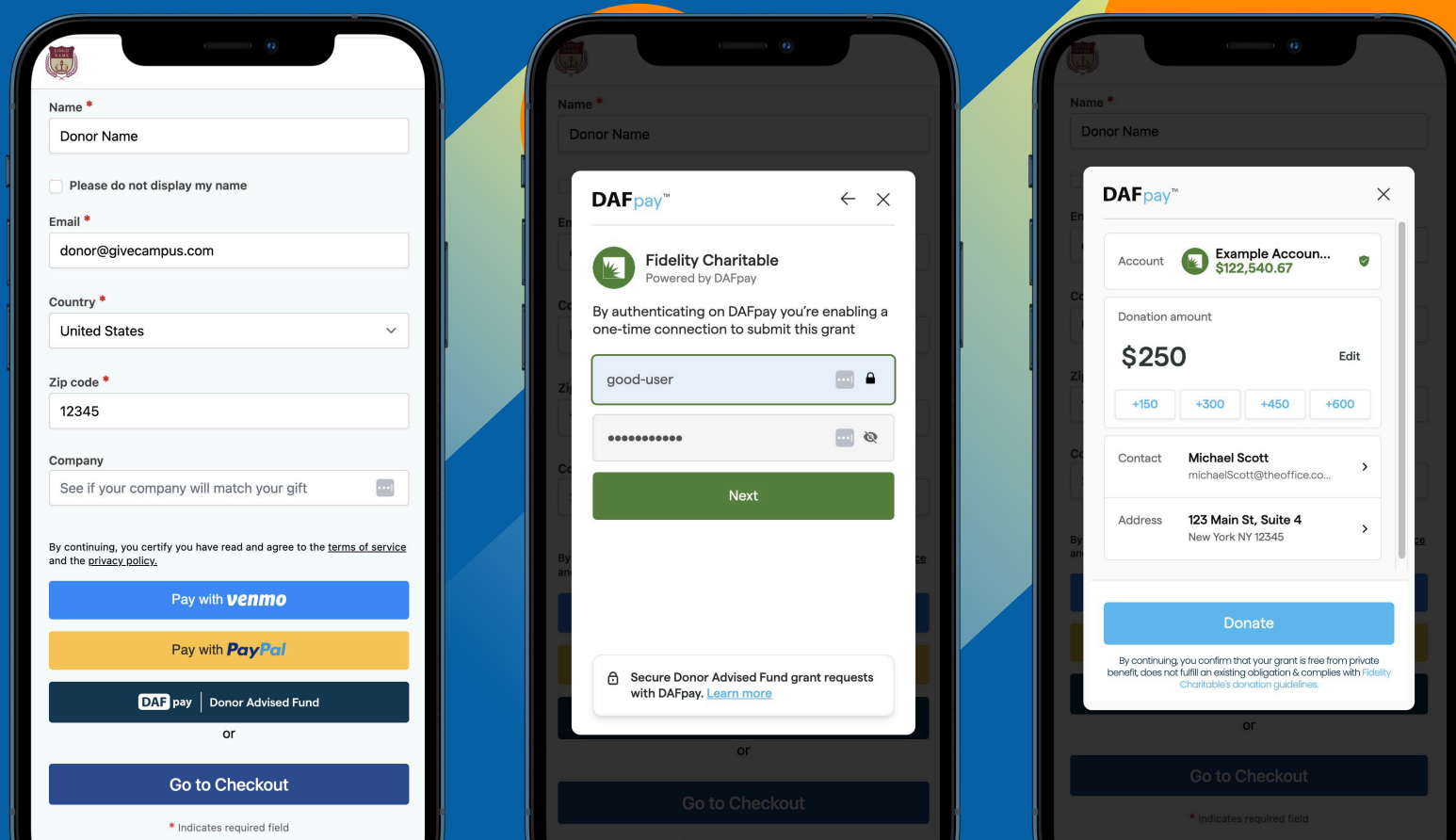


Unlock Donor-Advised Fund (DAF) Online Payments With a 3-Click Express Checkout Experience



Introducing DAFpay

GiveCampus has **partnered with Chariot to offer DAFpay—a fast, secure, and reliable way for donors to give to schools via their Donor-Advised Fund.** Now you can connect with more DAF donors, offer them a smooth checkout experience, and be better informed about DAF contributions to your institution. Plus, donors that give through Donor-Advised Funds tend to contribute significantly more. In fact, **DAF gifts are, on average, 10x larger than credit card donations!**

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Why DAFpay is a must-have for your giving forms

DAF dollars represent a meaningful percentage of philanthropic donations but, ironically, DAF donors have not been able to use their preferred payment vehicle on most educational giving forms. DAFs represent 17 percent of annual giving in the US and are the fastest growing vehicle in philanthropy. Still not sold? Keep reading:

- **Accept DAF 365 days a year**
Giving days and everyday online giving
- **Convert them for larger gifts**
DAF gifts avg 10x credit card gifts
- **Find more DAF Donors**
Identify more high capacity donors
- **Capture full DAF donor data**
Name, email, and mailing address
- **Create an easy checkout**
3 clicks, no redirects, 15 seconds total
- **Eliminate staff gift processing burden**
Tracking ID makes reconciliation easy

The number of DAF donors has grown

79%

Once someone starts giving from their DAF, their annual giving increases by

96%

26%

of current DAF donors were already supporting that cause when they made their first DAF gift

Getting started is easy

DAFpay is available **on all GiveCampus platform editions of GC Online Giving**. DAF grants work with the same payment terms and fees you already have! Just follow these three simple steps to get started:

Follow the steps in our [GiveCampus University Article](#) for more detailed instructions.

- **Step 1**
Enter setup information
- **Step 2**
Create a [Chariot Account](#)
- **Step 3**
Enable DAFpay

Frequently Asked Questions

What is a Donor-Advised Fund?

A donor-advised fund (DAF) is a specialized financial account for charitable giving. It allows individuals to make a charitable contribution, receive an immediate tax deduction, and then make grants to 501(c)(3) organizations over time.

Why do DAFs Matter?

DAFs account for 17 percent of annual giving in the US, contributing nearly \$52 billion. They're the fastest-growing philanthropic vehicle, with a 28 percent increase in giving in 2020 and 2021. The average DAF donation is \$5,000—24x larger than a typical credit card gift.

Why is it important to make it easy for donors to give with DAFs?

On average, donors make gifts that are 10x larger via DAFs and they do so 6x more often w. DAFpay's intuitive design displays the donor's balance, encouraging larger gifts from both new and existing DAF donors.

Do I have access to DAFpay and how much does it cost?

DAFpay is included with GC Online Giving—in all GiveCampus Platform editions—at no additional cost. Standard payment processing fees apply.

For answers to more FAQs, please visit GiveCampus University:

- [Onboarding DAFpay](#)
- [Accepting DAF Gifts on GiveCampus](#)
- [Why Accept DAF Gifts on GiveCampus](#)

