



it all starts with a widget

Your widget is more than just a donate button. It's a customizable gateway that will keep your cause and logo front and center across the web. Reach new supporters like never before on your website or blog, via email, or on social media.

Save a Cub Fund

Protect this orphaned cub by providing the shelter and food it needs to survive.



Donate



Member
FDIC

The safe and secure way for collecting donations.

donor's choice: credit card or check

Step One of the four-step donation process is fast and easy. Your contributors have the option of using any of the 4 major credit cards, including American Express, or check.

1 2 3 4

begin donating



a little goes a long way

charity: Save a Cub Fund

description: Meet Cooper, the orphaned bear cub, found by hikers in the wild and rescued by the Pocatello Zoo. Cooper relies on your charity to survive. Help him grow from a 10 lbs. cub to a 500 lbs. black bear.

address: 2900 South 2nd Avenue
Pocatello, ID 83204

[Donate by Credit Card](#) [Donate by Check](#)

MainStreet Bank offers aircharity® for the express purpose of facilitating the fund raising process for our customers. MainStreet Bank does not restrict or manage the use of donated funds and does not represent or warrant that the funds will be used in the manner described by our customer. Please direct questions regarding this donation to the charitable entity receiving your donation. The use of aircharity® as a means of payment for goods and services is expressly prohibited.

text size: [A] [A] [A]

The intuitive design reduces donation drop-off rates by minimizing all other distractions and maximizing donations.

step by step: simple and intuitive

Step Two offers your contributors the option to help cover the cost of their donation, enabling more funds to go directly to your cause. In 2012, half of all donors chose to cover the transaction cost.

The screenshot shows a web form titled "donation by credit card" with a sub-header "enter your payment information". At the top, a progress bar indicates four steps, with step 2 being the current one. The form includes a donation amount field set to "50" with a note "(\$10.00 USD minimum)". Below this is a checkbox labeled "Yes, I would like to donate \$2.12 to cover administrative fees associated with this transaction." which is checked. The "Credit Card Information (all fields required)" section contains fields for Cardholder's Name, Type of Card (a dropdown menu showing "-Select Card-"), Credit Card Number, Security Code (with a "What's This?" link), and Expiration Date (set to "01" and "2012"). The "Credit Card Billing Address (* required fields)" section includes fields for Address, City, State (a dropdown menu showing "-Select a State-"), Postal Code, Country (set to "United States"), Telephone, and Email. A green "Continue" button is at the bottom. At the very bottom, there are logos for "Norton SECURED" and "Member FDIC", along with a disclaimer about the use of aircharity® and a text size selector.

Donors choose the exact amount they want to contribute.

With each donation, you receive the contributor's contact information, allowing you to grow your supporter database.

donor confirms payment info

Step Three is a simple confirmation page, with no links, ads, or buttons to lead people away from completing a transaction.

The screenshot shows a payment confirmation page for aircharity. At the top, there is a progress bar with four steps: 1, 2, 3 (highlighted), and 4. Below the progress bar, the title "payment confirmation" is displayed, followed by a link "verify your payment information". The page is divided into three main sections: "Confirm your donation", "Credit Card Information", and "Credit Card Billing Address". Each section contains a list of fields and their corresponding values. At the bottom, there are three buttons: "Confirm", "Edit", and "Cancel". Below the buttons, there are logos for Norton Secured and Member FDIC, followed by a disclaimer and a text size selector.

1 2 3 4

payment confirmation

[verify your payment information](#)

Confirm your donation

Charity:	Save a Cub Fund
Donation Amount:	\$50.00
Voluntary Donation:	\$2.12
Total:	\$52.12



Credit Card Information

Cardholder's Name:	DEREK H YALE
Credit Card Num:	*****1234 (Visa)
Security Code:	555
Expiration Date:	03 / 2016

Credit Card Billing Address

Telephone:	703.481.4567
Email:	dyale@mstreetbank.com
Address:	10089 Fairfax Boulevard
City *:	Fairfax
State:	VA
Postal Code:	22030
Country:	United States

[Confirm](#) [Edit](#) [Cancel](#)

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text size [A] [A] [A]

In 2012, the typical amount donors contributed was \$50.

confirmation receipt sent to donor

Step Four. Now that the donation has been made, sharing can start right away. Give your fundraising campaign the chance to go viral!

1234

thanks for your donation!
your support is greatly appreciated!

Dear: DEREK H YALE

Thank you for making a donation of \$52.12 to Save a Cub Fund.


Please keep this receipt for your records.
Transaction ID: 42
Receipt Date: December 21, 2012
Payment: Visa****1234

Thanks to your generosity, Save a Cub Fund will be one step closer to reaching its goals.
We deeply appreciate your support.

Sincerely,
Save a Cub Fund

spread the word!
No personal donation information will be shared.
share
[tweet](#) [post](#) [email](#) [?](#)

Raise funds by starting your own aircharity account today!
www.airbanking.com/aircharity


powered by VeriSign

Member
FDIC

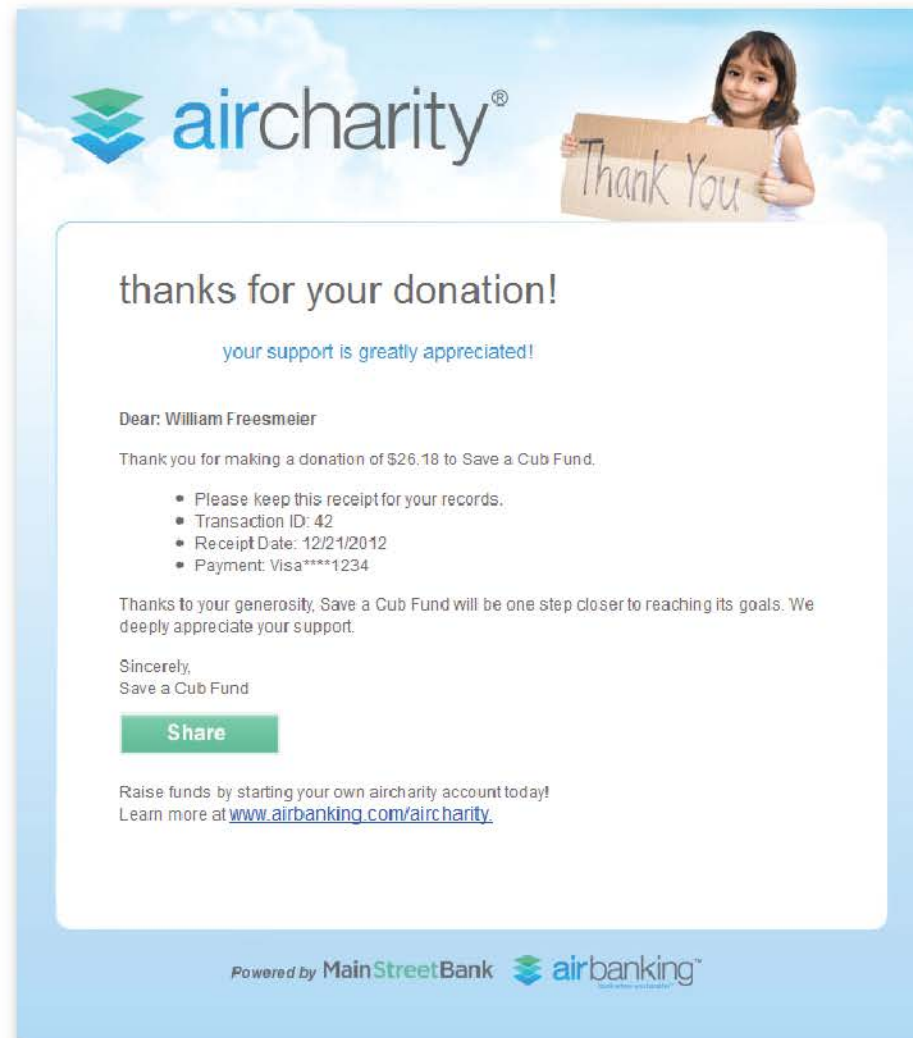
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text size [A] [A] [A]

Any advocate can help you raise more money for your cause with just a click of a button by sharing your story and widget anywhere online.

email donation receipts

Our solution sends a receipt and thank you message to the donor, as well as notifying you of each donation.



We invite benefactors to share your widget by promoting socially online and spreading the word.

reach more donors on the mobile web

The image displays four smartphone screens illustrating the four-step donation process for aircharity. Each screen features a progress bar at the top with four numbered steps (1, 2, 3, 4) and a 'Charity Your Charity Name' header. The screens are labeled 1 through 4 at the top.

- Screen 1:** Shows the initial donation options: 'Donate by Credit Card' and 'Donate by Check'. Below these are fields for 'Your description here.' and 'Address Your address here.'
- Screen 2:** Shows the 'I would like to contribute' section with a dollar sign icon and a text input field. Below this is the 'Credit Card Information' section, which includes a red asterisk indicating a 'Required Field' and a 'Cardholder' Name' field.
- Screen 3:** Shows the 'Confirm your donation' section. It lists the 'Donation Amount' as '\$50.93', the 'Voluntary Donation' as '\$2.15', and the 'Total' as '\$53.08'.
- Screen 4:** Shows the confirmation message: 'Dear Name name, Thank you for making a donation of \$53.08 to Your Charity Name. Please check email for your receipt. Thanks to your generosity, Your Charity will be one step closer to reaching its goals. We deeply appreciate your support. Sincerely, Your Charity'.

Your contacts can easily make their donations with their smartphones with **aircharity®**. There's no "app" required, and it's compatible on iPhones, Androids, and Windows Phones!

share anywhere online

Most online fundraising solutions lock their users into a static page. With aircharity®, you can embed your widget directly on your website or blog. Our widget frees your organization to leverage the open web spreading your brand and message.

Empower your advocates to promote with the click of a button, instantly and at no additional cost.

spread the word

Interested in promoting a cause on your website? Simply grab the widget embed code and place it on your website or copy and paste the custom link.



embed the widget

```
<iframe width='214' height='314'  
src='https://www.airbanking.com/tools  
/widgets/code?charity=nwJyhokEGEQ'  
scrolling=no frameborder=0  
allowfullscreen></iframe>
```

share the link

```
https://www.airbanking.com/tools/payments  
/donate?init=Y&charity_code=nwJyhokEGEQ
```

share socially



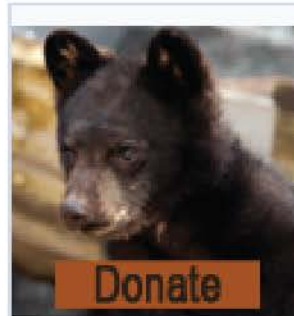
with facebook

Facebook has created a world no longer restrained by borders. With one billion monthly active users Facebook is the unrivaled location to find potential contributors. your advocates may post your widget onto their page directing friends to Step One of the donation process, while still preserving your brand and message.



Save a Cub Fund shared a link.
November 21

Thanks to everyone who has donated this month! Cooper would love to give each of you a big bear hug!

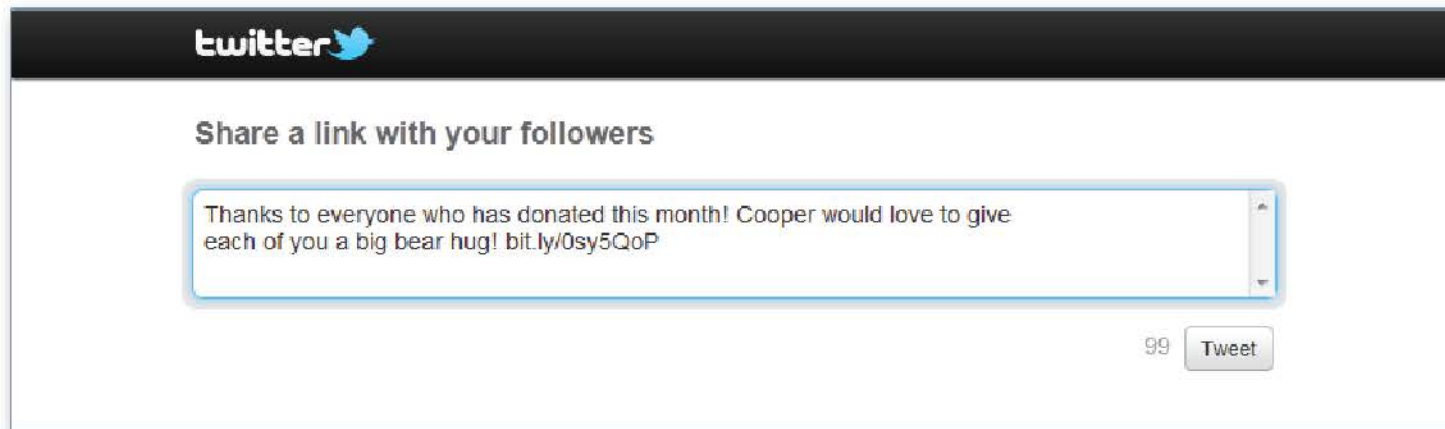


Save a Cub Fund

Meet Cooper, the orphaned bear cub, found by hikers in the wild and rescued by the Pocatello Zoo. Cooper relies on your charity to survive. Help him grow from a 10 lbs. cub to a 500 lbs black bear.

Like · Comment · Share

with twitter



Twitter answers the question, “what’s going on?” Twitter has over 200 million active users, half of which login daily from their mobile device. With aircharity® you can engage these users to donate and help receive contributions.

with email


Not your everyday email link. Our solution can spread the word with a customized email, providing an easy process to send out branded emails to friends, families, and coworkers. Advocates can add their own custom note which is embedded into the marketing email.

spread the word


Interested in promoting a cause on your website? Send an email to your friends and paste the custom link.



Save a Cub Fund

Protect this orphaned cub by providing the shelter and food it needs to survive.



[Donate](#)



 | 

Email a Friend






To: (email address)

From: (email address)

Note: (optional)





255 character limit

[Send](#) [Cancel](#)

More:     

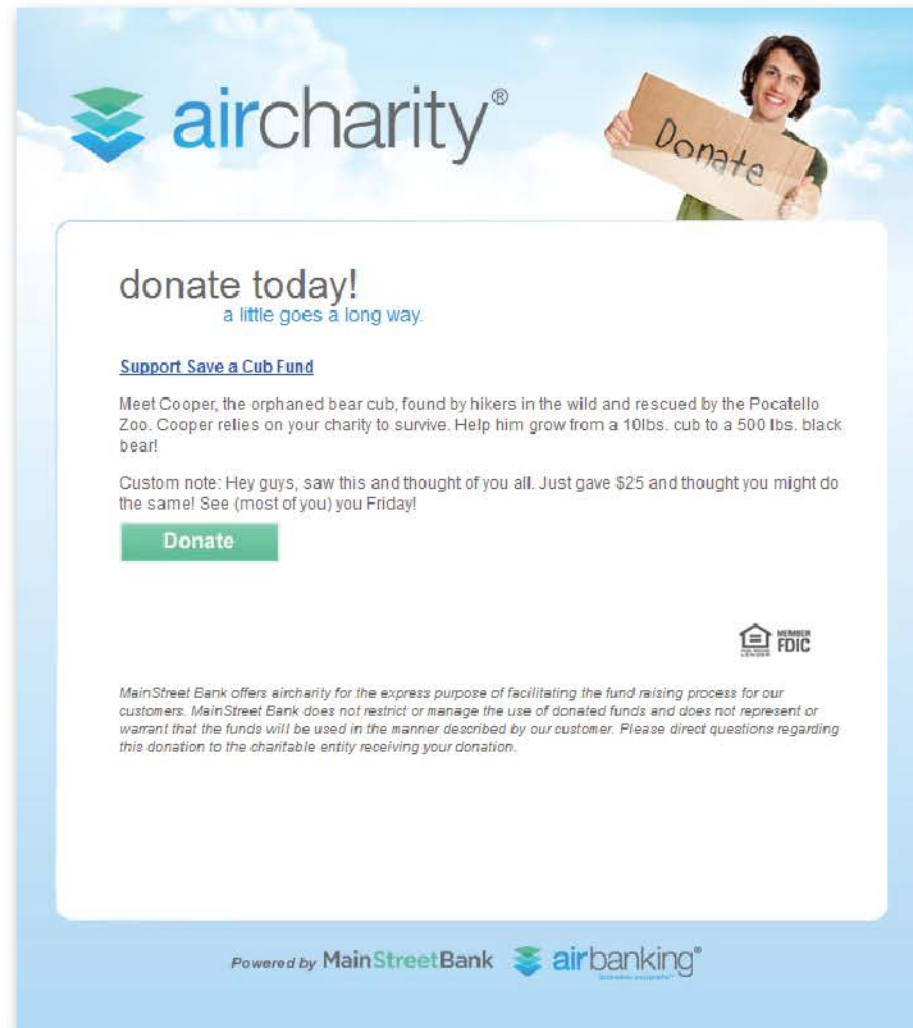
[Add This](#) [Settings](#) [Privacy](#)

share socially

 [tweet](#)  [post](#)  [email](#) 

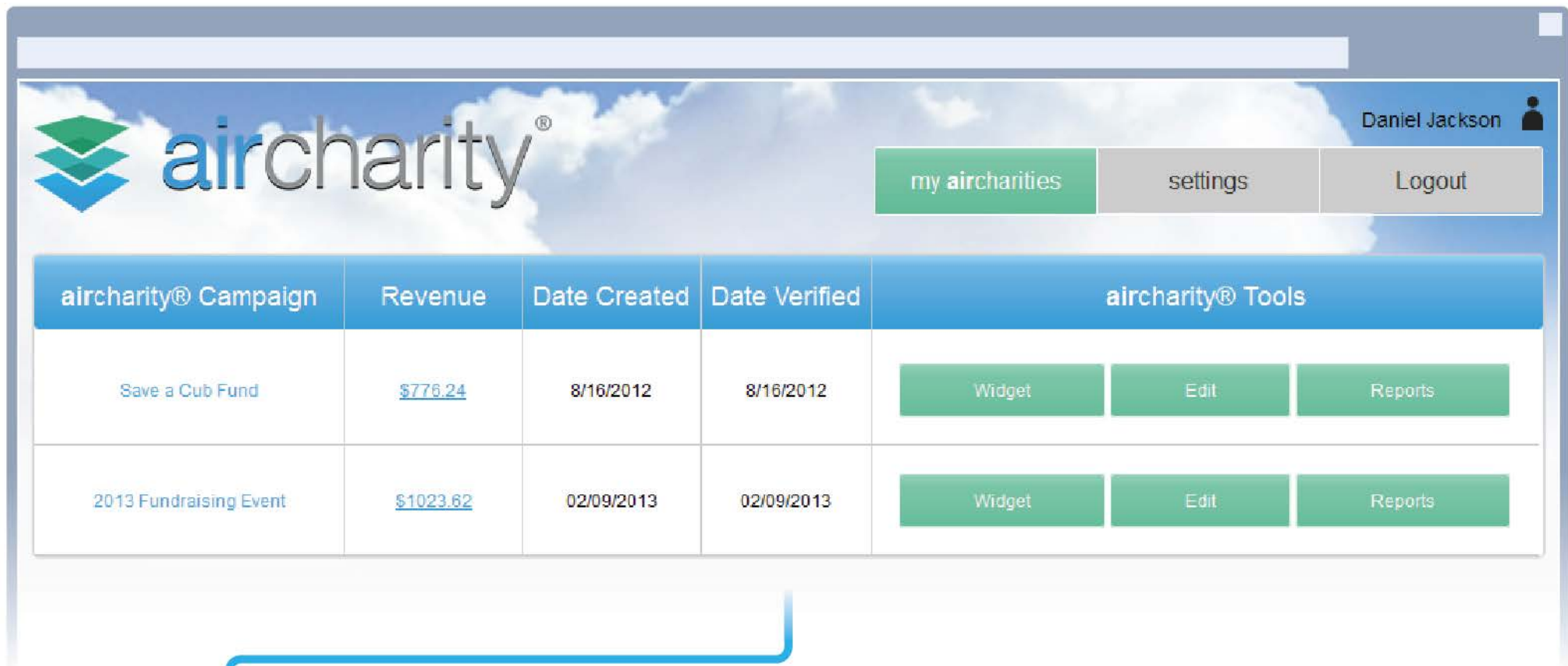
with email

Customize your email description and message to compel others to give.



Every donation button leads directly to your online donation portal, removing all unnecessary steps to receiving donations and reducing drop-off rates caused by poor user experience.

everything in one central place



The screenshot shows the aircharity dashboard. At the top left is the aircharity logo. To the right of the logo is a navigation bar with three buttons: 'my aircharities' (highlighted in green), 'settings', and 'Logout'. Further right, the user's name 'Daniel Jackson' is displayed next to a profile icon. Below the navigation bar is a table with four columns: 'aircharity® Campaign', 'Revenue', 'Date Created', and 'Date Verified'. The table contains two rows of campaign data. To the right of the table is a section titled 'aircharity® Tools' which contains three buttons: 'Widget', 'Edit', and 'Reports'.

aircharity® Campaign	Revenue	Date Created	Date Verified	aircharity® Tools		
Save a Cub Fund	\$776.24	8/16/2012	8/16/2012	Widget	Edit	Reports
2013 Fundraising Event	\$1023.62	02/09/2013	02/09/2013	Widget	Edit	Reports

The aircharity® dashboard serves as your fundraising command center. Manage and promote your campaigns and widgets. Monitor and edit your account information. Discover how much you've raised, who is contributing donations, and other key data in real-time as well as new outreach opportunities.

easily access transaction reports

Charity	Location ID	Transaction ID	Secondary Transaction ID	Transaction Date	Transaction Status	Effective Date	Donation Fee	Fee Covered	Payment Type	Account Type
Save a Cub Fund	123456	4	23	12/21/2012	Completed	12/27/2012	1.18	Y	Credit Card	Visa
Save a Cub Fund	123456	8	42	12/22/2012	Completed	12/28/2012	2.12	Y	Credit Card	MasterCard
Save a Cub Fund	123456	15	108	12/24/2012	Completed	12/30/2012	2.12	N	Credit Card	Discover
Save a Cub Fund	123456	16	815	12/25/2012	Completed	12/31/2012	3.99	Y	Credit Card	Amex

aircharity® reports can be accessed on-demand through the dashboard, and can be viewed as HTML or as a CSV file.

CSV files allow you to easily upload your donation information into your database to track all contributors and donations. Measure your engagement and reach your fundraising goals!

Amount	Total Amount	Donor Name	Address1	Address2	City	State	Postal Code	Telephone	Email
25.00	26.18	Elliot Reid	55 East Putnam Street	-	Greenwich	CT	06830	555-555-5555	ereid@sacredheartmed.com
50.00	52.12	John Dorian	1793 Trotwood Blvd		Trotwood	OH	45426	555-555-5555	vanillabear@gmail.com
50.00	50.00	Dr. Jan Itor	12629 Riverside Drive	-	Valley Village	CA	91607	555-555-5555	drjanitor@hotmail.com
100.00	103.99	Theodore Buckland	9336 Washington Boulevard	Apt. B	Culver City	CA	90232	555-555-5555	ted_twp@aol.com


fundraising meets web 2.0

spread the word

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Protect this orphaned cub by providing the shelter and food it needs to survive.



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scrolling="no" frameborder="0"
allowfullscreen></iframe>
```

share the link

https://www.airbanking.com/tools/payments/donate?init=Y&charity_code=nw7yhokEGEQ

share socially

 tweet  post  email

share socially

 tweet  post  email

aircharity®

Donate



share the link

https://www.airbanking.com/tools/payments/donate?init=Y&charity_code=nw7yhokEGEQ

airbanking.com/aircharity

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Protect this orphaned cub by providing the shelter and food it needs to survive.



Donate

aircharity®

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aircharity®

Donate



Inspire charitable giving in a whole new way!

aircharity® provides your organization the tools to launch your online fundraiser, and low transaction fees means more money for your cause. Easily spread the word across the web to receive donations from people previously unreachable.

Get started with **aircharity®** today!

