Fundraise Up

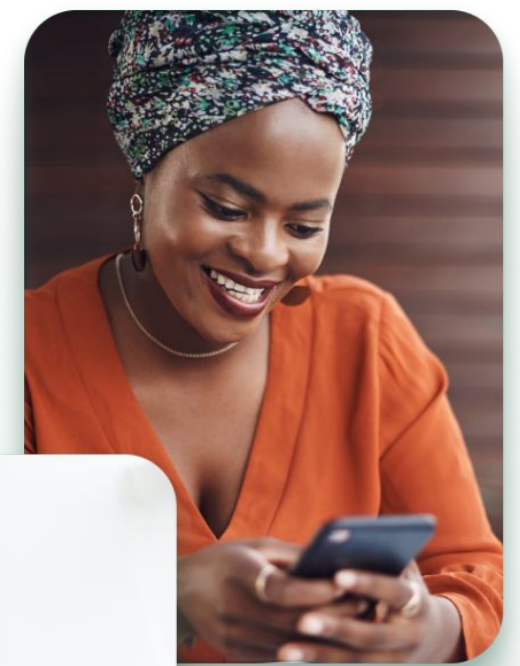# Ramadan Giving: donation optimization guide

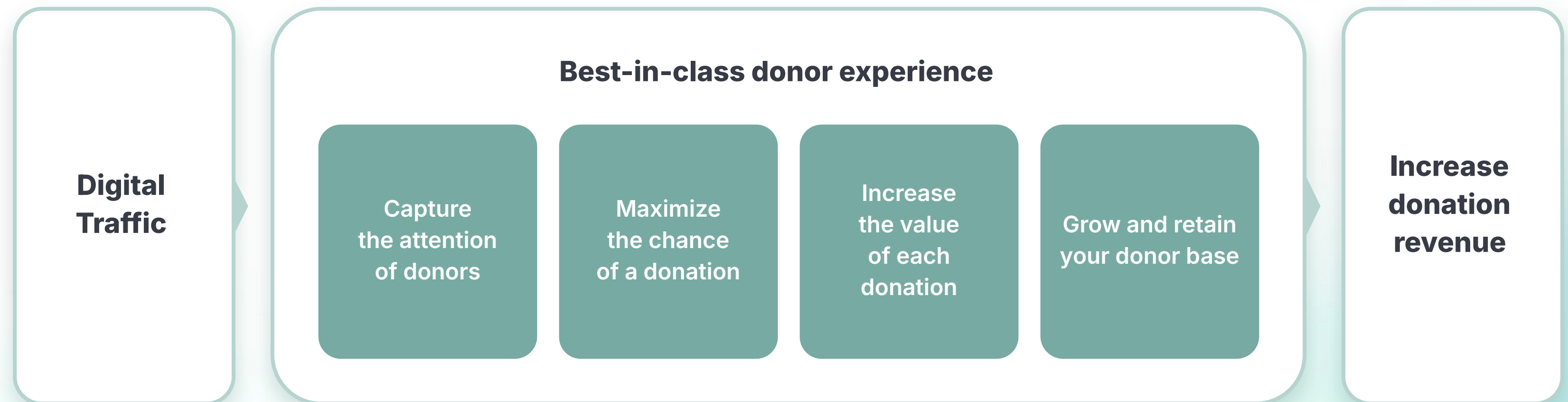Learn how to maximize revenue and automate daily giving just in time for Ramadan

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. Fundraise Up is built to maximize your blessings with AI-powered features that turn web visitors into lasting donors.

Optimize every step of turning web visitors into donors

Digital Traffic

Best-in-class donor experience

Capture the attention of donors

Maximize the chance of a donation

Increase the value of each donation

Grow and retain your donor base

Increase donation revenue

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

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.
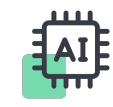
Capture donor attention

- [ ] Website Elements
- [ ] Social Proof
- [ ] Campaign Pages
- [ ] Impact Sliders
- [ ] QR Codes

Streamline zakat giving

- [ ] Daily giving with end dates
- [ ] Localized experiences in Arabic
- [ ] Modern payment options
- [ ] Impact Descriptions
- [ ] Virtual Terminal
- [ ] 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

Start planning your Ramadan campaign!

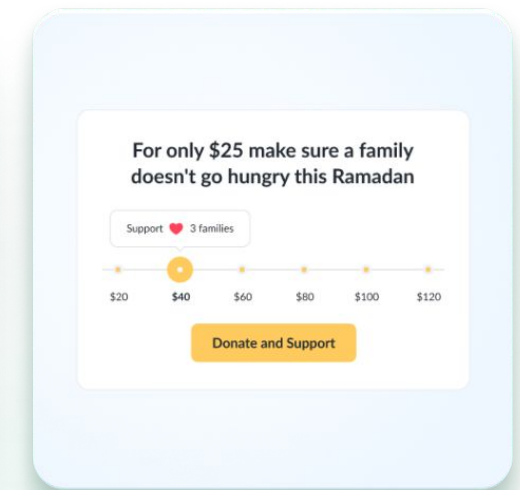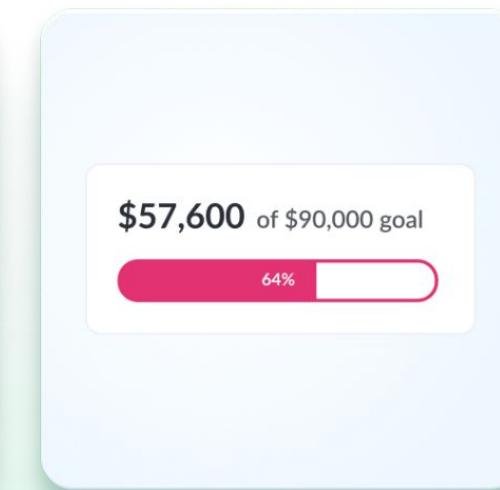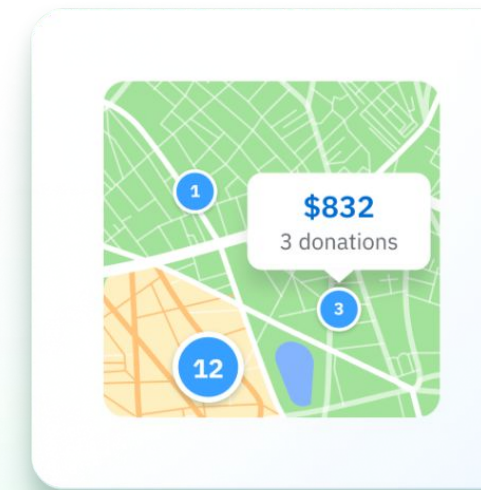Connect with us for a complimentary Donation Journey Assessment.

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

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 ✕

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](#)
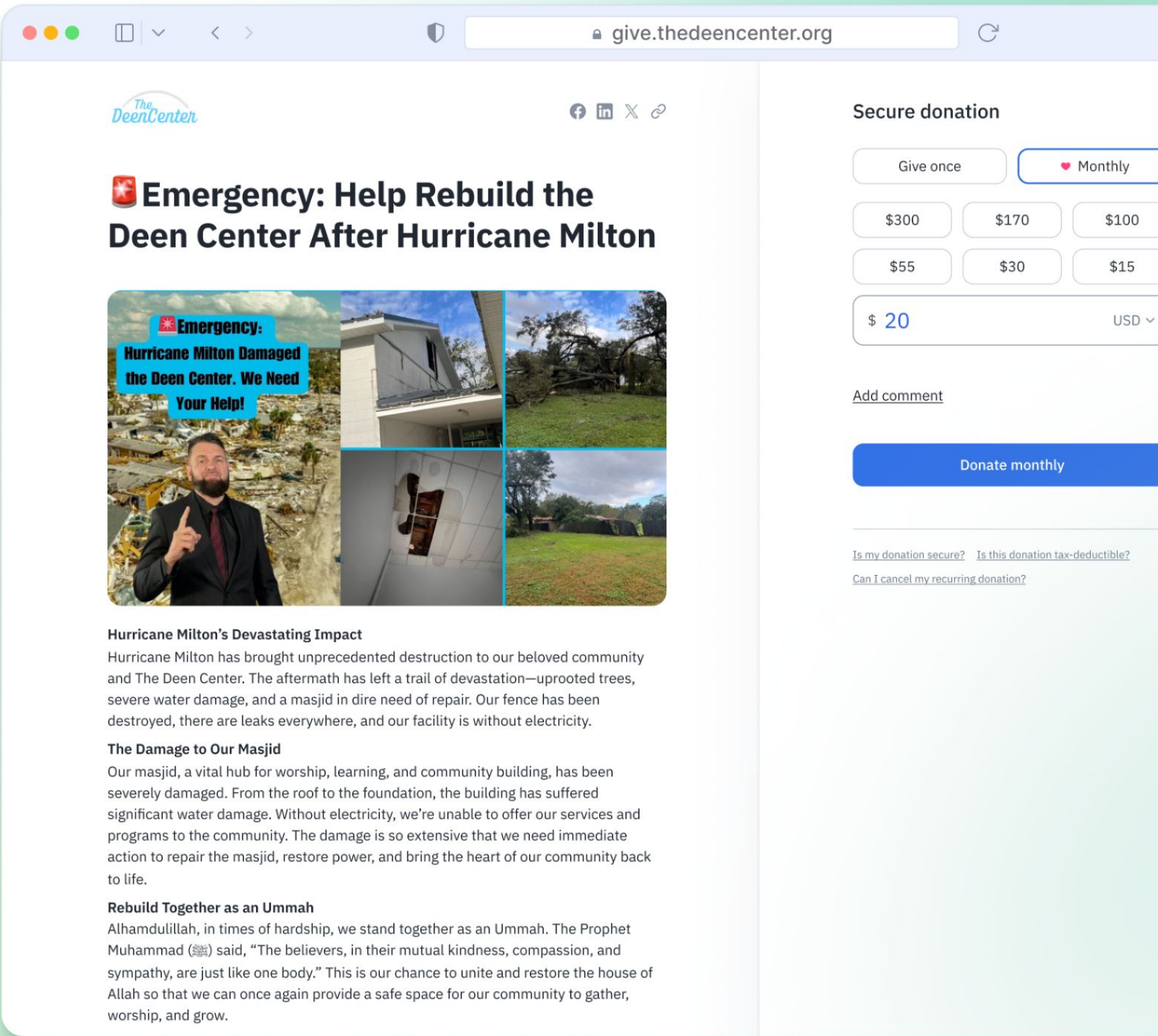
Inspire greater generosity by helping donors see their impact

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

The Impact Slider 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

For only $25 make sure a family doesn't go hungry this Ramadan

Support ❤️ 5 families

$25 $50 $75 $100   **$125**

Donate now
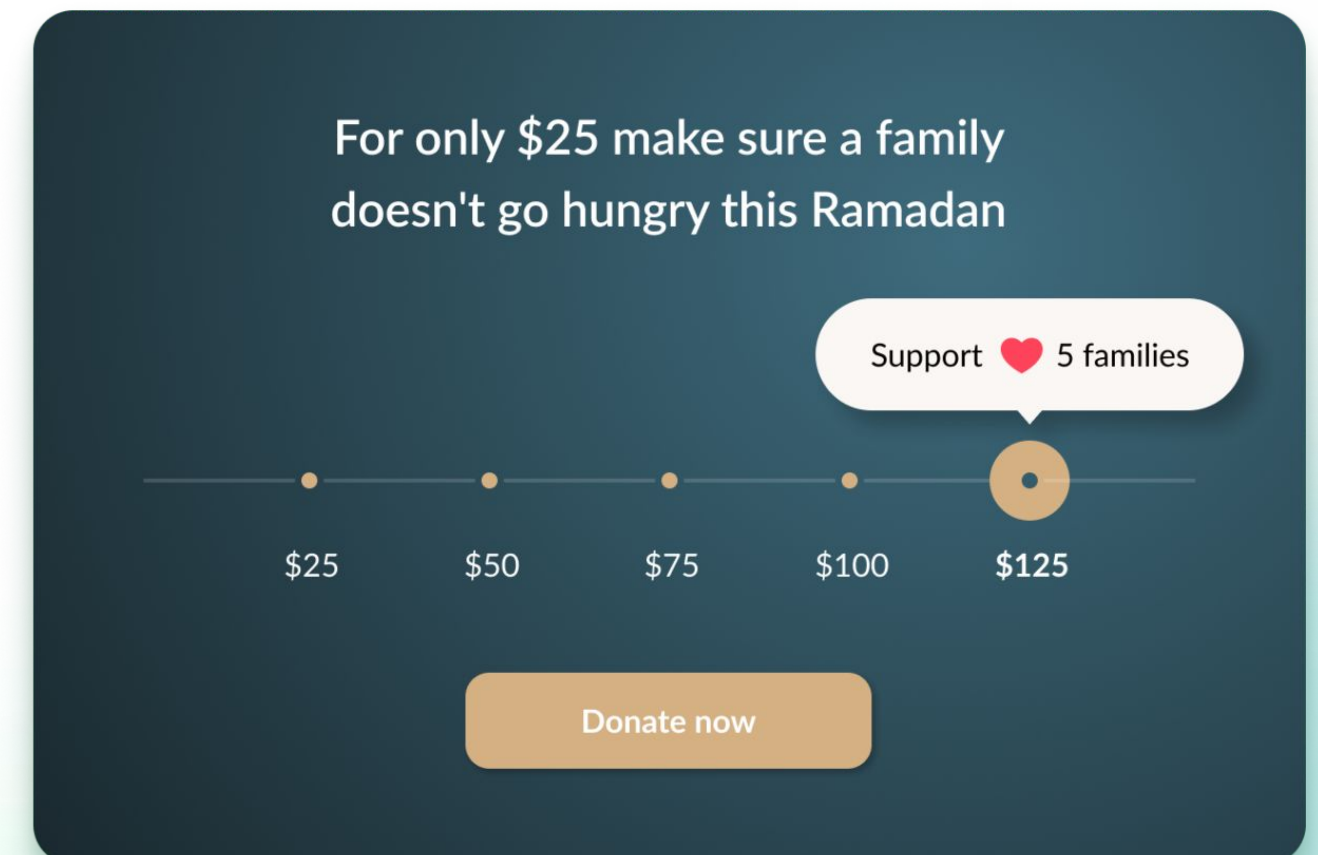
Make it easy to donate with a single scan

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](#)

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 an end date for your campaign. This allows you to:

- Maximize contributions during Ramadan, making it easy for donors to give Zakat.
- 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.

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

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.

[Read the blog](#)   [Learn more](#)

إشراقًا 🛡️

شهريا ♥	أعط مرة واحدة ♥

200	100	50
30	20	10

⌄ AED   **60** $

☐ أعط تكريما أو في الذاكرة

عين إلى حيث تشتد الحاجة إليها

أضف تعليق

يتبرع

تبرع بالعملات المشفرة

ن لساعدة 1 من كل 5 أطفالراقًا يعانون من

قا. كل دولار تقدمه سيحدث تغييرًا حقيقيًا.

وك • موظفو MT Country ف

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
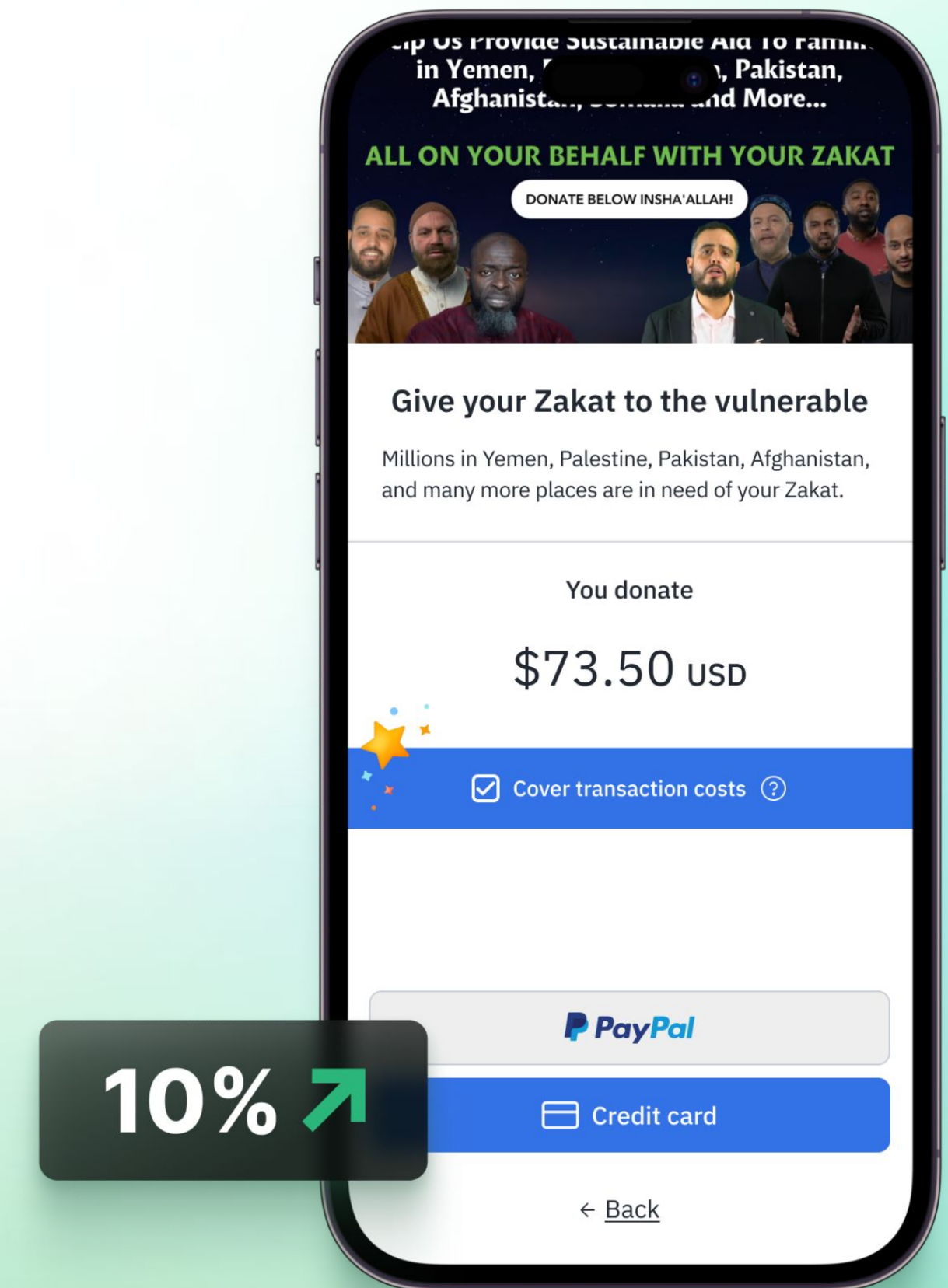
Connect donors to the impact they're making

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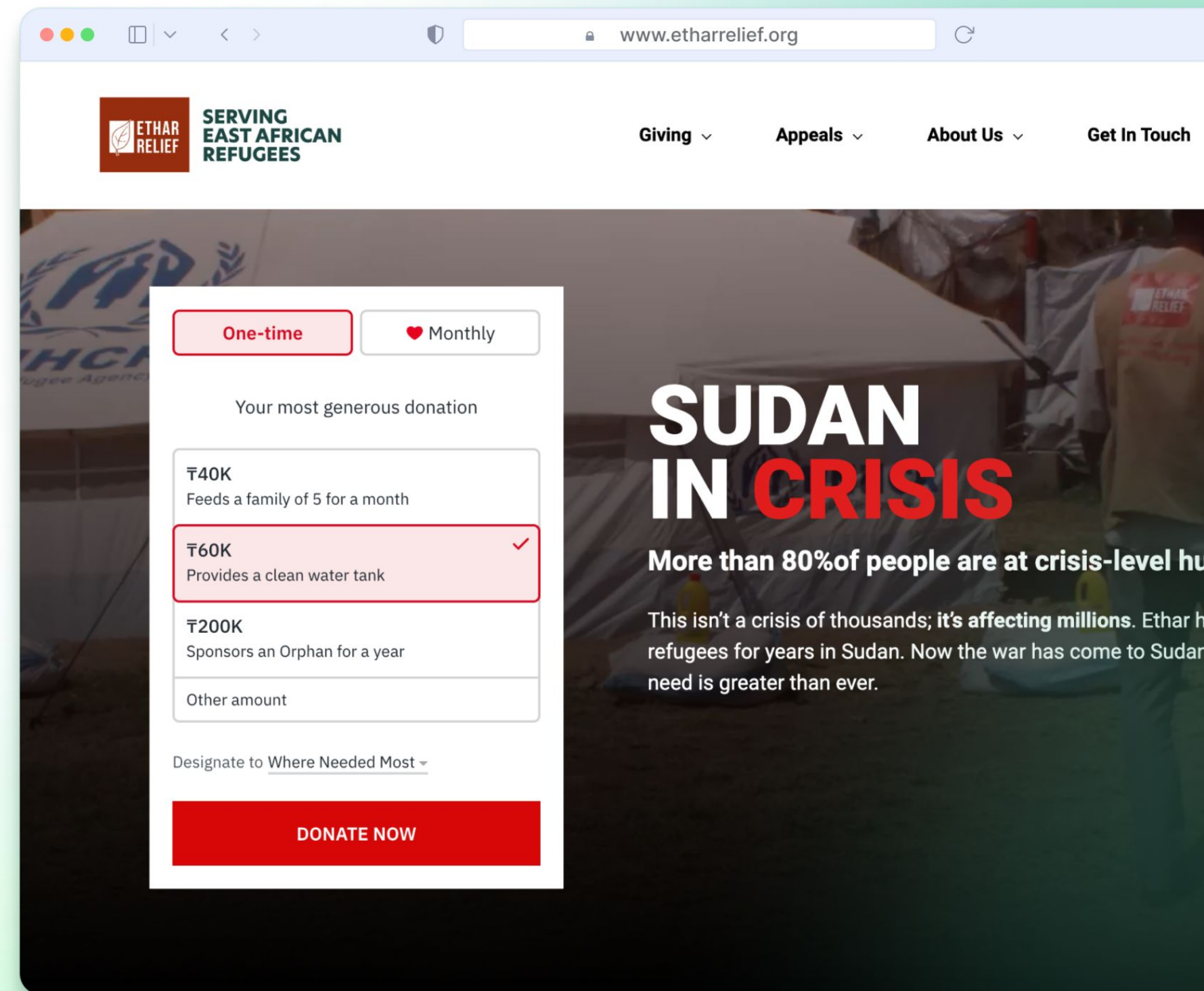By showing donors their impact, you'll motivate them to give more.

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

Simplified in-person giving

Maximize donation efforts with in-person donations. Using the Virtual Terminal, you can connect with Muslim supporters who pray at the mosque nightly.

Whether supporters give a one-time gift or set up a recurring donation, Virtual Terminal supports a wide range of donation frequencies.

Plus! You can manage installment-based contributions with flexible donation 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
Clean water for every child

Designation
Where it needed most

Donation

Donation frequency
Once

Installment amount
$100.00   USD

Scheduled for
📅 Now

Supporter

🔍 Find supporter by email, name, ID

First name
Maalik

Last name
Salahuddin

Email address (optional) ⑦
maalik.salahuddin@example.com

Phone (optional)
🇺🇸 ∨

☐ Add tribute

Payment method

◉ Credit card

Card number
💳 1010 1010 1010 1010

Summary

One time donation
Transaction costs

Total donation amount

Make a

ADDITIONAL NOTES

No notes have been a

If you are an Organiza
and you'd like to ente
in using Virtual Termi
Virtual Terminal Setti

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
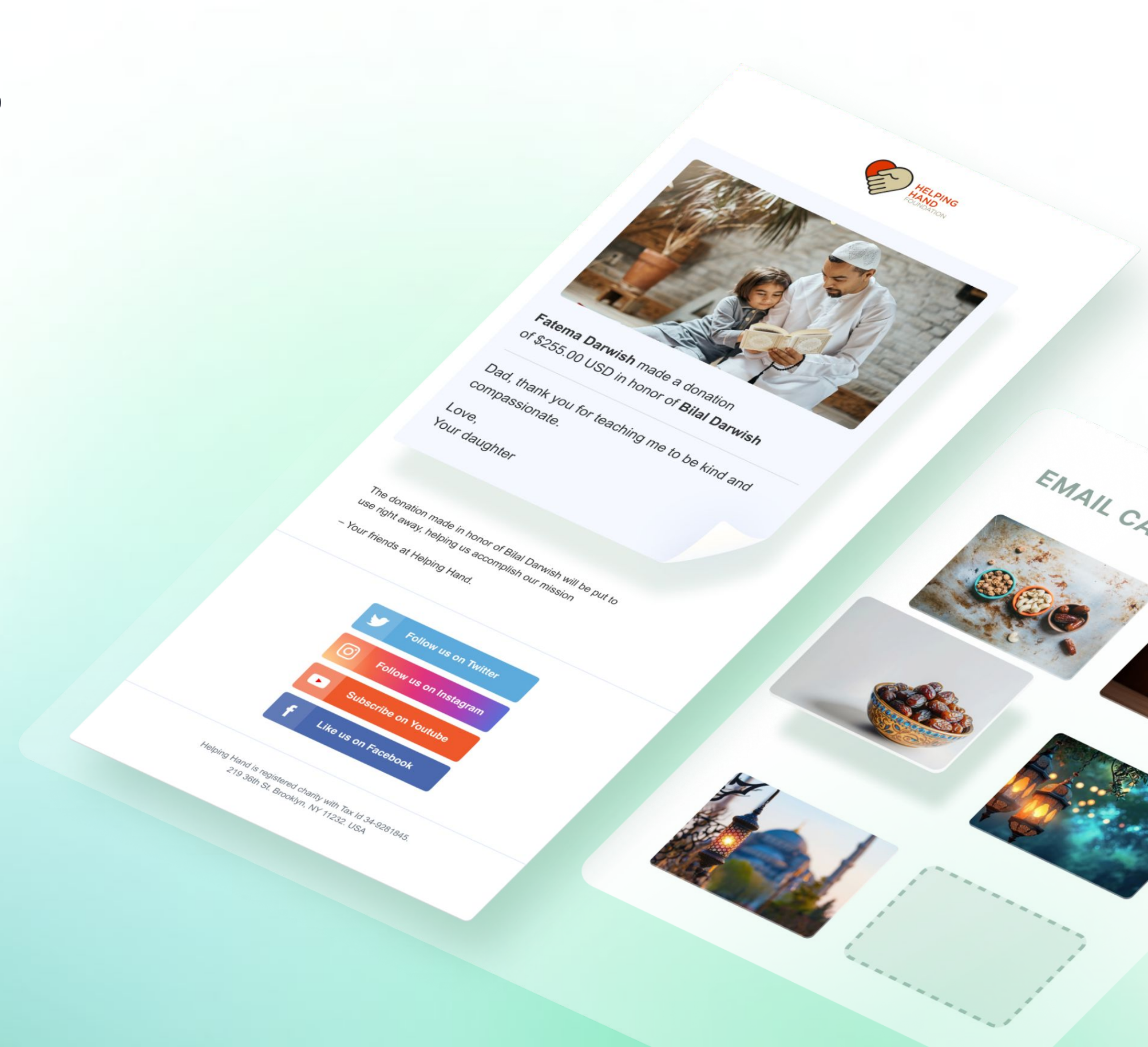
Optimize
each donation

Personalize the donor experience with AI

Fundraise Up uses AI, backed by over 80 non-PII data points, 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 →

...d how Fu...

Pre-do...
Boosted...
donation...

+ $6,8...

Fraud...
Fraudul...
detecte...
cover transaction costs with the AI.

AI Adaptive

12 pay...

Turn one-time donors into long-time supporters

Our donation form intelligently selects and prompts donors most likely to become recurring givers.

With this feature, the average impact is 10-15% more revenue, and 2x the amount of donor acquisition.

Above industry-average retention rates
Our recurring plan retention rate for online donors is over 25% higher than the industry average.

[Learn more](#)

More gifts, less operational costs

On average, 84% 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

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

You donate

$106 USD/month

☑ Cover transaction costs ⍰

Donate with Pay

Credit card

Bank transfer

← Back
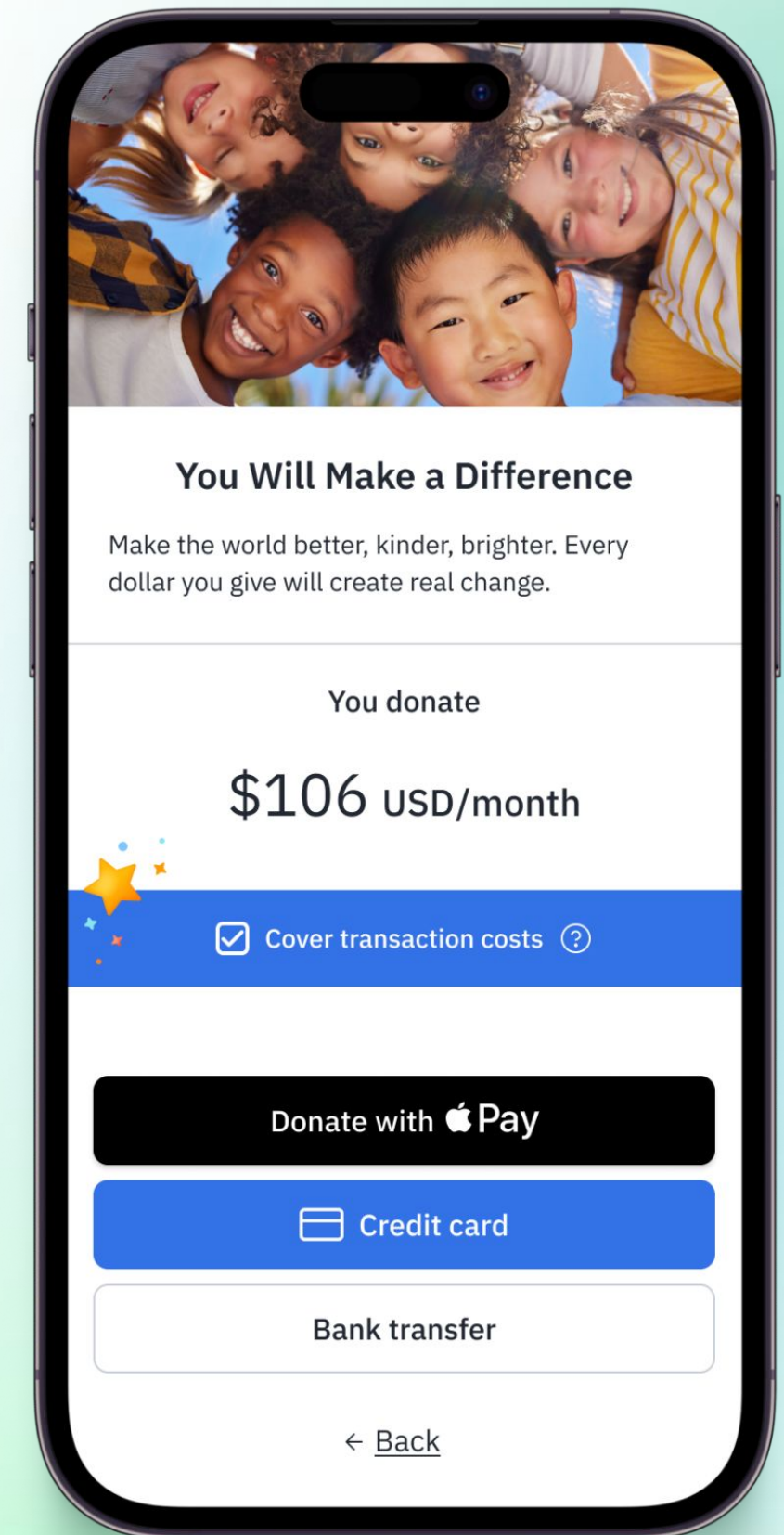
Amplify donations by 3x

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](#)

Grow and retain your donor base

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](#)
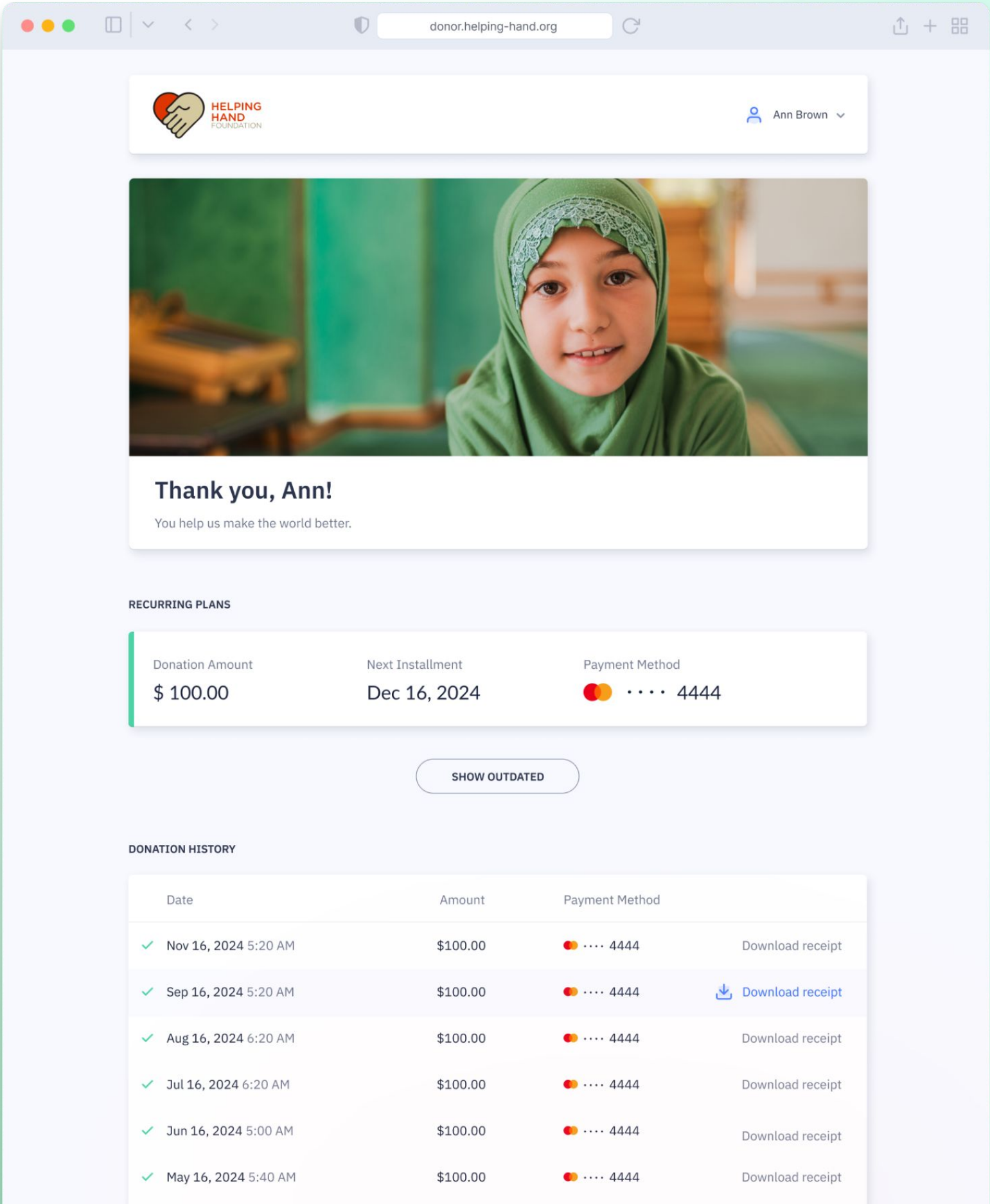
Offer cancellation alternatives

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.

unicef USA

48%
reduction
in donor attrition

14.9%
Percentage
of donors log in
to the donor portal

25%
Percentage
of recurring donors
who log in to the
donor portal

27%
Percentage of donors
who were saved from
cancelling because
they decided to keep
their recurring plan
instead

Cancel recurring donation ✕

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?

◯ Skip for 1 month

◯ Skip for 3 months

◉ Skip for 1-12 months

Choose a period ⌄

Just cancel my donation

CONFIRM

Next installment will be made on Aug 15, 2023

Cancel recurring donation ✕

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?

CHANGE DONATION AMOUNT

Just cancel my donation

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! ⭐

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pennyappeal.org/

pennyappeal

Boost your impact by increasing your donations

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

+ $10	+ $20	+ $45	Anothe
Future donations will be $62.10 USD/mo	Future donations will be $72.45 USD/mo	Future donations will be $98.33 USD/mo	Choose a amount

☑ **Cover transaction costs** ⓘ

If you cover transaction costs, we'll receive 100% of your gift ❤️
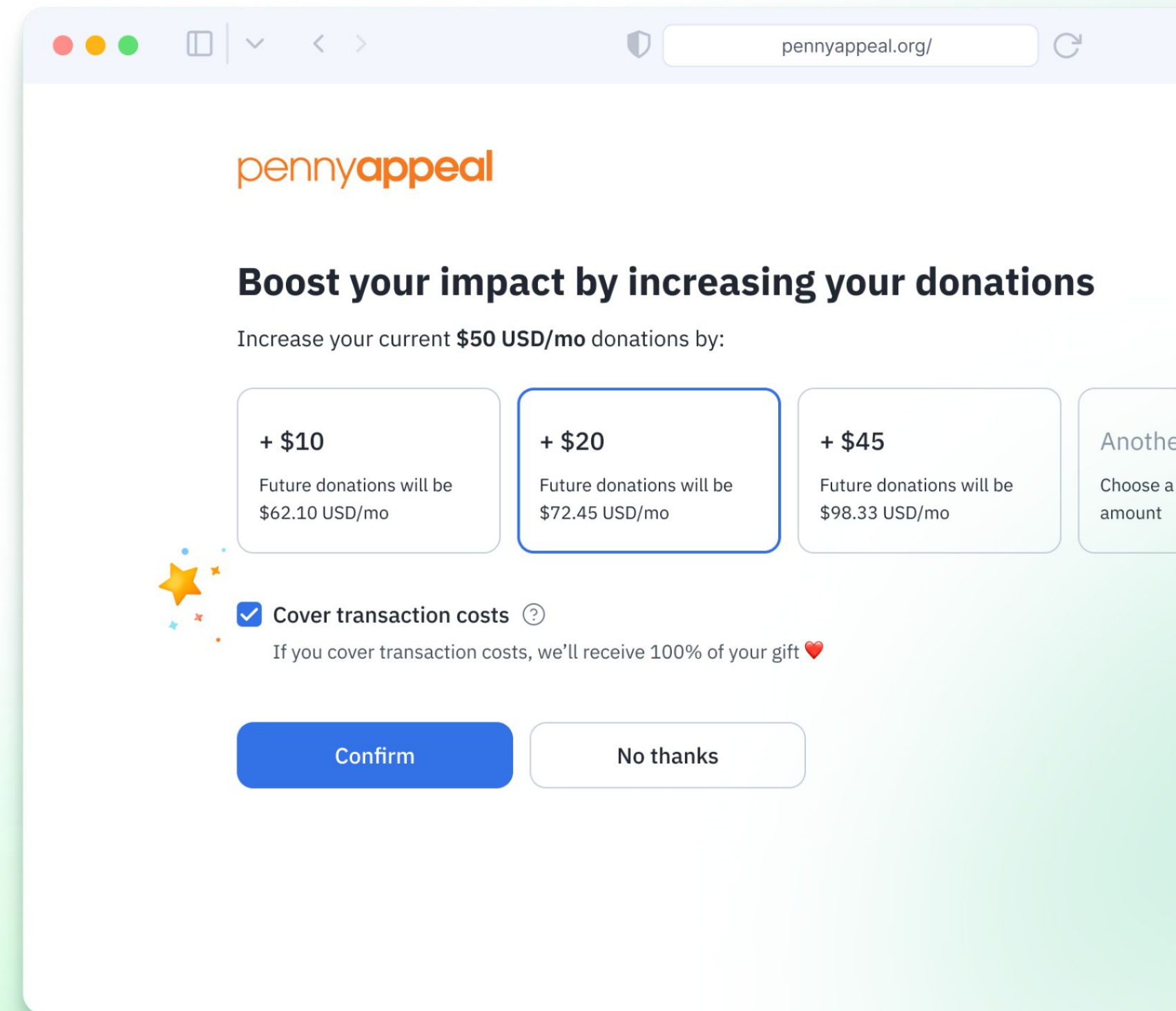
[Confirm]   [No thanks]

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
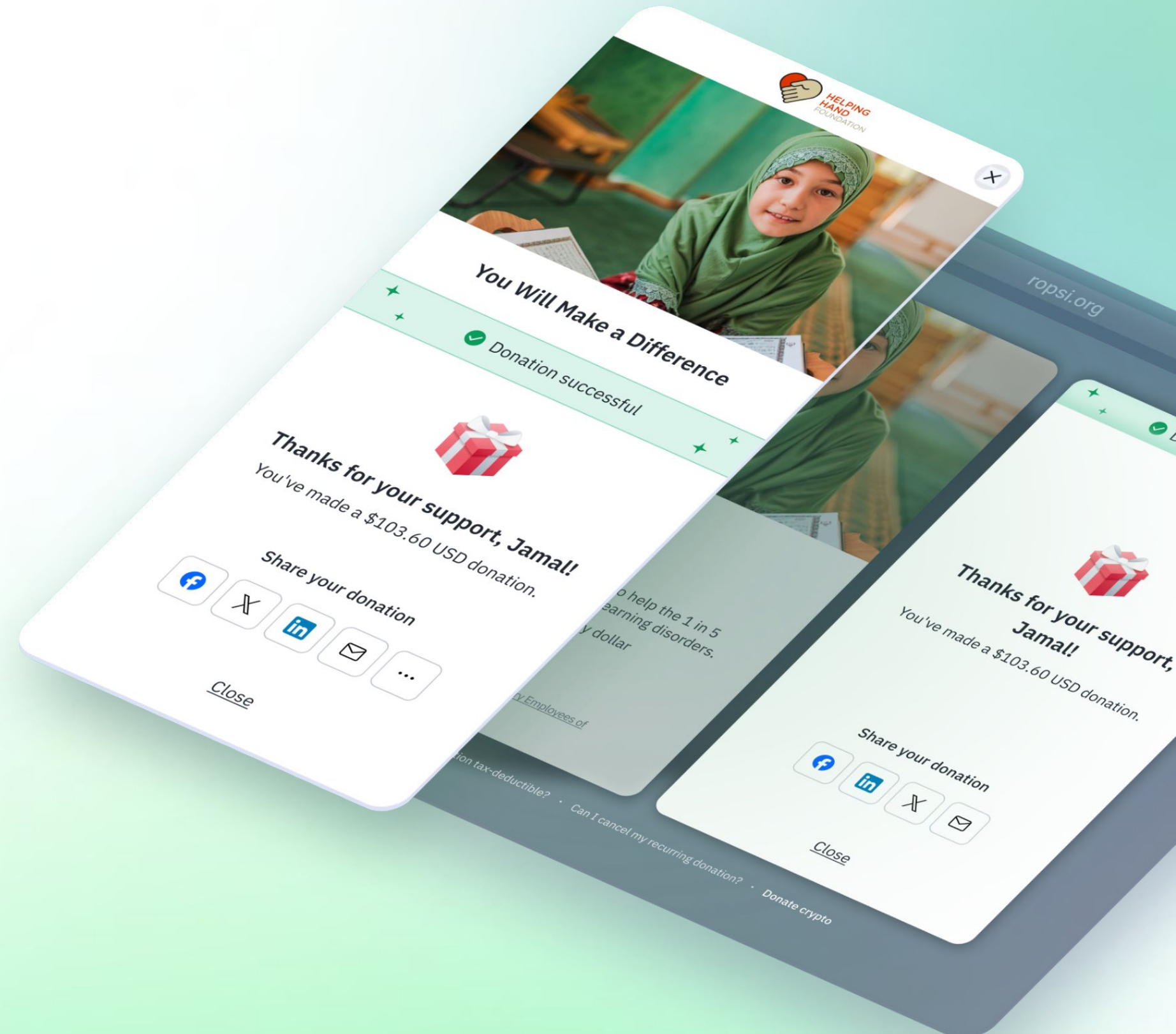
Inspiration

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

Ma'ruf Dallas used Elements for Zakat fundraising during Ramadan

Ma'ruf Dallas uses **Social Proof and Pop-Up** Elements with a compelling video to share the human stories of those who benefited from the total funds raised in 2023 through Zakat donations.
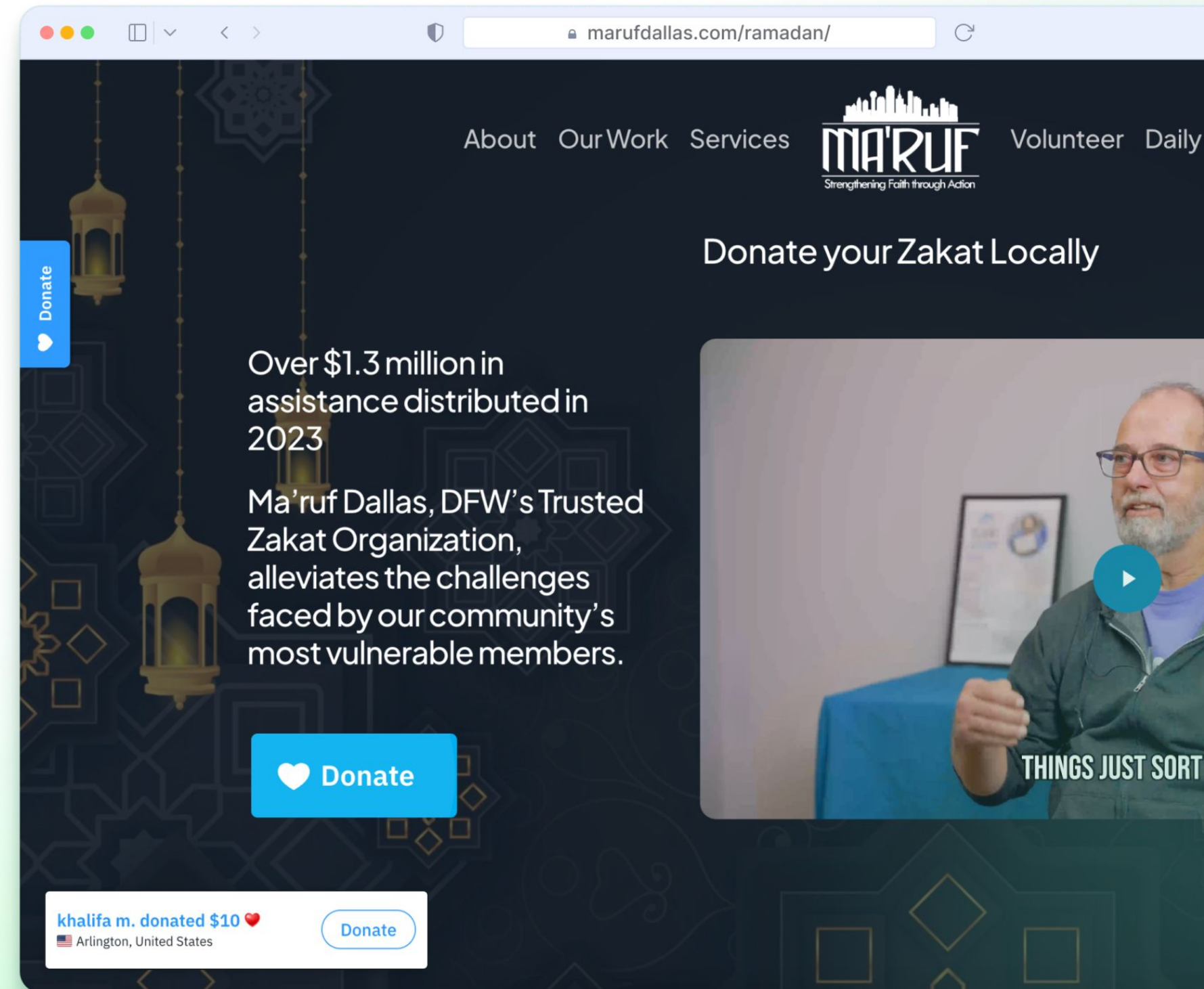
CAIR onboarded Fundraise Up in just a week

"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).

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

Ethar Relief was on a quest to convert global site visitors ino 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

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

ISO 27001

SOC 2 Type 2

PCI DSS Level 1 4.0

WCAG 2.1 AA

PIPEDA

GDPR

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](#)

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 99.9% uptime

- Fundraise Up is 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](#)

✓ Nov 15, 2024, 11:24 AM	$312.20	Muhammad Fade
✓ Nov 15, 2024, 11:24 AM	$500.55	Jamal Burhan
✓ Nov 15, 2024, 11:24 AM	$120.10	Fatema Darwish
✓ Nov 15, 2024, 11:24 AM	$75.30	Maryam Al-Habsi
✓ Nov 15, 2024, 11:24 AM	$830.25	Maalik Salahuddin
✓ Nov 15, 2024, 11:24 AM	$350.10	Saafir Hosseini
✓ Nov 15, 2024, 11:24 AM	$2,000.25	Zafar Yassin
✓ Nov 15, 2024, 11:24 AM	$250.15	Eeda Wakim
✓ Nov 15, 2024, 11:24 AM	$50.10	Qaddar Dajani
✓ Nov 15, 2024, 11:24 AM	$120.75	Chishti Farooqui
✓ Nov 15, 2024, 11:24 AM	$750.30	Omari Moghaddam

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

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
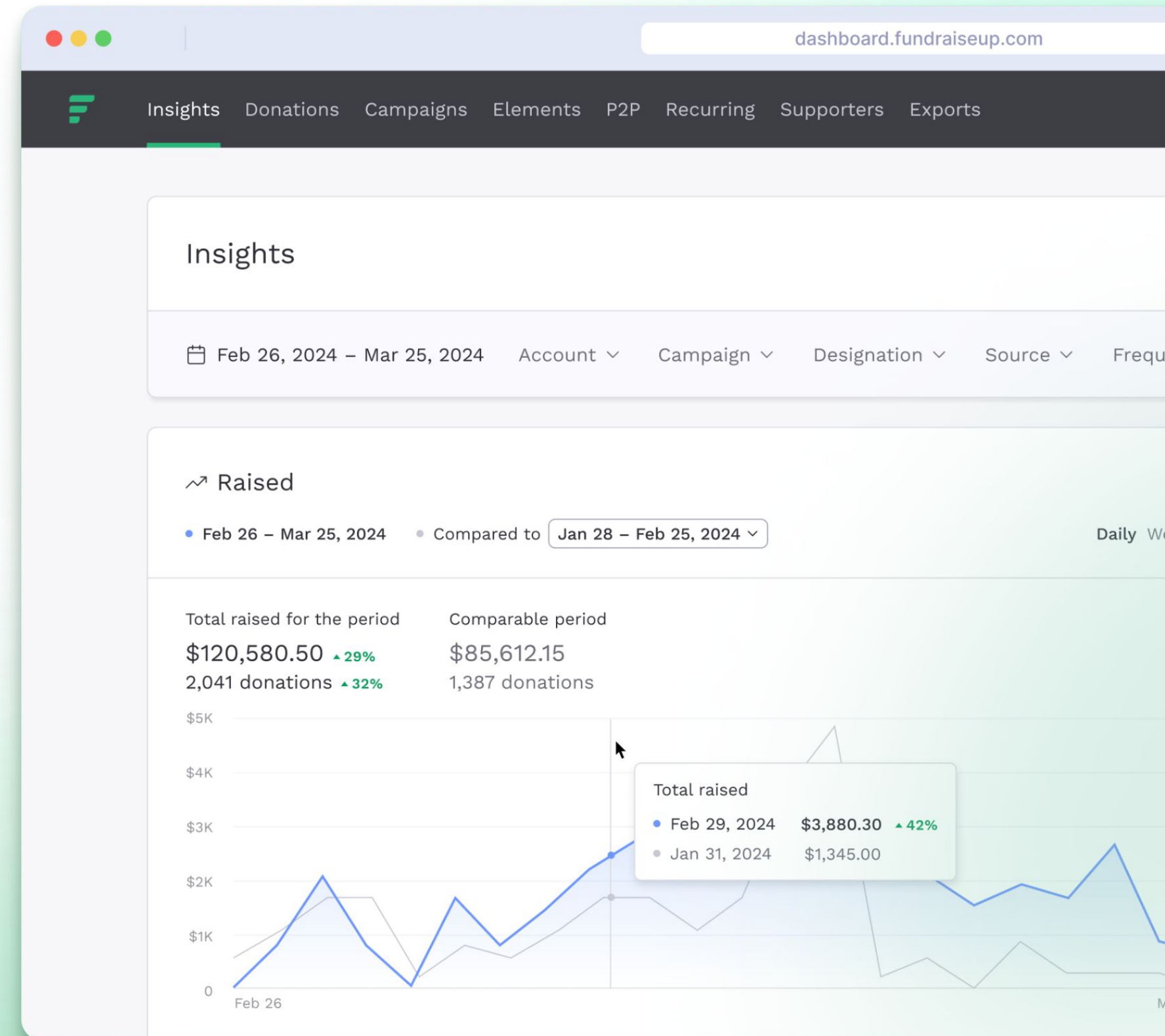
Get the data you need for smart fundraising

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.

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dashboard.fundraiseup.com

| Insights | Donations | Campaigns | Elements | P2P | Recurring | Supporters | Exports |

Insights

📅 Feb 26, 2024 – Mar 25, 2024   Account ⌄   Campaign ⌄   Designation ⌄   Source ⌄   Frequ

📈 Raised

● Feb 26 – Mar 25, 2024   ○ Compared to Jan 28 – Feb 25, 2024 ⌄   Daily W

Total raised for the period   Comparable period
$120,580.50 ▲29% $85,612.15
2,041 donations ▲32%   1,387 donations

$5K

$4K

$3K

Total raised
● Feb 29, 2024 $3,880.30 ▲42%
○ Jan 31, 2024 $1,345.00

$2K

$1K

0
Feb 26

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.

~2000

requests processing monthly

32m 38s

median first response time

94.8%

CSAT

[Learn more](#)

Sarah rated the conversation

😠 😦 😐 😃 🤩

1d

Feedback — "Always thorough. thanks."

1d

...tie rated the conversation

😐 😐 😃 🤩

Richard rated the conversation

😠 😦 😐 😃 🤩

2d

Jamal rated the conversation

😠 😦 😐 😃 🤩

5d

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

Lual rated the conversation

😠 😦 😐 😃 🤩

7d

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

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, organizations using Fundraise Up pay an effective fee of less than 0.6% of each donation because 84% of donors cover all transaction costs (platform and processing).

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

Cover transact
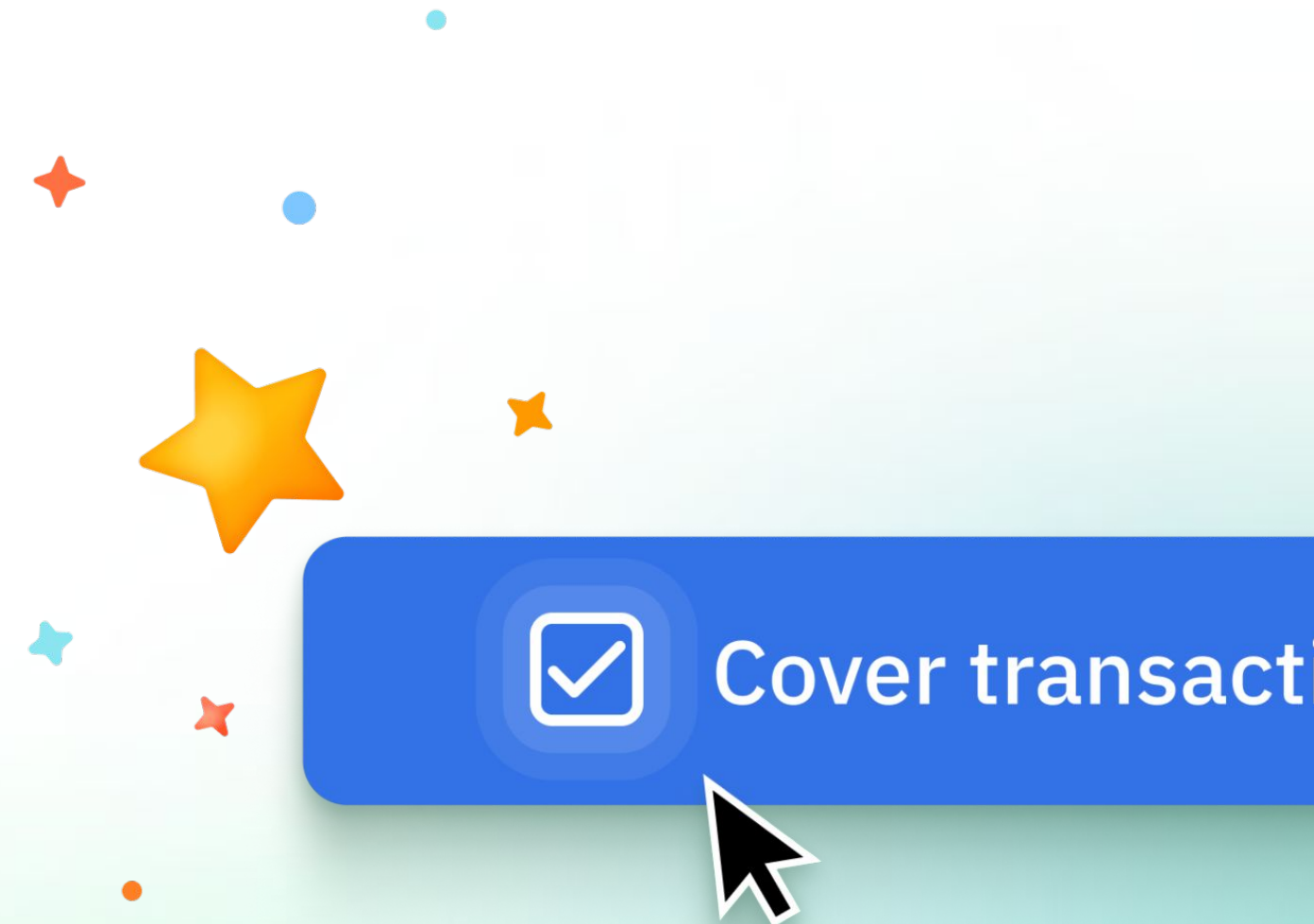
Ready to take next steps?

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%	Dropped from 15-17% to 12%
Average one-time donation amount	Maintained at $168	Decreased from $125 to $115
Average monthly recurring donation amount	Increased to $33	Decreased from $25 to $24
Donation page load time	Optimized to 2 sec	Increased from 2.4 sec to 2.7 sec
Recurring plans retention rate (12mo)	Excels at 74.7%	Decreased from 63% to 61%

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.