Quick start guide to raising crypto donations

Best practices & templates for nonprofits

Crypto for charity | by **FREEWILL**

3 things you can do to fundraise crypto today

1   Get your gift officers up to speed on crypto with this guide and our webinar.

2   Add links to https://www.cryptoforcharity.io on your "donate" and "ways to give" website pages to begin accepting donations. (Or sign up here to learn how you can get a custom site like this one.)

3   Use the templates starting on page 25 to begin soliciting crypto donations.

Crypto for charity | by FREEWILL

Overview

Cryptocurrency, often abbreviated to "crypto," has emerged as a new form of digital currency, or money. And, as with anything new that affects philanthropy, many nonprofit leaders are still trying to figure out the best ways to approach it.

According to a 2021 Pew Research survey, 86% of Americans have heard about cryptocurrencies, and 16% say they have invested in, traded, or used crypto at some point. As crypto gains popularity and increasingly enters mainstream use, nonprofits who embrace crypto have an opportunity to tap into a new source of donations and to cultivate a new donor audience.

In this guide, we'll cover the basics of crypto, our best practices for fundraising it, and templates you can use to solicit donations through Crypto for Charity — a new platform brought to you by the team that built FreeWill, which makes it easy for your donors to give crypto and your organization to receive cash.

Contents:

A quick summary:

- Crypto is digital money (no real coins are involved).

- Transactions in a given crypto are recorded on a public ledger known as a "blockchain." The blockchain for Bitcoin, for example, contains a record of every time BTC was sent or received.

- Crypto blockchains are maintained communally by a network of decentralized computers, meaning no single entity is in charge.

- Crypto is gaining popularity in use and philanthropy, allowing donors to not only make a real-world impact but also save on taxes.

- You can use **Crypto for Charity** to start fundraising crypto immediately, by sending your donors to the platform, and asking them to consider selecting your nonprofit. A gift through **www.cryptoforcharity.io** will allow your donors to make gifts of crypto that are converted to US dollars and sent to you so you can immediately put your donors' gifts to work toward your mission.

Good news — you don't need to know anything about how crypto is generated or where it's stored in order to accept it! We've included background details in case you want to learn more, but our goal is to make it easy for you to harness this giving vehicle whether you're up to speed on the logistics or not. Skip to to learn more about fundraising donations.

Crypto 101: The history of crypto and how it works

What is crypto?

Cryptocurrencies, also called "crypto," are digital or virtual forms of money. They are increasingly being used as a way to buy goods and services, as well as investment vehicles for long and short-term gains, similar to property or stocks.

With a market cap nearing $900 billion, Bitcoin (BTC) holds the largest market capitalization for crypto. But there are more than 16,000 different cryptocurrencies in circulation right now, including Ethereum, Ripple, and Litecoin.

One of the things that sets crypto apart from other currencies or investments is that no single entity is in charge of the currency. There is no need to rely on banks or middlemen to hold or process crypto assets to complete a transaction. The available supply of a given cryptocurrency is not determined by the whims of politicians and bankers, but by the crypto's software code. There is no monetary policy, and no federal reserve.

Instead, cryptocurrencies use a software-based ledger of transactions, known as a "blockchain," to record and confirm transactions. Most cryptocurrencies make transactions public, though the sender and receiver can be difficult to identify since they're not attached to a name, but rather a wallet address and transaction ID (TXID).

Where does crypto come from?

The source of a particular cryptocurrency can vary widely. One way or another, though, the supply and generation of cryptocurrency depends on its underlying software code.

Typically, a new cryptocurrency will be launched by issuing an initial supply to interested participants and supporters. Then, over time, more will be generated and

added into circulation, expanding the supply. Commonly, these new tokens will be provided as a reward to members of the computer network whose processing work is required to support the crypto's blockchain and verify transactions. This is known as "mining," and the parallels are clear: just as traditional miners work the earth in the hope of uncovering valuable gold or diamonds, crypto miners perform cryptographic calculations in the hope of unlocking a new token.

This creates an effective cycle of incentives. If the crypto rewards are considered valuable, then more computers will join the network in the hope of receiving some. As more computers join the crypto's network, its blockchain becomes more reliable and trusted, driving its value up higher. And so on!

You can learn more about the details of how one of the most popular cryptocurrencies, Bitcoin, is mined in **Investopedia's guide**.

Why is crypto valuable — and how can it be used?

Like gold, there's a limited number of coins based on the algorithm for the currency, and the value fluctuates based on supply and demand. In the case of Bitcoin, 90% of all coins that can exist based on the algorithms behind it have already been mined.

Once it has been mined, crypto can be bought, sold, traded for goods and services, or held onto as investments. Crypto exchanges, the crypto equivalent of stock exchanges, allow people to easily buy, sell, and trade cryptocurrencies.
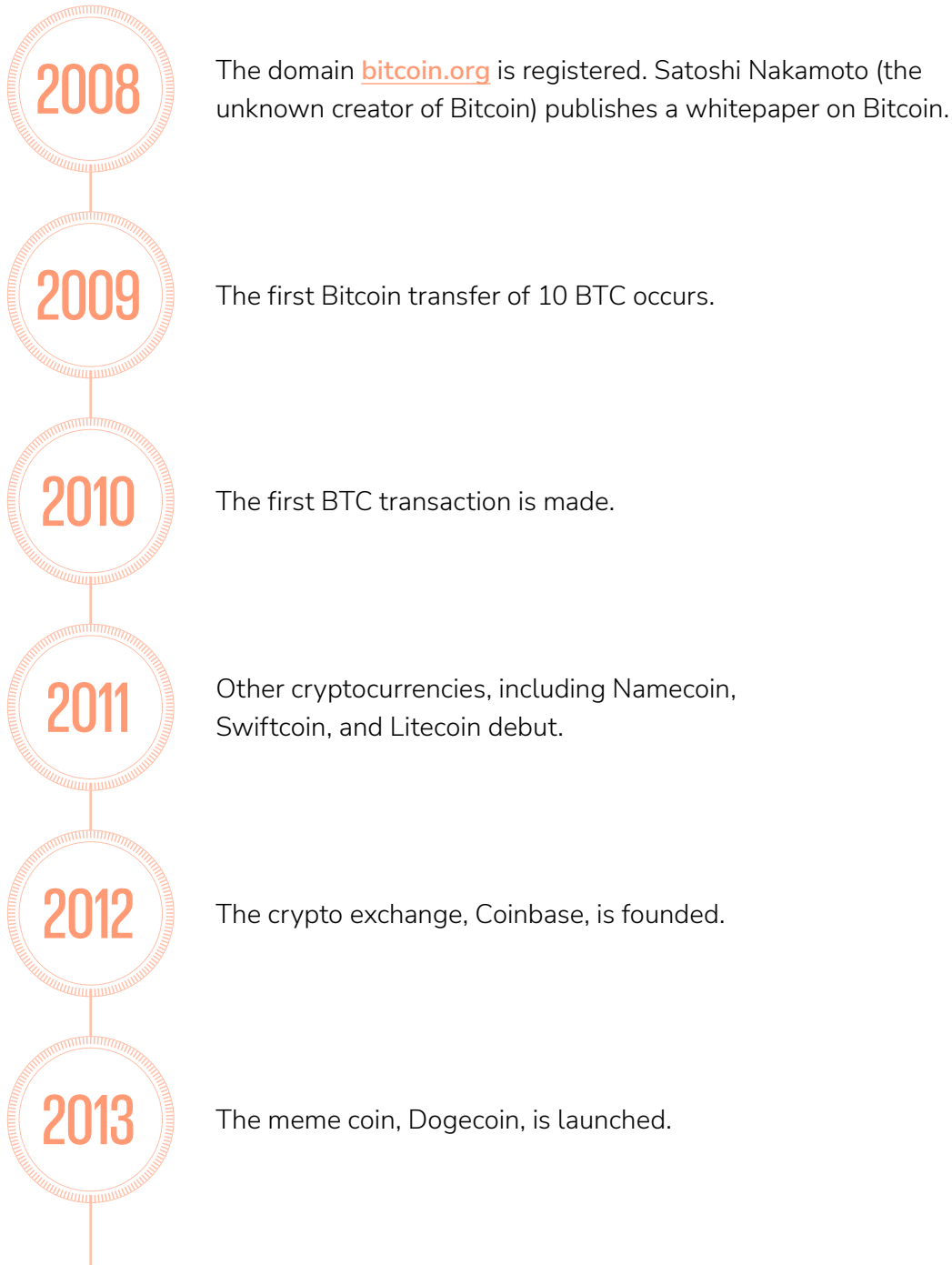
Crypto can be easily traded across countries, and can be used to purchase goods and services. A growing number of companies are accepting crypto, usually Bitcoin, as a form of payment, including Microsoft, Xbox, Nordstrom, PayPal, Whole Foods, Starbucks, Burger King, and more.

Currency is a social contract

It's important to keep in mind that all currency is a social contract. Whether it's gold, silver, or U.S. dollars, we assign value to something and agree to honor that belief so we can trade it amongst ourselves. Crypto works the same way. A coin has value because it's a limited "resource" and groups of people have decided that it has value.

The history of crypto

Since Bitcoin made its worldwide debut in 2008, cryptocurrency has grown in popularity and continues to make headlines. As it comes into mainstream use, it's helpful to look at the history of cryptocurrencies to understand how they've evolved over time.

2008 — The domain bitcoin.org is registered. Satoshi Nakamoto (the unknown creator of Bitcoin) publishes a whitepaper on Bitcoin.

2009 — The first Bitcoin transfer of 10 BTC occurs.

2010 — The first BTC transaction is made.

2011 — Other cryptocurrencies, including Namecoin, Swiftcoin, and Litecoin debut.

2012 — The crypto exchange, Coinbase, is founded.

2013 — The meme coin, Dogecoin, is launched.

2014
Microsoft becomes the first major corporation to allow people to use BTC for game purchases.

2015
New cryptocurrencies like Ethereum emerge.

2016
More companies, including Uber in Argentina, begin to accept BTC.

2017
Japan accepts BTC as legal payment. The total crypto market worth is over $500 billion by December 28.

2018
Total crypto market hits $824 billion and then crashes to $186 billion. The Pineapple Fund gives away Bitcoin grants to 50 nonprofit organizations, valued between $55 to $86 million, and establishes the power of crypto in philanthropy.

2020
BTC trades in $20,000s for the first-time ever.

2021
BTC hits an all-time high of $69,000. AT&T, Burger King, Shopify, and more corporations begin accepting BTC. Total market cap for crypto passes $3 trillion.

Crypto for charity | by FREEWILL

Take a deep breath

This is a lot of new information! Remember, you don't have to be an expert in all the technical aspects of crypto, or be a crypto historian, in order to harness the power of crypto for charitable giving.

Your crypto donors: How to harness the power of crypto for charitable giving

You already know that in order to fuel your work and achieve your charitable mission, nonprofit organizations need donations. You likely have a fundraising plan that incorporates a variety of ways supporters can give, including cash, in-kind donations, stocks, bequests, and more. Crypto is another way for supporters to give, and another important tool to add to your fundraising toolbox.

Understanding your crypto donors

More people are investing in crypto than ever before. In 2021, Pew Research found that 16% of American adults have owned crypto at some point. And the Motley Fool found that another 22% said they'd be likely to buy it at some point in the next year.

As the adoption of crypto has risen, so have donations via crypto. Crypto donations going into Fidelity Charity donor-advised funds doubled from $13M in 2019 to $28M in 2020. And by November 2021, that number had skyrocketed more than 460% to $158 million. With such explosive growth over just three years, most people expect that trend to continue, especially as crypto investors become more tax-savvy.

So, who uses and donates crypto? For the most part, it's the philanthropic younger generations. The same Pew Research study found that:

- 52% of crypto users are between the ages of 18 and 49; and
- 43% of men between 18 and 29 say they've traded or invested in crypto at some point.

Historically, younger donors have not been a large donor segment for most nonprofits. However, crypto has created a new source of wealth for this demographic, and crypto donations have soared. According to Fidelity Charitable, there was a five-fold

increase in digital currency philanthropy from 2020 to 2021.

The average crypto donor profile:

Young, tech-savvy	Between the ages of 18 and 40; average age is 38	74% of crypto owners are men	71% of crypto owners are white	Average income is $111K

Top 5 cities for crypto owners: San Francisco, CA; New York, NY; Los Angeles, CA; Chicago, IL; and Brooklyn, NY

Data from Gemini and CoinTracker

A powerful, tax-savvy giving method

Virtual currency is treated as property for federal income tax purposes. Tax-savvy crypto investors recognize that donating a portion of their crypto gains not only supports causes they care about, but can also reduce their tax burdens.

Like property or stocks in the U.S., cryptocurrencies are subject to federal capital gains taxes. Capital gains — the increase in what was paid for an asset and its current value — are taxed when an individual sells the asset. The crypto tax rate for federal taxes is the same as the capital gains tax rate. For long-term capital gains (holding the coin for 365+ days), taxes range from 0-20% depending on income. For short-term capital gains (holding the coin for 365 days or less), capital gains are taxed at income tax rates of 10-37%.

With the massive surge in crypto values over the past few years, many crypto investors have seen significant appreciation in the values of their crypto assets. This means that if they sell their coins, they have the potential to face steep taxes. However, if they donate their appreciated crypto directly to a nonprofit instead of selling it and donating cash, they can avoid capital gains taxes altogether.

Why is crypto good for donors?

When donors give crypto directly to charity instead of selling it and giving cash, they don't have to pay capital gains taxes. They may also receive a federal tax deduction against their income tax for the full value of the gift. Many donors choose to pass on these savings to the nonprofit they're giving to, translating into much larger gifts for your organization.

There is a huge, rapidly growing opportunity for nonprofits to receive large crypto donations. As of January 4, 2022, the value of Bitcoin was more than $46,000. If Bitcoin reached $200,000 per coin, half of the world's billionaires would be billionaires because of crypto. Plus, interest in crypto continues to grow and diversify, expanding philanthropic possibilities to an even wider donor pool.

Why you should add crypto to your fundraising strategy

It's easy to get lost in the tech-speak of cryptocurrency, but the bottom line is that **crypto is just one more way to donate and fuel your organization's mission**. And it's one of the more powerful ways because of the potential tax savings for donors. Crypto adds to your fundraising toolbox, and the more tools you have the better. Diverse ways to give make for a healthier fundraising program.

> Remember: Crypto is just one more way to donate and fuel your organization's mission.

If your organization hasn't been asked "Do you accept crypto?" yet, it's likely that you will be soon. Your current donors want to support your mission, and giving them the tools to do so in the ways they want to give is good for donor relations and your bottom line. As more and more nonprofit organizations start accepting crypto donations, you don't want to be left out of the loop.

Crypto also has the potential for opening up an avenue for cultivating Millennial donors — a segment that has previously been under-represented. Nonprofits can establish a relationship sooner, maximizing the lifetime giving potential of a younger donor. What may start out as a small gift of crypto has the potential to evolve into decades of philanthropy.

Crypto considerations

There are a lot of pros to accepting crypto donations, but there are some potential risks and challenges to consider as well. The good news is the majority of these potential concerns can be addressed using best practices for soliciting and accepting crypto donations.

- **Market volatility:** Crypto markets are volatile, and the value of crypto could go up or down at any given moment. That means if you accept crypto and don't immediately convert it to cash, the gifts can be a lot bigger or smaller depending on when you sell them. Decide how to navigate this risk and make clear acceptance policies.

- **Donor anonymity:** Cryptocurrency donations can show up without a name attached to donor information. That makes it hard to substantiate a gift or give tax receipts. It's harder to steward anonymous donors, so you'll need to implement ways to capture as much donor info as you can.

- **Unregulated space:** Crypto regulation is likely to change. Best practices for crypto in legal, accounting, and tax fields should be monitored for developments.

- **Effects on climate change:** This is an important topic in conversations around the impact and future of cryptocurrency. We'll be sharing more context around this soon.

- **Illegal activity:** Crypto allows for anonymity, which has raised some red flags for potential illegal activity. It's worth noting that there's also the potential for illegal activity and fraud with other forms of giving as well.

The good news is the majority of these potential concerns can be addressed using best practices for soliciting and accepting crypto donations.

7 best practices for fundraising crypto

As an emerging field, best practices for cryptocurrency fundraising are evolving. However, following the tips below will set you on a path of success with soliciting and accepting crypto donations.

1. Get crypto donations on your website.

There are three key places to include crypto on your website:

1. Main donation page
2. "Way to Give" page
3. A crypto-specific landing page

Many donation pages have dropdown options for donating via credit card, checking account, PayPal, and more. Allowing donors to select crypto on your donation page can streamline the process for them and encourage larger donations for your organization.

Another option is to add a line of text somewhere on your donation page, letting donors know that if they would like to donate crypto they can do so, and link to a crypto-specific donation page.

Wait! How do I get a crypto-specific donation page?

In general, to accept crypto, you'll need a tool to process donations. If you use **Crypto for Charity**, this is at no cost to you besides a processing fee similar to a credit card fee.

There are two ways you can add the tool to your website:

1. Link to **www.cryptoforcharity.io,** where your donor can select your organization's name from a list. The only cost for you is a 3.95% processing fee.

2. Partner with **FreeWill** to get a custom Crypto for Charity donation page, which will display your logo and highlight only your organization. You can **sign up for the waitlist here**. There is no set-up fee at this time.

Your "Ways to Give" page likely lists all the different ways donors can contribute to your organization. Including crypto among these options may be as simple as adding a bullet to a list.
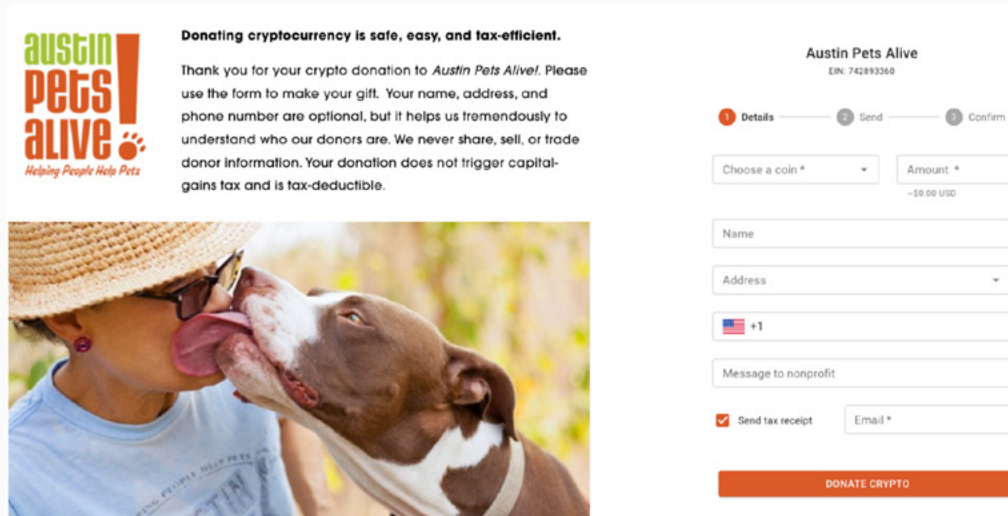
For example, you could write:

- **Donate crypto, save on taxes, make a difference.** If you own crypto, donating to **[NONPROFIT]** is a smarter, tax-savvy way to make a difference.

Option #1: Link to www.cryptoforcharity.io on donation page
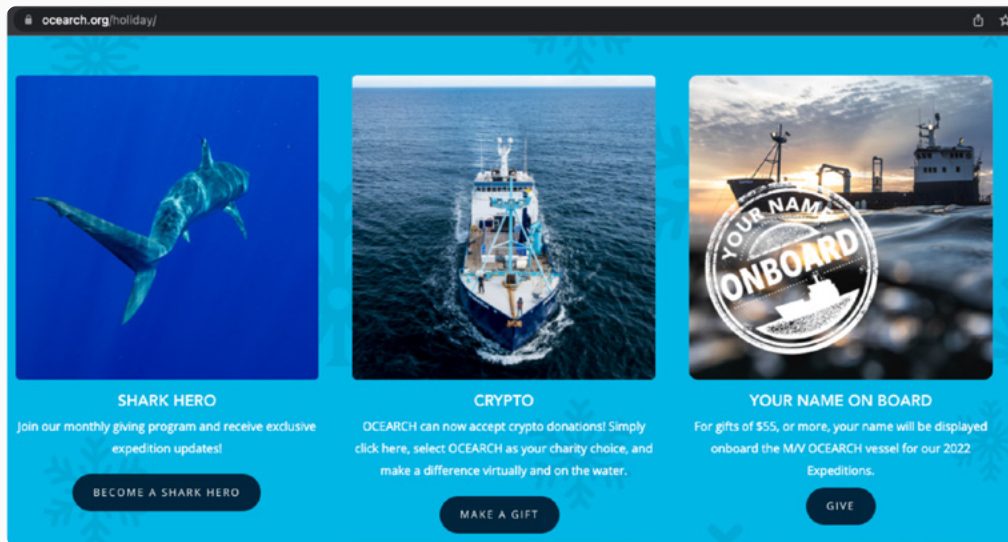
Option #2: Link to custom Crypto for Charity donation page

Want a custom Crypto for Charity donation page like this? **Sign up for the waitlist**.

2. Using your own payment processor? Include form fields to capture donor information.

If you use an existing donation form, these fields will already exist. If you have a crypto-specific donation page, it's important to capture donor information before providing the wallet info to make the gift.

Many crypto owners like the anonymity crypto allows, but they may not realize that means the gift will come to you anonymously. Letting them know that you are requesting donor information so you can properly acknowledge them and thank them for their gift will lower anonymity rates.

Sample:

"Thank you for your crypto donation to [NONPROFIT]. Please use the form to make your gift. Your name, address, and phone number are optional, but it helps us tremendously to understand who our donors are, allows us to express our gratitude, and helps ensure you receive the correct documents for tax purposes. We never share, sell, or trade donor information. Your donation does not trigger capital gains tax and may be tax-deductible."

3. Decide how and when to liquidate to USD.

There are two ways to handle crypto donations:

1. Sell immediately
2. Hold for a longer time horizon

Because crypto is volatile, most nonprofits prefer to immediately sell crypto donations for cash. This is considered the least risky way to handle donations because it prevents discrepancies between the amount donated and the amount actually received.

To do this, you can sign up for a payment processor that will automatically convert crypto into cash for you. However, a more efficient option is to send your donors to Crypto for Charity, which will allow them to direct a gift to your organization and receive a tax receipt while you receive the funds in cash.

Holding crypto for a longer time horizon is often considered more suitable for larger nonprofit organizations who have a robust fundraising program or a strong interest in promoting cryptocurrency (and the financial wherewithal to invest in doing so, such as dedicated training for their staff).

Either way, it's best practice to include information on your website about how crypto will be accepted.

Sample:

Cryptocurrency donations are processed by [COMPANY], and are immediately sold and transferred to [NONPROFIT NAME] in U.S. dollars. We do not maintain a reserve of cryptocurrency, therefore all crypto donations to [NONPROFIT NAME] are final.

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4. Be aware of relevant tax laws and engage in-house or outside professional tax advisors to ensure compliance.

Many nonprofits are unintentionally not complying with IRS regulations around accepting crypto gifts. While a crypto gift can sometimes feel no different than a gift of publicly-traded stock, there are differences when it comes to tax reporting. This is in some part because of how the IRS defines "charitable deduction property" (tip: publicly-traded securities are an exception from that definition). The way they define it, along with other factors, can trigger additional reporting responsibilities.

If a nonprofit sells donated property (like crypto) within three years of donation, it must file Form 8282 with the IRS within 125 days of sale. The form must be signed by an officer at your organization, and the penalty for not filing is $50 per form. This is generally true for all donations over $500 (see the **form** for IRS guidance).

Plus, if the gift is worth over $5,000, the nonprofit accepting it must also sign Form 8283 for the donor. While you don't have to attest to the value of any donated item, you do have to acknowledge receipt of the donated property.

It's possible that IRS regulation around donating crypto could change, but a simple way to deal with this is to use a site like Crypto for Charity. The gifts are accepted by a partner Internal Revenue Code 501(c)3 nonprofit called FreeWill Impact Fund, then liquidated so you receive USD directly. The tax receipt comes from FreeWill Impact Fund and FreeWill Impact Fund also handles the Forms 8282 and 8283, if necessary. This takes these burdens off the ultimate recipient charity (you).

5. Educate your gift officers and marketing team.

It's helpful for anyone speaking or marketing to donors on behalf of your organization to have some familiarity with all the ways to give. Gift officers and marketers should have a basic understanding of how crypto works, and feel comfortable talking about it in the context of fundraising.

While they don't need to know all the intricacies of how crypto is mined, they should know how interested donors can give crypto, and the general tax benefits involved.

Marketing should also understand how to message crypto and target the right donors. For example, donors in major cities (e.g. San Francisco, New York City, Los Angeles), younger donors (think 25 or younger), and those in tech professions.

6. Reach out to existing donors.

Not all of your donors will be interested in donating crypto, but many will be excited that you're offering this new way to give.

There are two approaches you can take when talking to your existing donors about crypto:

1. Let all your donors know about this new way to give as a soft FYI; or
2. Identify people in your current audience who own crypto and solicit these gifts from them.

While you may not want to send an email to your full list with the subject line "Donate crypto today!", it can be helpful to include a mention in an existing campaign that crypto is another way to give. For example, you could add a postscript to an email or include a paragraph highlighting the new addition of crypto donations.

If you're able to identify people in your current donor pool who already own crypto, then you could immediately implement targeted emails soliciting gifts of crypto.

If you can't yet identify them, first try the soft FYIs. Then, in your database, you can tag the people who click on crypto links or respond with inquiries about crypto donations.

Another option is to send a survey that includes questions specifically about cryptocurrency and tag those respondents accordingly. Once you've identified a group that owns crypto, you can then send targeted emails.

7.   Develop an acquisition plan for new crypto donors.

If you've reached out to your current donors about crypto and have heard crickets, don't despair. One of the exciting opportunities about crypto donations is the prospect of tapping into a new donor audience.

You likely already have a plan for acquiring new donors, but there are few things to keep in mind when reaching out to crypto owners:

- **They are online.** Crypto owners are tech-savvy, so you'll find them in online spaces. Email, social networks, and other virtual spaces (e.g. Reddit and Twitter) is where your outreach will be most effective.
- **Don't call them, and skip direct mail.** This younger demographic is far less likely to pick up a phone to talk, or answer one if you call. You can also skip sending them mail.
- **Do text.** Reaching out or following up with donors via text is an effective tactic for people who don't go anywhere without their phone.
- **Target based on interests and demographics.** When targeting your outreach, there is a lot of solid demographic information for you to work with. Targeting by age group, location and interest areas (try your nonprofit focus area and crypto-related keywords) will yield the best results.

Get started: Tools and templates

Ready to start accepting and fundraising cryptocurrency donations? These tools and templates will help.

Crypto for Charity

Making it easy for donors to give crypto, and for your organization to accept these gifts, is critical for fundraising success in this space. The right crypto tool can help you get there — and we're confident you'll find it in Crypto for Charity.

At www.cryptoforcharity.io, anyone can choose their cryptocurrency, select from a list of more than 55,000 U.S. nonprofits, and make a secure donation.

Cryptocurrency assets donated through the Crypto for Charity platform are initially received by an intermediary nonprofit organization (FreeWill Impact Fund), which maintains a cryptocurrency exchange account and wallet. This intermediary provides donors with a tax receipt for their donation, liquidates the donated cryptocurrency, handles required IRS forms as discussed on page 21, and passes USD on to the ultimate nonprofit beneficiary organization. In some ways, it works similarly to a donor-advised fund.

While there are a growing number of crypto tools out there for nonprofits, Crypto for Charity involves no cost upfront, and only has processing fees similar to credit card fees.

To start using Crypto for Charity today, just link to https://www.cryptoforcharity.io on your website. Or, if you'd like a custom donation page, sign up for our waitlist here.

Templates

Use these templates as guidelines for talking to your supporters about donating crypto.

Social media templates

Reaching out to crypto owners via social media is an effective way to let them know your organization accepts crypto donations. Twitter is the most popular network for crypto owners, but reach out across your social channels to find what yields the most engagement for your organization.

In addition to this messaging, consider adding relevant hashtags to your post like #Crypto, #Bitcoin, #CryptoForCharity, #CryptoForGood, and #GiveCrypto.

Short posts (280 characters or less)**:**

> We're now accepting crypto donations! This gives us even more ways to fuel our work to **[MISSION]**. Learn more and make your gift at www. cryptoforcharity.io **[or CUSTOM CRYPTO FOR CHARITY URL]**

> We now accept crypto donations!
> 1. Go to www.cryptoforcharity.io
> 2. Pick **[NONPROFIT NAME]**
> 3. Donate crypto and get a tax receipt
>
> Donations of appreciated crypto can be up to 20% more valuable than selling and donating the cash, allowing you to make a bigger impact and save on taxes.

We've made it easy for you to donate crypto. Here's how to do it:

1. Visit www.cryptoforcharity.io
2. Pick [NONPROFIT NAME]
3. Donate and get a tax receipt

Thank you for all the ways you support our work!
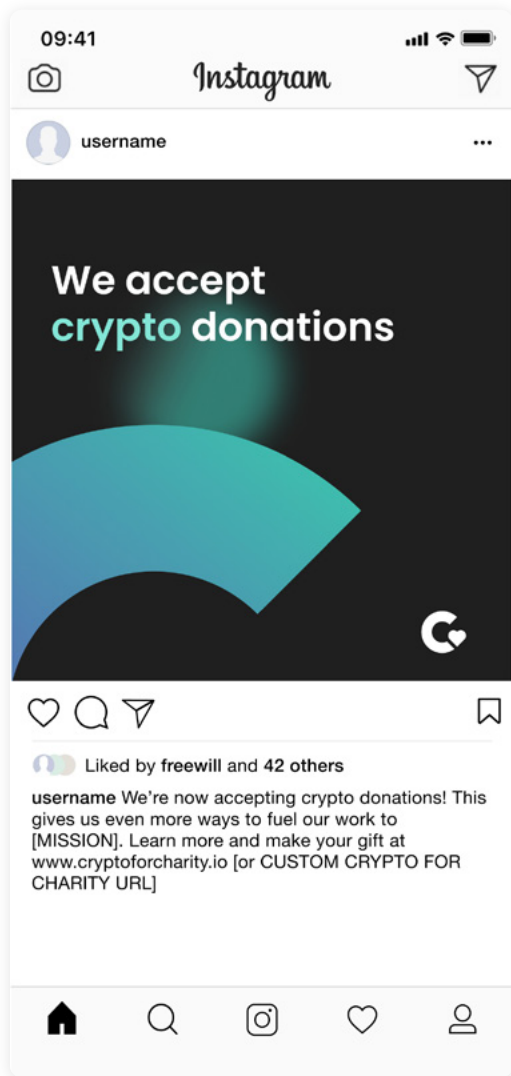
Longer posts (more than 280 characters)**:**

[NONPROFIT NAME] is at the forefront of [MISSION], which is why we've added a new tool for fueling our work: we're now accepting cryptocurrency donations!

If you own crypto and would like to donate, visit www.cryptoforcharity.io [or CUSTOM CRYPTO FOR CHARITY URL]

A donation of appreciated crypto can be up to 20% more valuable than selling and donating the cash, allowing you to make a bigger impact and save on your taxes. Thank you for your support!

We now accept donations of Bitcoin and other cryptocurrencies!

Go to www.cryptoforcharity.io

Pick [NONPROFIT NAME] from the list

Donate crypto and get a tax receipt

This gives us one more way to fund our work to [MISSION] and can provide you with extra tax benefits. Find more ways to give at [YOUR LINK]. Thank you for your support!

You asked about crypto donations, and we answered! We're super excited to announce that we can now accept 30 different crypto coins as donations.

Here's how it works:

Visit www.cryptoforcharity.io

Choose [NONPROFIT NAME] from the list

Donate crypto and get a tax receipt

Your crypto donation will be converted to U.S. dollars and sent to us so we can put your gift to work toward [MISSION]. It's one of the smartest, most tax-savvy ways for you to give.

Adding images to your post will boost its reach and engagement. Below are some social media graphic examples and a link to download images you can incorporate into your posts. These images can also be added to emails or web pages for added visual interest.

Download these social media graphics.

Download Now →
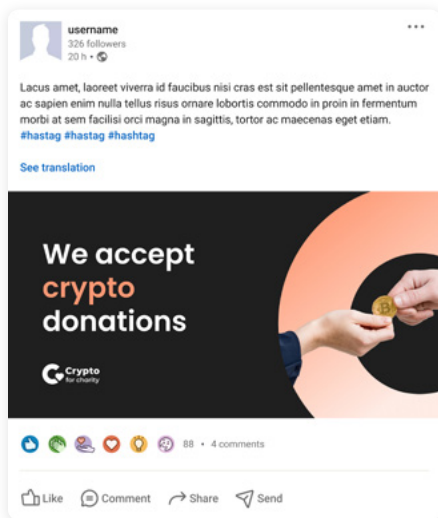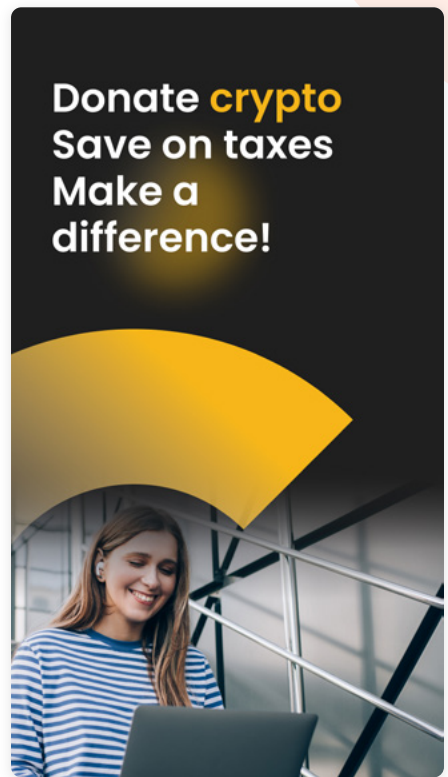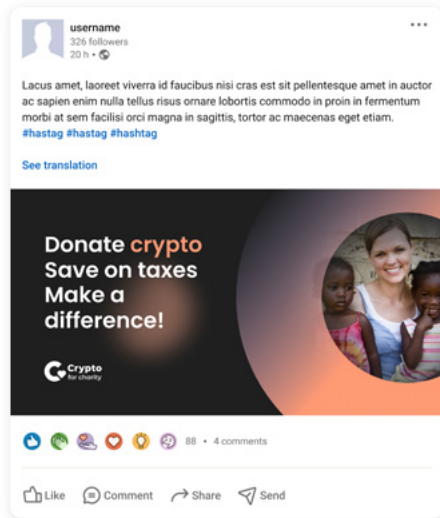
Text templates

While calling younger crypto owners may not be the most effective strategy, texting is a great way to connect with this group.

Hi [NAME], it's [NAME] from [NONPROFIT NAME]. I know you support our mission and do all you can to help us achieve our goals. That's why I wanted to let you know that we've added another way our supporters can give — by donating crypto. It's easy. Just visit www.cryptoforcharity.io [or CUSTOM CRYPTO FOR CHARITY URL] to donate crypto, save on taxes, and make a difference.

Reply STOP to opt out of text messages.

[NONPROFIT NAME] can now accept crypto donations! If you've invested in crypto and would like to donate, visit www.cryptoforcharity.io, select [NONPROFIT NAME] as your charity choice, and make a difference today.

Reply STOP to opt out of text messages.

Hi [NAME], it's [NAME] from [NONPROFIT NAME]. I wanted to reach out because supporters like you have asked us about donating with cryptocurrency, like Bitcoin. I'm sharing the news that in response to that interest we now have an easy way to allow people to donate crypto. You can learn more about it, and donate crypto now, at www.cryptoforcharity.io [or CUSTOM CRYPTO FOR CHARITY URL]

Reply STOP to opt out of text messages.

Did you know you can save on taxes when you donate crypto? A donation of appreciated crypto can be up to 20% more valuable than selling and donating the cash, allowing you to make a bigger impact and save on your taxes.

You can learn more and donate crypto to [NONPROFIT NAME] easily at www.cryptoforcharity.io [or CUSTOM CRYPTO FOR CHARITY URL]

Reply STOP to opt out of text messages.

Postscripts, signatures, and bullets

When reaching out to your full email list of donors, a good strategy is to include crypto donations as a way to give in postscripts, signature lines, and bulleted lists.

Do you own cryptocurrency? Crypto donations are a great way to support [MISSION], because you can save on two types of taxes and make a larger impact. Many of our supporters are choosing to donate crypto this year. Will you join them?

Want to save on taxes and make social change? Learn more about donating cryptocurrency.

Put your cryptocurrency to good use — join hundreds of other supporters and make a tax-deductible donation of crypto to [NONPROFIT NAME].

Email templates

When you've identified a segment of your email list that are crypto owners or crypto-curious, you can send them a targeted email about crypto donations.

Remember: We don't recommend sending an email specifically about crypto to your full list. Instead, use a postscript or bulleted mention in an existing email campaign.

Subject: A better way to give

Body:

[NAME],

We're always looking for more ways to connect you with our mission. That's why we've added another, tax-smart way for you to give: using cryptocurrency.

Here's how it works:
- Visit www.cryptoforcharity.io [or CUSTOM CRYPTO FOR CHARITY URL]
- Choose [NONPROFIT NAME] from the list
- Donate crypto and get a tax receipt

Your donation will be converted into U.S. dollars and sent to us as cash so we can put your gift to work immediately. Donating crypto can help you save on taxes, and allow you to make a bigger impact.

Not into crypto? No problem! You can continue to fuel our work to [MISSION] by donating at [YOUR LINK] and exploring more ways to give at [YOUR LINK].

Whatever way you choose to support our work — we thank you!

[SIGNATURE]

Subject: Were you wondering about crypto, too?

Body:

Dear [NAME],

It's a question we've been hearing more and more: "Do you accept Bitcoin donations?"

And now the answer is yes! With Crypto for Charity, we can now accept cryptocurrency donations of more than 30 different coins.

Here's how it works:

- Visit www.cryptoforcharity.io [or CUSTOM CRYPTO FOR CHARITY URL]
- Choose [NONPROFIT NAME] from the list
- Donate crypto and get a tax receipt

Crypto donations are converted into U.S. dollars and sent to us as cash so we can put your gift to work immediately. Donating crypto can help you save on taxes, and allow you to make a bigger impact.

This is just one more way for you to contribute and support our mission. Find all the ways you can give at [YOUR LINK].

Thank you for supporting our work,

[SIGNATURE]

Subject: Thought of you this afternoon, [NAME]

Body:

Dear [NAME],

I thought of you this afternoon when a supporter in [STATE] made a donation similar to your recent gift, but using cryptocurrency. He was surprised to learn that he wouldn't have to pay capital gains taxes on the appreciation of his asset, and that meant we would be able to receive the full value of his contribution.

I know not everyone has invested in cryptocurrencies like Bitcoin, but since it's becoming more common, especially in [STATE], I wanted to make sure you knew about the benefits of donating crypto.

Not all nonprofit organizations accept crypto donations, but we accept no barriers to achieving our mission. So we've connected with Crypto for Charity to ensure we're able to accept these kinds of donations.

Donate crypto now. [LINK TO CUSTOM CRYPTO FOR CHARITY URL]

We're at the forefront of the movement to [MISSION], and we know how important it is to stay on top of the latest developments, and always look for opportunities. If you've invested in crypto, I hope you'll consider making a donation today.

As always, thank you for your support!

[SIGNATURE]

P.S. You can find more ways to give at [YOUR WAYS TO GIVE URL].

About FreeWill

FreeWill is a social venture which was founded at Stanford University in 2016, dedicated to innovation in planned giving, philanthropy, and estate planning. FreeWill is based in the US, with a team of 140+ engineers, lawyers, designers, and fundraising experts who find joy in supporting nonprofits doing amazing work.

To date, FreeWill has generated nearly $4.5 billion in new gift commitments for thousands of nonprofit organizations. The influential original research on how technology and demographics are changing philanthropy by FreeWill co-founders Jenny Xia Spradling and Patrick Schmitt was published in the Stanford Social Innovation Review. FreeWill's work has since been featured in The New York Times, The Chronicle of Philanthropy, Forbes, and dozens of other media outlets. FreeWill's co-founders were named "Top 50 Philanthropists" by Town & Country in 2019.

About Crypto for Charity

Built by FreeWill, Crypto for Charity was created in response to the need for an easy and tax-efficient way to unlock crypto donations. In collaboration with FreeWill Impact Fund and CoinTracker, Crypto for Charity allows any 501(c)3 charity in the United States to accept donations of cryptocurrency.

Crypto for charity | by FREEWILL