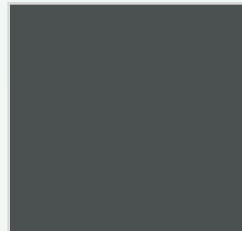


ROUNDUP APP

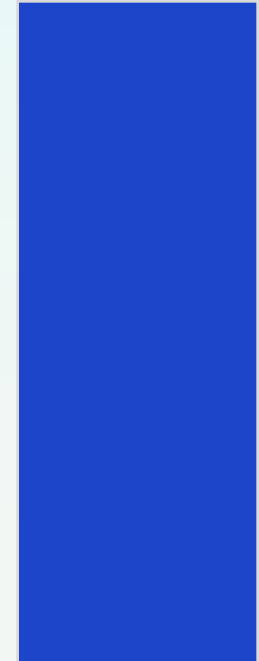
Driving Recurring Donations
Through Mobile Technology

The Landscape: Donations shifting online

Total Donation
Growth: 4.1%



Online Donation
Growth: 12.1%



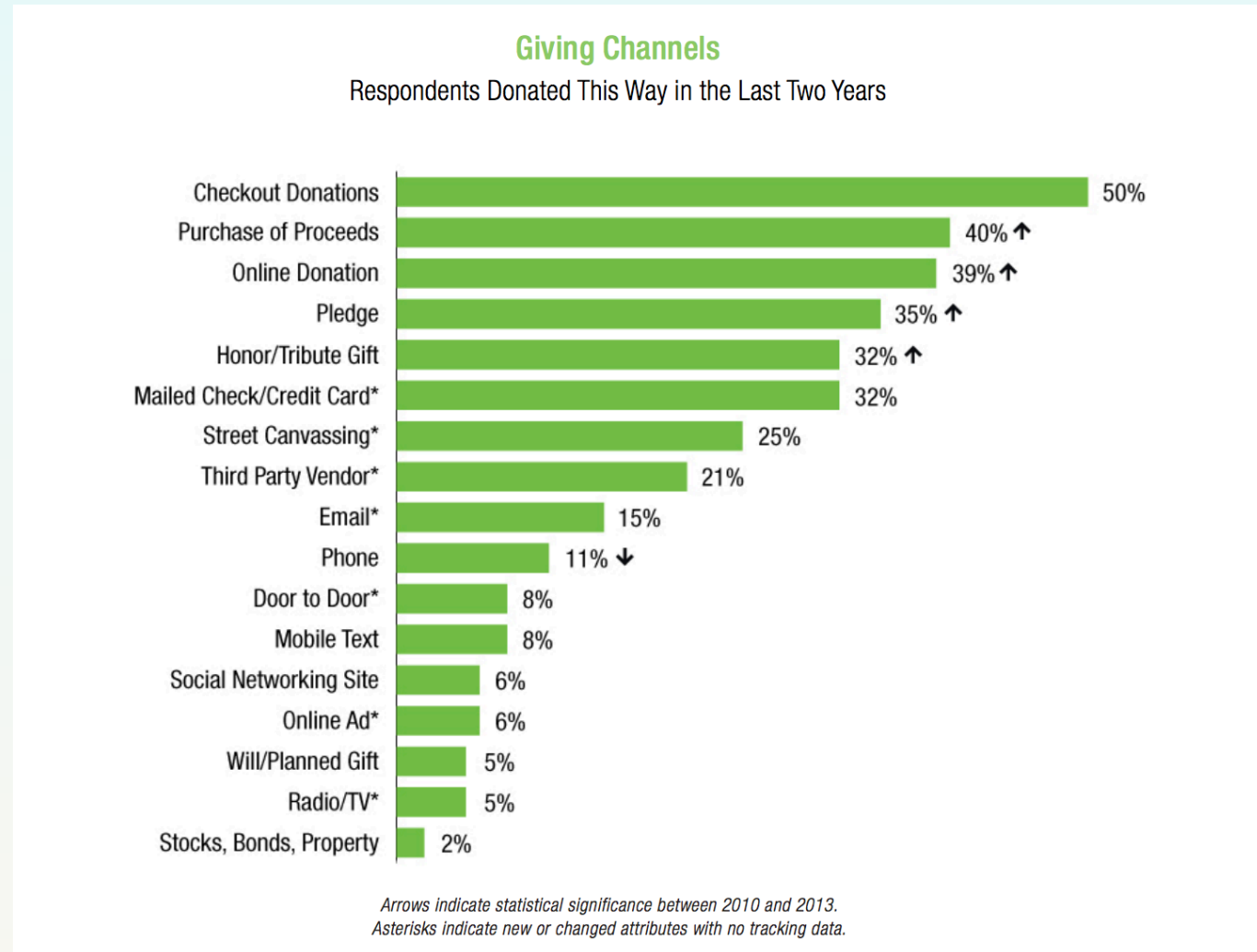
Source: Blackbaud 2017 Charitable Giving Report

Round Ups: the most common form of giving

50% of Americans donate by rounding up at checkout over a given 2 year period

This is the most common way that Americans of all ages give to charity

Rounding up is perhaps the most painless way to give charitably

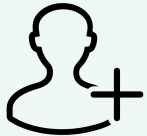


How it Works



Download

Donors can download the app from the Apple App Store or Google Play, or use the Web version.



Create an Account

Create an account by providing name, email and setting a password.



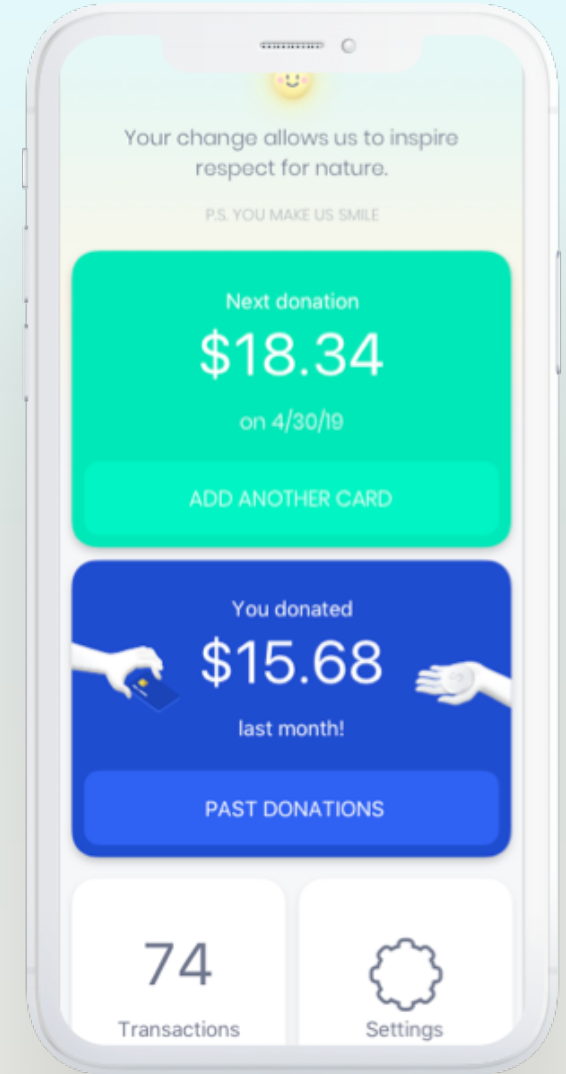
Choose Your Nonprofit

The donor will be prompted to choose the organization they want to support.



Link Your Credit or Debit Card

Next, the donor links to their credit/debit card and confirms the card information for security.



The App in Action



- After setup is complete, the donor can use their card in stores and online as normal.
- The donor **does not** have to use the app during checkout, it works seamlessly in the background.
- The app automatically calculates the amount to round up for each transaction, and donates the sum of these round ups in one payment at the end of the month.
- The donor can add or remove cards, set a cap for their max monthly donation, or cancel their account directly from the app.

Why Now? Window of Opportunity

Economic Factors

The macro economy has experienced nearly a decade of expansion. This will not last forever. Recurring donations will be much easier to start in these present good times than in the next down cycle.



Social Factors

The percentage of giving transacted over the internet and via mobile devices continues to grow at ~3x the rate of total giving.



Tech Factors

The technologies to build intuitive and delightful giving experiences are now much cheaper and available to those without million-dollar budgets.



Built for Security



No Access to Card Numbers

Donation transactions are processed by Stripe, and only Stripe has access to user credit/debit card numbers.

Stripe is the company that processes payments for over 100,000 organizations, including:

facebook

amazon



The Impact



Appendix: Platform Fee Tiers

From	To	Marginal App Fee
\$0	\$100	0%
\$0	\$2,000	10%
\$2,000	\$5,000	8%
\$5,000	\$10,000	7%
\$10,000	\$20,000	6%
\$20,000	+	Custom