

SOCIALCHANGE

consulting

The options in the world of nonprofit online fundraising websites are staggering - and there are seemingly more and more sites added each week. Determining what website to use can be as simple as establishing what your immediate and long-term needs are.

We just need a donate button

PayPal and Google Wallet are the go-to options if all you are looking for a simple, inexpensive way to create a technical option for your website visitors to donate. Both vendors take a percentage of each donation, as opposed to having a monthly fee, and both have special programs for nonprofits. The disadvantage of these options is both sites are very limited in what they offer. They are set up for single donation transactions and do not have the ability to host a specific website for you. Additionally, your organization will still need a website and email marketing vendors.

We want money and data on our donors

WePay, Network For Good, Click & Pledge, and JustGive are popular options in the nonprofit community for those that are looking for more information on their donors. Each site requires customer registration, which allows the nonprofit to better track their giving habits over time. However, this technique can also alienate users and slow down the donation process - each click to a new page increases the likelihood of an abandoned donation.

We want people to raise money on our behalf

Crowdrise, Fundly, Hobnob (powered through Qgiv) and Rally.org are standouts in this category. These options allow a charity to set up a main page and have fan fundraisers collect money on their behalf. The fundraising sites can be specifically branded, data can be collected on donors and fundraisers, and have excellent integration with social media sites. All three vendors charge a percentage on the donation; Crowdrise also has an annual fee.

We need more than just fundraising

Blackbaud is the leader in this arena. Blackbaud provides a myriad of options that include email marketing campaigns, CRM management tools, online fundraising, social media, mobile giving, and website design. With greater customization, comes greater cost. This option is usually best for those nonprofits with substantial development and operational budgets.

What is best for your organization?

So which option do we recommend? While it really does depend on the needs and strategy of your organization, some of our favorites include Rally.org for their design and easy user interface, Hobnob for their customization, ease of operation, and feature set, and PayPal for its ubiquity and relative customization options.

Want more tips? Visit us at socialchangeconsulting.com/resources
