



Fundraise Up

Helping nonprofits make more to do more



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 is needed most](#)

[Give in honor of someone](#)

[Add comment](#)

Donate >

Types of donors

Large Donor

Rational decision-making

Very interested in how resources are allocated



Conventional Donor

Emotionally connected

Takes time considering amount

Responds to print materials



Digital Donor

Emotional decision-making

Impulsive giving

Immediate gratification

Requires the process to be easy



The Digital Donor



Banks online

Multitasker

Impulsive giver

Active on 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

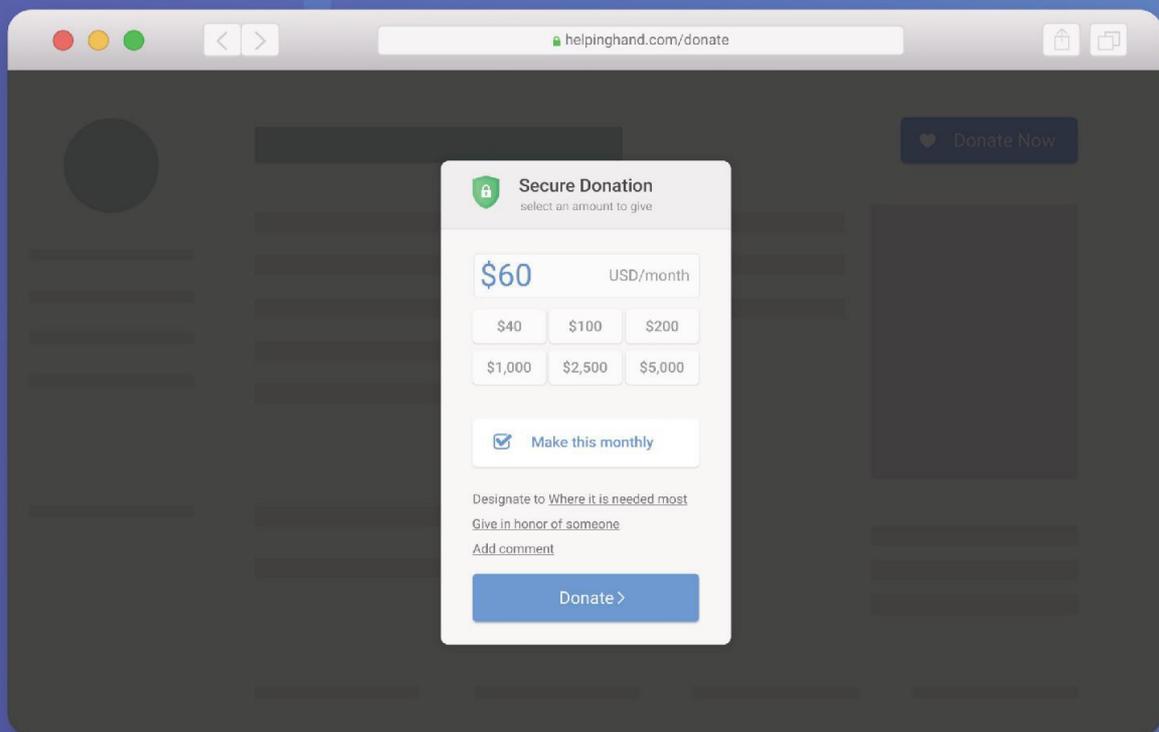
6 out of 7 donors abandon the online donation process—this rate is even worse on mobile! That is a significant amount of money being left on the table.

The diagram illustrates the donor attrition process through four steps:

- STEP 1: Choose Your Donation Amount** (required): Donors select a gift amount (15, 26, 50, 100, or Other) and a payment frequency (Monthly). 5 donors remain.
- STEP 2: Enter Your Contact Information** (required): Donors provide their email, title, first and last names, address, city, state, province, ZIP/postal code, country, and phone numbers. 4 donors remain.
- STEP 3: Enter Your Payment Information** (required): Donors enter their cardholder's name, credit card number, CVV, and type (e.g., Visa, Mastercard, Discover). They also select an expiration date and check a box to confirm billing information matches contact info. 3 donors remain.
- STEP 4: Stay Informed**: Donors are presented with a "Donate Now" button. 2 donors remain.

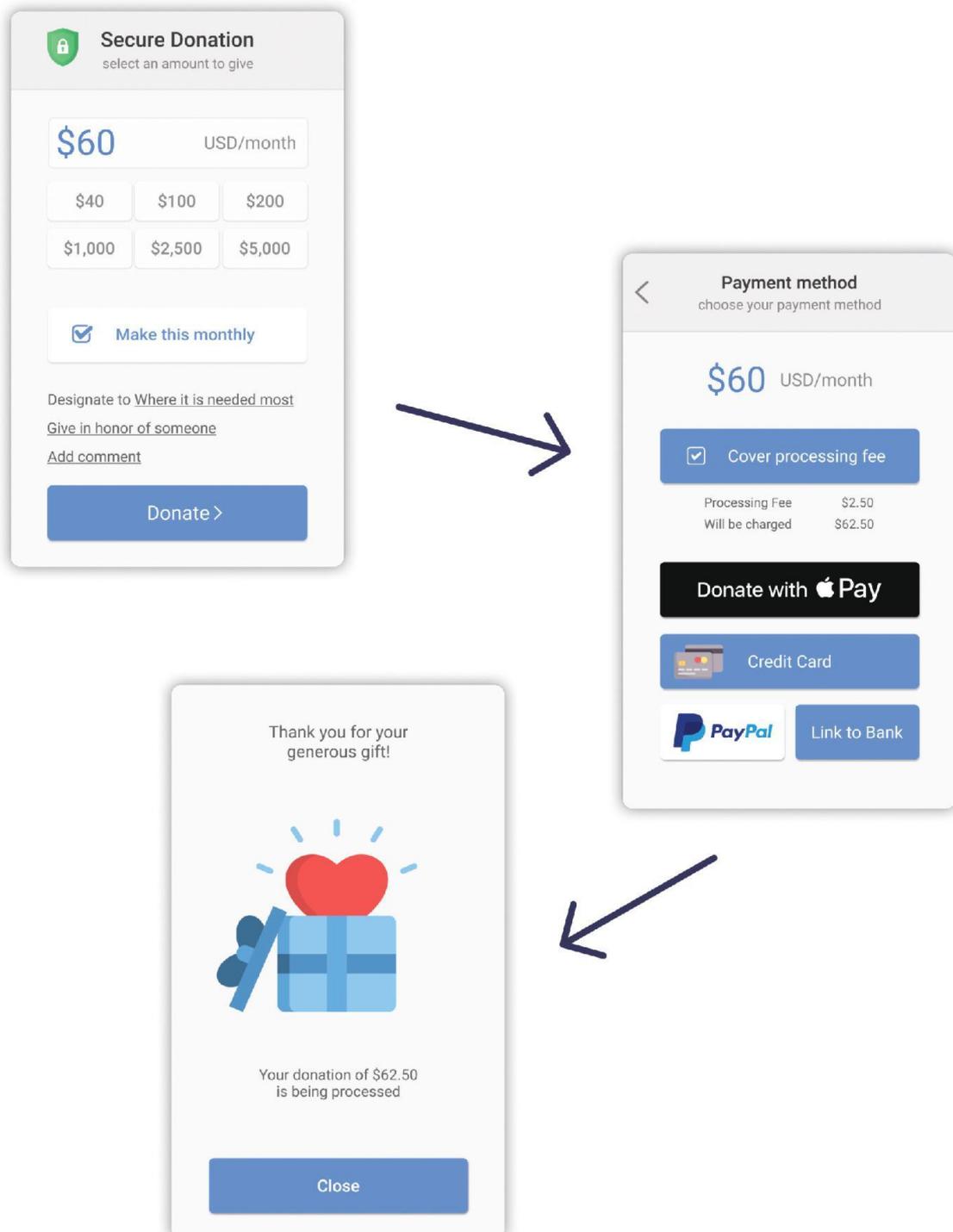
We remove that friction

We study user behavior, use artificial intelligence, leverage gamification, employ state-of-the-art UX, and provide native experiences for mobile, tablets and desktops.



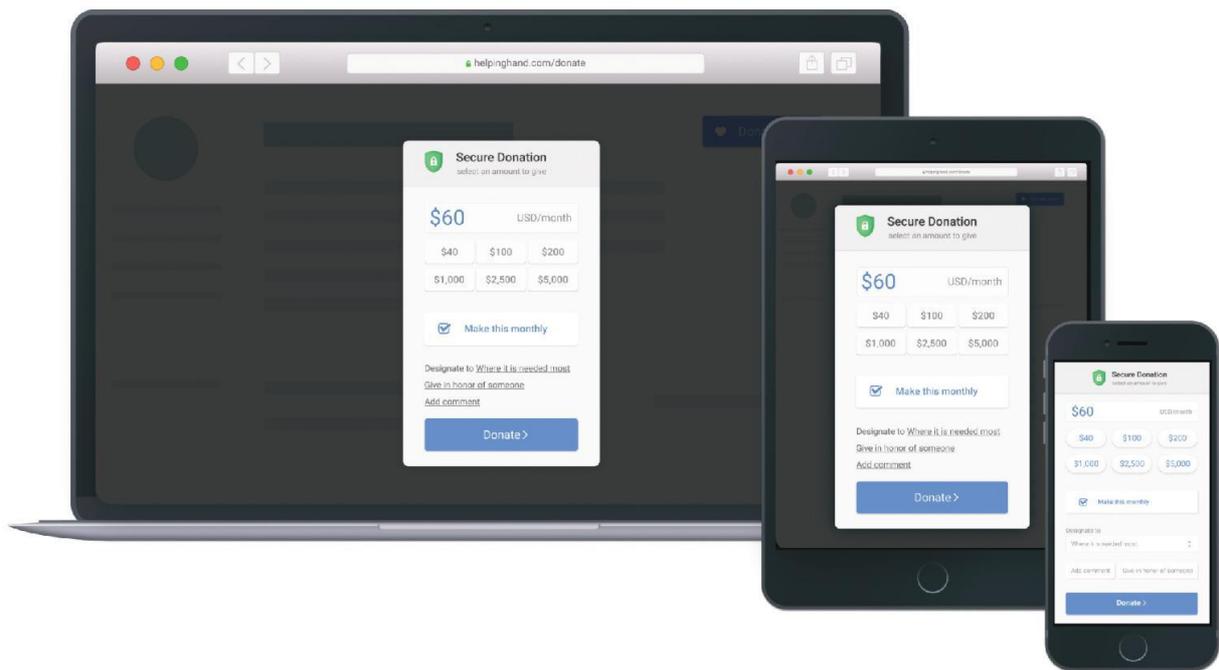
3-Tap donation

We break complex forms into simple, easy steps.



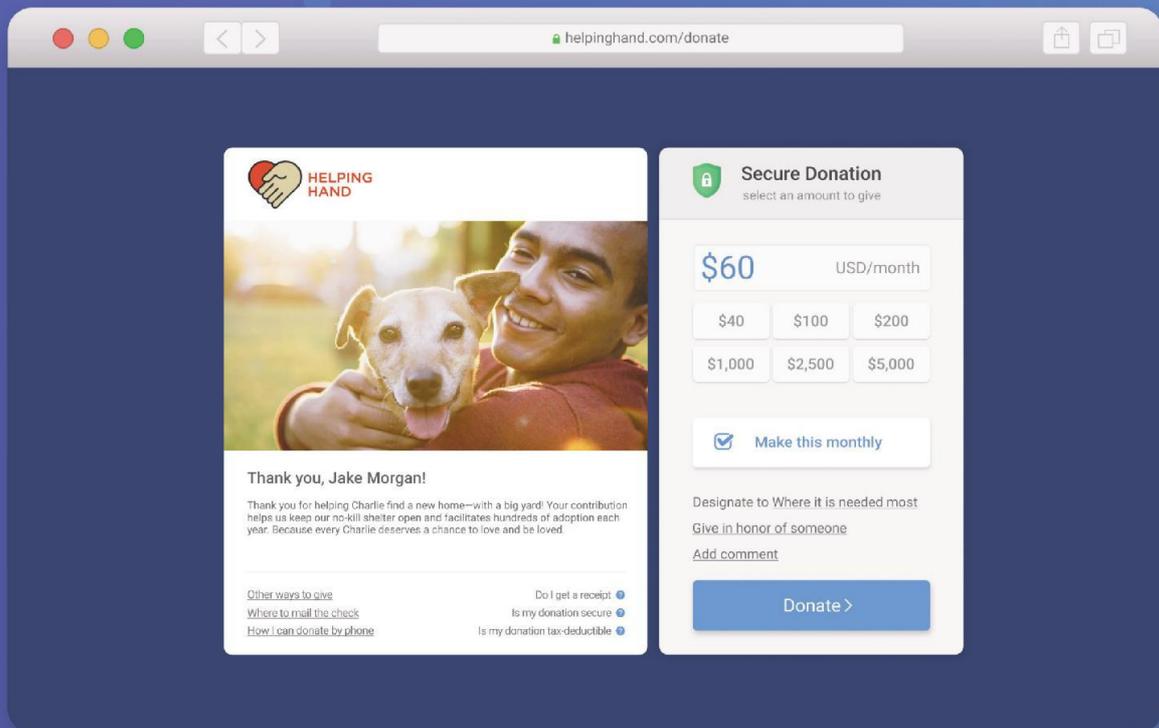
Desktop, tablet and mobile

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.



Supercharge your message

Don't let your donor feel 'emotional disconnect.'
Tell your branded story on the spot.
Keep the emotional connection going.



Multiple payment options

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



Apple Pay

3-Click donation



Google Pay

No card entry needed



Credit Cards

Form done right



ACH(Banks)

Both modern ACH
and traditional



PayPal

No redirect, in-widget payment

Safe & Secure

With Level 1 PCI compliance and SSL security, we maintain tight security so you don't have to worry.



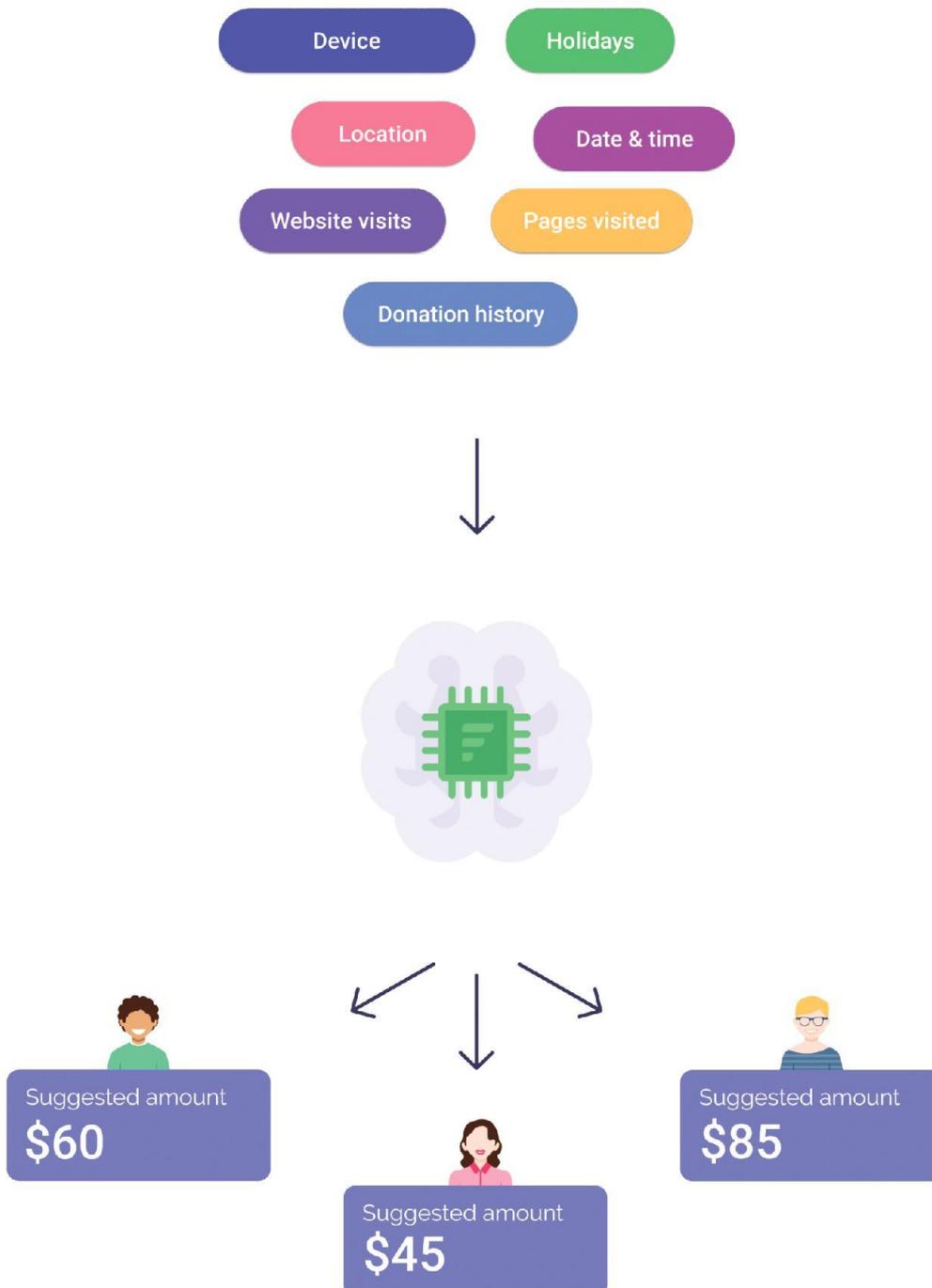
Powered by **stripe**

Fundraise Up partners with Stripe, the payment provider trusted by some of the world's largest companies.

Credit card information never touches Fundraise Up's servers.
Fundraise Up sends all card data directly to Stripe's PCI-complaint servers.

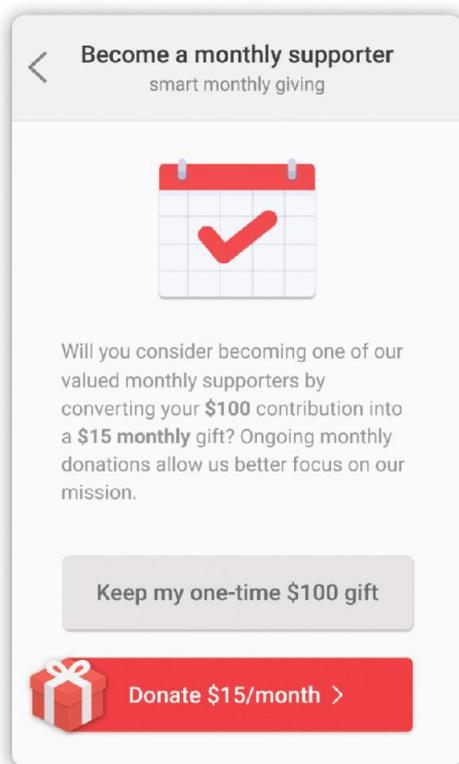
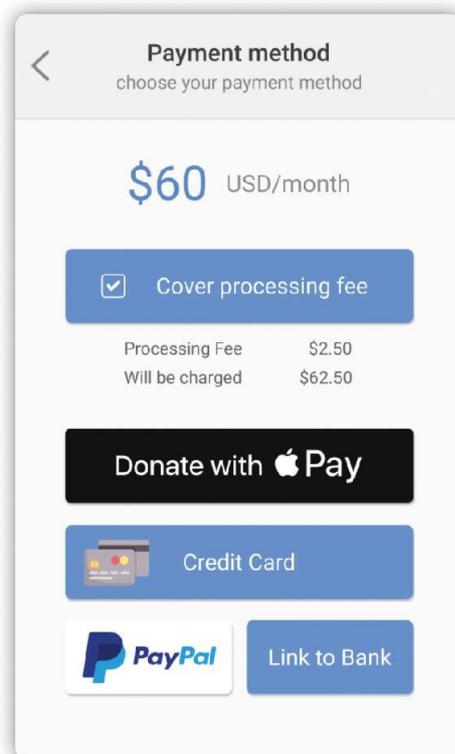
Artificial Intelligence

You know how it goes. Ask for too little – and miss out on the money you could have raised. Ask for too much – and some donors will feel their donation won't matter. We give you the option to use artificial intelligence to suggest the maximum amount comfortable specific to each donor.



Get your fees covered

If enabled by default, 92% of donors using Fundraise Up agree to cover the fees, making your effective fee rate under 1%.



Grow monthly donors

Overtime, your monthly donors are likely to bring you more revenue than one-time donors. We help you convert some of your one-time donors to monthly ones.

Matching donations

Fundraise Up partners with Amply to fully automate company matching. This saves you a lot of time and on average increases your revenues up to 20%.

Double your impact
at no cost to 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!

Next >

[Skip this step](#)

Mailing Address
Please provide your mailing address

 United States

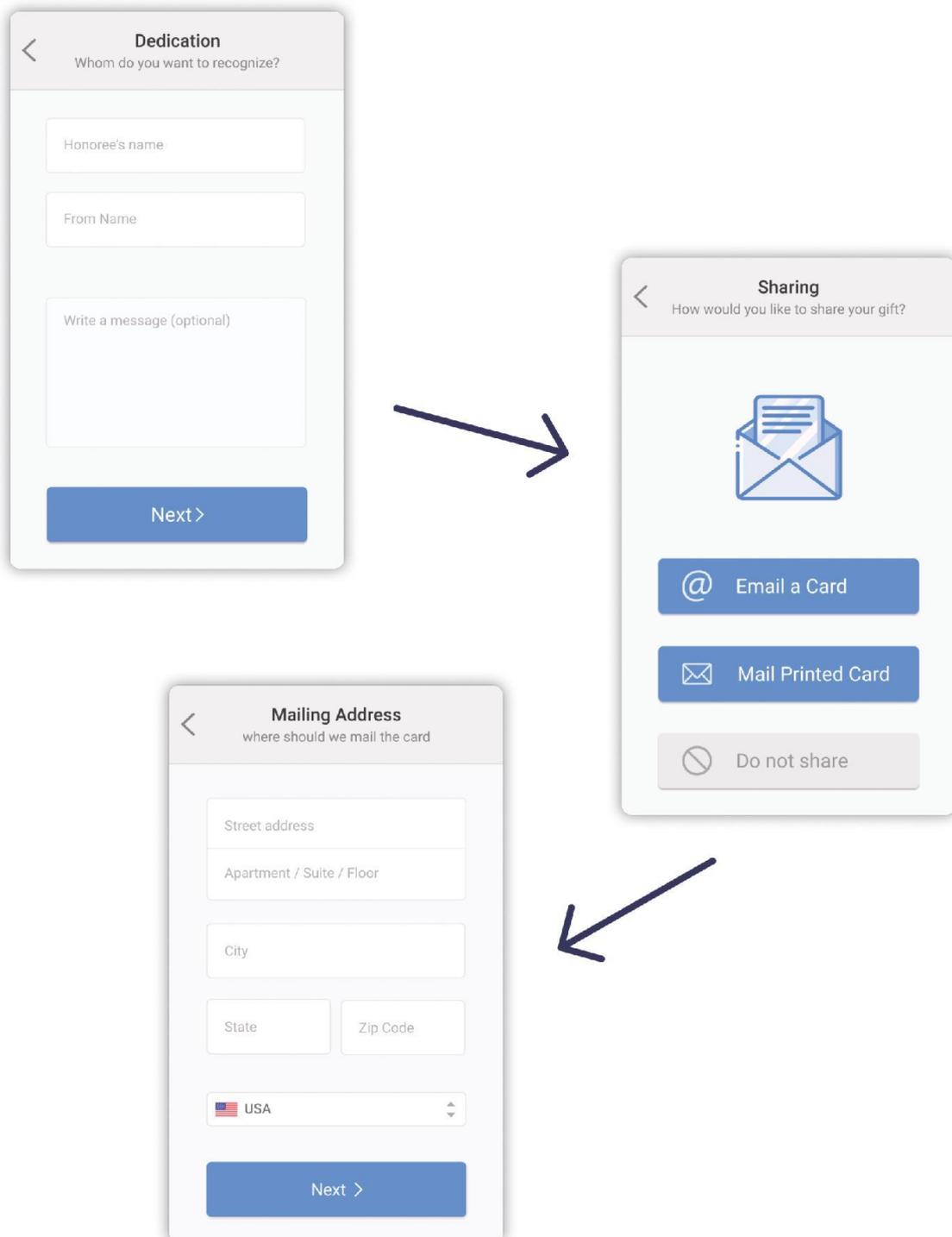
Next >

Mailing address

We found an optimal way for you to collect the mailing address without lowering your conversion rates. Accept the donation, then optionally ask your donor for their mailing address.

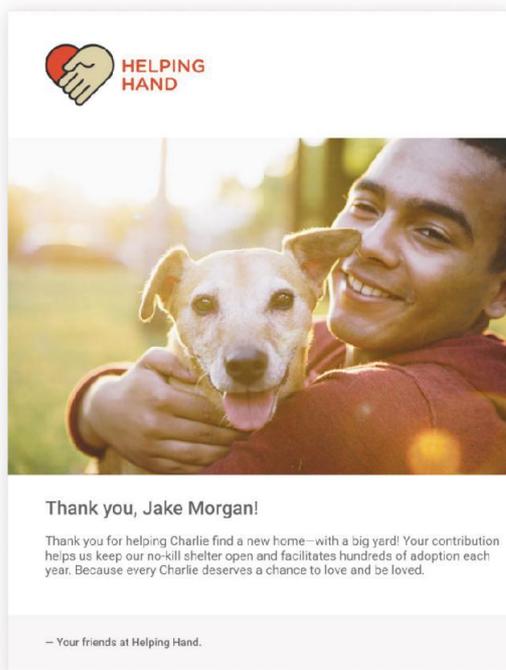
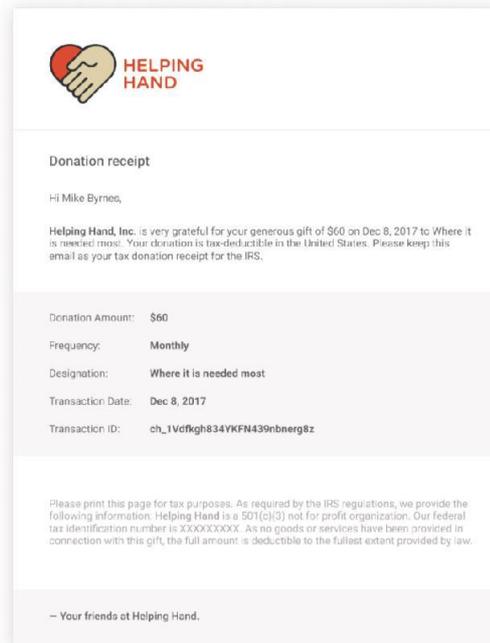
Tribute

Donors have the option to dedicate their gift to a loved one, and notify them by email or regular mail.



IRS-compliant donation

Email donation receipts to your donors automatically. If you are a 501(c)3 tax-exempt organization, the donors can use Fundraise Up receipts for tax purposes.



Custom Thank You emails

You can customize your Thank You emails that donors receive after each donation.

Recurring repairing

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



Monthly donation management

Thank you for your help!

Your current donations: **\$40 monthly**

Payment Method	 VISA **** * 4242
Designation	Where it is needed most
Last charge	Mar 7, 2018

[Update payment method](#)

[Cancel monthly donation](#)

Own your data

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

\$4,009.99 total · 629 transactions · 39 supporters Export Donations

Date	Donation	Payment	Fee	Supporter	Widget
Jul 14, 2018, 12:12 PM	\$10,000	\$10,874.05	Covered	Robert Calm	Waterday Campaign
Jul 09, 2018, 13:17 AM	\$150	\$153.40	Not Covered	Max Brown	Waterday Campaign
Jun 14, 2018, 5:01 PM	\$600 Recurrent	\$607	Covered	Peter Smith	Waterday Campaign
Refunded Jun 18, 2018, 14:50 PM	\$5,000	\$5,325.05	Covered	Mark Goldman	Waterday Campaign Fo...
Jun 09, 2018, 15:16 AM	\$150 4	\$153.40	Not Covered	Max Brown Donation on Mobile	Campaign
May 14, 2018, 16:07 PM	\$600	\$607	Covered	Ann Anderson	Waterday Campaign
May 14, 2018, 9:12 PM	\$100 2	\$104.05	Covered	Mike Peterson	Waterday Campaign
May 09, 2018, 10:11 AM	\$140	\$142	Not Covered	Max Brown	Waterday Campaign
April 14, 2018, 3:59 PM	\$700 1	\$705	Covered	Peter Strong	Waterday Campaign

Team functionality

You can have multiple people on your team have access to the Fundraise Up admin dashboard.

Team members		
Name	Email	Joined
Mark Smith	marksmith@gmail.com	May 14, 2018, 9:12 PM
Ann Anderson	annanderson@gmail.com	May 09, 2018, 10:11 AM

Robust Donation & Supporter Info

Powerful dashboard with Supporter info, transaction history, email management, and widget and tech insights.

The dashboard is titled 'Helping Hand' and is accessed by John Smith. It features a search bar and a breadcrumb trail: 'Donations > Mark Williams donated \$25'. A prominent blue banner displays the donation details: '\$25 USD' (Successful Charge), '0.36%' (EFFECTIVE FEE), 'One Time' (FREQUENCY), and 'New wells in Africa' (WIDGET NAME).

Transaction & Fees

Donation Amount	\$25.00 USD	Payment Processor	Stripe
Transaction Amount	\$25.00 USD	Payment Method	Credit Card
Platform Fee	\$2.15 USD	Payment Entry	Manual
Payment Processing Fee	\$1.07 USD	Payout Amount	\$25.00 USD

Recurring

Status	Active	Began	Jan 14, 2018, 12:26 PM
Donated	\$25.00 USD	Previous Donation	Jan 14, 2018, 12:26 PM
Installments	1	Next Donation Occurs	Jan 14, 2018, 12:26 PM

Tribute

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

Emails

Receipt	
Sent	Jan 14, 2018, 12:26 PM
Read	Jan 14, 2018, 12:26 PM
	Resend
Thank You	
Sent	Jan 14, 2018, 12:26 PM
Read	Jan 14, 2018, 12:26 PM
	Resend

Refund

[Refund Donation](#)

- Home
- Settings
- Dashboard
- Insights
- Donations**
- Recurrings
- Supporters
- Donation Widgets
- Chat with human

\$25 USD
Successful Charge

0.36%
EFFECTIVE FEE

One Time
FREQUENCY

New wells in Africa
WIDGET NAME

Supporter

Name Mark Williams	Employer Apple Inc.
Email markw@gmail.com	Lifetime Donations 2
IP Address 5.35.46.134	Lifetime Donated \$50 USD
Mailing Address 50 Court Street, Suite 700, Brooklyn, NY 11201 USA	Phone Number +1 202-555-0131
IP Geolocation New York, USA	Mailing List Subscribed

Emails

Receipt
Sent Jan 14, 2018, 12:26 PM
Read Jan 14, 2018, 12:26 PM
Resend

Thank You
Sent Jan 14, 2018, 12:26 PM
Read Jan 14, 2018, 12:26 PM
Resend

Refund

[Refund Donation](#)

Widget Configuration

Name New Wells in Africa	Monthly Upsell Enabled
Artificial Intelligence Enabled	Cover Costs Default to Yes
Suggested Amount \$ 40	Donation Matching Enabled
Suggested Presets \$30 \$50 \$150 \$250 \$1,000 \$2,500	Collect Address Enabled
Monthly Default to Yes	

Insight

Page /campaign/donate/#NewWells	Suggested Cover Costs Used
Browser Google Chrome	Suggested Amounts Used
Device Desktop	Suggested Frequency Used
OS Windows 7	Recurring Upsell Used Used

Keep your donor management system

Our system focuses on maximizing your online digital donations. Our data can be exported to all popular donor management systems so you can benefit from more donations and larger ones – without having to change your internal systems.

Export Donation

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

<input checked="" type="checkbox"/> Donation ID	<input checked="" type="checkbox"/> Payment Method
<input checked="" type="checkbox"/> Donation Status	<input checked="" type="checkbox"/> Payment Entry
<input checked="" type="checkbox"/> Donation Date	<input checked="" type="checkbox"/> Donation Amount
<input checked="" type="checkbox"/> Donation Frequency	<input checked="" type="checkbox"/> Transaction Amount
<input checked="" type="checkbox"/> Designation ID	<input checked="" type="checkbox"/> Payout Amount
<input checked="" type="checkbox"/> Designation Name	<input checked="" type="checkbox"/> Payment Processing Fee
<input checked="" type="checkbox"/> Donation Comment	<input checked="" type="checkbox"/> Platform Fee
<input checked="" type="checkbox"/> Donate Widget ID	<input checked="" type="checkbox"/> Supporter Covered Fee
<input checked="" type="checkbox"/> Donate Widget Name	<input checked="" type="checkbox"/> Refund Amount
<input checked="" type="checkbox"/> Supporter ID	<input checked="" type="checkbox"/> Refund Date
<input checked="" type="checkbox"/> Supporter Name	<input checked="" type="checkbox"/> Tribute Honoree
<input checked="" type="checkbox"/> Supporter Email	<input checked="" type="checkbox"/> Tribute From
<input checked="" type="checkbox"/> Mailing Address Line 1	<input checked="" type="checkbox"/> Tribute Message
<input checked="" type="checkbox"/> Mailing Address Line 2	<input checked="" type="checkbox"/> Tribute Sharing
<input checked="" type="checkbox"/> Mailing City	<input checked="" type="checkbox"/> Tribute Recipient Name
<input checked="" type="checkbox"/> Mailing Zip/Postal	<input checked="" type="checkbox"/> Tribute Email
<input checked="" type="checkbox"/> Mailing State/Region	<input checked="" type="checkbox"/> Tribute Address Line 1
<input checked="" type="checkbox"/> Mailing Country	<input checked="" type="checkbox"/> Tribute Address Line 2
<input checked="" type="checkbox"/> Supporter IP Address	<input checked="" type="checkbox"/> Tribute City
<input checked="" type="checkbox"/> Supporter IP Geolocation	<input checked="" type="checkbox"/> Tribute ZIP/Postal
<input checked="" type="checkbox"/> Supporter Employer	<input checked="" type="checkbox"/> Tribute State/Region
<input checked="" type="checkbox"/> Payment ID	<input checked="" type="checkbox"/> Tribute Country
<input checked="" type="checkbox"/> Payment Processor	

[XLS DOWNLOAD .XLS](#) [CSV DOWNLOAD .CSV](#)

Simple, transparent pricing

You only pay for what you use (and only if the donor doesn't)

- No Setup Fees
- No Credit Card
- No Monthly Fee
- No Contract
- No Hidden Fee

It's all about donors —not fees.

Donors using our widget are willing to cover fees 92% of the time. This means, your effective rate is **less than 1%.**



Donors Cover Fee



Fundraise Up fee



Payment processing fee

Pricing to scale
with any sized organization

VISA, MasterCard, Discover, PayPal	2.2% + 30¢
American Express	3.5%
ACH	0.8% (\$5 cap)
Recurring	After first \$1 million of recurring charges additional 0.4%



Fundraise Up

Helping nonprofits make more to do more

fundraiseup.com