



CHARITABLE GIVING KC

Connecting Hearts & Minds

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In our Connecting Hearts and Minds emails we share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

What are "Flexible Giving" Options?

Just like nonprofits have had to adapt and ramp up their use of digital marketing during the pandemic, a larger focus has also been on how to give more remotely. Many organizations pivoted to doing online events or hybrid events instead of the usual in person giving opportunities and thus needed to have donation options online. Some organizations have already made the leap to taking various forms and methods of currency, but many have not. You might be asking yourself, ok, sounds good, but what are these "flexible giving options" and how might they be useful to my nonprofit?

The online giving many nonprofits are already doing is in the form of **ACH and online** giving options. This is where donors set up direct link to their bank account to do withdrawals monthly, or at whatever time period they set. Donors can also just go online and put in a debit card or credit card number on the nonprofit website and give this way. The benefit of the ACH method vs. a card method of payment is that there are no credit card fees that come off the top of the donation for the nonprofit in order to process the payment. Nonprofits can also use payment processing providers such as Google Pay, Apple Pay, Paypal, Venmo, Square, or Stripe, among others to process donor payments conveniently from the donor's phone.

QR Codes are another method nonprofits can utilize. You may have seen those funky square digital looking boxes in a variety of locations, from marketing materials to business cards, that you take a photo with your phone and then your phone links you directly to a website. This was a method used quite a bit for marketing around 2010 when it debuted, but has recently become more popular again as a digital giving link option at nonprofit events.¹ Donors can simply take a photo of the QR code and link directly to the donation or event website.

Next up, **text giving**. Text giving has become incredibly popular and that can be used for any event, whether in person or online. Again, the convenience of giving straight from their phone increases the ease of use for donors, and the easier to give the better! There are several ways nonprofits are able to use text giving. First, nonprofits can share a campaign ID and a number to text it to with donors during an online or in person event. The donor then texts that ID to the number and follows the texting prompts to donate. The second way nonprofits can use this technology is to send text messages to their contact list of donors. The only way this is acceptable is if you have consent of the individual's to text them marketing messages

PRIOR to sending out the text or if they have signed up to receive text messages from the nonprofit online when signing up for your newsletter or something of that nature. If messages are sent this way, then donors would again just follow the text prompts to donate. Be careful when using the second method, however, that you aren't spamming your donors with too many messages or irrelevant messages or they will opt out of receiving those messages in the future. There are many different companies and apps that offer the ability to set up this texting service and a simple Google search will lead you to several reputable options.

Lastly, and probably the most cutting edge of all these options, is accepting **cryptocurrency** as a donation. Several organizations have recently jumped on this bandwagon, including the Red Cross and the United Way. Giving cryptocurrency is an attractive method of giving for some donors because of its resilience and distance from the stock market. Donors can make these donations just like they would property or stock.²

It's important to keep your nonprofit on the cutting edge with accepting flexible giving options that increase the ease and ability of donors to give to you. Using these methods as appropriate for your organization can help you do just that!

Up Next? Stay tuned for our next *Connecting Hearts and Minds* article in a few weeks!

Sources:

1 Ensor, Kristine. (April 22, 2022). "5 Fundraising Trends That Will be Popular in 2022." Rebel Idealist LLC.

2 Ensor, Kristine. (April 22, 2022). "5 Fundraising Trends That Will be Popular in 2022." Rebel Idealist LLC.

3 World Economic Forum. (December 3, 2015). "11 Quotes from Famous Philanthropists."

Quote

"You want to be the pebble in the pond that creates the ripple for change."³

Tim Cook, Apple CEO

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