# MAKE IT DONATE

## Is Make it Donate the Perfect Tool for Lockdown Fundraising?

**Make it Donate Makes Everything Donate**

Charities are struggling. It's hard and expensive to keep pace with technology. Young people are donating less and repeat giving is reducing. Add to this a nationwide lockdown that massively reduces the options for fundraising and looks like it's time for some new ideas.

Make it Donate think they have something that will help. Due to launch in June 2020, the UK based startup has developed a system that allows anyone to trigger a donation via an API. An API allows apps and internet connected devices to talk to each other.

You can make your Fitbit trigger a donation to a heart charity when you go for a walk, make the weather donate to a homeless charity when it's cold or make your food shop donate to a food bank. All without having to re-authorize payments, or re-do Gift Aid declarations. It just happens in the background.

"Until now the charity world has missed out by not having a donation API, once this is up and running it will open the floodgates to fundraising innovation", says co-founder David Cox "It's very easy for the public to set up their own triggers, but it also allows charities to invent new products and services that take donations with almost zero added developer cost." adds co-founder Matt Meckes.

**"Fund Raising Apocolypse"**

*Charities face fundraising 'apocalypse' in coronavirus lockdown -*
*https://www.thetimes.co.uk/article/charities-face-fundraising-apocalypse-in-coronavirus-lockdown-036x0ngg0*

The team will launch a developer API and produce bespoke campaigns in the long term, but the current situation has made them change direction and only allow triggers via the IFTTT.com service at launch.

"We planned to launch with some campaigns and an open API for developers, but seeing the desperate state of fundraising during the lockdown, and the creative ways people are fundraising from home, we thought we should just get it live and let people do their own thing via IFTTT. The public will come up with far better ideas than us anyway." says Cox, "people are doing backyard marathons, mountain stair climbs and all kinds of things on social media to

raise money. Being able to make all this activity directly trigger donations could be very helpful right now."



*IT consultant runs backyard marathon*

**A Call for Charities**

Make it Donate are looking for charities to sign up to the platform (it's free for charities) ready for the June launch. Once a charity is on the platform, anyone will be able to trigger donations from any service on IFTTT.com. There is a contact form here for charities that want to get involved: https://makeitdonate.com/for-charities/

**About Make it Donate:**
Make it Donate is a new way to donate to charity; automated, programmable donations via an API. Donations can be triggered by anything from the weather to your daily walk to apps to social media. Make it Donate's aim is to interweave giving into the fabric of the world. Make it Donate was founded by Matt Meckes and David Cox and is due to launch in June 2020. The company is headquartered in London, UK. For more information visit makeitdonate.com. For press enquiries email press@makeitdonate.com.