

Giving Season: donation optimization guide

Learn how to maximize online donation
revenue with this multistep plan

You've worked hard to get supporters to your website for the giving season

Don't let a suboptimal experience cause them to drop off once they get there.

In this guide, we share some of the impactful Fundraise Up features that will help you turn more web visitors into donors.



Understanding the impact

On average, Fundraise Up customers receive **12x** the donation volume on Giving Tuesday and **23x** the volume on New Year's Eve than they get on a regular day.



What's inside: All the features you need for a successful giving season

Are you ready for the giving season?

Use this checklist to measure how prepared you are to engage donors at every touchpoint. Then read on to learn more about features built to help you maximize donation revenue.



Capture donor attention

- Website Elements
- Social Proof
- Impact Sliders
- Campaign Pages
- Fundraisers



Convert more donors

- Popular payment methods
- Localized experiences
- Impact Descriptions
- Abandoned Donations



Optimize each donation

- Artificial intelligence
- Recurring donors
- Covered transaction fees
- Donation matching



Grow and retain donors

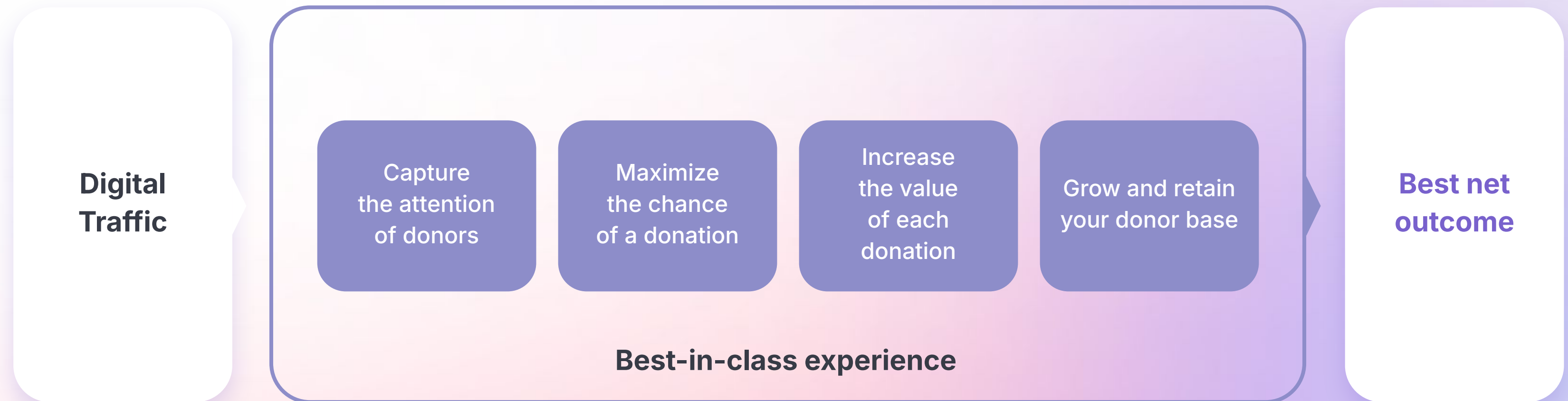
- Virtual Terminal
- Donor Portal
- Recurring donors
- Increased gift size



Need help checking something off your list? [Connect with us](#) and we'll help you set it up.

Create the biggest impact for your mission

Optimize every step when transforming web visitors into donors



Let's explore this Giving Season optimization guide to discover which features will get you to your goal.

Capture the attention of donors

Engage hearts and minds with tools that make your cause stand out

Transform your fundraising strategy

[Book a Demo](#)

Capture the attention of donors

Add interactive Elements to your website

Grab website visitors' attention immediately with interactive Elements such as buttons, magnets, embedded forms, pop-ups, goal meters, and links.

Fundraise Up's no-code Elements are simple to integrate and will transform your site into a dynamic and inviting space that encourages donations.

[Learn more](#)



Understanding the impact

On average, Fundraise Up customers receive **12x** the donation volume on Giving Tuesday and **23x** the volume on New Year's Eve than they get on a regular day.

- 1 Julia Bowman \$52,320.20 USD raised
- 2 Salvatore Salpietro \$44,932.50 USD raised
- 3 Caren Miller \$43,783.00 USD raised
- 4 Peter Byrnes \$38,347.90 USD raised

- 1 Julia Bowman donated \$530.00
New York, United States
"Thanks for all of the work you're doing in our community!"
6 hours ago
- 2 Salvatore Salpietro donated \$1,000.50
Boston, United States

Capture the attention of donors

Motivate donors with Social Proof

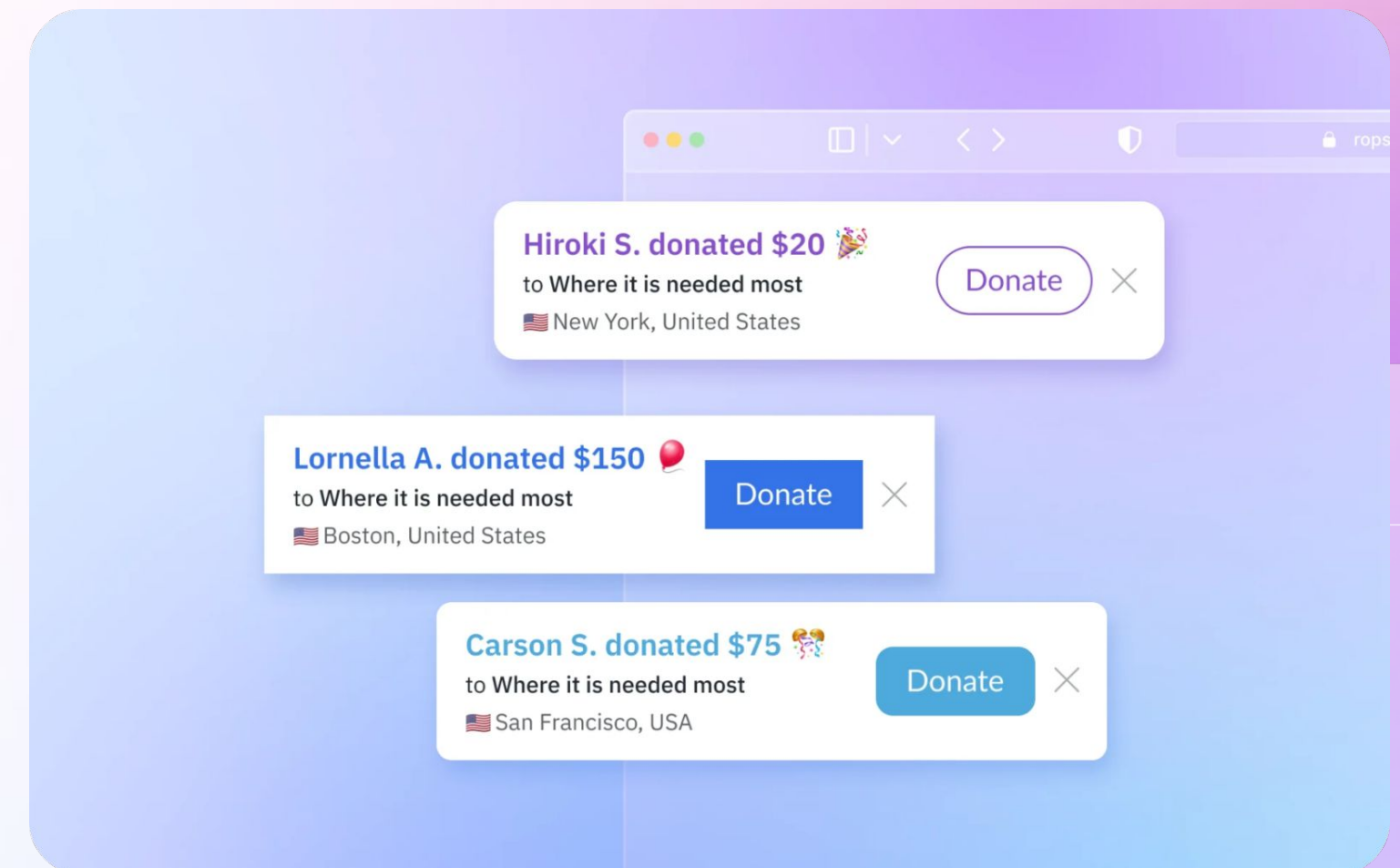
When potential donors see that friends, family, or even strangers have contributed to your cause, it validates your nonprofit's mission and builds trust. This provides a sense of community and shared purpose that motivates new donors to take action.

Fundraise Up's **Social Proof Element** displays recent donations from your supporters on your website, inspiring confidence and increasing giving.

[Learn more about Social Proof](#)

Transform your fundraising strategy

Book a Demo



Capture the attention of donors

Show donors their support matters

Help donors understand how their money supports your nonprofit's cause with an **Impact Slider** that visually connects donation amounts to the total impact.

Donors can slide between the different options and choose the donation amount that matches the impact they want to support.

[Learn more about Impact Slider](#)

How much electricity can you donate?

1 day

3 days

5 days

7 days

14 days

\$700

Donate Now

The image shows a vertical slider interface. A central vertical line has five yellow dots representing different donation durations: 1 day, 3 days, 5 days, 7 days, and 14 days. The 7 days option is selected, indicated by a larger yellow circle with a white center. A black callout bubble points to this selection, containing the text '\$700'. Below the slider is a yellow rectangular button with the text 'Donate Now' in black.

Capture the attention of donors

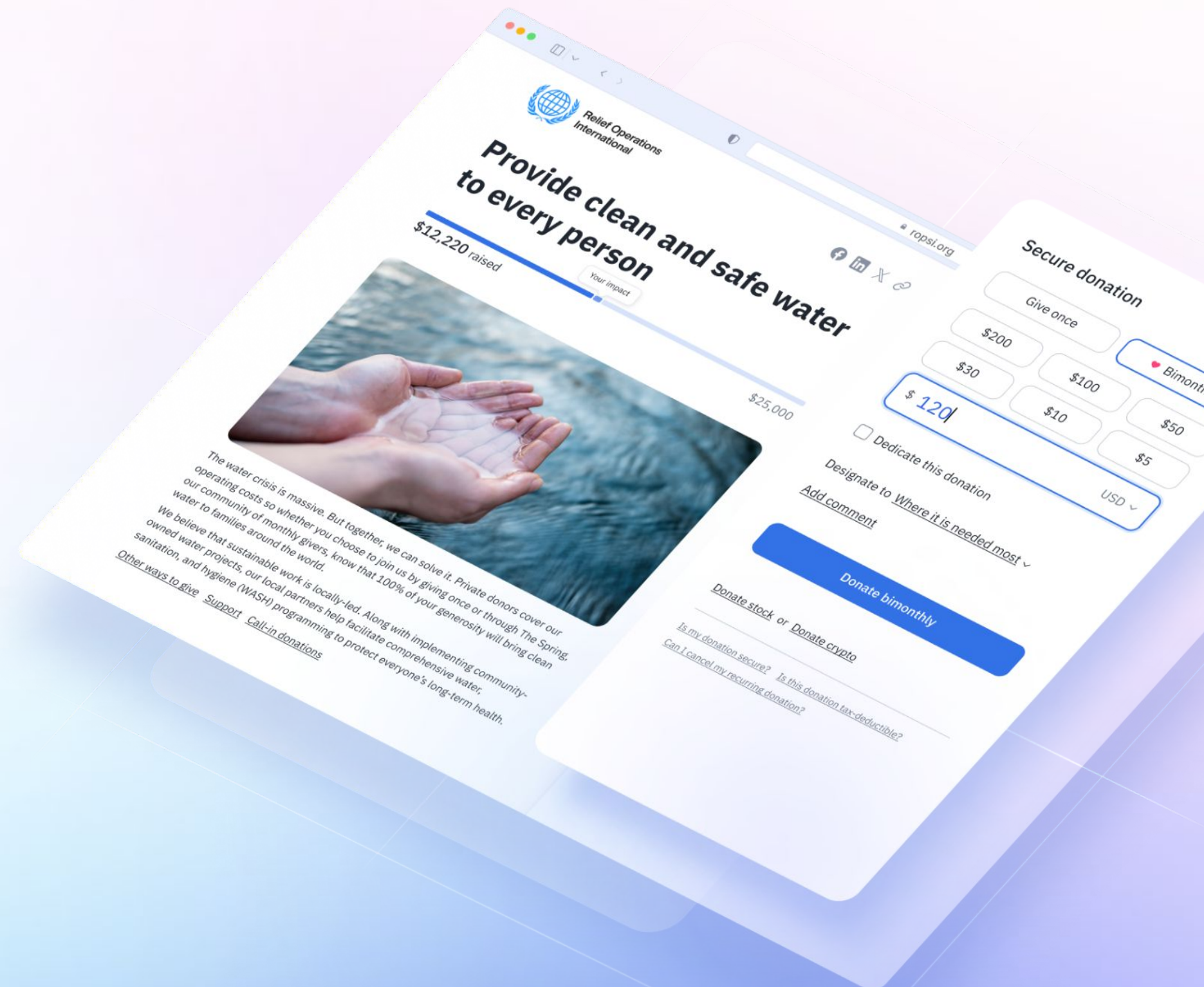
Drive traffic to a dedicated Campaign Page

You can create, configure and launch a dedicated landing page using Campaign Pages. It's a no-code feature that takes just minutes to spin up.

Not only is this process easy, but you'll be leveraging Fundraise Up's best-in-class AI to optimize your page for conversion and donation amounts.

Drive traffic directly to your Campaign Page from emails, social media, and press releases to increase conversion and unlock greater giving.

[Learn more about Campaign Pages](#)



Capture the attention of donors

Empower your donors to fundraise with ease

Turn your donor community into a powerhouse of support using Fundraise Up Fundraisers, helping organizations transform supporters into active fundraisers for increased engagement and revenue.

[Learn more about Fundraisers](#)



Understanding the impact

[Bringing Hope Home's](#) remarkable success story showcases the power of fundraising through Fundraise Up, generating over \$80,000 in a single quarter.



Convert more donors

Turn interest into action with seamless, user-friendly donation experiences

Transform your fundraising strategy

[Book a Demo](#)

Convert more donors

Enable popular payments types

We reduce friction by offering **modern payment options** including donations from cards, digital wallets, bank transfers, and non-cash payment methods.

Our **AI offers up the payment option your donor is most likely to prefer**, making it easy for supporters to make a donation.

Modern payment options lead to higher conversion rates. For example, 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.

[Learn more about payment methods](#)




Convert more donors

Engage more donors with a localized experience

Your nonprofit's mission and its supporters extend around the world. Localizing the donor experience to meet them where they are is an effective way to boost engagement and increase revenue.

Fundraise Up helps you present a localized, accurate, and compliant donor experience with support for 20+ languages, 135+ currencies, and country-specific compliance requirements.

[Learn more about global fundraising](#)

إشراقًا 

شهرية أعط مرة واحدة

200 100 50

30 20 10

▼ AED **100** \$

أعط تكريماً أو في الذاكرة

عين إلى حيث تشتد الحاجة إليها
[أضف تعليق](#)

يتبرع

تبرع بالعملات المشفرة • تبرع بالأسهم



فرقا
أموالك إلى العمل لمساعدة 1 من كل 5 أطفالاً يعانون
ة العقلية والتعلم.
أطف ، أكثر إشراقًا. كل دولار تقدمه سيحدث تغييرًا

MT في مدينة نيويورك • موظفو MT Country في

Convert more donors

Demonstrate the impact your donors are making

With **Impact Descriptions**, you can show donors the impact their generosity will have. Tell them where their contribution could go and how it can help — whether it's building a school or providing medical aid. By showing donors their impact, you'll motivate them to give more.

[Learn more about Impact Descriptions](#)



Understanding the impact

68% of donors [agreed](#) that it's important for them to know how the organization makes an impact.



This #GivingTuesday, Drive Education Forward 🚌

This #GivingTuesday, donate to the Relief Operations International Drive Change Fund to support free transportation services for children. Every child deserves to have access to education and a chance to get to school, no matter where they live.

Secure donation

Give once

♥ Monthly

\$20

Helps fund an awareness campaign

\$40

Supports our core operations ✓

\$60

Enables us to expand our services

Other amount

Dedicate this donation

[Add comment](#)

Donate monthly

Convert more donors

Decrease the likelihood a donation is forgotten

Ensure no potential donation is left behind!

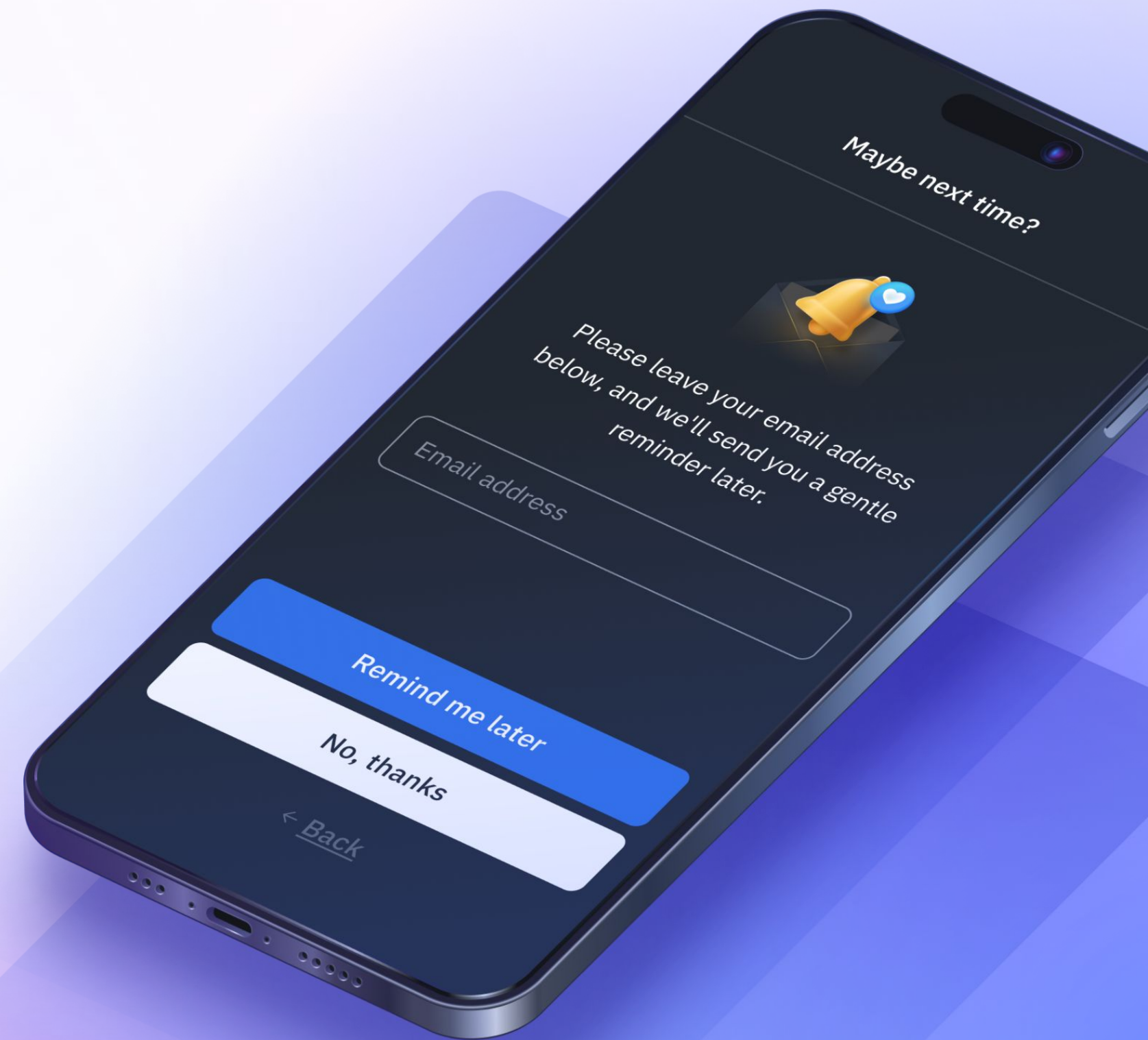
Our Abandoned Donations feature engages supporters who abandon their carts before completing their donation.

Prompting the visitor to provide their email address allows you to not only send a friendly reminder about the cart but also enroll them in future donor engagement campaigns.

[Learn more about our Abandoned Donations feature](#)

Transform your fundraising strategy

Book a Demo



Convert more donors

Don't risk downtime on your biggest day

The worst thing that could happen during Giving Tuesday and holiday giving drives is that you aren't able to process donations as they're coming in. With Fundraise Up we've got you covered.

- A robust and scalable infrastructure with 99.9% uptime
- A platform capable of processing and validating up to 200 real-time transactions per second.
- Throughout our history, we have not rejected a single donation due to server overload.

[Learn more](#)

✓	June 15, 2024, 11:24 AM	\$312.20	Mark Stefano
✓	June 15, 2024, 11:24 AM	\$500.55	Andy Williams
✓	June 15, 2024, 11:24 AM	\$120.10	Hiroki Sinclair
✓	June 15, 2024, 11:24 AM	\$75.30	Lornella Andrews
✓	June 15, 2024, 11:24 AM	\$830.25	Rodrigo Lorca
✓	June 15, 2024, 11:24 AM	\$350.10	Carson Sevian
✓	June 15, 2024, 11:24 AM	\$2,000.25	Tulsi Lattimer
✓	June 15, 2024, 11:24 AM	\$250.15	Brenda James
✓	June 15, 2024, 11:24 AM	\$50.10	Michael Thompson
✓	June 15, 2024, 11:24 AM	\$120.75	Caren Williams
✓	June 15, 2024, 11:24 AM	\$750.30	Todd Roberts

Optimize each donation

Maximize every contribution through smart donation strategies
and data-backed insights

Transform your fundraising strategy

[Book a Demo](#)

Optimize each donation

Personalize the donor experience with AI

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 determine whether asking the donor to **cover the transaction costs** or leaving it unclicked will result in higher conversion. On average, 87% of donors cover all transaction costs, including Fundraise Up and credit card fees.

[Learn more about AI-enabled fundraising](#)

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

AI Adaptive

Used suggested amount

57% 

Optimize each donation

Convert more supporters into recurring donors

Fundraise Up provides the tools your nonprofit needs to increase recurring donations for a steadier stream of revenue, including:

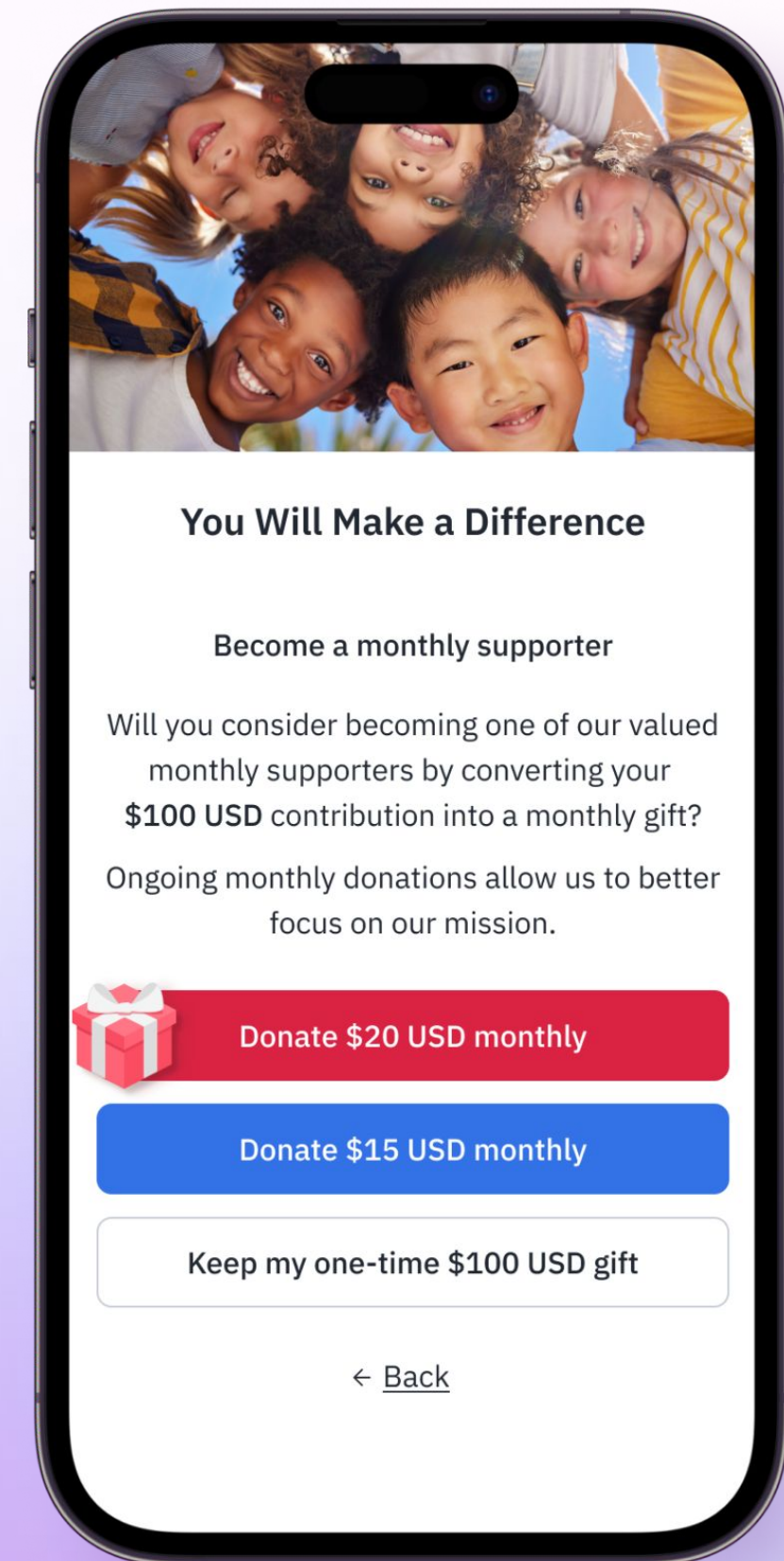
- AI-powered prompts that automatically encourage one-time donors to become monthly givers.
- Predictive AI personalization that encourages existing donors to increase their regular contribution to a custom amount.

[Learn more about securing recurring donations](#)



Understanding the impact

With Fundraise Up, [Animal Haven](#) automatically prompts supporters to upgrade to monthly giving at checkout, resulting in a **264% increase** in the number of recurring donors.



Optimize each donation

Keep costs low with transaction cost coverage

On average, 84% of donors cover all transaction costs including Fundraise Up and credit card fees.

AI will determine whether asking the donor to **cover the transaction costs** or leaving it unclicked will result in higher conversion.

This results in more donation revenue going directly to your cause.

Transform your fundraising strategy

Book a Demo



Millions

people around the world

Thousands of people can get the help they need to have immediate impact in the lives of

90% of your donation goes directly to aid



You donate

\$103.50 USD



Cover transaction costs ?

Donate with Apple Pay

Credit card

Bank transfer

Optimize each donation

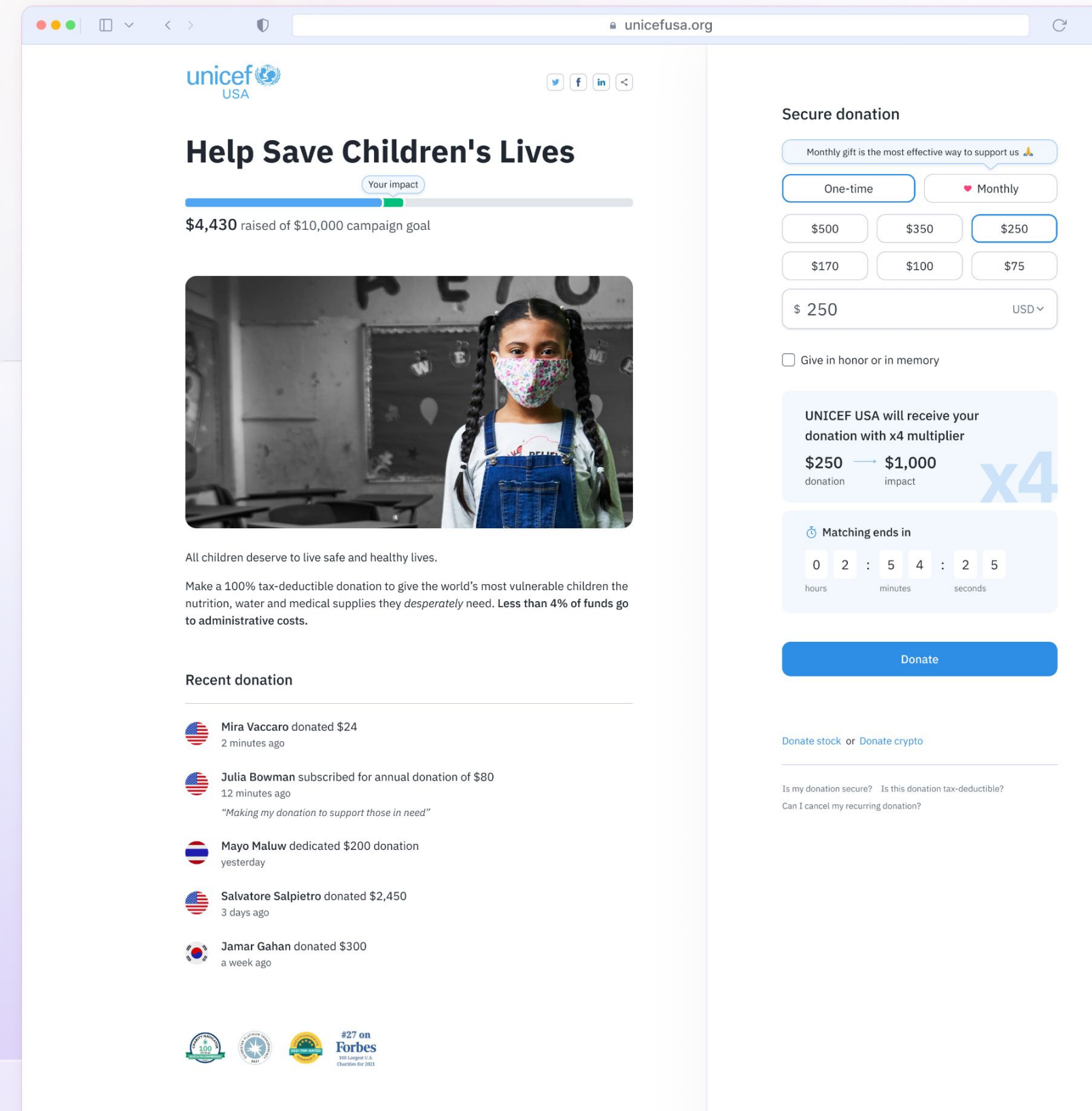
Amplify donations by offering Donation Matching

When a donation is matched, the total amount of money going to a cause is effectively **doubled or even tripled**.

This significantly boosts the impact of each individual donation.

With Fundraise Up there are two ways to offer donation matching:

- The **employer matching** feature enables supporters to input the name of their employer during the Checkout process to check whether they could be eligible for a corporate donation matching program. [Learn more](#)
- Campaign Pages give you the additional option to **run a matched campaign**: for example, if a third-party Sponsor agrees to match all donations made to a particular campaign within certain limits. [Learn more](#)



The screenshot shows the UNICEF USA website's donation interface. At the top, the UNICEF USA logo is visible. The main heading is "Help Save Children's Lives" with a progress bar indicating "\$4,430 raised of \$10,000 campaign goal". Below this is a photo of a young girl wearing a colorful patterned face mask and blue overalls. Text below the photo states: "All children deserve to live safe and healthy lives. Make a 100% tax-deductible donation to give the world's most vulnerable children the nutrition, water and medical supplies they desperately need. Less than 4% of funds go to administrative costs."

The "Secure donation" section on the right includes a "Monthly gift is the most effective way to support us" message, radio buttons for "One-time" and "Monthly" (selected), and a grid of donation amount buttons: \$500, \$350, \$250 (selected), \$170, \$100, and \$75. A custom amount field shows "\$ 250" and "USD". There is a checkbox for "Give in honor or in memory".

A highlighted box states: "UNICEF USA will receive your donation with x4 multiplier" showing "\$250 donation" leading to "\$1,000 impact" with a large "x4" multiplier. Below this is a "Matching ends in" timer showing 02:54:25 (hours, minutes, seconds).

A "Recent donation" list shows:

- Mira Vaccaro donated \$24 (2 minutes ago)
- Julia Bowman subscribed for annual donation of \$80 (12 minutes ago) with the note: "Making my donation to support those in need"
- Mayo Maluw dedicated \$200 donation yesterday
- Salvatore Salpietro donated \$2,450 (3 days ago)
- Jamar Gahan donated \$300 (a week ago)

At the bottom, there are logos for "100% tax deductible", "100% secure", and "#27 on Forbes 100 Largest U.S. Charities for 2021".

Grow and retain donors

Build lasting relationships that keep your supporters
coming back year after year

Transform your fundraising strategy

[Book a Demo](#)

Grow and retain donors

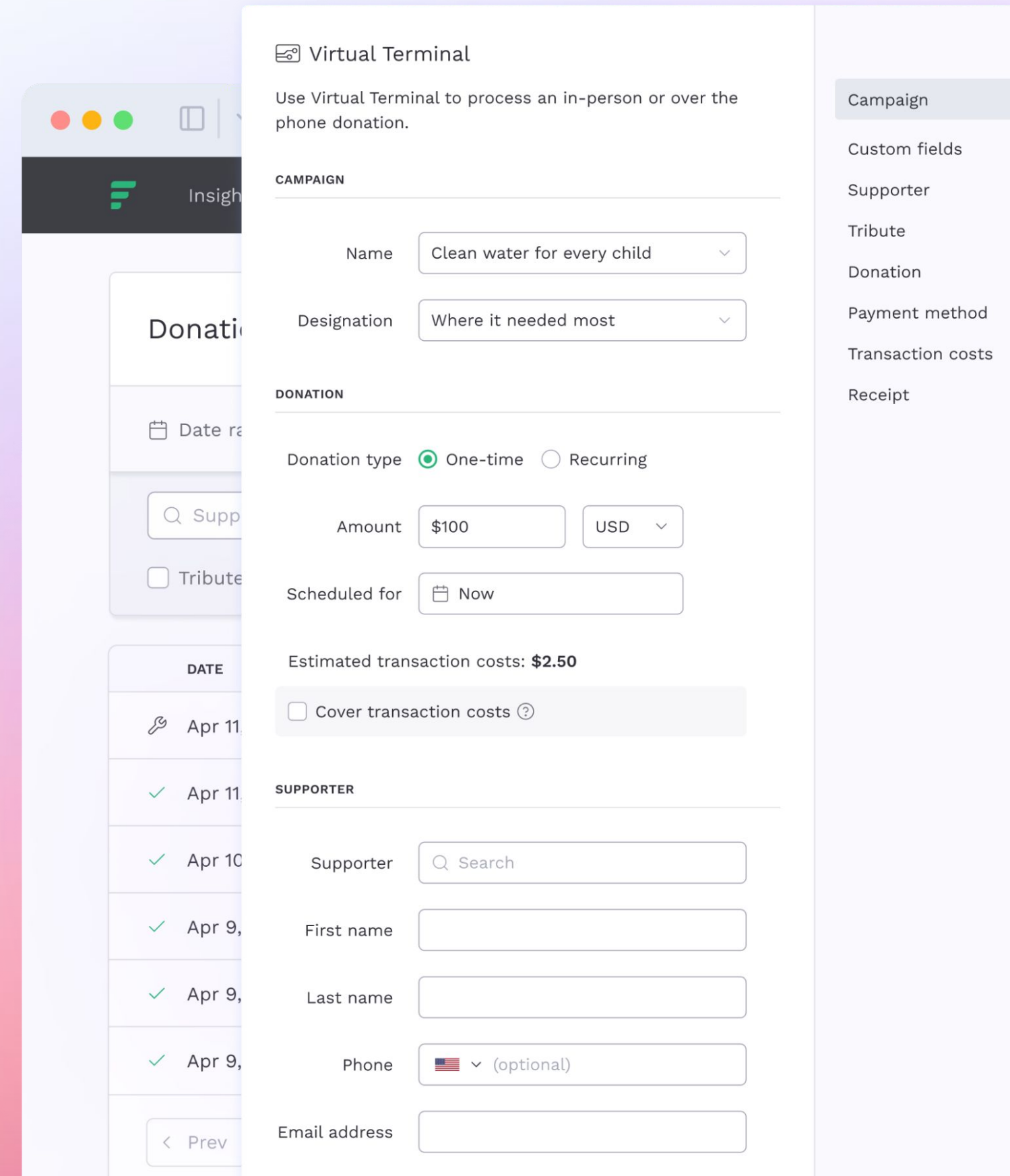
Process donations in person and over the phone

With Virtual Terminal, your team can easily process donations from your front office, at special events, or on the go.

Onboard and empower your call center staff with Virtual Terminal, the donation processing tool that's quick to learn, easy to use, and built to help you raise more.

Phase-out credit card numbers scribbled on sticky notes. Virtual Terminal is the fast and secure way for your organization to accept donations for callers.

[Learn more about Virtual Terminal](#)



The image shows a screenshot of the Virtual Terminal interface. On the left, there is a list of recent donations with columns for 'DATE' and 'STATUS'. The list includes entries for April 11, 10, 9, and 8, with checkmarks indicating successful transactions. Below the list is a 'Prev' button. The main part of the interface is a form titled 'Virtual Terminal' with the instruction: 'Use Virtual Terminal to process an in-person or over the phone donation.' The form is divided into 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', an 'Amount' field set to '\$100' and '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 set to USA and '(optional)' text), and 'Email address'. A sidebar on the right contains a list of categories: Campaign, Custom fields, Supporter, Tribute, Donation, Payment method, Transaction costs, and Receipt.

Virtual Terminal

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

CAMPAIGN

Name

Designation

DONATION

Donation type One-time Recurring

Amount

Scheduled for

Estimated transaction costs: **\$2.50**

Cover transaction costs ?

SUPPORTER

Supporter

First name

Last name

Phone

Email address

Campaign

Custom fields

Supporter

Tribute

Donation

Payment method

Transaction costs

Receipt

Grow and retain donors

Improve donor engagement with the Donor Portal

Our self-service dashboard improves the donor experience and reduces calls to your support center — leading to happier, more engaged donors with fewer cancellations.

Built-in tools empower donors to:

- pause their donation instead of canceling it
- access receipts
- change the payment method used
- update their donation

[Learn more about the Donor Portal](#)



Understanding the impact

14.9% of all donors log in to the Donor Portal

25% of recurring donors log in to the Donor Portal

27% of donors who were planning to cancel decided to keep their recurring plan instead.

The screenshot shows the donor portal for the Helping Hand Foundation. At the top, there is a navigation bar with the logo and the user's name, Ann Brown. Below this is a large hero image of a snowy mountain peak. A message reads "Thank you, Ann! You help us make the world better." The main content area is titled "RECURRING PLANS" and displays a table with the following information:

Donation Amount	Next Installment	Payment Method
\$ 100.00	Apr 16, 2023	MasterCard •••• 4444

Below the table is a "SHOW OUTDATED" button. The bottom section is titled "DONATION HISTORY" and contains a table with the following data:

Date	Amount	Payment Method	Action
✓ Mar 16, 2023 5:20 AM	\$100.00	MasterCard •••• 4444	Download receipt
✓ Feb 16, 2023 5:20 AM	\$100.00	MasterCard •••• 4444	Download receipt
✓ Jan 16, 2023 6:20 AM	\$100.00	MasterCard •••• 4444	Download receipt
✓ Dec 16, 2022 6:20 AM	\$100.00	MasterCard •••• 4444	Download receipt
✓ Nov 16, 2022 5:00 AM	\$100.00	MasterCard •••• 4444	Download receipt
✓ Oct 16, 2022 5:40 AM	\$100.00	MasterCard •••• 4444	Download receipt

Grow and retain donors

Increase gift size with Upgrade links

Upgrade Links are a powerful tool designed to make it incredibly easy for donors to increase their recurring gifts or opt to cover transaction fees with just one click.

- Integrate [Upgrade Links](#) seamlessly into your current communication.
- Encourage donors to consider raising their recurring gifts, resulting in long-term impact.
- We tailor the suggestions to an amount most likely to lead to your donor increasing their support.



Understanding the impact

This innovative approach can result in a **66-100%** rise in average recurring donation amounts post upgrade!

The screenshot shows a web browser window at donor.ropsi.org. The page features the Relief Operations International logo and a heading: "Boost your impact by increasing your donations". Below this, it prompts the user to "Increase your current \$50 USD/mo donation by:". There are four upgrade options in rounded rectangular boxes: "+ \$5" (Future donations will be \$56.93 USD/mo), "+\$10" (Future donations will be \$61.93 USD/mo), "+\$15" (Future donations will be \$66.93 USD/mo), and "Other" (partially visible). A checkbox labeled "Cover transaction costs" is checked, with a help icon. Below the checkbox, it says "If you cover transaction costs, we'll receive 100% of your gift" with a red heart icon. At the bottom, there are two buttons: "Confirm" (blue) and "No thanks" (white).

A best-in-class experience

Transform your fundraising strategy

[Book a Demo](#)

Best-in-class experience

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 Level 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 about Fundraise Up's security and compliance](#)



Best-in-class experience

Sync data to any app with integrations

Push more than **100+** fundraising and marketing data **points** in real time to the apps in your tech stack.

Fundraise Up CRM integrations are native, API-based integrations that programmatically sync data to your CRM in **real time**.

New: Empower your fundraising with Fundraise Up's latest advancement: [full integration](#) with both the Nonprofit Success Pack (NPSP) and the newly launched Nonprofit Cloud integration by **Salesforce**.

[Learn more about Fundraise Up's integrations](#)



Best-in-class experience

Receive white-glove support

No matter where in the world you work or when, we have people to help you. Troubleshoot, problem-solve, and keep things running smoothly with **24/7 support** that you don't have to pay for.

Learn more about Fundraise Up [support](#) and [pricing](#)

~2000

requests processing monthly

32m 38s

median first response time

94.8%

CSAT

Love is... 

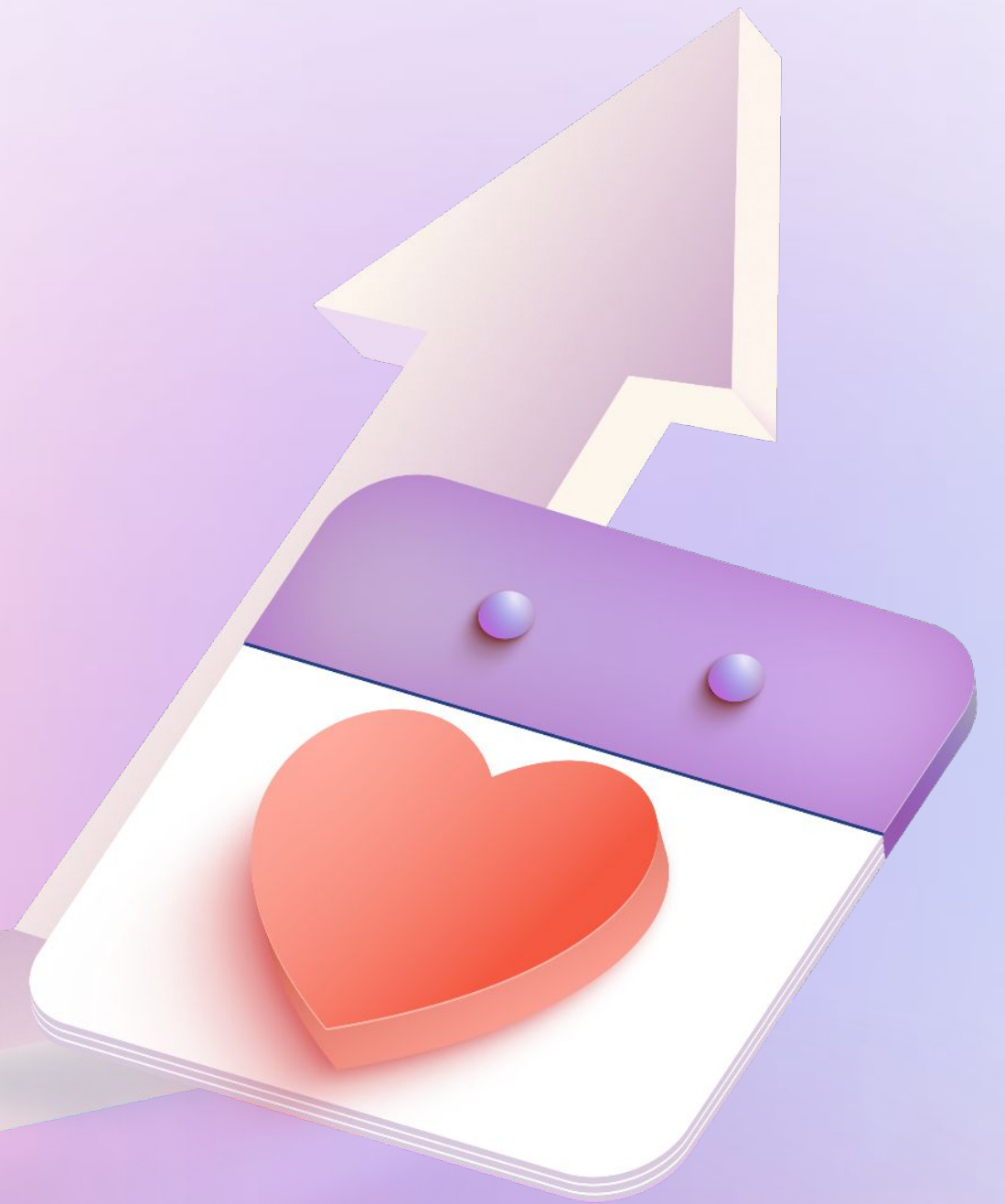


Let's optimize your donation revenue

As the giving season approaches, your nonprofit has the unique opportunity to maximize its impact and reach or exceed its fundraising goals.

Each Fundraise Up feature discussed in this guide is designed to help your nonprofit create an exceptional giving experience that encourages more — and more frequent — donations.

This giving season, set your organization up for success by making it easier for people to support and stay connected with your mission, Turning this season of generosity into long-term growth for your cause.



Be inspired

Discover how other nonprofit organizations use Fundraise Up to maximize donation revenue during the giving season.

Transform your fundraising strategy

[Book a Demo](#)

Be inspired

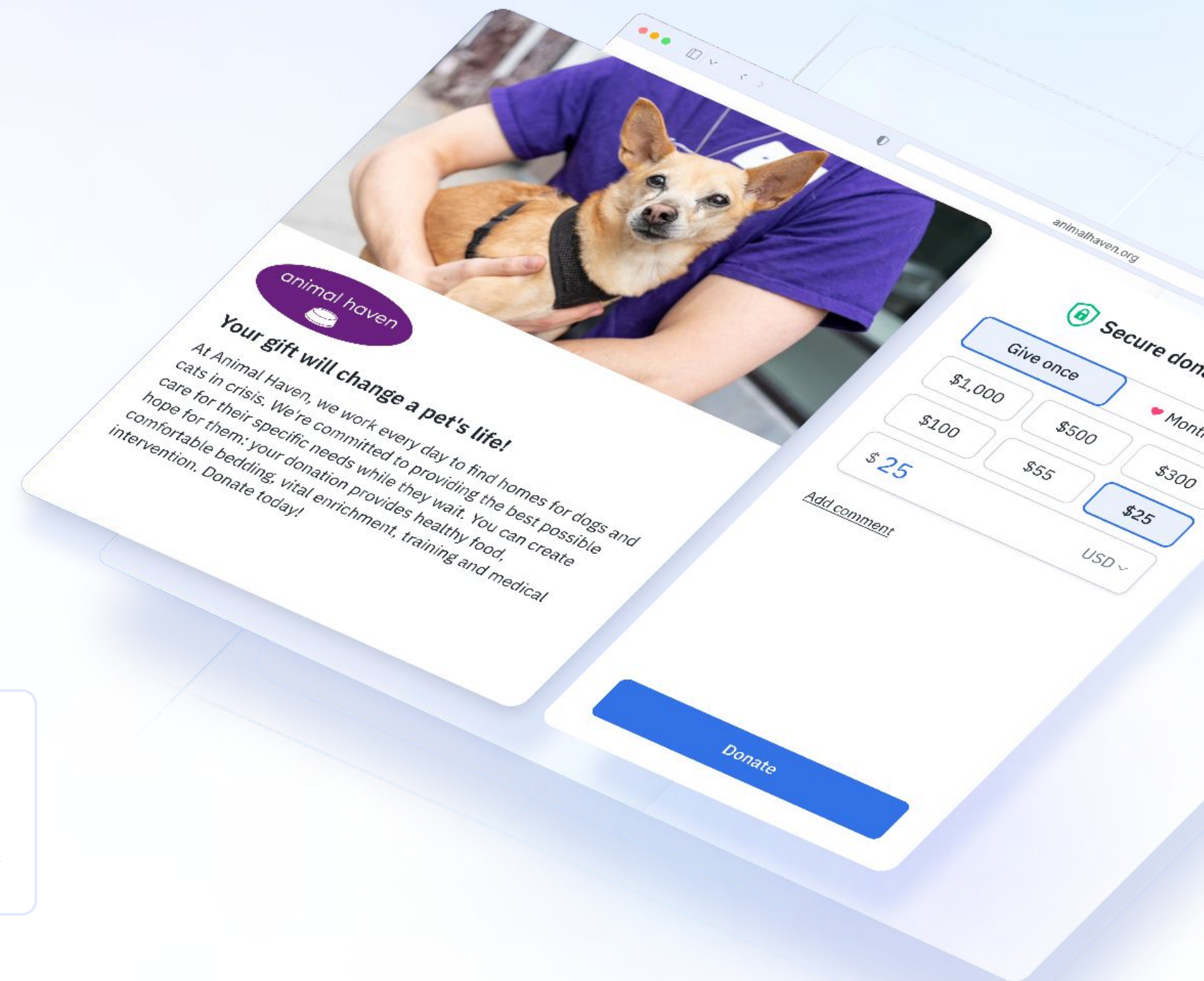
Grow revenue on Giving Tuesday like Animal Haven did



Animal Haven launched Fundraise Up on its website just ahead of Giving Tuesday in 2019. Thanks to a fast, smooth onboarding process that it didn't have to pay for, Animal Haven launched its campaign on time and without headache.

Animal Haven saw immediate upticks in fundraising performance that brought in more donors and greater revenue. Years later, the wins continue for Animal Haven, as it is now sees **Giving Tuesday revenue grow by 50% every year.**

[See Animal Haven full case study here](#)



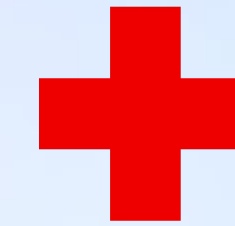
40%
more revenue from
online donations

305%
lift in recurring
giving value

264%
lift in the number
of recurring donors

Be inspired

See how the Canadian Red Cross raised \$7M in a historic holiday campaign



Canadian Red Cross

The CRC team flipped the go-live switch on the new system just a few weeks before the launch of the Canadian Red Cross's largest campaign of the year.

It was a spectacular success out of the gate. The team smashed its previous year's campaign fundraising total of \$3.8M, raising close to \$7M; with the revenue all flowing through Fundraise Up.

[See Canadian Red Cross' full case study](#)

84%

increase in holiday fundraising revenue

65%

increase in revenue

10%

increase in average gift size



Be inspired

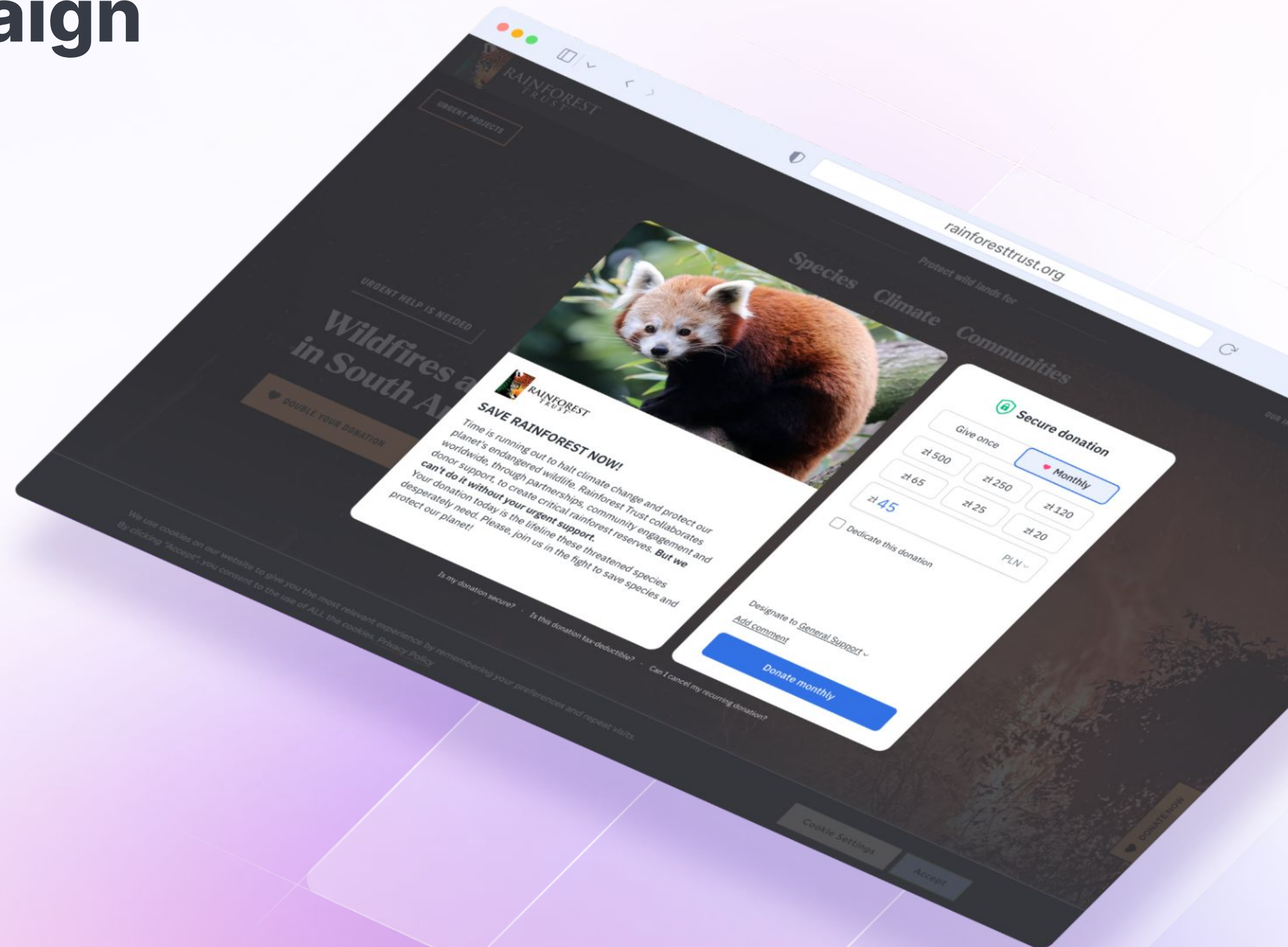
Increase donations with a matching gift campaign like Rainforest Trust

To further incentivize donors to make a donation on GivingTuesday, [Rainforest Trust](https://www.rainforesttrust.org) is running a matching-gift campaign.

The organization features the campaign front and center on its website and in donation checkout, ensuring that donors don't miss out on this opportunity to make 3x the impact.



RAINFOREST
TRUST®



Be inspired

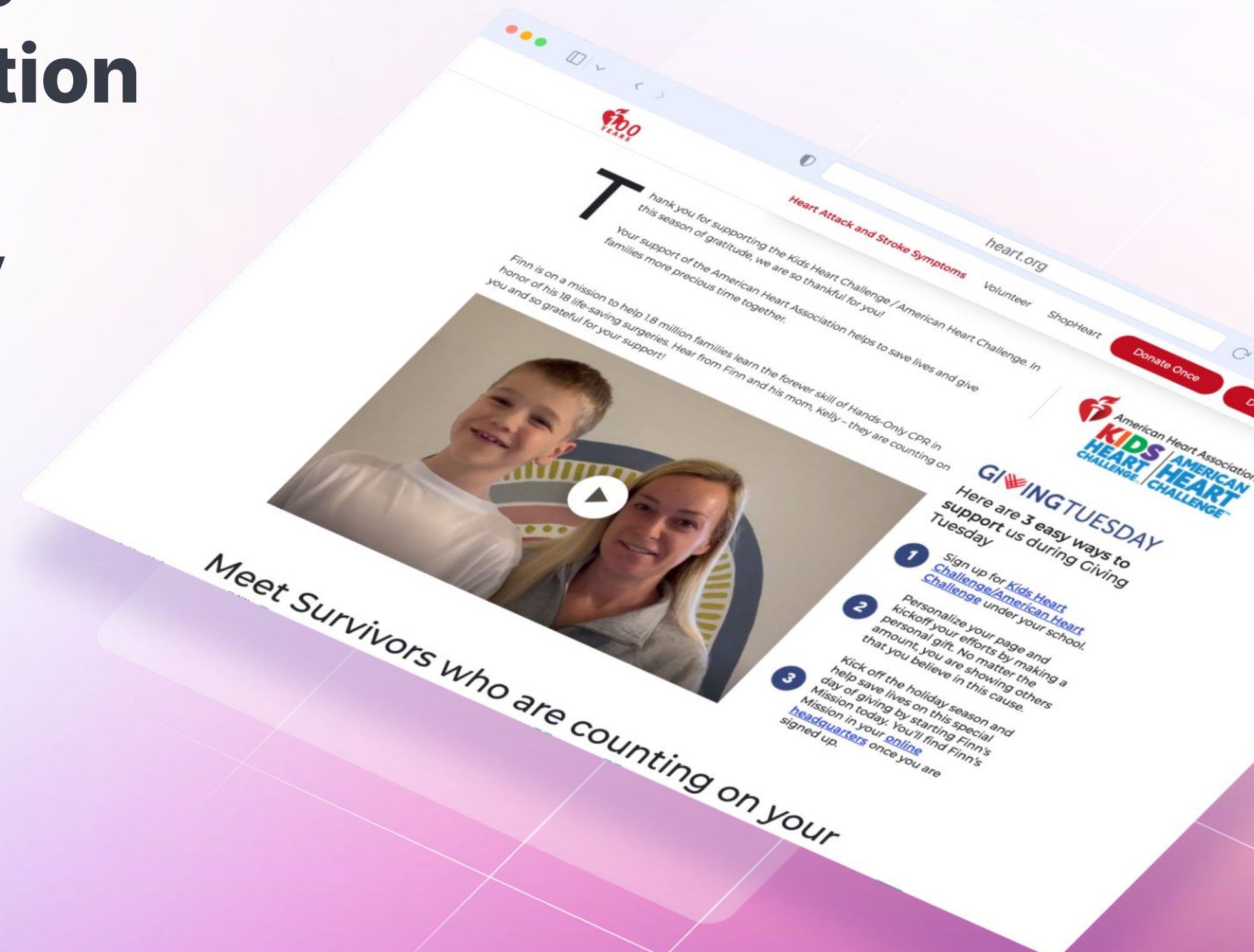
Motivate donors with multiple ways to give like American Heart Association

Engage new supporters on Giving Tuesday and during the year-end season by **directly telling people how they can help.**

On its website, [American Heart Association](https://www.heart.org) provides three ways for website visitors to offer their support. It even includes stories of the survivors to **further encourage supporters to take action.**



American Heart Association®

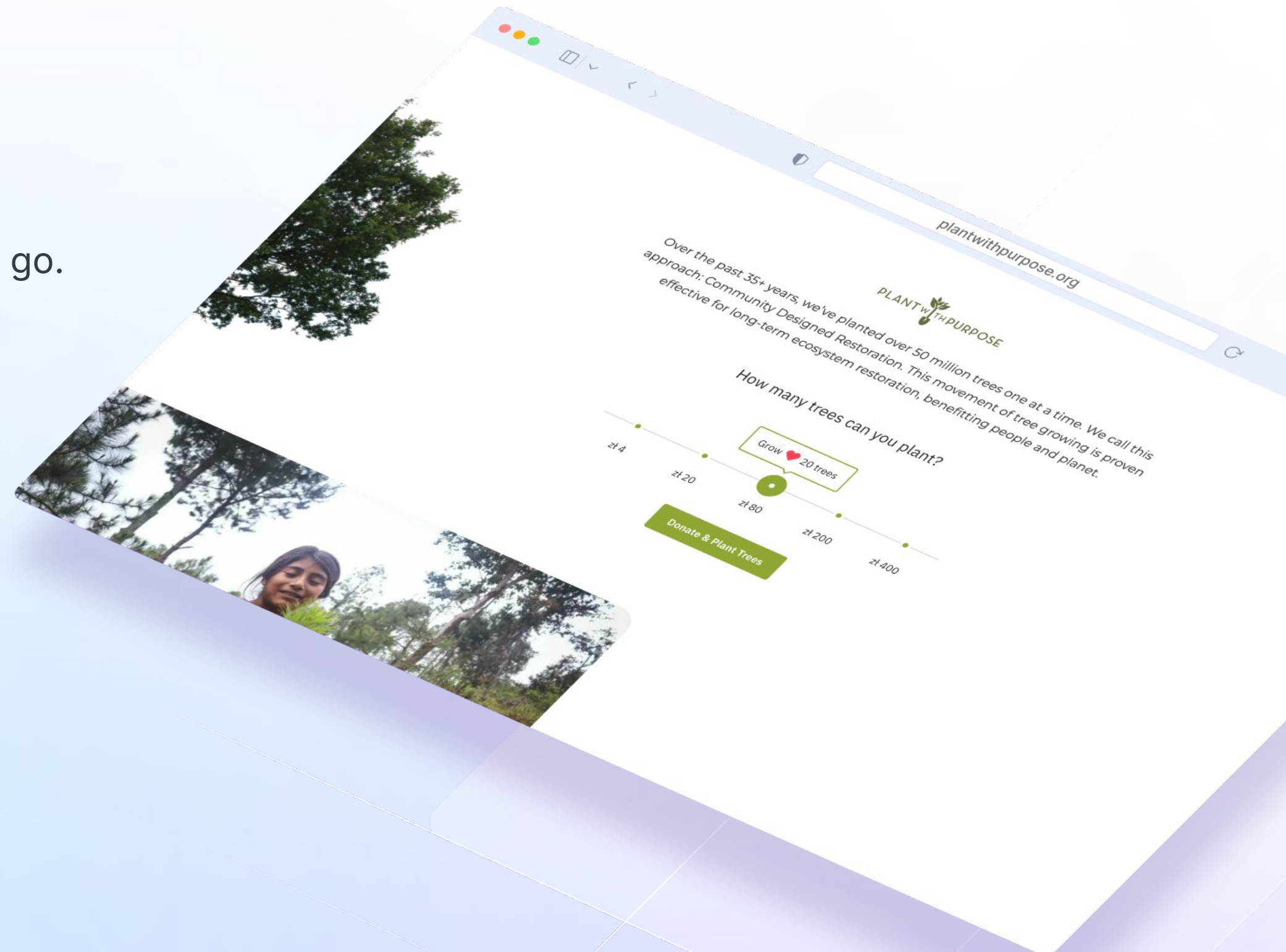


Be inspired

Demonstrate the impact of a donation like Plant With Purpose

Another way to personalize the donor experience on GivingTuesday? Showing donors how far their gift will go.

[Plant With Purpose](#) adds Fundraise Up's interactive Impact Slider to its Giving Tuesday landing page. This helps donors understand how many trees they can grow with a single donation.



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.



[Omatic](#)

Omatic seamlessly integrates Fundraise Up with your CRM, automating data entry and offloading tasks. Omatic centralizes supporter data, improves data quality, and frees up time, driving mission impact.



[Double the Donation](#)

Double the Donation helps nonprofits and educational institutions increase fundraising from corporate matching gifts and employee volunteer incentives year-round.



[Virtuous](#)

Virtuous believes in responsive fundraising to transform donor engagement and maximize revenue. With persona-based automations and personalized impact stories, nonprofits can drive greater generosity.



[Dataro](#)

Discover how predictive AI can help convert one-time donors into long-term supporters and other actionable strategies for maximizing success on GivingTuesday.