

Pitch script 2

Intro (0:32)

Hi, I'm Jeremy Bolls, Founder and CEO of Kindful.

Did you know there are more than 2 million nonprofit organizations in the United States alone? They were all started by visionaries that simply wanted to see their mission come to life.

But most nonprofits are – just like small businesses – understaffed, underfunded, and behind the tech learning curve.

Kindful is a donor management platform. We focus on reducing admin time so nonprofits can focus on helping others.

We'd love to show you how one of our customers is making a huge impact in the world.

VIDEO (0:48 + 0:02 transition)

As you can see, nonprofit organizations are doing some amazing things.

Now I'd like to have Joel show you how Kindful is helping nonprofits like Mocha Club make such a huge impact.

Demo (0:50)

Thanks Jeremy. I'm really excited to show y'all how nonprofits are saving time. So, let's buckle up!

I've pulled up the Kindful Dashboard here, and what you can see is a bird's eye view of all the ways we're interacting with our donors.

Down here we'll see an up-to-date activity trail. Nonprofits are using tons of services to gather donations and interact with donors, and Kindful bypasses those imports and exports they'd normally have to do.

Online donations, recurring donations, and even industry leaders like PayPal, Eventbrite, and Square show up here as recent donations, all flowing into Kindful automatically through our open API.

Now let's see how this works with QuickBooks Online.

Raise your hand if you've seen QB before? Huh, I guess that's what I'd expect at a QB conference. Since you've seen it before, I'll just show you the good stuff.

Over here in Sales, you can see a list of transactions, exactly correlating to all donations we just saw in Kindful. Allowing their accountants to easily dive in, and do their, well...accountant-ing things.

Perfectly in sync, automatically. Something that would've taken hours in data entry now takes seconds with Kindful.

Outro (0:20)

Every day, we're helping nonprofits save time and money.

By automatically pulling all of their data into one place, Kindful helps thousands of nonprofits like Mocha Club save thousands of hours a year. Now, all that free time can be spent building relationships with donors and focusing on their mission to make the world a better place.

Thank you.

Mocha club interview questions

1. What's the mission of Mocha Club?

Mocha Club uses everyday generosity to fight extreme poverty through clean water, economic freedom, education, healthcare, or orphan care.

2. What types of problems did you face before Kindful?

Before Kindful, our data was spread across 3 different systems. We constantly had to import and export data from one platform to another so we could make sure our donor records were accurate (up-to-date).

3. What does using Kindful allow you to do?

With Kindful, now all online donations, recurring gifts, and event transactions are in one database. We can send donors meaningful communications and even update our accountant automatically through QuickBooks. We've saved XX hours a week in data entry, so now we can focus more of our time on fighting poverty in Africa.

Pitch revised outline

Intro 0:30

- Nonprofits background
 - 1.5 million in US alone
 - X amount of those use QuickBooks
 - Started by visionaries
- Nonprofits problem
 - Data all over the place
 - Understaffed, under funded
 - Have to work on admin duties, not their mission (compare nonprofits to small businesses here)

Customer Story 0:45-1:00

- Customer's mission
- Customer's hurdles
- Kindful tools help us _____
- Now we can change focus to the mission

Kindful platform 0:45

- Dashboard
 - Activity trail (show various types of transactions)
 - Fund pie chart
- Quickbooks
 - First thing
 - Second thing

Conclusion: Focus on customer 0:30

- *Customer* has saved over X hours a week, 2.3 billion stored in Kindful
 - They were using X system
 - Kindful allows them to _____
- *Customer* is able to have all their data centralized
- *Customer* can now focus on their mission and change the world

Pitch script 1

Intro

There are over 1.5 million nonprofit organizations in the United States alone. They were all started by visionaries that simply wanted to see their mission come to life. But, what many of them found was an overwhelming load of administrative work.

Between understaffing, high learning curves, and complicated software tools that require manual imports and exports, nonprofits are spending more time focusing on record keeping, and less time engaging with their donors. And less time with their donors means fewer donations and a smaller impact on the world.

We built Kindful to be a donor database that helps nonprofits grow. Our goal is to drastically reduce administrative time and responsibilities, so nonprofits can focus on helping others. We support nonprofits by making our app easy to use, automated, and integrated with industry leaders, like QuickBooks.

Let's take a look at a nonprofit's journey with Kindful.

How Kindful works

We'll start off by looking at one of our organization's donation pages. A donor can come to this Kindful-hosted donation page, and easily enter in their information to give.

After donating, we'll instantly see their gift in Kindful.

In the Kindful dashboard, we'll see the donation activity we just received, and the addition of a new contact record. We can see an active picture of campaign progress, monthly funding, and more.

What we don't see are the things happening behind the scenes: donor profiles being set up, automatic receipts being sent to online donors, and data syncing to integrations. Before Kindful, this would have taken a nonprofit staff member hours of data entry every day.

Let's look at a specific donor. By viewing their profile, we see every way they've interacted with this organization. Every aspect of donor interaction can be found in one place, from donations to events,

peer-to-peer fundraising, volunteer hours, and tons more. With everything centralized in Kindful, reporting can be comprehensive, and information can be synced.

Every transaction a donor makes with Kindful and our integrations can seamlessly sync over to QuickBooks. Any transaction that flows into Kindful flows right out to QuickBooks automatically.

Viewing QuickBooks

Let's look at our data in QuickBooks. Just like we saw a list of transactions on the Kindful dashboard, we can see a list of all those transactions as they go into QuickBooks. Kindful transactions, campaigns, and funds show up in QuickBooks as sales receipts, classes, and income accounts.

Kindful is THE ONLY donor management platforms that works with QuickBooks. Other systems require exports out and imports into QuickBooks, causing tons of headache and wasted time.

Conclusion

What takes nonprofit customers of other databases countless hours just to get accounting squared away takes our nonprofits, well, no time at all. We've seen our customers save an average of 30 hours per week by switching to Kindful. All this to keep nonprofits where they need to be: not managing, not administering, but changing the world.

Instructions From QuickBooks

Basic layout

1. Introduce yourself (and demo partner), Company and application
2. Explain current customer problem
3. Show how your application works to solve that problem

Make sure to address

- **Innovation** – how the Submission solved a small business problem and how different Submission is from other apps in the market (34%);
- **Business Potential** for app. Does the app have a chance at being successful in the marketplace? (33%); and
- **Impact** – Addressable market, accessibility and size of consumer problem/market impact and value (33%).

Things to include

- What did customers do prior to using your application?
- What is your app's big "AHA!"?
- Why should anyone care? (Make us feel something special!)

Your demo should be a DEMO – not slideware and not clicking through tabs of the product. Show an actual workflow. Show how your app saves people time, money – why it is a must have! Be sure to let your personality come through. Show that you are smart and what you've created is clever. (You can even use humor if you want to do so.)