

CASE STUDY

How Fundraise Up Helped Rainforest Trust Gain More International Donors and Streamline Fundraising Operations



"I don't know what we would do without Fundraise Up. They go out of their way to help us make the donor experience as efficient as possible. It's completely seamless. By far the best customer service I have ever worked with."

Michelle Husko,

Director of Donor Services,
Rainforest Trust



50%

increase in online giving revenue compared to the previous period

25%

increase in donors giving in international currencies

300+

existing donors switching to give in their home currency

What We Provided

A better online donor experience

- Leverages artificial intelligence to uncover donation opportunities
- Provides an intuitive, frictionless interface that accepts multiple payment methods and currencies
- Increases online revenue and monthly recurring donations
- Delivers easy onboarding and unlimited support with no contracts, lock-ins, or surprise costs

The Client

Rainforest Trust



INDUSTRY
Non-Profit



LOCATION
Global

Rainforest Trust purchases and protects the most threatened tropical forests, saving endangered wildlife through partnerships and community engagement.

The Challenge

Overcoming the limits of a legacy donation platform

As Rainforest Trust's Director of Donor Services, Michelle Husko continuously looks for ways to improve Rainforest Trust's donor experience. But Michelle kept running into limitations and friction points, especially among Rainforest Trust's growing international donor base.

With an expanding global audience, Michelle and her team were struggling to handle international giving and accept currencies other than USD.

Rainforest Trust needed a better solution that could:



Improve the online donor experience



Encourage recurring donations



Accept multiple international currencies and payment methods



Streamline back office fundraising operations



“So many people support our work globally. We wanted to make it as easy as possible for them to give in their home currency.”

The Solution

A single platform to easily accept international donations

Michelle wasn't actively looking for a new solution, but her entire team was impressed with Fundraise Up. An A/B test quickly proved the value, showing that donors in different countries could easily give using their home currency, whether Euros, Singapore Dollars, Krona, or any other currency.

Fundraise Up's solution gave Rainforest Trust:

- A “phenomenal” donor experience look and feel
- A streamlined donation workflow that increases conversions by avoiding additional page loads and redirects
- Accessibility features that make it easy for any donor to give and ensure Rainforest Trust meets accessibility standards
- More ways to give, including ACH, Apple Pay, Google Pay, and Click to Pay
- A frictionless, mobile-friendly format that inspires immediate action
- Export tools that help Michelle's team with reporting and compliance
- A simple way for international donors to give using their home currency

The move to Fundraise Up was seamless, and Rainforest Trust's dedicated Success Engineer at Fundraise Up now provides Michelle's team with continuing insights about how to best leverage the platform to further optimize Rainforest Trust's donor experience.

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“We were absolutely blown away. The whole [Rainforest Trust] team was so amazed with all the functionality, and the look and feel is phenomenal. And it pops right up — you don't have to wait for another page to load when you're ready to donate. The little reminders that follow you around the website — they work. They convert.”

The Result

Easier management, better experiences, and greater impact powered by a growing international donorbase

Now it's easier than ever for people to support Rainforest Trust's work. Michelle notes the experience is so easy, even fun, that supporters are more likely to donate.

The numbers confirm it. In the first full quarter after making the switch, Rainforest Trust saw a year-over-year increase of 50% in online giving, with a 25% increase in non-USD donations that now account for 10% of total revenue. Meanwhile, recurring donations are growing by an average of 6% per month.

And the Fundraise Up team continues to bring new ideas and features to the Rainforest Trust team, all to enhance the process even more.

With the hands-on support from the Fundraise Up team, Michelle and Rainforest Trust are saving more acres of rainforest and protecting more animals.

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“It's a dream customer service experience. Any time we have a question, they already have a solution. And they let us know personally when they have updates that will be useful for us as a client.”

**Gain More International
Donors and Streamline Your
Fundraising Operation to
Drive Greater Impact.**

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