

Getting Started with Online Donation Tools

N-TEN Webinar

February 2006

What We'll Cover

- Getting Ready for Online Donations
- Features and Functions
- How to Decide
- A Selection of Vendors

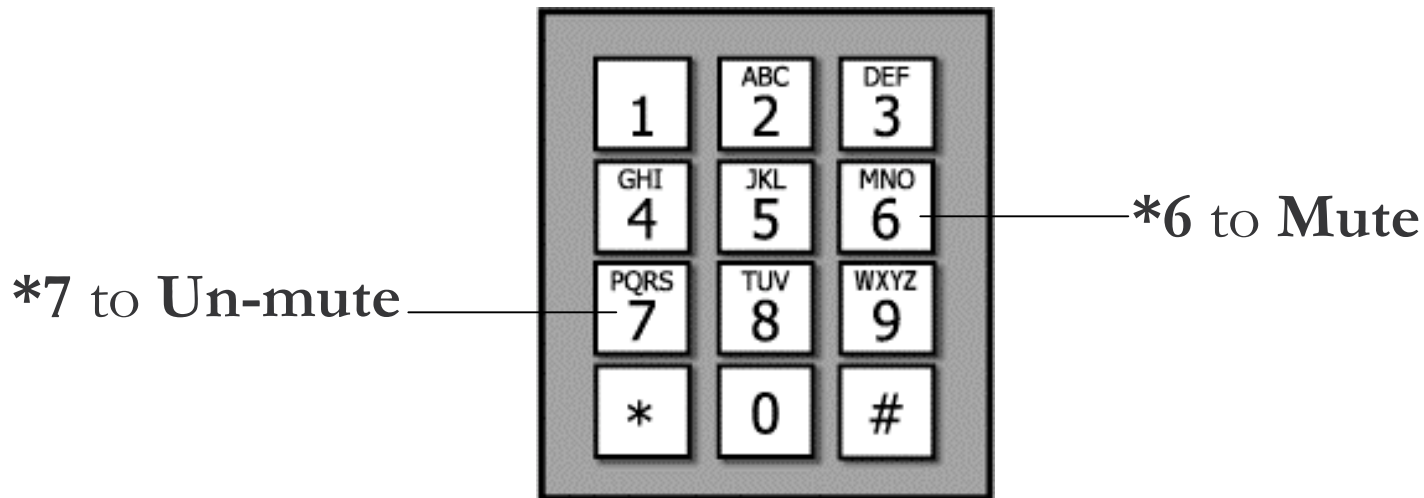
Introductions



Logistics

Ask questions! Otherwise I'm speaking to a black hole!

- Use the **Raise Your Hand** button
- Enter questions into the Chat box



Getting Ready for Online Donations

Is it the Right Time?



Do you have a pool of people who are likely to donate?



Are some of them more likely to give online than off?



Do you have an overall fundraising strategy?

Getting Ready: Your Website

Would You Donate to Your Website?

For many online donors, your website is your organization.

STARTOVERTODAY.COM *The Downside Choice for a Debt-Free America™*

Considering DEBT CONSOLIDATION?

WAIT... Debt Consolidation alone is a Weak Strategy!

We specialize in ALL Debt Management Strategies, including [Debt Consolidation](#).
We're here to Help YOU Discover the Debt Management Strategy that is Truly in YOUR Best Interests.
We don't work for any credit card company, bank or creditor. We work for you!

We are now offering you a Free Strategy Session with one of our highly trained Financial Strategists, to help you choose what is in your best interests, financially. Whichever Debt Management Strategy is really your best option, we'll Make Sure you are well taken care of by solution providers who care about your best interests. (A very rare thing!)

Wouldn't you like to learn the truth about ALL of your options to get debt free with a friendly, professional debt expert to see what is Truly in YOUR Best Interests? Of course you would! We're standing by to help you right now.

Request your Free Strategy Session today!

Call 1-800-251-1991 or [Apply Online](#):

Click to Listen To Pam from Dallas, TX

Learn How You Can Easily Eliminate all interest

Discover How Much You Can Save With This Free Form
Please fill out the form below and press submit.
A friendly financial strategist will follow up promptly to schedule your free strategy session.

1 General Information

* Required to receive your 100% Free, Confidential, No Obligation Consultation

First Name: *
Last Name:
Email Address: *
Best Phone Number: *

Donate Now!

Does it say what you want it to say?

Are You Making the Case?

More people will donate if you ask them to, and you give them compelling reasons for why they should help



www.asPCA.org

Ask them to help. Tell them why.

idealware

Are You Backing Up Your Words?

Surveys show that donors really want to know what you're going to do with the money. And what you've done with it in the past.



www.careusa.org

Give them some actual figures.

Getting Ready: Getting People to Your Website

A Button is Not A Strategy

An online donation tool does not create donations any more than taking credit cards over the phone does.

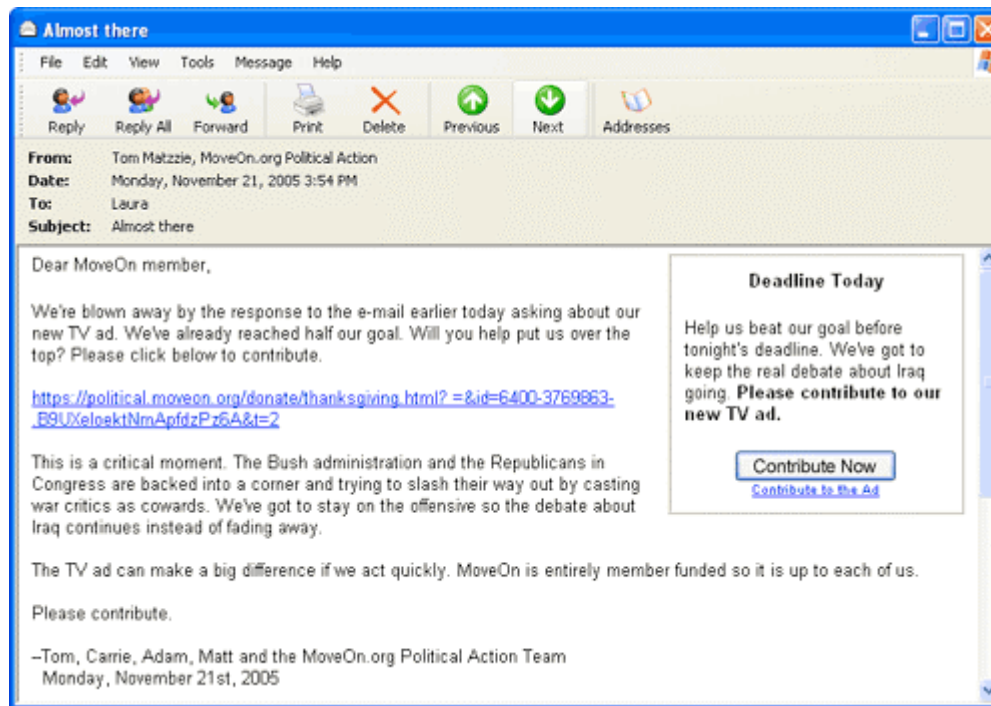


Online donation tools are irrelevant if donors aren't on your site

Reach Out Through Email

Email pulls people to your website

Ask them to donate, or to act, or just to view something on your website.



www.moveon.org

Give them a reason to come – and, ideally, to donate

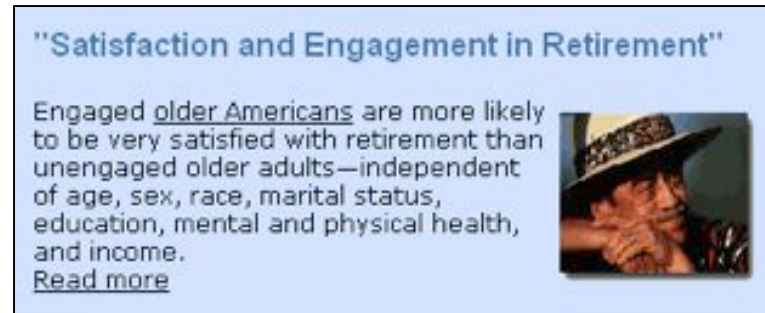
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Market Your Website



Put your URL on your business cards, on your letterhead, on event information, in your email footer – everywhere you can

Post articles on your website and then promote them widely



www.urban.org



Optimize your site so that people can find it through search engines

How else could you market your site?

idealware

How Will You Manage the Donations?

If you do get a lot of donations...

How will you thank your donors?

Will you need to register to fundraise in additional states?

Who will be in charge of the process?

How will you know if it worked?

There's a lot more to think about than just donation tools

Quick Exercise

What will you need to do to be ready to make the most of online donations? Do you need to update your website? Do more to promote your website? Perfect areas of your strategy?

Enter your thoughts into the chat box. Two minutes!

Online Donation Tools Features and Functions

How (Some) Donation Tools Work

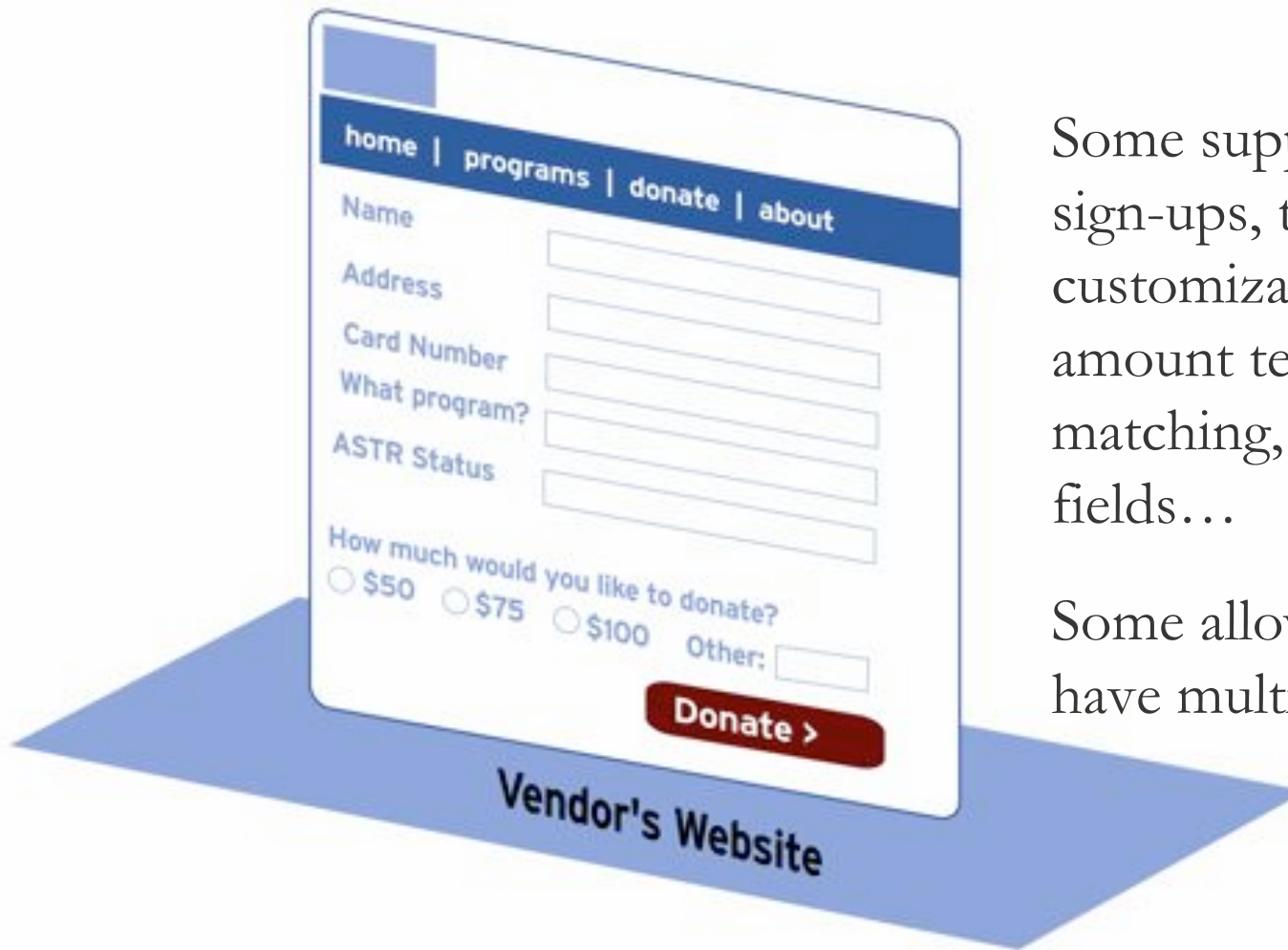


Look of the Donation Form

Some forms can be tailored to match your website's look and navigation



Fields on the Donation Form



Some support eNews sign-ups, tribute gifts, customizable donation amount text, employer matching, custom fields...

Some allow you to have multiple forms

Payment Types

Vendors might support American Express, Discover, PayPal, recurring monthly donations, eChecks, donations from outside North America...

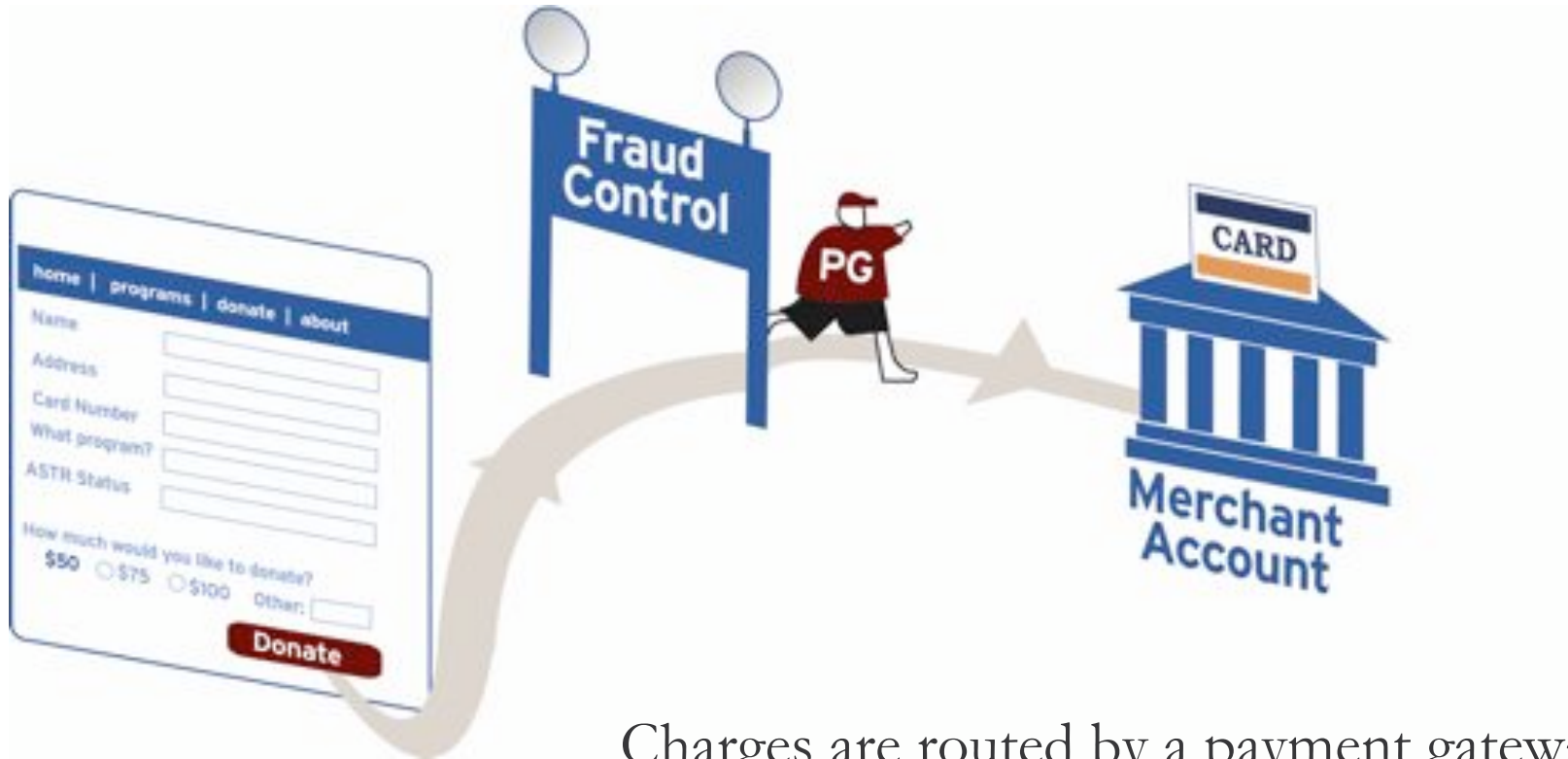


Fraud Prevention

Vendors might check addresses, credit card CSV codes, or look for patterns to find fraudulent donations



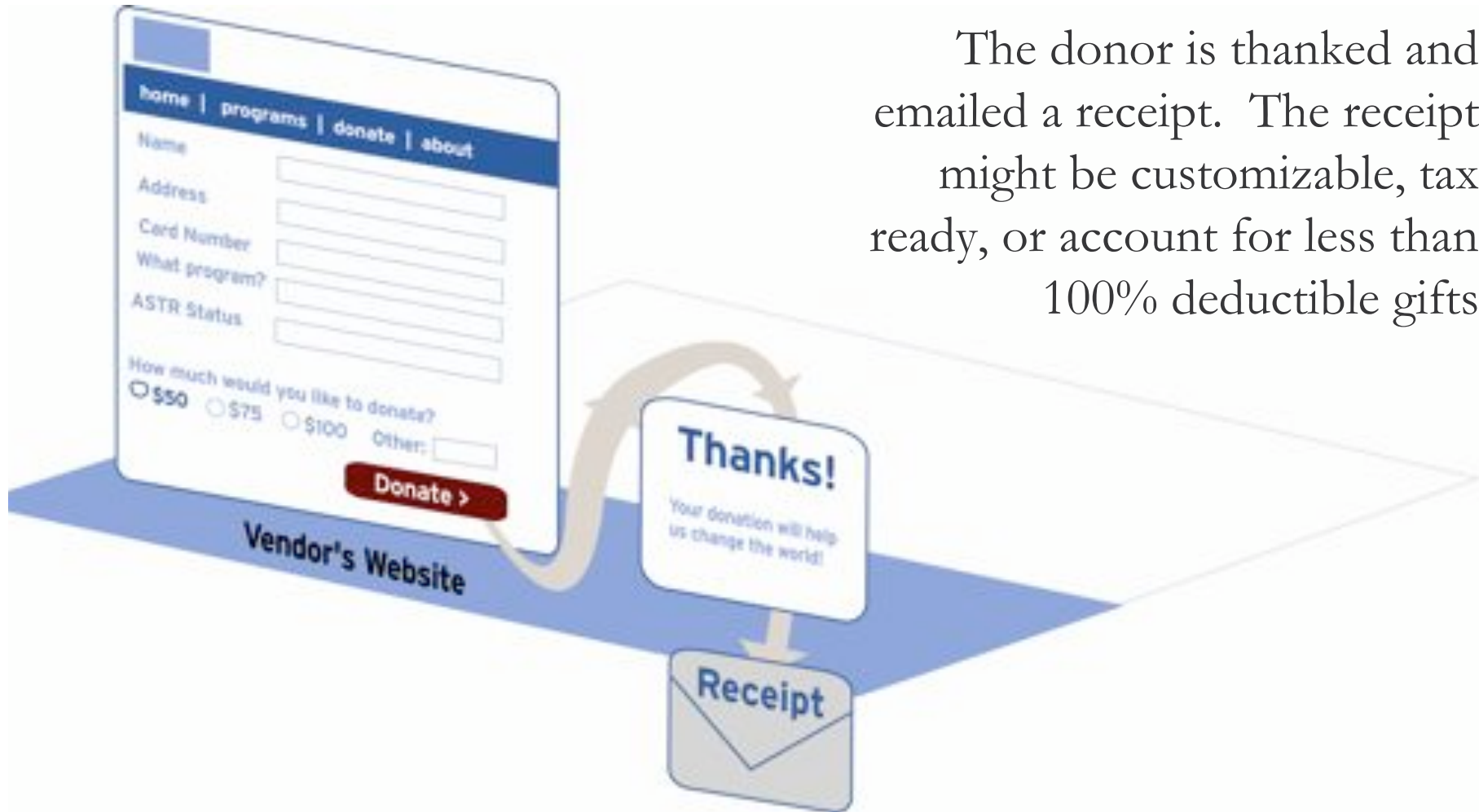
Merchant Account & Gateway



Charges are routed by a payment gateway into a bank account called a merchant account

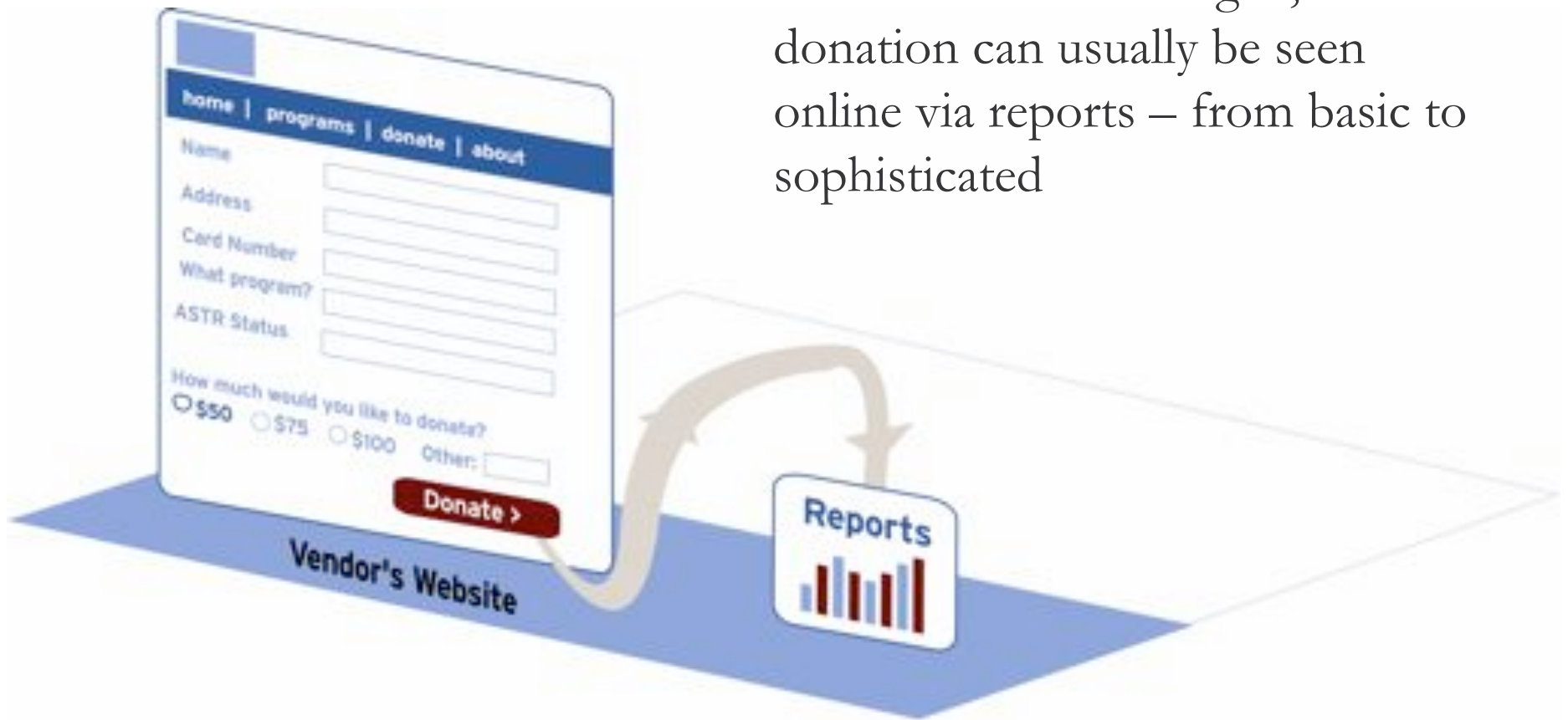
Acknowledging the Donation

The donor is thanked and emailed a receipt. The receipt might be customizable, tax ready, or account for less than 100% deductible gifts



Reporting

Once the card is charged, the donation can usually be seen online via reports – from basic to sophisticated



Exporting to Another Database

Most tools can export a text file – some provide tools to customize the file or allow you to access data via an automatic batch program



Receiving the Money



You may receive your money by transfer or check. It may take a couple of days, or you may get paid once or twice monthly

Whew!



How to Decide

Six Key Considerations

1. Are donations part of a larger whole?



Do you also need to sell products, event tickets, or member registrations?

Are you planning sophisticated email campaigns or a website redesign?

If so, you may need to look beyond donation tools

2. Whose Merchant Account?

Reasons to Use Vendor's

It's easier

Likely cheaper for small orgs

Reasons to Use Your Own

Receive money faster

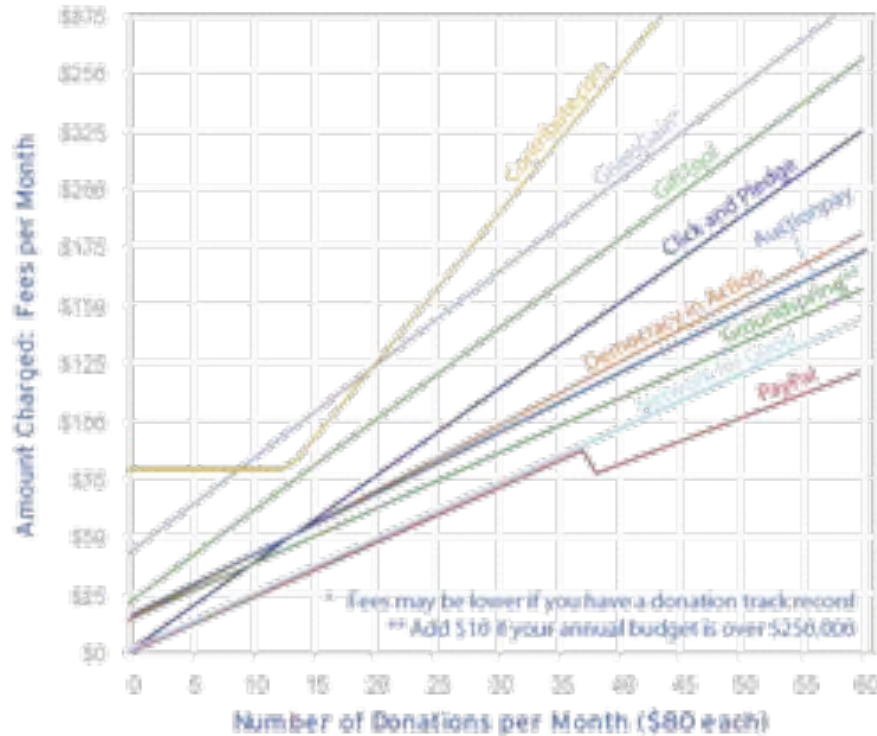
Your org is shown on credit card bill

Cheaper for a high volume

More flexibility



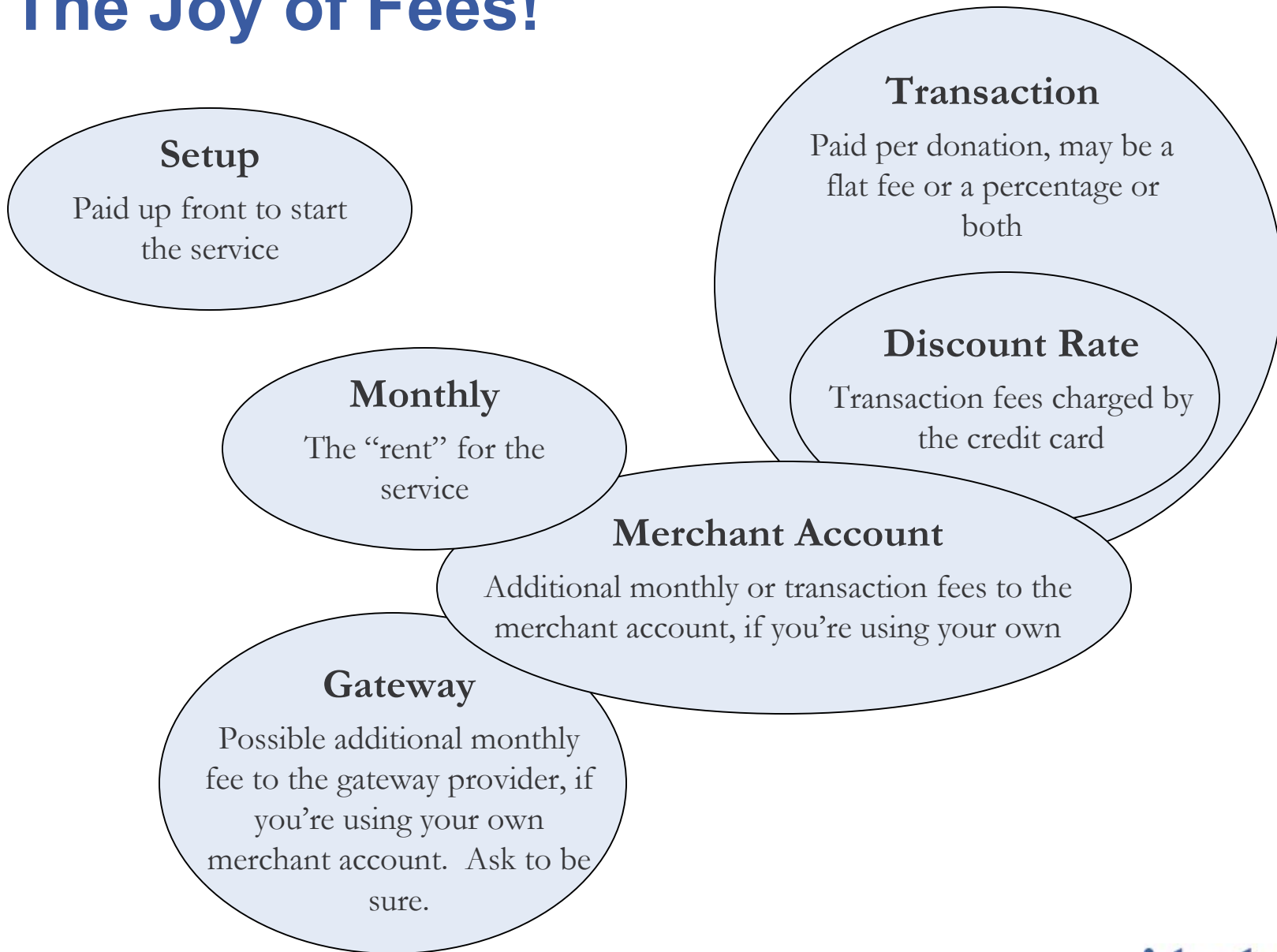
3. How Many and How Large?



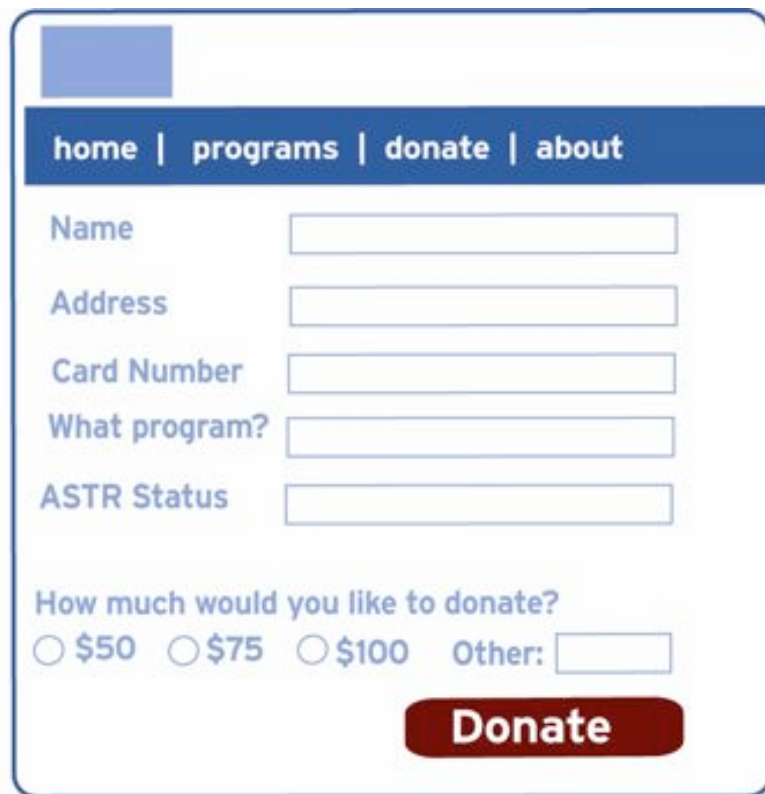
Estimate the donations you expect get so you can compare fees.

- How many donations?
- How much on average?

The Joy of Fees!



4. Does the Donation Form Need to Look Like Your Website?



The image shows a donation form with a blue header containing navigation links: home | programs | donate | about. The form fields include: Name, Address, Card Number, What program?, and ASTR Status. Below these is a section for donation amounts: How much would you like to donate? with radio buttons for \$50, \$75, and \$100, and an 'Other:' field. A dark red 'Donate' button is at the bottom.

Does the form need to match your colors and fonts?

Does it need to include your navigation?

5. Are Export Features Worth Extra?

Is it worth paying extra for export features that will save you time down the road, like customized export files or the ability to program a feed?



6. What Other Features are Critical?

	Network for Good	PayPal	Click and Pledge	Groundspring	Democracy in Action	MemberClicks	eTapentry	Auctionplay	Gift Tool	GivenGain	CharityWeb	Contribute.com
Setup Fee	-	-	-	\$	\$	\$	\$	\$	\$	\$	\$	-
Fees when Few Donations	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Fees when Many Donations	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Merchant Account <small>(Member, E-signature, Credit)</small>	V	V	V	V	E	O	O	V	E	V	O	V
Company Background	●	●	●	●	●	●	●	●	●	●	●	●
Setup and Support	●	●	●	●	●	●	●	●	●	●	●	●
Donor Form Appearance	○	○	○	●	●	●	●	●	●	●	●	●
Donor Form Flexibility	○	○	○	●	●	●	●	●	●	●	●	●
Payment Processing	●	●	●	●	●	●	●	●	●	●	●	●
Reports & Data	●	●	●	●	●	●	●	●	●	●	●	●
Money Distribution	●	●	●	●	●	●	●	●	●	●	●	●
Integrated Recurring Donations	●		●	●	●		●	●	●	●	●	●
Donations outside US/ Canada		●	●	●	●	●		●	●	●	●	●
Multiple Donation Forms		●	●		●	●	●	●	●	●	●	●
Registration/ Ticketing *		●	●		●	●	●	●	●	●	●	●
Product Sales *		●	●		●	●	●	●		●	●	●
Integrated Email *					●	●	●			●		

* These features may require additional fees

- Recurring donations?
- International donations?
- Support tributes or premiums?
- Allow custom fields?
- Receive money more than once a month?

Quick Exercise

What are the key features that you need out of an online donation tool?

Enter your thoughts into the chat box. Two minutes!

A Selection of Vendors

Where Did These Recommendations Come From?

We reviewed fees and features for 27 online donation tools

- Spoke to users
- Interviewed vendors
- Compared prices and features

Few Donations, Price Is Critical

CLICK&PLEDGE www.clickandpledge.com

No fees except for 4.75% of each donation. Some customization of the form; strong international support

Network  for Good www.networkforgood.org

Low cost – no fees except 3% of each donation - but not customizable at all. The visitor leaves your site for the NFG site.

PayPal[®] www.paypal.com

The cheapest of the tools at 2.9% of each donation. The donation form is unmistakably PayPal, but with the trusted PayPal name that could be a good thing

Best Values for Good Tools (1 of 2)

auctionpay[®] www.auctionpay.com

Mid-priced specialist in donations, events, and registration. Fairly flexible donation form. Although it's their merchant account, your org's name appears on the credit card bill

democracy in
ACTION  www.democracyinaction.org

Very flexible and powerful integrated donation and email tool for the price. The setup is not for the technically faint of heart.

 ***Tapestry*** www.etapestry.com

Most affordable tool with your own merchant account. Their whole donor database comes free with it, as long as you keep your database under 500 donors.

Best Values for Good Tools (2 of 2)

*gift*tool www.gifttool.com

Completely integrated and fairly flexible donation form, with support for products and events as well. They offer Canadian tax receipts and multiple language support.

GROUNDSPRING.org www.groundspring.org

Groundspring's DonateNow is an affordable basic tool that can be completely integrated into your site.

 **memberclicks** www.memberclicks.com

Their “build your own form” tool is a good option for those who don’t want to go through the vendor for every change.

More Expensive for More Features

CharityWeb www.charityweb.com
E-tools for those healing the world™

Half a donation tool and half a web development shop with a specialty in payment processing. A great choice for those ready to invest in a custom solution.

Contribute
.com™

www.contribute.com

The highest transaction fees of any tool here, but they provide complete tailoring of forms and the tools to integrate data with offline databases. Takes 6-12 weeks for any form changes.

givengain™ www.givengain.com

Extensive support for organizations and donors outside North America; there are probably better choices if this is not a priority

Much More Online!

See much, much more at www.idealware.org/donations

- Charts of features and prices
- Detailed reviews of all these vendors and seven more

Questions?