



TEXT-TO-GIVE

Complete Guide for
Nonprofits and Fundraisers

+

Comprehensive Checklist

Introduction

Text-to-give is a modern fundraising method that enables donors to give to nonprofits via their mobile phones. Using their phones' native texting applications, donors can instantly text donations to their favorite nonprofits.

In 2010, one of the first publicized text-to-give campaigns was [The Red Cross's relief efforts after Haiti's devastating earthquake](#). For months, "Text HAITI to 90999" flashed across Americans' TVs, phones, and computer screens. Ultimately, it raised \$487.6 million, paving the way for mobile giving.

Nonprofits of all sizes can take several notes from this game-changing fundraising campaign. For starters, reach your donors where they are and simplify the giving process. Then, recognize that as technology develops, so should your organization's fundraising plan. That means employing new marketing techniques and especially offering new donation opportunities. Considering that [mobile giving donations have increased 205% in the past several years](#), you're likely missing out on a chunk of revenue by not taking advantage of mobile giving.

Text-to-give has quickly become a must-have in the nonprofit realm and for good reason: it works. In addition to boosting revenue, text donations enable nonprofits to improve donor engagement and [retention](#), helping them to secure long-term support for their cause.

Getting started with text giving might seem a little confusing. To help, the experts here at [Snowball](#) have created a list of must-know information and vital tips for better text-to-give fundraising. Let's take a look at mobile giving on a deeper level:

[The Basics of Text-to-Give](#)

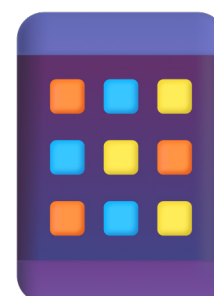
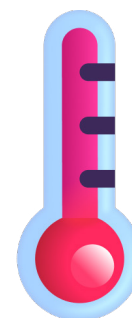
[Text-to-Give Pro Tips](#)

[Text-to-Give Platforms and Tools](#)

[Wrapping Up](#)

Text-to-give is a powerfully effective giving vehicle that organizations shouldn't overlook. Nonprofits both big and small stand to gain a lot from incorporating it in their fundraising strategy.

Ready to enhance your fundraising plan and boost donor engagement? Let's dive in!



Mobile giving donations have increased by 20% in the past several years.

The Basics of Text-to-Give

Text-to-give is a powerful fundraising method. It enables nonprofits of all sizes to reach new fundraising heights by providing their donors with a new, modern way to give.

We've briefly touched on what text-to-give is, but let's take a closer look at what all it entails.



The average donation size for text-to-donate fundraisers is \$107

What is Text-to-Give?

Text-to-give is using texting to donate to nonprofit, faith-based, and political organizations. It allows donors to give any time, anywhere in only a few seconds. Supporters will text your organization's keyword and donation amount to your phone number, which is assigned by [your provider](#). You can designate these donations to go toward your annual fund or to a specific campaign.

Often, you may hear text-to-give referred to by a number of names, such as:

- Text Giving
- Mobile Giving
- Text-to-Donate
- Text-to-Tithe (for churches)

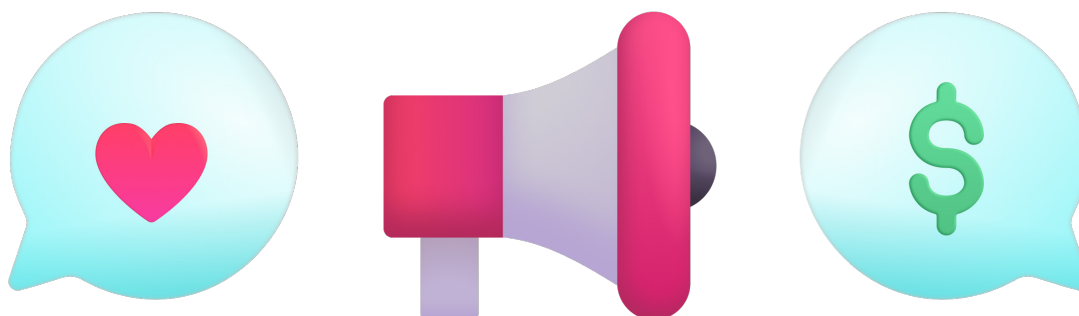
Regardless of what you call it, this modern approach to fundraising has the power to transform your fundraising but only if you employ the [best practices](#).

Mobile Giving FAQ

Since you're brand new to mobile giving, a lot of questions are likely floating around your mind. Let's dive into some of those.

How Much Does Text-to-Give Cost?

The cost varies per platform, but typically, it's based on a flat fee amount in addition to the credit card's fixed processing rate. For the most cost-effective investment, choose a platform that gives you unlimited text and text-to-give keywords and bypasses mobile carrier fees ([like Snowball!](#)).



How Much is the Standard Gift with Text-to-Give?

According to [Nonprofit Source](#), the average donation size for text-to-donate campaigns is \$107. A common misconception is that text donations are typically small. Not only can they be substantial, but text-to-give enables easy setup for future recurring donations. In other words, you may encourage ongoing support and gifts from donors without making additional donation appeals.

Is Mobile Fundraising Secure?

If you choose a [PCI-compliant](#) text-to-give provider, your information will be protected. Go with a provider that also uses authentication and tokenization to protect important donor info (such as payment information and addresses).

How Can My Nonprofit Incorporate Mobile Fundraising?

The great thing about text-to-give is that it can work both on its own and in coordination with other fundraisers. Try hosting a fundraising campaign that relies solely on text-to-give donations, create a peer-to-peer fundraiser where volunteers raise funds via text-to-give, or simply post flyers with your text-to-give number at your fundraising events.

How Do You Promote a Text-to-Give Campaign?

For the best results, incorporate your text-to-give campaign in all your communications. Share your number and keyword on social media, in your email signature, and on direct mail appeals with an eye-catching insert.

How Text-to-Give Works

Text-to-give is a fairly straightforward process. Let's take a look at it from both the nonprofit and the donor perspectives.

Note: The text-to-give process differs from platform to platform. The following steps are for [Snowball's text-to-give platform](#).



For Nonprofits

Step 1: Choose a software provider.

Pick a text-to-give platform that offers the features your nonprofit needs while keeping your donors' information secure.

Step 2: Receive a unique phone number.

Your software provider will give your organization its unique phone number that donors can text. You'll need to select a keyword so that your provider knows that those donations are for your specific text-to-give campaign.

Step 3: Promote your campaign.

Once everything's squared away, you'll need to promote your text-to-give campaign to donors. Share your organization's number and keyword, and watch the donations fly in!



For Donors

Step 1: Text the nonprofit's phone number.

Initiate the transaction by texting the pre-selected keyword to an organization's phone number. Intuitive software ([like Snowball's platform](#)) will accept the donation even if there's a typo.

Step 2: Follow the link.

Within a few seconds, you'll receive a confirmation text with a link. Click on it and select your preferred donation amount. First-time donors will need to fill out a short donation form with their payment information. Repeat donors just click "donate."

Step 3: Press send.

Clicking on "donate" in the text message will lead you to a pre-written email that authenticates the transaction. Simply press "send" to submit your donation. It's as simple as that. A few clicks and the donation is sent!

Try it yourself! Text the word "gala" to (505) 412-4891 to experience a simulated transaction using [Snowball's text-to-give platform](#).

Why Text-to-Give Works

As one of the most effective donation methods, text-to-give empowers nonprofits of all sizes to reach new fundraising heights.

Since so many of your supporters own cell phones, you need to incorporate text-to-give in your fundraising strategy.

Why is this, though? For one, it uses technology that most donors already use on a daily basis. In fact, 96% of Americans own a cell phone, making it the preferred method of communication. Donors are already surfing the web and communicating with their loved ones, so why wouldn't they take the time to send a quick donation to their favorite organization?

Since donors can make gifts on-the-go (and in just a few clicks), mobile fundraising is one of the easiest ways donors can contribute to your organization. You can even combine text-to-give with your other events and campaigns to maximize donations. Plus, it completely streamlines the donation process by eliminating the need to use a desktop, a laptop, or even direct mail. Donors can even opt to set up recurring donations and continue showing their support.

Remember, consistently engaging your donors in new ways is a common best practice for organizations. Give them new opportunities that take their needs and experience into consideration (like text-to-give), and they're sure to stick around.

In short, text-to-give is fast, easy, and engaging. It keeps donors involved and excited without slowing them down, laying the groundwork for stronger donor relationships.

96% of Americans own a cell phone. Mobile giving donations have increased by 20% in the past several years.



Text-to-Give Pro Tips

As you become more experienced with text giving, employ a more advanced approach to yield the best results. The fundraising experts at [Snowball](#) have compiled our top tips for better text-to-give fundraising.

Text-to-Give for Nonprofits

All nonprofits can benefit substantially from text-to-give—no matter their size. To maximize results, consider these pro suggestions:

1. Focus on clear campaign messaging.

Be clear about the need for your campaign and its goals. Make your reasons specific and actionable, and highlight exactly why yours is a cause worth supporting. Give donors purpose in their act of giving. Take the [Red Cross's Haiti earthquake relief efforts](#) for example. When there's a clear urgent need, we feel the urge to step up and contribute.

2. Feature it on marketing tools.

Across all your communications, make sure you're actively promoting your organization's number and keyword. Adjust your tactics according to the platform. For instance, create eye-catching inserts for direct mail. Add it to your email signature. Include it in your newsletters with a pop of color. Strategically include it in your social media posts. In any case, get creative!

3. Input collected donor data into your CRM.

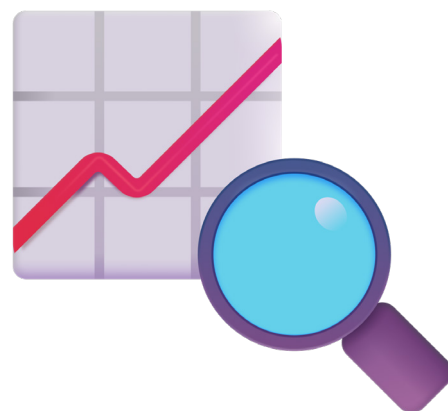
Make sure to input donors' names, phone numbers, email addresses, and billing addresses into your existing database. This way, you can incorporate them into your future fundraising efforts.

4. Track and analyze your data.

As with any fundraising activity, you should keep track of your performance. Track text-giving frequency and average text donation size to help inform your future donation appeals. Make note of any trends as well as any shifts away from those trends

5. Host it with an event.

Multiply revenue at your events by incorporating text-to-give. Make sure to hang engaging flyers with your text-to-donate number and shortcode. This way, donors won't have to worry about remembering their wallets. Chances are they're much more likely to have their cellphones on them anyway.



6. Try a peer-to-peer campaign.

A [peer-to-peer campaign](#) isn't just a great way to spread the word about your cause; it's a great way to spread your text-to-donate number, too. Encourage your volunteers to create their P2P pages like they normally would. Then, when they share their fundraising pages with their social networks, they can advertise your text-to-give number and shortcode.

7. Assign someone to be in charge of new donor data.

When you run a text-to-give campaign, you'll be flooded with new donor information. Assign a staff member to take charge of the data. Then, put processes in place to account for common concerns, such as what to do if new data differs from old data and how to handle duplicate information.

8. Host a pledge campaign.

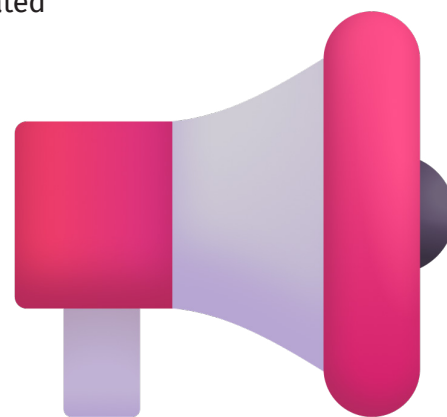
A pledge campaign is a great twist on traditional text-to-donate campaigns. Since [the average mobile donation pledge for fundraising events is \\$167](#), your organization stands a good chance at boosting donations. Have volunteers create their pledge pages. Then, they can share your organization's text-to-donate information. Supporters will have the option to pledge their support with the pledge page or donate right then by texting their gift.

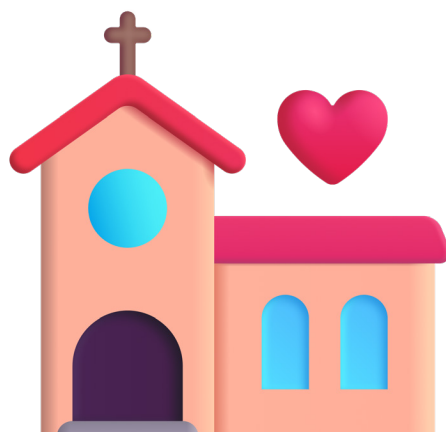
9. Incorporate matching gifts.

To give via text, donors will have to give you their contact information. This is the perfect opportunity to email them about matching gifts, because their text donation might be eligible for a match through their employer. Learn more about this powerful giving vehicle [here](#).

10. Make text-to-give part of your Giving Tuesday efforts.

[Giving Tuesday](#) (and other time-based initiatives) represents a great chance to encourage donors to expand their giving as a result of an urgent push. Because there's a limited time frame, donors are motivated to act fast, and texting their donations is the fastest way to give.





Text-to-Give for Churches

Referred to as “text-to-tithe” in the church sector, text-to-give helps churches reach their fundraising goals. Considering that [7 out of 10 churchgoers use text messaging](#), faith-based organizations stand to gain a lot from mobile giving. Consider these best practices to set your church up for text-to-tithe success:

1. Walk your congregants through the process.

Even though this form of giving is secure (when it’s PCI-compliant, that is), some churchgoers may be skeptical at first. To help, walk them through the process step-by-step, using:

- Social media posts with graphics showing each step
- Informational posters and flyers

An illustrated guide is often the best way to assist those who are new to text-to-give get acquainted with these new tools!

2. Offer several options, including recurring donations.

With customizable suggested giving amounts, you can encourage congregants to give as little (or as much!) as they’d like. Then, provide them with the opportunity to become recurring donors. With some text fundraising platforms, donors can choose weekly or monthly recurring donations, and there are no donation caps ([like Snowball!](#)).

3. Create handouts with your church's text-to-give information.

Create eye-catching handouts featuring your church's text-to-give number and shortcode. Leverage the idea that text giving is more secure than passing the plate. In short, it eliminates the responsibility of handling, counting, storing, securing, and depositing checks and cash.

4. Always thank your donors.

Show your appreciation by thanking your generous congregants as soon as possible. As a general rule of thumb, don't wait more than 48 hours. This may convey that you're not truly appreciative of their contributions by putting them on the back burner.

Remember, saying thanks increases the chance of a repeat donation. Better yet, it increases the chance of a larger repeat donation.

5. Integrate text-to-give with other online campaigns.

Set up campaign pages that reflect all of the donations that a campaign has received—including those made through text-to-give. Donors will see how their support has pushed a campaign toward its goal. Then, they can optionally choose to list their names on your donation page, announcing their support of your cause.

6. Regularly post to social media.

Incorporate text-to-give in your church's social media strategy. Most people access social media on their smartphones, making Facebook, Twitter, and Instagram the perfect place to promote your text-to-give campaign.

Amidst your church's other social media posts, share regular updates about how your followers can text-to-donate.



Preparing for a Mobile Giving Campaign

Launching your text-to-give campaign can seem like a daunting task—especially when you’re new to the mobile giving world. Let’s look into the steps you need to take before launching your campaign.

Step 1: Implement a text-to-give strategy.

First, you’ll need to select a software provider that fulfills your organization’s needs. To find the perfect fit, take a look at our top text-to-give software suggestions below.

Then, to implement the software in your fundraising strategy, answer the following questions:

- **Who** will be in charge of running your text-to-give campaign?
- **What** will the donations support? Are they for a specific project?
- **When** will you launch and close your text-to-give campaign? When do you expect to reach your donation goal?
- **Where** will you promote your campaign and post updates?

With these questions in mind, you should be able to get mobile giving up and running in no time.

Step 2: Set attainable goals.

Clearly define goals for your campaign. Determine where the money will go, because donors will want to know exactly how their hard-earned money is helping.

While you want an aspirational goal, you need to be realistic. You don’t want to overwhelm your donors, especially since you’re already introducing a new fundraising strategy. Then, you’ll need to keep them updated on progress throughout the campaign. Remember to be honest. If you’re not quite on track, supporters will know to step up their efforts.

Pro Tip: If you’re using a [fundraising thermometer](#), donors will be able to see their contributions as part of the bigger picture, incentivizing their participation.



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Step 3: Put a marketing plan in place.

Once you've straightened out the fine fundraising details, it's time to share your campaign with the world! Regularly update your supporters and encourage them to share your text-to-give campaign with their personal networks. To spread the word, consider the following:

- **An email newsletter** with simple guidance on how donors can get started.
- **A press release** emphasizing your organization's role in the community.
- **An announcement on your website** such as a video from your nonprofit's team
- **Social media posts** that supporters can share with their followers.

Pro Tip: Seek out influencers to help boost the visibility of your text-to-give campaign. By recruiting influential advocates, you'll inspire new donors to trust you and contribute.

Step 4: Collect data on campaign progress.

Just like any other campaign, you need to track (and act on) key analytics. As you go along, remember to track the following:

- Individuals' text-giving frequency
- Average text donation size
- Marketing channel engagement (email click-throughs, social media engagement rates, etc.)
- Donor information (name, mailing address, etc.)

By tracking this data, you'll gain a better sense of what's working and what's not. Which marketing channels are receiving the most engagement? What about the least engagement? Is your campaign messaging actionable enough? Make adjustments according to what you learn, so you can make the most out of your mobile giving campaign.



Pro Tip:
Seek out influencers to help boost the visibility of your text-to-give campaign. By recruiting influential advocates, you'll inspire new donors to trust you and contribute.

Text-to-Give Platforms and Tools

To maximize your potential, you'll need to invest in the right fundraising tools. Let's take a look at the vital features you should prioritize and which platforms will set you up for success.

Types of Text-to-Give Tools and Mobile Platforms



Snowball Fundraising – All-in-One Fundraising

[Snowball Fundraising](#) is a mobile-optimized fundraising suite for any organization, nonprofit, or church. With Snowball, you'll receive more than the basics. Streamline all your fundraising efforts with these Premium features:

- Unlimited campaigns
- Unlimited text-to-give
- [Unlimited fundraising thermometers](#)
- Donation pages
- Event ticket management
- Comprehensive reporting

At Snowball, we have a simple solution for giving on-the-go—one that doesn't involve having a credit card handy 24/7. Our [text giving platform](#) enables donors to give wherever they are, whenever they want. All it takes is a couple of taps: one to send a text with the donation amount and another to confirm the payment. With our PCI-compliant technology and single-factor authentication, you'll know your donors' information is completely protected.

Unlike other platforms, once a donor enters their information for the first time, they never have to enter it again—even if they're donating through another online or mobile avenue. Best of all, our platform is highly secure, allows donations to reach your nonprofit within a few business days, and integrates seamlessly with your other fundraising initiatives.



Try it yourself! Text the word “gala” to (505) 412-4891 to experience a simulated transaction using Snowball’s text-to-give platform.

Marketing Platforms

To spread the word about your text-to-give campaign, you'll need to employ dedicated marketing tools. When selecting your marketing tools, make sure they offer the following:

- **Custom branding** to develop trust and drive engagement
- **Editable templates** so you can easily and quickly create appealing messages
- **Automation capabilities** so you can time outreach with your campaign
- **Analytics** so that you can determine the best outreach strategies

Whether its email, social media, or text messaging, make sure your marketing tools enable quick solutions to streamline outreach.

Pledge Tools

Remember, coordinating your text-to-give efforts with a pledge campaign can substantially boost engagement. To guide your efforts, ensure you invest in [dedicated pledge tools](#).

Overall, you'll need pledge software that offers the following:

- **A streamlined user experience.** All pledgors should have to enter is contact information and a pledged donation amount. Asking for anything more can drive them away.
- **Flexible payment options.** It should give users the ability to complete their donation immediately. Also, it should offer the choice to enter their payment info after submitting their pledge.
- **Secure donations.** Since you'll be collecting sensitive donor information, make sure your tools will protect this data.

Aim to make the pledge experience as quick and as smooth as possible. As a result, you should see a major jump in engagement and mobile donations.

Event Apps

Coordinating your text-to-give campaign with an event can quickly and easily multiply revenue. When selecting an [event management tool](#), look for the following features:

- **Registration.** A comprehensive event app will quicken the registration process. Ensure you can limit the number of required information fields to the essentials.
- **Comprehensive ticketing.** Ticket distribution should be convenient for attendees and staff. To boost registration, ensure you can sell tickets via text-to-give.
- **Donation capabilities and multiple giving options.** Different donors prefer different giving options. To expand your potential, ensure your software offers donation capabilities. Then, enable multiple giving avenues, from credit cards to text-to-give.

Expand your tech toolkit to include comprehensive event management tools, and watch your mobile giving skyrocket!



Choosing a Platform

As the public becomes more and more reliant on technology, you'll need to adopt a dedicated mobile giving strategy. If you want to reach your tech-savvy prospects, you'll need to go to them. To do this, invest in the right mobile giving platform and app that cater to your organization's needs. With multiple options on the market, this is easier said than done, though.

As you narrow down your options, ask yourself this series of questions:

- **What are you looking for in a mobile giving platform?** Determine your nonprofit's needs and fundraising goals.
- **What would be the easiest platform for your donors to adopt?** Consider how your donors have given in the past. Then, figure out if they'd be on board by surveying them.
- **Will it easily integrate with your existing CRM?** Ensure your data will flow seamlessly into your CRM. This way, you'll have an idea of all the different ways supporters are donating.
- **Does the platform offer security features?** Ensure your mobile giving app is PCI-compliant and has fraud analysis and encryption capabilities. Otherwise, no one will want to donate.

Choosing a mobile giving platform is no easy feat—especially if you're not very tech-savvy. To help, explore more vital questions [here](#) and ensure you're selecting the right mobile platform for your organization. By picking a solution that aligns with your needs, you'll experience a surge of donations in no time.



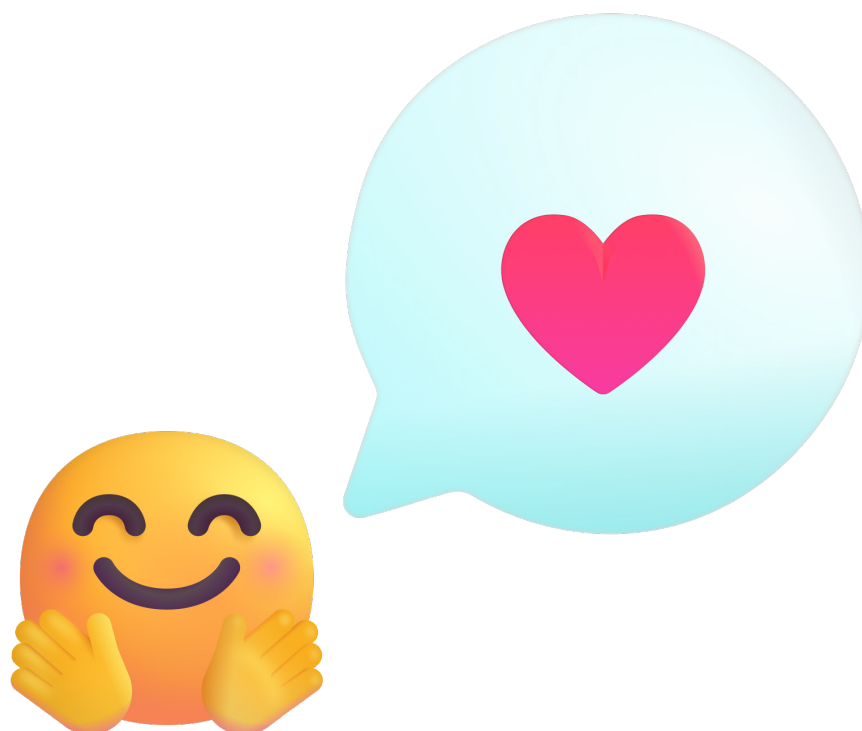
Wrapping Up

Text-to-give has become a game-changer for nonprofits big and small. It enables organizations just like yours to [capture donations](#) whenever (and wherever) a donor is inspired.

Remember, the great thing about a text-to-give campaign can be hosted on its own or in coordination with your other events and campaigns. You're sure to boost funds so long as you take a strategic approach and keep the donor experience front of mind.

To truly maximize your text-to-give potential, invest in the platform that suits your organization's needs. Your best bet is to go with a vendor that offers multiple fundraising solutions. From mobile giving to [donation websites](#) to event ticketing, your organization needs to secure donations from all possible avenues.

Luckily, [Snowball](#) offers an all-in-one fundraising solution that features intuitive text-to-give technology in addition to several other features. Here at Snowball, our mission is to provide nonprofits with the intuitive tools they need to maximize fundraising success. No matter your organization's technological needs, we've got you covered.



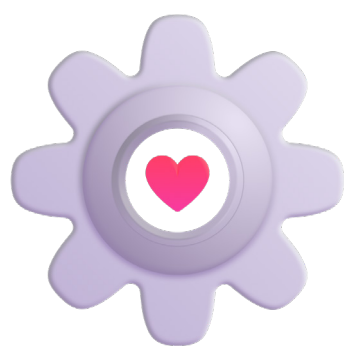
A Comprehensive Text-to-Give Checklist

With a new wave of digital marketing and philanthropy tactics upon us, it's time to get on board with mobile fundraising efforts— and maximize their usage for your own organization. Whether you're a small nonprofit looking to boost your next campaign, a church raising money for a mission trip, or a local school fundraising for a sports team, [implementing a text-to-give campaign](#) is the way to go.

One of the greatest benefits that a text-to-give campaign has to offer is the way it can be so easily integrated into other fundraising strategies— like planning and hosting events!

If your organization is interested in planning various fundraising events, such as carnivals, galas, auctions, or more, text-to-give is an easy way to take each of those to the next level.

If you're wondering how to make the most out of a text-to-give campaign, just follow along through this checklist.



Choose a text-to-give provider.

Make sure to do ample research ahead of time to find the best text-to-give provider to adopt for your fundraising needs. [Different providers](#) can vary based on many factors, including:

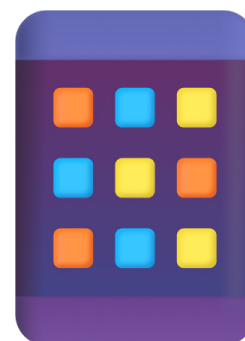
- Base and processing fees
- Number of keywords
- Number of campaigns

Decide which features are most suitable for your organization, your current budget, and the type of fundraising campaigns you plan on hosting to find the best set of tools.

Receive a phone number and decide on a keyword.

After you register with a text-to-give provider, they'll provide you with a unique phone number with which to run your fundraising campaign. Some providers use full-length, 10-digit phone numbers (xxx-xxx-xxxx), while others may opt for a shorter, 5-digit number instead (xxx-xx).

Now that you have the number for donors to text, you need to set a keyword (or keywords). This is the text portion of the message users will send to your specified phone number. Common keywords include, "GIVE" or "DONATE," as well as your organization's name (i.e. SNOWBALL).



Set clear and specific goals.



To best understand the scope of your campaign and measure your success, it's important to set specific goals ahead of time. For example, you might set a goal at \$5,000 of text-to-give revenue coming in during your fundraising event.

Establishing this goal beforehand is a great way to encourage both your fundraising team and your nonprofit supporters to keep focused. Plus, a specific goal is much more motivating for donors than an undefined end-point. You may even choose to implement a [fundraising thermometer](#) to further illustrate the progress toward your goal and keep energy high.

Establish a campaign plan.

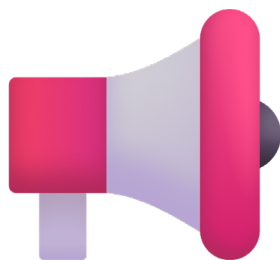
It's important that you have certain details ironed out before bringing your campaign to the public. Now that you have set clear objectives, it's time to [craft a campaign](#) plan that will allow you to reach those goals as quickly and easily as possible.

For example, you'll need to know where fundraising revenue will be going. Is the funding for a specific project, and if so, how will the money be positively impacting your community? Donors want to know where their hard-earned money will be going before committing to give!

You'll also want to establish a timeline beforehand, including the launch of your campaign and the expected duration. This will make it easier to check-in at regular intervals and adjust strategies as needed.



Begin promoting your campaign.



Next, it's time to promote your fundraising campaign to your current network of donors and other community members that may be interested in supporting your organization. You can do this through a combination of traditional means and more digital approaches.

Consider promoting your text-to-give campaign through:

- Flyers
- Word-of-mouth
- Social media
- Your website

Make sure your text-to-give number and keyword(s) are readily available before, during, and after the fundraising event for the best results. Make sure everyone knows they can get involved!

Walk volunteers and donors through the giving process.

One of the most important steps in a text-to-give campaign is ensuring that all supporters understand the giving process. Especially for older supporters and those less technologically savvy, text-to-give may be a brand new concept and might even seem overwhelming at first.

However, the process is quite simple. From the donor's standpoint, it goes like this:

1. Supporters text the keyword to your campaign's text-to-give number.
2. They receive a responding message and follow a link to specify the gift size.
3. First-time donors fill out basic payment information, while repeat donors simply confirm.
4. The donor finalizes their donation.
5. They'll automatically be sent a quick receipt that thanks them and confirms donation details.

That's it! Donors are able to give in seconds, and your organization receives the payment soon after.



Be sure to thank each donor.



Mobile gifts deserve the same recognition as traditional donations, so it's important that your team takes the time to personally thank each donor for their contributions. Consider sending out a thank-you email receipt, a phone call, or even a handwritten letter. Automated thank-you emails are a great idea, too.

Try to thank each donor within 24-48 hours of receiving their gift to best strengthen donor relationships and show your appreciation. This goes a long way to retaining each individual's support for your future campaigns!

Be sure to follow these steps as you consider implementing text-to-give into your nonprofit's current fundraising strategy. It's a modern way to utilize common tools and bring in new sources of fundraising revenue for your organization— and best of all, it's easy!



Additional Text-to-Give Resources

To become a text-to-give expert, read up on some of the best tips and tools out there. To help, we've compiled a list of resources written by professionals that you might find useful:

- [Top 10+ Text-to-Give Services](#). Explore Double the Donation's list of top text-to-give tools. Chances are you'll find one that strikes your interest and fulfills your organization's needs.
- [Online Fundraising In 2020 | Complete Guide And Resources](#). You already know text-to-give is a powerful fundraising tool. Now, check out our other suggestions for revamping your fundraising strategy.
- [Fundraising Ideas For Nonprofits | Directory Of 75+ Ideas](#). Text-to-give is just one of many surefire fundraising ideas. Explore more suggestions from our very own fundraising experts!



Get a Personalized Tour

Snowball Fundraising is the all-in-one fundraising platform that makes it easy for your nonprofit to start fundraising today. Stay in the know with guides, articles, news, and tips to help your nonprofit thrive in today's fundraising space.

SEE HOW IT WORKS

