



Empowering Nonprofits: Fundraise Up Integrates PayPal Complete Payments for Seamless Donations

Fundraise Up is a technology company unlocking the world's generosity potential by optimizing how people give.¹ Their goal is to remove obstacles in online donations, enabling nonprofits of all sizes to connect more effectively with their supporters and increase revenue. We spoke with Salvatore (Sal) Salpietro, Chief Community Officer at Fundraise Up, to better understand how critical technology and a streamlined checkout is in the giving space.

10%

increase in revenue when PayPal is offered.²

20% - 50%

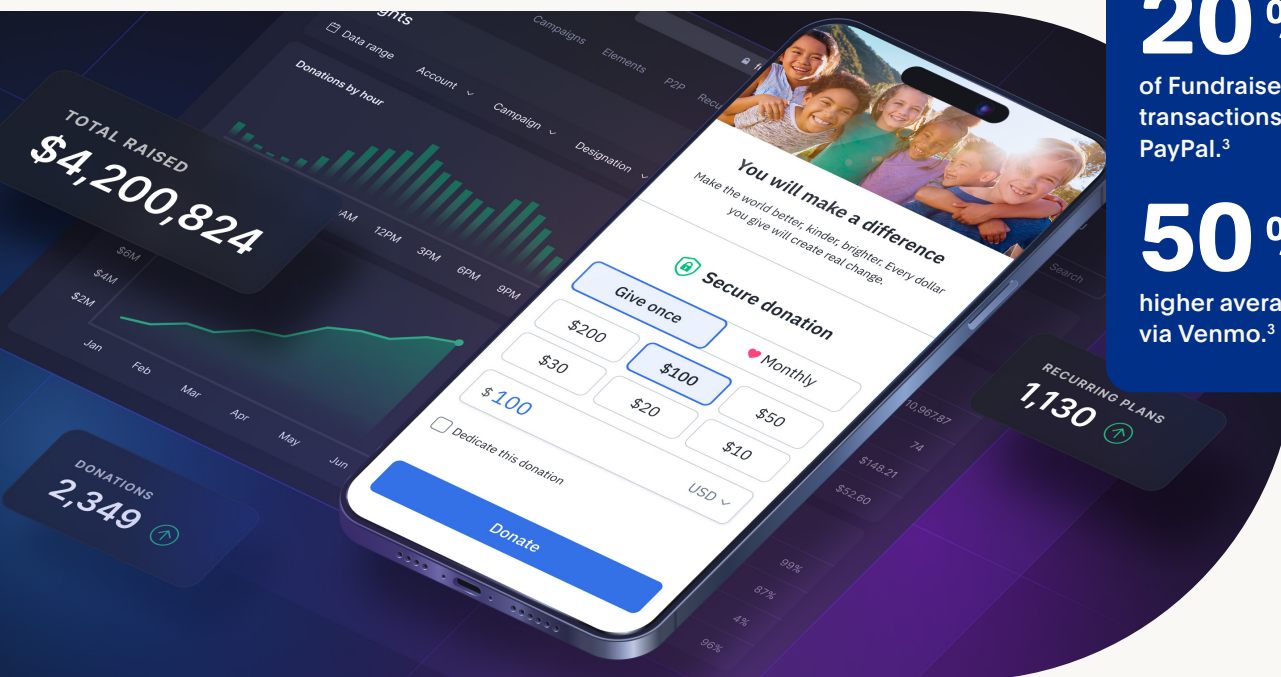
of donors choose PayPal.²

20%

of Fundraise Up's total global transactions are attributed to PayPal.³

50%

higher average donation amount via Venmo.³



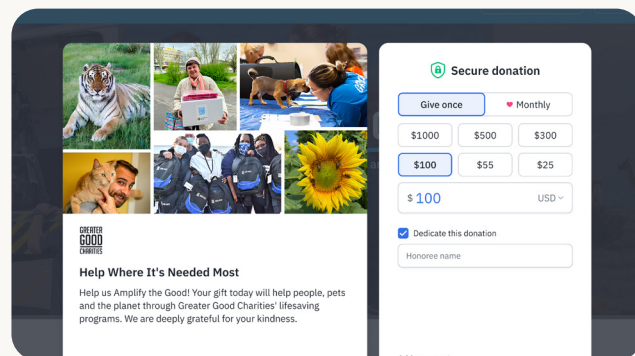
The opportunity.

Streamlining checkout to boost donor engagement.

Fundraise Up recognized the crucial need to streamline the donation checkout process. Traditional methods often required donors to leave the nonprofit's site and complete their transactions on a third-party website. "Every click in a checkout is an opportunity for an error. Every error is an opportunity for abandonment, and that is amplified in the giving space," said Salpietro.

They also wanted to provide options for the widest audience possible. "Nonprofits need to be accessible to any demographic," Salpietro said. "It's a critical part of educating nonprofits that you have to do what's right for the donor."

With these key guidelines in mind, Fundraise Up set out to find the perfect solution.



The solution.

With PayPal, Fundraise Up maximizes the giving potential of donors.

PayPal Complete Payments (PPCP) was the answer, with PayPal and Venmo as payment options for Fundraise Up and the charities they serve. "Adding PayPal was a part of our tech stack from day one. We know that when we offer PayPal there is an increase in donor trust," emphasized Salpietro. "With the increase in trust, we see that conversion goes up as well. With PayPal present, there is a 10% increase in revenue."²

They integrated Venmo in 2022 which also opened doors to new donor bases. "Venmo was a much-requested feature by our nonprofits," Salpietro noted. "Especially those with younger demographics."

The impact.

PayPal solutions help increase conversion and donations.

The implementation of PayPal Complete Payments with PayPal and Venmo had a significant impact on donations facilitated by Fundraise Up.

The results were impressive and were consistent for nonprofits of all sizes. Fundraise Up's platform has over 3,000 nonprofits, with PayPal accounting for 20% of all global transactions.³

Venmo's average order value is 50% higher than the global blended average.³ And 32% of those Venmo donations are being facilitated on desktop.³

By simplifying the donation process and providing convenient payment options, Fundraise Up is enabling nonprofits to unlock more revenue and allowing donors to make a greater impact.

Offering PayPal and Venmo unlocks new donors for our nonprofits.

Salvatore Salpietro
Chief Community Officer, Fundraise Up

¹ [About Fundraise Up | Fundraise Up](#)

² Data source from Fundraise Up, May 2024.

³ Data source from Fundraise Up, from January 1, 2024 - May 2, 2024.

