

# SOCIAL FUNDRAISING TOOLS FOR CAUSES & CAMPAIGNS

## Fundly Fundly

Easy Fundraising

**Fundly** has raised more than \$230 million for nonprofits through donation pages on its site. It claims to raise 52% more funds simply because it incorporates social tools that allow a giver to use their social networks for fundraising.



## give2gether

**give2gether** lets supporters leverage their social networks on behalf of your cause or campaign. Funds go directly to the organization and to fundraisers for your cause so that your champions never have to worry about funds transfers, etc. The site has the best metrics dashboard we've seen.

**RALLY**

## Rally

**Rally** focuses on using the social connections of your donors to help spread the word about your cause. Rally lets your evangelists create their own version of your page and share their stories with their friends. You control the look and feel of the page at the template level.



## Razoo

**Razoo** is one of the few platforms that give you the option of doing fundraising on your own site (with a widget) or their site or on your supporters' blogs. Create team fundraising pages. They've raised more than \$87 million for nonprofits.



## givezooks

**givezooks!** connects individuals and nonprofits online to increase charitable giving. Nonprofits can simply and affordably create custom campaigns, wish lists, grassroots fundraisers and events online, expand donor outreach via social networking and increase funds raised.



## Causes

**Causes** is probably the first social fundraising platform you used, thanks to one of your Facebook buddies. Now it supports not just organizations but specific campaigns as well.



## Crowdrise

**Crowdrise** gives cause supporters an easy way to crowd-source fundraising. If you have a causes you care about, create your own fundraising pages, choose from over a million charities to raise money for and then share them on social networks.



## FirstGiving

**FirstGiving** empowers nonprofit supporters to raise money for the causes they care about. FirstGiving partners with nonprofits so they can plan, execute and measure successful campaigns and events.



## GiveForward

**GiveForward** is a crowdsourcing platform specifically geared to helping people who need financial support for medical purposes. The site empowers friends and family to send love and financial support to patients as they navigate a medical crisis.



## Care2

**Care2** doubles as an online community with 15 million participants and as a platform for activism and fundraising. Its **Petition Site** enables anyone to start a petition around social action issues.