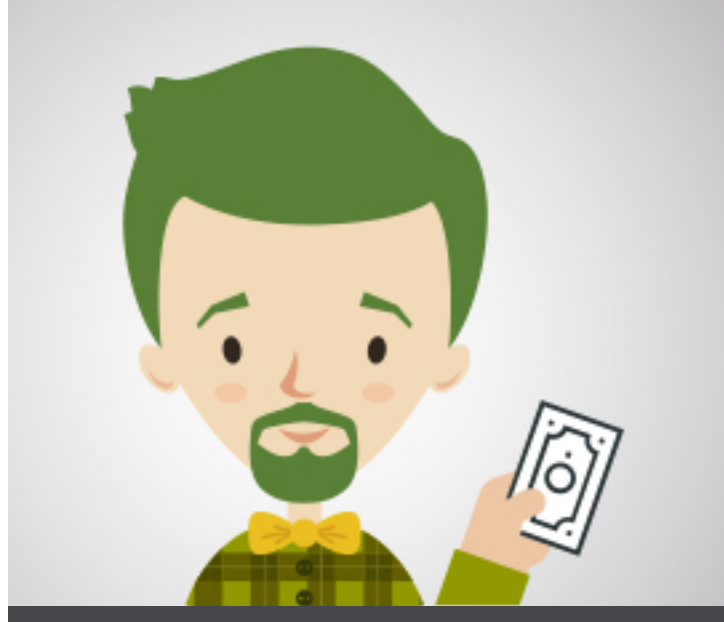


DIGITAL DONATING

Optimizing the online donation process to increase revenue for nonprofits

There are 2 different types of individual donors:

TRADITIONAL



- Takes time when making decisions
- Likes more detailed information
- Responds to print materials

DIGITAL



- Impulse giver
- Likes efficiency and instant gratification
- Prefers digital communication over print

Digital commerce is on the rise within the US economy.

While the world continues to digitize and mobilize, it's no surprise that millennials, who are the fastest growing donor demographic, prefer donating online.



MYTH { The older generation doesn't use new technologies. }

FACT { This is beginning to change as devices are becoming more accessible and user friendly. }

Despite the growth of digital transactions, 6 out of 7 donors abandon the online donation process due to poor user experience.³



Some of the barriers include:

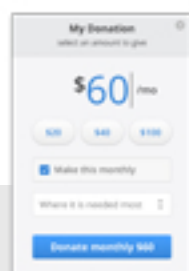
- Donation form is too long
- Too many clicks to complete
- Donors have to create account to donate
- The suggested giving amount is too open ended
- Donation form is not compatible across devices
- Process is not donor-centric

Solution: An optimized, donor-centric experience.

Here's how **Fundraise Up**, a donation widget specifically designed to increase nonprofit revenue, streamlines the donation process:¹



Remove donor friction and enable donations to go through instantly



Enable unique desktop, tablet, and smartphone experiences



Implement machine learning to increase donor conversion rates

Takeaways

- ✓ Nonprofits would do well to segment their donors based on their characteristics, giving patterns, and preferences.
- ✓ As the economy continues to digitize and mobilize, nonprofits are under increasing pressure to keep up.
- ✓ A positive donor experience = more revenue for nonprofits.

Sources:

¹ FundraiseUp

² Statista.com

³ AtPay.com