TRI Final Deliverable

MGMT 4550
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Donation Platform Research

Snowball

Bloomerang

GiveButter

Option 1: Snowball

Pricing

- **4 tiers** of membership of different pricings
  - Essential: free of charge
  - Premium: $55 per month/ $549 annual rate
  - Professional: $85 per month/ $849 annual rate
  - Enterprise: starts at $99 per month

Capabilities

- Fundraising:
  - Fundraising Text-to-Give
  - Unlimited Fundraising Campaigns
  - Snowball Auctions
- Nonprofit Supporter Management
  - Nonprofit Fundraising Reports
- User-friendliness

Reviews

- 4.7 / 5 stars
  - "I loved the simplicity of the auction itself and that it could be run by one person short on time."
  - "Snowball is a great product that makes it that much easier to raise money via text-to-give … They provide a great customer and user experience."

Option 2: Bloomerang

Pricing

- The price is set based on the **number of total donor contacts** of the organization
  - Starting at $99 per month when the organization has a 0-1000 record of donor contacts

Capabilities

- Education for nonprofits
- Fundraising capabilities
- Donors management
- Easy to switch

Reviews

- 4.7 / 5 stars based on 1.2k reviews
  - "Bloomerang incorporates the best practices of fundraising, donor loyalty and constituent engagement into a user-friendly platform that's priced well for small and growing nonprofits."

Option 3: GiveButter

Pricing

- **Option 1:** Use the tool free of charge with "tips"
- **Option 2:** Turn tips off, GiveButter charges 1% - donations, 3% - fundraising pages, and 5% - fundraising events or auctions
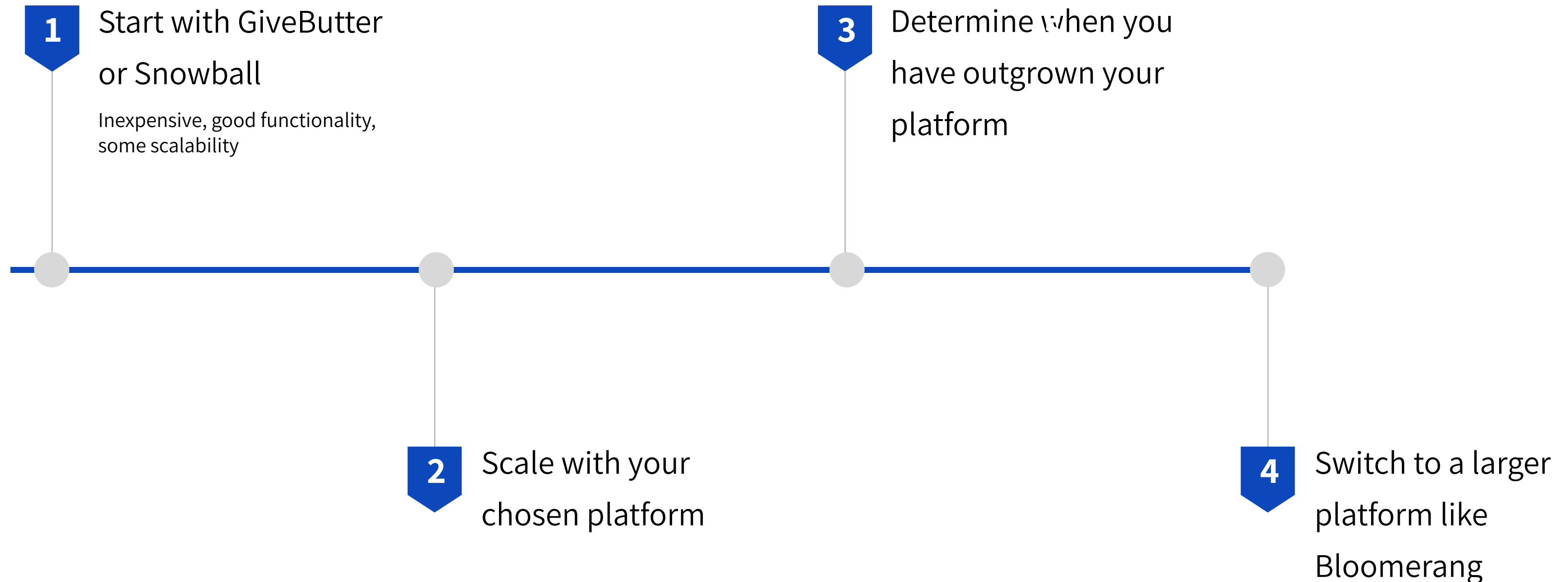
Capabilities

- Raise Money
  - Accept donations, create fundraisers, set up recurring donations
- Track donors
- Contact donors

Reviews

- 4.9 / 5 stars (across 102 reviews)
- "The website is clean, modern, and beautiful looking. We love the ease at which people can sign up and donate on Givebutter."

Our Recommendation

Start Small, Grow Big

1 Start with GiveButter
or Snowball

Inexpensive, good functionality,
some scalability

3 Determine when you
have outgrown your
platform

2 Scale with your
chosen platform

4 Switch to a larger
platform like
Bloomerang

Website Improvements

Layout

SEO

Analytics

Content and Layout

Audience Focused

- Each page should appeal to one audience
- Home page focused on clients
- Limited text per page
  - What does this person need to know right now?
  - What do I want someone to do after reading this?

Human Centered

- TRI focuses on relational outreach
- Branding should reflect organisation
- Pictures of smiling people
  - Stock photos OK

Consistent

- Establish clear brand identity with consistent colors, fonts, keywords, and logo
- Appy to website, emails, social media, printed materials

Search Engine Optimization

Mobile Layout

Improve mobile layout
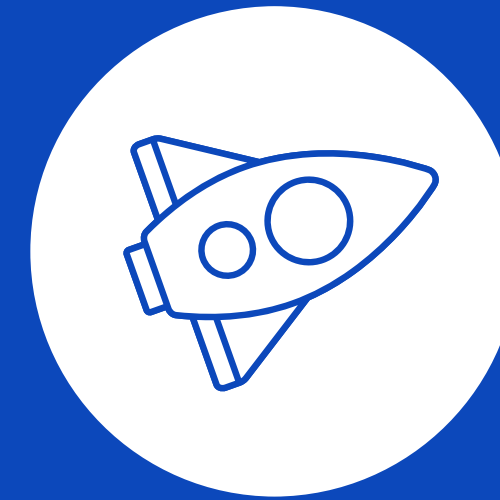
Performance

Improve mobile and desktop loading speed

Analytics
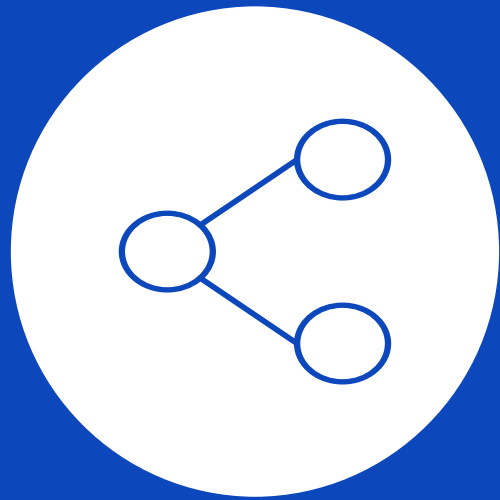
Google Analytics

Use Google Analytics to get a real-time insight into how your changes impact retention
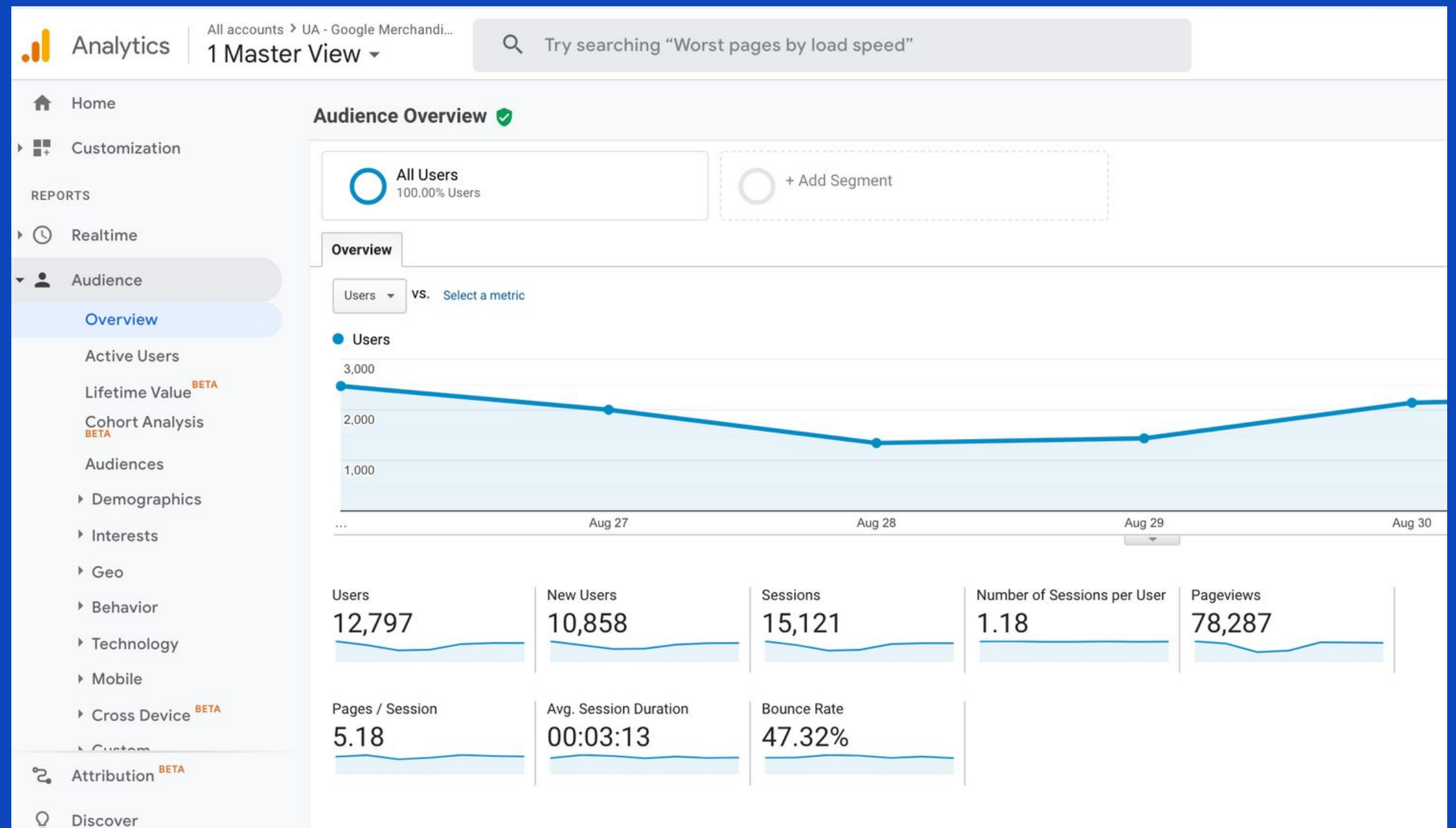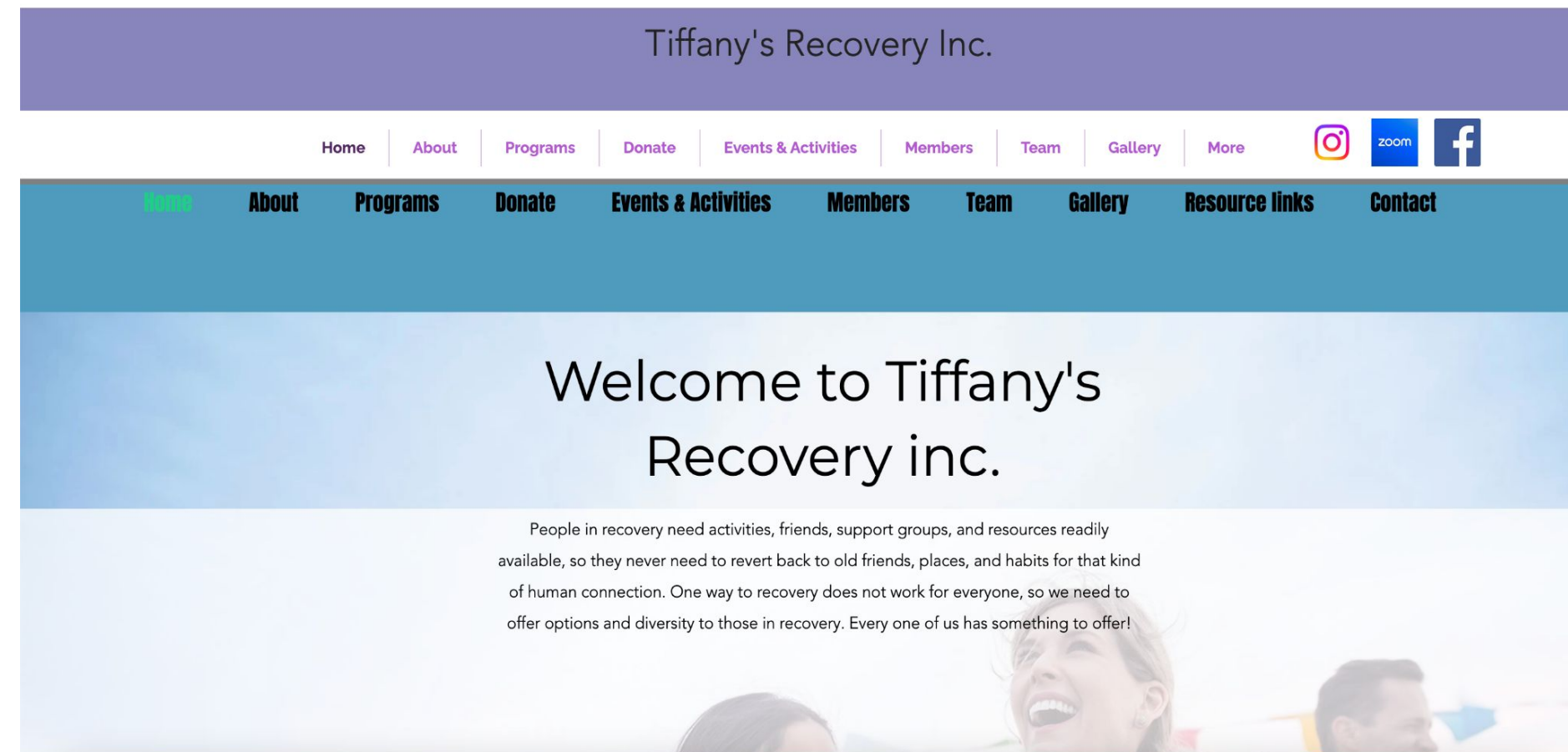
Changes to Current Website

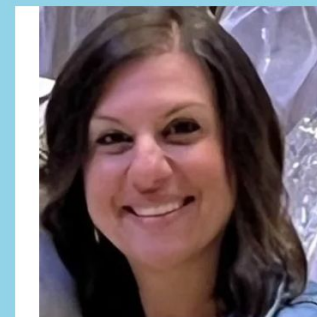- Home Page/ Overall Color Scheme
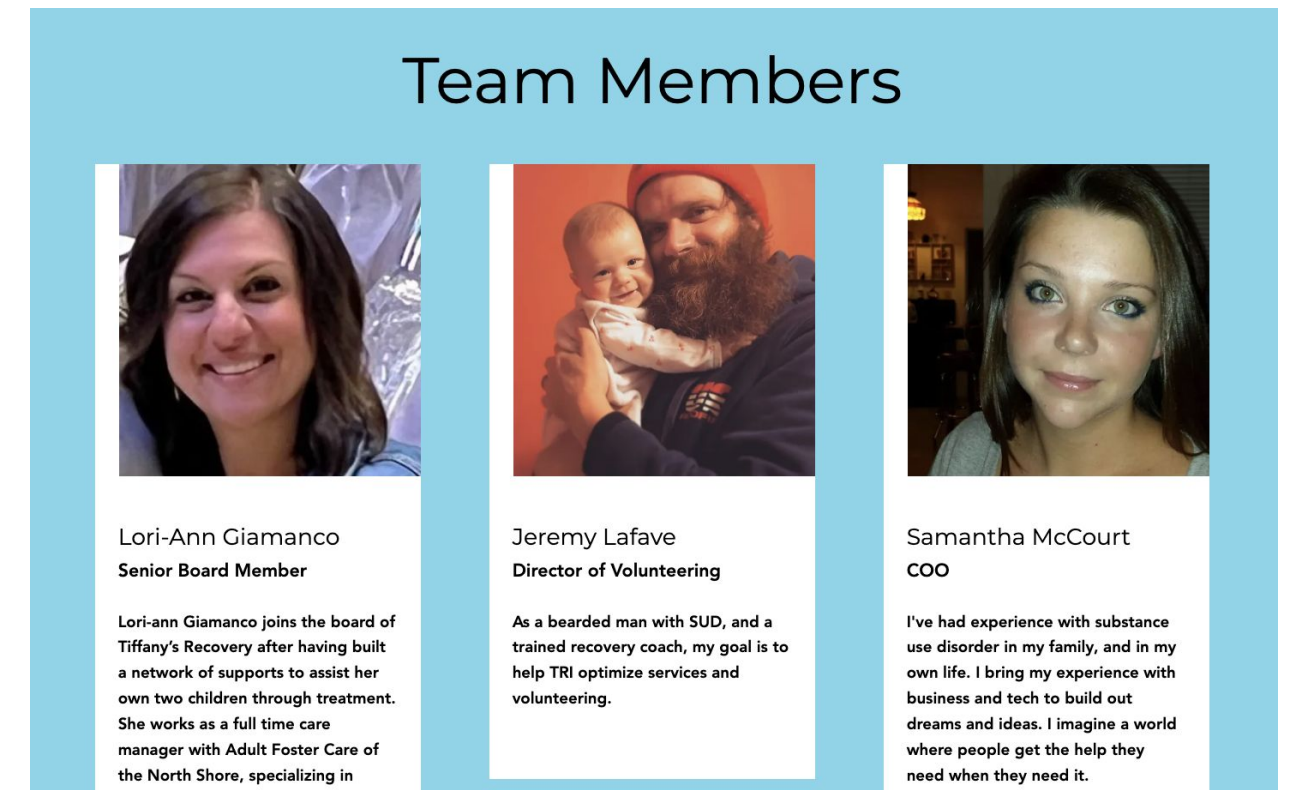
- Programs Page

- Donations Page

Home Page/Overall Color Scheme

- More welcoming color scheme
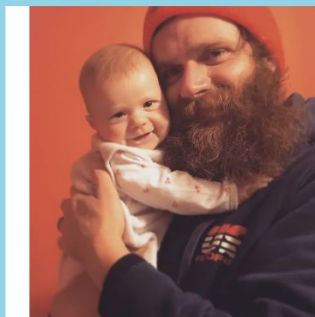
- Social media buttons

- Removal of addiction statistics

Tiffany's Recovery Inc.

Home | About | Programs | Donate | Events & Activities | Members | Team | Gallery | More

Home   About   Programs   Donate   Events & Activities   Members   Team   Gallery   Resource links   Contact

Welcome to Tiffany's Recovery inc.

People in recovery need activities, friends, support groups, and resources readily available, so they never need to revert back to old friends, places, and habits for that kind of human connection. One way to recovery does not work for everyone, so we need to offer options and diversity to those in recovery. Every one of us has something to offer!

Programs Page

- "Projects"

- Program Descriptions

Donations Page

- Light grey background

- Brighter button colors

- Statistics from home page
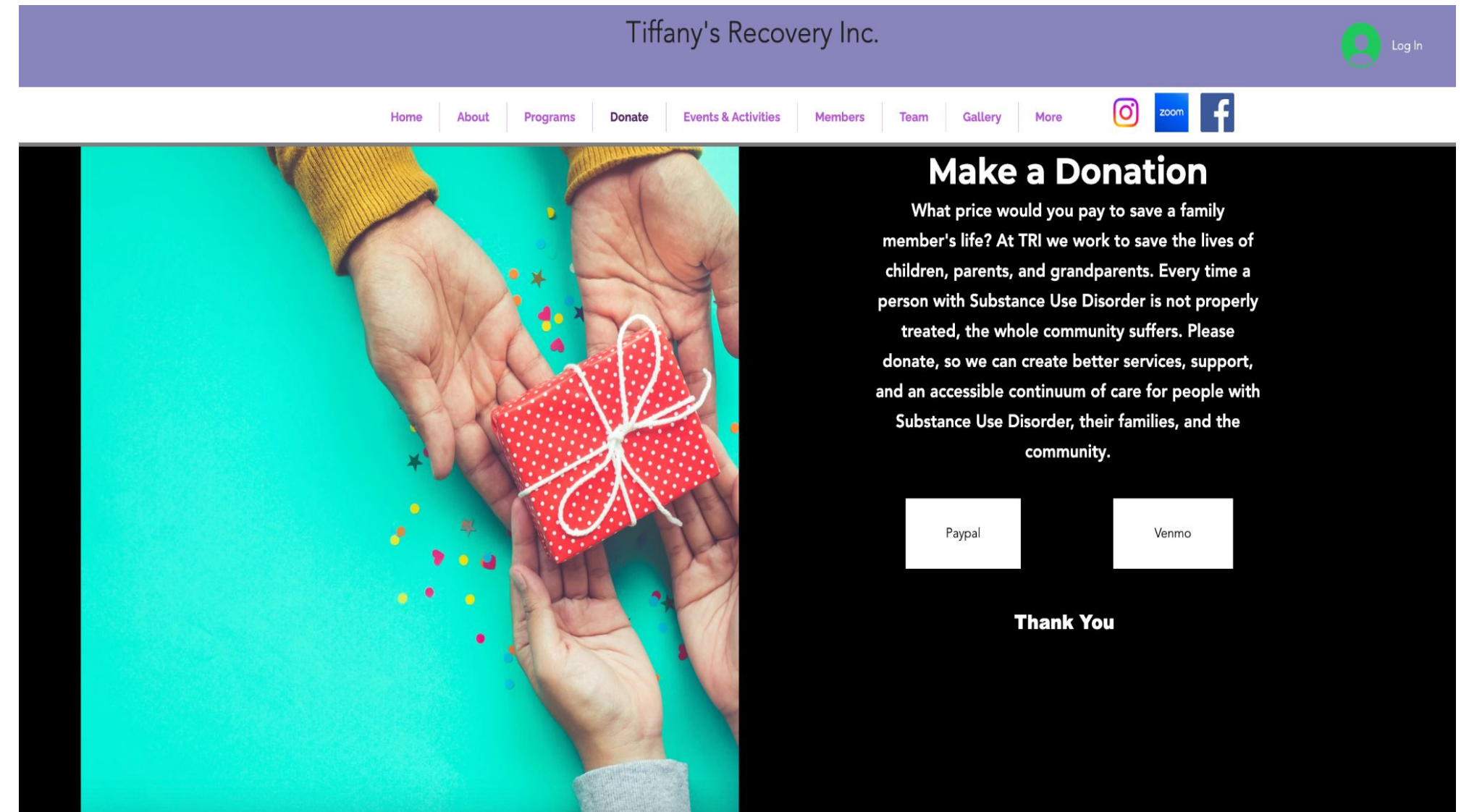
Social Media

Centralized Management Software

Options

Buffer

- **Price:** Start from $5/mo
- **Apps:** 3 accounts max. Add $5/mo for more access
- **Offer 14-days Trial**

Zoho Social

- **Price:** Start from $10/mo
- **Apps:** 10 accounts
- **Offer 14-days Trial**
- **Key offers:**
  - Analytics Report
  - Connects to emails, accounting, webinar, etc.

Sendible

- **Price:** Start from $29/mo
- **Apps:** 5 accounts
- **Offer 14-days Trial**
- **Key offers:**
  - Canva
  - Google Analytics

Thank you for listening

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