



HOW WE'RE DIFFERENT: **Feature Comparison**

This chart compares our Enterprise system with the other options available for online donations.

Set of Features	Why It's Useful	Payment Processors?	Social Fundraisers?	Offered by GGG
Online Payment Processing The ability to accept credit cards over the Internet.	At the most basic level, organizations need to accept credit-card donations online.	Yes	Yes	Yes!
Online Social Fundraising Individual site visitors can create their own fundraising webpages with a personalized message.	When individual users can create their own fundraising pages, they can send a personalized message about their cause to their friends and loved ones. People give more, and they give more often, when they're asked to give by someone they know and trust.	No	Yes	Yes!
Custom Client Branding Creating social fundraising websites that are completely under the brand and full control of an organizational client.	Full branding makes the fundraising website look just like it's part of your organizational website. Instead of having our GGG brand all over it, users see it as your initiative. Full editorial control allows you to change the website content anytime at will.	No	Partial	Yes!
Personal Slate Fundraising Lets individuals' fundraising pages feature more than one recipient or listing.	Lets users express their own priorities (selected from a predetermined list, which you get to define). This looks a lot more personal than a user's page "for" a large organization, and it also engages users more deeply in your organization's activities. The significantly more personal touch makes it socially easier for your supporters to ask their friends to visit their page.	No	No	Yes!
Professional Engagement Team Beyond selling software, bringing together an engagement team with expertise in marketing, design, and fundraising.	Other companies may offer cheap software, but Grassroots Giving Group makes a serious commitment to your social fundraising success through a high-level professional engagement. We'll help you identify and tailor best practices and new ideas to plan and execute a social fundraising strategy that makes sense for your organization and that we believe will lead to success.	No	No	Yes!

About Our Competitors: The chart above compares our services with two types of vendors. **Payment Processors** provide only credit-card processing, and are useful to collect donations from people who are already on your organization's website. Other **Social Fundraisers** provide social donor-acquisition technology similar to GGG's, but without some of our features.