



## GREATER GIVING JOIN ME

### Raise more money online through peer-to-peer fundraising.

Greater Giving Join Me is a set of online tools designed to enable peer-to-peer fundraising — building on the exponential momentum of social networking. Join Me enables nonprofits to enlist fundraisers to raise money and awareness online for their cause in conjunction with fundraising events, or for capital campaigns, fund-a-causes, and more. Using Join Me, nonprofits put powerful digital fundraising tools into the hands of their donors — empowering them to become agents for the cause.

“To be able to bring in this type of a sophisticated tool at a price point that we could afford was excellent—being the owner of the program in this organization, I would say Join Me ranks a 5 out of 5!”

**Interfaith Outreach  
& Community Partners**

#### Increase Online Donations and Go “Viral” With Your Mission

Donors use Join Me to raise funds for your organization. They adopt your mission as their own, promoting that mission to drive donations to your cause made in their name by their online contacts. Your organization raises funds and awareness and uncovers new donors without the complexity of delivering a benefit auction event.

Participants utilize Join Me to build a personal or team Join Me Webpage, solicit donations, and recruit additional fundraisers using easy-to-use, web-based tools that require minimal support from you. You use Join Me to monitor participants’ fundraising pages, track donations, capture new donor information, securely accept and process credit card donations, and report results.

Whether Join Me is used in conjunction with an a-thon event, or for an independent fundraising campaign, the solution will help your organization:

- Increase online and offline donations
- Recruit new donors
- Strengthen online fundraising strategy with year-round initiatives
- Leverage the power of viral marketing for “viral fundraising”
- Augment traditional fundraising events
- Procure new sponsors and strengthen existing sponsorships
- Promote your mission worldwide

[greatergiving.com](http://greatergiving.com)



SERVICE. DRIVEN. FUNDRAISING

# JOIN ME

## Product Features

### Fundraising tools

- Nonprofit Project Website, including Fundraiser Signup Page, with the capability to display sponsor logos and mission description
- Fundraiser page with nonprofit and fundraiser's content, goal tracking gauge, and donor comments
- Fundraiser Directory to promote competition among fundraisers
- Online donation collection and offline donation entry for fundraisers
- Progress tracking for nonprofit and fundraisers
- Reports and controls for nonprofit to manage fundraising projects

### Email manager

- Customizable HTML email templates
- Distribution lists, opt-in/opt-out, failure handling
- Email result reporting

### Social networking

- Email contact import tool
- Widgets and links for social media sites like Facebook®, Twitter™, and LinkedIn®

## How it Works

**Step 1:** Nonprofit creates a Project Website with a Fundraiser Signup Page to recruit donors to become personal or team fundraisers for their cause

**Step 2:** The donor creates a new Join Me account in minutes and becomes a fundraiser

**Step 3:** The fundraiser edits their Join Me page using the Join Me Fundraising Dashboard

**Step 4:** The fundraiser raises funds and awareness for the nonprofit by using Join Me tools to promote his/her page via email and social networking sites

**"Our president created a page and thought it was great, and encouraged the whole staff to participate. My 82-year-old father was able to donate to my page!"**

**Arthritis Foundation N&S New England**

## Service and Support

Greater Giving's Client Services team provides unlimited support with training, videos and resources; and ongoing phone, email and live chat. Your fundraiser is so important to us, we're here for you during your event—no matter what day or time it takes place.



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## PCI Secure Transactions

Greater Giving goes beyond standard practice by complying with the Payment Card Industry (PCI) Data Security Standard, protecting your donors' payment data after the transaction has been processed.

Our technology and processes are reviewed regularly and undergo an annual audit by a PCI-accredited 3rd party to ensure PCI compliance. Greater Giving is a Level 1 vendor, the highest, most secure level of PCI compliance.

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