

# Avoiding Fees with Check Donations



## **Sample Math**

Example Bonus Buck Match Pool = \$450,000

Example Erie Gives Day Donation Total = \$8,000,000

Bonus Buck Match Pool (divided by) Donation Total = Sample Prorated Match Percentage

$\$450,000/\$8,000,000 = 5.6\%$

### *\$100 Check Donation*

Donation x Prorated Match Percentage = Total to the Nonprofit

$\$100 \times 5.6\% = \$105.60$

### *\$100 Credit Card Donation*

[Donation Total x Prorated Match Percentage] – [Donation Total x GiveGab (Giving Day Technology Platform) Fee] – [Donation Total x Stripe (Credit Card Processor) Fee + \$.30] = Total to the Nonprofit

$\$105.60 - \$2.50 - \$2.80 = \$100.30$

## **Quick Tips**

1. Make donating by check easy for donors!
  - a. Include the Check Donation Form in a mailed solicitation.
  - b. Include your organization's name on the Check Donation Form.
  - c. Provide clear instructions on how to donate by check.
  - d. Offer to collect/drop off check donations for donors.
2. Encourage check donation collection at upcoming events.
3. Arm your supporters with the knowledge they need to make the decision best for them.
  - a. Online giving + the option to cover fees vs. donating by check.
4. Messaging matters. Ask donors to help you get the best bang for your buck during Erie Gives Day – either through covering fees online or donating by check.
  - a. Highlight other benefits of giving by check.
    - i. Avoid potential technology flops and fails
    - ii. Avoid forgetting about the big day
  - b. Use social proof.
    - i. Showcase the number of donors who have already committed to giving by check to build momentum and encourage others to follow suit.
  - c. Feature information about check donations prominently on your website, including a dedicated page or section that outlines the benefits and provides instructions.