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15th October, 2:30 PM

Maximising every moment

Making every gift go further

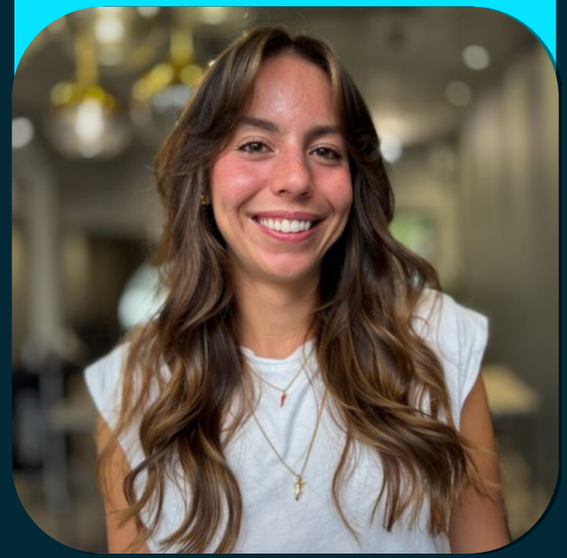
Your Team Today

Victoria Read

Senior Customer Success Manager

Fernanda Salerno

Project Manager



Value we hope to give

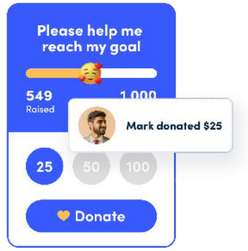
01 Interactions that compound growth

02 How to drive scarcity and urgency

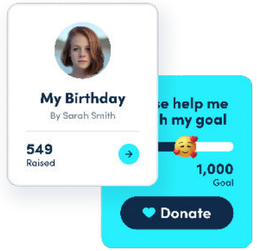
03 How to build a community

Product snapshot

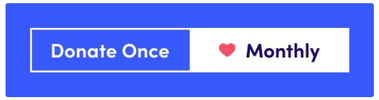
- All in one white label digital fundraising platform
  - Appeals
  - Matched Giving
  - P2P Fundraising
  - Registration
  - Ticketing
  - Shop
  - Raffles
  - Behavioural Emails
- 80+ Modules, 1000s of default features
- Code free - visual builders
- + Developer Tools for limitless creativity



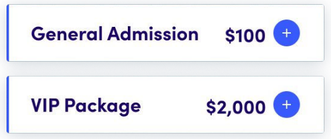
Peer to Peer
Advanced suite of speciality P2P fundraising features



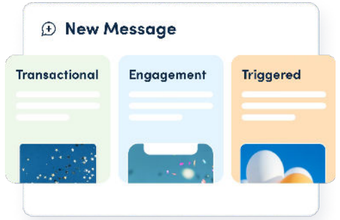
DIY
Special occasions, in-memory, workplaces, schools, fitness



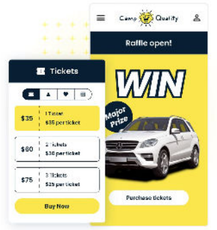
Appeals and RG
One-time and recurring, self serve portal, optimized retries



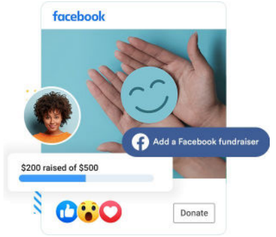
Ticketing
Gala balls, VIP categories, merch upsell, promo codes



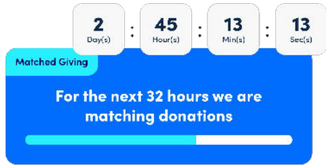
Messages
Automated journeys, triggers, drag and drop builder



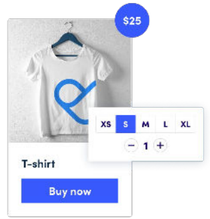
Raffles
Automated ticket fulfilment, recurring packages, purchaser login portal



Social Giving
Facebook Challenges, one-click acquisition, DIY entirely in Facebook



Giving Days
Matched giving, bonus rounds, team fundraising, personalized URLs



Virtual Gifts & Shop
Merch sales, virtual gifts, capital campaigns, stock levels, category pages

03.

Interactions that compound gifts

The power of a Personalised URL

Celebrate their unique impact.

Show each supporter exactly what their own giving has made possible—not a generic thank you, but the specific difference tied to their name.

Let them know you see them.

A PURL builds the message around them from the first line—their name, their history, the reason they said yes in the first place.

Share what they care about.

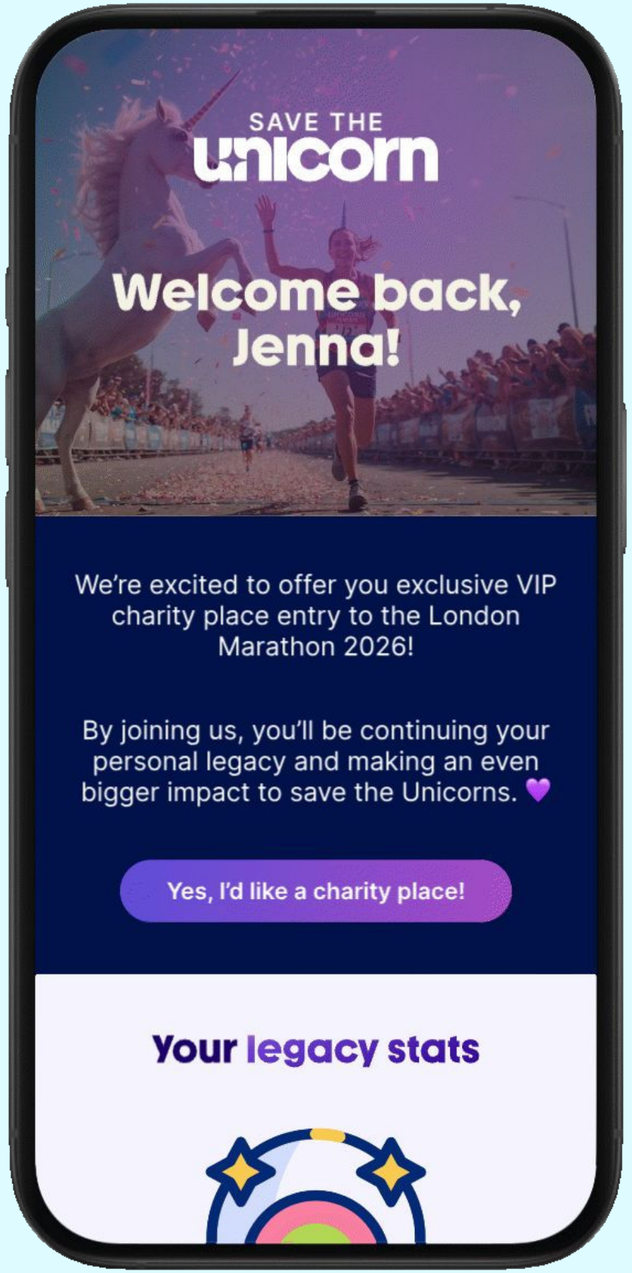
Surface the causes and stories that matter most to each supporter, so every update feels relevant instead of routine.

Suggest gifts that feel right.

Base the ask on what someone has actually given before, so it lands as thoughtful and achievable rather than presumptuous.

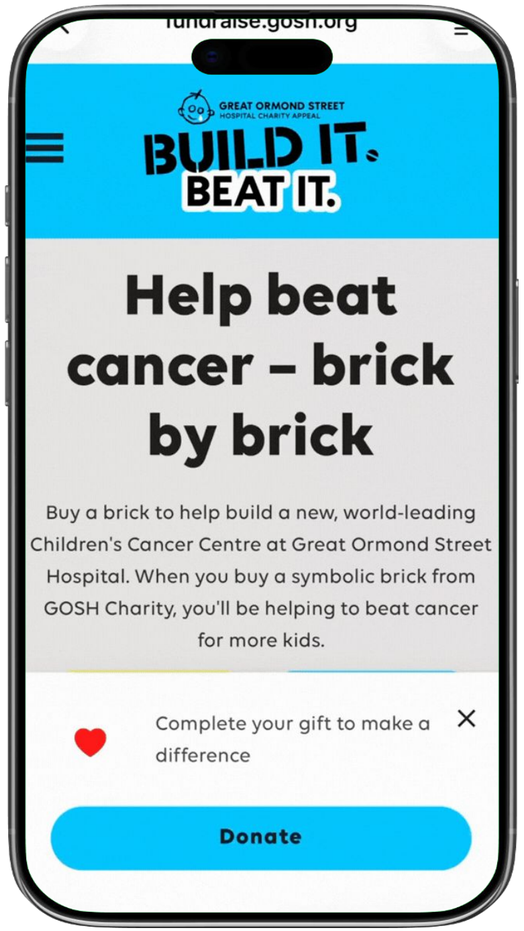
Personal recognition journey and upsell

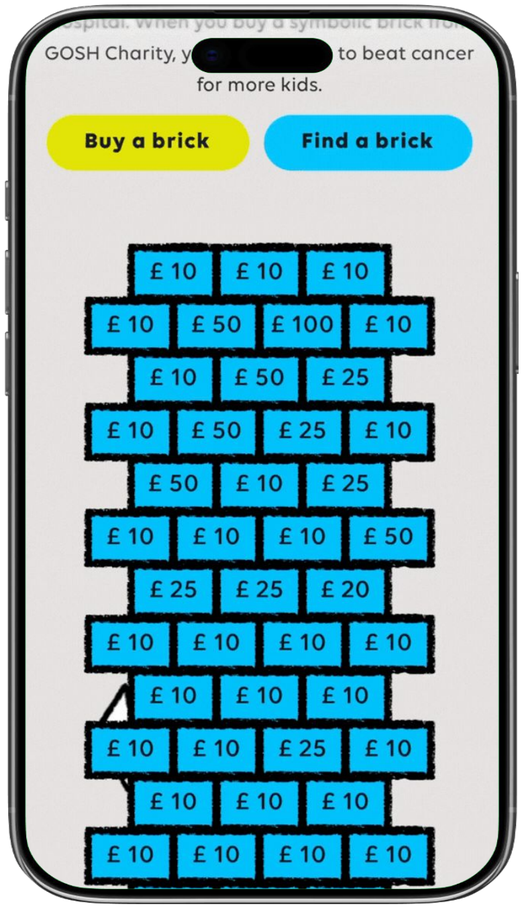
- You can create so many beautiful surprise-and-delight fundraising experiences.
- **81%** of people prefer companies that provide personalised experiences (Forbes, 2024)
- **44%** of all donors say they would give when it's a personalised experience (Share services, 2026)



Make it standout and interactive

- Mobile-first experience
- Interactive
- Connect people with a compelling “why”
- People are busy
- Clear and consistent brand and storytelling





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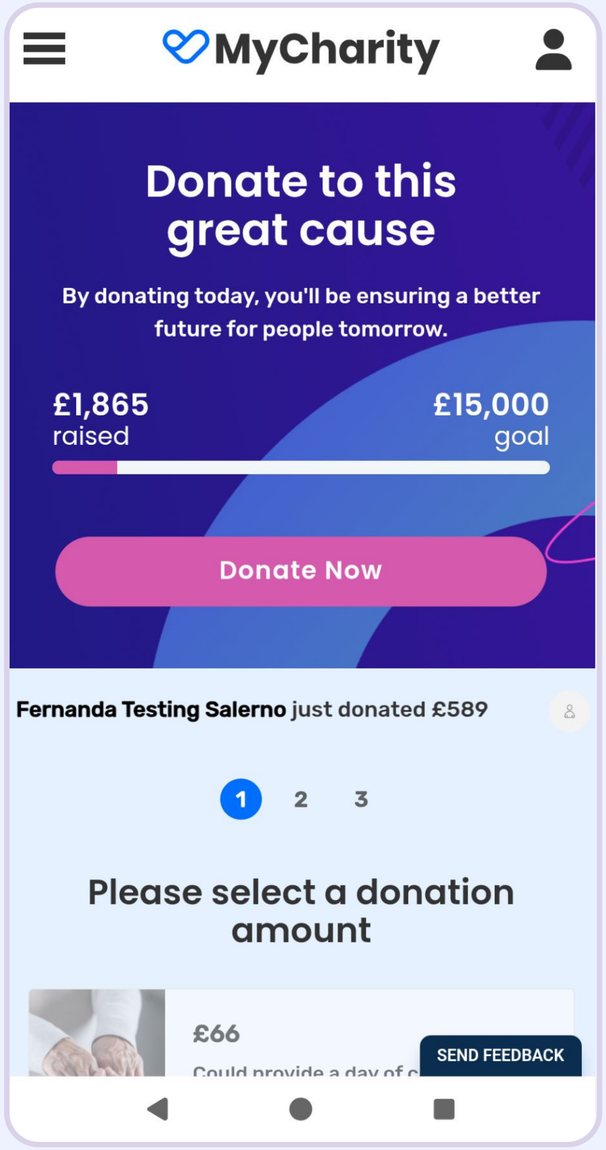
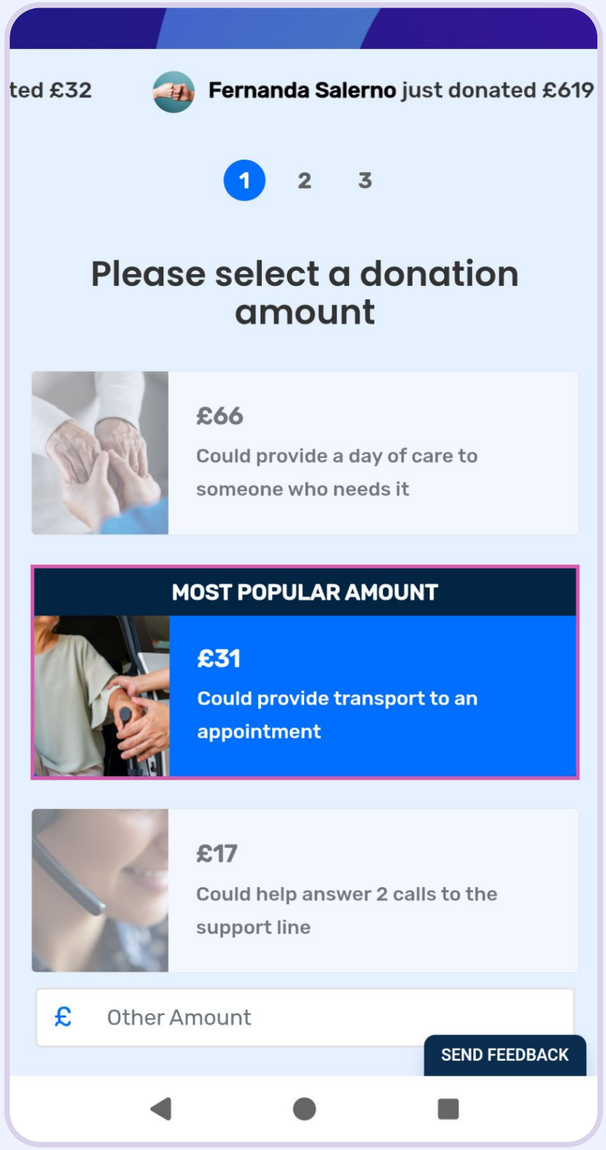
Clear CTA,
'above the fold'
anchored to the form

Context of the goal

Social proofing





Tangible impact statements

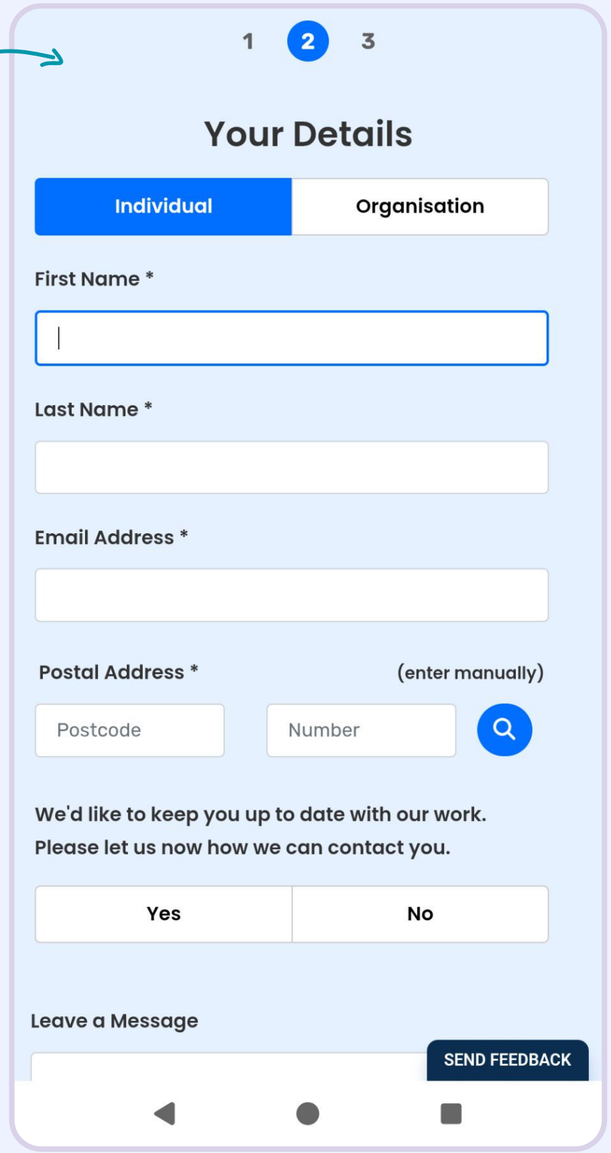
Suggested default amount

More social proof!

Strong visual cues

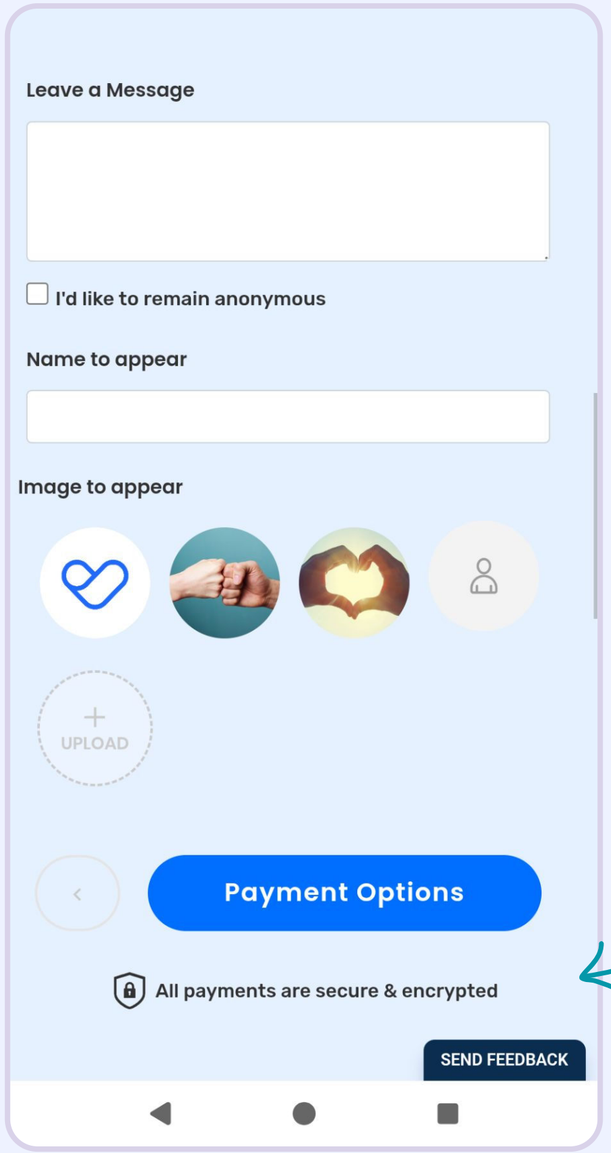
Clear progress markers

Address lookup for speed and accuracy



Engagement actions to support social proofing and visibility

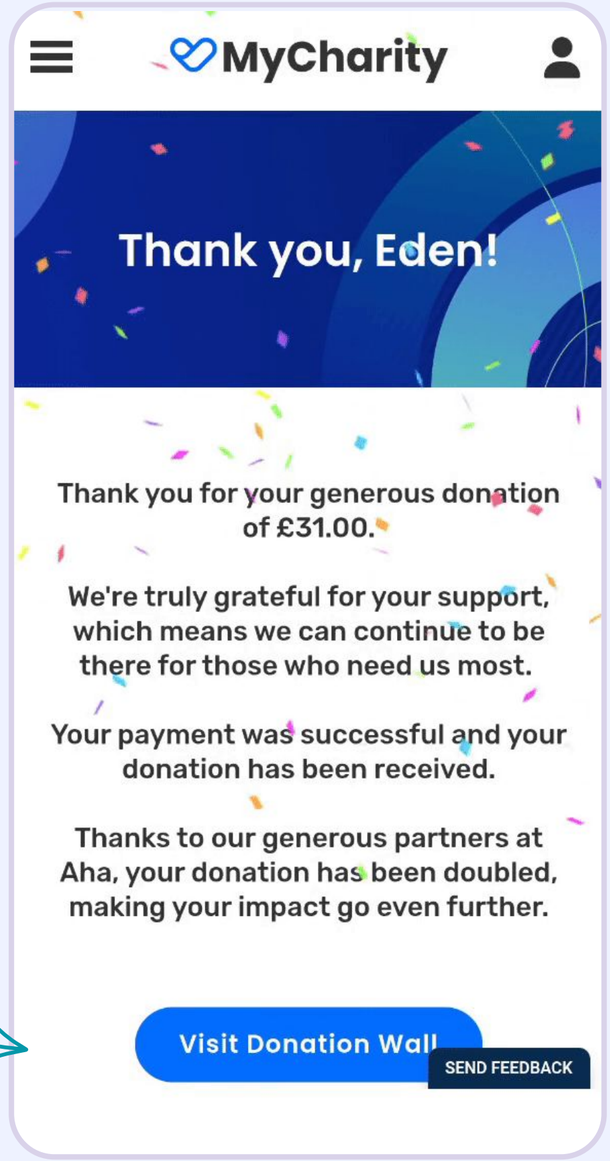
Trust badge for confidence and reassurance

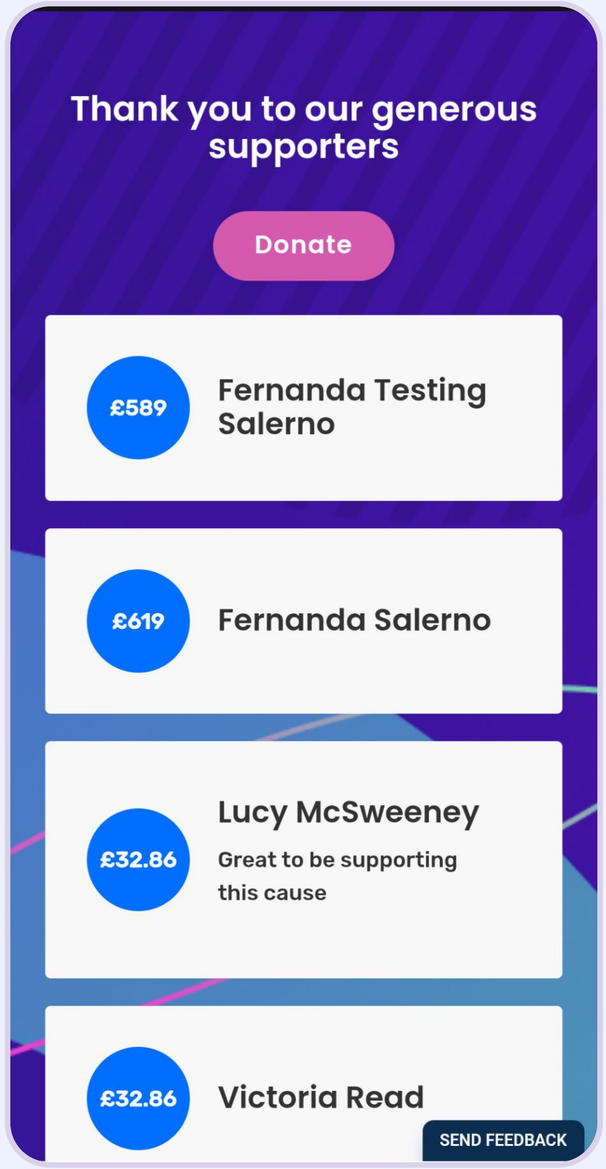


Dynamic personalisation for that immediate special touch and genuine acknowledgement

Surprise and delight confetti for a little 'extra'

Prompt back to view their donation on the wall





Real-time donation feed

Additional CTA for scrollers

Reinforcing community through displaying messages

Download the How to Increase your Average Gift

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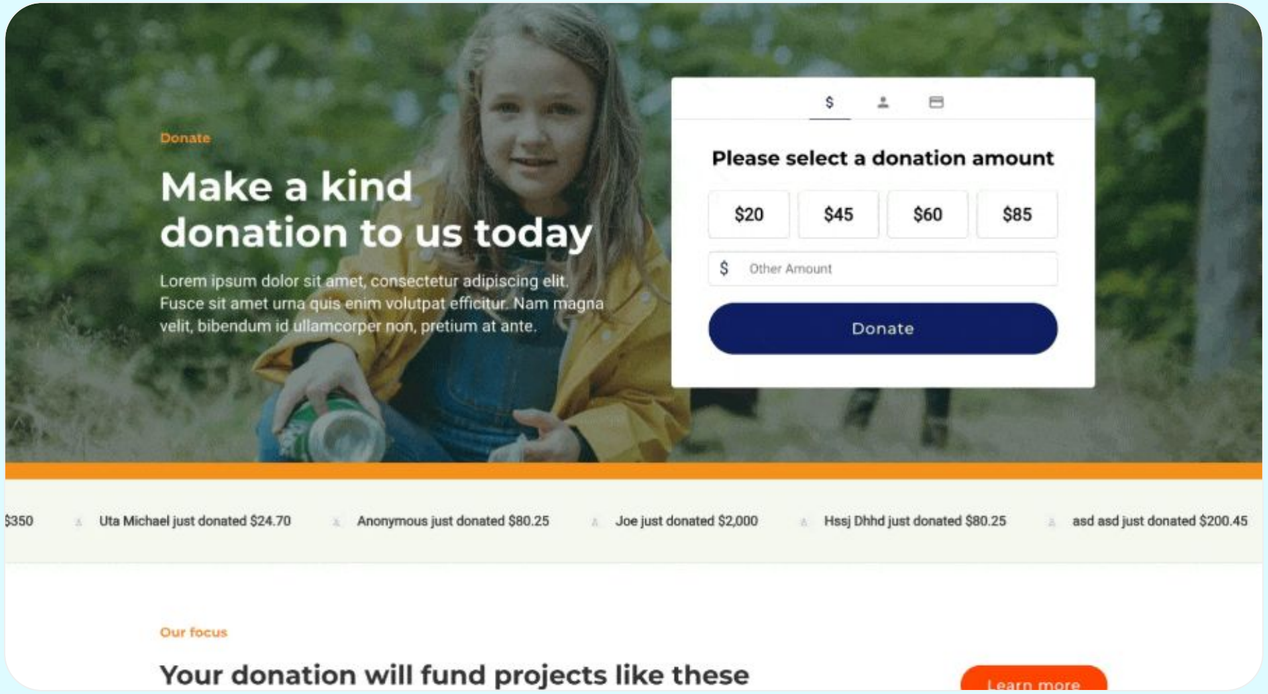
Donation Upsell

Turn IGs and One Time Donors into regular givers

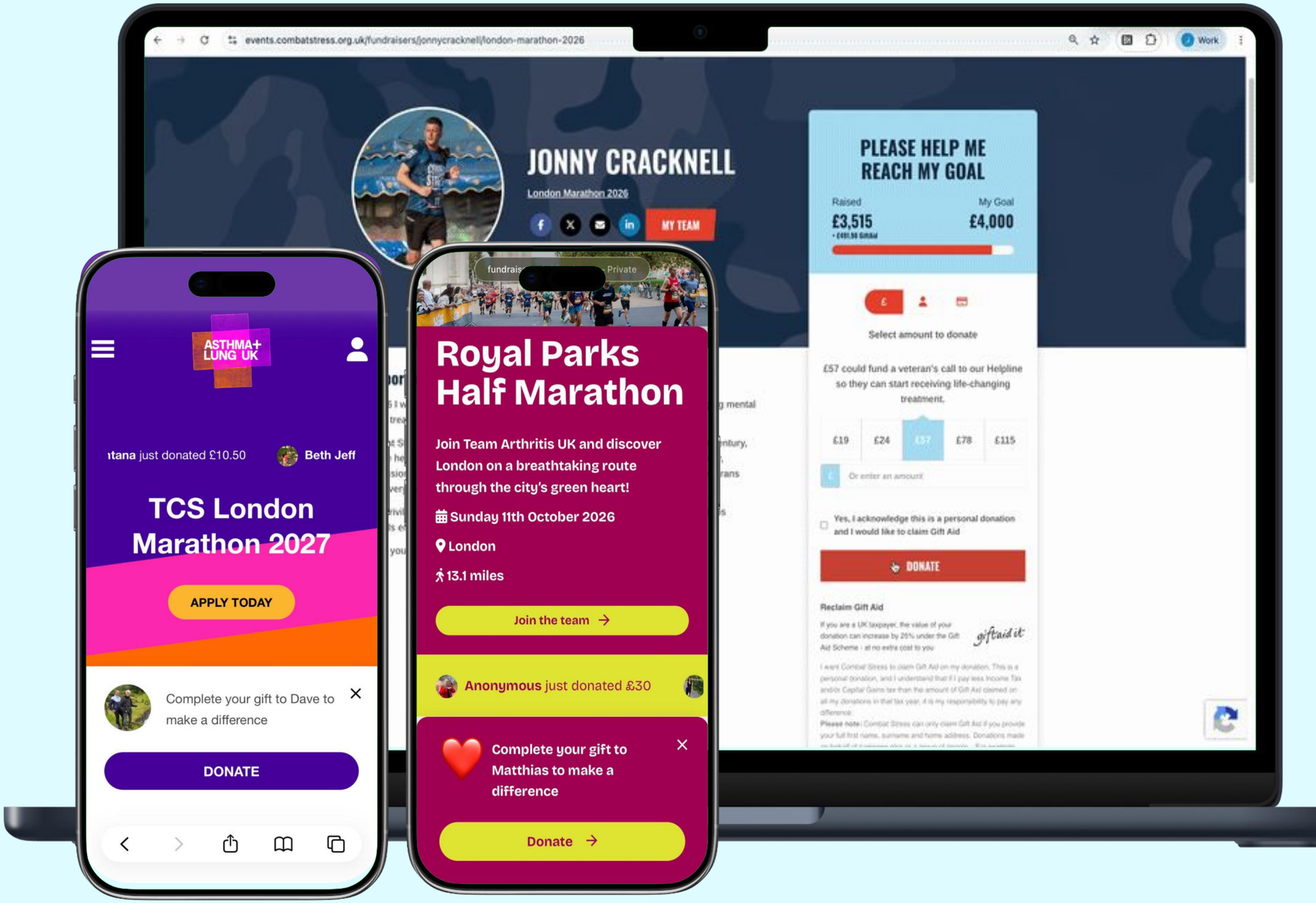
- Simple and effective ask
- Determined by you
- An opportunity to upsell your supporters
- **38%** of online donors who make a gift in one year contribute again next year (doublethedonation.com, Sept 2026)



Donation reminders

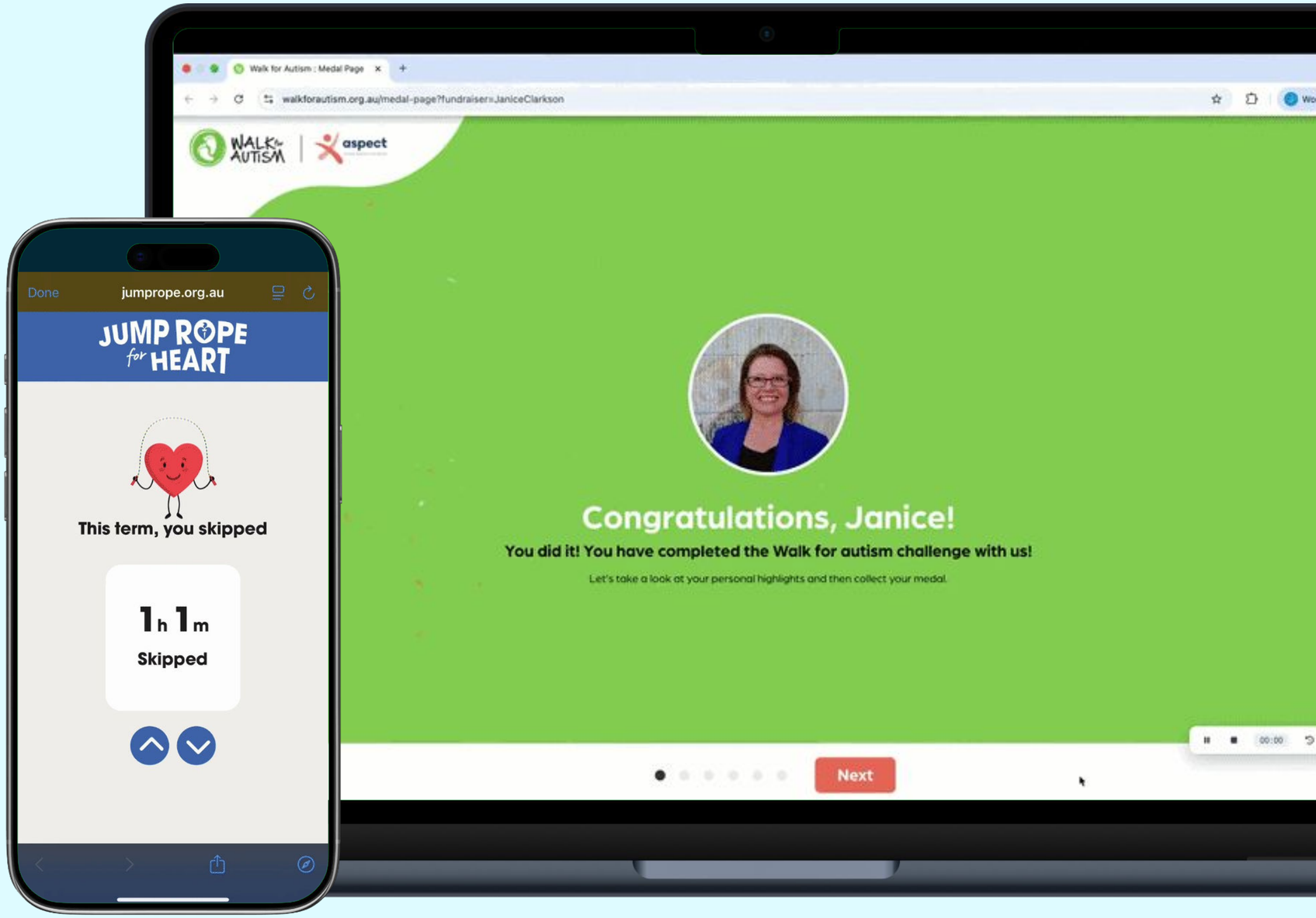
Keep donation momentum and send gentle nudges to ensure donors take action

- Increase overall donor conversion
- Increase amount raise
- 66% of giving is unplanned so reminders help influence positive impact (CAF Giving Report, 2026)



Campaign wraps

- Recognise your supporters in a personal way
- Inform them about their effort and impact on the charity
- Encourage them to keep involved with the cause with an additional CTA
- **60%** of donors who receive a generic thank-you letter and quarterly news **stop** giving (Plinth Guide, 2026)

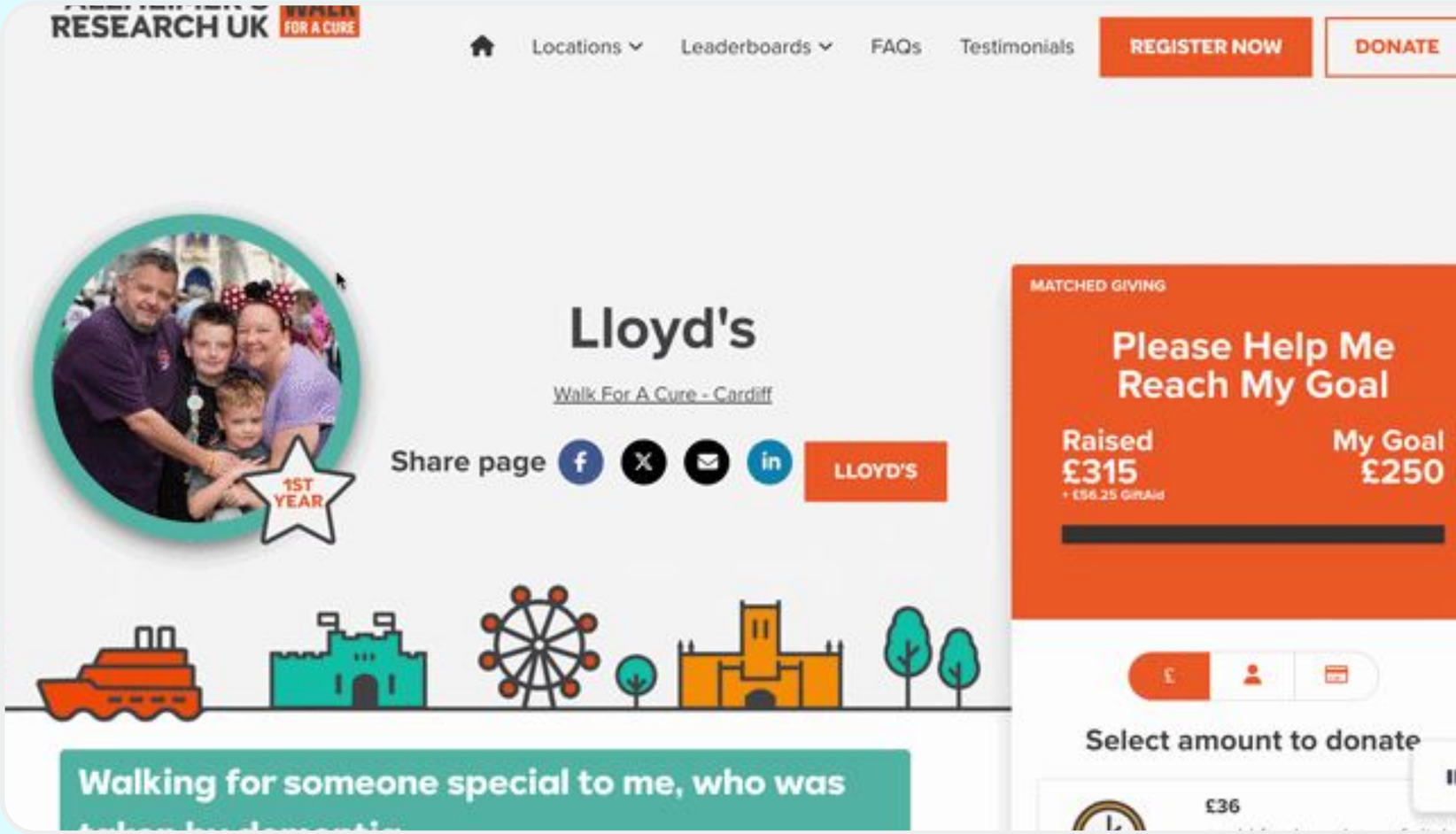


01.

Creating urgency
Creating scarcity
Creating impact

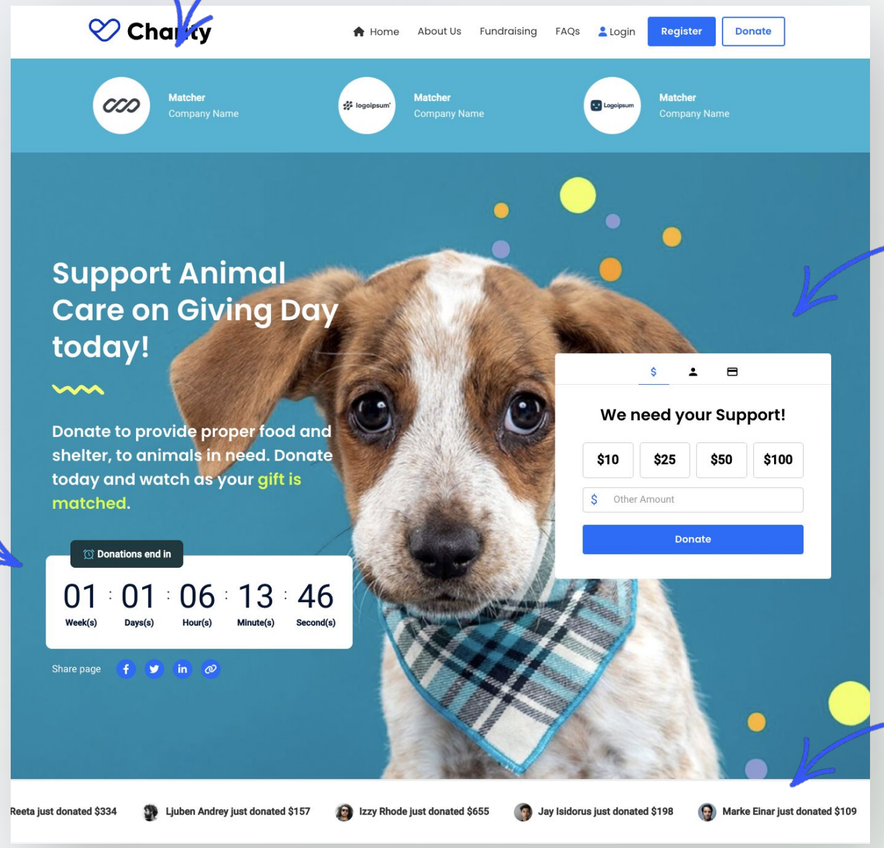
Matched Giving

- Dedicated days to double donations
- Build a community with your supporters
- Allow sponsors and corporate partners to match donations.



Design Essentials

Celebrate Matched Givers



CTA

Reset the clock!

Donation ticker

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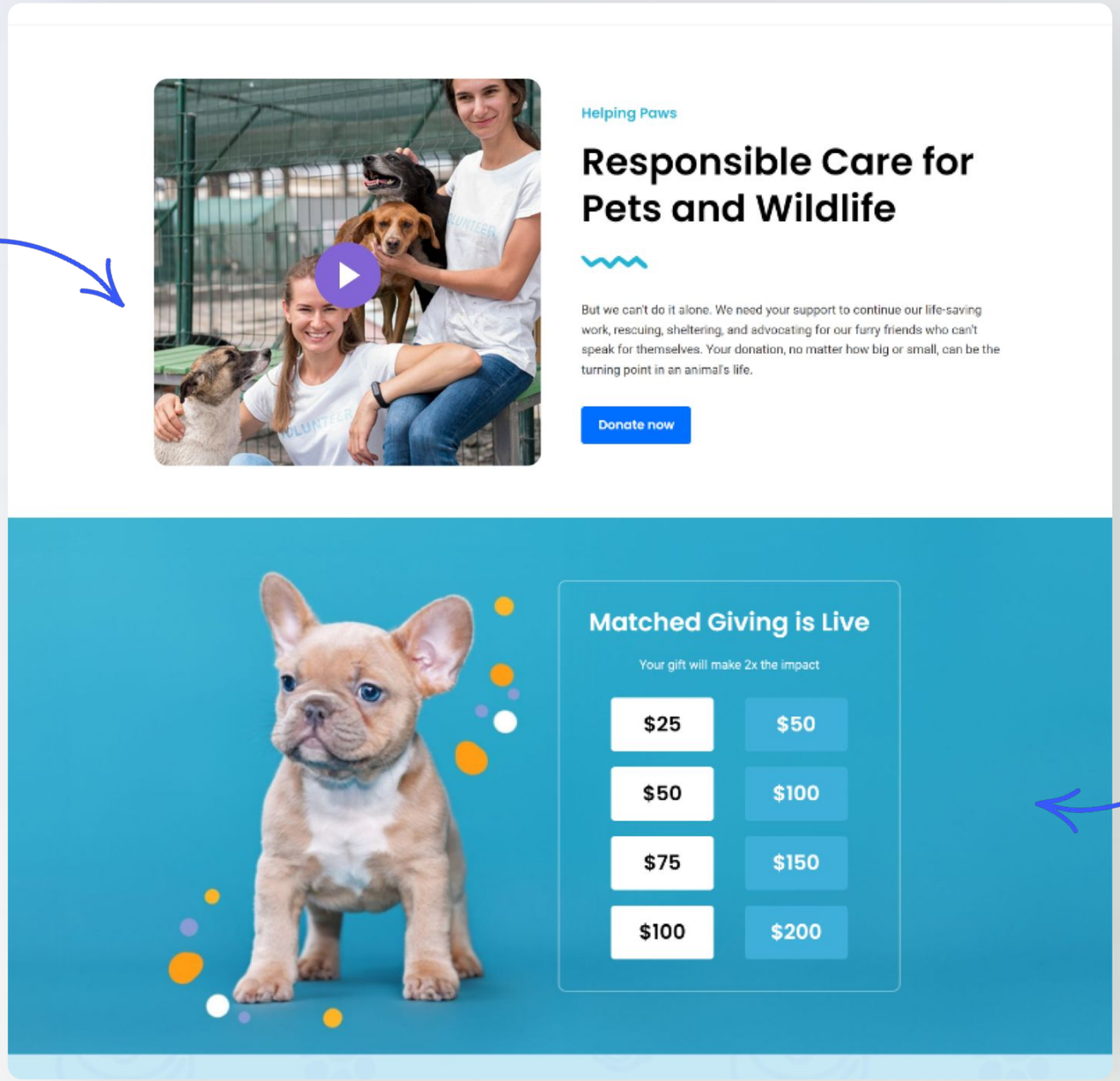
Strong case for support



Matched Giving multiplier

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01.

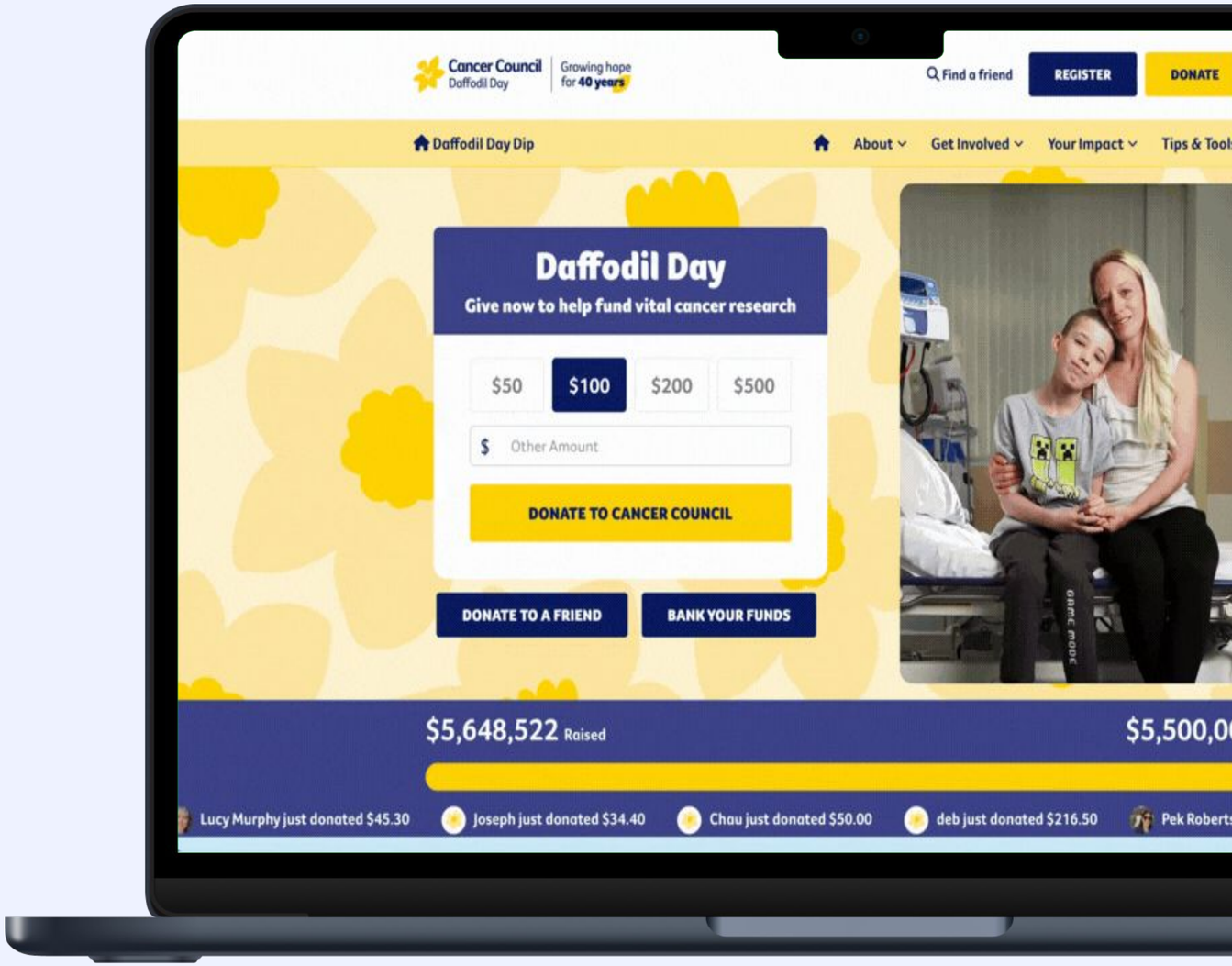
Creating community
Creating impact
together

Fundraising is Community .

The Shared Purpose

Why we do what we do

The magic of a fundraiser = 10 more donors



Download guide to Individual Giving

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UPLIFT26

Thank you

Be sure to check us out at Uplift ‘26 this year!