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Givebutter pricing explained

Givebutter is completely free to use. No contracts, no subscriptions, and no hidden fees — ever.



Written by Alyssa

Updated over a week ago

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Is Givebutter free to use? 💰

Yep! Completely free. No contracts, no subscriptions, and no hidden fees — ever. Givebutter is free to use thanks to the 100% [optional tips](#) we receive from donors. If you'd prefer to hide tips from donors, a low, flat-rate [platform fee](#) applies instead.

Regardless of tips or platform fees, a standard [processing fee](#) always applies to each donation. The [processing fee can be required](#) or optionally covered by your donors. We've found that around 95% of donors choose to cover fees when given the option!

[View instructions for configuring your campaign's pricing settings →](#)

What are the fees? How does your pricing work? 💰

Optional Tips

We operate entirely on **optional tips** given as a thank you from donors for providing our platform for free. Optional tips are sent to Givebutter directly, and never come out of the amount donated to your organization. They can be edited or removed by donors

during the checkout process. If you'd prefer to [disable the option for donors to leave an optional tip for Givebutter](#), a low, flat-rate platform fee applies instead.

The screenshot shows a donation checkout interface. At the top, it displays 'Donation' for \$250.00. Below that, 'Credit card processing fees' are listed as \$7.78. A handwritten note in black ink says 'Sweet and completely optional tips' with an arrow pointing to the tip section. The tip section is highlighted with a yellow border and contains the text 'Add a tip to support Givebutter' with a heart icon, 'Tips are completely optional', and a dropdown menu set to '10%'. Below the tip section, there is a 'Select a payment method' section with three buttons: 'Pay with card', 'venmo', and 'PayPal'.

Platform Fees

If (and only if) you decide to [disable tips](#), a small platform fee will apply to each transaction based on the campaign type you're using:

- Form - 1%
- Page - 3%
- Event - 5%

The platform fee is in addition to the standard [processing fee](#). **There are no platform fees involved if you leave optional tips enabled.**

Processing Fees

A **standard processing fee** is applied to **all** online transactions on Givebutter. This fee is charged by our payment processor and allows your funds to be securely deposited into your account, regardless of the [payment method](#) your donors choose. These fees are charged per transaction:

- 2.9% + 30¢ - Credit Cards & Digital Wallets (Venmo, Apple Pay, PayPal etc.)
- 1.9% + 30¢ - [ACH](#) (for verified nonprofits only)

More than 95% of donors on Givebutter cover fees when asked, resulting in an average campaign fee of less than 1%.

You can also [configure your campaign settings to require donors to cover these fees](#) as part of their donation.

Fee calculations

You may see these percentages and wonder: *how is all this actually calculated?* Since **credit card companies take their fees after platform fees are applied**, it can be a little complicated. Here's the basic formula with **tips disabled**:

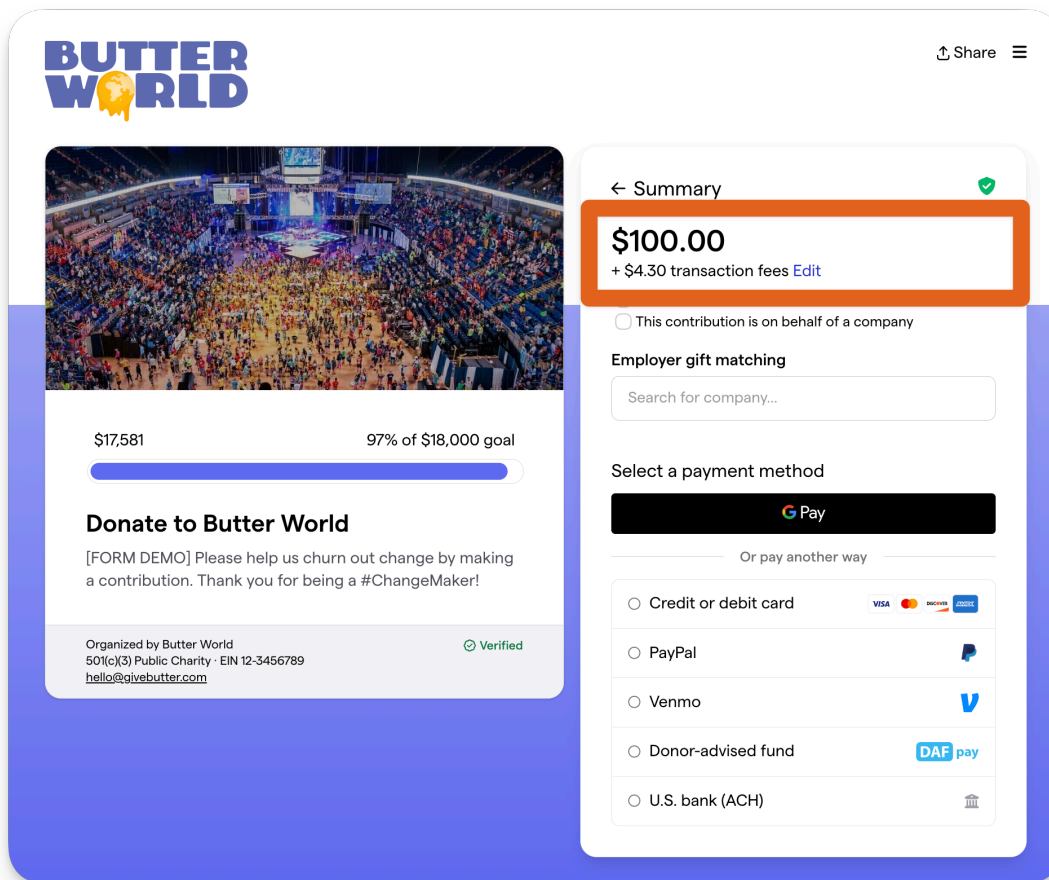
$((\text{Transaction amount} + 30\text{¢ credit card fee}) / (1 - \text{processing fee})) + (\text{Transaction amount} \times \text{platform fee})$

Example Scenario: A \$100 donation on a Form campaign with **tips disabled** (therefore has a 1% platform fee)

$$((100 + 0.30) / (1 - 0.029)) + (100 \times .01) = \mathbf{\$104.30}$$

What are the fees to users?

The average fee to users (organizations) across all campaigns on Givebutter is only 0.5%. Every time someone donates to a campaign, they are given the option to cover the entire fee on their donation.



Our 0.5% average fee to organizations is made possible because more than 95% of donors on Givebutter choose to cover fees.

If a donor chooses **not** to cover fees, this is deducted from the total amount they donated. The organization then receives the remaining donation amount, without paying anything out of pocket.

Example Scenario: You receive 100 donations of \$100 each (\$10,000 total) with optional tips disabled. Based on our metrics, let's assume 90 of your 100 donors covered the fees associated with their donation. That means 10 donors chose **not** to cover the \$4.30 processing and platform fees for their donation. As a result, these 10 donors are actually donating \$95.70 each, instead of the full \$100.

Therefore, when you withdraw your funds, you will receive \$10,000 *minus* \$43 in fees not covered (\$4.30 x 10 donors). The final amount is \$9,957. What is this in percentage terms?

$$(1 - (9,957 \div 10,000)) \times 100 = \mathbf{0.43\% \text{ overall fee}}$$

Did you know that most similar platforms take **3-10%** and *don't tell donors*?

All online giving has a cost – credit card fees, web hosting, support, and maintenance are all costly expenses. A platform like Givebutter absorbs and consolidates these costs for you, simplifying the process, and helping you raise more funds.

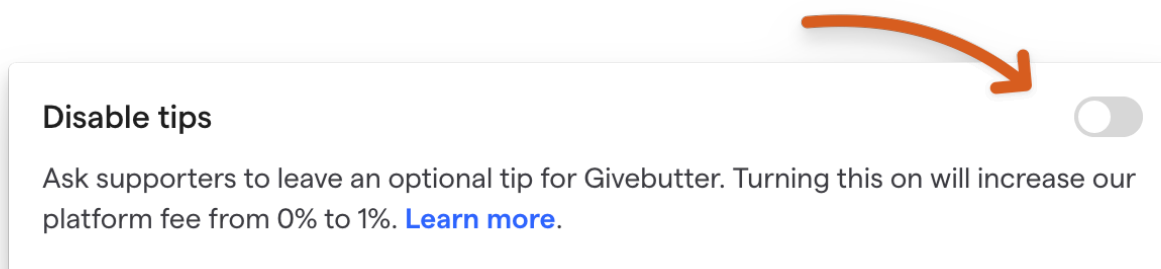
Configuring your fee settings

Givebutter allows you to customize the fee settings on individual campaigns, so you can choose the options that work best for your organization. You'll find all fee and tip-related settings under the **Settings** tab on any campaign.

Enabling or disabling tips

To enable or disable tips on your campaign, go to the campaign's **Settings** tab, then scroll down to the section called **Fees & Tips**. Toggle the option to turn tips on or off.

- Disable tips (**off**) – Optional tips are enabled, and no platform fees will be charged.
- Disable tips (**on**) – Optional tips are disabled, and a platform fee will apply instead.



Requiring fees

To require donors to pay the processing fees on donations submitted (so the fees are not deducted from the donated amount), go to the campaign's **Settings** tab, then scroll down to the section called **Fees & Tips**. Toggle the option to require fees on or off.

- Require fees (**off**) – Donors are given the option to cover processing fees, and can opt out. If they opt out, the processing fee will be taken from the donated amount.
- Require fees (**on**) – Donors are required to cover processing fees on your behalf, and the fee is added to the total amount processed at the time of donation.

Require fees

Turn this on if you'd like to require supporters to cover the transaction fees.



Hiding fees

To hide (remove) displayed fees on your campaign, go to the campaign's **Settings** tab, then scroll down to the section called **Fees & Tips**. Toggle the option to hide fees on or off.

- Hide fees (**off**) – Fees will be shown to donors.
- Hide fees (**on**) – Fees will be hidden from donors, and they will not be given an option to cover them on your behalf. All fees will be deducted from the amount donated.

Hide fees

Turn this on if you'd like to hide transaction fees from supporters.



Hiding fees does not remove the fees from the checkout flow entirely – they must still be paid by either the donor or the organization. If fees are hidden, all fees are paid by the organization.

Related content

- [How tips help keep Givebutter free](#)
- [Tips, fees, and our commitment to 100% transparency](#)
- [Givebutter Pricing](#)

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What is Givebutter and how does it work?

Givebutter brings together everything you need to successfully raise funds, track progress, and engage your supporters. Completely free.



Written by Mark Rummel
Updated over a week ago

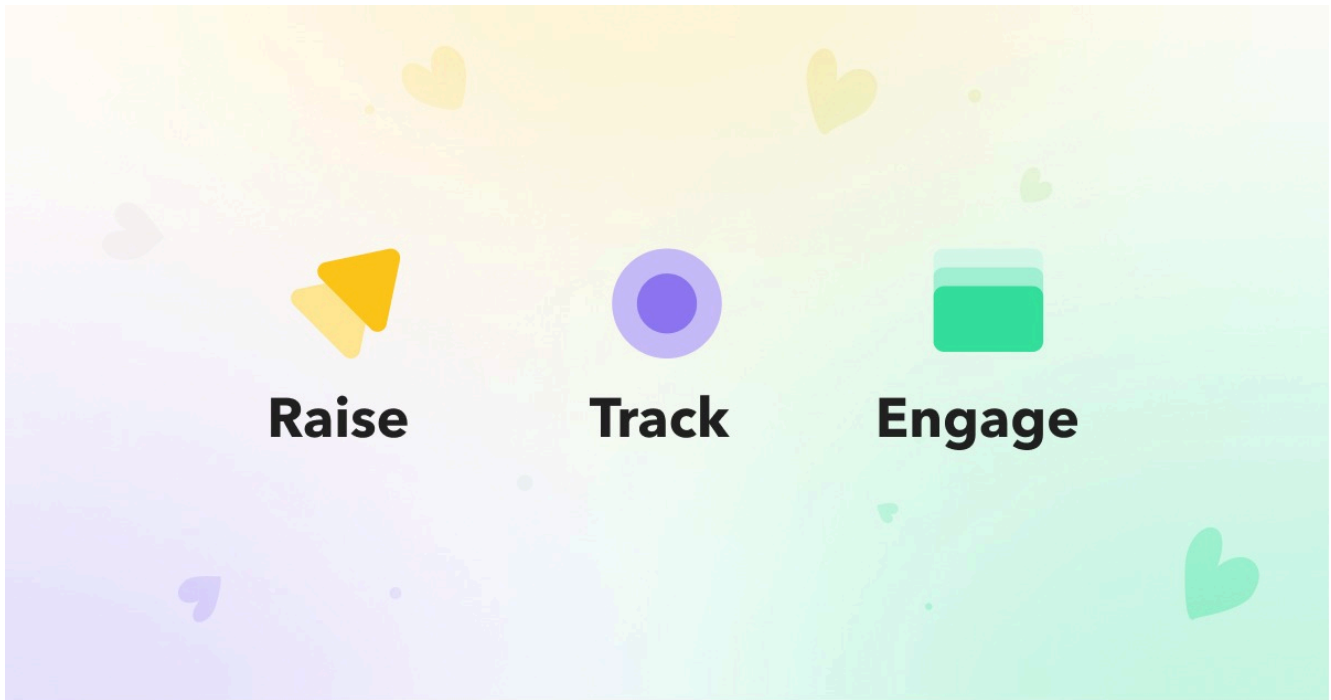
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What is Givebutter? 🏆

Givebutter is the #1 free fundraising platform.

Instead of using a mix of outdated and expensive tools, Givebutter brings together everything you need to successfully [raise funds](#), [track progress](#), and [engage your supporters](#). Completely free.



We offer three tools, each [packed with features](#) that work together to help you raise more for your cause.

Raise 💰

Raise is your complete fundraising toolbox - donation forms, fundraising pages, events, and much more.

Raise

Create beautiful giving experiences that feel like magic

\$8,450 57 supporters **\$10,000**

Fundraise 1 week remaining


Notifications:
- Tanya made a donation for \$100
- Kristina bought a ticket for \$50
- Tanya made a donation for \$100
- Kristina bought a ticket for \$50

Here are some of the ways you can use Raise:

- Create modern, beautiful [donation forms](#) your supporters will actually love using. Or, create a more complex Campaign such as a [Page](#), [Event](#), or [Auction](#).
- Tell your [story](#), set [fundraising goals](#), and engage your supporters with social crowdfunding pages.
- Host [in-person](#), [virtual](#), and hybrid fundraising events using our cutting-edge, easy-to-use tools.
- Take your fundraising pages to the next level by enabling [peer-to-peer](#) and [team fundraising](#).
- Allow your donors to give securely using their preferred [payment methods](#), such as Venmo, Apple Pay, Google Pay, PayPal, ACH, credit card, and more.
- Reach a broader audience of supporters through engaging [virtual events and livestreaming](#).
- Create sustainable and predictable revenue for your cause with monthly, quarterly, and annual [recurring donations](#).
- [Add your logo and brand color](#) to all your forms, pages, and events, so your supporters know they've landed in the right place to support your cause

Track

With **Track**, all your supporter data can be streamlined in one place. Track offers you unlimited contacts, email logging, data cleansing, de-duplication, [tagging](#), [custom fields](#), [timelines](#), [stats](#), [segments](#), and more.



Track

Introducing the world's first free nonprofit CRM

The interface displays a contact profile for "John Dough" (J) with the following data and activity:

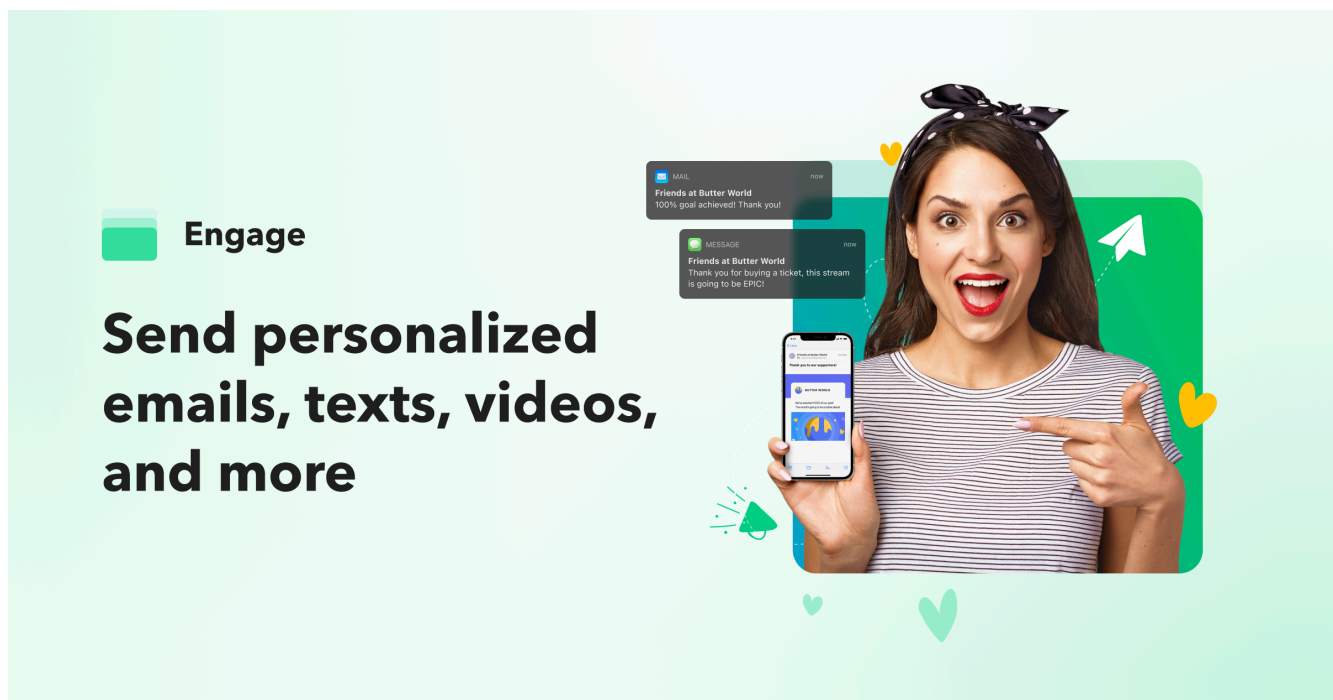
- Total Contributions:** \$2,650.00
- Recurring Donations:** 15
- Activity Log:**
 - Issued a ticket: \$50
 - You spoke to John Dough
 - You sent John Dough an email
- Recent Actions:**
 - Donated \$100
 - Contact imported

Here are some examples of what you can do with Track:

- Access any supporter's information and history in an instant using their [contact profile](#).
- Manage all your online and [offline donations](#), as well as any necessary changes, in one place.
- Manage all your in-person, virtual, and hybrid event [tickets](#) with our easy-to-use tools.
- Take meaningful actions based on each supporter's unique history with your organization.
- Filter, sort, search, segment, and [export](#) all your data to get the results and reports you need.
- Keep your data clean and organized using our data validation and [de-duplication tools](#).
- [Import contacts](#), [transactions](#), and [recurring donors](#) from other systems (or start from scratch).
- Enjoy peace of mind knowing contacts are automatically created and their timelines updated based on activities such as donations, ticket purchases, and emails/SMS sent.

Engage

If you've ever struggled to send targeted messages to your supporters based on their donation history, then you will love Engage.



The graphic features a woman with a surprised expression holding a smartphone. To her left, the Engage logo is displayed above the text "Send personalized emails, texts, videos, and more". To her right, two notification cards are shown: an email from "Friends at Butter World" about a 100% goal achievement, and a text message from the same group thanking her for a ticket purchase. The background is light green with several heart icons.

Engage

Send personalized emails, texts, videos, and more

MAIL
Friends at Butter World
100% goal achieved! Thank you!

MESSAGE
Friends at Butter World
Thank you for buying a ticket, this stream is going to be EPIC!

Here's some of what you can do using Engage:

- Send blast [email messages](#) to your supporters.
- Send [text messages](#) directly to your supporter's smartphones.
- Use smart segments, merge fields, campaign updates, and more to personalize the messages you send to supporters.
- Let our automations send [donation receipts](#), event tickets, [event reminders](#), "support my cause" reminders, and more.
- Design beautiful [email messages](#) and [campaign updates](#) using Canva right inside our message editor.
- [Measure open/bounce/unsubscribe rates](#) to improve your messages over time.

Is it really free? 🤑

Yep! Completely free. No more contracts, no more subscriptions, and no hidden fees — ever.

Givebutter is free thanks to 100% [optional tips](#) we receive from donors. If you'd prefer to hide tips, a small platform fee applies instead.

If (and only if) you decide to disable tips, a small platform fee will be applied based on the campaign type you're using:

- Donation form - 1%
- Fundraising page - 3%
- Event - 5%

[Not sure what kind of campaign to start? Compare campaign type features here! →](#)

Processing fees 🏦

A standard processing fee is applied to all digital transactions on Givebutter. This fee is charged by our payment processors and allows funds to be deposited into your account securely, regardless of the [payment method](#) your donors choose!

- 2.9% + 30¢ – Credit Cards + Digital Wallets (Venmo, Apple Pay, etc.)
- 1.9% + 30¢ – [ACH](#) (for verified nonprofits)
- [Offline donations](#) are not charged any processing fees

More than 95% of donors on Givebutter cover fees when asked, resulting in an average campaign fee of less than 1%. [Read more about our pricing here! →](#)

What's next? 🤔

- [Sign up!](#)
- [Help Center guides about Givebutter](#)
- [Help Center guides about Campaign Basics](#)
- [Givebutter pricing explained](#)

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Who can use Givebutter and what can I raise money for?

Who can use Givebutter and what can I raise money for?

Thousands of nonprofits, schools, community groups, sports teams, and startups use Givebutter to fundraise for causes of all kinds



Written by Max Friedman
Updated over a week ago

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Who uses Givebutter? 🤔

Nonprofits 💛

- Common use cases:
 - All-in-one fundraising (donate button, fundraising campaigns, events, and ticketing)
 - Enabling supporters to join fundraising campaigns
 - Auctions
 - Creating a nonprofit landing page for donations & fundraising
- Example users: [Kol Hanearim](#), [Meals on Wheels](#), [Wings of Rescue](#)
- Success Stories:
 - [Wendy Hilliard Gymnastics Foundation raises \\$71k on creative Givebutter Livestream](#)
 - [Studio Tenn Theater Company raises over \\$150k on Givebutter through an outstanding fundraising performance](#)

Schools & Student Organizations 🏫

- Common use cases:
 - Collecting dues, Donate button/form
 - Running fundraising campaigns (for philanthropy, trips, expenses, etc)
 - Fundraising events with tickets
 - School-wide fundraisers/events
 - Creating a group landing page for donations & fundraising
 - Member and donor management
- Example users: [Project FTK at Ohio](#), Greek Week at CMU, [Kappa Delta at UMD](#), [Derby Days at DePaul](#)
- Success Stories:
 - [Harvard undergrads raise \\$34k with Freedom Fundraiser on Givebutter to combat racial injustice](#)
 - [Teachers' Treasures raises \\$37k on Givebutter with a virtual supply drive, all-day Livestream, and corporate partners](#)

Sports Teams 🏀

- Common use cases
 - Collecting dues/donate button
 - Peer-to-peer campaigns
 - Running fundraising campaigns (for expenses such as uniforms, for charity, etc)
 - Fundraising events with tickets
 - Creating a group landing page for donations & fundraising
 - Member and donor management
- Example users: [Gem State Falcons Wheelchair Basketball Team](#), [St. Helena Little League](#), [Georgetown Guzaarish](#)

Startups 💡

- Common use cases:
 - Running fundraising campaigns similar to those you'd find on [Kickstarter](#) but with a bigger focus on giving donations rather than getting "perks",
 - Fundraising events with tickets
 - Creating a landing page for donations & fundraising
 - Donate button/form
- Example users: [Pedi-Ed](#), [Junkyard Social Club](#)
- Success Story: [Kitchen Rodeo pulls off 30+ successful fundraising events in 2 months](#)
- Webinar: [How Local Media Association raised \\$1.5M across 250+ outlets on Givebutter](#)

What can I raise money for? 💰

You can raise funds for anything! Givebutter users have fundraised for everything from ending homelessness to [fashion shows for kids with cancer](#). So as long as you are not violating our [terms of service](#) (by promoting things like hate, violence, or discrimination) you have nothing to worry about.

As of December 28, 2022, individuals cannot create their own fundraising accounts. Individuals can donate to an organization already using Givebutter or [join an existing fundraiser as a team member](#).

Related content 📖

- Check out our [Explore](#) page for fundraising inspiration!
- [How to sign up and create a Givebutter account](#)
- [Givebutter pricing explained](#)

Did this answer your question?



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