





## ONLINE FUNDRAISING MADE EASY WITH GIVENGAIN

**cause**  has been involved with amazing charitable work in their community for the past 5 years.

Previously they made use of traditional methods to reach their support base, such as snail mail, telephone calls and word of mouth, which became both expensive and time consuming.


**cause**  realised that they needed to adapt.

In order to remain in sync with their donors, the latest online trends and modern fundraising techniques, **cause**  decides to switch to GivenGain, an online donation processing and fundraising environment, thereby making their organization more accessible to their support base and enabling them to harness the power of social media.

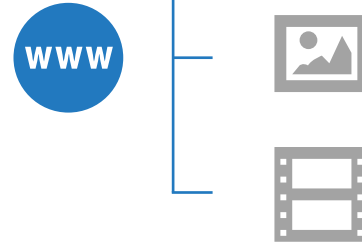
Here is how GivenGain assists **cause**  to fundraise online in 6 easy steps.

1



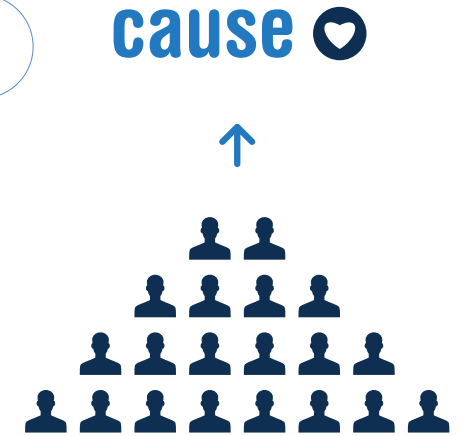
**cause**  develops a fundraising campaign and sets a target of X amount for it.


2



To publish their information, they load their campaign fundraising project on GivenGain and add background info, images and even a video.

3




**cause**  imports their database of supporters, address books and mailing lists to their GivenGain online database.

4




Next they use the GivenGain email and mobile text (SMS) communication tools to notify their supporters of their new fundraising campaign.

5

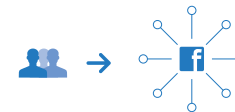
Supporters can make online donations to **cause** 



Supporters can create their own Activist page, then raise funds on behalf of **cause** 

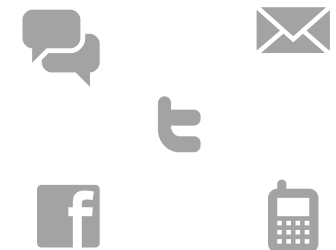



Supporters can also create awareness through social media.



6

**cause** 



**cause**  ensures the success of the campaign by creating further awareness through regular updates and feedback, emails, mobile texts (SMSs), Facebook posts and Twitter tweets.