

# 7 WAYS TO MAKE SURE YOUR FUNDRAISING CAMPAIGNS DON'T LEAVE MONEY ON THE TABLE



Cathexis  
PARTNERS

# INTRODUCTION

When you're running fundraising campaigns, you're mostly focused on planning, recruiting and coaching participants, and tracking results. But there are a few simple things you might have overlooked that can boost your funds raised.

This guide includes seven things you can start doing today to make sure your fundraising activities don't leave money on the table.

*Let's get going...*



# ASK DONORS TO COVER TRANSACTION FEES.

1

When someone donates to your organization through your online donation forms, you're typically charged a transaction fee by your payment processor. This effectively reduces each donation by some percentage (often around 3%). But you don't have to settle for that.

By providing an option on your online donation form for donors to cover the cost of transaction fees, you can capture those lost dollars.

**SELECT GIFT AMOUNT**

\$50.00    \$100.00    \$200.00    Enter an Amount

Did you know the foundation is charged a 3% transaction fee on your gift?  
You can ensure 100% of your donation goes to support our mission!

I want to do more! Please add the service fee to my total.

Additional Donation Amount: \$1.50

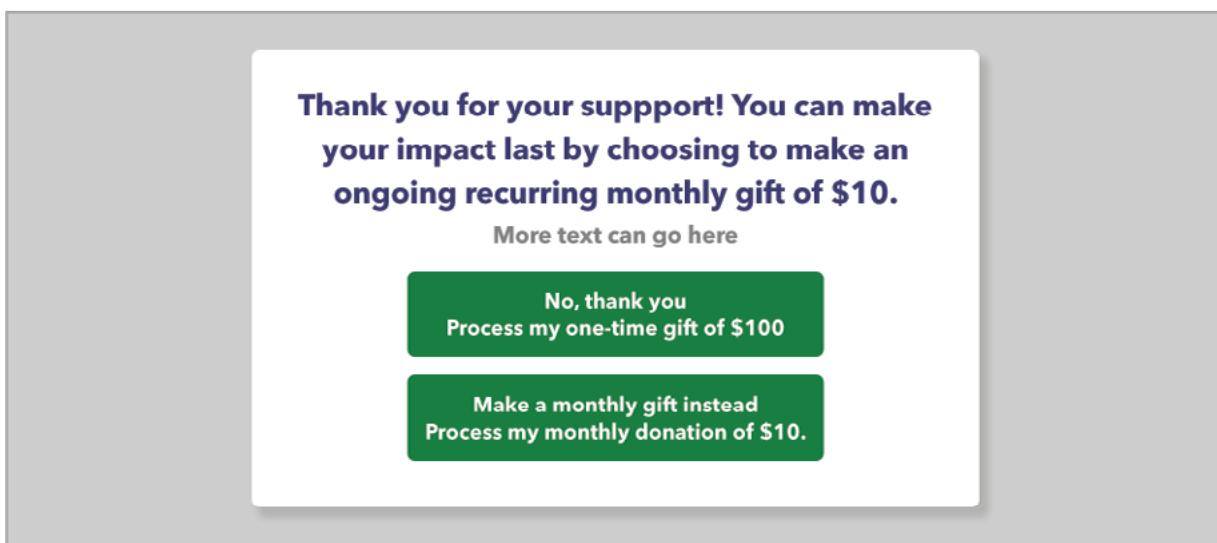
Here's a real-world example: Cathexis Partners helped Arizona Humane Society add an option to their Luminate Online-powered donation form for donors to cover the transaction fee on their donations. The result: In three months, the organization received a total of \$2,000 that previously would have been lost to transaction fees.

# ADD A MONTHLY GIVING POP-UP.

2

When donors make an online donation to your organization, present them with the option to make it a recurring gift with the convenience of monthly payments charged automatically to their credit card. This approach encourages donors to remain donors and give more over time.

In fact, industry research suggests that monthly donors<sup>1</sup> give three times more than one-time donors. Just imagine how much more your organization could raise by converting more donors to recurring, or sustaining, donors.



<sup>1</sup> <https://www.nonprofitpro.com/post/monthly-donors-give-more-than-one-time-donors/>

# REVIEW SUSTAINING GIFT CREDIT CARD EXPIRATIONS.

# 3

Once donors sign up as monthly, or sustaining, donors, they don't always remember to send you an update when their credit cards are expiring. This leads to declined transactions, and then you're left to follow up with donors to update their information — possibly missing out on months of sustaining gift donations in the process.

Here are some approaches for proactively reviewing sustaining gift credit card expirations so you don't miss out on those donations:



Set up a monthly email campaign to automatically send sustaining donors a reminder that their credit cards will expire soon.



Remind your sustaining donors via email as many as 60 to 90 days before their credit cards are set to expire to give them time to update their credit card information.



Set up a portal so that sustaining donors can log in and view/update their sustaining gift information and details.



Use a credit card updating service that automatically updates sustaining donors' credit card renewal dates.

# OFFER VERSATILE PAYMENT OPTIONS.

# 4

Giving donors the ability to give via their preferred way provides a simpler and more attractive path to completing transactions. Providing versatile payment options offers multiple benefits to donors, including:



EASE OF USE



FAMILIAR EXPERIENCE



DATA SECURITY

These days, there are many online payment options that move beyond credit or debit cards. Consider offering other digital payment options such as:

- ACH
- Amazon Pay
- Cryptocurrency
- PayPal

These types of options empower your donors to give on their terms.



## A NOTE ABOUT CRYPTOCURRENCY

Cryptocurrency is a digital currency that can be transferred electronically. You may be most familiar with the cryptocurrency called Bitcoin.

Donating directly in cryptocurrency offers tax advantages for the donor because cryptocurrency donations are treated the same as real estate or stock, but are more easily converted to U.S. dollars. Cryptocurrency also presents a unique opportunity for nonprofits to tap into a new community of donors.

# EMBED A MATCHING GIFT TOOL IN YOUR DONATION FORM.

5

Many companies offer a matching gift program to their employees. But every matching gift program is unique, with different requirements and guidelines.

Adding a corporate matching tool to your donation forms makes it easier to take advantage of corporate matching programs to boost your fundraising campaign results. Companies like Double the Donation and HEPdata make it simple to embed their matching gift tool on web pages and donation forms.

For example, matching gift tools can provide:

- Identification tools to help you locate match-eligible donors
- A user-friendly search tool for donors to research their eligibility
- Automation capabilities to streamline your outreach to donors
- Security features to protect donor and organization data
- Dashboards that give you an at-a-glance look of your organization's matching gift efforts

Working with a matching gift service makes it much easier for your donors to seek matching gifts and for your nonprofit to track expected gift matches.



# EMPLOY DONOR PROSPECTING/ WEALTH SCREENING.

# 6

Multiple platforms on the market today make it easy to learn more about your constituents by going beyond simply highlighting your wealthy constituents. They also show you how likely those constituents are to support your cause (their propensity to give) based on multiple data points.

These platforms include:

- Blackbaud's Target Analytics
- boodle.ai
- DonorSearch
- iwave
- Pursuant's GivingDNA
- Windfall

Some of these platforms offer occasional data enrichment updates on-demand/as needed with a price per record, while some offer real-time integration subscriptions with customer relationship management (CRM) systems such as Blackbaud's Raiser's Edge, Neon One, Salesforce, and Virtuous, to name a few.



# USE (AND OPTIMIZE) GOOGLE AD GRANTS.

# 7

Google Ad Grants offers eligible nonprofits \$10,000 per month of in-kind Google Ads advertising to promote their missions on Google search result pages. But even if you are already using Google Ad Grants, you might not be getting as much as you can out of the program.

Here's a case in point: Dogs for Better Lives (DFBL) had a Google Ad Grant, yet knew they were not using as much of it as they could. The Cathexis Partners team worked with DFBL to boost the use of their Google Ad Grant. Some highlights of the project:

## Google Ad Grant account audit

The Cathexis team audited DFBL's Google Ad Grants account and made improvements to bring the account into compliance with Google Ad Grant policies.

## Search engine marketing best practices

The Cathexis team identified activities based on best practices — including keyword research, ad relevance, and ad split testing — to improve the amount of qualified traffic going to the organization's website.

## Dashboard

The Cathexis team created a Google Ads dashboard for DFBL so they could easily see key metrics and trends with their Google Ads.

Within a few months, DFBL saw tremendous improvements, including:

- Increased utilization of Google Ad Grant from \$1,000 per month to \$4,000 per month
- Boosted ad impression share from 11% to 40%
- Lifted conversions for a specific DFBL service from eight per month to 18 per month in a four-month period
- Increased online revenue by more than 30% in a one-month period
- Improved the percentage of clicks for DFBL keywords from about 15% to 45%

## TIP

Read [The Nonprofit's Introductory Guide to Google Ad Grants](#) to get started. Also, consider getting expert help in setting up and optimizing your Google Ad Grants. Cathexis Partners offers affordable services to get you going, make sure you maintain eligibility, and optimize your use of the grant.



# DON'T LEAVE MONEY ON THE TABLE

Many online fundraising and marketing tools will support the tactics in this guide. At Cathexis Partners, we help nonprofits like yours use technology to raise funds and spread the word about their missions more effectively and more efficiently. If you have questions or would like help setting up the approaches in this guide for your organization, contact Cathexis Partners today:



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