

RaiseNow Digital Fundraising Kit

Full-service online fundraising solution for Salesforce NPSP integration.

Solution

- 1 - **Integration**: Salesforce NPSP Integration

- 2 - **Payment Method Integration**: RaiseNow Payment

- 3 - **Frontend Donor Experience**: RaiseNow Giving Forms

- 4 - **Multiplication & Campaigning**: Fundraising Pages

- 5 - **Cooperation**: Third-Party Integrations

- 6 - **Mobile Point of Sales**: RaiseNow Terminal

- 7 - **Extended Customer Success & Support**: Service Level Agreements

- 8 - **Online Fundraising 2.0**: RaiseNow Impact Optimizer

Pricing

- I - **Growth, A New Business Approach**: How it works

- II - **Price Plans & Architecture**: Overview

- III - **Which Plan for Which Business Case**: Calculation Roster

This document is an addendum to the RaiseNow Fundraising Kit Salesforce GTM Kit.

1 - Salesforce.org NPSP Integration

The integration of RaiseNow Digital Fundraising Kit into the NPSP provides massive benefit in terms of efficiency, professional donation handling and organizational readiness for the digitalization and automation of any fundraising workflows. With the integration into the NPSP, RaiseNow Fundraising Kit unfolds its full potential.

Features

- ✓ Real-time transfer of donor, payment and campaign data
- ✓ Transparent transfer status incl. transfer retry logic
- ✓ Standard NPSP objects field mappings
- ✓ Support for standard NPSP objects custom fields
- ✓ Deduplication of contacts supported
- ✓ Support of NPSP/Converse custom objects
- Pro-active monitoring of transfer status and incident handling

2 - RaiseNow Payment

The integration of various PSP and acquiring partners secure best conditions and offers the most appreciated ways of payment. State of the art features such as cover-the-fee, tipping model, SMS/text-giving, automated card updating and card tokenization make RaiseNow Payment the leading provider for your donation process.

Features

- ✓ PCI DSS compliant
- ✓ Payment authorization and settlement
- ✓ Payment authorization only
- ✓ 3D Secure 2 support
- ✓ Recurring payment/subscription management
- ✓ Integrated PSP: Stripe, SIX Saferpay & PayPal
- Alternative Payment Service Providers (Ingenico, Ayden, etc.)

- | | |
|---|---|
| ✓ | Payment methods: Mastercard (Credit/Debit), Visa (Credit/Debit), Maestro, Amex, Diners Club, Discovery, iDEAL, Carte Bleue, SEPA Direct Debit, PayPal, PostFinance (Card/E-Finance)*, TWINT*, LSV/Direct Debit* |
| ○ | Additional (local) payment methods |
| ○ | Text Giving / SMS Donation, recurring and with unlimited 2nd level keywords** |
| ○ | Text Giving Options: Short number, additional keywords, address enricher, mobile number transfer* |
| ✓ | Unlimited currencies supported |
| ✓ | Card tokenization |
| ✓ | Automatic card account updating |
| ○ | Automated payment reconciliation |
| ✓ | Fraud filters and control |
| ○ | Pay-in slip, online banking payment and LSV/DD integration (incl. data capturing, PDF, reconciliation)* |

3 - RaiseNow Giving Forms

RaiseNow giving forms are made to flexibly match your organizations needs, no matter if as a frictionless integration in any website or stand alone giving page. Unlimited customizable fields, multi-language and -currencies availability and various features that improve the user experience make RaiseNow giving forms one of the most comprehensive online fundraising tools.

Features

- | | |
|---|---|
| ✓ | Giving widget and page mode available, various donation types (donation, membership, pledge, payment) |
| ✓ | Supported languages (DE, EN, ES, FR, IT, NL) |
| ○ | Additional languages |
| ✓ | Totalizer widget |
| ✓ | One-off payments & recurring giving with various intervals |
| ✓ | Preset payment amounts including a description of contribution impact |
| ✓ | Multi-currency option in one form |
| ✓ | Unlimited campaigns/causes |
| ✓ | Support for free and restricted funds |

- ✓ Unlimited custom fields
- ✓ Link to external form field validation services
- ✓ Customize form dynamically via Javascript
- ✓ Custom thank you-pages and emails
- ✓ PDF donation/tax receipt (standard)
- Customized PDF donation/tax receipt
- ✓ Renewal of stored credit and debit cards
- ✓ Prefill forms via URL parameters or javascript
- ✓ One-click donations based on previously stored card
- ✓ Integrate external analytics software
- Managed Google Analytics integration
- ✓ Fraud control
- ✓ Forms WCAG 2.0 compatible and certified
- ✓ Javascript Event handler available
- ✓ Webhooks available
- ✓ Link to an external email SMTP server
- ✓ Content Delivery Network

4 - RaiseNow Fundraising Pages

P2P and Employee Giving platforms allow organizations to reach out to existing donors and friends of the movement and activate them as fundraisers and multipliers. The wide range of features allow to setup campaigns fast and appealing and make it easy to reach out to the respective communities.

Features

- ✖ Single Fundraising Pages
- ✖ Single Corporate Giving Fundraising Pages
- Peer-to-peer fundraising platform
- Workplace/employee giving fundraising platform

5 - RaiseNow Third-Party Integrations

RaiseNow offers full service online fundraising SaaS. Additional services complement the package and make RaiseNow Growth the most comprehensive tool for online fundraising integration into any touchpoint. All third party integrations can be added at any time.

Features

- ✓ Formunauts tablet fundraising
- ✓ StepOrange PaymentHub
- ✓ Zapier

6 - RaiseNow Terminal

RaiseNow Terminal, the Mobile Point of Sales solution for the NPO sector, extends the range for event and F2F fundraising activities and attracts with convenient and secure transaction processes. The immediate transaction allows to initiate a fast, personal and tailor-made follow up communication. RaiseNow Terminal comes with own hardware and works together with both Android and iOS apps.

Features

- ✓ Android and iOS native app for mobile Point-of-Sales (mPOS) payments
- External payment devices/hardware incl. support
- ✓ Contactless, Chip & PIN and magnetic stripe payments support
- ✓ Local debit/bank cards support
- ✓ Initializing recurring payments based on initial POS authorization
- ✓ Manually enter client/donor details before initializing POS payment
- ✓ Offline card payments
- ✓ Possibility to link third-party native or web app
- ✓ Handling of payments only

7 - RaiseNow Service Level Agreement

RaiseNow offers extended support and services. Various levels of SLA provide extended office hours, phone support and included customization. Salesforce customers profit from a bronze SLA with prioritized support service.

Features

- ✓ Bronze SLA - Prioritized support service
- Silver, Gold and Platinum SLA - up to 7day support & dedicated account management

8 - RaiseNow Impact Optimizer

RaiseNow aims to support the whole branch with its knowhow and leadership in digitalization and online fundraising. With the dynamic and flexible growth plan and the impact optimizer features we implement a new approach to online fundraising as a whole.

Features

- ✓ Cover-the-Fee and tipping model
- ✂ regular updates with new conversion-relevant improvements

Legend

- ✓ inclusive
- add-on (at additional costs)
- ✂ coming soon, to be inclusive
- * Switzerland only
- * Switzerland, UK, Austria

Pricing

The RaiseNow Digital Fundraising Kit with its RaiseNow Growth price-plan allows organizations at all stages of their online fundraising development to implement an ambitious

fundraising strategy at reasonable costs: Organizations with smaller turnover or unpredictable development of their campaigns chose the lower fix costs and have a relatively higher percentage of their raised fund deducted as part of their SaaS fee, larger organizations or the ones with very high potential in their campaigns prefer to pay a higher fix fee but profit from very low deductions on the donation volume.