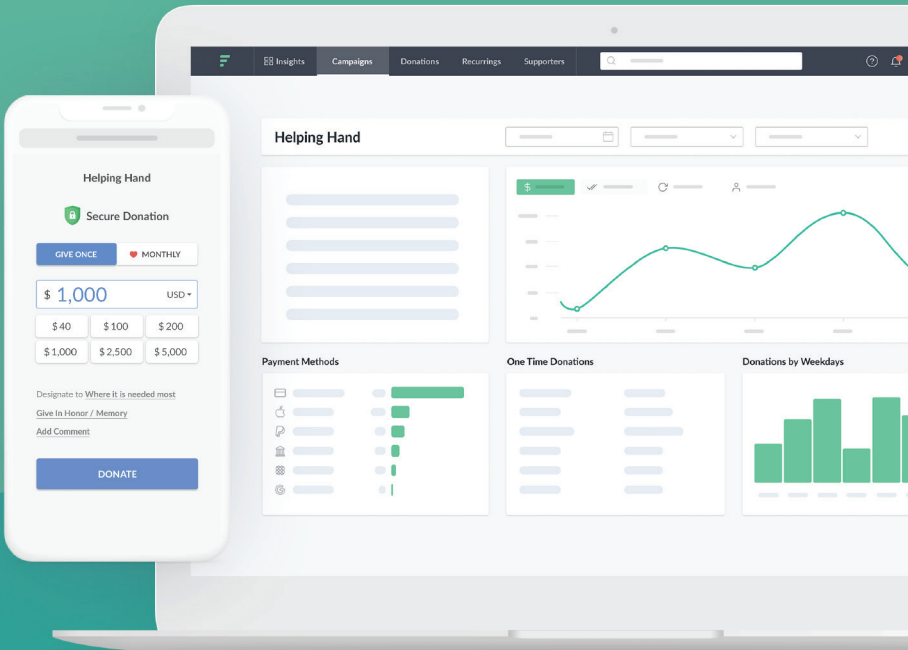


# Engineered for serious online fundraising



— 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*

**200%** Increased digital revenue

“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*

**50%** Increased digital revenue

“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!”



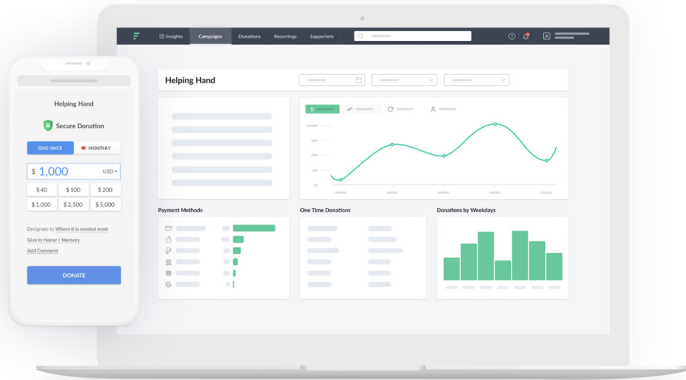
## Mark Whitehead

Co-Founder and Executive Director, *Neverthirst*

**100%** Increased digital revenue

“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.

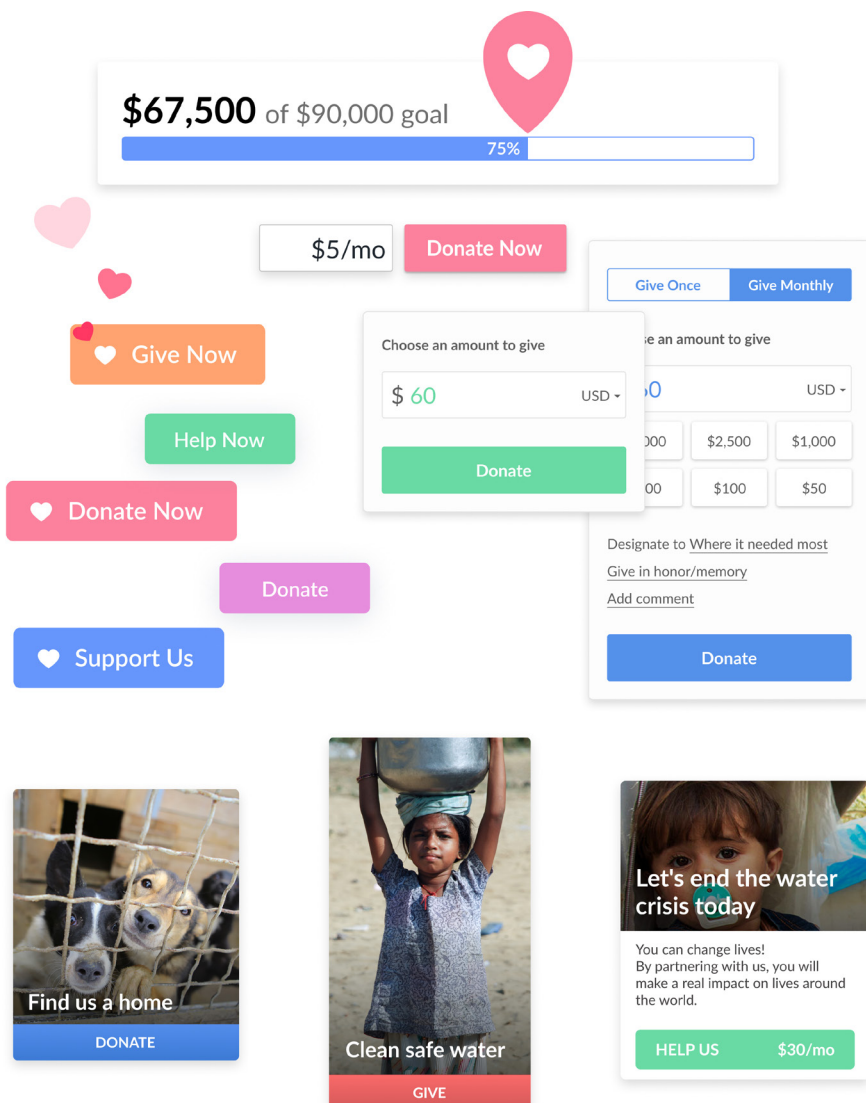
## 5. Leverage donor data

You have full control over your data—and works with your existing CRM too.



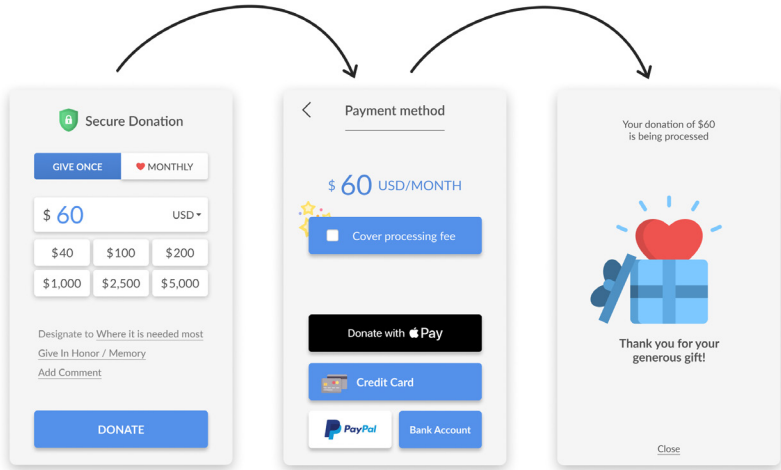
# Donation elements

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.

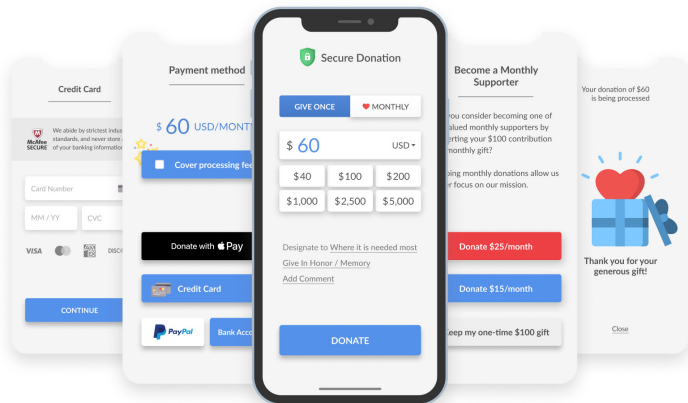


## Key features

- 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

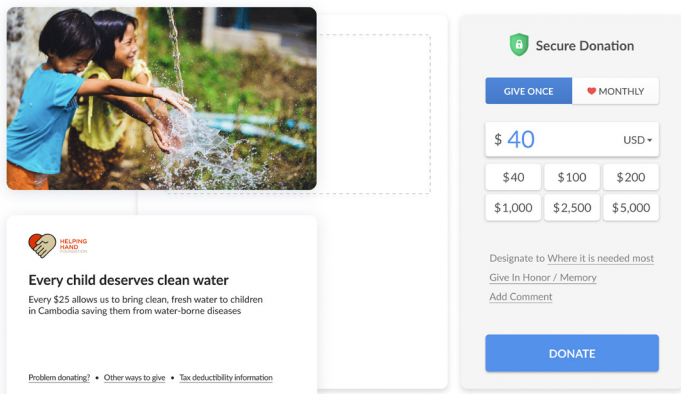
## Works great on mobile

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!

The screenshot shows a dashboard for configuring checkout options for a campaign named "Chris Beat Cancer". The dashboard is divided into two main sections: a configuration panel on the left and a preview of the checkout widget on the right.

**Configuration Panel (Left):**

- Navigation:** Currency, Recurring Giving, Suggested Amounts, Minimum Amounts, Designation, Tribute, Comment, Fees, Company Matching, Supporter, Compliance, Questions, Ask, Share, URL.
- Default donation amounts:** Larger suggested amounts increase the amount each donor gives, while smaller suggested amounts increase the number of donors contributing.
- One Time / Monthly:** A toggle switch is currently set to "One Time".
- Default one time donation amount:** A text input field contains "\$40".
- One time donation suggestion presets:** A grid of input fields for suggested amounts: \$1,000, \$500, \$250, \$100, \$50, and \$25.
- Smart Suggestions:** A checkbox is checked. Below it, a note states: "Allow our AI to learn from your users and slightly correct those suggested numbers to push them for max donations."
- Buttons:** "Save Changes" (green) and "Preview" (grey).

**Checkout Widget Preview (Right):**

- Title:** Secure Donation
- Frequency:** "GIVE ONCE" (selected) and "MONTHLY" (with a heart icon).
- Amount:** "\$ 1,200" with a "USD" dropdown.
- Suggested Amounts:** A grid of buttons for \$40, \$100, \$200, \$1,000, \$2,500, and \$5,000.
- Text:** "Designate to Where It is needed most", "Give In Honor / Memory", "Add Comment".
- Button:** "DONATE" (blue).

## → 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.

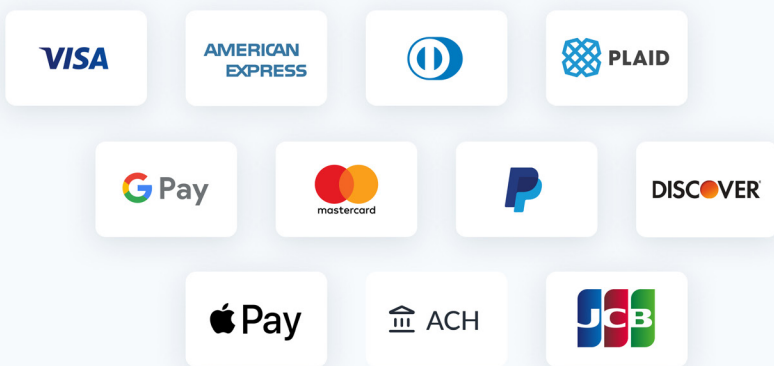
## 🔗 Social sharing

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



# Branding

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.



## 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.



### Every child deserves clean water

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

[Problem donating?](#) • [Other ways to give](#) • [Tax deductibility information](#)

### Secure Donation

GIVE ONCE  MONTHLY

\$ 40 USD -

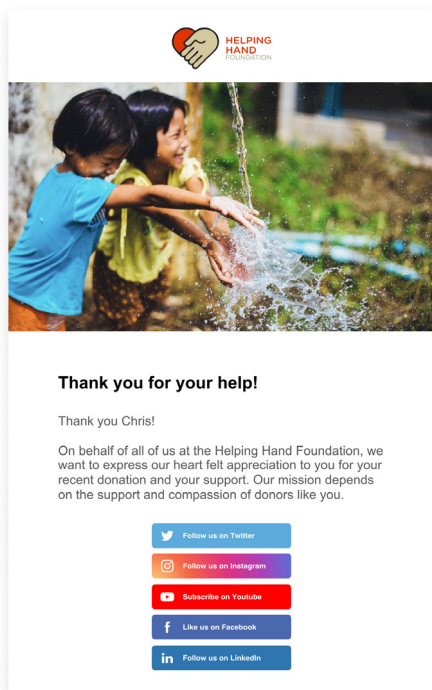
Designate to [Where it is needed most](#)

[Give In Honor / Memory](#)

[Add Comment](#)

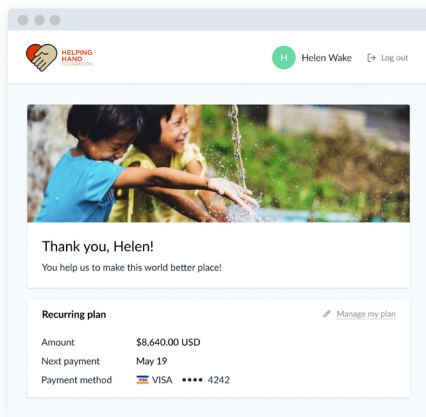
## Branded emails

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 fundraising

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.



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

## 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

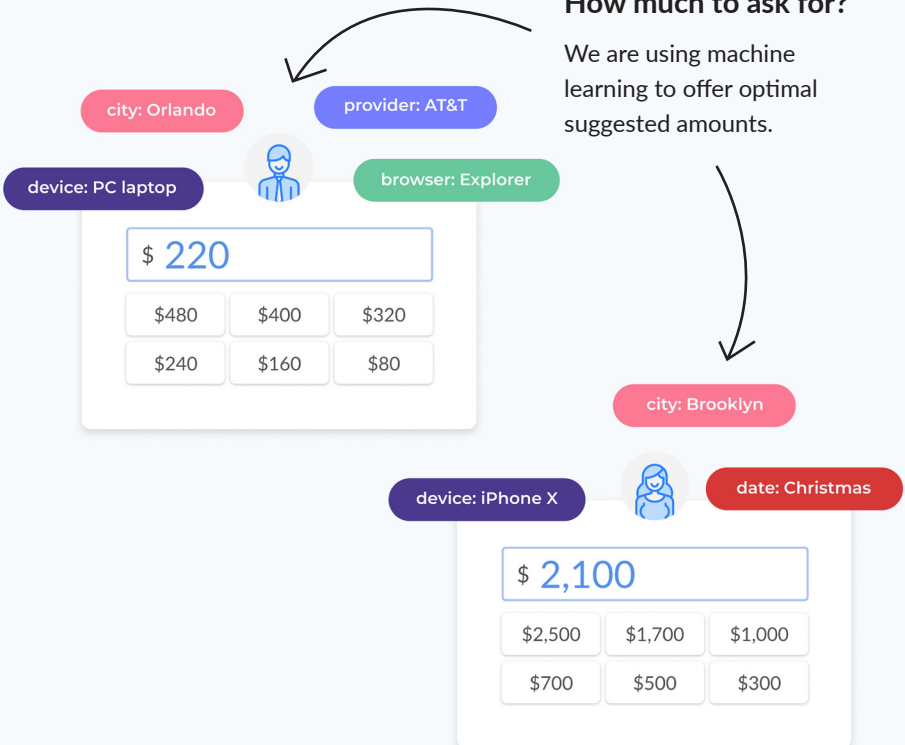


# Machine learning

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

## How much to ask for?

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

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](#)

# 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

\$ 100
USD ▾

\$40

\$100

\$200

\$1,000

\$2,500

\$5,000

Designate to Where it is needed most

Give In Honor / Memory

Add Comment

DONATE


<

## Become a Monthly Supporter

---

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

Ongoing monthly donations allow us better focus on our mission.


Donate \$25/month

Donate \$15/month

Keep my one-time \$100 gift

## 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

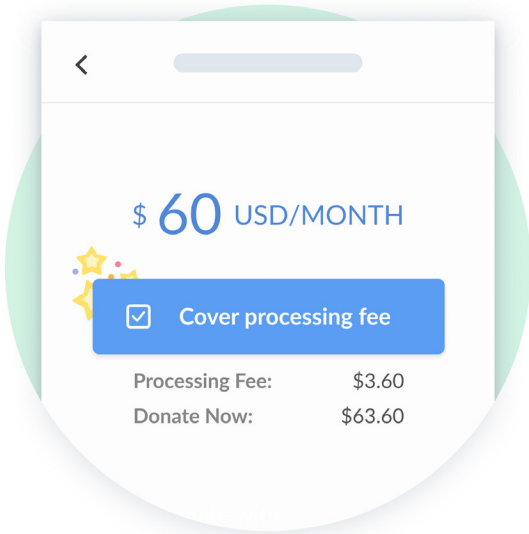
Thanks to Stripe's new auto-updating feature, expired credit cards will continue to work even if the physical card gets replaced by the bank.

## 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.



## Trust

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



## Default cover the fee

Already including the fee greatly increases fee coverage.



## 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.

The screenshot shows a web browser window with three tabs. The page header includes the Helping Hand Foundation logo (a hand icon) and the text "HELPING HAND FOUNDATION". On the right, there is a user profile for "Helen Wake" with a green circular icon containing the letter "H" and a "Log out" link with an external icon.

The main content area features a large image of two children playing in a fountain. Below the image, a white box contains the text "Thank you, Helen!" and "You help us to make this world better place!".

Below this is a "Recurring plan" section with a "Manage my plan" link. It displays the following information:

- Amount: \$150.00 USD
- Next payment: May 19
- Payment method: VISA 4242

The bottom section is titled "Donation history" and contains a table with three rows of donation records.

Date	Amount	
April 19, 2019, 9:12 PM	\$150.00 USD	<a href="#">Download Receipt</a>
March 19, 2019, 9:12 PM	\$150.00 USD	<a href="#">Download Receipt</a>
February 19, 2019, 9:12 PM	\$150.00 USD	<a href="#">Download Receipt</a>

# Automated emails

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

**Tribute**

Water Sobchak has given a gift of \$500 in the honor of James Doe.

To: James Doe  
From: Walter Sobchak

"Dear James,

*There are no words to express how sorry we are to hear about the death of your dog. We were very stunned to hear this news and still can't believe that it really happened. During this difficult moment, our thoughts and prayers are always with you. We love you. Please give a huge embrace from us. Please call us any time you want.*

*Our love and sympathy to you and your kids"*

Your kindness and generosity help us make the world a better place. Thank you from the bottom of our hearts!

**Let's end the water crisis in our lifetime!**

Hi, Nathan!

Have you ever wondered what you would do without easy access to clean water every day?

Our mission depends on the support and compassion of donors like you. Clean water saves lives, gives people the gift of time previously spent collecting water. Clean water reduces disease that can lead to death.

Will you join us until all are served?

[Donate Now](#)

**Thank you for your help!**

Thank you Chris!

On behalf of all of us at the Helping Hand Foundation, we want to express our heart felt appreciation to you for your recent donation and your support. Our mission depends on the support and compassion of donors like you.

[Follow us on Twitter](#)

[Follow us on Instagram](#)

[Like us on Facebook](#)

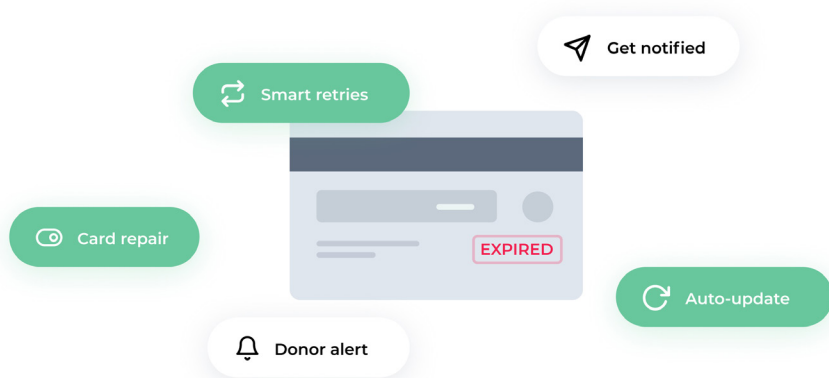
[Follow us on LinkedIn](#)

## 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

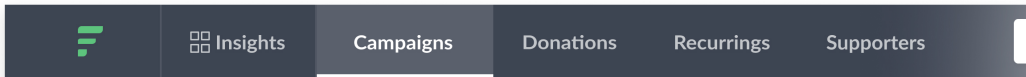
We let donors know about failed donations until they repair or cancel it. With options to reduce amount or change dates, we work hard to keep your donors intact.

## 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.



## Donations

<u>Date</u> ▾	<u>Donation</u>	Fee	Supporter
✓ July 25, 2019, 1:12 PM	\$440   18	Covered	Angelina
✓ July 25, 2019, 10:11 AM	\$150	Covered	Nathan
✓ July 25, 2019, 3:59 AM	\$600	Covered	<span>New</span> Lindsay
✓ July 25, 2019, 1:12 AM	\$1,500   7	Covered	James M
✓ July 24, 2019, 11:27 PM	\$150   1	Covered	Ian Mer
✓ July 24, 2019, 8:59 PM	\$600	Covered	Coral B
✓ July 24, 2019, 6:12 PM	\$550   2	Covered	<span>New</span> Alan Tay
July 24, 2019, 6:11 PM	\$135	Not Covered	<span>New</span> Carl Fra
✓ July 24, 2019, 10:42 AM	\$600   26	Covered	Nichola



# Donation details

Donor data is key to your ongoing success. We make sure you have **access and control** over all their valuable details.

**\$550.00** USD

Supporter  
[Alan Taylor](#)

Campaign  
[Workout for water](#)

Charge Date  
July 24, 2019, 6:12 PM

♥ [Tribute](#)  
🗨 [Comment](#)

✓ The payment has been successfully processed by Stripe

## Donation

Charge ID	DYHY694Y	Frequency	Monthly
Designation	Where it is needed most		

## Transactions & Fees

Donation Amount	\$550.00 USD	Payment Processor	\$ Stripe
Platform Fee	\$11.00 USD	Payment Method	📄 Credit Card •••• 5489
Payment Processing Fee	\$12.40 USD	Fee Covered	✓ Yes
Payout Amount	\$526.60 USD	Effective Fee	0%

## Recurring Plan

Status	Active	Begun	📅 Jun 1, 2019, 1:01 PM
Donated	\$1,100.00 USD	Previous Donation	📅 Jul 1, 2019, 1:01 PM
Installments	2	Next Donation	📅 Aug 1, 2019, 1:01 PM

## Tribute

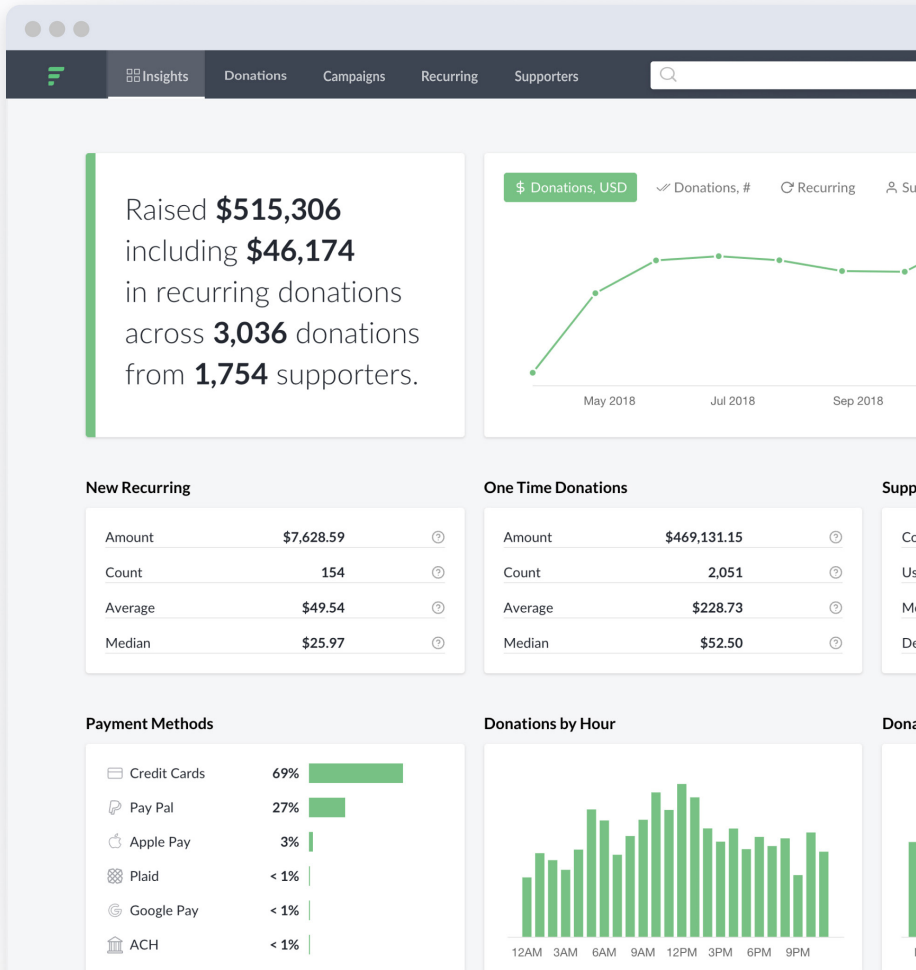
Honoree's Name	Paul Wolf	Sharing	Mail Printed Card
From Name	Mark Williams	Recipient Mail	kevin@gmail.com
Recipient Name	Kevin Strong	Recipient Address	📍 6050 Armitos Drive, Camarillo, CA 93012, US
Tribute	In honor of all the great work Paul did for the kids		

Waterday Campaign

Waterday Campaign

# Data insights & analytics

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



# 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.

**T** You've received a **one-time donation**

**\$150.00 USD**

Donation ID	DMYD49QA
Supporter	Justin Bieber
Email	<a href="mailto:justinbieber@gmail.com">justinbieber@gmail.com</a>
Campaign	Chris Beat Cancer
Designation	Help my Bro
Date	Oct 10, 2018 5:10 PM

**Comment**  
Thank you so much for all the great work you do.

[View in Fundraise Up](#)

## Weekly Report

Open Medical Foundation Canada

Jan 1, 2018 — Jan 7, 2018

Raised **\$23,865** including **\$125** in recurring donations across **57** donations from **56** supporters.

**Insights**  
Key performance metrics across all your campaigns

All donations	800 /	\$85,000.00
One-time donations	600 /	\$80,000.00
Recurring donations	2 /	\$4,970.00
New recurring donations	2 /	\$3,000.00
First time supporters	2 /	\$1,590.00
Tributes		2
Comments		0
Employer matches		2

**Campaigns**  
See how your campaigns perform

Save the trees	14 /	\$309.89
Save the bees	2 /	\$90.50
Save the snails	1 /	\$30.00

[More insights](#)

## Recurring plan canceled

This monthly recurring donation has been canceled after 2 successful payments.

Recurring Plan ID	DMYD49QA
Recurring Plan	\$150.00 USD / month
Supporter	Justin Bieber
Email	<a href="mailto:justinbieber@gmail.com">justinbieber@gmail.com</a>
Campaign	Chris Beat Cancer
First Installment	18 Dec, 2018
Last Installment	18 Jan, 2019
Installments	7
Total Amount	\$750.00 USD

[View in Fundraise Up](#)

# 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

<input checked="" type="checkbox"/> 1. Donation ID	<input checked="" type="checkbox"/> 17. Anonymous Donation	<input checked="" type="checkbox"/> 33. Donation Amount	<input checked="" type="checkbox"/> 49. Tribute Type
<input checked="" type="checkbox"/> 2. Donation Status	<input checked="" type="checkbox"/> 18. Mailing List	<input checked="" type="checkbox"/> 34. Donation Currency	<input checked="" type="checkbox"/> 50. Tribute Honoree
<input checked="" type="checkbox"/> 3. Donation Date	<input checked="" type="checkbox"/> 19. Terms	<input checked="" type="checkbox"/> 35. Converted Payout Am...	<input checked="" type="checkbox"/> 51. Tribute From
<input checked="" type="checkbox"/> 4. Donation Frequency	<input checked="" type="checkbox"/> 20. Mailing Address Line 1	<input checked="" type="checkbox"/> 36. Payout Amount	<input checked="" type="checkbox"/> 52. Tribute Message
<input checked="" type="checkbox"/> 5. Installment	<input checked="" type="checkbox"/> 21. Mailing Address Line 2	<input checked="" type="checkbox"/> 37. Payout Currency	<input checked="" type="checkbox"/> 53. Tribute Sharing
<input checked="" type="checkbox"/> 6. Designation ID	<input checked="" type="checkbox"/> 22. Mailing City	<input checked="" type="checkbox"/> 38. Converted Payment ...	<input checked="" type="checkbox"/> 54. Tribute Recipient Firs...
<input checked="" type="checkbox"/> 7. Designation Name	<input checked="" type="checkbox"/> 23. Mailing Zip/Postal	<input checked="" type="checkbox"/> 39. Payment Processing F...	<input checked="" type="checkbox"/> 55. Tribute Recipient Last...
<input checked="" type="checkbox"/> 8. Donation Comment	<input checked="" type="checkbox"/> 24. Mailing State/Region	<input checked="" type="checkbox"/> 40. Payment Processing F...	<input checked="" type="checkbox"/> 56. Tribute Email
<input checked="" type="checkbox"/> 9. Campaign ID	<input checked="" type="checkbox"/> 25. Mailing Country	<input checked="" type="checkbox"/> 41. Converted Platform F...	<input checked="" type="checkbox"/> 57. Tribute Address Line 1
<input checked="" type="checkbox"/> 10. Campaign Name	<input checked="" type="checkbox"/> 26. Supporter IP Address	<input checked="" type="checkbox"/> 42. Platform Fee	<input checked="" type="checkbox"/> 58. Tribute Address Line 2
<input checked="" type="checkbox"/> 11. Supporter ID	<input checked="" type="checkbox"/> 27. Supporter IP Geolocat...	<input checked="" type="checkbox"/> 43. Platform Fee Currency	<input checked="" type="checkbox"/> 59. Tribute City
<input checked="" type="checkbox"/> 12. Supporter First Name	<input checked="" type="checkbox"/> 28. Supporter Employer	<input checked="" type="checkbox"/> 44. Supporter Covered Fee	<input checked="" type="checkbox"/> 60. Tribute Zip/Postal
<input checked="" type="checkbox"/> 13. Supporter Last Name	<input checked="" type="checkbox"/> 29. Payment ID	<input checked="" type="checkbox"/> 45. Converted Refund Am...	<input checked="" type="checkbox"/> 61. Tribute State/Region
<input checked="" type="checkbox"/> 14. Supporter Email	<input checked="" type="checkbox"/> 30. Payment Processor	<input checked="" type="checkbox"/> 46. Refund Amount	<input checked="" type="checkbox"/> 62. Tribute Country
<input checked="" type="checkbox"/> 15. Phone Number	<input checked="" type="checkbox"/> 31. Payment Method	<input checked="" type="checkbox"/> 47. Refund Amount Curre...	<input checked="" type="checkbox"/> 63. Questions
<input checked="" type="checkbox"/> 16. On Behalf Of	<input checked="" type="checkbox"/> 32. Converted Donation...	<input checked="" type="checkbox"/> 48. Refund Date	

Download .XLS

Download .CSV

# Integrations

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

The Stripe logo, consisting of the word "stripe" in a blue, lowercase, sans-serif font.The PayPal logo, featuring a blue "P" icon above the word "PayPal" in a blue, sans-serif font.The Zapier logo, with the word "zapier" in an orange, lowercase, sans-serif font, and a small orange asterisk above the "i".The API logo, featuring three interlocking gears of different sizes to the left of the letters "API" in a blue, sans-serif font.The Google Analytics logo, with a bar chart icon to the left of the text "Google Analytics" in a blue, sans-serif font.The Facebook Pixel logo, featuring the blue Facebook "f" icon above the text "facebook Pixel" in a blue, sans-serif font.The Salesforce logo, which is a blue cloud shape with the word "salesforce" in white, lowercase, sans-serif font inside.The Raiser's Edge NXT logo, with the text "Raiser's Edge NXT" in an orange, sans-serif font.The blackbaud Luminate CRM logo, with "blackbaud" in a small, grey, sans-serif font above "Luminate CRM" in an orange, sans-serif font.The AmPLY logo, featuring a stylized blue and purple "A" icon above the word "AMPLY" in a blue, sans-serif font.The MATCHPRO logo, with a green circular icon containing the number "360" to the left of the text "MATCHPRO" in a green, sans-serif font, and "BY DOUBLE THE DONATION" in a smaller green font below it.The Mailchimp logo, featuring a black and white cartoon monkey head icon above the word "mailchimp" in a black, lowercase, sans-serif font.

# 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.

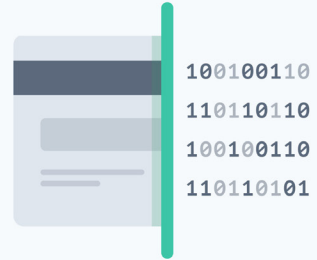


### Infinitely scalable

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

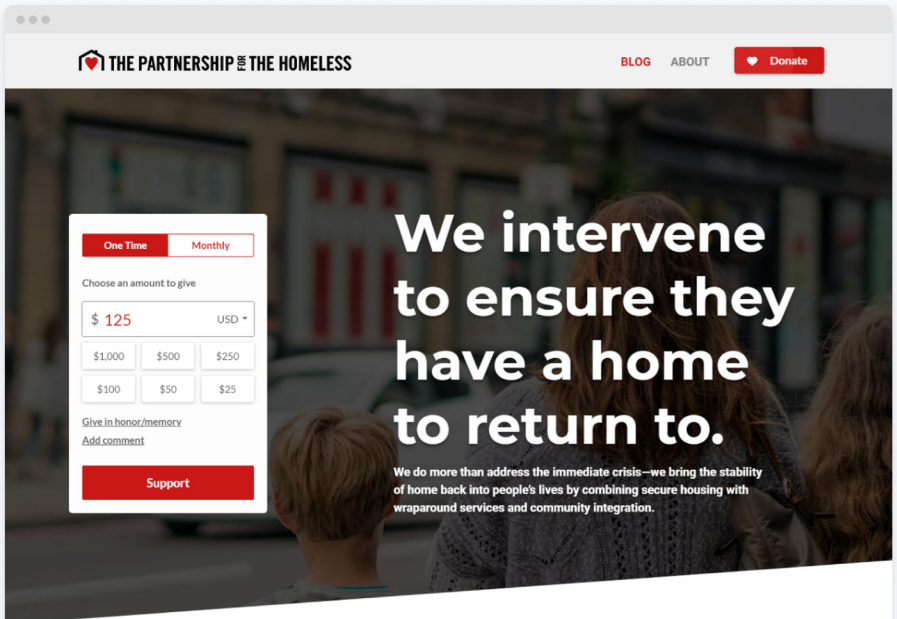
We are dedicated 24/7 to helping you with integration and best practices. Together, we have a world-class donation system customized just for you.

# 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.



**THE PARTNERSHIP FOR THE HOMELESS** BLOG ABOUT [Donate](#)

**We intervene to ensure they have a home to return to.**

We do more than address the immediate crisis—we bring the stability of home back into people's lives by combining secure housing with wraparound services and community integration.

One Time Monthly

Choose an amount to give

\$ 125 USD

\$1,000 \$500 \$250

\$100 \$50 \$25

Give in honor/memory  
Add comment

**Support**

Who lives in poverty in NYC?

**1 in 5 NYC Residents**



**1 in 3 Family Households with One Adult**

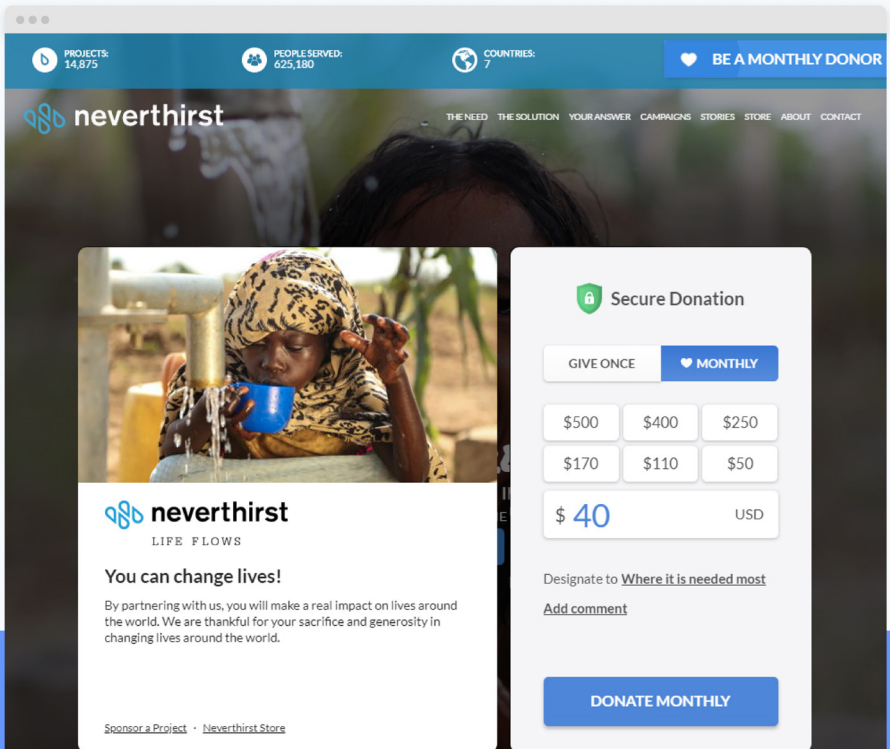




# Neverthirst

 neverthirstwater.org

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 the sponsors site.



The screenshot shows the Neverthirst website interface. At the top, there is a navigation bar with statistics: PROJECTS: 14,875, PEOPLE SERVED: 625,180, and COUNTRIES: 7. A button for 'BE A MONTHLY DONOR' is also present. Below the navigation bar, the Neverthirst logo and tagline 'LIFE FLOWS' are displayed. A main image shows a young girl drinking water from a blue cup. To the right, a 'Secure Donation' form is visible, featuring a 'GIVE ONCE' button and a selected 'MONTHLY' button. Donation amounts are listed in a grid: \$500, \$400, \$250, \$170, \$110, \$50, and a highlighted \$40 option with a 'USD' label. Below the grid, there are options to designate the donation to 'Where it is needed most' and an 'Add comment' field. A large blue 'DONATE MONTHLY' button is at the bottom of the form. At the bottom of the page, there are links for 'Sponsor a Project' and 'Neverthirst Store'.

# 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.

Features	Unlimited
Transactions	Unlimited
Donors	Unlimited
Team members	Unlimited
Setup fee	None
Monthly fee	None
Customer Support fee	None

— 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.



[fundraiseup.com](https://fundraiseup.com)

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We're here to make  
your life easier



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