



Ramadan Giving Guide

Features to implement before
giving season begins



Get ready for Ramadan

This Ramadan, as thoughts turn to those less fortunate, you can use Fundraise Up to create a unique and compelling donation experience for those donating their Zakat/Sadaqah. Make sure that you're maximizing Fundraise Up to boost conversion and increase donations during this time.

Use this guide to review key Fundraise Up features and settings. If you need help implementing something, let us know. We're here to help.

**Cheering you on,
The Fundraise Up team**

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Ramadan is a period where charitable giving is top of mind. Make sure that your donors have the best experience possible, and minimize admin overhead to make the most of Ramadan 🌟

These features will help you generate more income online this giving season.

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Streamline overhead

STREAMLINE OVERHEAD

Quickly and easily create a campaign page for daily giving

You can spin up a page optimized for daily giving with Campaign Pages to create, configure, and launch your donation page.

With a specific Campaign page for Ramadan you can increase conversion and unlock greater giving.

[Explore the docs >](#)

The screenshot displays a web browser window at ropsi.org. The page header includes the Relief Operations International logo and social media icons. The main heading is "Give your Sadaqah to those in need". Below the heading is a progress bar labeled "Your impact" showing "\$2,220 raised" out of a "\$6,000" goal. A central image shows a young child holding a basket. To the right is a "Secure donation" form with "Give once" and "Monthly" options, amount buttons (\$500, \$300, \$100, \$80, \$50, \$20), a text input field with "\$ 120" and a "USD" dropdown, and a "Donate" button. Below the form are links for "Dedicate this donation", "Designate to Where it is needed most", "Add comment", "Donate crypto", and "Donate stock". At the bottom, there are links for "Is my donation secure?", "Is this donation tax-deductible?", and "Can I cancel my recurring donation?". A "Recent donations" section shows a donation from Ann Bowman for \$60.00.

STREAMLINE OVERHEAD

Use automatic emails and receipts

Automatically send professional, mobile-optimized emails when people donate or need to take action.

You can customize your template for your Ramadan campaign, add translations, and send from your own domain.

Automatically include nicely-designed receipts with the donation confirmation emails you send from Fundraise Up. Receipts are customizable and fully tax-compliant.

[Explore the docs >](#)

Inbox

345 messages, 1 Unread

Helping Hand

3:13 PM

Thank you for your gift
to Helping Hand Foundation

Dear Julia,
On behalf of all of us at Helping Hand Founda...

Helping Hand

Yesterday, 2:22 PM

Email Verification Code

Hi Julia,
Please use this code to verify your email ...



Thank you for your gift to Helping Hand Foundation

Dear Julia,

On behalf of all of us at Helping Hand Foundation, we want to express our appreciation to you for your recent donation and your support. Our mission depends on the support and compassion of donors like you.

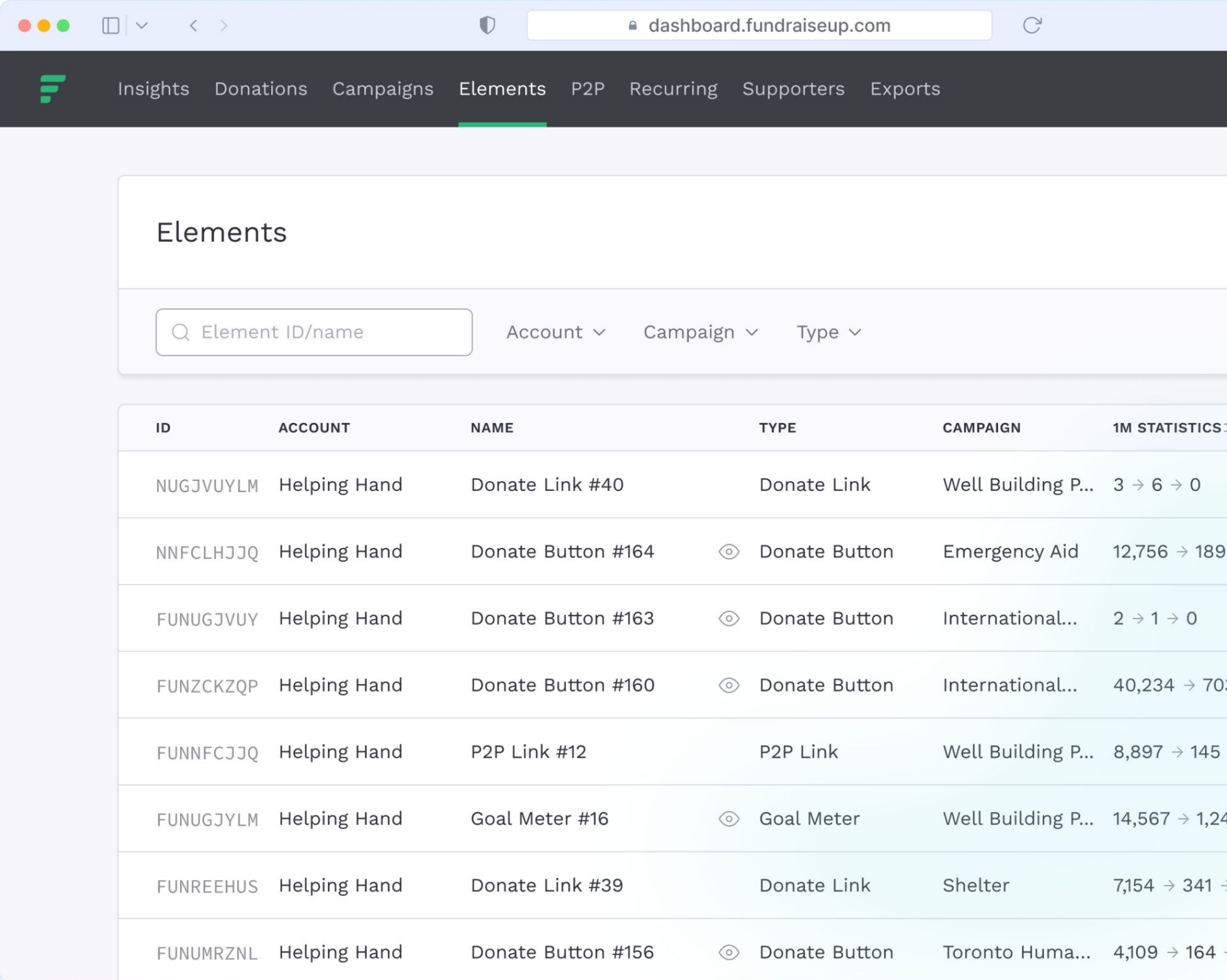
STREAMLINE OVERHEAD

Track conversion directly from your Dashboard

Elements automatically track real-time conversion statistics for every component. See how many people saw an Element, clicked through to Checkout, and how many people donated.

You can then use the conversion data to optimize component placement, design, and behavior.

[Explore the docs >](#)



The screenshot shows a web browser window with the URL dashboard.fundraiseup.com. The navigation bar includes links for Insights, Donations, Campaigns, Elements (highlighted), P2P, Recurring, Supporters, and Exports. The main content area is titled 'Elements' and features a search bar for 'Element ID/name' and filters for 'Account', 'Campaign', and 'Type'. Below is a table with columns for ID, ACCOUNT, NAME, TYPE, CAMPAIGN, and 1M STATISTICS.

ID	ACCOUNT	NAME	TYPE	CAMPAIGN	1M STATISTICS
NUGJVUYLM	Helping Hand	Donate Link #40	Donate Link	Well Building P...	3 → 6 → 0
NNFCLHJJQ	Helping Hand	Donate Button #164	👁️ Donate Button	Emergency Aid	12,756 → 189
FUNUGJVUY	Helping Hand	Donate Button #163	👁️ Donate Button	International...	2 → 1 → 0
FUNZCKZQP	Helping Hand	Donate Button #160	👁️ Donate Button	International...	40,234 → 70
FUNNFCJJQ	Helping Hand	P2P Link #12	P2P Link	Well Building P...	8,897 → 145
FUNUGJYLM	Helping Hand	Goal Meter #16	👁️ Goal Meter	Well Building P...	14,567 → 1,24
FUNREEHUS	Helping Hand	Donate Link #39	Donate Link	Shelter	7,154 → 341 →
FUNUMRZNL	Helping Hand	Donate Button #156	👁️ Donate Button	Toronto Huma...	4,109 → 164 →

STREAMLINE OVERHEAD

Automate the end date for recurring plans

Tailor your fundraising events around specific events or timelines, and engage supporters during critical phases of your campaigns.

This feature makes it easy for Muslim organizations to set up recurring plans for daily giving with a set end date during key periods such as the last 10 nights of Ramadan, the first 10 nights of Dhul Hijjah, and the first 10 days of Muharram.

[Explore the docs >](#)



Recurring Plan Stop Request

Let Fundraise Up handle recurring stop requests.

***** Recurring Plans that are within 3 days of the stop date cannot be stopped.*****

Once the request has been submitted, a support specialist will be assigned, they will review your request(s), and will reach out to the email address you provided with a status update on your request.

Improve donor engagement

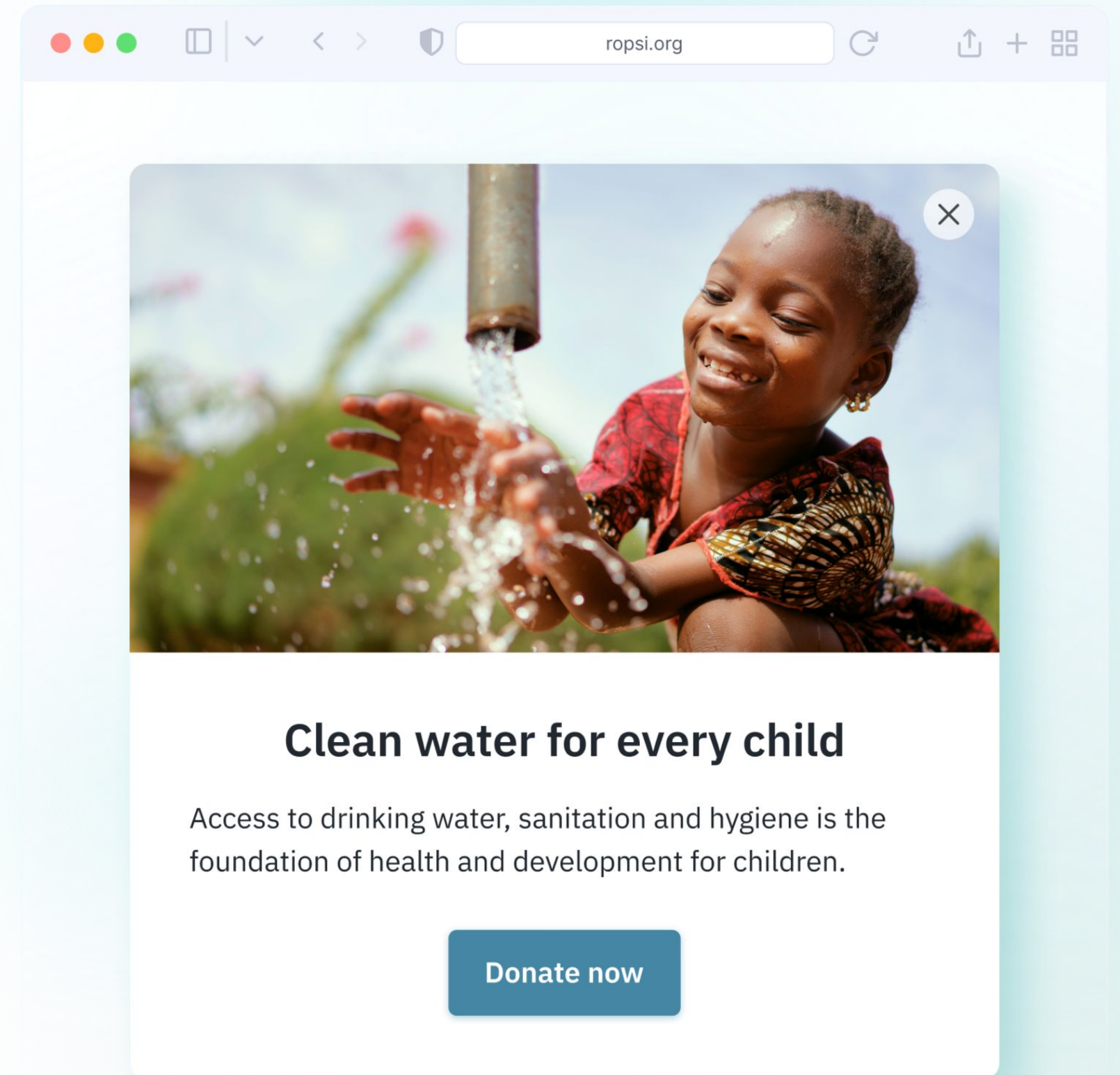
IMPROVE DONOR ENGAGEMENT

Grab attention with a popup element

Make sure that Ramadan giving is top of mind when people land on your site by drawing attention to it with a pop-up element.

You can also have a pop-up show as people are leaving your site to draw their attention to the opportunity to donate one last time.

[Explore the docs](#) →



IMPROVE DONOR ENGAGEMENT

Engage more donors with localized pages

Engage more donors and increase revenue by localizing your pages for your audience.

Present a fully localized, highly accurate donor checkout experience with each language translation developed and perfected by native speakers.

22 languages are supported, including Arabic.

[Explore the docs >](#)

[Read the blog >](#)

إشراقًا 

أعط مرة واحدة **شهرياً** 

200 **100** 50

30 20 10

▼ AED **100**

أعط تكريماً أو في الذاكرة

الاسم الاول

عين إلى حيث تشتد الحاجة إليها

أضف تعليق

يتبرع

تبرع بالعملات المشفرة • تبرع بالأسهم



وسوف تحدث فرقا

تبرع اليوم وستذهب أموالك إلى العمل لمساعدة 1 من كل 5 أطفالاً يعانون من اضطرابات الصحة العقلية والتعلم. اجعل العالم أفضل ، أطف ، أكثر إشراقاً. كل دولار تقدمه سيحدث تغييراً حقيقياً.

موظفو MT State في مدينة نيويورك • موظفو MT Country في الولايات المتحدة الأمريكية

IMPROVE DONOR ENGAGEMENT

Dedicate donations with tribute giving

Tribute giving enables donors to dedicate their donations in honor or in memory of a person, event such as Eid, or something else.

You can customize the images included in the dedication messages to personalize them to your tribute.

Make it easy for your donors to give the gift of giving this Ramadan, donating their Sadaqa in honor/on behalf of a family member, donating an iftar in honor of someone, or sending customized e-cards for Eid.

[Explore the docs >](#)



MA'RUF
Strengthening Faith through Action

Give Locally and Make a Local Difference!

Ma'ruf Dallas is proud to serve as DFW's Trusted Zakat Organization and we appreciate your continued support of our program and services to provide food security, safe shelter, and hope.

"Give charity without delay, for it stands in the way of calamity." - (Al-Tirmidhi)

 **Secure donation**

Give once Monthly

\$1,000

\$500

\$300

\$100

\$55

\$25

\$ 100

USD ▾

Dedicate this donation

Name of someone special to me

Designate to Area of most need

Add comment

Donate

Once you've donated, you'll be able to send a custom card with this dedication.

IMPROVE DONOR ENGAGEMENT

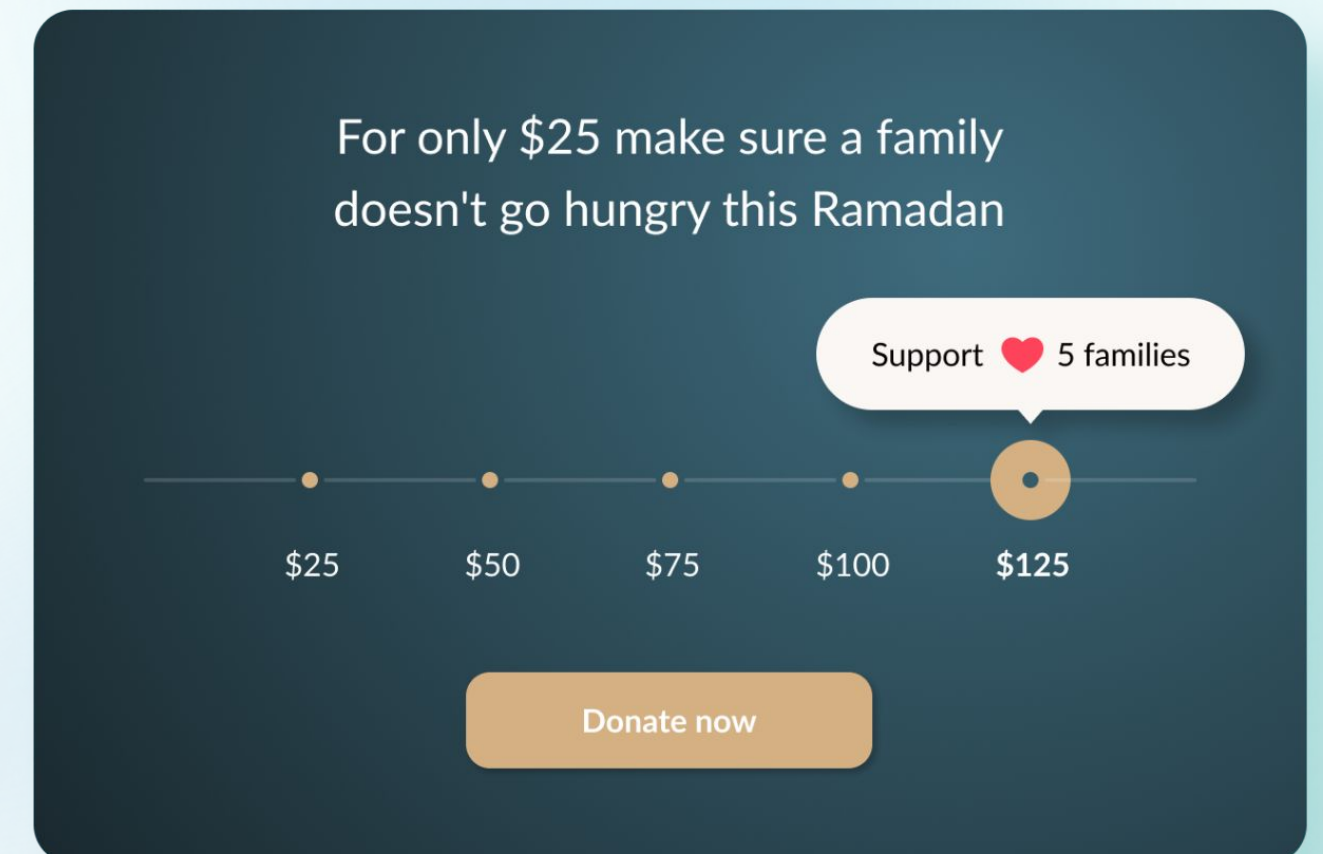
Demonstrate the impact your donors are making

You can increase donations during Ramadan by helping donors understand the impact that their donation is going to have.

An **Impact Slider** is an interactive component that visually connects donation amounts to their impact, helping donors understand how their money can help your organization. Donors can slide between the different options and choose their donation amount that matches the impact that they want to support.

You can add **Impact Descriptions** so that donors will be able to see how their contributions can directly affect the cause they're supporting.

[Explore the docs >](#)

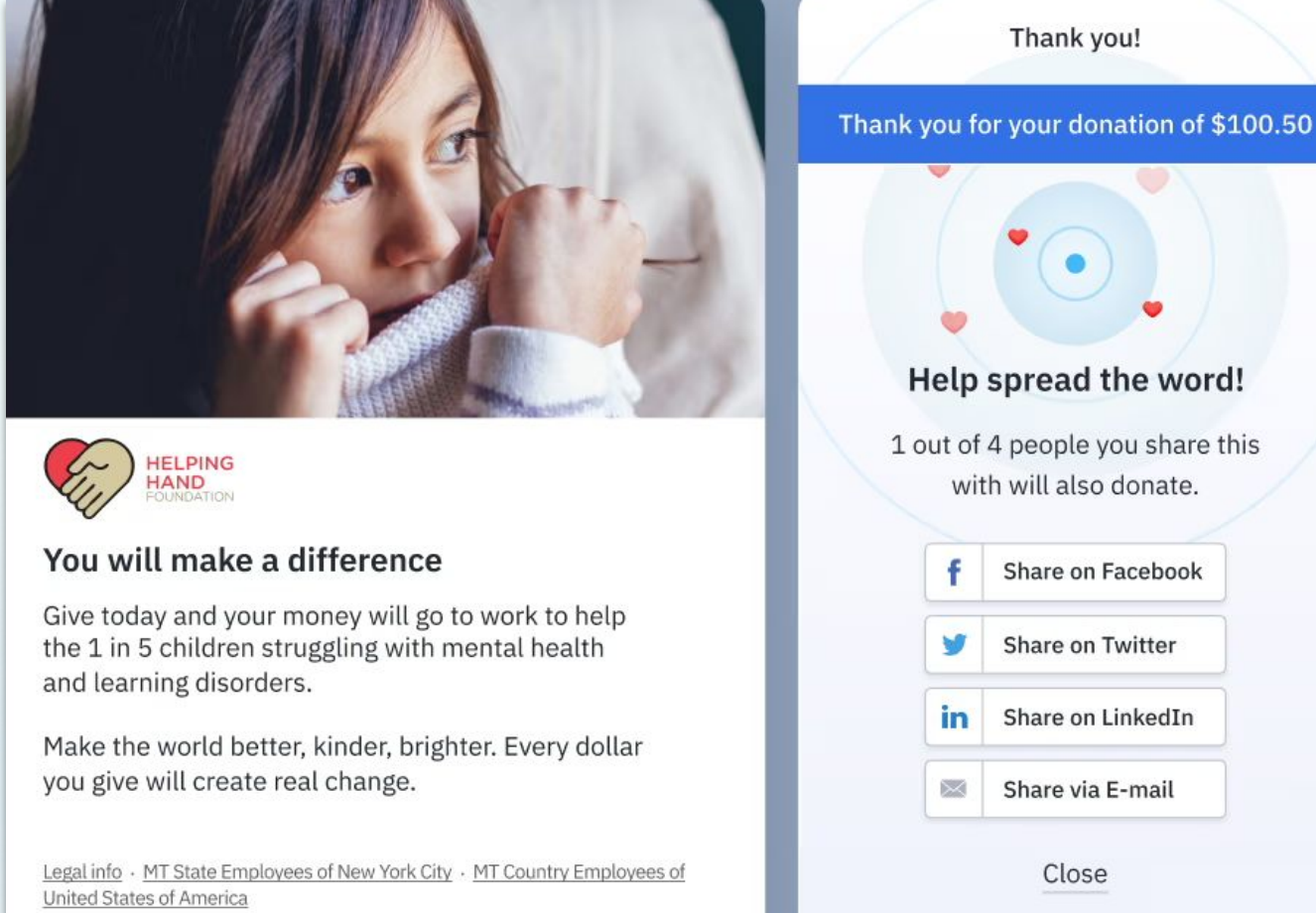


IMPROVE DONOR ENGAGEMENT

Show your appreciation

Every donation makes an impact, and you can create custom thank you pages to show your appreciation.

Reiterate the impact the donation will have and include a custom image that is specific to your cause. You can provide the opportunity for donors to upgrade their donation, or spread the word that they have made a donation, inspiring others.



The image is a composite of two parts. On the left, a young girl with long dark hair is looking thoughtfully to the side, her hands clasped near her chin. On the right, a semi-transparent notification overlay is shown. At the top of the overlay, it says "Thank you!". Below that, a blue banner reads "Thank you for your donation of \$100.50". The main body of the overlay features a circular graphic with a blue center and red hearts, and the text "Help spread the word!". Below this, it says "1 out of 4 people you share this with will also donate." There are four buttons for social sharing: "Share on Facebook", "Share on Twitter", "Share on LinkedIn", and "Share via E-mail". At the bottom right of the overlay is a "Close" button.

Thank you!

Thank you for your donation of \$100.50

Help spread the word!

1 out of 4 people you share this with will also donate.


[Share on Facebook](#)

[Share on Twitter](#)

[Share on LinkedIn](#)

[Share via E-mail](#)

[Close](#)

 **HELPING HAND FOUNDATION**

You will make a difference

Give today and your money will go to work to help the 1 in 5 children struggling with mental health and learning disorders.

Make the world better, kinder, brighter. Every dollar you give will create real change.

[Legal info](#) · [MT State Employees of New York City](#) · [MT Country Employees of United States of America](#)

[Explore the docs >](#)



Increase conversions

INCREASE CONVERSIONS

Use adaptive cost coverage to increase conversions

Donors are willing to cover the costs associated with processing their donations. In fact, 7-in-10 donors do. But did you know there's a science to getting the cost-covering ask right? It's not something you can figure out on your own, but with the help of machine learning, you can know who's most likely to cover these costs.

Enter Adaptive cost coverage — a powerful, behind-the-scenes AI feature that balances securing a donation with offsetting transaction fees.

With Adaptive cost coverage enabled, you can increase donation revenue.

[Explore the docs →](#)

COVERED COSTS

71%

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 ?

Covered costs

AI Adaptive

59,597 ?

Used suggested amount

57% ?

INCREASE CONVERSIONS

Enable popular payments types

PayPal is a popular payment method everywhere in the world. And when it's enabled in your account, it leads to a 10% increase in conversion and often accounts for 20% or more of donation revenue.

Venmo, which is owned by PayPal, is popular with younger generations and available in the U.S. If you have PayPal enabled, you can switch-on Venmo in one click.

[Explore the docs >](#)



Your Zakat Makes a Difference

You're about to fulfil one of the major pillars of faith.

Make the world better, kinder, brighter. Every amount you give will create real change.

< Payment options

\$ 120 USD

Cover transaction costs

Transaction costs [?]	\$8
Donate now	\$128

Credit card

PayPal

venmo

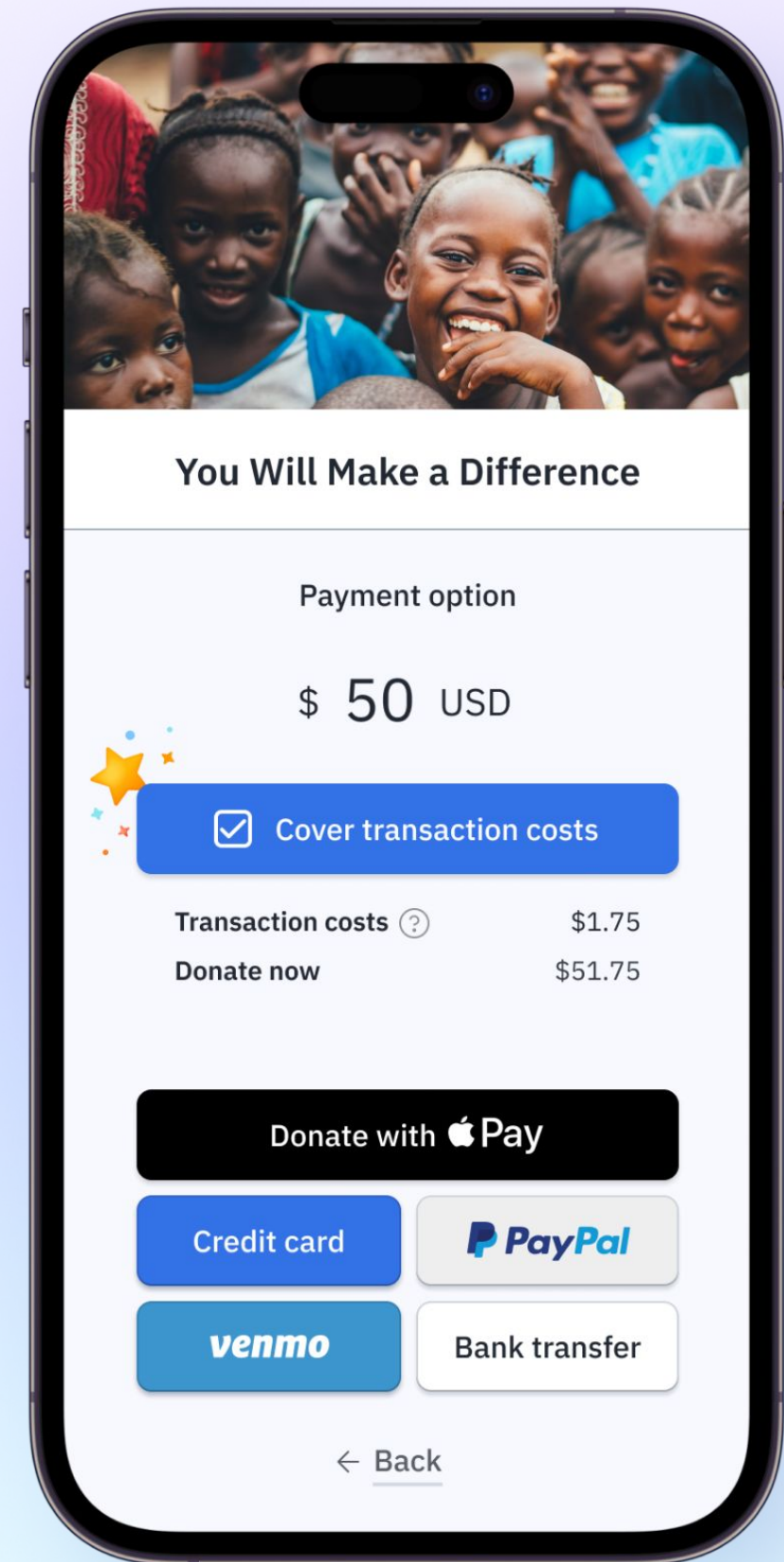
INCREASE CONVERSIONS

Make it easy to donate on mobile

Enable donors to donate securely using Apple Pay or Google Pay on their phones, tablets, and other compatible devices.

Apple Pay is the default wallet payment method for Apple iOS and macOS. It enables donors to donate using payment details stored on their devices—making it easy for them to give a donation.

[Explore the docs >](#)





CASE STUDY

Ethar Relief grows donor base 31% in the first year using Checkout

With features like daily recurring giving frequencies, Checkout also helps Ethar Relief fundraise during important Islamic holidays like Ramadan and Dhul Hijjah.

[See the case study >](#)

20% ↑
increase in
unrestricted funds

19% ↑
increase in average
gift size

31% ↑
lift in new donors
in the first 12 months



**Improve your
Ramadan fundraising efforts
with Fundraise Up,
the new standard for online giving.**



Thank you!