



Make Giving Easier



A Simple Guide For Non-Profits That Want To Increase Donations & Reduce Friction



Most non-profits are not struggling because people do not care. They are struggling because giving is not always easy, follow-up is hard to manage, events take a lot of time, and small missed donations can add up fast. This guide will help you spot where donations may be slipping through the cracks and how simple tools can create a smoother giving experience.



Small gifts.
Big impact.
Stronger together.
♥



Inside This Guide



Make it easier for donors to give



Build more recurring support



Reduce dependence on one big event



Simplify follow-up and payment tracking



Review payment costs without the confusion





What Non-Profits Are Facing



Many non-profits are not short on heart. They are short on time, consistency, and simple systems that make giving easy. Here are five common challenges and a few simple ways to improve the donor experience.



1 Donors Want To Help, But Giving Is Not Always Easy

If giving takes too many steps, people may plan to donate later and never return. Simple payment tools can help people give in the moment.

Helpful tools: QR codes, donation links, text-to-pay, mobile card readers



2 One-Time Gifts Help, But Recurring Giving Builds Stability

Monthly giving creates more predictable support and helps non-profits plan with greater confidence. Even small recurring gifts can make a big difference over time.

Helpful tools: monthly giving, saved payment methods, automatic receipts



3 Events Should Support The Mission, Not Carry The Whole Year

Fundraising events can be powerful, but depending on one big event creates pressure. It helps to make giving possible before, during, and after the event.

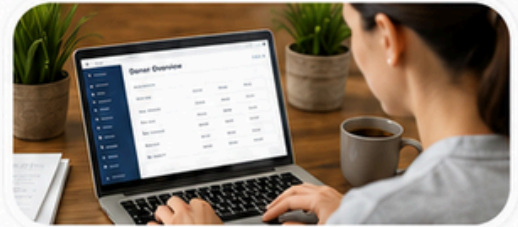
Helpful tools: event QR codes, mobile checkout, follow-up payment links



4 Follow-Up Gets Hard When Information Is Scattered

When donor information lives in too many places, it becomes harder to thank people, send receipts, and invite them to give again.

Helpful tools: emailed receipts, donor tracking, simplified payment dashboards



5 Payment Fees Can Quietly Take Money Away From The Mission

Many organizations do not know what they are really paying. A simple review can help uncover fees, outdated tools, or payment friction.

Helpful tools: statement review, effective rate check, setup review



The Big Idea

When giving is easy, follow-up is simple, and payment tools fit the way your organization works, it becomes easier to support your mission year-round.





Non-Profit Giving Checkup



Use this quick checklist to spot opportunities to improve the giving experience for donors, supporters, and your team.



Giving Experience

- ✓ Can someone donate from their phone?
- ✓ Do we use QR codes at events or on printed materials?
- ✓ Can donors choose a monthly giving option?
- ✓ Can we send a payment link by text or email?
- ✓ Is the donation process simple and clear?



Event & Follow-Up

- ✓ Can we accept payments on-site?
- ✓ Can we send receipts quickly?
- ✓ Can we collect donations before, during, and after an event?
- ✓ Can we easily track who gave?
- ✓ Can we invite one-time donors to give again?



Payment Review

- ✓ Do we understand our monthly processing costs?
- ✓ Do we know our effective rate?
- ✓ Are there fees we do not recognize?
- ✓ Are we using tools that fit the way we collect donations?
- ✓ Could giving be easier for our donors?



Free Non-Profit Payment Review

TMC can help you review your current setup, donation options, event payment process, and monthly fees so you can make giving easier and keep more focus on your mission.



Request Your Free Review

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“ Simple tools. Stronger connections.
More impact together.”

