

BONTERRA NEWS

Fundraising and Engagement

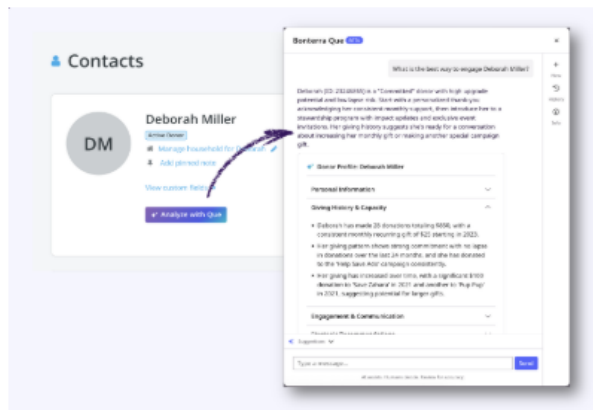
Network  for Good.

OCTOBER 2025

Welcome to the October edition of Bonterra News!

Read on to learn more about what's new and what's coming for our Network for Good customers.

Featured



Let Que help you with Segmentation and Stewardship this Giving Season

Want to be sure that you're optimizing your current fundraising strategy, and feel confident that you're taking the best "next steps" in your outreach efforts? How easy is it for you to create a targeted donor list today - and how sure are you that you're reaching out with the right message at the right time?

With Bonterra Que's two newest skills - **Donor Segmentation** and **Donor Stewardship** - you can easily improve how you target your audiences, and **keep your donors engaged and feeling valued while freeing up crucial time** for your team members to focus on other year-end necessities.

Donor Segmentation

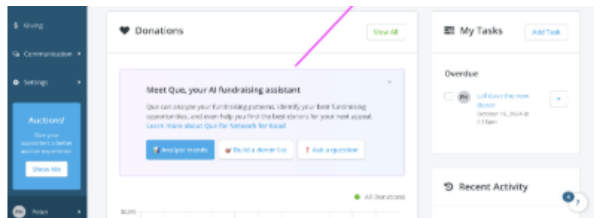
Donor Stewardship

P.S. Looking for Que?

We've moved Que to a **new, more intuitive location** in your platform!

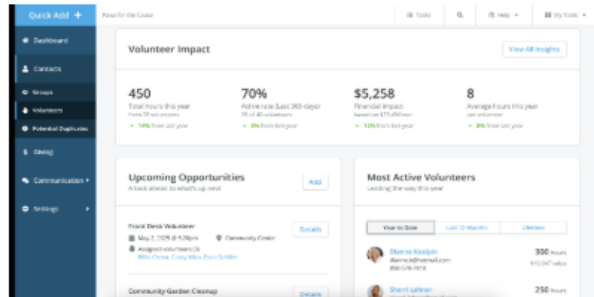
Que now lives in the top navigation bar on full-size screens, and in the bottom navigation bar when viewing on a mobile device. It's also static - meaning it won't move around the page - and it's been strategically placed out of the way of your time-sensitive, critical workflows.



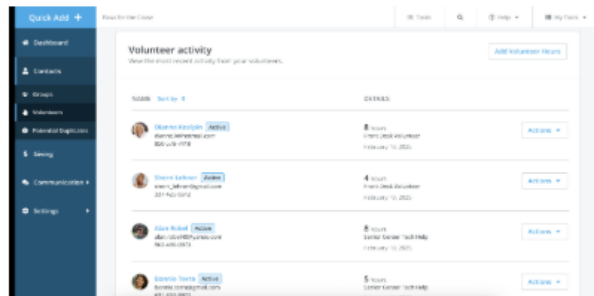


What's New

Volunteer Tracking Overview - now live!



We're excited to share our new **Volunteer Tracking Overview** - now available right within Network for Good's Donor Management platform! This new element gives you a powerful, at-a-glance view of your volunteer impact, activity, and upcoming needs — all in one, consolidated dashboard.



Whether you're looking to seamlessly track your volunteer's contributions, get a complete picture of an individual's engagement, organize opportunities and amplify your outreach efforts, or give your volunteers the opportunity to log their own hours - Volunteer Tracking is designed to provide you with the tools to give you a **comprehensive view into how your donors support you** with their valuable time.

[Learn more](#)

What's Coming

ACH as a payment method

We've heard your feedback - and we're working hard to provide you with a long-requested, exciting **payment option through Bonterra Payments!**

Soon, donors will have the flexibility to **give directly from their bank accounts through ACH** on Bonterra Payments. Stay tuned for more information on this exciting new update!

Please note that this option will not be available for organizations currently utilizing the NFG DAF for payment processing; it will only be available for those organizations utilizing Bonterra Payments.

[FAQ: Bonterra Payments](#)

Events & Training



Tuesday, November 4th, 2025 at 1:30pm CT

Network for Good: Product Updates



This expert-led product release event will provide an updated look at what has changed in EveryAction during the past month.

We'll dive into our most recent product releases, experience a live demo of any applicable changes, and provide you with time to get your questions answered during an extended Q&A session.

[Register here](#)



Friday, November 7th, 2025 at 10am CT **AND**
Friday, November 21st, 2025 at 10am CT

Network for Good: Que & A



This bi-weekly drop-in is your space to ask questions about Que, swap ideas with peers, and pick up practical tips from our product experts.

We'll host a live Q&A session to help you get answers to your specific Que questions, provide you with some of the latest tips and tricks on how to leverage patterns and time-saving workflows, walk through a few demos to help illustrate our explanations, and provide you with an opportunity to see how other organizations are using Que.

Note: Please avoid sharing sensitive data in the chat or on-screen.

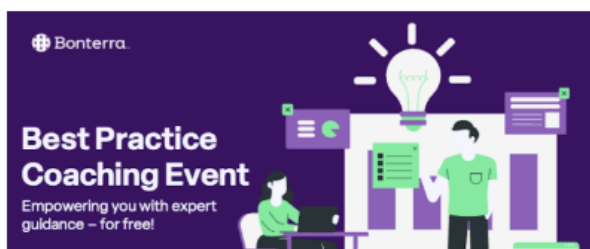
[Register here](#)



Tuesday, November 11th, 2025 at 1:30pm CT

Story-first Fundraising: How to Inspire Giving with Narratives that Stick

with Kristi Rinck





Great fundraising isn't about facts alone—it's about stories that make donors feel the difference they can create.

In this hands-on webinar, you'll learn a simple, ethical storytelling framework you can use across channels to raise more now and retain more later. We'll cover where to find strong stories without burdening staff, how to secure consent and protect dignity, and the exact structure that keeps attention. You'll see "before/after" makeovers of email, social, and donation page copy, plus testing ideas to improve opens, clicks, average gift, and second-gift rates.

Whether you're a team of one or leading a department, you'll walk away ready to tell stories that move people to act again and again.

[Register here](#)



Tuesday, November 18th, 2025 at 1:30pm CT

Network for Good: Ask the Experts



Join this interactive session to connect directly with Bonterra experts and get answers to your questions about Network for Good!

This is a unique opportunity to engage with specialists from our Digital Learning, Training, and Product Support teams. Plus, it's a fantastic way to learn from your peers' experiences and solutions—enhancing your own approach to maximize fundraising impact.

[Register here](#)



Tuesday, November 25th, 2025 at 1:30pm CT

Smart Stewardship After the Year-End Rush

with Drew Glover



Contrary to how it may feel now, this giving season will come to an end - but your stewardship journey is just beginning!

Join one of our knowledgeable Fundraising Coaches for a practical, forward-looking session on how to nurture donor relationships after your year-end campaign has ended - and set the stage for a successful spring appeal.

We'll cover how to evaluate and segment donor data, create thoughtful non-ask touchpoints, and build meaningful opportunities for engagement that go beyond traditional transactions. Together,

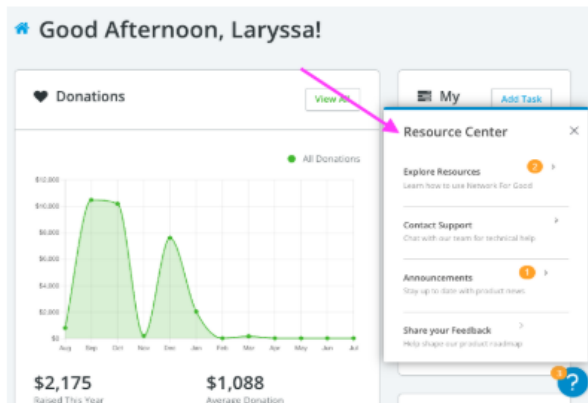
we'll explore how to grow your network through existing connections, transform relationships outside of transactions, and feel confident making the ask for a bigger gift.

[Register here](#)

Announcements

Looking for "Help?" Try the Resource Center!

You may have noticed that the "Help" button that was located in the top right corner of your Network for Good tools is no longer there. Never fear - we've moved all of the resources you know and love from that "Help Button" into our new **Resource Center**!



The Resource Center is a new, **centralized way for you to get the help you need**. You'll be able to find answers to your questions faster and easier, explore new product announcements (like the ones in this newsletter!), share feedback, and even contact our Support Team for anything our other resources haven't addressed.

[Learn more](#)

Important Dates

Upcoming Office Closures

- Tuesday, November 11th, 2025 - Remembrance Day (CA)
- Thursday, November 27th, 2025 - Thanksgiving (US)
- Friday, November 28th, 2025 - Day after Thanksgiving (US) | International Day for the Elimination of Violence Against Women (CA, AUS)



We want to hear from you!

Help us continue improving our newsletter. Please fill out our quick survey and let us know what more you'd like to see.

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