



Fundraise Up

Empowering Nonprofits to do more

Types of donors

Large Donor

Rational decision

Very interested in how resources are allocated



Conventional Donor

Emotionally connected

Takes time considering amount

Responds to print materials



Digital Donor

Emotional decision

Impulse give

Immediate gratification

Requires process be easy



The Digital Donor

Banks online

Multitasker

Impulse giver

Active in social media

Makes decisions quickly

On-the-go, busy lifestyle

Prefers quick updates on impact

Prefers digital communication over print

Wants efficiency and immediate gratification



Friction loses donors

6 out of 7 donors abandon the online donation process—this rate is even worse on mobile! That is a significant amount of money being left on the table.

Donation Information

Amount: ☐ Will help feed 20 children for a week \$ 36,00
☐ Will help feed a family of 3 for 2 months \$ 52,00
☐ Will help feed 1 senior for nearly a year \$ 83,00
☐ Will help feed 18 New Yorkers for a full month \$ 135,00
☐ Enter other amount: \$ _____

Additional Information

Type of gift: ☒ One-time gift
☐ Monthly gift
Anonymous: ☐ I prefer to make this donation anonymously
Comments/On Behalf Of:
What brought you to the site to give today?

Billing Information

Title:
First name:
Last name:
Country:
Address lines:
City:
State:
ZIP:
Phone:
Email:



Payment Information

Cardholder's Name:
Credit Card Number:
Card Type:
Card Expiration: </input>
Card Security Code:

DONATE NOW


We remove that ~~friction~~


We study user behavior, use artificial intelligence, leverage gamification, employ state of the art UX, and have separate unique experiences for mobile, tablets and desktops.





Support City Harvest Today

Every \$1 donated helps us rescue and deliver four pounds of nutritious food. Thank you for helping us feed our neighbors one day, one meal, and one New Yorker at a time.

Do I get a receipt 

Is my donation secure 

Is my donation tax-deductible 

 **Secure Donation**
select an amount to give

\$60

USD/month

\$40

\$100

\$200

\$1,000

\$2,500

\$5,000

☐ Make this monthly

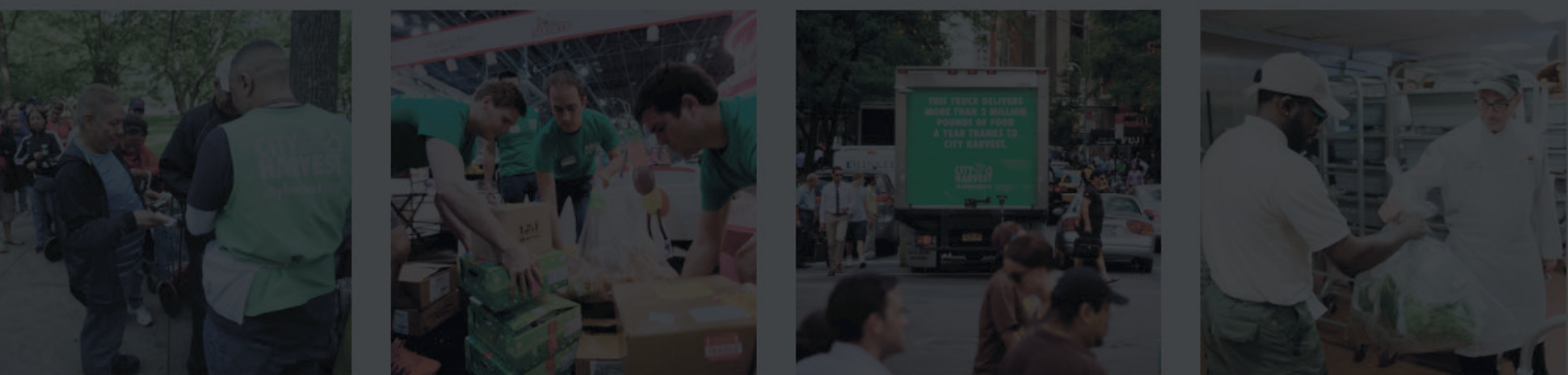
Your monthly donations makes the biggest and most immediate impact for those in need of our programs and services.

Designate to Where it needed most

Add comment / tribute / in memory

Donate >

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



3-tap donation



We break complex forms into simple, easy steps.

Secure Donation
select an amount to give

\$60 USD/month

\$40 \$100 \$200

\$1,000 \$2,500 \$5,000

☒ Make this monthly

Designate to Where it needed most
In honor of Kenneth McCormick

Donate >



Payment method
choose your payment method

\$60 USD/MONTH

☐ Cover processing fee

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

Donate with Apple Pay

Credit Card

PayPal Link to Bank



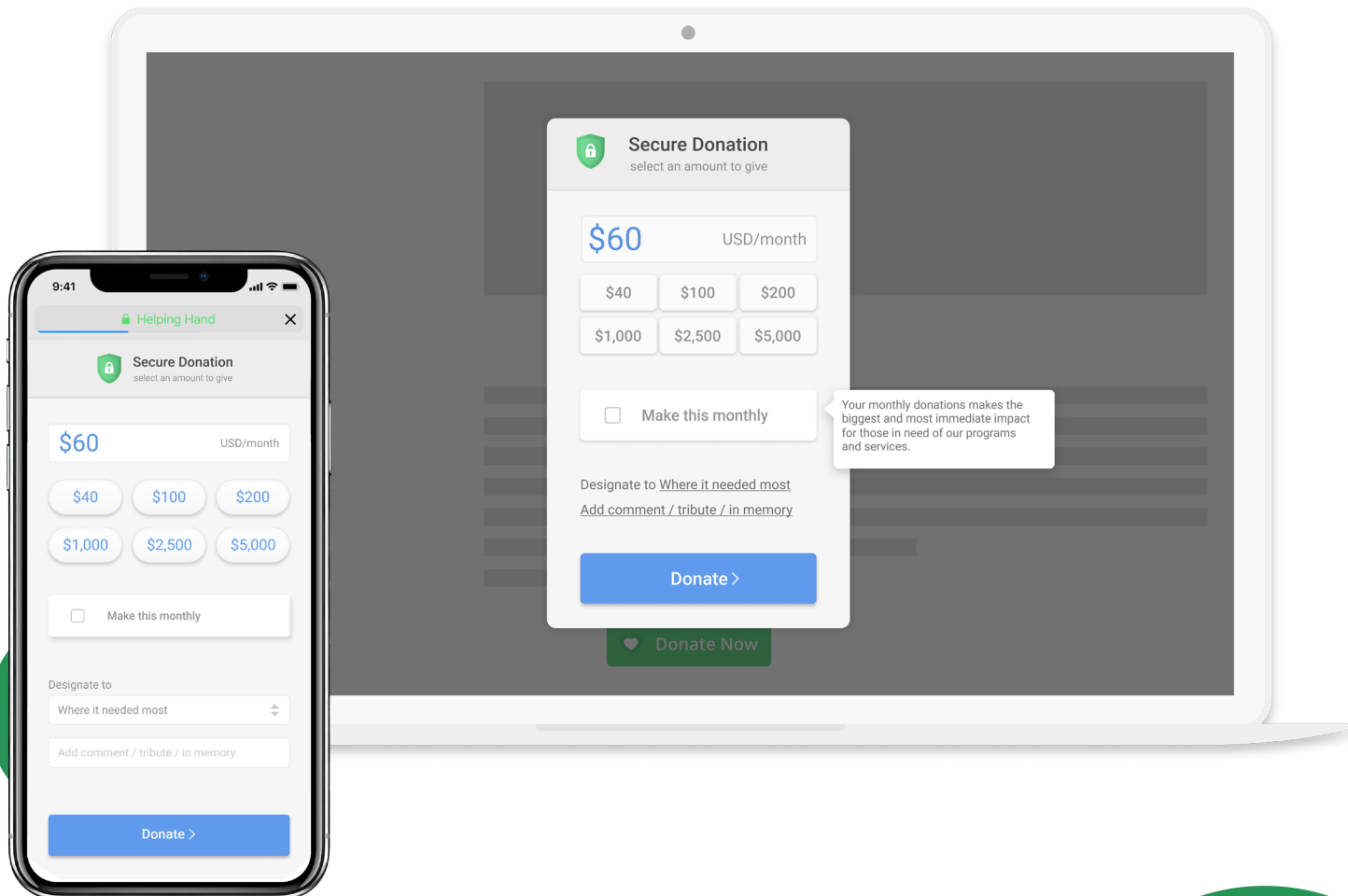
Thank you for your generous gift!

Your donation of \$62.50 is being processed

Close


Desktop, tablet and mobile


Your donors are sophisticated and are used to UX standards set by Apple, Google and Facebook. Responsive design is no longer enough. Different devices need different experiences that are native to that device.



Re-thinking campaign pages

Your brand matters. Donors trust you—not third party payment pages. Don't settle for a redirect to third party sites nor complex campaign pages. Simple empowering text and an easy process are key to successful campaigns.






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Do I get a receipt ?

Is my donation secure ?

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Multiple payment options

Many people have preferences for a specific payment option. More payments options provide more convenience to your donors and lower donation abandonment.



Apple Pay



Google Pay



Credit Cards

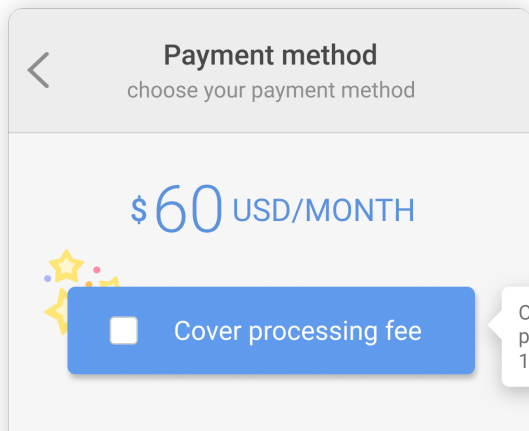
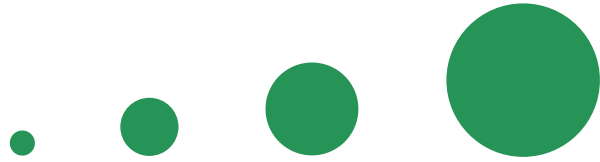


ACH (Banks)



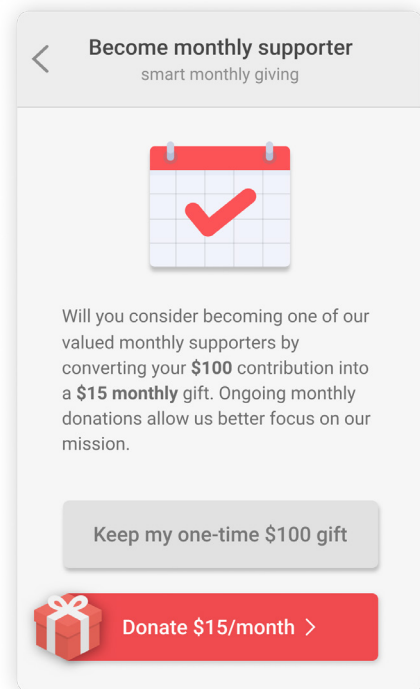
PayPal

Increase revenue



Donor Covers Fee

If enabled by default, 90% of donors using Fundraise Up agree to cover the fees making your effective fee rate under 1%.



Increase Monthly Donors

Use upsell to convert one-time donors to monthly donors. Over 20% of one-time donors will be converted.

Double your impact
It is free for you

Payment Completed

x2

Many employers have a donation matching program that lets you 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](#)

Automated Company match

Fundraise Up partners with Amply to automate company matching behind the scenes saving you a lot of time and on average increasing your revenues up to 20%.

Helping Hand

Monthly donation management

Thank you for your help!

Currently you have **\$40 monthly** donation.

Payment Method	VISA ****4242
Designation	Where it needed most
Last charge	Feb 28, 2018

Update payment method

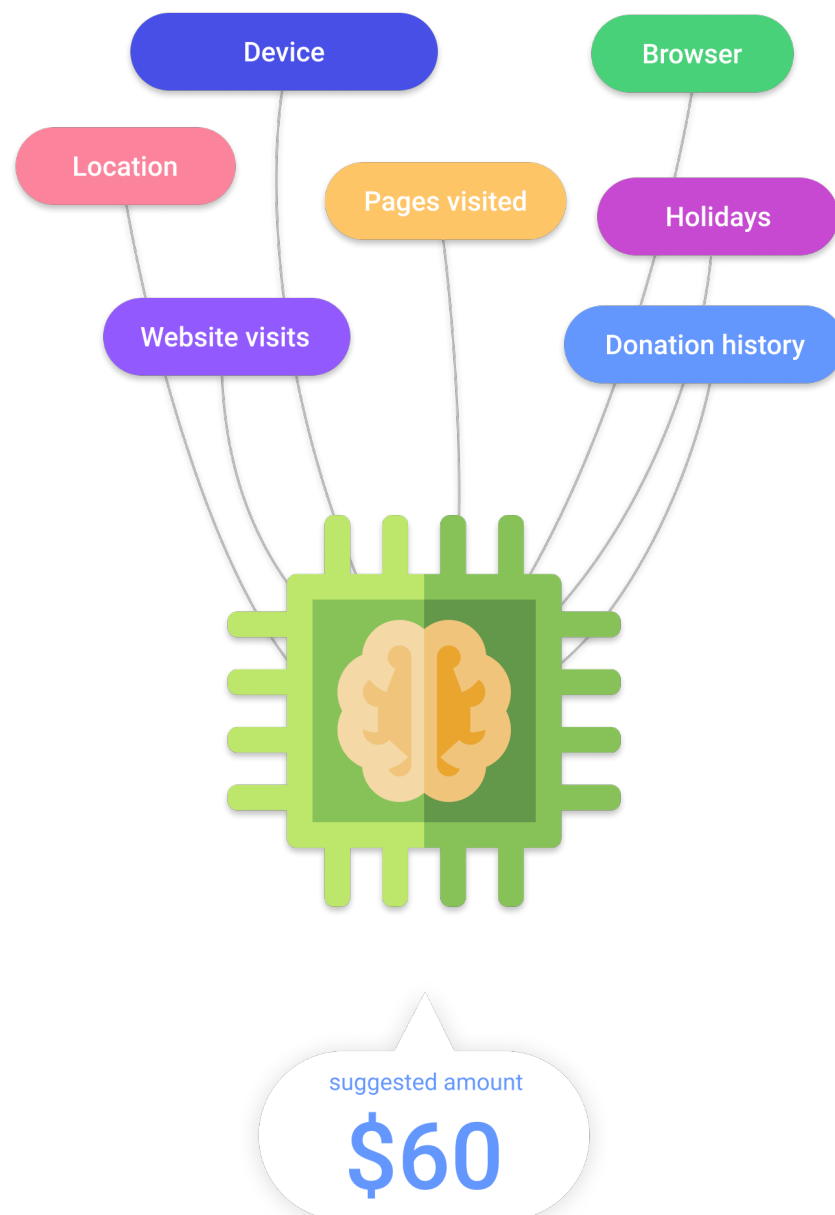
[Cancel monthly donation](#)

Recurring Repairing

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

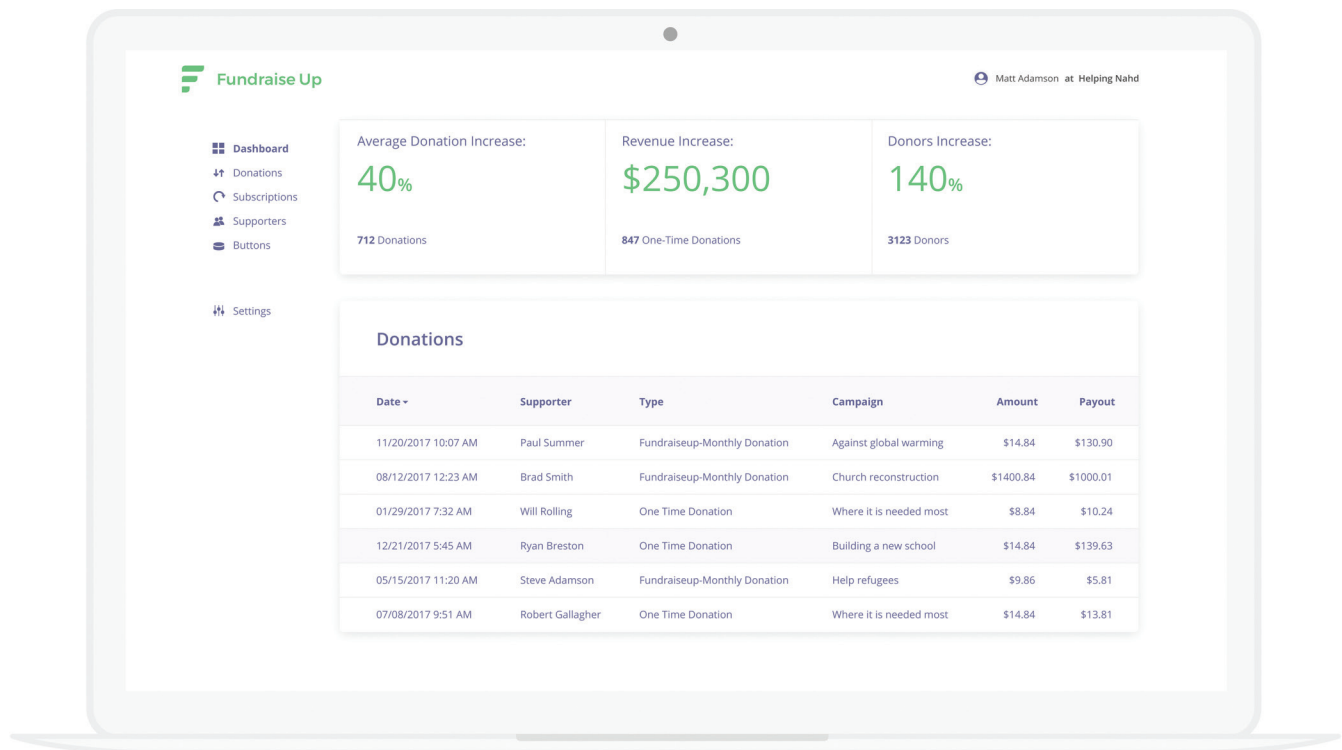
Artificial intelligence

Artificial intelligence looks at your suggested donation amounts and adjusts them to maximize the amount your donors are most likely to give.



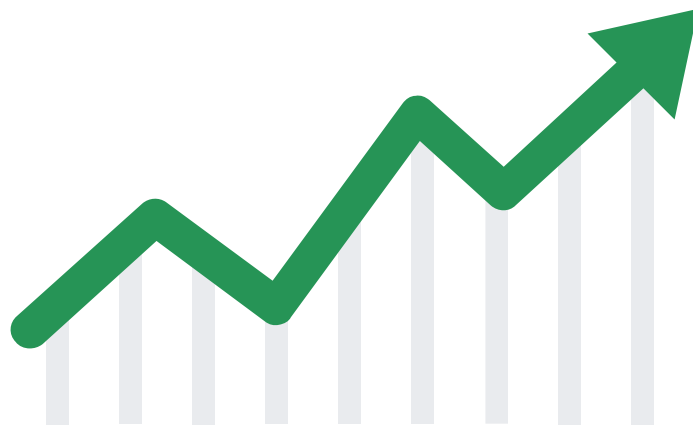
Own your data

Export your data, sync with Salesforce or integrate with our API for real time syncing with your donor CRM.



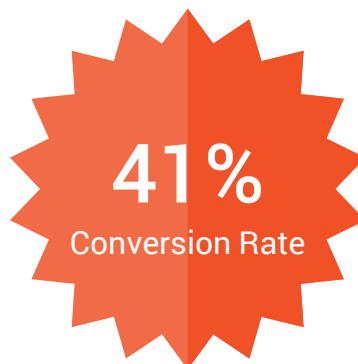
Conversion tracking

A/B different campaign and widget setting and track conversion rate.
Knowledge is power.



Reached Clicked Donated

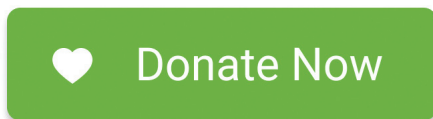
80,961 → 3,561 → 1,461



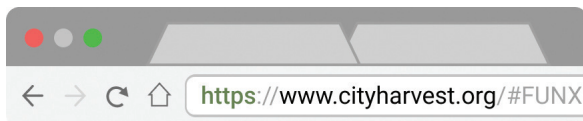
Use cases



Link widget to your designed button.



Use our default button with animations.



facebook



Share Direct URL on Facebook or use in email campaigns.

Thank you for [helping us feed our neighbors](#) one day, one meal, and one New Yorker at a time.

Use text links throughout the site or blog posts.



Fundraise Up

www.fundraiseup.com