



CharityWise.
BY FRESH EGG

Conversion Services

Donation platform comparison

Features and considerations when
choosing a donation platform.

Introduction

There are a wide variety of platforms on the fundraising market, all of which offer different functionalities and user experiences at different prices.

Choosing the best one for you and your supporters is no easy task.

Our guide is here to help.

We want to help you find the right donation platform. This guide overviews the online fundraising landscape – from big players to lesser-known platforms – by providing breakdowns of their features, usability and pricing structures.

We've spent time speaking to platform specialists, trialing tools, and conducting user research with charity stakeholders and supporters to understand the pros and cons of each option.

We hope you find this comparison guide helpful. If you have any questions about the guide or donation flows, do contact us.

What do you need to consider?

On the next couple of pages, we outline some of the key features to keep in mind when selecting a donation platform.

Affordability

Understandably, one of the most important considerations when selecting a donation platform. Many solutions are available and suit different sizes and types of charities. Where possible, demo a platform first to understand whether it meets your needs.

Branding and customisation

Platform options vary from static forms with basic colour pickers to in-depth, personalised templates that allow custom CSS. Some platforms even provide advanced developer documentation, component libraries and open APIs. Your supporters' trust in the donation journey will vary depending on how closely it aligns with your branding and values.

Peer to peer giving

Peer-to-peer fundraising empowers people to fundraise on behalf of a worthy cause – it allows people to share personalised pages and spread awareness for your cause. Though it may not be appropriate for all types of charity, this method of giving is great for donor acquisition, motivation and retention.

In memory

Giving in memory of a loved one can be highly emotive and personal. The experience a donor has must be respectful and tailored. Whilst most platforms offer an "Are you donating in memory?" checkbox, you may want to consider those that provide bespoke tribute sites for friends and family to contribute to.

Continued...

What do you need to consider?

Recurring giving

The average recurring donor will give 42% more in a year than those who are one-time donors. Continuous giving is a must-have for any donation platform.

Donor management

Good Customer Relationship Management (CRM) software is crucial for prompt and accurate impact reporting, effective campaign management, and donor profiling. While it is common to use dedicated CRM software, some donation platforms offer an integrated solution.

Third party integrations

Native integrations with your favourite applications (such as your CRM, analytics tools and email marketing service) can be the difference between a seamless backend donation journey and one that relies on several disjointed processes. Again, some platforms also offer open APIs and advanced developer documentation to aid tool integration.

Payment options

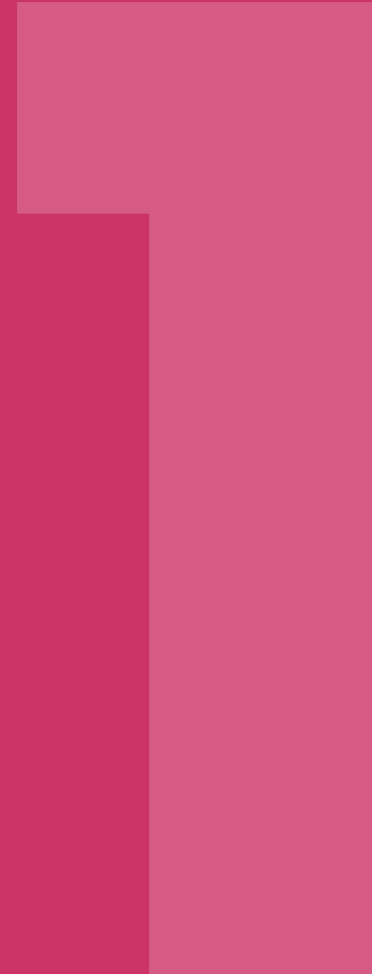
Many platforms offer various currency options, but there are other considerations. Are your donors permitted to use AMEX cards? Can they set up a direct debit? While PayPal continues to be a big name, Apple Pay and Google pay have also become popular with their trusted one-click technology. Our research has found that donors now expect to see their preferred payment option as standard. Choose carefully, as there are significant differences between platforms.

Gift Aid

Gift Aid is one of the simplest and most effective ways of making your donations go even further at no extra cost to you or your donors. As a UK-specific scheme, many non-UK-based donation platforms do not offer the chance to add Gift Aid to donations. In contrast, some not only provide collection functionality but will also automatically process data and submit your report to HMRC each month.

Donation platforms

Tool reviews



Our recommendations

We've included some recommendations for tools that are best for specific situations.



Best complete package

[Read our review](#)



Best for start-ups and small charities

[Read our review](#)



Best for efficient implementation

[Read our review](#)

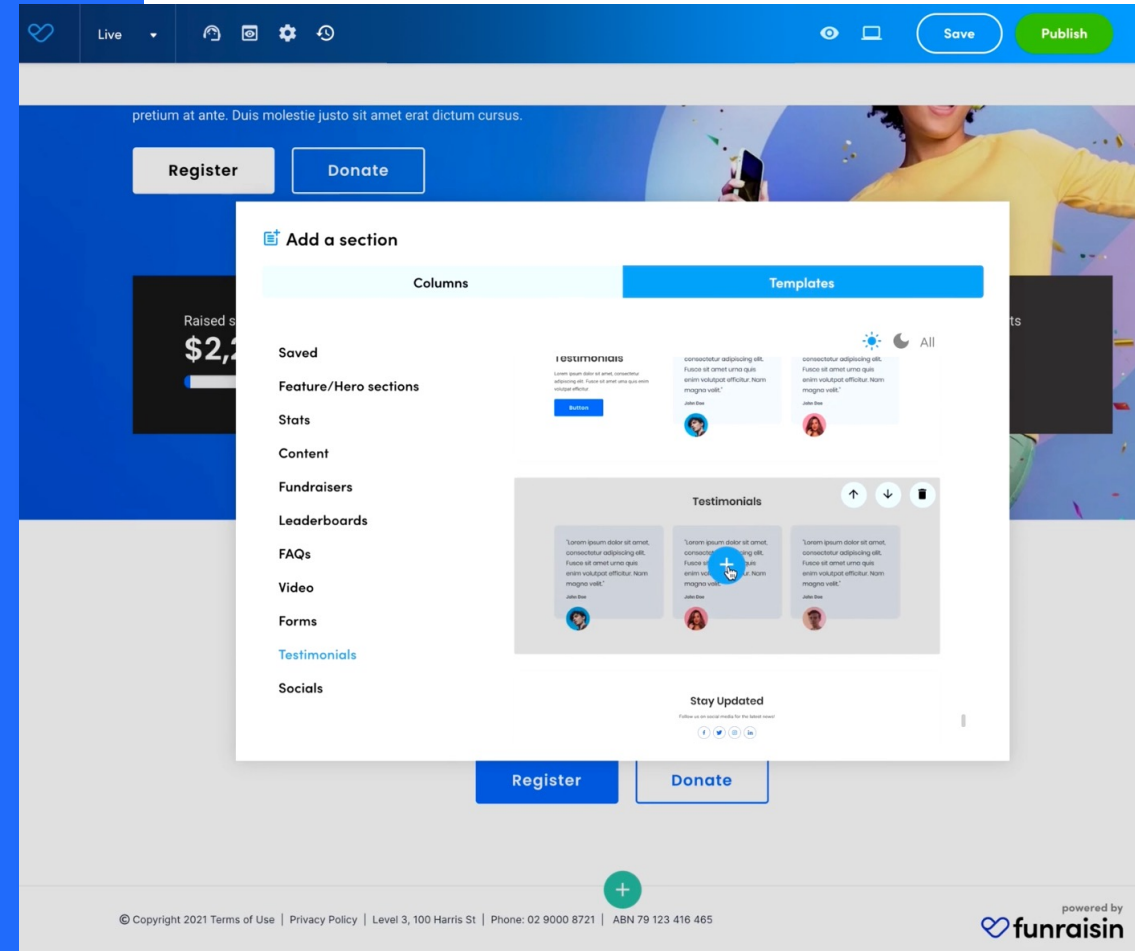


Best complete package

Funraisin

This solution is a polished, bells-and-whistles fundraising package. Funraisin can be used to collect donations, sell tickets, manage events, organise raffles, set up DIY Fundraising efforts, have an online shop and more.

www.funraisin.co



Our review



Funraisin offers a professional suite of tools to build user-friendly highly-customisable pages and embeddable forms.

With over 100 templates for many pre-built blocks/components and an advanced inline editor for desktop, mobile and tablet (alongside a classic editor), creating specialised fundraising pages to meet your users' needs is possible.

Funraisin offers 24hr support, an extensive help site, training videos and optional paid specialist services such as developer time. The vendor welcomes new feature suggestions, and platform updates are released frequently.

Many platforms offer in-form checkboxes that allow the donor to specify that they are making an In Memory donation – Funraisin stands out by providing dedicated In Memory tribute pages which can add a valued personal touch for your donors.

Funraisin does not offer a free usage period. They charge a one-off setup fee and a monthly hosting fee. They also provide professional services (e.g., developers) for an additional cost.

There are two transaction fee options:

- **Tipjar** – a highly variable fee determined by Funraisin, covered optionally by donors with no charge to you if not covered
- **Fixed fee** – covered optionally by donors but charged to you if the donor does not cover

Developer support is available for a fixed daily fee.

Our review



Pros

- Extensive capability: one-off and regular giving, appeals, events, in memory, live streaming, Facebook Fundraising+, and matched giving – to name a few
- Integration with fitness apps such as Garmin, Strava and Fitbit
- Highly customisable page builder, flows, emails, gamification and fundraising pages, open API and developer docs

Cons

- No free plan or trial period
- The initial fee and monthly hosting fee can quickly add up, meaning this platform may not be viable for small charities
- The extensive suite of tools means the platform can be complex – charities may find that support is required (at a cost) for integrations and to avoid good features being under-utilised

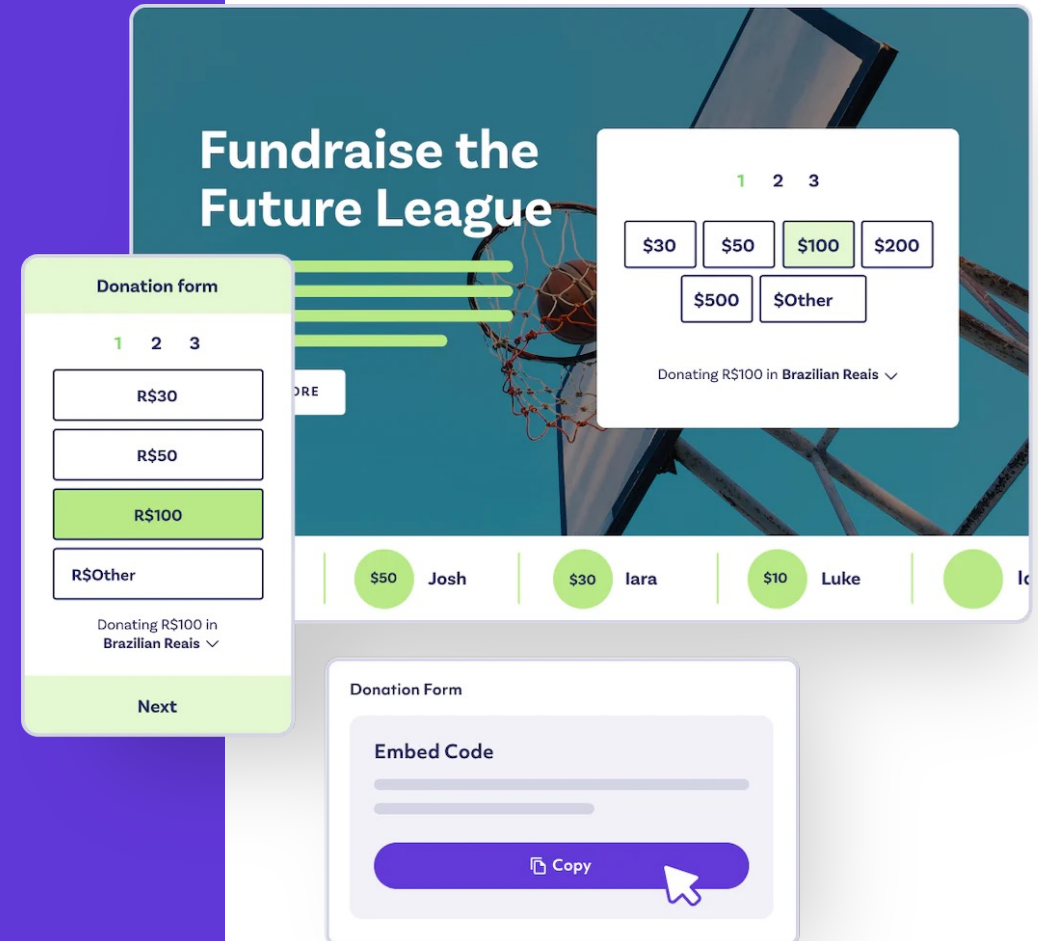
Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	
Dedicated in-memory pages	✓	
Form / Page customisation	✓	
Apple Pay / Google Pay	✓	Apple Pay only (Google Pay due early 2023)
Gift Aid	✓	Collect, not process
Open API	✓	



Raisely

Raisely is a scalable online donation, fundraising campaign and CRM platform, providing an affordable and largely non-technical solution suitable for many charity applications.

www.raisely.com



Our review



Raisely is part site builder, part fundraising platform and part CRM. The platform suits various fundraising activities, from small local events to large charity campaigns.

After a slight learning curve, the block-based visual page builder and a set of simple templates can meet most of your user's design and usability needs. Developers can also implement custom components, apply custom CSS styling and integrate APIs.

Raisely's free plan comes with a small selection of customisable email templates and doesn't natively integrate with email platforms; a paid plan is required to create the kind of new messages, segmentation, or journeys that users appreciate.

When fundraising via Raisely, you can choose from several well-supported analytics integrations, making A/B testing and optimisation for your audience easier.

Raisely has no contracts, no setup fee and no hosting fee. The platform funds itself through optional donor tips, which are requested for every donation and cannot be disabled. If the donor does not cover this, you do not get charged. The payment gateway transaction fee is payable separately by the charity.

There are several CRM-focused premium monthly subscription tiers. Paid tiers allow access to additional features, such as advanced customisation of journeys and emails.

Our review



Pros

- Free plan available and quick registration process
- The free platform provides a transparent and manageable solution for charities that do not require in-depth CRM functionality
- Design and UX tools are mobile-first and can be placed in a 'test' environment for trial before go-live

Cons

- Donors are asked via a pre-ticked checkbox to cover a platform fee
– this does not cover the payment gateway transaction fee, which is payable by the charity
- The free plan limits comms with donors, and other CRM platforms rival Raisely's paid CRM functionalities

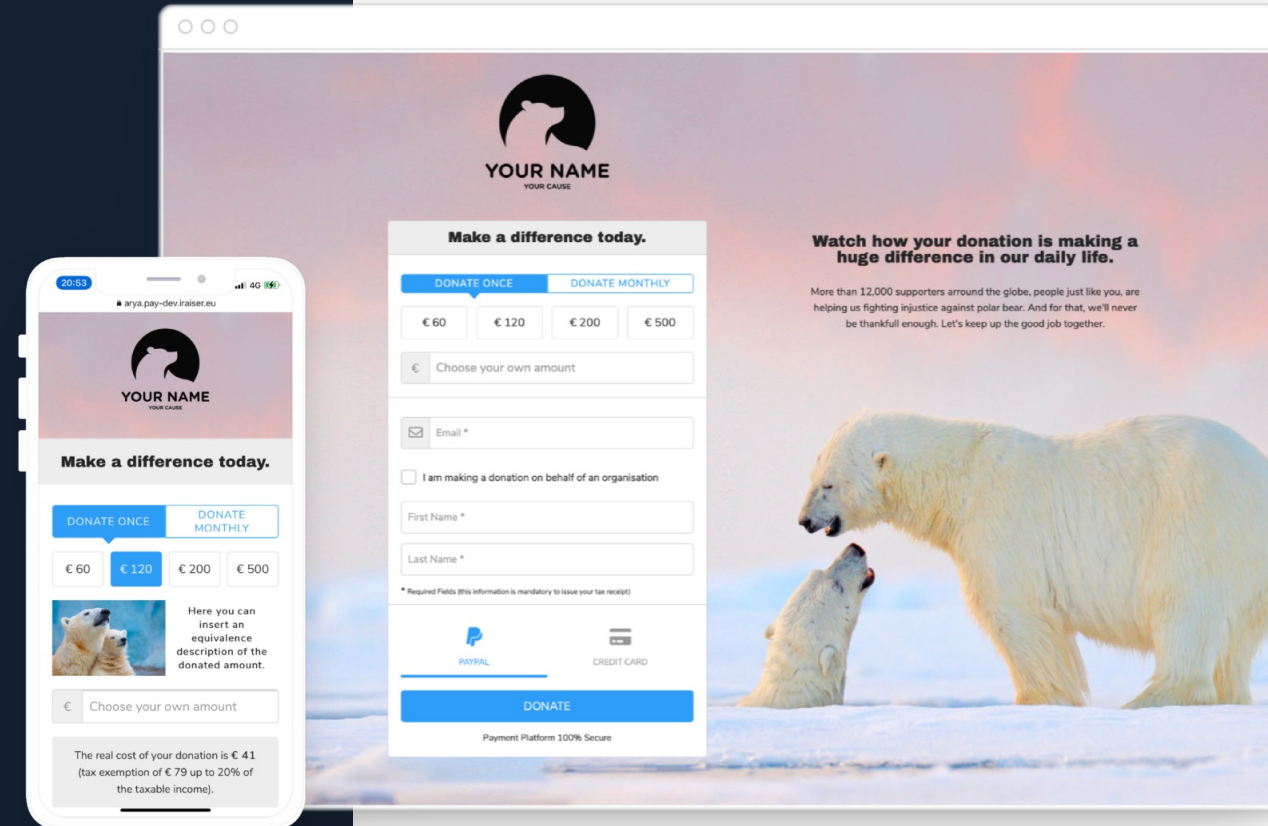
Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	
Dedicated in-memory pages	✓	
Form / Page customisation	✓	In-depth
Apple Pay / Google Pay	✓	
Gift Aid	✓	Collect, not process
Open API	✓	



iRaiser

iRaiser provides two professional, dedicated digital applications for charities and non-profits looking to raise funds efficiently and maximise results. If you have a large or global donor base, iRaiser may be well-suited to you.

www.iraiser.com



Our review



iRaiser is the market leader for online fundraising in Europe. They serve over 500 organisations in 18 countries.

The platform provides Payment and Peer-to-Peer applications with separate pricing structures. The Payment application manages donations, memberships, sponsorships, subscriptions, sales, and registrations, whereas you use the Peer-to-Peer application for community-giving events, challenges and in-memory tribute pages. iRaiser also offers Customer Success Management (CSM) which gives access to an expert, tailor-made app configuration and shorter support lead times.

iRaiser also has CRM and Marketing Automation applications, but they aren't currently active in UK and Ireland.

The design and content of donation forms and pages are highly customisable in iRaiser's no-code builder, making it possible to meet your users' individual needs.

iRaiser's Payment app has 'Starter' and 'Advanced' packages with a one-off setup fee and monthly software license fee (Starter fees cost ~40% less). Both packages offer donor cover, whereby the voluntary donor contribution covers the gateway transaction fee and iRaiser license fee. The payment gateway transaction fee also applies.

They price Peer-to-Peer separately, requiring a one-off setup fee, a monthly license fee and a platform fee (% of revenue).

CSM charging depends on blocks of support hours required per month.

Our review



Pros

- iRaiser is well suited to medium-large charities and has expertise with high-volume, global campaigns
- They can host up to 15,000 connections per second
- They support 36 languages and 135 currencies
- Quick to design campaigns via visual bloc-builder

Cons

- No free plan or trial period
- Separate pricing of the two individual applications
- The lower-cost 'Starter' Payment package includes limitations on the number of active campaigns, back-office users, currencies, languages, data exports and customisations
- Some customers report long lead times for campaign updates

Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	Separate app
Dedicated in-memory pages	✓	Peer to peer app
Form / Page customisation	✓	Advanced only
Apple Pay / Google Pay	✓	
Gift Aid	✓	Collect, not process
Open API	✓	

✓ **Best for start-ups and small charities**

Donorbox

The software provides a straightforward and affordable solution for start-ups and small charities looking for speedy implementation. Donorbox's free offering provides a simple setup and a minimal, user-friendly experience for donors.

www.donorbox.org



Our review



Donorbox's standard plan offers unlimited donation forms, crowdfunding, peer-to-peer, and fundraising pages.

The basic page customisation tool allows for text editing, colour branding and images. Donorbox offers a user-friendly donor management system with segmentation, basic customer messaging, and 'moment' (event) tracking alerts.

Donorbox frequently hosts webinars and actively maintains a community area where members can share their experiences and ask for advice from others. Donorbox provides a fundraising coach and priority tech support if you opt for a Premium plan.

Many of Donorbox's features (advanced customisation, text-to-give, open APIs, various integrations) are only available as billable add-ons or as part of the Premium plan.

Donorbox's standard plan has no setup fees, no monthly fees and no contract. Donorbox charges a low platform fee alongside the payment gateway transaction fee, which the donor can voluntarily cover.

For an additional fee, users can add extras to the standard plan.

Pricing is not publicly available for Donorbox's premium plan – a demo is required to obtain custom pricing for this plan.

Our review



Pros

- Free plan available, quick to sign up to and simple to use
- Easy to set up a crowdfunding campaign with a goal thermometer and donor wall
- Text-to-give capability

Cons

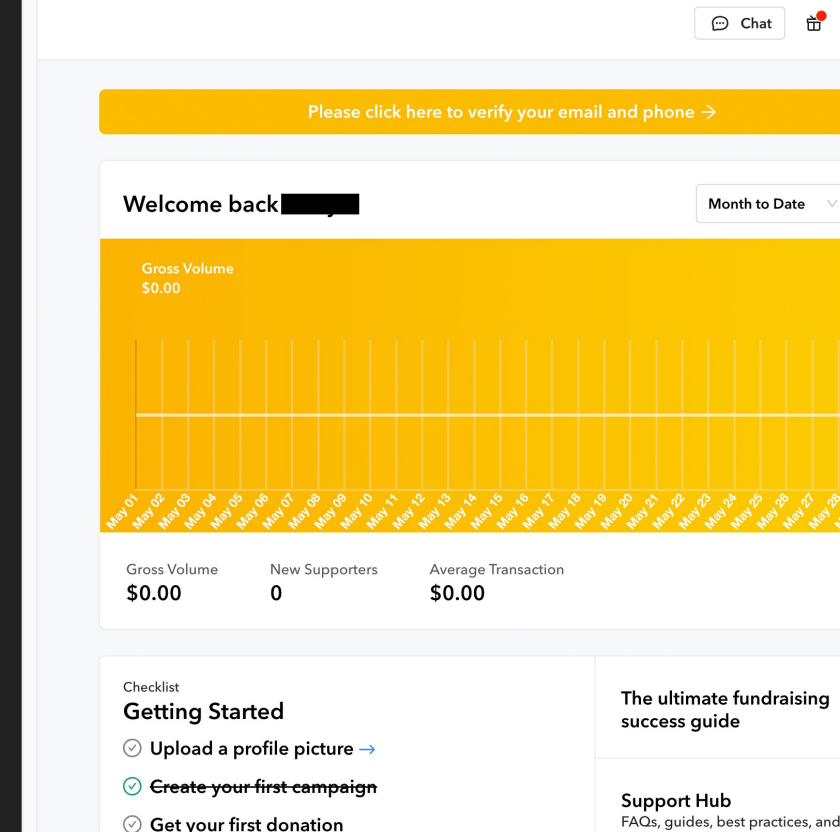
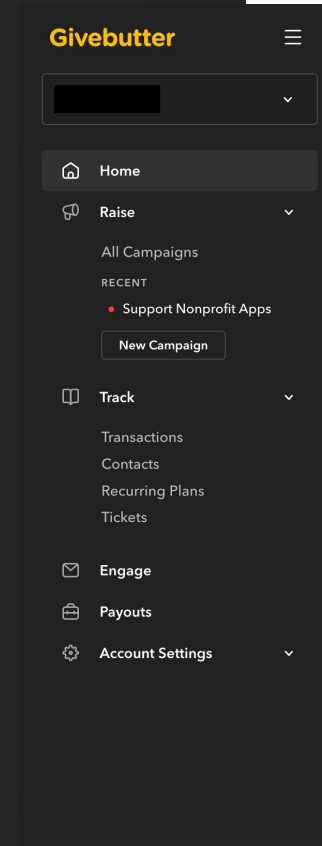
- Charging of features and integration options that are available on other platforms as standard
- The basic editor on the standard plan allows for limited customisation

Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	Separate app
Dedicated in-memory pages	✗	
Form / Page customisation	✓	Basic functionality unless on Premium
Apple Pay / Google Pay	✓	
Gift Aid	✓	Collect, not process
Open API	✓	

Givebutter

This user-friendly and affordable platform (though design-limited) allows charities to quickly and easily create, edit and share their campaign fundraising pages or embeddable forms.

www.givebutter.org



Our review

Givebutter

This platform is solely for US-based organisations, as Givebutter is a US-only platform. There are plans to expand into new areas soon.

Givebutter is a WYSIWYG, affordable platform focusing on peer-to-peer giving and fundraising events. Givebutter is excellent for student organisations, teams, and non-profits. Signup is free and gives access to their fundraising pages, donation forms, event pages, CRM, and communication tools.

Design and content are limited to set layouts and basic components, but they can provide donors with an engaging and usable experience.

Aside from the regular fundraising tools, Givebutter provides attractive features such as a community portal, Canva graphic design integration, livestream capability and an auction tool.

Givebutter has no setup fees, no monthly fees and no contract.

Optional donor tips fund Givebutter and can be disabled. When this is enabled, there is no charge, even if the donor chooses not to tip. If optional tips are disabled, Givebutter charges a platform fee which varies based on the type of campaign (Form, Page, Event).

A payment gateway transaction fee occurs with all transactions, but this is covered by the donor tip if given.

Our review

Pros

- Free plan available
- Quick registration process
- Option to disable the tip, should you want to avoid asking donors
- Award-winning customer service and excellent user reviews tell us that feedback and feature requests are well-actioned

Cons

- Currently, only US organisations can use Givebutter
- Limited design and content customisation and a set layout of pages
- No custom CSS capability

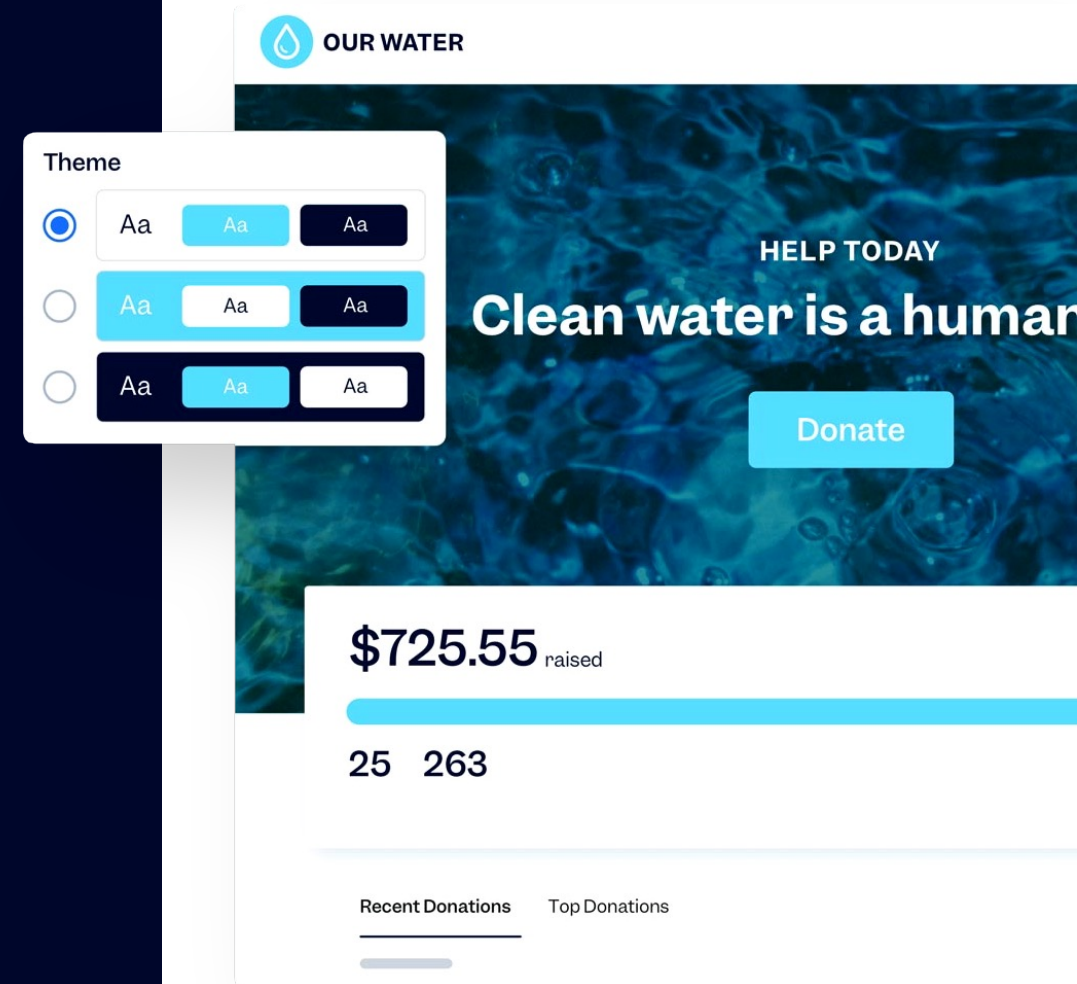
Givebutter

Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	
Dedicated in-memory pages	✗	
Form / Page customisation	✓	Basic functionality
Apple Pay / Google Pay	✓	
Gift Aid	✗	
Open API	✓	

Funraise

Funraise is a simple tool that helps you create website donation forms, collect donations and donor data, and allows for recurring giving.

www.funraise.org



Our review



Funraise is a functional fundraising, donation and donor management platform suitable for small charities. Funraise integrates with Facebook, Instagram and Twitch and has a mobile app for donation management on the go.

While the free plan includes donation forms, pages, and events, not all features are available. You will require the paid Enterprise plan for campaign sites and peer-to-peer pages. There are also further premium add-ons to the Enterprise plan, such as custom reporting, custom domains and access to the Funraise API.

Design and content on the free plan are limited to set layouts and simple text/colour editor, and there's no option to add donation amount descriptions (e.g., "£10 helps us to...").

Funraise's free, no-frills plan best supports charities with minimal time and budget. Customer reviews show that it's very intuitive and easy to use right out of the box.

Funraise's free plan has no setup fees, no monthly fees and no contract.

Optional donor tips fund the platform, which it requests with every donation (the feature cannot be disabled). If the donor does not cover this, you do not get charged. There is a payment gateway transaction charge for all transactions, but this is covered by the donor tip if given.

With Funraise's Donors Cover Fees model, charities always receive 100% of the donor's intended donation amount. The Enterprise plan is charged annually, with paid add-ons also available.

Our review

Pros

- Minimal learning curve, and it's easy to implement and start fundraising
- Extensive social and marketing communication integrations
- Funraise has an active community, and its "University" includes simple courses on how to use each area of the Funraise platform

Cons

- No native Gift Aid support – Funraise suggest adding a custom question manually (though this may not be a good alternative)
- Limited design and content customisation and set layout of pages
- No custom CSS capability
- No analytics available on giving forms

funraise

Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	Enterprise only
Dedicated in-memory pages	✗	
Form / Page customisation	✓	Basic functionality unless on Enterprise
Apple Pay / Google Pay	✓	
Gift Aid	✗	
Open API	✓	



Best for efficient implementation

Fundraise Up

Fundraise Up is customisable, harnesses machine learning, outputs valuable data analytics, and provides industry-leading security. Often described as an industry disruptor, the Element-based platform integrates into your existing pages.

www.fundraiseup.com



Our review



Fundraise Up's offering is focused on mass market donor journey efficiency, delivering impressive stats like an average form load time of 1.5 seconds and a conversion rate of 37%.

Fundraise Up is not a page builder or host but does provide customisable, pre-built user interface components (called Elements). Elements include editable buttons, forms, modals, banners and cards. These Elements help you to integrate quickly into your existing website.

Analytics capability is a unique feature. The platform uses machine learning – an algorithm that analyses patterns in donor behaviour to determine the optimal donation amounts to display. This feature ensures that the amounts don't ask for too little (risk missing out on potential donations) or too much (risk losing the donation altogether).

Implement this platform alongside your user testing insights; build pages that display what your users want to see, then use Fundraise Up Elements to encourage donations and facilitate a smooth journey.

Fundraise Up has no setup fees, no monthly fees and no contract. Fundraise Up is funded by a variable platform fee. This charge occurs when a donor pays an optional tip; this ask happens with every donation and cannot be disabled. If the donor does not tip, you do not get charged.

It charges a payment gateway transaction fee for all transactions, but this is covered by the donor tip if given.

Our review



Pros

- No clunky or time-consuming page builders are required – it integrates with website pages
- Like many others, Fundraise Up uses SSL and 256-bit encryption to securely handle donations without storing payment details
- Machine learning adapts your journey based on user behaviour

Cons

- Pricing is not transparent – vendor provides custom pricing after contact
- Fundraise Up recommends your annual online revenue is over £150,000 for the platform to be most effective
- The JavaScript required to load the checkout process can cause your site's pages to run slower
- There are limitations on copy changes (for example, you can't add donation amount descriptions, and the thank you text is not editable)

Embeddable forms	✓	
Recurring	✓	
Peer to peer	✓	
Dedicated in-memory pages	✓	
Form / Page customisation	✓	Based upon pre-build components
Apple Pay / Google Pay	✓	
Gift Aid	✓	Collect, not process
Open API	✓	

Donation platforms

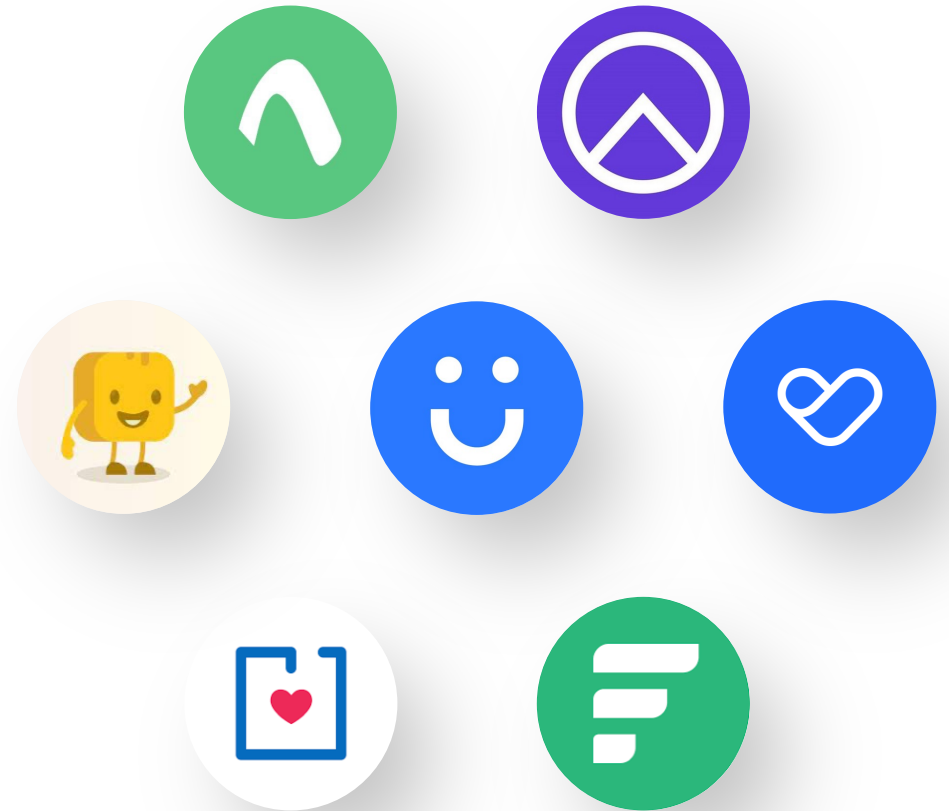
Tool comparison chart



Tool comparison chart

The following tool comparison is based on the lowest priced platform plan (e.g., standard plan, free plan), unless marked. Many platforms have additional premium plans or tools that can be added for an extra fee.

As a charity, it is important to scope your platform requirements prior to committing to a provider – remember that the most affordable option *now* may not cover all your needs for the future and, conversely, ‘all-in-one’ packages may include options that would be underutilised.



Tool comparison chart

		Funraisin	Raisely	iRaiser	Donorbox	GiveButter	Funraise	Fundraise Up
Building	Embeddable forms and buttons	✓	✓	✓	✓	✓	✓	+modal ✓
	In-form personalisation as standard	✗	✗	✗	✗	✓	✗	✗
	Donation pages	✓	✓	✓	✓	✗	✓	✓
	Donation landing pages*	✓	✗	✗	Basic ✓	✗	Premium only ✓	✗
	Page templates	✓	✓	✗	✗	✓	✓	Elements only ✗
Key donation types	One-off donations	✓	✓	✓	✓	✓	✓	✓
	Monthly donations	✓	✓	✓	✓	✓	✓	✓
	Peer to peer	✓	✓	Separate app ✓	✓	✓	Premium only ✓	✓
	Dedicated in-memory*	✓	✓	✗	✗	✗	✗	✗

*non-P2P-based

Tool comparison chart

		Funraisin	Raisely	iRaiser	Donorbox	GiveButter	Funraise	Fundraise Up
Features	Text-to-give	✗	✗	✗	✓	✓	✓	✗
	Campaign pages	✓	✓	✓	✓	✓	Premium only ✓	Elements only ✓
	Security – SSL/TLS/PCI	✓	✓	✓	✓	✓	✓	Elements only ✓
Payments	Multiple currencies	✓	✓	Premium only ✓	✓	✓	✓	✓
	PayPal	✓	✓	✓	✓	✓	✓	✓
	Stripe	✓	✓	✓	✓	✓	✓	✓
	Apple Pay	✓	✓	✓	✓	✓	✓	✓
	Google Pay	Planned 2023 ✗	✓	✓	✓	✓	✓	✓
	GiftAid option	✓	✓	✓	✓	✗	✗	✓
Receipts	Customisable emails	✓	✓	✓	Via Mailchimp ✓	✓	✓	✓

Tool comparison chart

		Funraisin	Raisely	iRaiser	Donorbox	GiveButter	Funraise	Fundraise Up
Integrations and reports	Open API	✓	✓	✓	Via Zapier ✓	✓	Premium only ✓	✓
	Download CSV	✓	✓	✓	✓	✓	Premium only ✓	✓
	Google Analytics	✓	✓	✓	Premium only ✓	✓	Basic ✓	✓
	Google Optimize	✓	✓	✗	✓	✗	✗	✗
	Hotjar	✗	✓	✗	✗	✗	✗	✗
	Facebook Pixel	✓	✓	✗	✓	✓	✓	✓
	Mailchimp	✓	✗	✓	Add-on fee ✓	✓	✓	Via Zapier ✓
	Raiser's Edge	✓	✗	✗	✗	✓	Premium only ✓	✓
	SalesForce	✓	✓	✗	✓	✓	✓	✓
	WordPress	✓	✓	✓	✓	✓	Basic ✓	✗

Thank you

**If you have any questions, please email
the CharityWise team.**

hello@getcharitywise.co.uk