

An illustration of a hand holding a smartphone. The phone screen displays a large yellow Bitcoin icon. A finger is touching the center of the Bitcoin icon. The background is a light gray with a white diagonal line and a red triangular shape at the bottom right.

Demystifying Cryptocurrency Donations: A Guide for Nonprofit Leaders

Fundraising Resources

NONPROFIT
FINANCIAL
COMMONS

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Fundraising Resources

QuickStart for Cryptocurrency Fundraising:

1. Determine who will do what considering how you will incorporate cryptocurrency donations in your current operations and strategy, as well as identifying and executing where processes may differ from other donations.

2. Build your potential donor list identifying how they have engaged with you in the past and how they might engage in the future.

3. Craft your storytelling

- ▶ Identify mediums such as shortform videos, which can be a powerful engagement tool for younger donors.
- ▶ Avoid fundraising language that may result in restrictions on how contributions can be used, unless part of an intentional strategy to do so.

4. Show up where donors are

- ▶ Target online engagement. Think beyond email to social media and other virtual communities.
- ▶ Consider text message (SMS) campaigns as an alternative to direct mail, and use texting to follow up – avoid phone calls.

5. Make it easy for donors and yourself

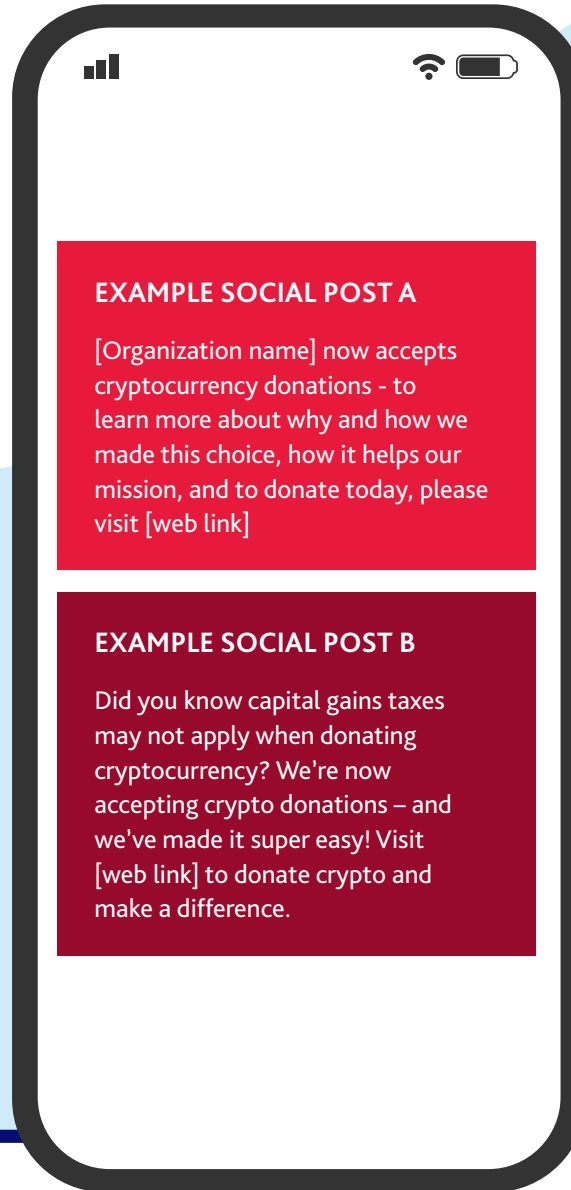
- ▶ Limit the numbers of steps needed for donation processing through technology solutions, and make donations available via your website. See the **Solutions Companion** for more information.
- ▶ Collect only the data you need, and organize donor data to help you understand and engage with donors.

6. Show your gratitude

- ▶ Let donors know why the gift was important to you, and send Donor Gift Acknowledgements (required for gifts over \$250). See **Policies & Procedures** for more on gift acknowledgements including a template.



Example Social Posts

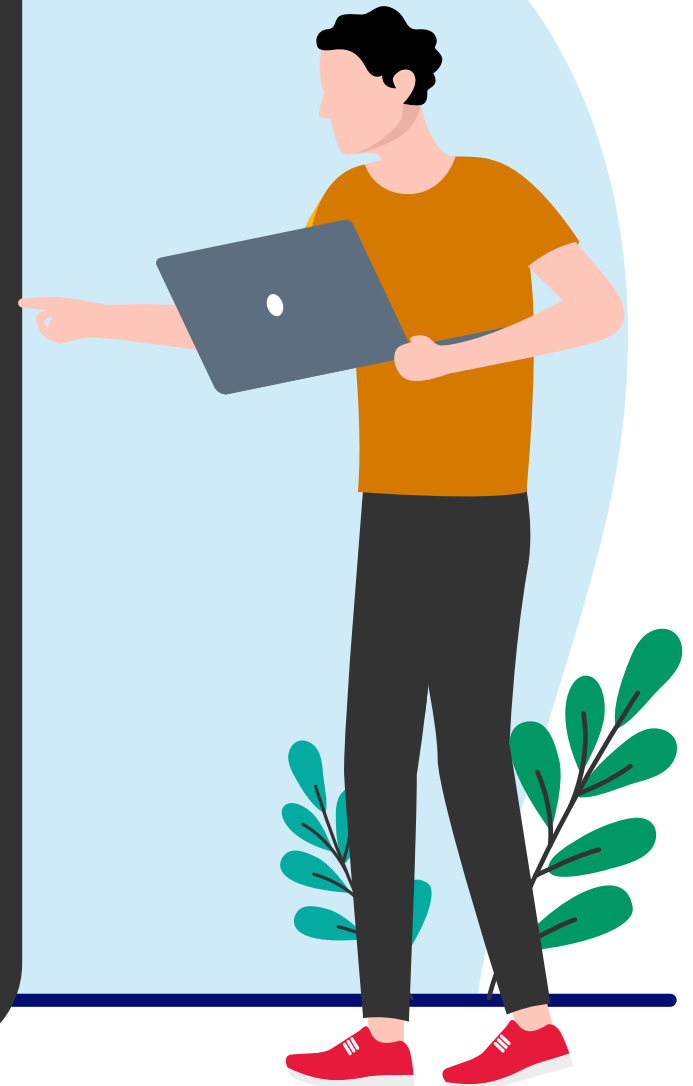


EXAMPLE SOCIAL POST A

[Organization name] now accepts cryptocurrency donations - to learn more about why and how we made this choice, how it helps our mission, and to donate today, please visit [web link]

EXAMPLE SOCIAL POST B

Did you know capital gains taxes may not apply when donating cryptocurrency? We're now accepting crypto donations – and we've made it super easy! Visit [web link] to donate crypto and make a difference.



Example Emails to Donors

EXAMPLE EMAIL TO DONOR LIST A

Our ability to drive our mission forward relies on the support of donors. Donors rely on [our organization]'s ability to make supporting our work easy, safe, and worthwhile.

We thought carefully about the decision to accept cryptocurrency donations and chose an approach matched to our goals and values. It's easy, safe, and enables you to give cryptocurrency so that our work can be successful.

To learn more about why and how we chose to accept cryptocurrency donations, how it helps our mission, and to donate today, please visit [web link].

EXAMPLE EMAIL TO DONOR LIST B

We're committed to leaving no stone unturned to achieve our mission – which is why we've added the ability to accept cryptocurrency donations for a new way you can make a difference. Did you know cryptocurrency donations may not be subject to capital gains taxes on the appreciation in value? A tax professional can advise on what this could mean for you.

We hope you'll consider how your cryptocurrency can be used to drive the change we need for our world. No crypto? No sweat. Click here [web link] to learn about all the ways to give, and support our critical mission today.



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