Comparison Matrix

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

Comparison Matrix

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

Comparison Matrix

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

Comparison Matrix

CAMPAIGN PAGE	GoFundMe	Fundly	Kickstarter	Razoo
Donor list	✓	✓		
- sortable	✓			
- shows donation amount	✓	✓		
- shows donor name	✓	✓		
- shows donation date	✓			
- shows donor message	✓	✓		
- can "like" a donation on your FB	✓			
- can "like" a donation via email	✓			

Comparison Matrix

DONATE	GoFundMe	Fundly	Kickstarter	Razoo
Can donate w/out having to sign up for an account	✓	✓		✓
Can pull in your Facebook info for donor form	✓	✓		
Asks for donation amount	✓	✓	✓	✓
Asks for name	✓	✓		
Asks for email	✓	✓		
Asks for country (outside of payment info)	✓			
Asks for zip code (outside of payment info)	✓			
Can leave a comment	✓	✓		✓
Can choose to hide name/comment from public	✓	✓		
Can choose to donate anonymously				✓
Can choose to donate amount monthly	✓	✓		✓
Can pay by credit card	✓	✓	✓	✓
Can pay by PayPal			✓	
Can choose to also pay transaction fees				✓