

Firstgiving is the leading social platform for online fundraising for any nonprofit organization.



We give everyday people tools and resources to raise money for causes that matter to them. Firstgiving brings individual fundraising stories to life to drive more donations for your organization.

Raising money online with Firstgiving is safe and easy. Here's how:

1. **Your supporters** – donors, volunteers, board members – create personal fundraising pages with your organization's name and logo on them, and email them to everyone they know.
2. **Their friends**, family and colleagues respond to the personal appeal, make secure donations by credit card, and leave personal messages.
3. **We send you the donations** (less credit card and service fees) by check or direct deposit, and give you all the reports you need.

When you empower your supporters to raise money online, they'll really surprise you. That's the power of Firstgiving's social fundraising platform.

Our nonprofit customers **raise significantly more money** through their online fundraising pages than offline methods alone. It is simple for your supporters to personalize their online fundraising efforts with Firstgiving by adding photos and telling their stories. It's secure and requires only basic internet use. If you can send an email, you can set up a Firstgiving personal fundraising page.

When your organization joins Firstgiving, you get your own page on Firstgiving.com, which we call a **Nonprofit Start Page**. Your start page is your organization's online fundraising hub, where your supporters

can register for events, join a team, create their own personalized fundraising pages, and make a donation to your organization.

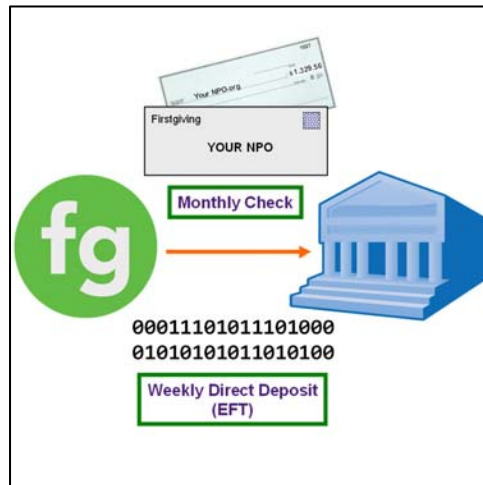
You can add **your organization's brand identity** by uploading a banner and pictures to your start page. You can also add custom text and links to tell your story. The top fundraisers and fundraising teams are shown on your start page along with the total amount your supporters have raised. We find that people raise more money when they organize into teams because of the friendly competition and encouragement.



Raising money online with Firstgiving is simple. Your supporters easily create their own personalized fundraising pages for your official events or for any reason at all, and email them to everyone they know. As you know, direct asking is the most intimidating part of the fundraising process. With email it's easy for anyone to ask lots of people, and easy for anyone to collect lots of donations, and it's even easier for people to make secure online donations and leave supportive comments on the page.

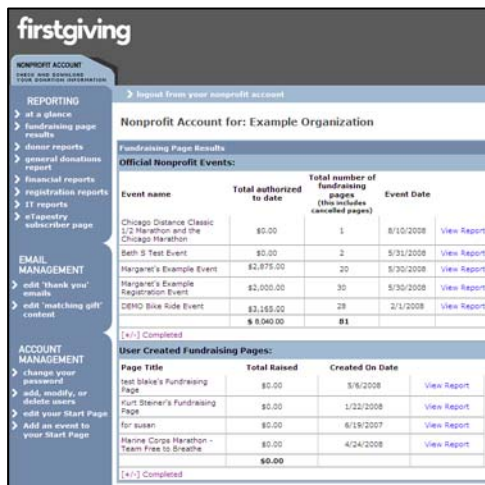
How does my organization get its money?

We mail donation checks monthly. If you prefer more frequent transfers, you can set up weekly secure electronic funds transfer directly to your organizations' back account.



What does it cost to use Firstgiving?

We deduct our 5% service fee and the 2.5% credit card fee from all online donations. Our premium nonprofit account carries a \$300 annual fee. We also offer a no annual fee basic account with limited customization and no fundraising teams or event registration.



What kind of information does Firstgiving provide?

You can access your donor, event and fundraiser information through your online account area, and download these reports as Excel spreadsheets for importing into your donor database. Your Firstgiving account contains a detailed financial report with a breakdown of payments

including the gross donations and applicable fees. We also capture donor contact details and matching gift information to build your donor base.

How do I learn more?

The best way to find out if Firstgiving is right for you is contact us at 617-591-2121 or inquiries@firstgiving.com

Over 1.3 million people have helped raise over \$70 million for over 14,000 nonprofit organizations with Firstgiving since 2003. Here are a few:

Achilles Track Club • Agenda SOS International • AIDS Service Foundation of Greater Kansas City • Alex's Lemonade Stand Foundation • Angelman Syndrome Foundation • Anti-Cruelty Society • Brigham and Women's Hospital • Children's Hospital and Health System Foundation • Desert AIDS Project • Down Syndrome Association of Central Florida • Down Syndrome Association of Minnesota • Epilepsy Foundation of Minnesota • Families of Spinal Muscular Atrophy • Farm Sanctuary • Humane Society of Broward County • Junior Achievement of Chicago • Junior Achievement of the Upper Midwest • Mary Bridge Children's Foundation • Massachusetts Eye and Ear Infirmary • Massachusetts General Hospital • Melanoma Foundation New England • MOPS International • National Brain Tumor Society • NBTS - Brain Tumor Walk and Angel Adventure • North Shore Medical Center Development Office • Organization for Autism Research • Organs 'R' Us • Pancreatic Cancer Action Network • Parent Project Muscular Dystrophy • Pediatric Brain Tumor Foundation • Scleroderma Foundation - Southern California Chapter • Scleroderma Foundation - Tri State Chapter • Southern Tier AIDS Program • Speaking Out About Rape (SOAR) • Special Olympics Illinois • Special Olympics Indiana • Special Olympics Missouri • Special Olympics New Hampshire • Special Olympics North Carolina • Special Olympics Vermont • Special Olympics Virginia • Team World Vision • The Bell Center for Early Intervention Programs • The Food Allergy & Anaphylaxis Network • The Humane Society of Indianapolis • The UMass Memorial Foundation • Tuberculous Sclerosis Alliance • Y-Me National Breast Cancer Organization - Illinois