

# Why People Use WordPress For Online Fundraising



## How Much Does Fundraising Cost?

Some platforms charge a fee, others take a percentage of each donation, some do both.



## Who Owns Your Donor Data?



**Complete Ownership**

WordPress



**Shared Ownership**

Classy

Kickstarter

Funraise

Crowdrise

Patreon

Fundly

Network for Good



**No Ownership**

GoFundMe



## What Are The Restrictions?



### Nonprofit Status

Legal Charity or Nonprofit status required

Classy Funraise Crowdrise Network for Good

### Abide by the Rules

Must follow a strict set of rules

Patreon Kickstarter



### Big Brother is Watching

Have ability to take down campaigns at anytime

GoFundMe Fundly

### Smooth Sailing

Do as you wish...legally

DonorBox Donately WordPress

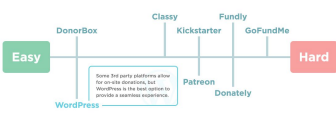


## How Easy & Flexible is the Design?



## How Easy is it to Give?

Based on on-site and branded donation availability



# WordPress is the best donation platform for online fundraising



**Most cost effective with least donor friction**  
more bang for your buck



**You own all your data and content**  
Complete donor management and no one spams your donors



**Most flexible and easy-to-use design tools**  
Tell your story your way with unlimited page styles



**There are no regulations ...other than the law**  
No one else can take down your campaign or refund your donors



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