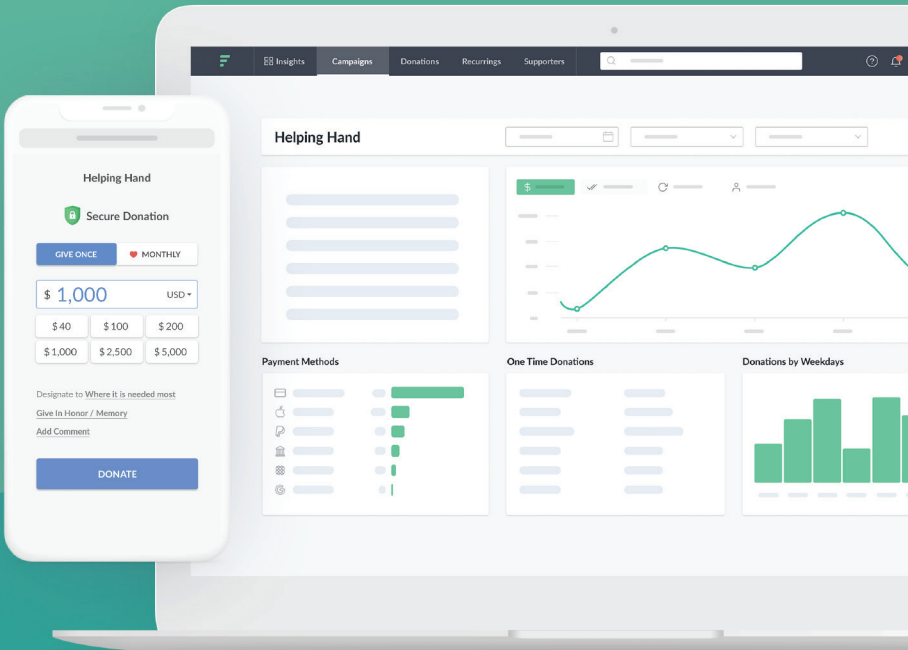# Fundraise Up

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!"
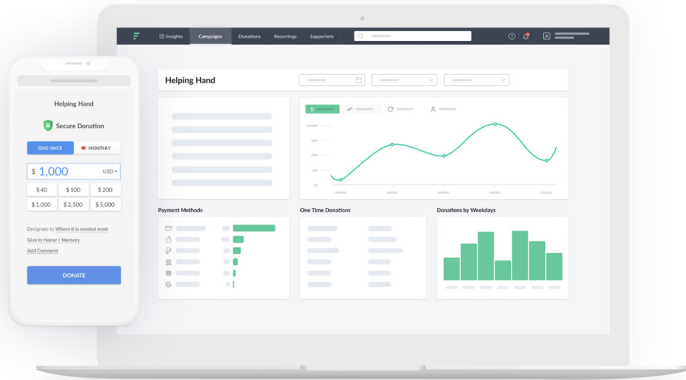
Mark Whitehead
Co-Founder and Executive Director, *Neverthirst*

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

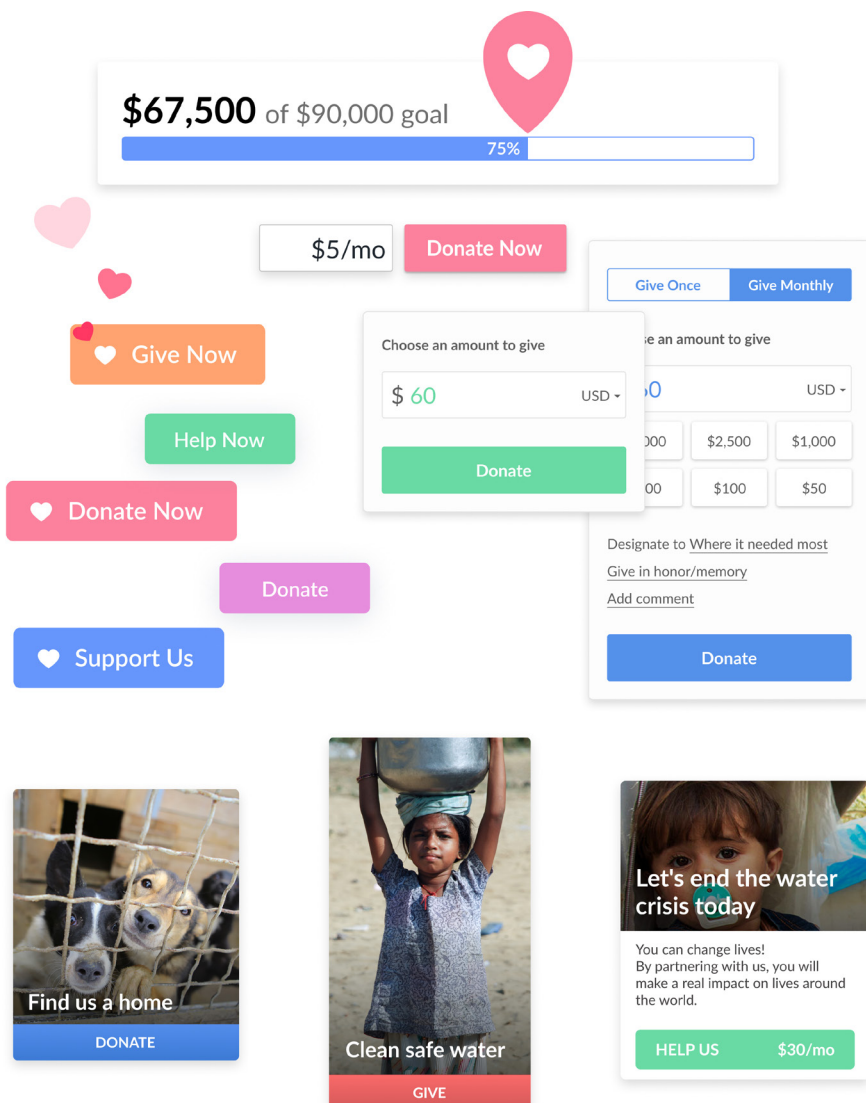We keep donors informed, connected and in control of their ongoing support.

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.

$67,500 of $90,000 goal

75%

$5/mo

Donate Now

Give Once | Give Monthly

♥ Give Now

Choose an amount to give

se an amount to give

Help Now

$ 60   USD ▾

USD ▾

♥ Donate Now

Donate

000 | $2,500 | $1,000

Donate

00 | $100 | $50

♥ Support Us

Designate to Where it needed most
Give in honor/memory
Add comment

Donate

Find us a home
DONATE

Clean safe water
GIVE

Let's end the water crisis today

You can change lives!
By partnering with us, you will make a real impact on lives around the world.

HELP US $30/mo

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.
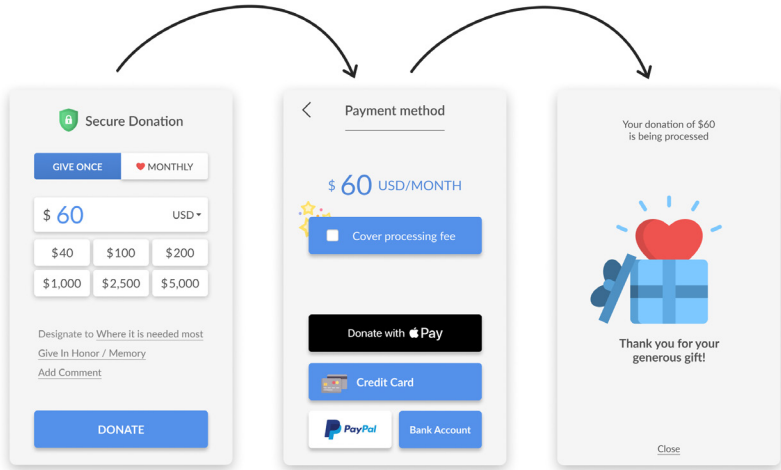

Key features

- 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 complience
- Accessibility compliance certified WCAG 2.1 AA

Works great on mobile

Separate mobile version across all devices that goes **beyond just being responsive**.
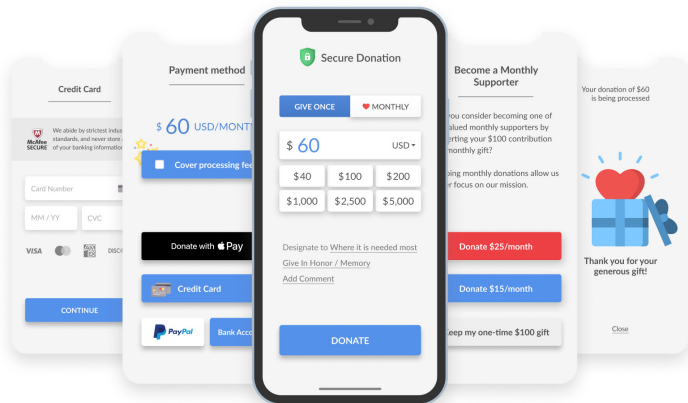
Built-in donation page

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.
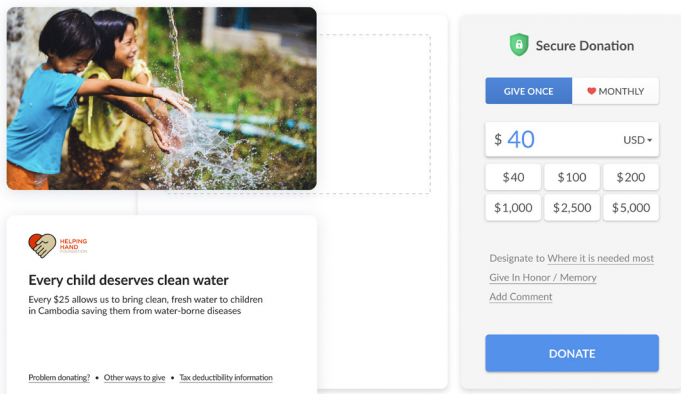
Checkout

Configuration options

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

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.

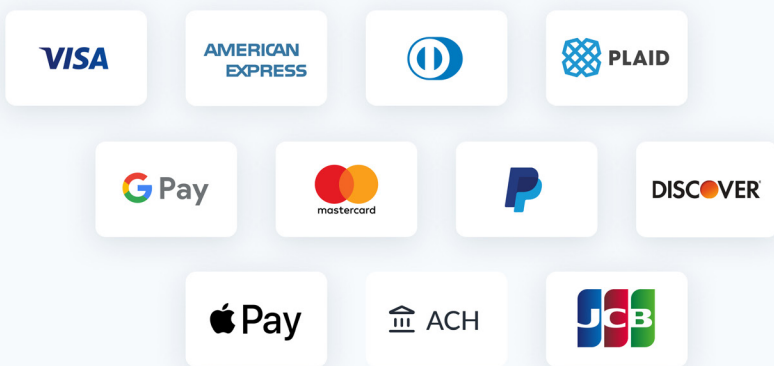## Social sharing

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.

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.

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
Subscribe on Youtube
Like us on Facebook
Follow us on LinkedIn

Thank you, Helen!
You help us to make this world better place!

Recurring plan	Manage my plan
Amount	$8,640.00 USD
Next payment	May 19
Payment method	VISA •••• 4242

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.
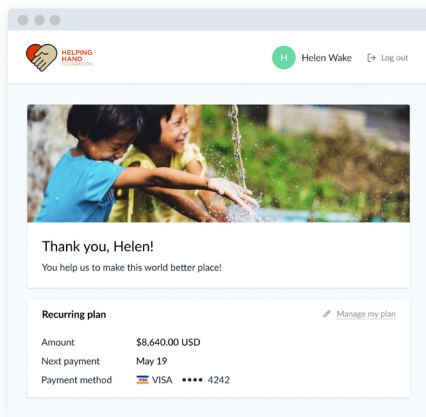
International fundraising

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.

135 currencies

Accept donations from all over the world

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
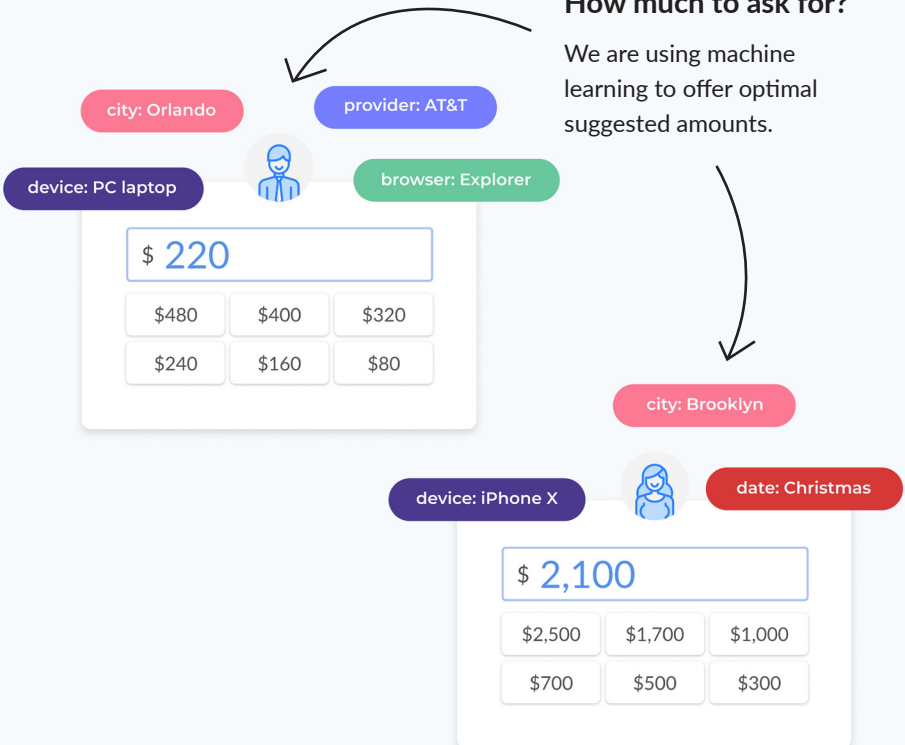HKD | Hong Kong Dollar
MXN | Mexican Peso
NZD | New Zealand Dollar

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.

city: Orlando

provider: AT&T

device: PC laptop

browser: Explorer

$ 220

| $480 | $400 | $320 |
| $240 | $160 | $80 |

city: Brooklyn

device: iPhone X

date: Christmas

$ 2,100

| $2,500 | $1,700 | $1,000 |
| $700 | $500 | $300 |

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.

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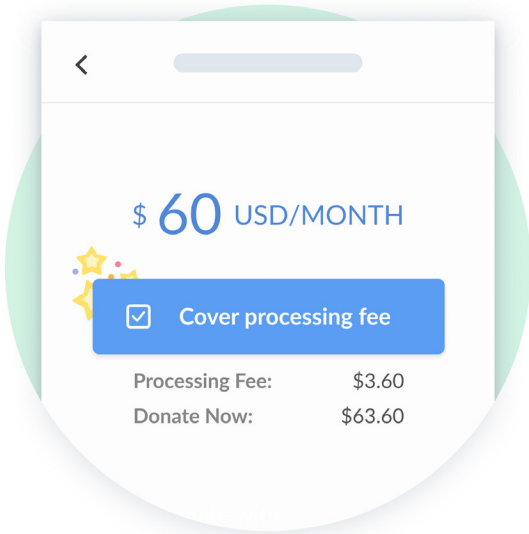
We have applied donor psychology research and did tons of A/B tests to find the best way to ask a donor to cover the fee.

$ **60** USD/MONTH

☑ Cover processing fee

Processing Fee: $3.60
Donate Now: $63.60

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.

HELPING HAND FOUNDATION

H Helen Wake   Log out

Thank you, Helen!

You help us to make this world better place!

Recurring plan   ✎ Manage my plan

Amount	$150.00 USD
Next payment	May 19
Payment method	VISA •••• 4242

Donation history

Date	Amount	
April 19, 2019, 9:12 PM	$150.00 USD	Download Receipt
March 19, 2019, 9:12 PM	$150.00 USD	Download Receipt
February 19, 2019, 9:12 PM	$150.00 USD	Download Receipt

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**.
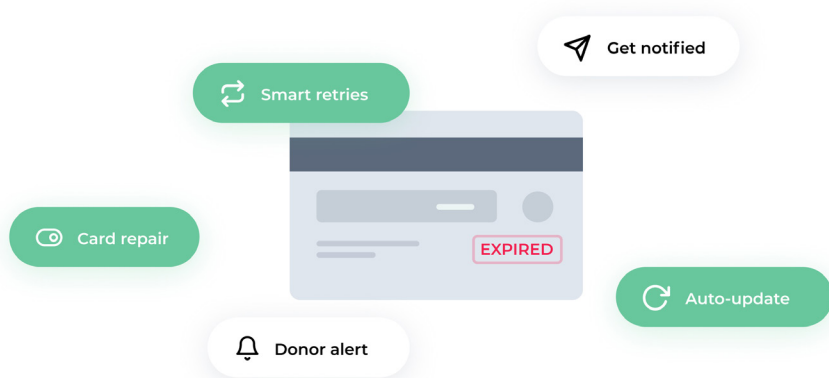
Smart retries

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.

| | Insights | **Campaigns** | Donations | Recurrings | Supporters | |
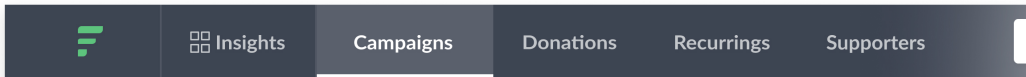
Donations

	Date ⌄	Donation			Fee	Support
✓	July 25, 2019, 1:12 PM	$440		↻ 18	Covered	Angelin
✓	July 25, 2019, 10:11 AM	$150	Credit Card		Covered	Nathan
✓	July 25, 2019, 3:59 AM	$600			Covered	New Lindsay
✓	July 25, 2019, 1:12 AM	$1,500	🏛	↻ 7	Covered	James
✓	July 24, 2019, 11:27 PM	$150		↻ 1 1 Installment	Covered	Ian Mer
✓	July 24, 2019, 8:59 PM	$600			Covered	Coral B
✓	July 24, 2019, 6:12 PM	$550		↻ 2	Covered	New Alan Tay
🕐	July 24, 2019, 6:11 PM	$135			Not Covered	New Carl Fra
✓	July 24, 2019, 10:42 AM	$600	🏛	↻ 26	Covered	Nichola

‹ **1** 2 3 4 … 32 ›

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

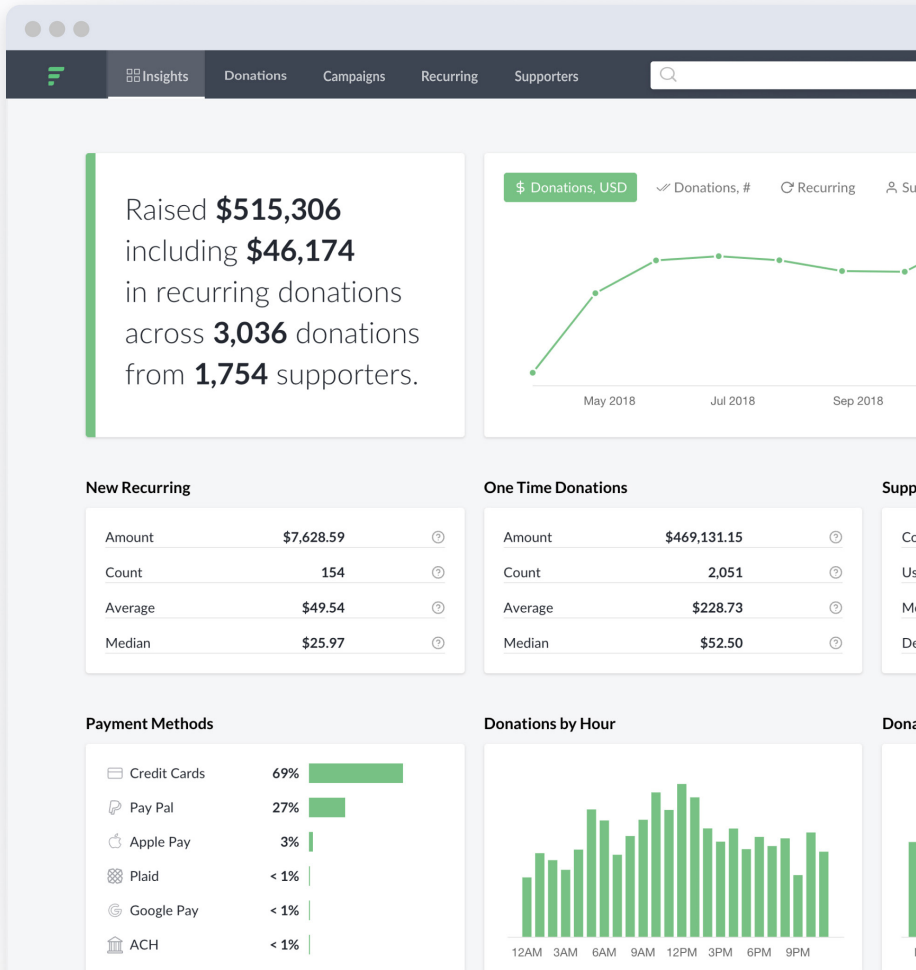|			
Status	Active	Begun	Jun 1, 2019, 1:01 PM
Donated	$1,100.00 USD	Previous Donation	Jul 1, 2019, 1:01 PM
Installments	2	Next Donation	Aug 1, 2019, 1:01 PM

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		

Search

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Waterday Campaign

Data insights & analytics

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

F	Insights	Donations	Campaigns	Recurring	Supporters

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

$ Donations, USD   Donations, #   Recurring   Su

May 2018   Jul 2018   Sep 2018

New Recurring

Amount	$7,628.59	?
Count	154	?
Average	$49.54	?
Median	$25.97	?

One Time Donations

Amount	$469,131.15	?
Count	2,051	?
Average	$228.73	?
Median	$52.50	?

Supp

| Co |
| Us |
| Me |
| De |

Payment Methods

Credit Cards	69%
Pay Pal	27%
Apple Pay	3%
Plaid	< 1%
Google Pay	< 1%
ACH	< 1%

Donations by Hour

12AM 3AM 6AM 9AM 12PM 3PM 6PM 9PM

Don

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.

You've received a
one-time donation

$150.00 USD

Donation ID	DMYD49QA
Supporter	Justin Bieber
Email	justinbieber@gmail.com
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	justinbieber@gmail.com
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**

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

W3C WAI-AA WCAG 2.1

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.
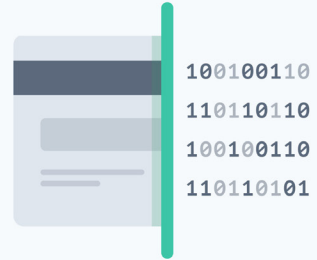
Global infrastructure

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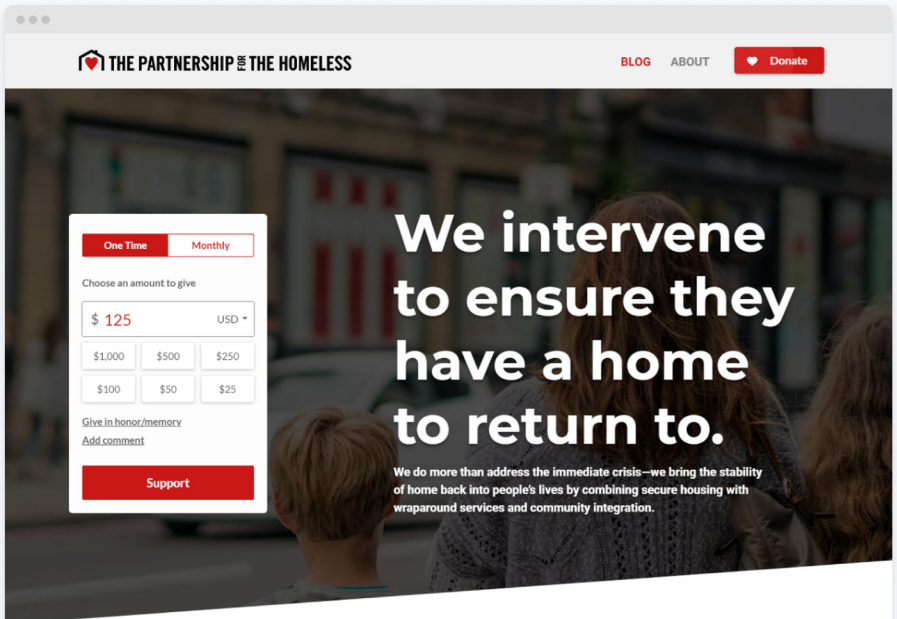
We are dedicated 24/7 to helping you with integration and best practices. Together, we have a world-class donation system customized just for you.

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**.
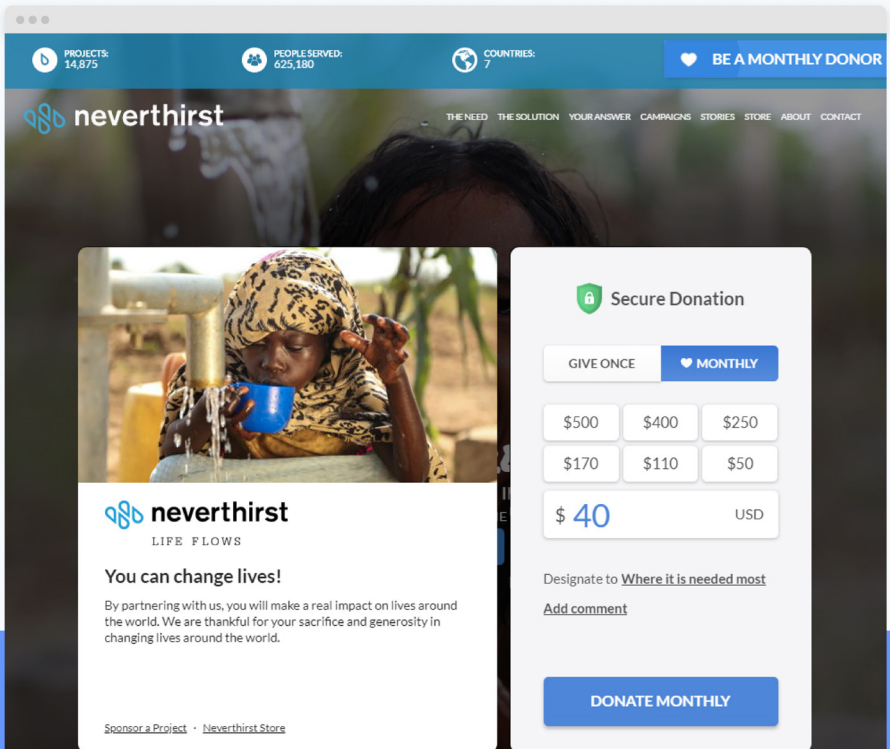
Neverthirst

🌐 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.

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.

We're here to make your life easier

Peter Byrnes
peter@fundraiseup.com

Salvatore Salpietro
salvatore@fundraiseup.com

Yuriy Smirnov
yuriy@fundraiseup.com