

Fundraising: einmal integriert bitte!

get_unik



Persistent

 **RaiseNow**

Agenda

1. 3 Komponenten für erfolgreiches Fundraising

1. Die richtigen Partner

2. Die richtigen Taktiken

3. Die richtigen Systeme

1. Donor Experience

2. Tool Demo

2. Diskussion

Who we are



Fabio Gadiant
Senior Consultant
Automation & Integrations



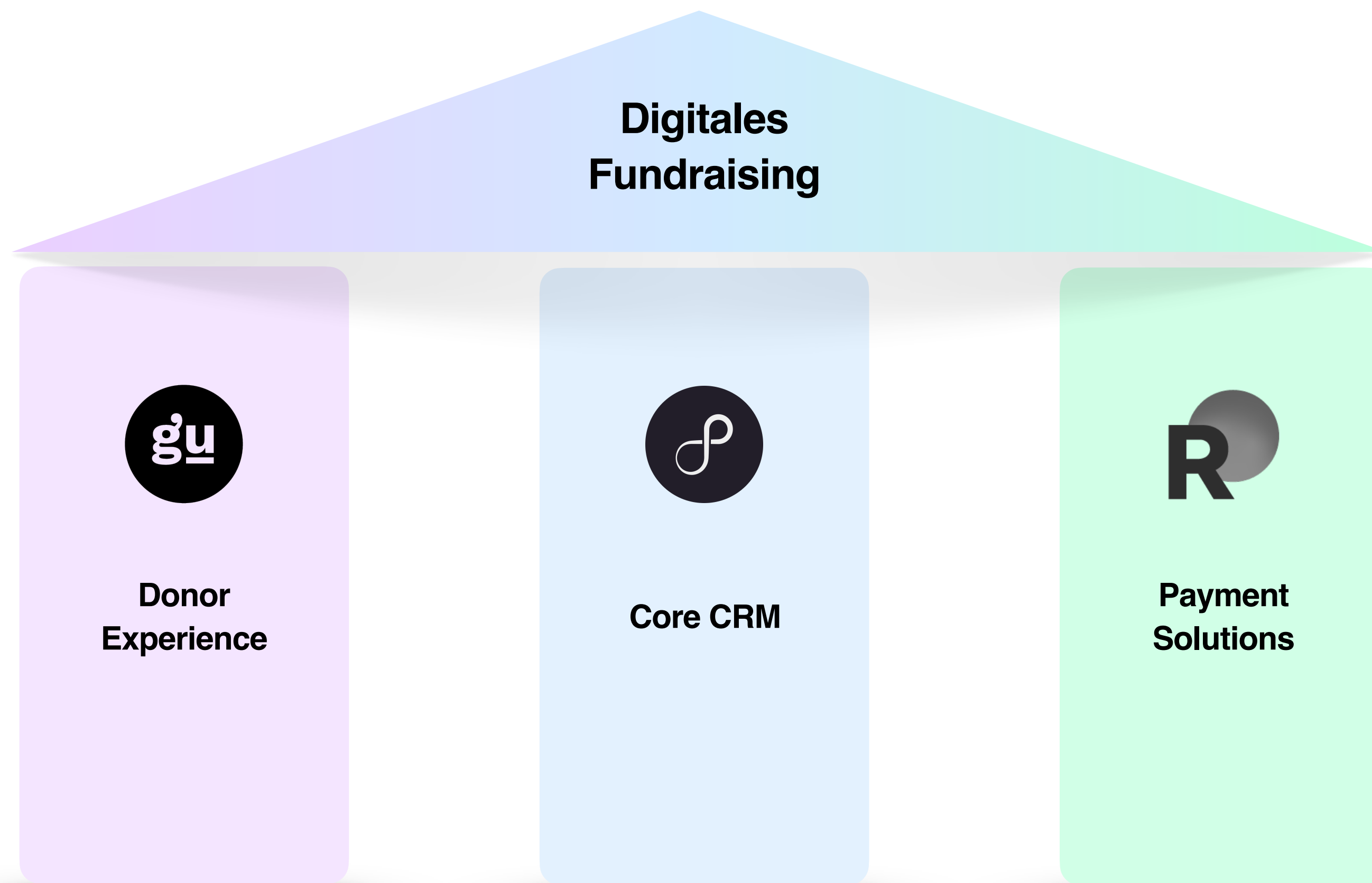
Daniel Seiler
Team Lead Non Profit



Jens Chorus
Product Manager
Integrations



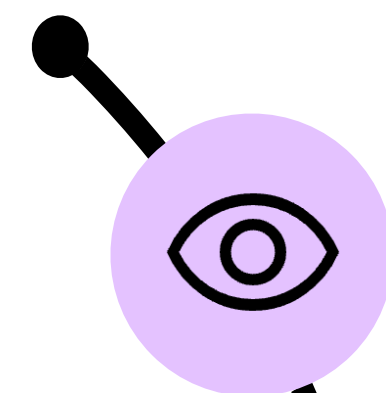
3 ist besser als 1



- NGO Experten
- Gemeinsame Kunden
- Effiziente Zusammenarbeit
- Fokus auf Tools für mehr Expertise
- Perfekte Integration der Tools

Persistent

Core CRM



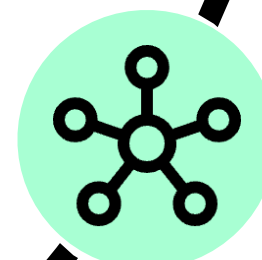
Experience

Nach langjähriger Erfahrung sind wir nun in der Lage, Lösungen zu entwerfen und umzusetzen, die Ihre Geschäftsprozesse verbessern: Fundraising, Spendenverwaltung, Stakeholder-Management, Portale, Analysen usw. Wir nutzen die Salesforce-Produkte für gemeinnützige Organisationen und passen sie an, damit Sie den aktuellen Herausforderungen der Branche gewachsen sind.



Dedicated NPO Team

Da wir uns der besonderen Bedürfnisse unserer gemeinnützigen Organisationen bewusst sind, haben wir uns 2021 entschlossen, ein spezielles Team in der Schweiz zu bilden, das sich speziell um diesen Sektor kümmert.

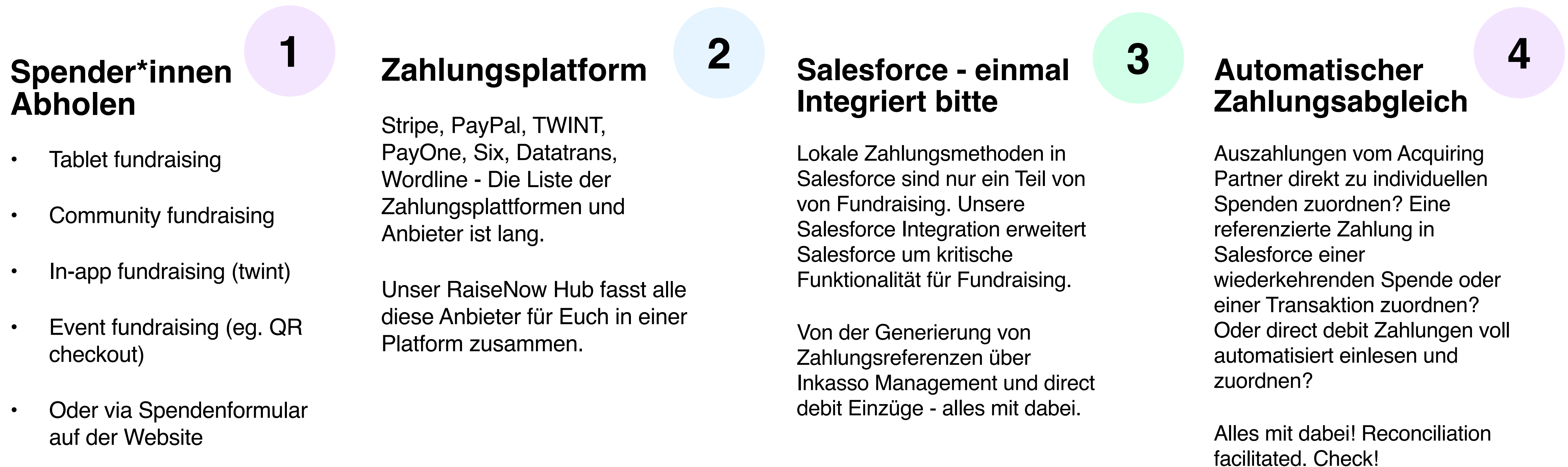


Partner network

Um eine grössere Reichweite und spezialisierte Kompetenzen zu gewährleisten, haben wir uns mit relevanten Akteuren des gemeinnützigen Sektors in der Schweiz zusammengetan.

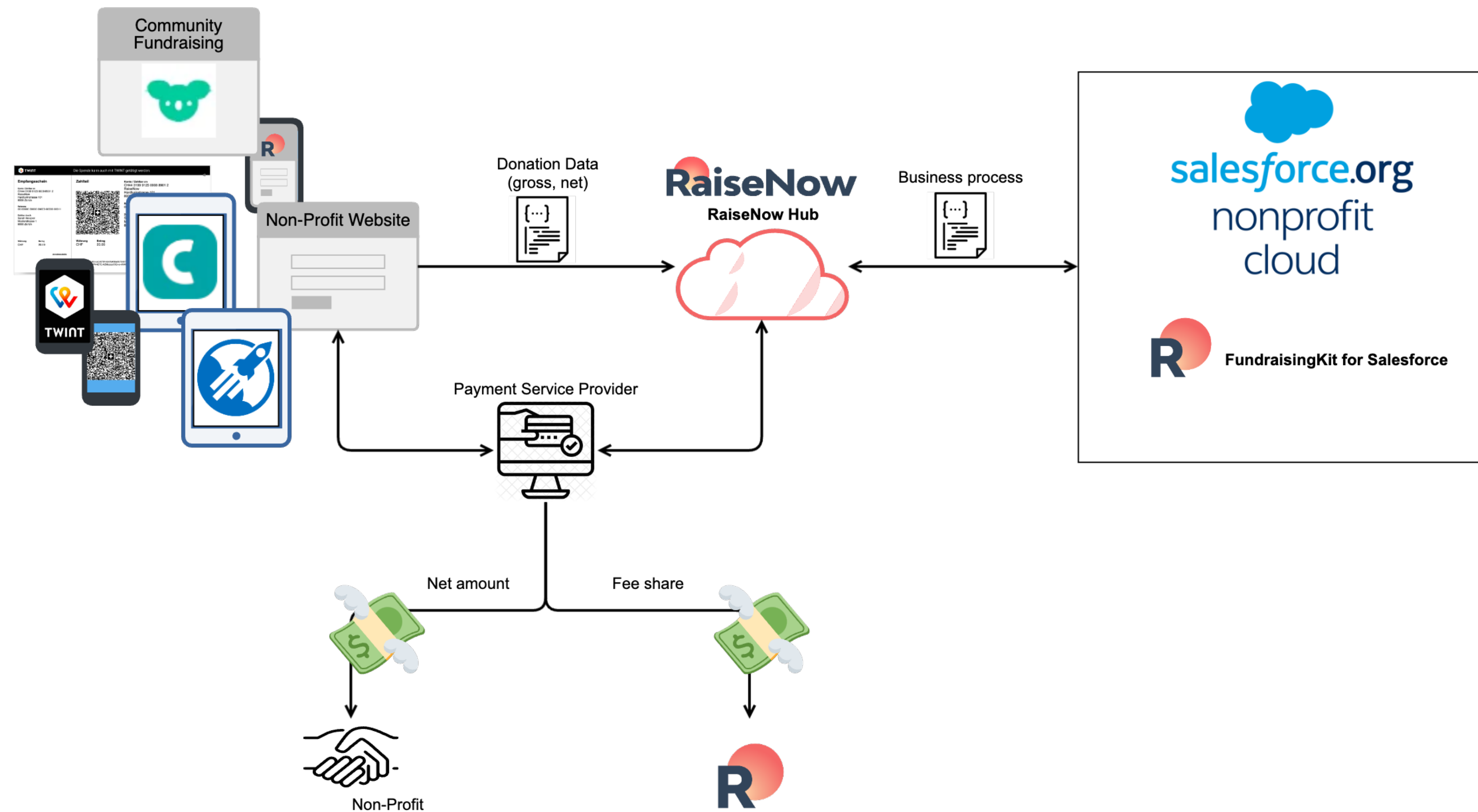
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Payment Solution



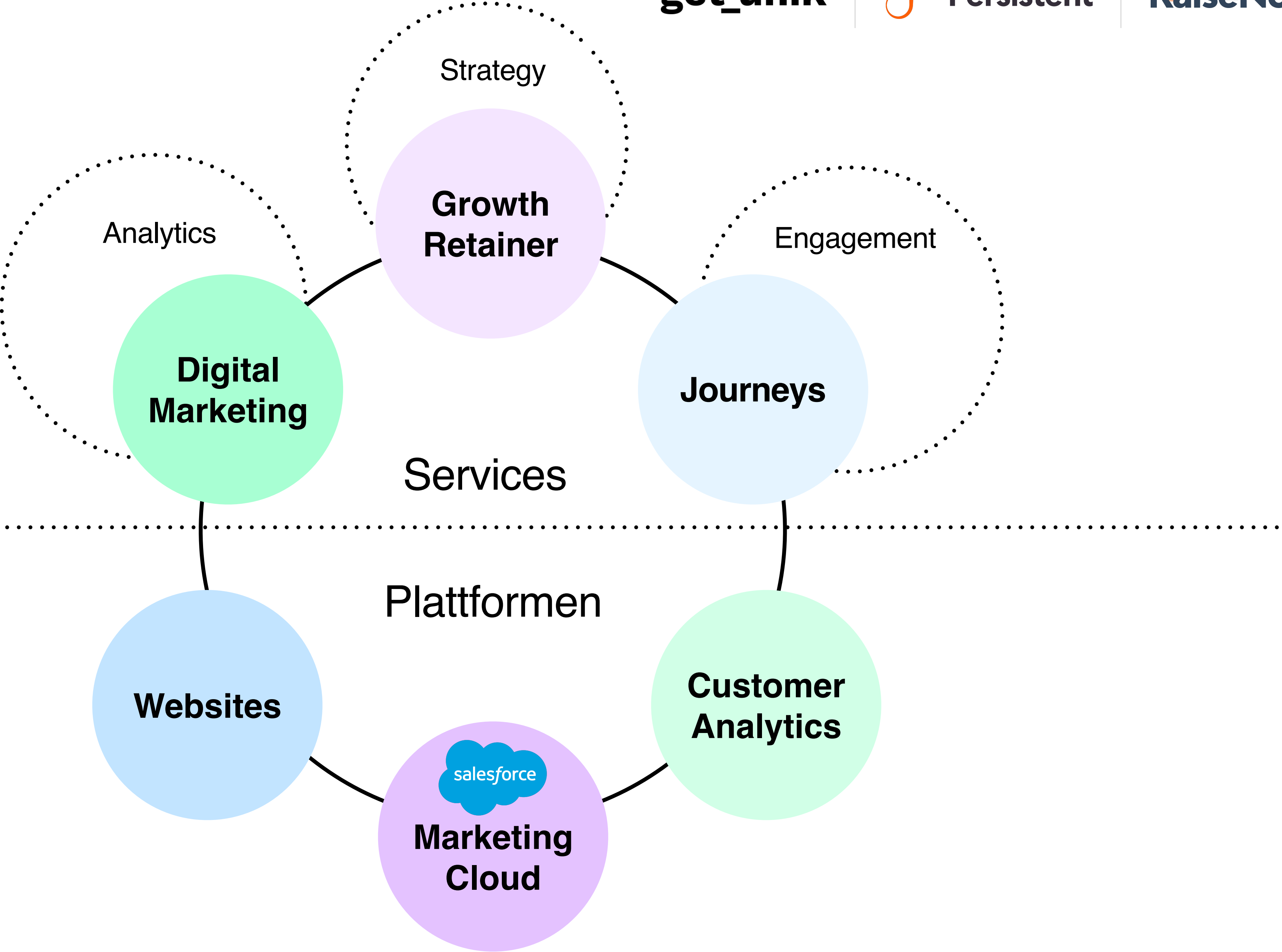
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in a Nutshell



getunik

Donor Experience



Einige unserer Kunden...

AMNESTY
INTERNATIONAL



unicef



pro infirmis

GLÜCKSKETTE
DIE SOLIDARISCHE SCHWEIZ



FAIR MED



eHealthAargau
Gesundheit digital vernetzt



WIKIMEDIA
CH

movetia

Austausch und Mobilität
Echanges et mobilité
Scambi e mobilità
Exchange and mobility



WWF

Die 3 Taktiken für Erfolg

1

Rapid Response

Katastrophenhilfe

...mit Hilfe einer schnellen Umsetzungsgeschwindigkeit bin ich als NGO für Notfälle (z.B. Katastrophenhilfe) gerüstet

2

Lifecycle Management

Regelmässige Spenden & Mitgliedschaften

... meine Unterstützer durch ständige Interaktion zu entwickeln und sie langfristig an die Organisation zu binden

3

Campaigns

Spezifische Ziele erreichen

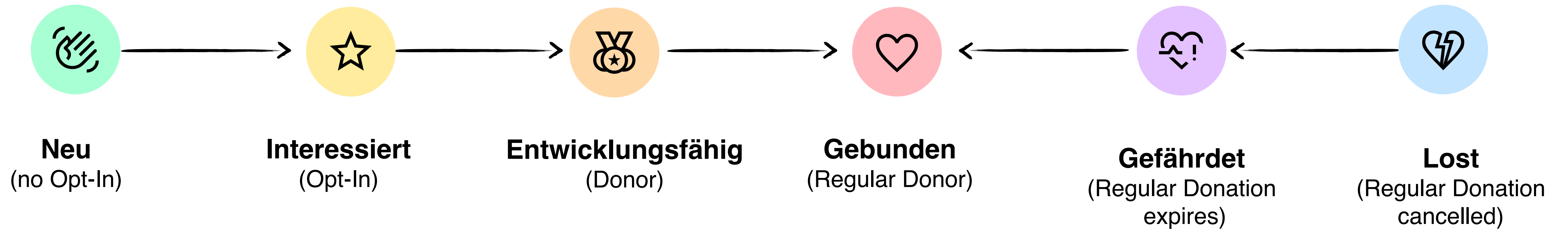
... mit kanalübergreifenden und gut orchestrierten Kampagnen kann ich eine hohe Werbewirkung erzielen, um bestimmte Ziele zu erreichen

Lifecycle Management

Dank modernster Software kann jede Interaktion mit Unterstützern automatisiert werden. Dies ermöglicht den Aufbau „persönlicher“ Beziehungen, selbst in großen Unternehmen. Dadurch **erhöhen die NGO die Relevanz ihrer Botschaften** und sorgen dafür, dass sie auf dem hart umkämpften Werbemarkt die notwendige Aufmerksamkeit erhalten.



Life Cycle Principle

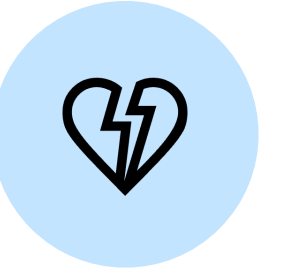
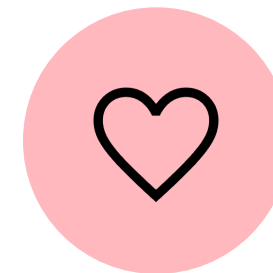


Donor Experience



wastefree

Max's Journey mit Wastefree



New

W

Wastefree

Sponsored · 🌐

×

⋮

Der Plastikmüll, der sich seit den 1950er Jahren im Meer ausbreitet, hat unfassbare Dimensionen erreicht und verdichtet sich zu immer größer werdenden Müllstrudeln. Der sogenannte "Great Pacific Garbage Patch" hat inzwischen die Größe von Mitteleuropa erreicht.

Diese gewaltige Umweltverschmutzung und Zerstörung lebensnotwendiger Ökosysteme muss ein Ende haben! Gemeinsam schaffen wir das!
Die Zukunft ist Wastefree!



demo.getunik.com

Wastefree

Learn more

👍 Like

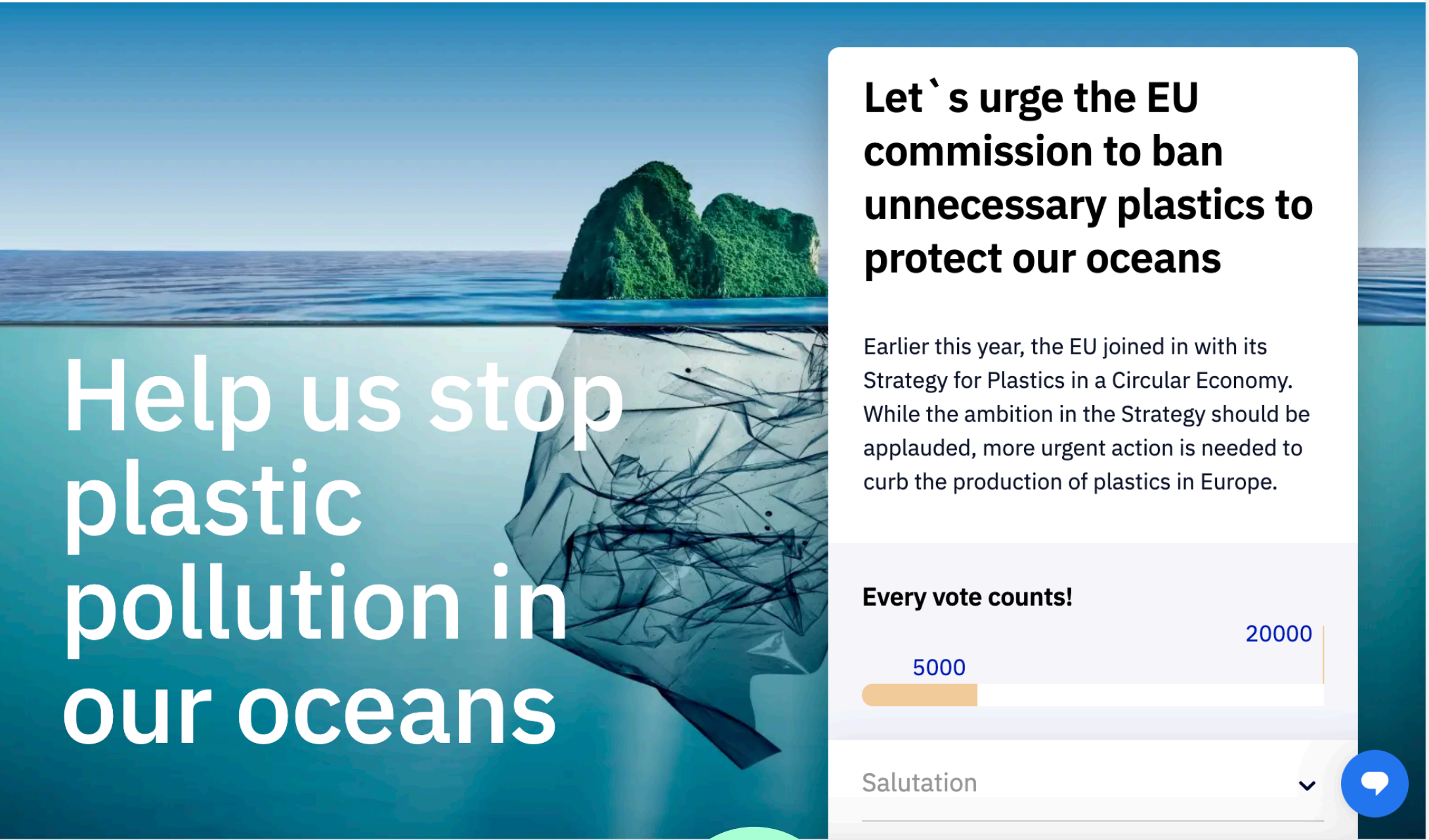
💬 Comment

➦ Share

1

wastefree

En ▾



Help us stop plastic pollution in our oceans

Let`s urge the EU commission to ban unnecessary plastics to protect our oceans

Earlier this year, the EU joined in with its Strategy for Plastics in a Circular Economy. While the ambition in the Strategy should be applauded, more urgent action is needed to curb the production of plastics in Europe.

Every vote counts!

5000

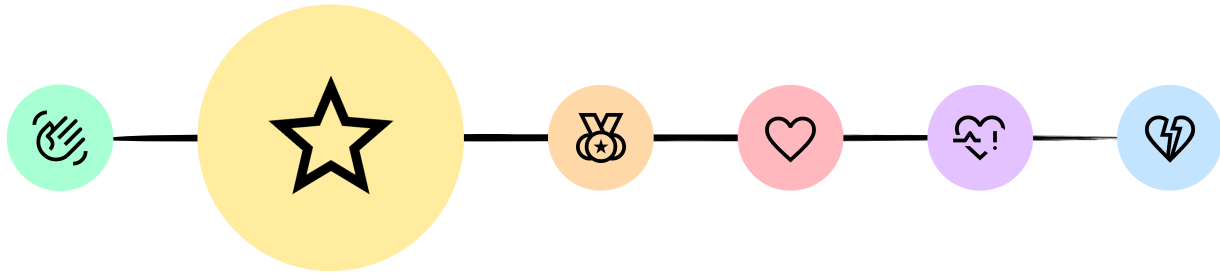
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Salutation ▾



2

Ocean Cleanup Campaign



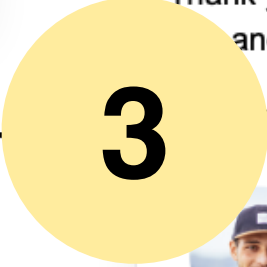
Interested

Dynamic Content

Text Personalisierung

AIB Test

Form



Welcome to Wastefree!



Dear Max ,

Welcome to Wastefree! We're so excited to have you join us on our mission to protect and preserve our oceans. Your support helps us tackle one of the most urgent environmental challenges of our time — keeping our oceans free from plastic and pollution. The health of our oceans impacts us all. They produce over half of the world's oxygen and are home to countless species. Yet, every year, millions of tons of waste, especially plastic, are dumped into these vital ecosystems. This pollution threatens marine life and impacts human health.

[Read more...](#)

"CARRY LO-FI
YOU PROBABLY
HAVEN'T HEARD
POKE TACOS,
TILDE STREET
ART PINTEREST
VEGAN."

Tilde everyday carry lo-fi

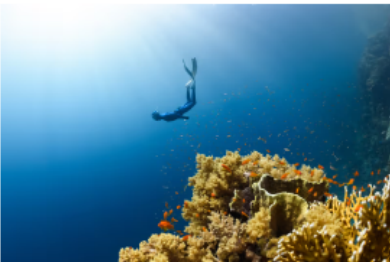
probably haven't heard of them. Polaroid poke tacos, tilde street art pinterest vegan. probably haven't heard of them. Polaroid poke tacos, tilde street art pinterest vegan.



Tilde everyday carry lo-fi

probably haven't heard of them. Polaroid poke tacos, tilde street art pinterest vegan.

[Read more](#)



Tilde everyday carry lo-fi

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[Read more](#)

Tell us more about you

How frequently would you like to receive our newsletter?

- ☐ Weekly
☐ Bi-weekly
☐ Monthly

Where are you located?

What are you interested in?

[Turtle Protection](#) [Plastic Cleanup](#) [Annual Wastefree Report](#)

How can we improve?

[Submit](#)

Donation Button

QR code Spende mit
Twint oder Banking App

Make a Difference Today!

Dear Max ,

We're thrilled to have you on board! Did you know that over 8 million tons of plastic enter our oceans each year? That's why we need passionate individuals like you to help us combat this crisis.

Here's how you can start making an impact today:

- **Spread the Word:** Share our mission with friends and family.
- **Join a Cleanup Event:** Check out our upcoming events.
- **Sign Our Petition:** Support our latest campaign by signing the petition.

Your actions, no matter how small, make a huge difference in protecting our planet.

Let's make waves together!

Best,



Dave Mustermann
Captain

Your Donation Makes a Difference!

Dear Max ,

We're so grateful to have you as part of the Wastefree community! With your help, we've made incredible progress in reducing ocean pollution, but there's still so much more to do.

Our next big goal? Removing 100 tons of plastic from our oceans in 2024. This is a huge challenge, and we can't do it without you.

Will you consider making a donation to support our Ocean Cleanup 2024 Campaign? Every dollar you give helps us fund vital cleanup projects, innovative research, and community education programs.

Support our cause!

[DOANTE NOW](#)

Your generosity will directly impact the health of our oceans and the future of our planet. Together, we can make our vision of waste-free oceans a reality!

Donate with TWINT or your Banking App



Scan QR-Code with
TWINT or Banking App
Confirm Amount and
Donation



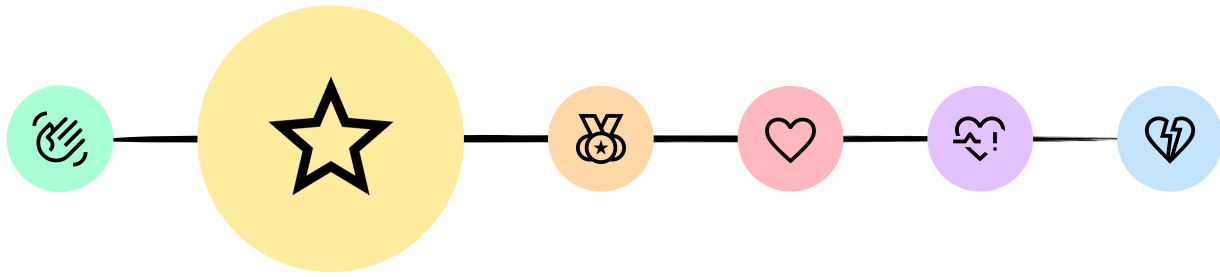
Thank you for your continued support in making our oceans plastic-free and full of life. We can't do this without you!

With gratitude,

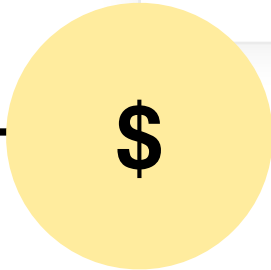


Dave Mustermann
Captain





Interested



wastefree

[Zurück](#)

Donate now for cleaner oceans!

You can now take action and support us with our ocean cleanup project.

Do you have quesitons?
Monday to Friday
from 8 am until 4 pm

1 Choose donation amount

EUR 10

EUR 20

EUR 30

EUR 40

EUR Custom amount

Please enter your donation amount

2 Choose a payment method

Apple Pay

Apple Pay is a safe way to pay, and even simpler than using your physical card. It works with Apple devices on which you have set up a card in the Wallet app.

Choose another payment method

3 Enter your personal details

Title (optional)

Salutation

Mr

First name

Max

Last name

Muster

Email

max@muster.ch

Donate 40 EUR

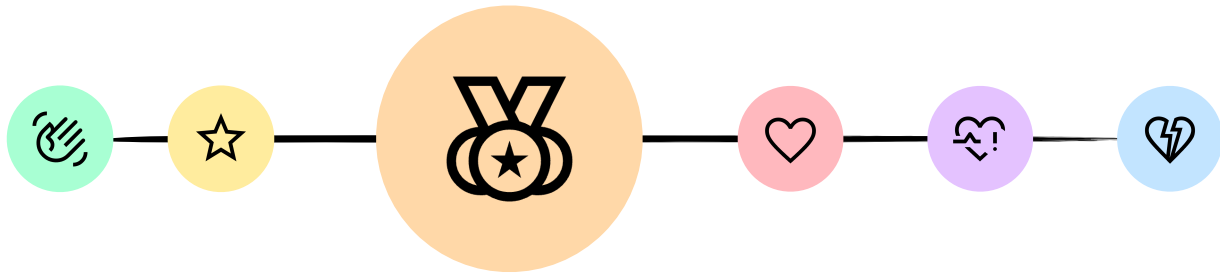
Secure donating with RaiseNow

[Data Protection Policy](#)

Personalisierte Checkout Seite

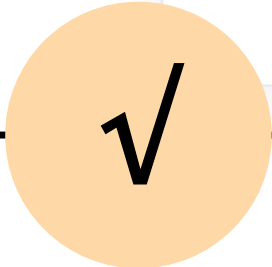
Dynamic Donation Spendenbetragsvorschläge

Vorausgefülltes Spenden Formular



Developable

Donation
Confirmation



Thank You, Max!

I wanted to personally thank you for your generous donation to Wastefree. Your contribution is making a real difference in our mission to clean up the oceans and protect marine life.

Because of supporters like you, we're one step closer to a world where our oceans are free from harmful plastics and debris. Every effort counts, and your donation will directly help fund our cleanup projects, restore marine habitats, and safeguard sea turtles and other ocean wildlife.



CHF40.00

Plastic Cleanup Campaign

Max Muster

5/10/2024 12:00:00 AM

Dynamic

We'll keep you updated on the progress of our work, so you can see the impact you're making. If you'd like to get more involved, there are plenty of ways to stay connected—whether through volunteering, becoming a regular donor, or simply spreading the word about our cause.

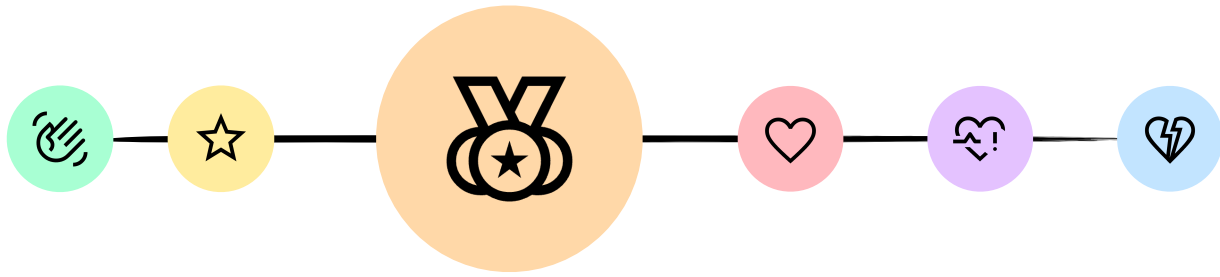
Once again, thank you for being a part of the solution. Together, we can achieve cleaner oceans and a healthier planet!

With gratitude,



Dave Mustermann
Captain

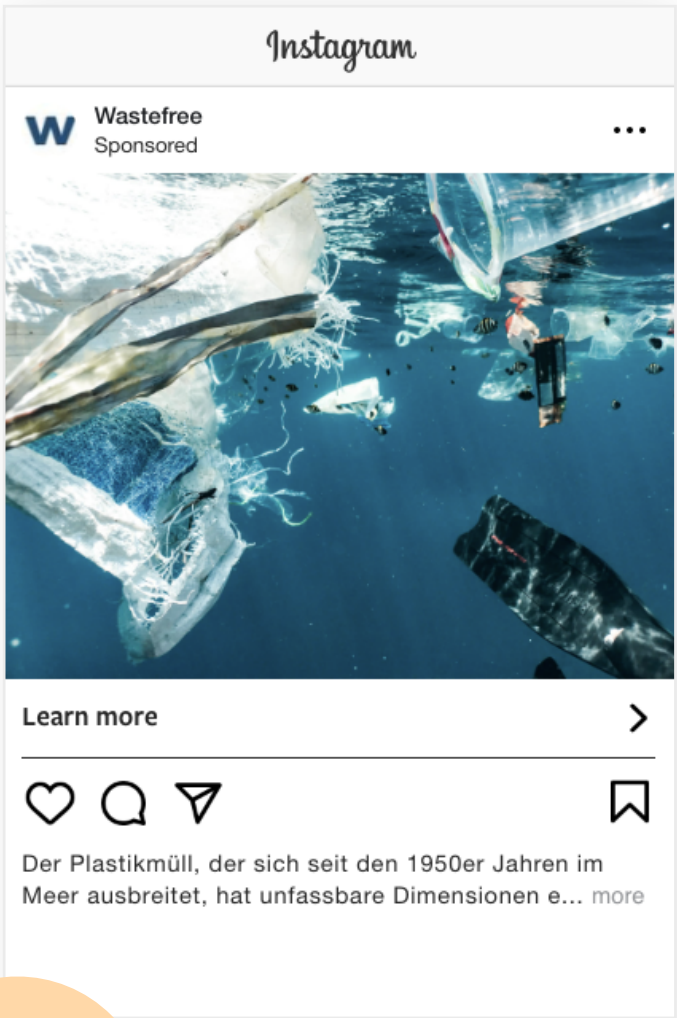




Developable

Donor 2
Regular Donor
Journey

1



2

Make a Lasting Difference

Dear Max,

First, we want to thank you for your generous support of Wastefree and our mission to protect the oceans and the precious marine life that calls them home. Your contribution has already helped in our ongoing fight against ocean pollution and our efforts to safeguard endangered sea turtles.

But our work is far from over. That's why we're inviting you to take the next step. By becoming a **regular donor**, you can make an ongoing impact—helping us maintain and expand our cleanup projects and turtle conservation efforts.

"Every year, millions of tons of plastic are dumped into the ocean, threatening marine ecosystems"

DONATE NOW

With a monthly donation, you will:

- **Protect sea turtles** by funding rescue and rehabilitation initiatives.
- **Remove plastic waste** from the ocean, preventing harm to marine life.
- **Support educational programs** to reduce future pollution.

Together, we can achieve lasting change. If you're ready to join us in this important mission make a sustainable difference for our oceans.

WATCH THE VIDEO

Watch the Wastefree 2024 - State of the Ocean Report

Your ongoing support means the world to us—and to the planet. Thank you for considering this crucial next step.

With gratitude,

Dave Mustermann
Captain

3

Let's Keep Making Waves

Dear Max,

A few days ago, we reached out to thank you for your generous support of Wastefree, and today, we'd like to share with you just how much your continued help can accomplish.

Your one-time donation was an incredible step toward cleaner oceans and safer habitats for sea turtles. But with ongoing monthly donations, we can plan longer-term projects that deliver even more powerful results. Imagine being part of a community that regularly contributes to:

- Removing **thousands of pounds of plastic** every month.
- Rescuing **injured sea turtles** and returning them to their natural habitats.
- Creating a **plastic-free future** for the oceans, all year round.

no matter how big or small — a regular donation will have an enormous impact

DONATE NOW

Please consider upgrading your support to a regular monthly donation today. It only takes a few minutes, and your contribution—no matter how big or small—will have an enormous impact over time. It only takes a few minutes, and your contribution, no matter how big or small, will have an enormous impact over time.

Impact Report 2023

probably haven't heard of them.
Polaroid poke tacos, tilde street art
pinterest vegan.

Read more

Impact Report 2024

probably haven't heard of them.
Polaroid poke tacos, tilde street art
pinterest vegan.

Read more

Together, we can be the solution our oceans and marine life desperately need.

Thank you for standing with us. We hope you'll continue this journey and make an even bigger impact.

Warm regards,

Dave Mustermann
Captain

4

Ja, ich helfe mit, die Meere und Küsten von Plastik zu säubern.

Mit 50 Franken Mexican golden trout southern flounder slender snipe eel yellowfin tuna eel brook lamprey sprat.

Mit 70 Franken Sawtooth eel brook lamprey sprat mosquitofish, birst-lenose catfish Gila trout striped bass airbreathing.

Mit 100 Franken Whitetip reef shark: frigate mackerel anemonefish white croaker eel brook lamprey sprat lemon shark.

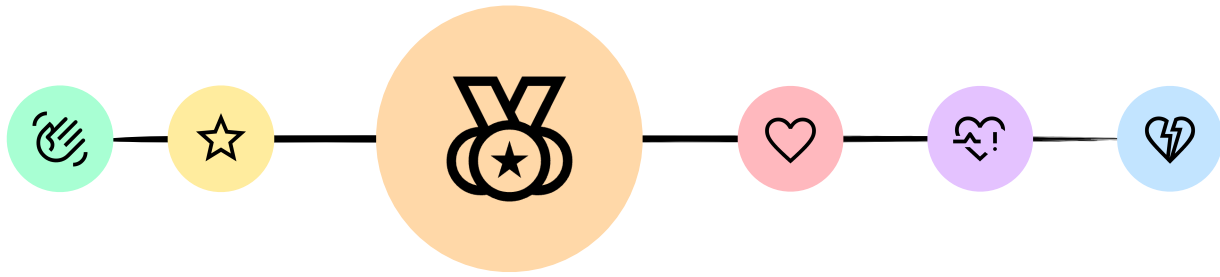
Mit Franken Flier herring smelt walleye Redhorse sucker carpetshark rocket eel brook lamprey sprat danio leaffish.

«Spende bequem per QR-Code und erhalte eine kleine Überraschung».

wastefree

Empfangsschein / Récépissé / Ricevuta	Einzahlung Giro	Versamento Virement	Versamento Girata
 Ihre Spende in guten Händen. WasteFree 3000 Bern CHF 01-23456-78	 WasteFree 3000 Bern CHF 01-23456-78	 WasteFree 3000 Bern CHF 01-23456-78	 WasteFree 3000 Bern CHF 01-23456-78

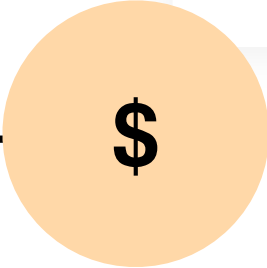
QR Code zum
regelmässigen
Spendenformular



Developable

Spendenintervall

Regular
Donation
Page



wastefree

Zurück

Support us with a sponsorship for oceans and coasts

Kombucha kogi pok pok la croix brunch, blue bottle photo booth umami bruh. Truffaut blue bottle big mood adaptogen chartreuse authentic migas crucifix.

1

What would you like your donation to support?

☒ Ocean Cleanup

☐ Coral Reefs

2

Choose the frequency and amount of your donation

☒ Monthly

☐ Yearly

Your recurring donation can be adjusted or cancelled at any time

☐ EUR 10

☒ EUR 25

Add your personal donation amount

3

Choose a payment method

Google Pay

Google Pay is a fast, simple and secure way to pay online. You need to have a credit card, bank account or another payment method linked to your Google account.

Choose another payment method

4

Enter your personal details

Title (optional)

Salutation

Mr

First name

Max

Last name

Muster

Email

max@muster.ch

Date of birth (optional)

25 / 04 / 1989

Remarks (optional)

☒ I want a donation receipt for tax returns

In order to send you a tax receipt we ask you to enter your postal address

☐ I would like to donate anonymously and not be mentioned as a donor on the website or in other publications.

5

Your address

Street name

Hardturmstrasse

House number

101

Postal code

8005

City

Zürich

Country

Switzerland

6

Cover the fees

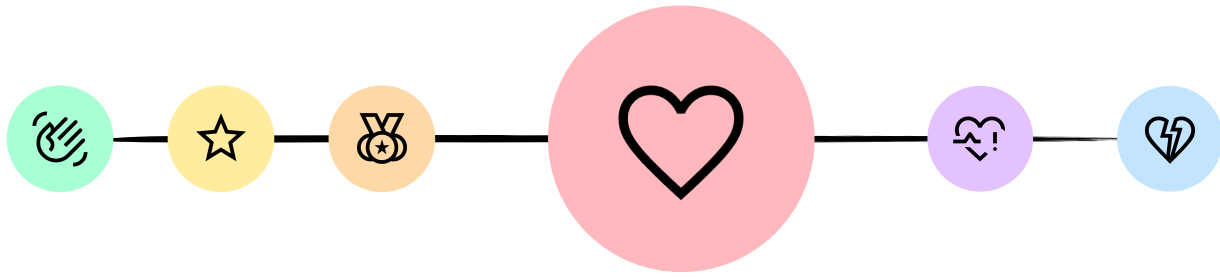
☐ Yes, I want to cover the EUR 1.45 processing fees to ensure that 100% of my donations goes to NPO

Donate 25 EUR monthly

Secure donating with RaiseNow

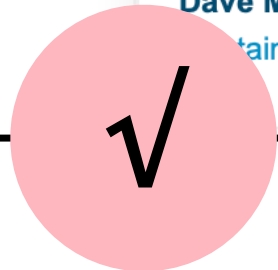
[Data Protection Policy](#)





Bound

Regular
Donation
Confirmation



wastefree

Thank You, Max!

We are truly grateful for your continued commitment to our mission at **Wastefree!** Thanks to your regular support, we are one step closer to keeping our oceans clean and protecting marine life.

We wanted to confirm that your generous monthly donation of [Donation Amount] has been successfully processed. Your ongoing contributions make a lasting difference, enabling us to sustain our cleanup efforts and plan for long-term solutions to ocean pollution.



CHF25.00

Plastic Cleanup Campaign

Max Muster

5/10/2024 12:00:00 AM

Thanks a lot for your monthly donation

Because of your commitment, we are able to:

- Remove more plastic waste from our oceans and beaches
- Protect endangered marine life, such as sea turtles
- Fund sustainable solutions to prevent future pollution

Thank you again for standing with us in this important cause. We're excited to share the impact you're helping to make in the months ahead!

Warm regards,



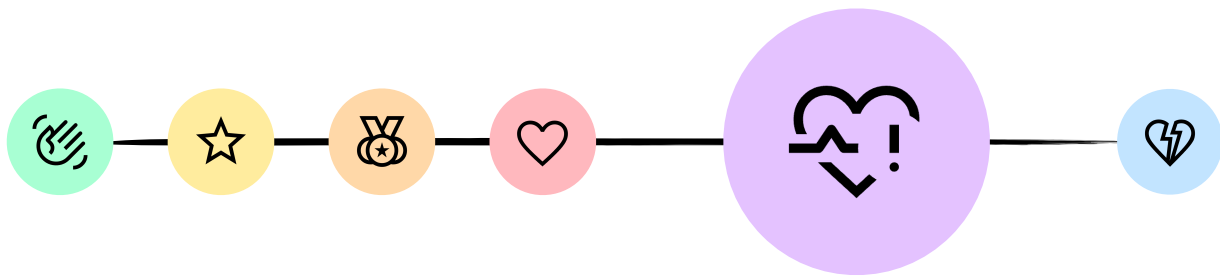
Dave Mustermann

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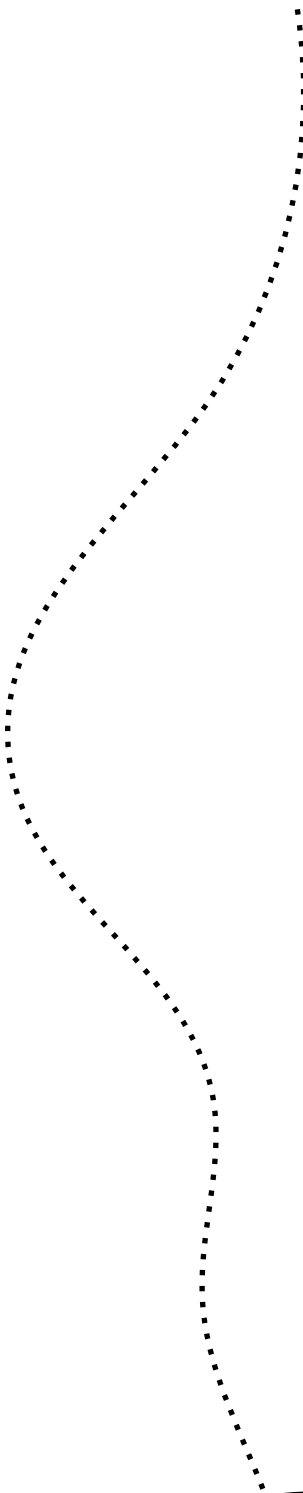


Spezieller Inhalt für
erste Spende

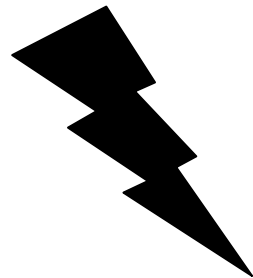




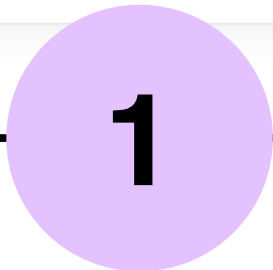
In Danger



CC expires



Retention Journey



Dear Max,

We hope this message finds you well. We're reaching out because your generous regular donations to Wastefree have made a tangible difference in our mission to clean the oceans and protect the precious marine life that calls them home. Thanks to supporters like you, we've been able to take meaningful steps toward a waste-free world.

However, we noticed that your recurring donation recently ended, and we'd love to have you back as part of our Wastefree family.

Your Impact So Far:
Ocean Cleanup: With your support, we've removed tons of harmful plastics from the ocean, preserving the natural beauty of our marine environments.
Turtle Protection: You've helped fund essential programs that safeguard endangered turtles from the dangers of plastic pollution, ensuring their survival for future generations.
But the journey doesn't stop here. There's still much work to be done, and we can't do it without you.

How You Can Help:
By resuming your regular donation, you'll help us continue our vital efforts in cleaning up the oceans and protecting endangered turtles from plastic waste and other threats.
A small, consistent gift can make a huge difference—providing us with the reliable support we need to plan larger, long-term projects.
Click below to resume your impact:

Resume Your Donation: <https://demo.getunik.com/checkout>

Your support has been invaluable to us, and we hope you'll consider renewing your commitment. Together, we can create oceans that are clean, thriving, and free of waste for all marine life.

Thank you for all that you've already done and for considering supporting Wastefree once again.

With sincere gratitude,
Dave Captain

Sprint 4:08 PM 75%

< Messages Wastefree Details

Dear Max, we hope this message. We noticed that your recurring donation recently ended, and we'd love to have you back as part of our Wastefree family. finds you well. Resume Your Donation: <https://demo.getunik.com/checkout/ADJC89d9cm>

iMessage

wastefree

WASTEFREE

8 October 2024

Max Muster
101 Hardturmstrasse
8005, Zurich

Subject: Join Us in Protecting Our Oceans — Sign the Petition for a Cleaner Future!

Dear Max Muster,

At *Wastefree*, we are deeply committed to preserving our planet's most precious resource: our oceans. Every year, millions of tons of plastic and waste end up in the sea, threatening marine life and ecosystems. To combat this, we are proud to launch our **Ocean Cleanup 2024** Campaign — an ambitious initiative to rid our oceans of harmful waste and ensure a cleaner, healthier environment for future generations.

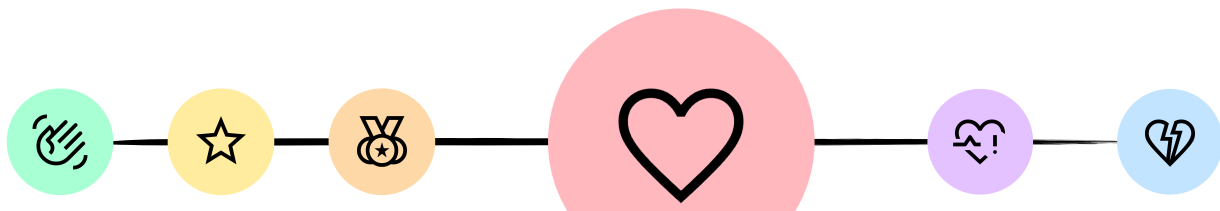
But we can't do it alone.

How can you help?
Simply **scan the QR code** to visit our website and add your voice to the movement. It only takes a few moments, but the impact will last a lifetime.

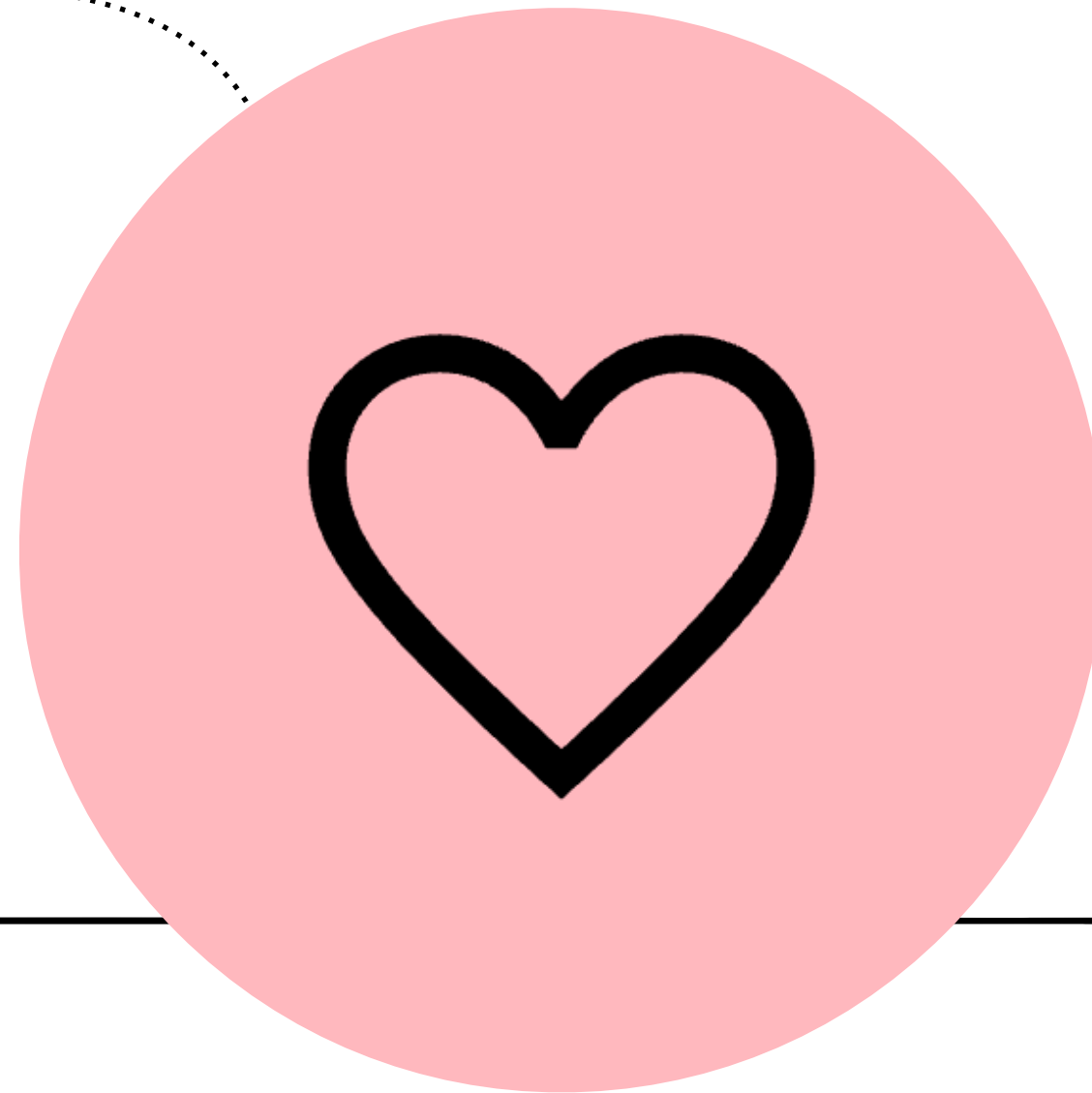


Together, we can make waves of change!

 DAVE MUSTERMANN
CAPTAIN



Bound



Thank you!