

Report of Fundraising WG

KDE e.V. AGM 2023



- 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
- Lays Rodrigues
- Nate Graham
- Lydia [honor mention ;)]



Kdenlive Fundraising Campaign

- Tested Donorbox with the Kdenlive Fundraising—It was a **HUGE** success!
 - ◆ We raised **€27,459.09** (until 22/06/2023)
 - Average Donation: **€33.81**
 - **812** people donated
 - **724** people made a **one-time** donation;
 - **76** people made a **monthly** donation subscription;
 - **12** people made an **annual** donation subscription;



End of the Year Campaign

- Launched an End of the Year Campaign after Kdenlive Fundraising:
- The goal was to raise **€20.000**.
 - ◆ We launched this campaign around **December 2** and **reached our goal around December 25**;
 - ◆ We raised **€26,203.37** (until 06/01/2023);
 - Average Donation: **€36.44**
 - ◆ Changed the Campaign to be an ongoing one
 - We raised **€34,997.11** until (22/06/2023)
 - Average Donation: **€27.54**
 - ◆ So far we have **1271** donations:
 - **818** people made **one-time donations**
 - **420** people made **monthly subscriptions**
 - **33** people made **annual subscriptions**



Our priorities
for the near
future



Finally moving from CiviCRM

- With the help of Aniq, we are working on the text that will fill the Membership campaign on the Donorbox page and in donate.kde.org.
- We have a plan to launch this membership and then communicate to the members who are on CiviCRM to migrate to Donorbox.
- We hope to finalize this migration by the end of this year and allow Ben to shut down the servers and have some peace of mind ;)

A big thank you to the Promo Team

For all the help with our
campaigns!



Talk to us!

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