| HOME PAGE                               | GoFundMe | Fundly   | Kickstarter | Razoo    |
|-----------------------------------------|----------|----------|-------------|----------|
| Sign in CTA in nav                      | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Sign up CTA in nav                      | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Sign up CTA in hero                     | <b>Ø</b> | <b>Ø</b> |             | <b>Ø</b> |
| Featured causes in hero                 |          |          | <b>Ø</b>    |          |
| Platform info in hero                   |          |          |             | <b>Ø</b> |
| Cause search field                      | <b>Ø</b> |          | <b>Ø</b>    | <b>Ø</b> |
| Cause cards                             | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| - cause photo                           | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| - amount raised                         | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| - progress bar                          | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| - cause name                            | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| - cause location                        | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| - cause category                        |          | <b>Ø</b> |             |          |
| Cause card filters                      |          |          |             |          |
| - cause filter: popular                 |          |          |             |          |
| - cause filter: nearby                  |          |          |             |          |
| - cause filter: near goal               | <b>Ø</b> |          |             |          |
| - cause filter: FB friends              | <b>⊘</b> |          |             |          |
| Cause categories                        | <b>Ø</b> | <b>Ø</b> |             |          |
| - most common/popular                   | <b>Ø</b> | <b>Ø</b> |             |          |
| - all/each category                     | <b>Ø</b> | <b>Ø</b> |             |          |
| Sign up CTA elsewhere on page           | <b>Ø</b> | <b>Ø</b> |             | <b>Ø</b> |
| Browse categories CTA elsewhere on page |          |          | <b>Ø</b>    | <b>Ø</b> |
| Press info                              | <b>⊘</b> |          |             |          |
| Success stories                         | <b>Ø</b> |          |             |          |
| Platform features section               |          |          | <b>Ø</b>    | <b>Ø</b> |
| How it Works CTA                        | <b>Ø</b> | <b>Ø</b> |             |          |
|                                         |          |          |             |          |

| SIGN UP                                           | GoFundMe | Fundly   | Kickstarter | Razoo    |
|---------------------------------------------------|----------|----------|-------------|----------|
| Facebook OAuth for account signup                 | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Email address for account signup                  | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Google OAuth for account signup                   |          |          |             | <b>Ø</b> |
| Can sign up for an account without donating       |          |          | <b>Ø</b>    |          |
| Can sign up without creating a campaign           |          |          | <b>Ø</b>    | <b>Ø</b> |
| Signing up = creating a campaign                  | <b>Ø</b> | <b>Ø</b> |             |          |
| Can set just "straight up donations" (no levels)  | <b>Ø</b> | <b>Ø</b> |             | <b>Ø</b> |
| Can set giving levels                             | <b>Ø</b> |          | <b>Ø</b>    |          |
| Asks for user name during (email) signup          |          |          | <b>Ø</b>    |          |
| Asks for email during (email) signup              |          | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Asks for password during (email) signup           |          | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Asks for campaign title during campaign creation  | <b>Ø</b> |          |             |          |
| Asks for country during campaign creation         |          | <b>Ø</b> | <b>Ø</b>    |          |
| Asks for zip code during campaign creation        | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| Asks for \$ goal during campaign creation         | <b>Ø</b> | <b>Ø</b> |             |          |
| Asks for campaign category during creation        |          |          | <b>Ø</b>    |          |
| Can upload campaign media during creation         | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| - from computer                                   | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| - from Facebook                                   | <b>Ø</b> |          |             |          |
| - from YouTube or Vimeo                           | <b>Ø</b> |          |             |          |
| Can enter description during campaign creation    | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| Can post to your FB wall during campaign creation | <b>Ø</b> |          |             |          |
| Can set auto FB wall posts during creation        | <b>Ø</b> | <b>Ø</b> |             |          |
| Can invite by email address during creation       | <b>Ø</b> | <b>Ø</b> |             |          |
| Can share to Twitter during campaign creation     | <b>Ø</b> |          |             |          |
| Must set payment account during creation          |          | <b>Ø</b> |             |          |
| Can connect account with FB account               | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| Asks for organization name during signup          |          |          |             |          |
| Asks for duration during campaign creation        |          |          | <b>Ø</b>    |          |

| CAMPAIGN PAGE                                | GoFundMe | Fundly   | Kickstarter | Razoo    |
|----------------------------------------------|----------|----------|-------------|----------|
| Campaign title                               | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Location                                     | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Campaign category                            | <b>Ø</b> | <b>Ø</b> | •           | <b>Ø</b> |
| Campaign media                               | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Raised amount                                | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Goal amount                                  | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Number of donors                             | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Campaign creation date or time since started | <b>⊘</b> |          | <b>Ø</b>    |          |
| Time left in campaign                        |          | <b>Ø</b> | •           |          |
| Donate CTA                                   | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Facebook share CTA                           | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Twitter share CTA                            | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| LinkedIn share CTA                           |          |          | <b>⊘</b>    |          |
| Google+ share CTA                            |          |          | <b>Ø</b>    | <b>Ø</b> |
| Tumblr share CTA                             |          |          | <b>Ø</b>    |          |
| Email share CTA                              |          |          |             |          |
| Total number of shares                       | <b>Ø</b> |          |             |          |
| Number of Facebook shares                    | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| Number of Twitter shares                     | <b>Ø</b> | <b>Ø</b> |             |          |
| Campaign description                         | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Campaign creator                             | <b>Ø</b> |          | <b>Ø</b>    | <b>Ø</b> |
| Campaign page (share) URL                    | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    |          |
| Campaign creator contact                     | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Campaign poster print option                 | <b>Ø</b> | <b>Ø</b> |             |          |
| Comments                                     | <b>Ø</b> | <b>Ø</b> | <b>©</b>    | <b>Ø</b> |
| - Must have an account to comment            |          | <b>Ø</b> |             |          |
| - Must log in to Facebook to leave a comment | <b>Ø</b> |          |             |          |
| - Must be a donor to leave a comment         |          |          | <b>Ø</b>    |          |
| Can subscribe to campaign updates            |          | <b>Ø</b> |             |          |

| CAMPAIGN PAGE                      | GoFundMe | Fundly   | Kickstarter | Razoo |
|------------------------------------|----------|----------|-------------|-------|
| Donor list                         | <b>Ø</b> | <b>Ø</b> |             |       |
| - sortable                         | <b>Ø</b> |          |             |       |
| - shows donation amount            | <b>Ø</b> | <b>Ø</b> |             |       |
| - shows donor name                 | <b>Ø</b> | <b>Ø</b> |             |       |
| - shows donation date              | <b>O</b> |          |             |       |
| - shows donor message              |          | <b>Ø</b> |             |       |
| - can "like" a donation on your FB | <b>Ø</b> |          |             |       |
| - can "like" a donation via email  | <b>②</b> |          |             |       |
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| DONATE                                            | GoFundMe | Fundly   | Kickstarter | Razoo    |
|---------------------------------------------------|----------|----------|-------------|----------|
| Can donate w/out having to sign up for an account | <b>O</b> | <b>Ø</b> |             | <b>Ø</b> |
| Can pull in your Facebook info for donor form     | <b>Ø</b> | <b>Ø</b> |             |          |
| Asks for donation amount                          | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Asks for name                                     | <b>S</b> | <b>Ø</b> |             |          |
| Asks for email                                    | <b>Ø</b> | <b>Ø</b> |             |          |
| Asks for country (outside of payment info)        | <b>Ø</b> |          |             |          |
| Asks for zip code (outside of payment info)       | <b>Ø</b> |          |             |          |
| Can leave a comment                               | <b>Ø</b> | <b>Ø</b> |             | <b>Ø</b> |
| Can choose to hide name/comment from public       | <b>Ø</b> | <b>Ø</b> |             |          |
| Can choose to donate anonymously                  |          |          |             | <b>Ø</b> |
| Can choose to donate amount monthly               | <b>Ø</b> | <b>Ø</b> |             | <b>Ø</b> |
| Can pay by credit card                            | <b>Ø</b> | <b>Ø</b> | <b>Ø</b>    | <b>Ø</b> |
| Can pay by PayPal                                 |          |          | <b>Ø</b>    |          |
| Can choose to also pay transaction fees           |          |          |             | <b>Ø</b> |
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