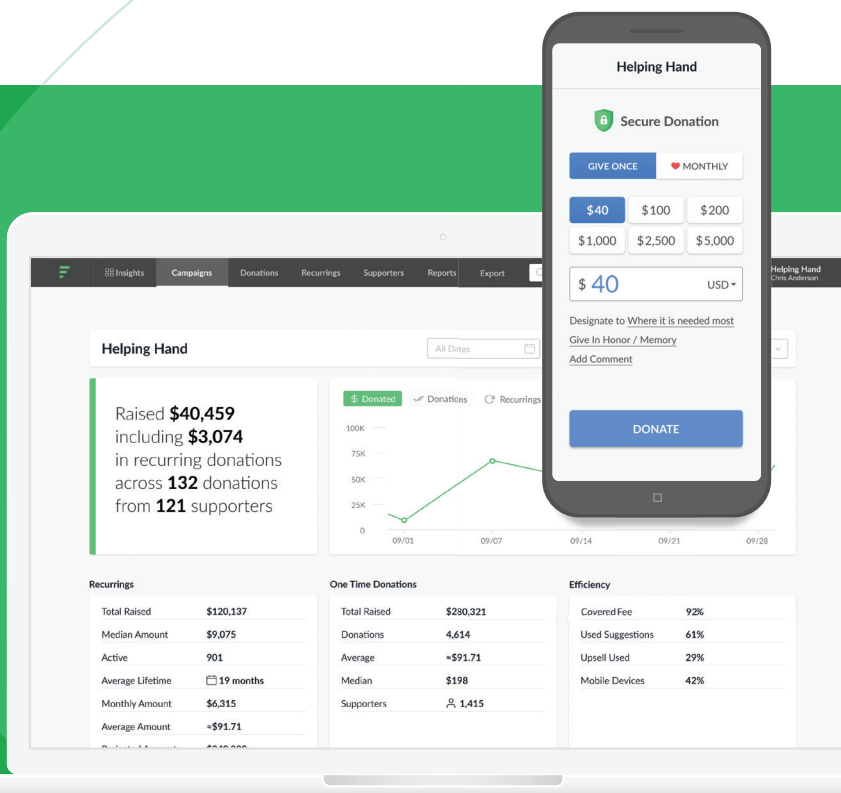




Engineered for serious
online fundraising





- 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.**

Trusted by...

Trusted by some of the top enterprise nonprofits in the world.



Testimonials

*“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”*

↗ **200% increase in digital revenue.**



Dwayne Flinchum
Director of Marketing & Communications,
Child Mind Institute

*“We love Fundraise Up. They are a great group to work with and the support staff is always very helpful. We have seen donations increase because of the AI feature they use. Our **monthly giving has grown almost exponentially** because of how they encourage that through the giving process. Our donors have mentioned they like the platform as well. We highly recommend them.*

↗ **100% increase in digital revenue.**



Brandon Gossett
Director of Development, Neverthrist

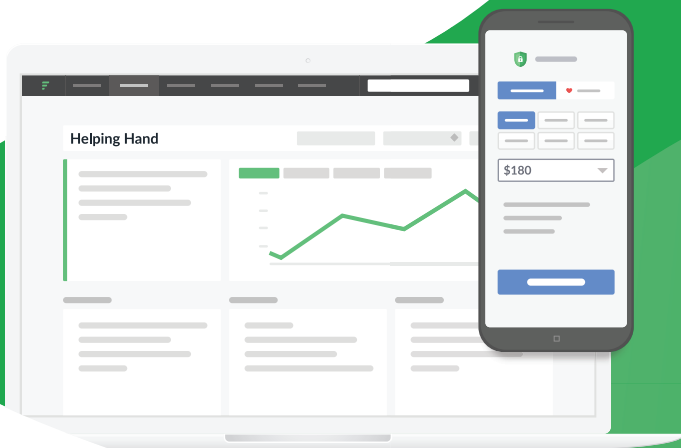
*“Our donors find the widget easy to use and we have had only positive feedback. The **customer service is always prompt and super responsive.** From an admin side, it offers us great new tools. We love it!”*

↗ **50% increase in digital revenue.**



Marilyn Simon-Gersuk
Director, Open Medicine Foundation

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

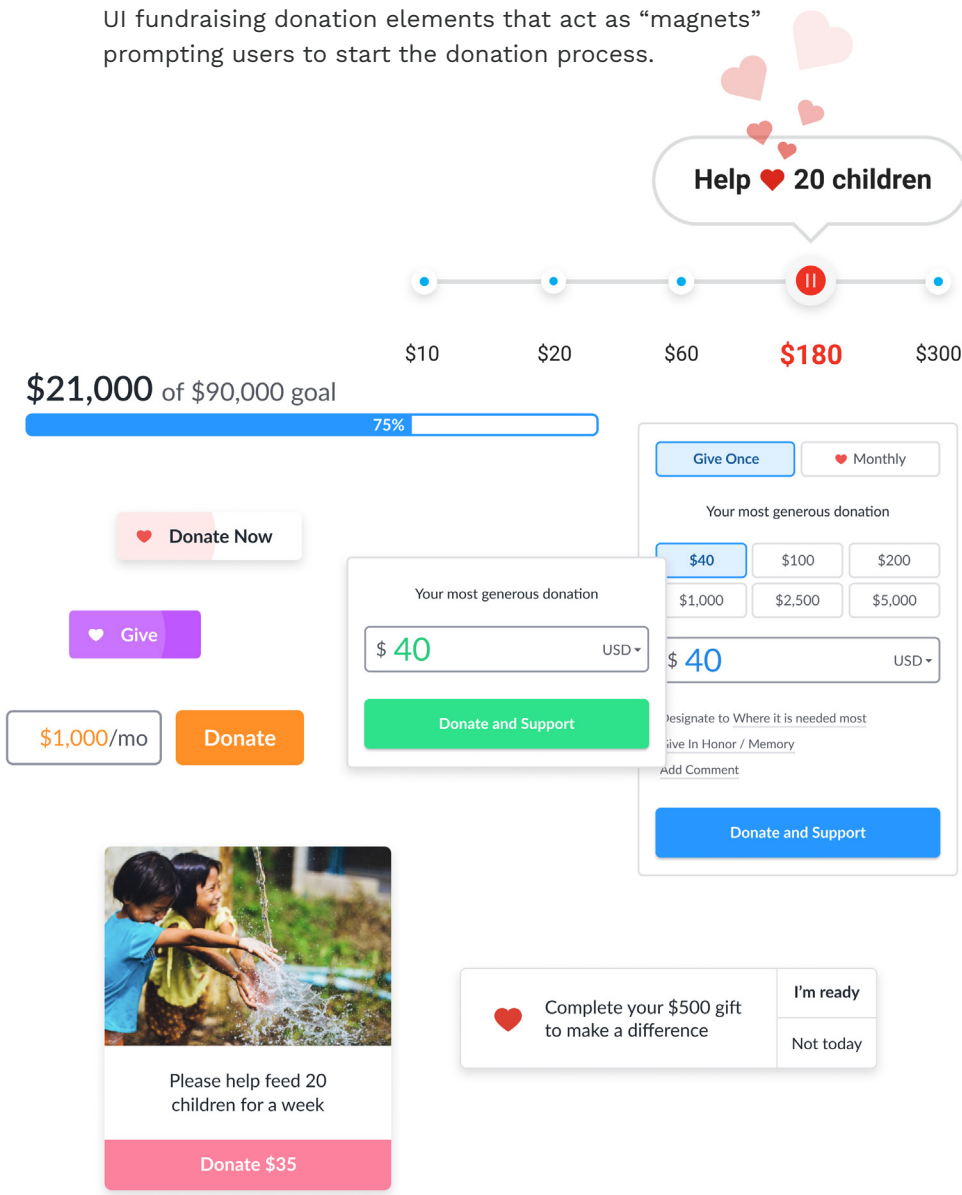
We keep donors informed, connected and in control of their ongoing support.

5. Leverage donor data

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

Entice more donors

We empower you to populate your site with pre-built UI fundraising donation elements that act as “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.

The diagram illustrates a three-step checkout process for donations. Step 1, 'Secure Donation', features a 'GIVE ONCE' button and a 'MONTHLY' option with a heart icon. It displays suggested donation amounts (\$40, \$100, \$200, \$1,000, \$2,500, \$5,000) and a custom amount field set to '\$ 40'. Below this, there are fields for 'Designate to Where it is needed most', 'Give In Honor / Memory', and 'Add Comment'. Step 2, 'Payment method', shows a total of '\$ 60 USD/MONTH' and a 'Cover processing fee' checkbox. It lists a 'Processing Fee: \$3' and a 'Donate Now: \$63'. Payment options include 'Donate with Apple Pay', 'Credit Card', 'PayPal', and 'Bank Account'. Step 3, 'Thank you!', displays a green status bar 'Your donation of \$63 is being processed' and a 'Help spread the word!' section with social sharing options for Facebook, Twitter, LinkedIn, and E-mail. Arrows indicate the flow from Step 1 to Step 2, and from Step 2 to Step 3.

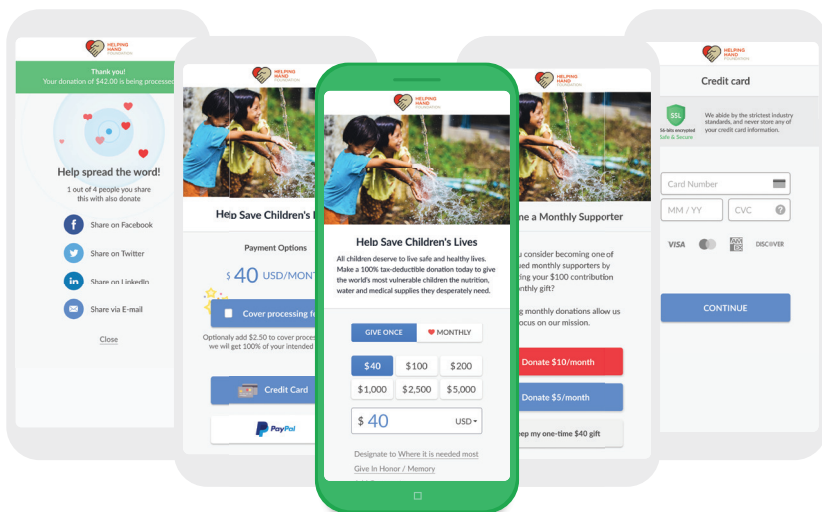
Key features

- 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

Checkout

Native mobile experience

We didn't just resize the form to fit on mobile but completely redesigned it to deliver a native mobile app experience.



Built-in emotional appeal

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.



Every child deserves clean water

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



Secure Donation

GIVE ONCE ☒ **MONTHLY**

\$40 **\$100** **\$200**

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

\$ 40 **USD**

Designate to Where it is needed most

Give In Honor / Memory

Add Comment

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 the 'Campaigns' configuration dashboard. The left sidebar lists various settings: Currency, Recurring Giving, Suggested Amounts (selected), Minimum Amounts, Designation, Tribute, Comment, Fees, Company Matching, Supporter, Compliance, Questions, Ask, Share, URL, and Reminder. The main content area is titled 'Default donation amounts' and includes a description: 'Larger suggested amounts increase the amount each donor gives, while smaller suggested amounts increase the number of donors contributing.' There are two tabs: 'One Time' (selected) and 'Monthly'. Under 'One Time', there is a 'Default one time donation amount' set to '\$100'. 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 six suggested donation amounts, in decreasing order. It is important to offer a range of suggested amounts on your widget – if your lowest preset is \$100, the donors who can only give \$10 may feel as if their contribution won't matter, and may choose not to contribute.' There is a checkbox for 'Use personalized suggested amounts' which is checked, with a note: 'Take advantage of machine learning to maximize your revenues. When this option is enabled, our system learns from your donors and suggests the maximum comfortable donation amount specific to each individual donor.' At the bottom are 'Save Changes' and 'Preview' buttons. On the right, a preview of the 'Secure Donation' widget is shown, featuring a 'GIVE ONCE' button, a 'MONTHLY' button with a heart icon, a grid of suggested amounts (\$40, \$100, \$200, \$1,000, \$2,500, \$5,000), a selected amount of '\$40' with a 'USD' dropdown, and a 'DONATE' button.

➔ 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.

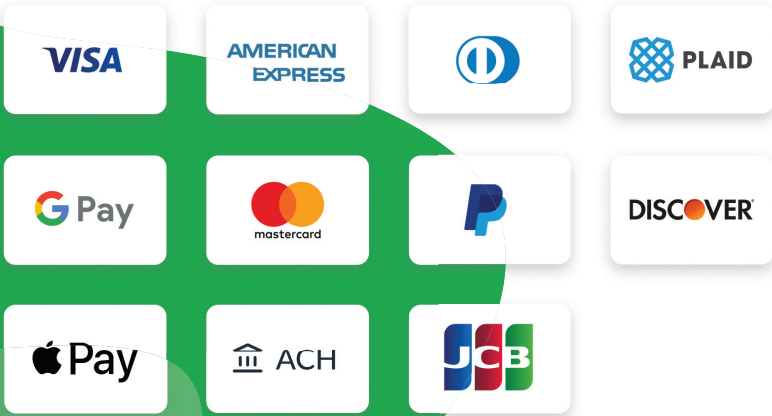
🔗 Social sharing

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.




Amazon Pay & cryptocurrencies coming soon.



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

€40

€100

€200

€1,000

€2,500

€5,000

€ 40

EUR ▼

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

Promote your brand

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, messaging and images to create compelling calls to action.



Provide clean water for children!

Help Now

\$1,000/mo

Donate

♥ Donate Now



Complete your \$500 gift to make a difference

I'm ready

Not today

\$21,000 of \$90,000 goal

75%

Campaign Activity



Monica T. donated **\$13**

"Nice job friends. Keep it up!"



John R. donated **\$130**



Chris C. donated **\$1,110**



Donald C. donated **\$2,240**

"Thank you for your help. It's very important"



Richard V. donated **\$1,540**

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

\$100

\$200

\$1,000

\$2,500

\$5,000

\$ 40

USD ▼

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.



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

Branding

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.



Ann Brown



Thank you, Ann!

You help us make the world better.

RECURRING PLANS


Donation amount

\$ 250.00

Next payment

Sep 21, 2019


Payment method

 •••• 4444



SHOW MORE

PREVIOUS TRANSACTIONS

Date	Amount	
May 16, 2019 5:20 AM	\$250.00	Download receipt
Apr 16, 2019 5:20 AM	\$250.00	 Download receipt
Mar 16, 2019 6:20 AM	\$180.00	Download receipt
Feb 16, 2019 6:20 AM	\$180.00	Download receipt
Jan 16, 2019 5:00 AM	\$100.00	Download receipt
Dec 16, 2018 5:40 AM	\$180.00	Download receipt

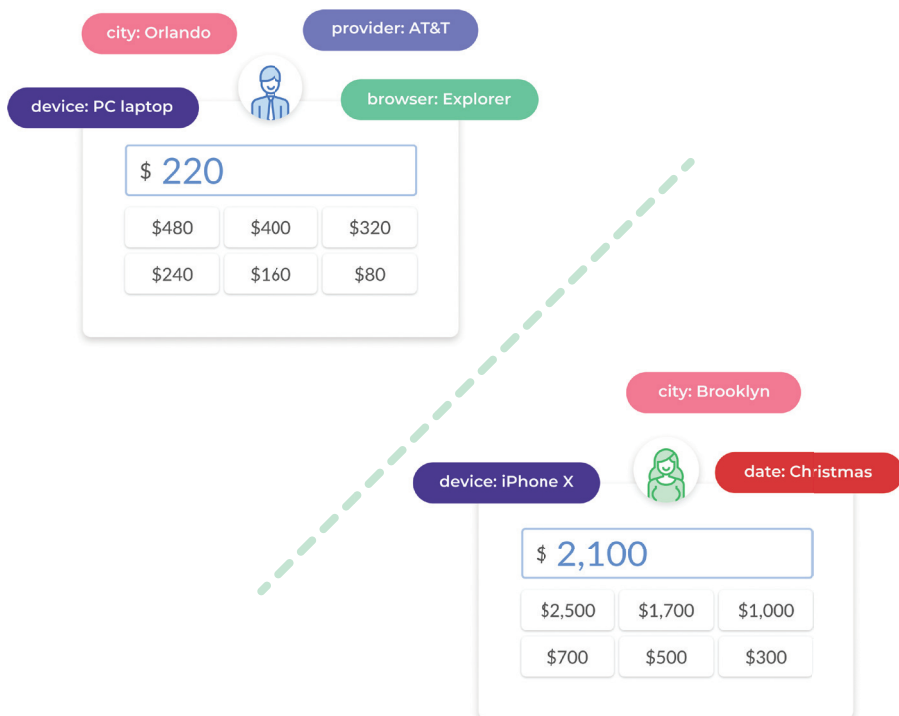
Machine learning

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



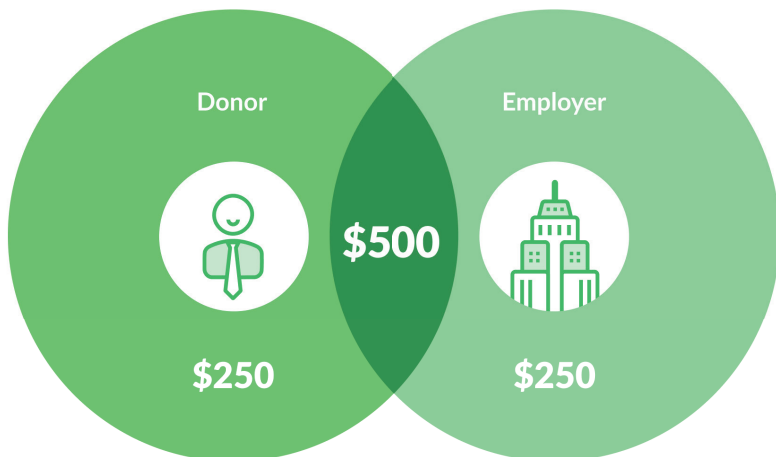
What's the optimal amount to ask for?

We use 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.



No risk donation matching

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.

Employer Matching



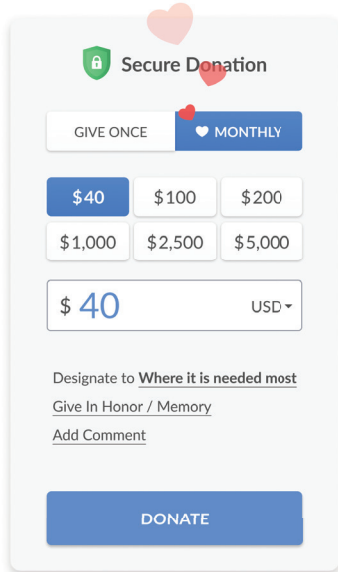
Many employers have a donation matching program that will double or triple the value of your donation!

Just enter the name of your employer, and we'll see if your impact can be amplified!

NEXT

Recurring giving

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



Secure Donation

GIVE ONCE MONTHLY

\$40 \$100 \$200

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

\$ 40 USD

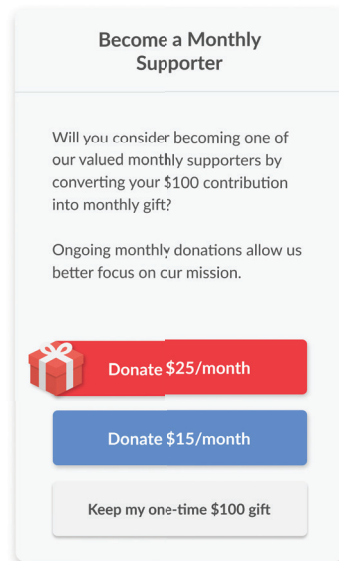
Designate to Where it is needed most

Give In Honor / Memory

Add Comment

DONATE

Our design and emotional cues get you more recurring donations.



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

Convert one time donors to recurring with an optional step and increase your recurring donations another 10%.

Credit card auto updating

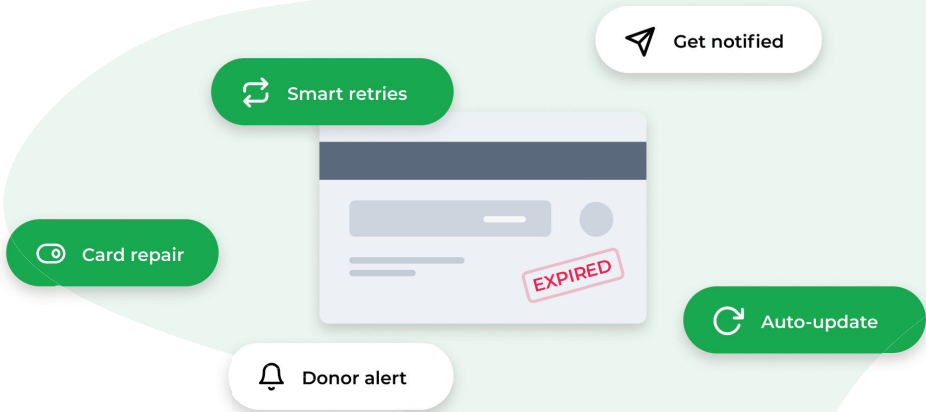
Thanks to Stripe's new auto-updating feature, expired credit cards will continue to work even if the physical card gets replaced by the bank.

Donor portal

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

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.



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 including pausing or changing amounts, and download end-of-year tax receipts—all while staying aligned with your message and brand.



 Ann Brown ▾

HOME > PLAN FROM SEP 16, 2018

Status	✔ Active	
Donation amount	\$180.00	Change
Next payment	Jun 16, 2019	 Change
Payment method	 •••• 4444	Change
Started at	Sep 16, 2018	

PREVIOUS TRANSACTIONS

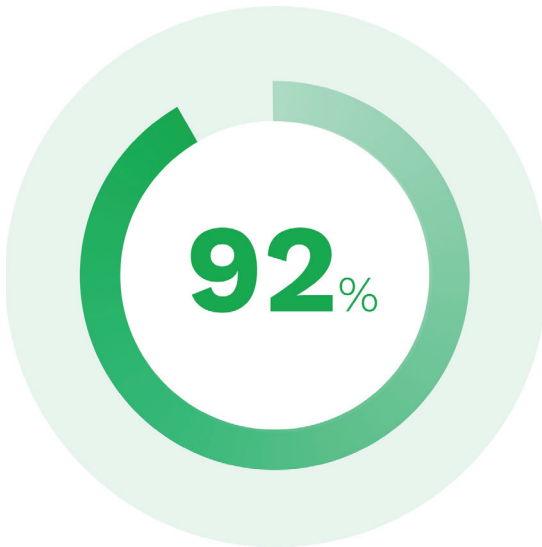
Date	Amount	
May 16, 2019 5:20 AM	\$180.00	Download receipt
Apr 16, 2019 5:20 AM	\$180.00	Download receipt
Mar 16, 2019 6:20 AM	\$180.00	Download receipt
Feb 16, 2019 6:20 AM	\$180.00	Download receipt
Jan 16, 2019 5:00 AM	\$100.00	Download receipt
Dec 16, 2018 5:40 AM	\$100.00	Download receipt

SHOW MORE ▾

CANCEL RECURRING

Donor covers fee

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.

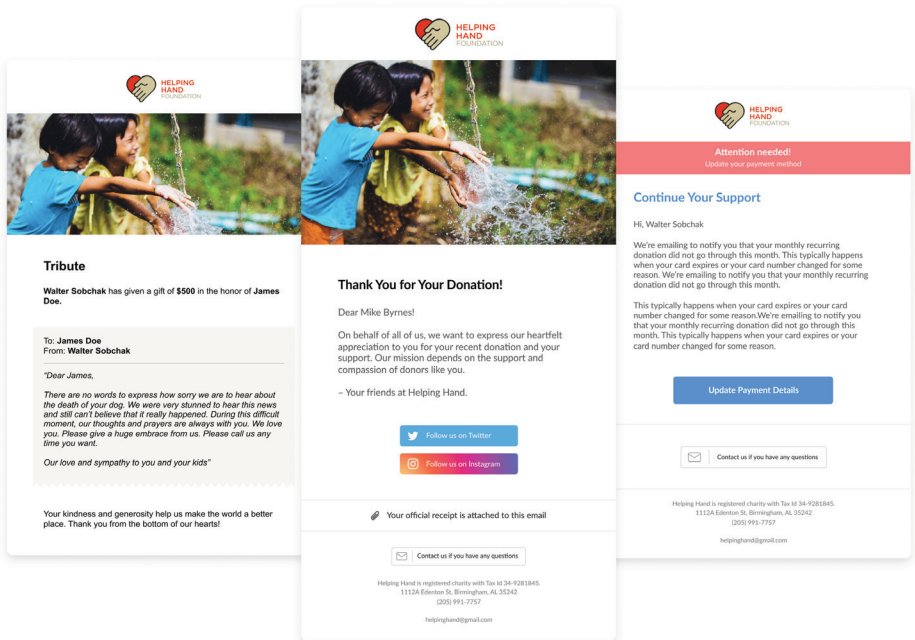


Donors using Fundraise Up Checkout are willing to **cover the fees 92% of the time.**

This means, that 9 out of 10 times you'll get all 100% of the intended donation.

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 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

Reports

Donations

Date	Donation	Fee	Supporter
✓ July 25, 2019, 1:12 PM	\$440  ↻ 18	Covered	Angelina
✓ July 25, 2019, 10:11 AM	\$150  ↻ 1	Covered	Nathan
✓ July 25, 2019, 3:59 AM	\$600 	Covered	New 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	New Alan Ta
⌚ July 24, 2019, 6:11 PM	\$135 	Not Covered	New Carl Fra
✓ July 24, 2019, 10:42 AM	\$600  ↻ 26	Covered	Nichola

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32

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Donation details

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

\$328.00 USD

Supporter
Charlotte Anderson

Campaign
Workout for water

Charge Date
Oct 31, 2019, 10:21 PM

♥ Tribute

○ Comment

✓ The payment has been successfully processed by Stripe

📄 Donation

Charge ID

DYHY694Y

Designation

Where it is needed most

Frequency

Monthly

% Transactions & Fees

Donation Amount

\$328.00 USD

Platform Fee

\$6.56 USD

Payment Processing Fee

\$9.81 USD

Payout Amount

\$311.63 USD

Payment Processor

🇺🇸 Stripe

Payment Method

🇺🇸 Credit Card •••• 5489

Processor ID

🔗 [ch_HA9diwidQjx898...](#)

Fee Covered

✓ Covered

Effective Fee

0.12%

🔄 Recurring Plan

Status

Active

Donated

\$328.00 USD

Installments

1

Begun

Oct 31, 2019

Previous Donation

Oct 31, 2019

Next Donation

Nov 30, 2019

👤 Supporter

Name

Charlotte Anderson

Email

charlotteanderson@recmail.com

IP Address

5.35.46.134

Phone Number

+1 234-555-6677

IP Geolocation

📍 New York, USA

Employer

Roadhouse, Inc.

Lifetime Donations

2

Lifetime Donated

\$100 USD

Mailing List

Subscribed

Mailing Address

📍 405 Armitage Drive, Camarillo, US

Reports

Choose from our templated report or create your own custom ones and share with your team.

Major gifts

Donations

Updated on Aug 24, 2019

Expire soon recurring plans

Recurrings

Updated on Oct 1, 2019

Giving Tuesday 2019

Donations

Updated on Dec 2, 2019

Donors over \$10,000

Supporters

Updated on Oct 10, 2019

Goal summary report

Campaigns

Updated on Dec 1, 2019

Mobile vs. desktop donors

Conversions

Updated on Dec 15, 2019

A/B: donate button color

Conversions

Updated on Sep 12, 2019

Recurring plans by state

Recurrings

Updated on Oct 1, 2019

Donors activity Sep 2019

Supporters

Updated on Sep 30, 2019

Insights

Campaigns

Donations

Recurrings

Supporters

Reports

Export

Search

Helping Hand
Chris Anderson

Reports > All Donations

Major gifts

Save

Columns 7

Filters: Donation amount: >\$1,000 Date: Dec 31, 2019

1,474 donations found, \$490,730.44 in total

SUPPORTER NAME	SUPPORTER EMPLOYER	DONATION ID	PAYMENT METHOD	DONATION AMOUNT	SUBACCOUNT NAME	SUPPORTER GEOLOCATION
Kathy Green	Apple	DT4JKSGX	PayPal	\$1,000.00	Helping Hand NYC	New York City, USA
Peter Evans	Harvex Agro	D6WMQBJ	ACH	\$4,100.00	Helping Hand NYC	New York City, USA
Jose Gonzalez	Span Feed & Seed	DPXRX6TF	Credit Card	\$2,500.00	Helping Hand Canada	Toronto, Canada
Laura Esposito	R.J. Smith, law firm	DX7AQAN5	Credit Card	\$1,700.00	Helping Hand Boston	Boston, USA
Max Brown	Wholesale Outlet	DRCYAXNC	ACH	\$1,220.00	Helping Hand Columbus	Columbus, USA
Grace Lee	Subaru London Ret.	DV23YAXC	PayPal	\$1,080.00	Helping Hand UK	London, UK
David Spector	Virgin Mobile	DX7AQAN1	Credit Card	\$7,000.00	Helping Hand Denver	Denver, USA
Abby Holiday	Hi-Flame Ltd	DVCYAXNC	PayPal	\$15,000.00	Helping Hand Dallas	Dallas, USA
Miguel Trejo	United Building	DX7AQAN6	Plaid	\$1,244.60	Helping Hand Australia	Hobart, Australia

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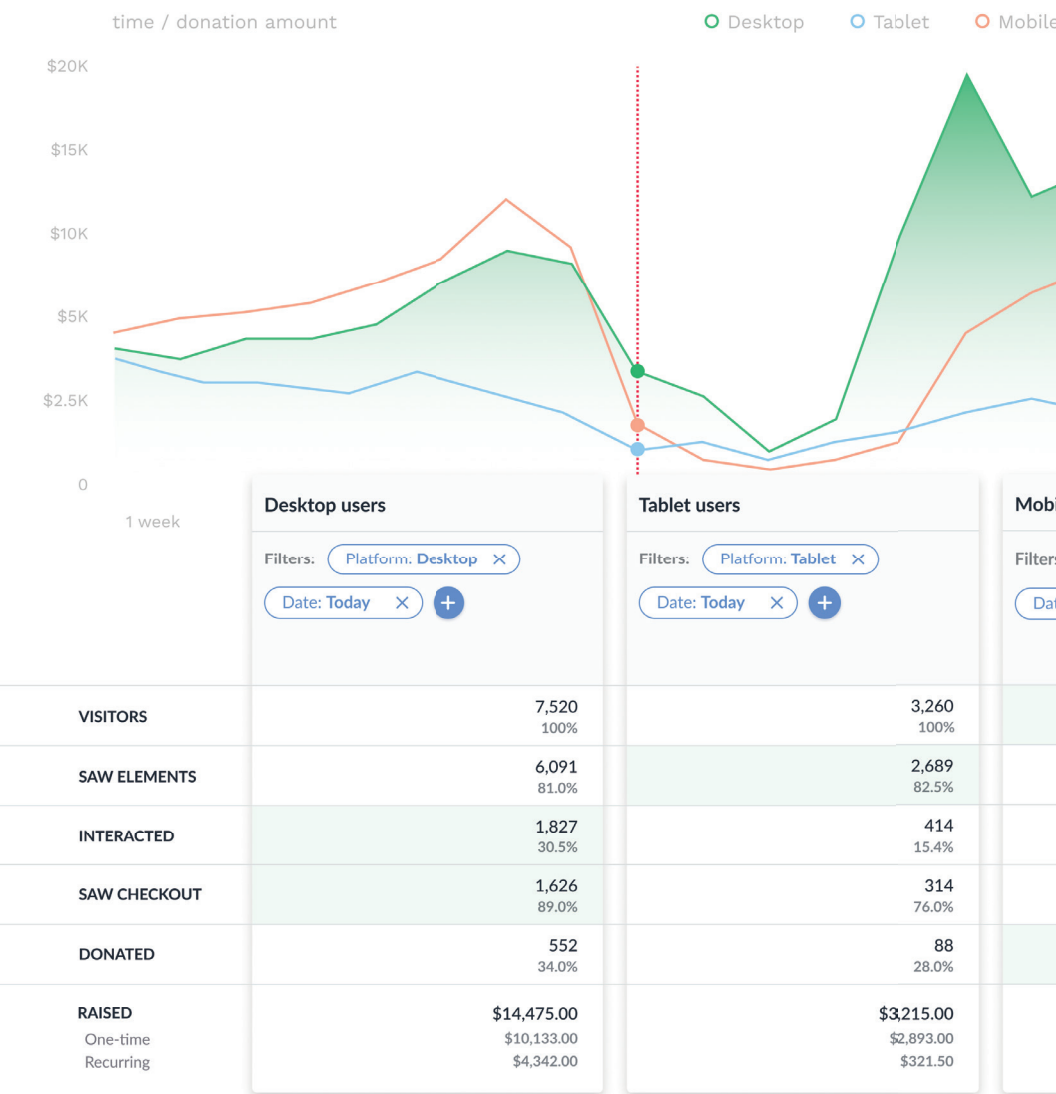
A/B tests

Easily create and run A/B tests so you can see what really works and continually iterate on the results—you can even throw in a C/D/E in there too!

Blue vs Red			Header vs Footer		
Filters: A/B Test +			Filters: A/B Test +		
	A BLUE BUTTON	B RED BUTTON	A HEADER	B FOOTER	
VISITORS	100,517	99,691	100,517	99,691	
SAW ELEMENTS	94,647 94.16%	94,408 94.4%	98,351 97.85%	38,383 38.9%	
INTERACTED	4,154 4.39%	16,899 16.9%	4,154 4.2%	16,899 16.9%	
SAW CHECKOUT	3,651 3.63%	10,920 10.9%	3,651 3.7%	10,920 10.9%	
DONATED	912 24.98%	4,957 45.4%	1,277 34.9%	4,957 45.4%	
RAISED	\$182,402.40	\$27,907.75	\$24,362.40	\$27,907.75	
One-time	\$161,489.60	\$24,558.82	\$19,489.60	\$24,558.82	
Recurring	\$20,912.80	\$3,348.92	\$4,872.80	\$3,348.92	

Tracking & analytics

Make your decisions on real data not assumptions. Get enterprise level insights about donor behavior not previously available.



Notifications

Each team member can customize which notification they get so they can react quickly.

 You've received a one-time donation

\$9,000.00 USD

Donation ID	DMYD49QA
Supporter	Justin Dow
Email	justinjdow@gmail.com
Campaign	Helping Hanc NY
Designation	-
Date	Oct 12, 2019 5:10 PM

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

[View in Fundraise Up](#)

Recurring plan amount changed

Amount of this monthly recurring donation has been changed.

Recurring Plan ID	DMYD49QA
Original Amount	\$150.00 USD / month
New Amount	\$70.00 USD / month
Supporter	Justin Dow
Email	justinjdow@gmail.com
Campaign	Helping Hand NY
First Installment	18 Dec, 2018
Last Installment	18 Jan, 2019
Installments	12
Total Amount	\$750.00 USD

[View in Fundraise Up](#)

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	John Cave
Email	jcave@mailbox.net
Campaign	Chris Beat Cancer
First Installment	18 Dec, 2018
Last Installment	18 Dec, 2019
Installments	12
Total Amount	\$1,800.00 USD

 Your recurring donation was failed

¥16,920.00 JPY / month

Description of error, description of error, description of error, description of error.

Amount in USD	\$150.00 / month
Donation ID	DMYD49QA
Supporter	Mike Byrnes
Email	mikebyrnes@gmail.com
Campaign	Waterday Campaign

Data exports

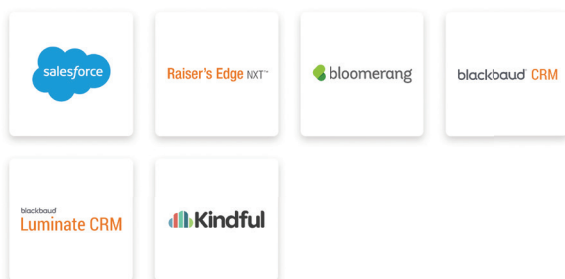
Export up to 100 fields attributed to any donation including UTM tags and custom fields.

== ✓ 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 Zi1/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	

Integrations

We work with your CRM, your Google Analytics, your Facebook account, and your Stripe account. We also have a powerful REST and JS APIs.

Native CRM integrations



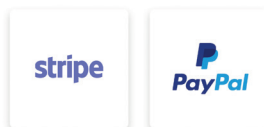
Zapier CRM integrations



Analytic platforms



Payment gateways

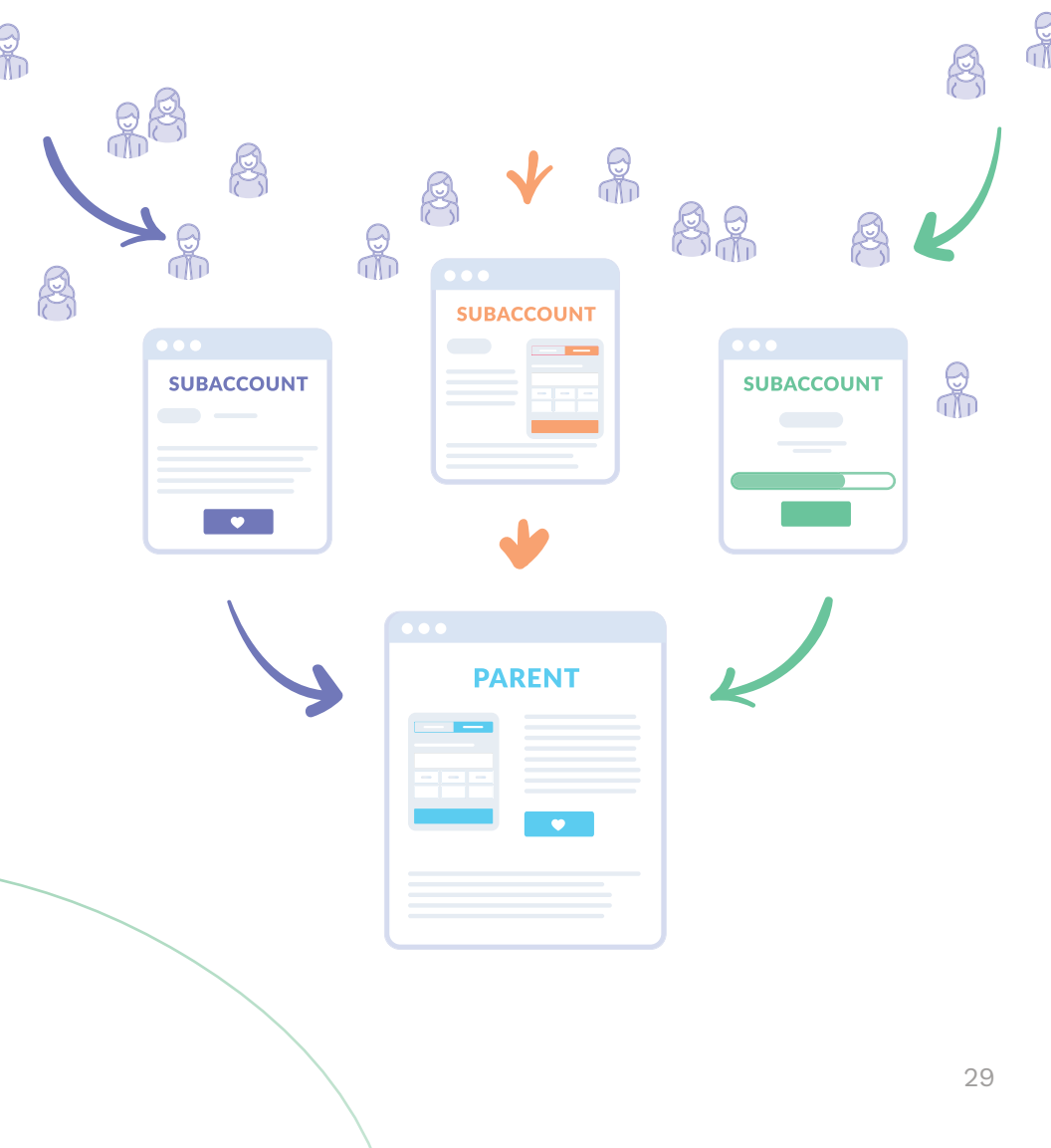


Employee matching



Subaccounts

Easily manage all your subaccounts, local, national, and international. You decide the amount of autonomy each subaccount has. All can link to your bank account, have their own, or a mix of the two. Whatever works for you.



Security



256-bit encryption

Our platform (and API) are accessible via a 256-bit enterprise grade SSL. Payment information is never stored.



Tokenized payment

Donor payment details are stored with the payment processors. We do not store any of this information in our system.



Data security

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



Global infrastructure

We make sure every donation operation happens. Fundraise Up distributed cloud-based infrastructure runs on the best.



Secure backups

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



Infinitely scalable

Your donation infrastructure grows in line with your business. We are capable of handling millions of transactions for you.

Fraud prevention

We approve transactions based on a deeper understanding of your website visitors by analyzing behavioral data from the checkout process, chargeback data, and website usage data.



Analyzing user behavior

Our machine learning detects suspicious behavior based on website usage and transactional data.



Reviewed by humans

Our staff gives every potentially declined transaction another review.



Stripe Radar

Radar ingests data from every layer of the financial stack and integrates data from checkout flows, rich payments data, and info from card networks and banks to assess fraud risk.



BIN/IIN country match

We compare the cardholder's billing address, issuing bank country and user's physical location.



Proxies detection

Hacker's use proxies to mask their location. We detect this and flag the transaction.



High-risk countries

Certain countries are favorites for hackers. We scrutinize these transactions carefully.



Top secret

We have several other tricks that we cannot share openly without compromising its effectiveness.

Compliance

We got all these compliances
so you sleep better at night.

Enterprise-level insurance

Feeling safe is important. All nonprofits orgs are covered by our complete \$5,000,000 insurance policy, including cyber-attack protection.



WCAG 2.1 accessibility compliant

Many nonprofits serve those with disabilities or accessibility needs—your donation forms should also serve them. The Fundraise Up checkout experience is certified — donors can even donate using just their voice.



PCI DSS A-EP compliant

We adhere to all standard industry best practices, including being PCI-compliant, which ensures cardholder data is secure and credit card fraud is reduced.



GDPR-compliant

We support your needs to track and manage GDPR requirements for donor data and communication preferences.



99.9% SLA

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



Case study

The Partnership for the Homeless

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 screenshot shows the homepage of The Partnership for the Homeless. The header includes the logo, navigation links for 'BLOG' and 'ABOUT', and a red 'Donate' button with a heart icon. The main content area features a large background image of a woman and child. On the left, a donation form is displayed with tabs for 'One Time' and 'Monthly'. The form includes a text input field showing '\$ 125' and a dropdown for 'USD'. Below this are buttons for '\$1,000', '\$500', '\$250', '\$100', '\$50', and '\$25'. There are also links for 'Give in honor/memory' and 'Add comment', and a red 'Support' button. To the right of the form, the headline reads 'We intervene to ensure they have a home to return to.' Below the headline, a paragraph states: '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.'

Who lives in poverty in NYC?

1 in 5 NYC Residents

👤 👤 👤 👤 👤

1 in 3 Family Households with One Adult

👤 👤 👤

Help support families across our city

TAKE ACTION

*Most recent data available is for 2016 (published in April 2018) – report [here](#)

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 the sponsors site.

PROJECTS:
14,875


PEOPLE SERVED:
625,180

COUNTRIES:
7

BE A MONTHLY DONOR

neverthirst

THE NEED THE SOLUTION YOUR ANSWER CAMPAIGNS STORIES STORE ABOUT CONTACT



neverthirst

LIFE FLOWS

You can change lives!

By partnering with us, you will make a real impact on lives around the world. We are thankful for your sacrifice and generosity in changing lives around the world.

Sponsor a Project · Neverthirst Store

Secure Donation

GIVE ONCE

MONTHLY

\$500

\$400

\$250

\$170

\$110

\$50

\$ 40

USD

Designate to Where it is needed most

[Add comment](#)

DONATE MONTHLY

Pricing

It's all about donors rather than fees.



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

114 8th Street, Brooklyn, NY 11215



Peter Byrnes

peter@fundraiseup.com



Salvatore Salpietro

salvatore@fundraiseup.com



Yuriy Smirnov

yuriy@fundraiseup.com