

RAMADAN GIVING

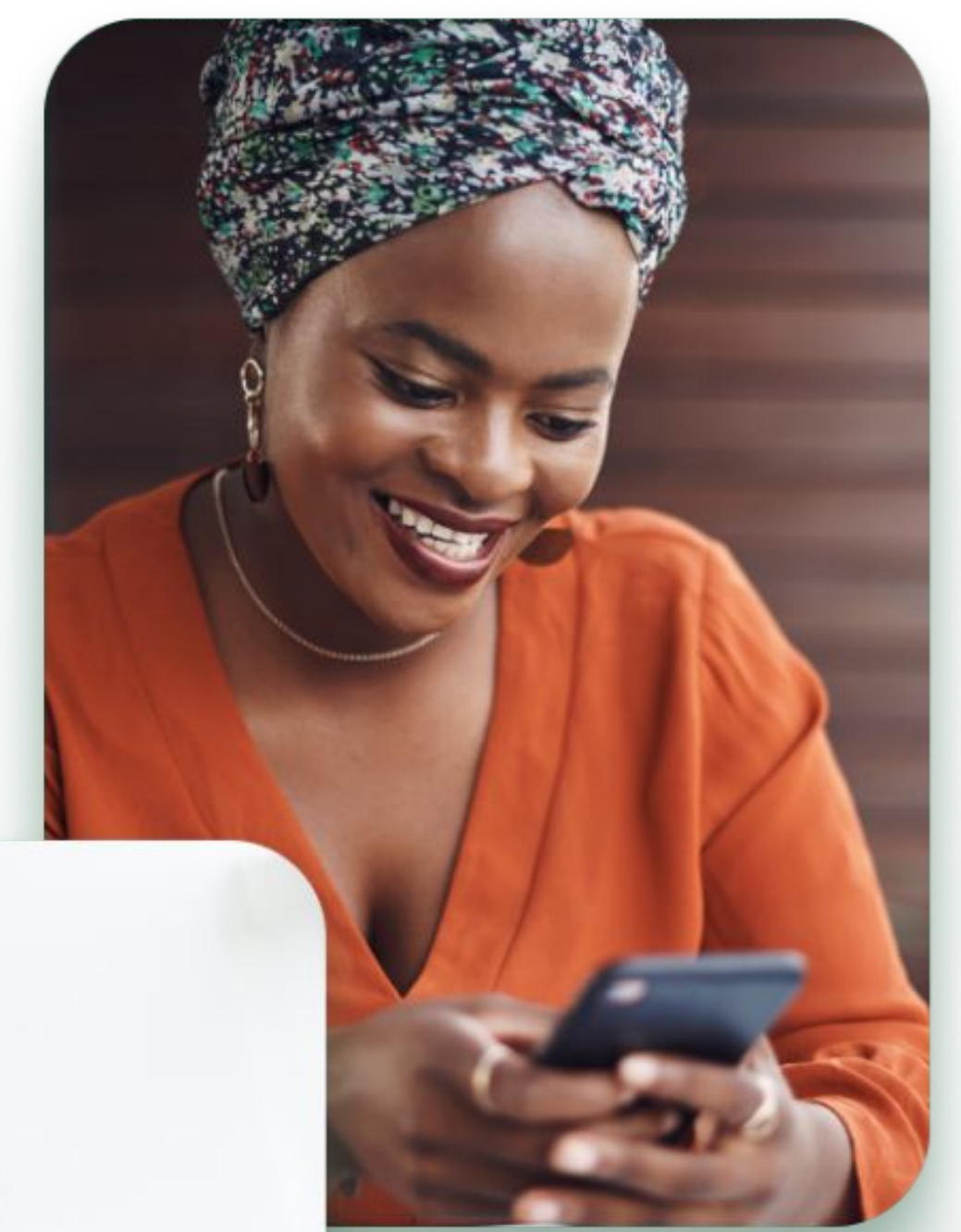
Your donation optimization guide

Learn how to maximize revenue and automate
daily giving just in time for Ramadan



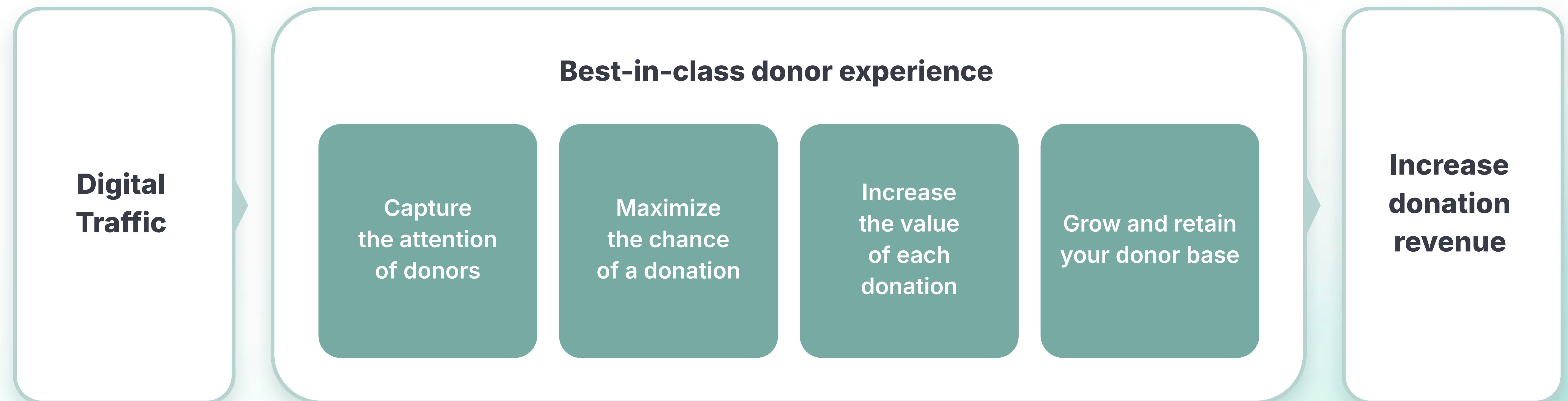
You do a lot of work to get supporters to your website for Ramadan Giving

Harness the power of giving during the holy month of Ramadan. This guide, brought to you in partnership with Sarah Ali Philanthropy Inc and the Muslim Philanthropy Network, will show you how Fundraise Up is built to maximize your blessings with AI-powered features that turn web visitors into lasting donors.



Create the biggest impact for your mission

Optimize every step of turning web visitors into donors



Let's explore this Ramadan optimization guide to discover which tools will get you to your goal!

On average, Muslim-focused nonprofits using Fundraise Up see 239% more in revenue and a 206% increase in the number of donations during Ramadan compared to regular days



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

But first! Are you ready for Ramadan?

Are your donors engaged at every possible touchpoint? Audit your fundraising fitness with this checklist then keep reading to explore all Fundraise Up tools loved by nonprofits like yours.



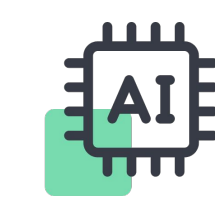
Capture donor attention

- ☐ [Website Elements](#)
- ☐ [Social Proof](#)
- ☐ [Campaign Pages](#)
- ☐ [Impact Sliders](#)
- ☐ [QR Codes](#)



Streamline zakat giving

- ☐ [Daily giving with end dates](#)
- ☐ [Gift Cart](#)
- ☐ [Fidiyah & Kaffarah Calculator](#)
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- ☐ [Localized experiences in Arabic](#)
- ☐ [Modern payment options](#)
- ☐ [Impact Descriptions](#)
- ☐ [Virtual Terminal](#)
- ☐ [Tap to Donate](#)
- ☐ [Tribute card collections](#)



Optimize each donation

- ☐ [Artificial intelligence](#)
- ☐ [Recurring donors](#)
- ☐ [Covered transaction fees](#)
- ☐ [Donation matching](#)



Grow and retain donors

- ☐ [Donor Portal](#)
- ☐ [Recurring donors](#)
- ☐ [Increased gift size](#)
- ☐ [Thank you pages](#)



**Capture the attention
of donors**

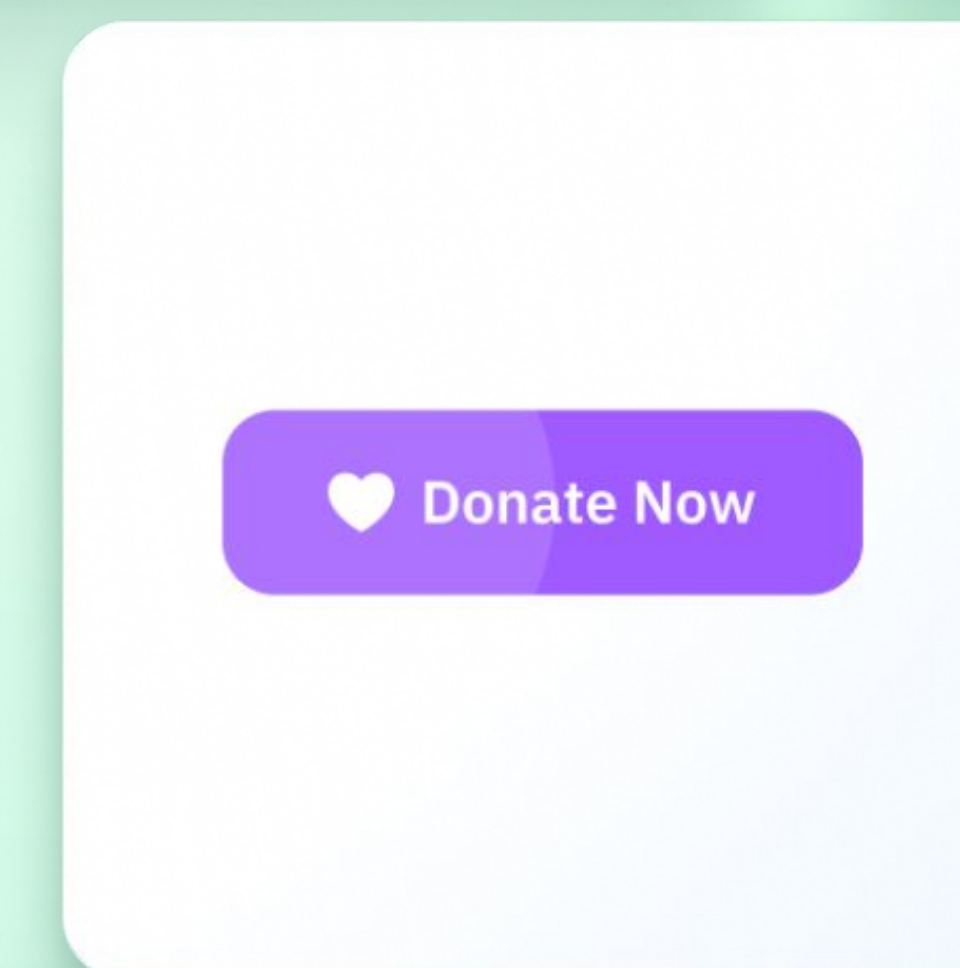
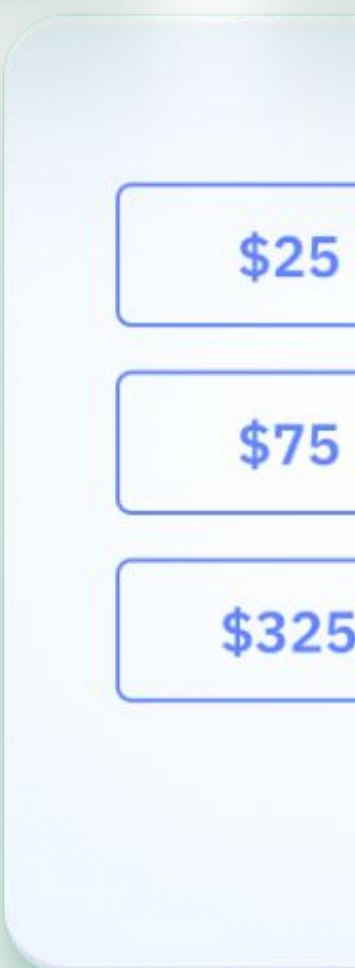
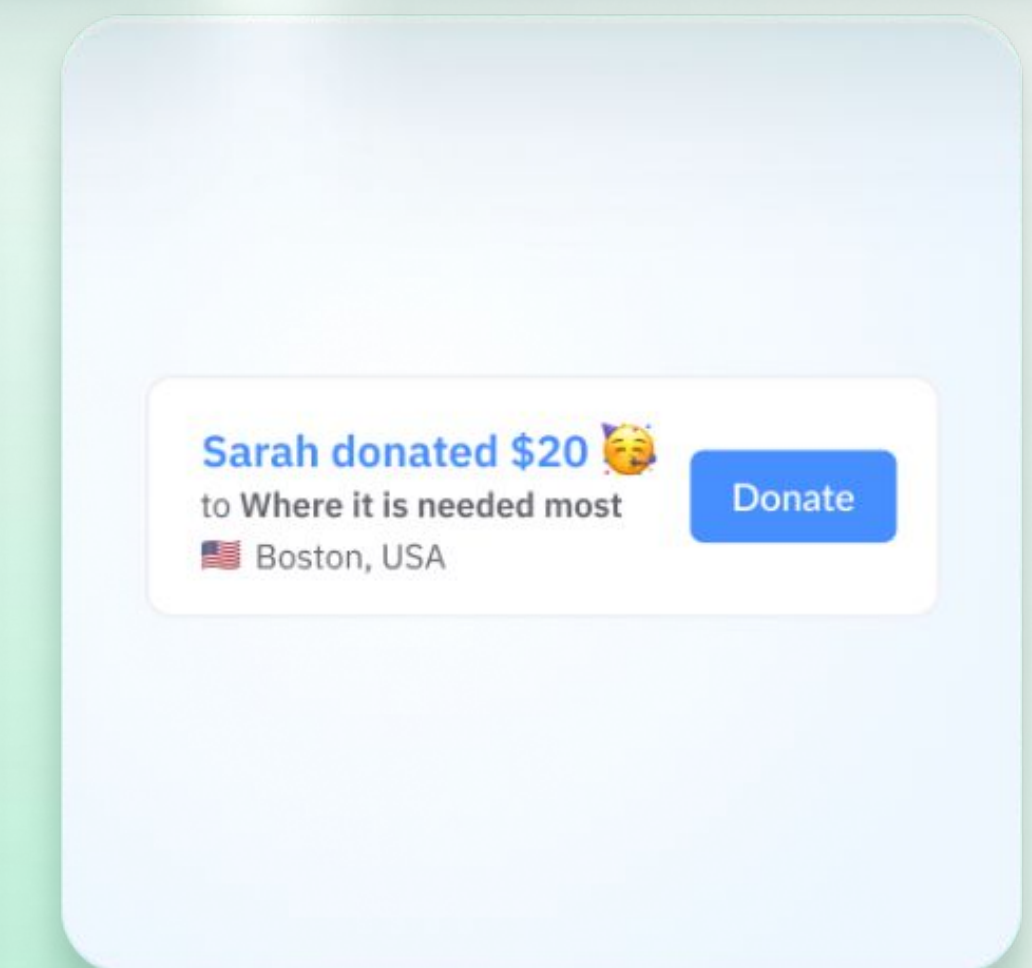
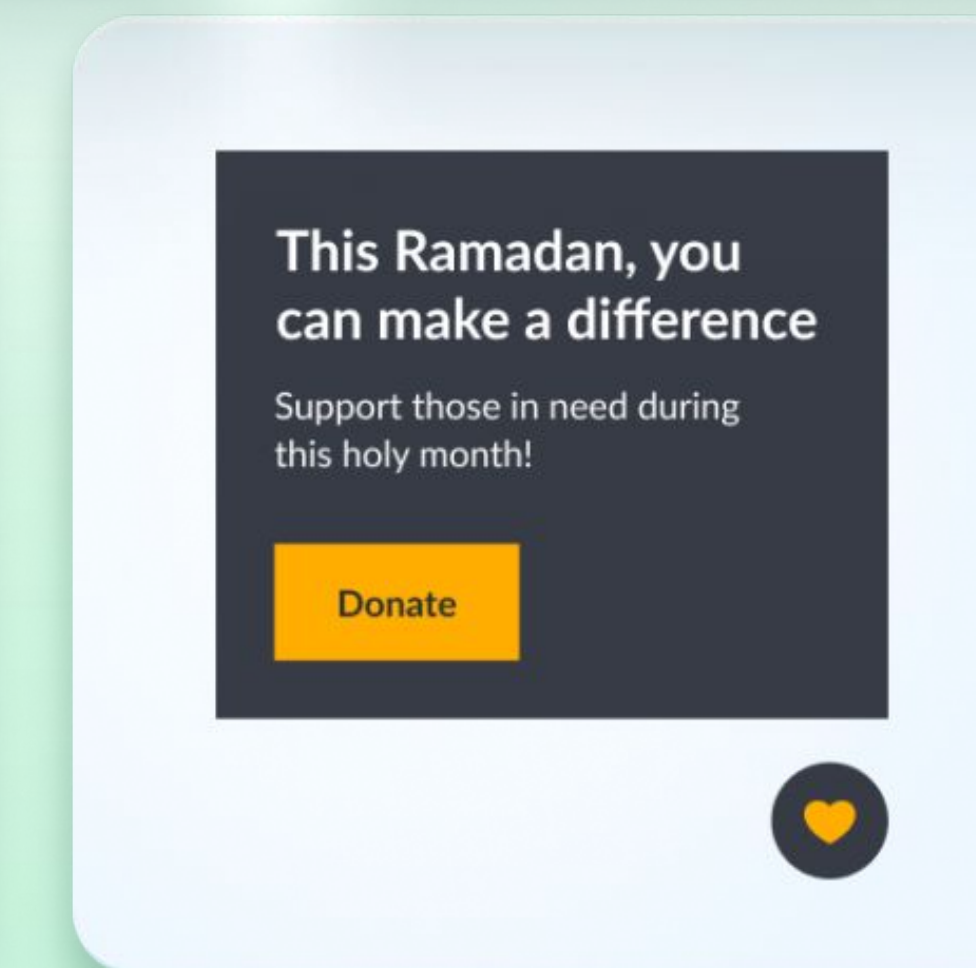
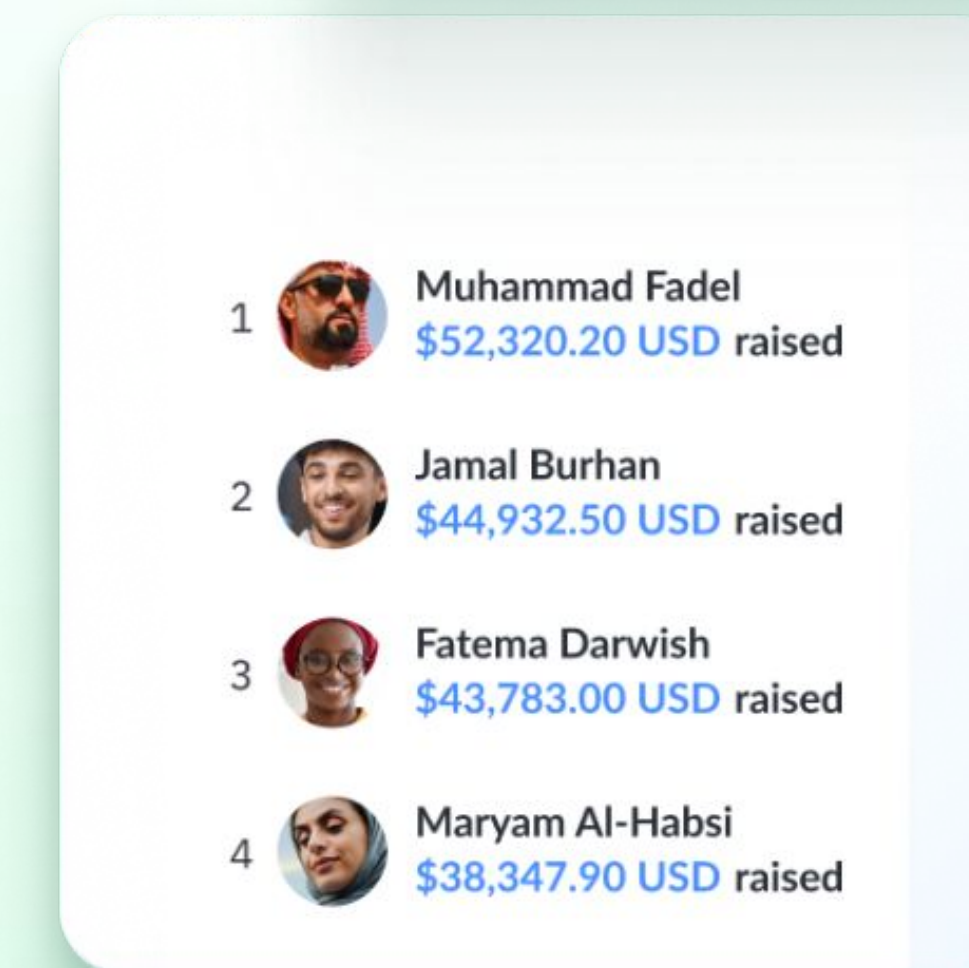
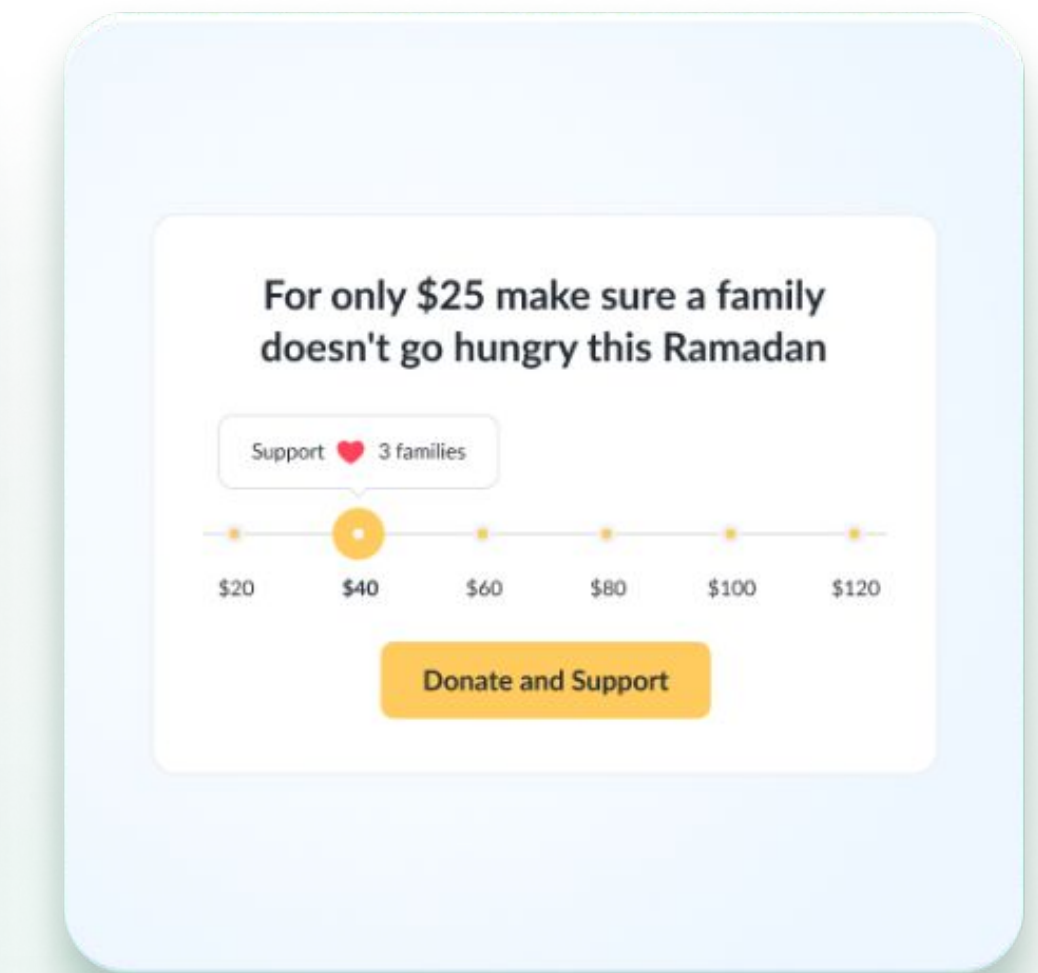
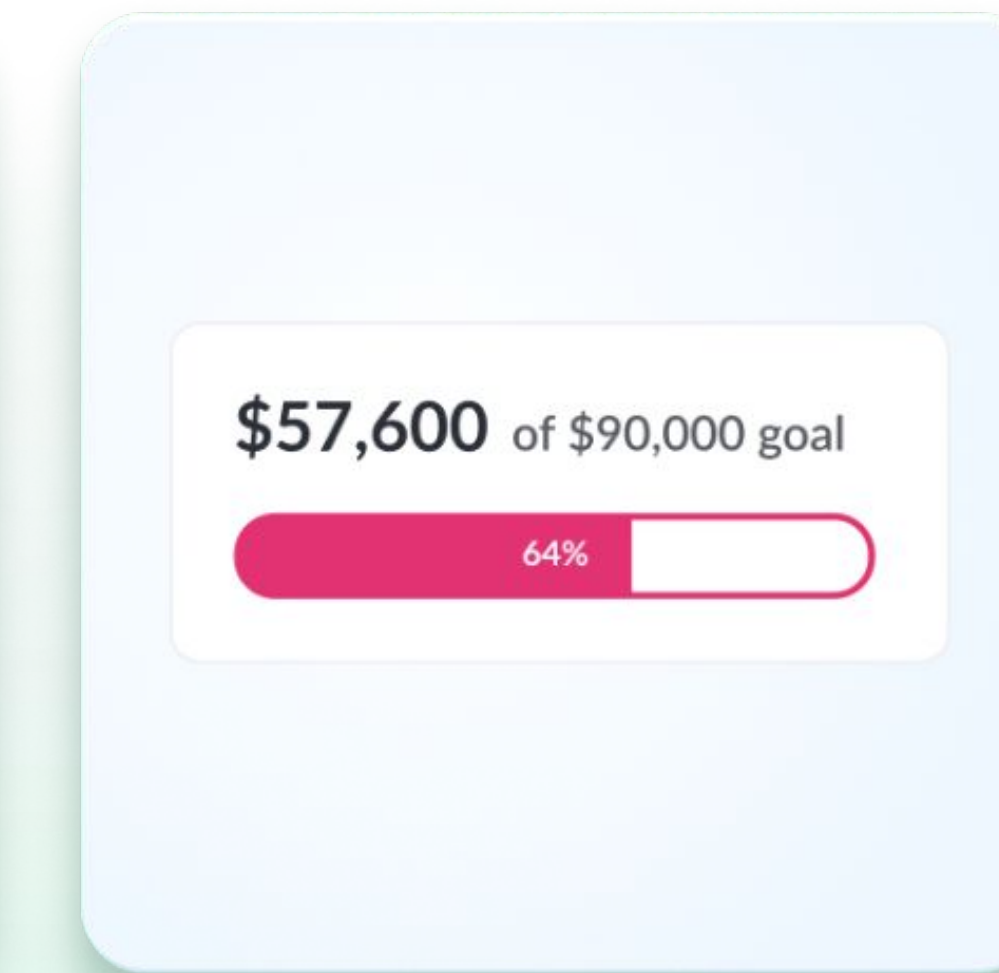
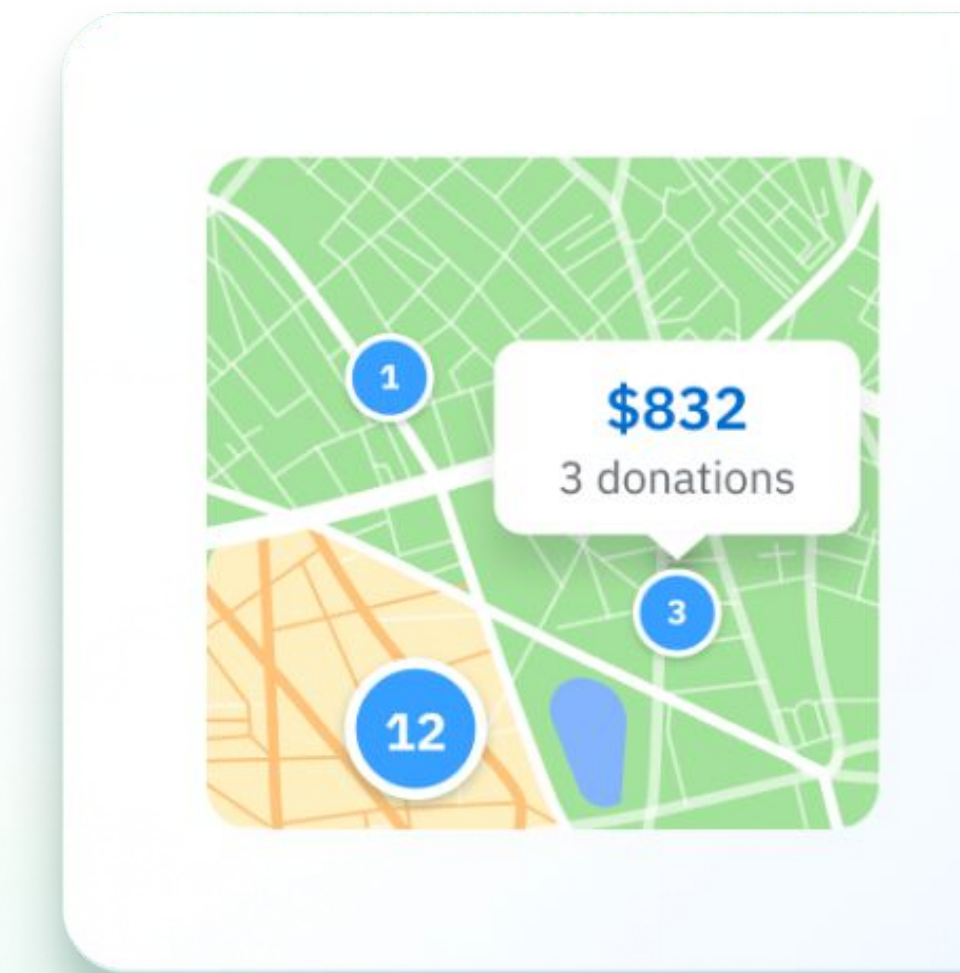
Capture the attention of donors

Highlight Ramadan giving across your website

Maximize Ramadan generosity as soon as someone lands on your website with no-code Elements.

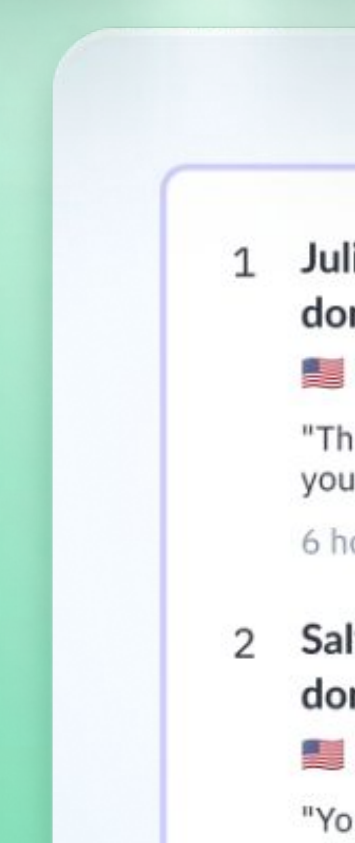
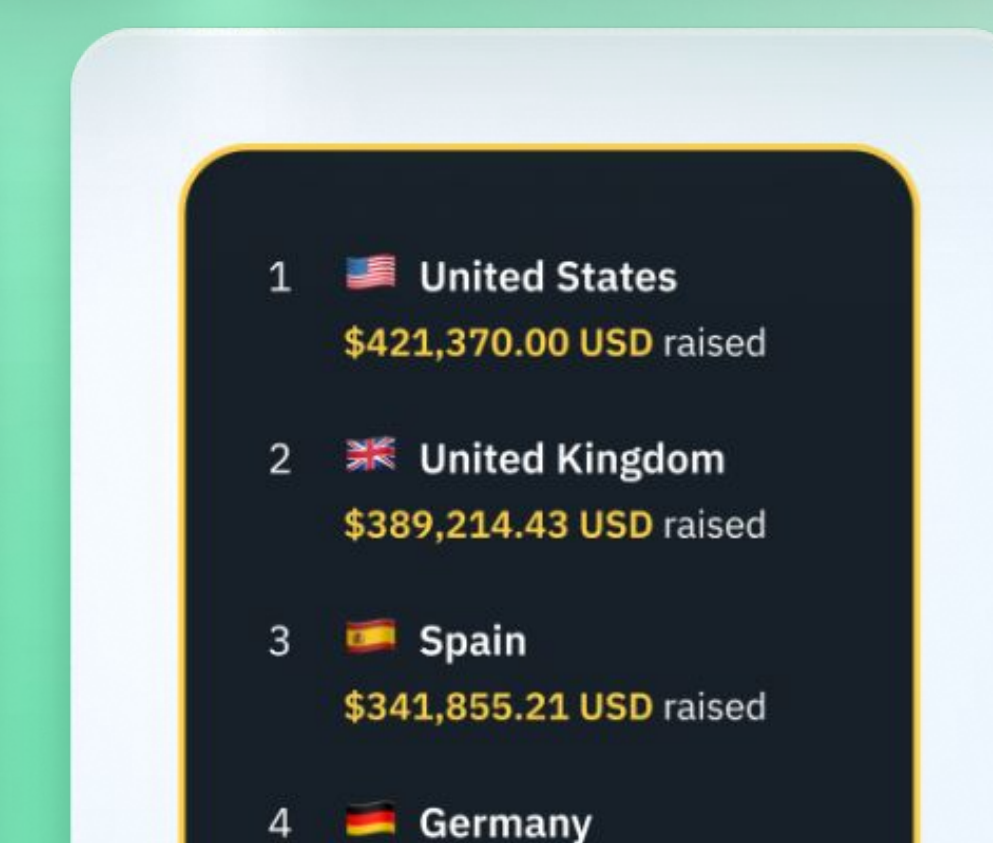
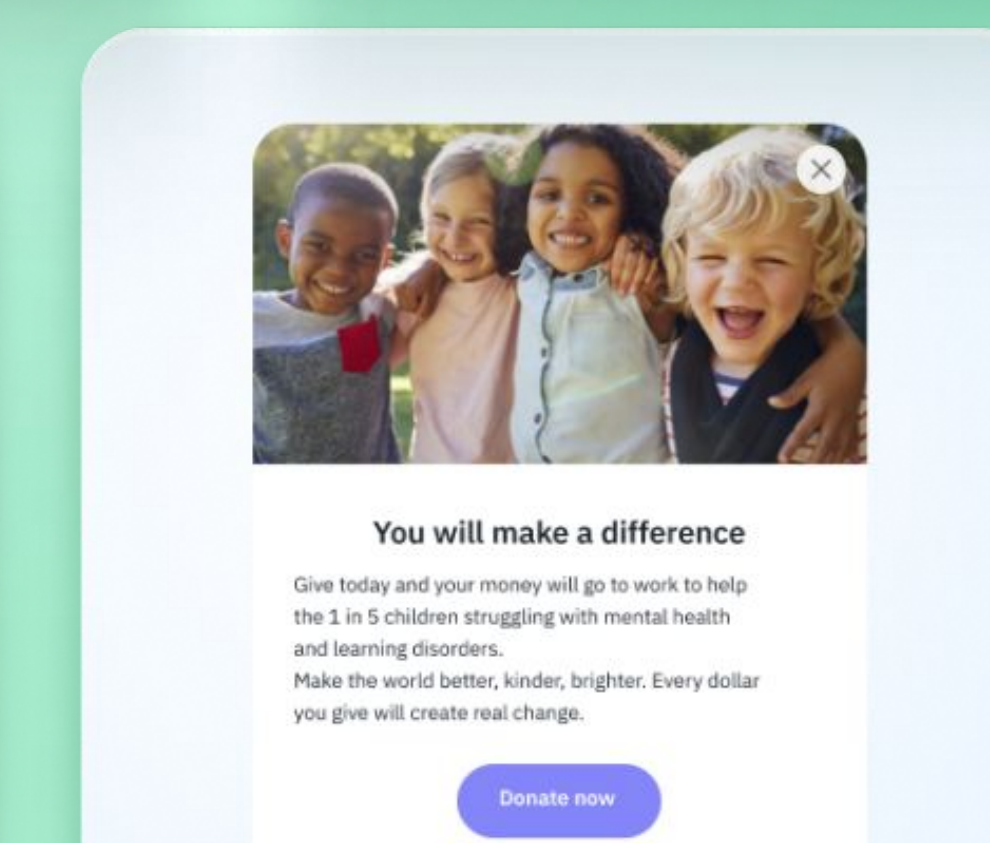
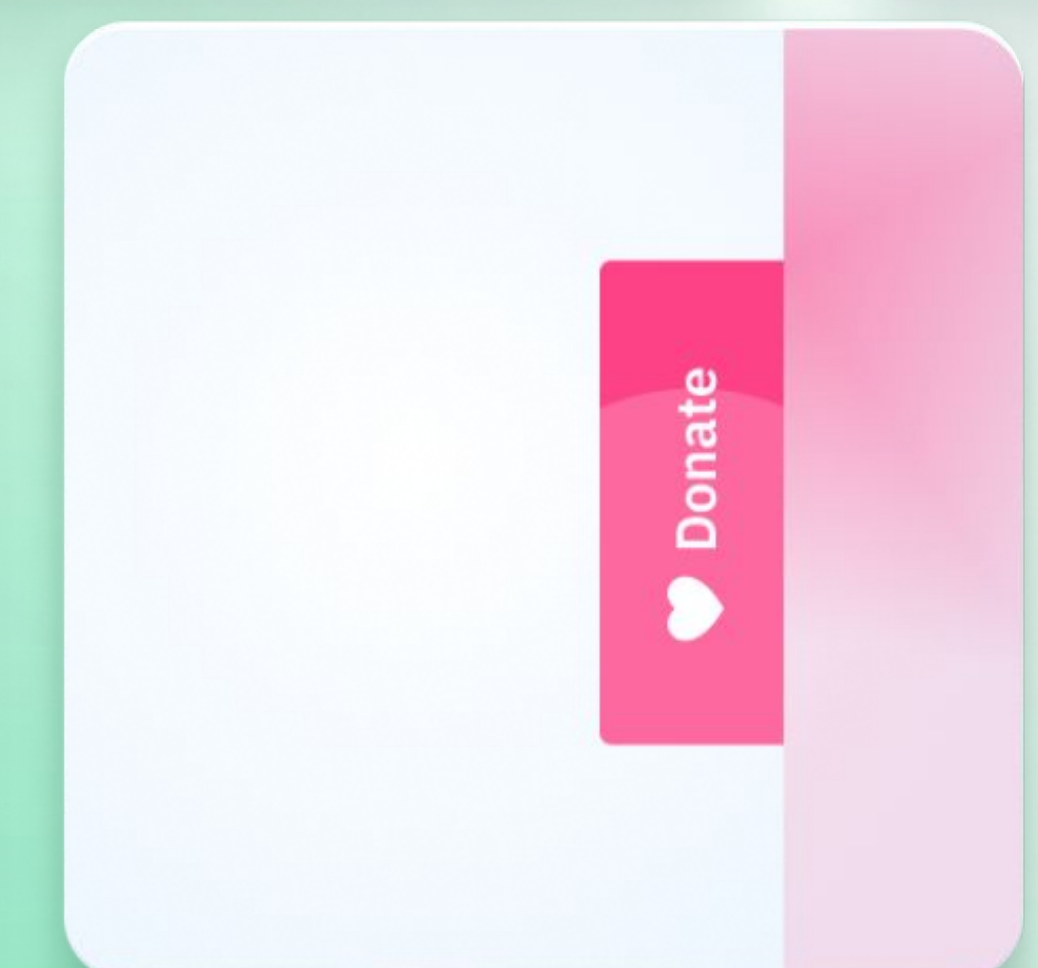
These interactive attention-grabbers like buttons, embedded forms, pop-ups, goal meters, and links transform your site into a dynamic and inviting space that encourages donations.

[Learn more](#)



A donation form with the following elements:

- Buttons for "One time" and "Monthly" (selected).
- Text: "Your most generous donation".
- Buttons for \$40, \$100, \$200, \$1,000, \$2,500, and \$5,000.
- Input field showing **\$ 40** and a "USD -" dropdown.
- Checkbox for "Dedicate this donation".
- Text: "Add Comment".
- Green button: "Donate and Support".



Capture the attention of donors

Increase Ramadan impact through your community

Just like consumers are influenced by others' choices, your donors are motivated by seeing their peers contribute. Our **Social Proof** showcases recent donations in real-time, inspiring generosity and creating a sense of shared purpose.

When visitors land on your website, a subtle pop-up in the lower-left corner will highlight recent gifts, encouraging others to join the spirit of Ramadan. Harness the collective impact of your supporters and watch your Ramadan campaign thrive!

[Learn more](#)

Hameedullah M. donated \$100 🎉

to Area of most need

🇺🇸 Dallas, United States

Donate



Akram S. donated \$1,000 🎈

🇸🇬 Marymount, Singapore

Donate



Mehrwash F. donated \$75 🎉

to Where it is needed most

🇨🇦 Toronto, Canada

Donate



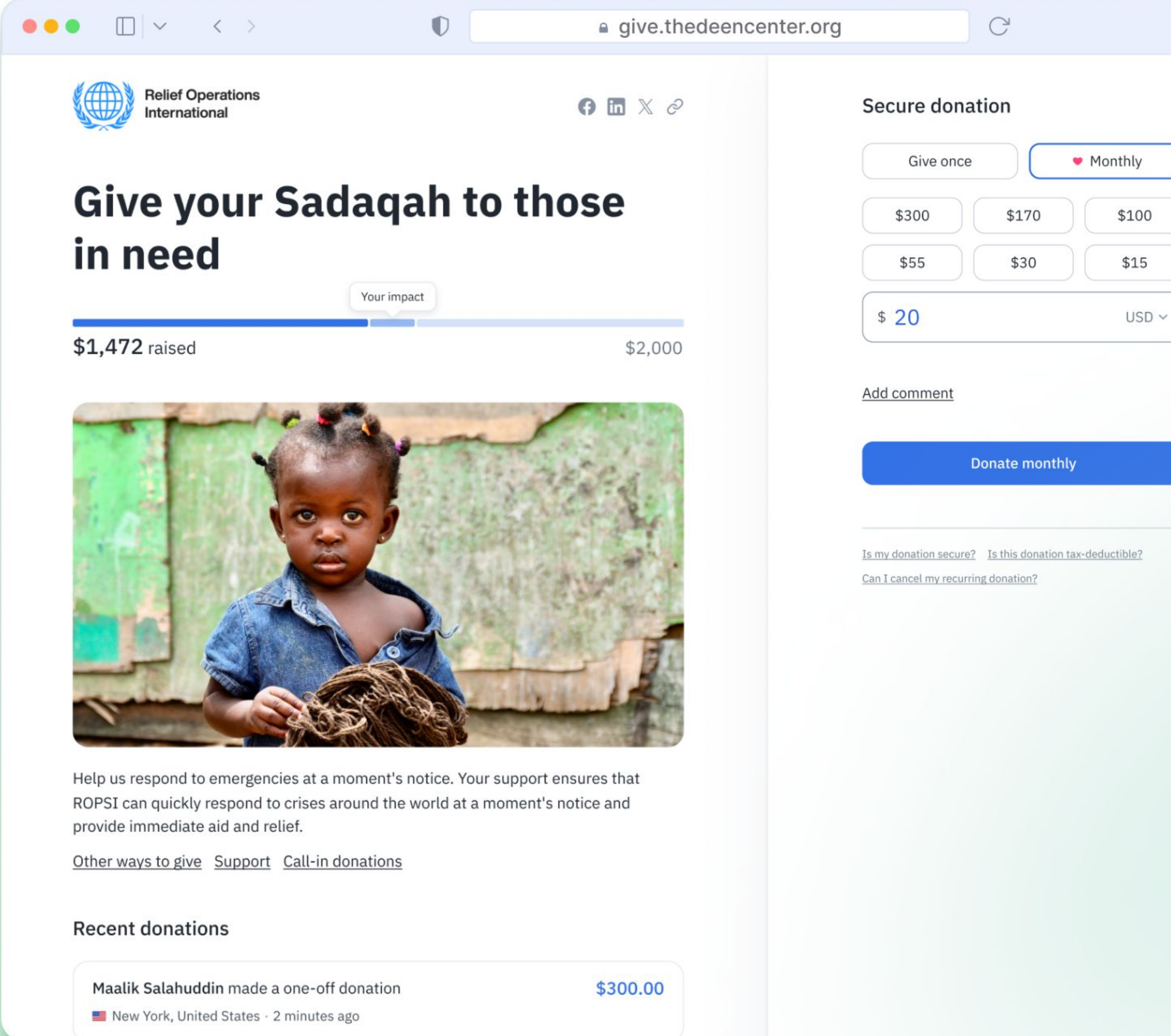
Capture the attention of donors

Focus donors on Ramadan-specific campaigns

Drive traffic directly to your Ramadan mission with Campaign Pages. These dedicated landing pages take only minutes to create, allowing you to focus on what matters most during this holy month.

Plus! You'll benefit from Fundraise Up's best-in-class AI, which optimizes your page for higher conversions, larger gifts, and recurring donation opportunities.

[Learn more](#)



The screenshot shows a web browser window with the URL `give.thedeencenter.org`. The page is for Relief Operations International and features a campaign titled "Give your Sadaqah to those in need". A progress bar indicates that \$1,472 has been raised out of a \$2,000 goal. Below the progress bar is a photo of a young child holding a basket of coconuts. To the right of the main content is a "Secure donation" sidebar with options to "Give once" or "Monthly" (selected), and preset donation amounts of \$300, \$170, \$100, \$55, \$30, and \$15. A custom amount of \$20 is entered in the input field. A "Donate monthly" button is at the bottom of the sidebar. The main content area also includes a paragraph about the organization's mission, links for "Other ways to give", "Support", and "Call-in donations", and a "Recent donations" section showing a \$300.00 donation from Maalik Salahuddin.

Relief Operations International

Give your Sadaqah to those in need

Your impact

\$1,472 raised \$2,000

Give once Monthly

\$300 \$170 \$100

\$55 \$30 \$15

\$ 20 USD

Add comment

Donate monthly

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

Help us respond to emergencies at a moment's notice. Your support ensures that ROPSI can quickly respond to crises around the world at a moment's notice and provide immediate aid and relief.

[Other ways to give](#) [Support](#) [Call-in donations](#)

Recent donations

Maalik Salahuddin made a one-off donation \$300.00

New York, United States · 2 minutes ago

Capture the attention of donors

Inspire greater generosity by helping Donors see their impact

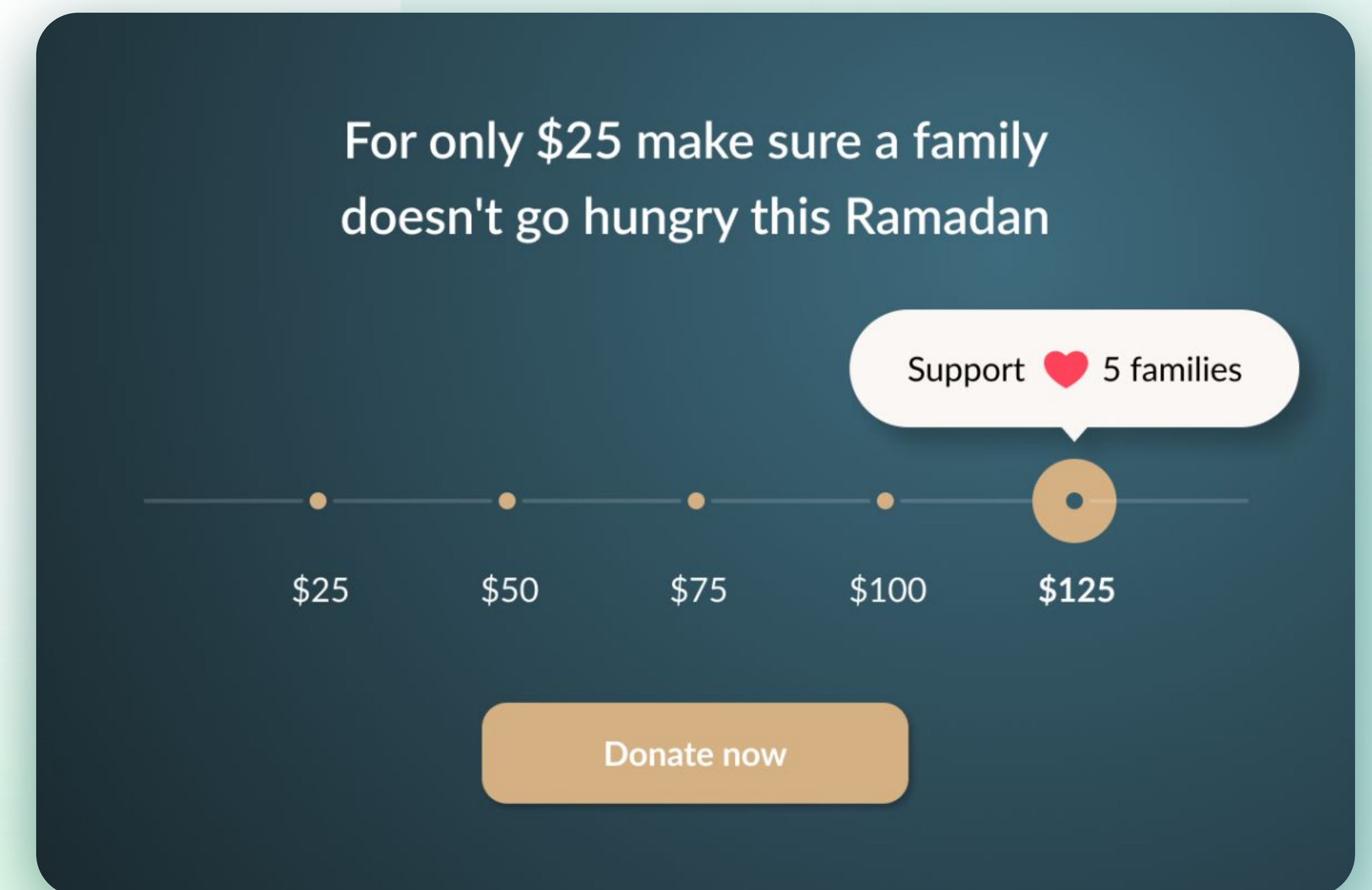
Let your donors visualize the impact of their donations with our **Impact Slider**.

This is an interactive tool that visually connects donation amounts to tangible outcomes, allowing supporters to see how their gifts can make a difference.

This engaging feature not only educates your supporters about the power of their Zakat, but also encourages them to give more meaningfully during this blessed month.

By clearly illustrating the potential of each donation, you can motivate supporters to increase their contributions and deepen their connection to your cause throughout Ramadan.

[Learn more](#)



Capture the attention of donors

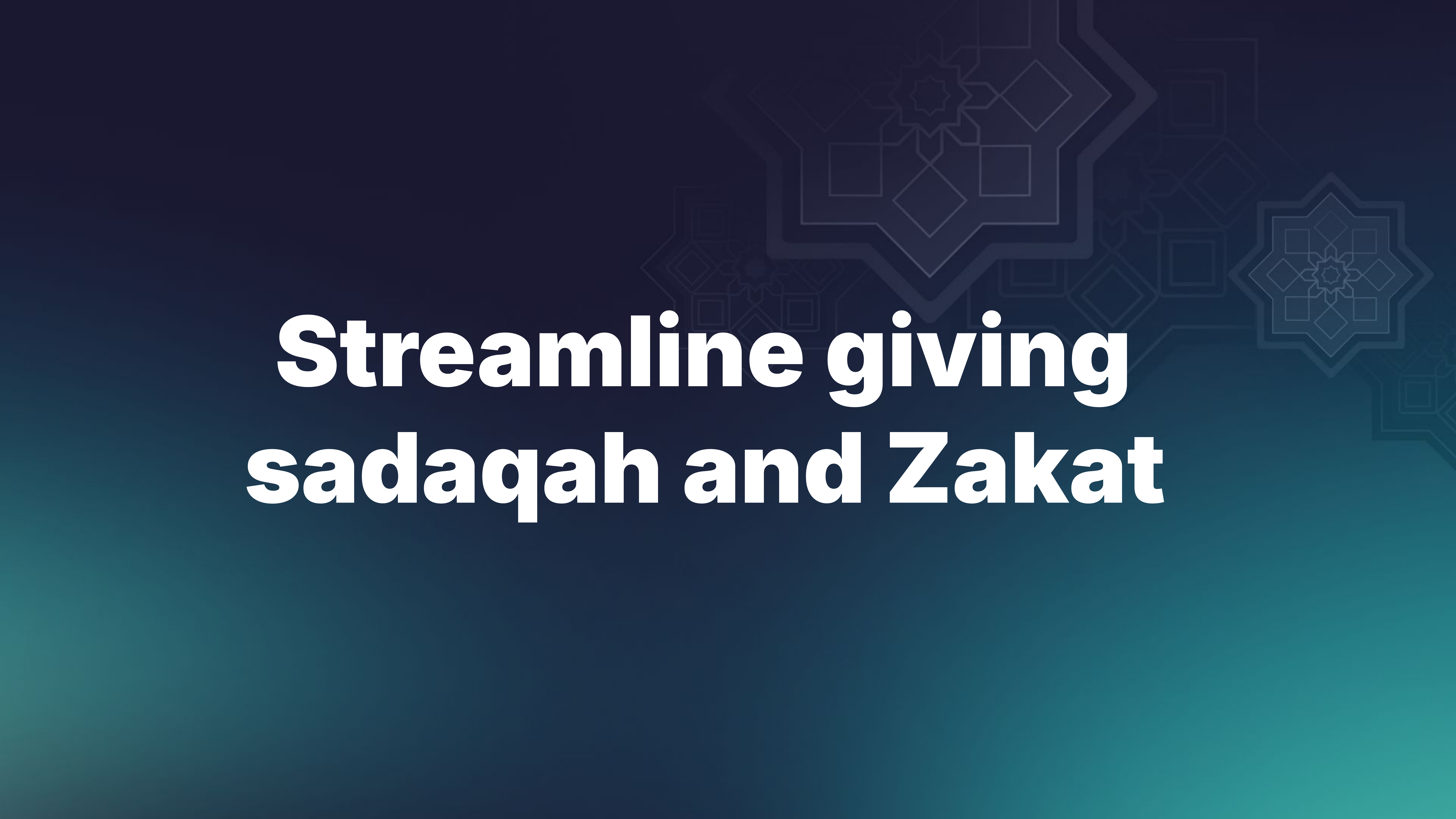
Make it easy to donate with a single scan

Provide your mosque-goers with the easiest way to give using **QR codes**. Donors can scan the QR code with their smartphones, making giving fast and secure through your online donation form.

Generate a scannable code that sends donors directly to a Fundraise Up Checkout donation form. QR codes can be embedded on your website or downloaded as images that you can add to social media posts or incorporate into printed signage displayed at the mosque.

[Learn more](#)



The background features a dark teal-to-blue gradient. Overlaid on this are faint, light-blue geometric patterns, including concentric squares and star-like shapes, which are more prominent in the upper right quadrant.

Streamline giving sadaqah and Zakat

Streamline giving zakat

Make Zakat giving simple, accurate, and generous

Help supporters calculate Zakat with confidence. Reduce uncertainty and increase gift size during the month when most Zakat contributions are made.

- **Embed the Zakat Calculator**

- on your Ramadan landing page:**

- Make it effortless for donors to determine their Zakat amount and give right away. Clear guidance on what counts toward nisab makes that number easy to trust.

- **Offer a fast, friction-free experience:**

- A simple, multi-step calculator flow makes it easy for supporters to input their details and complete their Zakat, with added privacy assurances built in.

- **Let donors designate their gift directly to Zakat:**

- Set up a clear Zakat designation so supporters know their contribution is allocated correctly as a one-time gift, not an accidental recurring one.

The image shows a mobile application interface for calculating Zakat on the website ropsi.org. The interface is divided into three main sections: 'Cash', 'Precious metals', and 'Calculation result'.

Cash Section: This section prompts the user to 'Enter the full amount of assets without deducting for taxes. All outstanding liabilities, such as loans, will be accounted for later in the "Debts" section.' It includes input fields for 'Cash on hand', 'Bank accounts and digital assets', and 'Cryptocurrencies'. A 'Continue' button is at the bottom.

Precious metals Section: This section prompts the user to 'Enter the full amount of assets without deducting for taxes. All outstanding liabilities, such as loans, will be accounted for later in the "Debts" section.' It has two sub-sections: 'Gold' and 'Silver'. The 'Gold' section includes a 'Weight' input field (516.41), a 'Current price per gram' (\$98.29), and a 'Total gold value' (\$53,422.41). The 'Silver' section includes a 'Cost' input field (\$21,422) and a 'Current price per gram' (\$53.91). A 'Continue' button is at the bottom.

Calculation result Section: This section displays the final calculation. It shows a 'Zakat obligation (2.5% of net zakatable wealth)' of **\$2,000.00**. Below this, it lists 'Total assets' (\$100,000.00), 'Total liabilities' (-\$20,000.00), and 'Net zakatable wealth' (\$80,000.00). It also shows the 'Nisab threshold' (\$961.40). A large blue 'Donate Zakat' button is at the bottom.

Streamline giving zakat

Give donors one checkout, not four

During Ramadan, most donors are fulfilling several designations at once: Zakat, Sadaqah, sometimes Fidyah, and often a cause beyond what they owe. Gift Cart lets them add all of it to a single gift and check out once, instead of starting over for each designation.

- Build a gift across multiple designations: Zakat, Sadaqah, Fidyah, and any active campaign, without leaving checkout.
- Let donors complete everything they came to give in one sitting instead of several separate transactions.
- Capture one clean record of a gift that reflects everything a donor meant to give.



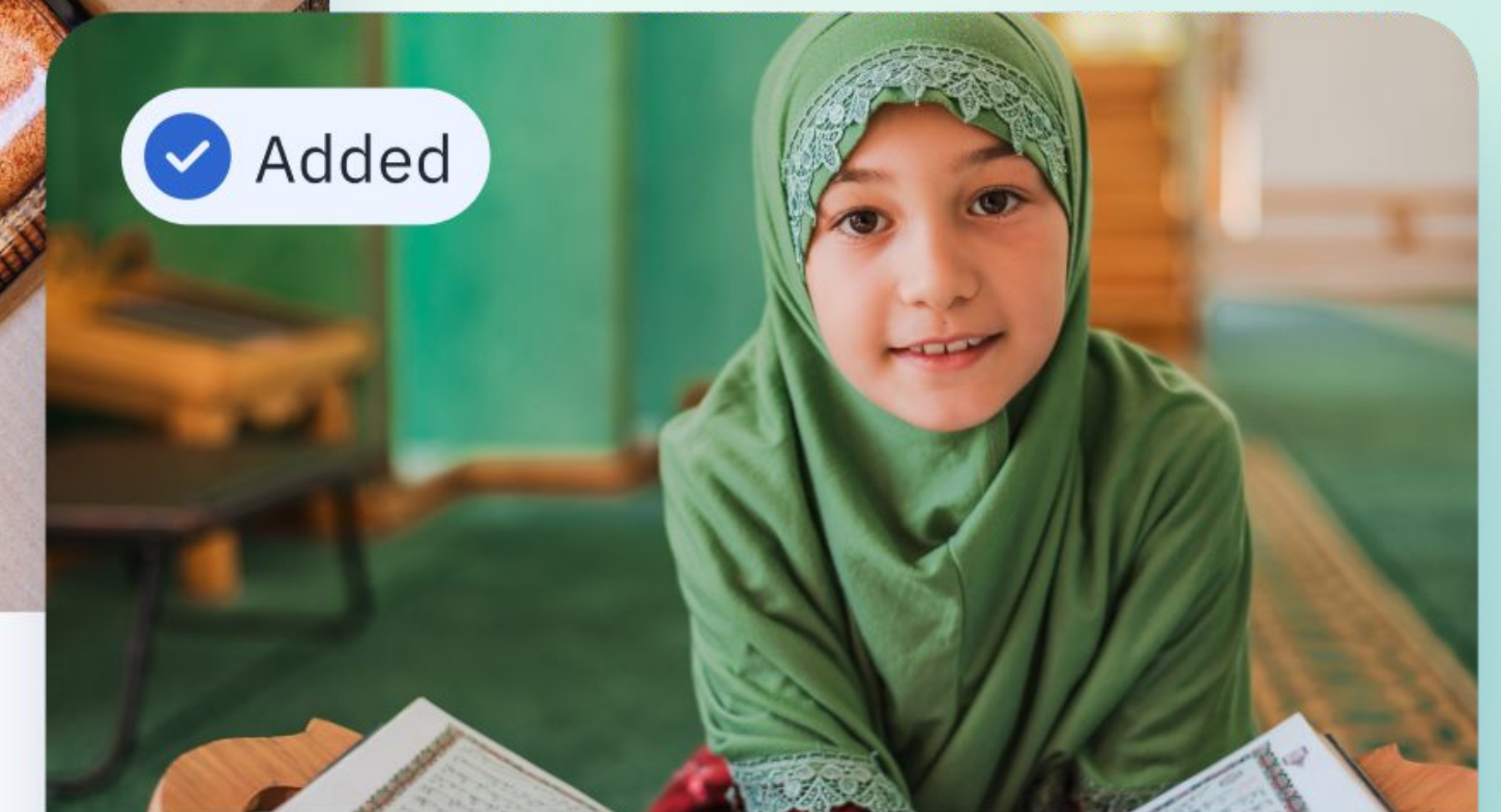
Family Iftar food box

Share the joy of breaking the fast. This box is packed with nutritious essentials including dates, grains, proteins, and fresh items, ensuring a struggling family can enjoy a healthy and dignified Iftar.

\$75 Every day ▾

Give now

Add to cart



Spiritual book bundle

Feed the soul this Ramadan. Provide a beautiful copy of the Holy Quran and a collection of inspiring spiritual books to your community.

\$50 Every day ▾

\$50

\$25

\$10

Other

Give now

Add to cart

Streamline giving zakat

Calculate what you owe in a few taps

The Fidiyah & Kaffarah Calculator walks donors through their calculation based on household size and food costs, then lets them give the moment they have their number.

You set the local food cost rate and the fund it supports, so every gift lands exactly where it should.

- Walk donors through their calculation based on household size and food costs.
- Set your own rate and fund so gifts route exactly where they should.
- Turn a calculation into a completed gift in the same visit.

Fidyah & Kaffarah Calculator

Fidyah

Kaffarah

Number of missed fasting days

—

2

+

Fidyah amount ⓘ \$15

Total **\$30**

Continue

Streamline giving zakat

Help donors get Zakat al-Fitr right and on time

The Zakat al-Fitr Calculator calculates the amount owed per household member using your configured staple food rate, so donors know their family's total is correct and can give before Eid prayer, while it still counts as Zakat al-Fitr.

Combined with the Zakat and Fidiyah & Kaffarah calculators, donors can settle their full Ramadan obligations in one place.

- Calculate per household member using your configured rate, so nothing is missed.
- Help donors give before Eid prayer, while their gift still counts as Zakat al-Fitr.
- Complete the full obligation set: Zakat al-Mal, Fidiyah, and Zakat al-Fitr, all in one platform.

Zakat al-Mal Calculator

Calculate your obligation based on your assets and debts. Include only funds you can access and use.

Currency for Zakat
USD · US Dollar

Nisab

☒ Calculate by metal rate
Determine threshold automatically based on gold or silver prices

☐ Enter amount manually
Use a pre-set amount provided by your local Islamic organization

Metal

Silver

Nisab threshold
Current rate \$1.8

 Data is used only for calculation and stays on device

Continue

[I already know my Zakat](#)

Your Zakat summary

Zakat obligation
\$2,000.00 USD

Total assets	\$100,000.00
Total liabilities	-\$20,000.00
Net zakatable wealth	\$80,000.00
Nisab threshold	\$961.40
Total Zakat obligation 2.5% of net zakatable wealth	\$2,000.00

Give

Streamline giving zakat

Encourage daily giving from more donors

Make it easy for your supporters to give with daily giving options. Our Checkout supports daily donation frequency, allowing you to set a start date and an end date for your campaign. This allows you to:

- Maximize contributions during Ramadan, making it easy for donors to give.
- Reduce administrative work through automated campaigns that run with minimal effort once set up.
- Give donors the flexibility to either stop their contributions on the designated end date or to continue donating indefinitely, including scheduling gifts to the last 10 nights, the odd nights, or a specific time each night.

[Learn more](#)

This Ramadan, you can make a difference

 Secure donation

Give once **♥ Daily**

\$200 \$100 **\$50**

\$30 \$20 \$10

\$ 50 USD ▾

☒ Donate daily until Mar 30, 2025
☐ Dedicate this donation

Designate to Where it is needed most ▾

Donate

Streamline giving zakat

Unite supporters with Arabic localization

Unlock the generosity potential of Muslim supporters near and far with a localized experience.

Fundraise Up offers a fully localized, highly accurate donor checkout experience in the Arabic language with true right-to-left formatting.

We support over 135 currencies around the world, including United Arab Emirates dirham, Saudi riyal, and Moroccan dirham.

And country-specific features, like fully compliant receipts in Canada and Australia, and Gift Aid in the UK, make it easy to offer a personalized experience.

[Learn more](#)

إشراقًا 

شهرية 

أعط مرة واحدة 

200

100

50

30

20

10

▼ AED

60 \$

☐ أعط تكريماً أو في الذاكرة

عين إلى حيث تشتد الحاجة إليها

أضف تعليق

يتبرع

تبرع بالعملات المشفرة



كل ساعة 1 من كل 5 أطفالاً يعانون من

قاً. كل دولار تقدمه سيحدث تغييراً حقيقياً.

نيويورك • موظفو MT Country في

Streamline giving zakat

Make it easy to give how donors prefer

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 around 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](#)



10% ↗

Make a Local Difference!

To serve as DFW's Trusted Zakat
We appreciate your continued support
We use your donations to provide food security, safe

May, for it stands in the way of

< Choose a payment method

 Credit card

 Venmo

 PayPal

[More payment options](#)

☒ Cover transaction costs 

Total \$102.50 USD

Donate

Streamline giving zakat

Connect donors to the impact they're making

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

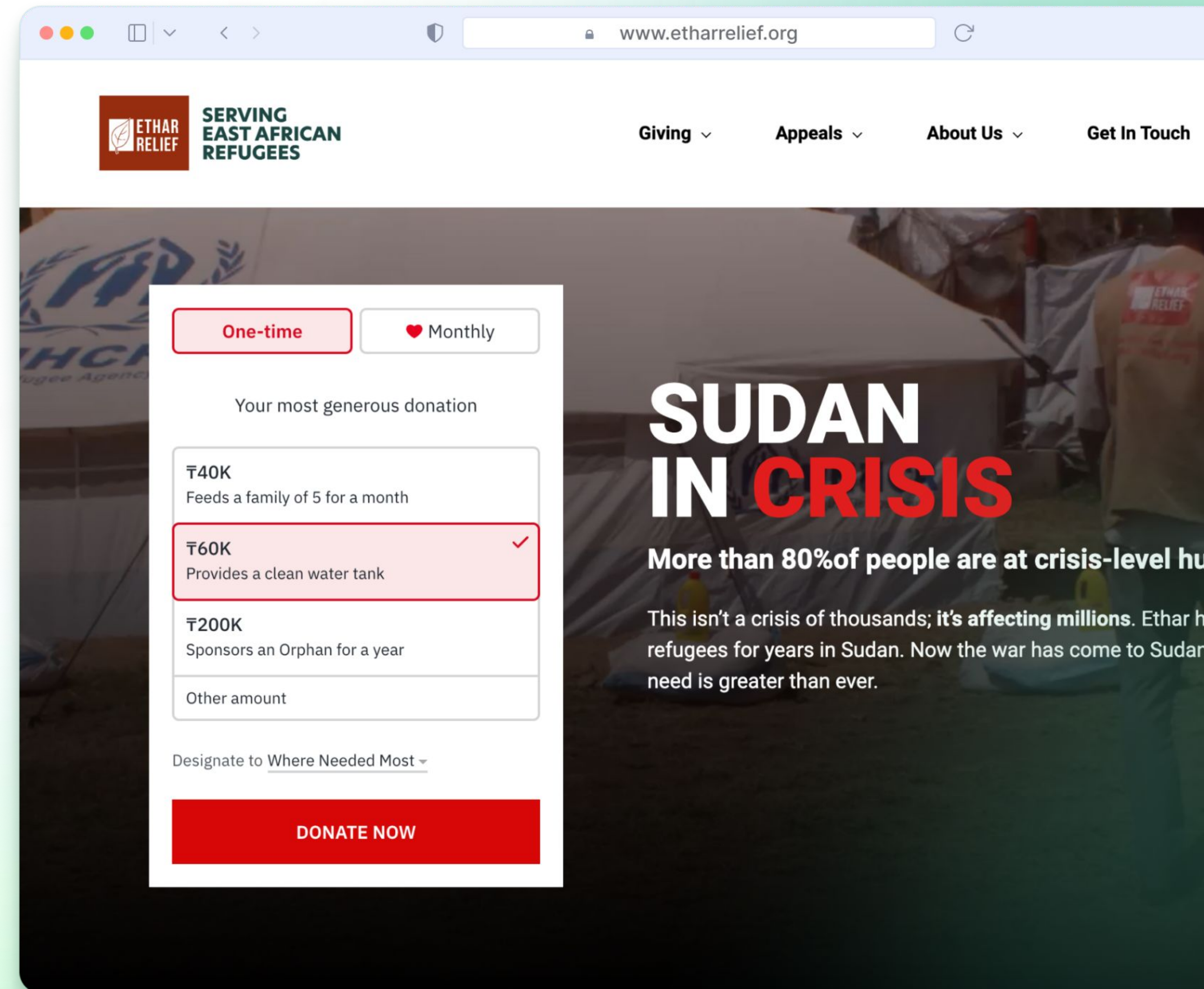
Experience the benefits of personalized storytelling, increased donations with AI-powered suggested amounts, and more impactful campaigns.

[Learn more](#)

Understanding the impact

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

[Book a demo](#)



Streamline giving zakat

Give donors a faster way to give in person

Mosque giving still happens mostly in person, whether that’s cash, checks, or a jar passed around during Taraweeh. Tap to Donate brings the speed of a contactless payment to that moment. A donor taps a card or phone, and the gift is processed and reconciled automatically.

- Accept contactless taps: donors tap a card or digital Wallet at mosque, during events, or at collection points, with no cash count required.
- Reconcile automatically: gifts are recorded the moment they’re given.
- Handle every other scenario with Virtual Terminal: staff can key in gifts over the phone, and set up flexible recurring or installment schedules with specific dates and limits.

[Learn more](#)

Virtual Terminal

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

Campaign

Name

Designation

Clean water for every child

Where it needed most

Donation

Donation frequency

Once

Installment amount

Scheduled for

\$100.00

USD

Now

Supporter

Find supporter by email, name, ID

First name

Last name

Maalik

Salahuddin

Email address (optional)

Phone (optional)

maalik.salahuddin@example.com

☐ Add tribute

Payment method

☒ Credit card

Card number

Summary

One time donation
Transaction costs
Total donation amount

ADDITIONAL NOTES
No notes have been added.
If you are an organization and you'd like to add a note in using Virtual Terminal, click here.

Streamline giving zakat

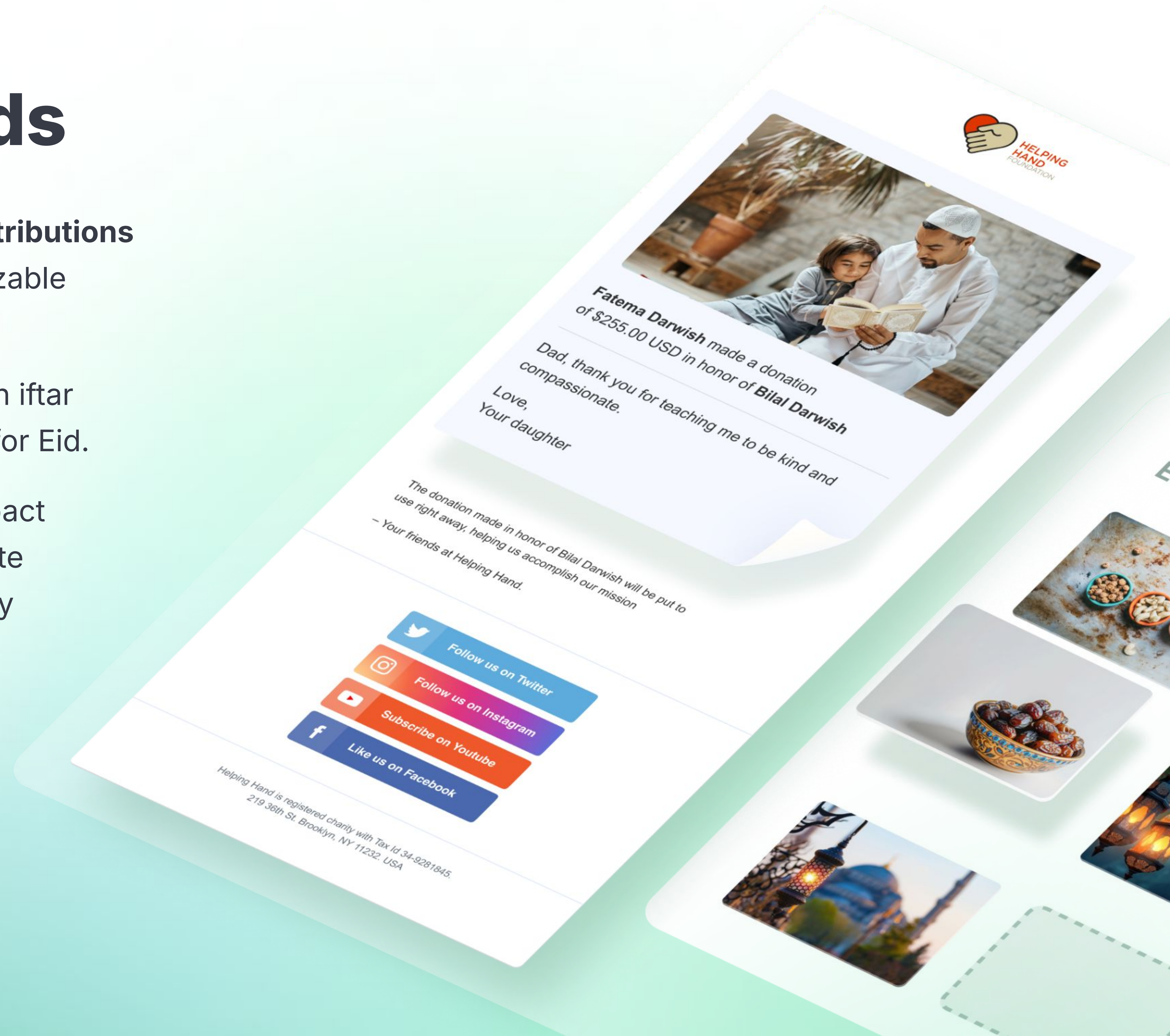
Make giving personal with Tribute image cards

Make it meaningful for your donors to **dedicate their contributions** in memory or in honor of someone special using customizable images and messages with Tribute image cards.

This Ramadan, your donors can donate their Sadaqa or an iftar in honor of someone, or even send a customized e-card for Eid.

This personalization not only enhances the emotional impact of the gift but also encourages donors to share their tribute on social media, helping to **amplify the reach** and visibility of your Ramadan campaign.

[Learn more](#)



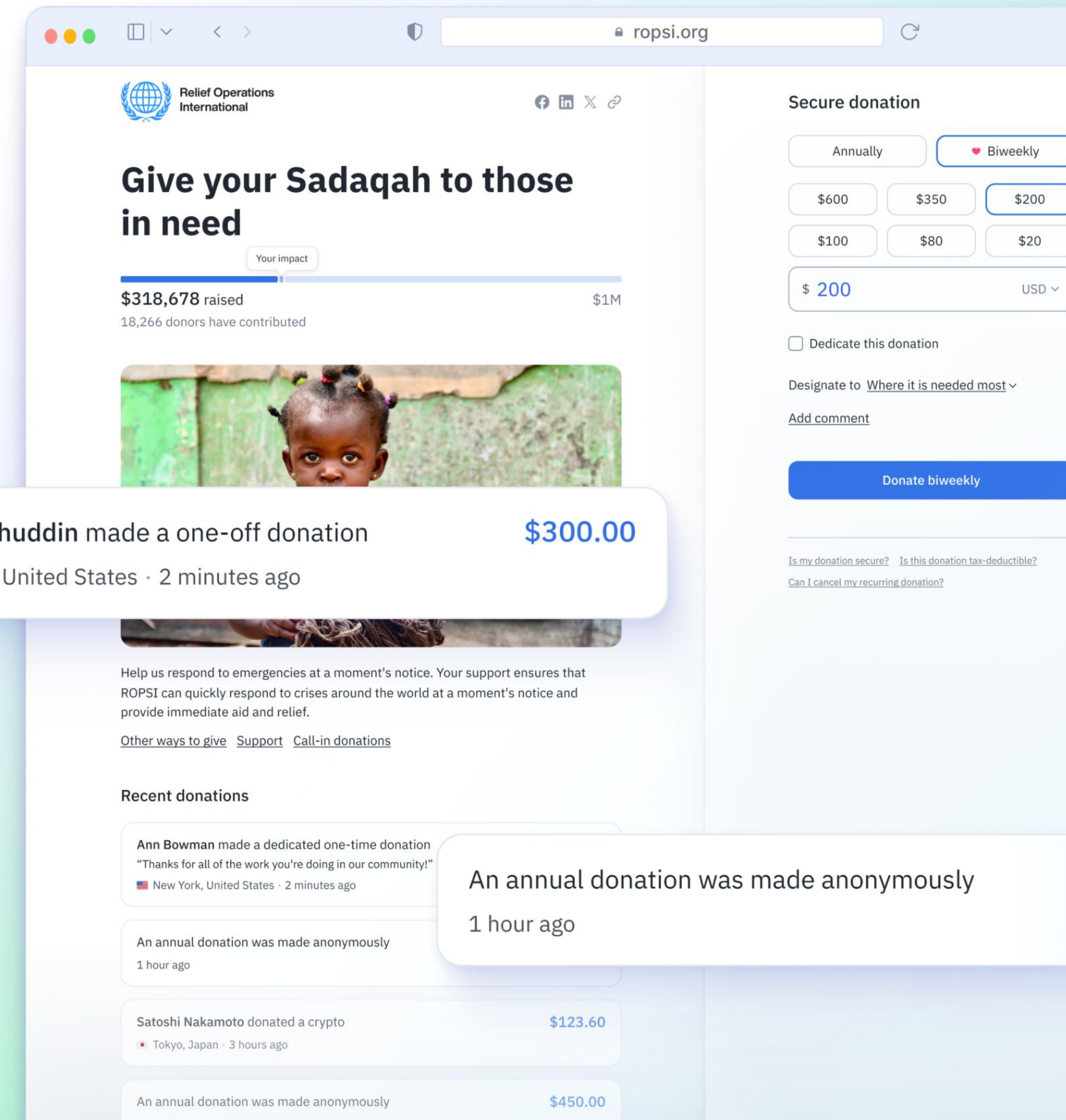
Streamline giving zakat

Respect Muslim donor privacy with anonymous giving options

Give Muslim donors peace of mind that their charitable giving is not public with **anonymous giving options**.

- Allow donors to make gifts anonymously, **while still ensuring validated email and home addresses for tax receipts and data processing**.
- Customize campaign pages to show real time donations without names to encourage giving without compromising faith or anonymity preferences.

[Learn more](#)





**Optimize
each donation**

Optimize each donation

Personalize the donor experience with AI

Fundraise Up uses AI to offer your supporters the most personalized donor experience possible. Through AI, nonprofits like yours benefit from:

- Receiving the optimal donation amount for each donor
- More donor-covered transaction costs
- Reduced giving plan cancellations
- Protection from fraud attempts
- Prevented card declines and payment chargebacks
- Growth in your recurring donor base

[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 supporters 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](#)

cover transaction costs with the AI.

AI Adaptive

Optimize each donation

More gifts, less operational costs

On average, 80% of donors cover all transaction costs including Fundraise Up and credit card fees.

Our AI determines if asking the donor to **cover transaction costs** will result in higher conversion.

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

[Learn more](#)

You will make a difference

♥ Dedicated to
Michael Draker Trent-Decker Tracker

Choose a payment method

☒ Credit card

☐ Apple Pay

☐ PayPal

[More payment options](#)

Card number

Expiration date CVC code

☒ Cover transaction costs

Total \$102.50 USD

[Donate](#)

[← Back](#)

Optimize each donation

Amplify donations by 3x

When a donation is matched, the total amount of money going to your Ramadan campaign is effectively **doubled or even tripled**. This significantly boosts the impact of each individual donation.

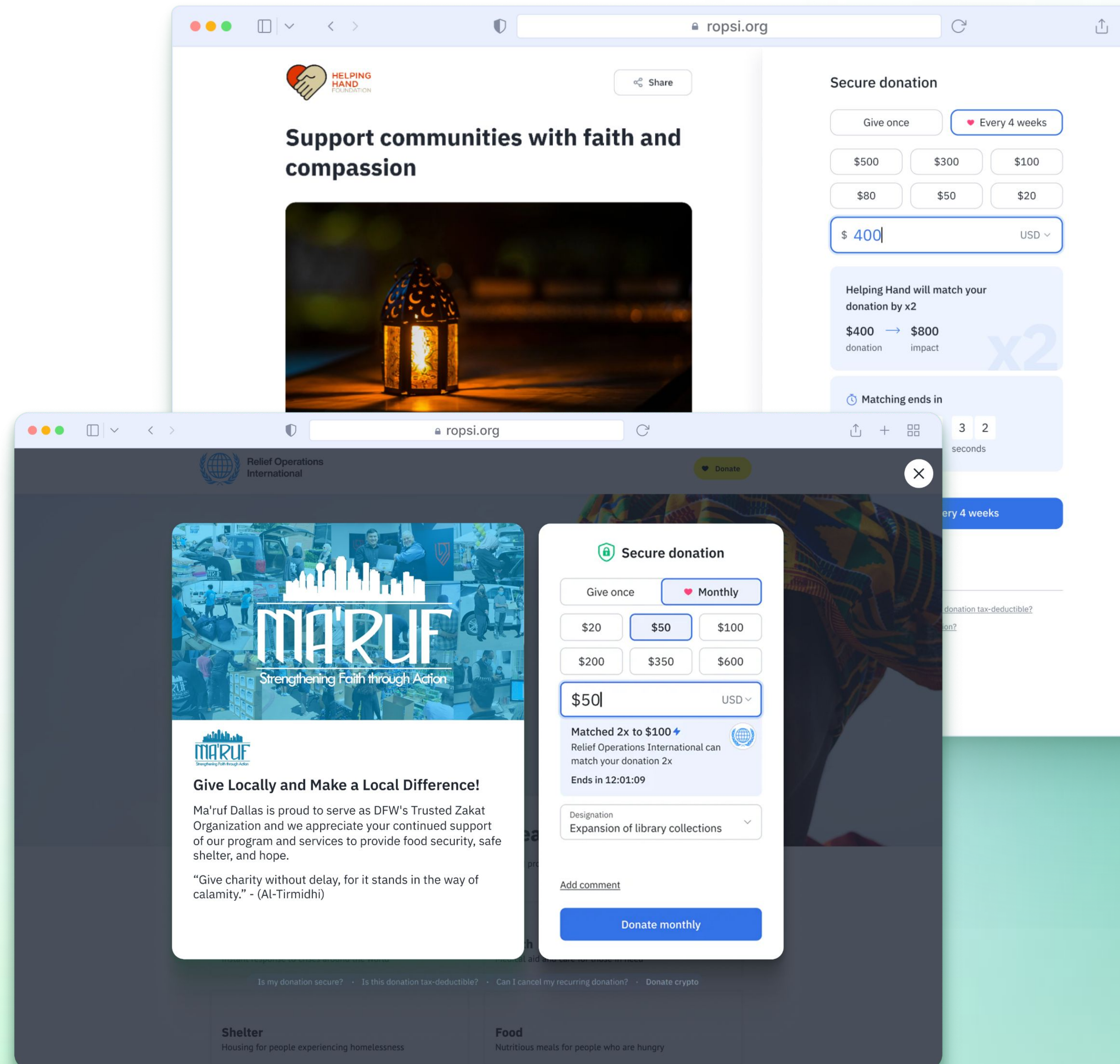
With Fundraise Up there are two ways to offer donation matching:

- The **employer matching** feature enables supporter 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 gives 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 background features a teal-to-dark-blue gradient. It is decorated with several faint, light-teal geometric patterns, including star-like shapes and interlocking squares, positioned in the corners and along the right edge.

**Grow and retain
your donor base**

Grow and retain donors

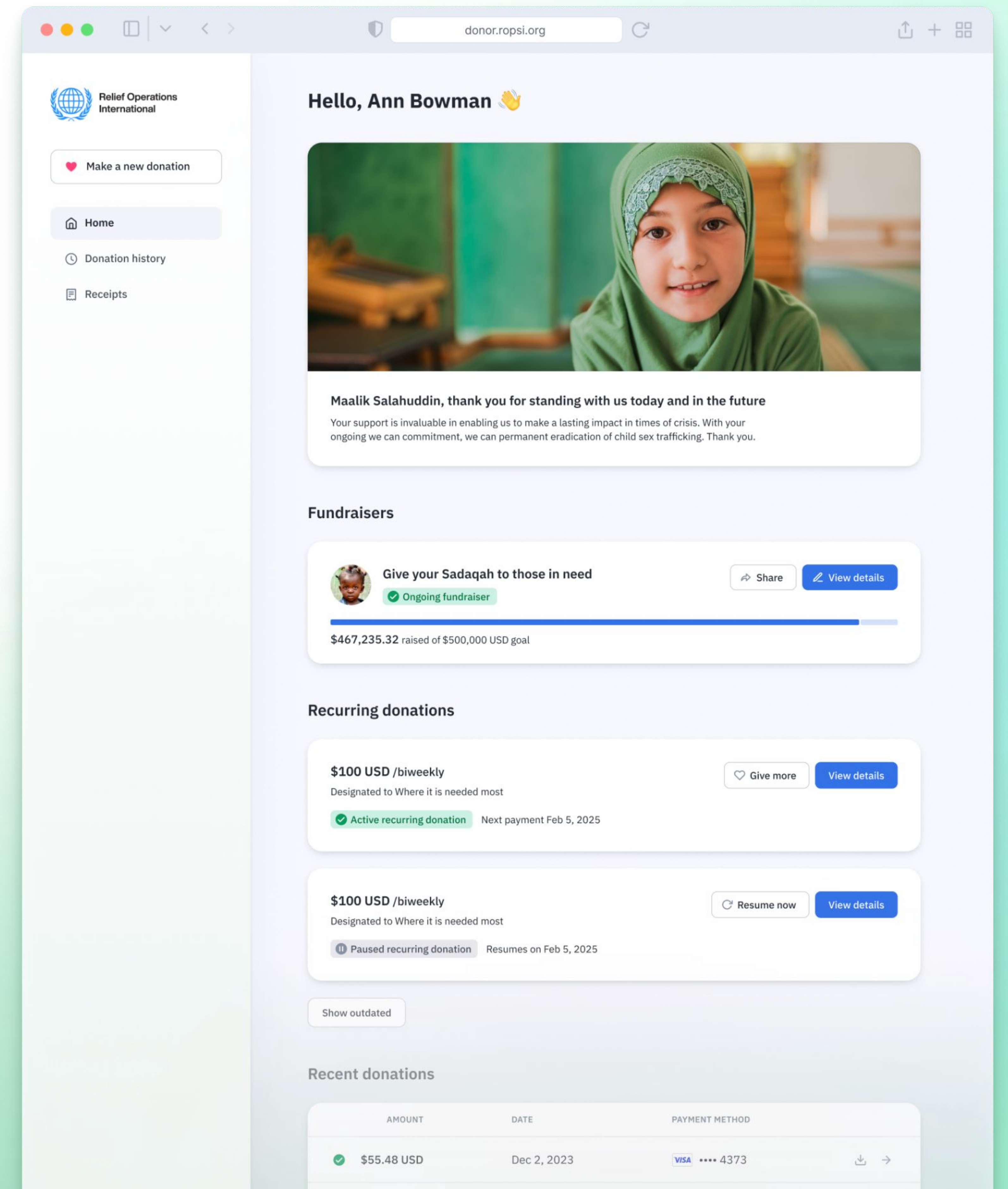
Empower donors with more freedom

Our Donor Portal gives your supporters control over their donation experience — leading to happier, more engaged donors with fewer cancellations (and few calls to your support center).

Built-in tools allow donors to:

- Cancel the end date to daily recurring giving
- Access receipts
- Update donation amounts
- Pause donation instead of cancelling
- Change payment methods

[Learn more](#)



Grow and retain donors

Offer cancellation alternatives

At-risk monthly donors are provided a tool within Donor Portal to retain their existing monthly gift. At the point of cancellation, donors are offered the ability to delay their next gift, or update their amount instead of cancelling.



48% reduction
in donor attrition

14%

Percentage
of donors log in
to the donor
portal

28%

Percentage
of recurring
donors who log
in to the donor
portal

31%

Percentage of donors who
were saved from cancelling
because they decided to keep
their recurring plan instead

Two screenshots of the 'Cancel recurring donation' dialog box. The top screenshot shows the following text: 'Cancel recurring donation' (with a close button), 'We're sorry to see you go. We understand that financial situations can change. Did you know that you skip up to 12 months without cancelling your donation?', three radio button options: 'Skip for 1 month', 'Skip for 3 months', and 'Skip for 1-12 months' (which is selected), a 'Choose a period' dropdown menu, a 'Just cancel my donation' link, a blue 'CONFIRM' button, and 'Next installment will be made on Aug 15, 2023'. The bottom screenshot shows: 'Cancel recurring donation' (with a close button), 'You don't have to leave! We understand that financial situations can change. Did you know that you can change your donation amount without cancelling it?', a blue 'CHANGE DONATION AMOUNT' button, and a 'Just cancel my donation' link.

Grow and retain donors

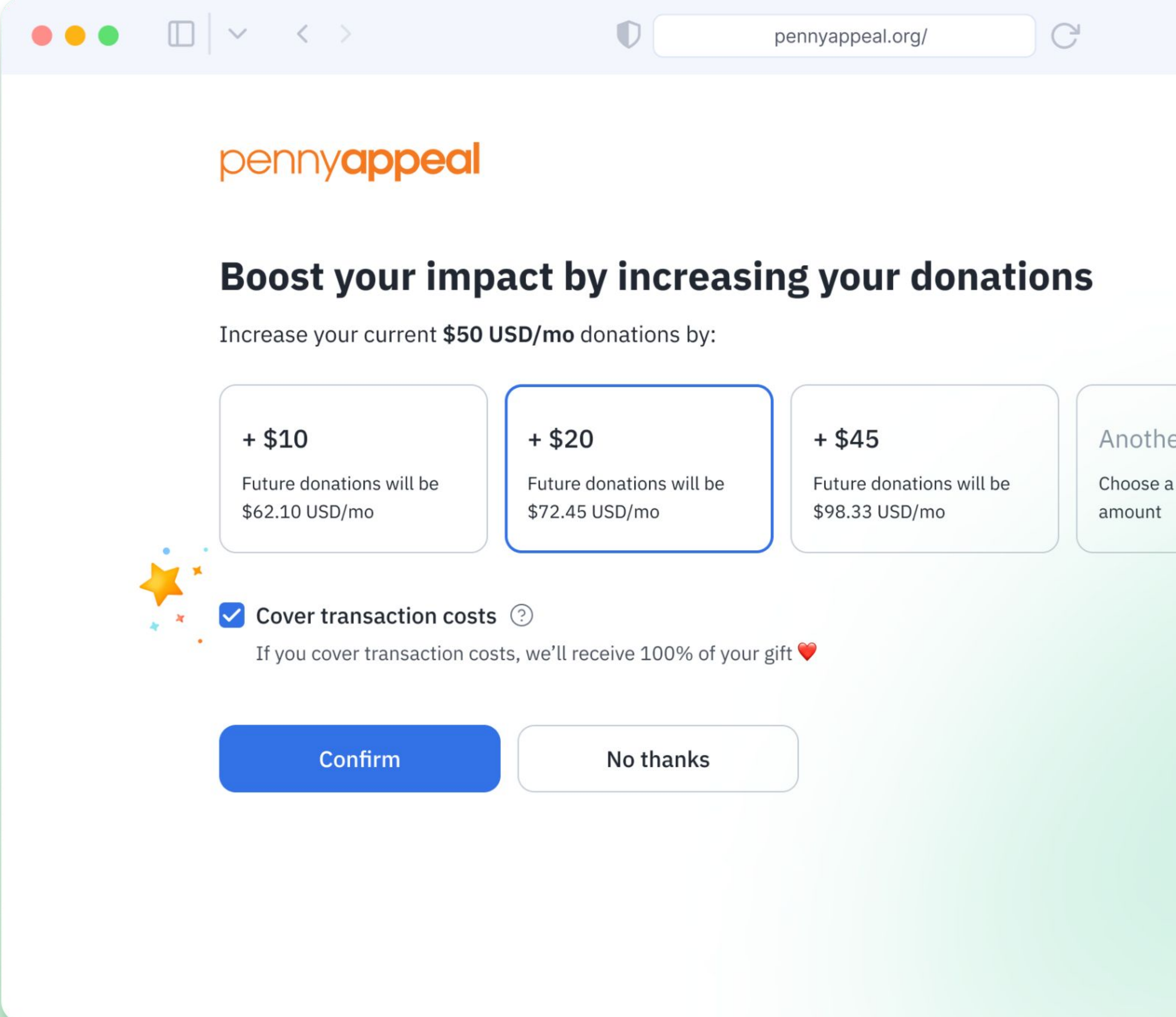
Encourage bigger gifts

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 a significant long-term boost in fundraising and 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 with the URL `pennyappeal.org/`. The page features the **pennyappeal** logo and a heading: **Boost your impact by increasing your donations**. Below this, it says: "Increase your current **\$50 USD/mo** donations by:". There are four buttons for increasing the donation amount: **+ \$10**, **+ \$20** (which is highlighted with a blue border), **+ \$45**, and **Another amount**. Each button shows the future donation amount: **\$62.10 USD/mo**, **\$72.45 USD/mo**, and **\$98.33 USD/mo** respectively. Below the buttons, there is a checkbox labeled **Cover transaction costs** with a question mark icon. The checkbox is checked, and a message below it says: "If you cover transaction costs, we'll receive 100% of your gift ❤️". At the bottom, there are two buttons: **Confirm** (in blue) and **No thanks** (in white with a blue border).

Amount Increase	Future Donation Amount
+ \$10	\$62.10 USD/mo
+ \$20	\$72.45 USD/mo
+ \$45	\$98.33 USD/mo
Another amount	Choose a amount

Grow and retain donors

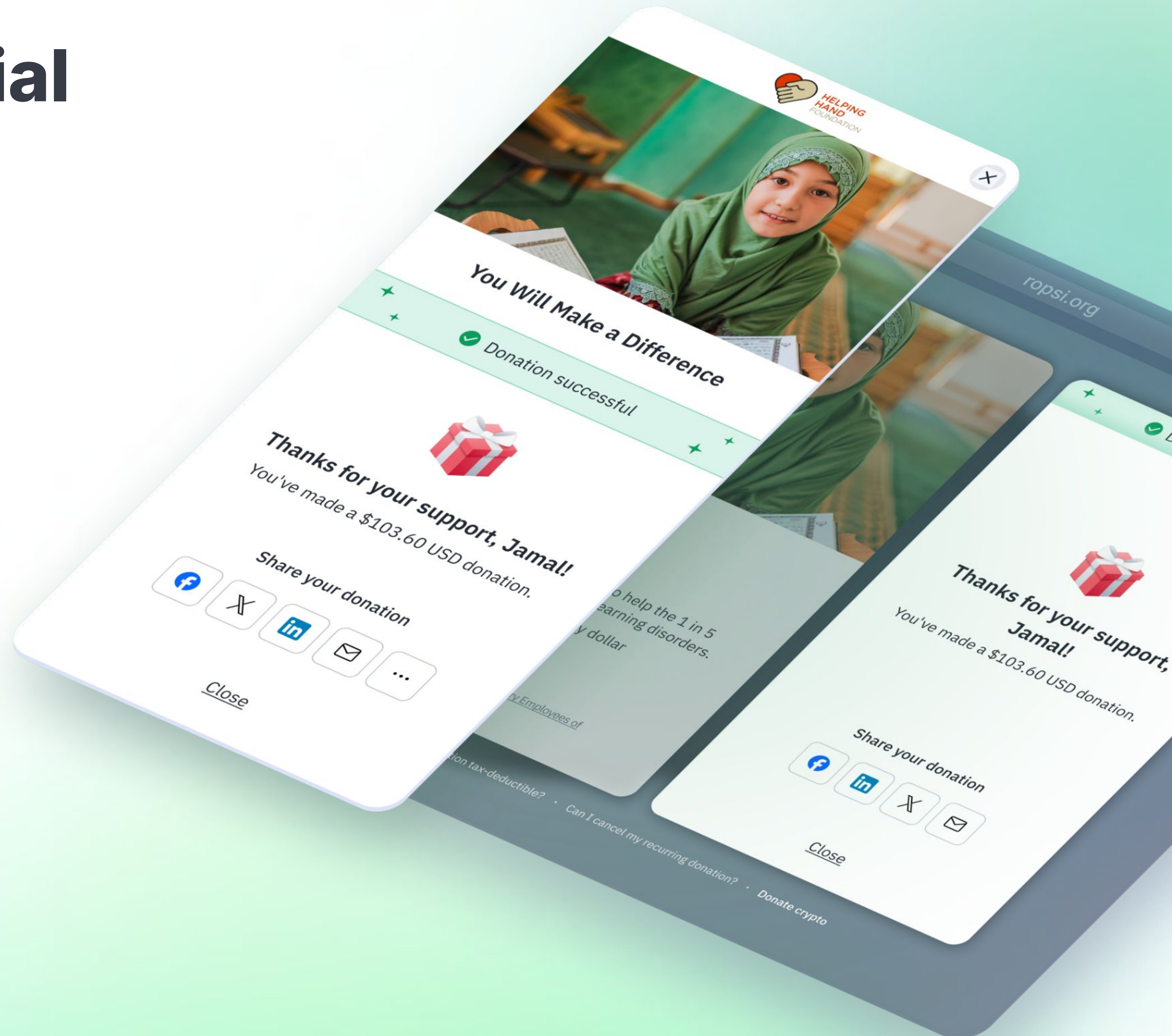
Make donors feel special

Choose how to show appreciation for supporters after they successfully give during Ramadan.

You can redirect them to a specific URL (for example, if your organization already has an established "Thank you" page) or show them Fundraise Up's default "Thank you" screen.

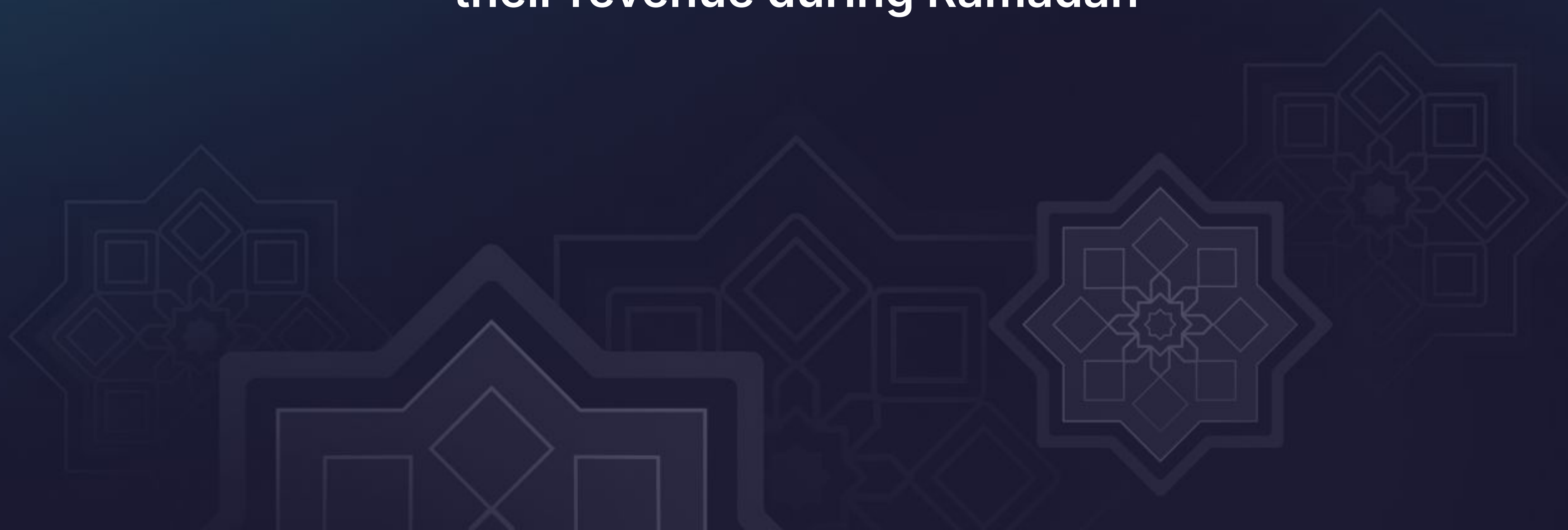
[Explore the docs](#)

[Book a demo](#)



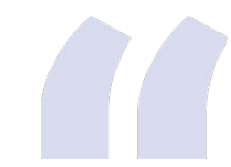
Inspiration

See examples of how other nonprofit organizations have maximized
their revenue during Ramadan



Inspiration

CAIR onboarded Fundraise Up in just a week



We really wanted to get Fundraise Up set up quickly so that we could increase donation form conversions during Ramadan, which is a big time for giving. Set up was complete in less than 8 days, and ahead of Ramadan.

Tayyab Yunus

National Director Development, Council on American-Islamic Relations (CAIR).

pa.cair.com/ramadan/

Stand with CAIR-Philadelphia in defending the constitutional rights of American Muslims in the greater Delaware Valley.

One Time

Your donation amount:

\$1,000	\$500	\$300
\$100	\$55	\$25

\$ **55** USD ▾

Donate

Monthly

Your monthly donation amount:

\$250	\$130	\$85
\$55	\$30	\$20

\$ **20** USD ▾

Donate Monthly

Inspiration

Ethar Relief's donor base grew by 31% in the first year

Ethar Relief was on a quest to convert global site visitors into donors. With Fundraise Up's Checkout, they could accept 135+ global currencies, localize the donor experience in more than 20 languages including Arabic and increase conversions for mobile donors.

Checkout also helped Ethar Relief fundraise during important Islamic holidays like Ramadan and Dhul Hijjah. And using Fundraise Up's URL API, Ethar Relief was even able to integrate their existing Zakat calculator with Checkout.

20%

Increase in
unrestricted funds

19%

Increase in average
gift size

31%

Lift in new donors
in the first 12 months

[See Ethar Relief full case study](#)

[Book a demo](#)





**A best-in-class
experience**

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 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](#)



Best-in-class experience

Prevent fraud before it occurs

The current fraud landscape in online fundraising is complex and constantly evolving. It includes a range of fraudulent activities such as donation fraud, identity theft, credit card fraud, and chargeback fraud.

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](#)



Best-in-class experience

Don't risk downtime during your biggest month

The worst thing that could happen during Ramadan is that you aren't able to process donations as they're coming in. With Fundraise Up we've got you covered so you have one less thing to worry about.

- A robust and scalable infrastructure with 99.99% uptime
- 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.

[Learn more](#)

✓	Mar 19, 2026, 11:24 AM	\$312.20	Muhammad Fadel
✓	Mar 19, 2026, 11:24 AM	\$500.55	Jamal Burhan
✓	Mar 19, 2026, 11:24 AM	\$120.10	Fatema Darwish
✓	Mar 19, 2026, 11:24 AM	\$75.30	Maryam Al-Habsi
✓	Mar 19, 2026, 11:24 AM	\$830.25	Maalik Salahuddin
✓	Mar 19, 2026, 11:24 AM	\$350.10	Saafir Hosseini
✓	Mar 19, 2026, 11:24 AM	\$2,000.25	Zafar Yassin
✓	Mar 19, 2026, 11:24 AM	\$250.15	Eeda Wakim
✓	Mar 19, 2026, 11:24 AM	\$50.10	Qaddar Dajani
✓	Mar 19, 2026, 11:24 AM	\$120.75	Chishti Farooqui
✓	Mar 19, 2026, 11:24 AM	\$750.30	Omari Moghaddar

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**.

[Learn more](#)

Ethar Relief integrated their existing Zakat calculator with Fundraise Up's Checkout using [URL API](#)



In the UK, it would cost us many thousands of pounds to build a tool like Fundraise Up's Checkout. So let Fundraise Up do the tech, let us do the good work. Simple as that.



AAQIB RAZA

Head of Product and Marketing,
Ethar Relief

Best-in-class experience

Get the data you need for smart fundraising

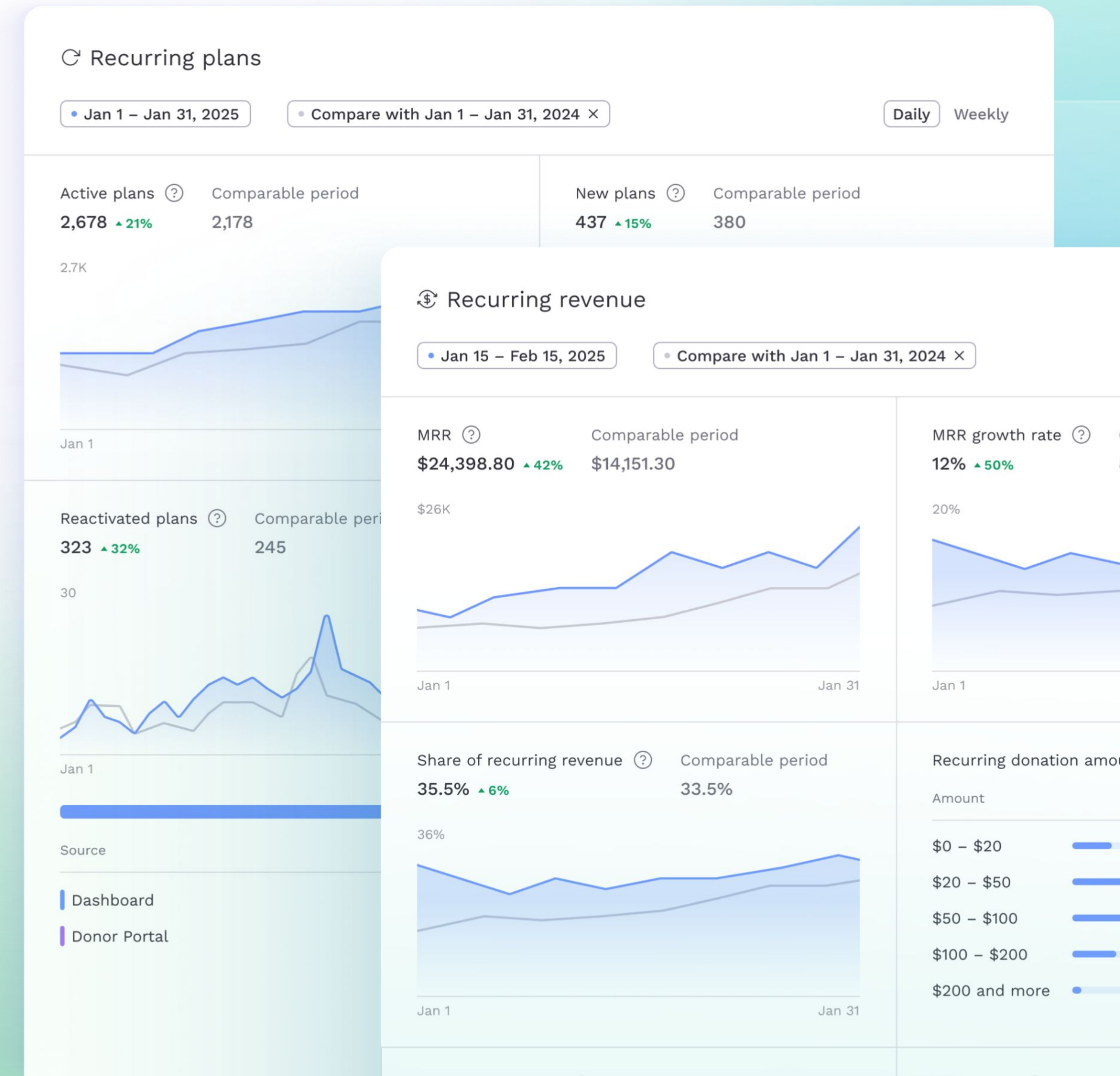
Gain the insights you need to make smarter fundraising decisions, **optimize your strategies** and transform your organization's fundraising initiatives.

The Insights Dashboard gives you instant, easy-to-understand data on how your fundraising is doing, saving you the hassle of putting together reports and data. It's like having a **clear, complete view of your success** at your fingertips.

[Learn more](#)

Insights on the go

The Insights view is easy to navigate on mobile devices. Bookmark it for easy, on-the-go access to your regular fundraising activities anytime, anywhere.



Best-in-class experience

Receive white-glove support

No matter where in the world your cause takes you, 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](#)

95%

customer
satisfaction rate

Sarah rated the conversation



1d

Feedback — "Always thorough. thanks."

1d

Richard rated the conversation



2d

Lual rated the conversation



7d

Jamal rated the conversation



5d

Feedback — "Very quick and detailed response, please recognize and empower that. Thank you and take

Feedback — "Ignatii is always very helpful and quick to respond. Ver appreciative of the unprompted follow up on open tickets."

Best-in-class experience

Benefit from mission-aligned pricing

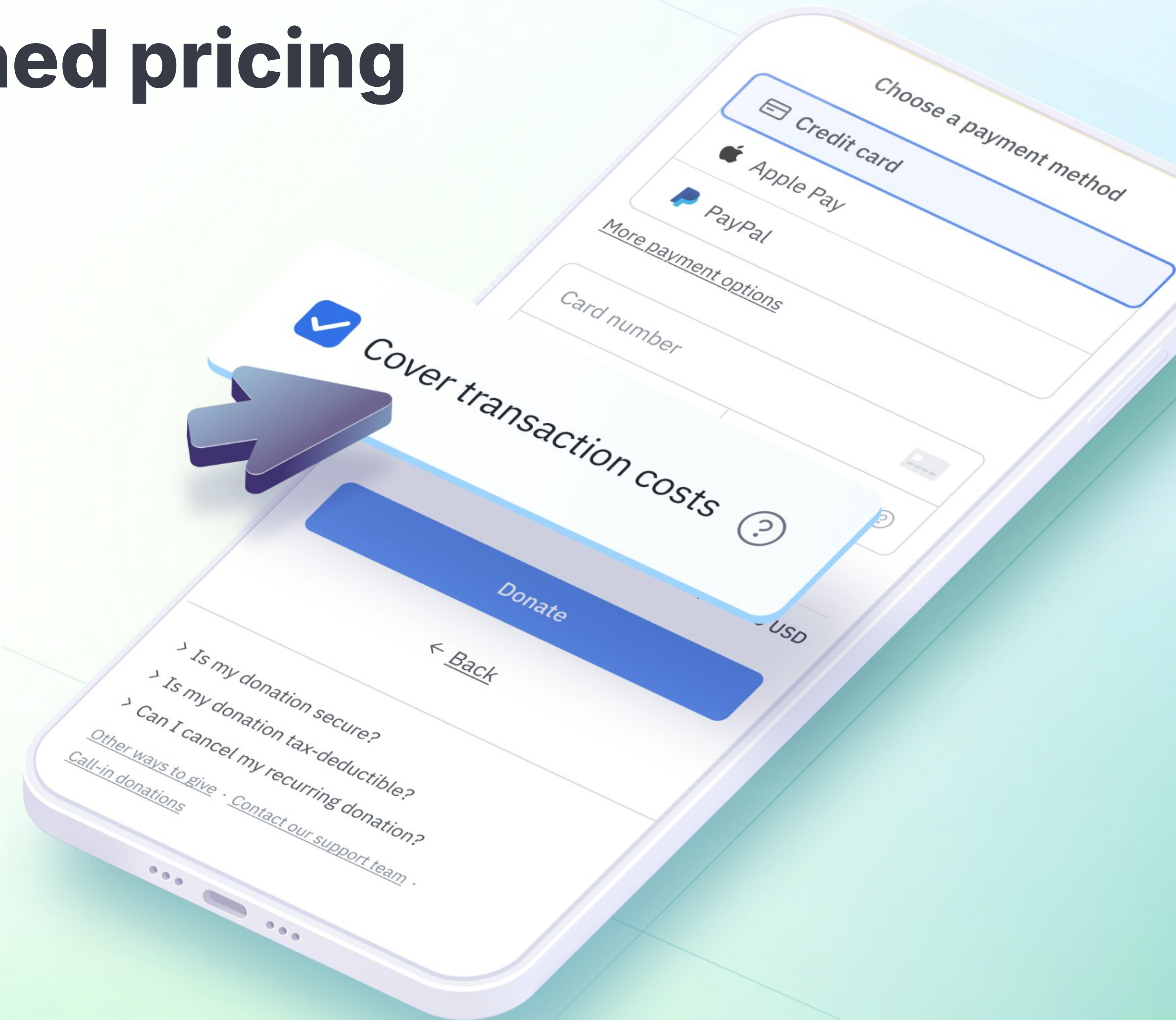
No contracts. No monthly fees. More donation revenue to support your cause with simple, pay-as-you-go transaction-based pricing.

- Fundraise Up: 4% per transaction
- Stripe: 2.2% + \$0.30 per transaction

Fee coverage: On average, 80% of donors cover all transaction costs (platform and processing), keeping your effective fee rate low.

All-inclusive features and support: access our full suite of premium fundraising tools, such as AI, Campaign Pages, and Localization, all without additional charges. No tiered plans or feature restrictions — everything you need is at your fingertips.

[Learn more](#)



Ready to take next steps?

Learn how you can level up your Ramadan
readiness by booking a demo with us.

Automate daily giving this Ramadan

Book a demo

Leaving industry average behind

Book a demo

	Our performance	Industry average
Conversion rates	Stable at 30%	11%
Average one-time donation amount	Maintained at \$160	\$126
Average monthly recurring donation amount	Increased to \$34	\$24
Donation page load time	Optimized to 1.7 sec	2.7 sec
Recurring plans retention rate (12mo)	Excels at 80%	63%

Work with our partners

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.



[Clearoute](#)

Clearoute is a full-service agency helping nonprofits achieve unparalleled success in brand development, performance marketing, and technology innovation.



[Intuitive Solutions](#)

Intuitive Solutions enables nonprofits to make a positive impact in the communities. They focus on strategy and planning, integration, streamlined operations, capacity solutions, messaging, and public narratives.



[CerealBox Agency](#)

CerealBox Agency focuses on increasing online donations for nonprofits, so they can continue to serve great causes. They've fundraised over £35 million and acquired over 200,000 new donors. [Check out](#) their projects.



[Sarah Ali Philanthropy Inc](#)

Sarah Ali Philanthropy Inc helps Muslim and non-faith charities run multi-million-dollar campaigns, sharpen donor strategy, and scale giving. Their work is rooted in deep expertise in Muslim philanthropy and values-aligned growth.

What we've built since last Ramadan

This guide reflects a growing platform. Four new features are joining it this year, launching in October 2027 ahead of next Ramadan.

- **Zakat Calculator v2:** clearer guidance on what counts toward nisab, added privacy assurances, and a fix that keeps Zakat a one-time gift.
- **Zakat al-Fitr Calculator:** a per-household calculation using your configured staple food rate.
- **Fidiyah & Kaffarah Calculator:** a guided calculation for missed fasts, based on household size and food costs.
- **Advanced Ramadan Giving:** precision scheduling for the last 10 nights, the odd nights, and Laylat al-Qadr.

Book a demo to see what's live today and get a preview of what's next →

