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| **M3: Offer Selling Message DonorDrive** |

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| **Deck** | [Link](https://bonterratech.sharepoint.com/:p:/s/BonterraProductOps/ET4flbaEuaRCuR8LxU4pgGgBm4Z5VOaDJyC7XmRYiDG7_A?e=eK8KYQ) | **M2 & Positioning** | [Link](https://bonterratech.sharepoint.com/:w:/s/BonterraProductOps/ES-Z5KolKY1IhqoMQ74tQ9oBOYlSE2jUbafbWTc191PqdQ?e=SB645Q) |
|  |  | **Date available to sell** | January 1, 2025 |

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| **Message Focus** | |
| **Audience Focus**  **(Decision in Bold)**  *Describe what broad audiences we will target with this message. The most important distinctions to make are: is this for current customers or new customers or both? If it includes current customers, all Bonterra customers, or only certain customers?* | * Net New Prospects that are aligned to the Ideal Customer Profile * Current non-F&E Customers that are a good fit for this offer (see Ideal Customer Profile) * **All of the above**   ***Reasoning:*** *This pitch is designed to resonate with anyone who fits the ideal customer profile and target buyer below. We will use this same pitch to close net new deal and cross-sell other Bonterra customers who are not* *within F&E.* |
| **Ideal Customer Profile**  *Describe ideal customer profile for this message. Include the reasoning for your decision.* | Ideal Customer Profile   * 501c3/c4 nonprofits, healthcare foundations, and higher education institutions that raise more than $500k online annually ($3m+ in total revenue) * Run at least one major peer-to-peer event annually * Have existing fundraising technology in place (CRM, marketing automation, and displacement fundraising solution for peer-to-peer, DIY, and digital fundraising efforts.)   ***Reasoning:***  *DonorDrive’s feature set is highly sophisticated with many options for complex configuration and requires a higher cost of ownership compared to down market tools. DonorDrive excels in the areas of peer-to-peer fundraising and individual giving campaigns, helping clients expand their supporter pools and reach and acquire new donor demographics.*  Estimated Market Size (# of Accounts)  This solution should be marketed to the 54,000 nonprofits, healthcare foundations, and higher education institutions that make $5m+ in total revenue annually (estimated $500k in online fundraising based on [12.9% average](https://institute.blackbaud.com/resources/charitable-giving-report-2021)). While there are more than 1.8 million nonprofits, only 3% have annual revenue over $5m (Council of Nonprofits).  Installed Base CRM Identifiers  This solution should not be marketed to EveryAction or NetworkForGood customers because they can (or will be able to) access DonorDrive at a reduced price through Fundraising Essentials, F&E Pro or F&E Enterprise. For EveryAction customers in particular, we should be using this messaging:   * [F&E - DonorDrive for EveryAction Customers (non FE Pro/Ent)](https://bonterratech.sharepoint.com/:w:/s/BonterraProductOps/EfvKPgefLC5KtGZyq0ZXhhwBuWtdpvrOYHR0Og-p9TCPSQ?e=iQYetp) * [F&E - DonorDrive for EveryAction Customers (have FE Pro/Ent)](https://bonterratech.sharepoint.com/:w:/s/BonterraProductOps/ER2sCiyZO89Bnj-XJzMcSGQB5ZtVcVLDfZQakb4nZXKalQ?e=zHggOf)   However, there are two Installed Base segments that may be a good fit to market this DonorDrive solution to:   * Salsa Customers that raise more than $500K online * GiveGab customers that are higher ed institutions and have opportunity to grow in P2P fundraising   Reference: [Bonterra New Solutions Enablement.pptx](https://bonterratech.sharepoint.com/:p:/s/BonterraProductOps/EUdXwL6nqxhDucxbnB4TLUIB2CkclXzsNOXoZ24G243Q2Q?e=aZnRii&nav=eyJzSWQiOjIxNDc0NzU2MDcsImNJZCI6MjQ1MTIzMzUxOH0) |
| **Target Buyer**  *Describe the target economic buyer for this message. Include the reasoning for your decision.* | **Target Buyer:**   * Department: Development * Job Level: VP/Director of Peer-to-Peer Fundraising and Events * Primary Job: Responsible for planning and implementing a strategic fundraising plan, including managing development teams, developing overall campaign and events strategy, and creating growth. Oversees event teams, corporate partnerships, capital campaigns, individual giving, and major giving. * Typical Boss: Chief Development Officer * Typical Direct Reports: Fundraising Manager, Events Manager, Development Coordinator, Manager of Online/Digital Fundraising, Chapter Manager/Director, Field Staff   ***Reasoning:*** *The money for tech purchases usually sits in Development, and the CDO controls it. The direct reports listed above outline typical nonprofit revenue generation structure.*  Note: Digital Fundraising tech budgets could alternatively be owned by either the Marketing or Technology/Operations teams.  Sample LinkedIn Profiles:   * [Cassandra Koprivetz, President Peer-to-Peer Fundraising, PanCan](https://www.linkedin.com/in/cassandra-koprivetz-5b3ab633/) * [Kelly Fleming, National Director, Breakthrough T1D Your Way](https://www.linkedin.com/in/kellyfleming88/) * [Tracy Amish-Cesaretti, Vice President, Events and Peer to Peer Fundraising, Zero Prostate Cancer](https://www.linkedin.com/in/tracy-amish-cesaretti-5ba20b/) * [Jesse Aynes, VP, Development and Marketing, Cure SMA](https://www.linkedin.com/in/jesse-aynes/) * [Colleen Veldt, VP of Peer-to-Peer Fundraising, Covenant House](https://www.linkedin.com/in/colleen-veldt/) * [Kristin Gibbs, National Vice President of Development, Walks](https://www.linkedin.com/in/kristin-gibbs-7b11383/) * [Mary Sorensen, Director, Field Resource Development, NAMI National](https://www.linkedin.com/in/mary-e-sorensen/)   **Excluded Buyers:**   * Chapter or field staff   ***Reasoning:*** *If chapter or field staff are part of a national run and centralized nonprofit, they may not have the ability to choose their own fundraising software. They tend to be highly passionate about features, but typically don’t have much in the way of purchasing power.* |

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| **Buyer Mindset and Triggers** | |
| **What events or problems might trigger this buyer to need this solution?** | * Declining revenue or stagnated growth in events * Digital transformation or CRM implementation (especially Salesforce) * Persistent complaints from supporters and staff (low supporter retention, high employee turnover) |
| **When the buyer starts searching, what are they looking for?** | Keyword analysis was done based on visibility of the current DonorDrive site, as well as the following competitors:   * Classy * OneCause * Qgiv * NeonOne * Blackbaud * Funraisin   Brand keywords were excluded and we typically look for non-brand keywords that have some consensus between at least 2 or 3 of the above cited brands. Also, keywords should have some meaningful volume (demand) and at least one of the above brands should be ranking in traffic-driving positions (rank 1-10) as a signal of relevance. The DonorDrive team advised to avoid keywords with “personal” or “individual” due to the low intent. The following is a shortlist of the most important keywords (with monthly volume):   * peer to peer fundraising (1900) * fundraising events (1000) * p2p fundraising (480) * peer-to-peer fundraising (140) * peer to peer fundraising software (40) * p2p fundraising software (30)   The above list will be expanded into keywords with more specificity for the sake of content development. [See here](https://docs.google.com/spreadsheets/d/1QQk-wM-s6siMhbYhF2YSIkIXG5wep09uYaizDEp44eU/edit?usp=sharing) for a more extensive list of keywords that users search for: |
| **What are the major barriers that are top of mind for the buyer as they research potential solutions?** | * Our supporters' expectations have changed. How do we modernize our fundraising and engage new generations of supporters? * We have a high level of zero-dollar participants. How do we activate them to fundraise? * We have a small fundraising team. How do we steward our supporters to reach their fundraising potential? * Both our internal teams and supporters are resistant to change. How do we manage change at every step of the process? * We have very dedicated supporters, but they don’t fundraise on our behalf. How do we activate our supporters to fundraise? |

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| **Three Messages to Remember**  *What are the three most important selling messages for any rep to remember about this offer?* | |
| **1** | DonorDrive turns 3x more supporters into fundraisers while reducing staff time by 6x |
| **2** | Our intuitive interface, native mobile app and proprietary engagement engine make it easy for supporters to fundraise on your behalf |
| **3** | Our flexible event builder and award-winning CRM integration make it easy to create unique, branded fundraising events |

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| **Positioning Canvas** | | | |
| **Product name and one line description**  Bonterra DonorDrive – a simple but sophisticated peer-to-peer fundraising platform that maximizes supporter engagement. | | | |
| **Market category (and subcategory)**  Market category: P2P and event fundraising software for nonprofits.  Subcategory: This solution spans multiple fundraising capabilities including peer-to-peer fundraising, DIY fundraising, ticketed events, auctions, and donation forms. | | | |
| **Competitive alternatives.** What would customers use if this solution did not exist? | **Unique attributes.** What features/capabilities does this solution have that the alternatives do not | **Value.** What value do those attributes enable for customers? | **Who cares a lot.** What are the characteristics of customers that care a lot about what this solution delivers? |
| An enterprise-level and highly customizable peer-to-peer fundraising solution: Blackbaud TeamRaiser  An all-in-one digital fundraising solution with peer-to-peer fundraising, fundraising events, and donation forms: Classy and OneCause | Engagement engine with personalized coaching  Native mobile app  Easy-to-use event branding and configuration  Extensible data model for reporting and integrations | **Headline:** Turn 3x more of your supporters into fundraisers for your cause. | Organizations that raise at least $500k online annually and run at least one major peer-to-peer event annually.  They are typically switching from highly configurable but dated systems like Blackbaud TeamRaiser, or simple solutions they have outgrown such as Classy. |

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| **Offer Business Value**  *Why should the buyer be excited about this offer?* | |
| **What is the most important value driver for this offer?** | DonorDrive is the only peer-to-peer fundraising solution that combines the two variables that drive fundraiser engagement:   * Really simple but engaging experiences for fundraisers * Really flexible configurations to create the unique events that represent your brand   This solves the fundamental tension faced by nonprofit peer-to-peer and event fundraising teams – having to choose between easy-to-use but basic platforms, or powerful but complex systems requiring technical expertise. |
| **Why is it Important?** | **Our industry is facing a generosity crisis.** Giving by individuals fell by astonishing rate of 13.4% after adjusting for inflation in 2022, and giving as a percentage of an individual’s disposable personal income dropped to a 40-year low of just 1.7%. This isn’t a one-year trend with individual giving continuing to decline 2.4% after adjusting for inflation in 2023. (Giving USA)  **Nonprofits are under more pressure than ever** to find creative ways to inspire generosity. Peer-to-peer fundraising continues to be one of the most promising ways to acquire and re-engage supporters. Peer-to-peer fundraising revenue increased 17%, and participation increased 56% from 2020-2023 for the US Top 30 peer-to-peer programs. (Peer-to-Peer Professional Forum) |
| **What business benefits should the buyer expect?** | **DonorDrive activates 3x more fundraisers while reducing staff time by 6x**  Customer Outcomes – Cure SMA:   * Increased active fundraisers from 17% to 62% * Reduced event creation from 90 minutes to 15 minutes |
| **Why is Bonterra the right team to help you with this?** | DonorDrive powers 8 of the top 30 P2P fundraising programs   * 160% increase in fundraising revenue – World Vision * 155% increase in participants – National MS Society * 67% increase average raised per fundraiser – NAMI   *"DonorDrive gives us the ability to engage people in a different, much more interactive, exciting way that will keep people loyal to us for a much longer time."*  – Jennifer Lee, Executive Vice President, Development, National MS Society |
| **What are some examples?** | [Cure SMA](https://bonterratech.sharepoint.com/:b:/s/BonterraProductOps/ETmBfvaI1HxMglla4Xze7uoBUGpUa59I5d4oQJR3uNDU5A?e=SfNo45)   * +50% increase in fundraising revenue in Year 2 * Tripled active fundraisers from 17% to 62% * 83% reduction in event site setup time * $150,000 cost savings over five years     Cure SMA faced significant challenges with their legacy all-in-one fundraising platform. Their team spent up to 20% of their time on administrative tasks, took 90 minutes to set up each event site, and struggled with unreliable data. The difficult user experience resulted in 83% of fundraisers raising zero dollars.  After switching to DonorDrive, they transformed their operations by:   * Implementing an integrated solution with Salesforce that provided clean, reliable data * Streamlining event site creation from 90 minutes to just 15 minutes * Creating an improved supporter experience that dramatically increased fundraiser participation * Freeing their development team to focus on stewardship instead of administrative tasks     *"I can definitely say I don't think that we would have these results had we not done what we did with our tech stack. It's allowed us to reallocate our staff's time, and our on-the-ground fundraising team is focusing on direct grassroots work rather than administrative tasks in our digital fundraising platform. They have the reporting they need at their fingertips to focus on stewardship and retention of our supporters."*  – Jesse Aynes, Vice President of Development and Events, Cure SMA    *"The level of support we received on DonorDrive has contributed to our success. We wanted to ensure that we chose a partner that would grow with us. DonorDrive prioritizes client feedback and is dedicated to robustly enhancing their solution and keeping up with evolving fundraising trends."*  – Amber Ewert Snyder, Senior Director Database Management, Cure SMA  [The Center](https://bonterratech.sharepoint.com/:b:/s/BonterraProductOps/Ea9hCmQLzKBKmcvDttBfuF0BnjxFbzrlrGvbExA8Q0hO4A?e=5jSbRV) (LGBTQ Community Center)   * $1.64M total raised through signature bike event * Exceeded fundraising goal by $100,000+ * $5,200 average raised per fundraiser * $0.39 cost per dollar raised     The Center, a four-decade-old LGBTQ organization in NYC, struggled with outdated fundraising technology that was holding back growth of their signature three-day, 275-mile bike event - Cycle for the Cause. Their legacy platform had limited CRM integration, poor data reliability, and inadequate functionality that caused constant supporter issues.  After switching to DonorDrive, they transformed their flagship event by:     * Implementing reliable real-time analytics through robust Salesforce integration * Empowering fundraisers with an easy-to-use portal and innovative features * Freeing staff from technical support to focus on strategic fundraising decisions * Building a true partnership with responsive customer support and development teams     *"DonorDrive has exceeded our expectations and been there every step of the way. They understand how peer-to-peer fundraising actually works. They have never told us no and actually work with us to find a solution. You just don't see this type of customer service and product personalization anymore."*  – David Hovey, Director of Fundraising Initiatives, The Center    With over 300 participants including riders, crew and staff, the event achieved remarkable success through:     * 34 average gifts per fundraiser * $150 average donation amount * Streamlined event operations * Higher fundraiser satisfaction and engagement   [NAMI](https://bonterratech.sharepoint.com/:b:/s/BonterraProductOps/EV-QQEzzc_pLtBQpHjw7HFABDBd6k9oMJ5O9UCPGNDYmLw?e=4eVwBd) (National Alliance on Mental Illness):   * $13.1M raised in 2021, outpacing pre-pandemic total of $12.5M * 67% increase in average fundraiser amount (from $95 to $159) * Over 40,000 participants across 123 events * Named Peer-to-Peer Fundraising Organization of the Year * Ranked #28 on Peer-to-Peer Fundraising Top Thirty list     When the pandemic hit in spring 2020, NAMI had to quickly pivot more than 100 scheduled in-person walks to virtual formats. By partnering with DonorDrive and listening to their supporters, they transformed their traditional NAMIWalks into NAMIWalks Your Way, allowing supporters to engage through virtual and hybrid opportunities.  Their success came through four key strategies:   * Putting supporters first by creating simple, effective tools like their viral "Signs of Hope" campaign * Using DonorDrive's robust reporting to identify trends and opportunities * Implementing segmented, multi-channel communications including personal phone outreach * Keeping their mental health mission at the forefront through United Days of Hope events     *"Our Alliance came together creatively to raise awareness and unprecedented financial support for NAMI's programs nationwide. NAMI created hybrid and virtual events, allowing participants to choose any activity and join remotely with other NAMIWalks events and hundreds of thousands of mental health advocates across the country."*  – Daniel H. Gillison Jr., CEO, NAMI    Even after the record-breaking 2021, spring 2022 events trended 16% higher as NAMI continued evolving their peer-to-peer fundraising with both virtual and in-person experiences. Their innovative approach using DonorDrive's platform enabled this traditional walk program to thrive in a dramatically changed fundraising landscape. |

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| **Offer Competitive Positioning**  *What are the 2-3 competitive positioning messages, and which types of competitors do they apply to?* | |
| **When you encounter these competitors…** | **Focus on this differentiated message…** |
| **Legacy Enterprise P2P Solutions**  *Such as: Blackbaud TeamRaiser* | **“Platforms that are highly customizable are great for building out unique event experiences but tend to be hard to use for both admins and supporters.**”  Simple changes require coding expertise, making event optimization and new program launch timely and expensive. The result is complex registration that leaves supporters frustrated and uninspired to fundraise.  *Customer quote: "With our previous tech stack, we had complaints every day from people who were trying to donate to Cure SMA and fundraise for us, and that's something that you never want to hear from someone who is trying to contribute to your organization and give of their time to fundraise for you." -- Cure SMA (switched off Blackbaud)*  Specific features that deliver this differentiation:   |  |  | | --- | --- | | **Because of this feature** | **Our customers can do this** | | Flexible, easy-to-use event builder with clicks, not code | Create and customize events in minutes instead of waiting weeks for developers or hiring consultants to make simple customizations | | Modern, intuitive interface and native mobile app | Deliver a seamless supporter experience that drives increased fundraising revenue | | Built-in engagement engine | Increase fundraiser activation and results with segmented supporter coaching, easy-to-use fundraising tools and gamification |   Win Story - [Cure SMA](https://bonterratech.sharepoint.com/:b:/s/BonterraProductOps/ETmBfvaI1HxMglla4Xze7uoBUGpUa59I5d4oQJR3uNDU5A?e=TGYKNU):   * Launched complex peer-to-peer programs without adding technical staff * Eliminated middleware costs and integration headaches * Reduced time-to-market from months to days for new fundraising initiatives |
| **All-in-One Digital Fundraising solutions**  *Such as: Classy, OneCause* | **“Platforms that focus only on simple and attractive front-end experiences aren’t flexible enough to support the unique events that activate your fundraisers.”**  The result is watered down events that fail to inspire supporters to fundraise and don’t reflect the nonprofits’ brand. You shouldn’t have to sacrifice flexibility for a great user experience.  *Customer quote: "...we were frustrated with the limitations imposed by our former technology partner when it came to customizations and user experience. We knew we needed a much more advanced system..." -- The Center (switched off Classy)*  Specific features that deliver this differentiation:   |  |  | | --- | --- | | **Because of this feature** | **Our customers can do this** | | Advanced event configuration | Create branded, distinctive events that stand out from the crowd and reflect the organization’s unique identity | | Enterprise-grade team management capabilities | Set up and manage complex corporate team structures at scale | | 360 data reporting with award-winning CRM integration | Access detailed reporting and maintain clean, reliable supporter data |   Win Story - [The Center:](https://bonterratech.sharepoint.com/:b:/s/BonterraProductOps/Ea9hCmQLzKBKmcvDttBfuF0BnjxFbzrlrGvbExA8Q0hO4A?e=yD4aep)   * Escaped "template trap" with fully branded, customized experiences * Deployed enterprise features like corporate team management * Maintained data integrity with sophisticated reporting and CRM integration |

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| **Offer Pain, Feature, Benefit Map**  *How can a sales, support or success rep uncover pain and map pain to the appropriate features and benefits?* | | | |
|  | **Inefficient event management** | **Limited event flexibility** | **Poor supporter experiences** |
| **Pain Point** | Nonprofits struggle to manage peer-to-peer fundraising events with inflexible systems that require technical expertise. They waste time and money on developers for basic changes, while participants get frustrated with dated interfaces that aren't mobile-friendly.  54% of P2P program managers reported difficulties in activating fundraisers, particularly among Walk/Run programs, where this challenge rose to 70% ([Nonprofit CRM](https://www.nonprofitpro.com/article/study-finds-p2p-walk-run-programs-struggling-with-staffing-facebook-fundraiser-declines/)). | Organizations feel trapped by rigid event platforms that limit their ability to create unique experiences for supporters. Basic templates and lack of customization force them to water down their brand. | Outdated fundraising platforms create friction throughout the supporter journey – from complicated registration to confusing donation forms to limited mobile access. These poor experiences directly impact results. |
| **Relevant Personas** | Primary: VP/Director of Peer-to-Peer Fundraising and Events  Secondary: Events Manager, Digital Fundraising Manager | Primary: VP/Director of Peer-to-Peer Fundraising and Events  Secondary: Events Manager, Digital Fundraising Manager | Primary: VP/Director of Development  Secondary: Digital Fundraising Manager, Donor Relations Manager |
| **Feature** | Flexible, Easy-to-Use Event Builder with Clicks, Not Code:     * Configurable participant and team types * Customizable look and feel * Content management system * Event import and templating * Native mobile app | Advanced Event Configuration     * Configurable branding and templates to scale event building * Flexible participant and team structures * Multiple event format support (virtual, hybrid, in-person) * Custom content management * Mobile-responsive design | Modern, Intuitive Supporter Experience     * Native mobile app * Express checkout * Digital wallet payments * Built-in fundraising coach * Real-time activity feeds * Personalized communications |
| **Benefit** | Customers reduce event setup time by 6X while delivering better experiences because:     * They can quickly create and modify events without technical expertise * The modern, mobile-friendly interface increases participant engagement * Built-in best practices improve fundraising results * Staff can focus on strategy instead of technical implementation | Customers can deliver exactly the event experience they envision because:     * Customers can build a custom and engaging experience for their supporters * They can configure branding and design to stand out from the crowd * They can create unique participant journeys * The platform adapts to their event strategy, not vice versa * Events reflect their organization's distinct identity | Customers turn 3X more supporters into active fundraisers because:     * Mobile App makes it easy for supporters to fundraise anywhere. Supporters raise over 2X more when they use the mobile app * Frictionless experience encourages more supporters to sign up * Automated coaching converts more registrants into active fundraisers * Real-time engagement keeps fundraisers motivated |
| **Questions to Draw Out Pain** | How long does it take to create events and build reports?  What technical resources do you need to make changes to your event pages? | How well does your current platform reflect your brand and elevate your event experience?  What program strategies have you wanted to implement but couldn't? | What feedback do you get from supporters about your current platform?  How do you engage supporters throughout their fundraising journey? |

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| **Offer Objection Handling**  *What do we believe are the top value-based objections and how should we answer them?* | |
| **How do we get started?** | We've designed a structured implementation program to ensure your success. You'll work with a dedicated Onboarding Consultant through a proven process that includes:     * Project kickoff and platform setup to get your environment configured * Two comprehensive training sessions covering everything from site content to reporting * Hands-on support building your first event and auction * Specialized training for mobile app deployment     We will assign a resource to you for up to 8 weeks, beginning at Kickoff with clear milestones to ensure your team is confident using all key features. We provide guidance at every step, from initial setup through your first event launch, and make sure you're ready before transitioning to our ongoing support team. |
| **Is there a steep learning curve for our team to start using DonorDrive effectively?** | DonorDrive combines power with simplicity:   * No coding required — our no-code event builder lets you create sophisticated experiences * Built-in best practices and templates accelerate launch * Intuitive interface reduces training time — most teams are up and running in days * Comprehensive onboarding support ensures your success |
| **We have a complex event set up already in another system. How can we replicate them in DonorDrive?** | DonorDrive's flexible event builder makes replicating your existing events straightforward, no matter how sophisticated they are. Here's why:    You get high-level configuration capabilities but with an easy-to-use interface — no coding required. This means you can customize everything about your event without needing web developers or consultants.  Our event builder includes:   * Configurable participant and team types to match your existing structure * Customizable branding and design to maintain your look and feel * Built-in content management system * Event templating to quickly replicate successful event formats     We reduce event setup time by 6x compared to other platforms, while still maintaining the flexibility you need for complex events.    For example, organizations like Cure SMA successfully moved their complex event structures to DonorDrive and found it much easier to manage compared to their previous platform. They went from spending 90 minutes setting up events to just 15 minutes. |
| **What are our options for custom branding?** | DonorDrive gives you extensive branding control through our Flexible Event Builder, which lets you create a unique brand experience without needing technical expertise. Here's what you can do:    Customizable look and feel   * Modify colors, fonts, and design elements * Create branded landing pages and campaign sites * Maintain consistent branding across desktop and mobile experiences   Content Management System (CMS)   * Full control over messaging and content * Build custom lading pages * Create event-specific branded experiences     Flexible Configuration   * Design custom participant and team pages * Create a cohesive branding experience across throughout from registration to fundraising pages * Manage event creation at scale by configuring events with clicks not code     Unlike simpler platforms that offer basic templates with limited customization, or enterprise solutions that require web developers, DonorDrive combines high-level customization with easy-to-use tools. This means your team can create professional, branded experiences without coding or consulting help. |
| **How easily can we integrate with our CRM?** | DonorDrive makes CRM integration straightforward and reliable through:     * Award-winning Salesforce integration that connects seamlessly with your existing tech stack * Comprehensive export engine that supports detailed reporting of all supporter engagement data * Open API that allows flexible integration with other CRM systems     Our integration approach ensures that all supporter engagement data from DonorDrive automatically flows into your CRM, giving you a complete 360-degree view of your supporters. Unlike competitors who often create duplicate records or require middleware, DonorDrive's native integrations maintain clean data hygiene. |
| **How much does the mobile app cost, and how do I get started?** | The mobile app is included in your DonorDrive annual subscription! Implementing the mobile app incurs a $1,500 charge per program listing in addition to the standard implementation fee.  You'll receive dedicated mobile app setup and support during your DonorDrive implementation, covering:     * Project management and coordination * Mobile theme activation in DonorDrive * Access to Mobile App training courses * Admin configuration assistance   The investment in mobile app setup is worth it — our data shows fundraisers using the mobile app **raise more than 2X the amount** compared to those who don't. |
| **I didn't originally purchase the mobile app but now I am interested. How much does it cost?** | The mobile app is included in your annual DonorDrive subscription fee. Implementation incurs a $1,500 charge per program listing. |
| **I want to add a listing, how does that work?** | For current DonorDrive clients who already have a mobile app listing, implementation of an additional program listing incurs a $1,500 charge. To add an additional program listing, customers also must have multi-site which carries additional fees for setup. |
| **What forms of payment can donors use?** | DonorDrive integrates with three leading payment gateways:     * Braintree (our recommended choice for new accounts) * Stripe * Authorize.net     As part of your implementation, you'll need to set up your payment gateway by completing a simple 10-15 minute application process. You'll provide basic business information (name, tax ID, address), estimate your processing volumes, and identify your primary business contact.    Once connected, your donors can use modern payment options including credit card, PayPal, Apple Pay, Venmo, ACH, DAFpay, and Facebook Fundraisers. |
| **How do the transaction fees work?** | Transaction fees include a 4% platform fee plus a 2.9% + $0.45 payment processing fee per transaction. Donors have the option to cover these fees at checkout.  For example: On a $100 donation, total fees would be $7.35 ($4 platform fee + $3.35 processing fee), meaning your organization receives $92.65. If the donor covers fees, they pay $107.35, and your organization receives the full $100.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Annual Funds Flow | Annual Subscription Fee | Payments Platform Fee | Pre-Approved Payments Platform Fee Discount | Lowest Payments Platform Fee **(Leadership Approval)** | | Under $500K | $4,000 | 4%\* | 3.75% | 3.50% | | $500K - $2M | $7,500 | 3.50% | 3.25% | | $2M - $5M | $12,000 | 3.25% | 3.00% | | Over $5M | Custom | Custom | 2.75% | 2.50% |   **Notes**   * **Annual Funds Flow:** The total annual funds we expect the customer to raise via DonorDrive. This will be estimated during the sales cycle. This is estimated to be 16% of the organization’s most recent 990 revenue or based on past fundraising performance shared by the organization. (Ex. $500k is 16% of $3m.) * **Payments Platform Fee:** Starts at 4% for the first three tiers, with allowances for discounting * **Pre-Approved Payments Platform Fee Discount**: Sales reps can offer at these fees their discretion when a customer wants to negotiate. * **Lowest Payment Platform Fee (Leadership Approval):** These fees require prior leadership approval. * **DAFpay:** Payments processed through DAFpay incur an additional 3.5% fee in addition to the platform processing fees. |
| **What if we need a custom domain?** | Yes, you can use a custom domain! While your site comes with a default subdomain (yourname.donordrive.com), we offer custom domain setup for organizations that want to use their own branded URL.  The custom domain package includes a one-time setup fee of $2,500 and monthly hosting of $100. This covers complete domain configuration, SSL certificate setup and management, plus technical support during initial setup.  Most organizations choose our default subdomain since it's free and secure. But if brand consistency across all your web properties is important to you, the custom domain option gives you that professional, unified presence. |
| **How secure is DonorDrive?** | Our platform features unlimited scale and redundancy, operating with fully redundant systems across availability zones and auto-scaling to handle varying loads. We maintain cross-region replication and disaster recovery sites, while ensuring continuous deployment with no interruptions. We also actively prepare for peak fundraising seasons to maintain optimal performance.  We implement a security-first philosophy through regular security updates, proactive code vulnerability scanning, and strict OWASP coding practices. Our platform requires multi-factor authentication and exceeds all PCI DSS compliance requirements, ensuring your data remains secure at every level. |