



Fundraise Up

Helping nonprofits
make more to do more

We help nonprofits around the world
increase their online donations.

 安全な寄付

一度与える

♥ 毎月

¥ 7,878

JPY ▼

¥400

¥1,000

¥2,000

¥10,000

¥25,000

¥50,000


指定先 それが最も必要とされる場所

名誉を与える/記憶

コメントを追加

寄付する



 Sichere Spende

GIB ES EINMAL

♥ MONATLICH

€ 60

EUR ▼

€40

€100

€200

€1,000

€2,500

€5,000


Designieren zu Wo es am meisten gebra...

Gib Ehre / Erinnerung

Einen Kommentar hinzufügen

SPENDEN



 Secure Donation

GIVE ONCE

♥ MONTHLY

£ 60

GBP ▼

£40

£100

£200

£1,000

£2,500

£5,000

Designate to Where it is needed most

Give In Honor / Memory

Add Comment

DONATE



Our customers

Charities, schools, religious institutions, political campaigns, and medical research organizations.



Salvatore Salpietro

Digital Director, Child Mind Institute

"In a non-profit world where technology, time, and funds are always in short supply, Fundraise Up helped us with all of these. It upped our game considerably, putting us on par with advanced payment systems"

Increased digital revenue

200%



Marilyn Simon-Gersuk

Director, Open Medicine Foundation

"Our donors find the widget easy to use and we have had only positive feedback. The customer service is always prompt and super responsive. From an admin side, it offers us great new tools. We love it!"

Increased digital revenue

50%



Mark Whitehead

Co-Founder and Executive Director, Neverthirst

"We were excited when we found Fundraise Up. It's a very user-friendly platform that we know has increased our ratio of new donors. Additionally, the average amount per donation has gone up."

Increased digital revenue

100%



Nonprofits are losing digital revenue

Nonprofits are losing potential revenues from digital donors because of antiquated methods and technology. Nonprofits work hard and spend a lot of resources to get potential donors to their site through outreach, social media promotion, etc.

On average, for every 100 donors that come to a non-profit's site, 7 donors click on the "Donate" button and only 1 actually completes the process. The average donation size is \$120.

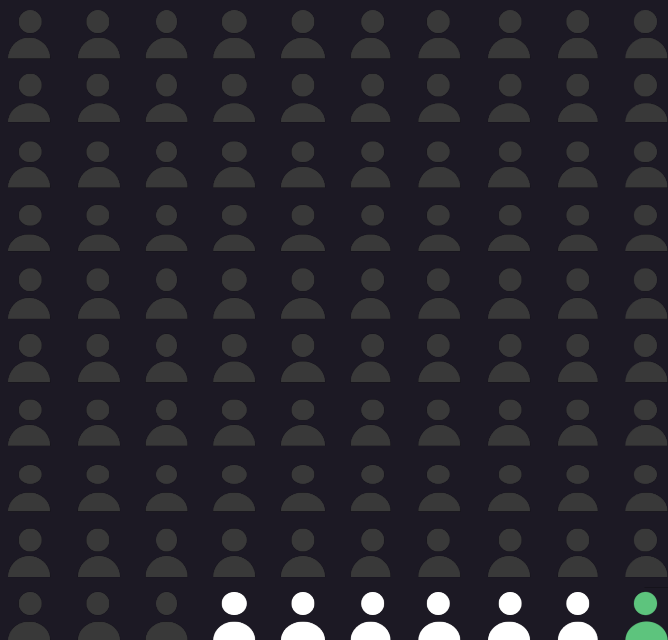
At this rate 99% of potential donors don't donate. And the 1% that do, give less than they could.

That is a lot of money to leave on the table.

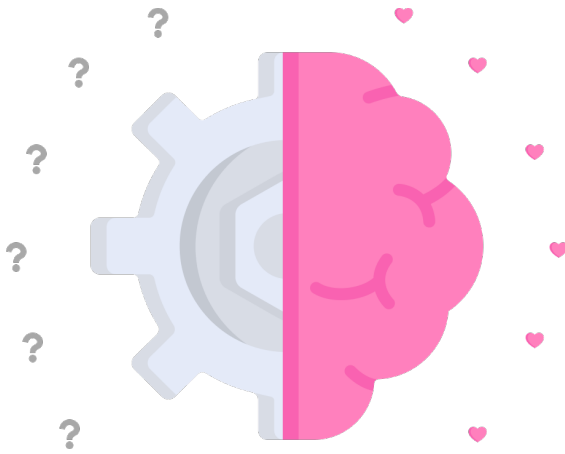
100 people visit your website

7 click on the “donate” button

1 completes the donation process



At this rate **99%**
of potential donors
don't give



We remove emotional and technical barriers

We increase the emotional connection to the nonprofit's ask. When the rational mind is not challenged and the emotional mind is supported, donors donate and donate more.

We employ modern tech, e-commerce best practices, machine learning to optimize donation funnel and trigger positive emotional cues for the donor that translates into higher revenue.

Our donor experience vs. industry standard experience

Typical donation funnel

10,000 people/mo
visit your website

700 people
start donation process

100 people
complete donation process

\$180
median donation size

\$18,000/mo



Fundraise Up

10,000 people/mo
visit your website

900 people
start donation process

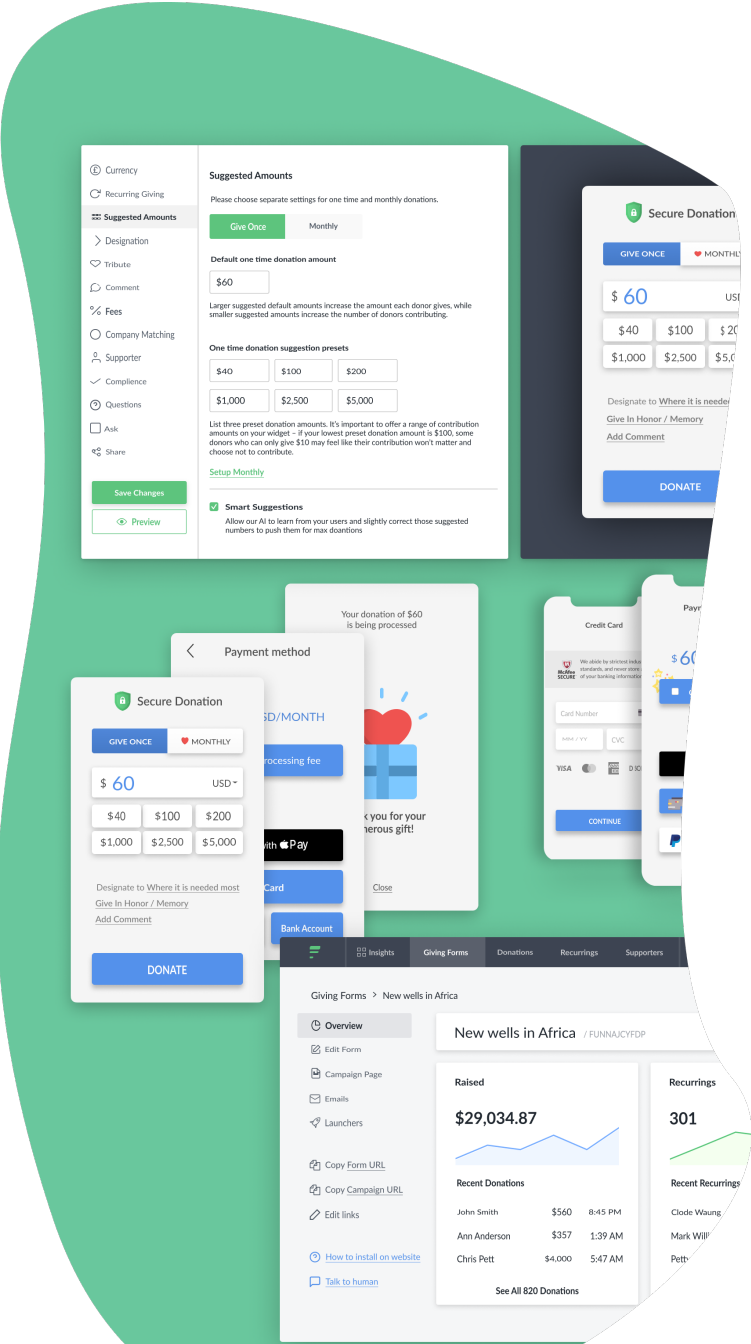
160 people
complete donation process

\$220
median donation size

\$36,000/mo

Can raise 2 times more

Product



Keep the emotional connection going

Don't let your donor experience an “emotional disconnect.”

Tell your personal story on the spot.



[Topics A-Z](#) [For Families](#) [For Educators](#) [Our Care](#) [Our Research](#) [Our Impact](#) [Get Involved](#)



CHILD MIND
INSTITUTE

Give today for happier tomorrows.

The 1 in 5 children with mental health and learning disorders need your help now more than ever. Thank you for helping them succeed in school.

[Other Ways To Give](#) • [Start a Facebook Fundraiser](#)



Secure Donation

GIVE ONCE

♥ MONTHLY

\$ 90

USD ▾

\$1,000

\$500

\$300

\$120

\$60

\$25

Designate to Where it is needed most

Give In Honor / Memory

Add Comment

DONATE

Do I get a receipt ?

Is my donation secure ?

Is my donation tax-deductible ?

Support our efforts to transform
children's lives

Donate

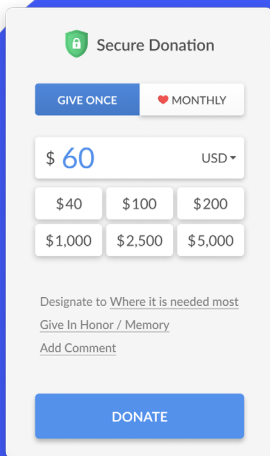
Symptom
Checker

Be Part of the Healthy Brain
Network

Participate

Keep it simple

We break complex forms into simple, easy steps.



Secure Donation

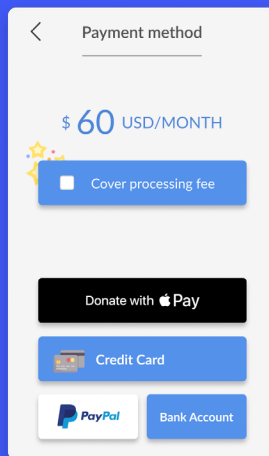
GIVE ONCE **MONTHLY**

\$ 60 USD ▾

\$40	\$100	\$200
\$1,000	\$2,500	\$5,000

Designate to Where it is needed most
Give In Honor / Memory
Add Comment

DONATE





< Payment method

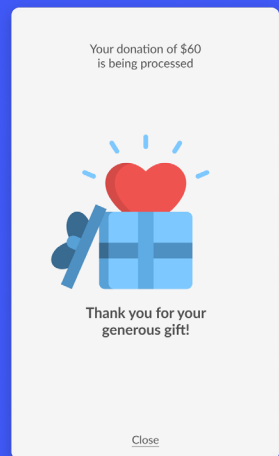
\$ 60 USD/MONTH

☐ Cover processing fee


Donate with Apple Pay

 Credit Card

 PayPal Bank Account



Your donation of \$60 is being processed



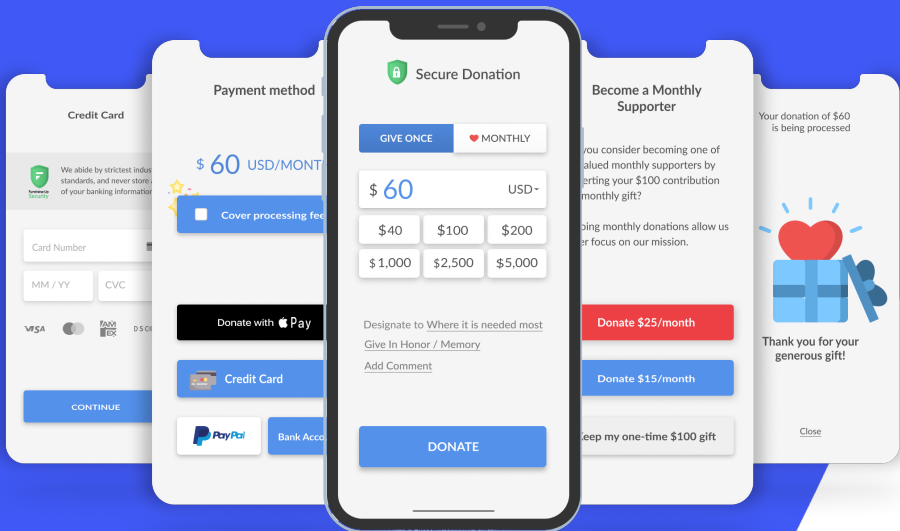
Thank you for your generous gift!

Close

Of course, we're fully adopted for mobile


Your donors are sophisticated and are used to the high website standards set by Apple, Google and Facebook.

Responsive design is no longer enough. Different devices need different experiences that are native to each device.



Increase monthly giving

Monthly donations not only help in budgeting but also on average yield 400% more revenue. We help foster this relationship.

 **Secure Donation**

GIVE ONCE

♥ MONTHLY

\$ 60

USD ▾

\$40

\$100

\$200

\$1,000

\$2,500

\$5,000

Designate to Where it is needed most

Give In Honor / Memory

Add Comment

DONATE

Monthly option

By allowing donors to immediately select monthly donations, we can suggest optimal amounts that will result in greater conversions.

Donor portal


Credit cards expire, bank accounts move. We repair recurring transactions with a branded donor portal.

Credit card auto updating


Thanks to Stripe's new auto-updating feature, expired credit cards will continue to work even if the physical card gets replaced by the bank.

135 International currencies

International donors are important. They deserve the the peace of mind they get donating in their native currency. This allows them to be sure of how much they are actually giving.

 Secure Donation

GIVE ONCE

 MONTHLY

£ 60

GBP ▾

£40

£100

£200

£1,000

£2,500

£5,000

Designate to Where it is needed most

Give In Honor / Memory

Add Comment

DONATE

USD | United States Dollar

EUR | Euro

GBP | Pound Sterling

CNY | Chinese Yuan

AUD | Australian Dollar

CHF | Swiss Franc

JPY | Japanese Yen

ILS | Israeli New Shekel

SEK | Swedish Krona/kronor

SGD | Singapore Dollar

SAR | Saudi Riyal

ANG | Netherlands Antillean Guilder

BRL | Brazilian Real

CAD | Canadian Dollar

HKD | Hong Kong Dollar

MXN | Mexican Peso

NZD | New Zealand Dollar

Multiple payment options

Most donors have a preferred payment option.

Multiple payment options increase donor conversion, thus decreasing donor abandonment.

VISA



DISCOVER

Credit Cards



PayPal

 Pay

Apple Pay



Plaid

 Pay

Google Pay



ACH (Banks)

Machine learning

You know how it goes. Ask for too little, and miss out on the money you could have raised. Ask for too much, and some donors will feel their donation won't have an impact.

We use machine learning to suggest the maximum amount that each specific donor is likely to be comfortable with.



Suggested amount

\$60



Suggested amount

\$45



Suggested amount

\$85


Extras that count


These “little” extras can make a “huge” difference.


Payment method

\$ 60 USD/MONTH

☐ Cover processing fee

Donate with  Apple Pay

 Credit Card

 PayPal Bank Account

Optionally add \$2.50 to cover processing fee so we will get 100% of your intended donation

Fees covered

When enabled by default, **92%** of donors using Fundraise Up agree to cover transaction fees, making your effective fee rate under 1%.

Become a Monthly Supporter

Will you consider becoming one of our valued monthly supporters by converting your \$100 contribution into a monthly gift?

Ongoing monthly donations allow us to better focus on our mission.



Donate \$25/month

Donate \$15/month

Keep my one-time \$100 gift

Grow monthly donors

When prompted in our system, on average **20%** of one-time donors convert to monthly donors.

Double your impact

x2

Many employers have a donation matching program that allows you to double or triple the value of your donation.

Enter the name of your employer, and we'll see if your gift can be amplified!

NEXT

[Skip this step](#)

Company matching

Fundraise Up partners with Amply to fully automate company matching. This saves you a lot of time and increases your revenues **3%** on average.

Mailing Address



NEXT

[Skip this step](#)

Mailing address

Asking for mailing addresses hurts conversions, which is why we do it after the donation has been completed so that you don't miss out.

The image displays three overlapping mobile application screens against a blue background. The topmost screen is titled 'Leave your comment' and features a back arrow, a title bar, and input fields for 'Honoree's name' and 'From name'. Below these is a large text area for 'Write a message (optional)' and a checkbox labeled 'Hide the amount of my gift'. A prominent blue 'DONATE' button is at the bottom. The middle screen, titled 'Sharing', shows a paper plane icon and three options: 'Email a card', 'Mail printed card', and 'Do not share'. The bottom screen, titled 'Mailing Address', includes a back arrow, a title bar, and input fields for 'Address', 'City / Suite / Floor', 'Zip Code', and a dropdown for 'States of America'. A blue 'NEXT' button is positioned at the bottom right of this screen.

< Leave your comment

Honoree's name

From name

Write a message (optional)

☐ Hide the amount of my gift

DONATE

< Sharing

Email a card

Mail printed card

Do not share

< Mailing Address

Address

City / Suite / Floor


Zip Code

States of America

NEXT

Tribute

Donors have the option to dedicate their gift to a loved one and notify them by either email or regular mail.



Invest in a world where everyone has clean water.

\$300

\$0 \$3,000

Donate


Select amount

One Time Monthly

Amount
\$735

USD ▾

Donate



100% of your money brings clean water to people in need.

\$ 540

\$ 50 \$ 100 \$ 200
\$ 500 \$ 1,500 \$ 2,000

Donate →



Donate

Elements

Elements are building blocks for your website's donation ask and act like donor magnets. They attract the donor's attention and help motivate them—from checkout launchers to goal counters. You can mix and match them throughout your page and site for maximum effect.

Donations

Get the big picture in a glance. Smartly designed donor dashboard lets you quickly see and sort critical info.

Insights

Campaigns

Donations

Recurring

Supporters

Search

Donations

Date	Donation	Fee	Supporter	Giving Form
Jul 14, 2018, 12:12 PM	\$3,000 <div>Credit Card</div> 1	Covered	Robert Calm	New wells in Africa
Jul 09, 2018, 13:17 AM	\$150	Not Covered	Max Brown	Waterday Campaign
Jun 14, 2018, 5:01 PM	\$600	Covered	Peter Smith	New wells in Africa
May 14, 2018, 9:12 PM	<div>Donation Refunded</div> 500 EUR = \$510 <div>1 Installment</div>	Covered	Mark Goldman	New wells in Africa
May 09, 2018, 10:11 AM	\$150 <div>1 Installment</div>	Not Covered	Shawn James	Waterday Campaign
April 14, 2018, 3:59 PM	\$850	Covered	Ann Anderson <div>Mobile Device</div>	Waterday Campaign
Apr 1, 2018, 7:12 PM	\$100 9	Covered	<div>First Seen</div> New Mike Peterson	New wells in Africa
Mar 30, 2018, 1:11 AM	\$140	Not Covered	Max Brown	Waterday Campaign
Mar 28, 2018, 2:45 PM	\$700 4	Covered	Kyle Strong	Waterday Campaign

<

1

2

3

4

...

32

>

Donation details

We track every data point needed to maximize donor engagement.

\$262.25 USD

Supporter
Charlotte Anderson

Giving Form
Workout for water

Charge Date
Jul 11, 2018

♥ [Tribute](#)



This is successful charge

Donation

Charge ID
DYHY694Y

Designation
Where it is needed most

Frequency
One Time

Transactions & Fees

Donation Amount
\$262.25 USD

Platform Fee
\$5.00 USD

Payment Processing Fee
\$7.25

Payout Amount
\$250.00 USD

Effective Fee
4.6%

Payment Processor
\$ Stripe

Payment Method
Credit Card •••• 5489

Processor ID
ch_HA9diwidQJx898...

Supporter Covered Fee
✓ Yes

Tribute

Honoree's Name
Kevin Strong

From Name
Charlotte Anderson

Recipient Name
Kevin Strong

Tribute
In honor of all the great work Kevin did for the kids

Sharing
Mail Printed Card

Recipient Mail
kevin@gmail.com

Recipient Address
6050 Armitos Drive, Camarillo, CA 93012, US

Supporter

Name
Charlotte Anderson

Email
c.anderson@gmail.com

IP Address
5.35.46.134

Phone Number
+1 281-312-0709

IP Geolocation
Porter, TX, USA

Employer
Apple Inc.

Lifetime Donations
1





Lifetime Donated
\$250 USD







Mailing List
Subscribed

Mailing Address
2168 Richland Avenue, Porter, TX 77365, US

Automated emails

Send donation receipts and thank you messages by email to donors automatically after their donation is submitted. Customize your email template for each campaign.

One Time Donation	Sent	Opened	Clicked	Last Sent
Receipt  (PDF) Sent after successful one time donation with official donation receipt attached as PDF.  On	0	0	0	—
Refund Sent after donation has been canceled or charged back.  On	0	0	0	—
Donation Failed Sent if donation fails.  On	0	0	0	—

Recurring Donation	Sent	Opened	Clicked	Last Sent
Receipt  (PDF) A PDF of official donation receipt sent after initial successful recurring donation is made.  On	0	0	0	—
Installment receipt  (PDF) A PDF of official donation receipt sent after each successful recurring donation is made.  On	0	0	0	—
Canceled Send after recurring donation has been canceled.  On	0	0	0	—
Failed Send after recurring donation has been failed.  On	0	0	0	—

Tons of flexible options

Customize each campaign in every way. From simple changes like text and colors to custom fields and suggested giving amounts.

Each campaign is tracked individually so you can test which perform best for your donors.

The screenshot displays the 'Campaigns' management interface for 'New Wells In Africa'. The left sidebar contains navigation options: Currency, Recurring Giving, Suggested Amounts (selected), Designation, Tribute, Comment, Fees, Company Matching, Supporter, Compliance, Questions, Ask, and Share. The main content area is titled 'Suggested Amounts' and includes instructions to 'Please choose separate settings for one time and monthly donations.' It features two tabs: 'Give Once' (active) and 'Monthly'. Under 'Give Once', there is a 'Default one time donation amount' field set to '\$60' and a note: 'Larger suggested default amounts increase the amount each donor gives, while smaller suggested amounts increase the number of donors contributing.' Below this are 'One time donation suggestion presets' with buttons for \$40, \$100, \$200, \$1,000, \$2,500, and \$5,000. A note states: 'List three preset donation amounts. It's important to offer a range of contribution amounts on your widget - if your lowest preset donation amount is \$100, some donors who can only give \$10 may feel like their contribution won't matter and choose not to contribute.' At the bottom, there is a 'Smart Suggestions' checkbox (checked) with the text: 'Allow our AI to learn from your users and slightly correct those suggested numbers to push them for max donations.' A 'Save Changes' button and a 'Preview' button are at the bottom left. On the right, a 'Secure Donation' widget is shown, featuring a 'GIVE ONCE' button, a 'MONTHLY' button with a heart icon, a currency selector set to '\$ 60 USD', and buttons for \$40, \$100, \$200, \$1,000, \$2,500, and \$5,000. It also includes links for 'Designate to Where it is needed most', 'Give In Honor / Memory', and 'Add Comment', and a 'DONATE' button at the bottom.

Own your data

Export your data or use our API to integrate real-time with your custom databases.

Export Donation

Please select the fields that you would like to export. You can change the order of the columns by dragging and dropping the field names.

☒ Select All

<input type="checkbox"/> <input checked="" type="checkbox"/> 1. Donation ID	<input type="checkbox"/> <input checked="" type="checkbox"/> 13. Mailing Address Line 1	<input type="checkbox"/> <input checked="" type="checkbox"/> 25. Payment Entry	<input type="checkbox"/> <input checked="" type="checkbox"/> 37. Tribute Sharing
<input type="checkbox"/> <input checked="" type="checkbox"/> 2. Donation Status	<input type="checkbox"/> <input checked="" type="checkbox"/> 14. Mailing Address Line 2	<input type="checkbox"/> <input checked="" type="checkbox"/> 26. Donation Amount	<input type="checkbox"/> <input checked="" type="checkbox"/> 38. Tribute Recipient Name
<input type="checkbox"/> <input checked="" type="checkbox"/> 3. Donation Date	<input type="checkbox"/> <input checked="" type="checkbox"/> 15. Mailing City	<input type="checkbox"/> <input checked="" type="checkbox"/> 27. Transaction Amount	<input type="checkbox"/> <input checked="" type="checkbox"/> 39. Tribute Email
<input type="checkbox"/> <input checked="" type="checkbox"/> 4. Donation Frequency	<input type="checkbox"/> <input checked="" type="checkbox"/> 16. Mailing Zip/Postal	<input type="checkbox"/> <input checked="" type="checkbox"/> 28. Payout Amount	<input type="checkbox"/> <input checked="" type="checkbox"/> 40. Tribute Address Line 1
<input type="checkbox"/> <input checked="" type="checkbox"/> 5. Designation ID	<input type="checkbox"/> <input checked="" type="checkbox"/> 17. Mailing State/Region	<input type="checkbox"/> <input checked="" type="checkbox"/> 29. Payment Processing Fee	<input type="checkbox"/> <input checked="" type="checkbox"/> 41. Tribute Address Line 2
<input type="checkbox"/> <input checked="" type="checkbox"/> 6. Designation Name	<input type="checkbox"/> <input checked="" type="checkbox"/> 18. Mailing Country	<input type="checkbox"/> <input checked="" type="checkbox"/> 30. Platform Fee	<input type="checkbox"/> <input checked="" type="checkbox"/> 42. Tribute City
<input type="checkbox"/> <input checked="" type="checkbox"/> 7. Donation Comment	<input type="checkbox"/> <input checked="" type="checkbox"/> 19. Supporter IP Address	<input type="checkbox"/> <input checked="" type="checkbox"/> 31. Supporter Covered Fee	<input type="checkbox"/> <input checked="" type="checkbox"/> 43. Tribute ZIP/Postal
<input type="checkbox"/> <input checked="" type="checkbox"/> 8. Donate Widget ID	<input type="checkbox"/> <input checked="" type="checkbox"/> 20. Supporter IP Geolocation	<input type="checkbox"/> <input checked="" type="checkbox"/> 32. Refund Amount	<input type="checkbox"/> <input checked="" type="checkbox"/> 44. Tribute State/Region
<input type="checkbox"/> <input checked="" type="checkbox"/> 9. Donate Widget Name	<input type="checkbox"/> <input checked="" type="checkbox"/> 21. Supporter Employer	<input type="checkbox"/> <input checked="" type="checkbox"/> 33. Refund Date	<input type="checkbox"/> <input checked="" type="checkbox"/> 45. Tribute Country
<input type="checkbox"/> <input checked="" type="checkbox"/> 10. Supporter ID	<input type="checkbox"/> <input checked="" type="checkbox"/> 22. Payment ID	<input type="checkbox"/> <input checked="" type="checkbox"/> 34. Tribute Honoree	
<input type="checkbox"/> <input checked="" type="checkbox"/> 11. Supporter Name	<input type="checkbox"/> <input checked="" type="checkbox"/> 23. Payment Processor	<input type="checkbox"/> <input checked="" type="checkbox"/> 35. Tribute From	
<input type="checkbox"/> <input checked="" type="checkbox"/> 12. Supporter Email	<input type="checkbox"/> <input checked="" type="checkbox"/> 24. Payment Method	<input type="checkbox"/> <input checked="" type="checkbox"/> 36. Tribute Message	

Download .XLS

Download .CSV

Everyone loves integrations!

Put your donor data to work for you with multiple ready to use integrations.



Google Analytics



Coming Soon

Raiser's Edge NXT™

eTapestry

Classy

Security

With Level 1 PCI compliance and SSL security, we maintain tight security so you can sleep at night.



PCI-compliant



GDPR compliant



256-bit encryption

Credit Card



256-bits encrypted
Safe & Secure

We abide by the strictest industry standards, and never store any of your credit card information.

Card Number



MM / YY

CVC



Pricing

It's all about donors, rather than fees

92%

















of donors cover the fee

On average, 92% of donors using our smart checkout cover the fees. This means, your effective rate is less than 1%.

Fundraise Up fee + Payment processing fee

Priced to scale with any sized organization

We use Stripe and PayPal to process payments

			Fee		
Date	Donation			Supporter	Giving Form
✓ Jul 14, 2018, 12:12 PM	\$3,000	  1	Covered	Robert Calm 	School Reconstruction
✓ Jul 09, 2018, 13:17 AM	\$150		Covered	Max Brown	Waterday Campaign
✓ Jun 14, 2018, 5:01 PM	\$600		Covered	Peter Smith	Waterday Campaign
↶ May 14, 2018, 9:12 PM	\$10,000		Covered	Mark Goldman	Waterday Campaign
✓ Jun 09, 2018, 15:16 AM	\$150	  1	Covered	Max Brown	School Reconstruction
✗ May 14, 2018, 16:17 PM	\$850		Covered	Ann Anderson 	Waterday Campaign
✓ May 14, 2018, 9:12 PM	\$100	  9	Covered	New Mike Peterson	Waterday Campaign
⌚ May 09, 2018, 10:11 AM	\$140		Not Covered	Max Brown 	School Reconstruction
✓ April 14, 2018, 3:59 PM	\$700	  44	Covered	Peter Strong	Waterday Campaign



Fundraise Up

fundraiseup.com

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