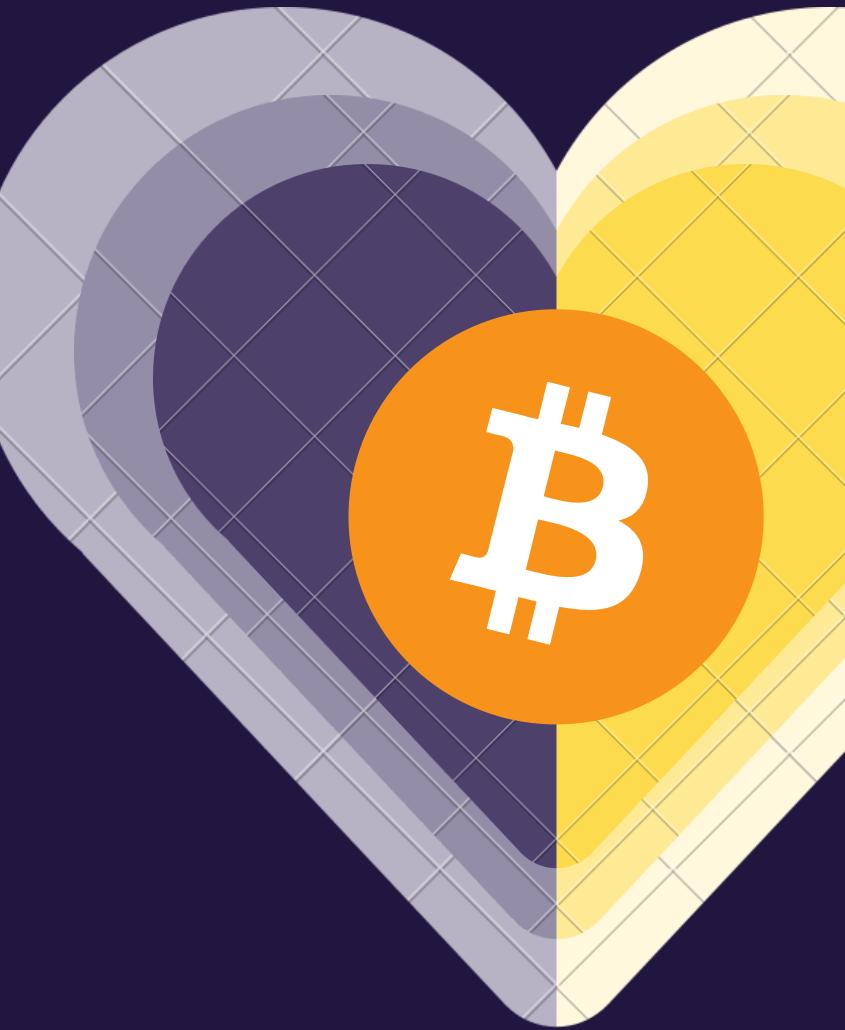


# Crypto 101 For Nonprofits





# Rachelle Cockrel

Crypto Fundraising Strategist at  
The Giving Block

- 10+ years of nonprofit experience
- Background in development, fundraising, and marketing



# The Giving Block

Cryptocurrency is the fastest growing donation method, due to its tax efficiency and rapidly growing user base.

As a result, hundreds of millions of dollars are donated via crypto each year.

Nonprofits around the world now have successful Crypto Philanthropy programs.

Nearly every successful Crypto Philanthropy program has been developed by **The Giving Block**.



# Agenda

**01** Intro to Crypto

**02** Intro to Crypto Philanthropy

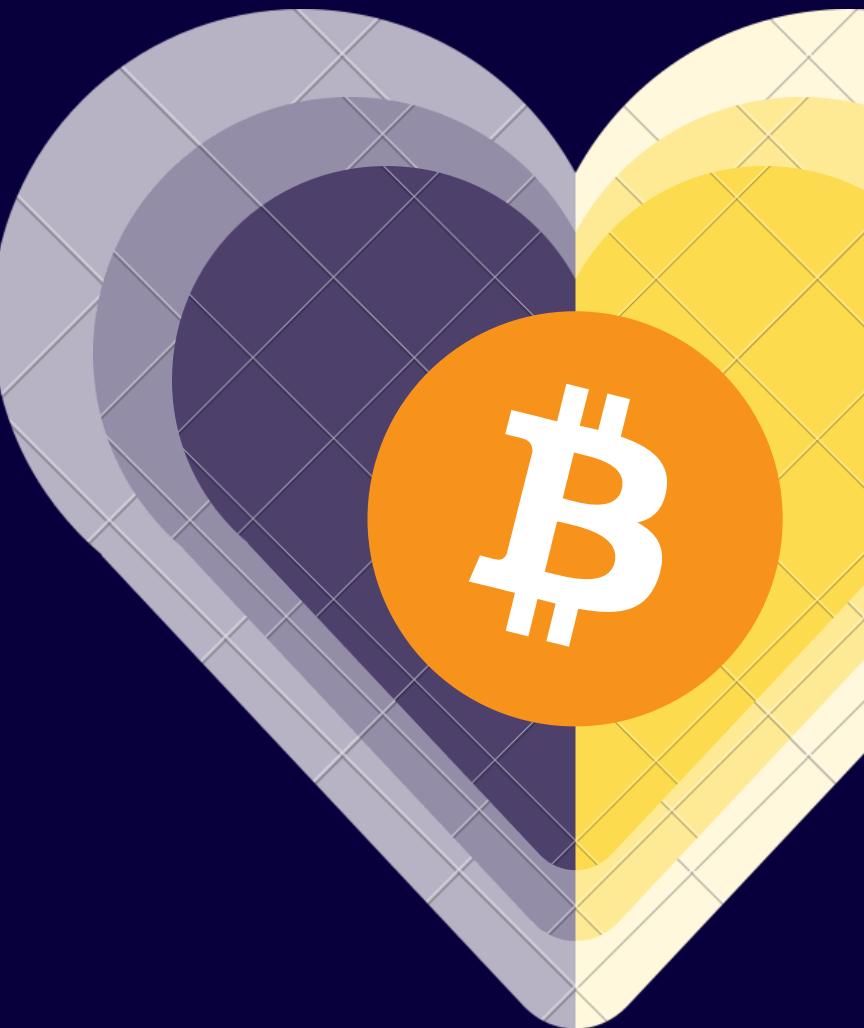
**03** Case Study: Trees for the Future

**04** How to Fundraise Crypto



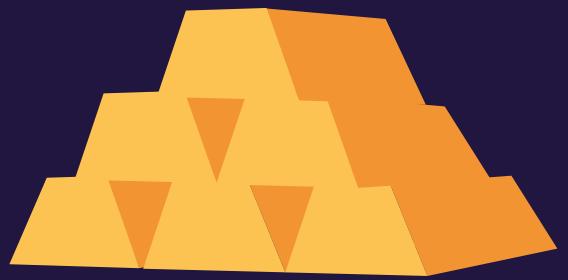
**Part 1**

# Intro to Crypto



# What is Crypto?

- What is Crypto?
- What are NFTs?
- Total # of users
- Market size, activity, mainstream adoption



# Crypto Market Overview

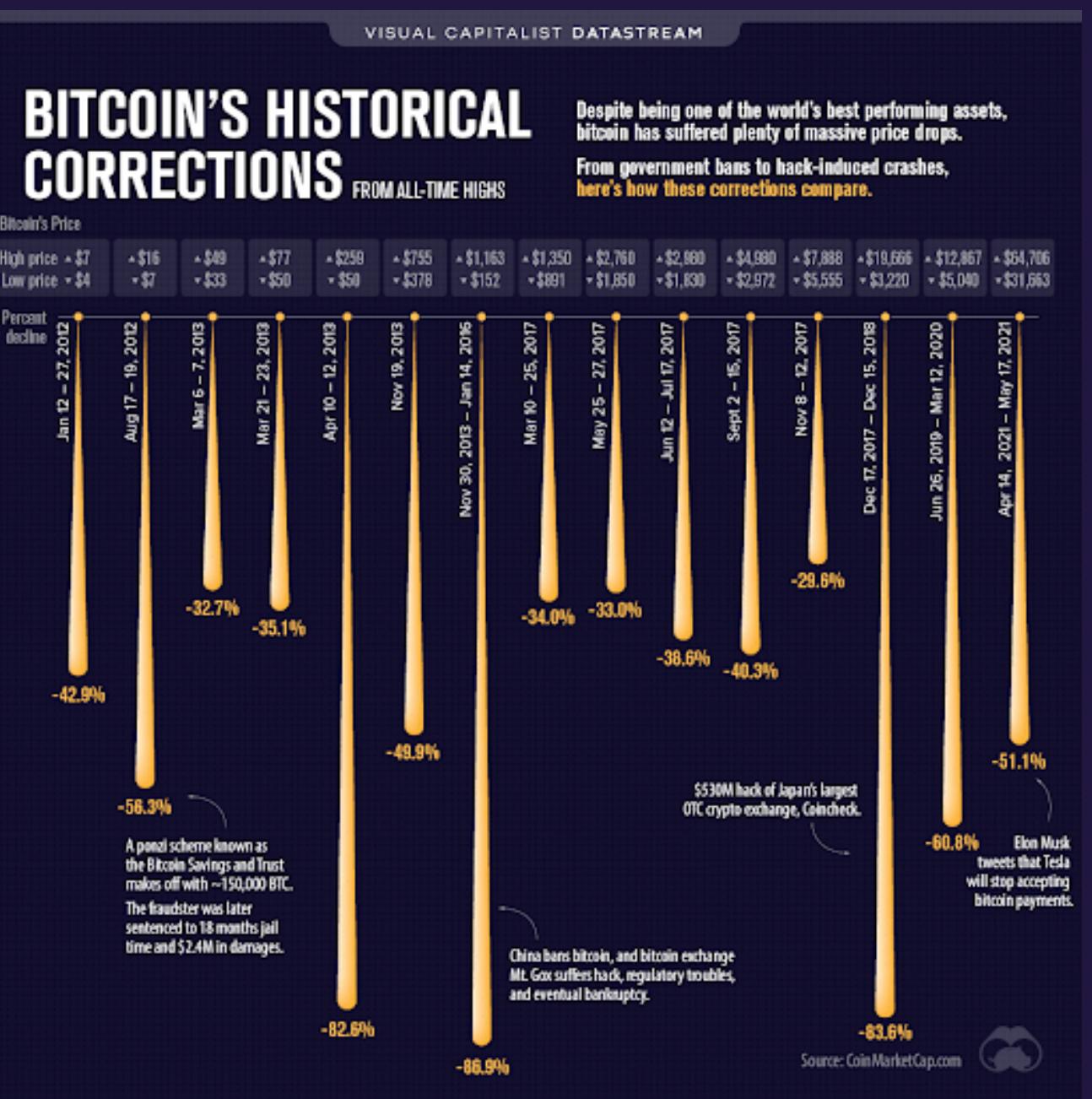
**300M**

**\$11.6T**



# Price Volatility

In the last 10 years,  
crypto has dropped  
30% or more 16 times.



# High Appreciation

Crypto has bounced back from all 16 corrections with a larger user base and new all time highs. Which has made it the best performing asset class of the last decade, despite all the drops.

Why are people donating crypto if the market is down?

Because long-term crypto investors are still up. WAY up.

Bitcoin At Time of Purchase				Today's Value	
PURCHASE DATE	PRICE WHEN PURCHASED	\$ SPENT	TOTAL BTC	\$ VALUE	% CHANGE
May 13, 2013	\$115	\$1,000	8.70	\$260,747	+26,000%
May 13, 2014	\$440	\$1,000	2.27	\$68,150	+6,815%
May 13, 2015	\$236	\$1,000	4.24	\$127,050	+12,705%
May 13, 2016	\$456	\$1,000	2.19	\$65,759	+6,576%
May 13, 2017	\$1,809	\$1,000	0.55	\$16,484	+1,648%
May 13, 2018	\$8,724	\$1,000	0.12	\$3,596	+360%
May 13, 2019	\$7,994	\$1,000	0.13	\$3,896	+390%
May 13, 2020	\$9,734	\$1,000	0.10	\$2997	+300%
May 13, 2021	\$49,880	\$1,000	0.02	\$599	-40%
May 13, 2022	\$30,101	\$1,000	0.03	\$1,000	+/-

[www.TheGivingBlock.com](http://www.TheGivingBlock.com)



# The Math

How have crypto investors amassed so much wealth when their investments drop in value so often?

## Investor A

Investor A puts \$1 into Bitcoin.

Bitcoin investment goes up 1,000% to \$10

Bitcoin investment loses 50%, goes to \$5

Total = \$5

## Investor B

Investor B puts \$1 into stocks.

Stock investment goes up 100% to \$2.

Stock investment gains 100%, goes to \$4.

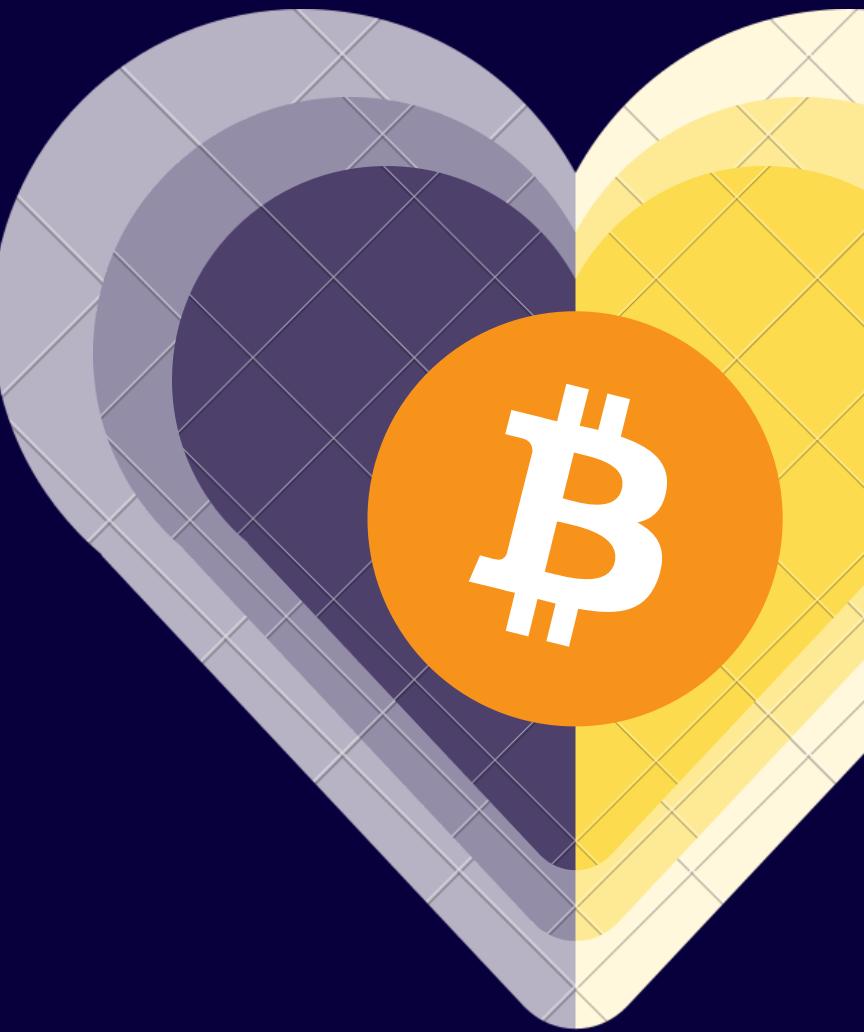
Total = \$4

\*this is not investment advice



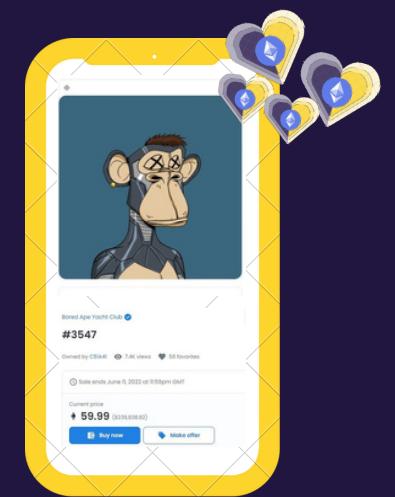
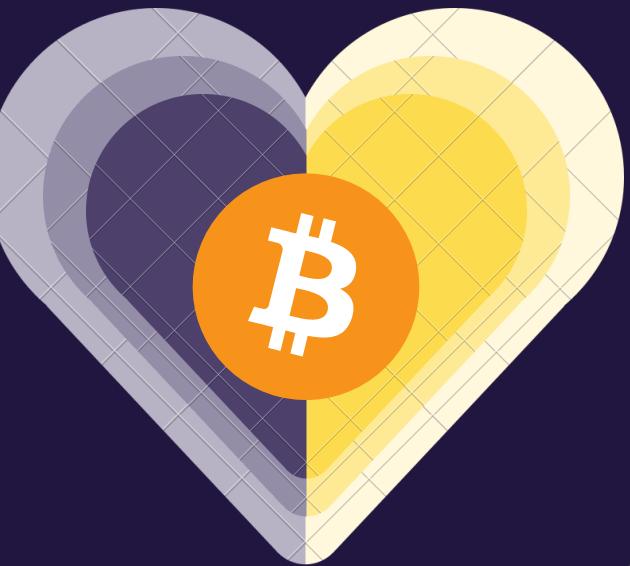
**Part 2**

# Intro to Crypto Philanthropy



# What is Crypto Philanthropy?

- History of crypto philanthropy
- Why are donors giving it? (tax incentive, community [it's not just their money, it's their community])
- Donor Profile: Who are crypto donors?



# Who Are Crypto Donors?

**45%**

Donate \$1,000  
or more

**30s**

Average age  
of crypto  
donor

**\$111k**

Average  
income of  
crypto user

**\$10.5K**

Average  
donation size



# Who Fundraises Crypto?

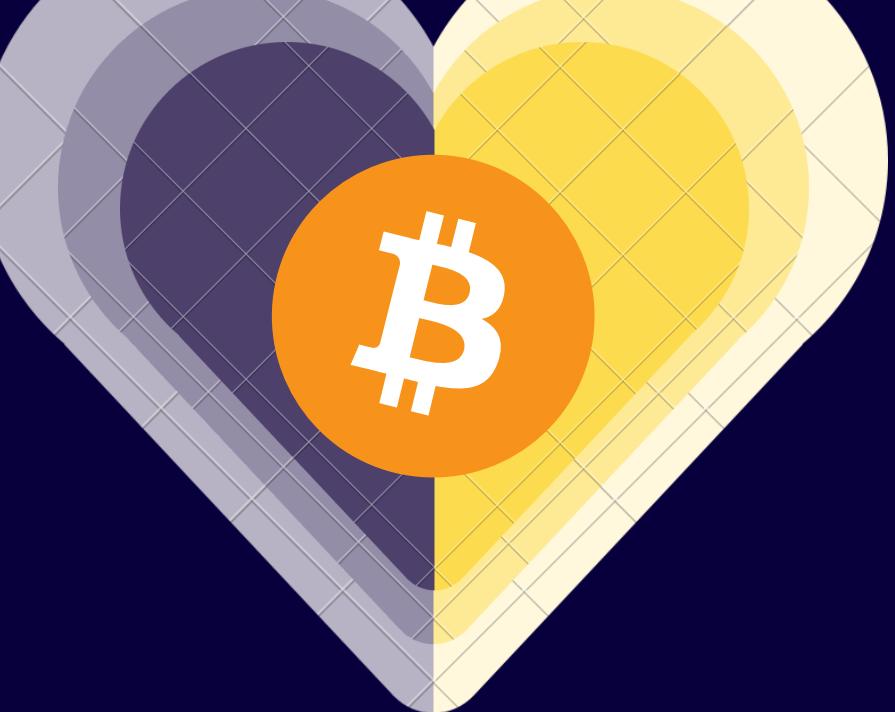


There are more than 1,600 crypto fundraising programs.

Though hundreds of blue chip nonprofits fundraise crypto, the majority of programs exist at small and midsized nonprofits.

The Giving Block is on track to raise \$500M in crypto donations in 2022.





## Part 3

# Case Study: Trees for the Future





**“With our crypto donations, we’ll be able to plant 2.3 million trees and sequester more than 80,000 metric tons of carbon dioxide over a 20-year span. We can change the lives of 5,000 farmers and their families by providing training and giving them an opportunity to have job and food security. That’s incredible.”**

-- Alexa Castellano, Individual Giving Associate, Trees for the Future

# Part 4

# How to Fundraise Crypto



# Accepting Crypto



# Features of a Successful Crypto Philanthropy Program

## 1) Make crypto easy for your team.

The Giving Block's secure processing system can automatically convert crypto to USD, making it easy on your team.

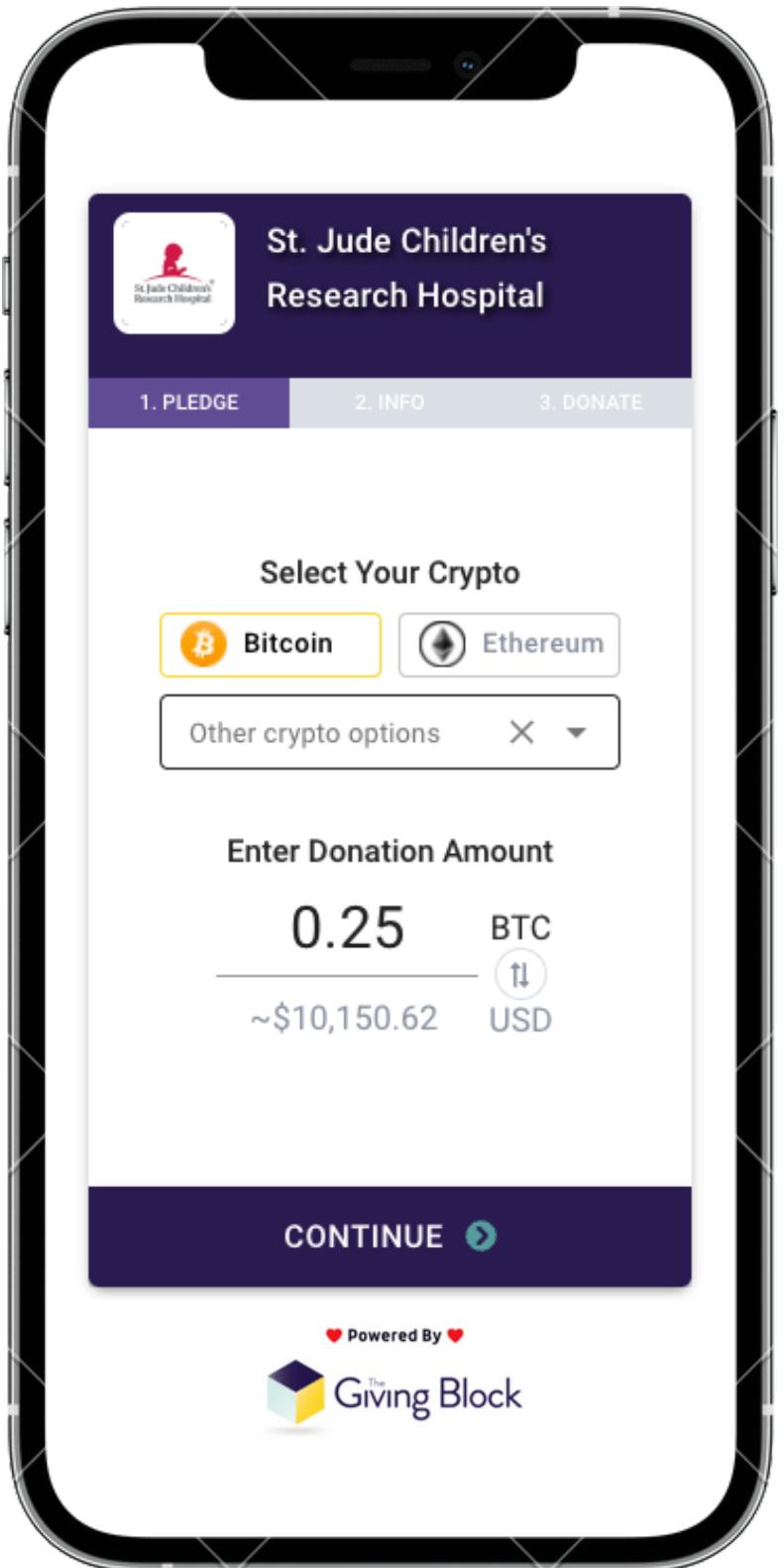
## 2) Do NOT neglect donor needs.

Nonprofits aren't the only ones involved in a donation. At a baseline, donors need automatic receipts, Private Client Services for small-caps, NFTs and unique scenarios, a Crypto Philanthropy specific support team that can get them answers so they don't get hurt. (NFTs to dynamic wallet addresses).

## 3) Don't accept crypto, **fundraise it.**

Not having a crypto philanthropy strategy is like not having a major gifts strategy. Imagine adding a major gifts button to your site where donors can give \$10k or more through a gateway, and expecting to grow your major gifts program. So, on top of ensuring that your organization and your donors don't face unnecessary risks to themselves and their time, don't risk missing the opportunity by adding a "donate crypto" option and falling asleep at the wheel.





## ACCEPTING CRYPTO

# Accept Crypto Donations

## Widget

- Crypto Philanthropy Widget (Accept the Top Cryptos)
- Private Client Services (Major Gifts, Complex Gifts, NFTs, etc.)

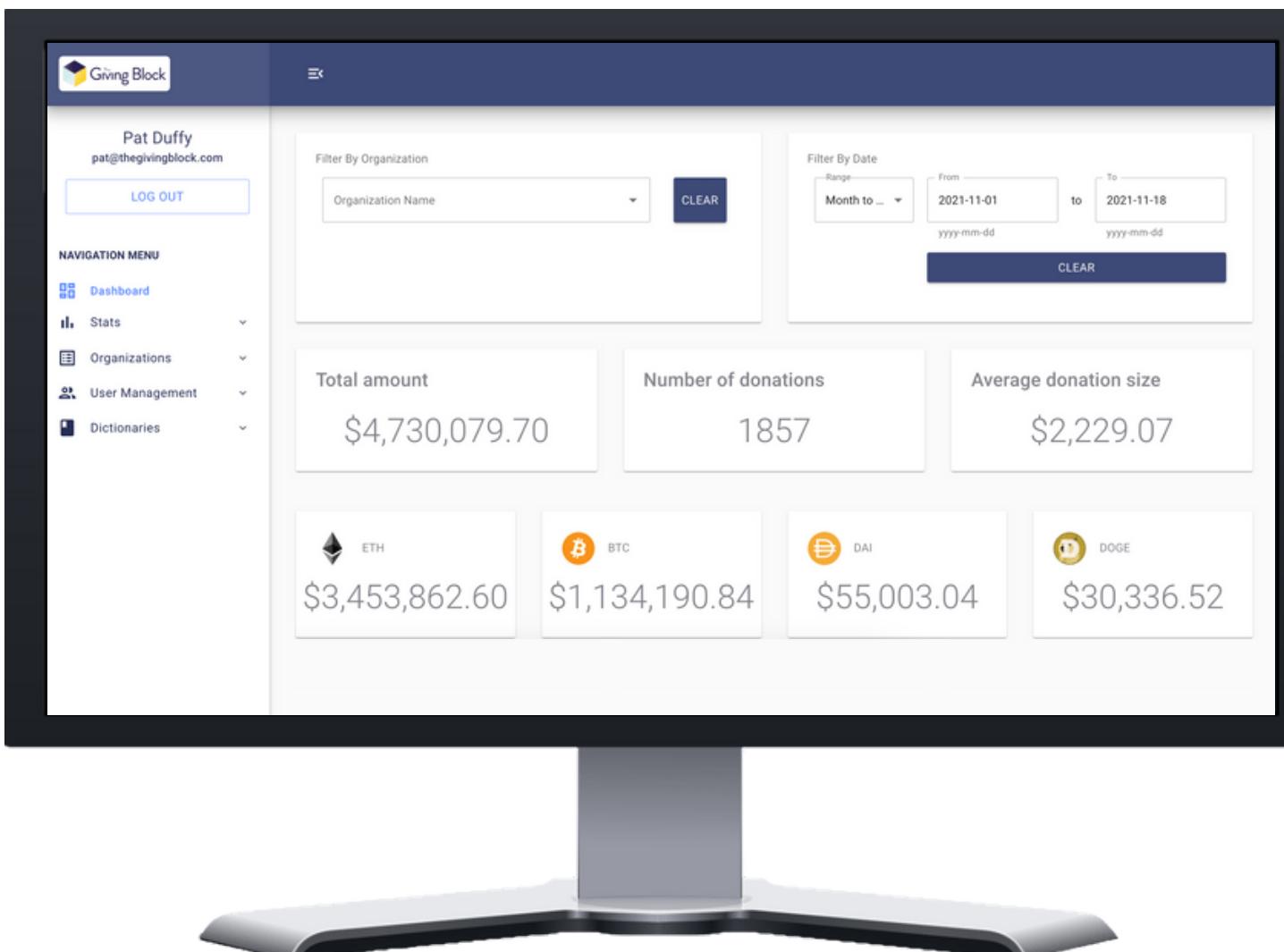
## Automations

- Automatic Conversion to USD
- Automatic Donor Receipts
- Automatic Tax Documentation (8283/8282)



ACCEPTING CRYPTO

# Data & Reporting



## Dashboard

- Crypto Philanthropy Dashboard
- Real-Time Donation Notifications
- Ad Hoc Reports

## Features

- Access All Donation Data
- Customizable Reporting



ACCEPTING CRYPTO

# Support & Expertise

01

## **Crypto-Philanthropy Specialized Support, Both for Your Team and Your Donors**

From adding your widget to multiple locations, to answering a donor's question about new crypto options – you're never on your own. Save time and enjoy unlimited access to the best support team in the nonprofit industry.

02

## **Private Client Services (PCS), For High Value Donors and Fringe Crypto Acceptance Cases**

Large crypto donations have historically been a massive undertaking. But not for your donors when they use PCS.

PCS is a white-glove crypto donor experience we offer for high-net-worth individuals, institutions and advisors. And we make it available to all of our clients.

03

## **Expert Network for Tax, Compliance & More (For Both Your Team and Your Donors)**

We don't just partner with the biggest crypto platforms, we partner with the most experienced experts in the industry. Anytime you have a complex question, skip the line and get in touch with the most experienced CPAs, Qualified Appraisers, Financial Advisors and beyond.



# Fundraising Crypto



# Understanding the Donor Community

## This is a Donor Community

Crypto is the only donation method that is also a donor demographic, with its own distinctive community and culture.

## And a really, really important one.

Crypto donors seem to be made in a lab for charitable giving. Standing 300,000,000 strong, the average crypto user in the US is young (20s & 30s), wealthy (\$111,000 average salary) and motivated to give (more generous than traditional investors, and dramatically more tax incentivized to give crypto than dollars).

## Adding a crypto donation option and waiting doesn't work.

Our platform has hundreds of nonprofits who switched to us after sitting and waiting. The crypto community has its own way of doing things, as well as terminology that fundraising teams need to learn. The Giving Block provides all nonprofits on with access to our "Knowledge Base," a portal that provides the education and resources fundraising teams need to successfully crypto fundraise.

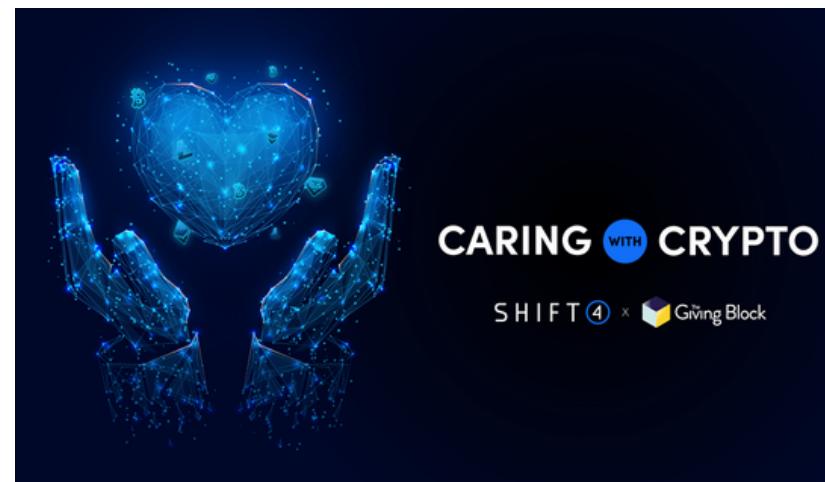


FUNDRAISING CRYPTO

# Accessing Donors



#CryptoGivingTuesday



A screenshot of the Giving Block website's "Donate Crypto" page. The page has a dark purple header with the Giving Block logo and navigation links for "For Nonprofits", "For Donors", "Resources", "Partnerships", "Campaigns", "About", "Accept Crypto", and "Donate Crypto". Below the header, there's a section titled "Donate Crypto" with the sub-instruction "Make a crypto donation to nonprofits, charities, universities, faith-based, and other mission-driven organizations." There are two buttons labeled "Impact Index Funds" and "Search Nonprofits". At the bottom, there's a search bar with placeholder text "Type Nonprofit name or a keyword", a "Submit" button, a "Filter by category" dropdown, and an "Order by A-Z" dropdown. A small instruction at the bottom says "Instructions: Select a nonprofit to support, donate crypto and receive your tax receipt."



FUNDRAISING CRYPTO

# Doing it Right

01

## Crypto Philanthropy Strategists

Beyond access to the support team, enjoy access to a Client Success Manager assigned specifically to your account. These are the top Crypto Philanthropy strategists on the planet, and your point of contact when you or your donors have a complex problem to solve.

02

## Sessions & Resources

Start learning to fundraise crypto in group environments before graduating to individualized strategy. Throughout your journey, enjoy the largest library of Crypto Philanthropy resources on the planet. Study up to your heart's delight, and get your team prepared to handle everything that comes your way.



Thank You  
Questions?

