

Neon One Integrations

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June 9, 2021



1. Who we are - The Neon One Story
2. What are social good organizations challenged by?
3. How do we approach integrations at Neon One
4. What are the current integrations / upcoming integrations?
5. Questions?

The Neon One Story

Neon One Mission

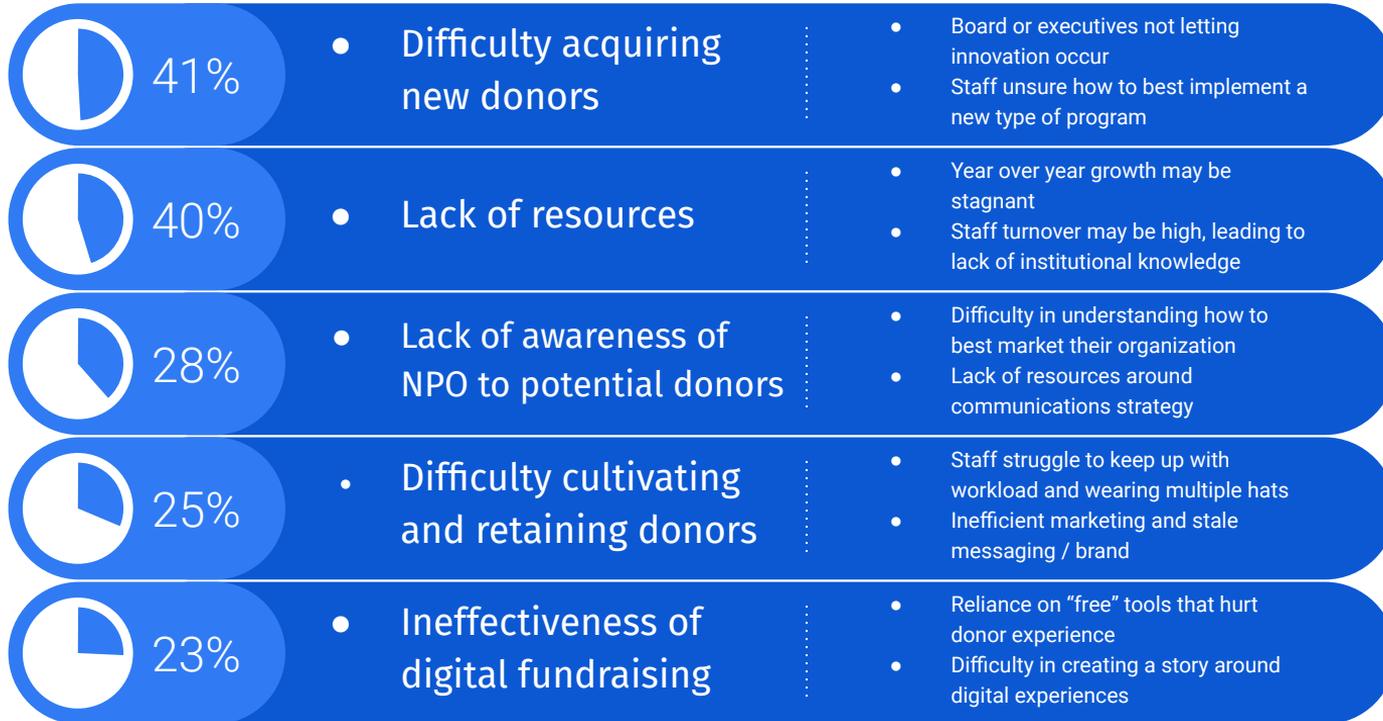
To help social good organizations raise more money and build sustainable, long term growth.

Neon One - A History



Social Good Sector Challenges

Typical Challenges / Pain Points



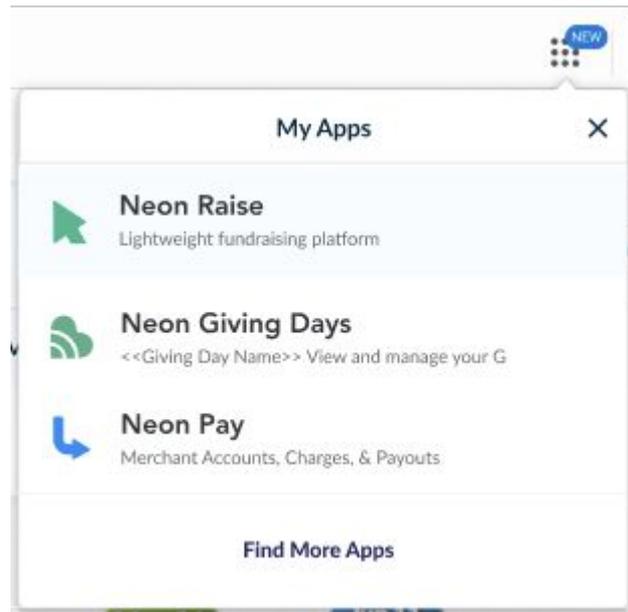
Source: 2021 NonprofitPRO Leadership Study

How we build our ecosystem

Product Strategy Goals

The vision is to provide a unified platform containing a suite of products, with the long-term goals of having:

- Provide a single best solution for each problem.
- Seamless user experience across the platform.
- Provide best-in-class features for each product.
- Roadmaps that are aligned with the company's overall strategy and objectives.

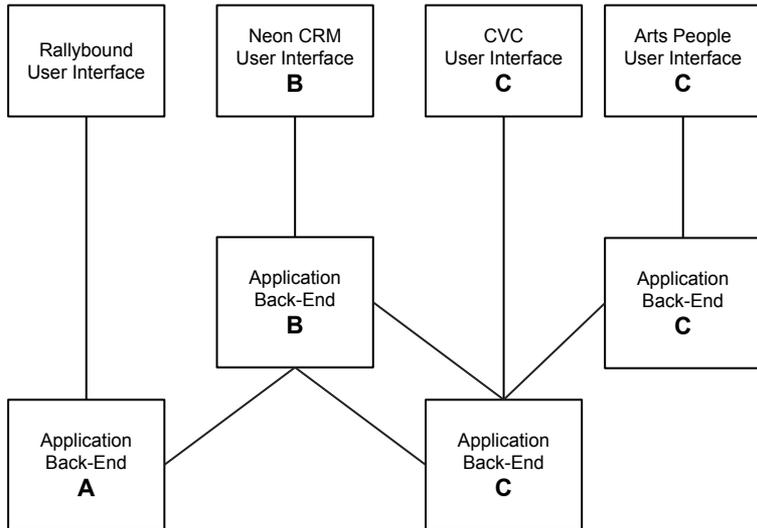


Unified Technology Approach

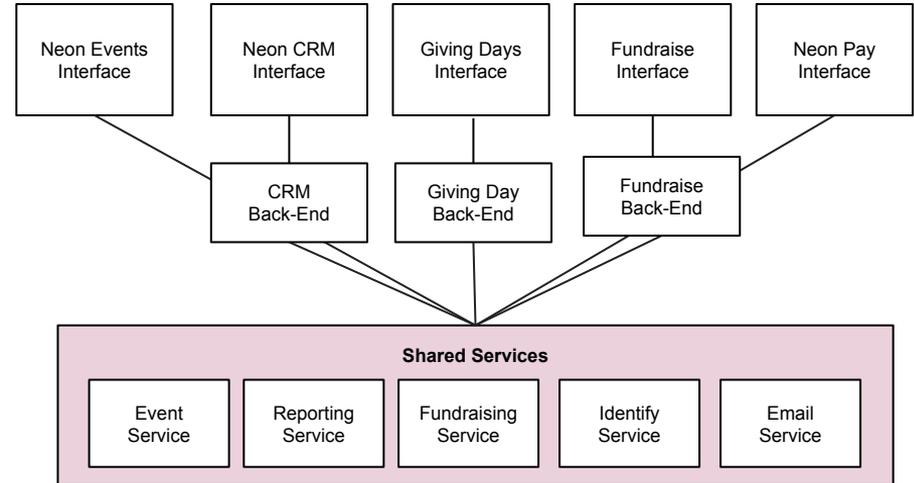
Large parts of our applications can be built as a **shared, reusable “services”**. Front-end interfaces should have access to any of these services, so products can leverage shared services without integrating full products.

Ex. Integrate an email service to each of the products to then build “best of breed email” & comms for all products

Separate Path



Unified Path



Product Integration Overview

Key Focus

1. Provide meaningful ramp for emerging organizations to transition upwards
2. Create connection points across all products around security, financial management, user management
3. Enable CRM clients to take advantage of as much of the ecosystem as possible

Shared Stack - Single Sign On, User Management, Security, Hosting Environment, Communications, Neon Pay

Giving Days



Operations



Full Stack Fundraising



Certified External Integrations

Neon One explicitly creates intentional connections between the products that we either create or work with externally.

If we approve an integration and put it into our partner directory on the Neon One website, then you can be assured that this is something we have reviewed for:

- Contact Information
- Neon One Product Understanding
- Detailed Usage Integration Details
- Detailed Product Documentation
- Ongoing Testing Sandbox



How do integrations help clients?

Neon One Impact

What We Do

- 6000+ direct clients and support 35,000 social good organizations
- Collectively raised over \$13 billion for causes around the world, including \$2.9 billion in 2020 alone
- We are uniquely focused on proper end to end integration to help any sized organization scale



Kieran Johnson, Huntington Arts Council

“With Neon One’s platform, we saw a 90% increase from last year’s annual appeal. The Neon One team has been great in helping with our donor database and communications. **Not every day you can say you look forward to speaking with your CRM host.**”

Neon One

Our company uniquely drives this impact because we allow social good organizations the freedom to innovate. We unlock an organization’s **Generosity Ecosystem** by guaranteeing sustainable and reliable growth that leads to the ability transform their processes and product usage.

Neon CRM Insights

- In 2020, helped facilitate growth for every type of nonprofit in all ways of giving
- Recurring donors managed by our CRM give 120% more than the industry average
- Our CRM is the only platform built with a full set of nonprofit KPIs

Neon Fundraise Insights

- In 2020, our clients were able to raise 16% more per fundraiser campaign
- Neon Fundraise donation page conversion rates are 23% higher than the industry average
- Our platform is independently cited as having the most robust CRM integrations on the market

Neon Giving Days Insights

- Neon Giving Days saw a 120% increase in peer to peer fundraising revenue
- We are the only platform with giving day campaign to individual nonprofit integrations ready for use
- Extensive training and customization possible because of our partner network

What is a Neon One Generosity Ecosystem?





Built for Good.

“What used to take upwards of 25 hours per week now takes about 15 hours, which provides an additional 10 hours of staff time per week that we can use to focus our efforts on proactive fundraising, marketing, and event initiatives.”

- **Meghan Scheibe, Director of Development and Marketing**



Our platform helped address the organization's resource challenges by:

- Saving staff over 10 hours per week
- Increasing new donors by 34%
- Increased total donations by 25%

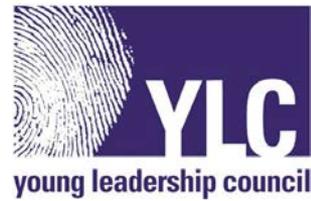
This has allowed Lawrence Humane Society to help shelter over 43,000 animals and find homes for over 22,000 pets.



Built for Good.

“The folks at Neon were AMAZING about uploading not only the 2020 data for GiveNOLA Day, but also the data from 2017-2019.”

- **Ashley Robison, Communications and Engagement Manager at YLC NOLA**



This spring, YLC NOLA was able to leverage Neon Giving Days and our new Neon Raise product to:

- Raise over \$16,000 during GiveNOLA Day
- Launch several peer to peer fundraisers that each broke their fundraising goals

This has allowed their organization to create deeper connections with their community and grow their programming reach.

Success Stories



"We're really excited to take advantage of this new Windfall integration. Having current wealth indicators helps us target our efforts and customize our communications. The integrated offerings will save us time on importing and exporting data, and we can't wait to use the new philanthropic focus indicators to further focus our efforts."

- Katie Norton, Senior Director of External Relations at the Ulman Foundation

Integrations In Action

Internal Integrations

Two of the biggest items we needed to address for clients have been around the usability and aesthetics of email and online forms.

Earlier in 2021, we launched the first major phase of our email marketing upgrades. Continued improvements have been made, such as a new Donation Summary email token.

Later this year, we will also turn our attention to the online donation forms native to Neon CRM. These improvements will lead to happier donors when they go to donate to your organization.

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NATURE RESERVE atellat@neoncrm.com

DONATE TO NATURE RESERVE

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Select an Amount

Make donation anonymous

Dedicate my donation in honor or in memory of someone

Payment Details

Cardholder Name *

Credit Card

1234 5678 1234 5678 MM/YY

Address *

Address Line 2

Country * City *

United States

State and Zip *

State ZIP

I'd like to cover all transaction fees so 100% of my donation goes to <<org.name>>

Amount: **\$250/month** USD

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Integration Communities

Integrations = Communities

Revenue Communities	Data Communities	Communications Communities
   	   	  

Upcoming Neon CRM Integrations

- Overflow - stock donations
- Giving Docs - planned giving
- Fundraising KIT - data visualization and reporting
- KindKatch - video marketing
- Fondi - hybrid events management

Upcoming Neon Fundraise Integrations

- Facebook Fundraising - campaign syncing

Built for Good.