



## Fact Sheet

[GiveMN.org](http://GiveMN.org) is an innovative online resource that will change the way Minnesotans give and help create a stronger nonprofit community for Minnesota.

### The Need

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- Individual philanthropic giving in Minnesota is a \$4 billion market. For every 1 percent of Minnesota individual charitable giving moved online, the nonprofit sector will save more than \$5 million in fundraising expenses.
- The median nonprofit organization raises *less than 1 percent* of its funds online – even though it is far cheaper than other fundraising methods.
- Many niche platforms that focus on specific issues or types of giving – like Kiva and DonorsChoose – are thriving, but there has yet to be a successful general giving portal with dynamic nonprofit and donor participation.

### Benefits to Nonprofits

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- ***Get in front of more supporters.*** GiveMN's search function will help nonprofits of all sizes reach thousands of new potential donors.
- ***Reduce fundraising costs.*** Raising \$1 online costs 7 cents, as opposed to 20 cents for grant writing or up to \$1.25 to acquire new donors through direct mail.
- ***Increase giving.*** Fun and compelling campaigns will engage new givers and inspire current givers to donate even more.

### Benefits to Donors

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- ***Find, learn about and contribute to local and national programs*** that support the causes in which they believe.
- ***Become more organized.*** GiveMN provides the ability to track online contributions and store receipts.
- ***Make online donations quickly and easily*** to any U.S.-registered 501 (c) (3) by credit card.
- ***Take advantage of new charitable capabilities.*** Through GiveMN, users will be able to leverage flexible tools that can be used to support and promote the causes donors most care about.

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