

Pacific Northwest Drupal Summit 2015: Seattle

Fundraising with Drupal

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#pnwds



Hello!

- Lev Tsypin, CTO & Co-owner of ThinkShout
- Drupal contributor since 4.6
- Led the development of RedHen CRM
- @levelos on the Internet





“93% of funds given to nonprofit organizations
came from traditional means in 2014”

–According to Blackbaud’s 2014 Charitable Giving Report



Times are Changing

- Online giving has been steadily growing, up 8.9% from 2013 to 2014.
- M+R's 2015 Benchmark Study found a 13% increase in the number of gifts.
- Digital natives are more likely to donate online.
- Small orgs benefit the most from online giving.



Donate

There's no shortage
of fundraising tools

Direct Donations



Peer-to-Peer

TeamRaiser™



Classy



Great. So, Why this Guy?



CMS Integration

“Six times more money is raised through custom-branded donate pages than through third-party donate pages.”

– <http://www1.networkforgood.org/digitalgivingindex>

CMS Integration

- Direct users to the donation form when they're ready.
- Craft a compelling experience leading up to the donation.
- Focus a users attention on just the donation.

Customized User Experience



DEM Illustrated

With

Donation (\$) *

☐ \$10 Donor

☐ \$25 Member

☐ \$50 Inner circle

☒ \$100 Supporting network

☐ Other

Donation Type *

☐ One Time Donation

☐ Recurring donation

1 recurrence per month for 12 month(s)

Without

Donation (\$) *

☒ \$100 Your previous donation

☐ \$50

☐ \$200

☐ \$500

☐ Other

Donation Type *

☐ One Time Donation

☐ Recurring donation

1 recurrence per month for 12 month(s)

Where's my Data?



Payment Processing

- Use any payment gateway and easily change providers.
- Pay only processing fees, not the added service fees.

Under One Roof



Challenges



PCI Compliance



Upfront Costs VS Total Cost of Ownership

Bugs!



Donations are among the most
important interactions a
constituent will have with an
organization.

Don't give that away to a 3rd
party service!

I'm convinced.

How do we do it in Drupal?

Fundraising Stack



+



+



Drupal

Drupal
Commerce

RedHen CRM &
Donation

RedHen Donation

- Enable donations on *any* entity in Drupal.
- Single page donation forms.
- Use any payment method or processor.
- One time and recurring payments.
- “Automagically” create and update contacts.

RedHen

RAISER



Key Raiser Features

- Multiple campaigns
- Hierarchical team management
- Donor tools: blogs, updates, progress widget
- Plug and play

Give it a try!




PANTHEON

TRY REDHEN RAISER FOR FREE ON PANTHEON

Your Professional Website Platform

RedHen Raiser

By: [ThinkShout](#)

 RedHen Raiser is a Drupal distribution for quickly launching peer-to-peer fundraising campaigns (also referred to as crowd fundraising, team fundraising, or viral fundraising campaigns). Individual and team fundraisers join campaigns with their own customizable pages and individual goals, all contributing to the overall campaign. RedHen Raiser features easy campaign creation for teams or individuals, automated start and end dates, single page donation forms, and it's Commerce ready, just add your payment method and go!

Create your Pantheon account now, or [sign in](#)

Email Address
We won't share or spam

Name
First Last

Company / Organization

Job Function (optional)
---- Please Select ----

Password

Confirm Password

☐ I agree to the [Terms of Service](#).

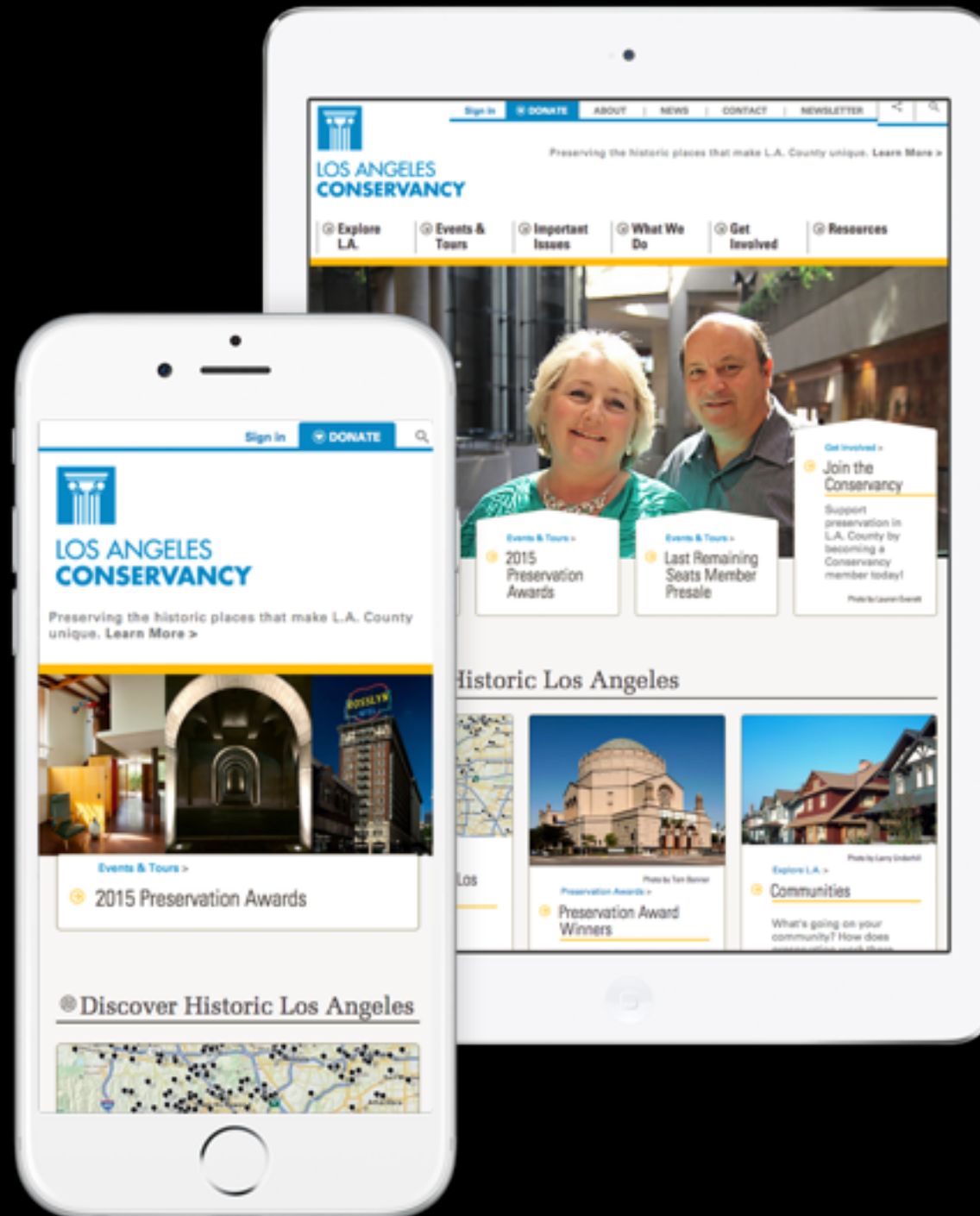
[Continue](#)

https://dashboard.pantheon.io/products/redhen_raiser/spinup




Case Studies


Los Angeles Conservancy



Capital Area Food Bank


https://give.capitalareafoodbank.org/campaigns/food-bar-2015

 [Fundraise Now](#) [Login](#) [Create Account](#)


Food From the Bar 2015
May 1 - 29, 2015

Food From the Bar 2015





Food From the Bar — Register Your Firm Today


Betty Williams

Join the legal community today in their efforts to solve hunger in the Washington metro area. From May 1 - May 29, 2015, law firms and other legal professionals will compete to donate the most food and funds for the Capital Area Food Bank.


\$149,080
of \$200,000 raised


Fundraiser has ended.


   


Leaderboard

[Teams](#) [Individuals](#)

 **Arnold & Porter LLP**
\$20,686 Raised

 **K&L Gates**
\$18,090 Raised

 **Akin Gump Strauss Hauer & Feld LLP**
\$15,720 Raised

 **Bracewell & Giuliani**

Demo Time!



Thank you!

Lev Tsypin
@levelos

