

Be ready for Giving Season

A frictionless donor experience that triples
conversion and grows revenue

The high stakes of Giving Season

Giving Season is the most critical time of year, and your donation platform can make or break your results.

- Can you create and update donation forms and campaign pages quickly for different audiences and channels?
- Will your platform stay online during Giving Tuesday and December 31, or risk crashing and losing donations?
- Does it maximize conversion, gift amounts, and recurring giving?
- Is it optimized for mobile, all essential payment methods, and international donors?
- Will you be able to achieve better results this year using the same old tools?

With Fundraise Up, you can rely on donation tools that are fast, reliable, and proven to maximize Giving Season revenue

The image displays two views of a donation interface. On the left, a desktop browser window shows a GivingTuesday campaign page. It features a header with the text "Pro", a sub-header "Every day, thou support and g have immediat", and a "Donate no" button. Below this is a photo of children holding a "#GIVING TUESDAY" heart. The main text reads: "GivingTuesday. Together we give: From grassroots action to global impact. Our latest strategic plan outlines our ambitions for a more just, compassionate, and resilient world. With over a decade of impact behind us, we are setting our sights on mobilizing a billion more people in the global movement by fostering collective giving and radical generosity around the world." At the bottom of the page, there are links for "Legal info", "MT State Employees of New York City", and "MT Country Employees of United States of America".

On the right, a mobile app interface shows a confirmation screen. At the top, it says "Secure donation". Below that are two buttons: "Give once" (selected) and "Monthly". There are several amount buttons: "\$20", "\$80", "\$100" (selected), "\$200", "\$350", and "\$600". A custom amount field shows "\$60" and "USD". There is a checkbox for "Dedicate this donation". At the bottom is a blue "Donate" button.

The mobile app screen also shows a confirmation message: "Donation successful" with a green checkmark and a gift icon. Below this, it says "Thanks for your support, Bill! You've made a \$10 USD donation." There are social sharing options for Facebook, X, LinkedIn, Email, and a more options menu. A "Close" button is at the bottom.

At the very bottom of the browser window, there are links: "Is my donation secure?", "Is this donation tax-deductible?", "Can I cancel my recurring donation?", and "Donate crypto".

Built for Giving Season success

Days

Go live in days,
not months

**You don't have to waste weeks
before Giving Season.**

When setup drags on for weeks
(or months), you miss the chance
to capture year-end generosity.

With Fundraise Up, you can go
live in days, not months, with
the tools, performance, and
reliability you need for Giving
Season success.

300

transactions per
second

**You can't afford downtime
on your biggest giving days.**

When platforms crash on Giving
Tuesday or year-end, you lose
more than donations, you lose
trust.

Fundraise Up delivers 99.99%
uptime and scales to 300
transactions per second, so you
can launch fast and fundraise
with total confidence.

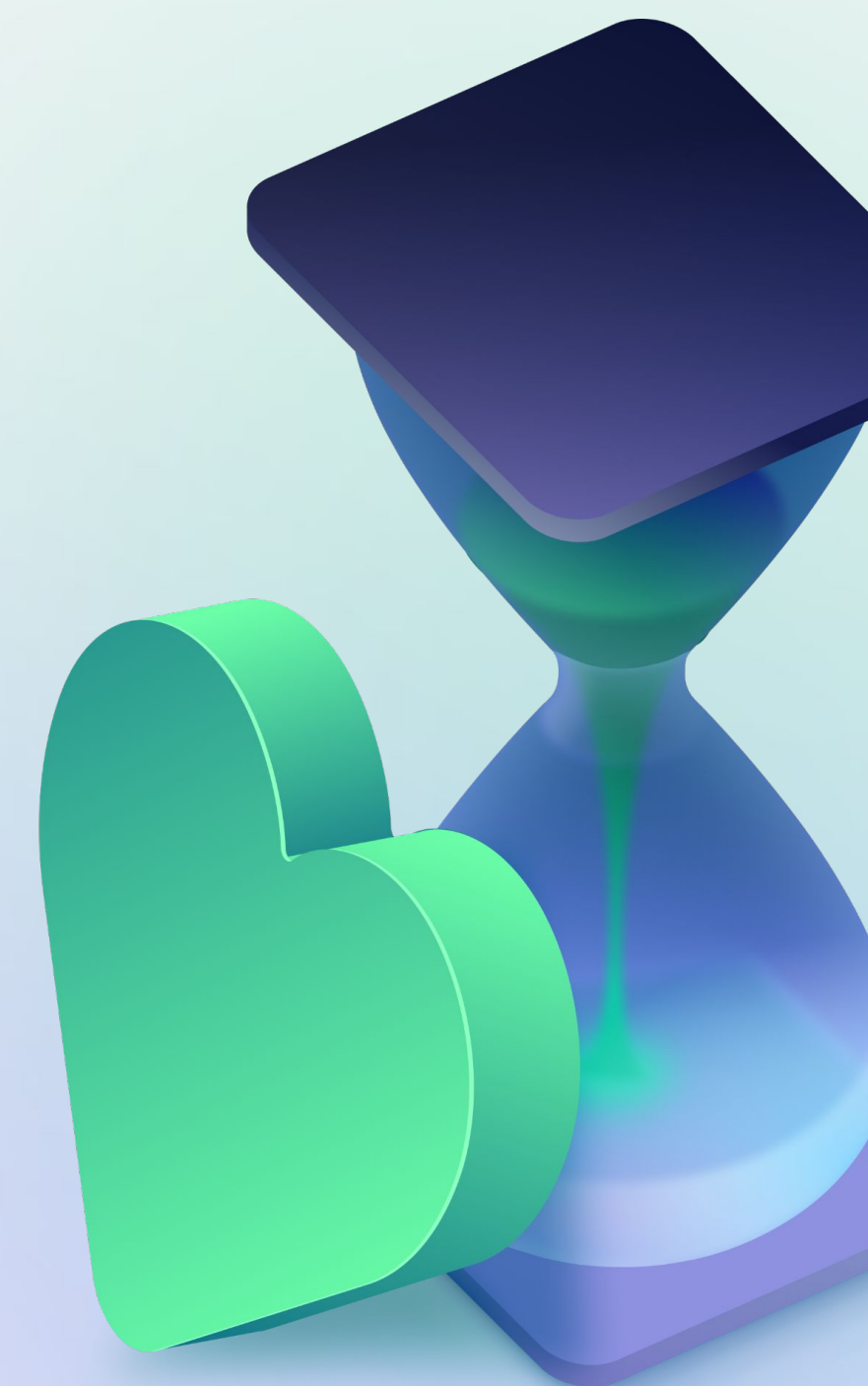
\$171

average gift, up to
\$210 in December

**Your Giving Season campaigns
should deliver more revenue.**

When platforms underperform,
you leave money on the table:
lower conversion rates, smaller
average gifts, and fewer recurring
donors.

With Fundraise Up, nonprofits
maximize every donation
opportunity — raising more in the
moment and building sustainable
growth for the year ahead.



Switch fast. Raise more

With Fundraise Up, you don't just raise more money — you build stronger, longer-lasting donor relationships that power your mission year-round.

	Industry	Fundraise Up
Conversion from donation form visitors	11%	33%
Average one-time donation	\$126	\$171
Average monthly donation	\$24	\$39
12-month recurring plans retention	63%	80%
Fee coverage	50%	80%

Industry data sources: [M+R Benchmarks 2025](#), [Business Initiative](#), [DonorDrive](#), [Dataro Recurring Giving Benchmark Report](#)

Revenue impact

See how much more Giving Season revenue from one-time gifts only you could unlock with Fundraise Up.

Donation form visitors	Industry benchmark (11% CR) (126% avg amount)	Fundraise Up benchmark (33% CR) (171% avg amount)	Additional revenue with Fundraise Up
10,000	\$138,600	\$564,300	+ \$425,700
50,000	\$693,000	\$2,821,500	+ \$2,128,500
100,000	\$1,386,000	\$5,643,000	+ \$4,257,000

Run your best Giving Tuesday yet



Join the nonprofits who turned Giving Tuesday into one of their biggest day of the year with Fundraise Up.

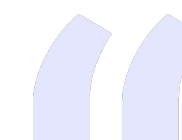
GivingTuesday delivers outsized growth

- U.S. nonprofits using Fundraise Up saw +12.4% YoY increase in processing on GivingTuesday.
- In Canada, the lift was even bigger: +28.3% YoY.

Donor activity stretches across the whole day

GivingTuesday isn't just one moment, it's an all-day surge. Go live by 10am, push urgency after 6pm, and don't stop until midnight.

- Morning surge = best time for launch emails and social pushes.
- Evening surge = "last chance" reminders, live-stream events, flash goals.



We had a really successful Giving Tuesday, far exceeding last year's totals and gaining a good number of monthly donors. Which we did not have that functionality last year.

Toronto Humane Society

Personally, we're thrilled with our results, and have a feeling it can partially be contributed to better conversion rates, since our transition to Fundraise Up for donation processing.

Volunteers of America

MAP International



“ In terms of how Fundraise Up helps us over the Giving Season, a massive thing is **the ease of creating new campaigns and landing pages**, and then adapting them for different activities.

You can build a form in just **a few hours**, whereas in previous roles with other platforms, you'd have to brief it in and it might take weeks or months to get a new page live with lots of people involved.

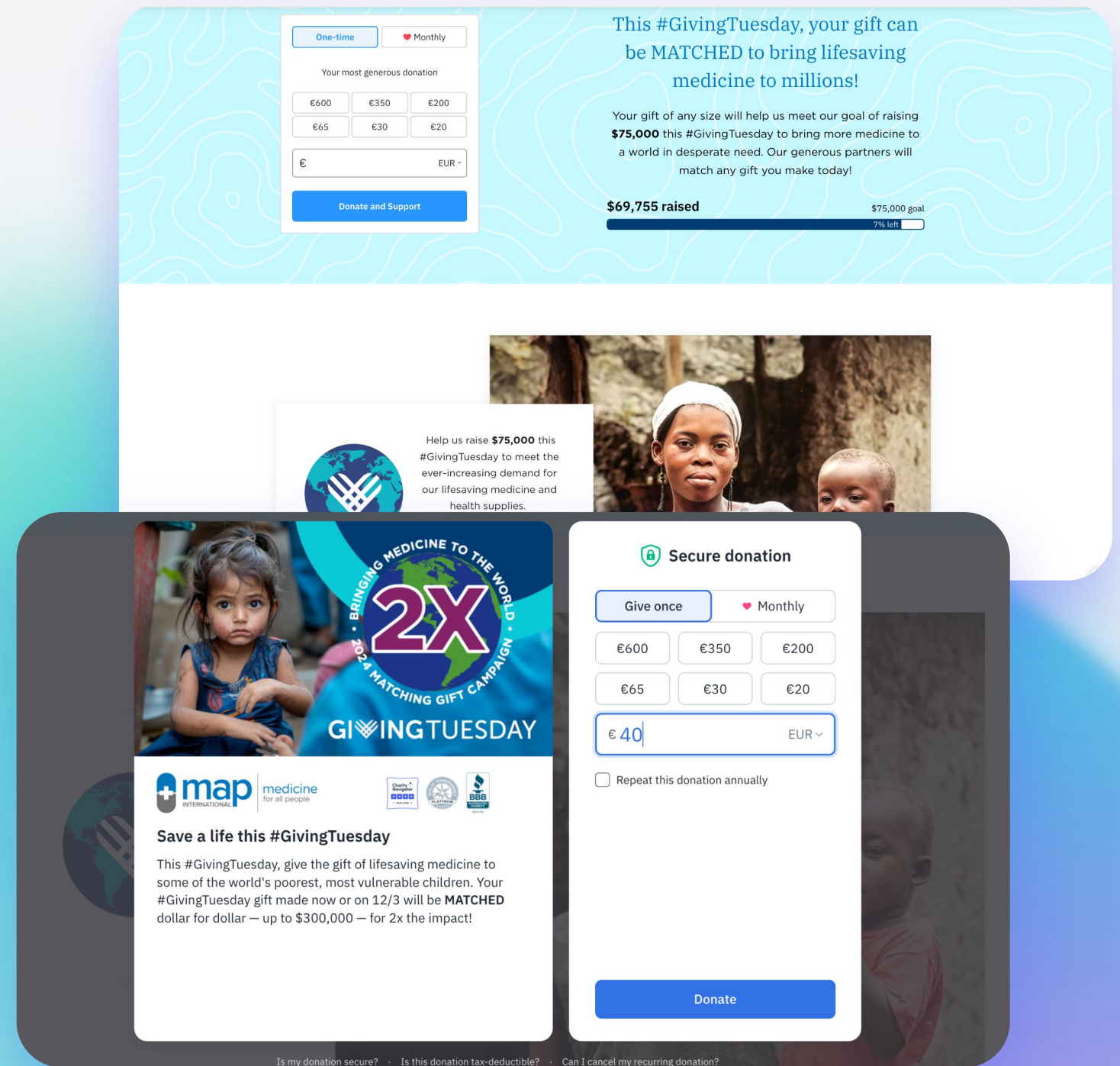
Now we can **self-serve** and create something straight away. With so much activity and so many different audiences to target, that's been a huge help.

Josie Isherwood

Head of Individual Giving

[See the case study](#)

[Get a live look](#)



Canadian Red Cross



Canadian Red Cross

“ We launched our very first holiday campaign on Fundraise Up, and it was hugely successful. We saw a big increase in the number of donors and nearly doubled our revenue during that period, raising close to \$7 million.

Our average gift grew thanks to the AI-suggested amounts, and we saw a major boost in new monthly donor sign-ups through the monthly upsell feature.

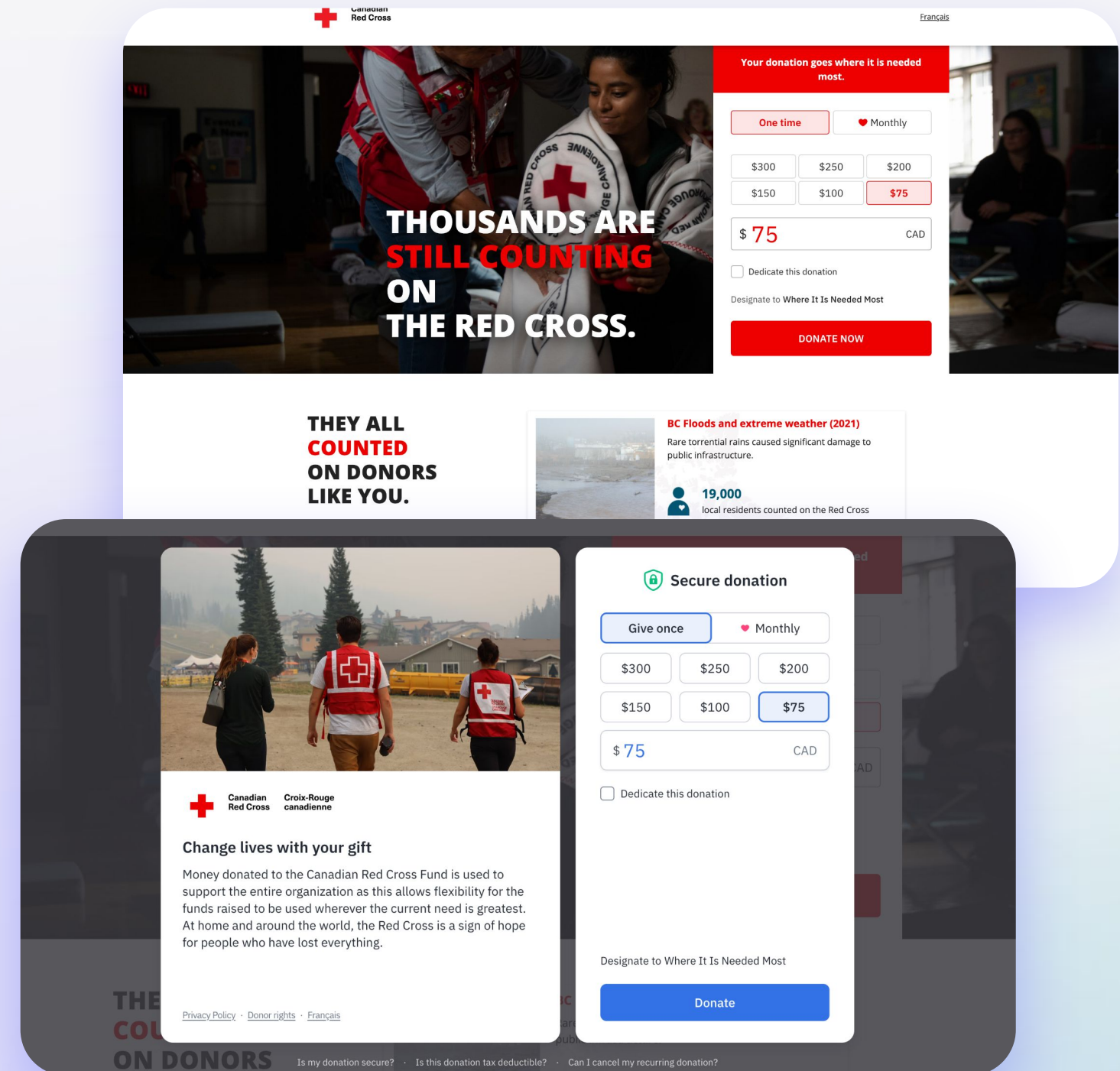
Giving Season is such a critical time for nonprofits, and we're excited to see what we can do on Fundraise Up this year.

Jessica Bernat

Director, Digital Marketing Director of Digital Marketing

[See the case study](#)

[Get a live look](#)



Feed The Children



We implemented Fundraise Up on our website this past holiday season, and it made a big difference.

One of the biggest wins was the upsell to monthly donors — about 31 of our new recurring donors came directly from that feature.

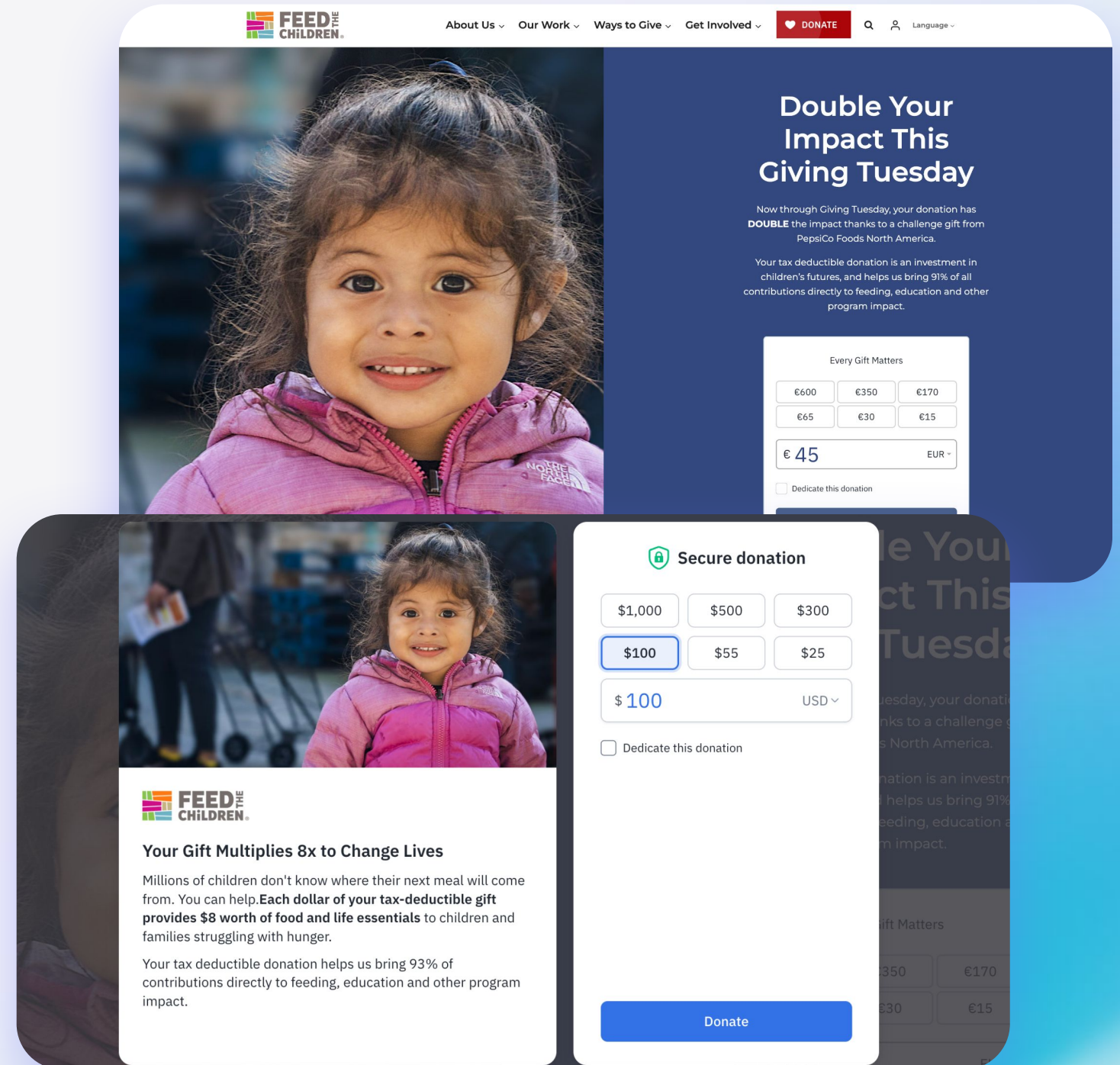
More broadly, the donation experience with Fundraise Up has transformed our digital marketing program. We've seen stronger conversion rates, higher average gifts, and a seamless giving experience that removes all the friction for donors.

Harper Grubbs

VP of Digital Fundraising and Transformation

[See the case study](#)

[Get a live look](#)



CUSTOMER STORY

Greater Vancouver Food Bank



“ The changes we’ve seen during the holiday campaign season have been incredible.

Most significantly, we saw a clear increase in conversion rates, which I watched very closely.

But even more noticeable was the massive increase in monthly donors during that period. In December the year before, we converted about 78 new monthly donors. With Fundraise Up the following December, that number jumped to 251.

Greg Douglas

Director of Development

[See the case study](#)

[Get a live look](#)

