

CHOOSING AN ONLINE GIVING PLATFORM

WHICH ONE IS RIGHT FOR YOU?

It's an inescapable truth of living and working in the 21st Century – everything happens online, including fundraising! While a “donate now” button on your website can be effective, an equally popular option of “crowd sourced” fundraising has emerged. It seems as though everyone is turning to sites such as Kickstarter or GoFundMe to raise funds for everything from personal medical needs to sending the high school band on a trip to the Rose Bowl Parade.

With so many individuals and nonprofits jumping on the bandwagon, you may feel as though your organization should do the same. In fact, this type of fundraising can feel especially attractive to a small shop with limited resources for mounting a major campaign through more traditional means. But it's crowded out there and without the right kind of planning and thought your very good cause can get overlooked or buried among hundreds or thousands of similar efforts. Before you jump in, take some time to conduct some research and remember that not all platforms are created equal and nothing comes for free!

Use this handy guide as a jumping off point to help you determine which platform is right for you, your budget and your needs!

CROWDRISE

TYPE OF SITE: A for-profit commerce site offering options for personal and organizational fundraising

WEBSITE: www.crowdrise.com

FOR DONORS: Donors can accumulate points for dollars given/raised and double points for giving to “featured” charities. Top points getters can get prizes such as gift cards.

FOR NONPROFITS: The “ready to use” set up of Crowdrise makes this an attractive way for nonprofits to complement their existing fundraising activities.

FEES AND COMMISSIONS: Basic accounts are free with a 5% transaction fee. Featured accounts cost \$49 a month with a 4% transaction fee, and “Royale” accounts are \$199 a month with a 3% transaction fee. All accounts are also charged a standard .29% plus \$.30 credit card processing fee.

OTHER NOTES AND COMMENTS: Co-founded by actor Edward Norton, Crowdrise has some star power behind it that has given it a fairly high profile. In addition to personal and team fundraising, it also has options for sponsored volunteerism and special events.

DONATE NOW/NETWORK FOR GOOD

TYPE OF SITE: A nonprofit organization operating a secure donation system that powers the fundraising for many nonprofits. It provides donation tools to nonprofits, individuals and companies.

WEBSITE: www.networkforgood.org



FOR DONORS: Many donors may be making gifts to organizations running “Donate Now” to power their online fundraising and never even realize it. Donors can also go directly to the Network for Good site to make donations, manage giving, set up recurring payments or download a “badge” from a favorite charity to display on websites or blogs.

FOR NONPROFITS: Nonprofits who work with Network for Good and place the DonateNow button on their web sites can potentially reach that hard-to-attract new generation of donors.

FEES AND COMMISSIONS: Three different levels of service will run you anywhere from \$59.95 to \$149.95 per month with a standard 3% transaction fee for all accounts.

OTHER NOTES AND COMMENTS: Separate modules for events registration and a fee-based email service powered by Constant Contact are also available.

FIRSTGIVING

TYPE OF SITE: FirstGiving empowers individuals to raise money for causes easily and provides nonprofits with tools for campaign management - especially for peer-to-peer fundraising.

WEBSITE: www.firstgiving.com

FOR DONORS: Provides easy tools for individual donors to give to a cause or to raise money for a favorite charity.

FOR NONPROFITS: Nonprofits can maximize the power of their supporters by encouraging them to create their own fundraising sites for the organization through FirstGiving.

FEES AND COMMISSIONS: Nonprofits can sign up for accounts and receive weekly donations less a 7.5% transaction fee per donation (which includes the 2.5% credit card processing fees)

OTHER NOTES AND COMMENTS: FirstGiving has integrated its services with EventBrite to add top-notch event management and fundraising to their services.

GIVEZOOKS!

TYPE OF SITE: GiveZooks exists to help nonprofits promote their fundraising efforts across several social media platforms and through email.

WEBSITE: www.givezooks.com

FOR DONORS: Not specifically geared toward a donor, although individuals can assist chosen nonprofits in peer-to-peer fundraising through their own social networks, and register for events.

FOR NONPROFITS: A great site for an understaffed organization to harness the power of social media for fundraising. Items such as animated thermometers showing campaign progress and the ability to choose among several payment gateways add value to this site.

FEES AND COMMISSIONS: The “Social Fundraising Platform” starts at \$129 per month and increases in proportion to your campaign goals. A separate product geared to events management is based on a



transaction fee starting at 2.5%.

OTHER NOTES AND COMMENTS: The site offers up to two phone “incidents” as well as email and chat support for free while “Premium” phone support will run \$15/ month.

GIVLET

TYPE OF SITE: Named the top online fundraising tool by Mashable in 2013, Givlet provides tools for nonprofits to accept donations over any web-based channel, website, social media or email.

WEBSITE: www.givlet.org

FOR DONORS: Donors can create an account and obtain “one-click” donations to any of the 1,000+ organizations using Givlet. The site also offers centralized tax receipts for easy organizing for tax time.

FOR NONPROFITS: Organizations can create “branded” donation pages that can be integrated into their existing web sites. Organizations can also engage donors with handy tools for blogs, email and social media. The site also offers the option to import your donor list and see how donors interact with the organization through these platforms.

FEES AND COMMISSIONS: Givlet makes it simple with no tiered plans, no startup costs, no monthly fees, just an across the board 4.9% plus \$.40 per transaction fee.

OTHER NOTES AND COMMENTS: Givlet includes a responsive donation page for desktop, tablet, and mobile access. An easy to understand analytics page gives you up-to-the-minute campaign progress and identifies opportunities to boost performance. Live support is also available 24/7 free of charge.

STAY CLASSY

TYPE OF SITE: Intended specifically for nonprofit leaders, Stay Classy, provides the tools for deeper fundraising management including peer-to-peer fundraising, event management and on-line donations. The layout and feel of Stay Classy will be familiar to anyone who uses social media such as Linked In or Facebook and can make for a shorter learning curve.

WEBSITE: www.stayclassy.org

FOR DONORS: No direct options for donors.

FOR NONPROFITS: A combination of an acquisition tool, a relationship builder and collaboration tool, Stay Classy allows a nonprofit to manage all of its online fundraising in one place. Powerful analytics allow you to identify top donors and also pinpoint campaigns that need more attention to succeed.

FEES AND COMMISSIONS: A free 90-day trial offer makes this an attractive platform to take for a test drive. Starter plans will run you \$99 per month with a 4% transaction fee while the “Pro” package is \$299 per month with a 2% transaction fee.

OTHER NOTES AND COMMENTS: Real-time displays on an interactive dashboard provide updates on donors as they interact with your organization. This site offers the ability to email directly with any given donor and track the communication history.



MICROGIVING

TYPE OF SITE: Crowd sourced site that encourages donations of “micro” amounts (\$5, \$10, \$25 etc.) to reach a fundraising goal.

WEBSITE: www.microgiving.com

FOR DONORS: Donors can browse categories such as animals, education, music, etc. to find causes that align with their giving.

FOR NONPROFITS: Best for very small nonprofits that have minimal staff or are all-volunteer. This tools may be too basic for more sophisticated shops.

FEES AND COMMISSIONS: Once a goal has been reached Microgiving will mail a check to the organization or individual minus 3%.

OTHER NOTES AND COMMENTS: Microgiving can get crowded with fundraisers for individual needs as well as nonprofit needs. Don't be surprised to see your campaign alongside one for someone who may be facing medical expenses. Easy to set up and launch but will require a great deal of attention and promotion to make it profitable.

QGIV

TYPE OF SITE: QGive claims that its users realize donations that are 160% greater than the national average.

WEBSITE: www.qgive.com.

FOR DONORS: In addition to making donations, donors can use QGive to set up recurring payments, register for events or create tributes to loved ones.

FOR NONPROFITS: A nifty feature allows nonprofits to let its supporters create their own pages on behalf of the organization for peer-to-peer fundraising. With certain accounts nonprofits can receive donations from the site on a weekly basis to keep cash flow consistent.

FEES AND COMMISSIONS: QGiv claims to have “transparent pricing,” which translates to a \$199 Set up fee, no monthly fees and the option of using QGiv with your existing merchant account for credit card processing. Multiple services can make things confusing but QGive also offers bundles that reduce your monthly fee if you combine different services.

OTHER NOTES AND COMMENTS: The “Virtual Terminal” feature allows you to process on-site donations and event registrations on a laptop, computer, iPhone or iPad through the QGiv app.

RAZOO

TYPE OF SITE: Razoo is “a movement of people who want to make generosity part of everyday life.”

WEBSITE: www.razoo.com

FOR DONORS: Donors can search for and support a favorite charity directly through a donation, set up their



own fundraisers, or raise money as a team effort.

FOR NONPROFITS: With Razoo a nonprofit can launch a new campaign, accept donations on the organization's web site or through its Facebook page, download reports on donor activity, and even update a campaign via an iPhone app!

FEES AND COMMISSIONS: No set up costs or monthly fees. Standard 4.9% per transaction fee.

OTHER NOTES AND COMMENTS: Razoo claims that if your organization is a registered 503(c)3 nonprofit then it will have a page "waiting to be claimed" in their system. In other words, they've done the first step for you! This easy to understand site looks to be a great resource for organizations of all sizes looking to integrate fundraising, social media, and web presence.

JUSTGIVE

TYPE OF SITE: JustGive was created to help individuals find charities to support and taps into the over 1.8 million Guidestar-registered nonprofits in the country.

WEBSITE: www.justgive.org

FOR DONORS: JustGive wins points for offering creative ways for an individual to support their favorite charity including cash, gift cards, charity gift collections and even charity wedding registrations.

FOR NONPROFITS: To create a listing on JustGive a nonprofit must first register with GuideStar. They can then set up a JustGive donation page and/or download a "Donate Now" button for their own web sites. JustGive will also provide a downloadable spreadsheet list of gifts made to your organization.

FEES AND COMMISSIONS: There are no startup costs which make this an attractive endeavor for a cash-strapped small organization. There is a 4.5% per-transaction fee.

OTHER NOTES AND COMMENTS: JustGive remains more oriented to donors than nonprofits and includes an entire module called "The I Do Foundation" which is dedicated to couples who wish to use their big day to support their favorite organization.

