URUUT

**Everything your nonprofit needs to reach more donors and raise more funds.**

Traditionally, as a nonprofit grows, so does the organization's need for additional resources and service providers to help sustain fundraising methods, donor relations, and management tools. Now more than ever, foundation grants, government funding and legacy contributions are becoming harder and harder to come by. Nonprofits of all operational sizes need to embrace modern online fundraising tactics in order to compete and survive. Uruut is an all-encompassing platform that will help your nonprofit elevate into the next generation of fundraising.

Crowdfunding is an emerging technique for gathering funds online and describes the collective efforts of individuals who network and support efforts of a specific cause or organization. Collectively, crowdfunding platforms raised $1.5 billion in 2011 and $2.6 billion in 2012. Uruut began as a one-of-kind nonprofit crowdfunding platform, and has since grown into a powerhouse of tools and resources that make managing a nonprofit easier than ever before. Uruut is crowdfunding and so much more.

The Uruut platform is based on four major features:

- Fundraising Tools
- Donor Convenience and Transparency
- Donor Relationship Management
- Analytics and Insights

Uruut allows you to manage all of your donors, campaigns, and communications from an easy-to-navigate platform. No expensive, hard-to-use, software to install and no training required. The Uruut platform even has the power to integrate into your existing website and infrastructure.

Uruut's donor relationship management tools are just the right size for nonprofits, small and large. We make it easy to organize /manage donors and build donor loyalty. Uruut it makes it easier than ever before to show donors that you are a great steward of their funding contributions. Uruut subscribers can create unlimited fundraising campaigns and measure campaign performance in real time.

Here are some other benefits the Uruut platform offers for your nonprofit:

-Uruut is the only crowd-funding platform designed to make it easier for nonprofits to increase donations and create custom sponsorship programs for individuals, businesses and foundations. Create and manage perk options for your donors.

- An industry-first, Uruut's Transparency Workroom opens up a whole new world to donors to show them how their funds are being used. Upload photos and videos to demonstrate progress and provide donors with an inside look at the benefits of their generosity.

-Uruut Analytics helps develop insights into donor patterns that help you identify and target donors with personalized communications, to build and optimize donation revenue. Manage your social media universe from one location.

-No more waiting on funds process**.** Through our partnership with Stripe, Uruut can guarantee your funds will be processed within 7 days.

-Seamless tax reporting. Plus, you can easily import/export donor data.

Nearly $60 billion flows to non-profits each year from businesses and foundations, and Uruut helps nonprofits capture funds through its industry-first platform. To learn more, visit www.Uruut.com and follow @uruut on Twitter.