



Designed for nonprofits. Built for conversions.

Powering high-converting donation experiences for nonprofits.

Build, personalise & test fundraising forms without developers.

Trusted by 25+ organisations including WWF, War Child, Oranje Fonds

Trusted by Leading Organizations

Novti is proud to be the chosen partner for over 25 successful organizations, helping them achieve their conversion goals.



The Nonprofit Fundraising Problem

Nonprofits lose significant revenue daily due to outdated donation flows, technical barriers, and lack of visibility into donor behavior.

Revenue Leaks in Donation Forms

Slow, confusing, outdated donation flows cause donors to abandon before completing their gift.

Developer Dependency

Teams cannot test or optimize because every change requires developers or expensive agency support.

Broken CRM Integrations

CRM connections break or require costly custom work, creating data silos and manual processes.

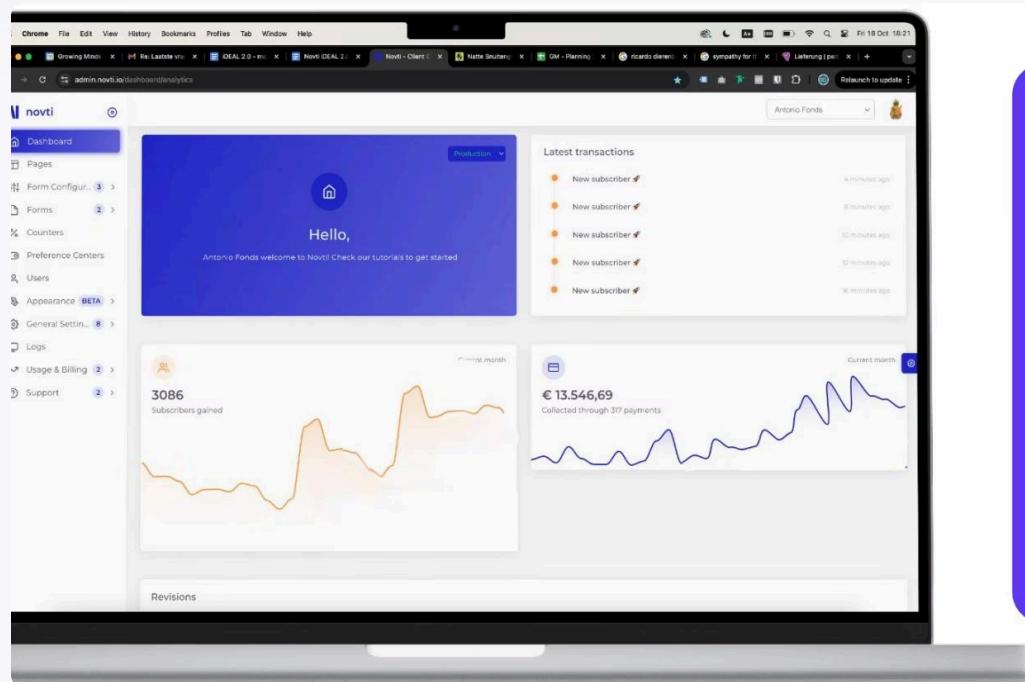
Invisible Donor Behavior

Internal teams cannot see why donors drop off, making optimization impossible without guesswork.



Novti's Solution: Proven Results for Nonprofits

Novti removes technical barriers and delivers measurable impact—helping nonprofits increase donation conversions, empower their teams, and keep donor data clean.



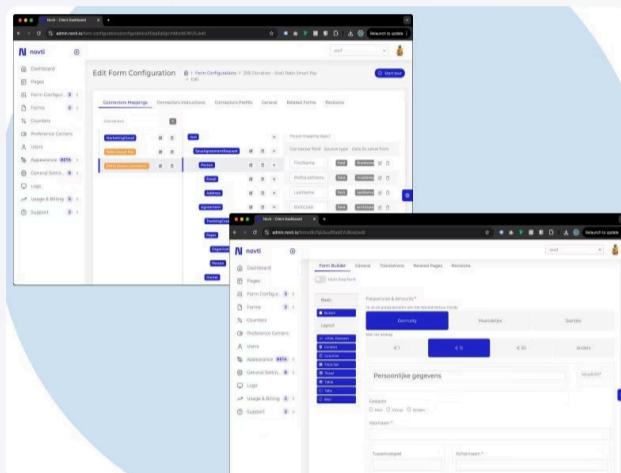
- **+18–35% conversion rate increase on donation forms**
- Build & launch campaigns in minutes, no developers needed
- Personalised flows that adapt to donor profiles
- A/B test donation amounts, layouts, and messaging
- Automatically sync clean donor data to your CRM

Novti in Action: Donation Pages Built in Minutes

No developers. No waiting. No complexity. Empower your team to create, test, and optimize donation experiences faster than ever.

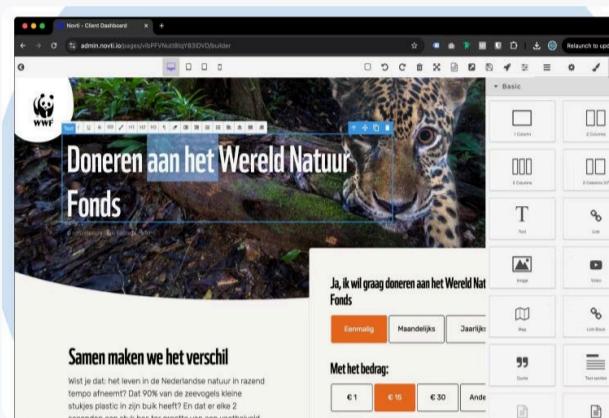
1

Create beautiful donation pages in minutes — no developers needed



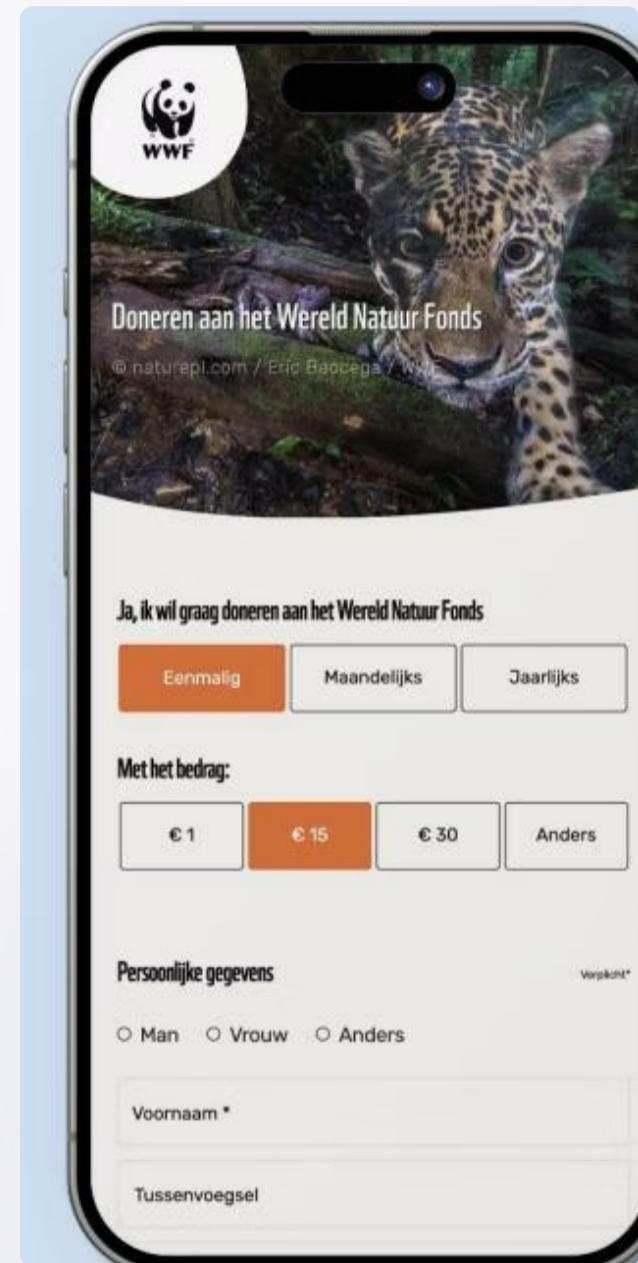
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Automatically optimise suggested donation amounts based on donor profiles



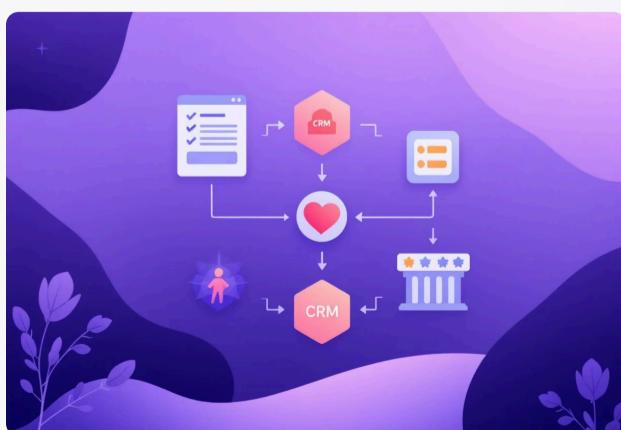
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Personalise the form based on donor history and giving patterns



4

Launch on CRM instantly with zero integration headaches



5

A/B test visuals, copy, and donation levels in real-time



The Easiest Way for Nonprofits to Grow Donations

— Proven with 25+ Organizations

Novti is built for nonprofits who want to launch, optimize, and scale donation campaigns without technical complexity or agency dependency.

- Launch a new fundraising form in under 30 minutes
- Increase recurring donor signups with smart personalization
- Reduce reliance on agencies and developers
- Ensure compliance & maintain strong data quality
- Global-ready: multi-language, RTL, mobile-optimised
- Secure & scalable for campaigns with millions in traffic

GREENPEACE

BESCHERM HET AMAZONEWOU'D

De Braziliaanse regering wil het Amazonewoud ophopen voor het snelle geld. Dat kunnen we niet laten gebeuren. De Amazone is cruciaal in de strijd tegen klimaatverandering. We moeten NU handelen.

Jouw donatie maakt dit mogelijk:

- Onderzoek naar ontbossing en naar de bedrijven die er verantwoordelijk voor zijn;
- Internationale bedrijven die betrokken zijn bij de ontbossing (publieklijk) ter verantwoording roepen;
- De lokale bevolking trainen in het gebruik van drones en smartphones. Zodat zij ontbossing in hun gebied beter kunnen documenteren en aanklachten bij de rechter;
- Gedurfde wereldwijde acties voeren om alle ogen op de Amazone te vestigen;
- Politici ter verantwoording roepen voor bescherming van het regenwoud en ons klimaat;

Help mee. Doneer nu!

Heb je vragen? Bel onze Supporter Care via 0800-4223344 of stuur een mail via ons contactformulier.

HELP MEE. DONEER NU!

Ik steun Greenpeace...

Eenmalig Maandelijks

Ik geef...

EUR 10 EUR 20 EUR 40 anders

Persoonlijke gegevens

Man Vrouw Anders *

Voornaam * Tussenvoegsel

Achternaam *

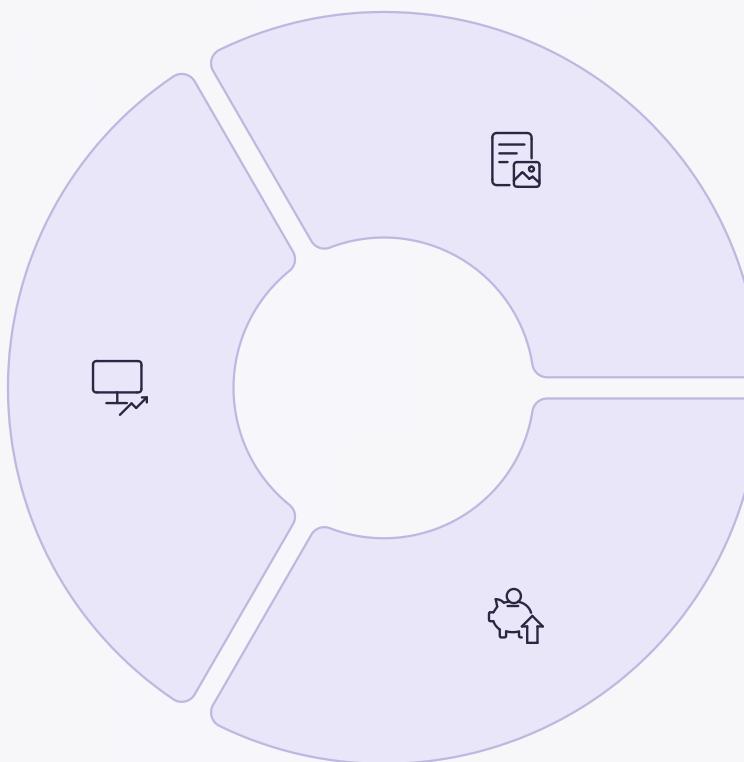
E-mail *

Telefoonnummer

Market Opportunity

Salesforce + Microsoft CRM

€137 bn market with 350,000+ organizations.



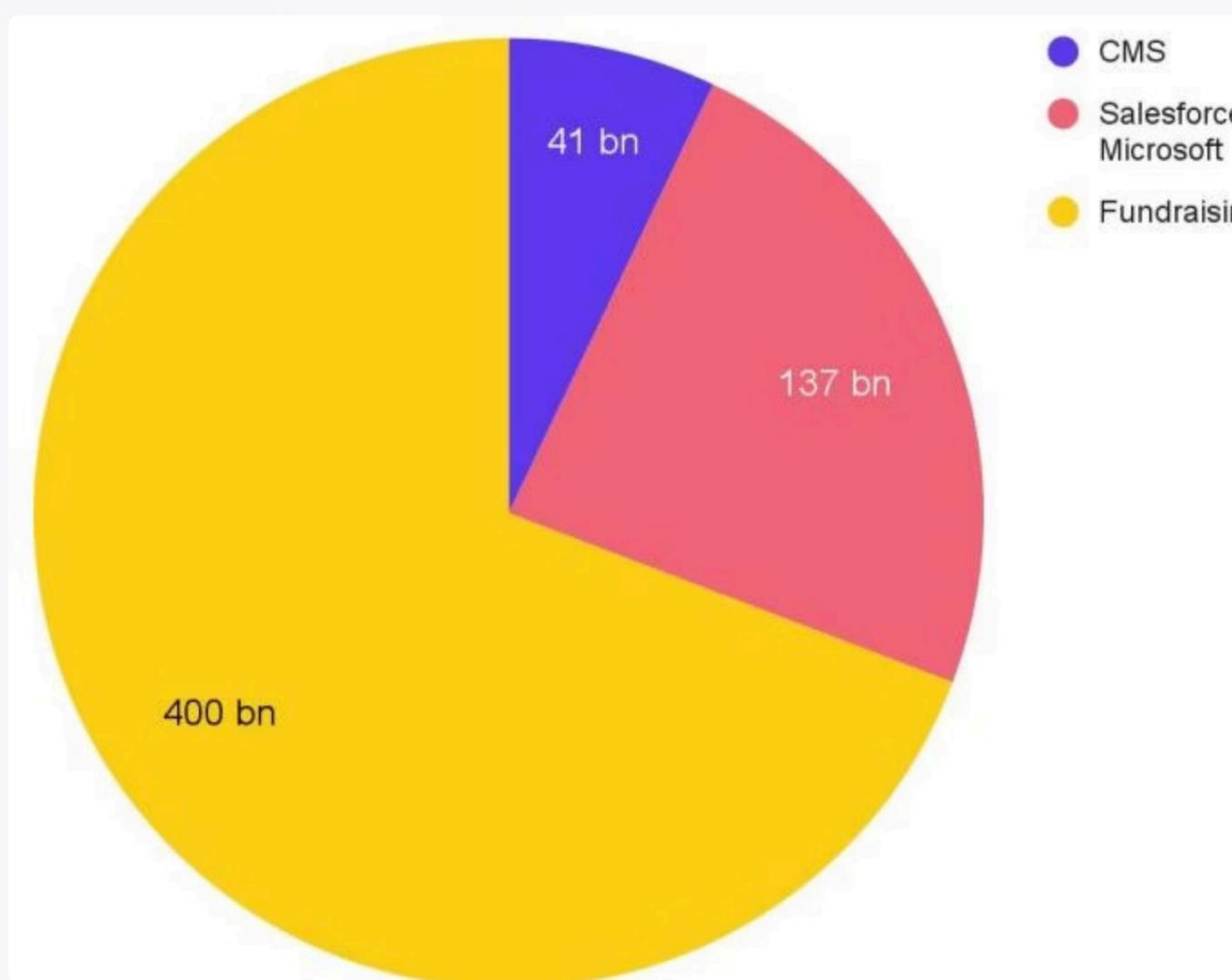
CMS Market

Projected €41 bn by 2025, driven by personalization.

Fundraising Market

€400bn annually — yet donation forms remain outdated and fragmented.

The nonprofit sector is experiencing a critical shift: digital giving grew +12.1% in 2023, yet most organizations still rely on outdated, agency-built forms that cost millions to maintain and update. Novti replaces this broken model with a modern, no-code solution.



Key Trends Driving Growth

→ Increasing Digital Transactions

Accelerating digital payments drive demand for seamless conversions.

→ Shift Toward CRM Integration

Investment in CRM-integrated tools for streamlined engagement.

→ Rising Demand for Personalization

Focus on customized journeys for both commercial and nonprofit sectors.

→ Growth in Nonprofit Digital Engagement

Nonprofits are moving to digital fundraising, ideal for Novti.

Business Model & Sales Strategy

Our subscription-based model offers flexible, scalable solutions with a strong partner-focused growth strategy.

Pricing Model

STARTER

Nonprofits: €250/month + 2% success fee

Commercial: €500/month

PREMIUM

Nonprofits: €1,250/month (no success fee)

Commercial: €2,500/month

Additional Usage-Based Features: Client Admin API
(\${0.004/call}), Webhook (\${0.010/dispatch}), Custom Integration
(\${0.010/call}).

Sales Strategy

Partner-Focused Growth

Accelerate scaling through system integrators and agencies.

Direct Sales

Create market presence across different markets and regions.

Professional Support

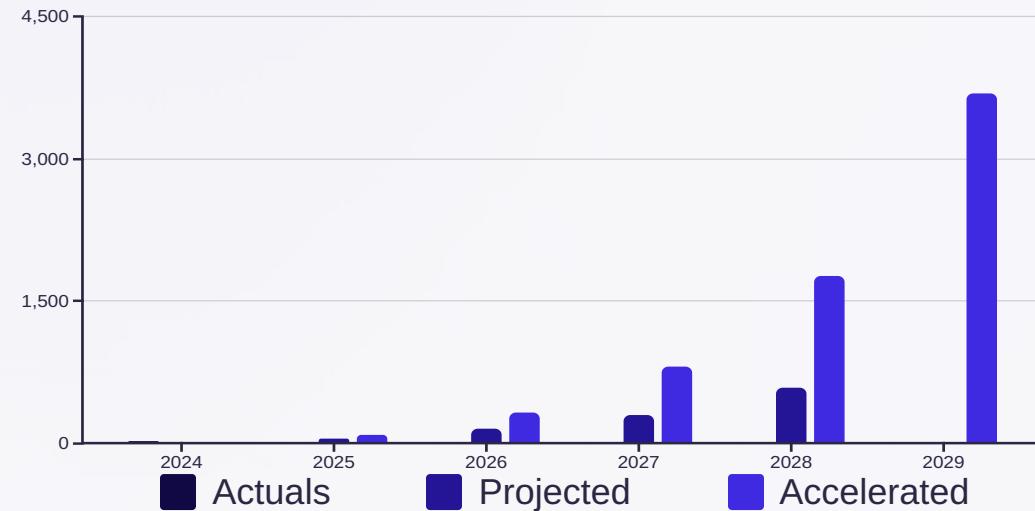
Deliver premier support and consulting to clients and partners.

Partner Incentives

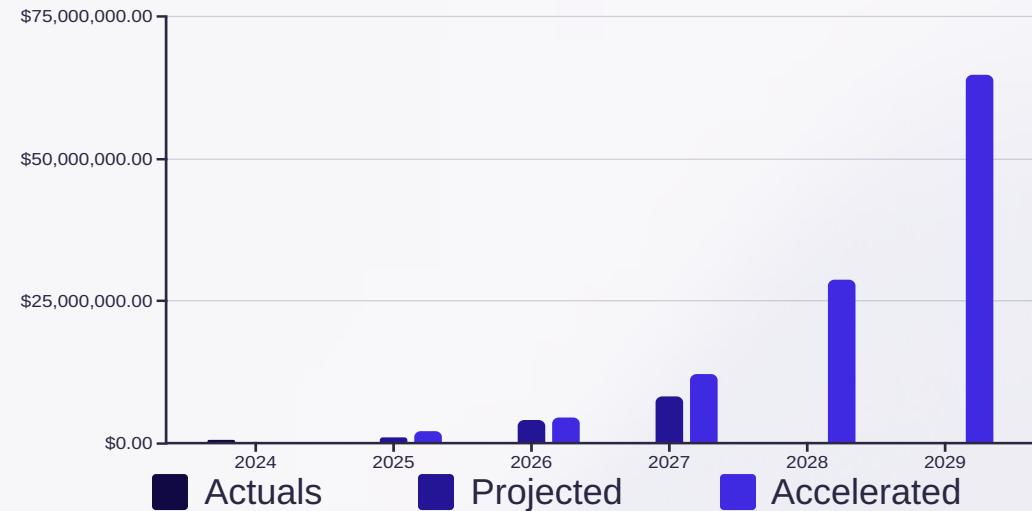
10% kickback on subscription fees for client lifetime.

Financial Projections & Investment Ask

Our forecasts outline Projected and Accelerated growth scenarios, with accelerated growth dependent on investor support.



Number of Clients



Annual Recurring Revenue (ARR)

Our Ask: €450,000-€600,000

We are raising to scale over the next 12-18 months in public and commercial sectors, expanding into new CRM and marketing platforms.

Product Development (40%)

Hire developers, accelerate adaptation for new markets, AI features.

Sales & Marketing (40%)

Build strong team, targeted campaigns, increase customer base.

Partnerships (20%)

Attract and train new CRM system integrator partners.

Valuing Novti at €2,500,000 pre-money, offering 15-20% equity for this investment.

Meet Team Novti



Thijs Hoffmann

Founder & CEO

"Founded Novti to help organizations maximize conversions through personalized experiences."



Rafael Olivero

Founder & CTO

"Built Novti to solve fragmented campaign tools, creating an all-in-one CMS."



Bas Sandee

Success Manager



Peter Boersma

Developer

Contact Us

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