

Fundraising

Technology Suite:

- **Financial Donations Referral**
- Virtual Aid Drive™

Fundraising

Financial Donations Referral Module

The Aidmatrix Network® Financial Donations Referral Module is a web-based tool used to assist donors who want to give cash donations, typically in response to a disaster. This tool helps you refer the donors to your partnering Non-Governmental Organizations (NGOs). It is a fast and efficient way to direct donors when they want to support relief efforts. Using this tool saves time by providing information online 24x7 about your NGO partners. It helps NGOs capture additional funds enabling them to help more people-in-need more quickly.

- **Link Your Portal to a Financial Support Section**

When the user visits your web portal on the Aidmatrix Network, they are presented with an option for Financial Support. This is where the gateway into the Financial Donations Referral Module can be activated. Each portal administrator can decide between three options concerning where they want the donor to be directed. Option 1: if you have an existing process for processing cash donations, the donor can be linked to your in-house or third-party solution; Option 2: the donor can be linked to the Aidmatrix Network Financial Donations Referral page; Option 3: you can decide to leave the section inactive and communicate that there are no financial donations being processed at that time.

- **Integrate Existing Cash Donation Tools**

If you currently have a cash donation web page on your website, the user can be directly linked to that page. This helps tie existing systems and processes into your portal for a unified approach.

- **Link to Financial Donations Referral Module**

If you choose to use the Financial Donations Referral Module, your portal will link directly to it. The Referral Tool provides a list of national and local NGOs from which the donor can choose. This gives the donor confidence that the relief agencies listed are active in the disaster relief.

- **Randomized NGO List Keeps Things Equal**

Each time the NGO member list appears on the Referral Tool the names are displayed in random order. The list can be sorted alphabetically. This helps give equal prioritization and placement to the NGOs.

- **Donor Is Provided with Education on Giving Cash**

During disasters, cash is a powerful gift to make. It empowers the NGO to purchase the precise items that they need and it eliminates coordination efforts to transport in-kind donations. The Referral Tool provides guides to the user to educate them on these facts and to encourage them to donate cash to the NGOs.

- **Donor Links Directly to NGO's Website**

The Referral Tool provides the donor with the names of the NGOs along with popup descriptions of each. The donor can then choose to "learn more" about the NGO, or they can choose to "donate now." When the donor selects the "donate now" button, they are linked directly to the NGO's website donations page. The donation is processed directly by the NGO.

Technical Architecture

PARTNERSHIP

Joining the Aidmatrix Network means you have a wealth of resources at your disposal. Aidmatrix provides program resources to make sure your program succeeds. A community of relief agencies, governments and corporate partners offers collective knowledge of best practices and practical solutions — meaning you are never in it alone.

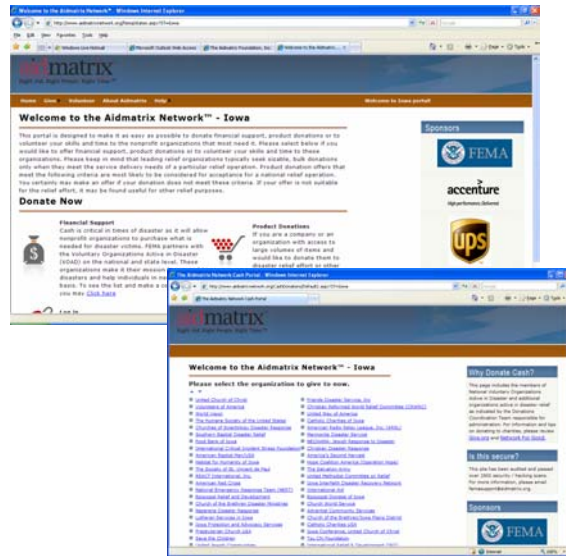
TECHNICAL SUPPORT

Whether it be a training question or help with activating during a disaster — we are here to help. Our mission is to empower your team to maximize the disaster relief available to those in need.

TURN-KEY SOLUTIONS

We offer this service as a hosted application, so there is no hardware to maintain and no IT staff to hire.

For more information on any of our products or services please visit us on the Web at: www.aidmatrix.org



Core Modules — Built on Microsoft Visual Basic® .NET and SQL Server® database technology

Delivery Method — Software-as-a-Service (SaaS) mode

Accessible from Any Web Browser — End users need only an Internet connection and a web-browser to begin using the system; nothing to install or set up

Top: Portal with link to Financial Donations

Referral Tool

Bottom: Referral NGO List Page

Proof in Action

"We fully expect to maximize this tool to provide assistance to the victims of flooding throughout Iowa."

David Miller, Administrator
Iowa Homeland Security and Emergency Management Division
2008 Midwest Flood Disaster Relief

"With this powerful tool, we can be assured that the ability to provide assistance to the victims of tornadoes and flooding throughout Indiana will be maximized."

Isaac Randolph, Executive Director
Indiana Office of Faith-Based and Community Initiatives
2008 Midwest Flood Disaster Relief

"These are indeed exciting times in the field of disaster-related donations management, and the Aidmatrix solution is the cornerstone of it."

Greg Smith, Individual Assistance Donations Manager
California Office of Emergency Services
2007 California Wildfire Disaster Relief

SERVICES INCLUDED

- Technical Support
- Setup
- Maintenance
- Application Support
- Hardware Support
- O/S Support
- Data Backup
- System Monitoring
- Security Monitoring
- 24x7 Uptime

aidmatrix®
Right Aid. Right People. Right Time.™

www.aidmatrix.org