

**Battle Creek Community Foundation
Donation Tool Comparison**

	Donation Card (paper)	Donation Card (PDF)	Online Giving	Text to Give	QR Code
Donor Contact Information	Collected and available	Collected and available	Collected and available	Phone # collected but unavailable	Depends on what the code links to
Donor Receipt	Receipt (in person) or Acknowledgement letter	Receipt (in person) or Acknowledgement letter	E-mailed receipt and Acknowledgement letter	Phone bill and Text to Give receipt	Depends on what the code links to
Donor Acknowledgement Letter	Yes	Yes	Yes	No	Depends on what the code links to
Donation Amount	\$0.01-Unlimited	\$0.01-Unlimited	\$0.01-Max Amount determined by payment method	\$10 up to three times	Depends on what the code links to
Processing Fees	\$0 for cash/check % for credit card	\$0 for cash/check % for credit card	% for credit card	10%	Depends on what the code links to
Audience	Direct mail, event, or office donations	Direct mail, event, or office donations	At home or on the road, PC or mobile Social media	Event attendees Social media	Physical presence (display, brochure, newsletter, letter)
Uses	Direct mailing Event donations Walk-in donations Honor / Memorials	Direct mailing Event donations Walk-in donations Honor / Memorials	Include in appeal letter/newsletter E-mail blast Facebook Twitter Website Honor / Memorials	Donations in response to an emotional event Donors you do not want to connect to in the future Small one-time donation Online appeals	Scan code to direct person to additional online resources Posters Brochures Displays at events Make multimedia available to donors

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Limitations	Setup time Print costs Physically need to distribute (in person or via mail) Payment needs to be mailed or hand delivered	Setup time Donor needs to print or click on URL to donate	Will only reach individuals with e-mail address Requires computer, tablet, or phone with internet connectivity	No way to contact donor No way for future donor contact Requires phone with text to give unlocked Corporate phones frequently lock Text to Give capabilities	Depends on what the code links to Requires smartphone with internet connection
Additional Information	BCCF will provide 250 cards per year at no cost Back of the donation card can be customized to organizational needs	PDF may contain URLs for online donations Back of the donation card can be customized to organizational needs	Desktop and mobile giving BCCF provides website and link to page for specific fund donations	Campaigns available for 3 weeks by default Quick setup BCCF covers all Text to Give setup and service fees	Links to: - Website URL - Youtube video - MP3 Audio - Text (SMS) Message - Email message - Facebook page - Contact info - Phone number