Online Fundraising Tools 101

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Issues to Consider When Looking for Online Donation Tools

1. Can our giving page match the look and feel of our site?

2. Can we customize the text on our giving page? What about the acknowledgement screen and the acknowledgement email?

3. What is involved in changing the text of our giving page? Can we change it ourselves?

4. Can we set up separate pages for special appeals?

5. Does the system allow us to set up:

   - Recurring gifts?

   - Suggested donation amounts? Can the amount be personalized to the donor?

   - Premiums for gifts?

   - Custom questions, such as surveys, on the donations page?

   - Memorial or honorary gifts?

6. Are gifts acknowledged with a:

   - Landing page thank-you after the gift has been given?

   - An immediate email acknowledgement?

7. How will we know that a donation has been made? How quickly will we be alerted?

8. If the donor asks to be anonymous, will we know who they are?

9. What will the donor see on their credit card statement as the organization they donated to?

10. Is there a setup fee? If so, what is the cost?

11. Do you charge a per-transaction fee? If so, how much? Is there a fee cap on large donations?

12. Is there a monthly fee? If so, how much?

13. Do we need a merchant account?

    - Advantages: Your organization's name will appear on donors' credit card statements, your payments will go directly into your bank account.

    - Disadvantages: You will need a separate Internet merchant account; you will be responsible for managing fraudulent charges.

14. If we don't need a merchant account, on what schedule are donations sent to us (and how)?

15. Are donations encrypted and secure?

Based on Groundspring's checklist: http://www.groundspring.org/training/presentations/session-4-2.pdf