



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





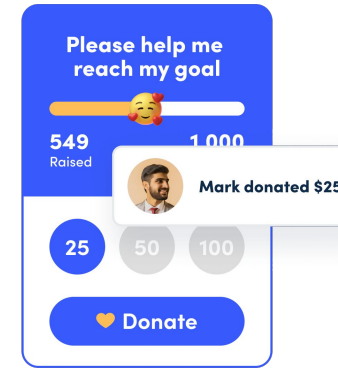
Value we hope to give

- 01 Interactions that compound growth
- 02 How to drive scarcity and urgency
- 03 How to build a community

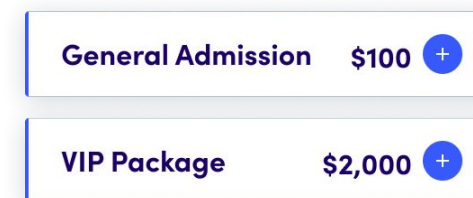


Product snapshot

- 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



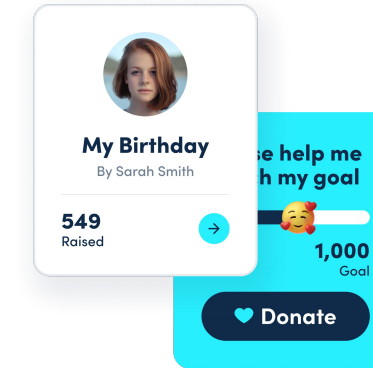
Peer to Peer
Advanced suite of speciality P2P fundraising features



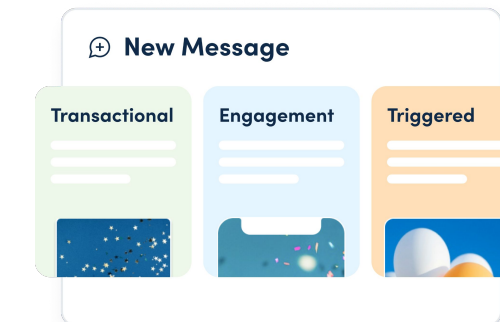
Ticketing
Gala balls, VIP categories, merch upsell, promo codes



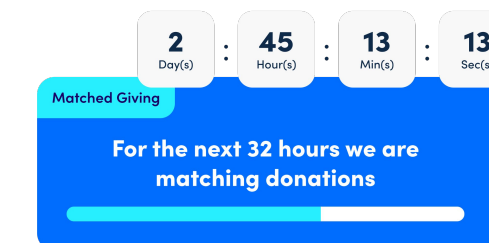
Social Giving
Facebook Challenges, one-click acquisition, DIY entirely in Facebook



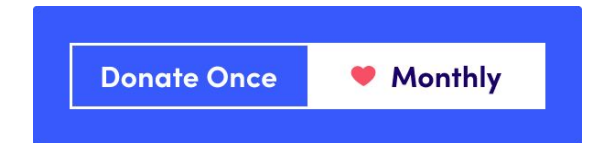
DIY
Special occasions, in-memory, workplaces, schools, fitness



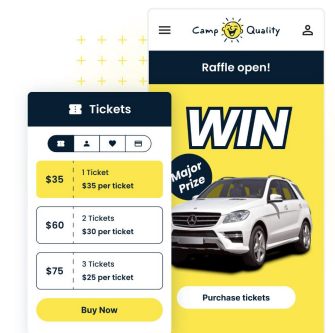
Messages
Automated journeys, triggers, drag and drop builder



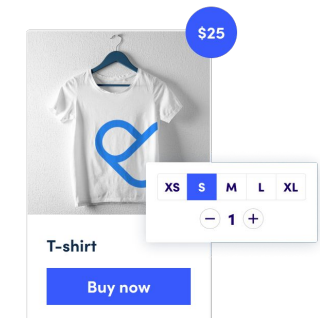
Giving Days
Matched giving, bonus rounds, team fundraising, personalized URLs



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



Raffles
Automated ticket fulfilment, recurring packages, purchaser login portal



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.

Share what they care about.

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

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.

Suggest gifts that feel right.

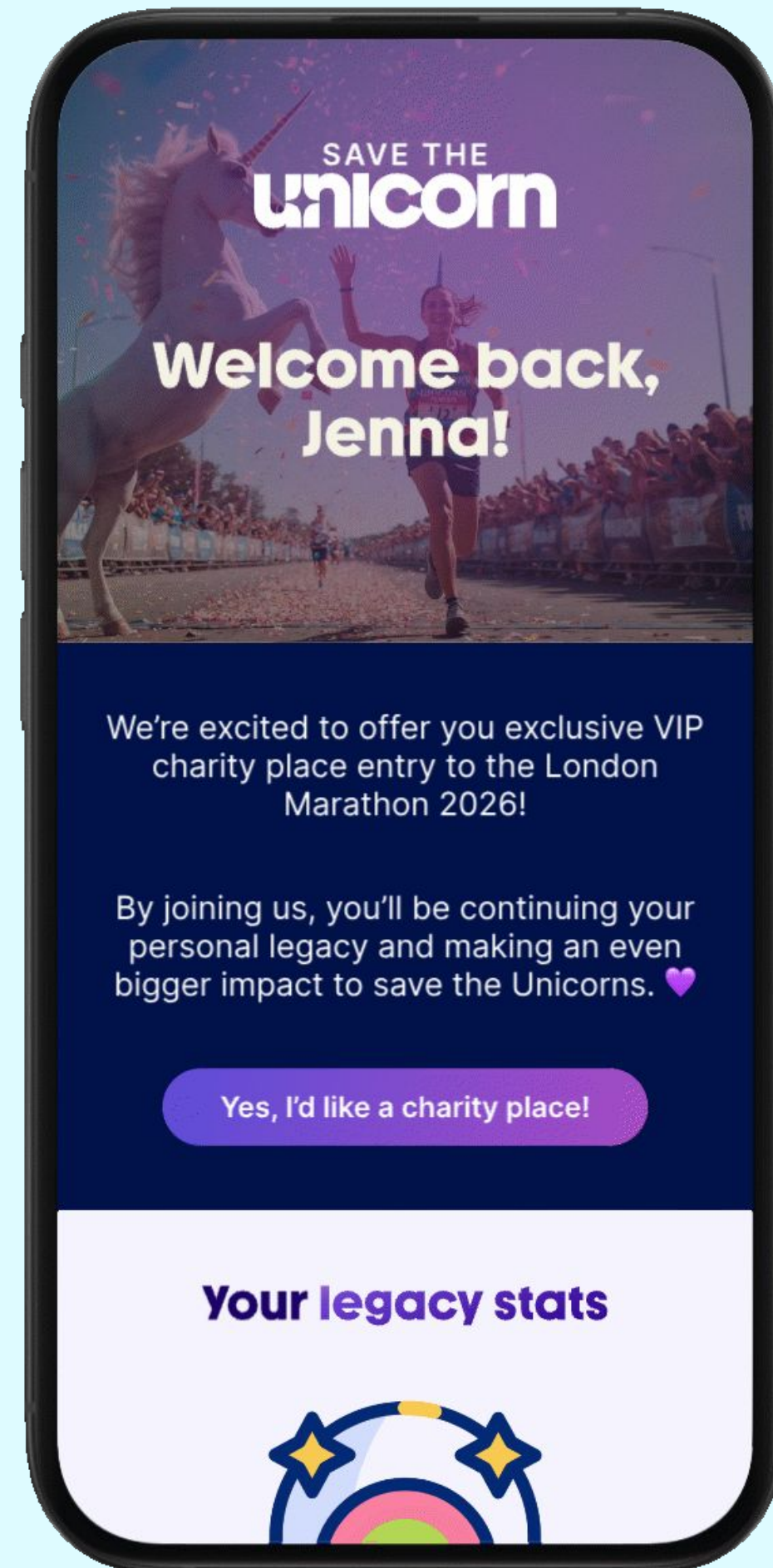
Base the ask on what someone has actually given before, so it lands as thoughtful and achievable rather than presumptuous.





Personal recognition journey and upsell

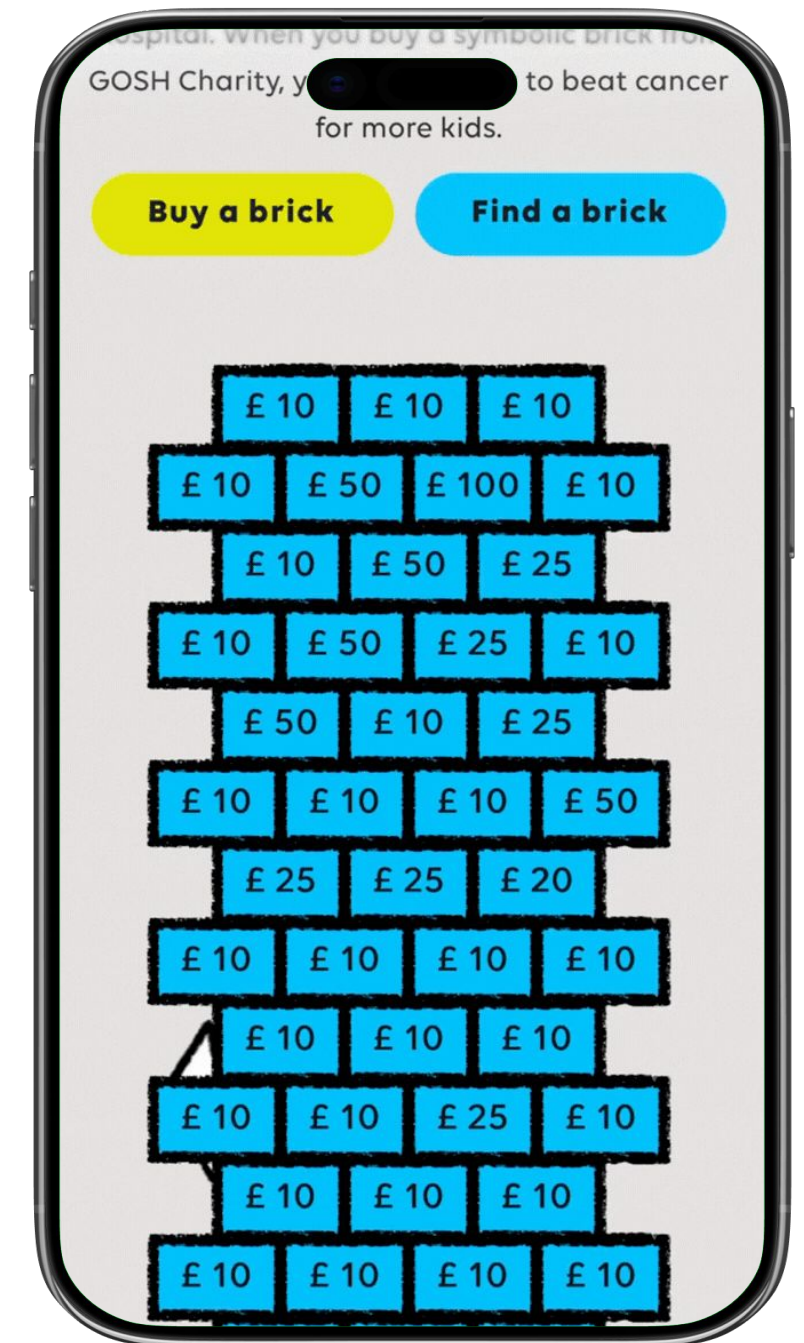
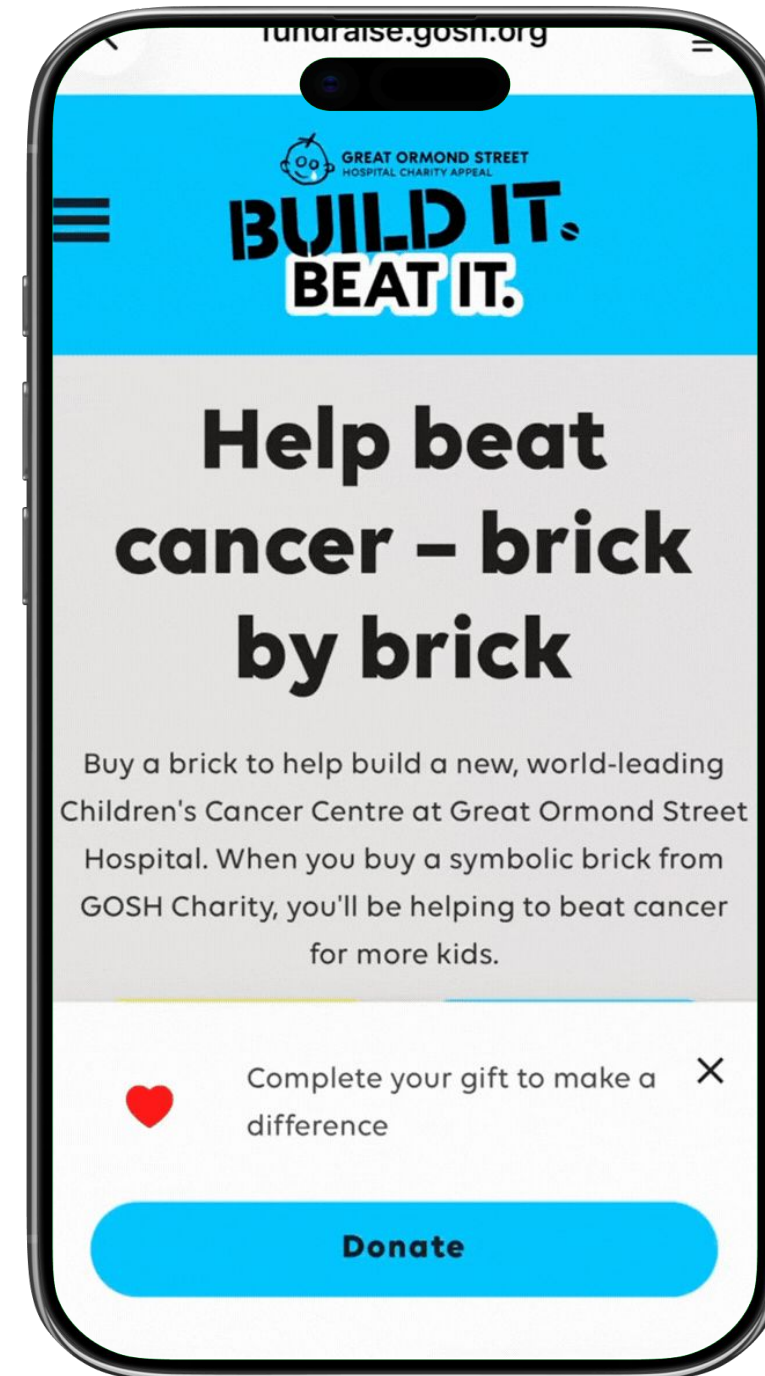
- You can create so many beautiful surprise-and-delight fundraising experiences.
- 81% of people prefer companies that provide personalised experiences ([Forbes](#), 2024)
- 44% of all donors say they would give when it's a personalised experience ([Share services](#), 2026)





Make it standout and interactive

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

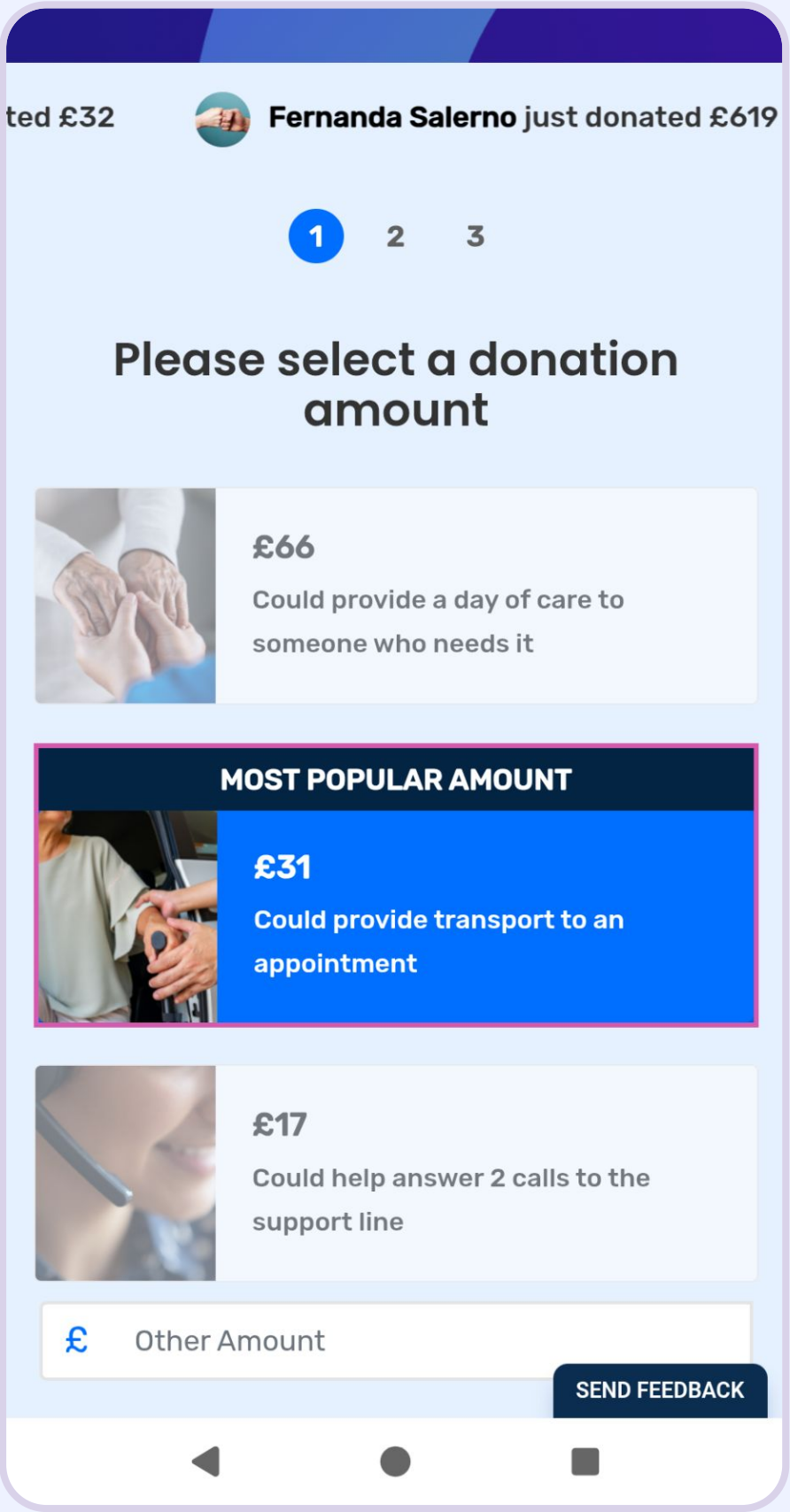
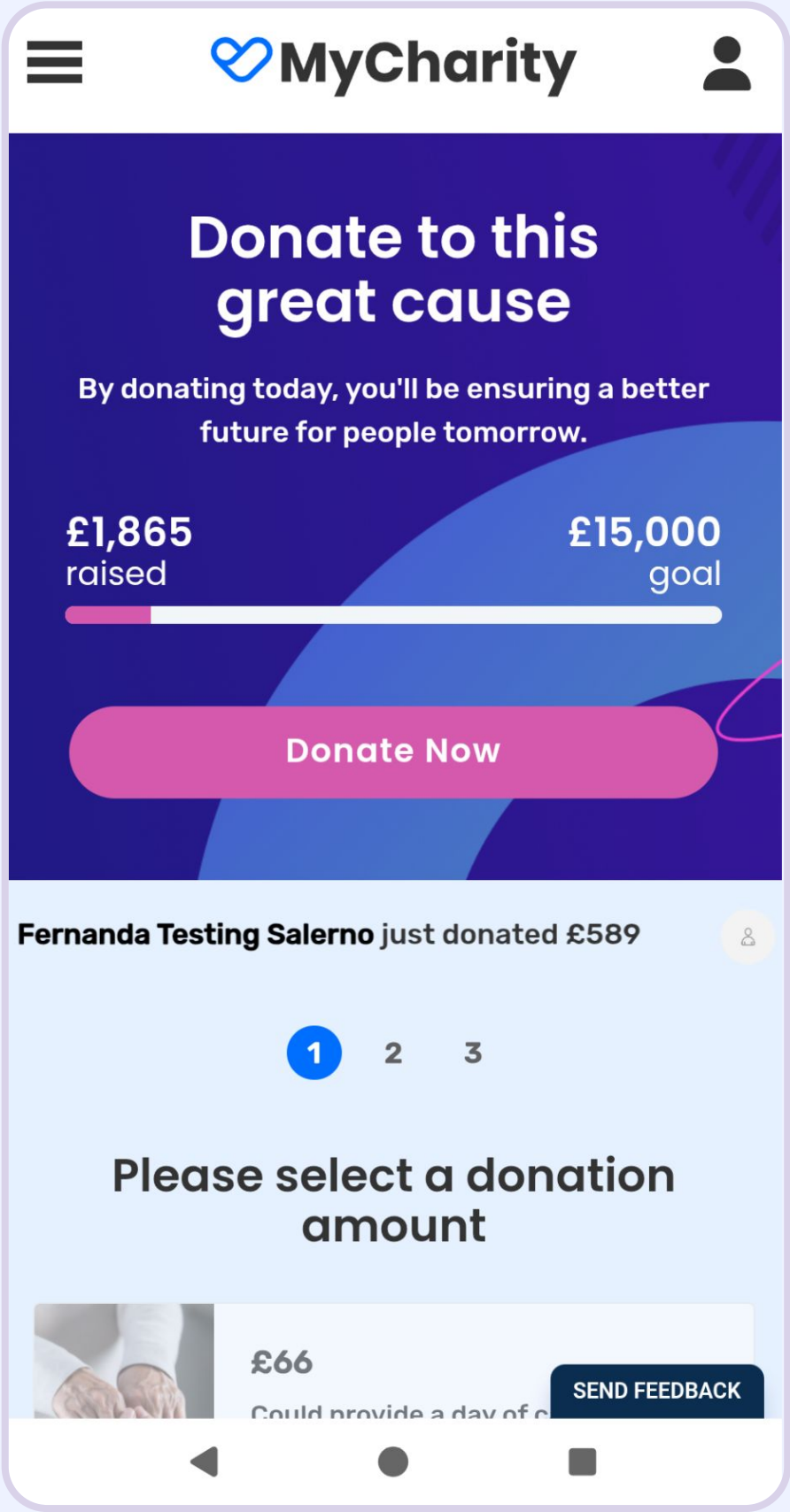




Clear CTA,
'above the fold'
anchored to the form

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

123

Your Details

Individual

Organisation

First Name *

Last Name *

Email Address *

Postal Address * (enter manually)

Postcode

Number

We'd like to keep you up to date with our work.
Please let us now how we can contact you.

Yes

No

Leave a Message

SEND FEEDBACK

Engagement actions to support social proofing and visibility

Trust badge for confidence and reassurance

Leave a Message

☐ I'd like to remain anonymous

Name to appear

Image to appear

+

UPLOAD

<

Payment Options

All payments are secure & encrypted

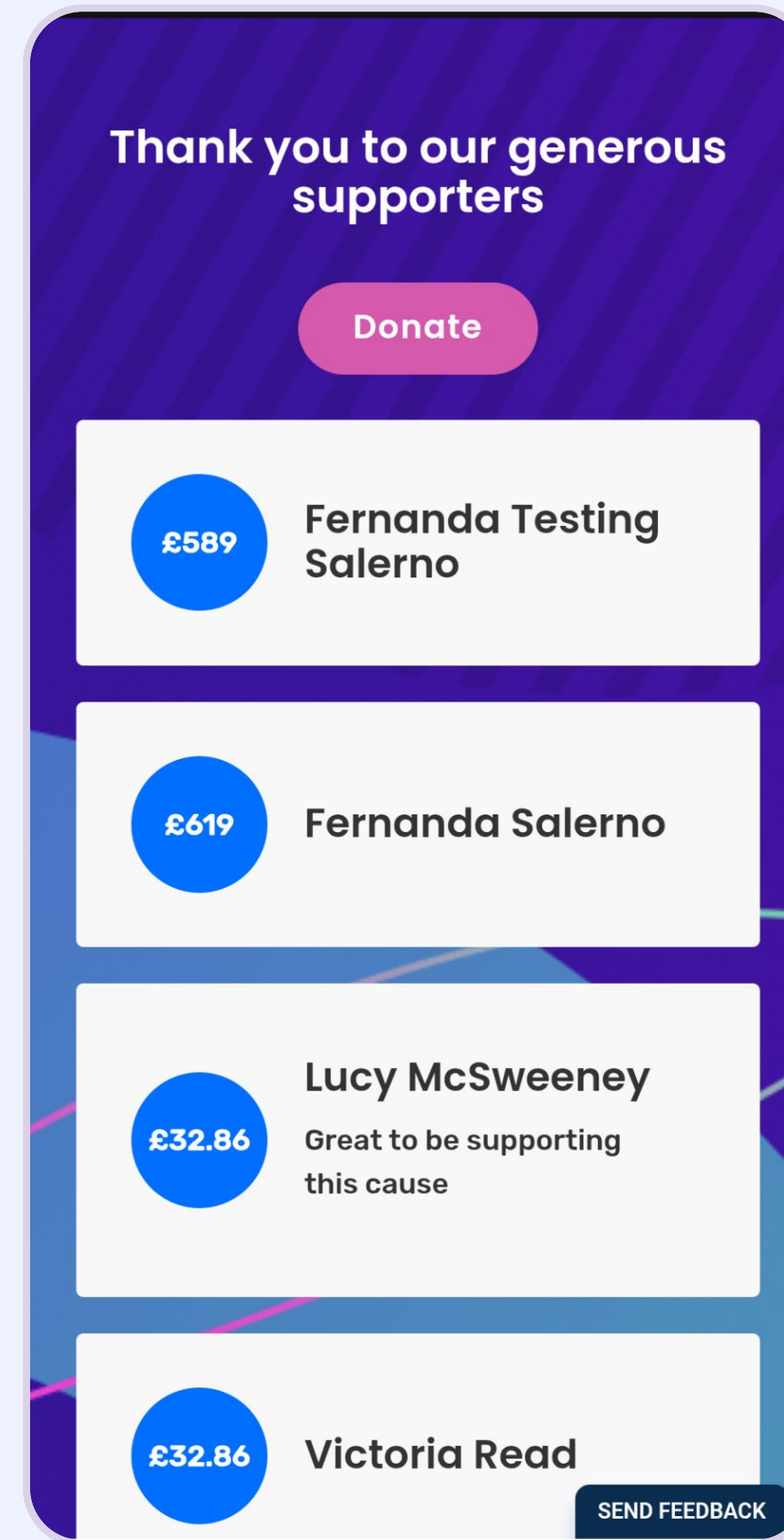
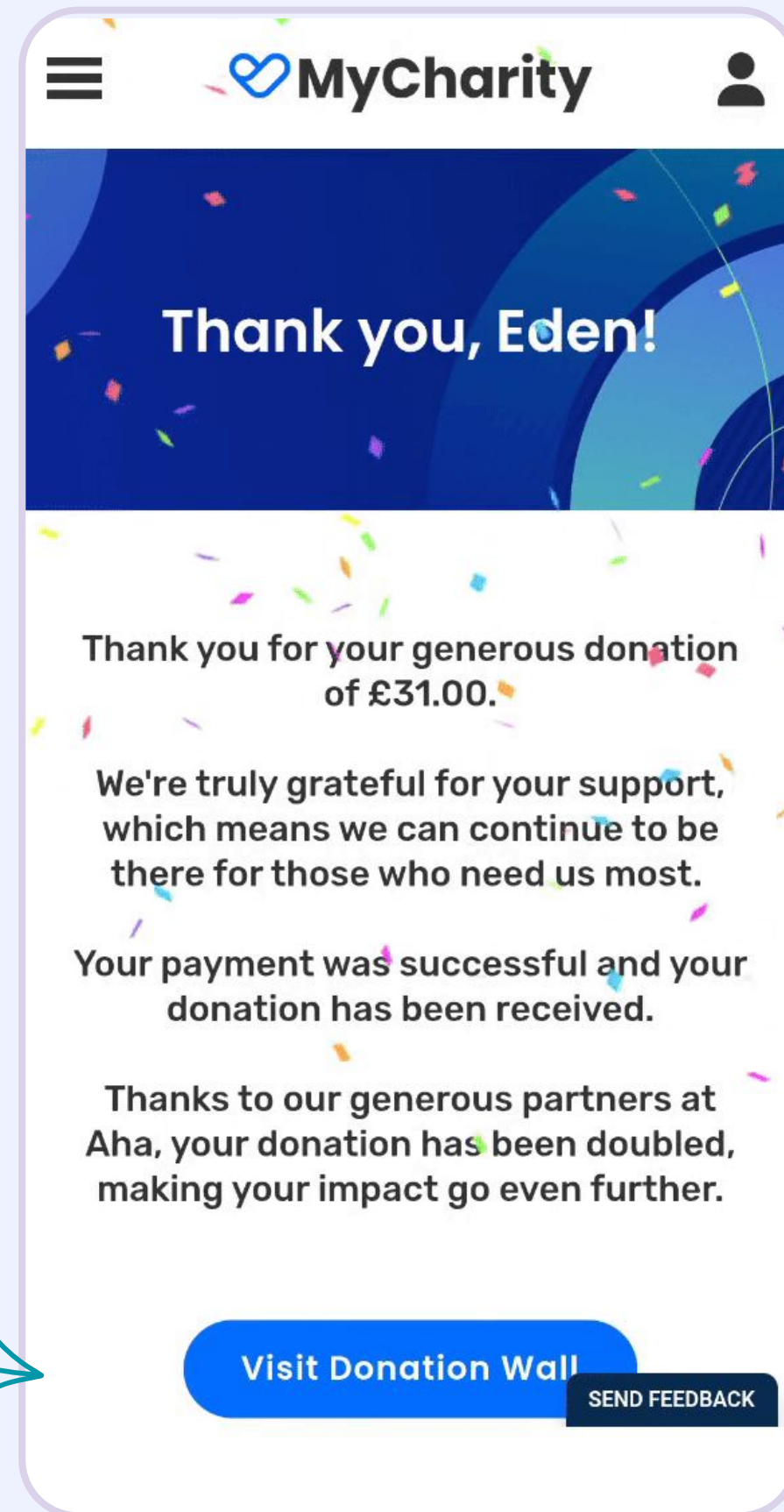
SEND FEEDBACK



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

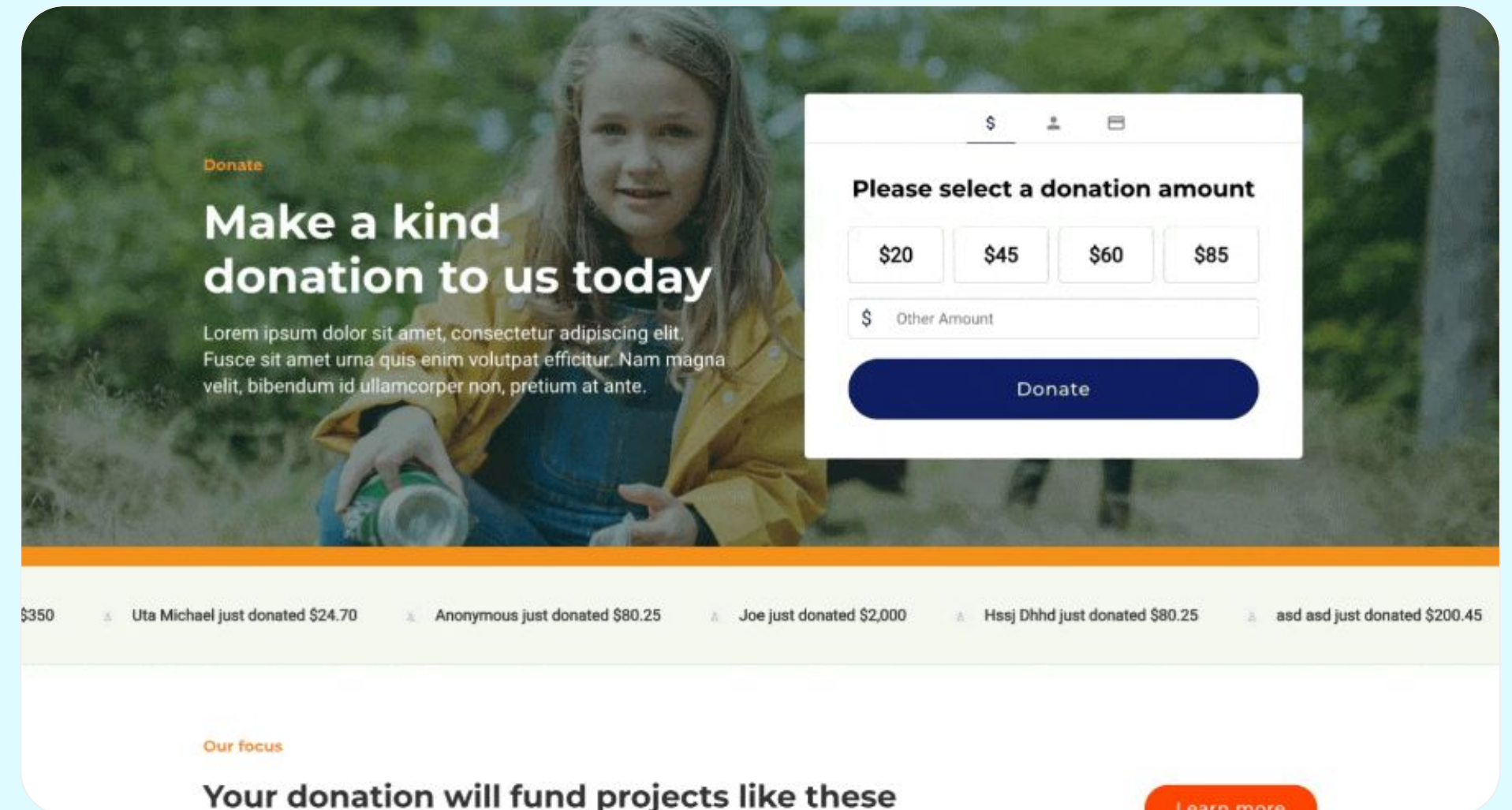




Donation Upsell

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)

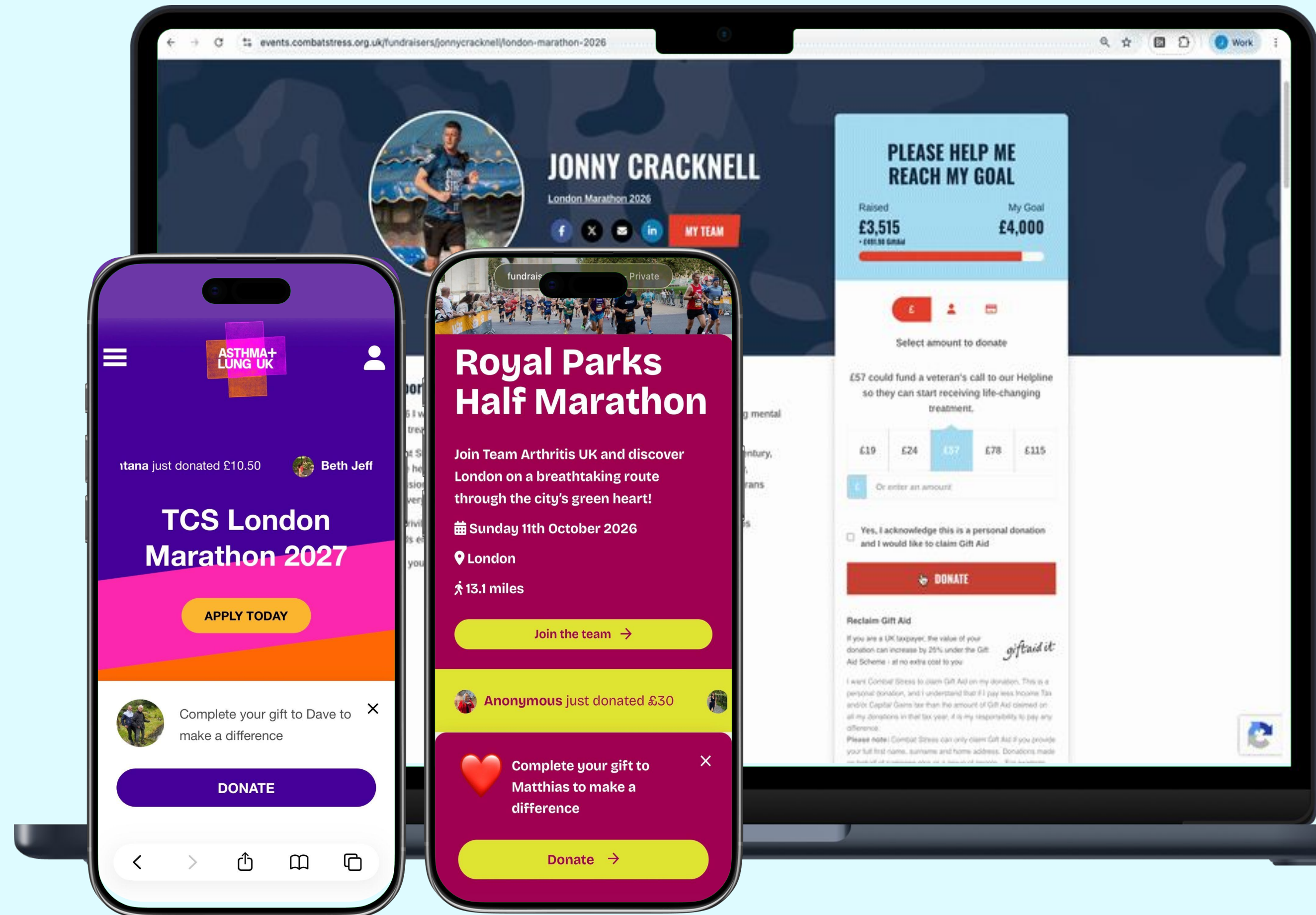




Donation reminders

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

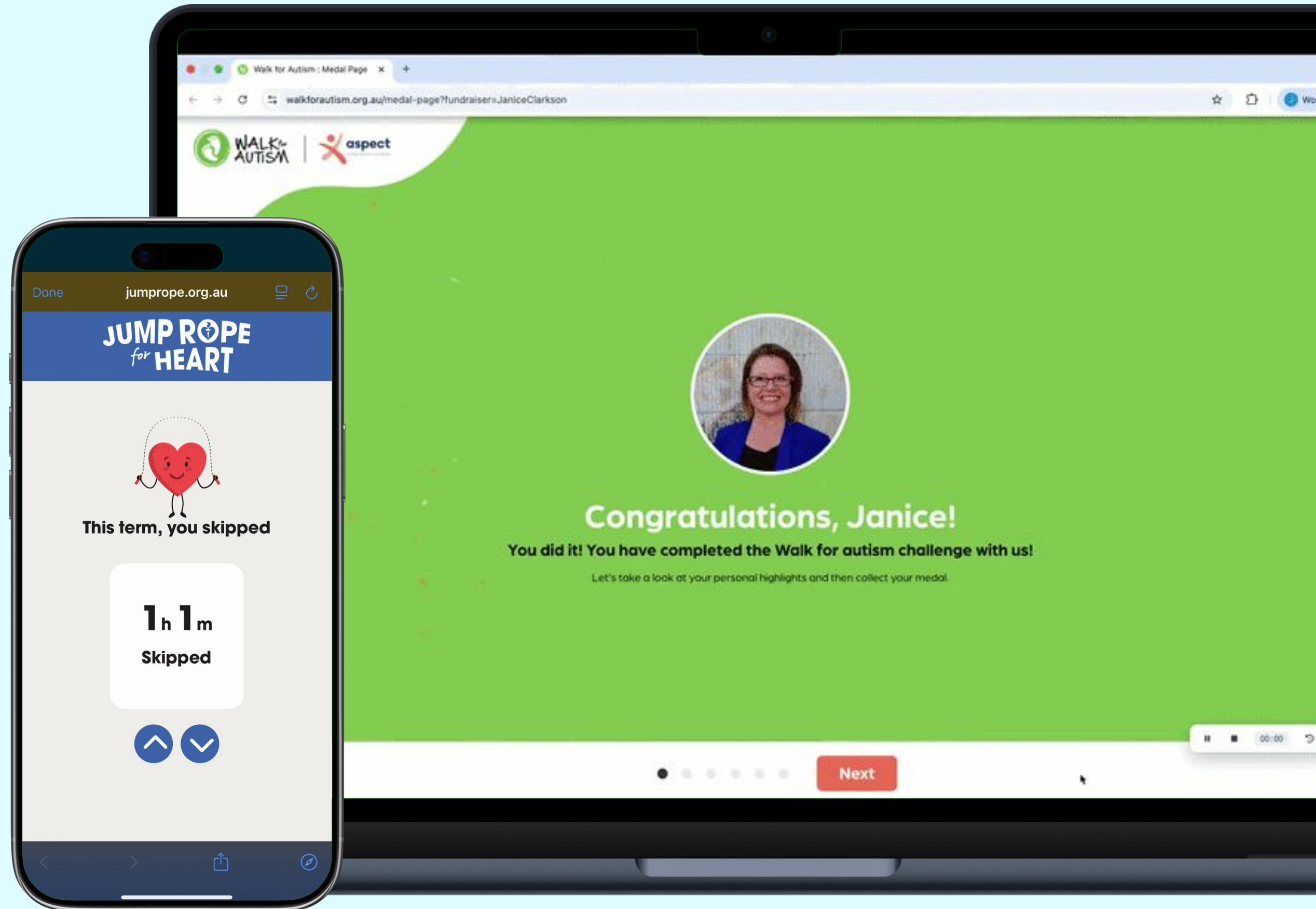
- Increase overall donor conversion
- Increase amount raised
- 66% of giving is unplanned so reminders help influence positive impact ([CAF Giving Report](#), 2026)





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)





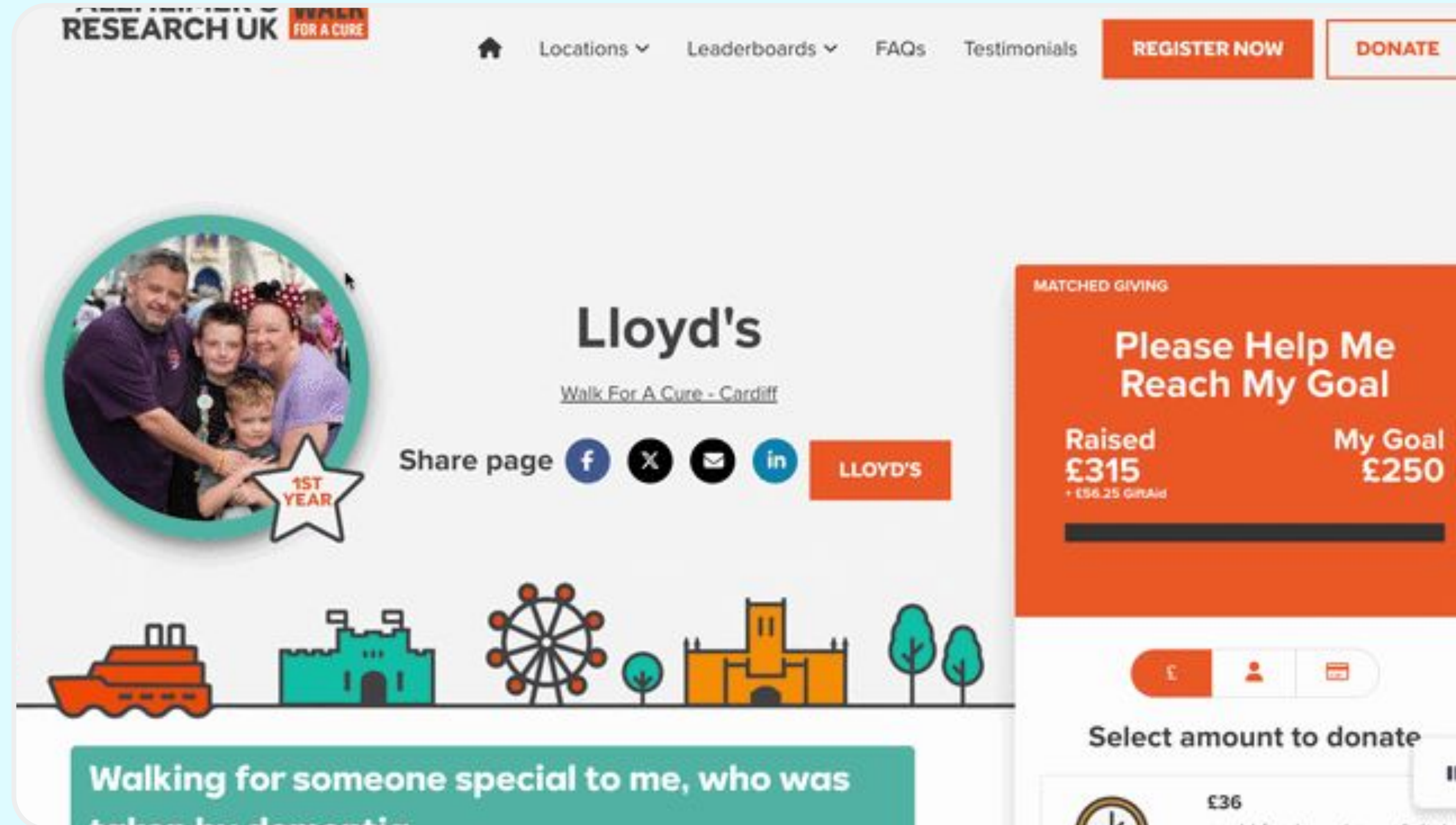
01.

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.



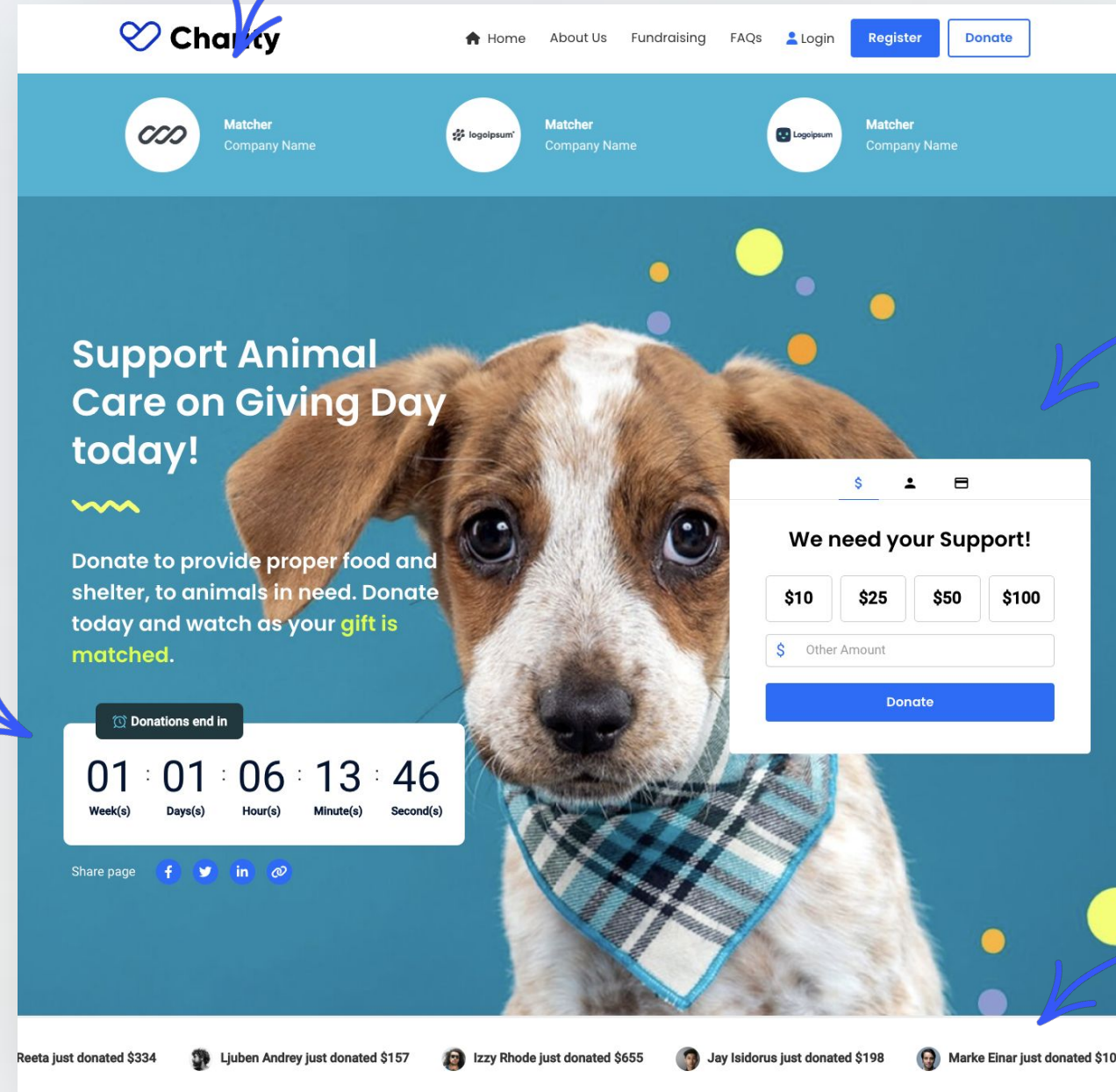
Design Essentials

Celebrate Matched Givers

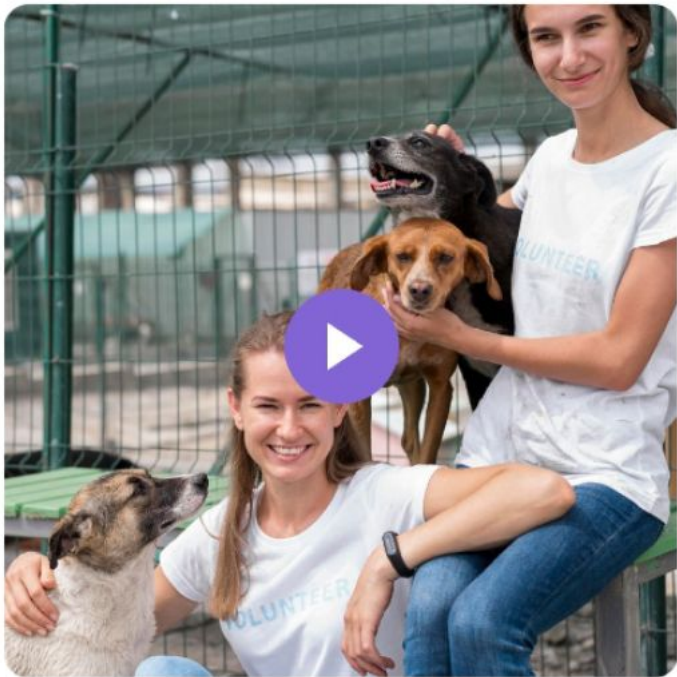
CTA

Reset the clock!

Donation
ticker



Strong case
for support



Helping Paws

Responsible Care for Pets and Wildlife



But we can't do it alone. We need your support to continue our life-saving work, rescuing, sheltering, and advocating for our furry friends who can't speak for themselves. Your donation, no matter how big or small, can be the turning point in an animal's life.

Donate now

Matched
Giving
multiplier



Matched Giving is Live

Your gift will make 2x the impact

\$25	\$50
\$50	\$100
\$75	\$150
\$100	\$200



01.

Creating community Creating impact together



Fundraising is Community.

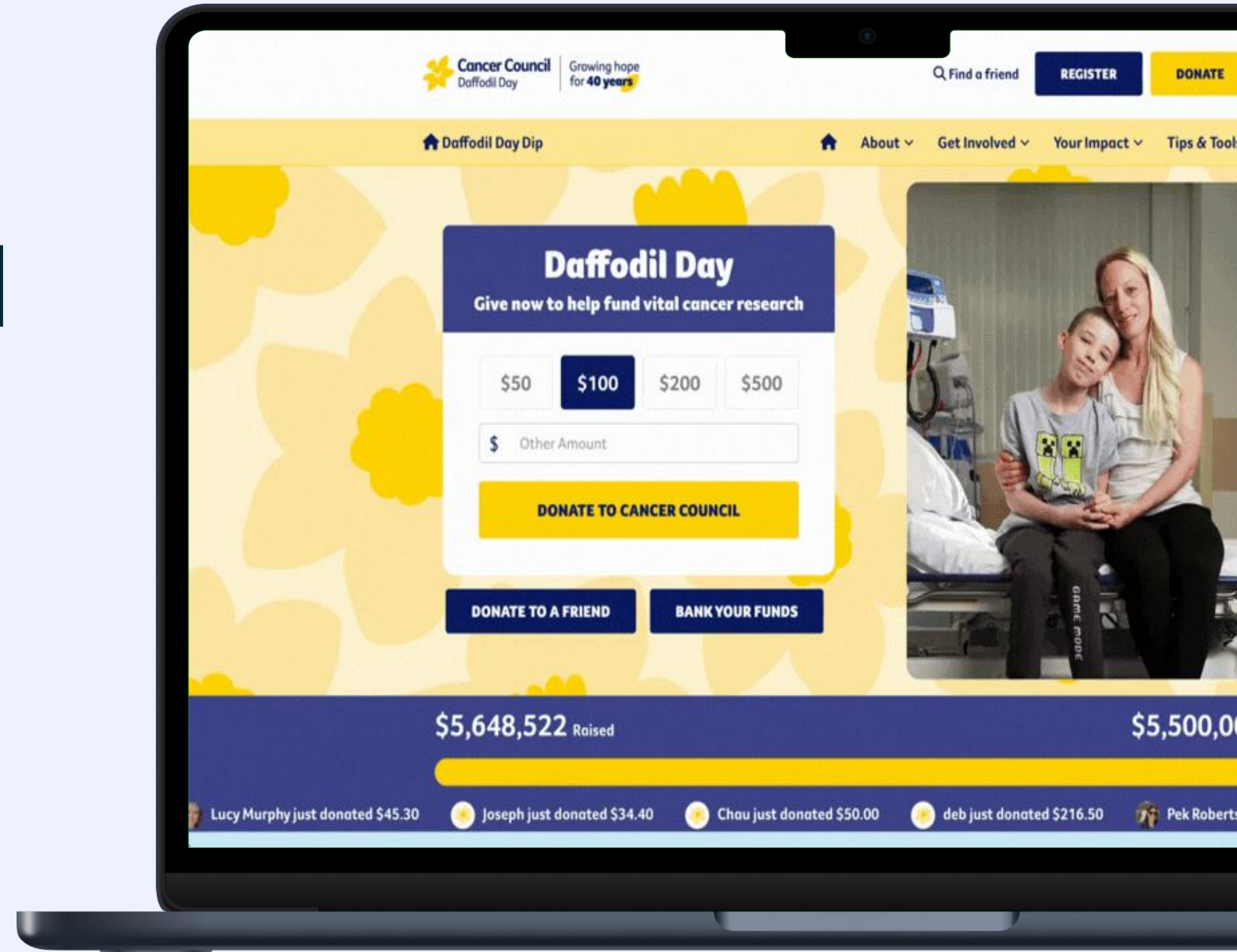
The Shared Purpose





Why we do what we do

The magic of a fundraiser = 10 more donors





Download guide to Individual Giving





UP7LIFT26



Thank you

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

