



# Seamless Giving: How Greater Good Charities leverages Fundraise Up's platform with PayPal Complete Payments

Greater Good Charities is a global nonprofit organization that works to amplify the good in the world. They work to help people, pets, and the planet by mobilizing in response to need.<sup>1</sup>

Fundraise Up is a technology company unlocking the world's generosity potential by optimizing how people give. Their goal is to remove obstacles in online donations, enabling nonprofits of all sizes to connect more effectively with their supporters and increase revenue.<sup>2</sup>

We spoke with both Noah Horton, Chief Operating Officer of Greater Good Charities and Salvatore Salpietro, Chief Community Officer of Fundraise Up. We discussed the importance of their partnership and how PayPal's Complete Payments (PPCP) contributes to their shared success.

## 62%

increase in donor duration with Fundraise Up.<sup>3</sup>

## 48%

of Greater Good Charities donors choose PayPal.<sup>3</sup>

## 50%

increase in new recurring donors with Fundraise Up.<sup>4</sup>



# The opportunity.

The relationship between a charity and their technology platform is critical. Essential to a charity's success is a seamless experience for donors.

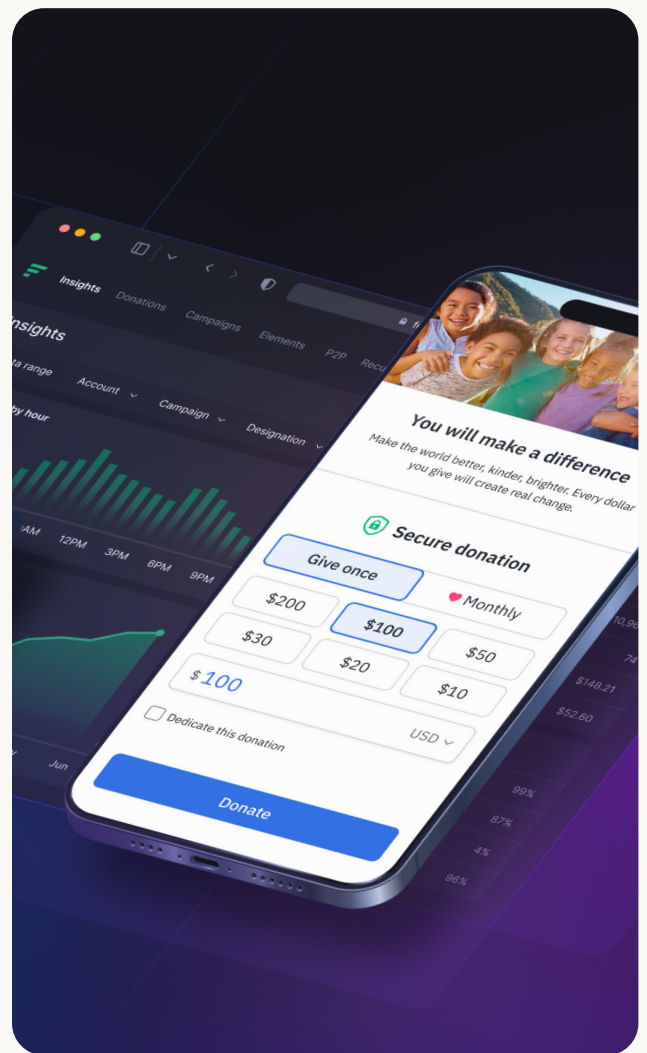
Greater Good Charities wanted to offer their donors payment choice and simplify recurring donations. To accomplish this, they needed a technology company with expertise, flexibility, and integration capabilities for their existing platforms.

Fundraise Up helps nonprofits make their donation process as easy as possible. Their goal for Greater Good Charities was to help improve the donation experience and increase revenue. Fundraise Up incorporated PayPal as part of their tech stack from day one and more recently, integrated PPCP.

# The solution.

In June 2021, Greater Good Charities implemented Fundraise Up, after having tried several other vendors over the years. Horton commented that "We finally had the tools we dreamed of with Fundraise Up, and their team has been outstanding. From both a back-end user experience standpoint and a technical implementation standpoint, Fundraise Up makes it easy," said Horton.

According to Salpietro, "Fundraise Up offered the first on-page modal donation flow on the market to help nonprofits unleash the generosity potential of donors. Every click in the checkout experience is an opportunity for error. We must be extra sensitive that it's frictionless in the nonprofit space. PayPal Complete Payments helps us ensure that seamless experience for donors."



**We knew that PPCP was going to be critical for increasing revenue for nonprofits. That is why it was so important for us to integrate it.**

**Salvatore Salpietro**  
Chief Community Officer, Fundraise Up





# The impact.

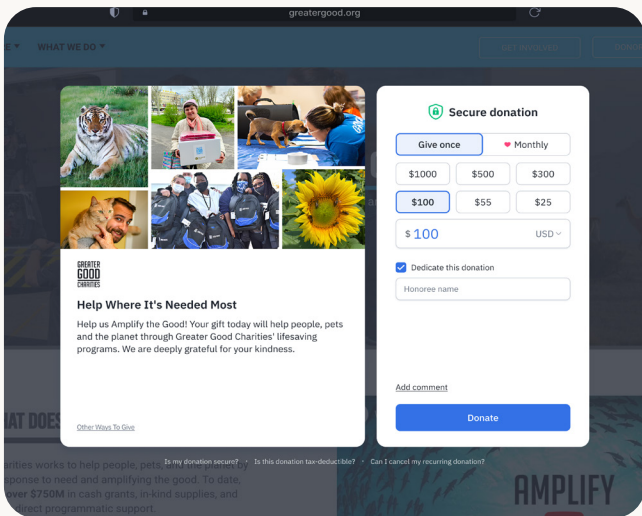
Since selecting Fundraise Up, Greater Good Charities has seen their core KPIs improve to optimize the donor journey. Recurring donations are crucial for nonprofit organizations as they represent highly engaged donors and provide sustainable revenue. With Fundraise Up, Greater Good Charities experienced an increase in both the conversion of first-time donors into recurring donors, as well as the duration of recurring donations. "We've seen the average duration of recurring plans grow from around 10-11 months to about 17 months with Fundraise Up" said Horton. "And for recurring donors who use PayPal rather than credit cards, there is less attrition," explained Horton.

"We saw a significant uptake in PayPal usage after enabling it through Fundraise Up. 48% of our donors now choose PayPal, which speaks to its popularity."

Salpietro added, "The first thing that comes to mind with PayPal is it's reliable. It's known by donors. It's known by consumers. It's known by companies."

Greater Good Charities highly recommends Fundraise Up and PayPal to other nonprofits. "Fundraise Up's customer success team is among the best that I've worked with. They provide donors with a flexible, seamless experience, which is essential. And PayPal, is a preferred payment method among our donors, contributing significantly to our success," said Horton.

Amplifying good is no easy task. It requires dedication, loyal donors, cutting-edge technology and a compelling cause. For Greater Good Charities, that means ensuring donations are seamless with Fundraise Up's technology. And for Fundraise Up, that means partnering with PayPal's Complete Payments.



# We've seen all of our core KPIs improve as we've worked with Fundraise Up to optimize the donor journey.

**Noah Horton**  
Chief Operating Officer, Greater Good Charities

<sup>1</sup> <https://greatergood.org/about-us>

<sup>2</sup> <https://fundraiseup.com/about/>

<sup>3</sup> Data source from Greater Good Charities, June 2024.

<sup>4</sup> Data source from Greater Good Charities comparing Q1 2023 against Q1 2024.

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