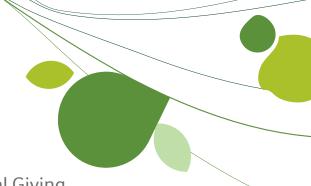
## Sage Fundraising Online

## Contextual Giving



Tap into Your Donors' Commitment through Contextual Giving

Problem: Giving online is primarily driven by passion, opportunity, and convenience, yet online giving forms are traditionally separated from the content that inspires a donor to act.

This situation is most often created when:

- Your donation solution forces donors to leave your website to complete a transaction.
- A generalized donation form is too long and has too many unnecessary or irrelevant questions.
- In the worst cases, a combination of the above.

Solution: Contextual giving means that your organization can provide more giving opportunities and scenarios, enabling you to convert more donors while they are viewing content that inspires them. Place a Sage Fundraising Online form directly on pages with content that motivates people to give.

## How contextual giving works

Create and place fundraising forms within specific content on your website, creating new and more relevant giving opportunities. Visitors can fully complete a transaction while remaining on the same page that originally inspired them.

Much of the content on your website is extremely relevant for embedding giving forms, including:

- All programs and areas where your organization's services are making a difference.
- Personal stories about your organization's impact.
- Stories involving volunteer activity.
- Organizational vision and goals for the future.

Sage Fundraising Online forms can easily be customized to directly reflect the specific content on any host page.



## **Extending the opportunity**

Challenge your team to identify all giving opportunities on your website, then create new content around these opportunities that would help stimulate new donor acquisition.

Visit www.sagenonprofit.com/fundraisingonline for more information.

