



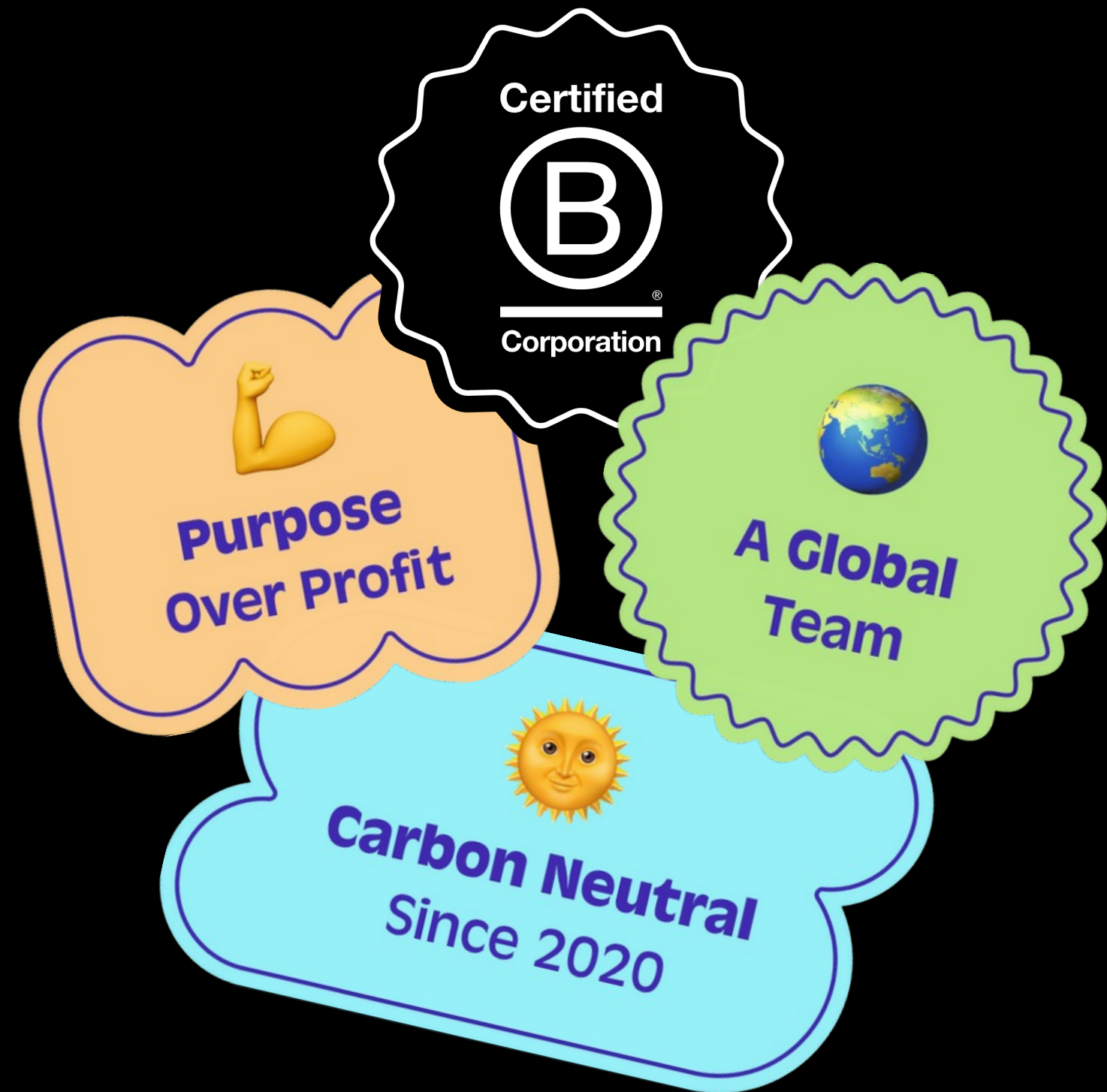
**More, more, more :
Using data to
uplift income**



- **15 years in marketing and fundraising**
- **Previously led fundraising for The Bike Project**
- **Works with charities large and small**

Who is Raisely?

- ✓ Driven by Social Impact - purpose over profit
- ✓ Proud BCorp
- ✓ 1/2 billion raised so far
- ✓ Part of the Global ASG Software Community



A true all-rounder

Raisely offers a comprehensive suite of best in class fundraising tools.

Ticketing

In Memoriam

Giving Days

Appeals

Community/DIY

Landing Pages

Regular Giving



WANT TO TALK FUNDRAISING?

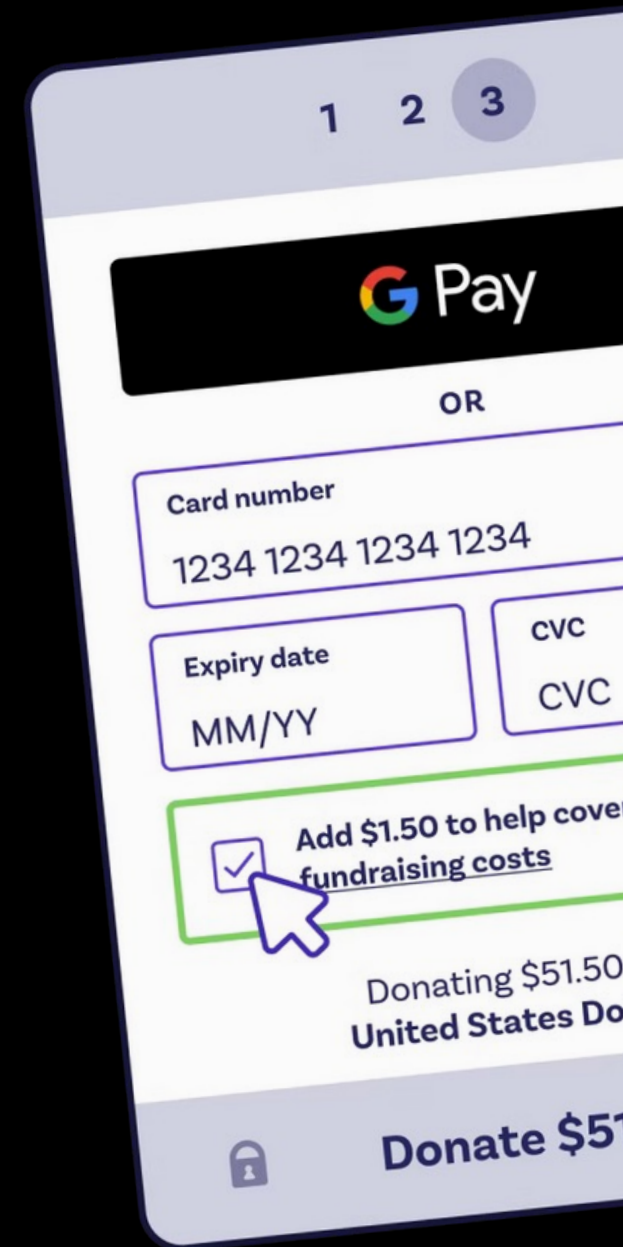
Book a chat with Muna

Free forever. No hidden costs

HOW IS THAT POSSIBLE?

Optional Donor Tip

Raisely is funded by optional tips.
You won't be charged if a donor opts out



Core Plan

Free

+

Optional Tips
(or 3.5% processing fee)

+ Payment Processing Fees

Includes:

- ✓ Unlimited fundraising websites
- ✓ Unlimited donations and supporters
- ✓ Peer-to-peer fundraising
- ✓ Events & tickets
- ✓ Charity websites
- ✓ Giving days
- ✓ Facebook fundraising
- ✓ API & webhooks
- ✓ Your own brand
- ✓ Custom CSV reports
- ✓ Basic donor management
- ✓ Email support + training

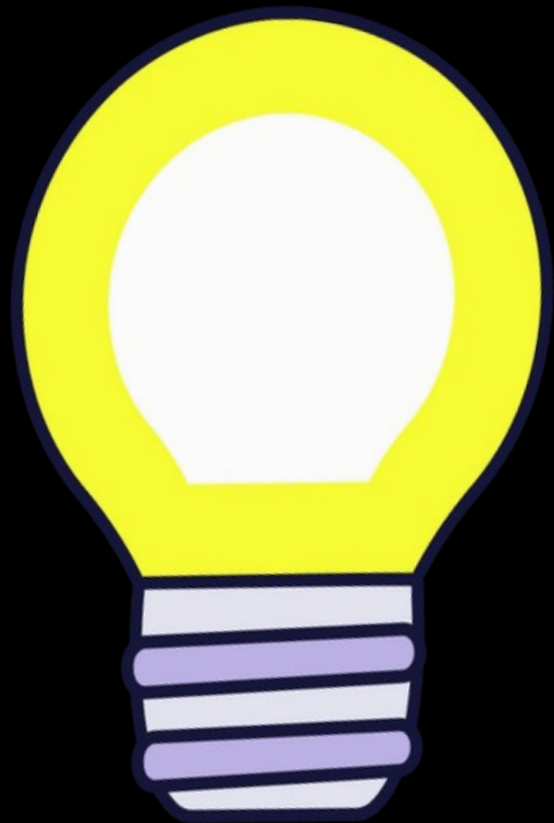


Cost of Living

Donor Exhaustion

Lack of digital investment

Could AI be the answer?



78% of charities agree that AI could be relevant to their charities

Only 4 in 100 charities are using AI

But it is a daunting undertaking at a time when charities are stretched thin on every level



**How can we use AI to
help charities
increase their income?**

**Meet our new donation form,
using AI and auto-optimization**



**Organisations using this
AI modelling have seen a
48% increase in
donations**



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We looked at the trends

130,000
donations



49
organisations

Mixed Linear Modelling

Sheffield, our children need you - No more broken dreams.

Shawmind is Sheffield's own **Mental Health** charity, with a mission and duty of service to our **next generation**, who are pleading for a declaration of **action and impact** which ensures their future **Mental Health prosperity, hope and opportunity**.

There are 1.5-million children with diagnosable mental health problems in the UK. Our city's children are living this shocking

Make a donation today...

...and do your bit to help turn our city into a shining example of empathy and compassion, where the collective effort of a community brings hope and healing to those who need it most.



One-time

Monthly

£5

£10

£ Enter custom amount



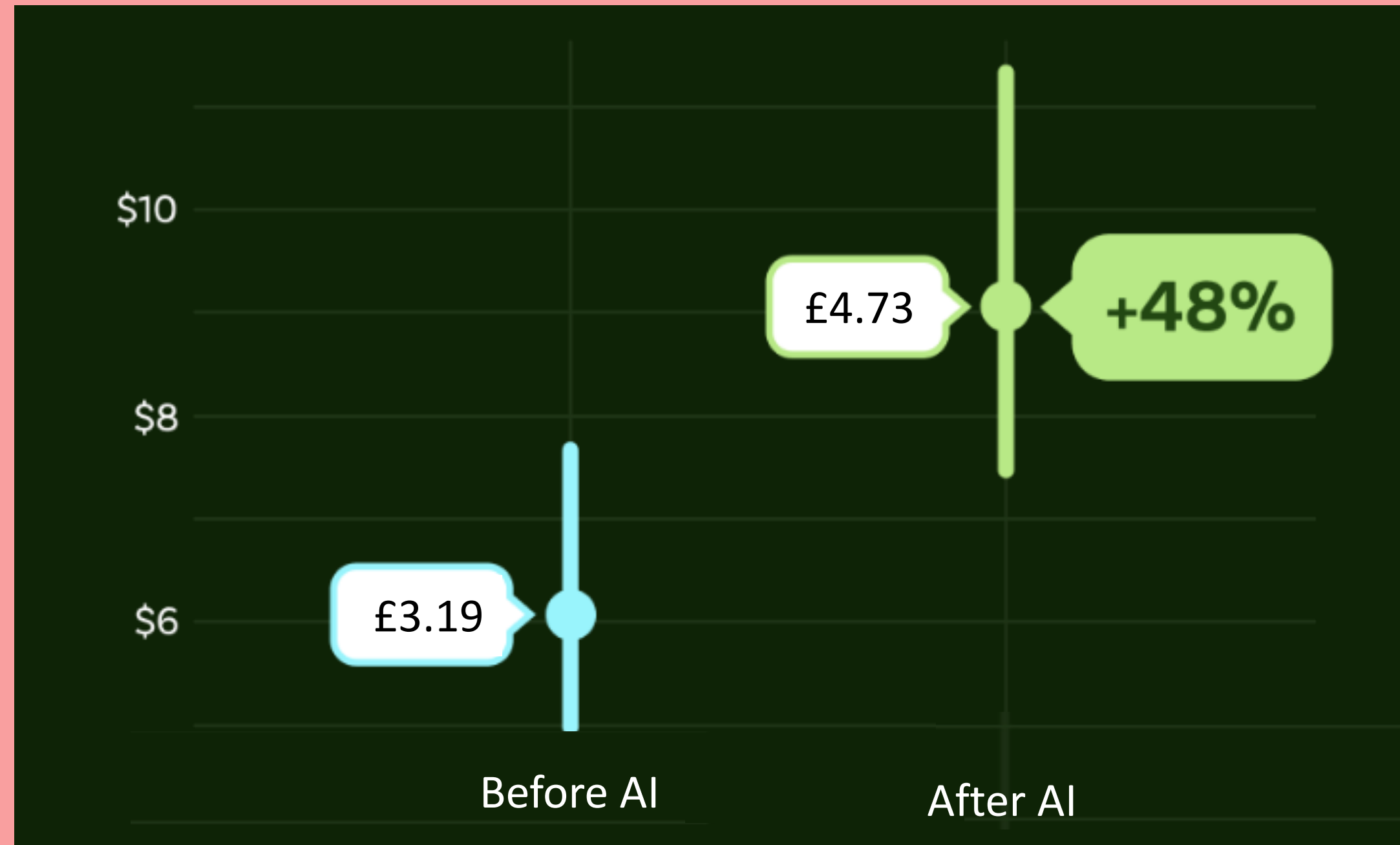
Even the smallest amount can **save a life** in an instant.

Every donation of £5 or more is automatically entered into the draw for a chance to win fantastic experiences with the

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Average donation per user



Let's dive into the data

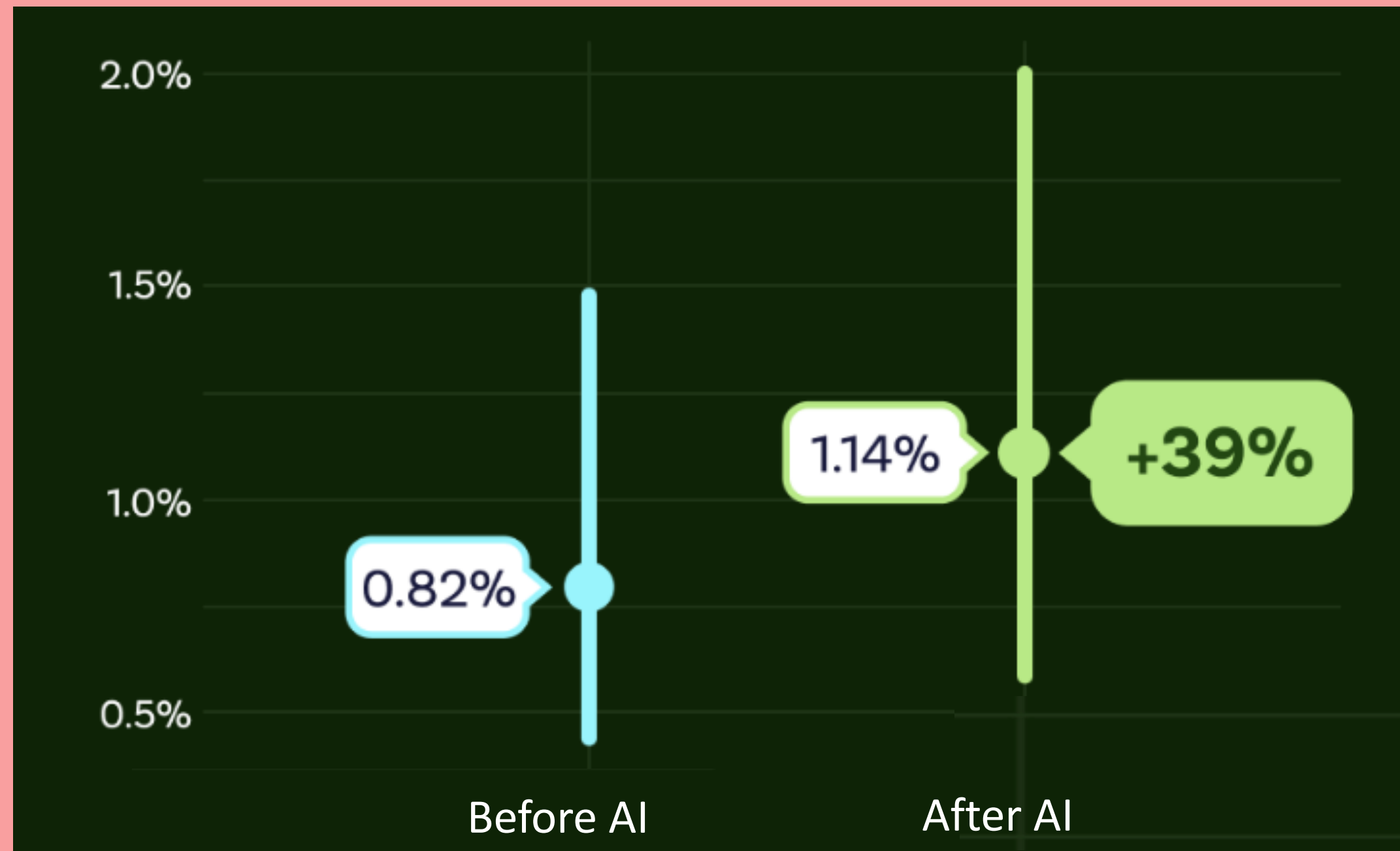
#1

Conversion rate: our new donation form is converting 20% better than our previous form

#2

Average donation: fundraising per transaction is up 24% from £26.43 to £32.56 per transaction

Regular giving conversion rate




Support the fight for mental health in Devon!

We could not do our work without your help. Please donate whatever you can to support Devon Mind. Thank you.

Need to manage a recurring donation? [Log in here](#)

← Back ● ● ○ ○ ○ ○

Donating £50




Become a regular supporter


Our regular supporters make all of our work possible! By making a monthly donation, you give us the certainty we need to dream big and amplify others across the world.

♥ **Donate £50 monthly**

Donate £10 monthly

Keep my one-time £50 donation

 **Donate to the Tom Windsor Memorial Fund**
for suicide awareness and prevention in young men

 **Donate to the Tom Windsor Memorial Fund**
for suicide awareness and prevention in young men

Keep my one-time £50 donation

Donate £10 monthly

Donate £50 monthly

But that's not all...

Go further with personalisation

- ✓ Donation forms reflecting previous gifts
- ✓ Donation forms reflecting name or title
- ✓ Pre-select a gift for donor

The screenshot shows a Raisely donation form with a dark blue header. The Raisely logo is on the left, and a button labeled "Talk to a specialist →" is on the right. The main content area is white with a light blue background. It features a personalized greeting: "👋 Hello, Marina!". Below this, there is a paragraph explaining that the form is customized based on data from a newsletter database. Another paragraph explains that the donation amount of \$50 is pre-selected based on the donor's previous choice. On the right side, there is a form with a purple header containing a progress indicator with steps 1 and 2. The form includes a "Name" field with "Marina" entered, an "Email" field with an asterisk, a "This is what a custom field looks like" field, an information icon with the text "You can choose from multiple types to customise your form.", and a "Your Message" field with the placeholder text "Write something nice.".

And remember, human touch is just as important



- ✓ Marry the cause to the donation
- ✓ Allow donors to choose how they want to support you
- ✓ Thanking begins before conversion



WANT TO TALK FUNDRAISING?

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Giving donors an easy 'why'



Girls as young as 6 tell us they can't be themselves.

This holds them back.

Donate

One-time

Monthly

Giving monthly has a greater impact



£20

Could pay volunteer costs, essential to make GFS sessions safe and fun



£50

Could provide a GFS session for a girl where she learns to feel proud of who she is



£100

Could fund a trip with GFS where she experiences new things

£ Enter custom amount

Donating in **British Pounds** ▾



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Final Tips

✓ AI doesn't have to be expensive or exhaustive

✓ You have the data at your fingertips

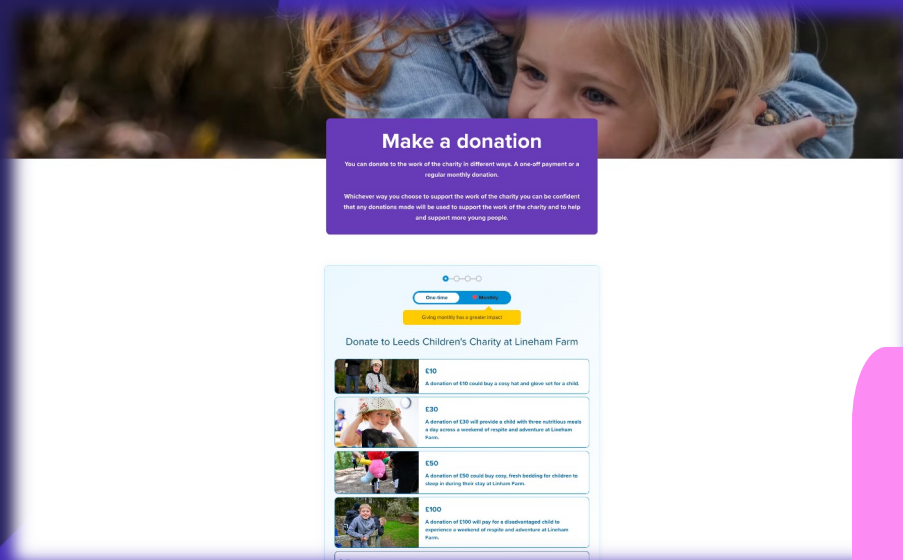
✓ Give your donors a strong why to donate

✓ Don't be scared to push for regular gifting

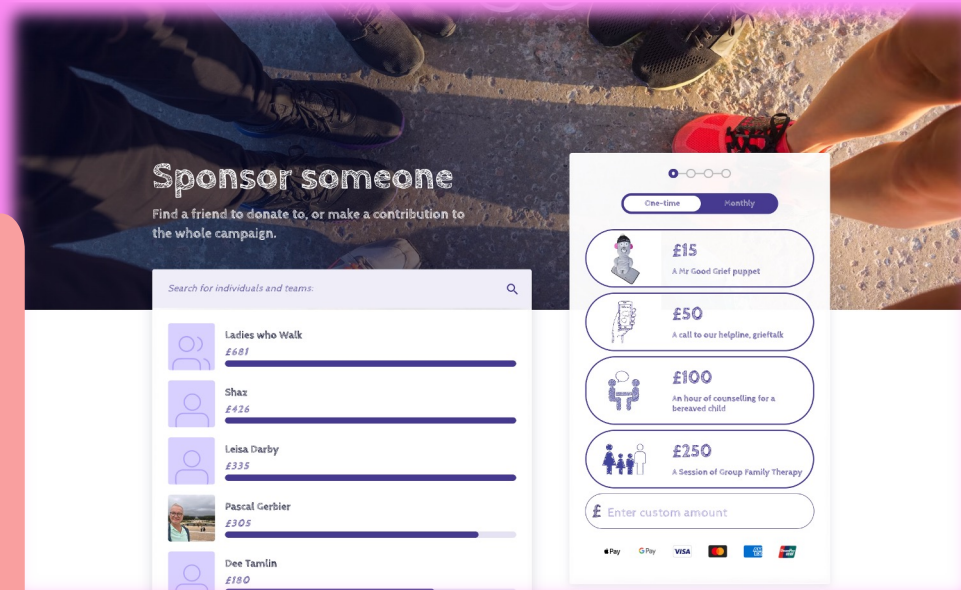
✓ Donation forms can be personalized to increase conversion

Want to trial it for your next campaign?

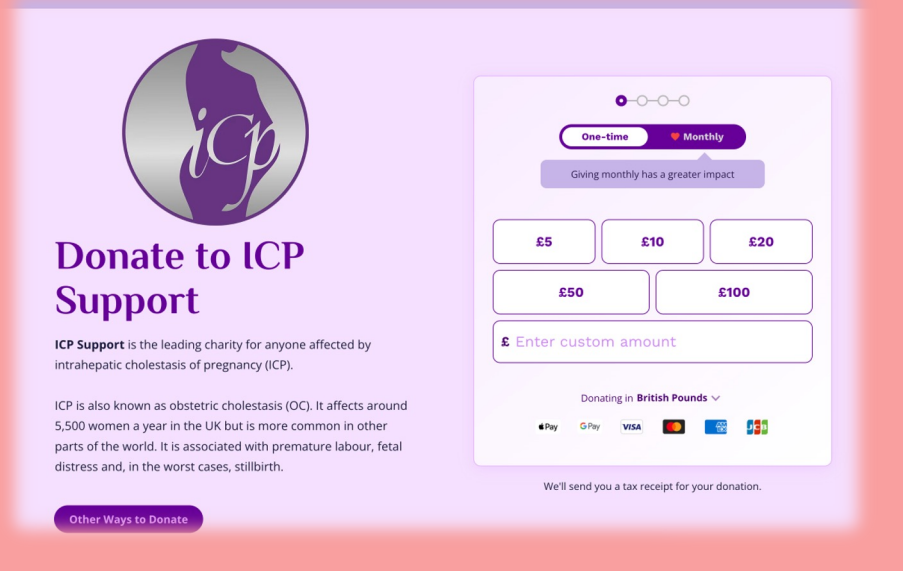
DONATION FORM



APPEAL PAGE



END OF YEAR



GIVING DAY

- Fully branded fundraising pages
- Built in AI auto-optimization
- Designed to your organisation
- Delivered in 60 minutes or less

Giveaway!

Thank you!



Stay in touch:

MUNA@RAISELY.COM