



iDonate

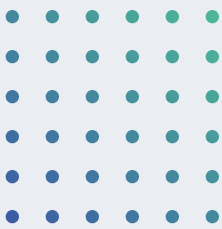
Introducing iDonate

The Leading Digital Giving System for
Faith-based Nonprofits

More Giving. More Ministry. More Impact.

At iDonate, we help your ministry accomplish its mission.

iDonate was born out of a heart for generosity: how could we help Kingdom causes advance. More than 1000 faith-based nonprofits and churches use our Digital Giving platform to increase giving for Kingdom work. We share the same biblical foundation of service that you do: to honor the Lord in all that we do.



We believe the work of Christian ministries is vital and urgent. Our world needs to know Christ's love and experience his goodness. At the same time, our passion is to provide ministries with world-class technology that allows you to impact more lives and share the Good News. We want to provide fuel for the mission.

Our calling is to empower your calling.

We also know your donors give to you as part of their calling. As believers, they give from obedience and they give sacrificially—and they do it with joy. That makes our goal simple to describe.

As a result, our goal is simple: iDonate exists to equip ministries with the tools to connect today's donors to greater and easier giving.



Why we give hasn't changed. How we give has.

Why your donors give hasn't changed. They want to change lives and they believe that giving to your organization can facilitate that. That's always been true.

It's **how** they give that is changing.

More and more, today's donors are choosing to build relationships and make their gifts online—via text message and through digital channels, like peer-to-peer fundraising. Today's donors want and expect to interact with your ministry in the same way they transact with today's leading brands—digitally.

85%

of nonprofits said that technology was key to their success as an organization.

64%

of nonprofits plan to invest in technology this year.

YET ONLY

13%

of fundraising is done online.



This shift in online giving is not only among small donors or younger generations. Today, all donors are choosing to fulfill gifts online.

It's all part of the digital transformation that started in the last decade and has now become an absolute during the COVID and post-COVID world. This paradigm shift has changed marketing and fundraising forever, because the entire process of an ask may now start, be nurtured, and be fulfilled, digitally.

Those ministries that take early advantage of this shift will reap unprecedented rewards among the many alternative options for giving. These results can be readily seen in the consumer world where brands like Amazon, Uber, and Netflix have dominated market share through the quality of their digital experiences.

Take newcomer Peloton, for example. While there is no doubt that a traditional exercise bike can deliver the same fitness benefits as a Peloton bike, the overall experience of working out within Peloton's online community has sparked a phenomenon that is now adding one million new subscribers every 90 days

Digital Giving to nonprofits and ministries has seen a similar shift.

While traditional giving may “get the job done,” much like a traditional exercise bike, iDonate's Digital Giving takes that same functional behaviour and also creates a community with interactions that inspire, engage, and motivate. This creates an ongoing habit that people want to be part of—like Peloton. The growth rate of online giving is the fastest of any fundraising channel. Those organizations placing Digital Giving first in their growth investments are reaping disproportional rewards of up to 30% growth. That's 30% more revenue for ministry, which means more lives changed and more eternal impact.

The iDonate Difference

Hyper-personalized digital giving experiences for today's donors enabled our customers to grow **29.6%** from 2019 to 2020.

Meet some of our Customers

iDonate’s customers are some of the largest and best-known ministries in the world. These ministries trust iDonate with their most essential service — streamlining the process of fundraising for Kingdom-building initiatives.

The product we provide and the services we align with it are unique. Quite simply, they perform better where it matters most: in providing an authentic, simple connection for your donors to give.



These customers are now deploying solutions that give them an advantage in the digital world of fundraising. They enjoy:

30%
Year-over-Year
Growth

6X
Less abandonment
rates on asks.

24%
Improvement in
retention rates.

Increases
In the number of donors
connected.

Decreases
In overall administrative
support costs.

Their missions may be different but the story is always the same. iDonate customers are leading the transition to Digital Giving and reducing the stress of fundraising.

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"We have been thrilled with both the ease of use of the iDonate platform as well as the high-touch service we continually receive from the iDonate team. Through using iDonate, our donors have received an easier and more enjoyable giving experience, and all 140+ SERVE staff's funding has been significantly strengthened and improved."

Phil Sineath
Director of Advancement, Campus Outreach

A Best-in-Class Digital Giving System that Connects with Today's Donors

The iDonate Digital Giving system is the most advanced and innovative solution on the market today. It gives your donors the dynamic, personalized giving experience they want and deserve.

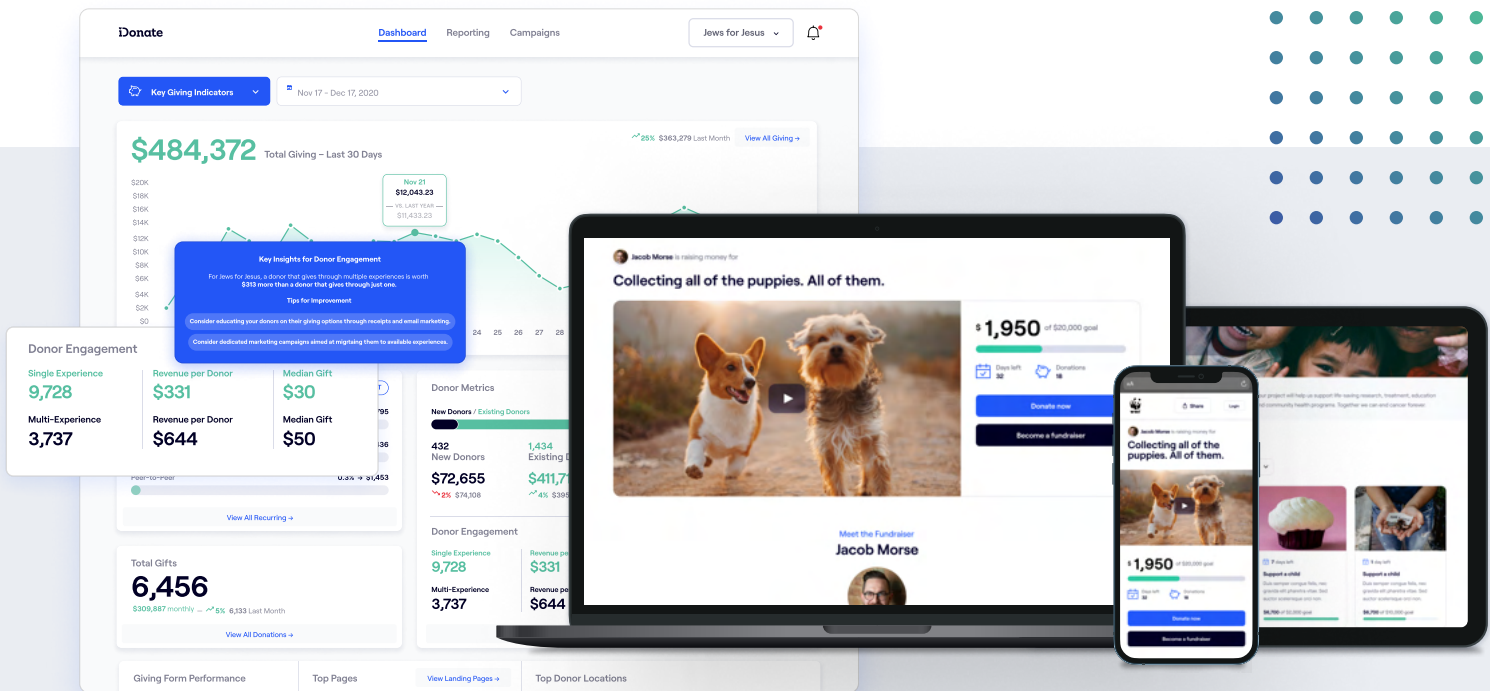
The core of our solution is the great giving experiences that connect to today's donors through the digital channels they already frequent:

- Web giving forms that know, inspire, transact simply, and show donors the impact of their gifts online.
- Mobile & text-based giving that notifies donors of real-time asks with options for providing a quick micro-donation on the spot.
- World-class event tickets systems that make it easy to register and donate online or at a virtual or in-person event.
- Viral peer-to-peer fundraising networks that allow donors, missionaries, or support staff to promote your mission to their online communities and invite them to join in.

The system behind these great giving experiences is comprehensive and one your staff will love working with. iDonate administrators have the benefit of:

- Deploying all of these giving channels through a single, integrated back-office that is easy to deploy and change.
- Deep analytics that expose giving trends through clear graphics.
- Seamless connections to share data between CRMs and marketing automation systems.
- A built-in payment processor that automatically reconciles accounts, eliminating the most time-consuming aspect of giving management.

It's a system that provides unparalleled ease of use and performance.



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We started iDonate with a passion to provide world-class technology to those who are doing God's work. Your mission is hard enough. The last thing you need is technology that's hard to work with and doesn't do the job. My calling is all about making your calling possible.”

– Ray Gary, CEO iDonate

iDonate

We want Christian Partners who are looking to Grow.

If you are a ministry who is looking to grow and has big ministry goals that need to be funded, iDonate is the partner you need to make that happen. Our system is built to deploy quickly and scale to adapt to any fundraising requirement you have that emphasizes digital connections to your donors.

If you are a ministry who wants to work with vendors that share your values, iDonate should be at the top of your list. From our infancy as a business when we were founded as a giving service in partnership with The Signatry (formerly a National Christian Foundation Affiliate), to the development of a customer base of 1500 that includes more than 1000 church and ministry leading organizations, we've focused on supporting the cause you care about most.

We are actively seeking the opportunity to partner with Christian ministries that are looking to grow their impact. If you have big ministry goals that need to be funded, we want to be the partner that helps you make that happen.

Discover how you can increase your ministry's Connected Giving with one powerful suite. Encourage repeat giving, nurture connection, and promote your cause simply and clearly.

Get started today.

www.idonate.com