

Press Release RaiseNow for 9 May 2017

Online Fundraising

RaiseNow secures capital growth with PostFinance as a lead investor

Through investing in a minority stake in the Swiss start-up RaiseNow, PostFinance has expanded the opportunity for further product development and market growth, both at home and abroad.

Over 200 charities, associations, organisations, foundations and firms across ten countries are among the customers who now use RaiseNow for their online donation solutions, payment processes and fundraising automation. In order to further boost the international development, RaiseNow has now secured a contract with PostFinance as a lead investor.

Sleek processes, networking using existing systems, and immediately available analytics are gaining in importance and are central to donor and member-funded sponsorships. Companies with social responsibility programs also demand solutions that can be integrated into existing partnerships. RaiseNow's solutions and, in particular, the seamless integration into all organisational processes enable RaiseNow customers to focus on their core business: "Our role is that of a partner on equal footing with our customers. Our superior technology comes with a vested interest in and understanding of the business model of our customers," says Marco Zaugg, founder and CEO of RaiseNow.

RaiseNow employs a team of developers, design and UX specialists, business development and customer service experts with proven track records and profound knowledge of the target markets. As a partner in technology, RaiseNow also provides know-how and infrastructure for handling thousands of transactions every day for crowdfunding platforms such as "wemakeit", "100-days" and "Let's Help" (Swisscom).

The entire range of products and further information on RaiseNow and Digital Fundraising can be found on www.raisenow.com.

For interviews, further information, pictures and queries, please contact:
Marco Zaugg, CEO of RaiseNow AG, +41 44 533 56 20, marco.zaugg@raisenow.com