Online Fundraising Campaigns

Swell's software platform has helped hundreds of nonprofits launch online campaigns to fund specific needs/projects, peer-to-peer campaigns and events, online giving forms and more.

DONATION WEBSITE

Solutions:

Create your fundraising website with more content options than other online crowdfunding tools. Tell your story and present the campaign with creativity.
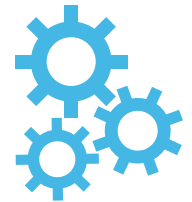
Launch online donation forms to handle gifts, recurring donations, honoraria/in memoriams and peer fundraising

Instantly (and easily) launch individual fundraising pages to launch networked giving (peer-to-peer)

Integrated social media posts

Track fundraiser activity with leaderboards (optional)

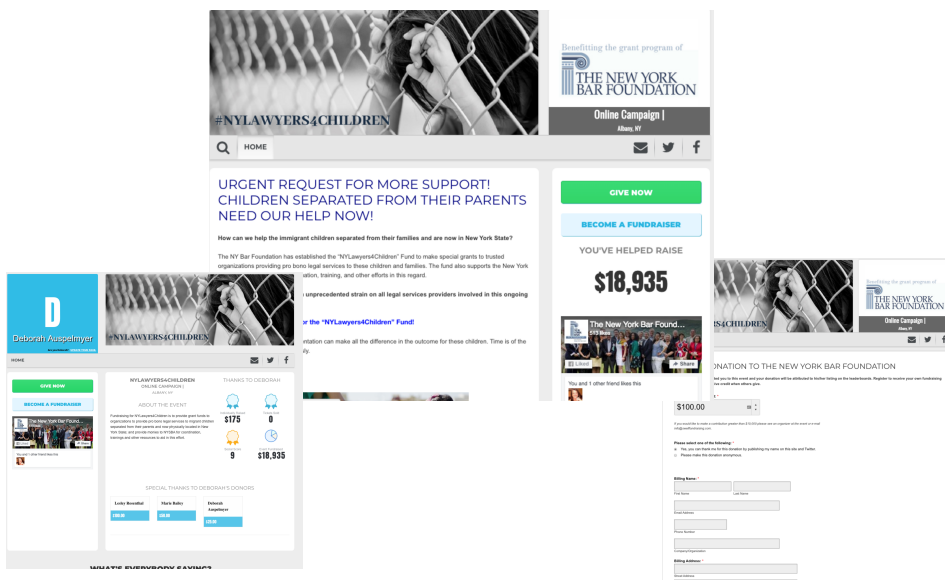**Easy for Your Donors:** No logins to create, optimized for mobile giving.

PCI compliant transaction processing ~ Training and Campaign Launch Support ~ Dedicated Customer Support ~ Easily Add Features for Events and Mobile Giving ~ Salesforce Integration
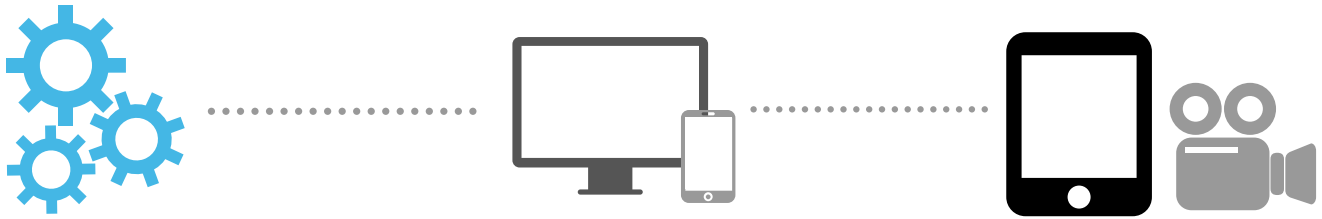
INTEGRATED PEER TO PEER

ADD ON: TEXT TO DONATE

$149 SETUP FEE; $39.99/MONTH
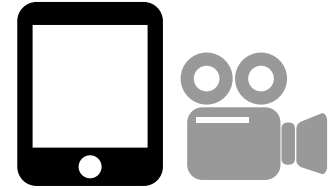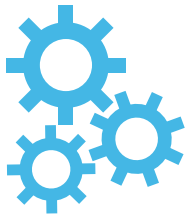**CREDIT CARD PROCESSING: 3.99%+.25 PER TRANSACTION**
TEXT TO DONATE ADD $30/MONTH

Manage Dashboard

AKA the control center for your online fundraising.

From the dashboard, you will

...input your campaign details

...add your branding images, content and sponsors to the website template provided for you

...view your fundraisers

...view, manage and add transactions

...add your social media information to create a social feed and easy-share buttons

...create a custom tweet to be posted each time someone donates to your campaign (don't forget your #)

Campaign Websites

Where you will direct your guests and donors.

Your event or campaign website

…allows your nonprofit brand to stand on its own

…accepts online donations

…makes donating and and becoming a fundraiser EASY

…displays your fundraising total

…encourages competitive fundraising through leaderboards (most social, top fundraiser and top team or top table)

…creates a social media feed with your FB posts and fundraisers tweets and Instagram posts

…is mobile optimized

…prominently displays sponsor logos

…provides your guests with personal fundraising pages to share online and fundraise on your behalf

FAQ's

Why do I need a campaign website?

Online campaigns often have their own messaging and brand identity. A separate website provides you with a seamless, easy interface for prospects.

Can I customize my website?

Yes and no. We use a template so certain things are not customizable. But you have total control of the content and images of your entire site! We can also customize the buttons for your donations.

Do I own my data?

YES! You will have fundraiser and transaction data... everything! Each of these can be downloaded into a .CSV file which can be easily edited and uploaded to your own CRM system. We do not delete or your old event information so it is always available to you!

I'm not tech-savvy. Will I be able to do it?

100%.

My donors are not tech-savvy. Will they be able to do it?

Again, yes! It's as easy as a couple of clicks and entering first name, last name, email address, and CC information!

FAQ's

Can I add checks and offline gifts to my total?

Yes! We know that you will always have a few checks for sponsorships, donations, tables or tickets. You can add your off-line amounts into the dashboard to reflect your total, keep your data clean, and even send receipts.

How quickly do we receive the funds?

With BluePay, funds will deposit into your account every 24 hours!

Can I turn the leaderboards off?

Yes! We can turn all of the leaderboards off, or just certain ones!

Can I turn the personal fundraising pages off?

As of now, no. BUT there are solutions that we use, such as removing the personal fundraising page language, link, and information from specific emails! We would also turn off the leaderboards.

If I need help, can I talk to a person?

Absolutely! Client support is our top priority--next to helping you raise more money for your cause! You will always receive support from real people via email or phone.

What is the text-to-pledge process?

This is a process during your event for your guests to text a keyword (chosen by you) to 41411 and automatically receive a link to make a pledge, keep partying, and fulfill it later!

Client Quotes

Meredith Emmett, Third Space Studio

"One of my favorite things about Swell is that it's an easy, affordable way for ECWA (Ellerbe Creek Watershed Association) to have a website for the Beaver Queen festival."

Whitney Williams, Birmingham Education Foundation

"We're so happy with the progress of this year's May Match campaign. I'm letting everyone who asks know that our incredible success is thanks to Swell!"

Leela Goldstein, Women's Fund of Hawaii

"Swell has the best customer support and the software helps our small staff of two manage the details of our annual event."

Maggie McDonald, YWCA Central Alabama

"Game-changer, we increased revenue year 1 after using Swell."

Linda Paulson, Washington Area Women's Foundation

"We hope you have a lot more clients after our event, we've recommended you to many!"

We can't wait to add your quote next!