

# 10 Questions to Ask When Shopping for an Online Fundraising Platform

## 1. What features do I need? What features does this platform offer?

Don't over-pay for features you won't use, but don't under-pay for a platform that doesn't have all the tools you need, either! Make sure your platforms gives you options.

## 2. Is this a long-term solution?

The temptation to buy something right now can be overwhelming. Take a few minutes to ask yourself if each platform will work for you three or four years down the road, not just for the next six months.

## 3. Is this platform easy to use?

Platforms should be easy for both you and your donors to use. Make sure you ask about features like easy controls and responsive design, which is important for mobile users who give on the go.

## 4. Can this platform accommodate our growth?

If you're planning on growing your nonprofit, you should consider whether or not your platform can grow with you. It'll save you the hassle of switching platforms later.

## 5. What kind of support can the platform provide?

Some platforms have different programs, features, and offerings that are aimed at making you a better fundraiser. That kind of ongoing support is something to consider.

## 6. Does processing volume affect my fees?

Some platforms' fees change based on the number of transactions you process. Whether you're a large organization or a small church, make sure to ask this question so there are no surprises in the future.

## 7. Do you get different rates for different kinds of cards?

Think that processing rate is too good to be true? It might be! Some platforms have lower fees for qualified cards and higher fees for unqualified cards. Definitely double-check your fees for both kinds!

## 8. Does this platform's fees include merchant fees?

There's no standardized way to show fees for fundraising platforms, and you might not see all fees in one place. This is an important question to ask when you're shopping for your best fit.

## 9. How long does it take to get my donations?

Will you get online, text, and on-site donations separately? Does one payment method take longer to process than another? The answers to those questions are important!

## 10. Are there other fees associated with each platform?

Ask questions about other fees you might incur. Do the fees you're considering include page setup? Customer support? Training? You won't know unless you ask!

