



CHARITY CHARGE CASE STUDY

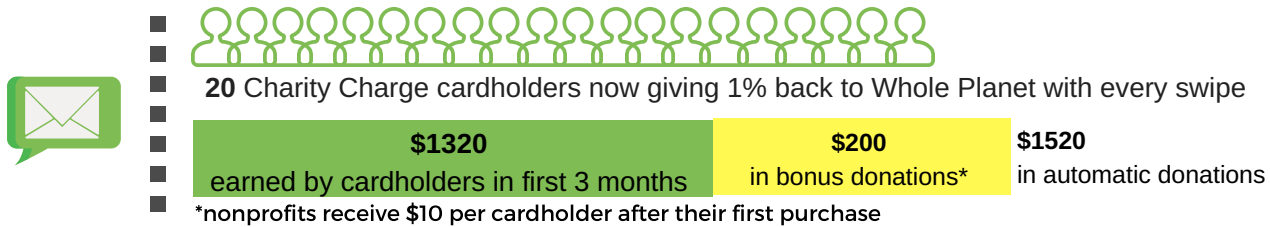
Featuring Whole Planet Foundation



Charity Charge converts everyday purchases into recurring donations for your organization.

The Charity Charge World MasterCard is a fundraising tool that allows your donors to earn 1% cash back as an automatic tax-deductible donation to your nonprofit. Your nonprofit can easily include Charity Charge into your existing marketing efforts to gain sustainable, recurring revenue.

As an example, Whole Planet Foundation with one email cultivated:



As illustrated in the example above, Whole Planet Foundation made a single "ask" that will continue to generate unlimited donations day after day. Continued outreach will add additional Charity Charge cardholders and increase recurring revenue.



"We had the tools in place - it was just a matter of letting our donors know Charity Charge was now available to them as a new way to contribute to our cause. It was one of the easiest asks to make!"

Joy Stoddard,
Executive Development & Outreach Director



"Charity Charge was attractive because it allowed me to support the foundation every day as a donor and it was also an easy way to increase our recurring donations."

Olivia Hayden,
Digital Fundraising Specialist & Cardholder



Earn Recurring Donations



Gain New Donors



Combat Donor Fatigue



Retain Donors & Access Data and Analytics

TO START FUNDRAISING WITH CHARITY CHARGE

VISIT OUR WEBSITE | WWW.CHARITYCHARGE.COM/NONPROFIT-INFO



alexandra@charitycharge.com



512-730-0948