raisin®

PERSONAL
FUNDRAISING PAGES

DIRECT MAIL

LOTTERY

GENERAL
DONATIONS

GALA

GOLF

PLEDGE

raise
MORE
MONEY

raisin®

Leading Online
Fundraising System

More Mobile, More Social,
More Open

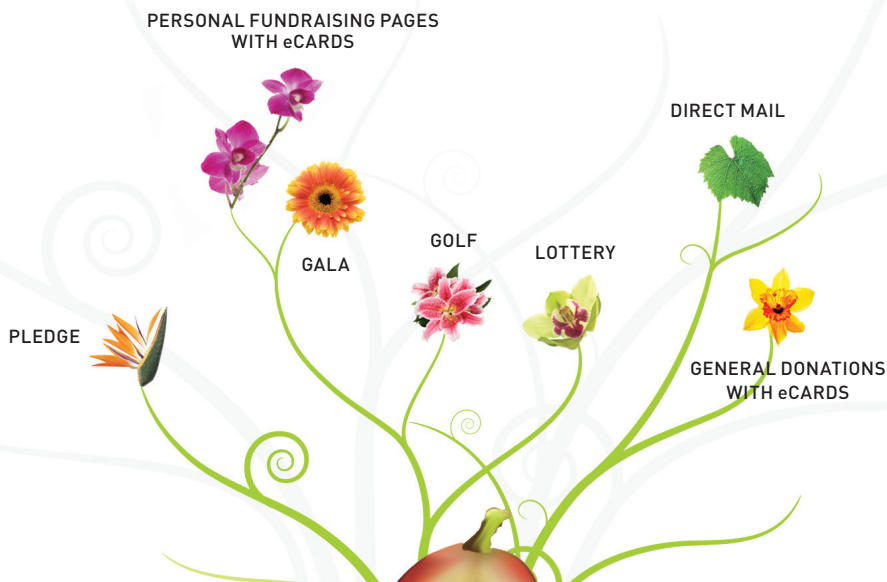Extend Your Reach and Watch Your Campaign Bloom

It's now possible...
Take Control & Differentiate

PERSONAL FUNDRAISING PAGES WITH eCARDS

DIRECT MAIL

GALA

GOLF

LOTTERY

PLEDGE

GENERAL DONATIONS WITH eCARDS

A SUITE OF 7 POWERFUL MODULES TO HELP YOU RAISE MORE MONEY!

Pledge [Peer-to-Peer Fundraising]

raisin's Pledge is the perfect solution for peer-to-peer fundraising initiatives. Using personal and team pages provide your fundraisers with a facility to tell their unique stories with photos, videos and text. Thermometers and Scoreboards showcase your campaign progress and create healthy competition. The full-service Participant Centre allows all registrants to expand their campaign reach and leverage their personal network for exceptional fundraising results.

Personal Fundraising Pages with eCards

This self-run, flexible fundraising module empowers constituents to raise funds on behalf of your organization by providing the necessary tools to run effective campaigns. Personal Pages can be set up In-Honour or In-Memory of a loved one or for any third party or special event. Fundraisers can personalize their pages with photos, videos and text, configure start and end dates, and choose a fund. Donors can make one-time or recurring donations and are recognized via Thermometers, Guest Books and Honour Rolls. eCards and Printed Cards capability for Tribute donations are included.

Direct Mail

Offer your direct mail donors the opportunity to respond to your appeal online. raisin's Direct Mail provides fulfillment via a custom-branded micro site for addressed & unaddressed appeals. Upload your backfeed file to pre-populate each donor's profile and individual donation amounts. Increase the average gift, collect accurate data, capitalize on viral and social networking features, reduce administrative costs and convert more one-time donors to recurring donors.

General Donations & Appeals with eCards

raisin's General Donations & Appeals takes your donors through a simple and secure process to make General or Tribute donations on a one-time or recurring basis and designate their gifts. This module can be integrated with your website for ongoing donations or can be set up as a stand-alone micro site for a specific branded campaign. The integrated version gives your donors the comfort of donating without ever leaving your site. eCards and Printed Cards capability for Tribute donations are included.

eCards

raisin's eCards functionality enhances the online giving experience and helps convert recipients into donors. Tribute donors can easily select, personalize, schedule and send eCards to acknowledge their support and pay tribute to loved ones. eCards reduce administrative costs and provide instant targeted touch points.

Gala [Ticketed]

Create a fully branded micro site for your gala or ticketed event. Users can purchase tickets, tables, sponsorships and store items, as well as manage their guest list and make donations online. Event administrators can easily manage tables and generate real-time reports. Gala includes e-invoicing capabilities.

Golf [Ticketed]

raisin's Golf provides a hub for players to register, arrange foursomes, buy store items, purchase sponsorships and make donations. The robust back-end system allows administrators to create a fully branded site, manage golfers and run real-time reports. Golf includes e-invoicing capabilities.

Lottery [Ticketed]

In compliance with the Alcohol and Gaming Commission of Ontario (AGCO)'s rules and regulations, raisin's Lottery is a fully branded micro site that enables ticket ordering, while providing a powerful online presence for your lottery. Administrators will enjoy easy-to-use tools for ticket management, real-time reports and automated email confirmations.

YOUR RAISIN ADVANTAGE

Brand Your Event

raisin supports the most sophisticated marketing, design and communications strategies through customizable website templates and communication messages.

Define Your Event on Your Terms

Easily define all aspects of your event including: event set-up, languages, registration and sponsorship packages, marketing and communications, offline pledges, e-tax receipting, constituent information, ongoing event tracking, real-time reporting, package and appeal codes, data export facilities and more!

Strengthen Your Relationships

Monitor, manage and cultivate participant, volunteer and donor relationships through various tools.

Expand Your Social Media Reach

Integrated throughout the templates are social sharing tools to the most popular social networks and several facebook plug-ins. Launch YouTube videos, tweet, e-mail, like, connect, share, and enable auto-post to facebook—all working in tandem to increase your social reach.

Capture the Mobile Market

raisin mobile allows users to easily register, donate and fundraise through their devices. Content, forms, media players and fundraising tools are designed for smaller screens with touch keyboards—providing the optimal mobile experience.

Maximize Efficiency & Reduce Overhead

Administrative efficiencies permeate throughout the entire system. Intuitive, logical and user-friendly, raisin is designed with the event manager in mind to save time and reduce costs.

Evolve Your Fundraising

raisin's commitment to ongoing research and innovation results in a solution that constantly evolves alongside your fundraising needs, advancements in technology and changes in online behaviour.

Client Testimonials

MLSE Foundation | Maple Leaf Sports & Entertainment

"I have had the pleasure of working with the A.K.A. team representing two different Foundations. Their leadership is dialed into the development process, their commitment to customer service is best in class, their design work is unparalleled in this sector and the system is so user friendly that all of my staff can feel comfortable using the software."

Michael Bartlett
Executive Director

Toronto Humane Society

"Our organization has had tremendous success with the raisin system, leveraging a number of the modules (General Donations, Pledge, and Direct Mail). Our events continue to grow each year and our donors and internal team find the system to be extremely user friendly, even for those who are not technical. We are so appreciative of the outstanding commitment, dedication and response time of the Account Management and Technical Support team."

Rachelle Gordon
Special Events

YWCA Vancouver

"With raisin's Pledge module we more than doubled our fundraising goal for our Pledge event! The event was an incredible success and we received nothing but positive feedback from participants about the user-friendly, peer-to-peer fundraising system.

The Participant Centre especially, enhanced fundraising success by making it easy for participants to solicit donations from friends and family as well as track their fundraising efforts. We raised more funds that we anticipated and credit raisin and the account team's continued support for helping us achieve our goal."

Maia Gibb
Manager, Fund Development

Commitment to Customer Service and Innovation

Working Together to Ensure Your Success

ABOUT raisin®

A product of A.K.A., raisin is the best-in-class online fundraising system in Canada. Combining leading-edge technology with the latest trends in social networking and peer-to-peer fundraising, raisin aims to maximize our clients' fundraising efforts. raisin reduces administrative costs, saves time and helps raise more money!

ABOUT A.K.A. NEW MEDIA INC.

A.K.A. is a strategic technology and communications company. Since 1997, A.K.A. has developed online and offline solutions for leading organizations from both the corporate and not-for-profit sectors. We continually seek opportunities of social impact and maintain immense pride in all of the solutions and services we provide.

- Digital strategy
- Branding, corporate identity & print
- Mobile responsive websites
- Social media strategy & execution
- Content management systems
- Search engine optimization
- Custom software development

...and lots more!

A.K.A. NEW MEDIA INC.

E-Philanthropy Partner of the AFP since 2009.
Certified as P.C.I.-D.S.S. Assessed by TELUS Security Solutions.
Multiple Recipient of the **National Research Council Canada Grant.**

SELECT CLIENTS:

Amnesty International Canada
Arthritis Research Foundation
Boys & Girls Clubs of Canada
Canadian Red Cross
Childhood Cancer Foundation
Colon Cancer Canada
Crohn's and Colitis Canada
Engineers Without Borders Canada
Fondation de l'Hôpital régional de Saint-Jérôme
Fondation HEC Montréal
Hockey Helps the Homeless
Humber River Hospital Foundation
Maple Leaf Sports & Entertainment Foundation
Mood Disorders Society of Canada
Mount Sinai Hospital Foundation
Muscular Dystrophy Canada
Oakville Hospital Foundation
One Foundation for Niagara Health
Ontario AIDS Network
Oxfam Québec
Princess Margaret Cancer Foundation
Royal Victoria Hospital Foundation
Save the Children Canada
Sears Canada Charitable Foundation
Stephen Lewis Foundation
The Jack Project
The Jewish General Hospital Foundation
The Kidney Foundation Canada
Tim Horton Children's Foundation
Toronto Humane Society
Toronto Rehab Foundation
World Vision Canada
WWF Canada
YM-YWHA Montréal Jewish
Youth Without Shelter
YWCA Halifax, Hamilton & Metro Vancouver
and more...

Princess Margaret Cancer Foundation

"The PMCF has been partnering with A.K.A. New Media for more than 11 years having collaborated in the initial development of raisin. Superior customer service, creativity and innovation are key attributes that A.K.A. brings to the table, which is why our fundraising staff and volunteers really like working on raisin. The continuing evolution of raisin has allowed us to generate between 80%–90% of our event revenue online while significantly reducing our data entry costs!"

Richard Cadieux
Director, Information Services