



Change of Donation Platform Memo

MEMO

To: Executive/Budget/Audit Committee
Chair: Jeff Silvestrini, Co-Chair: Erin Mendenhall, Treasurer and Secretary: Christopher F. Robinson

CC: Laura Briefer, Salt Lake City Public Utilities

From: Sam Kilpack, Director of Operations
Lindsey Nielsen, Executive Director
Mia McNeil, Community Engagement Coordinator

Subject: Change of Donation Platform Memo

Date: March 26, 2025

Through Resolution 2022-34, the CWC authorized the collection of voluntary donations through Clover, a third-party point-of-sale platform. **Clover charges the CWC \$27.95 per month for use of the platform, and a 6% fee is collected from each donation** (3% from the CWC and 3% from the donor). The CWC signed a 3-year contract with Clover, which expires in May 2025.

Moving forward, CWC Staff would like to collect donations through a fundraising platform for nonprofits rather than a point-of-sale platform for small businesses. Fundraising platforms often charge lower and fewer fees and have functionality that would benefit the CWC, such as donor management software and event ticketing and registration.

After a review of several reputable fundraising platforms (Donorbox, Zeffy, GiveForms, GiveButter, Donorly, DonorPerfect), Staff recommend using GiveButter for future donation collection and terminating service with Clover. GiveButter has no monthly fees, and each donation would incur a fee of 3.95% of the donation amount (1% to the platform and 2.95% to the payment processor), which the donor would be given the option to cover.

GiveButter was chosen from among the options due to its quick customer service, suitability for a small organization, low cost, richness of features, and ability to customize the service based on our needs.