

Report of Fundraising WG

KDE e.V. AGM 2022



- Identify fundraising opportunities and coordinate the execution of fundraising campaigns
- Maintain and improve the technical infrastructure used in fundraising campaigns
- Coordinate the production and outreach of promotional material for campaigns

What we do

Who we are

- Carl Schwan
- Kenny Coyle
- Lays Rodrigues



Our work of the past year

- Continued to meet on a monthly basis on meet.kde.org
- Studied among the available solutions to substitute CiviCRM
 - **Donorbox** was the pick
- **Kdenlive Fundraising Campaign**
 - Kicked off on September 15th
 - Using Donorbox
 - Working with KDE Promo to get the best of our campaign

Thanks promo!



Our priorities
for the near
future

Moving to Donorbox

- CiviCRM is not suitable for current KDE needs
- In a comparison with other platforms of fundraising, Donorbox **checks most of the boxes** that the e.V. Board thinks is needed to substitute CiviCRM
- It **integrates with** PayPal and Stripe transparently
- We can launch **recurring** and **one time** donation campaigns, for KDE and target applications i.e: Kdenlive
- For what we need, **it's free**





Moving to Donorbox

- Test driving with Kdenlive Campaign
- Move new supporting members to Donorbox
- Build a plan to migrate current supporting members to Donorbox
 - Plan the communication
 - Dates
 - CiviCRM EOL





Next steps

- Analyze the results and acceptance of Donorbox as fundraising platform
- If everything is OK with Donorbox, plan the migration from CiviCRM to Donorbox
- Continue to meet regularly
- Sign the KDE NDA



Reaching the WG

- We will create a public channel for the community to be able to reach us.
- We will keep the private matrix channel to the WG members to deal with sensitive information
- We will keep monthly meetings every first Sunday of the month at 3PM UTC.

Talk to us!

kde-ev-campaign@kde.org