# DonorDrive Product Description

**SEPTEMBER 2025**

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## Product Summary

Briefly describe the product and its purpose.

**DonorDrive is the best-in-class digital fundraising platform with flexible event and campaign management, built to recruit and engage supporters.**

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**Term**

*Provide any abbreviations, acronyms or proprietary terms used across the unit.*

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Definition

*Describe the meaning of the abbreviations, acronyms or proprietary term provided. Share any additional context that is needed to understand this term.*

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**DonorDrive instance**

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A DonorDrive instance is a web property managed by a nonprofit customer of DonorDrive. Customer manages the instance permissions to publish and manage website content, events/campaigns, and data collected through the platform, such as constituent information, transactions, and registrations.

Each customer DonorDrive instance contains the following areas:

- **Public Website**: web visitors can find information published by the nonprofit, make donations, or register for events/campaigns
- **Portal:** Visitors who created an account through registration or donation processes can log in to track their fundraising efforts, giving history, and update their personal information.
- **Administrative Area:** Customers log in to manage website content, configure events and campaigns, create and manage records such as constituents, transactions, registrations, and other types of records, reporting, and manage marketing messaging.

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**Design Themes**

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Design Themes are a subset of features that control the look and feel for an instance's Public Website, public events/campaign pages, content pages, and messaging.

The DonorDrive platform has built-in design themes that customers can choose from, which control overall page structure, color palettes, fonts, and other design elements such as buttons, etc.

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| | Customers can configure design elements in themes without any coding required when they use built-in design themes. |
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| **Content Management** | DonorDrive has a built-in content management platform that enables nonprofit staff to create web content across one or more sites. <br><br> For example, a nonprofit can run multiple fundraising programs from a single DonorDrive instance at multiple website domains containing different sets of supporting web pages. Each program's site can have a unique look and feel through design themes. |
| **Donation Campaigns** | **Donation Campaigns** are a campaign type within DonorDrive where customers can configure multiple donation experiences. Donors can make donations directly to the campaign on a campaign landing page (full page experience), a modal experience, or when the customer uses the Embedded Donation Form to display the donation form on any website property they configure. <br><br> Visitors may access a donation campaign from the primary Donate button on a nonprofit's website, social media campaigns, URLs printed on direct mail, and more. <br><br> Common use cases for Donation Campaigns are for managing individual giving forms, ad-based calls to donate, accepting general donations, sustaining donor campaigns, giving societies, donor advised fund giving, and more. |
| **Participant Event** | **Participant Events** in DonorDrive are an event type within DonorDrive which allow public website visitors to register as an individual, create their own team, or join an existing team. Participants have their own fundraising page that they can promote to their contacts and collect donations for the nonprofit directly on the nonprofit's DonorDrive instance. <br><br> Common examples of Participant Events are runs, walks, rides, dance marathons, third-party events, DIY events, and more. <br><br> These are commonly referred to as "peer-to-peer fundraising" events. |
| **Personal Campaign Type** | **Personal Campaign Types** are a campaign type within a DonorDrive instance which allow public website visitors to create their own |

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| | fundraising page to accept donations on the nonprofit's DonorDrive instance. |
| | Common example use cases include memorial/tribute funds, birthday fundraisers, weddings, lemonade stands, endurance events, and dinner parties. |
| | These are commonly referred to as "peer-to-peer fundraising," or "DIY fundraising," and sometimes "crowdfunding." |
| **Ticket Event** | **Ticket Events** are an event type within a DonorDrive instance that allow public website visitors to purchase a variety of **Ticket Types**, with or without a cost. |
| | Common examples of **Ticket Events** include galas, dinner parties, concerts, and more. |
| | These are commonly referred to as "special events." |
| **Triggered Notifications and Scheduled Messages** | DonorDrive has Triggered and Scheduled messaging that can be configured by nonprofit staff across one or multiple events and campaigns. |
| | Nonprofit staff can configure conditions and filters for sending behavior-based messaging across multiple channels such as email, app-based notifications, text, and more. |
| **Activity Tracking** | Activity Tracking is a subset of features for Participant Events and Personal Campaigns. Customers can configure activity challenges for anything – steps, miles, kilometers, reps, or any type of unit (bird sightings, etc.). |
| | Participants can log their activity in the Portal on the web or the DonorDrive mobile app through manual entries or through Apple Health, Fitbit, Google Fit, Strava. |
| **Live Fundraising™** | Live Fundraising is a subset of features within each event/campaign type. Customers may choose to enable the ability for some or all: |
| | <ul><li>event or campaign landing pages (any event/campaign type)</li><li>participant fundraising pages (Participant Events, Personal Campaign Types)</li><li>team fundraising pages (Participant Events)</li></ul> |
| | When enabled, livestreams can be embedded on these pages. Additional features are available as part of this feature set such as interactive donor incentives, graphic overlays for livestreams, and more. |

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| **DonorDrive Export & Query API** | The Export API enables developers to create pre-built data profiles and pull data using criteria from that pre-built profile from a DonorDrive customer instance.<br><br>The Query API allows a user to modify and customize a query to read data without requiring an existing export profile to exist in DonorDrive. Fields and filter parameters are passed within the API call itself, allowing more flexibility for filter criteria.<br><br>API users must be authenticated and assigned appropriate module and record-level permissions.<br><br>All fields available in DonorDrive Data Exports are available via Export API and Query API. |
| **DonorDrive Public API** | Public API allows developers to get and display publicly accessible fundraising data on third party sites or apps, create custom donation alerts, and more – without needing administrative access.<br><br>The Public API makes it easy for third party developers to build lightweight integrations using public event, participant, and team data. For example, an enthusiastic team may want to build their own custom-designed page to show off team fundraising stats, recent donations they've received, etc. |
| **DonorDrive Widgets** | DonorDrive Widgets are small code snippets that can be added to a page to create dynamic pieces of DonorDrive content. Widgets are tied to a customer's DonorDrive instance, and can show content like top fundraisers, total raised and even thermometers. All data shown is updated automatically and can be added to pages on your DonorDrive site, or a third-party site. |
| **DonorDrive Charity Fundraising (mobile app)** | Native and fully integrated mobile app for peer-to-peer supporters. The mobile app supports Participant Events and Personal Campaign Types.<br><br>Supporters can register for events, manage their individual and team fundraising efforts, solicit donations, and receive in-app messages from their team captains or the nonprofit they're supporting.<br><br>Nonprofit staff can configure branding and messaging through the DonorDrive platform. |

| | The mobile app is a single listing on Apple's App Store and Google Play store. |
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| **Mobile Check Deposit** | Mobile Check Deposit is an add-on feature to the DonorDrive Charity Fundraising app.<br><br>Supporters can scan physical check donations to be deposited directly into the nonprofit's bank account.<br><br>This is available for Participant Events and Personal Campaign Types. |
| **DonorDrive for Salesforce** | DonorDrive for Salesforce is an app listed on the Salesforce AppExchange that supports both Nonprofit Success Pack and Nonprofit Cloud.<br><br>• Sync DonorDrive fundraising data automatically into Salesforce.<br><br>• Sync standard and custom DonorDrive fields for Constituents, Donations, Events, Campaigns, Participants, Teams, Personal Campaigns/DIY campaigns, Ticket Events and more. |
| **Email Campaigns** | DonorDrive has built-in email campaign features that allows customers to send one-off email messages to pre-defined subscriber lists. |
| **Custom Design Theme** | • Integrates the customer's brand colors and fonts<br>• Custom site header and footer<br>• Custom event and fundraising page layouts<br>    o All DonorDrive fundraising features are included, such as Milestones & Incentives, Activity Tracking, Live Fundraising, and Achievement Badges<br>• Custom avatars and fundraising achievement badges |
| **Custom Domain** | DonorDrive can configure a custom website domain for each site within a DonorDrive instance. Each DonorDrive instance can have multiple custom domains configured. |
| **DAFpay™ by Chariot for Donor Advised Fund Donations** | Enable donors to give through Donor Advised Fund accounts on DonorDrive through our integration with DAFpay™ by Chariot. |
| **Multilingual Support** | When enabled, DonorDrive customers can add content for each configured language for event pages, emails, website page content, and within various event/campaign settings. |

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| | When multilingual is enabled on your DonorDrive instance, hardcoded DonorDrive form field labels are automatically translated.<br>• DonorDrive supports the following languages out of the box, but each must be enabled.<br>    o French Canadian<br>    o Spanish<br>• Not Covered in Language Support<br>    o Customer-generated content such as page content, email content, social posts, etc. Customer is responsible for creating multiple versions of content per enabled language.<br>    o Admin interface<br>    o Multi-currency transactions (handled as a separate feature)<br>    o Date / Time Formatting (handled by Time Zone features in DonorDrive Admin)<br>    o Any other language not listed as currently supported requires a Statement of Work to be approved by the customer.<br>        ▪ DonorDrive will use a translation service for all default fields.<br>            • Customer may not provide translations for default fields.<br>        ▪ Customer must provide translated content for page content, email content, social posts, etc. Customer is responsible for creating multiple versions of content per enabled language. |
| **Sustaining Donor Migration** | DonorDrive will work with the customer's merchant vendor to migrate active recurring contracts and associated donor wallets. This service requires a Statement of Work to be approved by the customer. |