

iRaiser Global Donation Platform



About us

The Virtual Fundraising Hub (the Hub) is a coordination initiative which will bring together fundraising expertise from across the Red Cross Red Crescent Movement to maximise fundraising and coordinate support for National Societies' fundraising capacity development.

This will be achieved by seeking opportunities for colleagues to fundraise together and by supporting National Societies to develop their domestic fundraising capacity to ensure the sustainability of the Movement on a local and global level



Our workstreams



Fundraising Center of Excellence

Supporting fundraising learning and professional development



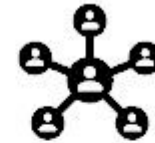
Digital Fundraising Platform

Developing tools and platforms for the Movement



Data analysis

Collecting, creating and sharing vital resources such as data analysis, case studies and market intelligence



Fundraising investment fund

Coordinating fundraising initiatives and support to National Societies

Why iRaiser - Project Summary

- New global digital fundraising platform as a long term solution for digital fundraising and replacement of previous platform Ammodo
- Inclusive Movement approach, ensuring the Movement can collectively fundraise online in order to maximize its potential and to be the partner of choice for future global digital opportunities
- In 2018 the Virtual Fundraising Hub agreed to identify a global digital fundraising solution on behalf of the Movement, to provide support to National Societies and to develop a Movement-wide approach to digital fundraising
- After an extensive selection process led by the Virtual Fundraising Hub with joint collaboration of the IFRC, the ICRC and a number of National Societies, the contract was signed between iRaiser and the IFRC, on behalf of the Hub.
- The Hub is coordinating the roll out of the digital solution, with the long term aim to have all National Societies registered on the platform.
- Based on existing rules and procedures, procedures for the set-up of multi-country digital fundraising campaigns on iRaiser are being drafted. The procedures outline the donor journey for the platform, as well as the steps in the process for all Movement components from launch to reporting. These procedures will be consulted on with a Sounding Board of multiple National Societies before submission for approval by the Hub chairs

Why iRaiser - Background information

The new global digital fundraising platform is a long term solution for digital fundraising and replaces the previous platform in use by the ICRC, IFRC and numerous National Societies. After the relationship with the previous platform provider was terminated in 2017, many National Societies did not have digital fundraising functionality. There was also a desire to move towards a more inclusive Movement approach, to ensure the Movement can collectively fundraise online in order to maximize its potential and to be the partner of choice for future global digital opportunities.

The resolution on Movement-wide Principles for Resource Mobilization ([CD/R2/17](#)) laid the groundwork for greater coordination to maximize the Movement's potential in fundraising. In 2018 the Virtual Fundraising Hub (the Hub, an initiative of National Societies, the ICRC and the IFRC) agreed to identify a global digital fundraising solution on behalf of the Movement, to provide support to National Societies in development of digital fundraising capacities, and to develop a Movement-wide approach to digital fundraising.

The Hub carried out a digital fundraising needs assessment of National Societies and a selection process for appropriate providers, and the contract has now been signed between iRaiser and the IFRC, on behalf of the Hub. The Hub is now coordinating the roll out of the digital solution, which has been identified as a priority area particularly in the current global and local emergency of COVID-19. A digital technical working group (Swiss Red Cross, Canadian Red Cross, British Red Cross, IFRC and ICRC) has been working together since June 2019, providing technical support to National Societies to be able to fundraise as soon as possible. The Hub is now identifying National Societies to take part in the next phase of the roll out. The long term aim is for all National Societies to be registered on the platform. In particular, the Swiss Red Cross and ICRC will be providing support to NS to build capacities as quickly as possible.

What is the status of the project?

Virtual Fundraising Hub selection process (digital fundraising working group) and IFRC procurement process (2019/2020)

Global contract with iRaiser & Official announcement (2020)

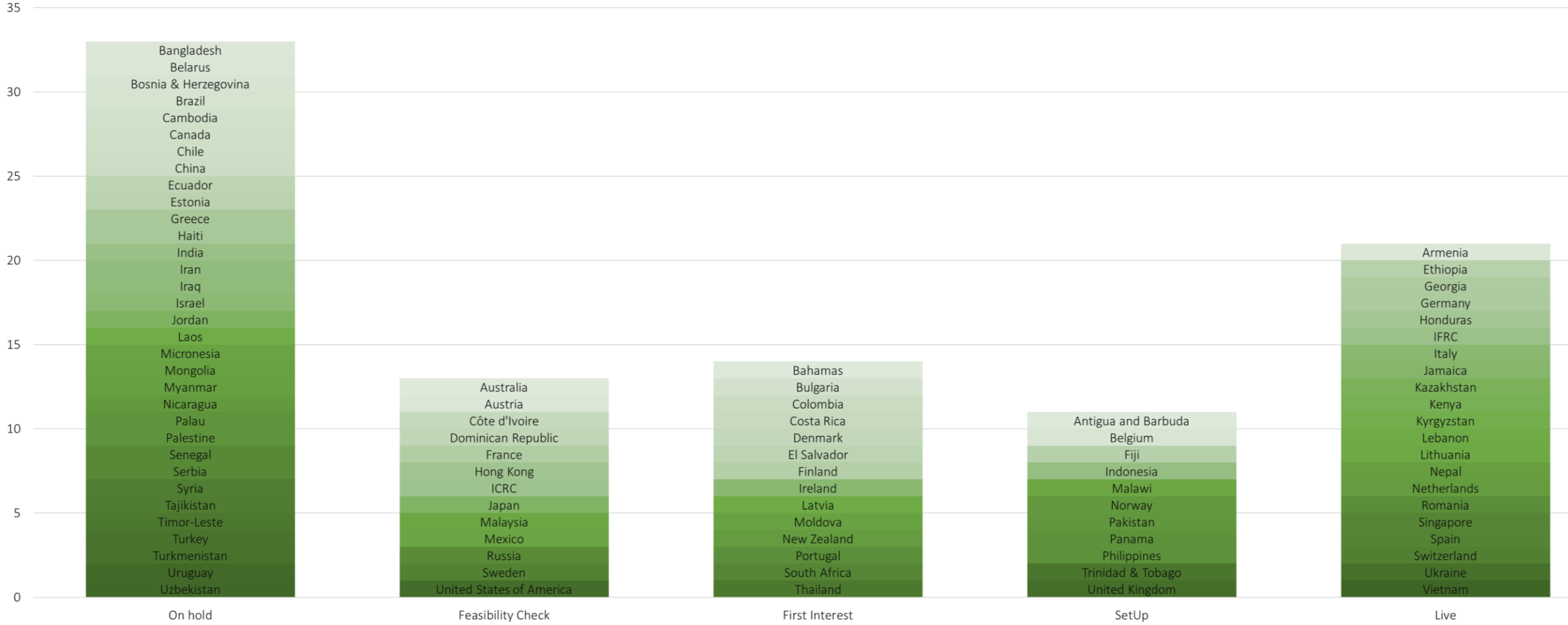
Piloting (2020)
SRC partners of Eastern Europe and Central Asia

First going Live (2020)
Lebanon, Georgia, Switzerland

International role-out (Started in Summer 2020)
PM hosted at SRC, Steered by Virtual Fundraising Hub's coordinated priorities

Onboarding status

01.06.2022



What is iRaiser?

1. [An Online Platform to raise funds through individual giving](#)
2. [An Online Platform to raise funds from corporates through employee giving](#)
3. [An Online Platform for global Movement campaigns \(individual & corporate\)](#)

- 👍 Easy to use & highly secure without technical knowledge needed
- 👍 Very flexible branding / design / layout
- 👍 Create as many campaigns as you wish
- 👍 Fast and efficient, start raising funds in minutes in case of an emergency
- 👍 135 currencies, 37 supported languages, multiple local & international payment methods
- 👍 Payments directly from donor to NS through existing payment gateways; money does not go to iRaiser
- 👍 Use donation data with your CRM
- 👍 Tracking: GTM, Google Analytics, Google Adwords, Facebook, etc.
- 👍 +500 Customers

Ukraine Crisis as a Case Study

- Ukraine Red Cross was very fast with starting an emergency campaign because they were already onboarded on the iRaiser-platform before the crisis started.
- First donations incoming after few hours and collected \$15 mio, mostly international donations in a month
- If a NS is in a crisis they should be ready to start collecting donations instantly
- In a crisis a NS has other priorities as setting up a new donation platform

The screenshot shows the 'UKRAINE EMERGENCY APPEAL' page on the iRaiser platform. The header includes the Ukrainian Red Cross logo and the text 'UKRAINE EMERGENCY APPEAL' with the hashtag #STANDWITHUKRAINE. A language selector in the top right corner shows 'English' and 'Українська'. The main content area features a background image of a city with smoke in the sky and the following text: 'Donate now to help us provide vital aid to people during this difficult time!', 'People in Ukraine need help now. All funds will be used to help those in need, affected by armed conflict, blood collection, mobilization of volunteers and resources, and emergency activities.', and 'By choosing a monthly payment, your regular support will allow us to help more people in need. #standwithukraine'. Below this are three main sections: 'My donation', 'Personal Information', and 'Payment'. The 'My donation' section has a currency dropdown set to 'USD', radio buttons for 'One-Off' (selected) and 'Monthly', and buttons for '\$9', '\$33', '\$50', and '\$108', along with a 'Choose your own amount' option. The 'Personal Information' section includes an 'Email *' field, a checkbox for 'I am making a donation on behalf of an organisation', and fields for 'First Name *', 'Last Name *', and 'Phone number *'. The 'Payment' section shows 'Payment Platform 100% Secure', a 'DONATE BY CREDIT CARD' button, a card number field with '1234 1234 1234 1234', and fields for 'MM / YY' and 'CVC'. A large red 'DONATE NOW' button is at the bottom right. A '* Required Fields' note is at the bottom left of the form area.



NEW ZEALAND
RED CROSS
RIPEKA WHERE AOTEAROA

Your donation

USD

ONE-TIME

MONTHLY

\$10

\$20

\$50

\$100

\$

30

Personal Information



iraiser@redcross.ch

Mr

Daniel

Gerster

Rainmattstrasse 10

Address 2

3001

Bern



SWITZERLAND

* Required Fields

Payment

Payment Platform 100% Secure



DONATE BY CREDIT CARD

1234 1234 1234 1234

MM / YY

CVC

DONATE NOW

test

Mi donación

USD

Hacer un único donativo | **Hacer un donativo periódico**

5\$ | 10\$ | 25\$ | 100\$

2 \$

Mis datos

daniel.gerster@redcross.ch

Sr. Daniel

Gerster

Rainmattstrasse 10

N/A

3001 Bern

SUIZA

* Campos requeridos

Mi pago

Plataforma de pago 100% seguro



CONFIRMO CON MI TARJETA DE CRÉDITO

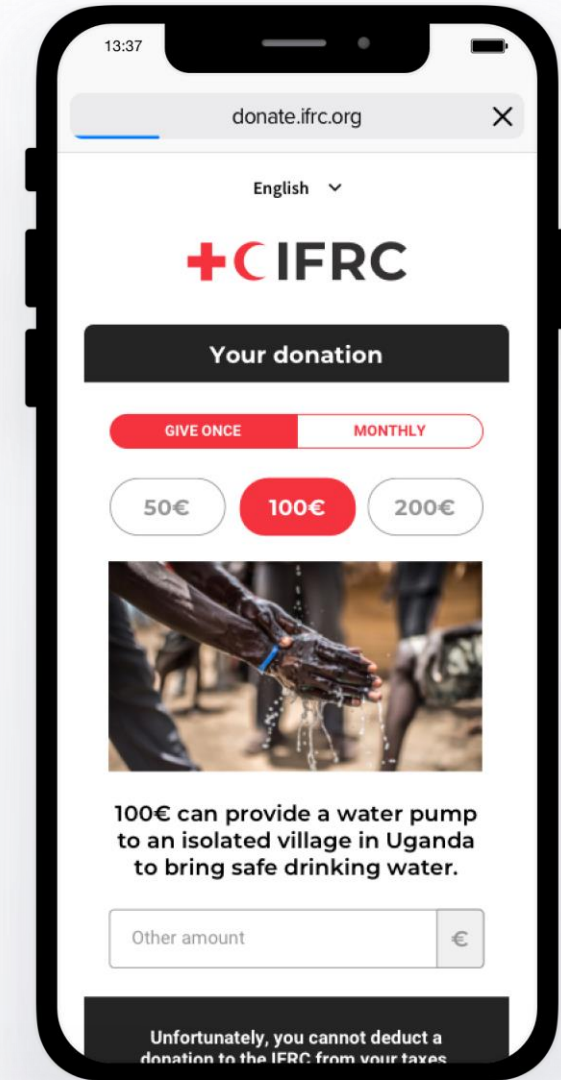
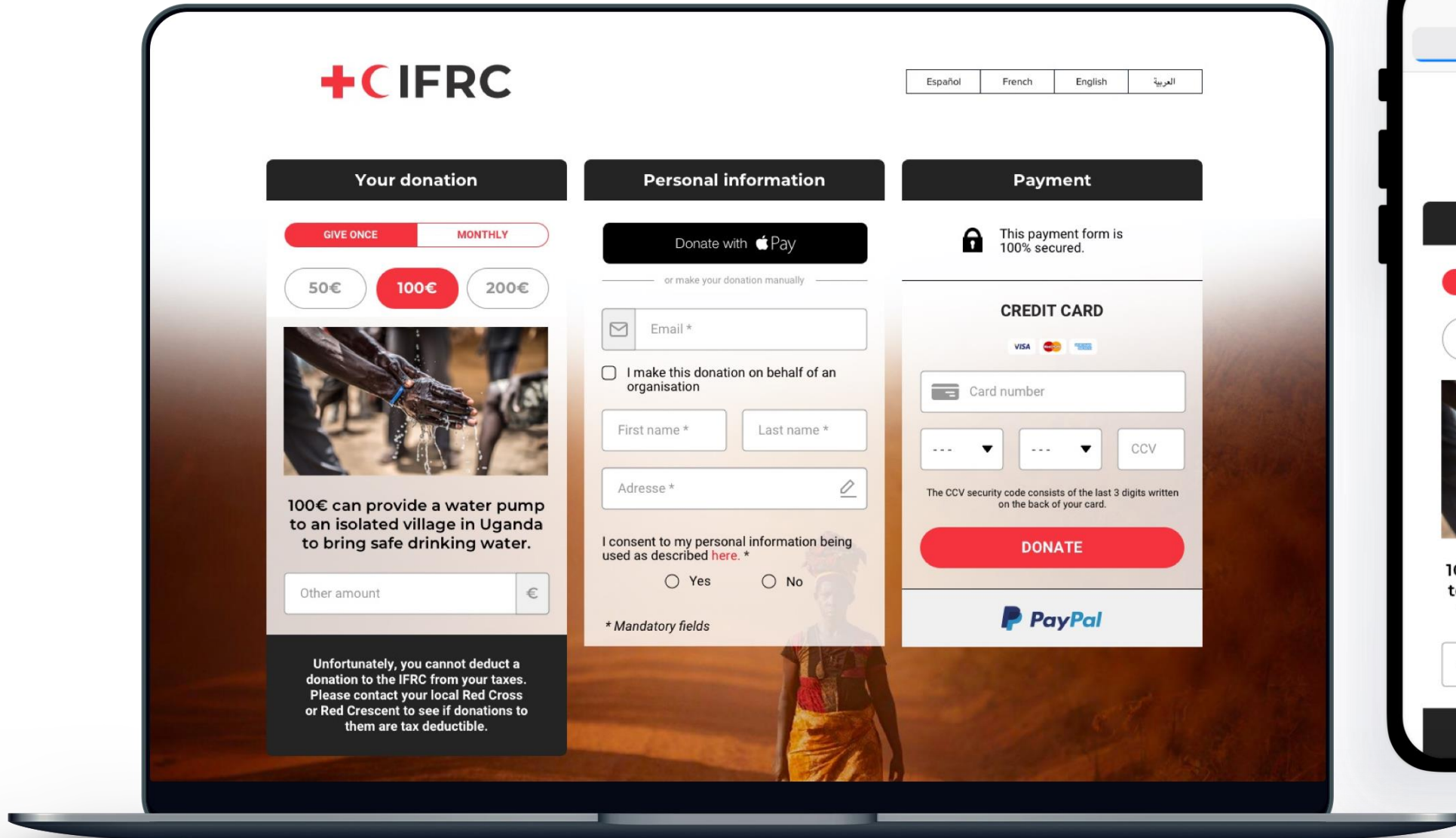
1234 1234 1234 1234

MM / AA



CVC

VALIDAR

Individual Giving



Corporate Giving

Allianz   **Deutsches Rotes Kreuz**

English ▾

Help the people of the Ukraine!

In light of the ongoing and expanding fighting in Ukraine, the need for humanitarian assistance in the country, as well as in neighboring countries to which people are fleeing Ukraine, is growing. According to the Ukrainian government, 198 people have died so far due to the fighting, and over 1,000 have been injured. According to the UN, more than 400,000 people are currently fleeing Ukraine.

As part of an emergency relief program, the German Red Cross (GRC) is strengthening the operational capacity of the Ukrainian Red Cross and is providing comprehensive aid measures to support those people in need. *"Together with our partners from the International Red Cross and Red Crescent Movement and in accordance with our principles of impartiality and neutrality, the German Red Cross will do everything to reduce suffering, protect lives and care for people in need",* says GRC president Gerda Hasselfeldt.

With your donation, you actively support the emergency response of the German Red Cross and the comprehensive activities of all partners involved. Thank you!

The donation platform is run independently by the Red Cross and Allianz is not involved in the collection or processing of the participants' personal data. Due to transaction processes, your contribution will be subject to a 1.75% cost deduction. Since this is an international platform, donation receipts are subject to local transactions and may only be provided to employees based in Germany.

Donation


EUR ▾

ONE-TIME

€20 €50 €100 €250

€ Choose your own amount

Personal Information

 Email *


Title * ▾ First Name *

Last Name *

Address 1 *


Address 2

Postcode * City *

 SWITZERLAND ▾

Payment

Payment Platform 100% Secure



DONATE BY CREDIT CARD

1234 1234 1234 1234

MM / YY CVC

DONATE NOW

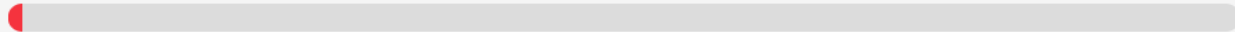
Global Campaigns



Language: English

Novartis doubles your donation to respond Covid19 emergency.

€5,703 already raised by 52 people across the world. Let's make it €500,000.



1%

€500,000

Novartis is a proud sponsor and supporter of the Swiss Red Cross. In times of desperate needs, we urge you to put your give to those who need it the most. For every donation you make, Novartis will donate the same amount to the Swiss Red Cross up to €200,000 to help the victims of Covid19. **Make it counts. Thank you.**

Where are you based?

 Armenia

Your donation will support the selected National Red Cross or Red Crescent Society's projects. [Please contact us for any inquiries.](#)

<https://donate.redcrossredcrescent.org/page/landing>

NEXT



234,560 €
already donated by Novartis collaborators, thank you!

As a long term partner of IFRC, Novartis decided to double all your donations to respond Covid19 emergency.

DONATE NOW



Thank you page & Email

+C IFRC English ▾

Thank you for your support


Dear Mr Dupont,

We thank you most sincerley for your donation of € 10, which will enable us to help vulnerable people.

POWERED BY **RAISER** Credits | Legal Information | Contact

Fr. 09.04.2021 11:21
Red Crescent of Kazakhstan <kz@redcrossredcrescent.org>
Thank you for your donation!

in Stucki, Annik

 **КРАСНЫЙ ПОЛУМЕСЯЦ КАЗАХСТАНА**


Dear, Annik Stucki!


On behalf of the Red Crescent recipients, we thank you for your support!

We are glad that among us there are such kind and sympathetic people like you, who are ready to help a complete stranger. Annik Stucki, with

On behalf of all the socially v

Join us on our social network
[Facebook](#)
[Instagram](#)
[YouTube](#)


Ukrainian Red Cross Society



Daniel, Welcome to Our Benefactors!


Your donation was successfully completed! Thank you for your generous support! Thanks to you, the staff and volunteers of the Ukrainian Red Cross Society help those in need every day. Details of your donation:

Name: Daniel Gerster
Date: 2022-03-18 18:03:58
Donation amount: €1,500
Card number: XXXXXXXXXXXX4242

If you have any questions, please contact us at benefits@redcross.org.ua

Thank you for your support!

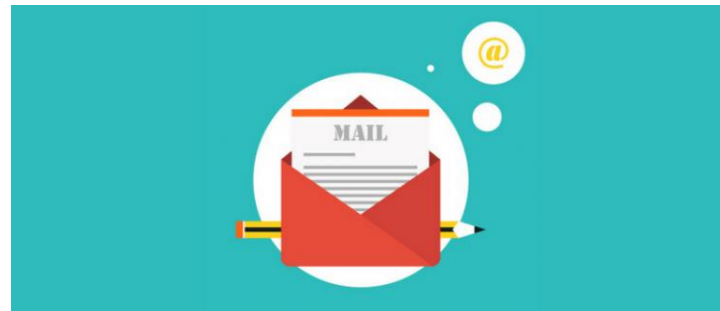
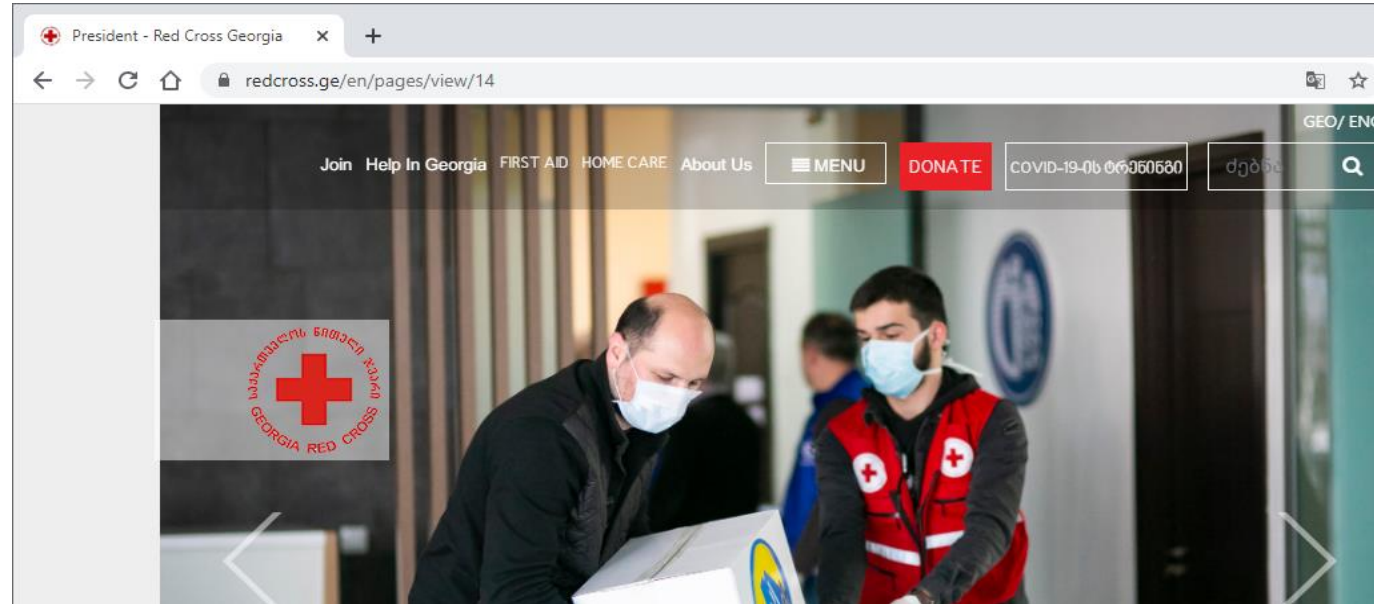
[Donate](#)
[Learn more](#)



You received this letter because you made a charitable contribution on the website of the Ukrainian Red Cross Society and entered your email. We respect the privacy of our benefactors. Your personal data will not be shared with third parties or organizations.

Promotion

<https://donate.redcrossredcrescent.org/countrycode>



Backend

Administration

Account: [weboffice@redcross.ch](#) Languages: [English](#) [French](#) [View application](#) [Disconnect](#)

- Dashboard
- CONTACTS
- PAYMENTS
 - Advanced search
 - Online payment
 - One-off payments
 - Regular payments
 - Regular commitments
 - Authorizations
 - One-off payments
 - Regular commitments
 - Pledges
 - One-off pledges
 - Regular commitments
- CAMPAIGNS
- DEFAULT CONTENT
- DEFAULT SETTINGS
- THEME
- EXTENSIONS
- SYSTEM
- LANGUAGES

Advanced search



Search (name or email): ID:

Created: From: To:

Language: All languages Payment mode: Status: Validated

FILTER BY CAMPAIGN

Campaign type:

Campaign: in [49] iRaiserdemo

First Name	Last Name	Email address	Amount	Created on the	Status	Payment mode	Replay
Annik	Stucki	annik.stucki@redcross.ch	CHF 1	14/04/2021 09:59	Validated gift	Visa	<input type="button" value="View"/>
Annik	Stucki	annik.stucki@redcross.ch	CHF 3	09/04/2021 09:40	Validated gift	Visa	<input type="button" value="View"/>
Sophie	Changeur	schangeur@raisier.eu	€ 50	08/04/2021 16:50	Validated gift	Visa	<input type="button" value="View"/>
Annik	Stucki	annik.stucki@redcross.ch	€ 1	07/04/2021 10:46	Validated gift	Visa	<input type="button" value="View"/>
Jean	Dupont	annik.stucki@redcross.ch	€ 1	30/03/2021 09:48	Validated gift	Visa	<input type="button" value="View"/>

Backend

Administration

- Dashboard
- CONTACTS
- PAYMENTS
- CAMPAIGNS**
 - Campaigns list
 - Donation
- DEFAULT CONTENT
- DEFAULT SETTINGS
- THEME
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- SYSTEM
- LANGUAGES

Account: [weboffice@redcross.ch](#) Languages: [English](#) [French](#) [View application](#) [Disconnect](#)

List of thematic campaigns

[+ Create a new thematic campaign](#)

[Open campaigns](#) [Closed campaigns](#)

Campaign's name or ID

Folder [dl](#)

[Search](#) [Flag as canceled](#)

[Legend](#)

id **Name - Description**

51 Red Cross and Red Crescent Movement

[★](#) [d1/hub/](#)

This is a default campaign

[€](#) [€](#) stripe_creditcard [€](#) stripe_creditcard [✉](#) [K/A](#) [📄](#)

[Donation](#) [Test](#)

32 Test -Netherlands

[d1/test-netherlAnds/](#)

Hier komt een wervende tekst over de campagne

[€](#) [€](#) stripe_creditcard [€](#) stripe_creditcard [IS](#)

[Donation](#) [Test](#)

49 iRaiserdemo

[d1/iraiserdemo/](#)

This is an iRaiser demo campaign.

[€](#) [€](#) stripe_sepa_debit stripe_creditcard [€](#) stripe_sepa_debit stripe_creditcard [%](#) [IR](#) [📄](#) [📄](#)

[Donation](#) [Test](#)

57 iRaiserdemo - Kenya Red Cross

[d1/kenya/](#)

This is an iRaiser demo campaign for the Kenya RC.

[\\$](#) [€](#) stripe_creditcard [€](#) stripe_creditcard [✉](#) [📄](#)

[Donation](#) [Test](#)

Legal Framework

The National Society can join the General Framework Agreement between IFRC and iRaiser by signing the Annex 8 of the contract.

General Framework Agreement:

- Contract
- Summary of annexes
 1. Terms of reference: outlines the services required of the platform provider;
 2. IFRC Requirement List: detailed functionality of iRaiser;
 3. Technical offer: the technical solution iRaiser is providing to the Movement;
 4. Financial offer: the costs for the services agreed, and for possible future purchase (e.g. further development);
 5. Statement of Work: summary of the work agreed between iRaiser and the IFRC;
 6. IFRC Policy on the protection of personal data
 7. Data Processing Agreement: iRaiser's summary of how they process data
 8. Supplementary Agreement: for National Society signature (each National Society must sign their own document, co-signed with IFRC and iRaiser)
 9. iRaiser Business Continuity Planning & Disaster Recover Planning (BCP-DRP)
 10. iRaiser GDPR Security & Data Privacy Policies



How can you opt-in and start using iRaiser?

Requirements

Cost

- One-off set up cost: CHF 925 (~ USD 1'100.-)
- Donation Fee: 1.75% commission + payment service provider transaction fee
- Optional: Translation cost approx. CHF 2'000 (for new languages)

Contract

- Become part of the Global Framework Agreement between IFRC and iRaiser by signing the Supplementary Agreement Annex 8

Payment Gateway

- PayPal or Stripe account

How do you onboard the iRaiser platform?

Contract

Sign Annex 8 to opt in to the Global Framework Agreement

Set-Up Fee

Confirm funding for the one-off set up fee of CHF 925 or contact the Hub if funding is needed

Payment

Provide your Stripe or PayPal account

Technical Setup

Provide content for technical setup by Virtual Fundraising Hub (i.e. logo, background)

Backend training

Backend training of NS staff

Go Live

Go Live and be ready to start fundraising!



Questions?

Contact:
Daniel Gerster
iraiser@redcross.ch
English / Deutsch / Français



 **Virtual Fundraising Hub**