

Sage Fundraising Online

Group Fundraising

Empower Sponsors and Partners to Fundraise on Your Behalf

Problem: There are a number of groups—some known, some unknown—that want to promote your organization and your cause. Turning that desire into tangible support for your organization's cause is a challenge.

Sponsors, corporate partners, and other supporting organizations are eager to promote the relationships they have with charitable organizations. This is normally done with a brief description of their support on their website, or perhaps just your logo, followed by a link to your organization's home page. Although helpful, this type of promotion falls short in leveraging the partner group's ability to maximize tangible support for your organization's cause.

Solution: Give these groups the tools to be more effective in their support. With Sage Fundraising Online, you can provide them with a personalized form for their own website so potential supporters can get all the information they need to donate without having to leave the site.

How group fundraising works

Empowering these groups to fundraise, communicate, and advocate on your behalf can significantly increase your organization's reach and effectiveness. With a simple cut-and-paste of a snippet code, your supporting organizations can add the donation form to their website and proactively drive support through their own online audience without having to link visitors away from their site to yours.



Extending the opportunity

Are you familiar with all of the groups that may already be supporting your organization? Many online services are available to give you lists of websites that provide links to your site. These linking websites are all potential partners.

Visit www.sagenonprofit.com/fundraisingonline for more information.