Fundraise Up

From Tortoise to Hare:

Fast-Tracking Nonprofit Success with Digital Modernization

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Chief Community Officer, Fundraise Up

Board Secretary, Asia Wild

Text SAL to 83100 (US phones only)

💼 salvatoresalpietro

📙 Early access to CFRE education Modern Digital Fundraising Certification

⬇️ Report downloads (New Stripe + FRU Pulse of the Donor)

Our Agenda

1. **Where are we in our modernization journey (the state of things)**

2. **Where should we be in our journey (the options and comparables)**

3. **What happens when we get there (case studies)**

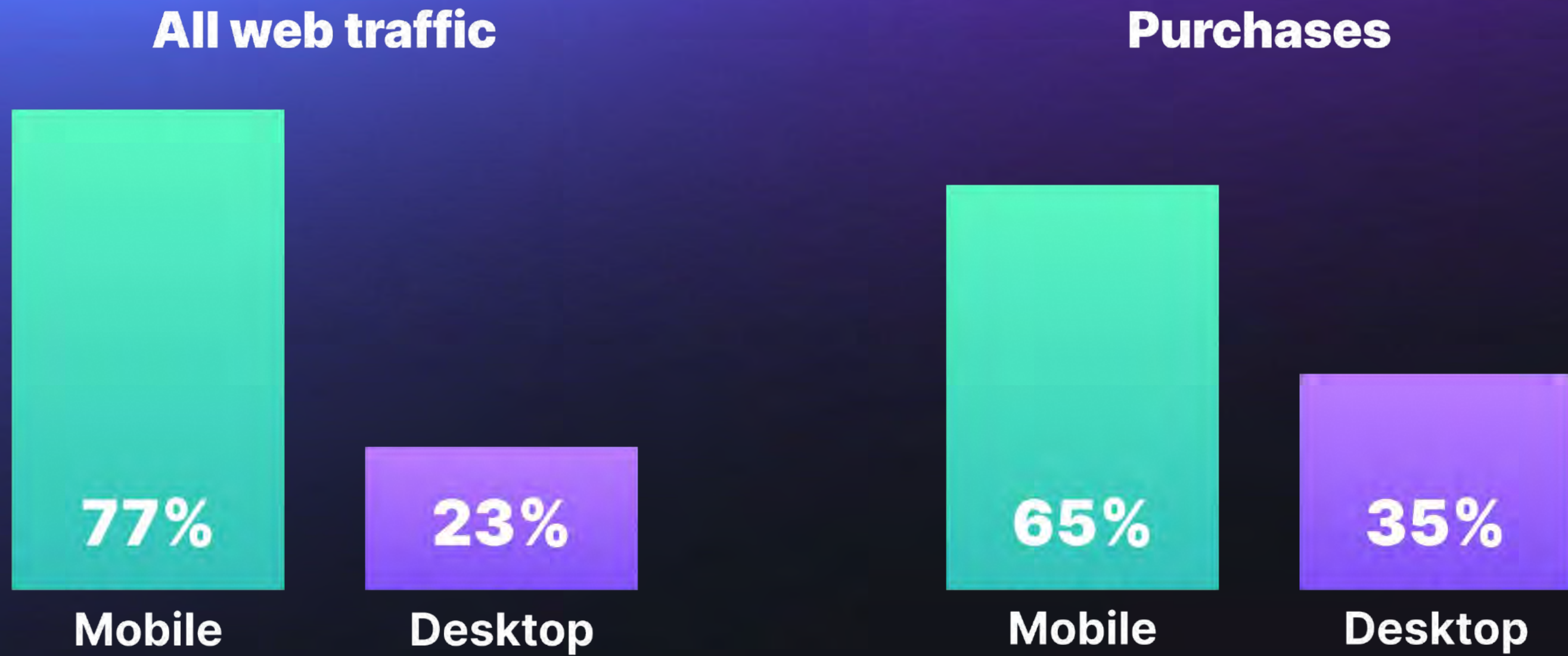4. **Why is it important (what does it all mean)**
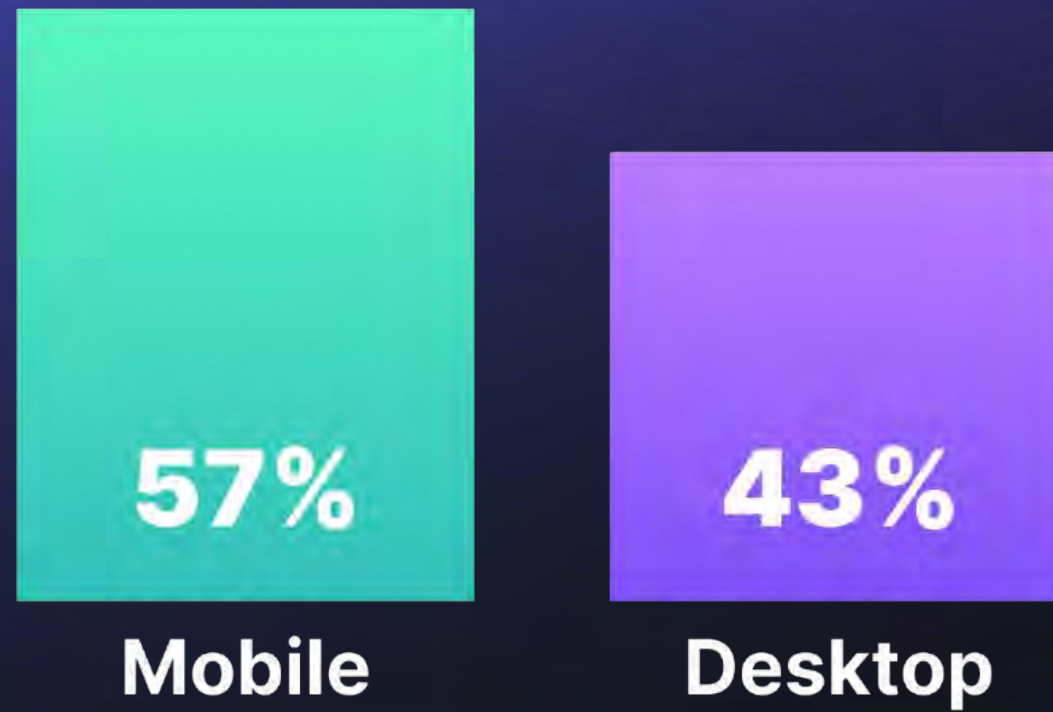
Where are we in our modernization journey

1. **slido.com**
2. **3549926**

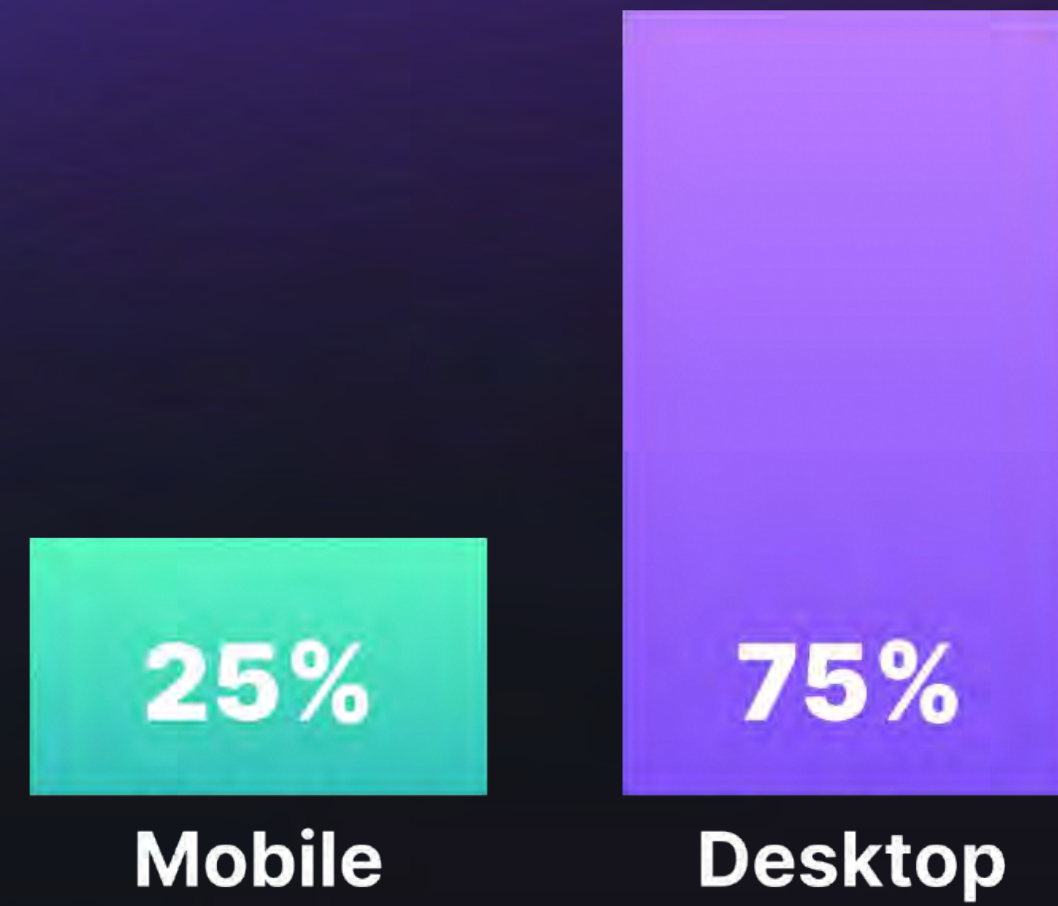# Where do you feel your organization is on its technology modernization journey?

All web traffic

77% Mobile

23% Desktop

Purchases

65% Mobile

35% Desktop

Source: https://doublethedonation.com/nonprofit-fundraising-statistics/

Org web traffic
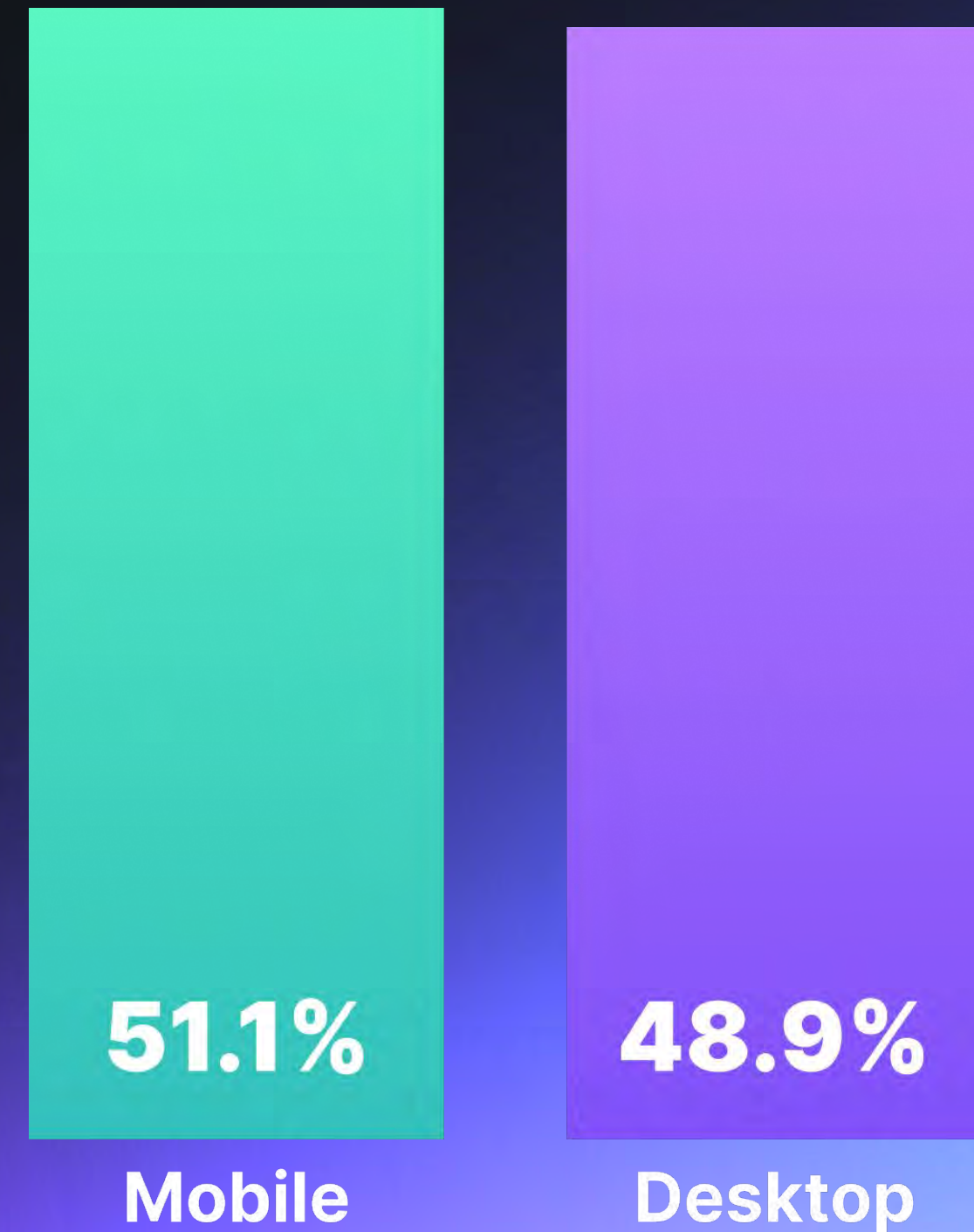
57% Mobile

43% Desktop

Donations

25% Mobile

75% Desktop

When using an AI-powered, mobile-focused digital giving platform like Fundraise Up

- Mobile conversion triples

- Personalized experience for mobile

  Ascending/Descending, payment methods, address autocomplete, etc

- Apple Pay, Google Pay, Venmo, etc.

- Cost coverage impact

51.1%

48.9%

Mobile

Desktop

Digital Payment Adoption

Metric	Nonprofit Animal Welfare	Ecommerce Sector
Apple Pay Acceptance	<5% of donation forms [1] [7]	90% of US retailers [6]
Mobile Wallet Usage	12% of online donations [1]	58% POS, 36% online usage [2]

RKD Group, SheltersUnited, Fortunately, Statista

- 85% of animal welfare websites scored *poor* on Google's mobile performance metrics in 2023, highlighting urgent needs for UX/SEO upgrades.

- Organizations prioritizing mobile-responsive design and faster load times saw 12% higher email open rates and **3.6x click-through rates**

Recurring Revenue Streams

- AW Nonprofits: 18% of donors enrolled in sustainer programs
- Ecommerce: 41% of consumers use subscription services

Data Integration

- AW Nonprofits: 37% use CRM-donation platform integrations
- Ecommerce: 82% sync POS + ecommerce + loyalty data

Page Load Times

- AW Nonprofits: 4.8s average load time (vs. Google's 2.5s benchmark)
- Ecommerce: 1.2s average for top-performing retail sites

AI Adoption

- AW Nonprofits: 9% use chatbots/donor prediction models[1]
- Ecommerce: 73% employ AI for personalization/fraud detection

RKD Group, Zen

Recurring Revenue Streams

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Strategic Implications

Payment Friction:

Nonprofits miss 53% of mobile-first donors by lacking Apple Pay/Wallet options

Data Deficits:

Siloed systems cost nonprofits $12.40/donor in missed lifetime value

Speed Tax:

Each 1s delay in nonprofit page load = 7% donation drop vs. 3% in retail

"Animal welfare organizations operate 2015-2019-era tech stacks and go up against 2024 eCommerce standards when competing for dollars.

This creates a 3-5X efficiency gap in donor conversion and operational scalability."

Where should we be in our journey

Modern CRMs

- **GiveButter, Bloomerang, Beacon CRM, etc.**
  A number of options of NPO-specific CRMs geared toward the smaller nonprofit size. Integrations!

- **Virtuous:**
  A strong platform serving the mid-sized nonprofit. Integrations!

- **HubSpot**
  A platform often overlooked but growing quickly. For-profit level CRM and marketing software with a strong nonprofit community. Integrations!

- **Salesforce**
  Best suited for larger nonprofits that have time and budget to administer this strong CRM option. Ultimate flexibility and customization, but also means more costs. Also... Integrations!

Modern Donor Experiences

- **Mobile-Optimized (vs Mobile Responsive):**

  Does the donor see a mobile-specific experience vs a responsive one?

  What's the difference? The Amazon App vs Website on your phone.

- **Self-Service Tools for Donors:**

  Can donors log in and self-serve, reducing org admin tasks? Receipts, payment methods, dedications, etc.

- **Fully Compliant**

  PCI, WCAG, GDPR, SOC 2, ISO, PIPEDA, etc.

- **Performance-Aligned Partnership**
  - Platform earns only when you earn
  - No contract or lock-in
  - Full data ownership
  - Recovers it's own costs through revenue increase, donor cost-coverage, and time saved
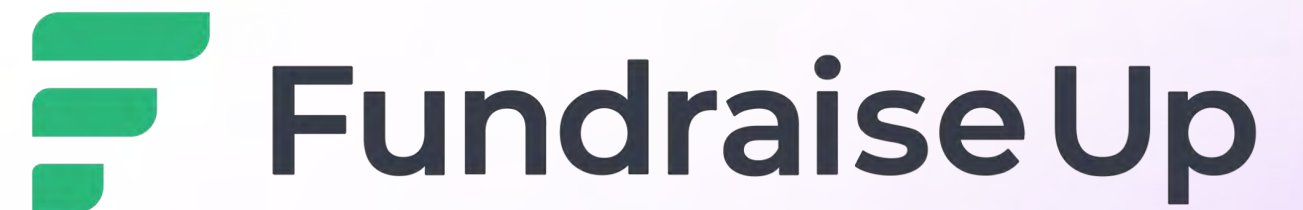
Fundraise Up

AI tools

- **Personalized Donation Forms:**
No-contract / no-budget tools like Fundraise Up not only resolve the mobile-issues, but use AI to make suggestions and changes to match the anonymous donor profile to gain new donors

- **Predective Tools Against Donor Base:**
Tools like Dataro look at data for signals to make next-action recommendations for existing donors

- **AI-first Data Reporting**
Nonprofit tools like AVID AI take any and all data you have. Then, analyzes, and creates critical dashboards before impossible.

- **Simple Generative Tools**
Start with Copilot, ChatGPT, Perplexity, etc. and see how much time AI can save you in your daily work. This helps prepare your mind for scaling this technology to accomplish larger tasks.

Fundraise Up

dataro

Avid AI

Copilot
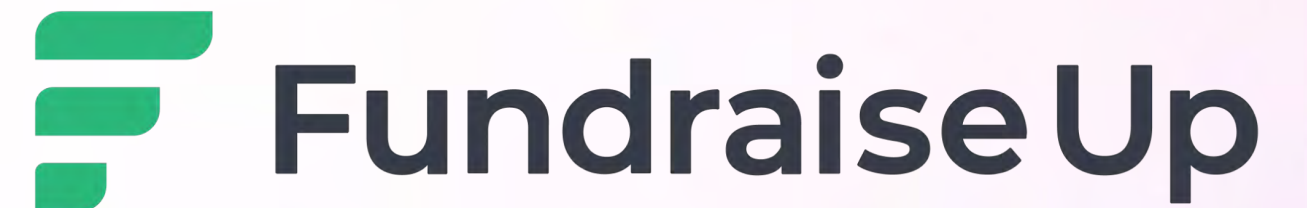
# Let's start with some basics!

- **Crack the performance issue:**
  Optimize all of the images on your website and your overall speed with something like CloudFlare ($25/m)

- **Encourage Visitors to Share Content:**
  Add floating, always visible, social share buttons to your website. Free tools like AddToAny do this well.

- **Add PayPal First**
  Adding Apple Pay and other wallets likely requires a platform change (it's worth it). But start with PayPal – this adds new donors and gets you on your way.
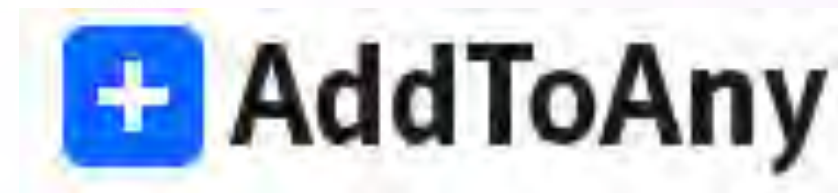
What happens when we get there

Polar Bears International

Polar Bears International (PBI) is dedicated to conserving polar bears and their sea ice habitat across the Arctic.

Through scientific research, education, and advocacy, PBI works to address the threats facing polar bears, particularly climate change and its impact on sea ice.

What began as a group of wildlife enthusiasts photographing polar bears in Churchill, Canada, has grown into a leading global organization for polar bear conservation.

Since its founding in 1992, PBI has become the world's foremost authority on polar bears, conducting vital research, running educational programs, and inspiring action to protect these iconic animals and their fragile Arctic ecosystem

"

While the team wasn't actively looking to replace its giving platform, it was intrigued by the idea of converting more donors on its website and increasing online revenue.

POLAR BEARS INTERNATIONAL

Small Gift Big Thanks

- Teaching giving and conservation to my daughter

- Mobile device, short attention span, must be easy and clear

- Small amount, but monthly and recurring

- Dedication added to my daughter

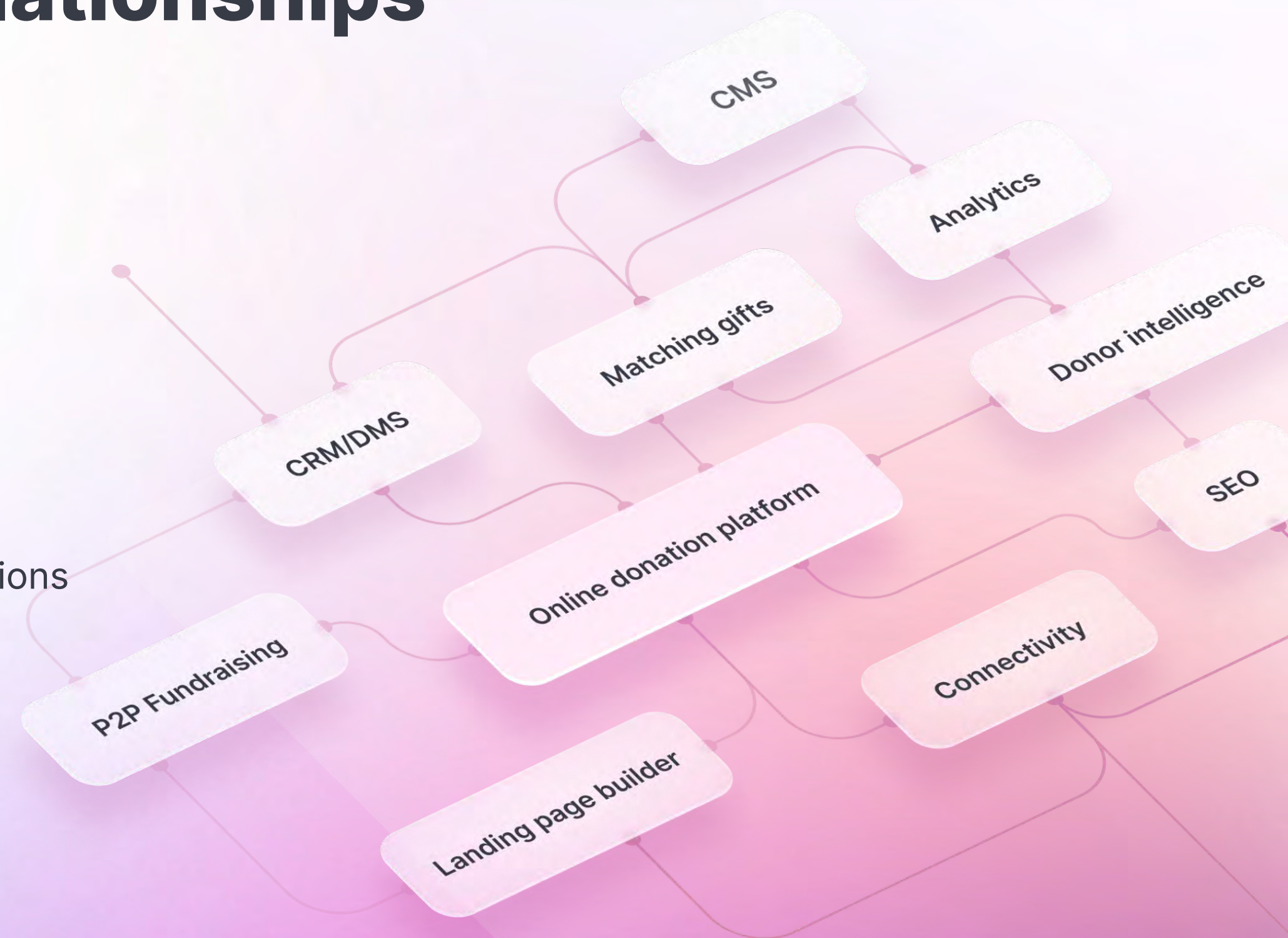- **Endless personalized gratitude from the organization**
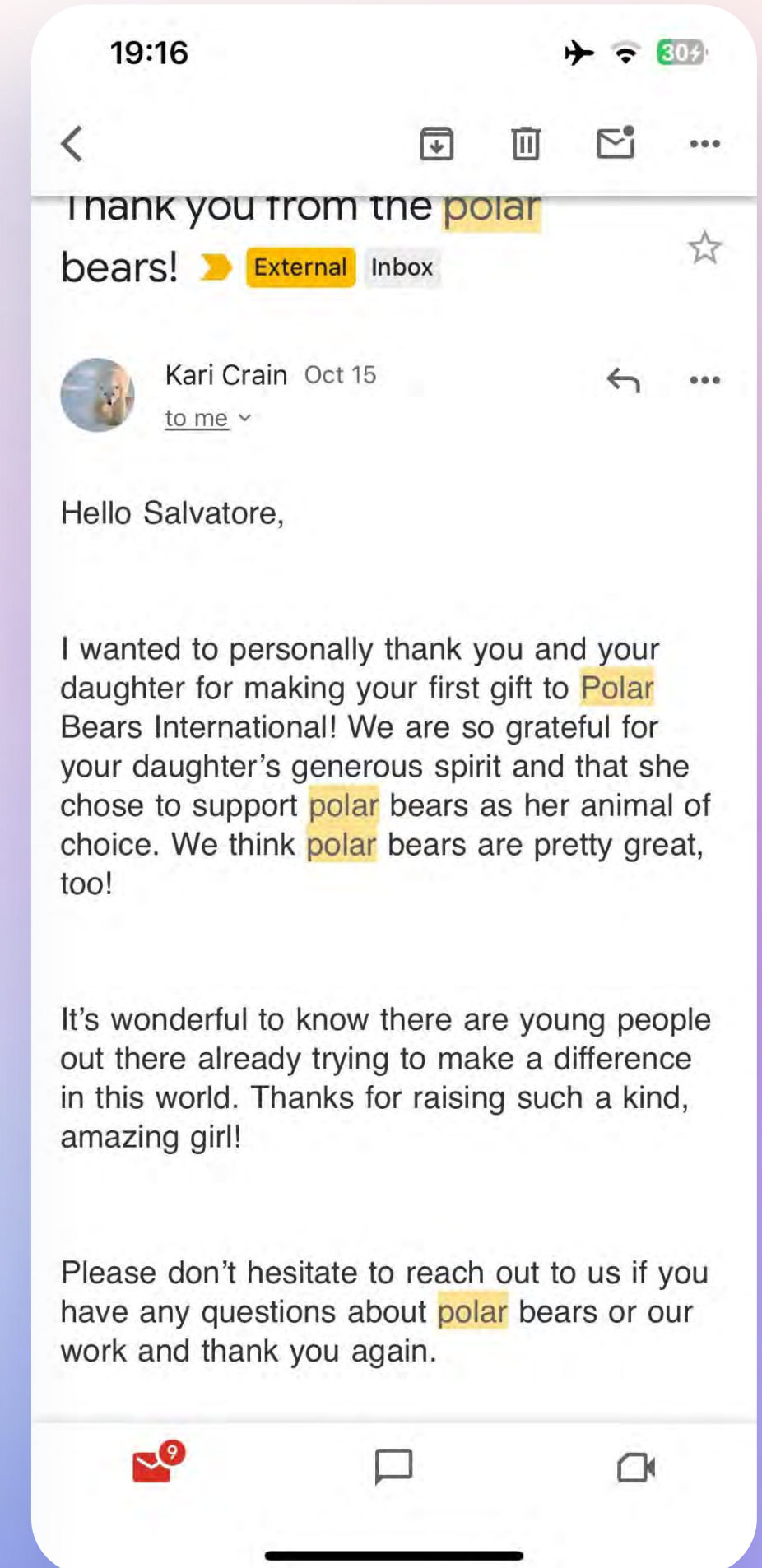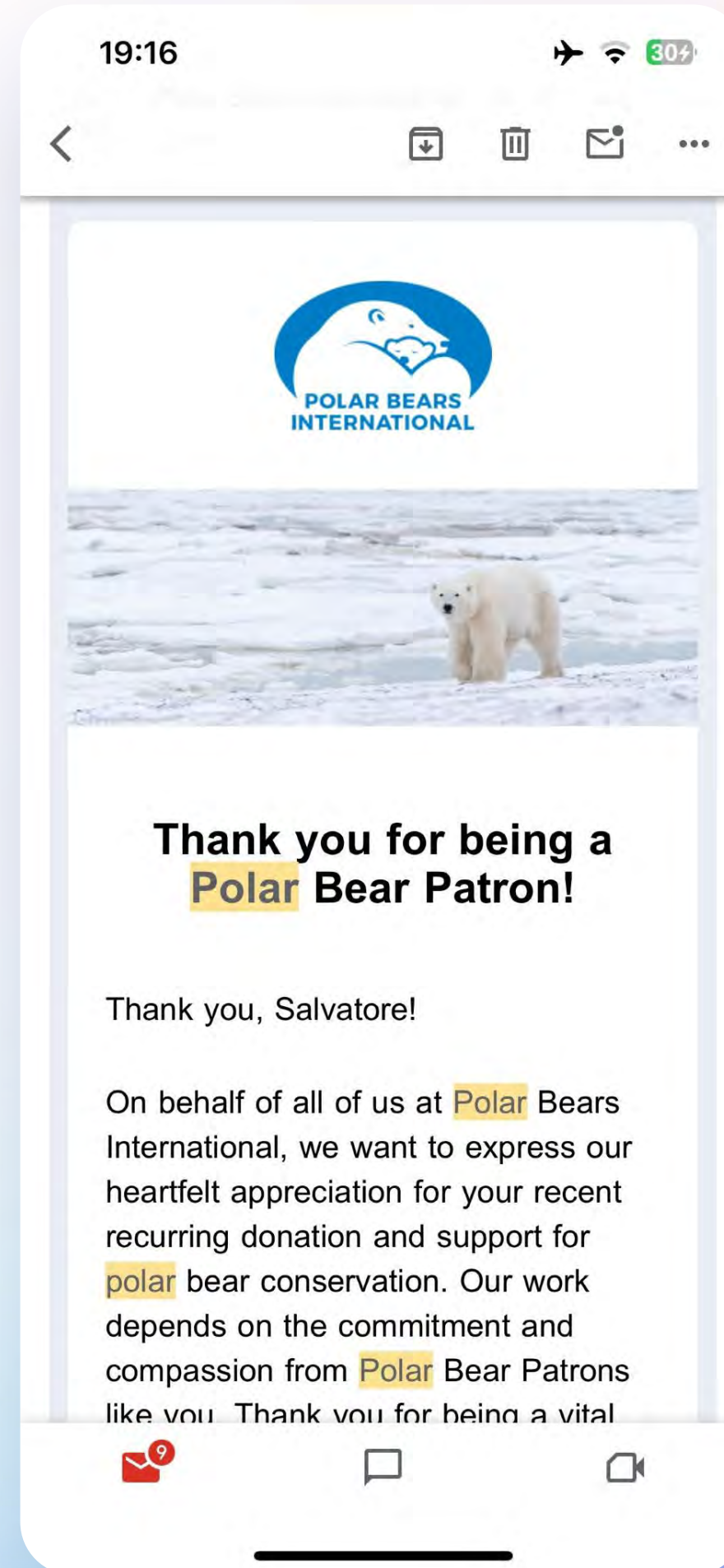
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- **Endless personalized gratitude from the organization**
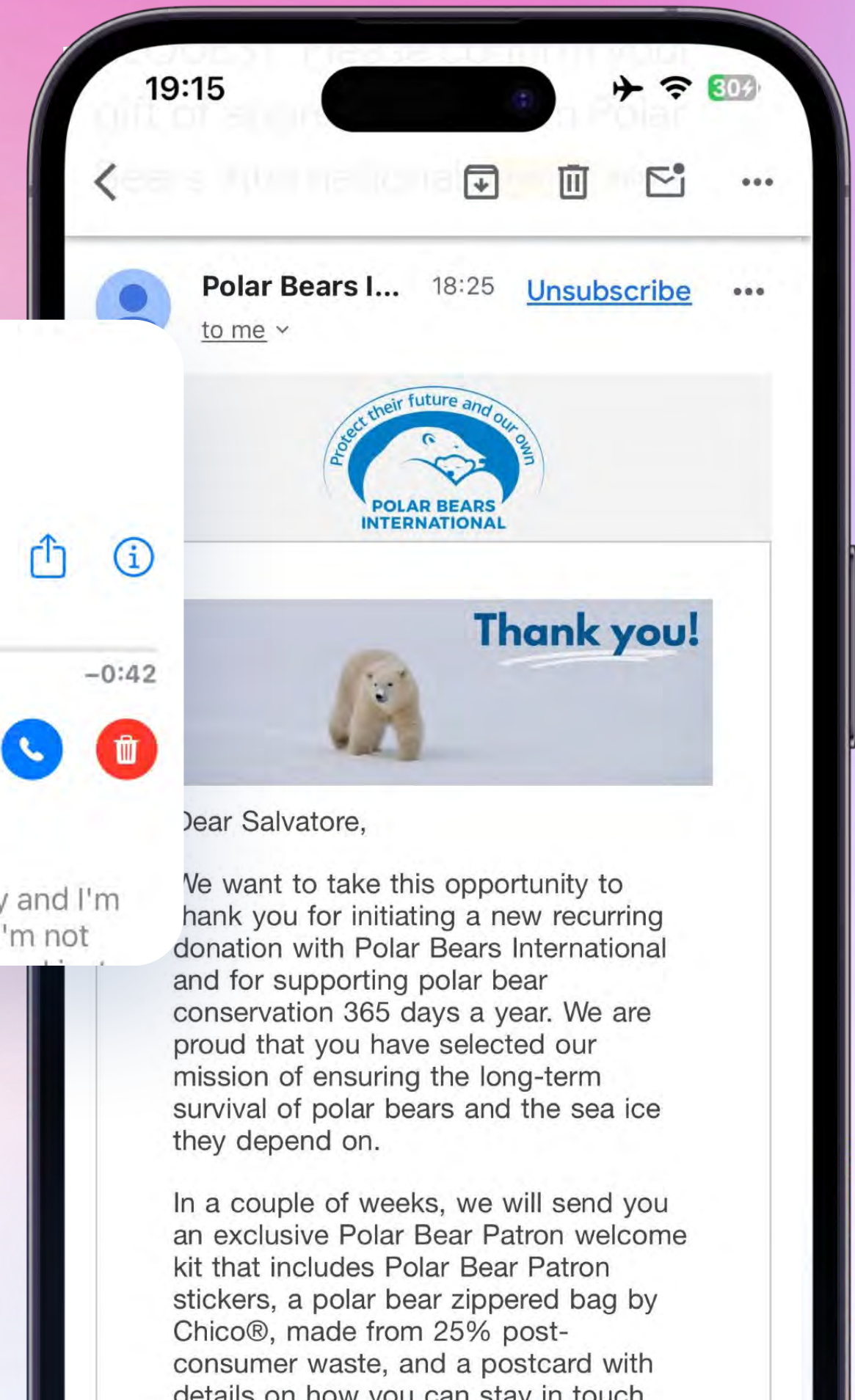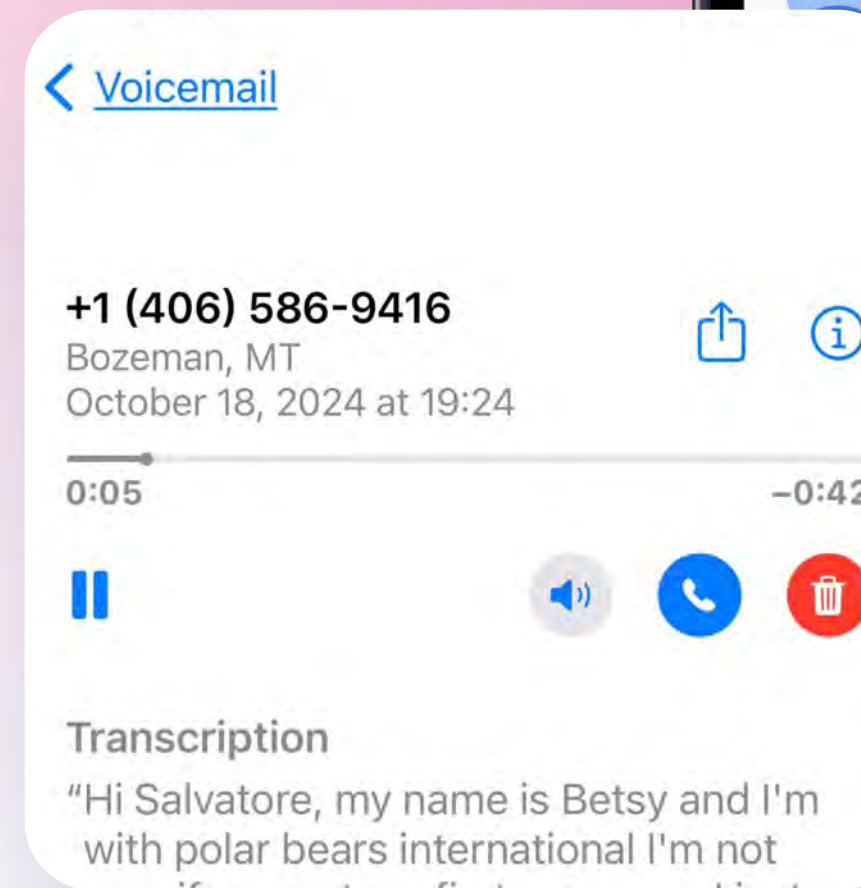
Choosing the right tech stack to unlock growth and relationships

- Improve donor experience end-to-end

- Automate routine tasks
  - Tributes, Donor Feedback

- Allow a small team to automate to allow for growth

- Align with long-term strategy

- Stay within a limited budget

- Meet needs for US-based and CA-based organizations

- **Achieve clear and measurable goals and targets**

POLAR BEARS INTERNATIONAL

CMS

Analytics

Matching gifts

Donor intelligence

CRM/DMS

Online donation platform

SEO

P2P Fundraising

Connectivity

Landing page builder

The solution

More ways to engage donors

With a fundraising UI kit, Polar Bears International can create engaging, trackable calls to action on its website.
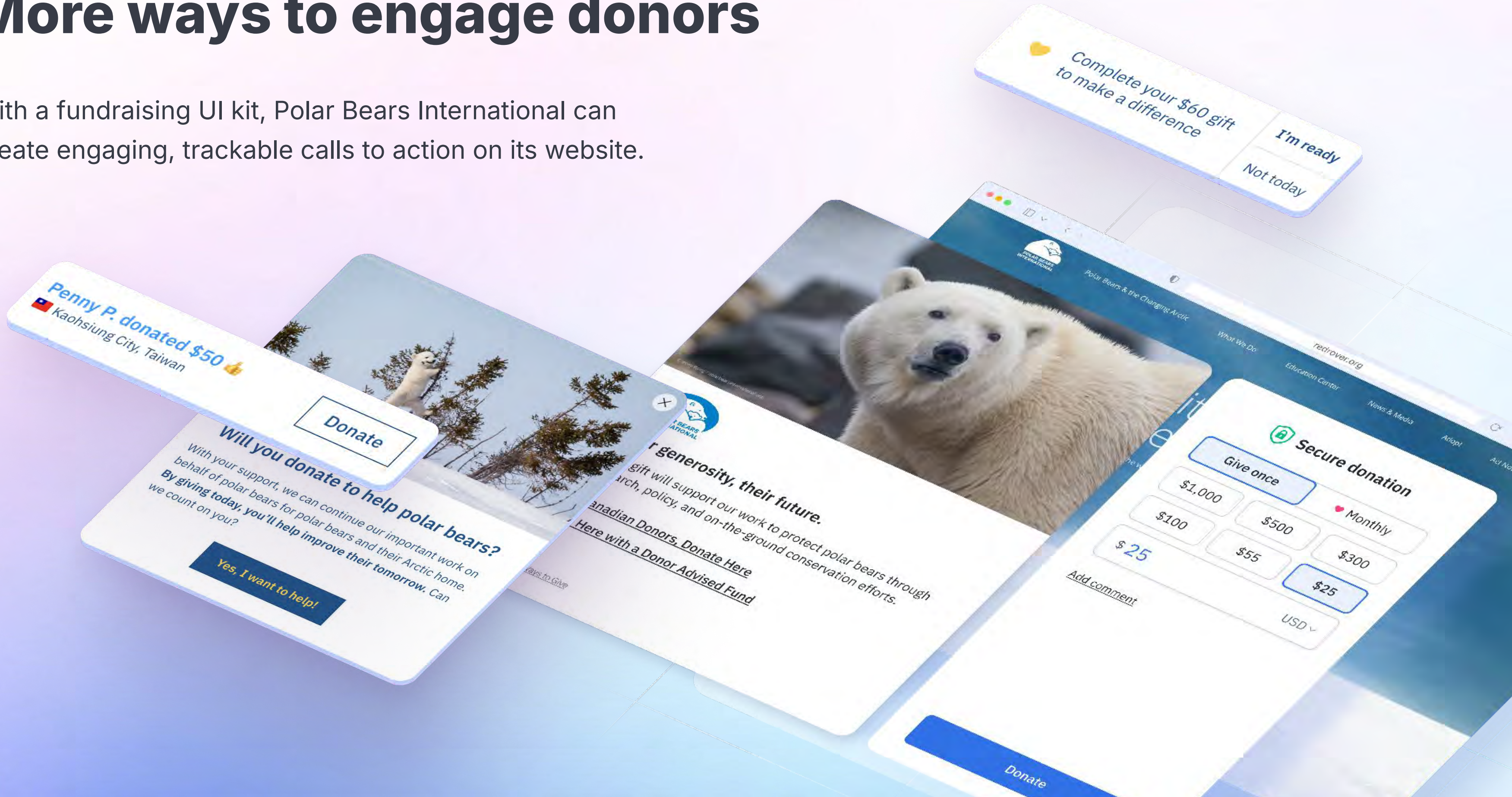
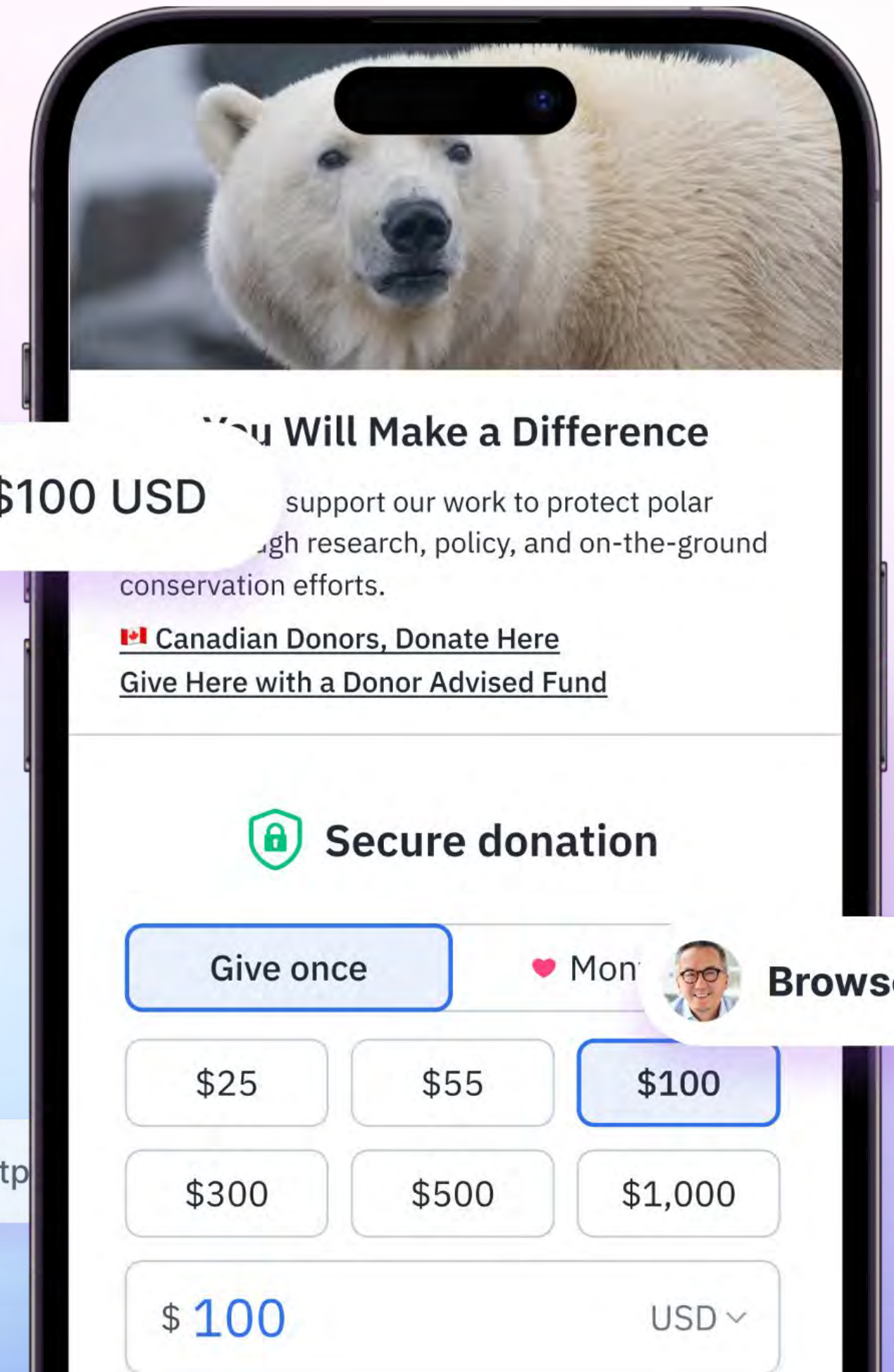# A personalized donor experience leveraging AI

- Dedicated giving experience for mobile and desktop

- Currencies and Languages cater to an international donor base

- Ask Amounts based on the donor, not the org

Amount: $100 USD

City: Orlando

Device: smartp

You Will Make a Difference

support our work to protect polar ugh research, policy, and on-the-ground conservation efforts.

🇨🇦 Canadian Donors, Donate Here
Give Here with a Donor Advised Fund

🛡 Secure donation

| Give once | ♥ Mon | Browser: Ch |

| $25 | $55 | $100 |

| $300 | $500 | $1,000 |

| $ 100 | USD ⌄ |

Payment methods to meet every donor's giving preference

Did you know?

PayPal

- 20% of donors give using PayPal.

- 10% conversion rate increase when PayPal is present.

Mobile

- iPhone donors are 30% more likely to donate when ApplePay is available

You donate

$103.50 USD

☑ Cover transaction costs ?

Donate with Pay

💳 Credit card

Bank transfer

Encourage and retain more recurring donors

Leveraging Fundraise Up and Virtuous functionality to encourage and retain recurring donors, Polar Bears International has doubled it's number of monthly donors, rocketing to **a 4X (400%) increase in monthly donor acquisition.**

- Monthly upsells during checkout

- Automated thank-you emails and installment receipts

- Personalized recurring donation email workflows

- Self-service tools for donors to update and cancel recurring plans

< Become a monthly supporter

Will you consider becoming one of our valued monthly supporters by converting your **$60** contribution into a monthly donation?
Ongoing monthly donations allow us to better focus on our mission.

their future.

our work to protect polar bears through on-the-ground conservation efforts.

Donate Here

onor Advised Fund

Donate $55/month

Donate $35 /month

Keep my one-time $60 gift

Donor Feedback

By using in-flow, post-conversion, custom questions, Polar Bears International is able to collect feedback from donors.

This is done in real time without damaging conversion rates or belaboring the busy donor.

Additional information

What is your date of birth?

11/04/2024

How did you hear about us?

Internet

How did you know about us? (optional)

☑ From friends

☑ From media

☐ From internet

Continue

their future.

our work to protect polar bears through on-the-ground conservation efforts.

Donate Here

nor Advised Fund

Tributes

Prior to Fundraise Up, the prior technology in place required the PBI team to manually process tributes.

Now, PBI is able to offer beautiful tributes with a custom image library for the donor to choose from in a self-serve flow.

This has freed up countless hours for the team, time better spent on tasks that create more impact.
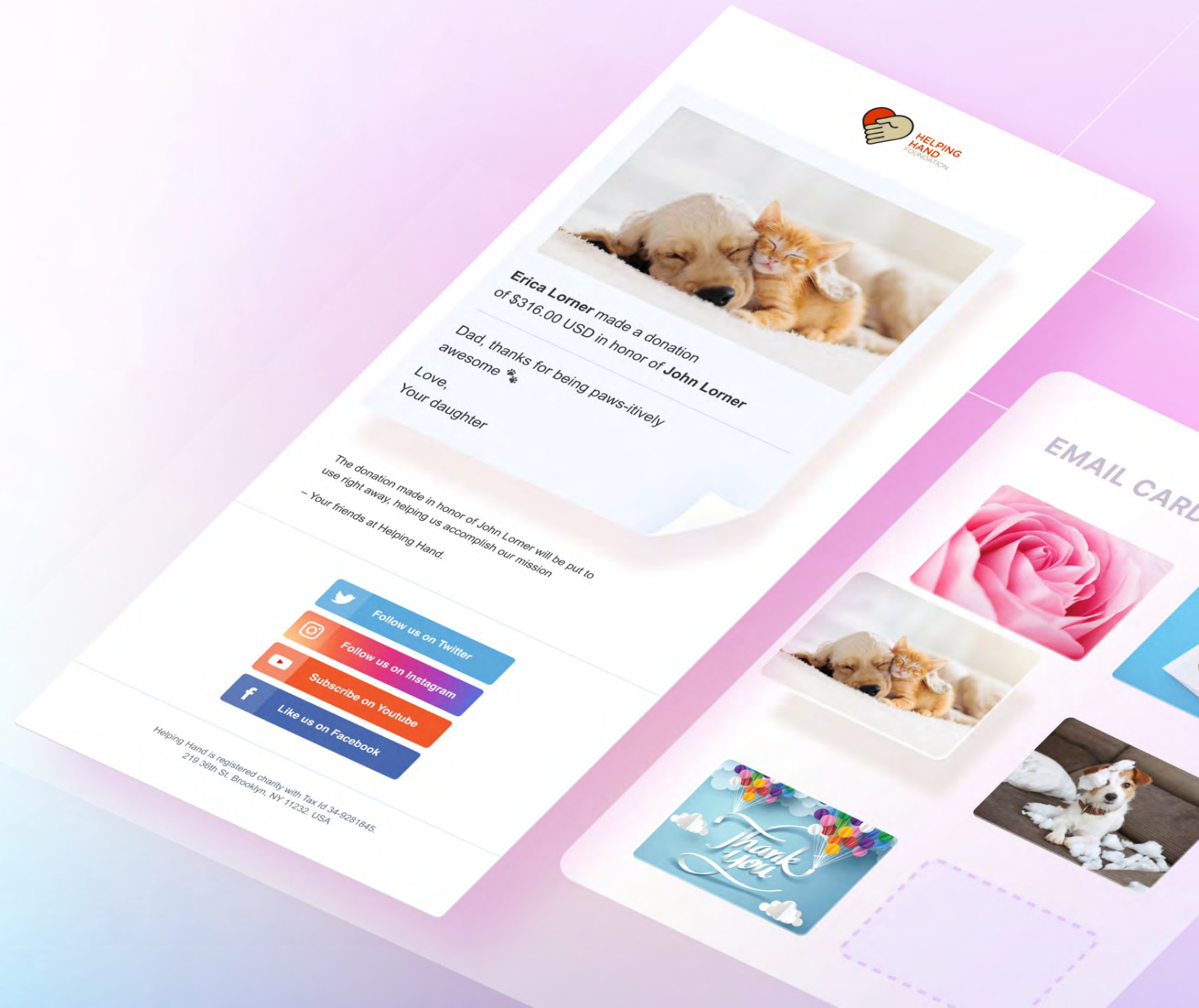
The solution

A Donor Portal to increase trust and reduce workload

- Reduce internal workload with mundane tasks

- Increase donor trust with full giving control

- Provide additional opportunities for generosity

Modern integrated tech stack

Polar Bears International syncs more than ~100 data points directly into Virtuous from Fundraise Up **in real time.**

From website conversion to email opens to giving history and other crucial data points, Polar Bears International has the full picture of donor engagement leveraging the Fundraise Up and Virtuous native integration.

GENERAL SETTINGS   **MAPPING RULES**   SPECIAL RULES

Select how Fundraise Up data will be mapped to your Virtuous CRM records. Anything set here will override what you've set on the general settings tab, if applicable.

Example: If you map Fundraise Up campaign name to Virtuous CRM project name, when a Fundraise Up donation is synced with a Virtuous CRM gift, the integration would first attempt to associate the resultant gift with the project with the same name as the Fundraise Up campaign of that donation.

If a project with that name was found, the integration would attribute the gift to that project in Virtuous CRM. If no project was found, it would attribute the gift to whichever project is set as the default project on this page's general settings tab.

Fundraise Up			Virtuous CRM		
donation	supporter first name	→	contact	first name	🔒
donation	supporter last name	→	contact	last name	🔒
donation	supporter on behalf of	→	contact	name	🔒
donation	supporter title	→	contact	title	🔒
donation	supporter email	→	contact	primary email	🔒
donation	supporter phone number	→	contact	primary phone	🔒
staticValue	true	→	contact	is primary	🔒
+ Add rule		→			

Save changes

The results

4x monthly donor acquisition

In one year, double the number of monthly donors. This was done by increasing the velocity of monthly donor acquisition by 400%

1/3rd of donors self-serve

The donor portal allows donors to manage giving, get receipts, change payment methods — all without requiring time from the donor care team.

9 payment methods

Donors used 9 payment methods, including those local to specific countries. AI never shows more than 5, and arranges them in order of conversion likelihood

Zero cost

AI Adaptive Cost Recovery recovered all platform costs and a portion of payment processing costs

44% mobile

Mobile donors are growing and PBI is ready, with 44% of donations now coming from mobile devices

70 countries

Donors came from over 70 countries, able to give in their own local currency

This **isn't** a
"your results may vary"
situation...

Animal Haven partners with Fundraise Up for a 264% increase in recurring donors

40% ↑
revenue from online donations

305% ↑
increase in recurring giving program

264% ↑
lift in the number of recurring donors

RedRover levels up digital donor engagement by 300%

4x
increase in monthly recurring donors

68%
donors who cover transaction costs

6 weeks
total onboarding time

Achieving 88% donor retention rate with Akashinga

88%

recurring donor retention rate

42%

conversion rate from Donate Button

45%

conversion rate of Social Proof element

Therapy! How do you feel after this information?

Why is it important

Thank you!
Q&A

Text SAL to 83100 (US phones only)

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(New Stripe + FRU Pulse of the Donor)

UnCharitable

bit.ly/fru-uncharitable

Table

The Google Slides functionality doesn't enable to create a table template, so just copy the table to your presentation.

	Q1	Q2	Q3	Q4	Total
Total donations ($)	$658,494	$261,265	$294,124	$863,306	$2,077,190
Donations processed (#)	19,242	5,867	7,594	10,605	43,308
One time revenue ($)	$571,887	$168,140	$200,766	$763,385	$1,704,178
Recurring revenue ($)	$86,606	$93,125	$93,358	$99,922	$373,011
New recurring plans (recurring $)	$5,353	$3,498	$2,751	$4,188	$15,789

Fundraise Up

Thank you!

Contact the design team if you need any help.
We hope you will enjoy working with this presentation.

Designer
Design team