Engineered for serious online fundraising
— Powered by extensive backend technology and human-centered design, Fundraise Up is focused on doing one thing and we do it well—increasing your online donations.
Our customers

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

Dwayne Flinchum
Director of Marketing & Communications, Child Mind Institute

"Fundraise Up was a great addition to our platform of digital marketing tools. It enhanced the online funding experience, delivered a great presentation and UX that was appropriate for our brand, and we saw immediate benefits from applying it. It was a simple, smart and easy way to upgrade our website and mobile donor experience."

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!"

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."
We raise 2X more

1. Entice visitors to donate
   For every 100 visitors to a site, 99 will not donate. We help you convert more visitors into donors.

2. Get donors to finish
   6 out of 7 potential donors will not finish checkout. We decrease abandonment with a seamless checkout flow.

3. Increase giving amount
   Our system combines e-commerce best practices with behavioral psychology to increase individual donations.

4. Increase donor retention
   We keep donors informed, connected and in control of their ongoing support.

5. Leverage donor data
   You have full control over your data—and works with your existing CRM too.
Fundraise Up elements are rich, pre-built UI fundraising components that act as “donor magnets” prompting users to start the donation process.
Checkout

An embeddable form for mobile, desktop and tablet devices, Checkout works within your site. Donors can donate instantly—without being redirected away to complete their transaction.

Key features

- Built-in donation page
- Mobile adaptive
- AI-powered suggested amounts
- Donors cover fee
- Promote recurring giving
- Get address after donation
- Tributes
- Designations
- Custom questions
- Social sharing
- Company matching
- 135 currencies
- GDPR compliance
- Accessibility compliance certified WCAG 2.1 AA
Works great on mobile

Separate mobile version across all devices that goes **beyond just being responsive.**

Built-in donation page

You’ve built a connection with your donors. With Checkout, you **keep that emotional engagement going**—and have them complete the process on your site.
Checkout

Configuration options

You can change how Checkout looks and behaves for each campaign. **Customizing is easy**—just do it right from your dashboard!

![Checkout Configuration](image)

**Designations**

Allow donors to designate their gift to a specific project or campaign—and reinforce the impact of their giving.

**Custom questions**

While donors are engaged, use custom questions to gain valuable insights into their behavior.

**Tribute**

Allow your donors to make a donation in honor or in memory of someone special.

**Social sharing**

We make it easy for donors to share your mission with friends on social media.
Payment options

Most donors have a preferred payment option. **Multiple payment options increase donor conversion**, thus decreasing donor abandonment.

Accepted payment options

Amazon Pay & Cryptocurrencies coming soon
Your donors are connected to you—so your messaging is what they want to see. Our entire system customizes to **fully align with your brand.** And, our tech is white-labeled and lives on your site exclusively.

**Branding**

### Branded elements

Use your unique colors, fonts and images to create compelling calls to action.

### Branded checkout

Our step-by-step editor lets you customize your checkout to fit your brand and your specific campaign needs.

---

**Clean water for children!**

**HELP TODAY**

---

**Every child deserves clean water**

Every $25 allows us to bring clean, fresh water to children in Cambodia saving them from water-born diseases

- **Problem donating?** • Other ways to give • Tax deductibility information

- **Secure Donation**

<table>
<thead>
<tr>
<th>Give Once</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40</td>
<td>USD -</td>
</tr>
<tr>
<td>$40</td>
<td>$100</td>
</tr>
<tr>
<td>$200</td>
<td>$2,500</td>
</tr>
<tr>
<td>$1,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Designate to **Where it is needed most**

- Give In Honor / Memory
- Add Comment

**DONATE**
Branded emails

Build confidence with your donors—with branded emails sent from your email address, all touch points reflect your brand and reinforce your organization’s messaging.

Branded donor portal

Encourage your donors to interact directly. Let them manage their donations and updates—and keep the experience tied to your brand and URL.
International donors are important. They deserve the peace of mind they get donating in their native currency. This allows them to be sure of how much they are actually giving.

135 currencies
Accept donations from all over the world

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
Our algorithm analyzes website visitors to find user behavior patterns to **generate more revenue** for you.

**Machine learning**

We are using machine learning to offer optimal suggested amounts.
Company matching

Encourage your donors to take advantage of their employer’s matching donations. Our integrated tool prompts donors to easily look up their employer and extend their giving impact.

Double your impact

We don’t interrupt the process and risk losing the donation—we prompt donors to supply their company name after their initial transaction is completed.

Double your impact

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!

Your Company

NEXT

Skip this step
Increase monthly giving

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

Monthly option

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

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.

Donor portal

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

Donors using Fundraise Up Checkout are willing to cover the fees 92% of the time. This means, that 9 out of 10 times you'll get all 100% of the intended donation.

We have applied donor psychology research and did tons of A/B tests to find the best way to ask a donor to cover the fee.

Discrete processing fee
Breaking the fee out from the donation underscores it's just a nominal addition.

Default cover the fee
Already including the fee greatly increases fee coverage.

Trust
While donors are engaged, use custom questions to gain valuable insights into their behavior.

Show a little love
We acknowledge donors when they include the fee.
Donor portal

Save time and win donor's trust with a self-serve, branded donor portal. Donors can update their profile, store payment methods, manage recurring plans and download end-of-year tax receipts—all while staying aligned with your message and brand.
Automated emails

Create customized messages with our easy-to-edit templates. Emails are automatically sent based on fundraising and donor activity.

Email collection for every action

- One Time Donation Receipt
- One Time Donation Refund
- One Time Donation Failed
- Recurring Donation Receipt
- Recurring Donation Installment Receipt
- Recurring Donation Cancelled
- Recurring Donation Failed
- Tribute
- Bank Verification
- Bank Verification Instructions
- Bank Verification Reminder
Donation repair

Expired credit cards or other unattended details won’t interrupt donations. Our automatic monitoring keeps your revenue flowing.

Smart retries
Smart Retries uses machine learning to choose optimal times to retry failed payment attempts, increasing the chance of a successful transaction.

Self-serve donor portal
Allows donors to repair their donation by updating the failed payment option and retrying on the spot.

Auto-update expired credit cards
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.

Donor alert
We let donors know about failed donations until they repair or cancel it. With options to reduce amount or change dates, we work hard to keep your donors intact.

Get notified
When recurring donations happen to fail, you’ll know. And you can quickly decide if you need to reach out to your donor directly.
### Donation management

Get the big picture in a glance. Our smartly-designed donor dashboard lets you **quickly see and sort** critical info.

<table>
<thead>
<tr>
<th>Date</th>
<th>Donation</th>
<th>Fee</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 25, 2019, 1:12 PM</td>
<td>$440</td>
<td>Covered</td>
<td>Angelina</td>
</tr>
<tr>
<td>July 25, 2019, 10:11 AM</td>
<td>$150</td>
<td>Covered</td>
<td>Nathan</td>
</tr>
<tr>
<td>July 25, 2019, 3:59 AM</td>
<td>$600</td>
<td>Covered</td>
<td>Lindsay</td>
</tr>
<tr>
<td>July 25, 2019, 1:12 AM</td>
<td>$1,500</td>
<td>Covered</td>
<td>James</td>
</tr>
<tr>
<td>July 24, 2019, 11:27 PM</td>
<td>$150</td>
<td>Covered</td>
<td>Ian</td>
</tr>
<tr>
<td>July 24, 2019, 8:59 PM</td>
<td>$600</td>
<td>Covered</td>
<td>Coral</td>
</tr>
<tr>
<td>July 24, 2019, 6:12 PM</td>
<td>$550</td>
<td>Covered</td>
<td>Alan</td>
</tr>
<tr>
<td>July 24, 2019, 6:11 PM</td>
<td>$135</td>
<td>Not Covered</td>
<td>Carl</td>
</tr>
<tr>
<td>July 24, 2019, 10:42 AM</td>
<td>$600</td>
<td>Covered</td>
<td>Nicholas</td>
</tr>
</tbody>
</table>
Donor data is key to your ongoing success. We make sure you have access and control over all their valuable details.
Data insights & analytics

Stay on top of your data in a glance with a robust overview of your account.

Raised $515,306 including $46,174 in recurring donations across 3,036 donations from 1,754 supporters.
Notifications

Get notified of every action. You have full control of how and when you are notified of activities in your account.

We have special daily, weekly, and monthly reports. You even get notified when you have successful, refunded, or failed payments—and even notifications for recurring.
Powerful donations export

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

Export Donations

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

- Select All
- Donation ID
- Donation Status
- Donation Date
- Donation Frequency
- Installment
- Designation ID
- Designation Name
- Donation Comment
- Campaign ID
- Campaign Name
- Supporter ID
- Supporter First Name
- Supporter Last Name
- Supporter Email
- Phone Number
- On Behalf Of
- Anonymous Donation
- Mailing List
- Terms
- Mailing Address Line 1
- Mailing Address Line 2
- Mailing City
- Mailing Zip/Postal
- Mailing State/Region
- Mailing Country
- Supporter IP Address
- Supporter IP Geolocation
- Supporter Employer
- Payment ID
- Payment Processor
- Payment Method
- Converted Donation
- Donation Amount
- Donation Currency
- Converted Payout Amount
- Payout Amount
- Payout Currency
- Converted Payment...
- Payment Processing...
- Converted Platform...
- Platform Fee
- Platform Fee Currency
- Supporter Covered Fee
- Converted Refund Amount
- Refund Amount
- Refund Amount Currency
- Refund Date

Download XLS  Download CSV
Integrations

Expand your reach. We provide the widest range of payment and currency options—period.
Security & compliance

**Accessibility compliant**

The Fundraise Up checkout experience is **certified WCAG2.1 AA**. The checkout can be navigated end-to-end using mouse, keyboard, screen readers or just voice.

**PCI-compliant**

Cardholder data is secure and credit card fraud is reduced.

**GDPR-compliant**

Track and manage the GDPR requirements for donor data.

**Data security**

We don’t sell your data. We don’t share your data. We only manage it—and you are always in control.

**Secure backups**

We use enterprise grade backup solution with triple redundancy over Amazon and Google servers.

**256-bit encryption**

Our website and APIs are accessible via a 256-bit enterprise grade SSL certificate.

**Infinitely scalable**

We are capable of handling millions of transactions for you.
Tokenized payment

We do not store any tokenized information within our system. During the transaction, we pass the payment data directly to the payment providers and receive a token with which we can later check transaction status or make any necessary modifications.

Global infrastructure

We make sure every donation operation happens. Fundraise Up’s distributed cloud-based infrastructure runs on best-in-class servers.

SLA compliance

Your uptime is our priority. If anything goes wrong, we immediately investigate, solve and provide post-mortems.

We add to your team

We are dedicated 24/7 to helping you with integration and best practices. Together, we have a world-class donation system customized just for you.
Case study

The Partnership for the Homeless

pfth.org

The Partnership for the Homeless channels donations strategically towards programs and policy initiatives that eliminate the root causes of homelessness. They also did a great job leveraging different Fundraise Up elements throughout their site and **doubled their online revenue**.
Neverthirst

Neverthirst had a goal last year of $50K for a water campaign from a supporter's social media campaign. With our tech they hit $102K. This year they set the goal to $250K and hit $312K. They also leverage their corporate sponsors by having their giving forms live on the sponsors site.

neverthirstwater.org
## 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 transaction fee**

Priced to scale with any sized organization.

**Standard payment processing fee**

We use Stripe and PayPal to process payments. On average nonprofits pay 2.2% + $0.30.

<table>
<thead>
<tr>
<th>Features</th>
<th>Unlimited</th>
<th>Unlimited</th>
<th>Unlimited</th>
<th>Unlimited</th>
<th>None</th>
<th>None</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transactions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team members</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setup fee</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly fee</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Support fee</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
We’re here to make your life easier

Peter Byrnes
peter@fundraiseup.com

Salvatore Salpietro
salvatore@fundraiseup.com

Yuriy Smirnov
yuriy@fundraiseup.com