

Fundraising Just Got Much Easier: Introducing the GiveCentral Go App

The work of nonprofit fundraising is about so much more than just raising funds. It's about building lasting relationships with your donors and, ideally, it's about working so efficiently that you don't have to spend all your valuable time hunched over a spreadsheet. At least, that's the dream. But the reality is often slow, confusing, and overwhelming, and chances are you spend as much time *thinking* about fundraising as you do actually fundraising. If only there was a way to streamline the process!

That's exactly where the GiveCentral Go app comes in. As the mobile app and card reader partner to our GiveCentral online donation tracker tool, GiveCentral Go church app enables admins to raise money anywhere, at any time, without slogging through paperwork or having to organize a bunch of volunteers. You might call it a win-win; we call it the future of giving.

On-the-go fundraising

What happens when you're out and about at a fundraising street fair or a charity dinner? No need for bulky POS technology or even a computer—just take out your phone. The portable GiveCentral Go app can turn fans into donors with the mere swipe of a credit card.

GiveCentral Go is a mobile app and card reader that lets you process credit card and debit card transactions on mobile devices. It can be used with iPhone, iPad, iPod and Android devices, and you can use it for both real-time and preauthorized transactions. It eliminates the need for POS machines as well as the need to establish separate merchant accounts for each fundraiser, making fundraising more convenient than it's ever been before.

No paper? No problem

With its clean, organized interface, you can use GiveCentral Go to collect funds securely and efficiently *and* generate engagement and donation reports all in one place, without ever printing anything out. The app integrates accounting and communication tools, too, meaning that your managers and administrators will save precious time on paperwork and increase the accuracy of their record-keeping.

And forget about file folders for separate fundraising activities, too—you can set up giving categories for a wide range of activities right there in the app. Church collections? Scholarship funds? Selling merchandise? Collecting donations at an event? Quickly set up a new category for whatever you need and start raising money.

A perfect partner

GiveCentral Go is the admin app that partners with our online donation tool, GiveCentral, which enables nonprofit organizations to carve out a unique online presence by creating a customizable donation page on the [GiveCentral website](#). Independent administrator accounts can be used to manage donor accounts, send out communications, or make changes to fundraising events. And if you're worried about bringing donors to your page, we help with that, too, by providing free customizable marketing materials like email templates, donor signup cards, and more. Plus, we provide you with ongoing technical support by phone, email, or webinar. Our goal is to ensure the long-term sustainability of organizations like yours.

Easy for admins and donors

GiveCentral prides itself on its simplified administration. It keeps your database organized so you can make data-driven decisions and enables secure data-sharing with team members. It also allows you to generate summary reports directly in the website itself, so you don't have to export information into all-new spreadsheets. And its real-time data analytics and comprehensive reports mean that you always know exactly where your fundraising stands—and can use that information to build effective, lasting relationships with donors.

Our robust web-based giving tools let donors contribute whenever they want without installing any software. They can make a one-time donation, set up recurring gifts, or simply allocate funds to a chosen category. Payments can be made by all major credit cards or electronic checks, and are secured using Secure Sockets Layer (SSL) encryption. Donors then receive emails confirming their transactions, and they can also view or save all information related to their payments. It's easy, convenient, and quick—just like giving should be.

Always secure

With GiveCentral and GiveCentral Go, you and your donors can rest assured that your information will never be compromised. Personal payment information is shared with no one other than the recipient organization and is maintained in strict accordance with Payment Card Information (PCI) Compliance, the industry standard for online payment security. Partnering with Vantiv, the industry leader in security and payment processing, our platform delivers state-of-the-art payment processing. Credit card and bank account numbers remain confidential.

Our servers are protected, industry standards for online payment security are applied, and information related to transactions is transmitted using Secure Sockets Layer (SSL) encryption. All transactions are processed using the most advanced fraud prevention and security methods, including tokenization of all sensitive data. While quarterly audits are performed by an independent third party to ensure the GiveCentral website meets PCI DSS requirements, internal audits are performed at least once a month.

In conclusion

If you are looking to improve your fundraising and make the process much more efficient and far less stressful, GiveCentral and GiveCentral Go are here to help. We've got the lowest processing fees in the marketplace—and the passion and knowledge to help you exceed your fundraising goals.

About GiveCentral

GiveCentral is an easy fundraising nonprofit management multiplatform that makes it easier for donors to give, nonprofits to communicate, and administrators to manage records on any device through compound channels. Customizable, cost-effective, and versatile, GiveCentral enhances the fundraising experience for donors and nonprofits alike. To learn more, visit www.givecentral.org.