

## Tool 7: Digital Fundraising Checklist and key considerations

	<b>COST</b>
	Do they take a commission but justify it by providing an easy to use tool?
	Is the platform commission free but only offers limited functionality?
	Do they charge annual or monthly fees and what services do you get in return? E.g.campaigns, grants, other perks
	Do you want imbedded donations payment option and do you have the budget to pay for it?
	<b>SET UP &amp; SUPPORT</b>
	Is it easy for your fundraisers to set up a page and share with their network?
	Are you likely to want to call a real person about a technical issue?
	Do you think your fundraisers will ever need to call someone with technical issues?

	<b>DATA</b>
	Does it provide useful finance reports that you can download in Excel?
	Is it secure?
	<b>PAYMENTS</b>
	Do they provide monthly bank transfers on regular dates?
	Will the platform automatically process Gift Aid for you?
	Can they process monthly direct debits on your behalf?
	<b>REPUTATION</b>
	What is the reputation of the platform amongst your fundraisers?
	Is it owned by an ethical company?

	<b>PRACTICAL</b>
	Have you always used a particular platform in the past and business processes are already well embedded?
	Is it easy to share appeals and fundraising pages via social media?
	Does an event organiser recommend a platform (e.g. Virgin Money Giving for London Marathon)?
	Do you need to take international payments?
	Do you anticipate that most of your fundraising will be generated via mobile?