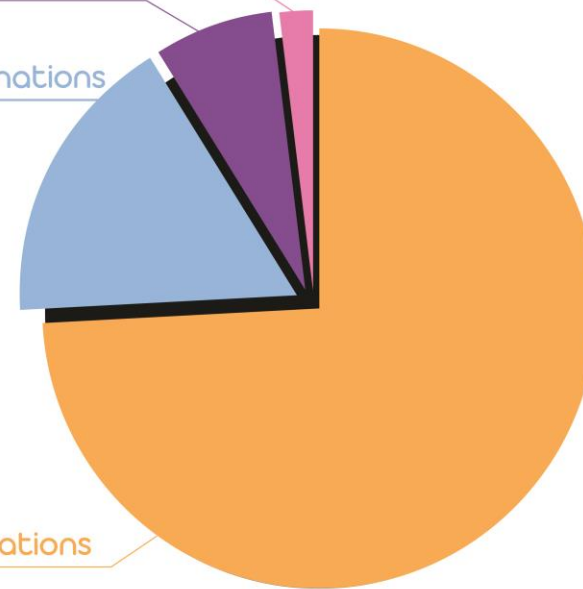


2% Semi-Annual Donations

7% Annual Donations

17% Quarterly Donations

74% Monthly Donations



Source: Data calculated from all donors acquired by Zenterprize between May 2021 - Nov 2021

How Does an Incentivized Sustainer Giving Campaign Work?



Design



Payments



Draw



Fulfillment

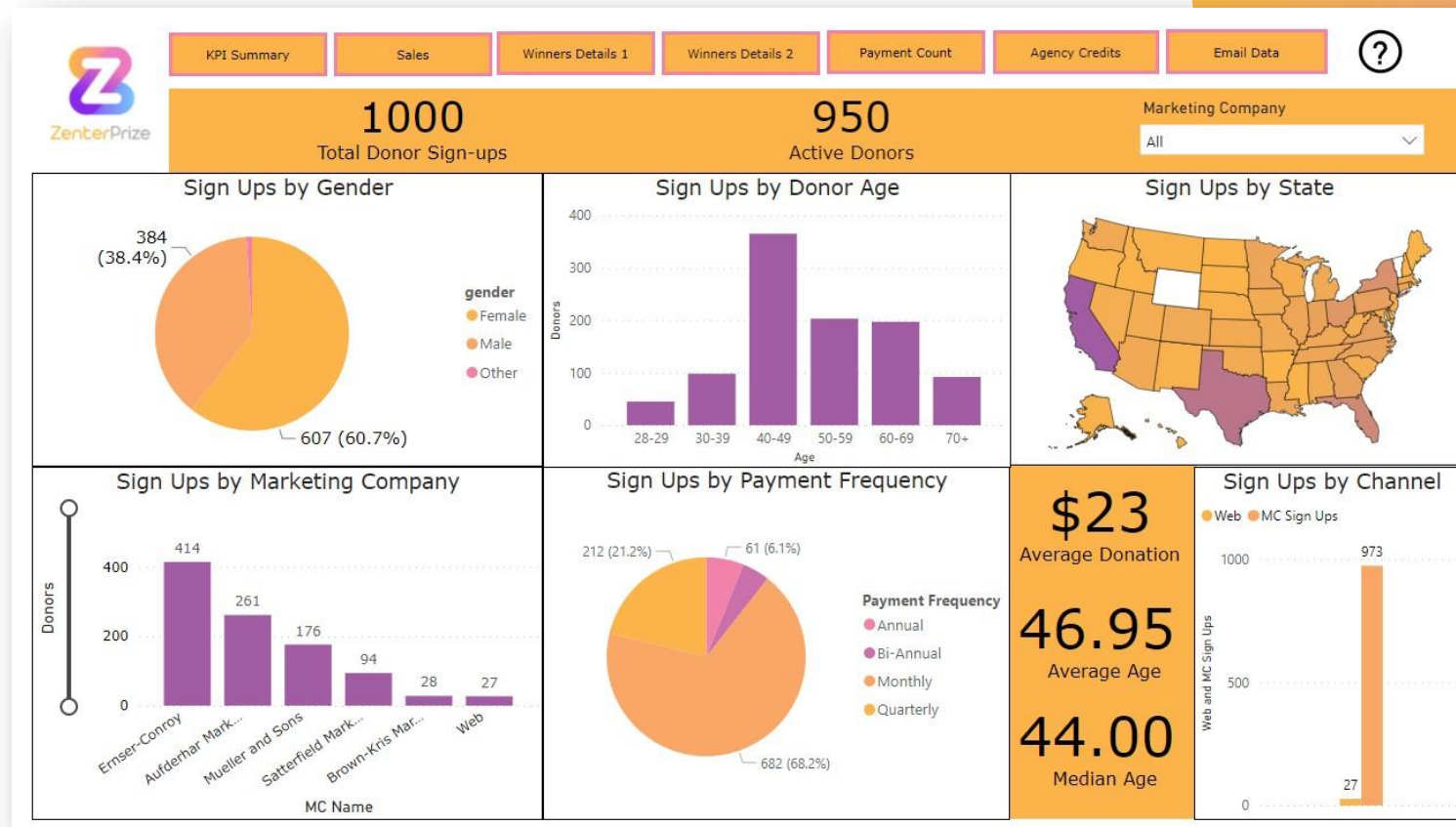


Reporting



ZenterPrize's service is end-to-end, taking care of everything from payment processing to weekly draws, prize fulfillment, campaign materials, website design, customer service helpline, reporting, analytics and anything else in between.

Microsoft Power BI Live Reporting Dashboard



The 1st \$500 Winner

"I'm a great believer that the more you give, the more you get."



ZenterPrize









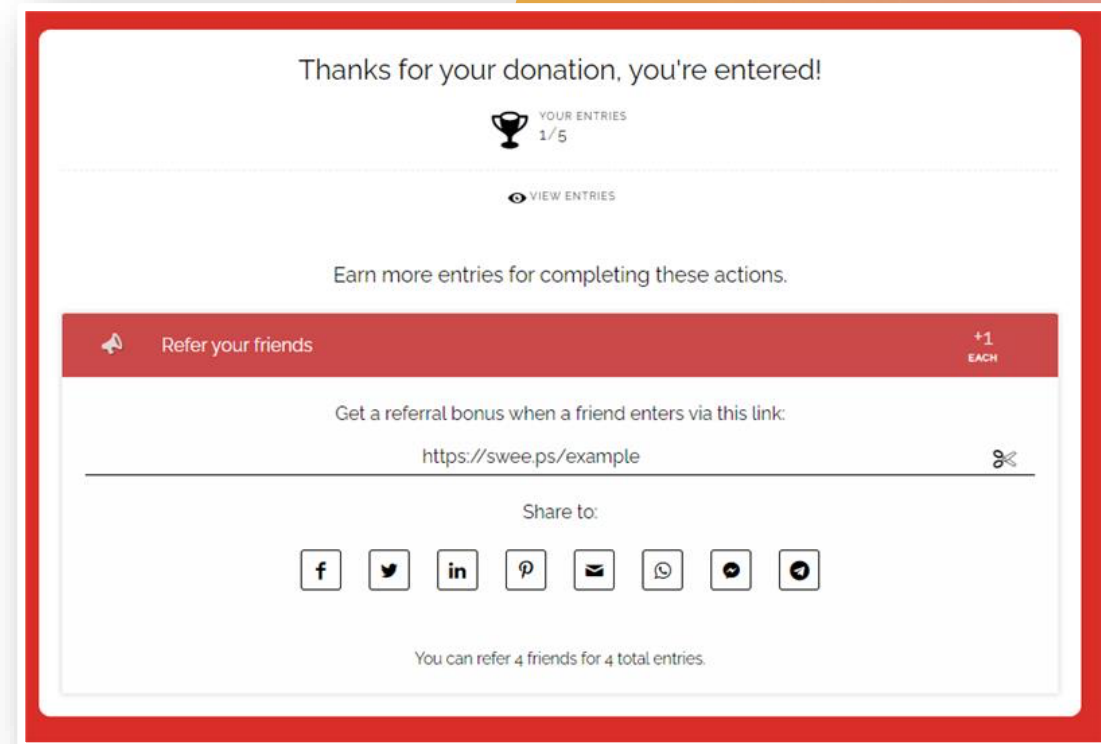
Over 1,400 winners!

27% have donated
their prize back.



Why Incentivized Sustainer Giving™ ?

-  Volume & Scalability
-  Lower attrition
-  New audience
-  No heavy lifting
-  Referral program
-  New in the market



Feedback From ChildFund

“The Zenterprize Incentivized Sustainer Giving™ campaign has created a way for a new group of sustainers to donate to our organization, whose **retention has far exceeded our expectations**. We see huge potential in this campaign’s ability to increase our revenue stream.”

Cindy Morgan

Sr Acquisition Manager – ChildFund



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Questions?



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Incentivized Sustainer Giving™

The Future of
Fundraising



ZenterPrize

Let's keep talking...

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