



## As Holiday Giving Season Kicks Off, GiveCentral Offers Insight into Maximizing Donations

**CHICAGO – November 4, 2014** – Black Friday commercials and pounds on the scale aren't the only things that will be increasing this holiday season. Charitable donations will soon reach their peak levels of the year, as the Chronicle of Philanthropy reports that one-third of all annual donations are made in December. This heightened charitable giving activity demands that nonprofit organizations of all types and sizes have strategies in place to maximize donations and handle the influx of transactions and dollars.

[GiveCentral](#), a web-based donation platform designed to improve fundraising efforts and donor management for nonprofits predicts that this holiday season, the role of technology will play a larger part in fundraising than ever before. This is occurring as more and more donors, and nonprofits, become comfortable with electronic giving options like online giving, mobile giving and text-to-give. GiveCentral has prepared its clients for the heavy giving season by arming them with the electronic tools necessary to best leverage the season. This includes centralizing all collection, fundraising and communication activities in one place.

GiveCentral also recommends, and its clients can take advantage of, the following solutions to ease the burden for nonprofits and increase donations:

- Provide clients with customized holiday templates for all types of communication, including personalized mobile texting solutions.
- Offer quick, smooth account set up for new clients, including donor and contact upload for a seamless transition.
- Create consistent tangible support materials, such as flyers and enrollment forms, for donors who want to sign up for electronic giving, but may not have immediate Internet access.

“The holidays are an incredibly demanding time for nonprofits and our electronic giving solutions bring simplicity and clarity to the donation process,” said GiveCentral CEO Patrick Coleman. “People choose to give to organizations and the causes most important to them. The most critical step a nonprofit should take is implementing a communications strategy that emphasizes transparency and gratitude towards donors. There are many ways to easily and quickly implement solutions so nonprofits can start communicating, increase dollars donated, and have a strong season.”

To best leverage the busy upcoming holiday giving season, GiveCentral recommends the following for nonprofit organizations:

- **Keep communication transparent and personal** – Inform donors about your cause. Tell them where their dollars will go and how they will be helping a cause or mission. Personalize each email, letter, text or phone call that shows you recognize and are grateful for their dollars. It can take as little as a day to start sending emails to your donor base through a web-based platform.
- **Go digital** – If your organization hasn't tried online giving options yet, the holidays are a great time to see how your donors will respond to this platform. GiveCentral's clients report growth of up to 50 percent in total donations when they implement online giving.

- **Select a text-to-give service with low fees** - Many text donation models only allow 90-92 percent of donations to reach the designated charity. With GiveCentral's model, 98-99 percent of donations go to the charity, as the transaction is direct and not routed through a cell phone provider.

### **About GiveCentral**

[GiveCentral](#) is a web-based donation platform designed to help nonprofit organizations raise more money. By consolidating all collection, fundraising and communication activities in one place, GiveCentral makes it easier for donors to give, for nonprofits to communicate and for administrators to manage their finances and donor records. Through its customizable, cost-effective and versatile platform, GiveCentral enhances the fundraising experience for all those involved.

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