



# Launch, scale, fundraise... in minutes

Your guide to creating high-converting emergency campaigns, so you can raise more when it matters most

# Maximize donation revenue for disaster aid

By using Fundraise Up for your online donations during an emergency, you'll be able to:

- quickly react to emergencies
- increase donation conversions
- maximize donation revenue
- be prepared to handle surges in traffic

**The result? More donation revenue to provide funding to essential programs**



Relief Operations  
International

## United against wildfires: help rebuild and restore

Your donation helps provide emergency relief to communities devastated by wildfires — delivering food, shelter, medical aid, and resources for recovery. Together, we can support firefighters on the frontlines, help families rebuild their homes, and restore the environment for future generations.

Join us in making a difference when it matters most.

 Secure donation

Give once

 Monthly

\$1,000

\$500

\$300

\$100

\$55

\$25

\$ 25

USD ▾

[Add comment](#)

# Contents

When an emergency strikes, your donors want to help – this guide ensures you're ready to make that possible.

We've created a resource to help you quickly launch effective campaigns during urgent moments, implement donor-friendly giving experiences that remove barriers when seconds count, and learn from real organizations who've successfully navigated crisis fundraising. Because when your donors need to respond fast, your readiness makes all the difference.

## 1. Launch fast

[Campaign Pages](#)

[Elements on your website](#)

[Donations from offline channels](#)

## 2. Deliver a best-in-class donor experience

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# 1.

## **Launch fast**

Get your campaign live in minutes — not days

When emergencies strike, your donors are ready to act fast. Fundraise Up gives you the tools to launch high-performing fundraising campaigns instantly and without developer support.

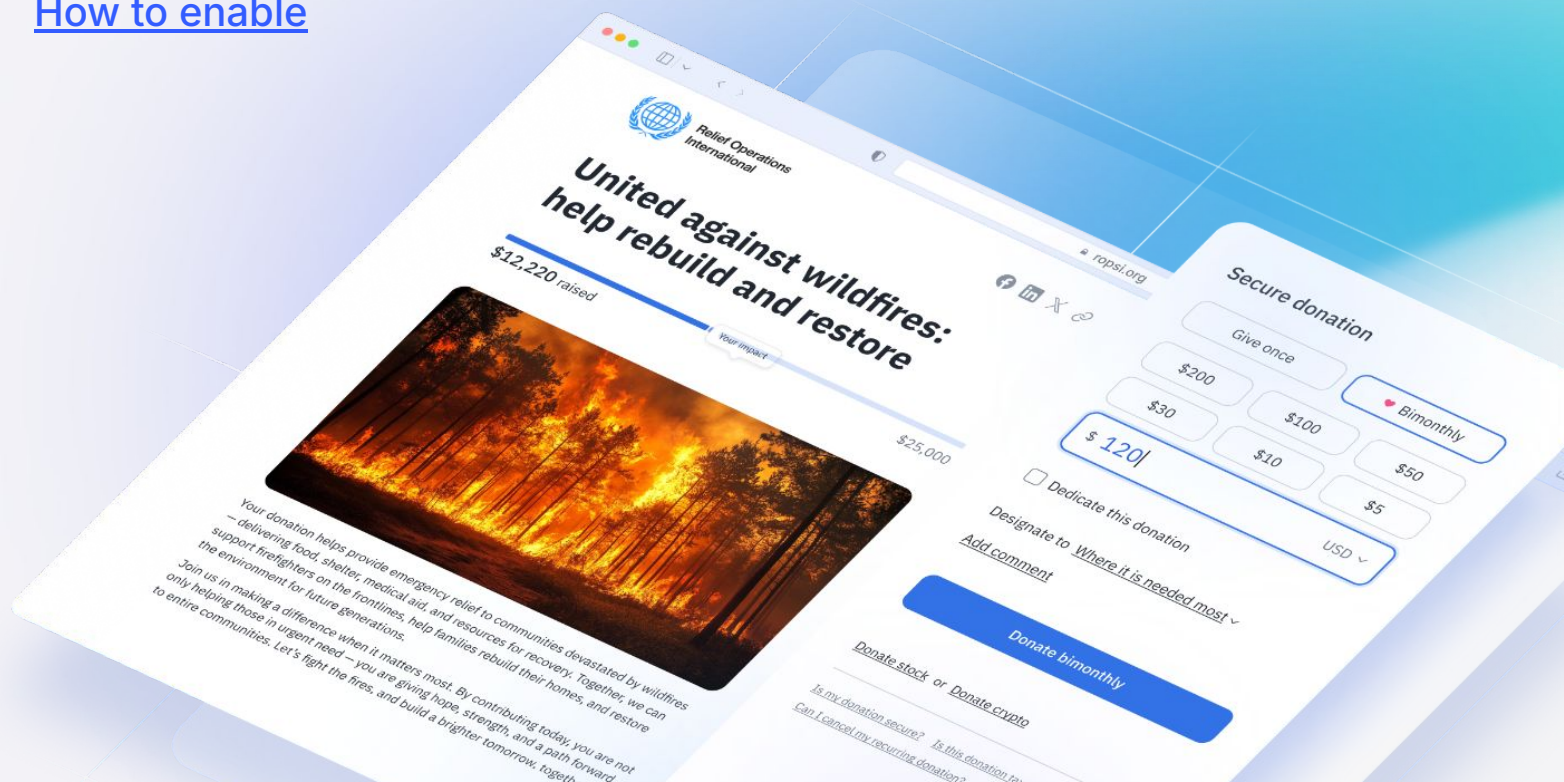
## LAUNCH FAST

# Quickly and easily create a Campaign Page for any urgent need

With Campaign Pages, you can quickly set up and launch a standalone donation experience that's:

- **Live in minutes:** no code required
- **Fast-loading:** under 2 seconds, even during traffic spikes
- **Conversion-optimized:** built-in AI, payment options, and no friction
- **Engaging:** add an ask image or video, goal meter, recent donations feed, and more
- **Perfect for sharing** via email, social, or anywhere your supporters are

## [How to enable](#)





CUSTOMER STORY

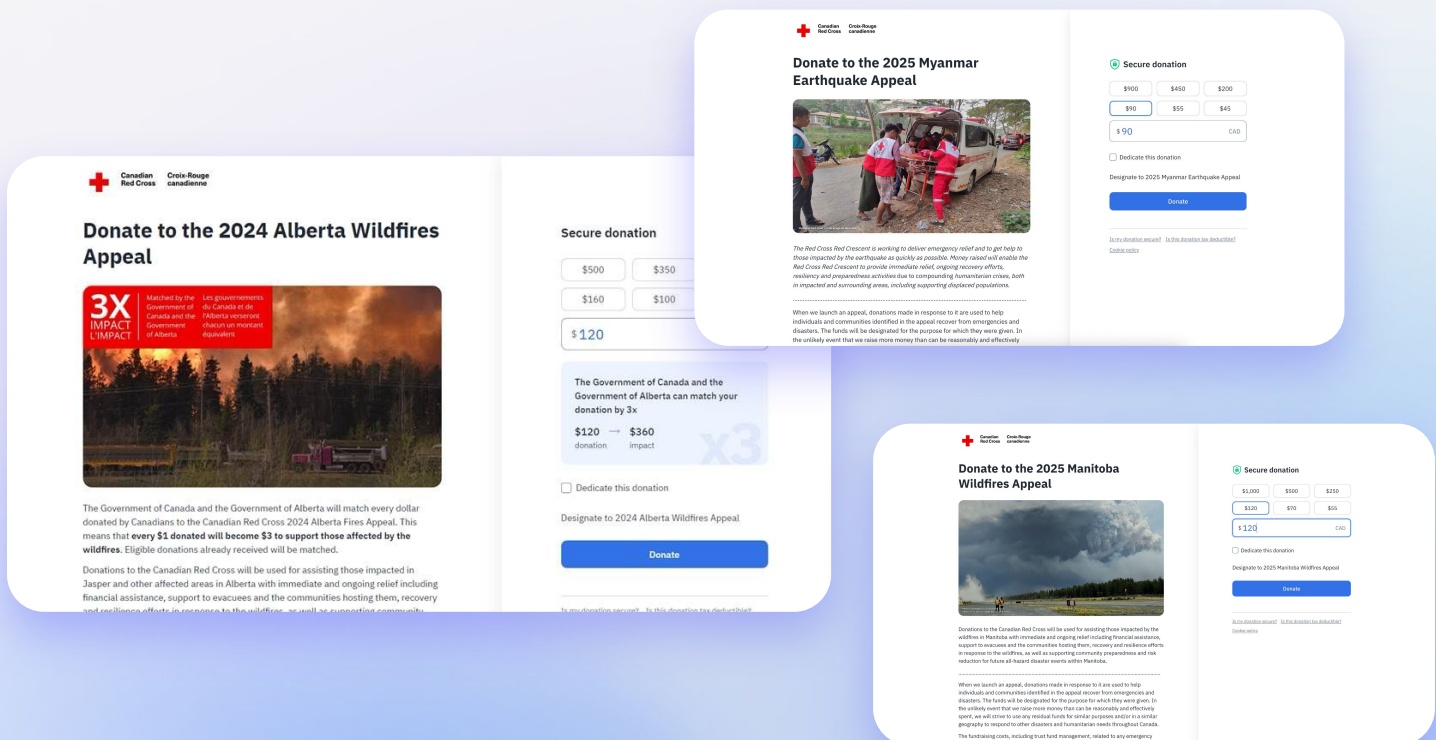
# Canadian Red Cross reacted fast to wildfires

“ When tragic wildfires struck Alberta, the Canadian Red Cross had to respond quickly. We leaned on our strong processes and documentation, alongside Fundraise Up’s campaign pages and elements.

The outcome was a launch in record time for the 2024 Alberta Wildfires Appeal—and, most importantly, more resources made available quicker for our frontline teams and people needing support on the ground.

**Jessica Bernat**

Director, Digital Marketing Director of Digital Marketing



# IFAW set up campaigns in minutes instead of days

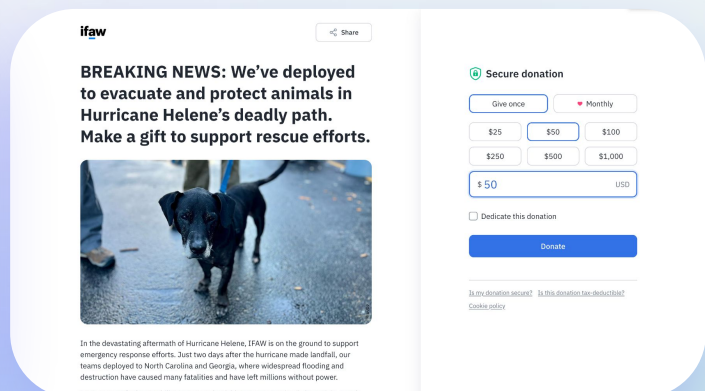
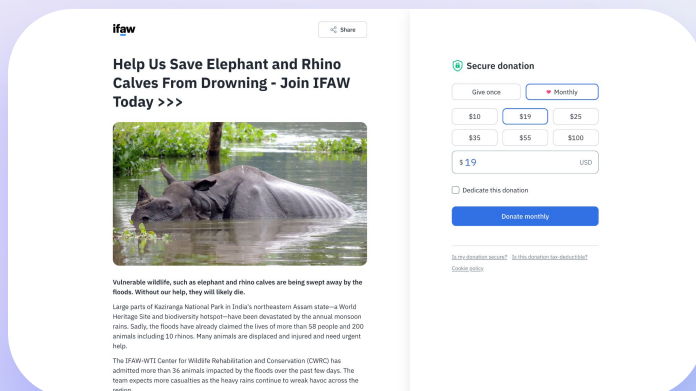
“ Since we started using Fundraise Up, there have been quite a few emergencies that we’ve responded to, and it was really easy for us to immediately launch campaigns during those emergencies. Hurricane Newton, the California wildfires – all of these were very easy to set up, and within a few hours, we were up and running with our campaigns.

When you have emergencies, you really have to move quickly, and Fundraise Up helped a lot with its easy-to-use technology, functionality, and user friendliness. It made it possible to launch those campaigns right away, even in several different markets, which is additional work we usually have to take on.

We were able to launch emergency campaigns in eight markets within just three or four hours.

**Anita Yankova**

Deputy Vice President, Digital Marketing



## LAUNCH FAST

# Optimize your website for urgent giving

Turn any page on your website into a high-performing donation moment. With Fundraise Up's Elements – embeddable website widgets – you can guide visitors to your emergency appeal and make giving effortless.

- **Popups:** Highlight your campaign the moment someone lands on your site
- **Sticky Buttons:** Keep your donation ask visible as visitors scroll
- **Social Proof:** Display real-time donor activity to build momentum and trust

These tools are quick to set up and proven to increase donor engagement. Wherever someone lands, they're always one click away from making an impact.

[Learn more](#)


Carson S. donated \$75 🎉  
to Where it is needed most  
🇺🇸 San Francisco, USA

Donate ✕

Hiroki S. donated \$20 🎉  
to Where it is needed most  
🇺🇸 New York, United States

Donate ✕

Donate



Help families recover from wildfires

Your support provides emergency relief – food, shelter, and supplies – to communities devastated by wildfires, and helps restore homes and livelihoods.

Donate now

# BC SPCA went all-in on movable elements

“ The Sticky Button has been really game-changing for us. As people move around our site, they can choose how, where and when to donate.

And then in terms of other features that have been useful for us on the medical emergency side, we've custom built a whole site that used three different elements so the Donation Button, the Recent Donations, and the Goal Meter were front and center.

## Isla Love

Manager of Digital Engagement & Giving at the BC SPCA



LAUNCH FAST

# Accept donations beyond your website

If you're running telethons, canvassing, or direct mail campaigns during emergencies, Fundraise Up helps you capture every gift, wherever it comes from.

- **Virtual Terminal:** Process donations manually from your dashboard – perfect for call centers and face-to-face fundraising
- **API Integration:** Connect your offline systems (like telethons or direct mail) to sync donations in real time

Both options help you centralize data, reduce admin time, and ensure no donation is left behind.

[Learn more](#)

The image shows a screenshot of the Fundraise Up Virtual Terminal interface. The main window is titled "Virtual Terminal" and contains a form for processing a donation. The form is divided into several sections: "CAMPAIGN" with dropdowns for "Name" (Clean water for every child) and "Designation" (Where it needed most); "DONATION" with radio buttons for "One-time" (selected) and "Recurring", a text input for "Amount" (\$100), a dropdown for "USD", and a "Scheduled for" field set to "Now"; and "SUPPORTER" with a search bar and input fields for "First name", "Last name", "Phone" (with a country dropdown and "(optional)" text), and "Email address". Below the form, there is a table of recent donations with columns for "DATE" and "STATUS". The table shows several entries with dates like "Apr 11" and "Apr 10" and green checkmarks indicating successful transactions. A "Cover transaction costs" checkbox is also visible. On the right side of the interface, there is a sidebar menu with options like "Campaign", "Custom fields", "Supporter", "Tribute", "Donation", "Payment method", "Transaction costs", and "Receipt".

# 2.

## **Deliver a best-in-class donor experience**

Increase conversion and revenue with advanced tools for high-volume campaigns

This is an AI-powered, conversion-optimized, and mobile-ready donation experience, built to maximize every gift and engage donors worldwide when crises strike

## BEST-IN-CLASS DONOR EXPERIENCE

# Personalization matters. AI improves the donor experience

Fundraise Up uses AI backed by valuable data unique to the nonprofit industry, enabling you to offer the most personalized donor experience possible.

When AI is enabled to suggest the optimal donation amount for each donor, it yields on average 10-15% more revenue, and 2x the amount of donor acquisition.

AI will assess whether asking the donor to cover transaction costs will result in higher conversion. On average, up to 80% of donors cover all transaction costs, including Fundraise Up and credit card fees.

[Learn more](#)

### COVERED COSTS

87%

#### AI Adaptive cost coverage

You're increasing conversion by allowing AI to determine when to show the option to cover fees in Checkout.

[Learn more](#)

### ADDITIONAL REVENUE

≈\$7,725

This is donation revenue you secured from donors who converted because adaptive cost coverage was enabled.

### OPTIMIZATION



Adaptive cost coverage optimized 1434 of the 5821 donations processed during the period. Enabling the feature on more campaigns can increase its effectiveness.

[See campaigns without adaptive cost coverage](#)

\$8,129,083 ?

59,597 ?

Covered costs

Used suggested amount

AI Adaptive

57% ?

BEST-IN-CLASS DONOR EXPERIENCE

# Enable popular payments types

Make it effortless for donors to give in times of crisis by enabling 135+ currencies and dozens of modern payment methods, from digital wallets to bank transfers and non-cash options.

Fundraise Up's Checkout automatically shows each donor the payment method and currency they're most likely to prefer, helping you increase conversion and capture more donations when it matters most.

[How to enable](#)

 Apple Pay

 PayPal

 venmo

 iDEAL

 Google Pay

  
1101 0101 1001 1110  
JOHN SMITH  
12 / 29

  
0001 0110 1100 0010  
WILLIAM JOHNSON  
09 / 29

 Direct Debit

BEST-IN-CLASS DONOR EXPERIENCE

# Reduce abandoned donations with a reminder

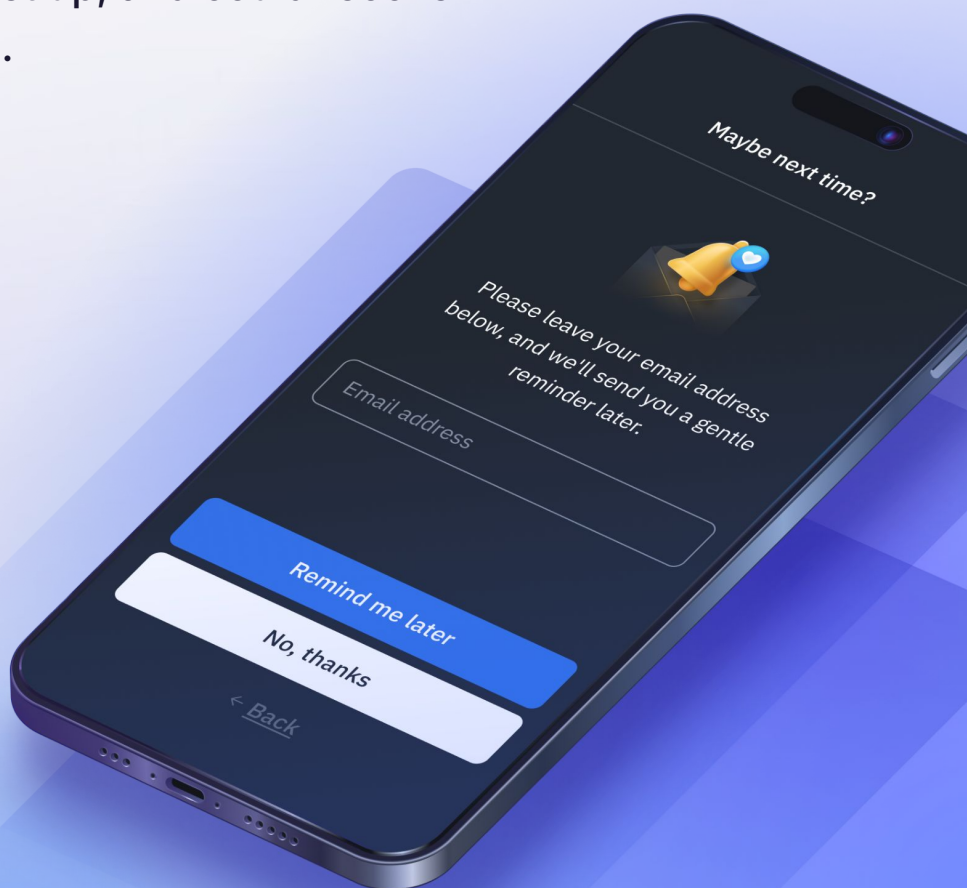
During an emergency response, every dollar matters. Make sure you're capturing all potential donations, even the ones that almost got away.

**Abandoned Donation Recovery** helps you reconnect with supporters who didn't finish their gifts. Whether they got distracted, encountered issues, or simply clicked away, you can automatically follow up with personalized emails prompting them to complete their donations.

We found that **10.2% of users** who filled in their email on the Remind Me Later checkout screen received a reminder email and **ended up making a donation**.

It only takes two minutes to set up, and could recover thousands in missed revenue.

[How to enable](#)



## BEST-IN-CLASS DONOR EXPERIENCE

# Show the impact in urgent moments

Donors want to know their gift will make a difference, especially in times of crisis. Sixty-eight percent of donors [agreed](#) that it's important for them to know how the organization makes an impact.

With Impact Descriptions, you can clearly show how each donation amount supports your emergency response.

Whether it's food, shelter, or medical aid, donors see the real-world outcomes of their support.

When people understand the urgency and impact, they're more likely to give, and to give generously.

### [How to enable](#)



Relief Operations  
International

### United against wildfires: help rebuild and restore

Your donation helps provide emergency relief to communities devastated by wildfires — delivering food, shelter, medical aid, and resources for recovery. Together, we can support

#### Secure donation

Give once

Monthly

\$25

Provides meals for a displaced family for one day

\$50

Supplies emergency hygiene kits for two families

\$100

Covers one night of safe shelter for an evacuated family

\$700

USD 

BEST-IN-CLASS DONOR EXPERIENCE

# Engage more donors with a localized experience

Emergencies bring people together from around the world. Make sure your giving experience speaks their language.

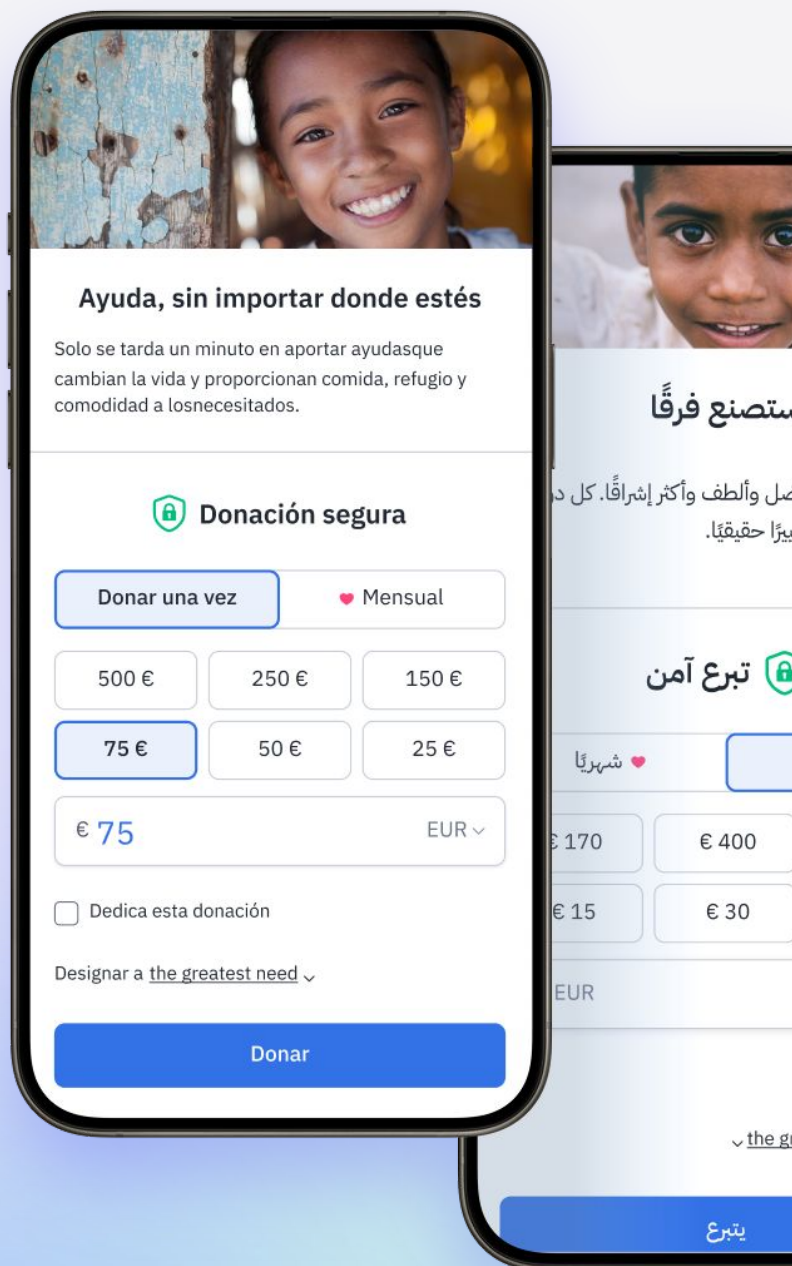
Fundraise Up supports 20+ languages, each professionally translated and refined by native speakers.

With just a few clicks, you can switch on a fully localized Checkout that feels familiar and trustworthy to every donor.

When donors feel understood, they're more likely to give and to complete their donation with confidence.

[How to enable](#)

[Read the blog](#)



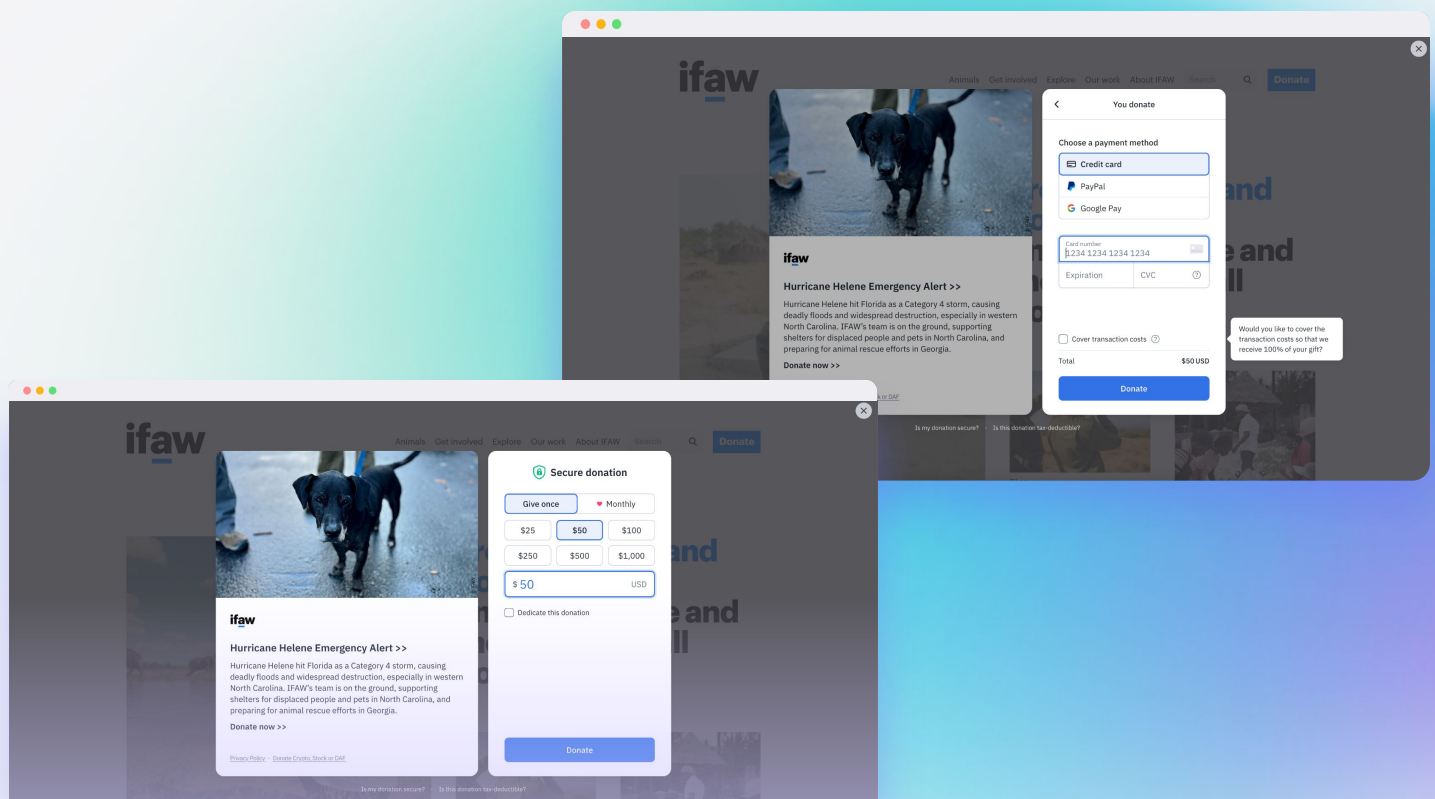
# IFAW used dynamic payments for more giving

“ It really does help to have a tool that you can implement very easily. But it also makes a difference in actually increasing and amplifying donations—with cover fees and all the additional payment methods we now have.

In the past, we only offered credit card and PayPal. Now, people can donate instantly from their phones, using Apple Pay and more. It’s improved the donation process for all donors, and I definitely see the impact Fundraise Up has had.

**Anita Yankova**

Deputy Vice President, Digital Marketing



# 3.

## **Fundraise with confidence**

The platform you can count on,  
especially when it matters most

Trusted by nonprofits worldwide, Fundraise Up delivers  
best-in-industry results with unmatched reliability.

## LAUNCH FAST

# You'll be getting a lot of donations quickly and we'll make sure you don't miss any of them

- A robust and scalable infrastructure with 99.99% uptime means you never have to worry about losing a donation.
- Fundraise Up is capable of processing and validating up to 300 real-time transactions per second.
- Throughout our history, we have not rejected a single donation due to server overload.
- We safeguard your donor experience against fraud to prevent costly chargebacks and dings to your Stripe account reputation, preventing 98.8% of credit card fraud.

[Learn more](#)

✓	June 15, 2025, 11:24 AM	\$312.20	Mar
✓	June 15, 2025, 11:24 AM	\$500.55	And
✓	June 15, 2025, 11:24 AM	\$120.10	Hiro
✓	June 15, 2025, 11:24 AM	\$75.30	Lori
✓	June 15, 2025, 11:24 AM	\$830.25	Rod
✓	June 15, 2025, 11:24 AM	\$350.10	Car
✓	June 15, 2025, 11:24 AM	\$2,000.25	Tul
✓	June 15, 2025, 11:24 AM	\$250.15	Bre
✓	June 15, 2025, 11:24 AM	\$50.10	Mic
✓	June 15, 2025, 11:24 AM	\$120.75	Car
✓	June 15, 2025, 11:24 AM	\$750.30	Tod

HANDLE HUGE SPIKES IN TRAFFIC WITH EASE

# Offer a secure and accessible donation experience

We meet the highest standards of security, privacy and accessibility in the industry.

- We are proud to be ISO 27001, SOC II Type 2, and PCI DSS Level 1 4.0.1 certified by independent auditors.
- We comply with regulations such as GDPR, CCPA, and PIPEDA.
- We are certified by an independent auditor, stating that we adhere to Web Content Accessibility Guidelines( WCAG), ensuring you meet any regulatory or compliance requirements for accessibility.

[Learn more](#)



HANDLE HUGE SPIKES IN TRAFFIC WITH EASE

# Prevent fraud before it occurs

Fraud prevention is crucial in online fundraising to **protect the integrity of transactions, maintain donor trust, secure financial assets,** and uphold the reputation of the platform and its users.

By implementing robust anti-fraud measures, Fundraise Up ensures that donations are legitimate, reduces the risk of chargebacks and financial loss, and complies with legal and financial regulations. We prevent 98.8% of credit card fraud.

[Learn more](#)



# Proven to raise more when it matters most

	Our performance	Industry average
Conversion rates	30%	11%
Average one-time donation amount	\$160	\$126
Average monthly recurring donation amount	\$34.5	\$24
Checkout load time	1.7 sec	2.7 sec
Recurring plans retention rate (12mo)	78%	63%

## CASE STUDY

# Greater Good Charities increased online revenue by 161% with a frictionless giving experience



We chose Fundraise Up because it accommodates for the complexity of our mission and the unique fundraising needs that comes with it. The tool allows us to work with focused agility and respond to the urgent needs of the communities we serve.

**Dafney Vogel**

VP of Marketing, Greater Good Charities

[See the case study](#)

▲ **161%**

lift in online revenue

▲ **69%**

Increase in conversion rate

▲ **230%**

Increase in recurring gifts revenue





Canadian  
Red Cross

CASE STUDY

# Canadian Red Cross future-proofed their donor experience



Finding the right modern, user-friendly donor platform was mission-critical to our future. It was important to make this big change now. We couldn't stay status quo for another three to five years. Things in the digital world are changing too quickly.

**Jessica Bernat**

Director, Digital Marketing Director of Digital Marketing

[See the case study](#)

**48%**

increase  
in donations



**65%**

increase  
in revenue

**10%**

increase in  
average gift  
size



# Extend beyond the core platform with partners

Fundraise Up has a variety of partners to help you with strategic planning, social media engagement text messaging, and other activities to get the most out of your fundraising

The logo for DELVE DEEPER features the word "DELVE" in a bold, dark blue font with a small inverted triangle above the 'E', and "DEEPER" in a similar font below it. The text is centered within a white rounded square with thin vertical lines on either side.

## [DELVE](#)

DELVE helps organizations boost digital marketing with data-driven insights, analytics, and tailored strategies. From audience targeting to campaign optimization, they use technology to maximize ROI and accelerate growth.

The logo for RKD GROUP consists of a red circle containing the letters "RKD" in white, followed by the word "GROUP" in a smaller, red, sans-serif font to its right. The entire logo is set against a white rounded square background.

## [RKD Group](#)

RKD Group helps nonprofits grow faster with audience-first fundraising strategies. As digital experts, they support emergency, year-end, and year-round campaigns with paid media, email, SMS and personalized web experiences for donors.

The logo for tatango features the word "tatango" in a lowercase, orange, sans-serif font. To the right of the text are three curved lines of increasing size, suggesting a signal or broadcast. The logo is centered within a white rounded square background.

## [Tatango](#)

Tatango delivers text messaging to empower organizations to connect, engage, fundraise and further their mission through an advanced but easy to use mobile marketing solution.

# Thank you!

[Request a demo](#) to see how Fundraise Up can support your emergency fundraising campaigns

