



Charity:up

Tailored Video Marketing




Donors Give Money. But Rarely Genuine Trust.

Trust grows when donors clearly understand the impact of their contribution. Traditional formats like newsletters or mailings are efficient, but often remain generic. They lack a direct connection to the individual donor, their contribution, and the supported project.

Charity:up closes this gap. By combining existing data with modular video and image content, it automatically creates highly personalized video messages for each recipient—fully scalable and seamlessly integrated into your existing processes.

Make Impact Visible

Move from mass communication to meaningful, personalized engagement. Each video reflects the individual context—project, donation amount, timing, and donor interests. This enables:

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Greater transparency:
Clearly communicate project progress and impact.
- 
Higher engagement:
Enable direct actions within the video (e.g., donate again, access information, subscribe).
- 
Full measurability:
Track views, engagement, interactions, and conversions in detail.



How it Works

Charity:up generates personalized videos automatically based on your existing data and modular content. Instead of producing one video for all, each supporter receives a version tailored to their individual context.

Content is dynamically assembled—not manually produced—allowing you to scale personalized communication efficiently, even for large audiences. The system integrates flexibly into your existing donor journey, with real-time data processing from multiple sources.

The Process

1. Data integration: Import donor data from CRM, fundraising, or backend systems via API or CSV.

2. Video content: Store video clips, images, and text modules with dynamic placeholders.

3. Rule-based control: Define which content is shown to which recipient (e.g., project, amount, timing).

4. Personalized video link: Each recipient receives a personalized video link via email or QR code.



Practical Use

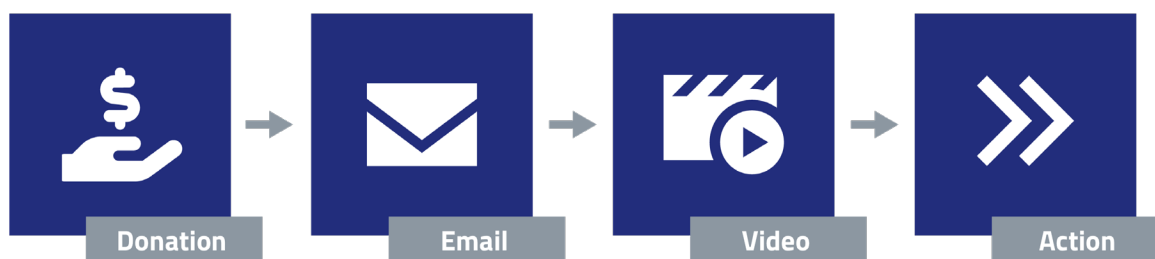
Use existing content—from professional video to simple smartphone footage or image-based slideshows. Your team stays in full control: upload content, define messaging, configure interactions, and manage campaigns independently.

Typical Use Cases:

- **Thank-you messages:** Immediate, personalized responses after a donation.
- **Project updates:** Transparent communication of progress and results.
- **Reactivation:** Re-engage inactive supporters with relevant content.
- **Campaigns:** Integrate into email journeys and landing pages.

Example Donor Journey

A supporter donates to a specific project. Shortly afterward, they receive an email with a personalized video link. The message directly references their contribution and shows the related project. At the end of the video, they can instantly take action – explore updates or set up a recurring donation. This creates a direct link between contribution and visible impact.



Data & Insights

Charity:up provides detailed analytics on video performance, including views, engagement, interaction rates, and conversions. These insights help you continuously optimize campaigns and improve effectiveness.

Why it Works

Stronger connection: Personalized storytelling increases emotional engagement and trust.

Clear impact: Projects and results become tangible and easy to understand.

Better performance: Measurable results enable continuous optimization and efficient use of resources. Stronger emotional connection and interaction.



Getting Started

Charity:up integrates easily into your existing fundraising setup—from pilot campaigns to fully scaled communication. Its modular structure allows you to start small and expand as needed.

Additional services such as integrations, capacity upgrades, or campaign support are available on demand.

Let's explore how personalized video can elevate your fundraising.

Pricing

One-time setup:	€ 1.190
Monthly fee:	€ 135
Per video link:	€ 0,39*

*Custom pricing available for volumes of 50,000+ recipients.

Campaign Creation

Video campaigns are typically created by the organization itself or by a marketing or fundraising agency.

Charity:up Starter

Duration: 3 months

Includes:

- One-time system implementation
- Hosting and operation in an ISO-certified data center
- System rollout and training
- FundraisingBox API integration
- Up to 5,000 personalized video links

Price: € 3,545

Contact

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Contact us for a demo or a custom quote.

We'd be happy to advise you on your specific video project.



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