



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

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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.

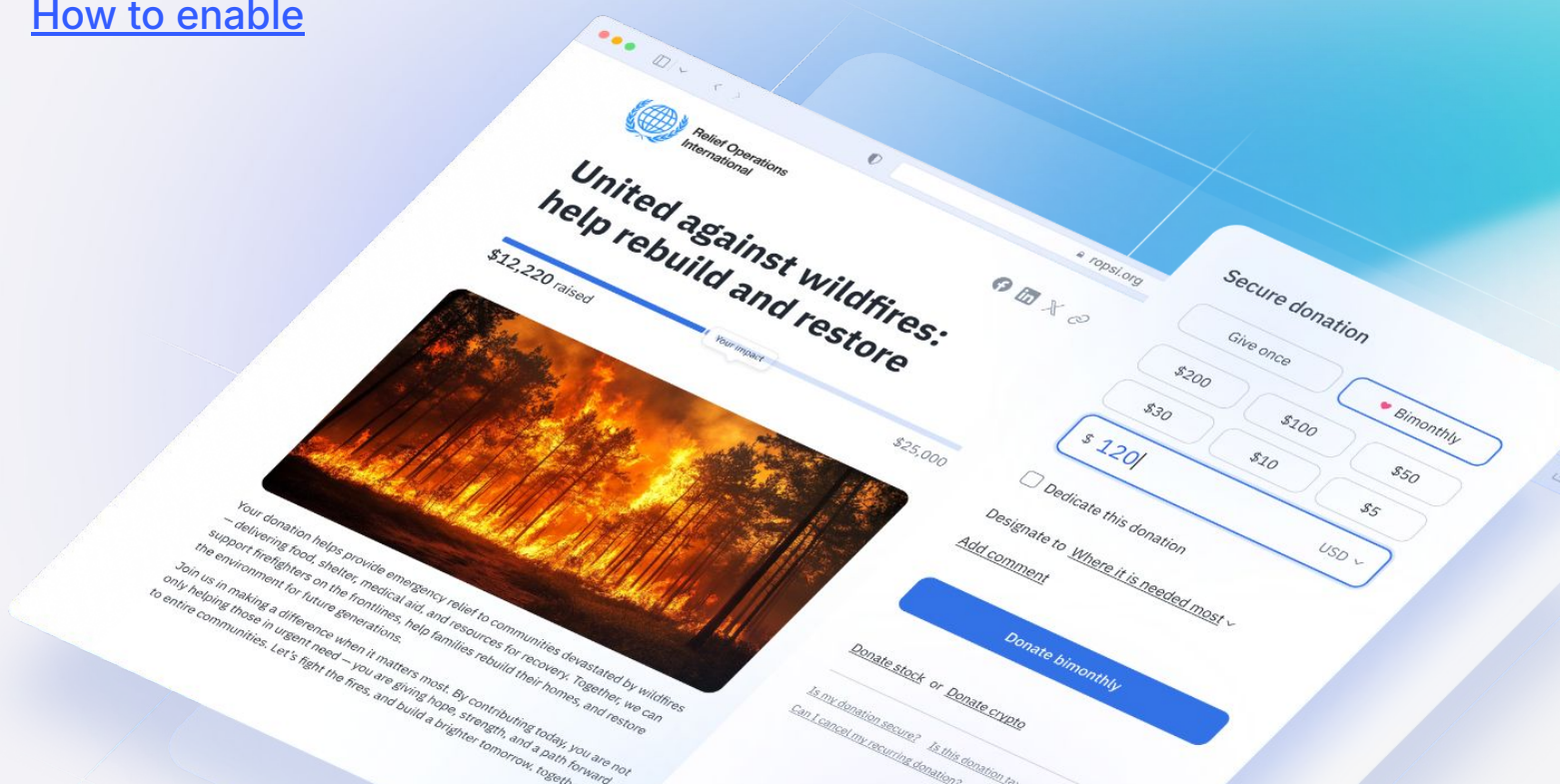
LAUNCH FAST

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

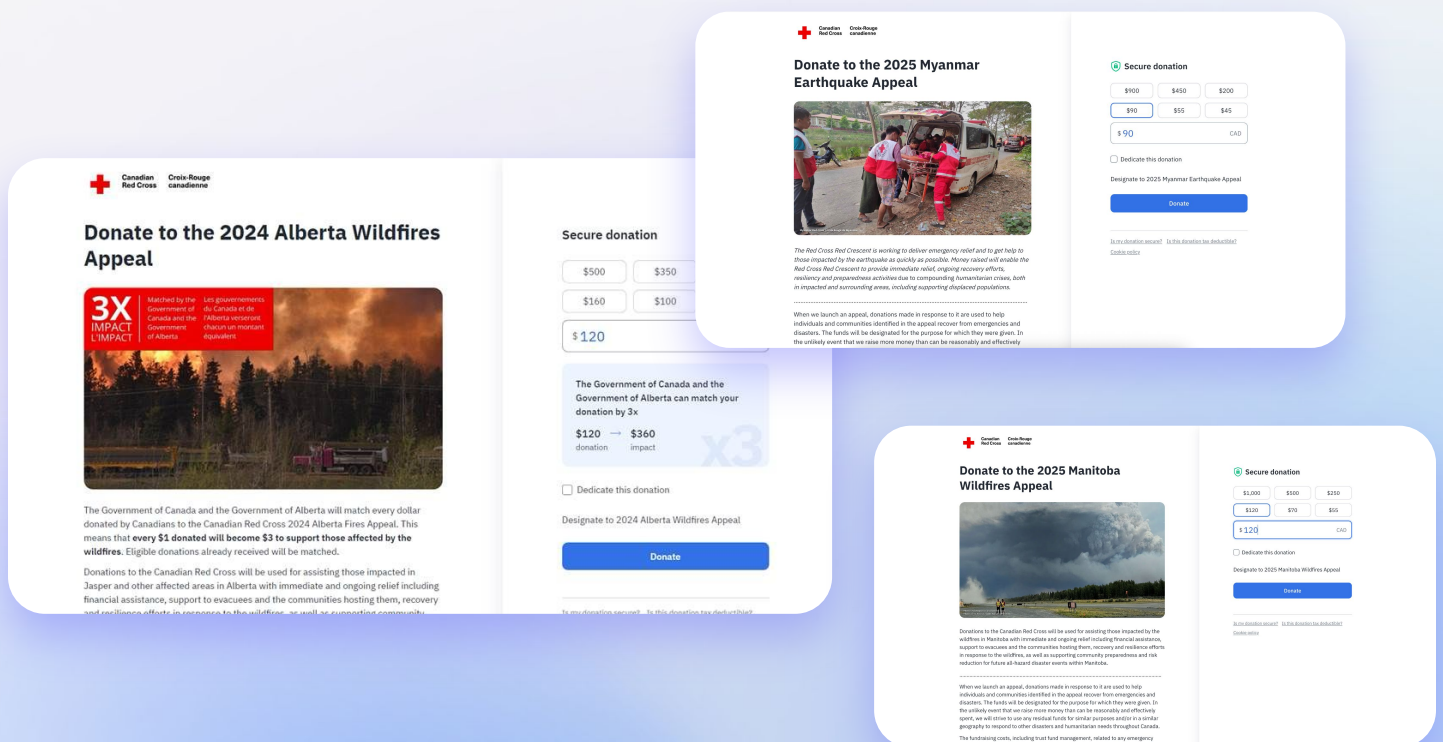
Canadian Red Cross reacted fast to wildfires

“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

ifaw

Share

Help Us Save Elephant and Rhino Calves From Drowning - Join IFAW Today >>>



Vulnerable wildlife, such as elephant and rhino calves are being swept away by the floods. Without our help, they will likely die. Large parts of Kaziranga National Park in India's northeastern Assam state—a World Heritage Site and biodiversity hotspot—have been devastated by the annual monsoon rains. Sadly, the floods have already claimed the lives of more than 50 people and 200 animals including 10 rhinos. Many animals are displaced and injured and need urgent help. The IFAW-WT Center for Wildlife Rehabilitation and Conservation (CWRC) has admitted more than 38 animals impacted by the floods over the past few days. The team expects more casualties as the heavy rains continue to wreak havoc across the region.

Secure donation

Give once ☒ Monthly
\$10 \$19 \$25
\$35 \$55 \$100
\$19 USD

☐ Dedicate this donation

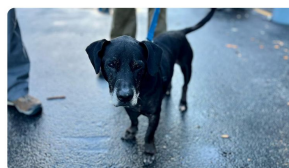
Donate monthly

[Is my donation secure?](#) [Is this donation tax-deductible?](#)
[Cookie policy](#)

ifaw

Share

BREAKING NEWS: We've deployed to evacuate and protect animals in Hurricane Helene's deadly path. Make a gift to support rescue efforts.



In the devastating aftermath of Hurricane Helene, IFAW is on the ground to support emergency response efforts. Just two days after the hurricane made landfall, our teams deployed to North Carolina and Georgia, where widespread flooding and destruction have caused many fatalities and have left millions without power. Your support fuels our ability to respond quickly to protect animals in a crisis. Here's

Secure donation

Give once ☒ Monthly
\$25 \$50 \$100
\$250 \$500 \$1,000
\$50 USD

☐ Dedicate this donation

Donate

[Is my donation secure?](#) [Is this donation tax-deductible?](#)
[Cookie policy](#)

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

The screenshot shows the BC SPCA website interface. At the top, the BCSPCA logo is on the left, and the Animal Helpline (1-855-622-7722) is in the center. To the right are buttons for SEARCH, FIND A LOCATION, and DONATE. Below this is a dark blue navigation bar with links: ADOPT, DONATE, I NEED HELP WITH..., PROGRAMS & SERVICES, WAYS TO HELP, NEWS & EVENTS, and SHOP. The main content area features a large image of a wildfire at night. On the left side of this image is a vertical orange 'Donate' button with a heart icon. Below the image is the section 'BC Wildfires How to Help'. The text in this section provides information on how to help animals affected by wildfires, including contacting the Animal Helpline or visiting the 'Animal Evacuation Support page'. At the bottom, there is a list of bullet points for volunteering and fostering, and a small table with a 'Complete your \$55 gift to make a difference' button and an 'I'm ready' button.

BCSPCA
SPEAKING FOR ANIMALS

Animal Helpline: 1-855-622-7722

SEARCH Q FIND A LOCATION P DONATE ♥

ADOPT DONATE I NEED HELP WITH... PROGRAMS & SERVICES WAYS TO HELP NEWS & EVENTS SHOP

Donate ♥

BC Wildfires How to Help

Get the latest information on pet supplies that are needed for animals affected by the B.C. Wildfires. If you are an evacuee in need of help with your animals you can contact the BC SPCA Animal Helpline at [1-855-622-7722](tel:1-855-622-7722) or visit our [Animal Evacuation Support page](#).

- Volunteering: Anyone interested in volunteering with the BC SPCA can email volunteers@spca.bc.ca to be connected with the appropriate centres and programs. Our response teams are made up of staff and volunteers who are trained to ensure we are ready for emergencies. If you are interested in being a part of our Emergency Response team, we encourage you to gain some experience by volunteering at your local BC SPCA!
- Fostering: [Learn how to become a foster volunteer](#). Once we receive your application, one of our Regional Volunteer

♥ Complete your \$55 gift to make a difference	I'm ready
	Not today

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 screenshot displays the 'Virtual Terminal' interface for processing a donation. It includes sections for Campaign, Donation, and Supporter information.

Virtual Terminal
Use Virtual Terminal to process an in-person or over the phone donation.

CAMPAIGN

Name: Clean water for every child (dropdown)
Designation: Where it needed most (dropdown)

DONATION

Donation type: ☒ One-time ☐ Recurring
Amount: \$100 (input) USD (dropdown)
Scheduled for: Now (calendar icon)
Estimated transaction costs: \$2.50
☐ Cover transaction costs (help icon)

SUPPORTER

Supporter: Search (input)
First name: (input)
Last name: (input)
Phone: (dropdown) (optional) (input)
Email address: (input)

Left sidebar (partial view):

- Donation
- Date range
- Supporter search
- Tribute
- DATE
- Apr 11
- Apr 11
- Apr 10
- Apr 9,
- Apr 9,
- Apr 9,
- Apr 9,
- Prev

Right sidebar (partial view):

- Campaign
- Custom fields
- Supporter
- Tribute
- Donation
- Payment method
- Transaction costs
- 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

 G 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

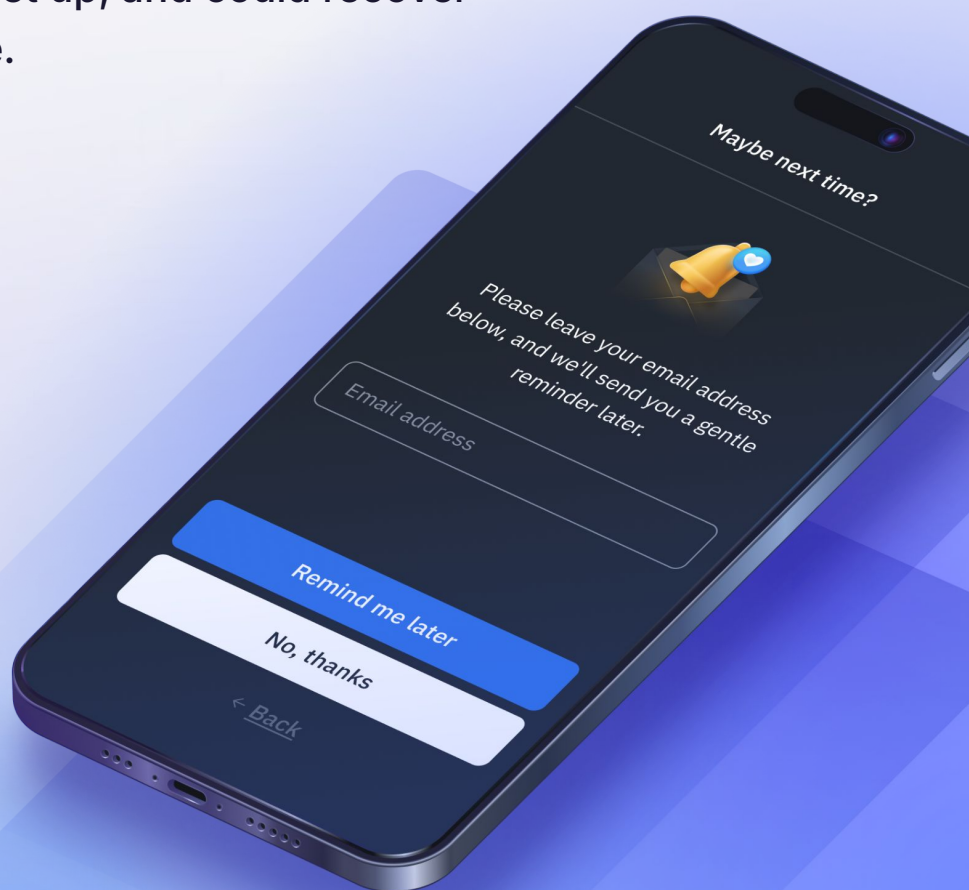
During an emergency response, every dollar matters. Make sure you're capturing all potential donations, even the ones that almost got away.

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.

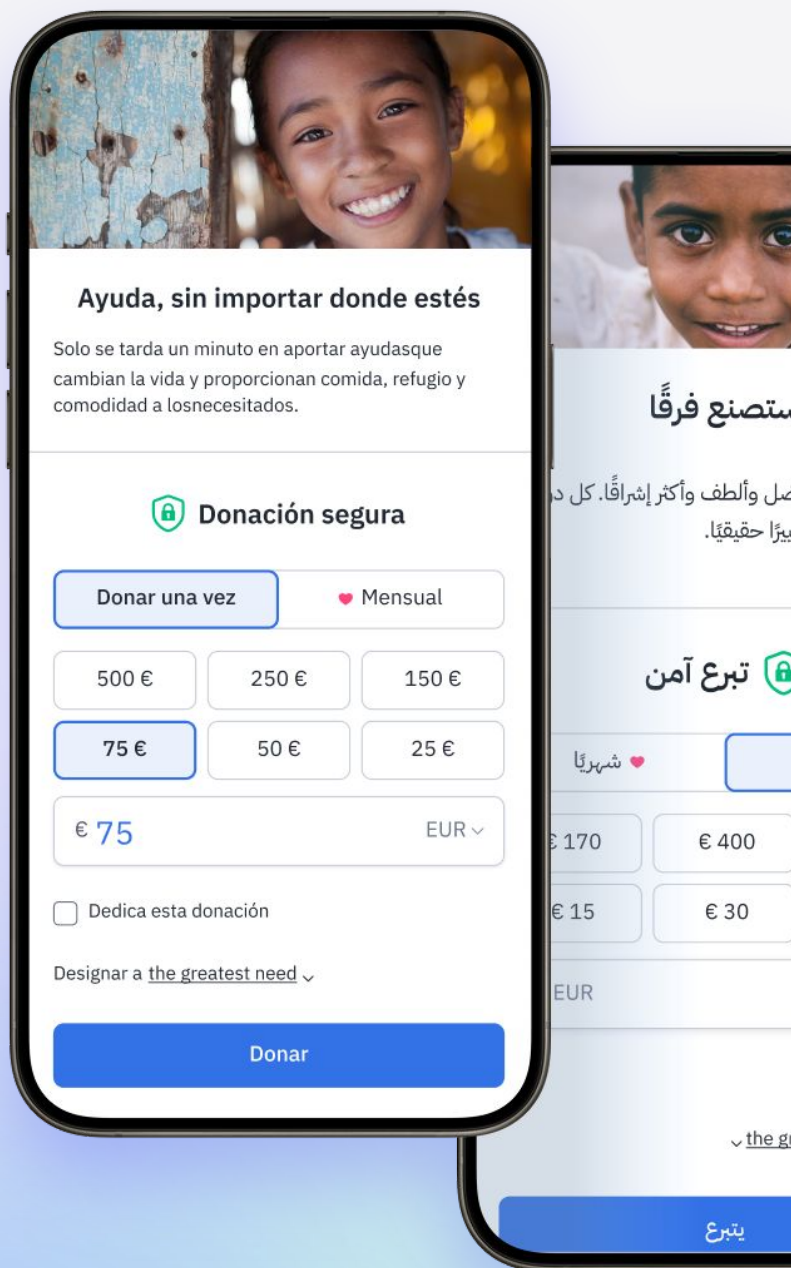
Fundraise Up supports 20+ languages, each professionally translated and refined by native speakers.

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](#)



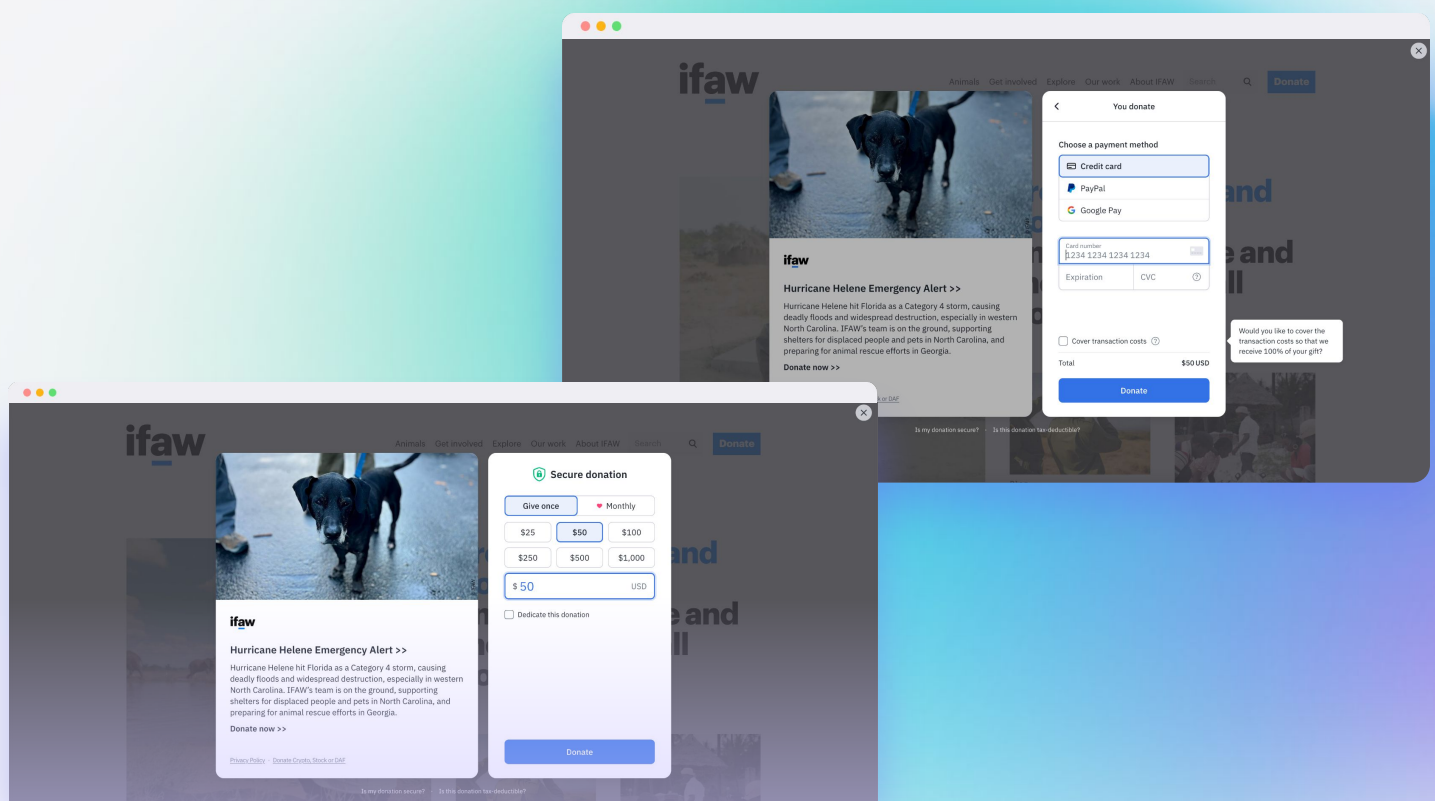
IFAW used dynamic payments for more giving

“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 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 sans-serif font, with a small dark blue triangle pointing downwards to its right. Below "DELVE" is the word "DEEPER" in the same font and color. The logo is centered within a white rounded square.

[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.



[RKD Group](#)

RKD Group helps nonprofits boost fundraising with data-driven strategies, storytelling, and targeted donor engagement. From planning to analytics, they help organizations mobilize support quickly and maximize impact when it matters most.

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

[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

