Fundraise Up

Emergency fundraising readiness checklist

Ensure every donor touchpoint is optimized to raise more when urgency is highest.

This checklist helps your team create a frictionless, high-converting donation experience for emergency fundraising campaigns. Launch quickly, inspire generosity, and maximize ROI.

1. Be ready to launch in minutes

Set up your campaign foundation before the emergency hits.

☐ Set up a reusable **emergency campaign** landing page template you can launch instantly

☐ Prepare **visual asset templates** (images and video) in advance to save time

☐ Include **shareable links** so donors can spread the word via email or social media

☐ Enable **matching gifts** to double the impact of donations

☐ Show **recent donor activity** to build trust and momentum

☐ Add a **campaign goal** meter to drive urgency and engagement

> These tools are available through **Campaign Pages**—no code needed, `live in minutes`. Pages load in 2 seconds and are designed to maximize conversions, especially during high-urgency campaigns. In disaster aid efforts, organizations have seen **conversion rates as high as 25%**.

2. Scale for conversion and revenue

Deliver a giving experience that feels personal, effortless, and built to convert.

☐ Enable key **payment methods** (Apple Pay, Google Pay, PayPal, ACH, etc.)

☐ Set up a workflow to **re-engage donors** who abandon their donation mid-flow

☐ Automatically detect donor **currency and language** for a localized giving experience

☐ Use **personalized suggested amounts** to increase average gifts

☐ Add **impact descriptions** to clearly show what each donation supports

☐ Enable donors to **cover transaction fees** to increase net revenue

☐ Minimize form fields, for example, make **mailing address optional**

> All of this is powered by **Fundraise Up's Checkout**—a streamlined, mobile-optimized donation experience that adapts in real time to each donor.
>
> It's built to reduce friction, increase gift size, and recover lost revenue automatically.
>
> Nonprofits using Checkout have seen up to **3× higher conversion rates and 30% higher average gift** compared to industry benchmarks.

3. Drive attention to your emergency appeal

Ensure visitors who browse your website are directed to donate to your emergency campaign.

- ☐ Add a **popup** to show your appeal immediately when someone lands on your site
- ☐ Use **sticky buttons** or **banners** to keep the call-to-donate visible
- ☐ Show **real-time donation** activity (e.g., "John from Florida just gave $30") to inspire others

These engagement tools are part of **Fundraise Up's Elements**—a large set of no-code website widgets designed to guide donors to your most urgent appeal.

They're easy to add to any page and proven to increase conversion by keeping the donation ask visible, timely, and actionable.

4. Fundraise with confidence

Make sure your system is ready to support donation spikes.

- ☐ Check how many donations your form can process per second
- ☐ Confirm uptime is **99.9% or higher** to avoid outages during surges
- ☐ Ensure your provider is certified by independent auditors (PCI DSS Level 1 v4.0.1, SOC 2 Type II, ISO 27001)
- ☐ Confirm compliance with your region's privacy regulations like GDPR, PIPEDA, CCPA
- ☐ Make sure you have **fraud protection** technology in place

All of this is backed by **Fundraise Up's enterprise-grade infrastructure**, built to perform when donation volume surges.

With **99.99% uptime**, capacity for **300 transactions per second**, and industry-leading security, compliance, anti-fraud measures, your campaign stays live, secure, and fast, no matter how urgent the moment.

Chosen by leading nonprofits for emergency response fundraising

Canadian Red Cross · GREATER GOOD CHARITIES · unicef USA · ifaw · BCSPCA SPEAKING FOR ANIMALS

Request a demo

See how Fundraise Up can support your emergency fundraising campaigns