Fundraise Up

Digital Donation Optimization Guide

Learn how to maximize online donation revenue with this multistep plan

Let's optimize your donation revenue

One of the key advantages of digital fundraising is its agility.

Unlike federal grants, which can be subject to political whims and bureaucratic delays, online donations can be solicited and received quickly.

This flexibility is crucial in times of crisis, allowing nonprofits to respond rapidly to changing circumstances.

The recent stories from organizations like UNICEF USA and Feed The Children demonstrate this incredible potential.
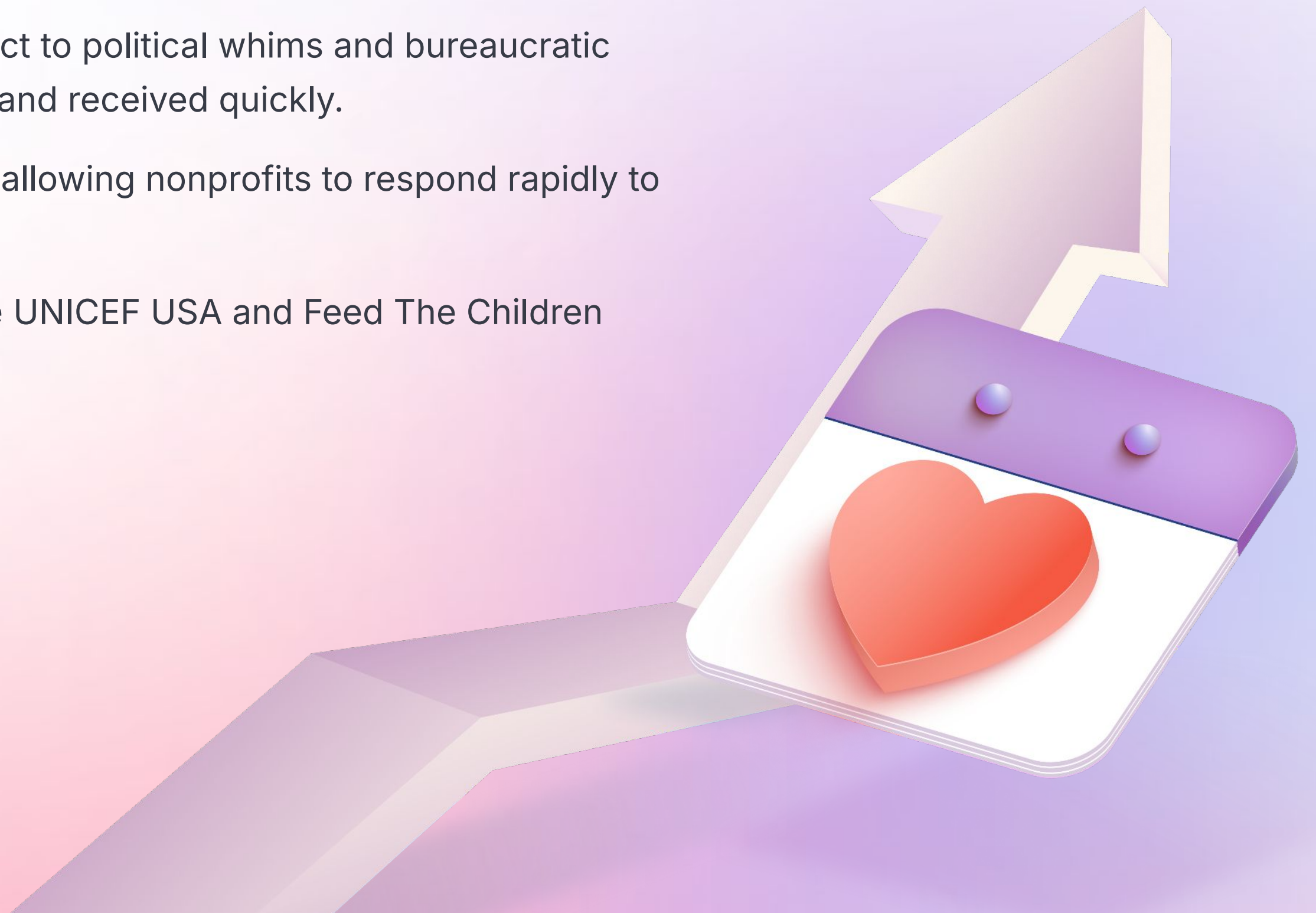
Create the biggest impact for your mission

Optimize every step when transforming web visitors into donors

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.

Capture the attention of donors

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

Transform your fundraising strategy

Book a Demo

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](#)

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
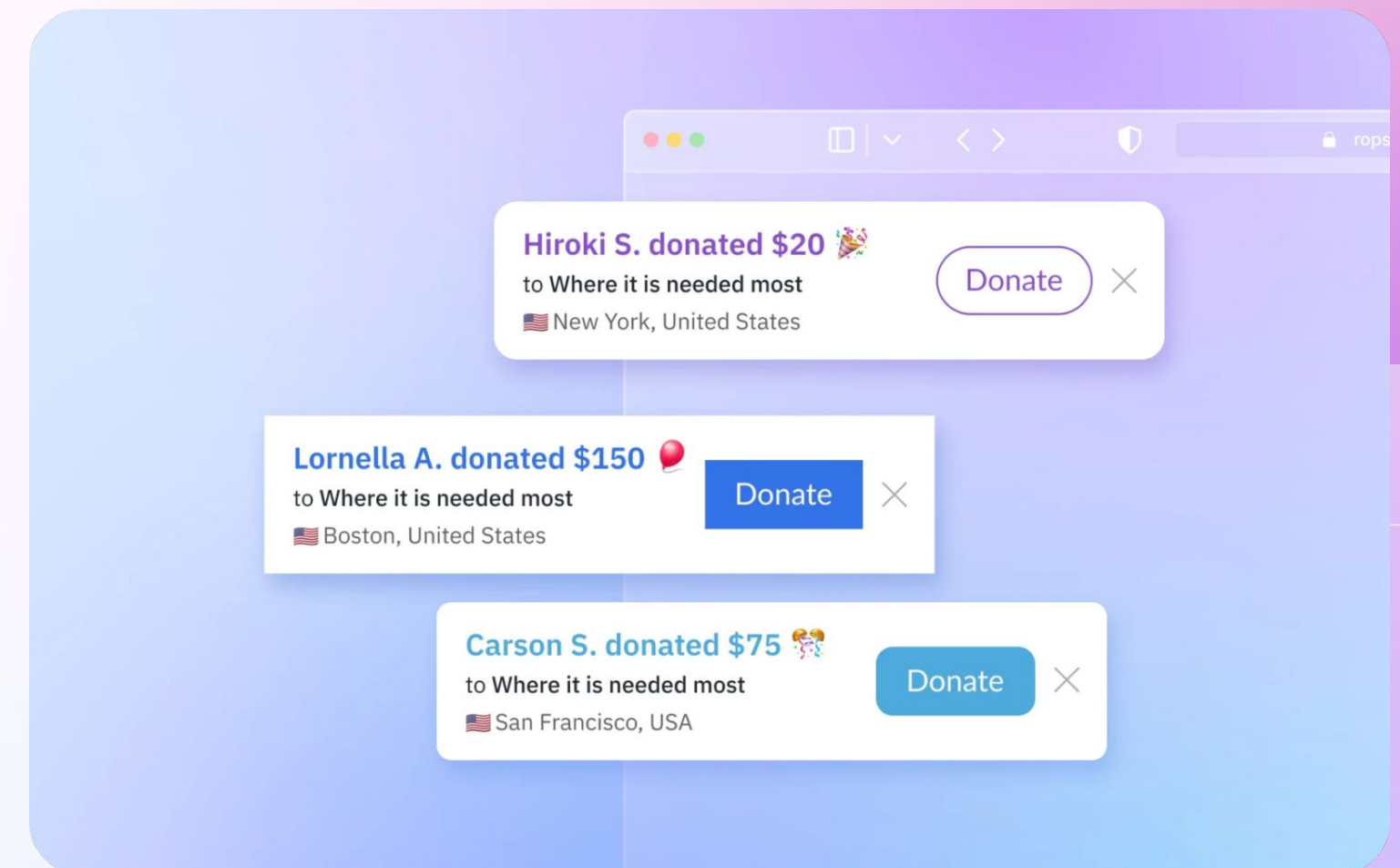
Show donors their support matters

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 $700

14 days

Donate Now

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](#)
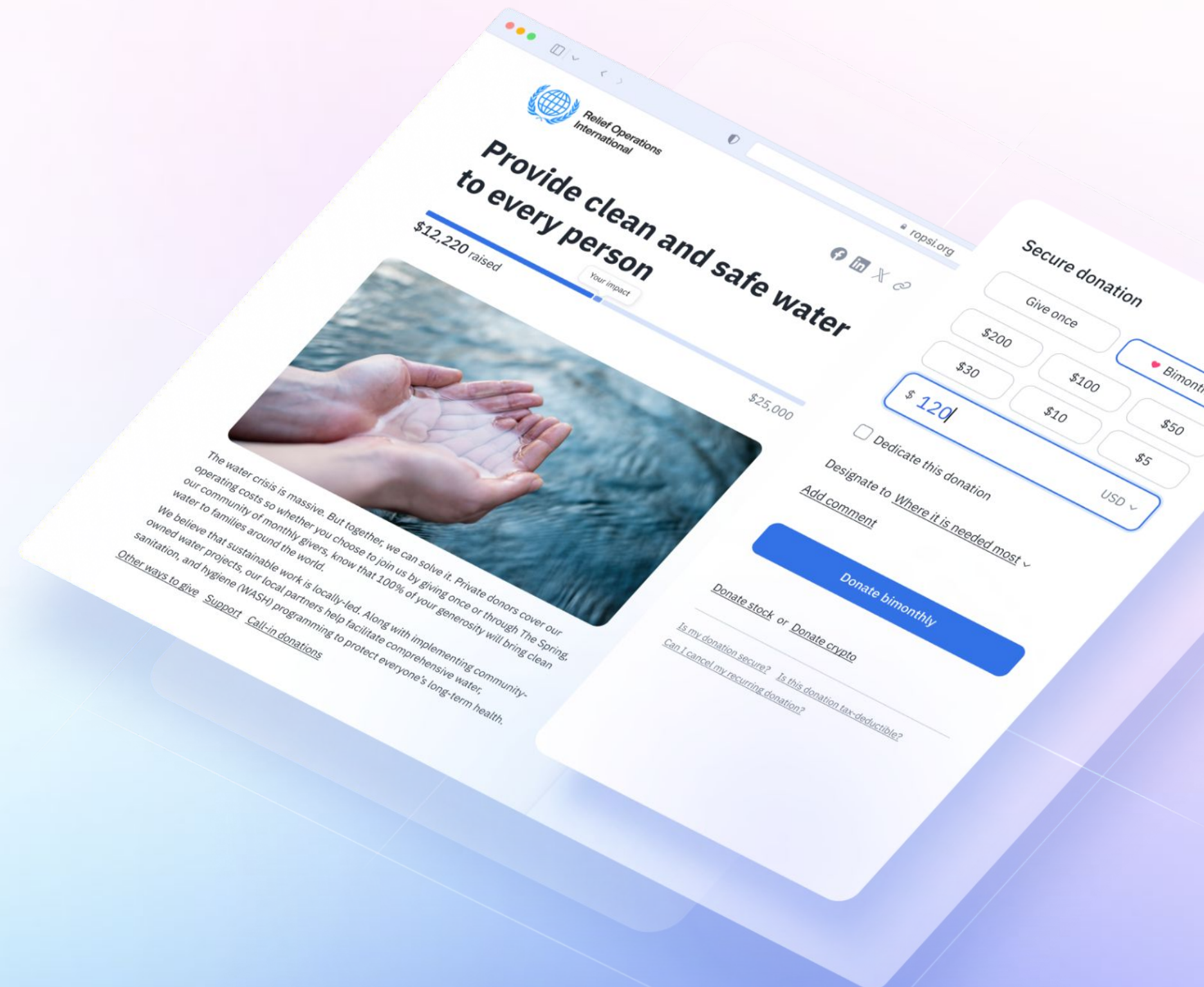
Capture the attention of donors

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

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

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 🛡️

شهريا	أعط مرة واحدة ❤️

200	100	50
30	20	10

⌄ AED	**100** $

☐ أعط تكريما أو في الذاكرة

عين إلى حيث تشتد الحاجة إليها

أضف تعليق

يتبرع

تبرع بالعملات الشفرة • تبرع بالأسهم

أموالك إلى العمل لمساعدة 1 من كل 5 أطفالراقًا يعانون
العقلية والتعلم.

طف ، أكثر إشراقًا. كل دولار تقدمه سيحدث تغييرًا

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.

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

🌐 Relief Operations International

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.

Add comment

Donate monthly

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

Maybe next time?

Please leave your email address below, and we'll send you a gentle reminder later.

Email address

Remind me later

No, thanks
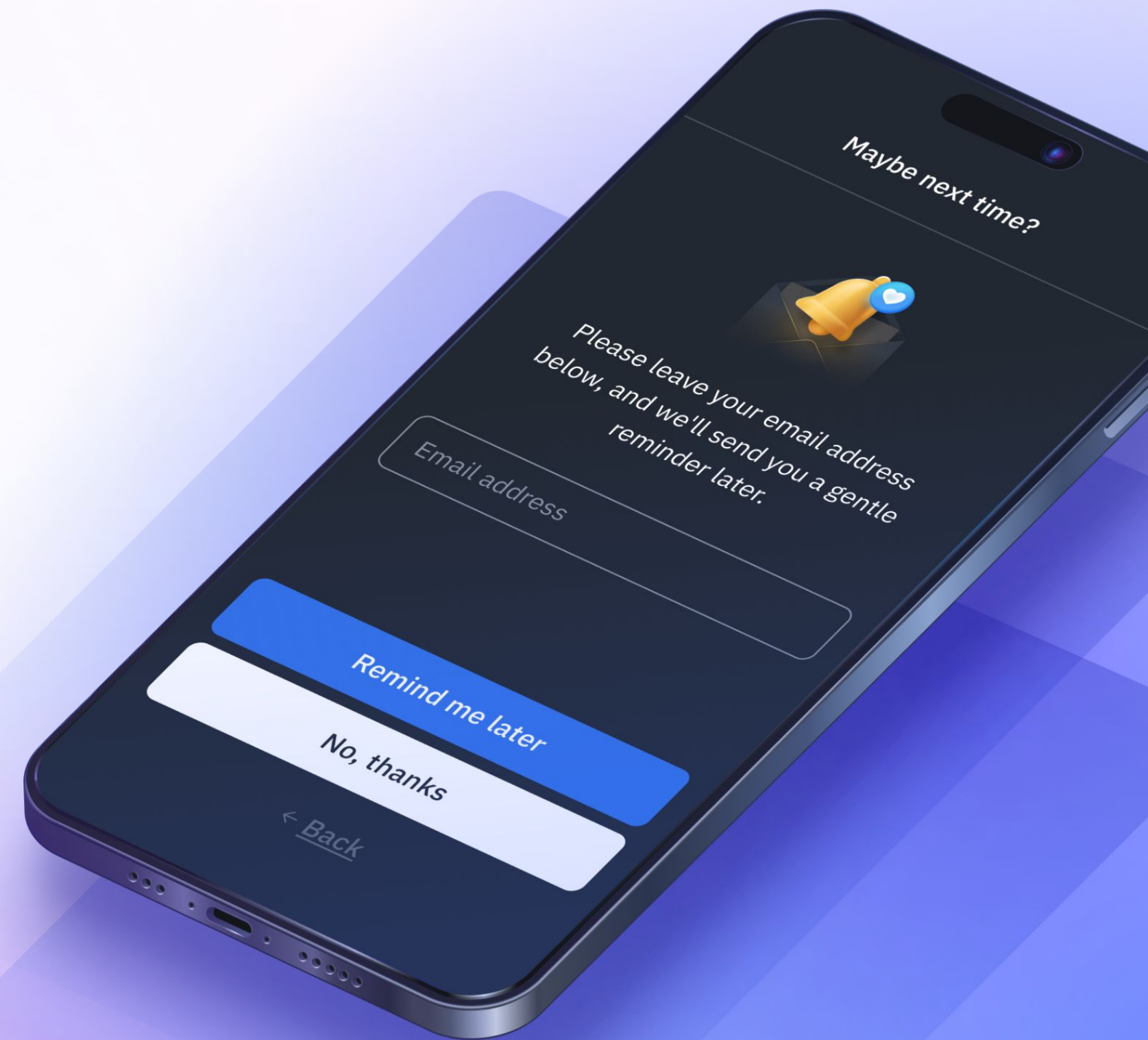
← Back

Optimize each donation

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

Transform your fundraising strategy

Book a Demo

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 ⓘ   Covered costs   **AI** Adaptive

59,597 ⓘ   Used suggested amount   57% ⓘ

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 givingat checkout, resulting in a **264% increase** in the number of recurring donors.

You Will Make a Difference

Become a monthly supporter

Will you consider becoming one of our valued monthly supporters by converting your $100 USD contribution into a monthly gift? Ongoing monthly donations allow us to better focus on our mission.

🎁 Donate $20 USD monthly

Donate $15 USD monthly

Keep my one-time $100 USD gift

← Back
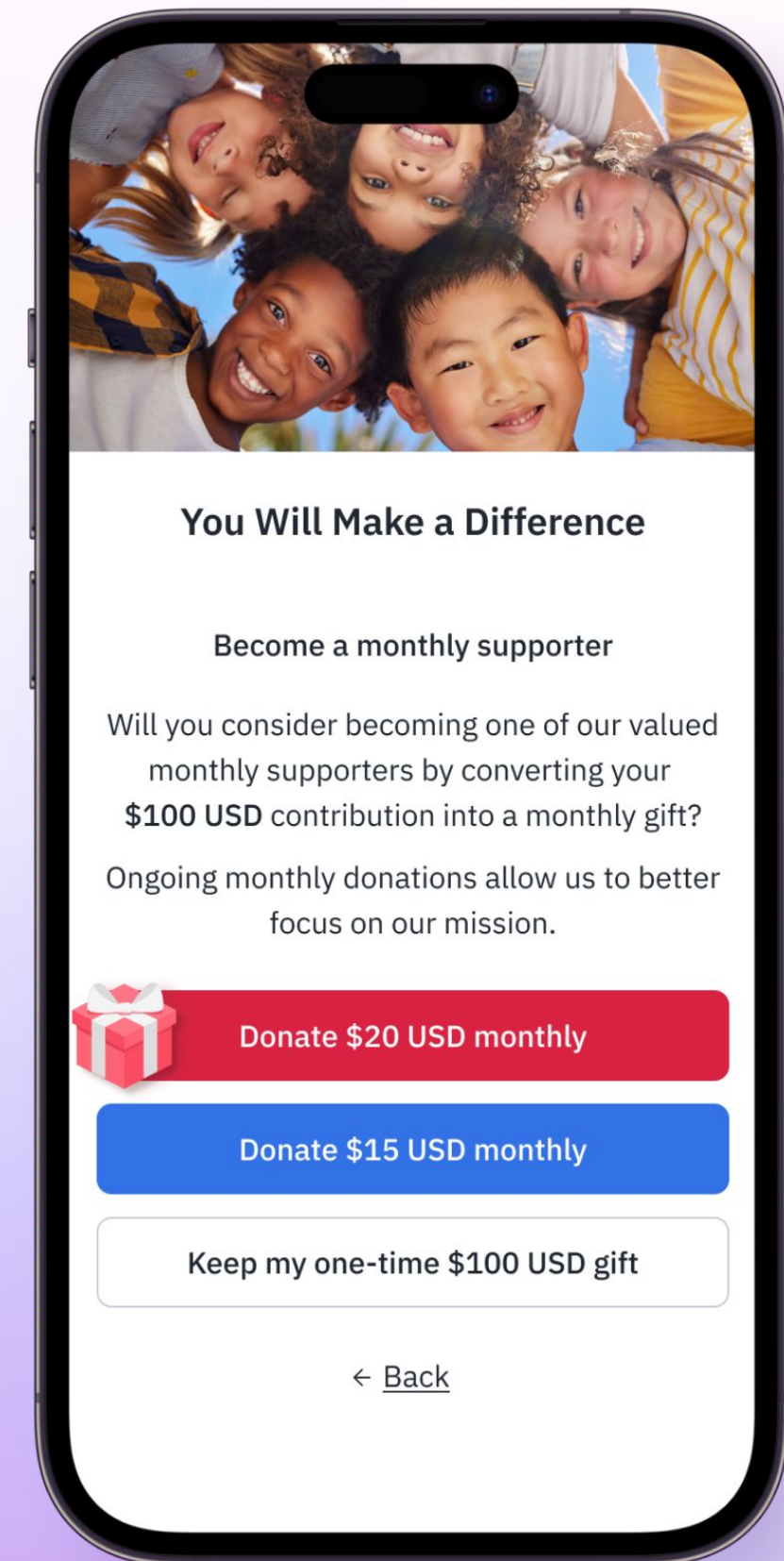
Keep costs low with transaction cost coverage

On average, 87% 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

You donate

$103.50 USD

☑ Cover transaction costs ?

people around the world

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

% of your donation goes directly to aid

Donate with Pay

▭ Credit card

Bank transfer

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

unicefusa.org

unicef
USA

Help Save Children's Lives

Your impact

$4,430 raised of $10,000 campaign goal

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.**

Recent donation

Mira Vaccaro donated $24
2 minutes ago

Julia Bowman subscribed for annual donation of $80
12 minutes ago
"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

#27 on
Forbes

Secure donation

Monthly gift is the most effective way to support us 🙏

| One-time | ♥ Monthly |

| $500 | $350 | $250 |
| $170 | $100 | $75 |

$ 250   USD

☐ Give in honor or in memory

UNICEF USA will receive your donation with x4 multiplier
$250 → $1,000
donation   impact   x4

⏱ Matching ends in
0   2 : 5 4 : 2 5
hours   minutes   seconds

Donate

Donate stock or Donate crypto

Is my donation secure?   Is this donation tax-deductible?
Can I cancel my recurring donation?

Grow and retain donors

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

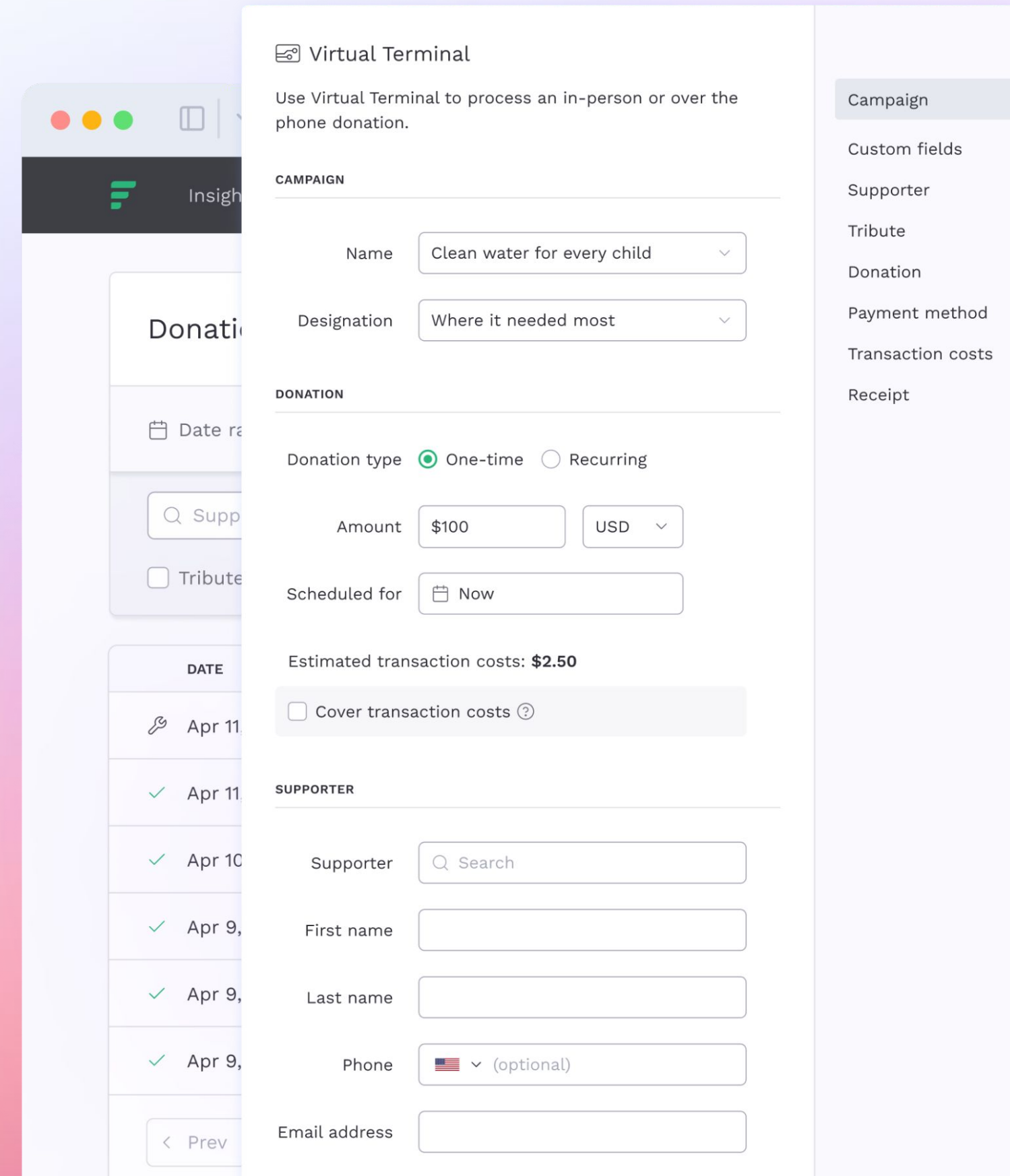Transform your fundraising strategy

Book a Demo

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](#)

Insigh

Donatic

Date ra

Supp

Tribute

DATE

Apr 11

Apr 11

Apr 10

Apr 9,

Apr 9,

Apr 9,

Prev

🖼 **Virtual Terminal**

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

CAMPAIGN

Name — Clean water for every child

Designation — Where it needed most

DONATION

Donation type — ⦿ One-time ◯ Recurring

Amount — $100 — USD

Scheduled for — 📅 Now

Estimated transaction costs: **$2.50**

☐ Cover transaction costs ⓘ

SUPPORTER

Supporter — 🔍 Search

First name

Last name

Phone — 🇺🇸 ⌄ (optional)

Email address

Campaign

Custom fields

Supporter

Tribute

Donation

Payment method

Transaction costs

Receipt

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

- change the payment method used

- access receipts

- 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 insteads.

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donor.helping-hand.org

HELPING HAND FOUNDATION

👤 Ann Brown ⌄

Thank you, Ann!
You help us make the world better.

RECURRING PLANS

Donation Amount	Next Installment	Payment Method
$ 100.00	Apr 16, 2023	·····4444

SHOW OUTDATED

DONATION HISTORY

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

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!

🔒 donor.ropsi.org

Relief Operations International

Boost your impact by increasing your donations

Increase your current **$50 USD/mo** donation by:

+ $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

Ot
Cho
incr

⭐ ☑ Cover transaction costs ⓘ
If you cover transaction costs, we'll receive 100% of your gift ❤️

Confirm   No thanks

Be inspired

Discover how other nonprofit organizations use Fundraise Up to maximize donation revenue.

Transform your fundraising strategy

Book a Demo

Demonstrate the impact of a donation like Plant With Purpose

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

[Plant With Purpose](#) adds Fundraise Up's interactive Impact Slider to its landing page.
This helps donors understand how many trees they can grow with a single donation.
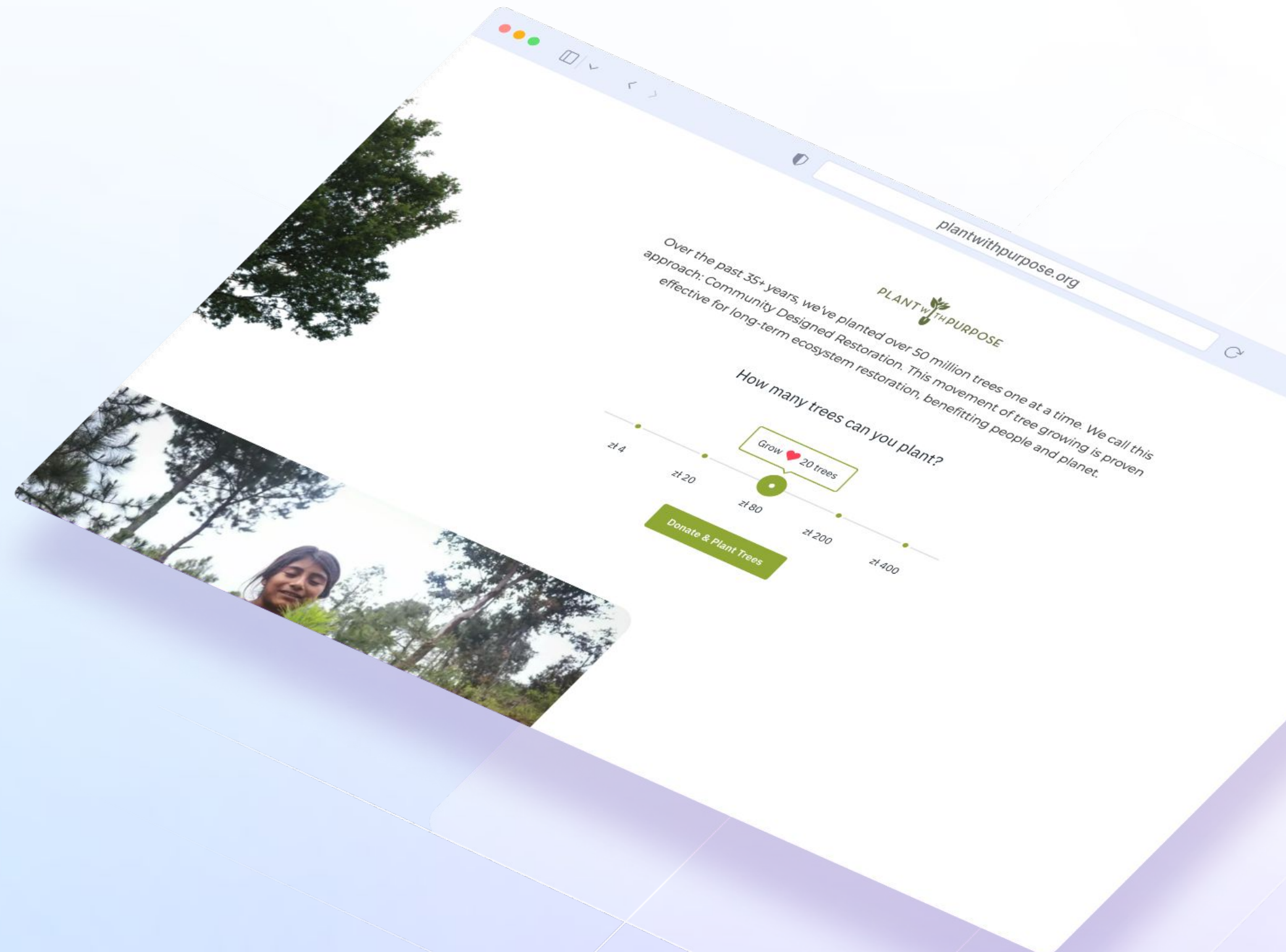
See how the Canadian Red Cross raised $7M in a historic holiday campaign

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

Increase donations with a matching gift campaign like Rainforest Trust

To further incentivize donors to make a donation, Rainforest Trust 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.
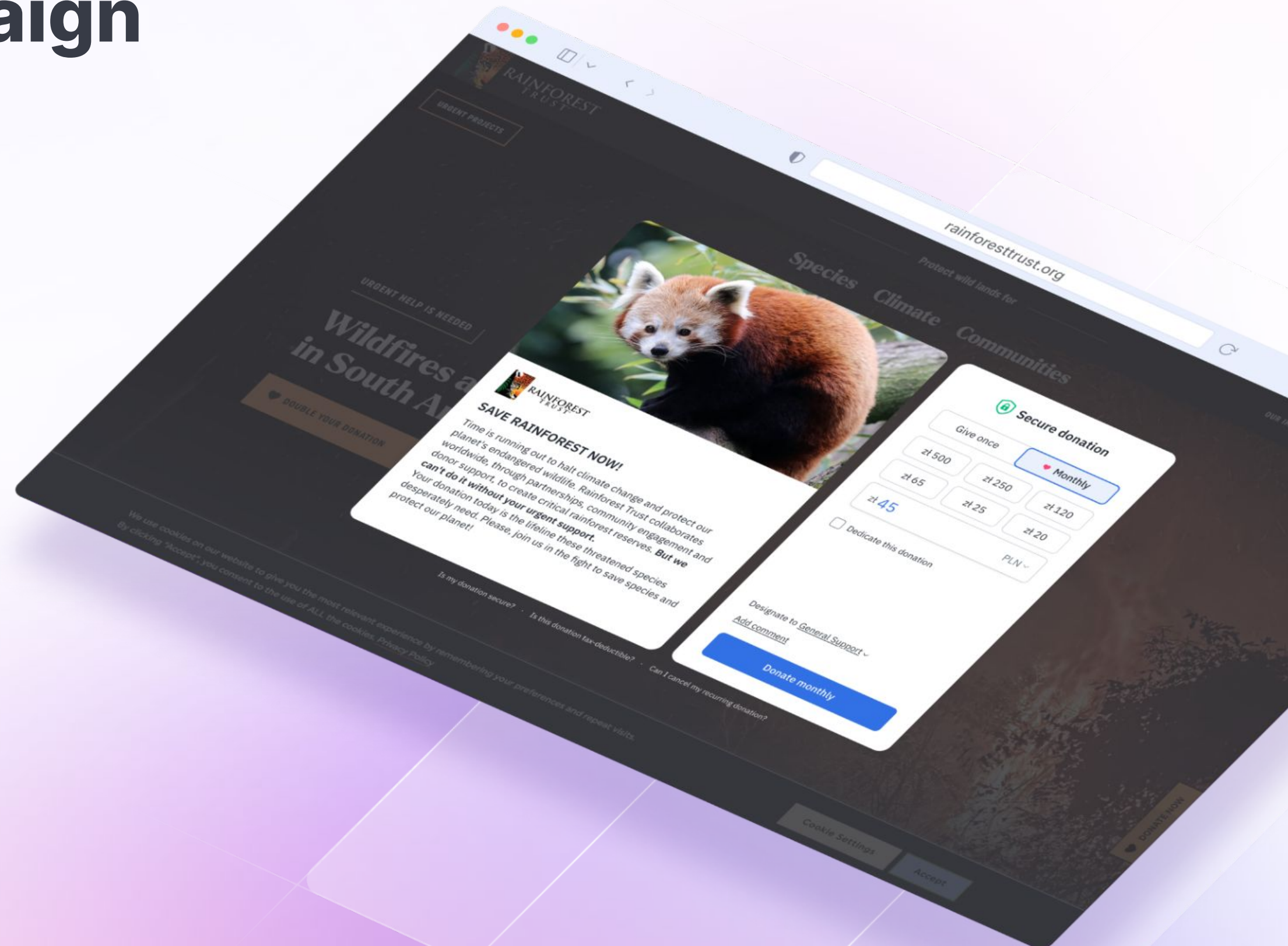
Grow revenue like Animal Haven did

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
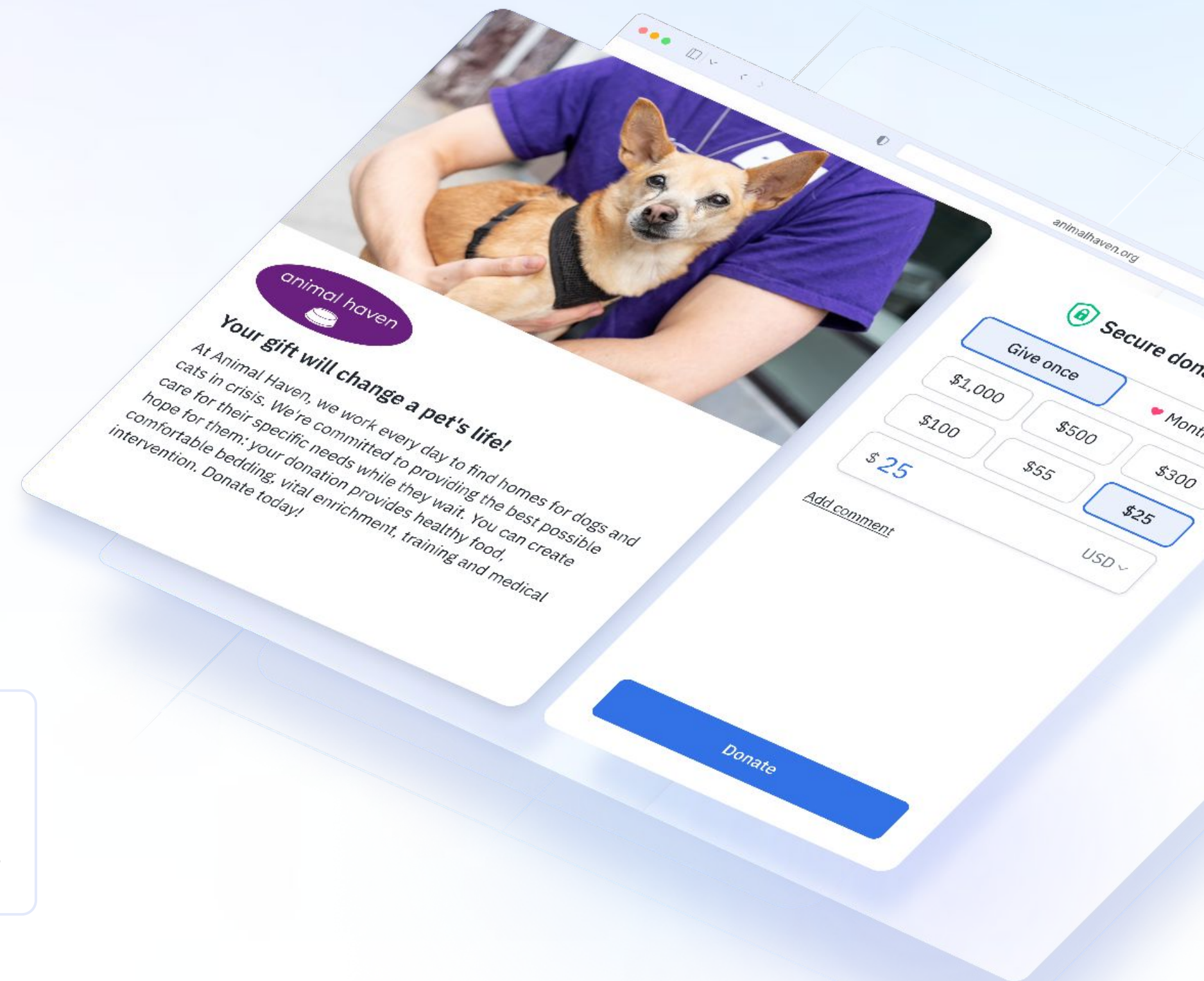
40%	**305%**	**264%**
more revenue from online donations	lift in recurring giving value	lift in the number of recurring donors

Motivate donors with multiple ways to give like American Heart Association

Engage new supporters by **directly telling people how they can help**.

On its website, American Heart Association 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®

Heart Attack and Stroke Symptoms   heart.org   Volunteer   ShopHeart

Donate Once

T thank you for supporting the Kids Heart Challenge / American Heart Association. In this season of gratitude, we are so thankful for you!

Your support of the American Heart Association helps to save lives and give families more precious time together.

Finn is on a mission to help 18 million families learn the forever skill of Hands-Only CPR in honor of his 18 life-saving surgeries. Hear from Finn and his mom, Kelly – they are counting on you and so grateful for your support!

KIDS HEART CHALLENGE | AMERICAN HEART CHALLENGE

GIVINGTUESDAY

Here are 3 easy ways to support us during Giving Tuesday

1 Sign up for Kids Heart Challenge/American Heart Challenge under your school.

2 Personalize your page and kickoff your efforts by making a personal gift. No matter the amount, you are showing others that you believe in this cause.

3 Kick off the holiday season and help save lives on this special day of giving by starting Finn's Mission today. You'll find Finn's Mission in your online headquarters once you are signed up.

Meet Survivors who are counting on your

A best-in-class experience

Transform your fundraising strategy

Book a Demo

Don't risk downtime on your biggest day

The worst thing that could happen 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 Lorka
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

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 DSS Level 1 4.0 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 with this security checklist

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

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	32m 38s	94.8%
requests processing monthly	median first response time	CSAT

Love is... 🫶

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.