

INCLUDES THE GUEST ARTICLE

“Fund *raging* with Friends”

BY AMY SAMPLE WARD
CEO, NTEN



THE PEER-TO-PEER FUNDRAISING TECHNOLOGY LANDSCAPE

An Overview of Leading Peer-to-Peer Fundraising Software Platforms and Their Functionality

2018 EDITION

ABOUT THIS GUIDE

This guide was created for nonprofits as an introduction to some of the leading software platforms available today for peer-to-peer online fundraising. It provides an overview of 39 products and their functionality in six areas:

- Design capabilities
- Engagement capabilities
- User interface
- Administrative interface
- Integration capabilities
- Pricing

Important Notes

This guide covers many of the leading platforms available for peer-to-peer fundraising as of the guide's writing. The world of peer-to-peer fundraising technology is continually changing; vendors are continually updating and enhancing their platforms and introducing new features. This guide offers an introduction to each platform, and does not attempt to include every detail about every feature included in each platform.

Cathexis Partners strongly recommends that organizations review their specific requirements to support their campaign(s), mission, and audience; request software demos; and closely review any contracts with software platform vendors before making a software purchase.

Cathexis Partners has not received compensation for including any product or information in this guide.

Please note: *The example campaigns provided in this guide may be seasonal, and links may not work in the future.*

SOFTWARE PLATFORMS INCLUDED

- Arreva
- CauseVox
- Charidy
- CharityEngine by BIS Global
- CharityWeb
- Classy
- Click & Pledge
- CrowdRise by GoFundMe
- Donately
- DonorDrive
- Engaging Networks
- everydayhero by Blackbaud
- Flipcause
- Fundly
- FundRazr
- Funraisin
- Give Lively
- GiveGab
- GiveGab Enterprise (previously Kimbia)
- Givhero
- GivingGrid
- Giving Spirit
- GlobalGiving
- iRaiser
- Kindful
- Mightycause (previously Razoo)
- NeonCRM by Z2 Systems, Inc.
- OneCause Peer-to-Peer Social Fundraising (previously GreatFeats)
- Panorama Enterprise (previously Artez) by FrontStream
- Panorama Pro (previously FirstGiving) by FrontStream
- Pledge It
- Qgiv
- raisin by A.K.A. New Media
- Rallybound
- Salsa
- Springboard by Jackson River
- SWEET! by Blue Sky
- TeamRaiser by Blackbaud
- Tiltify



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FOREWORD

The Cathexis Partners team published the first edition of this guide in the fall of 2016, and I was honored by how many people approached me at conferences or contacted me via phone or email to tell me how the guide helped them narrow their choices and focus on functionality that was important to them, their campaigns, and their constituents. After two years, I thought it was time to update and expand the research to make it as inclusive as possible. Even with 39 tools in this edition, we still didn't include every platform available, but we captured the vast majority.

Our goal in creating this guide is to help cut through the hyperbole. There can only be one "best" solution for your campaign, and that is probably not the "best" platform for another organization or possibly not even the "best" solution for another campaign run by your organization.

I spoke with companies/platforms and their clients, and spent many hours sitting through demos, reviewing software sandboxes, and clicking through campaigns to better understand each tool. I want to thank the companies and the nonprofits served by them for their input. I couldn't have created this guide without their support.

This guide focuses on peer-to-peer fundraising (not crowdfunding), but the lines are becoming more and more blurred between the two. From my viewpoint, crowdfunding focuses on individuals who want to raise money for a specific person or cause; peer-to-peer fundraising is facilitated by a nonprofit organization.

I find it important to mention that Cathexis Partners has partnerships with several of the platform vendors included in this guide, and informal

relationships with others. Some tools are new to us. But, our goal is still to provide an unbiased overview of tools available today — offering facts, not preferences or opinions.

Whether you're just getting started with peer-to-peer fundraising, or you're looking to take your peer-to-peer fundraising campaigns to a new level, this guide aims to help you narrow the list of tools so you can dig into demos, negotiate contracts, and find the right tool for your team, your participants, your donors and, most importantly, your mission.

Please drop me a line if we can help during your platform selection, campaign implementation, recruitment, fundraising coaching, campaign analysis, or overall constituent engagement via a CRM implementation, integration, or optimization. And, be sure to let me know how we can improve this guide in the future!

Sincerely,



Mark Becker, Founding Partner
Cathexis Partners, LLC
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This guide aims to help you narrow the list of tools so you can dig into demos, negotiate contracts, and find the right tool for your team, your participants, your donors and, most importantly, your mission.

FUND RAGING WITH FRIENDS

By Amy Sample Ward, CEO, NTEN



The nonprofit sector has been busy lately with national campaigns, days of action, large-scale fundraising, and online petitions. As the political climates nationally and locally influence your programs, services, and the policies you want to advance, your community may want to join you in taking action. For many people, the driving force for action is anger — anger that funding may decrease, anger that more people need support services, anger that the intentions of policy makers are in conflict with the mission of the organization.

Ultimately, that anger is good. If your community is mad, it means they are ready to take action. And, you need to be prepared to direct that energy toward productive actions for your organization. What does that mean? Rage fundraising: Supporters starting campaigns to raise funds from their friends and family as a means of taking action and feeling like they are contributing to the change they want to see.

Your supporters believe in your mission and want to be part of it. You already know that you need to keep them informed of all that you are doing; but you should also keep them up to date about threats to your work. When your supporters know what you do, how you do it, and why it is successful, you've invested in making sure that when they watch the news and see something that could impact your community or programs, they want to step up to protect it. Having a peer-to-peer fundraising platform in place allows you to keep all the tools and messaging at the ready for your community to start campaigns and spark action in their networks on your behalf.

To successfully harness your community's rage and direct it into fundraising, you'll need:

1. **Peer-to-peer platform in place:** You don't want to be slowed down by finding and launching a peer-to-peer platform when your community is ready for action; you'll miss your opportunity!
2. **Toolkits:** Hopefully, you have too many community members joining the campaign for you to assist each one individually, so build basic toolkits for how to start fundraising that they can find and follow on their own.
3. **Compelling content:** Your community wants to have all the right things to say, so be ready to draft content that is relevant to the news and issues most important to them that they can use in building their fundraising campaign and sharing it across the web.

Remember, you have a big role to play in all of this, but the power comes from your community getting to be in the spotlight. Build the momentum with strong and frequent messages across channels — email, your website, social media — to help distill the news into relevant updates. Position your organization as the translator, informer, and community organizer, with your supporters the ones you are actually supporting.

Amy Sample Ward is the CEO of NTEN as well as a frequent speaker and author focused on the use of technology for social impact, from digital inclusion to social innovation.

NTEN envisions a more just and engaged world where all nonprofits use technology skillfully and confidently to meet community needs and fulfill their missions. We support organizations by convening the nonprofit community, offering professional credentials and training, and facilitating an open exchange of ideas.



TYPES OF PEER-TO-PEER CAMPAIGNS

Peer-to-peer fundraising is all about engaging supporters to raise funds on your nonprofit's behalf. It lets your supporters translate their enthusiasm for your mission into dollars to help your organization thrive. Campaigns can be associated with anything from a large event (like a walk-a-thon) to a year-round campaign (like a tribute or memorial campaign).

Before selecting a software platform to power your peer-to-peer fundraising campaigns, it's important to have a clear understanding of the type of campaign(s) your organization is looking to support so you can keep in mind what functionality you will need. Following are descriptions of five campaign types and some of the functionality they may require.

Please note: The example campaigns provided may be seasonal, and links may not work in the future.

Proprietary Physical Events

Proprietary physical events are nonprofit-hosted events in which participants sometimes pay a fee to sign up and also raise additional funds from their friends and family. This campaign type includes standard walks, 5Ks, and bike rides, and also unique campaigns like stair climbs, rappelling, and other campaigns that are coordinated by the nonprofit. They require the ability to collect registration information and potentially a registration fee, have participants sign a waiver, and ask additional questions about the participant. Some also may require the ability to sell additional optional items, like t-shirts, jerseys, or other campaign-related items, during the registration process.

Examples include:

- [American Foundation for Suicide Prevention](#)
- [Carry Forward from Wounded Warrior Project](#)
- [Challenge for Hope from Give Kids the World](#)



TYPES OF PEER-TO-PEER CAMPAIGNS

Challenge/Endurance/Destination Events

Challenge/endurance/destination events (for example, the Chicago Marathon or any of the Run Disney events) are hosted by an entity other than a nonprofit, with potentially multiple beneficiaries. These campaigns sometimes require participants to register for the event directly and then fundraise, while other events provide nonprofits with a set number of hard-to-get registrations that the organization can then offer to their constituents in exchange for a commitment to raise funds for the nonprofit.

These campaigns may require the ability to process a credit card — either during the registration process or leading up to the event itself — as a way of allowing participants who haven't reached their fundraising minimum to continue soliciting donations. That way, they can attend the event based on their commitment to raise a minimum amount or be charged the difference at a set time (see Credit Card Guarantee in User Interface section beginning on page 21). Note that other campaign types sometimes use this feature as well.

Examples include:

- [Bike 4 Chai](#)
- [Chain Reaction](#)
- [Susan G. Komen 3-Day](#)

The screenshot displays the Bike 4 Chai website interface. At the top, the navigation bar includes links for ABOUT, JOIN, DONATE, RIDERS, TEAMS, MEDIA, SPONSORS, VOLUNTEER, and CONTACT. A search bar and a 'LOG IN' button are also present. The main header features the date 'AUGUST 12, 2018' and the slogan 'THE WORLD'S GREATEST FINISH LINE'. Below this is a large image of a crowd at a finish line. Three primary action buttons are visible: 'REGISTER', 'DONATE', and 'CONTACT US'. A progress bar shows '2 DAYS' remaining, '180 MILES' completed, '500 KIDS' impacted, and '5,400 FAMILIES' helped. A prominent yellow banner displays 'FUNDS RAISED TO DATE: \$9,934,116.08'. The page is divided into two main sections: 'TEAMS' and '\$1 MILLION CLUB'. The 'TEAMS' section is sorted by 'Raised' and lists various teams with their total amounts and donor counts. The '\$1 MILLION CLUB' section lists individual donors who have reached the \$1 million mark, including their names, total amounts, and the number of donors.

TEAMS	
Sort by: Raised	
Team Meridian \$2,076,233.99 \$115,457.42	Team Struts \$1,293,996.91 \$28,130.37
Team Canada \$934,892.36 \$3445.64	Team Lakewood \$896,395.88 \$27,164.51
Team RothCo \$330,596.96 \$13,133.04	Team Great Neck \$317,345.61 \$12,255.58
Team Symphony \$226,871.00 \$6,452.83	Team Rockland \$222,877.82 \$6,375.11
Team Wzy \$216,733.73 \$14,471.83	Team TFSB \$210,048.59 \$77,654.66
Team USG-CareSite \$201,548.75 \$25,168.72	Team Imodium \$171,543.66 \$42,885.90
Team LRI \$156,065.18 \$13,808.52	Team Morgan/Morgan \$136,756.19 \$5,547.26
Team Moche \$108,360.50 \$8,325.42	Team Mully \$10,989.33

\$1 MILLION CLUB	
Sort by: Raised	
Ralph Herrick \$1,254,813.66 322 donors	
100K CLUB	
Sort by: Raised	
Jack Eisenberger \$434,487.66 57 donors	ES Schron \$313,544.00 20 donors
Alan Shumah \$195,903.00 54 donors	Joe Wasserthal \$190,880.00 94 donors
Brian Hallem \$188,476.00 117 donors	Shalom Stein \$174,291.00 65 donors
Art Nachum \$152,447.00 93 donors	MacHam-Low \$143,051.46 206 donors
Alie Hirsch \$141,863.15 31 donors	Zacharia Wader \$129,401.00 11 donors
Mark Silber \$105,790.00 80 donors	Art Ickovits \$105,744.54 182 donors

TYPES OF PEER-TO-PEER CAMPAIGNS

Virtual Campaigns

Virtual campaigns are organized by the nonprofit — but without the logistics of physical events. With these campaigns, an organization provides an online environment for supporters to set up their own fundraising page in support of a campaign created by the nonprofit. The organization often will establish fundraising categories such as “workplace giving,” “athletic,” “in memory/honor,” or “special occasion” to help participants get started. The campaigns can be seasonal, annual, or “evergreen” (with no specific end date). These campaigns have a common brand and often a specific fundraising goal. Registration fees typically are not charged.

Because these types of campaigns do not require the same level of investment as a physical event, organizations sometimes forget to allow for the proper resources, time, and money to market their campaign. These types of campaigns require the ability to motivate participants using coaching emails as well as use social media and email functionality for a complete multi-channel marketing approach.

Examples include:

- Pajamas and Pancakes
- Isha Education
- Step Up for Children Challenge

#pajamasandpancakes

POGO
Pajamas and Pancakes

It's the coziest way to champion kids' cancer care!

IT'S ALL ABOUT THE PAJAMAS AND PANCAKES!
Pull on your favourite pj's, gather the gang and share a short stack for a big cause.
Host your own FUNdraising pajama party or event and help champion kids' cancer care. It's the FUNdraising event that everyone will love, so get your family, friends and co-workers into their jammies and let's get cooking for an incredible cause!

Grab your pj's and set the table. It's as easy as 1-2-3!

1. SIGN UP: Click on "REGISTER" and follow the easy, step-by-step registration process to create your own FUNdraising page. Once you've registered you're all set to host a pajama party, pancake extravaganza or your own event creation!
2. FUNDRAISE: Invite family, friends and co-workers and have them join in the fun!
3. HOST: Grab your favourite pj's, stack up the pancakes and be a champion for kids' cancer care!

Need help? Don't worry, as soon as you register your own personal fundraising coach will be in touch within 24 hours to answer any questions and to make sure you're on the right track.

Need some ideas to get started? Visit 'Host a Fundraiser' to get some inspiration or email our Pajamas and Pancakes headquarters at events@pogo.ca

START YOUR FUNDRAISER

HELP PEDIATRIC ONCOLOGY GROUP OF ONTARIO (POGO) REACH OUR GOAL OF RAISING \$250,000

44%
RAISED \$109,355 GOAL \$250,000

Donate Now

ABOUT PEDIATRIC ONCOLOGY GROUP OF ONTARIO (POGO)

POGO needs the proper resources to seek availability of state-of-the-art cancer care for all Ontario's children. POGO's mission is to improve the outcome...

52 people have already signed up for Pajamas and Pancakes

Who's got their jammies on?

Start typing your search

TYPES OF PEER-TO-PEER CAMPAIGNS

Independent/Do-It-Yourself (DIY) Fundraising

Independent fundraising campaigns allow participants to host their own events and invite their friends and family to the events. While different from virtual campaigns (which are organized by the nonprofit), independent fundraising campaigns require much of the same capabilities, including the ability to market the campaign and motivate participants to fundraise. Some campaigns even dynamically promote third-party events through advertising on the organization's website, and display events on maps and/or via ZIP code look ups.

These campaigns are sometimes referred to as “crowdfunding” campaigns. However, we believe they are different from crowdfunding, given that the organization, not the individual, facilitates the creation of the campaign.

A tip: It is important to provide your individual event organizers the tools and support they need to be successful. They have a connection to your mission and want to take on the extra work of coordinating an event. Help them by providing event kits that include things like poster templates, brand guidelines, donation sheets, and a clear process for how to send in/drop off offline donations, etc. These tools can be shared on the campaign website (either via secure/participant-only areas or to the general public), in email communications, or both.

Examples include:

- [St. Jude PLAY LIVE](#)
- [American Red Cross](#)
- [African Wildlife Foundation](#)

The screenshot displays the St. Jude PLAY LIVE fundraising website. At the top, there's a navigation bar with 'SIGN UP' and 'LOG IN' buttons. Below that, a banner features the text 'OUR SUPPORT' and 'St. Jude PLAY LIVE' with a sub-headline: 'Start a campaign, play games, raise funds, win prizes and help kids battling childhood cancer.' A progress bar indicates 'RAISED \$2,852,864' and 'GOAL \$1,500,000', with 'Register' and 'Donate' buttons. The 'Fundraising Campaigns' section lists three campaigns: 'TEAM SIN SQUAD'S 2018 ST. JUDE PLAY LIVE FUNDRAISING FOR SA...', 'WOLFTRACK FUNDRAISING FOR ST. JUDE 2018', and 'TEAM CATALYST ST. JUDE 2018 CAMPAIGN'. The bottom section includes 'About St. Jude PLAY LIVE', 'St. Jude PLAY LIVE' details, and 'Play For More Than Bragging Rights' with a video player showing the St. Jude PLAY LIVE logo.

TYPES OF PEER-TO-PEER CAMPAIGNS

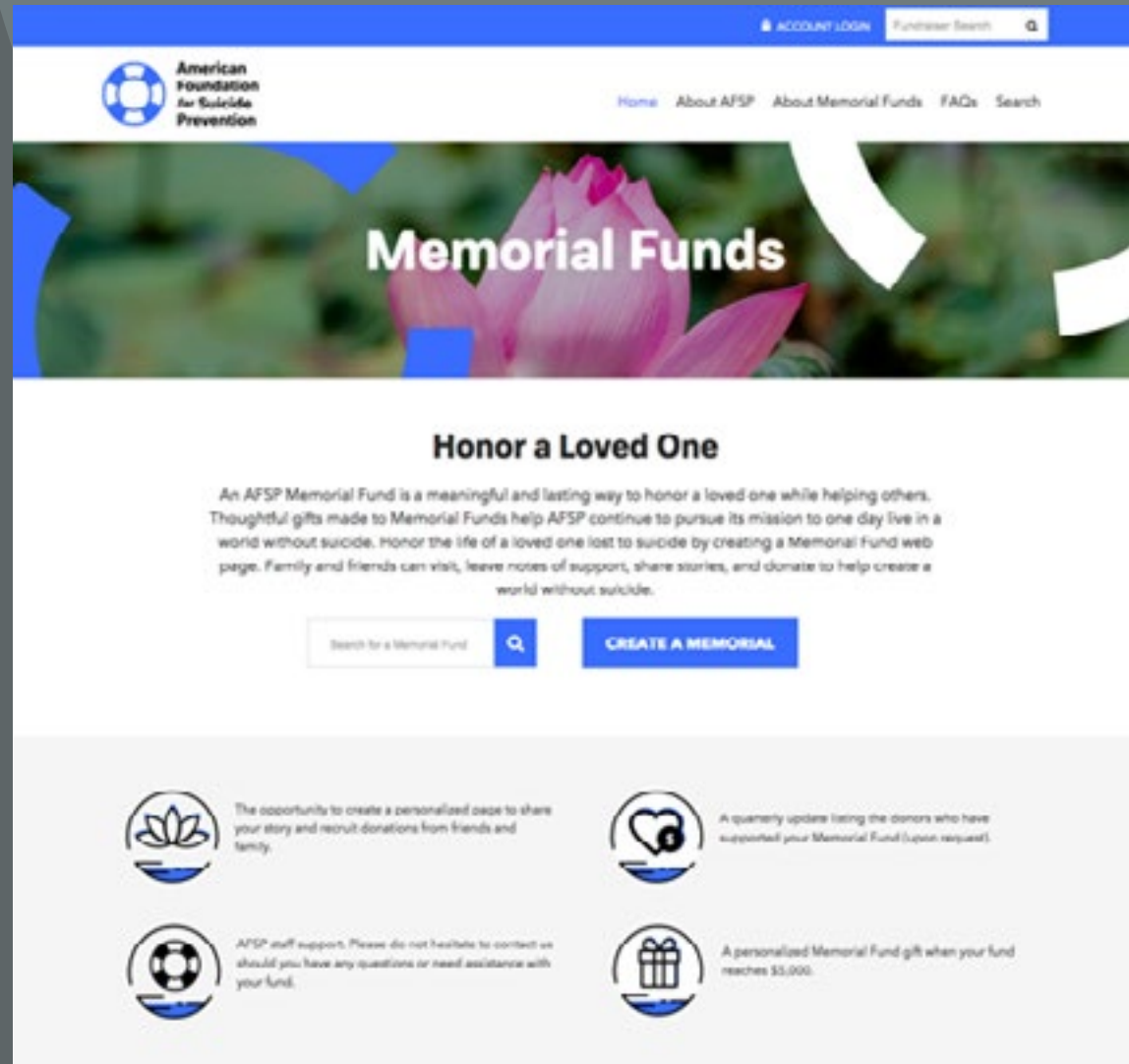
Tribute and Memorial Campaigns

Tribute and memorial campaigns often are found in the “cause and cure” and “animal welfare” verticals of the nonprofit space, but are not limited to these missions. Any organization that has a mission tied to supporting the fallen, injured, or lost due to disease, disorder, injustice, or war should consider equipping their constituents to raise funds in the name of someone who has touched their life. Registration fees normally are not charged for setting up tributes or memorial pages.

Some campaigns may focus less on a registration process and more on sharing information about the subject of the individual fundraiser’s reason for joining the campaign. These campaigns rely heavily on the functionality highlighted in the “Engagement Capabilities” section starting on page 17. Organizations must remember that just making these campaigns available won’t automatically bring in hundreds of participants and thousands of dollars — it takes work to market and support all campaigns.

Examples include:

- [American Foundation for Suicide Prevention](#)
- [Alzheimers Association's Tribute Pages](#)
- [Scleroderma Foundation](#)



FACEBOOK FUNDRAISING

Social media is important to peer-to-peer fundraising, and it involves more than just Facebook. Facebook is only one social media channel, and things do change over time. Generation Z and Millennials already are spending their time with other tools like Snapchat, Instagram, Whisper, Vine, and others. Plus, weak responses by Facebook to securing user data have further reduced the trust many people have in Facebook. In turn, people are expanding into previously-uncharted corners of the web.

At the same time, Facebook is still relatively popular today, so we thought it was worth mentioning Facebook Fundraising in this edition of the guide. We pulled it out into its own section here because we did not believe it should be listed in the guide at the same level with the other platforms since it isn't really a stand-alone peer-to-peer fundraising solution.

At first glance, Facebook Fundraising sounds like a great thing: **No service fees** and minimal setup required by the nonprofit, with the money going directly to the nonprofit. But, there's a downside. The user data isn't shared with the nonprofit.

Pros

- Free — no fees
- Easy setup
- Ease of sharing (naturally)

Cons

- Minimal constituent information shared (first and last name, donation amount); email shared with organization only in the unlikely event the donor has approved it
- Slow administrative responses for account set-up and payments
- Reaches Facebook users only
- Limited branding and design control

We recommend that organizations “own” their online presence as much as possible, and one way to do that is to set up **Facebook's Charitable Giving Tools** so that your organization can start accepting donations. Next, start your own **Fundraisers for Nonprofits**. Setup is easy, but may take some time to get through the approval processes, so be sure to start early.

The following are two examples of Facebook Fundraising campaigns:

- **Fundraiser for RAICES**
- **Fundraiser for Medical Aid for Palestinians**

While Facebook Fundraising pages can be easy to set up, here's a quick cautionary note: Be sure to take time to follow up with participants and donors to learn more about them and get them into your constituent relationship management (CRM) system and regular engagement strategy. You don't want to be embarrassed when a longtime supporter that raised \$5,000 via Facebook receives a “we noticed you haven't donated recently...” email through your other systems.



DESIGN CAPABILITIES

Regardless of the type of campaign you're running, the tone and branding of the online elements of the campaign should be in line with your organization's mission and branding as well as the tone of the campaign itself. Depending on your organization's staff capabilities and budget, you may want a peer-to-peer fundraising platform that offers easy-to-use templates, or you may want as much flexibility as possible to create your own designs.

The following chart shows the design capabilities each platform supports:

- **Logo** — What do site visitors see first when they get to your campaign's microsite: your logo or the platform's logo? Your campaign isn't intended to further the platform's name recognition, but rather your campaign and the mission it supports. So, it's important that you are able to "white label" your microsite or, in other words, use your own logo on your site, versus the vendor's logo. Vendor-branded sites also often advertise their other clients' sites within the same environment. This is an important consideration because your constituents may get distracted with navigation or ads by other campaigns run by other organizations or corporations.
- **Custom coding** — Does the platform allow more advanced administrators to take further control and customize the environment via code such as CSS, HTML, JavaScript, etc.?
- **Vendor-editable design** — Does the vendor (and/or their certified/approved partners) offer custom design services?
- **Domain** — Does the product have product-specific (e.g., <http://npo.platform.com>) website domains, or nonprofit-specific website domains (e.g., <http://support.nonprofit.org>)? The latter allows you to brand your event or campaign in the website address.

NOTE:

All of the tools in the following chart support responsive design and out-of-the-box templates to simplify implementation. They also all offer varying degrees of "click-and-configure" and/or WYSIWYG (What You See Is What You Get) editors that allow a nonprofit's non-technical staffers to customize content and design without knowing code.

DESIGN CAPABILITIES

PLATFORM (listed alphabetically)	LOGO	CUSTOM CODING	VENDOR-EDITABLE DESIGN	DOMAIN
Arreva	W			W
CauseVox	W		✓	VW
Charidy	VW	✓	✓	VW
CharityEngine by BIS Global	W	✓	✓	VW
CharityWeb	VW	✓		V
Classy	W	✓	✓	VW
Click & Pledge	VW	✓	✓	VW
CrowdRise by GoFundMe	VW		✓	VW
Donately	W			V
DonorDrive	W		✓	VW
Engaging Networks	W	✓	✓	VW
everydayhero by Blackbaud	W	✓		V
Flipcause	W			VW

KEY

LOGO

- Either vendor branding or white label (nonprofit) logo option; white label may cost extra
- Vendor branding prominent
- White label (nonprofit) branding

CUSTOM CODING

- Customization of design is restricted to specific parameters

VENDOR-EDITABLE DESIGN

- Customization available via partners

DOMAIN

- Either vendor domain or white label (nonprofit) domain available; white label may cost extra
- Vendor's name appears in domains
- White label (nonprofit) domain or subdomain

DESIGN CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	LOGO	CUSTOM CODING	VENDOR-EDITABLE DESIGN	DOMAIN
Fundly	VW			VW
FundRazr	W	✓	✓	VW
Funraisin	W	✓	✓	W
Give Lively	W			V
GiveGab	W	*		V
GiveGab Enterprise	W	✓	P	VW
Givhero	VW			V
GivingGrid	V		✓	V
Giving Spirit	W	✓	✓	VW
GlobalGiving	V			V
iRaiser	W	✓	✓	W
Kindful	W	✓		VW
Mightycause	VW	✓	✓	VW

KEY

LOGO

- VW Either vendor branding or white label (nonprofit) logo option; white label may cost extra
- V Vendor branding prominent
- W White label (nonprofit) branding

CUSTOM CODING

- * Customization of design is restricted to specific parameters

VENDOR-EDITABLE DESIGN

- P Customization available via partners

DOMAIN

- VW Either vendor domain or white label (nonprofit) domain available; white label may cost extra
- V Vendor's name appears in domains
- W White label (nonprofit) domain or subdomain

DESIGN CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	LOGO	CUSTOM CODING	VENDOR-EDITABLE DESIGN	DOMAIN
NeonCRM by Z2 Systems, Inc.	W	✓	✓	VW
OneCause Peer-to-Peer Social Fundraising	W	✓		VW
Panorama Enterprise by FrontStream	W	✓	✓	VW
Panorama Pro by FrontStream	V		✓	V
Pledge It	VW	✓	✓	VW
Qgiv	W	✓	P	VW
raisin by A.K.A. New Media	W	✓	✓	VW
Rallybound	W	✓	✓	VW
Salsa	W	✓	✓	V
Springboard by Jackson River	W	✓	✓	W
SWEET! by Blue Sky	W	✓	✓	VW
TeamRaiser by Blackbaud	W	✓	✓	W
Tiltify	W	✓	✓	VW

KEY

LOGO

- Either vendor branding or white label (nonprofit) logo option; white label may cost extra
- Vendor branding prominent
- White label (nonprofit) branding

CUSTOM CODING

- Customization of design is restricted to specific parameters

VENDOR-EDITABLE DESIGN

- Customization available via partners

DOMAIN

- Either vendor domain or white label (nonprofit) domain available; white label may cost extra
- Vendor's name appears in domains
- White label (nonprofit) domain or subdomain

ENGAGEMENT CAPABILITIES

Email marketing is a vital part of an organization's multi-channel communication strategy, but it can be time-consuming to manage. Automating as much of this type of communication as possible frees your team to focus on other aspects of an event or campaign. At the same time, it's apparent that social media is becoming a more important piece of the overall multi-channel communication strategy.

The following chart shows which key email and social media automation capabilities each product supports:

- **Participant emails** — Can participants upload their contact lists and send emails from the platform? (Social media is becoming a main point of contact between friends and family, but it is still good to give your participants options on how *they* want to spread the word.)
- **Sample emails** — Does the platform support providing sample fundraising emails for your participants to send? (You're asking your participants to fundraise on your organization's behalf, and the more you can help your participants by providing them with tools like sample emails that they can then customize and send to their friends and family, the more likely they are to raise funds.)
- **Organizational emails** — Does the platform allow you to upload email addresses for event invitations, plus allow you to send registered participants fundraising tips, tools, mission information, event logistics, and post-event follow up?
- **Third-party email tools** — What email tools does the platform integrate with?
- **Social media sign-up** — Does the platform allow participants to sign up using their social media credentials to make it more convenient for them to register? (This feature streamlines the registration process by a one-click registration process or by auto-filling biographical information.)
- **Team functionality** — Does the platform support team creation? (This is particularly important because members of teams typically raise more than individual participants.)

ENGAGEMENT CAPABILITIES

PLATFORM (listed alphabetically)	PARTICIPANT EMAILS	SAMPLE EMAILS	ORGANIZATIONAL EMAILS	THIRD-PARTY EMAIL TOOLS	SOCIAL MEDIA SIGN-UP	TEAM FUNCTIONALITY
Arreva	✓	✓	✓	CC, MC, VR		✓
CauseVox	P			Z		✓
Charidy	✓	✓			✓	✓
CharityEngine by BIS Global	✓	✓	✓		✓	✓
CharityWeb		✓		CC, MC		✓
Classy	✓	✓	✓	CC, KO, MC, PA	✓	✓
Click & Pledge				CC, iC, PR, MC, SendGrid	✓	
CrowdRise by GoFundMe	P	✓	✓		✓	✓+
Donately				Z		
DonorDrive	✓	✓	✓	PA		✓+
Engaging Networks	✓	✓	✓		✓	✓+
everydayhero by Blackbaud	✓		*	OLX	✓	✓
Flipcause					✓	✓

KEY

PARTICIPANT EMAILS

P Uses participant's local email tool to send participant emails

ORGANIZATIONAL EMAILS

***** Available via Blackbaud's Online Express

THIRD PARTY EMAIL TOOLS

CC Constant Contact
CM Campaign Monitor
iC iContact
KO Klaviyo
MC MailChimp
OLX Blackbaud's Online Express
PA Pardot
PR Predictive Response
Z Zapier

SOCIAL MEDIA SIGN-ON

****** Via free JanRain integration

TEAM FUNCTIONALITY

******* Allows for teams, but not team pages

+ Platform also supports additional parent groups above teams, such as "companies"

ENGAGEMENT CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	PARTICIPANT EMAILS	SAMPLE EMAILS	ORGANIZATIONAL EMAILS	THIRD-PARTY EMAIL TOOLS	SOCIAL MEDIA SIGN-UP	TEAM FUNCTIONALITY
Fundly	✓	✓	✓		✓	✓
FundRazr	✓	✓	✓	Z	✓	✓
Funraisin	✓	✓		Autopilot, CM, MC	Facebook only	✓+
Give Lively						
GiveGab	✓	✓	✓	MC	✓	✓
GiveGab Enterprise						✓***
Givhero	✓	✓	✓		✓	✓
GivingGrid		✓		CC, MC	✓	✓
Giving Spirit	✓	✓				✓
GlobalGiving		✓			✓	
iRaiser		✓	✓	ACTITO, Dolist, MC	✓	✓
Kindful	✓	✓	✓	CC, Emma, MC, Z		✓
Mightycause			✓	Z	✓	✓+

KEY

PARTICIPANT EMAILS

P Uses participant's local email tool to send participant emails

ORGANIZATIONAL EMAILS

* Available via Blackbaud's Online Express

THIRD PARTY EMAIL TOOLS

CC Constant Contact
CM Campaign Monitor
iC iContact
KO Klaviyo
MC MailChimp
OLX Blackbaud's Online Express
PA Pardot
PR Predictive Response
Z Zapier

SOCIAL MEDIA SIGN-ON

** Via free JanRain integration

TEAM FUNCTIONALITY

*** Allows for teams, but not team pages

+ Platform also supports additional parent groups above teams, such as "companies"

ENGAGEMENT CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	PARTICIPANT EMAILS	SAMPLE EMAILS	ORGANIZATIONAL EMAILS	THIRD-PARTY EMAIL TOOLS	SOCIAL MEDIA SIGN-UP	TEAM FUNCTIONALITY
NeonCRM by Z2 Systems, Inc.	✓		✓	CC, KO, MC, Z	✓	✓+
OneCause Peer-to-Peer Social Fundraising	P	✓		MC	✓	✓+
Panorama Enterprise by FrontStream	✓	✓	✓		✓	✓
Panorama Pro by FrontStream	✓	✓	✓		✓	✓
Pledge It	✓	✓		PA	✓	✓
Qgiv	✓	✓	✓	CC, CM, Emma, K, MC, Z	✓	✓+
raisin by A.K.A. New Media	✓	✓	✓	MC	✓	✓+
Rallybound	✓	✓	✓	CC, MC, PA	✓	✓+
Salsa	P	✓	✓		✓	✓
Springboard by Jackson River	✓	✓	✓	CC, iC, MC, PA	✓	
SWEET! by Blue Sky	✓	✓	✓	Active Campaign, CC, MC, SharpSpring, PA	✓	✓
TeamRaiser by Blackbaud	✓	✓	✓		✓**	✓+
Tiltify	P		✓	MC	✓	✓+

KEY

PARTICIPANT EMAILS

P Uses participant's local email tool to send participant emails

ORGANIZATIONAL EMAILS

***** Available via Blackbaud's Online Express

THIRD PARTY EMAIL TOOLS

- CC** Constant Contact
- CM** Campaign Monitor
- iC** iContact
- KO** Klaviyo
- MC** MailChimp
- OLX** Blackbaud's Online Express
- PA** Pardot
- PR** Predictive Response
- Z** Zapier

SOCIAL MEDIA SIGN-ON

****** Via free JanRain integration

TEAM FUNCTIONALITY

******* Allows for teams, but not team pages

+ Platform also supports additional parent groups above teams, such as "companies"

USER INTERFACE CAPABILITIES

Millennials and participants of all ages expect more these days from their online experience. They compare peer-to-peer fundraising experiences with each other and with other online experiences, like those of Facebook, Amazon, Etsy, and other familiar websites.

The following chart outlines some of the user interface features that are included with each platform:

- **Event registration** — Does the platform offer the ability to have participants pay a registration fee, ask additional questions during registration, and electronically review and accept a waiver before completing registration?
- **Ability to re-join campaign** — Does the platform allow you to make returning participants' lives easier by giving them the ability to "reclaim" their team from last year, or allow individual participants to look at who they sent emails to and who supported them last year? (In some cases, they can even reclaim their previous year's personal fundraising page with text and images/videos and a list of who supported them previously. If this is an important capability to your organization, be sure to ask to see this in a product demo, as this is a nuanced feature that evolves often.)
- **Gamification** — Does the platform provide visual ways, such as engagement badges, of showing competition and achievements throughout a campaign? (Everyone likes to be acknowledged for their work, and this type of recognition helps ensure that people who earn it get recognition.)
- **Multi-registration** — Does the platform give participants the convenience of registering multiple people in a single transaction?
- **Credit card guarantee** — Does the platform allow you to securely capture credit card information to hold for later charging if a participant does not meet an agreed upon minimum fundraising goal? (This functionality is popular for endurance or destination campaigns in which there are extra expenses by the organization to produce the event or get participants to the event. The participant commits to raise a minimum amount to cover these expenses, and their credit card is charged only if they fail to meet this minimum commitment.)
- **Offline gift recording** — Does the platform allow participants to enter offline (cash or check) gifts that they can then send in to the organization or hand in on the day of the event? (This also may allow participants' progress meters to reflect donations even if the donations haven't been processed by the organization yet.)
- **Transaction fee coverage** — Does the platform offer the donor and/or participant an option to cover credit card fees within their transaction?
- **Personal pages** — Does the platform allow participants to have personal fundraising pages?
- **Progress meters** — Does the platform have campaign, personal, and/or team progress meters, and/or a top fundraisers / top donors list.

USER INTERFACE CAPABILITIES

PLATFORM (listed alphabetically)	EVENT REGISTRATION	ABILITY TO RE-JOIN CAMPAIGN	GAMIFICATION	MULTI- REGISTRATION	CREDIT CARD GUARANTEE	OFFLINE GIFT RECORDING	TRANSACTION FEE COVERAGE	PERSONAL PAGES	PROGRESS METERS
Arreva	✓			✓		***	✓	✓	✓
CauseVox	✓					***	✓	✓	✓
Charidy		✓	✓		✓	✓	✓	✓	✓
CharityEngine by BIS Global	✓+	✓	✓	✓	✓	✓	✓	✓	✓
CharityWeb	✓	✓		✓		✓	✓	✓	✓
Classy	✓	✓		✓		✓	✓	✓	✓
Click & Pledge	✓		✓				✓	✓	✓
CrowdRise by GoFundMe	✓+	✓	✓	✓	✓	✓	✓	✓	✓
Donately						***	✓	✓	✓
DonorDrive	✓	✓	✓	✓	✓	✓	✓	✓	✓
Engaging Networks	✓	✓	✓			✓	✓	✓	✓
everydayhero by Blackbaud	*		✓			✓		✓	✓
Flipcause	✓			✓		✓	✓	✓	✓

KEY

- * Offers integration with Blackbaud's Online Express and Event Brite for event registration
- ** Ability to pre-register and charge later, but not the ability to charge a calculated amount at a later date
- *** Administrators only, not participants
- \$ Available for extra fee
- + Also allows for purchase of optional items (e.g., t-shirts or jerseys) during registration process

USER INTERFACE CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	EVENT REGISTRATION	ABILITY TO RE-JOIN CAMPAIGN	GAMIFICATION	MULTI- REGISTRATION	CREDIT CARD GUARANTEE	OFFLINE GIFT RECORDING	TRANSACTION FEE COVERAGE	PERSONAL PAGES	PROGRESS METERS
Fundly	✓+			✓		✓		✓	✓
FundRazr	✓+	✓			✓	✓		✓	✓
Funraisin	✓	***	✓	✓	✓	✓	✓	✓	✓
Give Lively						✓	✓	✓	✓
GiveGab	✓		✓	✓		***	✓	✓	✓
GiveGab Enterprise	✓			✓	**	✓	✓	✓	✓
Givhero	✓	✓*	✓					✓	✓
GivingGrid			✓			✓		✓	✓
Giving Spirit	✓	✓				✓	✓	✓	✓
GlobalGiving			✓		✓			✓	✓
iRaiser	✓	✓		✓	✓	✓	✓	✓	✓
Kindful	✓	✓				✓	✓	✓	✓
Mightycause	✓	✓	✓			✓	✓	✓	✓

KEY

- * Offers integration with Blackbaud's Online Express and Event Brite for event registration
- ** Ability to pre-register and charge later, but not the ability to charge a calculated amount at a later date
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USER INTERFACE CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	EVENT REGISTRATION	ABILITY TO RE-JOIN CAMPAIGN	GAMIFICATION	MULTI- REGISTRATION	CREDIT CARD GUARANTEE	OFFLINE GIFT RECORDING	TRANSACTION FEE COVERAGE	PERSONAL PAGES	PROGRESS METERS
NeonCRM by Z2 Systems, Inc.	✓	✓		✓		✓	✓	✓	✓
OneCause Peer-to-Peer Social Fundraising	✓+	✓	✓	✓	✓	✓	✓	✓	✓
Panorama Enterprise by FrontStream	✓	✓	✓	✓	✓	✓	✓	✓	✓
Panorama Pro by FrontStream	✓			✓	✓	✓	✓	✓	✓
Pledge It		✓				***	n/a	✓	✓
Qgiv	✓+		✓	✓		✓	✓	✓	✓
raisin by A.K.A. New Media	✓	✓	✓	✓		✓	✓	✓	✓
Rallybound	✓	✓	✓	✓	✓	✓	✓	✓	✓
Salsa	✓			✓		✓	✓	✓	✓
Springboard by Jackson River	✓	✓	✓	✓	✓	✓	✓	✓	✓
SWEET! by Blue Sky	✓+	✓	✓	✓	✓	✓	✓	✓	✓
TeamRaiser by Blackbaud	✓+	✓	✓	✓	✓	✓	\$	✓	✓
Tiltify	✓+	✓	✓			***		✓	✓

KEY

- * Offers integration with Blackbaud's Online Express and Event Brite for event registration
- ** Ability to pre-register and charge later, but not the ability to charge a calculated amount at a later date
- *** Administrators only, not participants
- \$ Available for extra fee
- + Also allows for purchase of optional items (e.g., t-shirts or jerseys) during registration process

ADMINISTRATIVE INTERFACE CAPABILITIES

In addition to keeping your participants, supporters, and constituents happy, it's important to provide your staffers with tools that allow them to do their jobs as efficiently as possible.

The following chart shows some of the administrative interface features that are included with each platform:


- **Custom reports** — Does the platform support creating custom/adhoc reports as needed based on filter criteria defined by your administrator? (All of the following tools provide some level of pre-defined reports and/or dashboards.)
- **Event coordinator access** — Does the platform offer the ability to provide remote event coordinators, staff, or volunteers with limited administrative access to one or more campaigns so they can access only the information they need for their specific campaign(s) and not the rest of the organization's constituent data?
- **Currencies supported** — Which currencies does the system support? While merchant vendors can accept credit cards based on different currencies, it is important to know what currency(s) the platform can report on and track. We list specific countries where the information was provided. Several platforms claimed to support any currency, so we marked these as "OD" (organizationally-directed currency). Be sure to verify that the platform will support your specific requirements.
- **PDF receipting** — Does the platform support pdf receipting for clients who request it or require it to conform with the Canada Revenue Agency (CRA) specific tax receipting requirements that Canadian nonprofits must adhere to?

ADMINISTRATIVE INTERFACE CAPABILITIES

PLATFORM (listed alphabetically)	CUSTOM REPORTS	EVENT COORDINATOR ACCESS	CURRENCIES SUPPORTED	PDF RECEIPTING
Arreva		✓	USD	
CauseVox	✓	✓	OD	
Charidy	✓	✓	OD	✓
CharityEngine by BIS Global	✓	✓	USD	✓
CharityWeb			OD	
Classy	✓	✓	OD	✓
Click & Pledge	✓		OD	✓
CrowdRise by GoFundMe	✓	✓	CAD, USD	✓
Donately	✓		USD	
DonorDrive	✓	✓	OD	✓
Engaging Networks	✓	✓	OD	✓
everydayhero by Blackbaud			AUD, EUR, GBP, NZD, USD	
Flipcause	✓	✓	USD	

KEY

CUSTOM REPORTS

 Available for extra fee

CURRENCIES SUPPORTED

AUD Australian Dollar

CAD Canadian Dollar

EUR Euro

GBP British Pound

HKD Hong Kong Dollar

NZD New Zealand Dollar

OD Transactions can be tracked in any currency the organization designates

USD U.S. Dollar

ADMINISTRATIVE INTERFACE CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	CUSTOM REPORTS	EVENT COORDINATOR ACCESS	CURRENCIES SUPPORTED	PDF RECEIPTING
Fundly	✓ \$	✓	OD	✓
FundRazr	✓	✓	OD	✓
Funraisin	✓	✓	OD	✓
Give Lively	✓		USD	
GiveGab	✓ \$		USD	
GiveGab Enterprise	✓	✓	OD	✓
Givhero	✓	✓	USD	✓
GivingGrid			AUD, CAD, EUR, GBP, USD	
Giving Spirit	✓	✓	USD	
GlobalGiving	✓		GBP, USD	✓
iRaiser	✓	✓	OD	✓
Kindful	✓		OD	✓
Mightycause	✓	✓	USD	✓

KEY

CUSTOM REPORTS

\$ Available for extra fee

CURRENCIES SUPPORTED

AUD Australian Dollar

CAD Canadian Dollar

EUR Euro

GBP British Pound

HKD Hong Kong Dollar

NZD New Zealand Dollar

OD Transactions can be tracked in any currency the organization designates

USD U.S. Dollar

ADMINISTRATIVE INTERFACE CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	CUSTOM REPORTS	EVENT COORDINATOR ACCESS	CURRENCIES SUPPORTED	PDF RECEIPTING
NeonCRM by Z2 Systems, Inc.	✓		CAD, USD	
OneCause Peer-to-Peer Social Fundraising	✓	✓	OD	✓
Panorama Enterprise by FrontStream	✓\$	✓	multiple	✓
Panorama Pro by FrontStream	✓	✓	USD	
Pledge It	✓\$	✓	USD	✓
Qgiv	✓	✓	CAD, USD	✓
raisin by A.K.A. New Media	✓\$	✓	OD	✓
Rallybound	✓\$	✓	OD	✓
Salsa			USD	✓
Springboard by Jackson River	✓	✓	OD	✓
SWEET! by Blue Sky	✓\$	✓	OD	✓
TeamRaiser by Blackbaud	✓	✓	multiple	✓
Tiltify	✓	✓	OD	

KEY

CUSTOM REPORTS

\$ Available for extra fee

CURRENCIES SUPPORTED

AUD Australian Dollar

CAD Canadian Dollar

EUR Euro

GBP British Pound

HKD Hong Kong Dollar

NZD New Zealand Dollar

OD Transactions can be tracked in any currency the organization designates

USD U.S. Dollar

INTEGRATION CAPABILITIES

Getting an overall picture of how your constituents interact with your organization and how your organization interacts with your constituents is vital, and therefore it's important to consider how (and if) your peer-to-peer fundraising platform interacts with your constituent relationship management (CRM) system, donor database, and/or database of record.

The following chart shows which CRM systems / databases of record each peer-to-peer fundraising platform integrates with:

- **The Raiser's Edge** — Does the platform integrate with the prolific donor management system, Blackbaud's The Raiser's Edge?
- **Salesforce CRM for nonprofits** — Does the platform integrate with Salesforce? Salesforce continues to gain momentum with its Nonprofit Success Pack (NPSP) and a variety of applications available on the [Salesforce AppExchange](#).
- **Enterprise toolset** — Is the platform part of a larger enterprise toolset? For example, TeamRaiser is a module within Blackbaud's Luminate Online, which can then integrate with The Raiser's Edge via a custom sync called the "Integrator," or with Salesforce via Blackbaud's Luminate CRM and its custom service bus. In contrast, CharityEngine and others are intended to be self-contained, all-in-one solutions.
- **Merchant services** — What merchant services / payment gateways does the platform support? Some, like Click & Pledge, act as the merchant service, while others work with one or more merchant services.
- **APIs** — Does the platform offer application programming interfaces (APIs), which can make it easier to develop custom programs that interact with the peer-to-peer platform?
- **Other integration** — Does the platform offer other integrations? Many of the platform vendors have worked with clients and other companies to create integrations, and then turned the integration into a product that's available to other clients. Examples include HEPdata for corporate matching gift programs, and WealthEngine for wealth screening.

NOTE:

Third-party tools/service providers, such as Frakture, JMG Solutions, Omatic Solutions, ROI Solutions, and Ziedman Development offer batch import/export into The Raiser's Edge, Salesforce, or a number of other systems to provide organizations with an overall picture of their constituents. The following chart points out if there are established integration packages available for specific tools.

INTEGRATION CAPABILITIES

PLATFORM (listed alphabetically)	THE RAISERS EDGE	SALESFORCE .ORG	ENTERPRISE TOOLSET	MERCHANT SERVICES	APIs	OTHER INTEGRATION
Arreva			✓	Authorize.net, Stripe		https://www.arreva.com/integrations
CauseVox		✓		PayPal, Stripe		https://www.causevox.com/integrations
Charidy				M	✓	
CharityEngine by BIS Global			✓	M, V	✓	
CharityWeb	O	✓		Stripe	✓	
Classy	O, Z	✓		M, V	✓	Google Analytics, HubSpot
Click & Pledge		✓	✓	V	✓	https://clickandpledge.com/products/third-party-integrations
CrowdRise by GoFundMe	O, Z	✓		M, V	✓	Active.com, Chronotrack, Events.com, Eventbrite, Google Analytics, IMAthlete, Kindful CRM, RunSignUp, The Raiser's Edge, Salesforce, TicketSocket
Donately		✓		Stripe	✓	Zapier
DonorDrive	O	✓		M, V	✓	
Engaging Networks	O, J, F	✓	✓	M	✓	ROI Solutions
everydayhero by Blackbaud	✓		✓**	Braintree	✓	MapMyRun, Strava, VolunteerMatch
Flipcause			✓	V		

KEY	THE RAISER'S EDGE	SALESFORCE	MERCHANT SERVICES	APIs
	\$ APIs available for additional fee	* Salesforce integration via Luminate CRM	M Multiple merchant services options	✓ Follow link to publicly-published APIs
	F Frakture Integration package available		V Vendor acts as merchant service	\$ APIs available for additional fee
	J JMG Integration package available	ENTERPRISE TOOLSET		
	O Omatic integration package available	** Online Express, eTapestry and The Raiser's Edge		
	Z Zeidman integration package available			

INTEGRATION CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	THE RAISERS EDGE	SALESFORCE .ORG	ENTERPRISE TOOLSET	MERCHANT SERVICES	APIs	OTHER INTEGRATION
Fundly		✓	✓	Stripe, WePay	✓	Bloomerang
FundRazr		✓		PayPal, Stripe, WePay	✓	Facebook, Facebook tracking pixel, Google Analytics, Google Fonts, Mixpanel, Twilio, Zapier
Funraisin		✓		ACH, Giropay, iDeal, Masterpass, PayPal, Stripe	✓	Facebook eCommerce, Google ecommerce, Twillio
Give Lively		✓		M		Google Tag Manager, Twilio
GiveGab				Stripe		
GiveGab Enterprise	O, Z	✓	✓	M, V	✓	
Givhero				Stripe		
GivingGrid				WePay, PayPal		
Giving Spirit				M		
GlobalGiving				ACH, Apple Pay, check, DAF, Texttogive, PayPal, V, wire	✓	
iRaiser		✓	✓	M	✓	
Kindful				Authorize.net, Stripe, V	✓	https://www.kindful.com/integrations
Mightycause		✓	✓	Authorize.net, WePay, WorldPay		Zapier integrations available

KEY

THE RAISER'S EDGE

- F** Frakture Integration package available
- J** JMG Integration package available
- O** Omatic integration package available
- Z** Zeidman integration package available

SALESFORCE

- *** Salesforce integration via Luminare CRM

ENTERPRISE TOOLSET

- **** Online Express, eTapestry and The Raiser's Edge

MERCHANT SERVICES

- M** Multiple merchant services options
- V** Vendor acts as merchant service

APIs

- ✓** Follow link to publicly-published APIs
- \$** APIs available for additional fee

INTEGRATION CAPABILITIES

CONTINUED

PLATFORM (listed alphabetically)	THE RAISERS EDGE	SALESFORCE .ORG	ENTERPRISE TOOLSET	MERCHANT SERVICES	APIs	OTHER INTEGRATION
NeonCRM by Z2 Systems, Inc.	F	✓	✓	M	✓	https://www.neoncrm.com/neon-one-nonprofit-applications
OneCause Peer-to-Peer Social Fundraising	O	✓		M, V	✓	Adobe Typekit, Amply, Apple Pay, Facebook Tracking Pixel, GA, Google Fonts, Google Pay, Google Tag Manager, Importacular, Mixpanel, PayPal, WhatsApp, WP
Panorama Enterprise by FrontStream	O	✓	✓	M, V	✓	HEPdata
Panorama Pro by FrontStream	O	✓	✓**	V		HEPdata
Pledge It		✓		Stripe	✓	
Qgiv	O, Z	✓	✓	M	✓	https://www.qgiv.com/features/integrations
raisin by A.K.A. New Media	O, J	✓	✓	M	✓	DonorPerfect
Rallybound	O	✓	✓	M	✓	https://rallybound.com/complete-system-and-integrations
Salsa	F		✓	V, WePay	✓	Double the Donation, WealthEngine
Springboard by Jackson River	O	✓	✓	M		Luminate CRM, NGO Connect, Optimizely, Pardot, Salesforce Marketing Cloud
SWEET! by Blue Sky	O	✓		M	✓\$	CiviCRM, DonorPerfect, Double the Donation, Google Analytics, Mandrill, NeonCRM, SharpSpring, Strava, WordPress
TeamRaiser by Blackbaud	✓	✓*	✓	M, V	✓	
Tiltify	F, O	✓		M	✓	Facebook Live, Mixer, MLG, Stream, Elements, Streamjar, Streamlabs, Twitch, Twitter, YouTube

KEY

THE RAISER'S EDGE

- \$ APIs available for additional fee
- F Frakture Integration package available
- J JMG Integration package available
- O Omatic integration package available
- Z Zeidman integration package available

SALESFORCE

- * Salesforce integration via Luminate CRM

ENTERPRISE TOOLSET

- ** Online Express, eTapestry and The Raiser's Edge

MERCHANT SERVICES

- M Multiple merchant services options
- V Vendor acts as merchant service

APIs

- ✓ Follow link to publicly-published APIs
- \$ APIs available for additional fee

SPOTLIGHT ON SALESFORCE INTEGRATIONS

Salesforce is gaining momentum in the nonprofit and higher education spaces. It is a versatile and open constituent relationship management (CRM) platform that provides a robust database of record for organizations of all sizes. Many peer-to-peer platforms integrate directly with Salesforce, and that can mean a lot of things. The following is a spotlight of just some of the platforms that integrate with Salesforce.

The following chart reviews some important areas of integration to consider if you use or are considering using Salesforce CRM or a CRM system built on the Salesforce CRM platform:

- **Sync** — In what direction does the data flow (peer-to-peer platform to Salesforce, Salesforce to peer-to-peer platform, or bi-directional)?
- **Frequency of sync** — Is the sync happening in real time, on a regular schedule, or based on a manual push?
- **NPSP-compatible** — Is the platform's integration compatible with the Nonprofit Success Pack (NPSP)?
- **Offline transactions** — Can offline transactions (registrations and/or donations) be entered in the platform and sync'd with Salesforce? If not, can they be entered in Salesforce and sync'd with the peer-to-peer platform, or does it require dual entry?
- **Contact lookup** — Does the platform have a way to help alleviate duplicate creation on the front-end interface when participants register or donate?
- **Lightning-ready** — Is the product compatible with Lightning, the latest generation of Salesforce? Many products have yet to become fully Lightning-compatible.
- **Reports included** — Are Salesforce-based reports and dashboards included?
- **Cost** — What are one-time and ongoing support integration costs?
- **More info** — Links to additional documentation, information, and/or Salesforce AppExchange listings provided.

SPOTLIGHT ON SALESFORCE INTEGRATIONS

PLATFORM (listed alphabetically)	DATA SYNC	FREQUENCY OF SYNC	NPSP COMPATIBLE	OFFLINE TRANSACTIONS	CONTACT LOOKUP	LIGHTNING READY	REPORTS INCLUDED	COST	MORE INFO
Classy	2-way bi-directionally	near real-time sync	✓	native	✓	✓	✓	\$299+ /month	more info (1) more info (2)
Click & Pledge	1-way to Salesforce	near real-time sync	✓	Salesforce	✓	✓	✓	free	more info
CrowdRise by GoFundMe	1-way to Salesforce	scheduled or manual	✓	Salesforce	✓	✓	✓	custom	more info
DonorDrive	1-way to Salesforce	frequency set by admin (as frequent as hourly)	✓	native	✓	✓		configuration & monthly fees	more info
Funraisin	1-way to Salesforce	scheduled (30 minutes - daily)	✓	native	✓	✓		free	
Give Lively	1-way to Salesforce	hourly	✓	dual entry	✓	✓		free	
GiveGab Enterprise	1-way to Salesforce	scheduled (hourly, daily, weekly, monthly, or annually) by client	✓	native	✓	✓		custom	
iRaiser	1-way to Salesforce	real-time or daily	✓	native	✓		custom	one time implementation fee	custom per client
OneCause Peer-to-Peer Social Fundraising	1-way to Salesforce	daily or manual	✓	dual entry	✓	✓		\$0 - \$200/month	
Panorama Enterprise by FrontStream	1-way to Salesforce	within 2 hours	✓	Salesforce	✓		✓	free	
Panorama Pro by FrontStream	1-way to Salesforce	within 2 hours	✓	Salesforce	✓		✓	free	
Qgiv	1-way to Salesforce	hourly or manual	✓	native	✓			free	
raisin by A.K.A. New Media	1-way to Salesforce	every 15 minutes	✓	native	✓		custom	custom	app in Salesforce review
Rallybound	1-way to Salesforce	real-time sync or user initiated	✓	native	✓	✓	✓	one time implementation fee	more info
Springboard by Jackson River	2-way to bi-directionally	defaulted to 30 minutes, but can be set to near real-time	✓	native	✓	✓	✓	free	
SWEET! by Blue Sky	2-way bi-directionally	real-time	✓	native	✓			from \$1,200/year	
TeamRaiser by Blackbaud	2-way bi-directionally	near real-time	no. requires LCRM	can be entered in either	✓	✓	✓	requires Luminate CRM	more info

PLATFORM PRICING

Some of the vendors of the peer-to-peer fundraising platforms included in this guide offer pricing on their websites for all to see, while many vendors have pricing based on custom client needs, funds raised, number of participants, etc.

Ensure you ask for the total cost of ownership, and then check the numbers. (This is where you should pull out a spreadsheet and do some old school math). The following is a very basic example:

	FEE	TRANSACTION FEE RATE	TRANSACTION FEE PER PARTICIPANT	# OF PARTICIPANTS	FUNDS RECEIVED	TOTAL FEES
Registration fee	\$35	1.50%	\$0.53	1000	\$35,000	\$525
Donation (average)	\$40	1.50%	\$0.60	10000	\$400,000	\$6,000
Set up fees	\$3,000	n/a	n/a	n/a	n/a	\$3,000
Annual fees	\$4,500	n/a	n/a	n/a	n/a	\$4,500
Training fees	\$0	n/a	n/a	n/a	n/a	\$0
					Total Funds:	\$435,000
					Total Fees:	\$14,025
					Net Funds Received:	\$420,975

Note that the example above does not include sponsorships because those should not be run through the platform, but instead should be in-kind donations or payments received outside of the platform and not subject to transaction fees. Download a [sample worksheet](#).

Notice what training fees are included when calculating total cost of ownership. It is important to find out up front if the vendor charges for training on their product. We believe that all platforms should provide documentation, on-demand videos, and a regular schedule of webinar trainings open to their clients. When staff members know how to use the platform, they are more likely to raise more funds, which is not only the goal of the nonprofit, but also advantageous to the vendor via increased transaction fee income. Ideally, basic training will be included. Sure, if an organization requests onsite training with a custom agenda, that is different, but in most cases standard training with Q&A opportunities is all that is required. If it isn't, maybe the platform's complexity and usability should be questioned.

The following chart presents sample pricing available as of the printing of this document. **Please verify any pricing and contract terms with the platform vendor before entering into any agreement. Rates and terms often are negotiable and subject to change.**

PLATFORM PRICING

PLATFORM (listed alphabetically)	IMPLEMENTATION COSTS	FEES	TRANSACTION FEES	CONTRACT TERMS
Arreva	Variable	\$300+/month	2%	1, 2, or 3 years
CauseVox	none	\$0 - \$139/month	0 - 5%	monthly / annual
Charidy	none	none	4 - 12%	per campaign
CharityEngine by BIS Global	\$2,500+	varies ^E	\$0.29/transaction	1, 2, or 3 years
CharityWeb	none	\$20/month	1% donation / 2% registration	monthly, quarterly, annually, or multi-year
Classy	none	Varies	0 - 5%	1, 2, or 3 years
Click & Pledge	none	\$1.50/day maximum (billed monthly)	3.75% + \$.037/transaction or less	none
CrowdRise by GoFundMe	none	\$0 - \$333+/month	0 - 5%	no contract / contract based on plan
Donately	none	none	1 - 3% based on lifetime funds raised	none
DonorDrive	varies	varies	based on volume	varies
Engaging Networks	none	custom annual fees	2%	2 years
everydayhero by Blackbaud	\$0 - \$2,000	\$99/month	5%	1 year
Flipcause	none	\$100 - \$250/month	0%-4.9% +\$0.30 (1.5% cap)	none

KEY

FEES/TRANSACTION FEES

^E Sold as an enterprise solution or with additional functionality beyond peer-to-peer fundraising

PLATFORM PRICING

CONTINUED

PLATFORM (listed alphabetically)	IMPLEMENTATION COSTS	FEES	TRANSACTION FEES	CONTRACT TERMS
Fundly	none	none	4.9%	none
FundRazr	none	none	free plan and 5% plan	none
Funraisin	\$5,000+ AUD	\$120+ AUD	3% or option for donors to cover transaction costs	monthly, quarterly, annually, or multi-year
Give Lively	none	\$0	\$0	none
GiveGab	none	\$79+/month	2%+	quarterly, bi-annually, annually
GiveGab Enterprise	\$3,000	\$250/month	2 - 3%	1-3 years
Givhero	none	\$0	3.50%	none
GivingGrid	none	0	\$0	none
Giving Spirit	none	none	3.50%	none
GlobalGiving	none	\$0	5% (US & UK) charities, 8% for international charities, 12% first 3 weeks	none
iRaiser	2,500+ Euro	€250/month	€0.15+ per transaction	monthly, quarterly, annually, or multi-year
Kindful	\$499 - \$749	\$100+/month	none	quarterly or annually
Mightycause	none	\$0 - \$99/month	0 - 4%	no contract for free version, annually for Premium plans

KEY

FEES/TRANSACTION FEES

- E** Sold as an enterprise solution or with additional functionality beyond peer-to-peer fundraising

PLATFORM PRICING

CONTINUED

PLATFORM (listed alphabetically)	IMPLEMENTATION COSTS	FEES	TRANSACTION FEES	CONTRACT TERMS
NeonCRM by Z2 Systems, Inc.	\$600+	\$50+/month (record size) E	0%	1 year
OneCause Peer-to-Peer Social Fundraising	\$995 - \$1,995	\$3,600+/yr	0% until annual fundraising allowance exceeded	annual or multi-year
Panorama Enterprise by FrontStream	\$500	\$1,800 - \$5,000/year	1.5 - 5%	annual
Panorama Pro by FrontStream	none	\$600 - \$1,800/year	1.5 - 5%	1 year
Pledge It	none	\$0 for individual campaigns, \$1,800/year for multiple campaigns	none	annual
Qgiv	none	\$199+/month E	2.95%	none required
raisin by A.K.A. New Media	\$750 - \$2,500	\$2,000 - \$4,000/year ***	2.5 - 4%***	1, 2, or 3 years
Rallybound	\$500 - \$1,500	\$1,500+/year	1 - 4.5%	annual or multi-year
Salsa	\$0+	\$179/mo + \$.01 per supporter E	2%	3 years
Springboard by Jackson River	\$5,000 - \$25,000	\$1,000/mo	none	annual
SWEET! by Blue Sky	\$0+	\$2,000+/yr	none	1-2 years
TeamRaiser by Blackbaud	\$3,000+	\$4,500/year ***	2 - 5.5%***	3 years
Tiltify	none	\$0 - \$948+/year	3 - 5%***	at will to annual

KEY

FEES/TRANSACTION FEES

- E** Sold as an enterprise solution or with additional functionality beyond peer-to-peer fundraising
- ** Monthly fee waived, and transaction fees reduced if working through a Click & Pledge partner such as Cathexis Partners
- *** Fees and rates negotiable based on campaign fundraising history

CONTRACT TERMS

**** 30-day free trial and 10% off annual agreements

ADDITIONAL DETAILS ABOUT THE VENDORS

In addition to *which* features and capabilities each platform offers, each platform is unique in *how* it offers those features and capabilities. Following are some additional details about each vendor/platform that would not fit neatly into the charts provided in this guide.

Please note: The sample campaigns provided may be seasonal campaigns, and links may not work in the future.

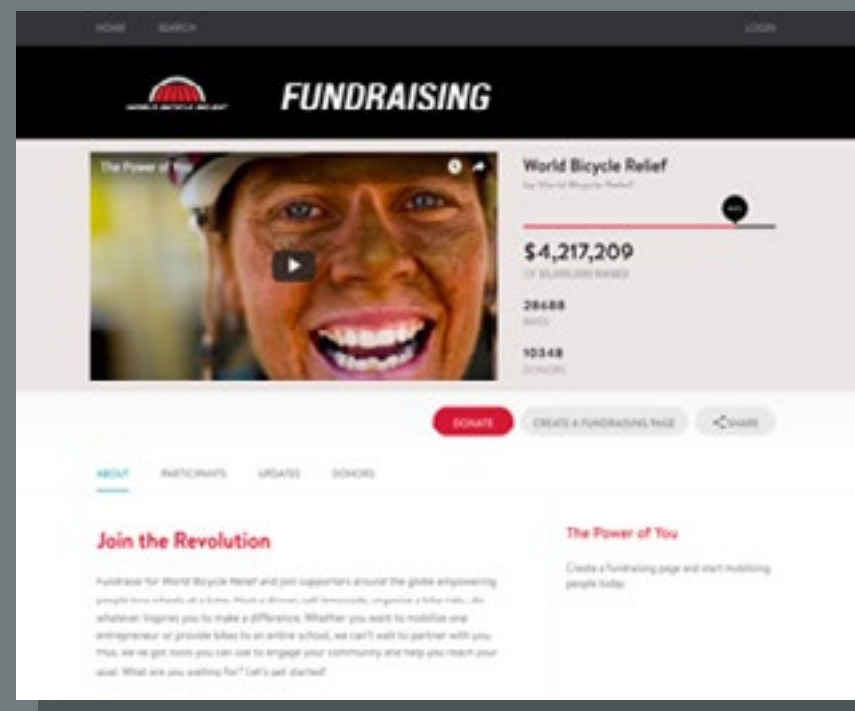
Arreva

Arreva's peer-to-peer fundraising application was built for empowering supporters to reach out through their social media and digital network to raise funds on behalf of your organization by allowing you to get your board members, donors, and even local businesses involved in raising money through their social media network and personal contacts, and simultaneously raising awareness about your cause, which will directly increase your donor database.

As part of the Arreva online fundraising platform, the peer-to-peer fundraising application is integrated with their events and volunteer applications to drive even further opportunities to deliver success in getting event registrants and volunteers to raise money for different campaigns and initiatives.

Sample campaigns:

- [The Lovelady Center](#)
- [Right Moves for Youth](#)



CauseVox

CauseVox was launched in 2010 and was designed to help small fundraising teams at nonprofits simplify and grow their fundraising without the help of IT or web developers. The platform allows an organization to manage supporters and create personalized fundraising sites, peer-to-peer campaigns, and donation pages — all in one place. [Demo videos](#)

Sample campaigns:

- [Amigos International Ongoing P2P Campaign](#)
- [World Bicycle Relief Ongoing P2P Campaign](#)
- [Postpartum Support International P2P Event and Campaign](#)

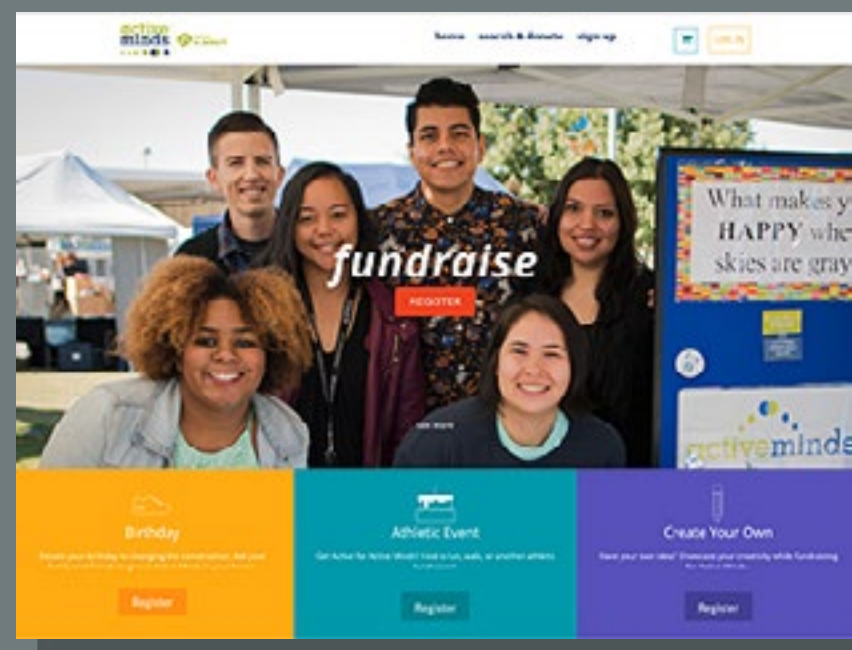
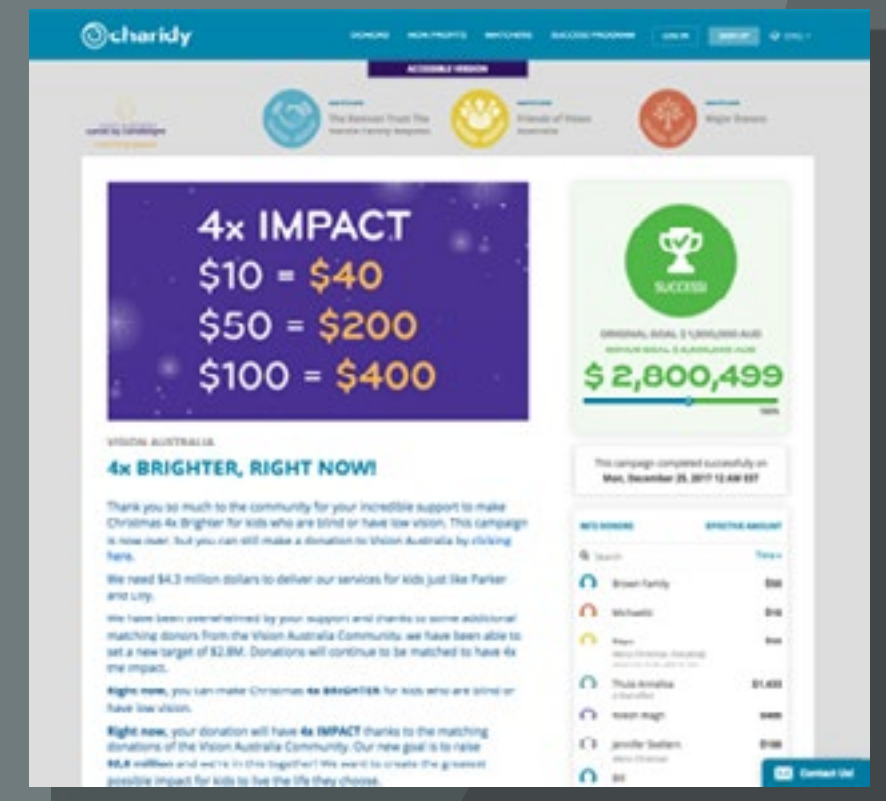
ADDITIONAL DETAILS ABOUT THE VENDORS

Charidy

Charidy launched in 2013, specializing in short, high-intensity campaigns (they're live for 24-36 hours) that integrate "matchers," so every donation is doubled, tripled, or quadrupled (depending on the campaign). This low-cost option is a good way for an organization with no experience in peer-to-peer fundraising to test a campaign without upfront or monthly platform investments or lengthy contracts.

Sample campaigns:

- STEP
- United for Freedom Giving Day, 2017
- Vision Australia



CharityEngine by BIS Global

CharityEngine launched in 2012 with an all-in-one solution, including donation forms, email marketing, event management, ecommerce, and peer-to-peer fundraising to help create an overall view of constituents. This integration allows for a more holistic approach to engaging your constituents, participants, and donors through real-time reporting and analysis.

Sample campaigns:

- Old Rag Trust – This is CharityEngine's sandbox for trying out their peer-to-peer platform
- Wounded Warrior Project Community Fundraising
- Appalachian Trail Conservancy

ADDITIONAL DETAILS ABOUT THE VENDORS

CharityWeb

CharityWeb is priced to be accessible to all nonprofits, and offers unlimited pages for donations, registrations, peer-to-peer fundraising, and full event fundraising.

Sample campaigns:

- [The Valentine Plunge](#)
- [Celebration of Hope Walk](#)
- [Mutt Strut](#)



Classy

Founded in 2011 as Stay Classy, Classy has become a marketing machine providing lots of useful content to the nonprofit space. Classy has open APIs and solid integration with Salesforce, MailChimp, and Constant Contact. It is great to see the number of nonprofit organization founders on [Classy's advisory board](#) alongside folks like Suzanne Dibianca, president and co-founder of Salesforce.org. With recent updates, Classy supports over 100 currencies and new data fields as well as an upgraded backend for faster reporting to support all those new fields. The Classy suite includes general donations, Peer-to-Peer Fundraising, Crowdfunding, and Events.

Sample campaigns:

- [BBBS of Metro Chicago](#)
- [Demo campaign](#)

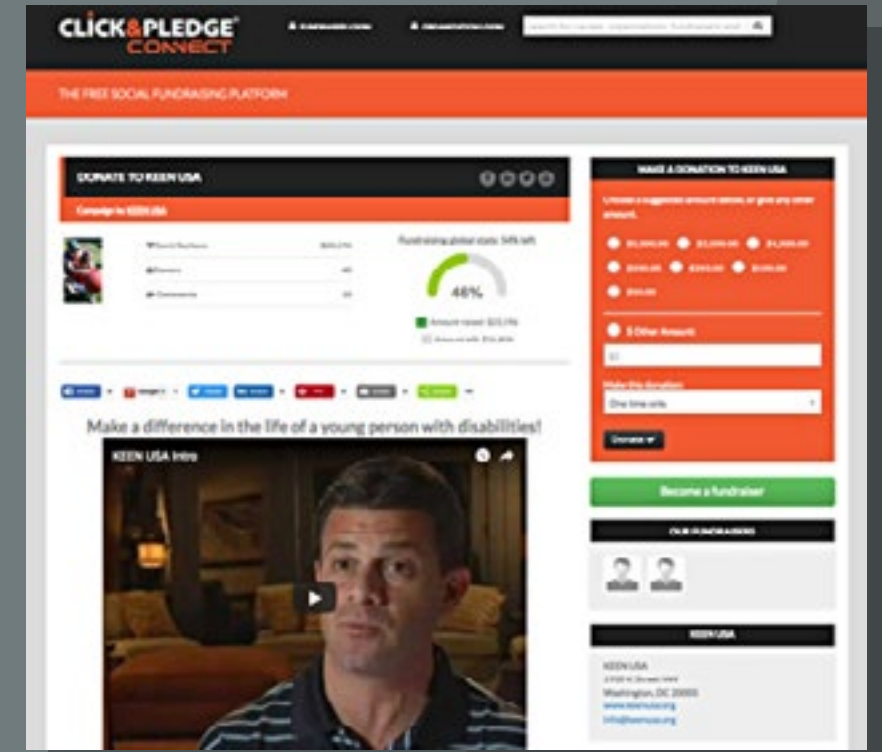
ADDITIONAL DETAILS ABOUT THE VENDORS

Click & Pledge

Click & Pledge puts an emphasis on learning as much as possible about the constituent's engagement with the organization and the organization's engagement with constituents. Its peer-to-peer fundraising capabilities use a unique algorithm to give organizations an in-depth, real-time view of each fundraiser's value. Organizations can host unlimited campaigns and fundraisers, and may also choose to integrate their data with Salesforce.

Sample campaigns:

- Berkeley Music Group
- KEEN USA
- Cradles to Crayons



CrowdRise by GoFundMe

CrowdRise was founded by actor Edward Norton and others in 2010, and GoFundMe acquired CrowdRise in 2017 to pair their own brand of person-to-person social fundraising with CrowdRise's expertise in fundraising for charities. The all new CrowdRise by GoFundMe now reaches all layers of the giving space, allowing organizations to combine registration, ticketing, and team and event fundraising with their optimized social sharing experience called **Social Amp**.

Sample campaigns:

- American Cancer Society, Raise Your Way Campaign
- Boston Marathon
- American Red Cross

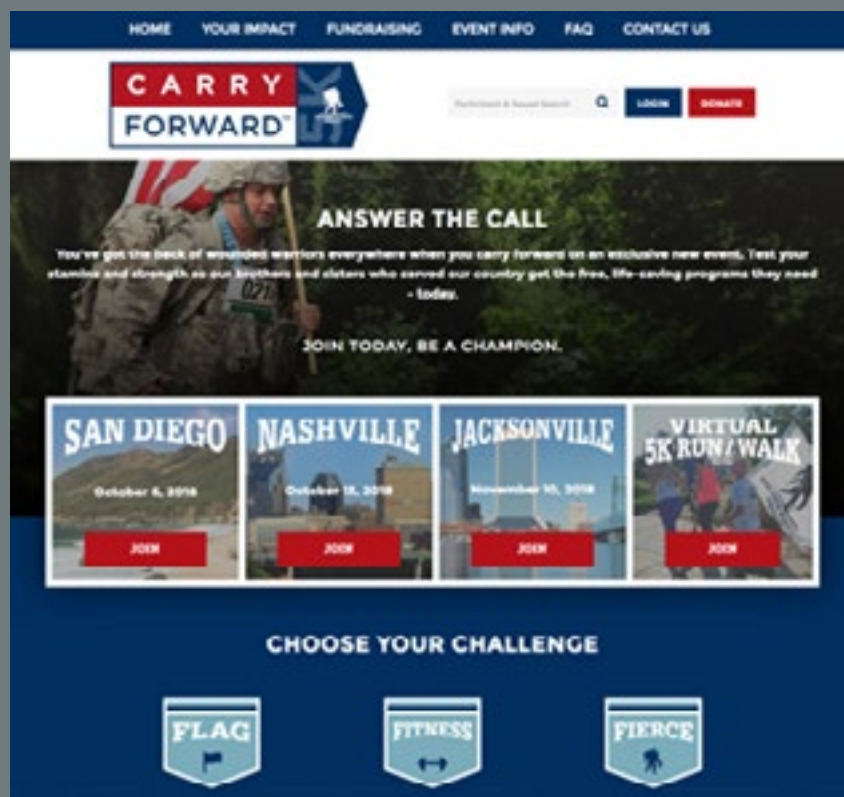
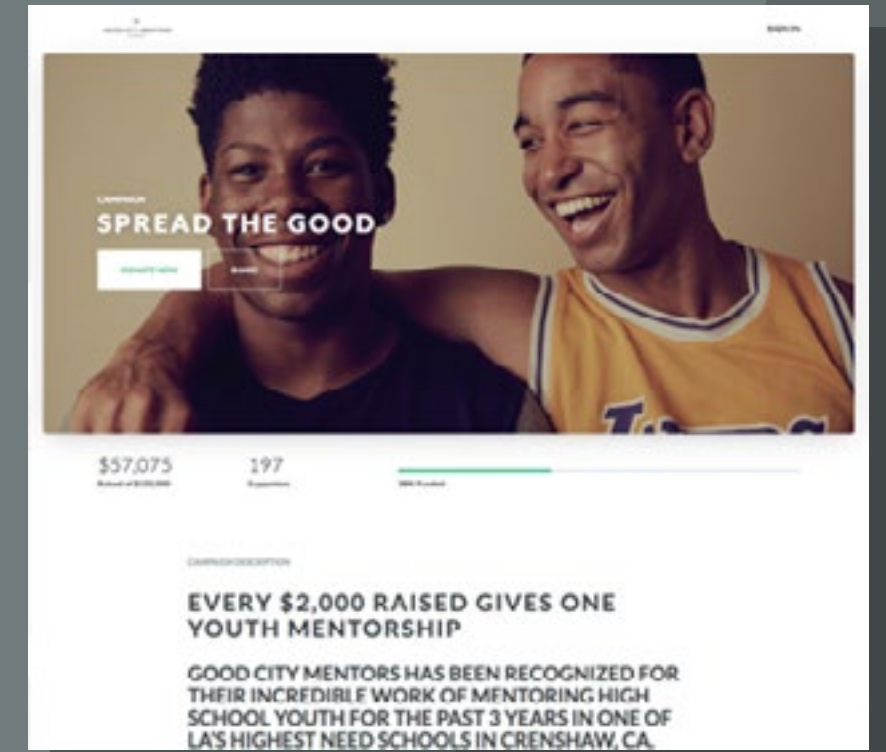
ADDITIONAL DETAILS ABOUT THE VENDORS

Donately

Donately is simple to use, yet provides a nice user interface and claims to convert eight times more visitors to donors than industry benchmarks. You can also ask donors to cover your processing fees and allow donors to pay with credit cards or via direct bank transfer. With no fixed monthly fees, no start-up costs, and a discount for nonprofits, Donately is a cost-effective, no-frills option.

Sample campaign:

- [Good City Mentors' Spread the Good Campaign](#)



DonorDrive

Turn your participants into fundraisers with storytelling on their fundraising pages, automatic coaching through their Fundraising Motivation Engine, and public recognition of their success with Achievement Badges.

Staff members can administer campaigns via flexible event configuration, automated communications, and real-time Event Insights.

Sample campaigns:

- [CMN Extra Life](#)
- [Wounded Warrior's Carry Forward Campaign](#)
- [American Foundation for Suicide Prevention](#)

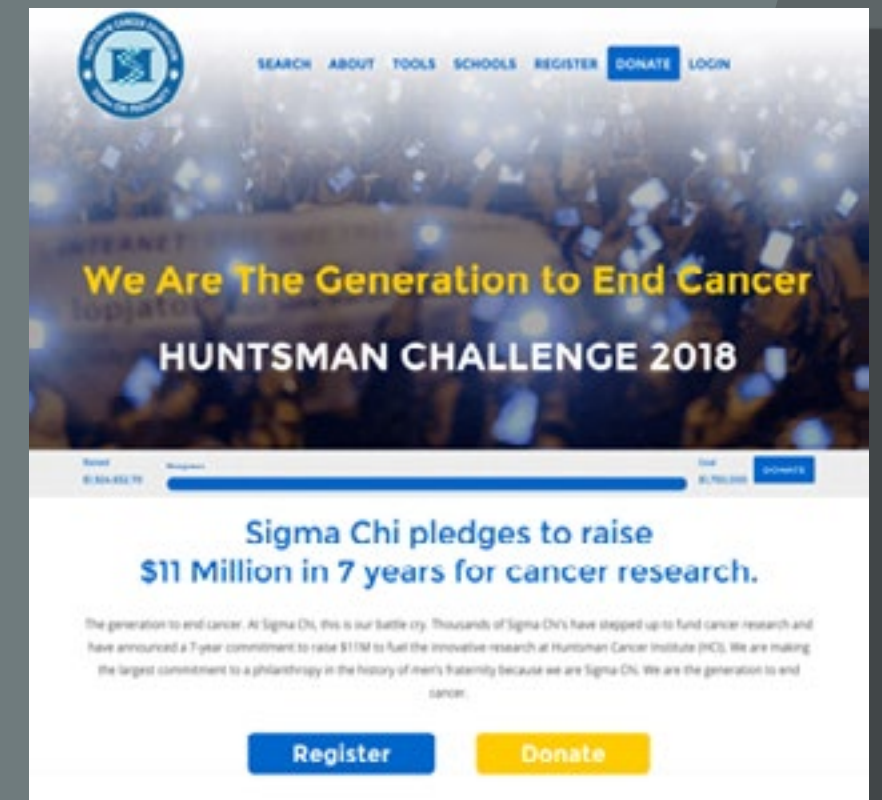
ADDITIONAL DETAILS ABOUT THE VENDORS

Engaging Networks

Engaging Networks' peer-to-peer module was co-developed with the Zuri Group. With just a few clicks, you can create a complete peer-to-peer site with registration, donation, login, and headquarters features. All content — including all field labels — can be customized with inline editors. All pages are mobile-responsive and mobile-optimized: text-messaging becomes a fundraising tool when participants manage their page from a mobile device, and donors can scan a credit card when using a smart phone.

Sample campaigns:

- Mercy Home Marathon
- Huntsman Challenge 2018
- UNICEF Canada



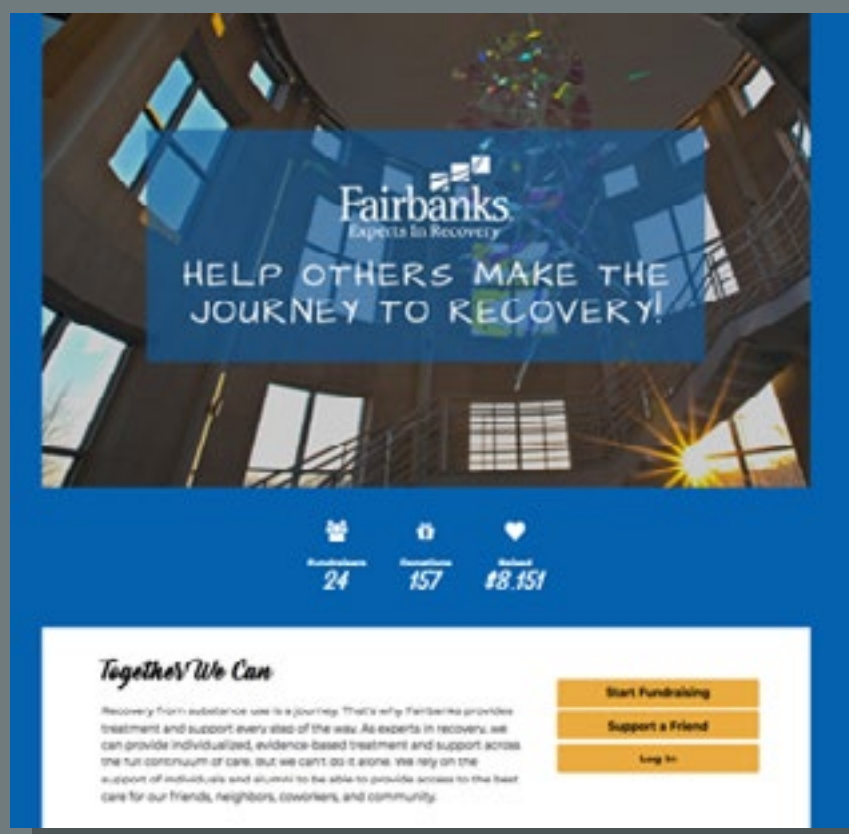
everydayhero by Blackbaud

everydayhero was started in Australia in 2007 and purchased by Blackbaud in 2011. It offers unique integration with the MapMyFitness app, allowing athletic-based campaign participants to share their training results with supporters dynamically via their normal fitness routine. It also asks if the donor would like to cover the cost of processing the transaction, resulting in 100% of the donation level selected going to the mission.

Now that everydayhero is a Blackbaud product, it integrates with The Raiser's Edge and Online Express.

Sample campaign:

- Fairbanks' Together We Can campaign
- Gulliver Schools



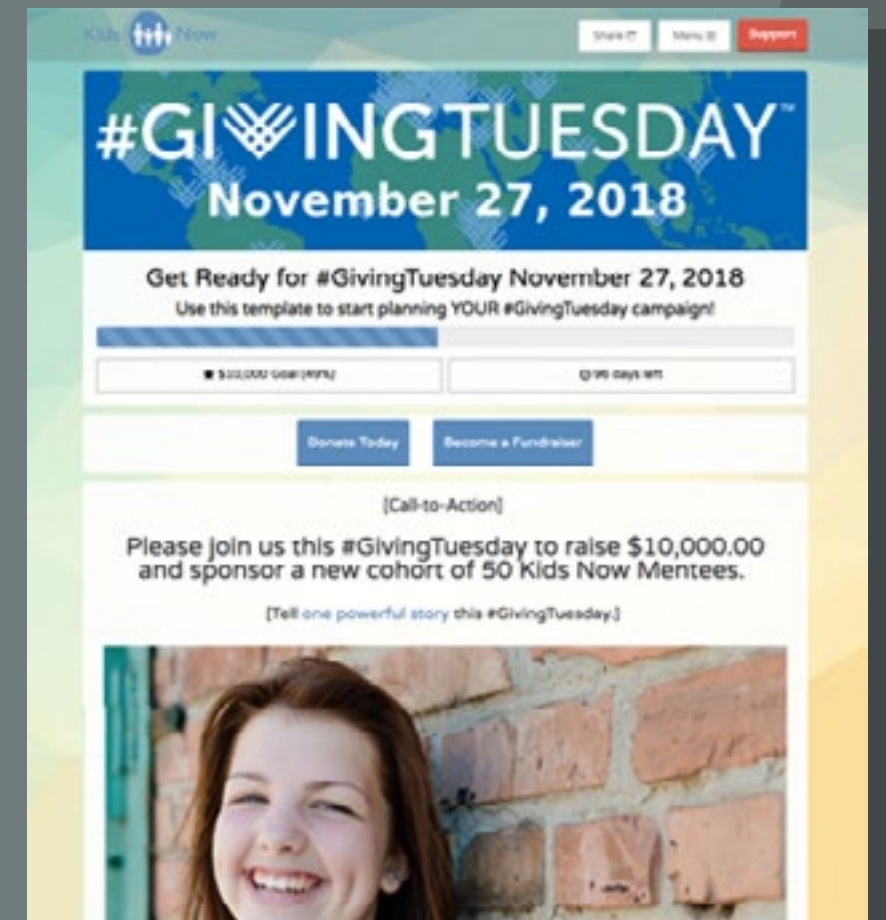
ADDITIONAL DETAILS ABOUT THE VENDORS

Flipcause

Founded in 2012 with a built-in CRM, mobile app, and payment processing, Flipcause can support an entire organization's needs to manage and accept donations, registrations, volunteers, sponsors, and peer-to-peer and crowdfunding campaigns — all from a single cloud-based dashboard. Flipcause was created specifically for small nonprofits, offers free tech support, and a 1.5% cap on transaction costs (no hidden or extra credit card fees). This is accomplished by offering the supporters to cover the fee during the transaction. Flipcause will credit on a quarterly basis for any difference.

Sample campaign:

- [Demo campaign](#)
- [Ninos Del Sol](#)
- [Kids Now Giving Tuesday](#)



Fundly

NonProfitEasy acquired Fundly in 2015, but kept the Fundly name. The Fundly peer-to-peer platform integrates with Bloomerang CRM as well as Fundly CRM. It has a deep integration with Facebook. Organizations can embed an entire campaign into a Facebook page, which means that donors can finish their donation process right on a nonprofit's Facebook page without having to go elsewhere. Fundly also provides integration with Spreadshirt. This feature allows nonprofits to select different "swag" items, customize the color and logos on those items, and attach them to different giving levels — with Spreadshirt handling fulfillment for the organization.

Sample campaigns:

- [Habitat for Humanity Global Village](#)
- [Operation Africa](#)

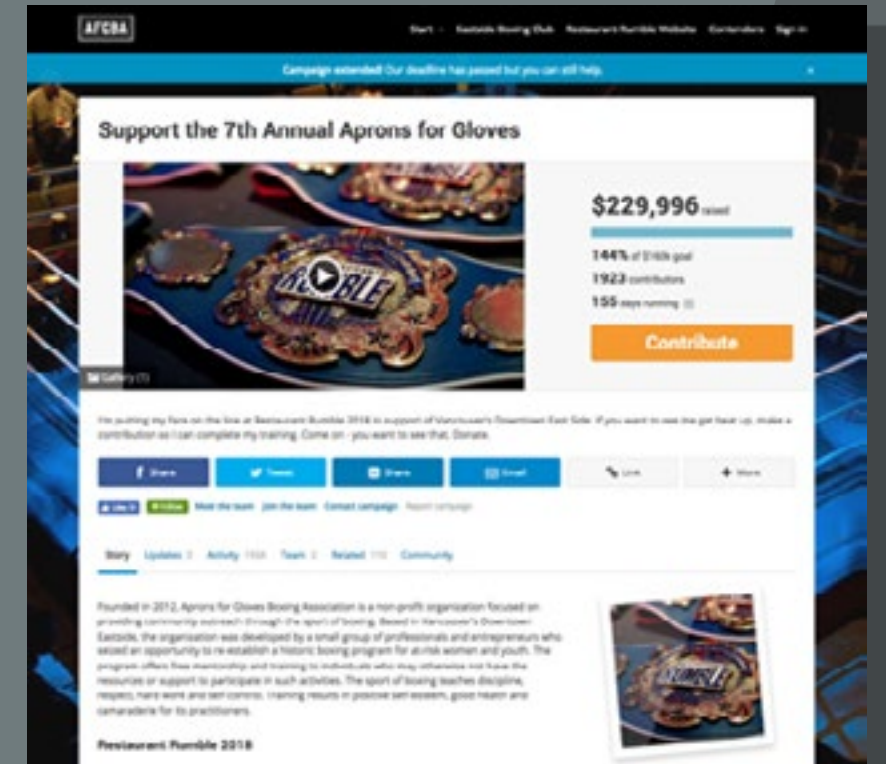
ADDITIONAL DETAILS ABOUT THE VENDORS

FundRazr

FundRazr is an enterprise crowdfunding platform that supports micro-projects and nano-projects that increase donation engagement and satisfaction by more directly communicating the impact of their contributions, yet with less effort required from the nonprofit. The system is focused on self-service and ease-of-use.

Sample campaigns:

- Master Campaign for Aprons for Gloves
- Help CWRD Rehabilitate and Release Wildlife!
- Junior League of Boston
- Societe Generale

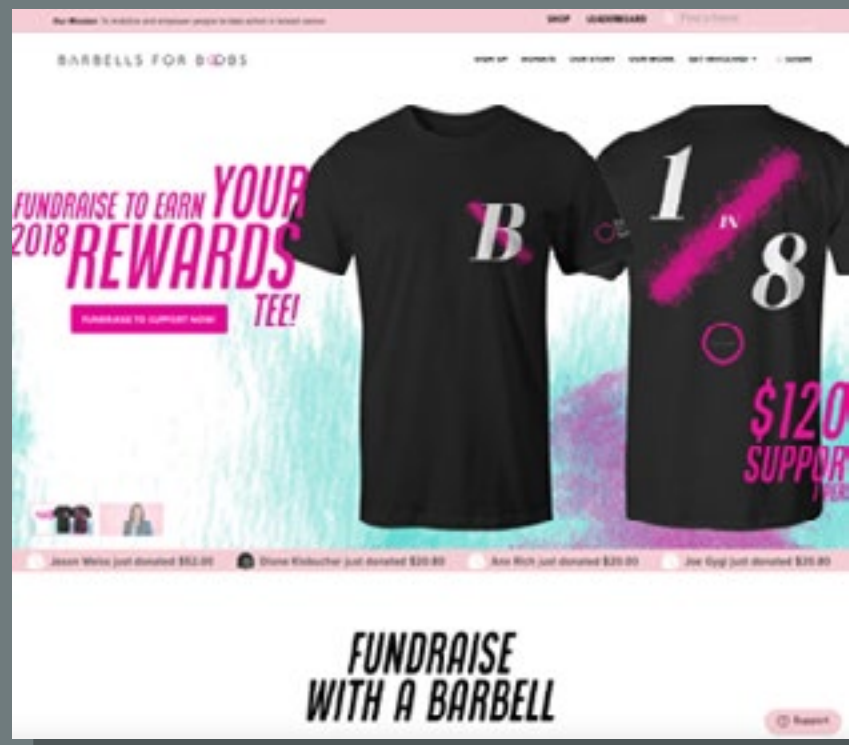


Funraisin

Released in 2016, Funraisin offers a complete suite of peer-to-peer and event fundraising features for charities in the United States, Europe, UK, Australia, and New Zealand. Funraisin helps charities create beautiful mobile and desktop pages, identify differing fundraiser types, reward and recognize achievement, and segment supporters based on their propensity to fundraise with real-time access to data. Ongoing free support (design and technical) means the team behind Funraisin can become an extension of your digital team to help monitor and optimize your online events.

Sample campaigns:

- Distinguished Gentleman's Ride
- Barbells for Boobs
- Chain Reaction



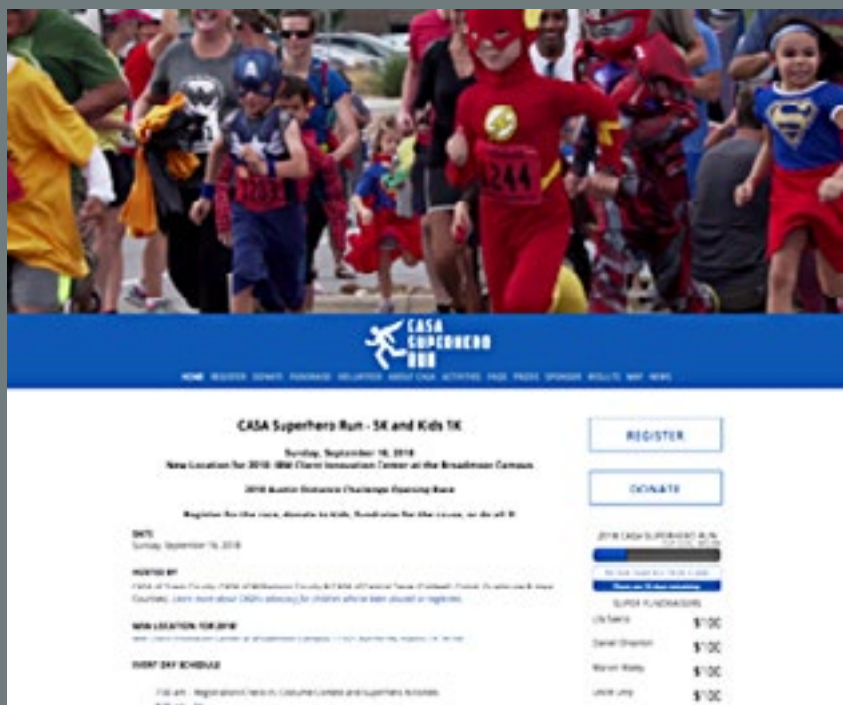
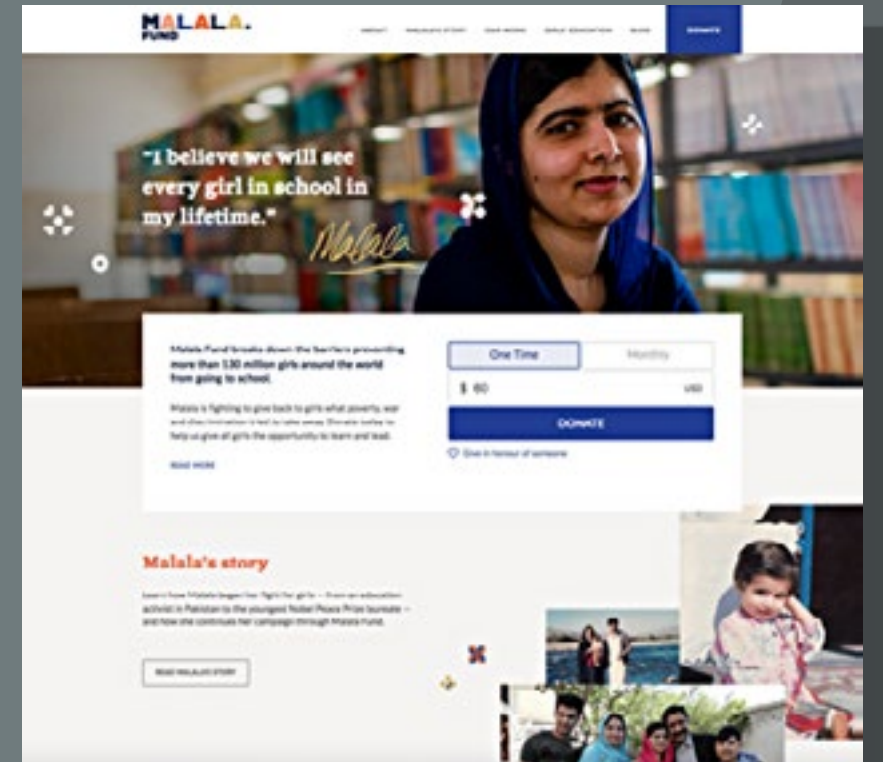
ADDITIONAL DETAILS ABOUT THE VENDORS

Give Lively

Give Lively, founded in 2015, is a tech startup in New York City that is providing their product to nonprofits for free. Give Lively's philanthropist founders cover their operative costs so the Give Lively team can focus on fundraising technology that will help nonprofits focus on their missions for no cost to the organization. Give Lively includes the following features: unlimited fundraising and campaign pages, multiple campaign page templates with video and imagery integration, text-to-donate fundraising with live event donation tracking display, peer-to-peer fundraising, multiple embeddable widgets for fundraising on the nonprofit's own websites, event ticketing and registration, and an easy administrative interface to manage all online fundraising activities. Give Lively's platform is mobile-forward and responsive across all devices, and was designed for donor conversion by offering multiple payment methods including digital wallets for one-tap donations.

Sample campaigns:

- The Malala Fund
- The Montrose Center
- The United States of Women



GiveGab and Give Gab Enterprise

GiveGab, the Nonprofit Giving Platform, offers a variety of solutions including GiveGab Enterprise (a former product of Kimbia), of which the peer-to-peer module makes up only a portion of the overall suite of tools included with a subscription. Some key features of Enterprise include Salesforce integration, the ability to embed forms and widgets into an organization's website, and a broad level of multi-currency support. GiveGab's Launch and Boost plans also feature fundraising campaigns and events with peer-to-peer functionality built right in.

Sample GiveGab campaigns:

- Teach Climate Science!
- Cure KIF1A Today
- 30th Annual Pittsburgh Fun Run/Walk for Epilepsy

Sample GiveGab Enterprise campaign:

- CASA Superhero Run

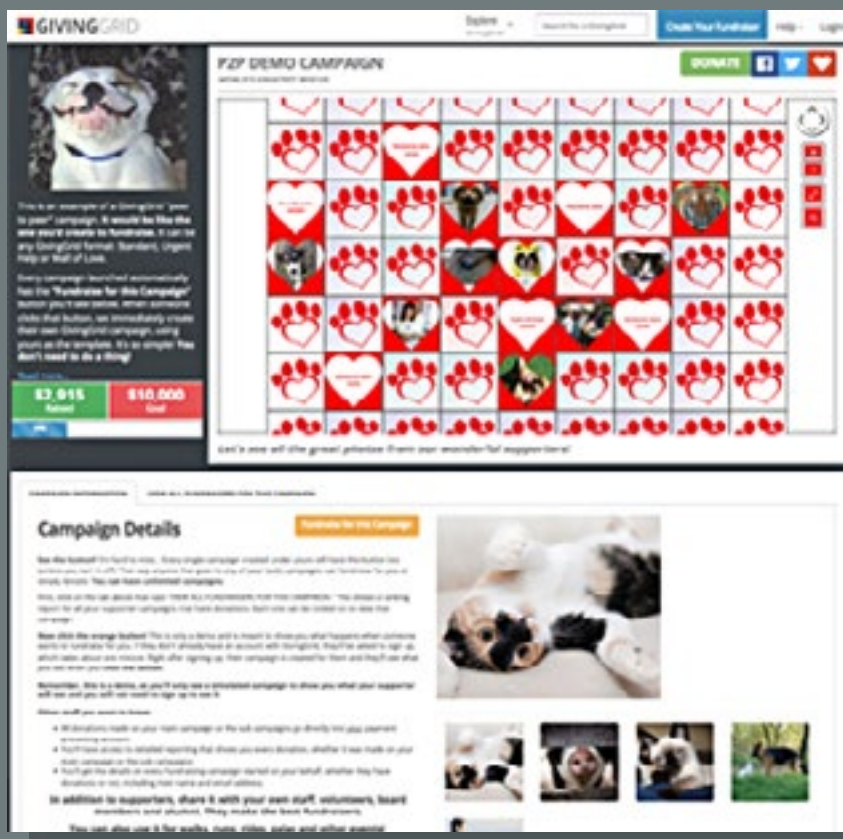
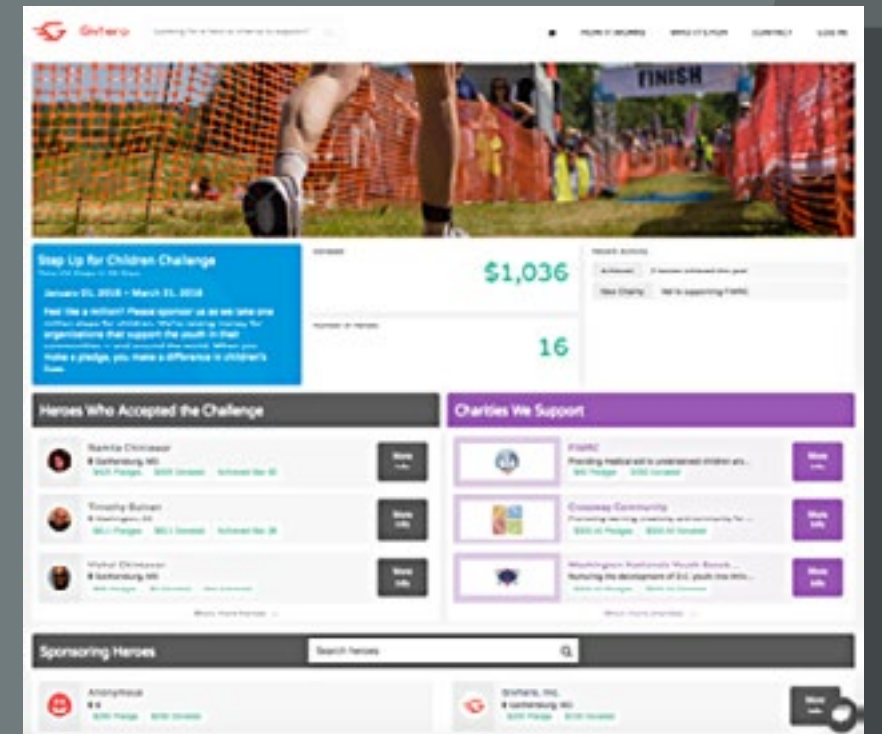
ADDITIONAL DETAILS ABOUT THE VENDORS

Givhero

Givhero is a platform for health, fitness, and fundraising. Nonprofit organizations are reaching new donors with Givhero, and giving existing donors a fun new way to raise money for their cause. App users set health and fitness goals and select a charity to support through crowd fundraising.

Sample campaigns:

- [LTBD Step Up to Health Challenge](#)
- [Step Up for Children Challenge](#)
- [GreenSpur Step Up to Health Challenge](#)



GivingGrid

With GivingGrid peer-to-peer fundraising, supporters can start fundraising for you with minimal effort. Simplicity and an interactive visual are the core of GivingGrid.com. In addition, it's free to sign up, and there are no fees.

Sample campaign:

- [Demo campaign](#)

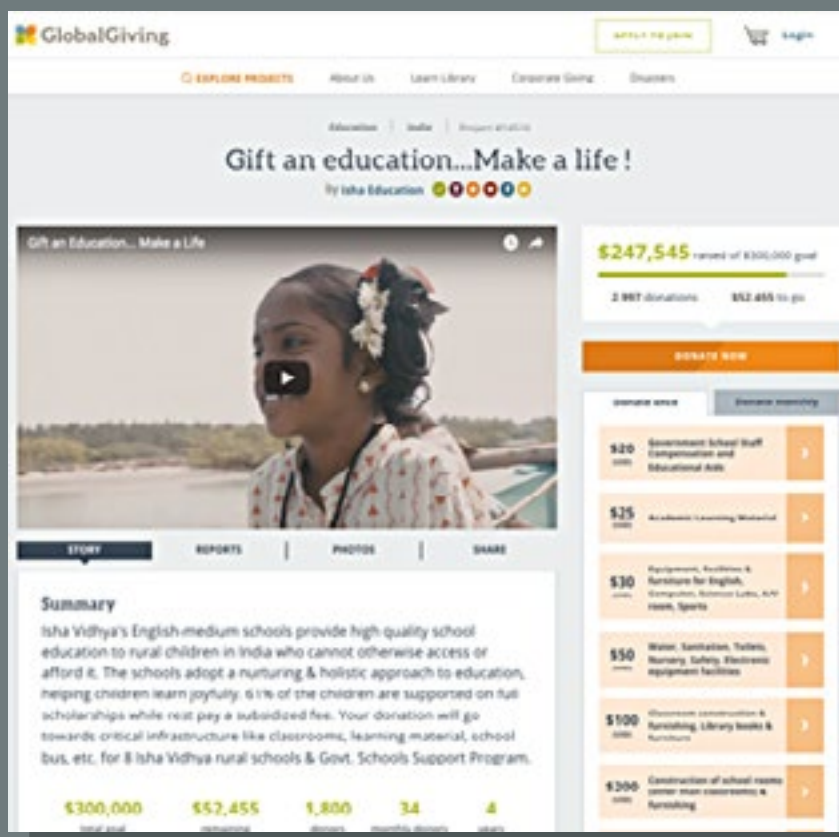
ADDITIONAL DETAILS ABOUT THE VENDORS

Giving Spirit

Giving Spirit launched their solution in 2016 and includes Donor Analytics that identify opportunities for matching funds. In addition, Giving Spirit creates a model of demographic data such as household income and composition. There are no set up or monthly fees.

Sample campaigns:

- The Smart Ride
- PBA Sailfish's Swing for the Fences
- Bowling to Fight Hunger
- CASA's Spin for a Child



GlobalGiving

GlobalGiving's mission is to transform aid and philanthropy to accelerate community-led change. Most nonprofits experience a 0% net fee, with GlobalGiving driving more new funding to projects than it charges in fees. Matching campaigns and matching funds are provided at no cost to the nonprofit.

Sample campaigns:

- Gift an education...Make a life!
- Make Motherhood Safe for Tanzanian Women
- Educate 110 Girls in Cusco for Economic Survival

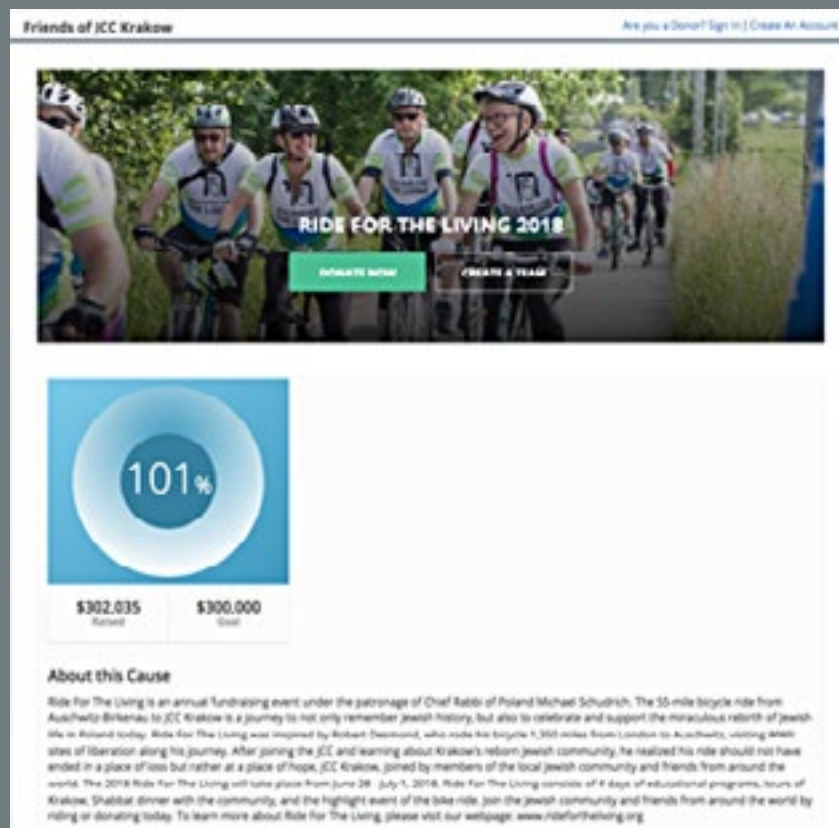
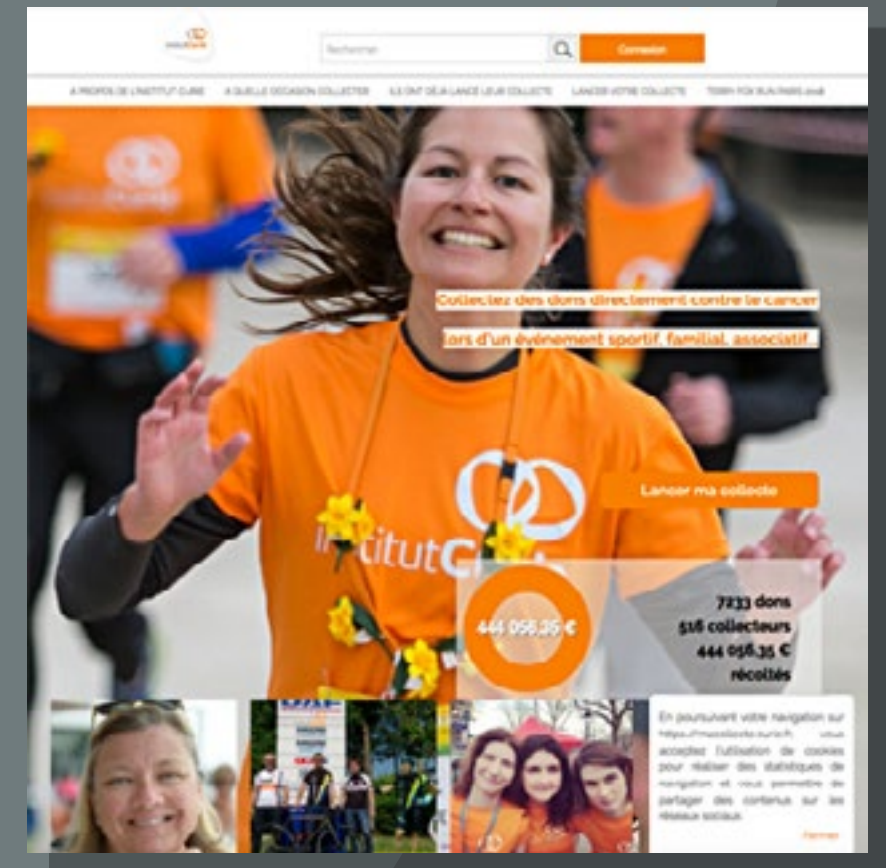
ADDITIONAL DETAILS ABOUT THE VENDORS

iRaiser

Launched in 2012, iRaiser supports organizations in 16 countries and 11 languages from offices in France, the Netherlands, Italy, Denmark, and Belgium. Over the years, iRaiser has helped their customers raise over a half billion euros. The peer-to-peer application is part of an enterprise suite of tools including donation pages, advocacy, marketing automation, and CRM.

Sample campaigns:

- [UNICEF Belgium](#) (Belgium)
- [Chaine Du Bonheur](#) (Switzerland)
- [The Curie Institute](#) (France)
- [The Pope John XXIII Community Association](#) (Italy)



Kindful

Kindful's peer-to-peer fundraising is part of a larger suite of tools that includes donor management, online fundraising, event registration, and pledges. It also integrates with a variety of platforms.

Sample campaigns:

- [World Orphans](#)
- [Kids 4 Peace](#)
- [Ride for the Living](#)

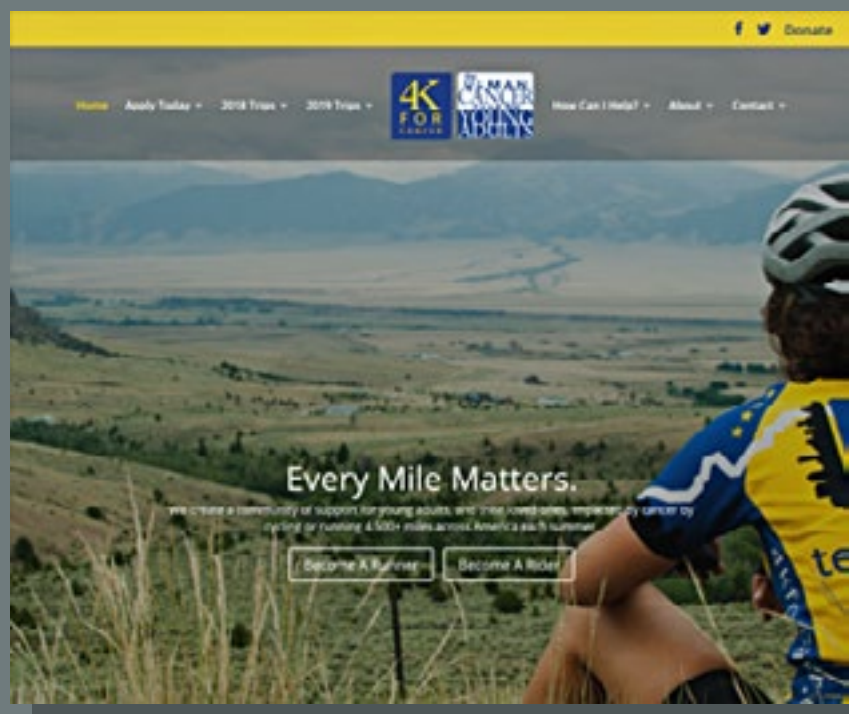
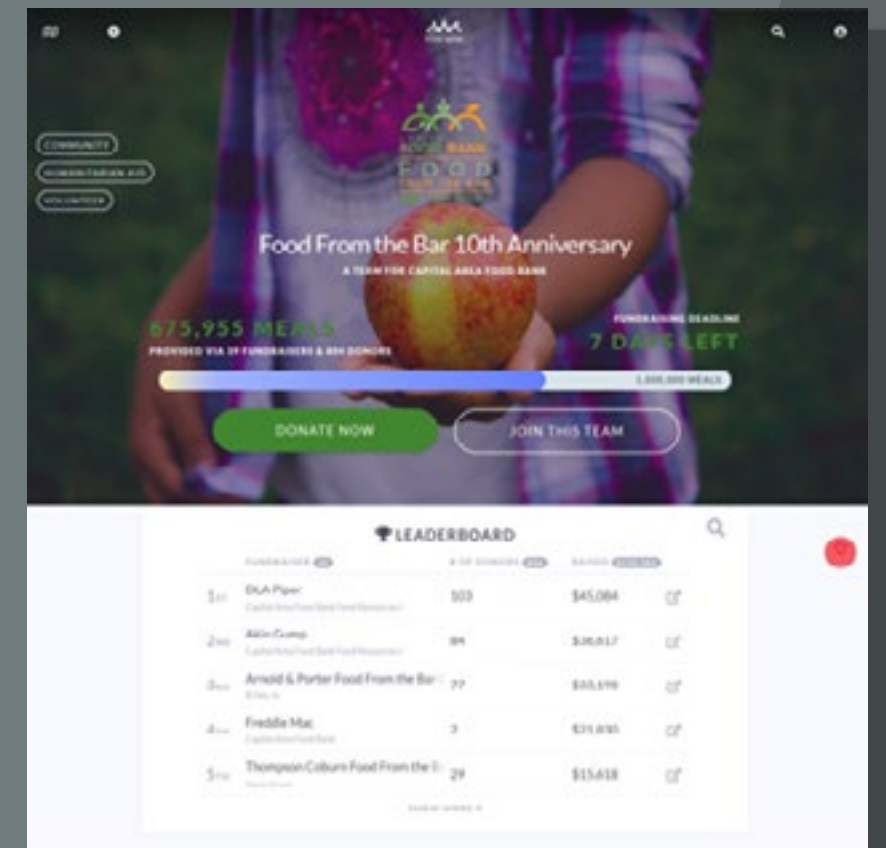
ADDITIONAL DETAILS ABOUT THE VENDORS

Mightycause (previously Razoo)

Mightycause (formerly Razoo) is an online fundraising platform built for small to medium-sized nonprofits with both free upfront and monthly subscription pricing options available. Easily onboard and activate your supporters with team and event fundraising campaigns that will highlight your brand, encourage friendly competition among participants, and help you raise more funds for your mission. Upgrade to Premium Fundraising tools including advanced analytics, donor database CRM, volunteer management, a branded donation page, and more.

Sample campaigns:

- [Dancing with the Giordano Stars 2018](#)
- [Safeguarding St. Paul's School](#)
- [Capital Food Bank](#)



NeonCRM by Z2 Systems, Inc.

NeonCRM was founded by Jeff Gordy, former IT director at the Kidney Cancer Association, when he looked around and didn't see the features he needed in existing offerings. NeonCRM's peer-to-peer fundraising platform is part of a comprehensive suite of features built for nonprofits by people who have worked at nonprofits. Instead of just managing revenue and energizing supporters, NeonCRM also allows for workflow automation, team captain and campaign donor retention, and easy yet deep dashboard reporting and communications once the event is over.

Sample campaigns:

- [Ulman Cancer's 4k for Cancer](#)
- [RISE](#)
- [11 Day Power Play](#)

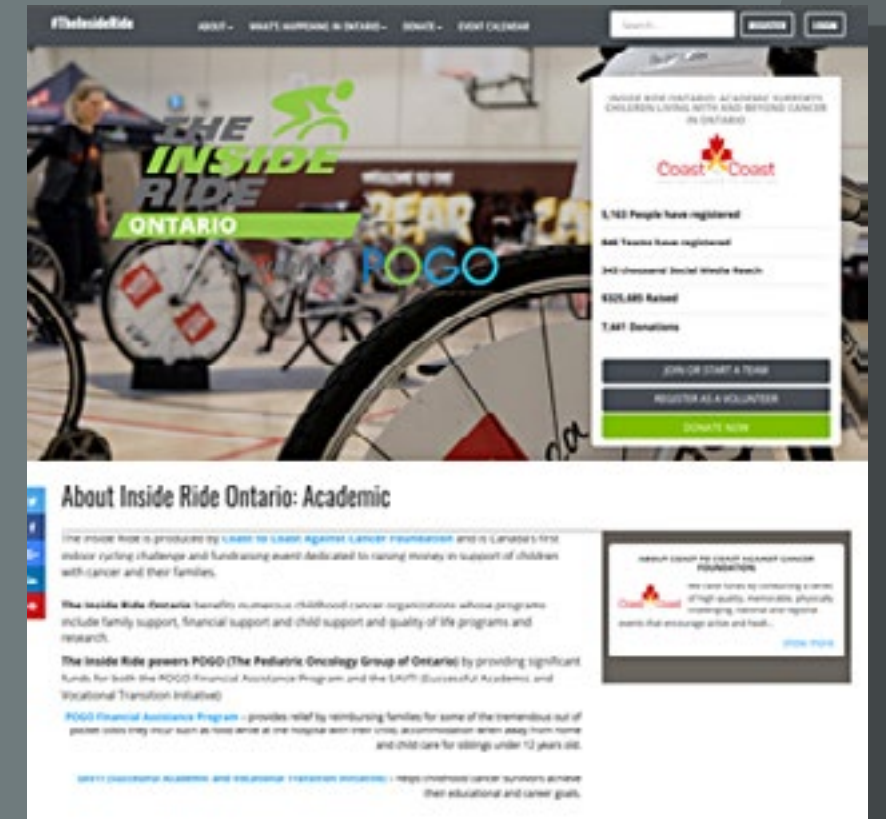
ADDITIONAL DETAILS ABOUT THE VENDORS

OneCause Peer-to-Peer Social Fundraising (previously Great Feats)

As of April 2018, Great Feats is now the OneCause Peer-to-Peer solution. Built by former executives from Convio (now Blackbaud), OneCause Peer-to-Peer focuses on the participant experience by making fundraising more social, mobile, and fun. The intuitive platform supports a wide range of campaign types designed to amplify reach and increase fundraising. OneCause Peer-to-Peer drives engagement through social media integration, social channel recruitment, built-in solicitation tools, triggered emails, gamification, milestone badges and messages, personal dashboards, and progress meters to keep participants engaged until goals are reached.

Sample campaigns:

- Coast to Coast Against Cancer Foundation's The Inside Ride Ontario
- Hill Country Ride for AIDS
- Circle of Health International's In Her Shoes



Panorama Enterprise (previously Artez) by FrontStream

FrontStream acquired Artez in 2013 and recently rebranded the platform to "Panorama Enterprise". Included in the platform is tribute and recurring donations, shopping cart, registration, ticketing, online auction and donor management capabilities. The platform is designed to help organizations raise more money with enhancements such as coaching communications, dynamic donation amounts, donor pays the fee, social sharing, and HEPdata integration. The Intelligent Fundraising Engine tailors communications to each participant based on actions they have (or have not) taken in your campaign. The Dynamic Donation Amounts feature automatically customizes the suggested giving amounts on your donation forms and peer-to-peer fundraising pages.

Sample campaigns:

- Blue Sea Philanthropy – Ride for Refuge
- Leukaemia Foundation's World Greatest Shave
- Baycrest Scotia Bank Pro Am Hockey Tournament



ADDITIONAL DETAILS ABOUT THE VENDORS

Panorama Pro (previously FirstGiving) by FrontStream

FrontStream acquired FirstGiving in 2012 and was rebranded recently to “Panorama Pro”. Included in the platform is direct donation, registration, ticketing, online auction, and donor management capabilities. The platform is designed to help you raise more money with enhancements such as donor pays the fee (this can be a percentage, dollar amount, or combination of both), social sharing, and HEPdata integration; and is used for a wide range of fundraising from grass roots campaigns to national events. FrontStream also includes Intelligent Fundraising with the Pro product.

Sample campaigns:

- Ride to the 78th
- Michigan Law Enforcement Polar Plunge for Special Olympics Michigan
- ALS One Falmouth Road Race Team



Pledge It

Pledge It allows donors to pledge per touchdown scored, per mile run, per pound lost, etc. Pledge It empowers individuals and teams to raise funds for amazing causes through their athletic activity by creating national and regional events to rally support.

Sample campaigns:

- Coaches vs. Cancer 3-Point Challenge
- Touchdowns Against Cancer
- Uplifting Athletes

ADDITIONAL DETAILS ABOUT THE VENDORS

Qgiv

Qgiv offers a range of online and mobile fundraising solutions, including donations, peer-to-peer, event registration, a donor-facing giving app, text giving, and more. Their no-contract pricing gives organizations the freedom to move between plans whenever they'd like. Qgiv offers integrations with a variety of CRM systems and email services, with more in the works. Qgiv's staff is continuously enhancing their users' experience with the product: customer feedback is used to tailor the system to nonprofits' needs, and the Customer Experience team offers unlimited free training sessions.

Sample campaigns:

- [Bedrace for Bridging](#)
- [The Potter League for Animals Heart & Sole Walk](#)
- [Junior Achievement's Tippy Mud Run](#)



raisin by A.K.A. New Media

raisin is an online and mobile fundraising platform providing a user-friendly system for constituents and event managers. The peer-to-peer solution powers local events as well as large national events, arming participants with a full suite of fundraising tools to help them market to friends and family and exceed their goals. Event managers can quickly launch fundraising events with an easy-to-use “drag and drop” content management system that enables them to set up event websites without any technical knowledge. raisin's open API directly integrates with DonorPerfect, Salesforce, and The Raiser's Edge (via JMG Solutions), creating an ecosystem of best-in-class systems. raisin has a suite of modules available: Peer-to-Peer, Donations, and Ticketing.

Sample campaigns:

- [Covenant House](#)
- [Els for Autism](#)
- [Kidney Walks](#)

ADDITIONAL DETAILS ABOUT THE VENDORS

Rallybound

Rallybound gives nonprofits of any size a modern digital fundraising platform that is clean, fresh, powerful, and easy to use. With Rallybound's unique web and mobile fundraising solutions, nonprofits can run numerous types of campaigns, including peer-to-peer, do-it-yourself / independent fundraising, and tributes/memorials. Nonprofits can also integrate donation and ticketing pages into their main websites, allowing them to present a seamless donation experience to supporters.

Sample campaigns:

- [Sierra Club](#)
- [Bike4Chai](#)
- [Colorectal Cancer Alliance](#)



Salsa

Salsa acquired Givezooks! in 2014 and DonorPro in 2015. The Salsa Peer-to-Peer module extends the profile-building of the Engage digital marketing engine to empower campaign managers to build customizable fundraising campaigns that are flexible enough for both "a-thon" and virtual events with multiple ticket configurations and optional add-on purchases. With branded fundraising page templates, easy coaching features, and a mobile app for fundraisers, Salsa campaign managers have all the tools at their disposal to empower their participants and set their event up for success. A native integration with Salsa CRM and upcoming integrations with Salesforce and Frakture streamline post-event constituent management and cultivation.

Sample campaigns:

- [Dining for Friends](#)
- [Fuse Project Dragon Boat Festival](#)
- [Cure Arthritis 2020 Fundraiser](#)

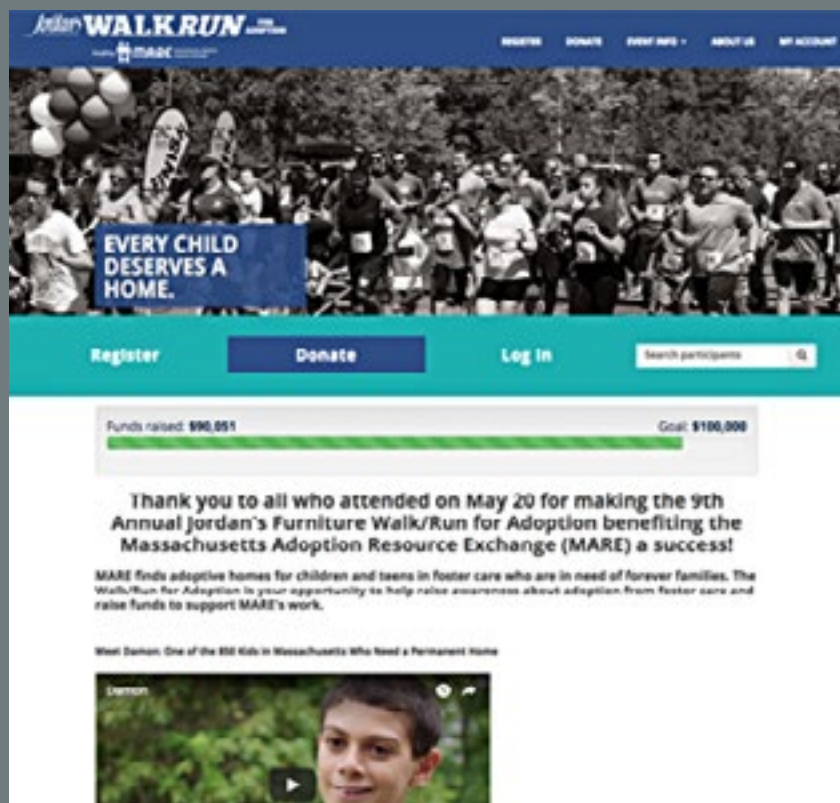
ADDITIONAL DETAILS ABOUT THE VENDORS

Springboard by Jackson River

Springboard is a versatile peer-to-peer platform for both fundraising and advocacy campaigns, which works as part of the Salesforce Nonprofit Cloud. Organizations use Springboard to power DIY and event-based fundraising campaigns plus policy-driven and grassroots advocacy campaigns designed to engage their supporter communities and deliver impact. With fully-customizable designs, a participant communications hub, strong social integration, complete payment flexibility including full multicurrency, and all data natively integrated with Salesforce, Springboard offers organizations the ability to run creative peer-to-peer campaigns, personalized for their supporters. Springboard is available alongside Springboard Fundraising, Advocacy, and Events products.

Sample campaigns:

- [Team ASPCA](#)
- [Team ACLU](#)
- [African Wildlife Campaign](#)
- [Off Fossil Fuels](#)



SWEET! by Blue Sky

SWEET!, founded in 2002, focuses on providing value with its software and services in three key areas: 1) 0% software fees, 2) simple user-friendly features, and 3) branding/design that promotes your organization. The SWEET! platform is **priced** based on fundraising goals with no transaction fees beyond standard credit card fees.

Sample campaigns:

- [Jordan's Walk Run for Adoption](#)
- [AIDS Walk Portland](#)
- [Bike to the Beach](#)

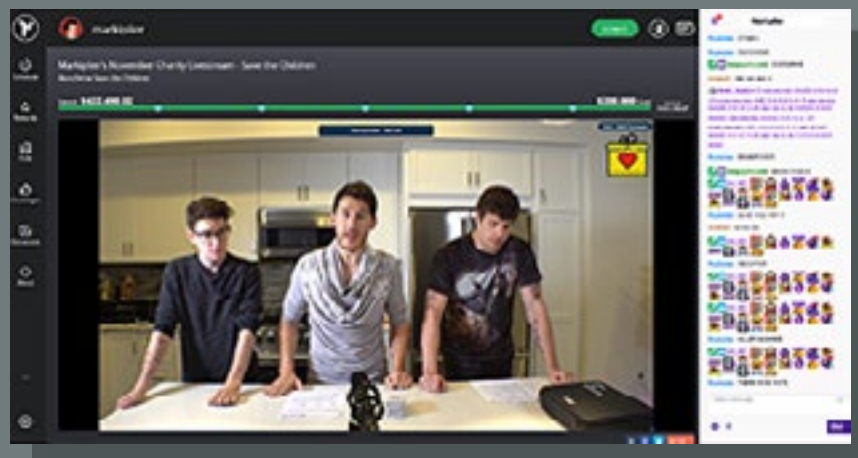
ADDITIONAL DETAILS ABOUT THE VENDORS

TeamRaiser by Blackbaud

TeamRaiser is considered by many to be the leading peer-to-peer fundraising platform. Blackbaud acquired Convio in 2012, and along with it the Luminate Online, Luminate CRM (based on the Salesforce platform), and TeamRaiser products. TeamRaiser has consistently had the most campaigns in the [Peer to Peer Professional Forum's Top 30](#) since its inception. While TeamRaiser offers the bells and whistles required to support multi-million dollar campaigns, it also is accessible to small and mid-size organizations.

Sample campaigns:

- [Give Kids The World Village](#)
- [Relay for Life](#)
- [Cycle for Survival](#)



Tiltify

Tiltify is a unique platform, and therefore a fitting way to wrap up this report. It is the fundraising platform for the digital generation, providing livestream, interactive telethon-style events that engage donors to invest in the cause. Tiltify is the leader in capturing the power of both traditional fundraising combined with modern digital livestream engagement with platforms like Twitch, YouTube, Facebook Live, Mixer, and Twitter Video, enabling any organization to take full advantage of these live technologies.

The features allow for enhanced interactions between fundraisers and donors such as polls, rewards, challenges, and interactive real-time overlays that increase fundraising exponentially. Tiltify is especially popular with Millennial and Gen-Z fundraisers and donors.

Sample campaigns:

- [DreamHack's Charity Initiative](#)
- [GuardianCon 2018](#)
- [St. Jude PLAY LIVE](#)

ADDITIONAL RESOURCES

There's virtually no limit to the number of ways an organization can use the peer-to-peer model to raise funds and engage supporters. With a little inspiration, some time, and the right peer-to-peer tools for the job, you can take your campaigns in exciting new directions.

In addition to the information in this guide, take a look at these resources, which include tips and insights on creating your next peer-to-peer campaign:

- **Visit the Cathexis Partners Blog** for valuable tips and insights on how to select, set up, and use technology to raise funds and spread the word about your nonprofit.
- **Download The Nonprofit's Guide to Peer-to-Peer Fundraising** and learn how to plan, launch, run, and wrap up successful online campaigns.
- **Download Coloring Outside the Lines: Creative Approaches to Peer-to-Peer Fundraising** and learn how organizations are finding new ways to raise money and engage supporters.

TAKE YOUR PEER-TO-PEER CAMPAIGNS TO NEW HEIGHTS

At Cathexis Partners, we help nonprofits like yours to implement and use technology to raise funds and spread the word about their mission more effectively and more efficiently. Our services include peer-to-peer fundraising software implementation and strategy.

Let's talk about how you can take your peer-to-peer fundraising to new heights:

www.cathexispartners.com | 773-274-0769

