Givecloud — Where Donor Delight Meets Measurable Growth

At Givecloud, we believe giving should feel great — because a delighted donor becomes a devoted donor.

Our donor-first design and smart technology consistently deliver higher conversion rates, larger gifts, and more recurring supporters, all backed by results that speak for themselves.

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Donors Prefer Givecloud Donation Forms

Givecloud's design, simplicity, and ease of use resonate across every age group — proving that better design inspires generosity.

Preference by Age Group

80%
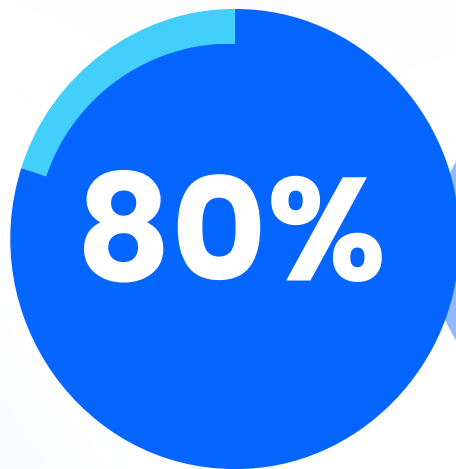
of respondents prefer Givecloud's forms

18 to 24: **78%**

25 to 34: **81%**

35 to 44: **76%**

45 to 54: **76%**

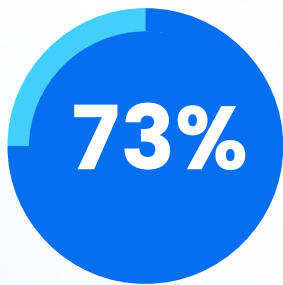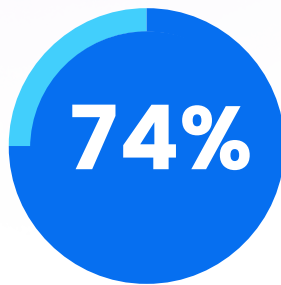55 to 64: **73%**

65 & above: **76%**

Donors Willingly Cover Costs

With Givecloud's Smart DCC technology, nonprofits can capture significantly more fee coverage without lowering opt-in rates — increasing resources available for the mission.

73% of respondents are willing to cover transaction fees

74% of respondents' top motivation is to ensure 100% of their donation goes directly to the cause

Willingness to Cover Fees is Consistent Across Income Levels

Under $35K: **73%**

$35K to $69K: **72%**

$70K to $104K: **76%**

$105K & Above: **72%**

Donors' willingness to cover costs isn't limited to wealthier supporters — it's a consistent behavior across income brackets. Smart DCC maximizes this willingness, helping nonprofits keep more of every gift and funnel more funding directly into their mission.

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Older Donors Are Confident Online

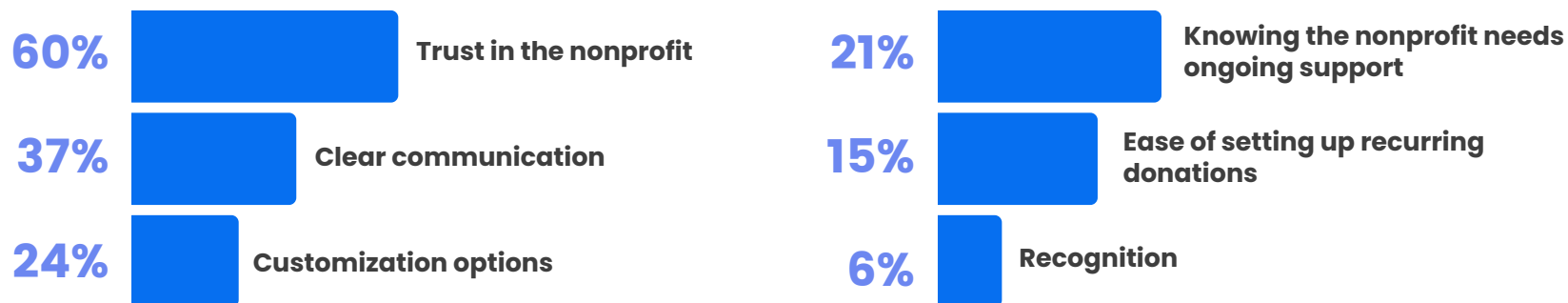Older donors are embracing digital giving — and thriving in it. For nonprofits, this means a huge opportunity: confidently engaging older supporters online, knowing the tools are built for their comfort and confidence.

76% of Donors Aged 65 & Above
Prefer Givecloud's Forms

76%	25%	8%	5%	2%	1%
Credit / Debit	PayPal	Bank Transfer	Other	Apple Pay	Google Pay
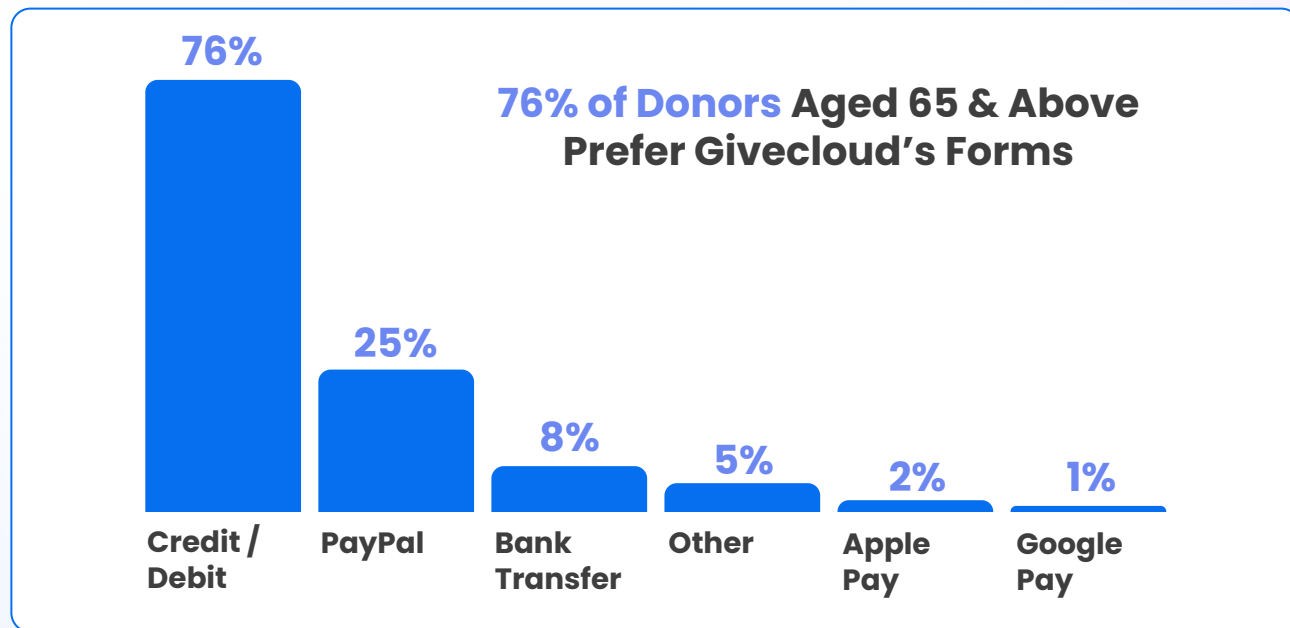
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Older Donors Are Confident Online

Factors That Influence Donors Aged 65 & Above in Making Recurring Donations

60% Trust in the nonprofit

37% Clear communication

24% Customization options

21% Knowing the nonprofit needs ongoing support

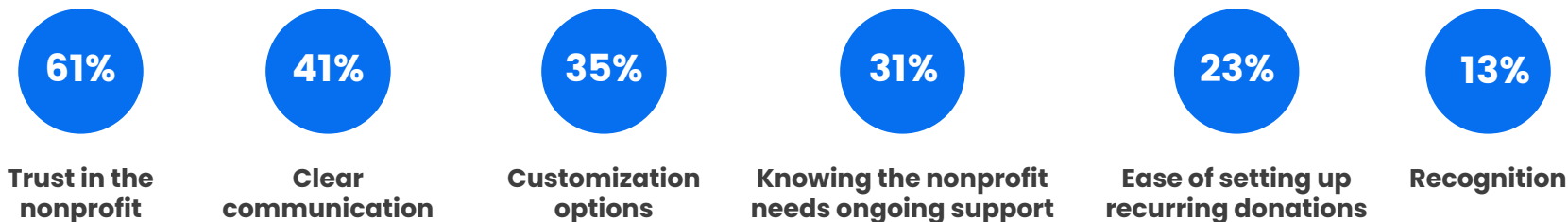**15%** Ease of setting up recurring donations

6% Recognition

Givecloud's donor-first design naturally delivers the clarity, trust, and simplicity older supporters value most, making recurring giving an easy and confident choice.

What Drives Recurring Giving

Recurring donors are the backbone of sustainable revenue — providing predictable, long-term support that helps nonprofits plan and grow. The key to winning these loyal supporters lies in meeting their core motivations: trust, transparency, and control.

Factors That Inspire Recurring Giving

61%	41%	35%	31%	23%	13%
Trust in the nonprofit	Clear communication	Customization options	Knowing the nonprofit needs ongoing support	Ease of setting up recurring donations	Recognition

Givecloud makes these motivators actionable through smart upsell prompts at checkout and via a self-serve portal **— boosting monthly donor opt-ins by 10%.**

Overall Givecloud Performance

Across every measure — from conversion rates to recurring giving — Givecloud consistently drives stronger results for nonprofits. Our donor-first design, smart automation, and data-backed optimizations work together to help organizations raise more, keep more, and inspire long-term loyalty. These aren't one-off wins; they're the repeatable, scalable outcomes our platform delivers every day.

45%
Average Conversion Rate

32%
Higher Average Donation

2.2x More
DCC Revenue with Smart DCC

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More Donors. Bigger Gifts. Stronger Missions

These results aren't one-off wins — they're the proven outcomes of a donor-first approach that delights and retains supporters. Let's see what they could look like for your organization.

Ready to Raise More? Let's Talk!

JG from Vancouver gave $450 2 Days ago

SP from Ottawa gave $450 17 Minutes ago

JG from Vancouver gave $450 1 Minutes ago

Top 10% of Donors

- $500 +

Today Only ✓ Monthly

Based on real customer data. These findings are drawn from a combination of blind form testing and aggregated results from nonprofits using Givecloud's platform. They reflect real-world donor behaviors across a variety of missions, sizes, and audiences.