FundraiseUp

RAMADAN GIVING

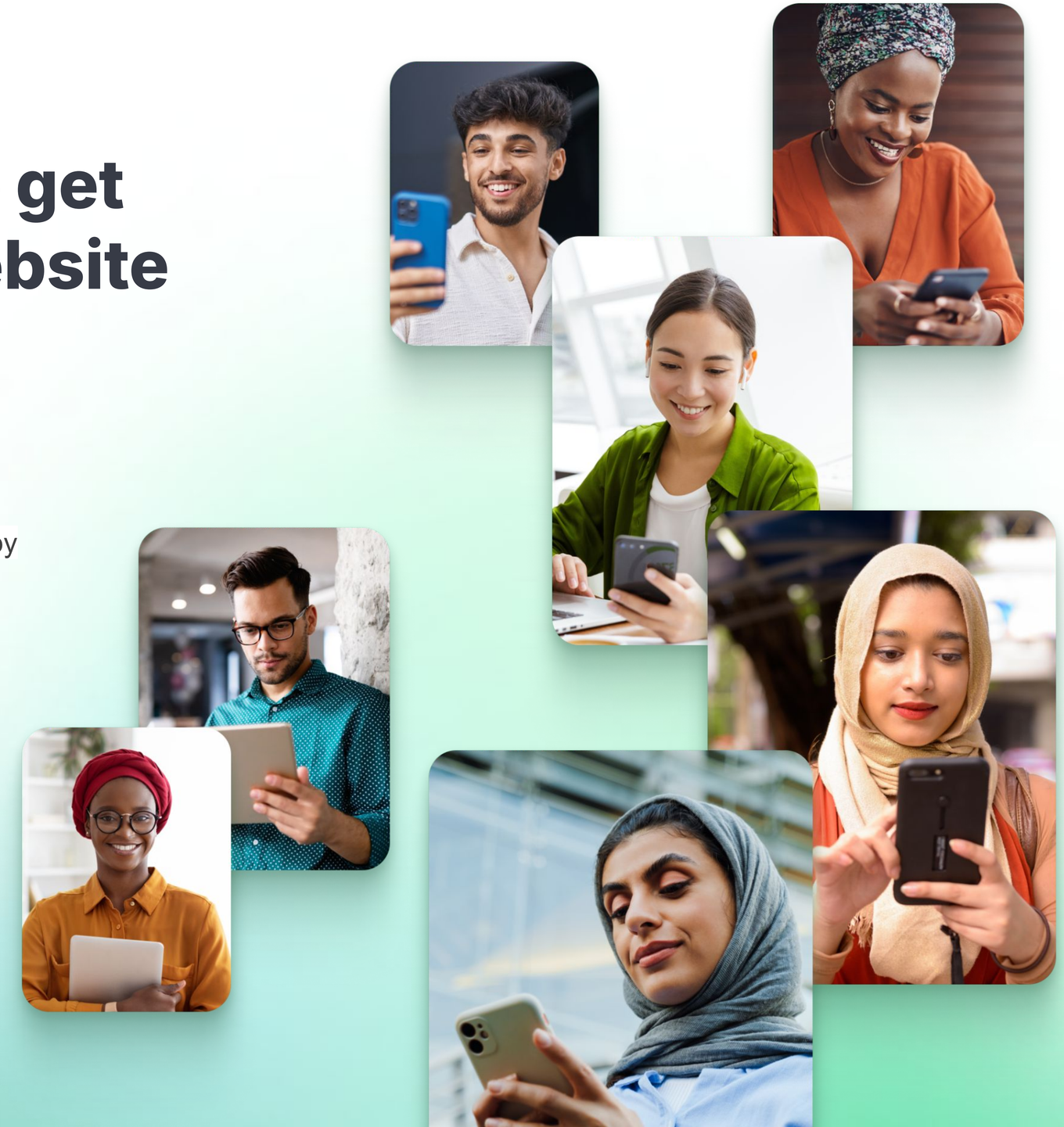
Your donation optimization guide



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

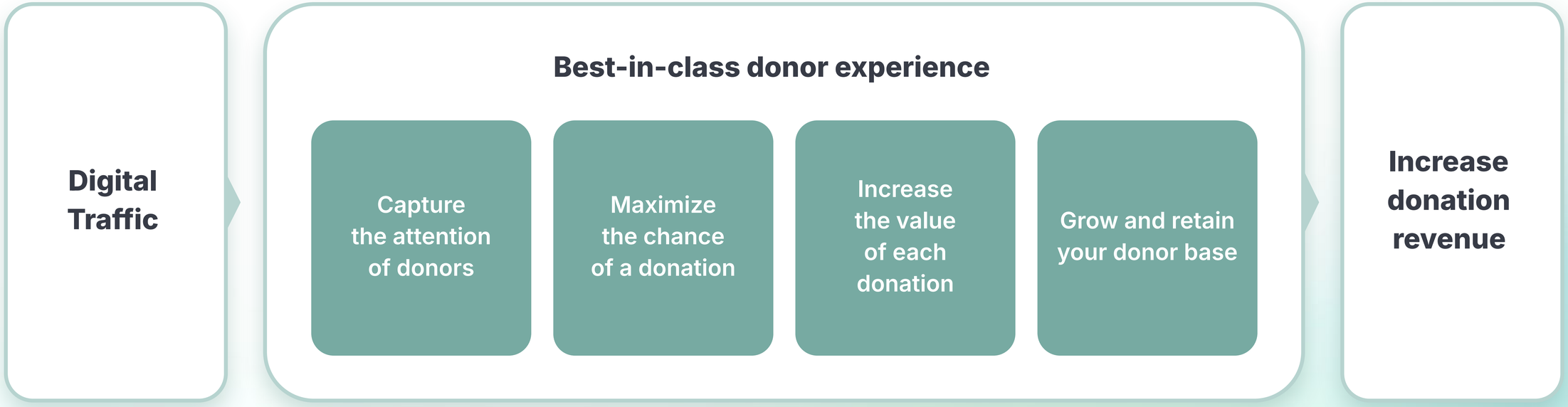
You do a lot of work to get supporters to your website for Ramadan Giving

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 giving

- [ ] Daily giving with end dates
- [ ] Gift Cart
- [ ] Fidiyah & Kaffarah Calculator
- [ ] Zakat al-Fitr Calculator
- [ ] Localized experiences in Arabic
- [ ] Modern payment options
- [ ] Impact Descriptions
- [ ] In Person Giving
- [ ] Tribute card collections

Optimize each donation

- [ ] Artificial intelligence
- [ ] Covered transaction fees
- [ ] Donation matching

Grow and retain donors

- [ ] Donor Portal
- [ ] Recurring donors
- [ ] Increased gift size
- [ ] Thank you pages

Capture the attention of donors

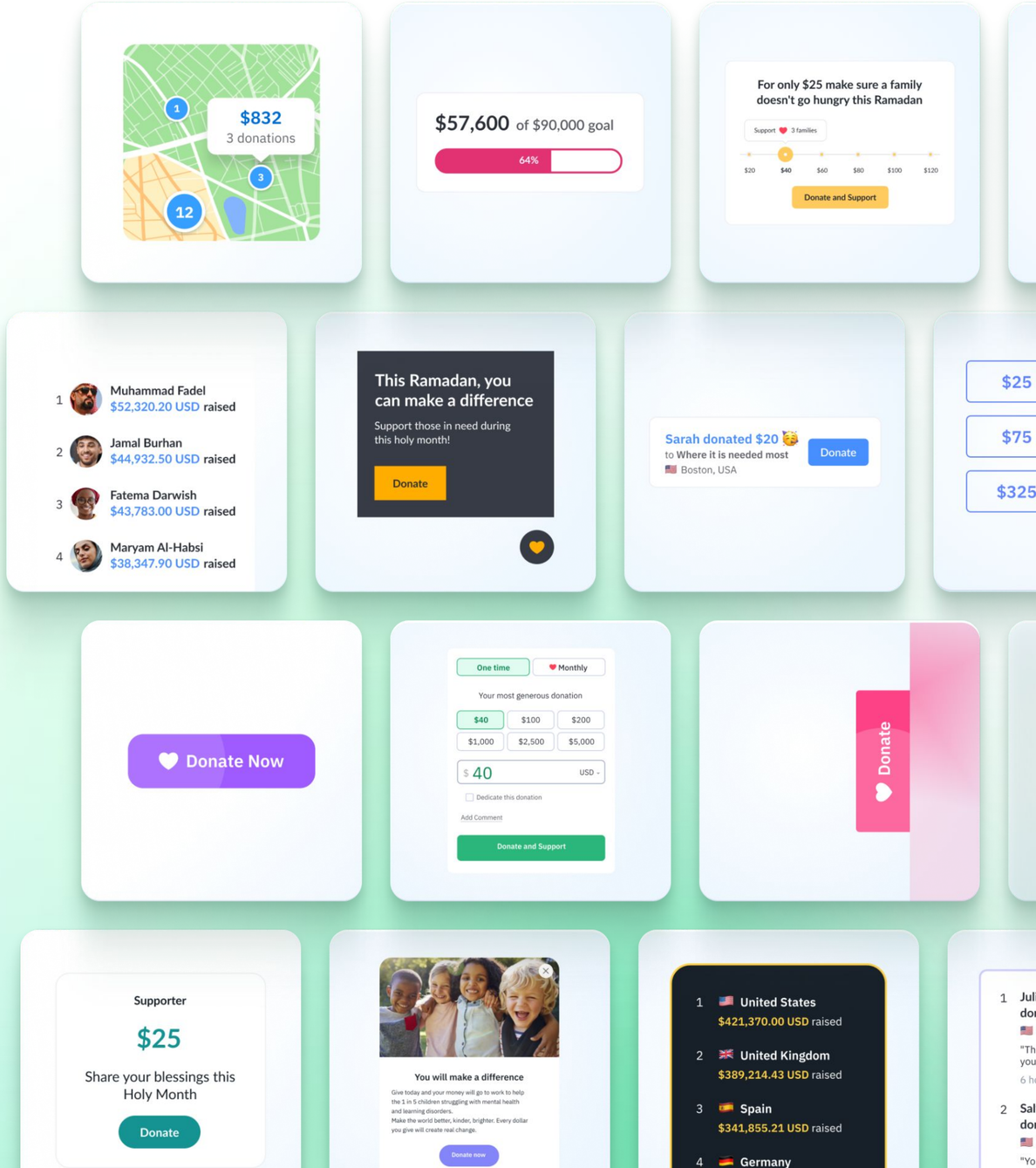
Capture the attention of donors

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



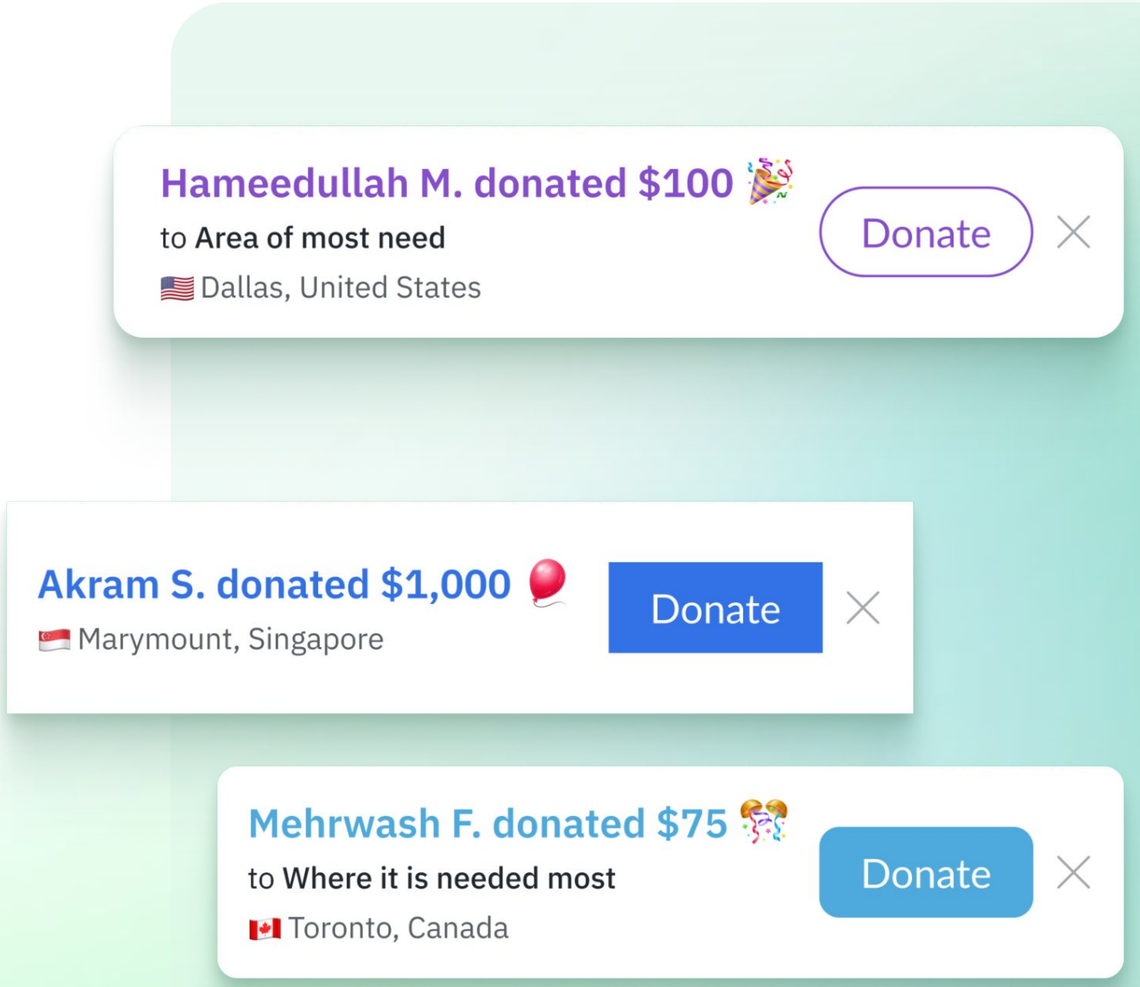
Capture the attention of donors

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



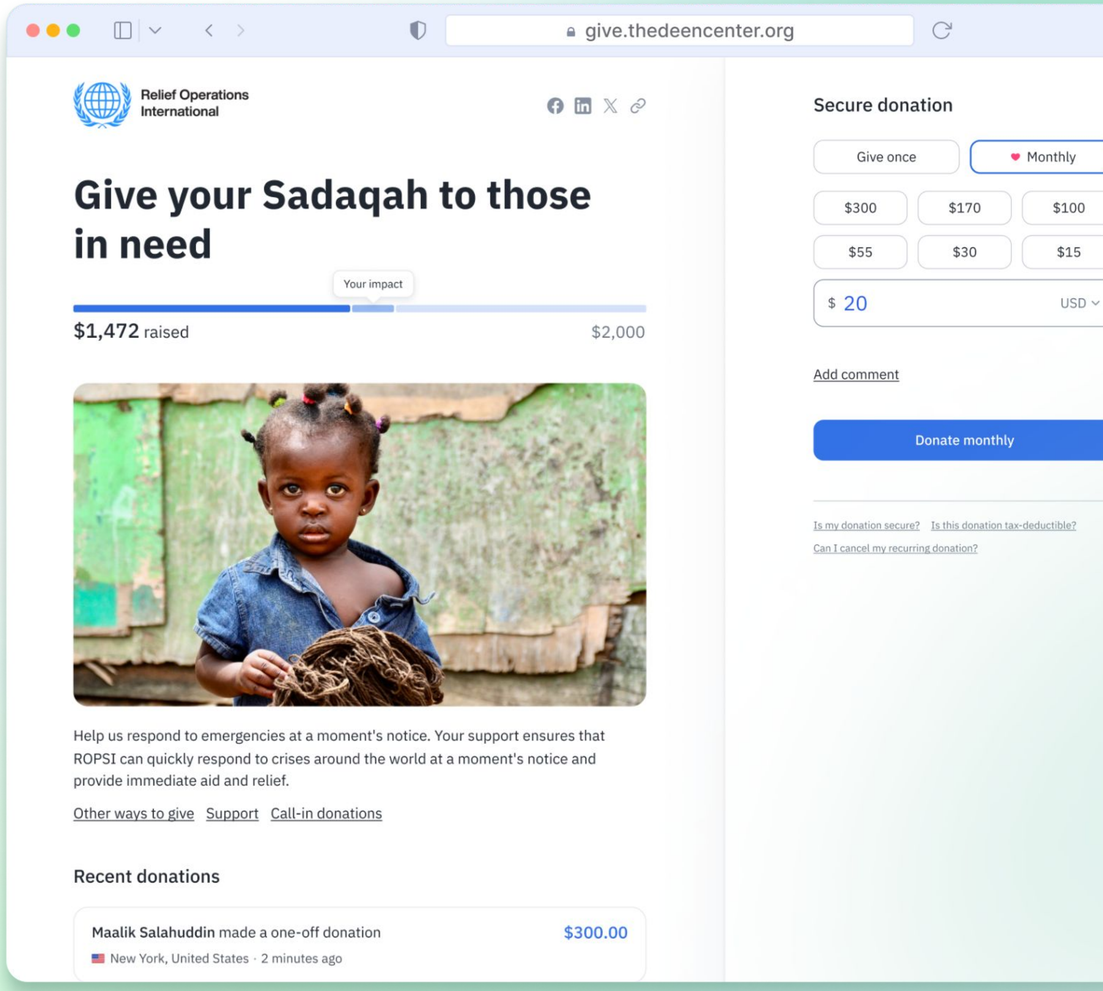
Capture the attention of donors

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



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



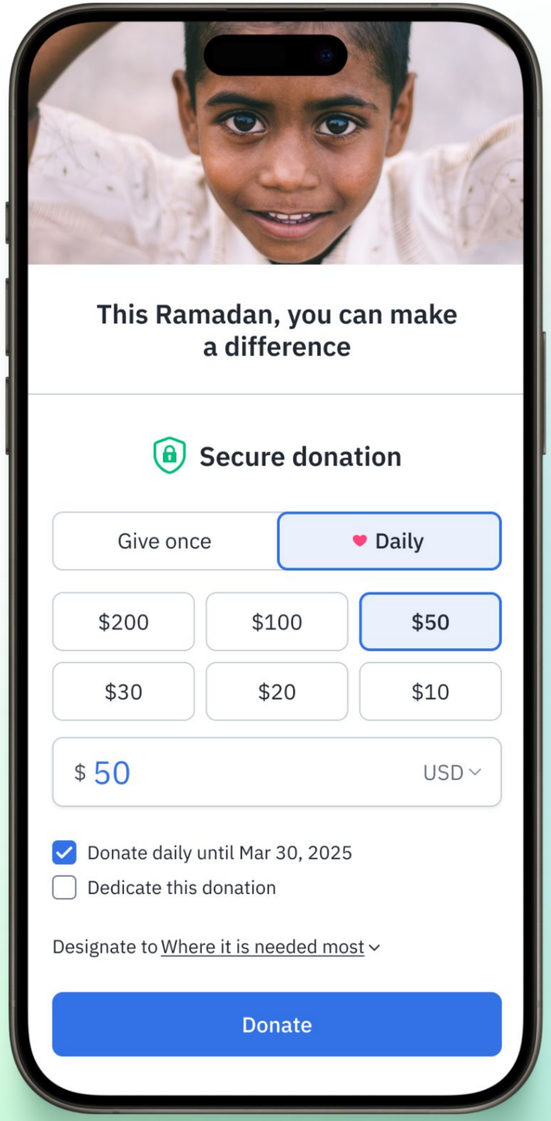
Streamline giving

Streamline giving

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.



Streamline giving

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:**

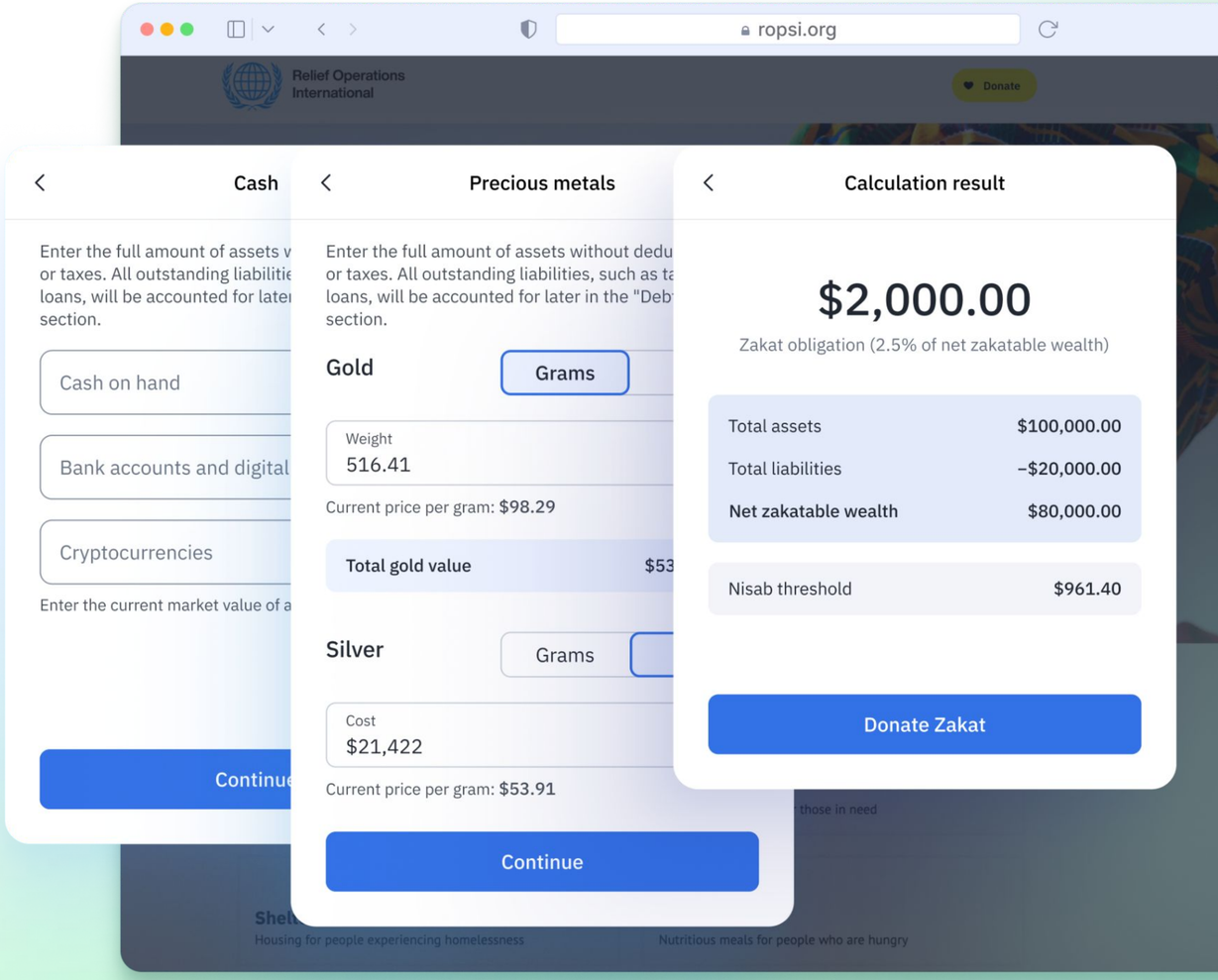
  Make it effortless for donors to determine their Zakat amount and give right away. Clear guidance on what counts toward nisab makes that number easy to trust.

- **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.

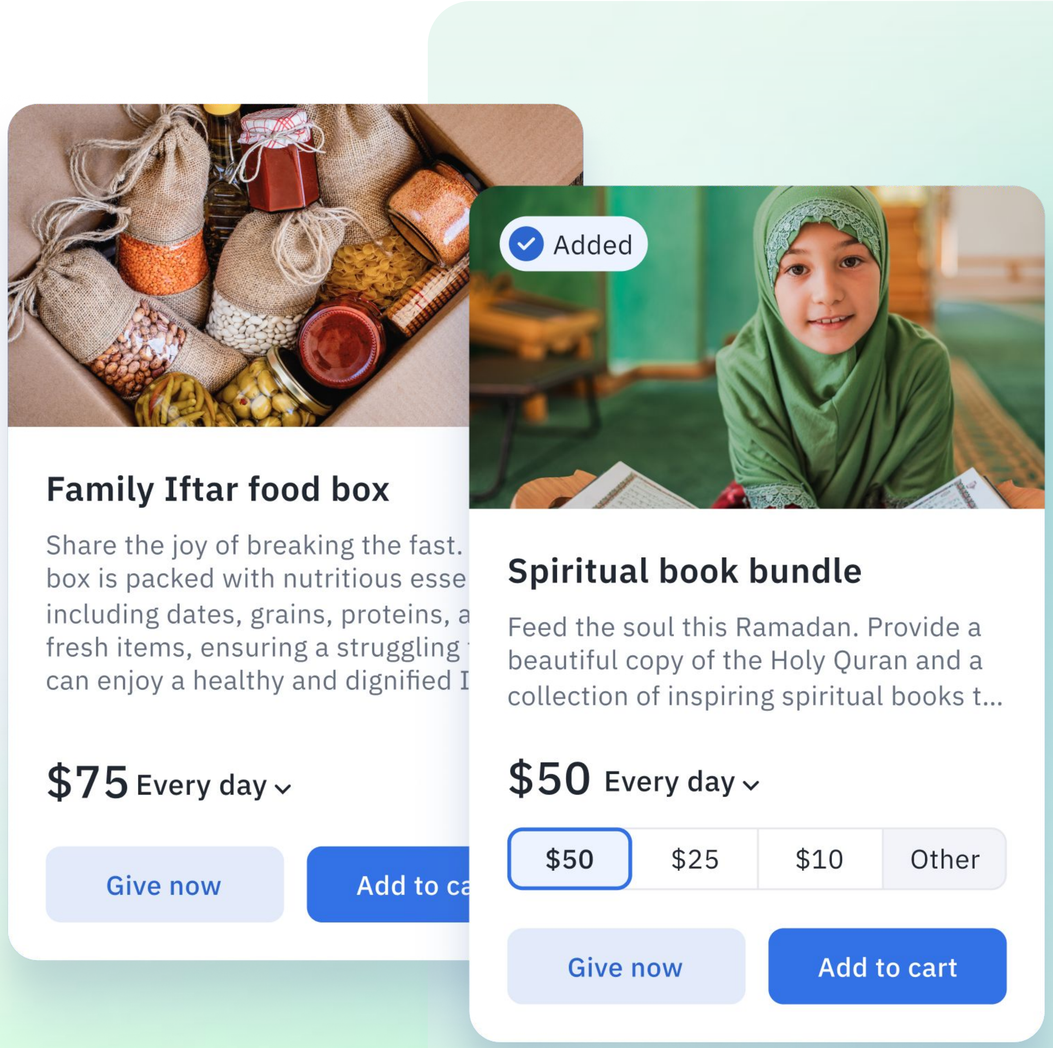


Streamline giving

Give donors one checkout, not four

During Ramadan, most donors are fulfilling several designations at once: Zakat, Sadaqah, sometimes Fidya, 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, Fidya, 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.
- Let supporters add a recurring sponsorship alongside one-time gifts in the same checkout



Streamline giving

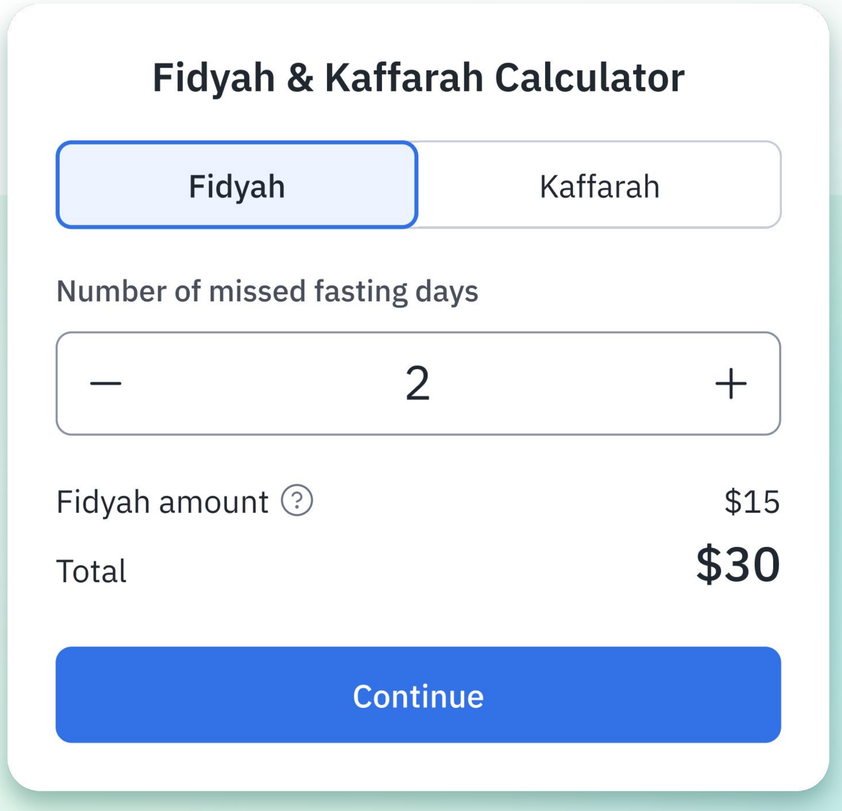
Calculate what you owe in a few taps

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.

Learn more



Streamline giving

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.

Learn more



Streamline giving

Unite supporters with Arabic localization

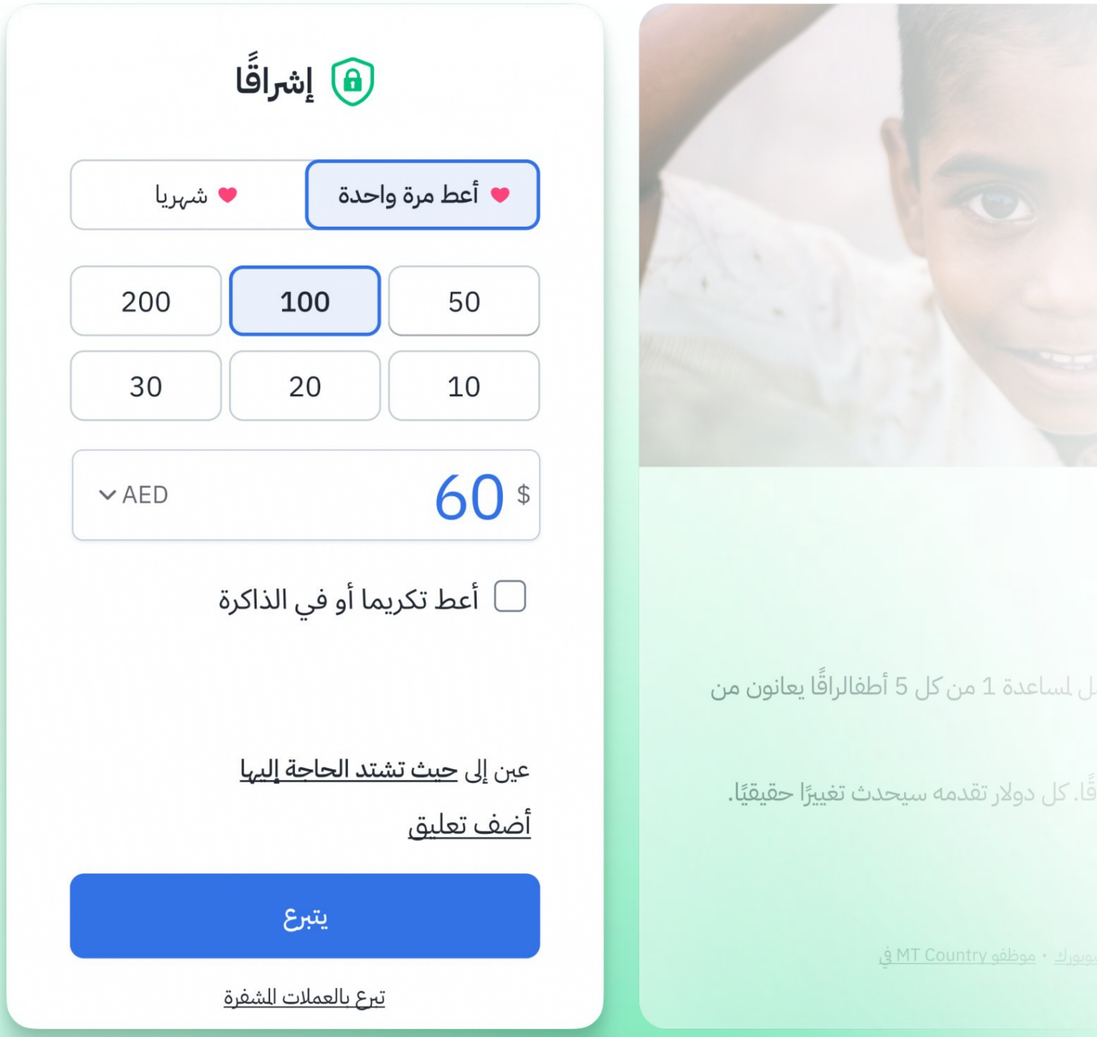
Unlock the generosity potential of Muslim supporters near and far with a localized experience.

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



Streamline giving

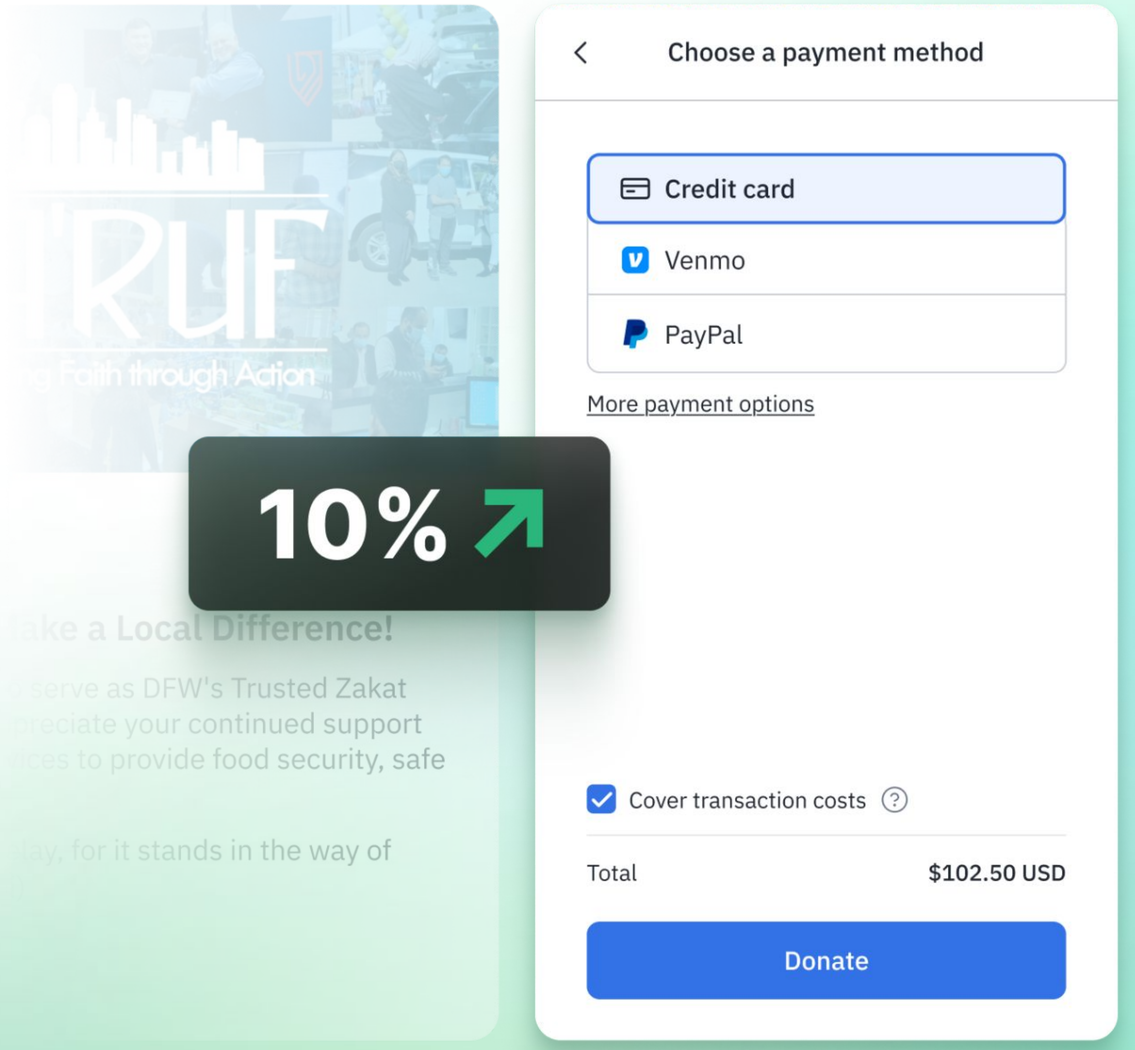
Make it easy to give how donors prefer

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



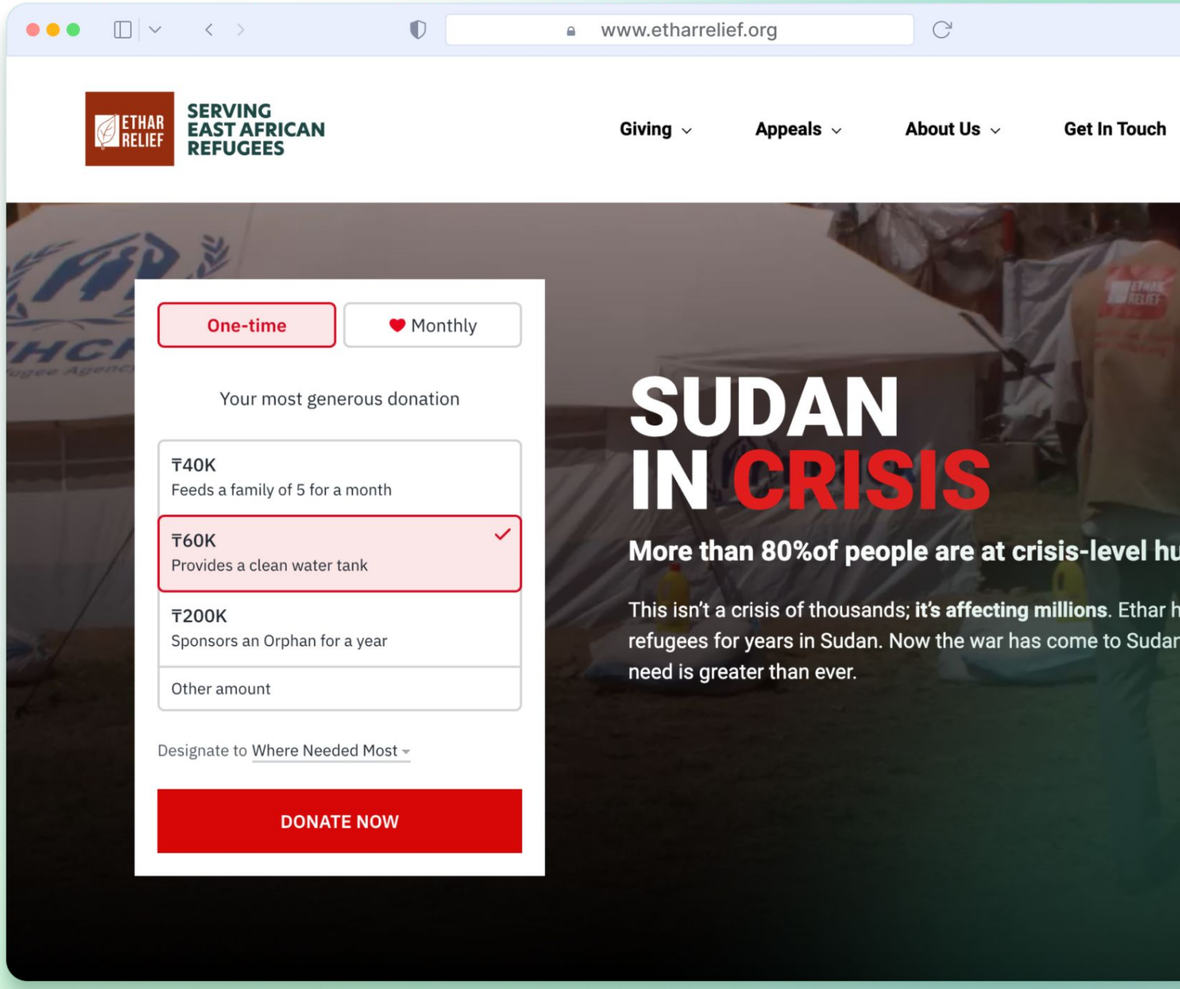
Streamline giving

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

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 and Giving Station 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.



Streamline giving

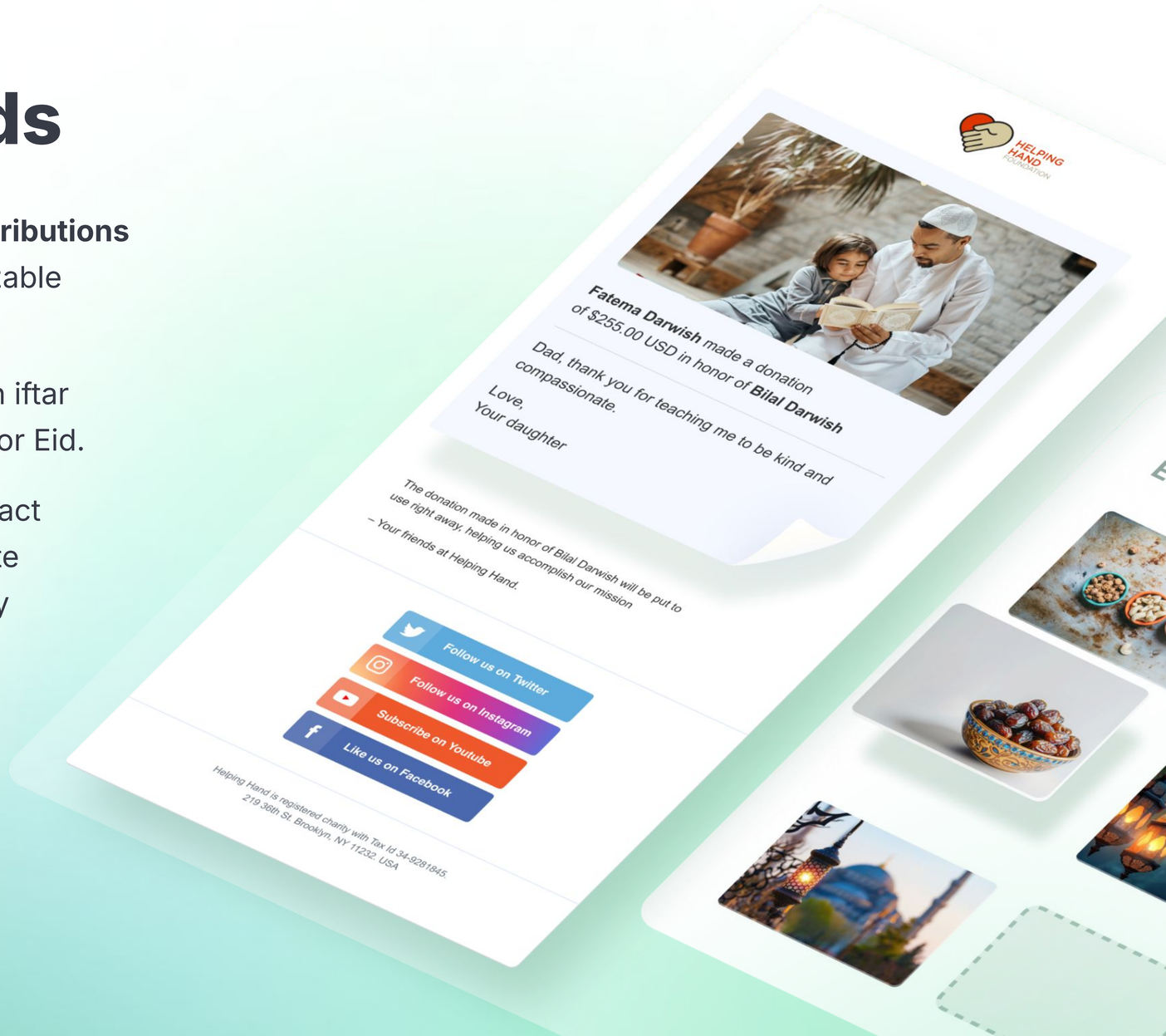
Make giving personal with Tribute image cards

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



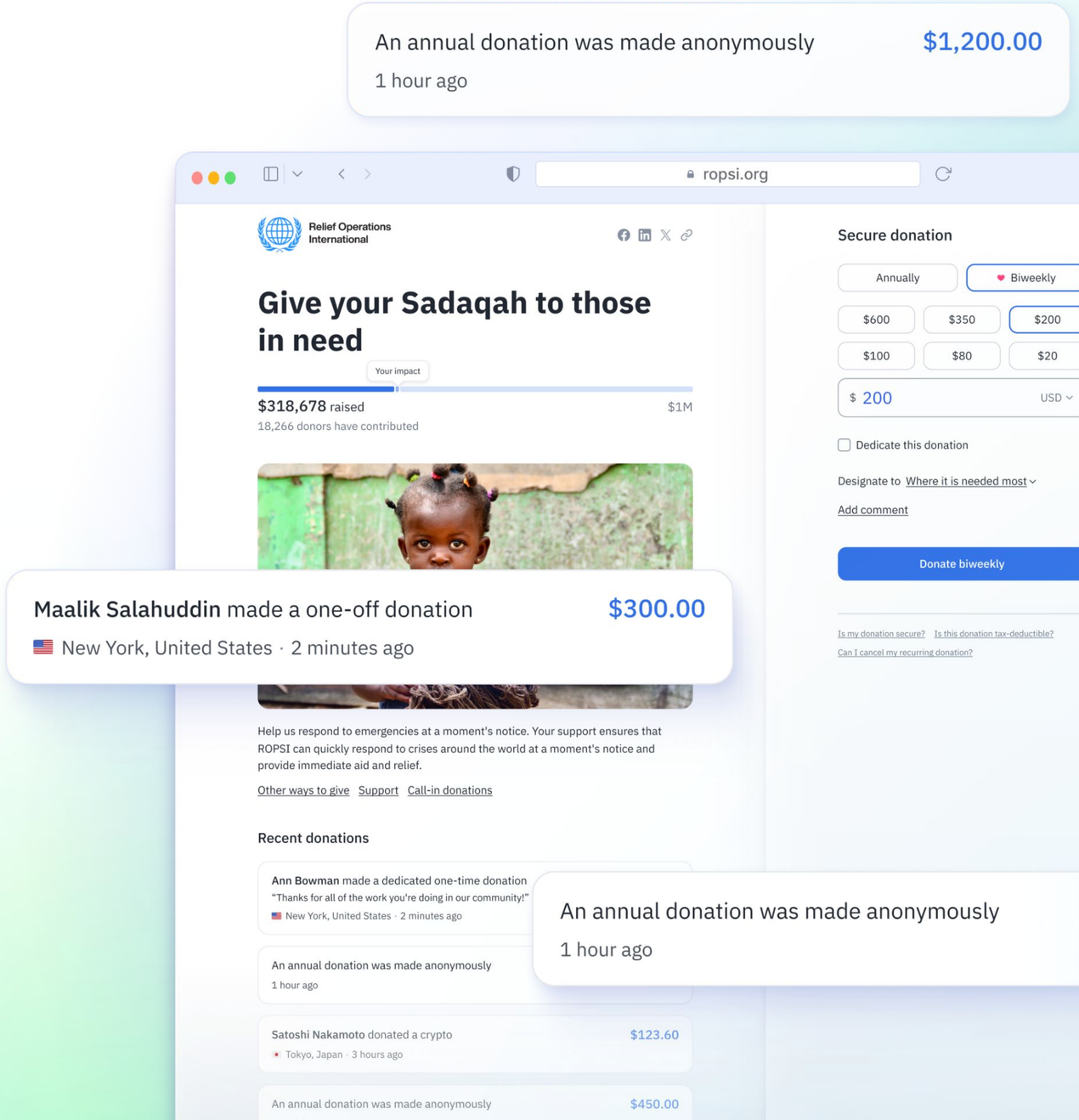
Streamline giving

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

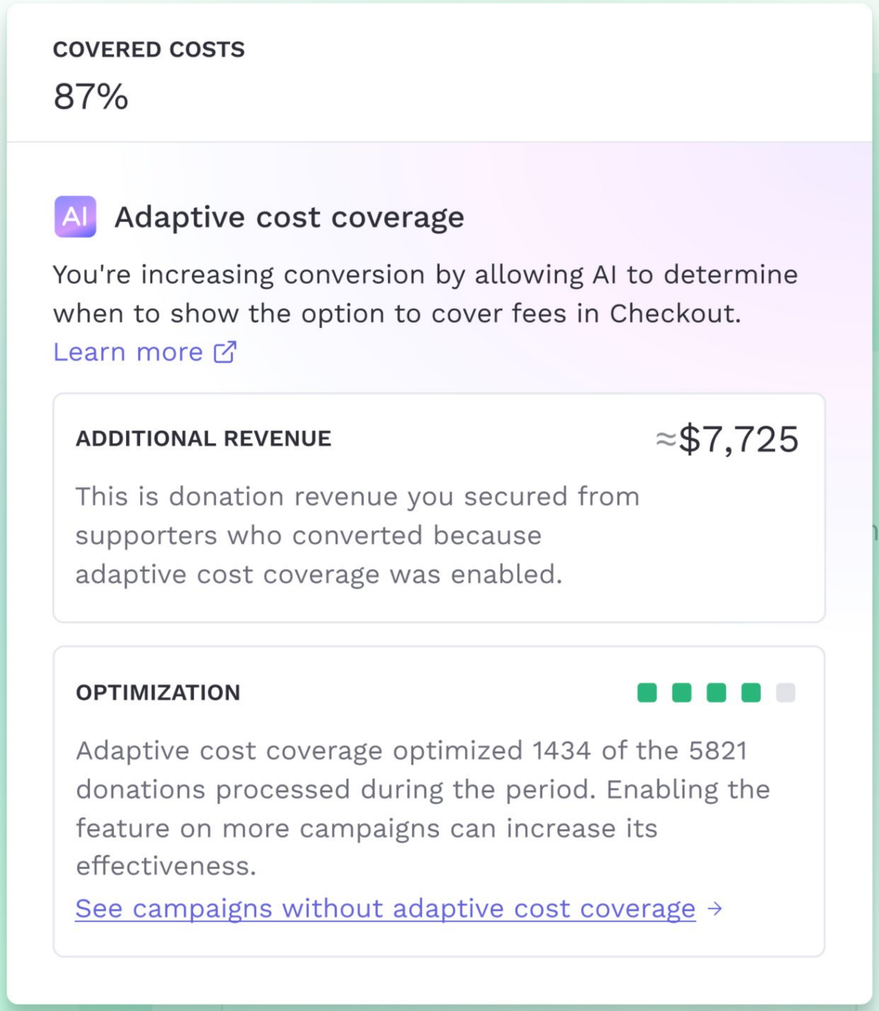
Optimize each donation

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



Optimize each donation

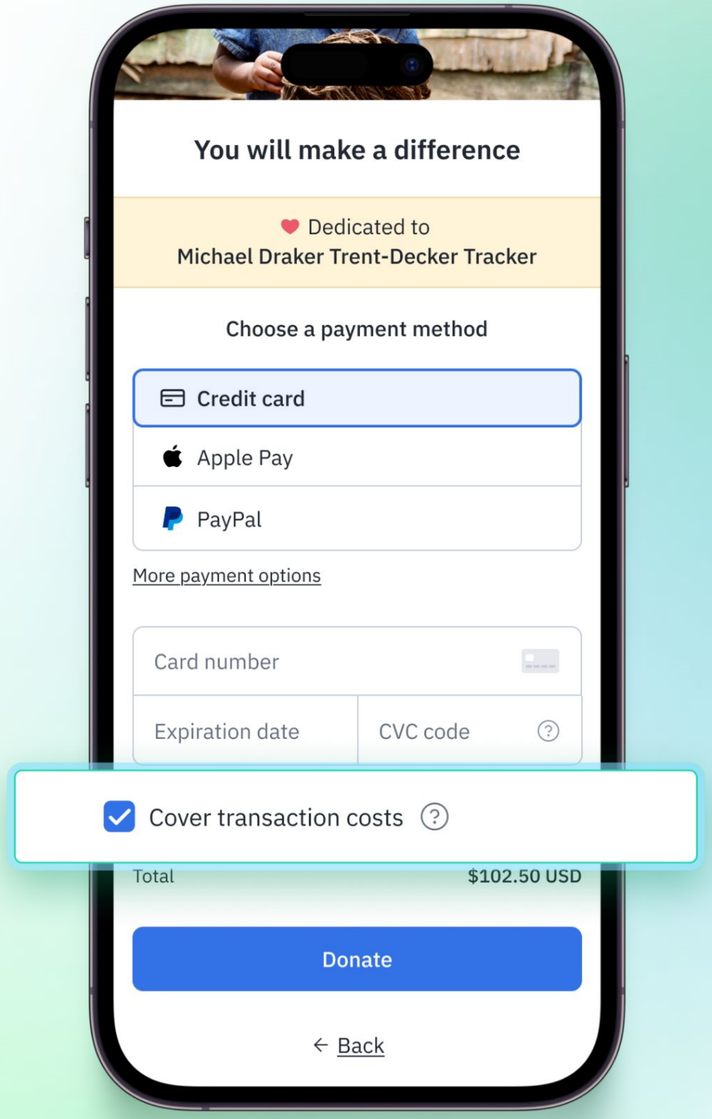
More gifts, less operational costs

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



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.

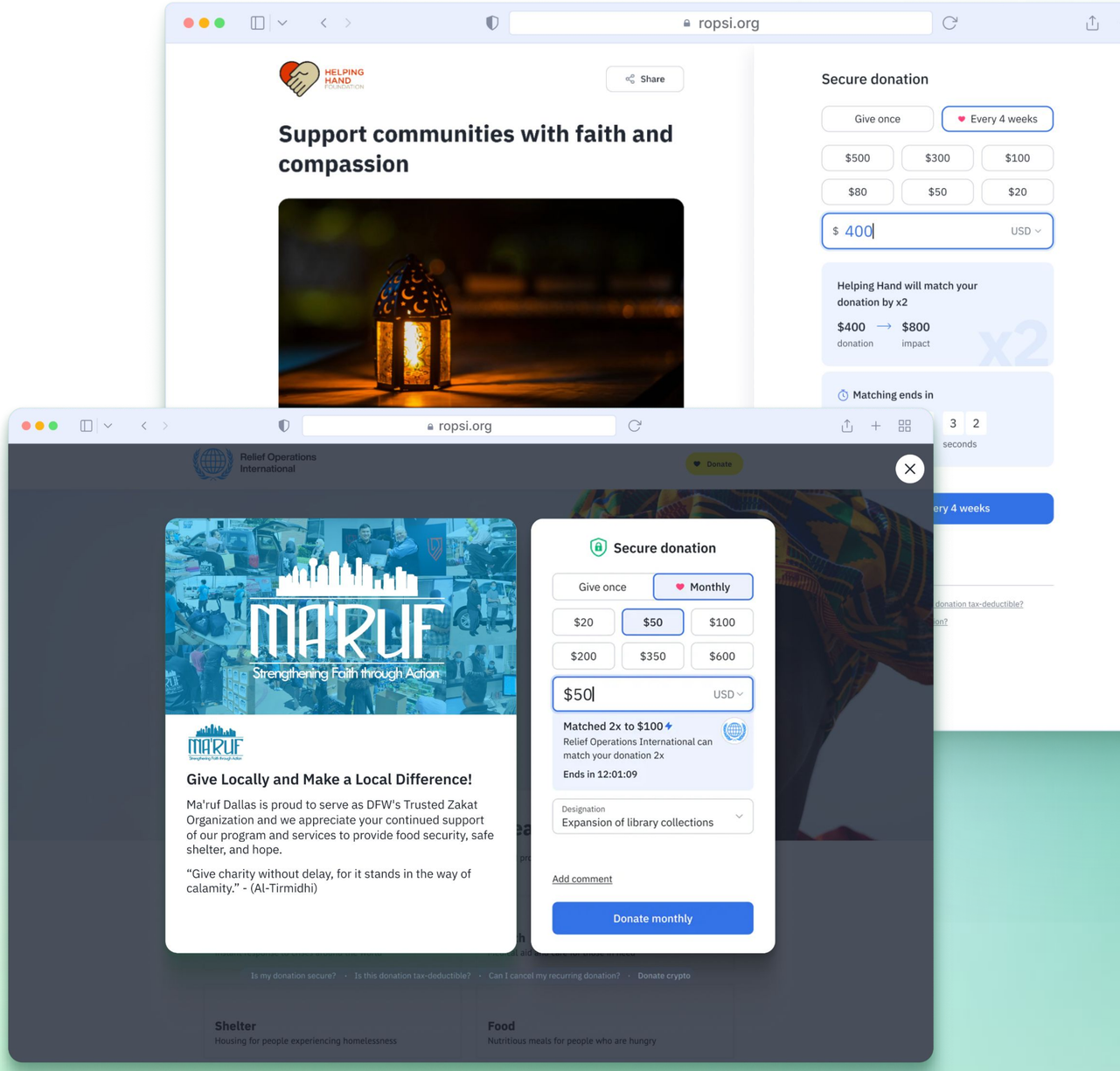
With Fundraise Up there are two ways to offer donation matching:

- 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



Grow and retain your donor base

Grow and retain donors

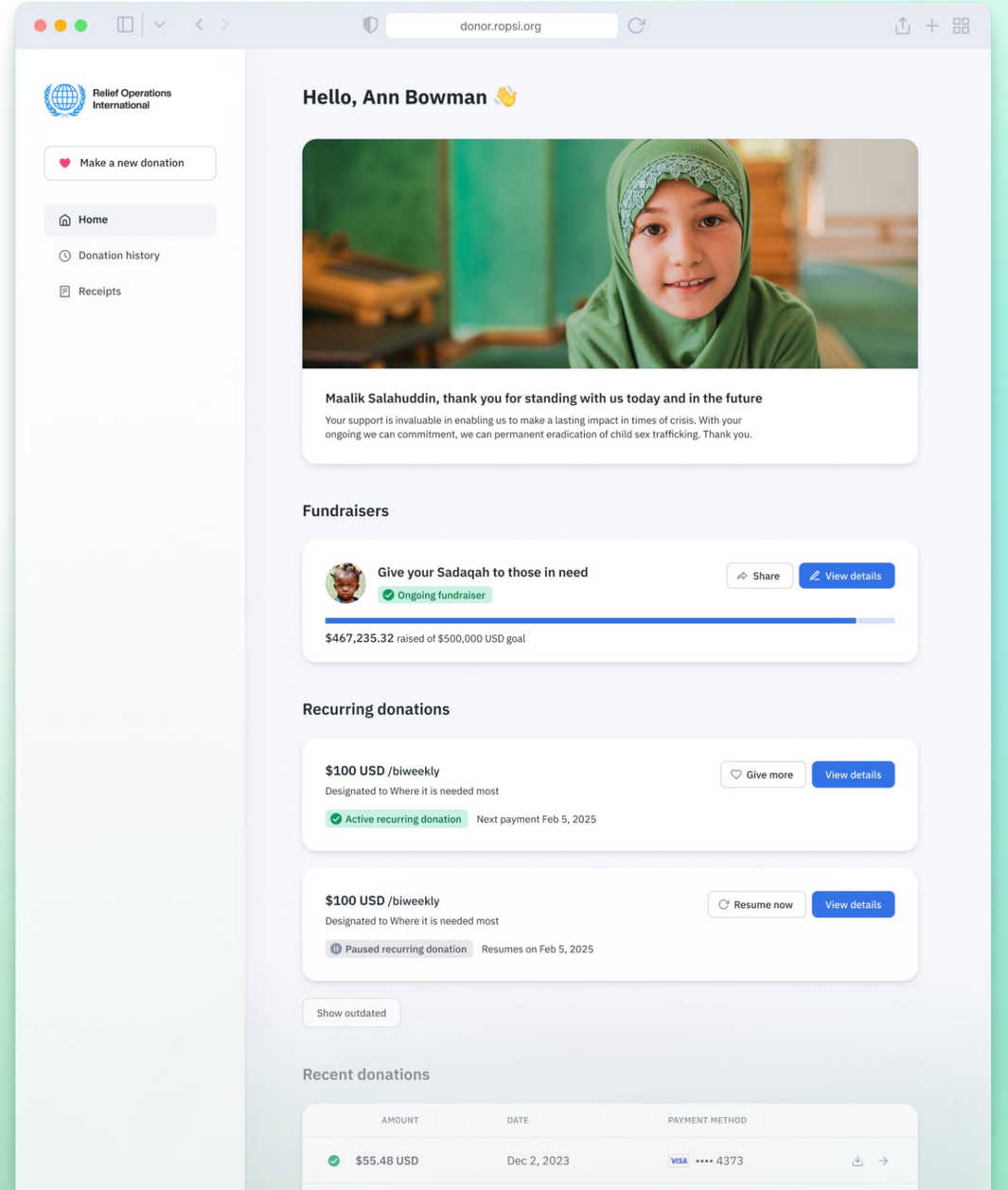
Empower donors with more freedom

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.

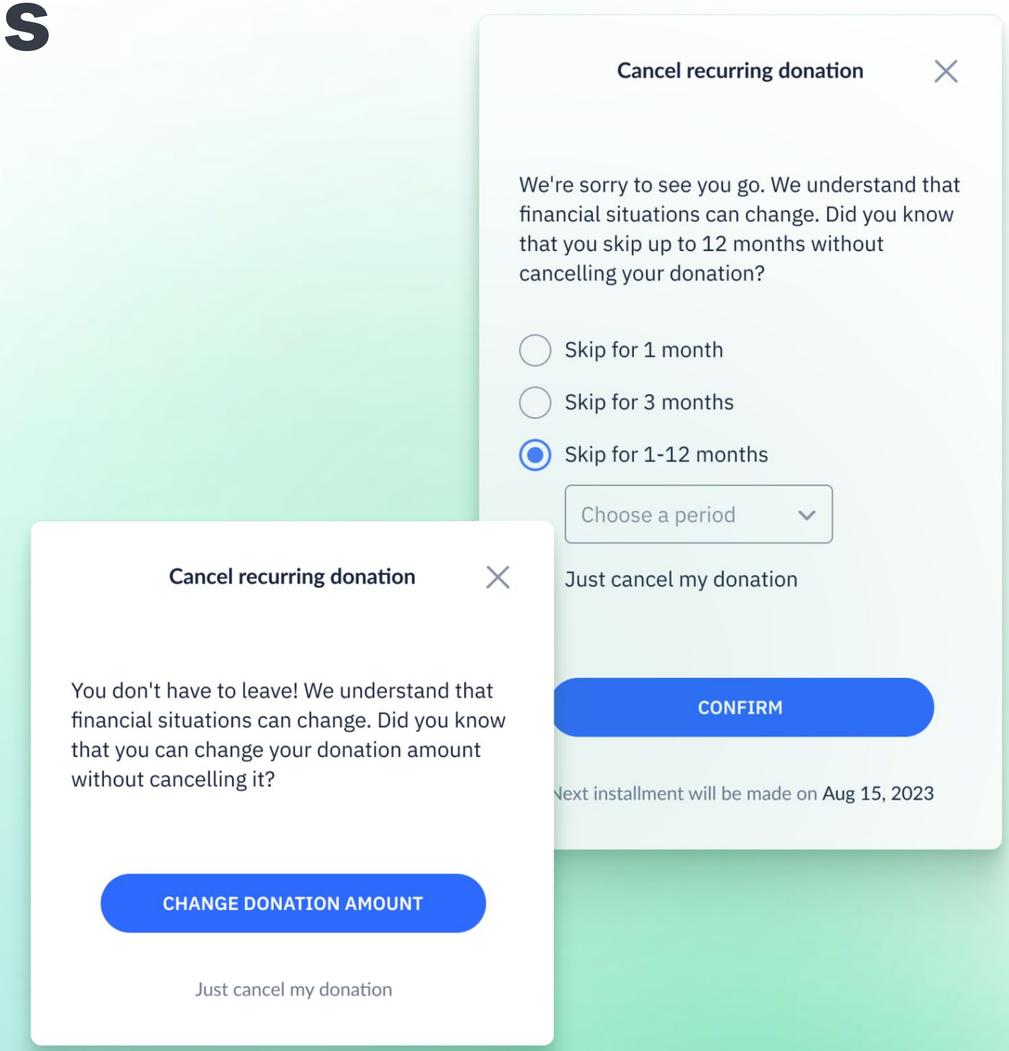
unicef USA

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

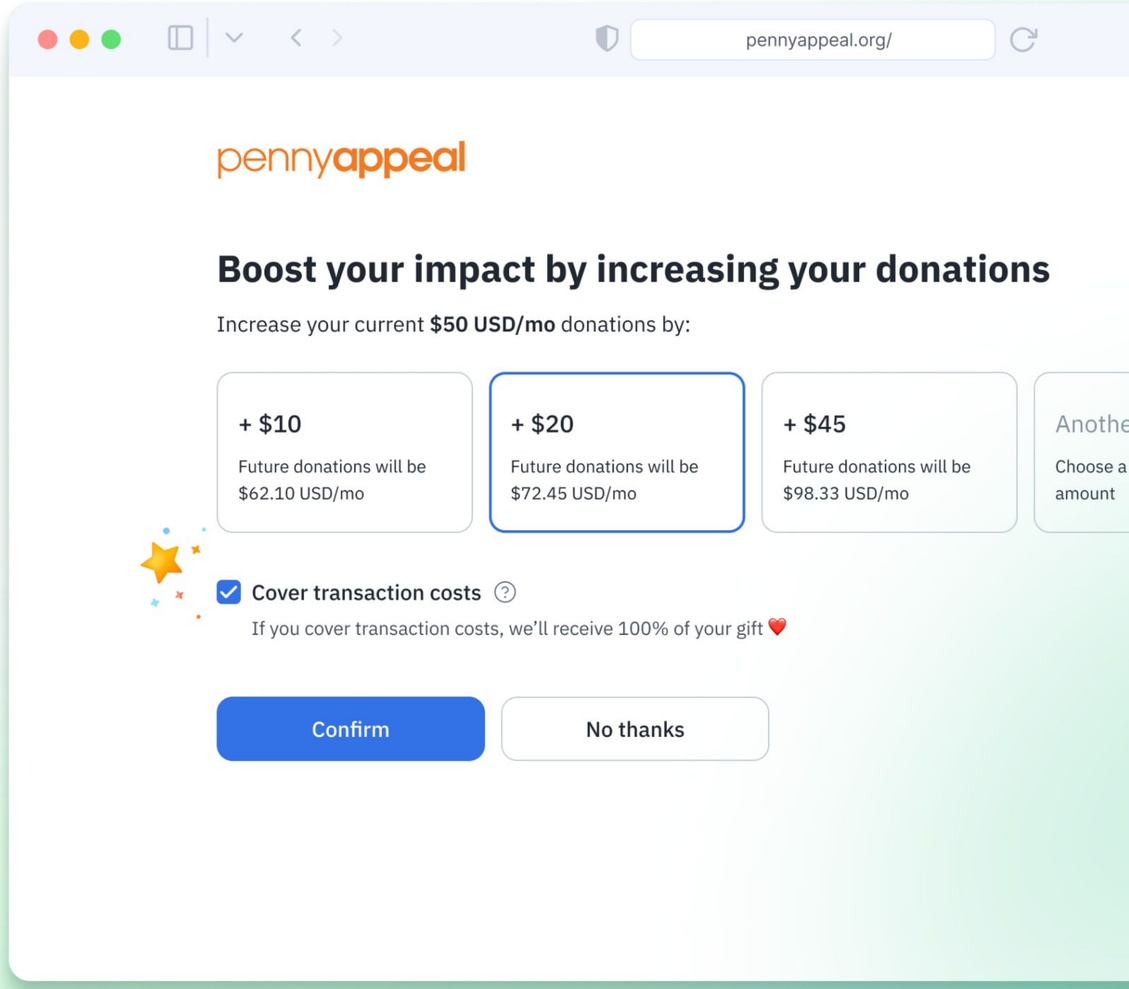


Grow and retain donors

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! ⭐

Grow and retain donors

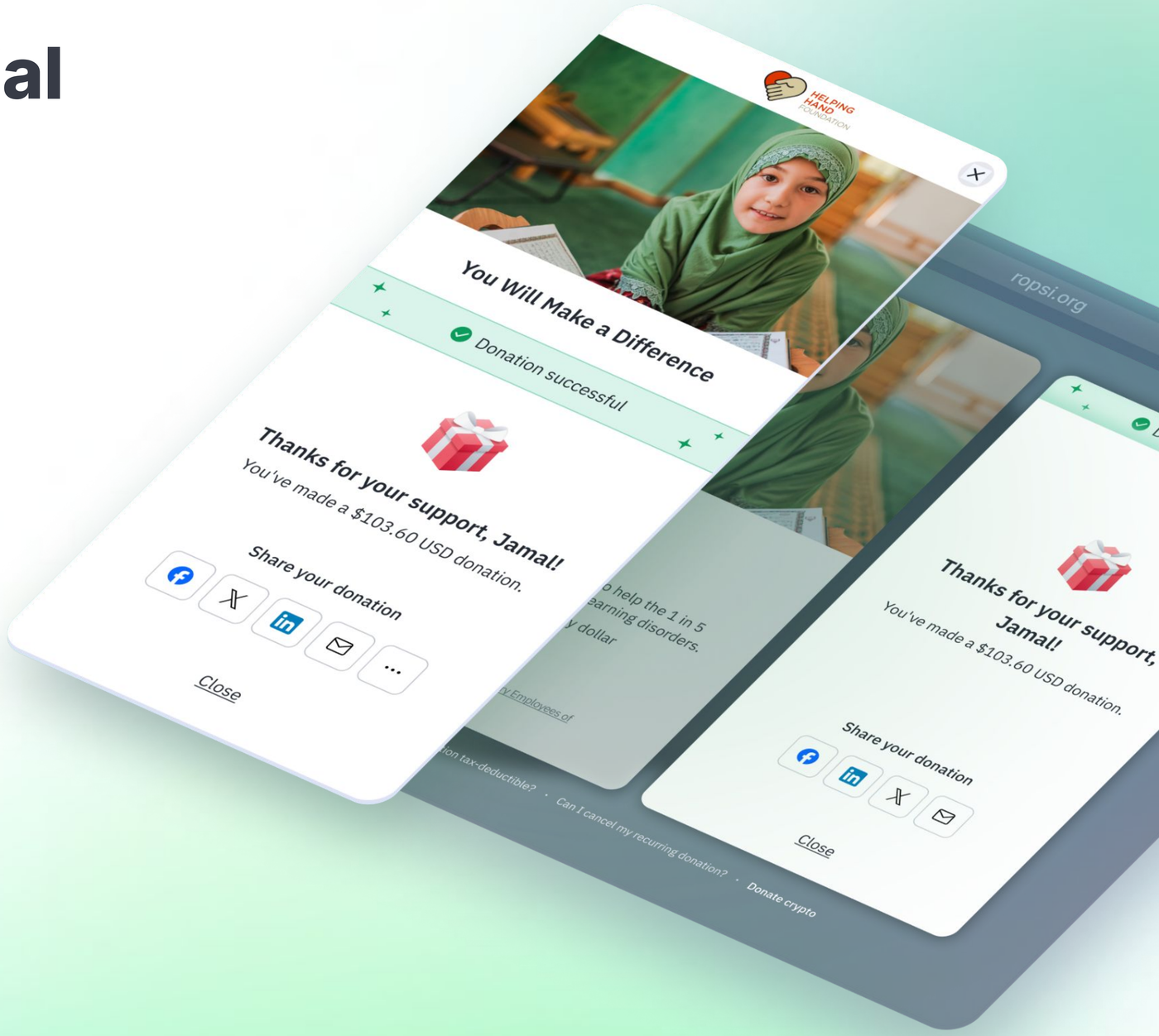
Make donors feel special

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

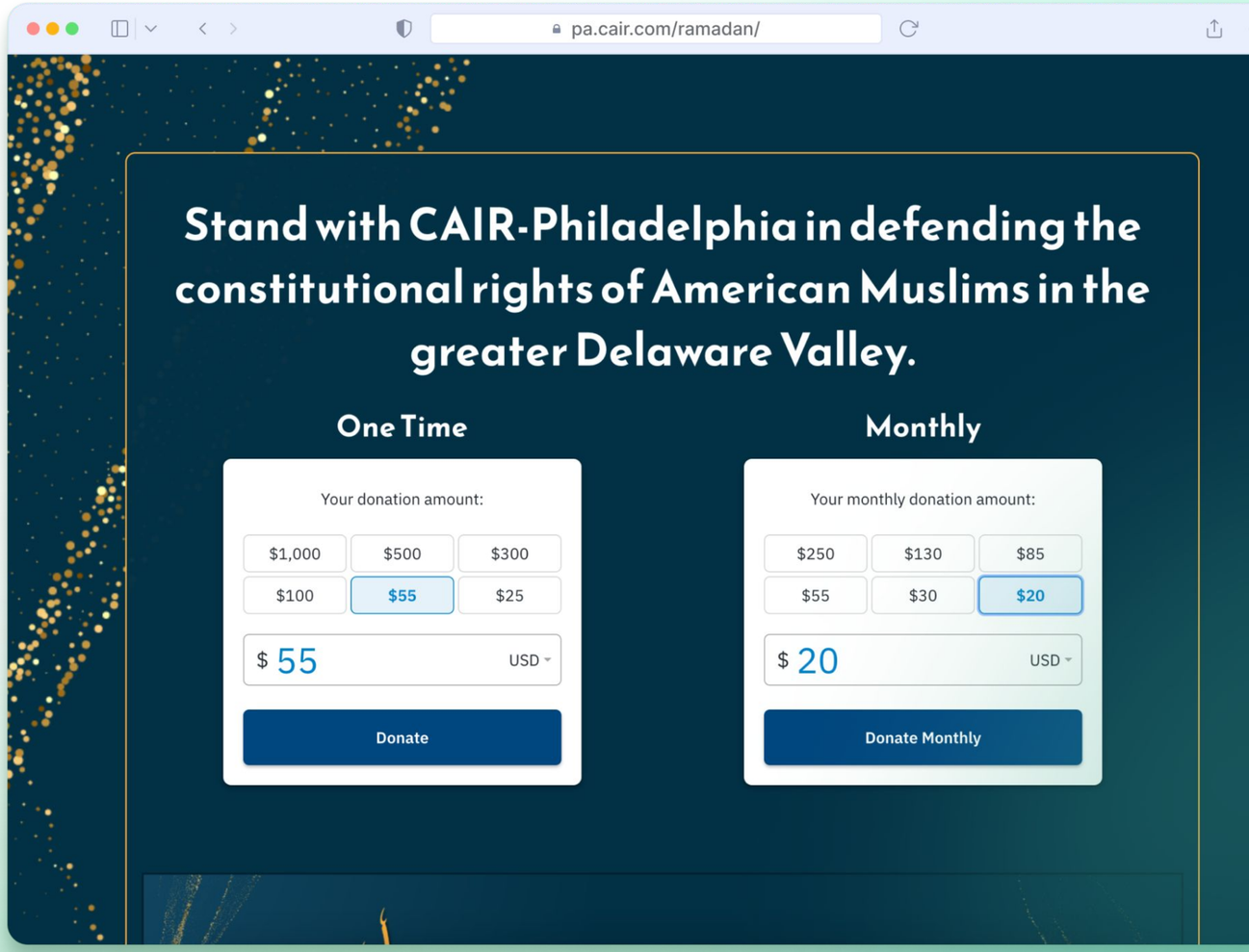
Inspiration

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).



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



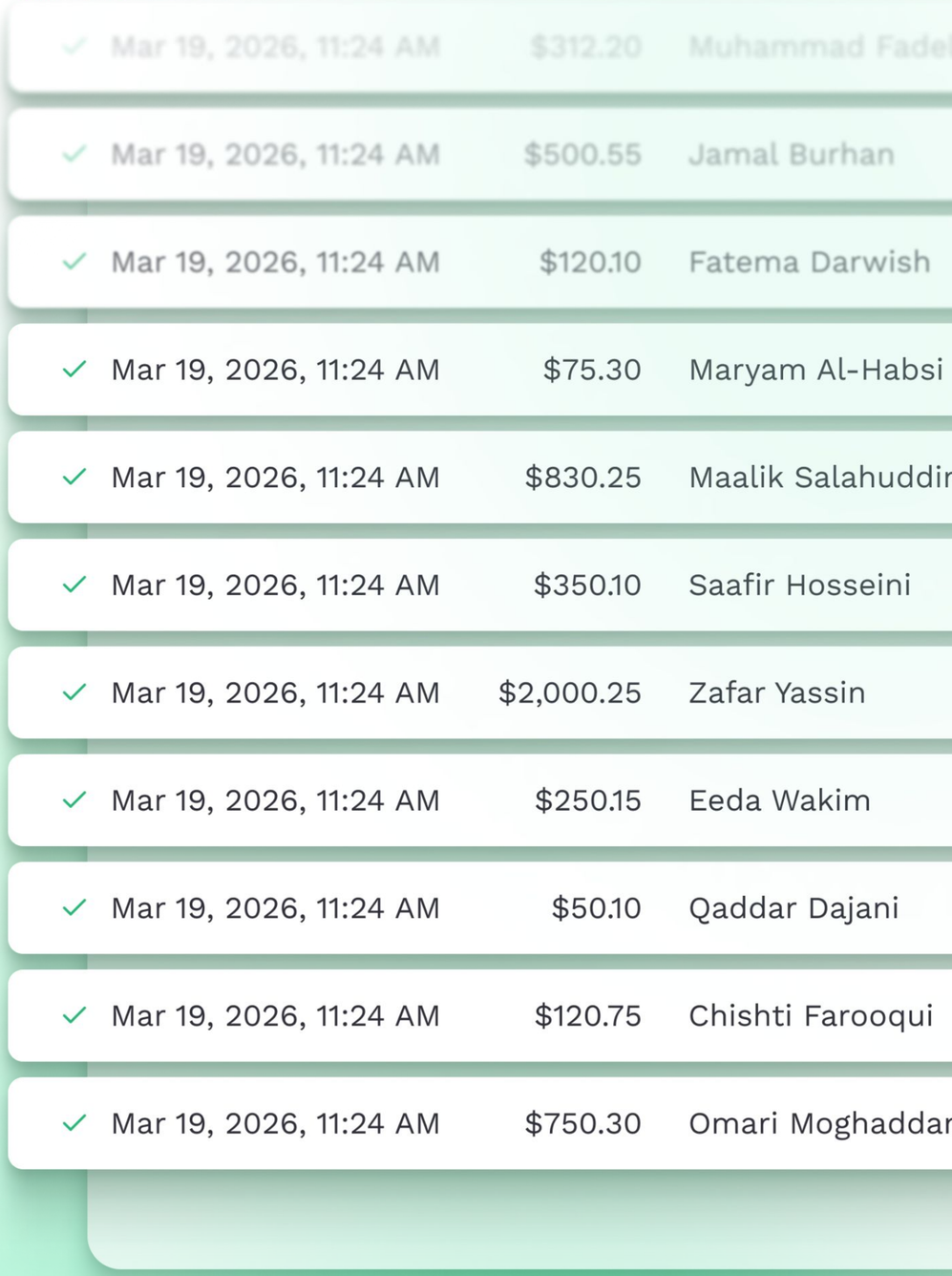
Best-in-class experience

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



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

> 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

Ethar Relief integrated their existing Zakat calculator with Fundraise Up's Checkout using URL API

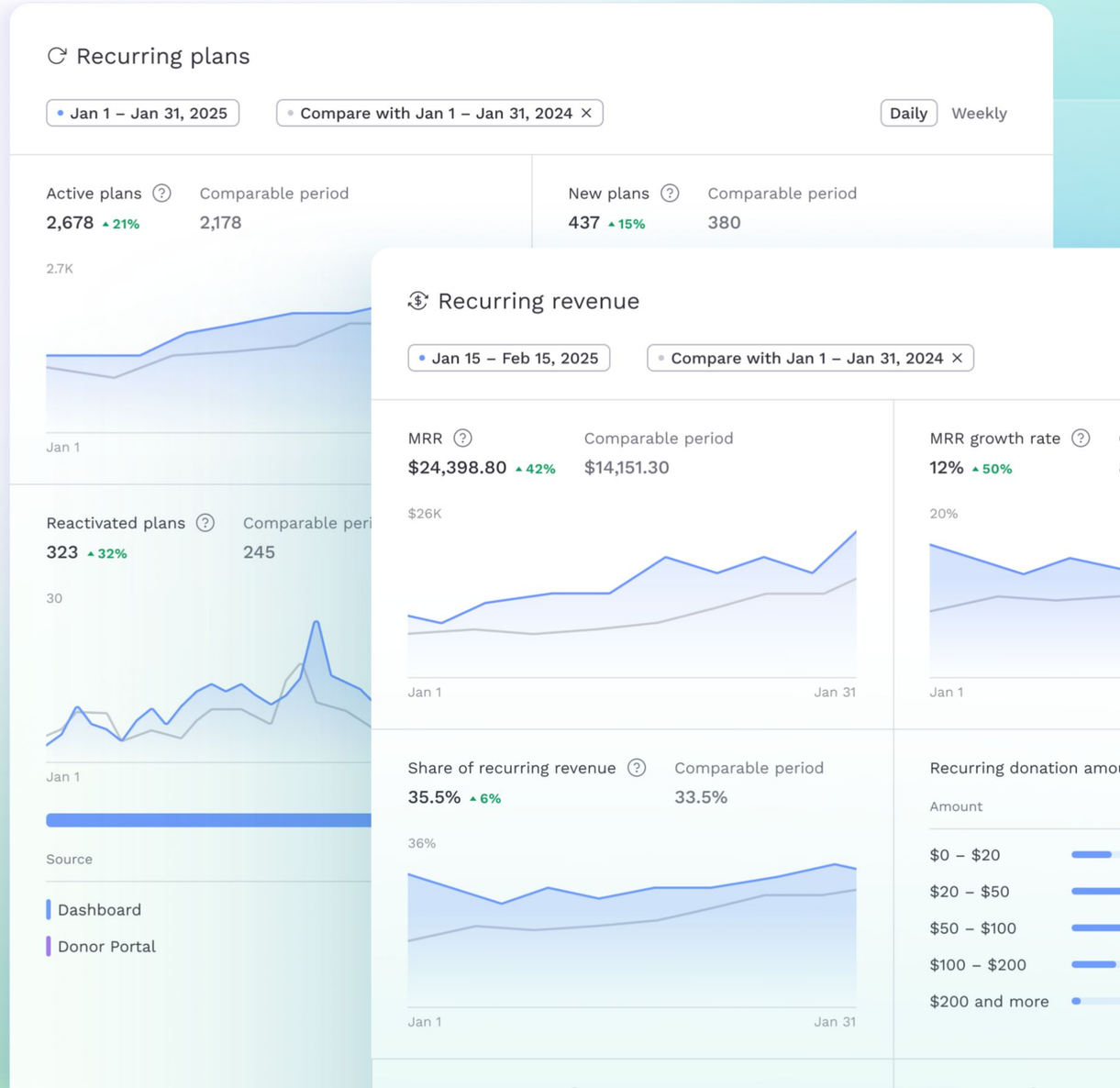
Best-in-class experience

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

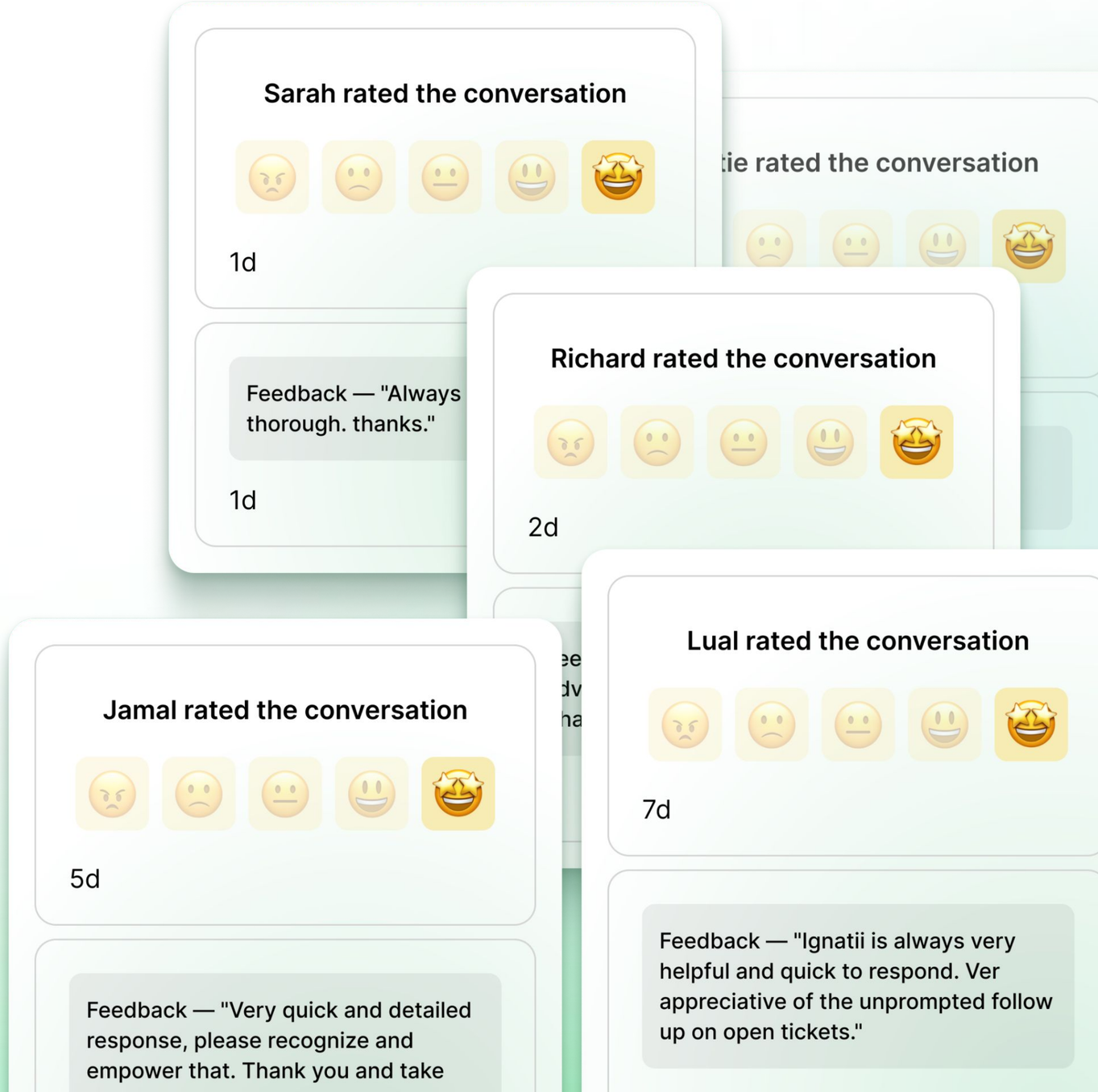
Receive white-glove support

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



Ready to take next steps?

Get a free review of your Ramadan campaigns,
with a 1:1 consultation with one of our fundraising experts.

It’s never too early to start planning

Get your assessment

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.

Ramadan 2027 Pack

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 →