| **Name** | **Description** | **Unique features** | **Pricing** | **Recommended for** |
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| **Kickstarter** | Kickstarter has been one of the biggest names in crowdfunding for years. Kickstarter specifically focuses on creative projects. The site is very easy to use. It has millions of visitors per month and has raised over $3 billion for projects (and counting). That traffic can be great for you. If you get featured in your category, your project will be exposed to a big audience. The problem is that it’s difficult to get featured, and you can get lost in the sea of other campaigns. | * Important to note: Kickstarter projects are all or nothing*.* If your campaign doesn’t at least meet your funding goal, the money is returned to your supporters. You need to be confident that you’ll reach your target funding. * You can offer different rewards to supporters to entice them to fund you. | The fee is 5% on top of processing payment charges (3- to 5-percent) per transaction. If you raise enough money, there’s a 14-day waiting period for funds. | Nonprofits looking to save money and build their donor networks. |
| **Causevox** | CauseVox is a crowdfunding and peer-to-peer fundraising option that offers in-depth customization for your campaign page. You can easily customize your page even if you have little-to-no design experience; the platform’s drag-and-drop customization process makes things simple for just about anyone. If you have the know-how, CauseVox also allows custom coding on your page. | * Customization options extend to web addresses, embedding media on the page, and HTML/CSS coding abilities. * CauseVox is mobile and desktop friendly. * Supporters can become fundraisers themselves by creating personal pages on your CauseVox site that they can share to raise money on your nonprofit’s behalf. | * Free: This tier includes free campaign set up, one branded donation page, and a fundraising site. CauseVox charges a 5% fee on donations (excludes credit card processing fees). * Lite: For $55/month, CauseVox charges a 2% fee on donation pages (4.5% on fundraising websites) while providing unlimited branded donation pages and fundraising sites, social media integration, video training, and in-app support. * Standard: For $155/month, CauseVox charges a 2% fee (4.25% on fundraising websites) on donations, removes all CauseVox branding, and offers unlimited branded donation pages and fundraising sites, social media integration, and one-on-one training and coaching. | Nonprofits seeking easy page customisation options and mobile/desktop versatility. |
| **Chuffed** | Chuffed is a crowdfunding platform built solely for nonprofits. It operates with no hidden costs, and allows campaigns to keep 100% of what they raise. The platform offers standard features such as donation pages, social media integration, and custom designs. Chuffed makes it easy for donors to contribute without creating an account, a tactic proven to increase donation levels. | * Login free donations (no hassle giving) * Detailed guides to help you build and improve your crowdfunding campaign * Tax-deductible receipting | Chuffed only charges payment processing fees to donors (varies by country), letting your organization keep the entire donation amount. | Nonprofits worried about bounce rates and that need help learning the crowdfunding ropes. |
| **Classy** | Formerly known as StayClassy, Classy markets itself as an all-in-one fundraising option for nonprofits. Donation pages are automatically optimized for mobile devices and allow recurring payments. You can easily share your page via social media, and record donor information through Salesforce integration. The platform either provides everything you need throughout the fundraising process itself or offers an integration to make it happen, all with the aim of making fundraising as seamless as possible. | * Offers traditional crowdfunding campaigns, as well as peer-to-peer fundraising methods. * Offers integration with Salesforce, Google AdWords, and MailChimp. * Allows full site customization, including the ability to remove Classy branding if you purchase a Pro membership (or higher). | Classy does not advertise its pricing structure; customers must contact the company to obtain a quote based on their unique needs. | Nonprofits that need a crowdfunding platform that can do it all without much guidance. |
| **Fundly** | Fundly puts visual aids such as videos and images front and center on your crowdfunding page, believing that visuals are a powerful way to drive donors to action. The platform also offers a blog-like update section and comment functionality on the campaign page, letting you keep supporters up-to-date with your efforts and how you’re using their donations. | * Mobile fundraising with the free Fundly mobile app * Blogging section on the campaign page * No minimum amount required to keep funds after your campaign ends | Fundly has adjusted its pricing from a tiered system to a single pricing model for all users: a 4.9% platform fee and a 2.9% credit card processing fee + $0.30 per transaction. | Nonprofits that want to provide regular updates for donors without managing a separate blog. |
| **Rally.org** | Rally.org’s setup is simple and gets straight to the point: the platform puts your visual aid(s) front and center with a call to donate, share the project, and a donation tracker. On the back end, Rally.org gives users a real-time analytics dashboard that includes donation information, social share stats, and invitation tracking. | * Integrate your crowdfunding page with your nonprofit’s website using widgets * Report creation functionality for 501(c)3 nonprofits to streamline legal compliance. * Donor information tracker. | Campaign page set up is free on Rally.org . After the campaign begins, there’s a 5% platform fee + credit card fees per donation. | Nonprofits that want to dive deeper into their fundraising data |
| **Startsomegood** | StartSomeGood is a great place for nonprofits that are new to crowdfunding. SSG provides personalized coaching and feedback for new project creators, and helps match your campaign with prospective donors that will match donations by up to 50%. In addition to these resources, StartSomeGood offers standard crowdfunding page features, such as social sharing and embedding functionality to link your crowdfunding page to your website. | * Personalized feedback and advice from SSG’s global support team throughout your entire campaign. * Email courses on crowdfunding basics and strategies. * Opens up to unlimited fundraising amounts after a campaign’s initial goal is reached. | Project submission is free; SSG charges a 5% service fee on the total funds raised if your project is successful. | Nonprofits that are new to the crowdfunding game. |

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