

Growth of  
**DIGITAL**  
Donations

**42%**  
increase to **Small**  
Organizations

**27%**  
increase to **Mid-Sized**  
Organizations

**31%**  
increase to **Large**  
Organizations



## the Kiosk Advantage



### IMPULSE GIVING

People tend to donate in the moment of availability.

### CONVENIENCE

Donors are more likely to give and give more while they are on location.

### NO CASH/CHECKS

A majority of people no longer carry cash or checks so allowing members to make a donation with their bank card a huge benefit.



## Faith-based and Non Profit Organizations

Fundraising never stops, so to keep the funds flowing they turn to Digital donation methods, such as ours, to reach more donors and make it easier for people to give. The key to any fundraising strategy is to cast a wide net and make it easier for potential donors to give. RuCharitable powered by ClearGive does this and more by allowing donors to contribute online, on a mobile device or at strategically placed donation kiosk.

Online giving has grown at an average of  
**13.5%**

