



CALABASAS COMMUNITY FOUNDATION AGENDA REPORT

DATE: December 23, 2024

TO: CALABASAS COMMUNITY FOUNDATION BOARD MEMBERS

FROM: ERICA GREEN, SECRETARY

SUBJECT: DIGITAL FUNDRAISING PLATFORM

MEETING DATE: JANUARY 6, 2025

SUMMARY RECOMMENDATION:

Staff recommends that the Calabasas Community Foundation Board Members to approve the proposed expenditure for staff to secure an online donation platform for the Foundation.

BACKGROUND:

The Calabasas Community Foundation currently lacks an online donation platform, relying solely on check donations. As most donors prefer to contribute via credit card, this limitation may result in missed opportunities for potential contributions.

DISCUSSION/ANALYSIS:

Staff has researched multiple donation platforms, including Flipcause and Funraise, to identify a solution that aligns with the Foundation's needs. These platforms offer features such as the ability to process online donations and host a standalone website for the Foundation, enabling it to operate independently from the City's website.

An online donation platform that includes website hosting for the Calabasas Community Foundation would significantly enhance the Foundation's ability to attract and engage donors by providing a modern, convenient, and secure way to contribute. With most donors preferring to donate via credit card, the platform would eliminate the limitations of check-only donations, increasing accessibility

and broadening the donor base. Additionally, hosting an independent website would establish a dedicated online presence for the Foundation, improving visibility, showcasing its mission and impact, and creating opportunities for targeted marketing and outreach. Furthermore, the platform would enable the Foundation to maintain a tracked donor base, offering valuable insights into donor engagement and trends while simplifying the management of donor communications and retention efforts. This comprehensive approach would streamline operations, enhance donor engagement, and support the Foundation's growth and fundraising goals.

If approved, staff will finalize the selection of a platform and begin implementation to enable online donations and transition the Foundation to its independent website.

FISCAL IMPACT/SOURCE OF FUNDING:

The cost of these services is approximately \$200 per month.

REQUESTED ACTION:

Staff recommends that the Board approve an expenditure of up to \$200 per month for one year to secure an online platform. This one-year period will allow the Foundation to evaluate the platform's effectiveness in attracting and facilitating donations and determine whether it is a sustainable option for continued use.

ATTACHMENTS:

Overview of Flipcause and Funraise