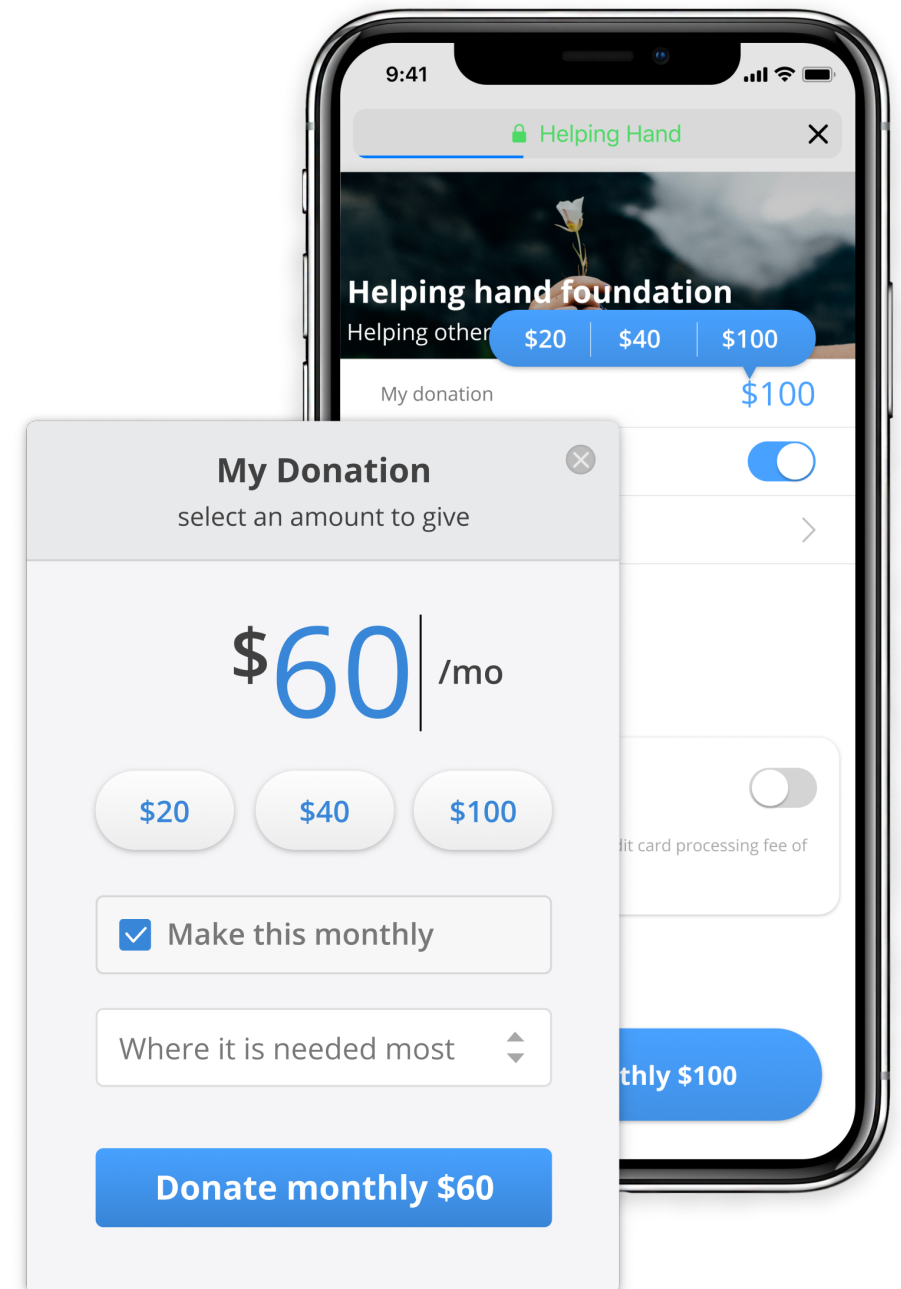




Fundraise Up

Empowering nonprofits

We replace onerous donation forms with a highly-optimized donor-friendly widget powered by the latest tech thus significantly increasing the number of donors completing the donation process.



Typical form full of friction

The form includes the following fields and options:

- Donation amount buttons: \$10, \$35, \$75, \$150, \$300, \$1,000, and Other.
- First Name* (text input)
- Last Name* (text input)
- Payment Options*: Credit Card or Check/Debit Card, Bank Account Transfer (ACH)
- Apply my gift to: -- Please Select -- (dropdown menu)
- I would like to schedule this donation to occur*: One time (Single gift), Monthly
- Zip Code* (text input)
- Email* (text input)
- Security verification: overlooks inquiry, Type the two words: [CAPTCHA]
- Review Your Donation (button)

7 potential donors are shown at the top, 6 at the First Name field, 5 at the Last Name field, 5 at the Payment Options field, 4 at the Apply my gift to field, 3 at the I would like to schedule this donation to occur* field, 2 at the Zip Code* field, 2 at the Email* field, and 1 at the Review Your Donation button.

Only 1 out of 7 potential donors complete the online donation process

85% of users abandon the online donation process because traditional donations forms are onerous to say the least. The abandon rate on mobile is even worse! That is a significant amount of money being left on the table.

Friction loses donors. We remove that friction.

We study user behavior, use artificial intelligence, leverage gamification, and have separate unique experiences for mobile, tablets and desktops. The fully-branded experience has no redirects from your site and offers donors multiple payment options reinforcing trust.

My Donation ✕
select an amount to give

\$60 /mo

Make this monthly

Where it is needed most ▾

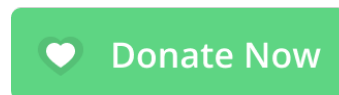
Donate monthly \$60

The perfect donor experience

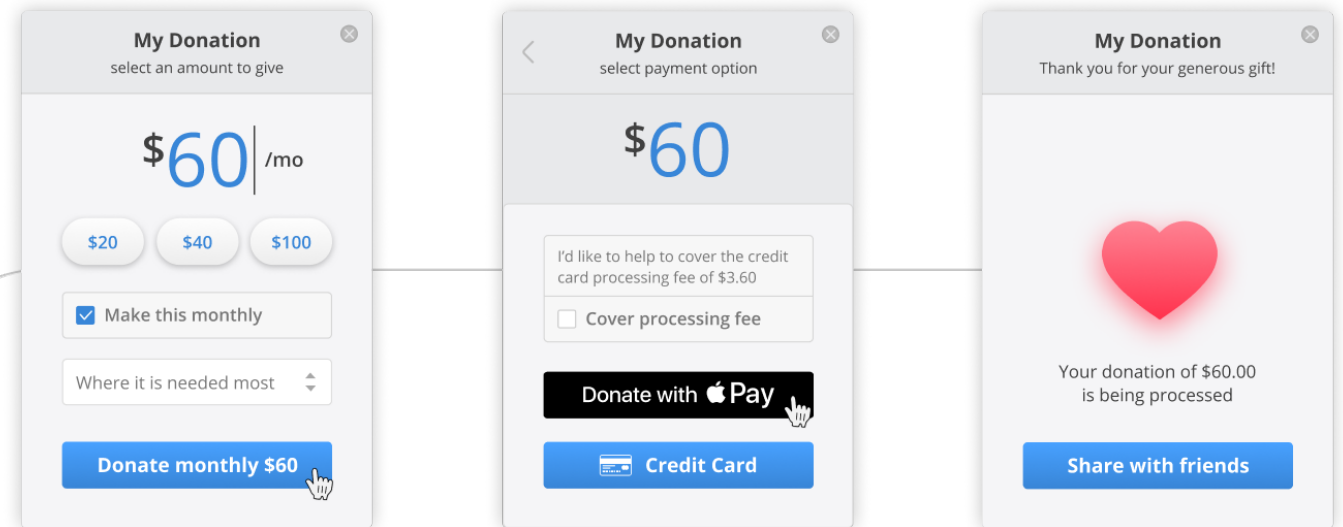
1. First, we employ "Smart Button" design and animations to catch donors' attention.

2. Then we streamline the donation flow allowing donors to pay with *their* most convenient method of payment.

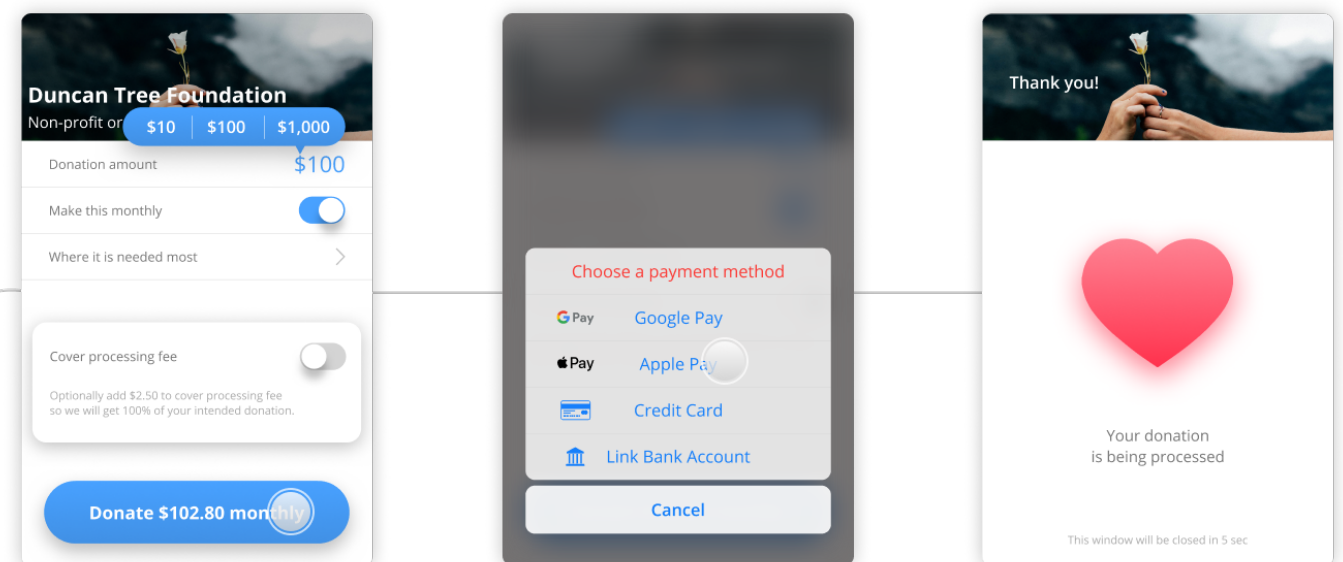
3. And we finish it off with a thank you screen leaving the donor happy and empowered that they've made a difference.



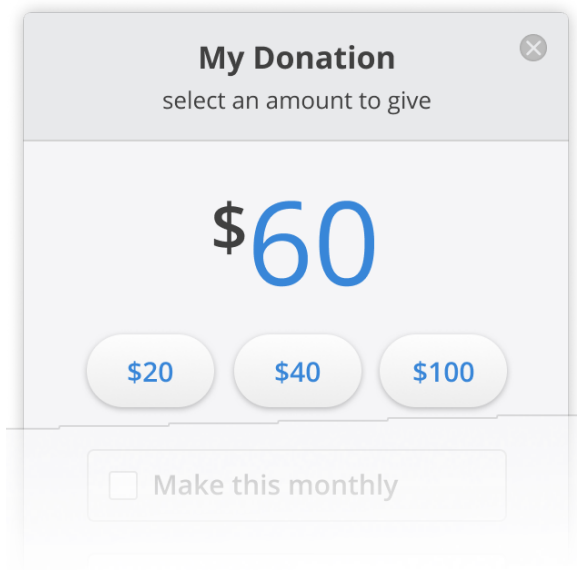
Desktop Experience



Mobile Experience



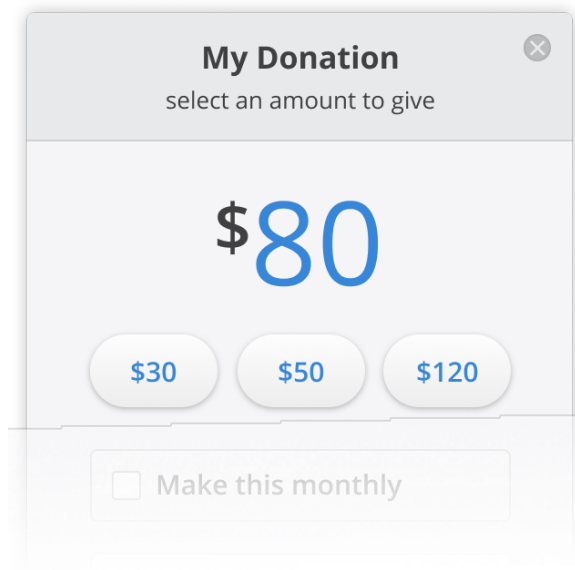
Machine learning tests the **optimal preset amounts** to push total donation amount up.



James

Android 8 Boston

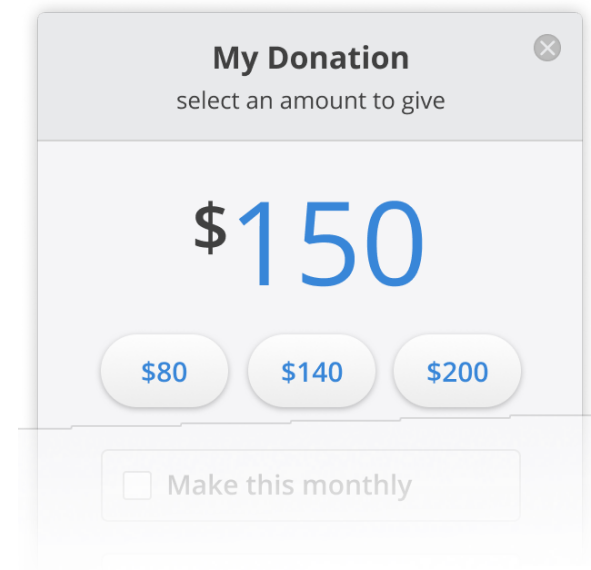
1st visit



Ann

Average Donation: \$60

Cleveland



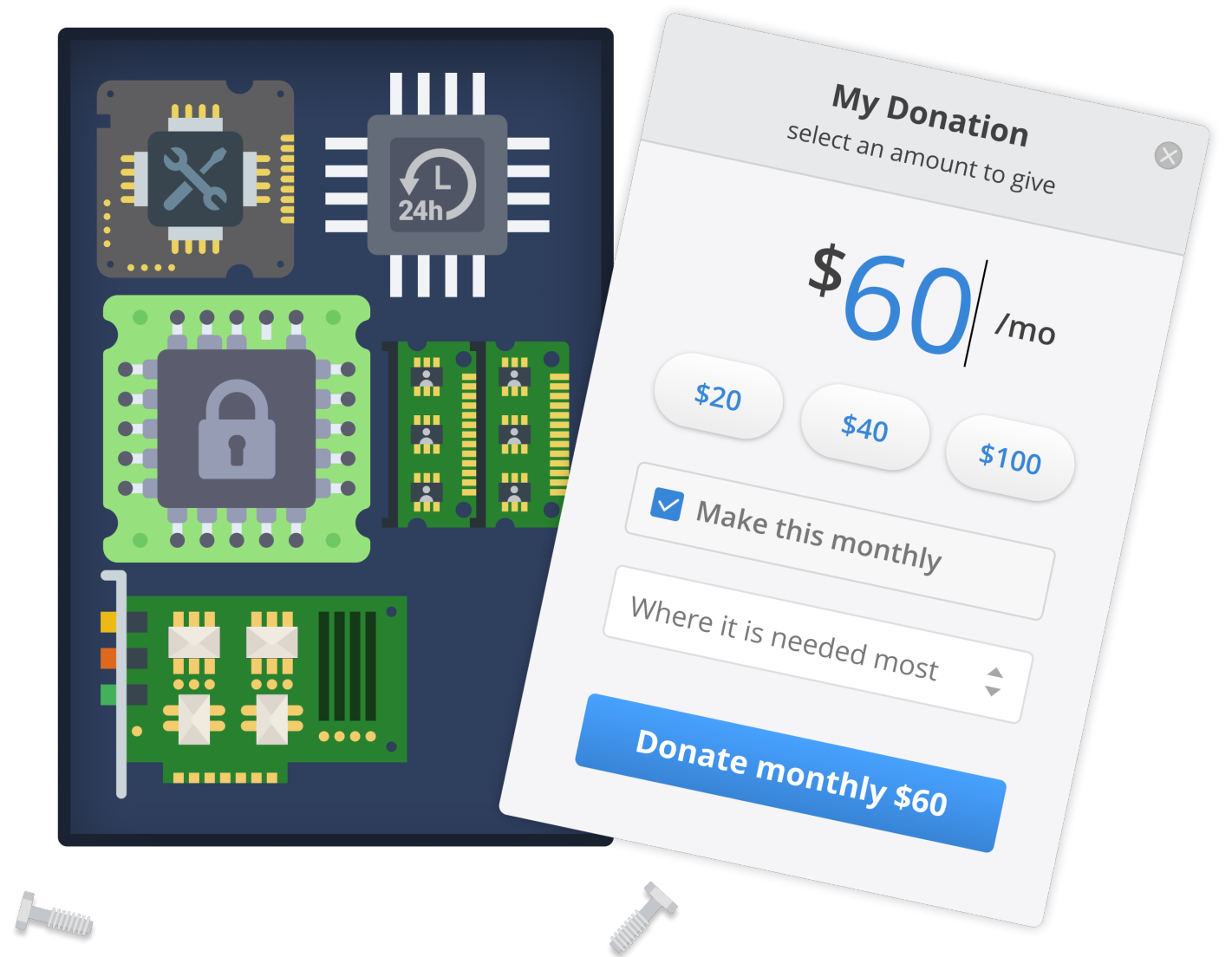
Tyler

iPhone X New York

Christmas 10th visit

Features

- AI-powered preset amounts
- Recurring donations
- Fund designations
- Donor pays processing fee option
- Apple Pay, Google Pay
- VISA, MasterCard, Discover, American Express
- ACH, PayPal
- Auto next-day funds deposit
- Donation repair (i.e. expired credit cards)
- High-level security
- Custom thank you emails
- Receipt & annual donation summary
- Multiple administration accounts
- Donation analytics & insights
- Powerful data export
- API integration



Payment methods



Apple Pay



Google Pay



Credit Cards

(VISA, MasterCard,
Discover, American Express)



ACH



PayPal

Coming Soon



Bitcoin

Coming Soon

2% + Stripe payment processing fee

On average our customers' donors pay the fee for the nonprofit 89% of the time.

Try it now!

You can see our product in action live — and feel good perhaps helping out an abused puppy in the process.



<https://www.positivetails.org>