

# Sage Fundraising Online | Overview

Get better results. Get faster results.  
Connect more effectively with supporters online.

Sage Fundraising Online is a flexible and powerful fundraising and event management tool for nonprofits and other organizations. It enables organizations to reach and engage their constituency via the web with web forms that are easy to manage and deploy. Use it with existing technologies, marketing strategies, and fundraising campaigns and events or use it to experiment with various online fundraising vehicles.

## Maximize Online Giving

Simplify and improve your organization's main donation page and enable contextual online giving throughout your website. Create a donation form for any program and place each one directly on the web page with supporting content. For example, if your mission is animal welfare, you can separate pages to target cat lovers or dog lovers specifically, featuring content and images that reinforce the messages you know will appeal most to your target audience. Donors can give in context with the programs about which they are most passionate.

Sage Fundraising Online lets you customize web forms with flexible giving options so you can easily communicate how donations will be used. You can even embed dynamic content, including photos or video, so your messages are more compelling.

## Easily Manage Events

Launch a new event in minutes with this powerful, yet flexible, online fundraising and event management tool. Cost-effectively bring events in-house instead of losing control with an outside vendor. Maximize the results of event-based fundraising by empowering participants to raise funds through their own social networks online, such as Facebook, LinkedIn®, or Twitter.

## Immediately Start Raising Funds

With nothing to install and no technical administration necessary, you can have your campaign up and running quickly in just a few simple steps. You won't need to stop what you are doing either—build on the existing technologies, strategies, fundraisers, and merchant accounts you already have.

## FEATURES

- Simplify online donation forms
- Optimize email landing pages
- Online event registrations and participant fundraising
- Personal fundraising through social networks
- Rapid content distribution
- Volunteer recruitment and membership forms

The screenshot shows a fundraising interface with several key sections:

- YOUR FUNDRAISER HERE**: A green header with a **REGISTER NOW** button.
- OUR PROGRESS**: A progress bar showing **OUR GOAL: \$250,000**. Below it, a box states: **We've raised \$107,425 to date**, **We have \$142,575 remaining**, and **There are 1107 days remaining**.
- Your Fundraiser Here**: A main content area with a green header and a message: **Please help support the good work being done by contributing to our Annual Pledge Drive**.
- Donation**: A section with radio button options: **Level 1 Donor - \$50.00**, **Level 2 Donor - \$75.00**, **Level 3 Donor - \$100.00**, **\$250.00**, and **Other**. Below these is a text input field with **\$0.00** and a **minimum (\$5.00)** label.
- CONTINUE**: A button at the bottom of the donation section.
- Security**: A small green checkmark and text at the bottom: **✓ Your data is secure. Learn more >**

Callouts on the left side of the screenshot point to these features:

- Event, volunteer, membership registration tool**: Points to the REGISTER NOW button.
- Raise the urgency by monitoring campaign results in real time**: Points to the OUR PROGRESS section.
- Provide an inspiring online giving experience through contextual marketing**: Points to the Your Fundraiser Here header.
- Can be embedded anywhere on the website, social media, personal blogs, etc.**: Points to the main content area.
- Flexible online giving options and flow without programming**: Points to the Donation options.
- Secure transaction without secure entire website**: Points to the security notice at the bottom.

Powerful online fundraising tools ►  
for everybody and anywhere

## Optimize Email Landing Pages

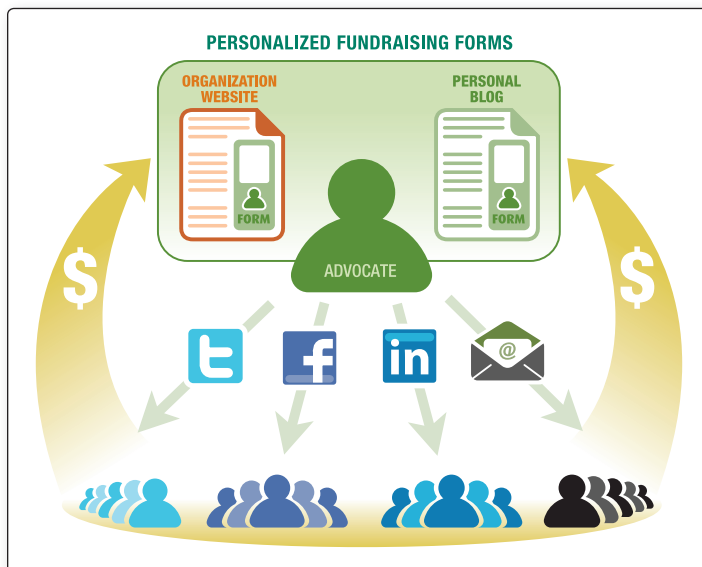
When you attract visitors to your website, remove obstacles that prevent them from becoming donors through contextual giving. Quickly create donation forms that can be placed within any web page. Link your emails to the campaign-specific content page on your site. Since donations are processed directly in the form, your donors are able to give immediately when they are inspired to do so.

## Meet Donors Where They Already Are

Take full advantage of the existing social networks and web pages your constituents already frequent. Since forms are completely portable, they can be placed anywhere on the web. Instead of trying to draw your donors back to your site, now you're able to meet donors where they already are.

## Empower Your Supporters to Advocate and Fundraise

Every fundraiser can be personalized and easily shared by your donors, sponsors, and supporting organizations. Forms are centrally managed through an administrative dashboard, allowing you to easily and consistently update the media within all your forms from one location. Distributing your campaign's donation forms lets others raise funds for you while you still control the message and content.



▲ A personalized fundraising page is set up on your organization site that advocates can share with friends, family, and co-workers.

## Enable Supporters to Ask Their Peers to Give

Individuals are more likely to give and in greater amounts when they are asked by peers to donate. Empower your event's participants to promote their involvement, recruit others, advocate for the cause, and raise funds in their own name. Communicate their progress and raise the urgency with real-time status bar embedded right on the form.

## Be In Control

All registrant data and fees are directly accessible to you without delays or filters from a third-party event registration system. Manage all communications with your registrants—you have the direct relationship.

With Sage Fundraising Online, there is no software to install and no IT administration necessary. Create and customize forms easily via the web. Once deployed, updates to content are automatically distributed everywhere a form is published. You have the ability to add, delete, and duplicate campaigns—without the need for technical expertise.

## Reduce Duplicate Data with Seamless Integration

Sage Fundraising Online features full integration with the latest release of Sage Fundraising 50 and Sage Payment Solutions. From within Sage Fundraising 50, data can be transferred directly into your database without the need for an exported data file. By streamlining data transfers, your organization operates most efficiently when you combine Sage Fundraising Online with Sage Fundraising 50.

If your organization uses a donor management system other than Sage Fundraising 50, that's no problem! Sage Fundraising Online has flexible reporting tools to help you easily export and transfer your data to a variety of donor management solutions, including Salesforce. You can use reporting tools to analyze which campaigns created the highest response.

Contact Sage to learn how to achieve efficient, fully integrated fundraising and financial management solutions with Sage Nonprofit Solutions.

Please visit [sagenonprofit.com/fundraisingonline](http://sagenonprofit.com/fundraisingonline) for more information.

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