



DAF Direct is a **free, easy-to-install** web payment option that enables your donors to recommend grants from their donor-advised fund directly from your website. In 2014, nonprofit organizations like yours received **\$12.49 billion** in grants recommended by DAF donors, a **27% increase** from the previous year.<sup>1</sup> DAF Direct provides your organization a way to simplify your donors' charitable giving and tap into the growing popularity of donor-advised funds.

## Tap into a growing donor audience

A donor-advised fund (DAF) is a type of charitable giving program that allows your donors to combine the most favorable tax benefits with the flexibility to support their favorite charities at any time. The number of individual **donor-advised fund accounts grew 29%** since 2010.<sup>1</sup>

## Who uses DAFs?

Your donors. Because DAFs have a low minimum initial contribution requirement (sometimes as little as \$5,000), DAF donors represent a broad range of American philanthropists. Some donors may be attracted to the simplicity offered by DAFs, whereas others may be drawn by their ability to easily contribute non-publicly traded assets.

**100%**

PERCENTAGE OF APPROVED  
GRANT RECOMMENDATIONS  
SENT TO YOUR NONPROFIT<sup>2</sup>

**\$0**

TRANSACTION FEE ASSESSED  
BY DAF DIRECT<sup>2</sup>

### No transaction fees.

100% of the approved grant recommendation will be sent to your nonprofit.<sup>2</sup>

### Easy to install and maintain.

It only takes a few minutes to get the easy-to-use, customizable code.

All qualified nonprofits can add DAF Direct to help with their online fundraising efforts.<sup>3</sup> Donors can currently recommend grants from Fidelity Charitable®, Schwab Charitable,<sup>4</sup> Greater Kansas City Community Foundation, and BNY Mellon Charitable Gift Fund. There are plans to expand to other national and community foundation DAF sponsors to increase the reach and value of the technology for donors and nonprofits.

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To learn more about DAF Direct,  
visit **DAFDirect.org** or email us at **DAFDirect@fmr.com**.

# DID YOU KNOW?

- DAF donors give more: the average grant from a credit card is **\$142**, versus the average grant size from the two largest DAF sponsors, which is more than **\$4,000**.<sup>5,6</sup>
- Online giving is on the rise: **87%** of grants from the largest DAF sponsor in the U.S. were recommended online.<sup>5</sup>
- Online giving grew **9.2%** in 2015 compared to 2014, and made up **7.1%** of all fundraising in 2015. Nearly **14%** of online donations were made on a mobile device in 2015.<sup>7</sup>

## MAXIMIZE THE BENEFITS OF DAF DIRECT

### Easy to install, simple to use

Two great options that are free to you and easy to install.

- The traditional DAF Direct widget, a web application that can be easily customized and added directly to your website to allow your DAF donors to access their donor-advised funds.
- The DAF Direct link, a version that can be easily added where donations are accepted on your site. However, unlike many of the other available payment types, DAF Direct charges no processing or transaction fees. In addition, the link is also a great way to help your fundraising efforts by adding it directly to your email and other digital campaign efforts.

#### Position DAF Direct into your payment flow

To get maximum benefits of DAF Direct, place it in a high-traffic area on your site, such as your donation page, next to acceptable payment methods (check, credit card, etc.).

#### Dedicate a high-traffic area on your website and campaigns to explain donor-advised funds and DAF Direct

Explain what a DAF is to your donors and educate them on the flexibility of giving directly from a donor-advised fund.

For existing DAF donors, DAF Direct streamlines the giving process and ensures a smooth experience.

#### Create donor awareness by integrating DAF Direct into fundraising campaigns

Promote DAF Direct as a payment option to your donors via email, newsletters, and other communications.

Additionally, let your donors know this is a great way for them to support your fundraising campaigns.

Both DAF Direct options will allow DAF donors to initiate grant recommendations from their donor-advised funds directly from your website and online campaigns. However, depending on how you plan to incorporate DAF Direct into your fundraising activities, either the Widget or the Link may be more appropriate.

Visit [DAFDirect.org](http://DAFDirect.org) for more information  
and to see how charities like yours are using DAF Direct.

<sup>1</sup>National Philanthropic Trust – 2015 Donor-Advised Fund Report. <sup>2</sup>Most DAFs are subject to a low administration fee. <sup>3</sup>Qualified nonprofits are IRS-qualified public charities in good standing that are described in Section 501(c)(3) and 509(a)(1), (a)(2) or (a)(3) of the Internal Revenue Code and private operating foundations as described in Section 4942(j)(3). Non-functionally Integrated Type III Supporting Organizations and Private Non-Operating Foundations are not eligible. <sup>4</sup>Fidelity Charitable®, Schwab Charitable, Greater Kansas City Community Foundation, and BNY Mellon Charitable Gift Fund are independent public charities that sponsor donor-advised fund programs. <sup>5</sup>Fidelity Charitable 2015 Giving Report. <sup>6</sup>Schwab Charitable Quarterly Report. <sup>7</sup>Blackbaud Charitable Giving Report 2015. 716746.2.0