



[ra-zoo']:

(noun) a coin of little value: when combined, small contributions make a huge difference.

What is Razoo?

Razoo is a new way to give and raise money online. We're a marketplace connecting donors with inspiring nonprofits, allowing them to search for issues and causes they care about and to give easily and securely online. We help nonprofits showcase their work in ways that are fun, engaging, compelling – and best of all – easy and quick to access.

Who is Razoo?

Razoo, founded in 2006, is funded by philanthropic partners seeking to make online giving fun and meaningful for donors. We are supported through partnerships with corporations and foundations that share our vision for a compelling online giving marketplace. Our team is made up of world class experts who are passionate about making a difference in the world.

How can Razoo help community foundations?

The causes most people care about are close to home. That's why community foundations invest in the residents of their community by supporting a thriving local nonprofit sector. Razoo offers a refreshing, inspiring, and simple way to connect new and existing donors to the nonprofits in the community, building their capacity and benefiting everyone.

What solutions does Razoo offer?

Razoo offers two primary partnership solutions to help foundations build capacity in their communities.

(1) A Permanent Community-Wide Online Giving Portal: Our customized, co-branded portal creates a one-stop-shop for donors to give to nonprofits in your community. The portal enables sharing of compelling and timely information about giving opportunities year-round and becomes the destination for community-wide philanthropic activity. With our giving portal, you can inspire new donors, simplify giving for existing donors, encourage ongoing and repeat giving and cost-effectively facilitate gifts of all sizes.

(2) Fundraising Event In-a-Box: A successful online fundraising event for your local nonprofit community that meets the unique goals of your community foundation. Razoo's customized, co-branded event microsite and easy-to-use fundraising toolkit lay out all elements needed to execute a successful event and provides templates for all necessary components.

How do Razoo's solutions benefit donors?

Razoo provides an unparalleled donor experience. Our platform and solutions allow donors to find meaningful giving opportunities in a way that is exciting and personal. We understand what moves donors to give: good stories and meaningful connections. Razoo's platform enables donors to support an organization or just one specific program. Donors can also set up recurring donations, and even keep track of all their charitable receipts in one place so they're organized for tax-time.

How do Razoo's solutions benefit your local nonprofits?

Razoo helps nonprofits reach new donors and motivates existing supporters. As more and more everyday transactions move online, many nonprofits are falling behind, unable to take advantage of the opportunities e-philanthropy provides. We realize that nonprofits don't have hours to create profile pages – that's why Razoo's platform allows nonprofits to upload dynamic, visually attractive story pages within minutes.

How is Razoo different from other online giving solutions and platforms?

Razoo isn't just a platform – we're a partner. We work with you to meet your community foundation's needs and provide strategic counsel as you develop your foundation's distinct vision for e-philanthropy. We build solutions with world class design and security that are dependable for community foundations, easy for nonprofits to use, and personalized for donors to get the most out of online giving. Razoo's solutions are sturdy, scalable and can be customized to meet the unique needs of your community foundation.

What other resources do we need to succeed?

It depends on your goals. Razoo's solutions are straightforward and scalable. You don't need a team of technologists to maintain the community-wide online giving portal, because Razoo supports the back-end and monitors it for quality and efficiency. You'll need to reach out to the nonprofits in your community to market your new online portal or your fundraising day. The scale of this outreach will depend on your goal. Razoo is available to provide nonprofit outreach support in your community, as well as help you market your new portal or fundraising event locally. Whether you want to create an online giving portal for an entire state or run a smaller-scale fundraising day for your city (or even just for the nonprofits you already support!), Razoo can create a customized, manageable platform that will meet your goals and stay within your budget.

What success has Razoo had to date?

Give to the Max Day – a recent “match day” event to officially launch GiveMN.org, the new online community-wide giving portal for all nonprofits in Minnesota – brought in \$14 million in donations in only 24 hours. The launch event successfully attracted new donors and moved many current check-writing donors online. GiveMN.org continues to successfully raise money for nonprofits throughout the state.

Will Razoo be compatible with my existing platform?

Razoo's platform is separate from any existing enterprise system, so there are no compatibility issues and you don't have to “build” anything. We provide hands on, personal support to launch and maintain your platform.

How much do these solutions cost? How much will it cost to implement them?

It varies. Razoo understands that every community foundation is different, so we've developed a tiered pricing model that addresses different needs and budgets. We're happy to help you create a platform that will help you meet your goals within your budget.

Who covers the transaction fees associated with online giving?

It depends on your objectives, launch and marketing efforts. Your community foundation can choose to cover them yourself, or you can pass on the cost of transaction fees to your donors. You can also identify community partners – like local businesses – to help cover these costs. Razoo can work with you to identify the best solution for your needs.

Is Razoo secure?

Yes, Razoo is totally secure, and we continue to make regular investments in technology and personnel to ensure the highest levels of security. We recognize that the brand reputation of Razoo and your community foundation are at stake, so we take security very seriously. Credit card information is not stored on our servers and strong SSL encryption is used to protect sensitive information that may be processed through the system. Your donors and their data are in safe hands with Razoo.