



Flipcause Launches On-Demand Fundraising Technology for Nonprofits

Flipcause is the first in the nonprofit fundraising industry to combine fundraising tools, donor management, and merchant sponsorships in a single platform.

SAN FRANCISCO, CA, USA, June 15, 2014 /EINPresswire.com/ -- What keeps nonprofit leaders awake at night? Fundraising and money woes are their top concern, according to the Chronicle of Philanthropy. In response to this need, San Francisco-based [Flipcause](#) has launched a cloud-based software solution designed specifically to help growing nonprofits better engage their supporters and fund their causes.

Flipcause provides [nonprofit fundraising technology](#) for organizations of all sizes, regardless of their budget or technical abilities. "30,000 nonprofits start up in the US every year, and most don't have access to the tools they need for long-term success," says Flipcause CEO Emerson Valiao. "Flipcause gives growing nonprofits all the fundraising tools they need right on their website, on demand. Our software was designed with the time-strapped nonprofit leader in mind, so it's incredibly easy to use, with no technical experience required."

Nonprofit Fundraising. Simplified.

Flipcause fundraising software plugs into a nonprofit's existing website, giving them full control of a comprehensive suite of fundraising tools. Once the software is installed, a nonprofit is able to add, remove, and edit fundraising tools on their site through a centralized dashboard, depending on their current fundraising needs. Fundraising tools include:

- Donation Processing with 0% transaction fees
- Multi-tiered Event Ticket Registration
- Volunteer Registration
- Reward-Based Crowdfunding Campaigns
- Donor Management, Analytics, & Communication Tools, and
- Instant Merchant Sponsors, which allows nonprofits to raise funds when their supporters shop with over 250 popular online retailers.

Flipcause also offers fully-hosted fundraising websites with an integrated Content Management System (CMS) to ensure that nonprofits can utilize the fundraising tools if they don't already have a website.

What Nonprofits Want

Online giving grew by 13% in 2013, and it is predicted to continue growing rapidly over the next several years. To take advantage of this increase in online support, more and more nonprofits are shifting focus to their digital strategy. A March 2014 study by Software Advice, Inc. shows that the majority of nonprofits are seeking software that improves efficiency, is cloud-based, and provides centralized fundraising management. Notes Flipcause President Alison Dale, "There are lots of one-off solutions out there for nonprofit fundraising. But while working with a lot of organizations, we

realized their great need for a centralized, easy-to-use technology solution that integrates well with their website and brand. Flipcause offers everything nonprofits are looking for in one place, at a price any organization can afford."

Since their private Beta launch last September, Flipcause has helped over 100 nonprofits raise over one million dollars. The official launch comes on the heels of winning 3 Bay Area startup competitions in May: the Founder Showcase Audience Choice Award in Mountain View, first place at Startups Showcase in San Francisco, and first place at the S3 Accelerator Showcase in San Francisco.

Flipcause's essential fundraising package starts at \$49.99 per month, with higher tiers for organizations that need advanced feature sets. For more information on Flipcause's nonprofit fundraising software, visit flipcause.com, watch their [video](#), or contact Community Development Director Derrick Cagaanan at demo@flipcause.com to set up a product demo.

About Flipcause:

Flipcause (<http://www.flipcause.com>) provides essential fundraising technology to help growing nonprofits raise more money with fewer resources. Their plug-and-play technology combines fundraising tools, donor management, donor communications, and analytics in a single dashboard, making it easier than ever for nonprofits to increase supporter engagement and advance their missions. Flipcause: Engage Your Community. Fund Your Cause.

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