



PRESS RELEASE

The Good Exchange announces new donor functionality on charitable crowdfunding platform making it even easier to support good causes

Enhanced donor journey boosts The Good Exchange platform's capability to get much-needed money to the most worthwhile causes as quickly as possible

23rd February, 2021 – Today The Good Exchange, the not-for-profit funding and fundraising platform, has released a new and enhanced donor journey on the platform. With match funding becoming a key driver to help charities drive much-needed donations, the new, informative and streamlined experience will make it faster and easier for everyone to give money through The Good Exchange and clearly see the availability and impact that match funding is making to their donations.

The key updates to the user experience for donors are as follows:

- All fundraising project and donation pages show details of match funding availability with the name of the funder(s) and amounts available giving potential donors a clear idea of the impact that match funding will have on their donation
- Charities receiving donations can download details of opted-in donor contacts to send a thank-you message and a request to add donors to their own marketing databases
- Public project pages also have a separate section that illustrates simply and clearly the current funding position and how much more money is needed
- New online BACS payment functionality that automates and speeds up the process for donors along with new audit trail reporting for charity administrators
- Ability for donor to share their donation on social media including WhatsApp
- Immediate confirmation of donation receipt on charitable organisation's fundraising project page
- Full details of donation, any match funding amount and Gift Aid included in donor thank you email.

[Research](#) has shown that the number of donors making cash donations has decreased sharply since the start of the COVID-19 pandemic, falling to just 13% in April 2020. In contrast, over the same period, online donations have increased and 60% of people said that their preferred payment method is contactless debit or credit cards. Therefore, it is even more important to have a fast and streamlined experience for both charitable donors and fundraising organisations to accommodate this change in preference.

The platform's enhanced donor experience will also enable applicants to build a relationship with their donors through access to (opted-in) contact information. This is especially important as the pandemic has caused a shift towards a more local focus for charitable giving with growing numbers of people wanting to help causes in their local area. Indeed, from March to April last year there was a [34% increase](#) in the number of people who said they would donate to local charities (up to a total of 41%).

Chris Boulton, CEO, Greenham Trust says: "The last 12 months have been a year like no other with increasing numbers of people relying on charitable support. At the same time, many of the charities that are being asked to help are receiving significantly fewer donations. We are pleased to announce these updates that will make it even easier for people to donate to good causes and see the impact of their donations both locally in our area to make the most of the matched funding we offer, and also across



the UK where we encourage charitable organisations to bring their own sources of match funding to the platform.”

Note: The Good Exchange platform is free to use for funders and donors and passes all (100%) of the monies received from grants, donations, Gift Aid and fundraising activities made through the platform to registered Applicant Organisations on a [no money/no fee basis](#). Whilst fundraising organisations that receive money through the platform pay a small fee on funds received, any funder and donor giving a grant or making a donation also has the option to contribute to the fee.

About The Good Exchange

The Good Exchange is a not-for-profit fundraising platform which makes it easy for charitable organisations to raise money through its charity -owner Greenham Trust, grants from other funders, and donations from the general public. As the only platform to bring together grant-making, donations, charitable projects and fundraising in one place, the automated matching system with its simple single on-line application form has revolutionised charitable giving in its local area, making it more accessible, transparent and collaborative.

<https://thegoodexchange.com>

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