Charity enquiries: How it works and common questions answered.

How does DontSendMeACard work for charities?

In summary we are a fundraising platform where you can raise funds by inviting supporters to make donations in lieu of greeting cards, and send e-cards for special occasions. Find out more on How it Works for Charities.
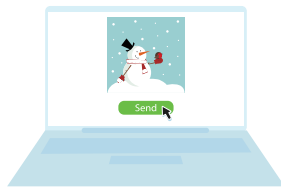
Do you have any FAQs for Charities?

Yes please view our Charity Partner FAQ here.

How do I register my organisation?

Please sign up here and create a basic email username and password, and you'll then be able to complete our charity registration form.

Here's a handy list of what you need for the charity registration form.

Example e-card design uploaded by one of our charity partners.

Quick Links

Register your charity
Registration requirements
Charity partner FAQ
Fees & pricing

Gain a new income stream with donations in lieu of greeting cards.

I've tried to register but have ended up in the User Account, how do I complete my registration?

This can happen as we ask you to create a basic User ID first. The main reason that the charity form fails is that the logo you are trying to upload is too large a file size. Please upload a JPG file under 1MB, ideally 600x600 pixels.

To get back to the form go to Edit Profile, and click Register as a Charity in the footer.

Is this just for UK charities or can USA nonprofits join?

We support organisations to fundraise on the platform in the following countries and currencies:

• UK – GBP
• USA – USD
• Australia – AUD

• Canada – CAD
• Ireland – EUR

View supported regions.

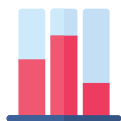## What payment methods can we receive donations with?

We use PayPal as our payment gateway. You need to provide the email associated with your PayPal account when registering to automatically receive donations.

Can we upload our own e-card artwork?

Yes you can upload your own e-card designs. Once you have access to the charity dashboard you can follow the instructions under the Resources tab.

Is there a cost to upload our own designs?

No. It's offered as part of the charity dashboard fundraising system.

Measure the performance of each e-card design uploaded.

Can I measure the performance of my designs?

Yes we've built an artwork performance tool where you can view how each of your designs has performed. We match up the donation amounts with your card design and display a total raised. Go to Card Performace in the dashboard.

What are the costs involved?

There's no setup charge or monthly fee for charities. We charge a small fee on each transaction along with PayPal's processing fees. There are additional optional customisations that you can hire us to perform – please go to the Customisations tab in the dashboard.

How do I collect the data required for Gift Aid?

In the charity dashboard go to the Gift Aid and Donor Email tab.

Please note that we offer the ability to collect the data required for Gift Aid, we don't process Gift Aid for you as an agent.

Are you GDPR compliant?

Absolutely. We're a light-hearted alternative to cards but we take operating a fundraising platform seriously. Any data collected is by consent from the user. Data is accessible via secure CSV download.

When supporters and corporate partners send e-cards what do you do with the data that they input?

We will only ever use the email addresses that are input or uploaded via CSV for the sole purpose of delivering e-cards. Read more about Data & Security.

What is your data retention policy?

Please find our data retention policy here within our Privacy Notice.

Are you the innovators of this model?

100% yes. If you're researching charity e-card platforms and looking for a trustworthy partner please consider our Project Timeline.

Do you have any fundraising resources and tips?

Yes. Once you are onboard you can access our dedicated resources section which hosts pre-written copy and graphics which you can use to compose emails, social posts, and promo materials in general.

We'll also share with you insights into fundraising via the platform.

What are other charities saying about DSMAC?

You can read What People are Saying here. We also have Use Cases here.

Can I invite corporate partners too?

Yes in addition to a page for individuals you'll also have a page for Corporate Christmas e-cards.