

## Your people are disconnected

And they're telling you. Only 20% of first-time donors give a second time. 8 out of 10 people who showed up for your mission won't return.

Your tools - email, SMS, social media - aren't broken.

They're not designed to keep attention.



*8 of 10 first-time donors never give again.*

Fundraising Effectiveness Project Q4 2024



## Phones have their attention

But your mission isn't there. People who download a nonprofit's mobile app are highly engaged.

Apps in the charity and nonprofit sector show the highest engagement of any business category.

## Did you know?

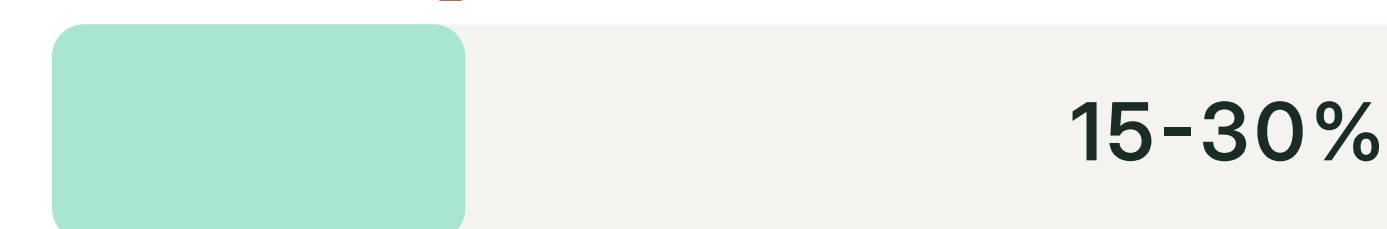
Charities and nonprofits show the highest open rates for mobile app push notifications of any industry.

Notification opens are up to **2 times higher** than email opens.

*Push notification opens*



*Email opens*



Airship 2025 / Mailchimp Benchmarks

Book a demo at [GroVLink.com](https://GroVLink.com)

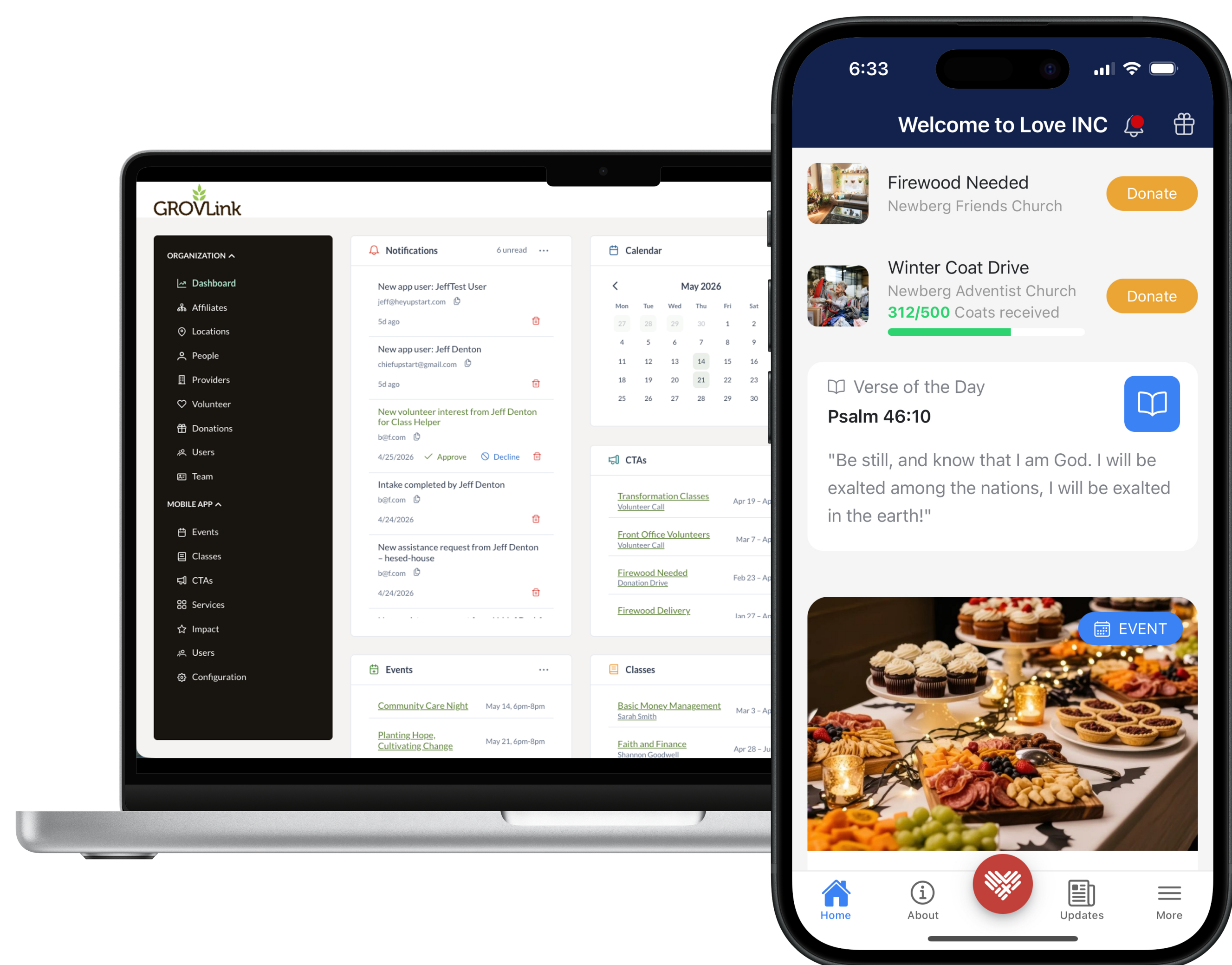
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## But mobile is expensive...right?

Custom app development can cost \$40k and up. Most nonprofits don't have an IT staff, in-house software developers, or the budget. That's why this category of connection has been closed to you. **Until now!**

- ❌ \$40,000 custom app
- ❌ One-size-fits-all "community" apps
- ❌ Software contractors
- ❌ Time consuming AI app builders



## What is GrovLink?

GrovLink gives your organization its own mobile app with your name and branding in the app stores. *(Apple and Android)*

A direct line to donors, clients, and volunteers all managed through a simple browser dashboard that takes only minutes per week to maintain. Plans start at \$199/mo and a \$499 setup fee.

### PACKAGES

<b>STARTER</b>	<b>\$199</b> /mo
<b>GROWTH</b>	<b>\$399</b> /mo
<b>PROGRAM</b>	<b>\$599</b> /mo

- ✓ Your app on the App Store & Google Play
- ✓ Schedules, services, classes, stories
- ✓ Push and in-app notifications
- ✓ All hosting, store, & platform updates
- ✓ Coordinate clients, volunteers, & donors

Setup fees are an additional cost.

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