



How a personalized donor experience can grow
your recurring giving this GivingTuesday



Meet today's speaker 🙌

Fundraise Up



Nhu Te
Sr. Content Manager



Agenda

What we'll cover during
today's live session

How to tap into your donors' giving potential with a personalized giving experience

What your nonprofit can do to incentivize recurring giving throughout the donation process

How to promote your recurring giving program on your website

Why donors should have direct control over their giving plans

How to tap into your donors' giving potential with a personalized donor experience



GIVING TUESDAY

A brief history & why it's important

Started in 2012

by 92nd St Y and is now recognized as the global day of generosity.

Takes place every Tuesday after

Thanksgiving. Often compared to as the Black Friday or Cyber Monday for nonprofits.

Biggest giving day

of the year with an estimated 35 million adults participating in 2021.

Generosity pours in

more and more every year, with a record \$2.71 billion donated in 2021.



Your donors are looking for a
simpler giving experience.

\$402B

left on the table each year by for-profit brands that are unable to provide simple consumer experiences

86%

of consumers would leave a brand after a few poor experiences



The for-profit industry **drives**
expectations for the consumer
experience.

NETFLIX ORIGINAL
STRANGER THINGS

95% Match 2017 2 Seasons 4K Ultra HD 5.1

When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

Winona Ryder, David Harbour, Matthew Modine
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows



Popular on Netflix

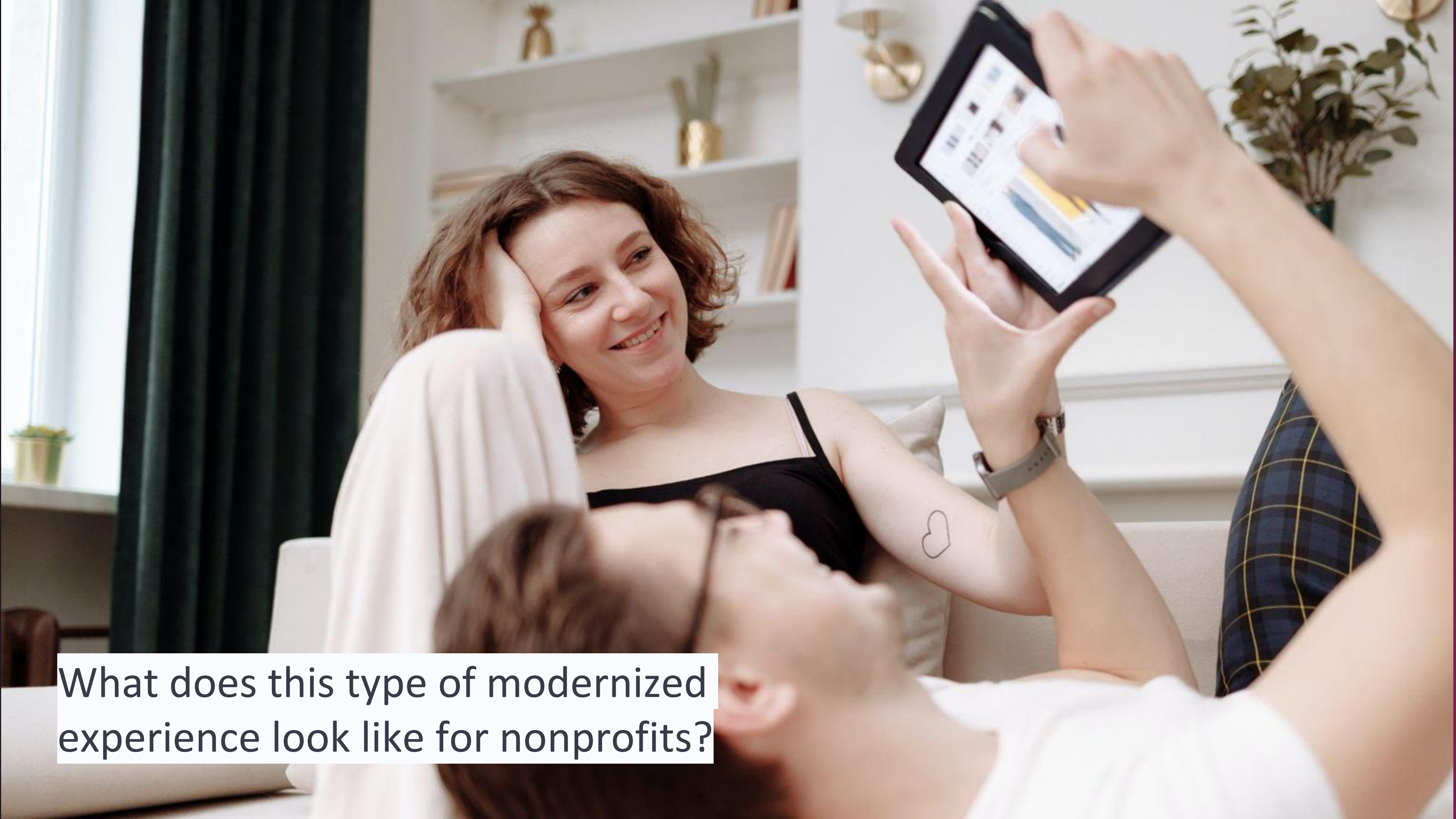


Recently Watched





To avoid a widening gap between consumer and donor experiences, **nonprofits need to adopt for-profit advancements.**



What does this type of modernized experience look like for nonprofits?



Standalone donation forms
aren't cutting it anymore.



Off-site donation forms disrupt the
donation experience, conversions & tracking.



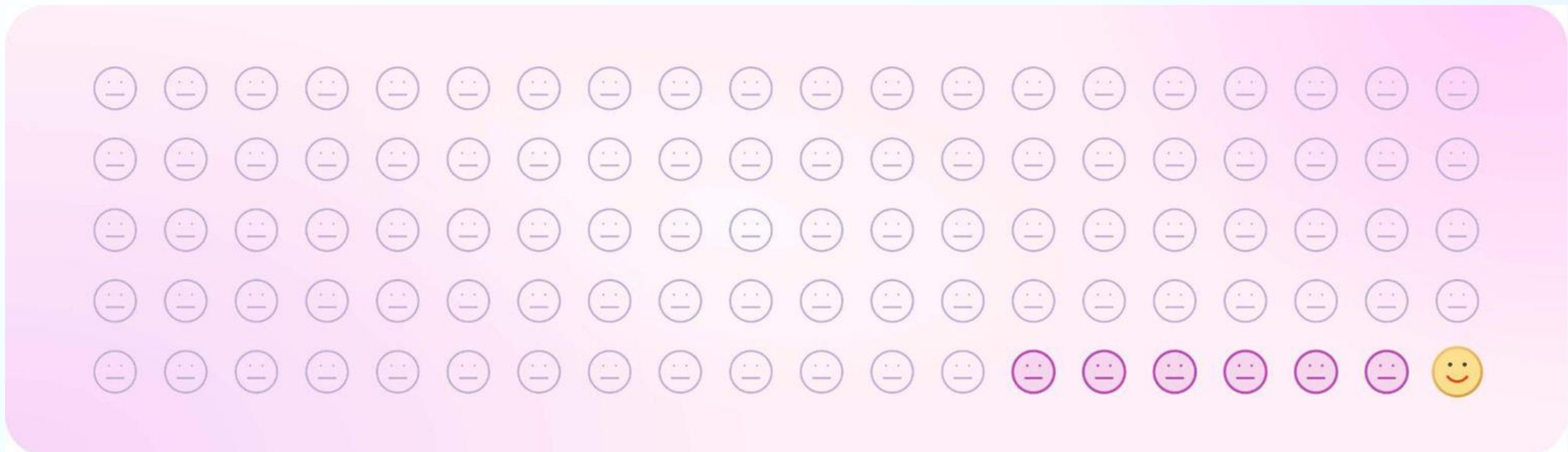
Did you know...

7 in 100

donors click a donate button

1 in 7

will complete their donation





Create a lasting giving experience that your supporters
will want to come back to.



Test your giving experience

See how you can make improvements

How long does it take to complete a donation?

Are there too many required data fields?

Is there a recurring giving option so one-time donors can upgrade?

Do you offer multiple payment options?

Is every donor receiving the same generic experience?



Test your giving experience

See how you can make improvements

How long does it take to complete a donation?

How many clicks does it take for someone to complete a donation? The longer it takes, the higher chance of donation abandonment.

Did you know that conversion rate drops at least 8% with off-site donation forms?



Test your giving experience

See how you can make improvements

Are there too many required data fields?

Donation Terminal

Process Transaction | Tender Configuration | Store Credit Card # | Debug Gateway | Clear Processing Cache

Welcome to PhilanthropyNET+ Donation Terminal!
v1.1.2 SE Patch 4
Licence key: 2108-5689-2534-9714-0004-1772

Attempting to process...please wait.
Charge 9 of 22 failed!

Donor First Name: * | Donor Middle Name: * | Donor Last Name: * | Is constituent? *

Street Address 1: * | Street Address 2: *

City: * | State: * | ZIP: * | Landline #: * | Processing Mode: *
OFFLINE BATCH

Credit Card #: * | CVV: * | Exp Date: * | Card Type: *
DINERS CLUB

WARNING! Before processing this transaction, you must clear the processing cache to prevent duplicate charges.

ABORT | COMMIT



Test your giving experience

See how you can make improvements



Survival Possible


Cardiovascular disease – making
combined. But too many
disease is our leading cause
can Heart Association today
s, improve healthy behavior
inclusive of all people.

[Donate](#) · [Mail a Donation](#)

< Become a Monthly
Supporter

Will you consider becoming one of
our valued monthly supporters by
converting your **\$120** contribution
into a monthly gift?

Ongoing monthly donations allow us
to better focus on our mission.

 **Donate \$30/month**

Donate \$25/month

Keep my one-time \$120 gift

Is there a recurring giving
option so one-time donors can
upgrade?

Did you know that you can **convert up to 30% of
one-time donors to recurring donors** with an
recurring giving upsell?



Test your giving experience

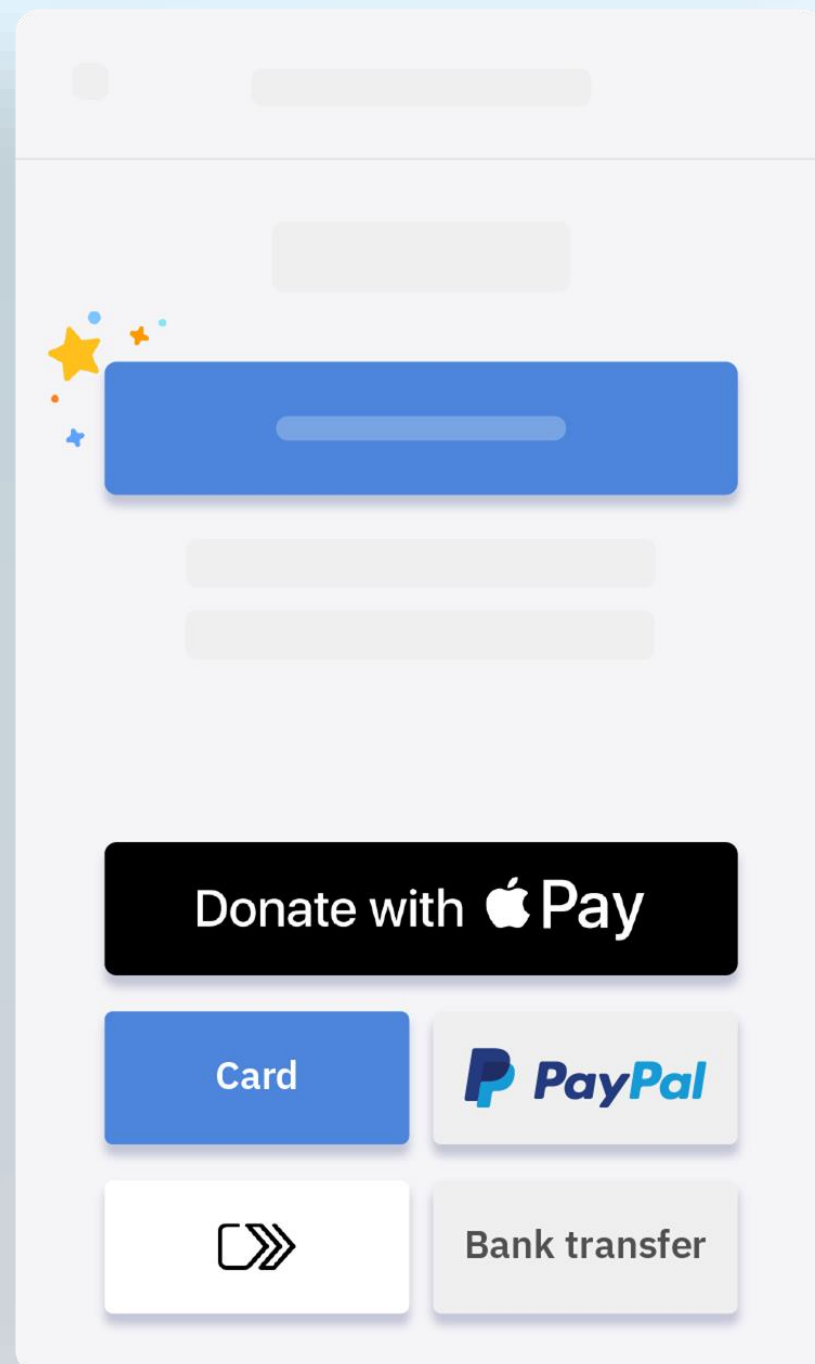
See how you can make improvements



Survival Possible

Cardiovascular disease – making
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[Donation](#) · [Mail a Donation](#)



Do you offer multiple payment options?


Did you know that **20% of donors give using PayPal, and offering it has a nearly 7% positive impact on conversion?**




Test your giving experience


See how you can make improvements

Is every donor receiving the same generic experience?

 **Help Syrian Children**

Children are bearing the brunt of the 11-year-old conflict in Syria. Schools, hospitals and water treatment facilities have been damaged or destroyed. More than 6 million children require humanitarian assistance. Worldwide, the number of countries embroiled in violent conflict has hit a 30-year high. UNICEF is providing protection and lifesaving assistance to the children caught in the crossfire. **Please help.**

 **Secure donation**

Give once  **Monthly**

\$500 \$300 \$250
\$160 \$100 \$75

\$ USD

Give in honor or in memory

Designate to children in Syria.

Donate



Test your giving experience

See how you can make improvements

Is every donor receiving the same generic experience?

Secure donation

Give once **Monthly**

\$500 \$300 \$250
\$160 \$100 \$75

\$ USD

Give in honor or in memory

Designate to children who need help.

Donate

Help Yemen's Children


Ongoing conflict in Yemen has left more than 11 million children in dire need. UNICEF has been protecting them from malnutrition, violence and poverty, and helping them learn so they don't fall too far behind. **Please support UNICEF's work to provide relief that helps keep Yemen's children healthy – and gives them hope.**




Test your giving experience

See how you can make improvements

Is every donor receiving the same generic experience?

 **Protect the Children of Ukraine**

Children are the least responsible for war in Ukraine, but they suffer most from its consequences. Your 100% tax-deductible donation will help UNICEF ensure that Ukraine's children have access to safe water, nutrition, health care, education and protection. **Less than 3% of funds go to administrative costs.**

 **Secure donation**

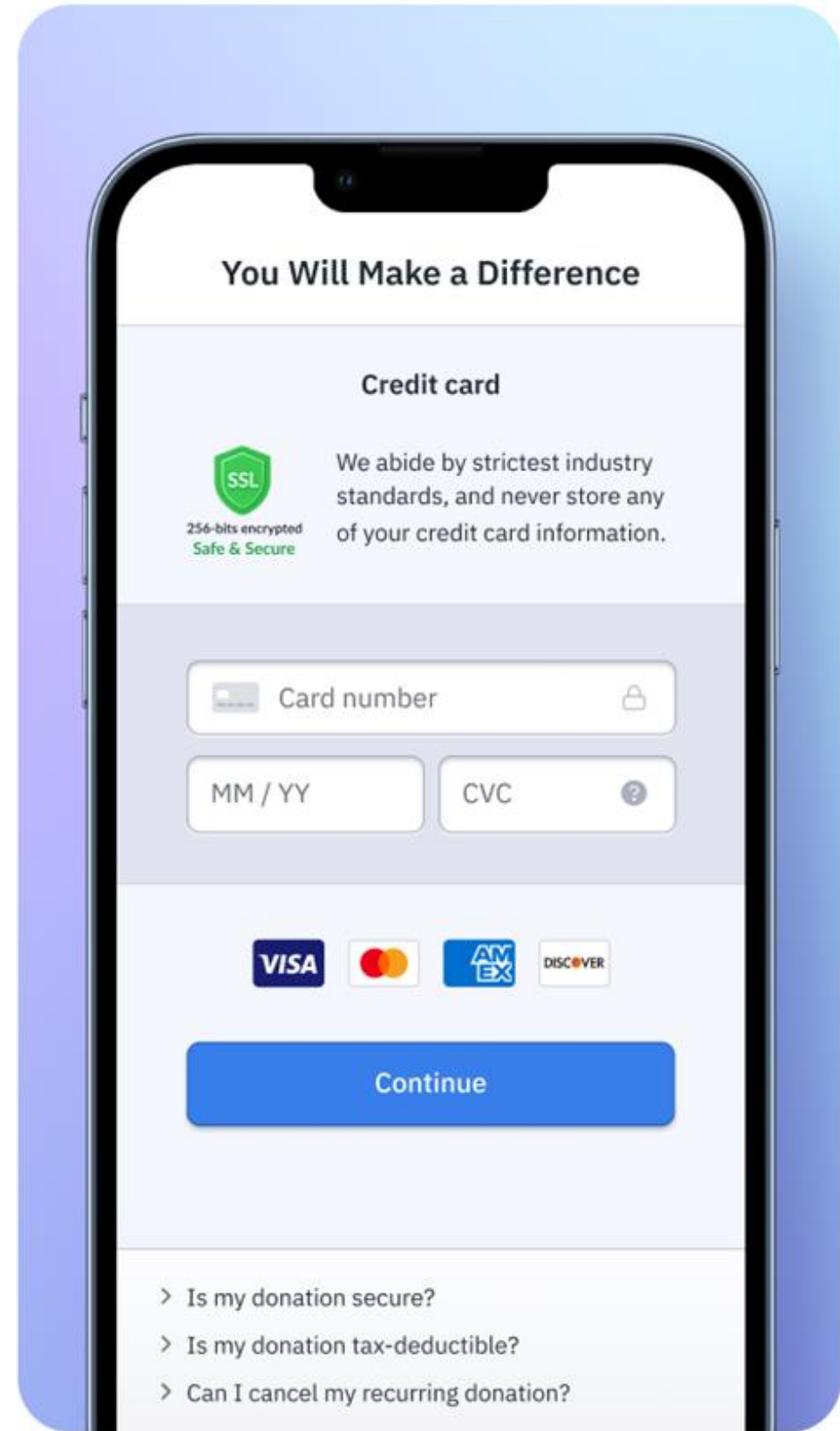
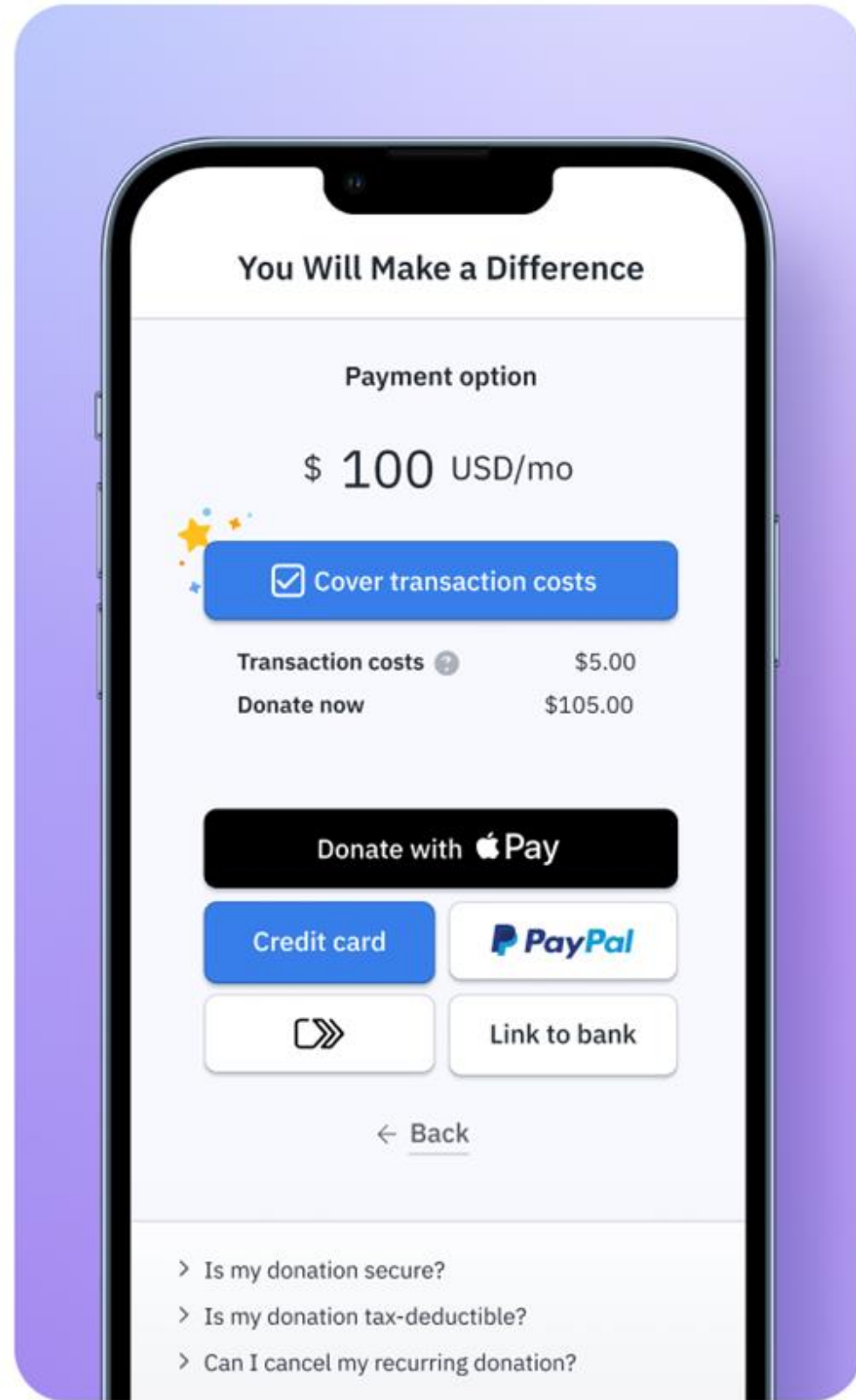
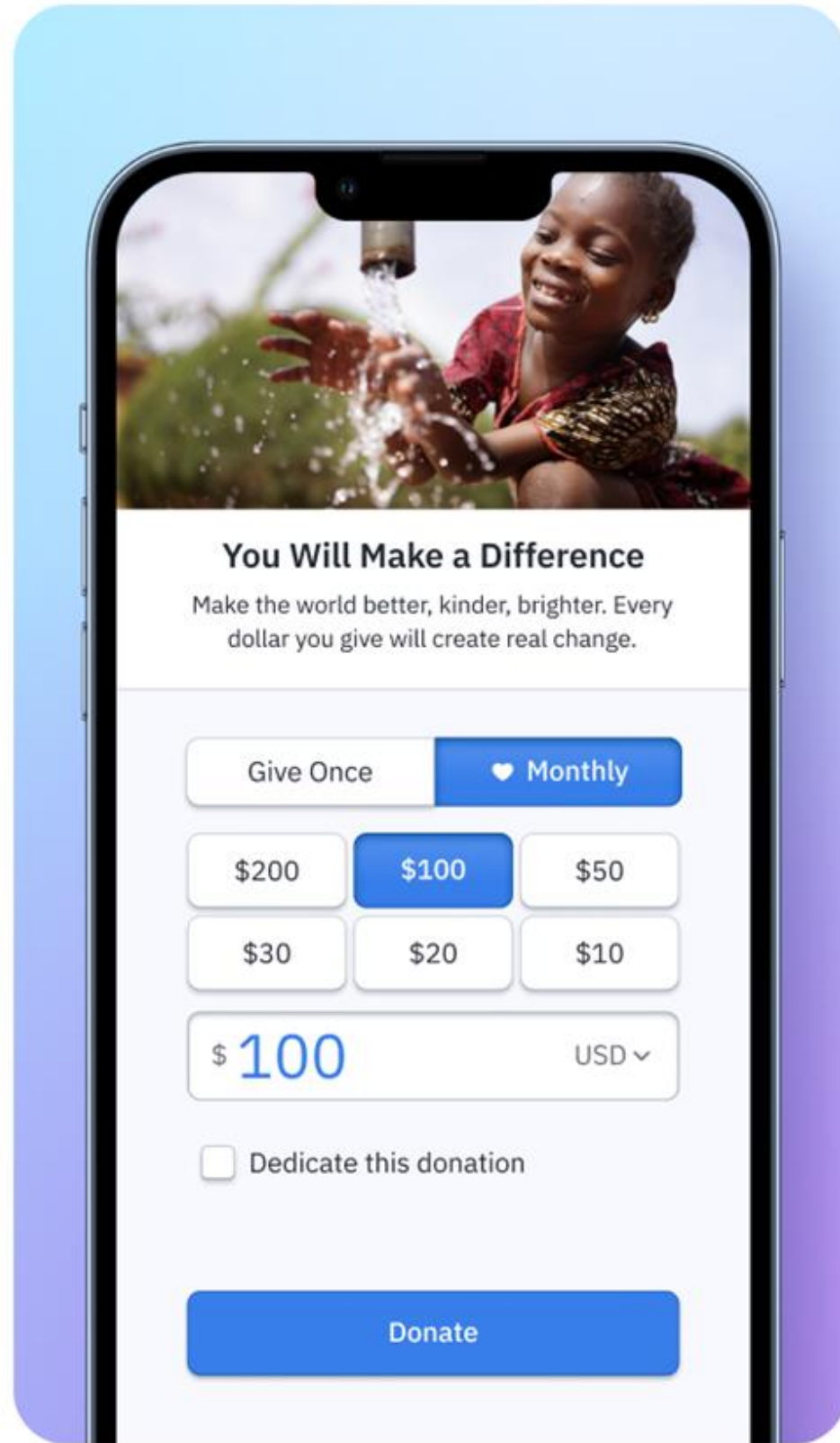
\$500 \$300 \$250
\$160 \$100 \$75

\$ USD

Give in honor or in memory

Designate to children in Ukraine

Donate



What your nonprofit can do to incentivize recurring giving



Is it clear to your donors that you have a recurring giving program?



GIVING TUESDAY

This GivingTuesday, take the opportunity to share the news through digital channels **like website, email marketing, social media.**



You will make a difference

At Animal Haven, we work every day to find homes for dogs and cats in crisis. We're committed to providing the best possible care for their specific needs while they wait. You can create hope for them: your donation provides healthy food, comfortable bedding, vital enrichment, training and medical intervention.

Donate today!

[Legal info](#)

< Become a monthly supporter

Will you consider becoming one of our valued monthly supporters by converting your **\$100 contribution** into a monthly gift?

Ongoing monthly donations allow us to better focus on our mission.



Donate \$20/month

Donate \$15/month

Keep my one-time \$100 gift

Animal Haven partners with Fundraise Up to gain donors and grow revenue

When Animal Haven switched to Fundraise Up, it opened the door to better performance and a partnership that enables the team to help more animals in need.



How Animal Haven has grown with Fundraise Up

40% ↑

more revenue from
online donations

305% ↑

increase in the value
of its recurring giving program

264% ↑

lift in the number
of recurring donors

Animal Haven is seeing GivingTuesday **revenue grow 50% every year.**



Early wins with Fundraise Up

Animal Haven launched Fundraise Up on its website just ahead of GivingTuesday in 2019. Thanks to a fast, smooth onboarding process that it didn't have to pay for, Animal Haven launched its campaign on time and without headache. Animal Haven saw immediate upticks in fundraising performance that brought in more donors and greater revenue.

How to promote recurring giving on your website

YOUR UKRAINE GIFT MATCHED: HELP PEOPLE AND PETS NOW

More than 13 million Ukrainians, many with pets, have been forced to flee their homes following Russia's invasion and the need is greater than ever. Support our emergency response and your donation will be matched, dollar for dollar, up to \$350,000.

DONATE TODAY

Promote your recurring giving program on your homepage.

BECOME A PROTECTOR

Make a commitment to protecting people, pets, and the planet! Greater Good Charities counts on our *Protectors* to sustain our efforts, so we can accomplish our mission year-round. A monthly gift is the best way to make your donation go further.

[Learn more about the benefits of giving monthly here.](#)

Become a Monthly Donor

\$250

\$130

\$55

\$35

\$10

\$5

\$ 25

USD ▾

Designate to Where It's Needed Most

GIVE MONTHLY



Create a dedicated landing page for those interested in learning more.

GREATER
GOOD
CHARITIES

WHO WE ARE ▾

WHAT WE DO ▾

GET INVOLVED

♥ Donate


BECOME A PROTECTOR

Protectors are our super supporters committed to sustaining our mission to protect people, pets, and the planet all year round through recurring gifts.

GREATER
GOOD
CHARITIES | RESCUE
REBUILD




Let supporters choose which specific need their contribution is going toward




Protect People ^

GIVE MONTHLY




Protect Pets ^

GIVE MONTHLY



Protect the Planet ^

GIVE MONTHLY




Be There in Times of Disaster ^

GIVE MONTHLY

HELP WHERE IT'S NEEDED MOST

When you make a monthly donation to **help where it's most needed**, you are making a world of difference. With your unrestricted recurring gift, you are amplifying the good of our mission to protect the well-being of people, pets, and the planet. Whether it's restoring a forest ravaged by wildfire, or helping an abandoned litter of kittens receive veterinary care, you are the ultimate **Protector**.



Where It's Needed Most ^

GIVE MONTHLY



Share **why** their recurring gift matters

WHY GIVING MONTHLY MATTERS

It Plans for the Future

Sustained donations mean that we can expand our programs and impact strategies, knowing we have your support along the way.

It Fits Your Budget

Whatever your monthly gift, its impact grows over time, allowing you to make a bigger difference. Plus, you can cancel your monthly gift at any time.

It Builds a Community

As a Greater Good *Protector*, you will receive regular updates and stories about the real results of your gift, bringing you closer to your impact.

It's Personal for Your Mission

You can choose which cause area you'd like to support with your monthly gift at checkout, or commit to helping where it's most needed.





Include the monthly option on your online donation form.



**GREATER
GOOD
CHARITIES**

Help Where It's Needed Most

When you give to Greater Good Charities, you amplify the good in the world to improve the health and well-being of people, pets, and the planet.

 **Secure donation**

Give once

Monthly

\$250

\$130

\$55

\$35

\$10

\$5

\$ **25**

USD ▾

Dedicate this donation

Name of someone special to me

Once you've donated, you'll be able to send a custom card with this dedication.

Designate to Where It's Needed Most

Donate monthly

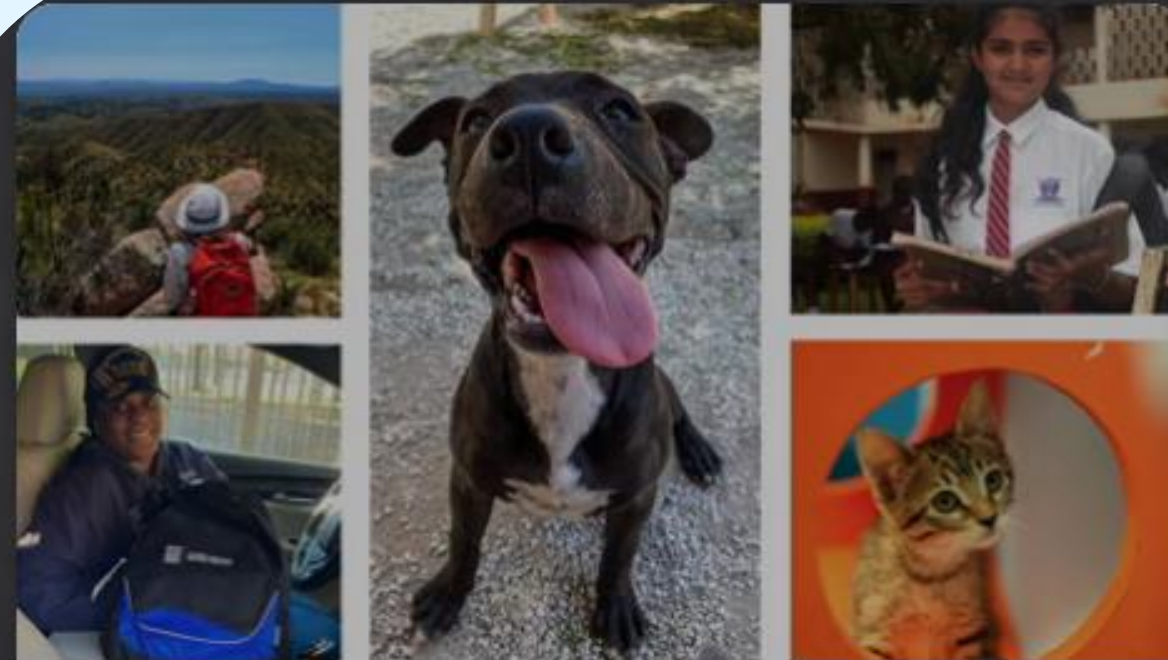
Is my donation secure?

Is this donation tax-deductible?

Can I cancel my recurring donation?



Don't forget to prompt one-time donors to upgrade their gift during checkout.



**GREATER
GOOD
CHARITIES**

Help Where It's Needed Most

When you give to Greater Good Charities, you amplify the good in the world to improve the health and well-being of people, pets, and the planet.

< Become a monthly supporter

Will you consider becoming one of our valued monthly supporters by converting your **\$55** contribution into a monthly donation?

Ongoing monthly donations allow us to better focus on our mission.



Donate \$20/month

Donate \$15/month

Keep my one-time \$55 gift

Why donors should have direct control over their giving plans



Your donors want more flexibility

Let them control their giving online with a donor portal

A donor portal adds to the overall donor experience. They will appreciate the thoughtfulness.

Donors will trust you more because they don't have to go through a long and tedious process.

You'll retain more donors because donors might not outright cancel if there are more flexible options.

You will save time on administrative tasks because donors can make changes on their own time.

New donation amount



The charge will go into effect on Jul 16, 2022 at which time the next installment will be made.

Amount USD/mo

Cover processing fee

Processing fee: \$9.00 USD
Donate now: \$159.00 USD

CONFIRM

animal haven

Julia Bowman

| | | |
|-----------------|--------------|------------------------|
| Status | Active | |
| Donation amount | \$100.00 | Change |
| Next payment | Jul 16, 2022 | Change |
| Payment method | •••• 4444 | Change |
| Started at | Aug 1, 2017 | |

DONATIONS HISTORY

| Date | Amount | Payment method | |
|--------------|----------|---------------------------------|----------------------------------|
| Jun 16, 2022 | \$100.00 | •••• 4444 | Download receipt |
| May 16, 2022 | \$100.00 | PayPal · julia.bowman@gmail.com | Download receipt |
| Apr 16, 2021 | \$100.00 | Chase Bank | Download receipt |



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 your donation?

CHANGE DONATION AMOUNT

Just cancel my donation

Edit payment details ✕

Amount
\$25 USD/mo

Cover transaction costs

| | |
|--------------------|---------|
| Transaction costs: | \$2.10 |
| Donate now: | \$27.10 |

- Daily
- Weekly
- Biweekly
- Monthly
- Bimonthly
- Quarterly
- Semiannual
- Annual

Start my next installment now

Payment method
Google Pay

CONFIRM

Next installment will run on Aug 29, 2022

Allow donors to **pause, update the frequency, or cancel plans** to fit their changing lifestyle.



Relief Operations
International

ATTENTION NEEDED!
Update your payment method

You're no longer a Global Defender

Hi Julia,

We've been unsuccessful in processing your monthly Global Defender donation and have had to cancel your recurring plan.

If you are still able and willing to help those in need, please reactivate your recurring plan by updating your payment method.

Remember, as a Global Defender, you:

- Provide sustained support for ROPSI's program
- Allow us to respond instantly to crises anywhere in the world
- Enable us to grow our areas of operation to serve more people

We hope to continue partnering with you serve the world's greatest needs.

[Reactivate my donation](#)


[✉ Contact us with any questions](#)













Send an automated email
when a payment fails.



Give donors around-the-clock access to **all of their donation receipts.**

DONATION HISTORY

Download all receipts 

| Date | Amount | Payment method | | |
|--|--------------|----------------|---|---|
|  Aug 24, 2022 | \$11.10 USD | VISA ···· 8112 |  |  |
|  Jul 29, 2022 | \$27.10 USD | VISA ···· 8112 |  |  |
|  Jun 29, 2022 | \$27.10 USD | VISA ···· 8112 |  |  |
|  Apr 18, 2022 | \$107.00 USD | VISA ···· 8112 |  |  |

Ask me a question  

Thank you! 

nhu@fundraiseup.com