

**roundglass** rise

—  
custom  
fundraising

# custom online fundraising

## Revolutionizing and Enhancing Organization's Fundraising Potential

With online giving and fundraising gaining momentum, the choice of tool is becoming a must while building fundraising strategy. Whether it is a small community foundation, a fiscal agent or a large global charity, customized fundraising platforms can prove to be a powerful tool for all fundraising initiatives.

With customizable platforms, your organization is enabled to build a unique solution that resolves most, if not all, fundraising challenges. The best approach to finding solutions to the challenges your organization faces is to ask the right questions:

- Can the solution be configured to meet your organization's needs?
- Will the solution elevate the organization's brand, and build over the current online presence?
- Can current staff operate the custom fundraising solution, and will they need a resource budget?

Promoting the mission in personalized ways creates excitement and encourages supporters to donate, participate, and rally their networks to the cause. Supporters are motivated when there is a customized fundraising strategy. Especially customization that facilitates better engagement with donors, and one that creates unique fundraising opportunities.

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## Configuration is the key

The role of configuration and configurability of a platform to build an ideal fundraising platform should not be underestimated.

While online giving has become common practice among most donors, nonprofits and community foundations are still exploring how to leverage technology to minimize resources and maximize results.

Many customizable platforms claim to be full featured fundraising offerings, but it is the ability to configure easily that is the key to using those features.

All the configuration would be of no use to a developmental head, if he/she is not able to measure the success and impact.

Apart from strong reporting and analytics, here are few of the configurable features that can take your fundraising ability to the next level.

One of Rise Fundraiser customer, Community Foundation of South Puget Sound had chosen Rise for its customized crowdfunding solution for the **GIVE LOCAL** South Puget Sound campaign.

The platform helped raise \$162K for 50 participating nonprofits, increasing their gifts by 30% in the first year of implementation. The configured solution allowed them to manage grants as offline donations and set up goals as matching fundraisers, train staff and administer participating organization campaigns, and provide visibility to the program.



Different roles for contributors - individual supporter, fundraisers, and campaign managers.



Types of campaigns – simple online giving campaign, personal (birthday) fundraising drives, team or champion-based peer-to-peer fundraising, gift campaigns.



Configurable in-app communication, campaign reports and donor records.

## Branding to match the mission

Fundraising campaigns are only one part of the organization's efforts, it is important to tie the campaigns to the rest of the initiatives. To present a united image, a strong branding strategy in fundraising campaigns acts like a glue.

Matching visual elements, like logo, colors, fonts and images, with the main site helps establish a professional and trustworthy image, making it easier to trust the site with payment information.

Customized fundraising solutions have proven to be helpful for donors to recognize and relate to a particular nonprofit immediately, contributing to improvements in conversion rate. These branding applications emphasize mission recollection with donors, leading to awareness and excitement for the cause.

Since 1999, Mona Foundation has granted \$12M+ to 38 projects in 18 countries and currently supports 258,000 students, teachers and parents. Through **Mona Foundation**, the foundation aims to inspire the younger generation to help their peers across the world receive a better education.

Built on Rise Fundraiser's fundraising platform, Mona Foundation is a full-featured, COPPA compliant solution which allows young Mona Global Citizens Club supporters to start and run their campaigns in minutes. Teams or champion-based features help set up customized individual pages for teams and champions for readathons, bake sales, and music concerts.

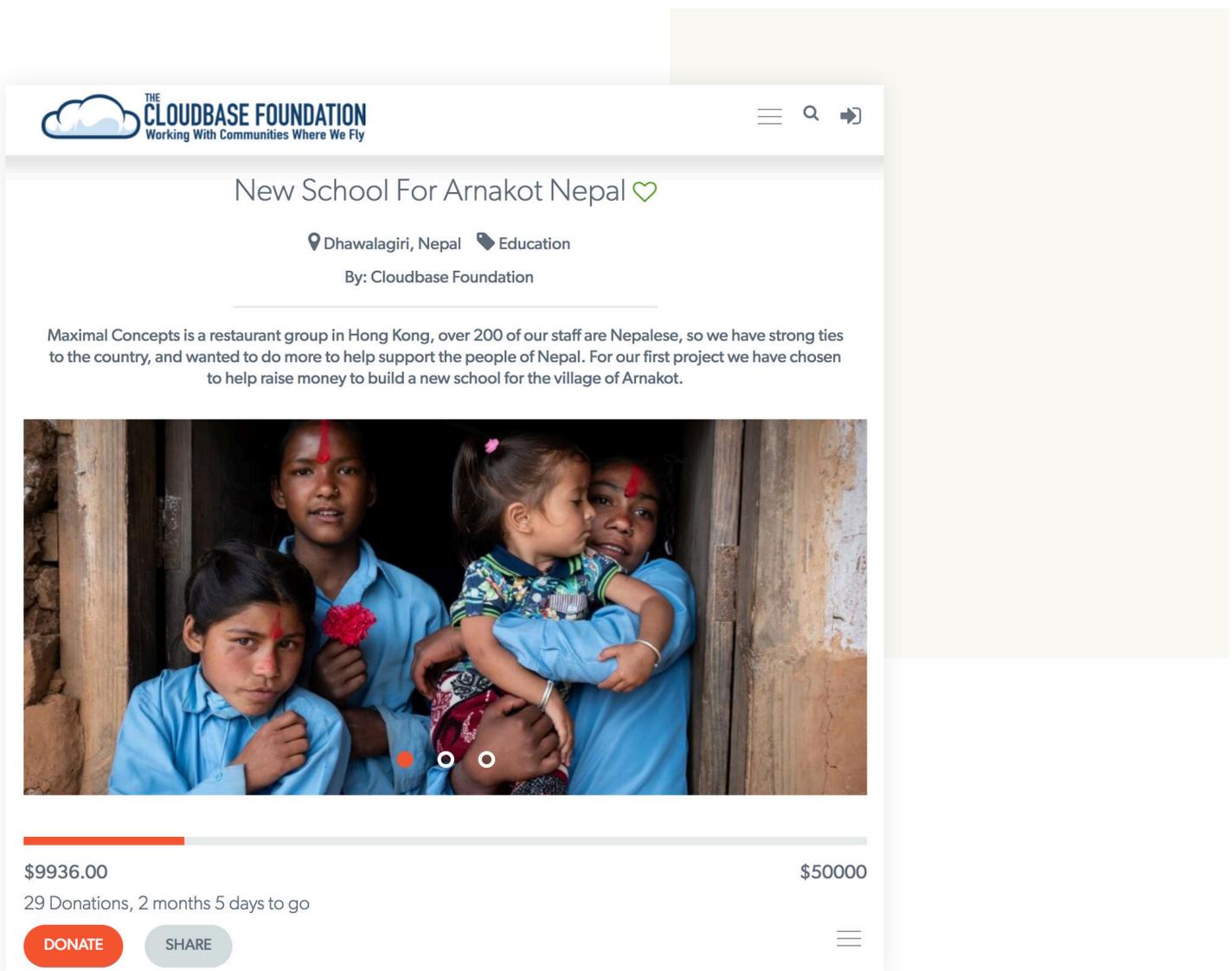
The screenshot displays the Mona Foundation website interface. At the top left is the Mona logo with the tagline "Supporting Universal Education and Gender Equality". Navigation links include "EXPLORE FUNDRAISERS" and "START A FUNDRAISER". A green bar contains the text "You Can Do Anything To Raise Money". Below this, a heading reads "Need Some Inspiration? These Are A Few Of The Mona Foundation Campaigns That Have Inspired Us." Six campaign cards are shown, each with a photo and a description of the activity and amount raised.

Campaign Description	Amount Raised
Atlanta area children classes made their own toys and sold them.	\$492.
Palos Verdes Mona Global Citizens Club launched "Mona in Bloom" clothing line.	\$2600.
An 8 year cancer patient started a "Readathon" while in hospital.	\$800.
Francis Parker Mona Global Citizen Club did a presentation to their school.	\$200.
Christopher started his 3-jar campaign, and donated the money from his GIVING jar.	\$600.
Bishop Mona Global Citizen Club sold donuts to their classmates.	\$484.

## Cost effective partnerships

Many custom technologies come with the burden of multiple cycles of expensive maintenance, upgrades, staff training, and other paid resources. But technology should be solving the problems, not creating new ones.

Evaluation of technology partner support, software usability, and automation are essential for success. An excellent partner support alleviates staffing worries by ensuring easy, if any, training requirements, and reduces expenditure through automation.



The screenshot shows a crowdfunding campaign page for 'New School For Arnakot Nepal'. At the top left is the logo for 'THE CLOUDBASE FOUNDATION' with the tagline 'Working With Communities Where We Fly'. The campaign title is 'New School For Arnakot Nepal' with a heart icon. Below the title, it indicates the location 'Dhawalagiri, Nepal' and the category 'Education', followed by 'By: Cloudbase Foundation'. A paragraph of text explains that 'Maximal Concepts' is a restaurant group in Hong Kong with many Nepalese staff, and they are raising money to build a school in Arnakot. Below the text is a photograph of three children in blue school uniforms, one holding a pink flower. At the bottom, a progress bar shows that \$9936.00 has been raised out of a \$50,000 goal, with 29 donations and 2 months and 5 days remaining. There are 'DONATE' and 'SHARE' buttons, and a menu icon in the bottom right corner.

The choice of technology setup – hosted vs. on-premise - is a major contributor to balancing the budget. SAAS (software as a service) offerings across all sectors have proven to be beneficial in lowering costs, achieving scalability, and making upgrades easier on every release.

With their unique operating model, where pilots make a difference in the region they fly, **The Cloudbase Foundation** uses the Rise Fundraiser white label/custom fundraising solution to onboard pilots, who in turn run fundraisers on behalf of local organizations across the globe. The secured and hassle-free hosting enables both administrators and fundraisers to manage and run campaigns from anywhere, anytime.

For a young organization like Cloudbase, custom fundraising helps develop transparency and presents a unified picture of all their initiatives in one place. This visibility is helping them build their brand and gather new support every day.

Among mid-to-large size nonprofit organizations, custom fundraising solutions are increasingly becoming a big part of their fundraising strategy. With online giving becoming the donor’s method of choice, custom fundraising will soon become the norm everywhere.

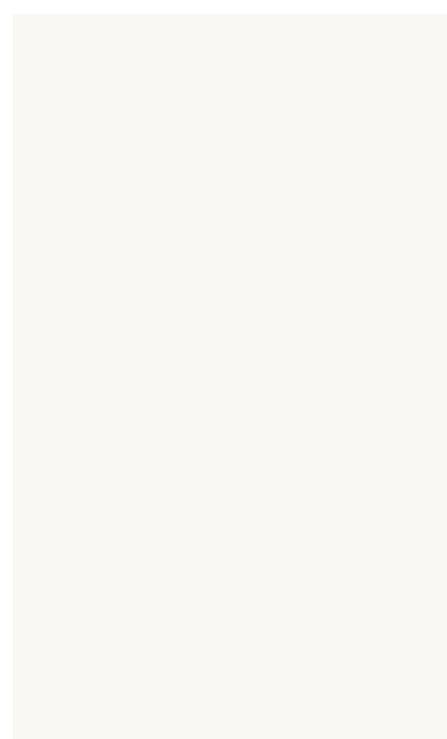
Easy accessibility to all fundraising information, having all data in one place, marketing automation, and auto receipts: these are a few of the benefits

The screenshot displays the Roundglass Rise interface for fundraising campaigns. At the top, it shows the 'roundglass rise' logo and navigation icons. The main header reads 'Fundraising Campaigns In All Categories' and 'Sorted By Relevance'. Below this is a 'Filter by tags' button. Three campaign cards are visible:

- Assist Big Spring, Texas Children In Foster Care:** Support for the totally volunteer-supported Rainbow Room, which provides tiny beds, car seats, school supplies, and clothes to foster children and children under the care of Child Services. Current amount: \$ 6495.00 (49 Donations) out of a goal of \$ 5000. 2 months 11 days remaining. Location: Texas, United States. Category: Children and Youth. Organized by Cloudbase Foundation.
- Cloudbase Foundation General Fund:** The General Fund is non-project specific, general support for the Foundation. The General Fund is used to cover overhead costs (such as website hosting and tax preparation) and to award grants to projects. Current amount: \$ 5345.00 (17 Donations) out of a goal of \$ 10000. 2 years 5 months 8 days remaining. Location: Florida, United States. Category: Volunteerism. Organized by Cloudbase Foundation.
- US Open - Fundraiser For Chelan And Thailand:** 300 Peaks Paragliding is again organizing the US Open for Paragliding at Chelan, WA, which will include a fundraising event. A previous event raised over \$5000 for two charities, the local Chelan Valley Hope and Mercv House. an orphanage in Thailand. Current amount: \$ 401.00 (8 Donations) out of a goal of \$ 5000. 18 days remaining. Location: Washington, United States. Category: Children and Youth. Organized by Cloudbase Foundation.

that improve efficiency and the profile of the organization.

Rise Fundraiser's configurable solution helps you customize your site, campaign and profile pages. It is equipped with out-of-the-box applications such as different campaign types, advanced level in-app communication, social sharing, and auto tax re-ceipts. Reporting, real-time donations, visitor and campaign goals analytics, and multi-campaign administrative capability makes it a robust fundraising solution. This hosted solution is set, maintained, monitored and serviced for you at a low cost of \$200 a month with an annual renewable contract.



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THANK YOU

