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

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

*–According to Blackbaud’s 2014 Charitable Giving Report*

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# 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

Google wallet

Donate with PayPal

DonorDrive

CLICK&PLEDGE

Network for Good
For Nonprofits

Brickwork

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# Peer-to-Peer

TeamRaiser™

causevox

Classy

razoo

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# Great. So, Why this Guy?

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# CMS Integration

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

– *http://www1.networkforgood.org/digitalgivingindex*

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# 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

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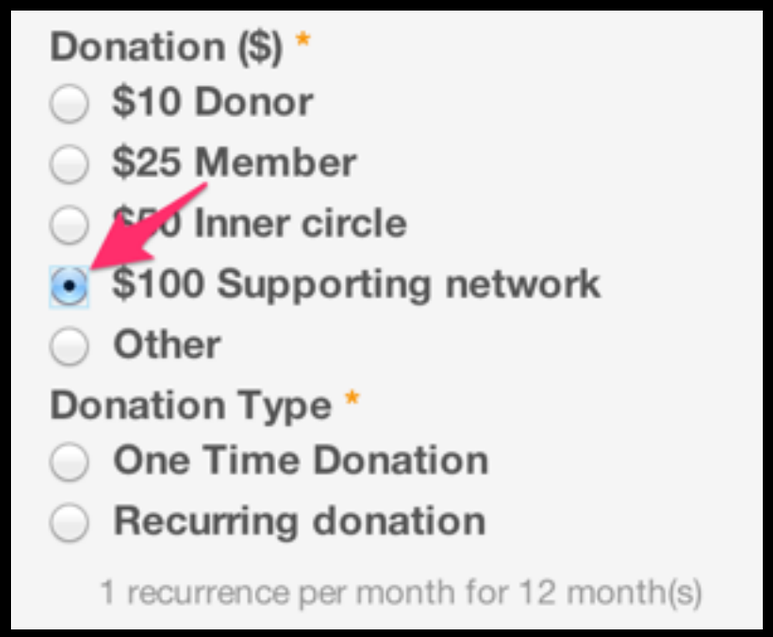
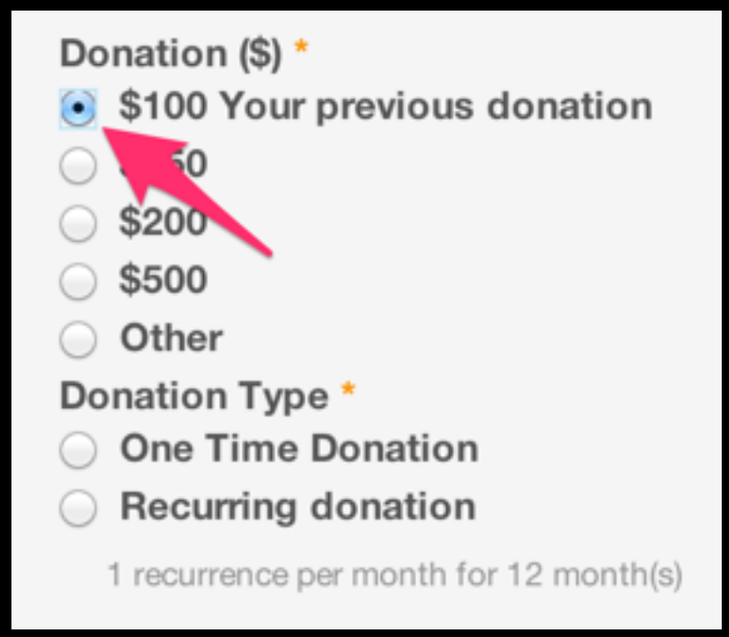
# DEM Illustrated

## With




## Without

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# 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

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# 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 a to a 3rd party service!

# I’m convinced.

How do we do it in Drupal?

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# Fundraising Stack

Drupal

Drupal Commerce

RedHen CRM & Donation

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# 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.

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# RedHen RAISER

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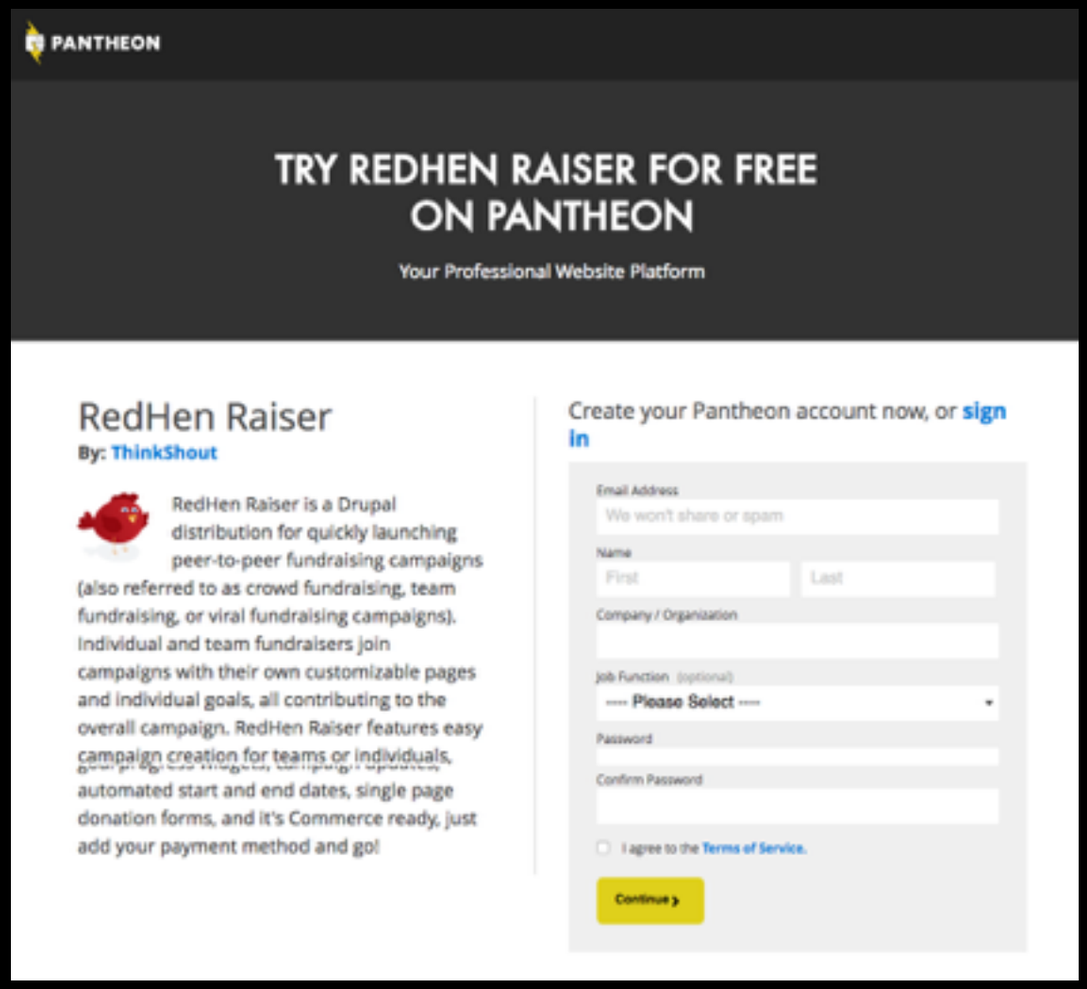
# Key Raiser Features

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

# Give it a try!




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

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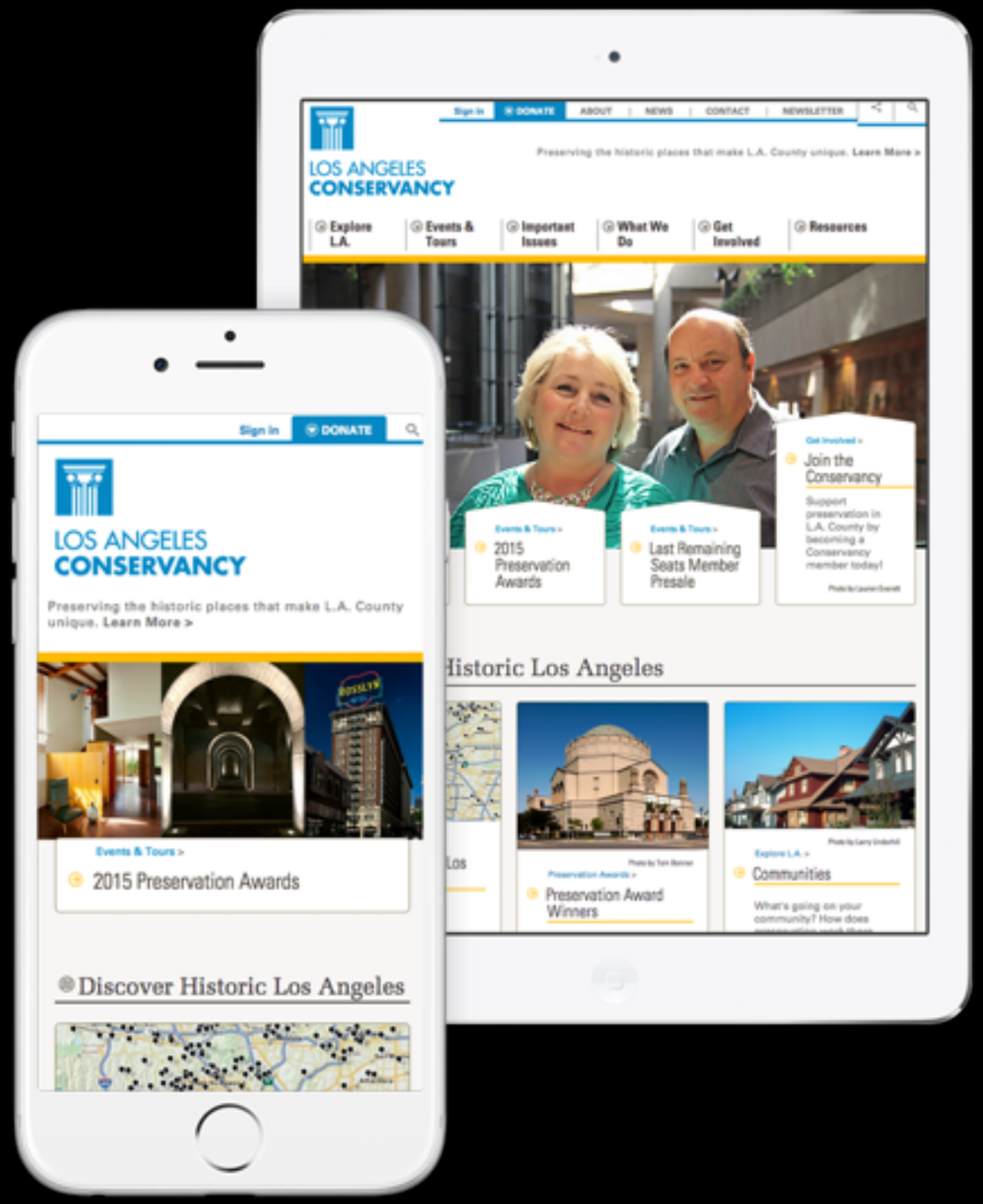
# Case Studies

# Los Angeles Conservancy

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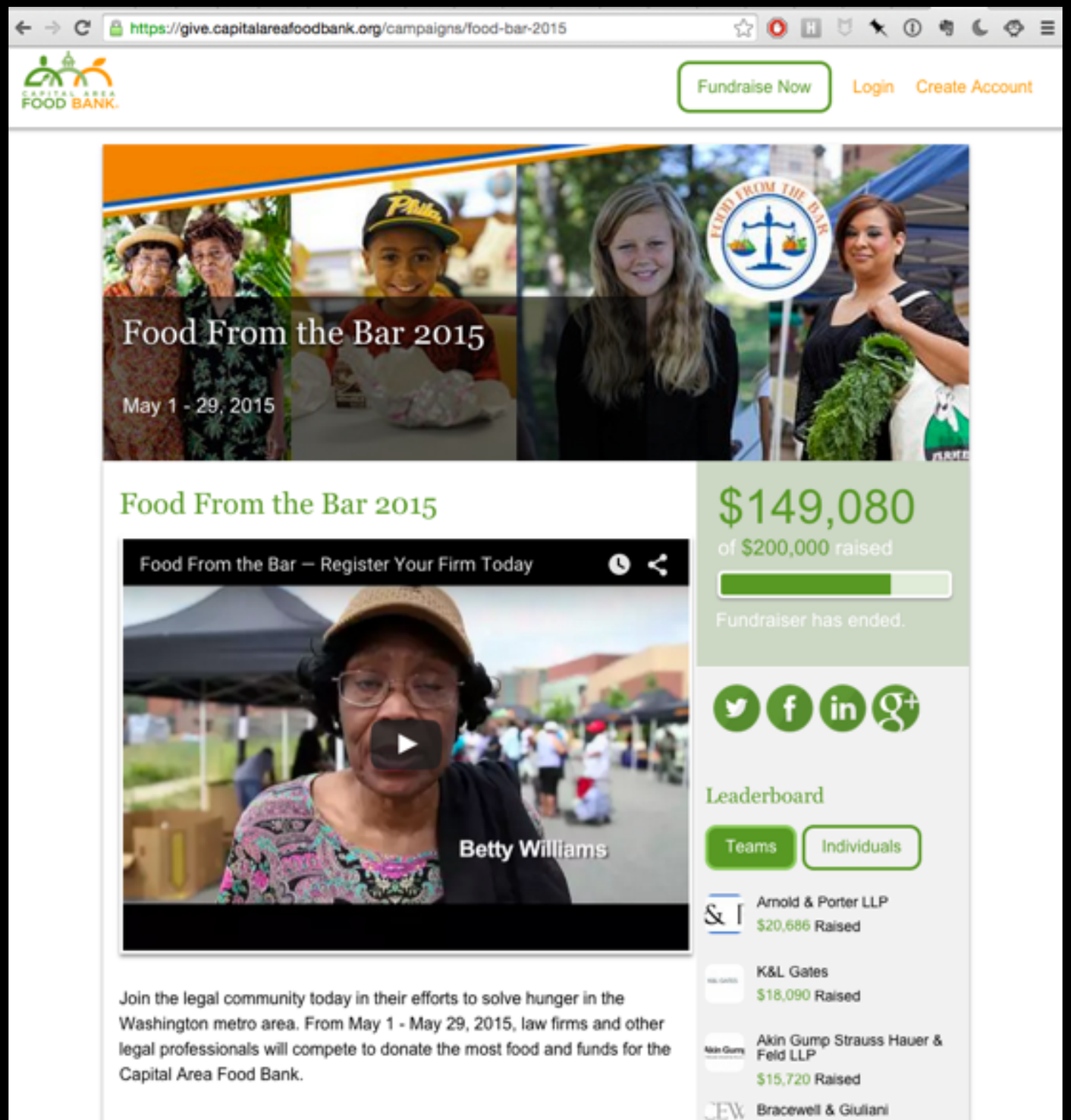
# Capital Area Food Bank

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# Demo Time!

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# Thank you!

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