



# helping you, help the world



**A Compliance-First Payment  
Solutions Platform for NGOs**

winner of



A NASSCOM Foundation Initiative

supported by



# our platforms



## Platforms:



one-time  
donation  
platform



recurring  
donation  
platform



QR Code  
platform

## add-ons:



offline  
donations



PAN  
verification



# features



**danamojo**  
experience the magic of giving



domestic &  
international  
donations



instant  
automated 80G  
receipts



one click  
Form 10BD &  
10BE



campaign  
pages



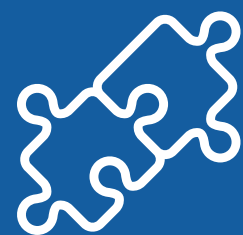
gift-a-  
donation



email marketing  
platform



donor pays  
transaction charges



integration  
included



phone & email  
support

## enquire:

<https://danamojo.org/enquire>

## contact us:

[care@danamojo.org](mailto:care@danamojo.org)

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# testimonials

**danamojo**  
experience the magic of giving



## Ashish Shrivastava

Co-Founder & Programme Head, Shiksharth



Have been a user of danamojo platform for more than 6 months now and it has eased my life as a fundraiser and founder. One stop place for donor and donation management is what I love about it. Helps me track, follow up and automate most of the processes. And the best part, allow my donors to choose from a platter of options to support.



## Sunita Machadol

Trustee, Kindness Unlimited



Thank you for your continuous follow ups and esp. for working over the weekend to get our payment interface up and running. Appreciate the effort that you both have taken to facilitate this partnership. I hope that Kindness Unlimited and DanaMojo are able to work together to scale up for both organisations.



## Usha Pillai

Co-Founder & Director, IDEA Foundation



There is transparency about the transactions and less involvement from our side is needed after the initial submission of all documents and data, the process is smooth with the danamojo payment platform, the service by danamojo team is good too.



# danaVrddhi eLearning

spring your retail fundraising to LIFE



powered by

**danamojo**  
experience the magic of giving



# what is retail fundraising

Retail Fundraising is the process of raising small amounts of money from a large number of individuals. While each donation might seem small, the sheer volume of contributors can lead to remarkable outcomes.



## benefits of retail fundraising



### Fundraise

Individuals can raise funds from their connects & circles; also refer corporates and foundations to the NGO



### Unlimited

Engaged individuals give for life, while corporates and foundations typically donate for 3-5 years



### Engage

Involving individuals with the organization is the best way to broaden awareness of the cause and drive social change



### Diversify

Retail donors help reduce an NGOs dependency on limited funding sources

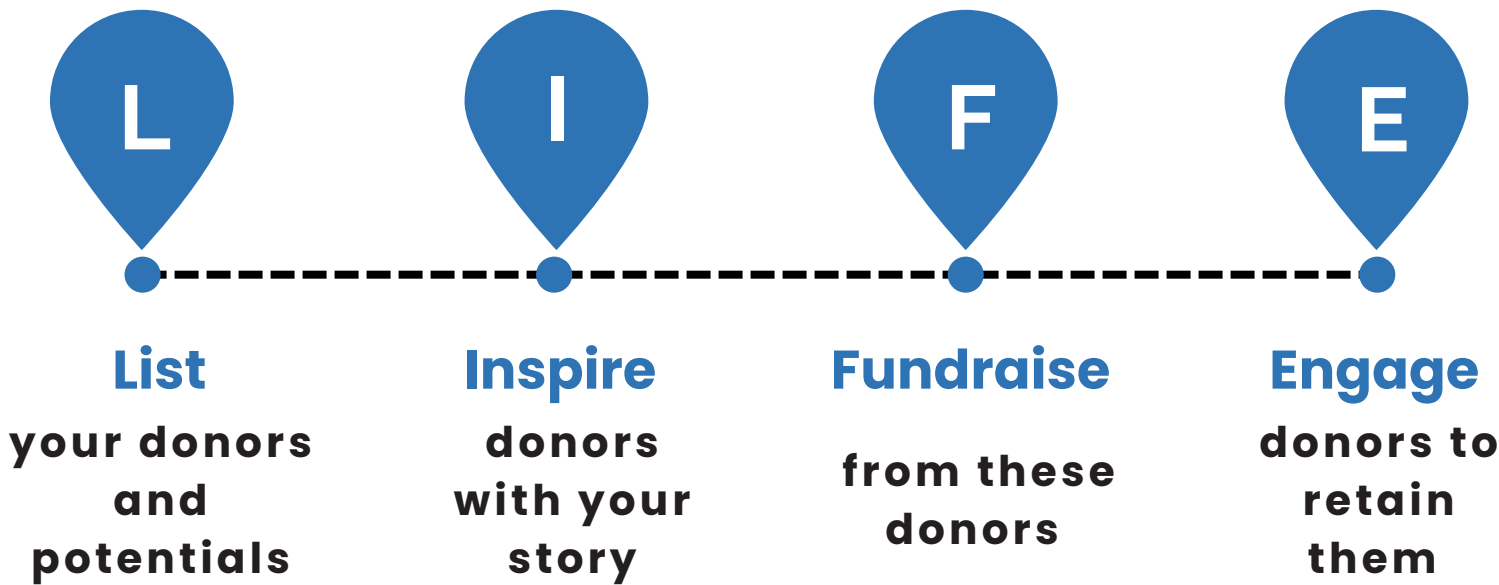


### Stable

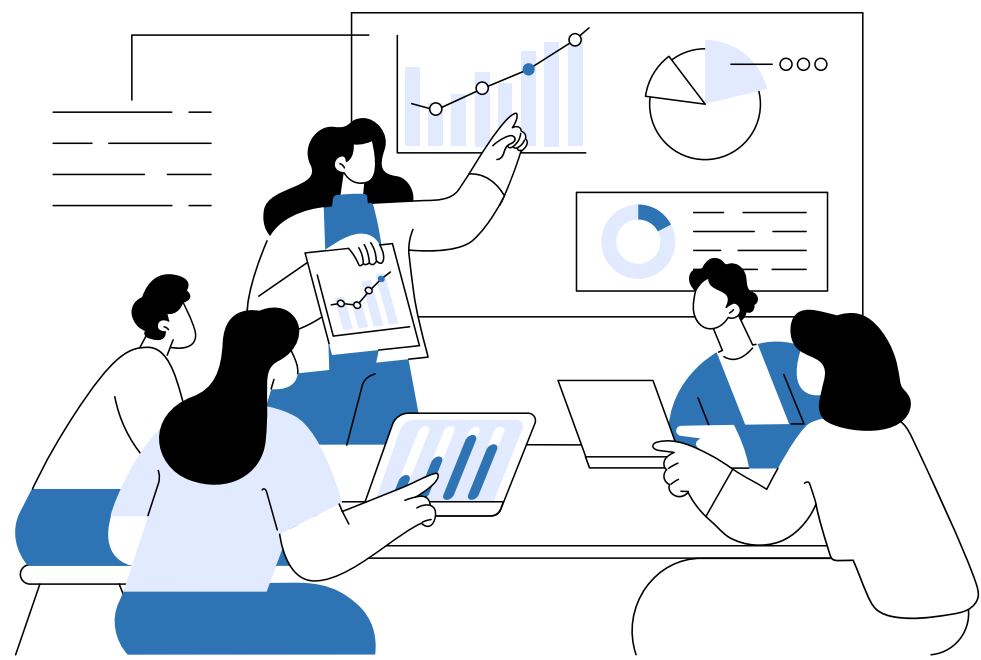
Retail donors provide steady support corporations & foundations contributions depend on financial performance



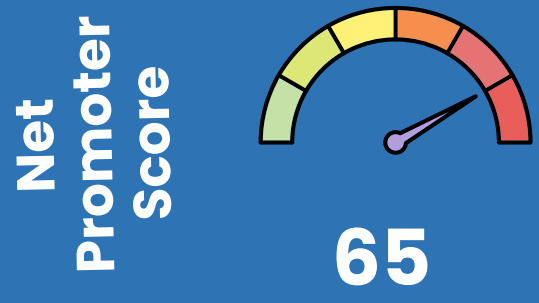
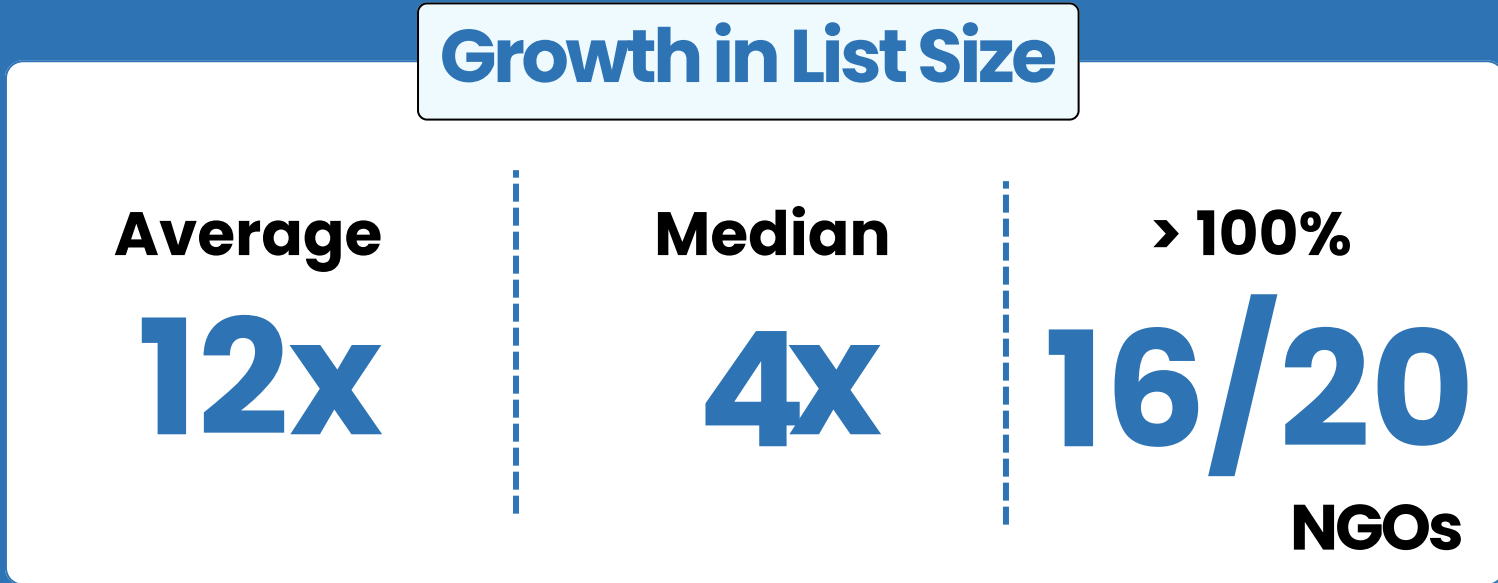
# a 4-phase LIFE Framework



*danaVrddhi's LIFE framework for Retail Fundraising has been tested in a pilot cohort of 20 NGOs over a 4 month period*



# outcomes of the LIFE Framework



# course highlights



20+ hours of video content



5 Training Sessions



5 Masterclasses



2 Panel Discussions



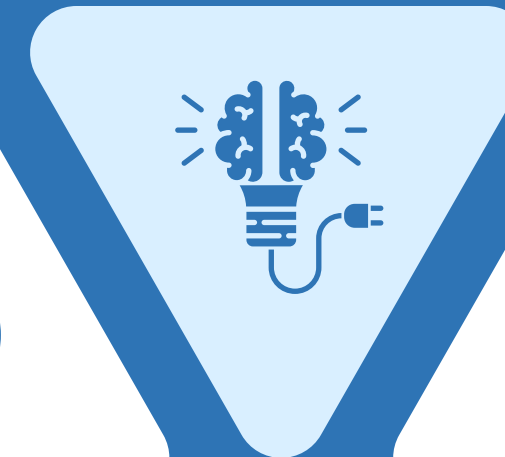
5 Exercise Sheets



## What Do You Get?



Lifetime  
Access



Self-paced  
Learning



Certified  
Practitioner



WhatsApp  
Community



Monthly check-  
in calls





## 01 LIST your donors and prospective donors

<b>Training</b>	<ul style="list-style-type: none"><li>• Importance of Individual Fundraising</li><li>• Building your Donor List</li></ul>
<b>Resource</b>	<ul style="list-style-type: none"><li>• Building Prospective Donor List</li><li>• Email Marketing Platform</li></ul>
<b>Exercise</b>	<ul style="list-style-type: none"><li>• Prospective Donor List Estimation</li><li>• Create your own Prospective Donor List</li></ul>
<b>Outcome</b>	<ul style="list-style-type: none"><li>• Prospective Donor List</li><li>• Email Marketing Platform Setup</li></ul>

## 02 INSPIRE your donors with a story

<b>Training</b>	<ul style="list-style-type: none"><li>• Creating High Quality Donation “Ask’s”</li></ul>
<b>Master Class</b>	<ul style="list-style-type: none"><li>• Don’t Beg, Inspire</li><li>• Storytelling for Better Retail Fundraising</li></ul>
<b>Exercise</b>	<ul style="list-style-type: none"><li>• Create your own Donation Products and Campaign</li></ul>
<b>Outcome</b>	<ul style="list-style-type: none"><li>• Donation Products / Campaigns</li></ul>



## 03 FUNDRAISE from your donor list with the story

<b>Training</b>	<ul style="list-style-type: none"><li>• Campaign Fundraising</li></ul>
<b>Panel Discussion</b>	<ul style="list-style-type: none"><li>• Different Approaches to Crowdfunding by NGOs</li></ul>
<b>Exercise</b>	<ul style="list-style-type: none"><li>• Create your own Fundraising Mastersheet</li></ul>
<b>Outcome</b>	<ul style="list-style-type: none"><li>• Raise funds</li></ul>

## 04 ENGAGE your donors to nurture & retain them

<b>Training</b>	<ul style="list-style-type: none"><li>• Donor Engagement</li></ul>
<b>Resource</b>	<ul style="list-style-type: none"><li>• Ultimate Guide to Donor Engagement</li></ul>
<b>Panel Discussion</b>	<ul style="list-style-type: none"><li>• Donor Engagement Strategies of different NGOs</li></ul>
<b>Exercise</b>	<ul style="list-style-type: none"><li>• Create your own Donor Engagement Calendar</li></ul>

# danaVrddhi testimonials



"We were very fortunate that we could learn so much from this programme and I really hope that many more nonprofits out there are able to make the most of the potential that is there in the giving power of countless individuals in our country and are able to make retail giving a key part of their strategy and learn that through the danaVrddhi program."

**Simranpreet Singh Oberoi**  
Co-Founder, Sanjhi Sikhiya



"This course was the fourth course on fundraising for me apart from 5 incubations at which I attended fundraising sessions. The significant difference with danaVrddhi was that it was not just another theory-based training program but had an action-based approach towards fundraising. That's why I would recommend everyone to be a part of this cohort."

**Ashish Shrivastava**  
Co-Founder & Programme  
Head, Shiksharth



"It's been an incredible journey. We have learned a lot. It's been hard work, but it has been worth it because just in the last 12 weeks, we have communicated more with our donors than in the last 12 years. That says how much we have accomplished in the last few months. Thank you so much, danamojo!"

**Ajit Sivaram**  
Co-Founder, U&I



**SCAN HERE!**

**contact us**  
care@danamojo.org

**course link**  
<https://bit.ly/dVeLearning>

**supported by**

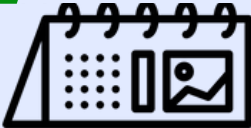


2025  
Calendars

layouts



portrait



landscape

colours



Compliance Guruji Calendar

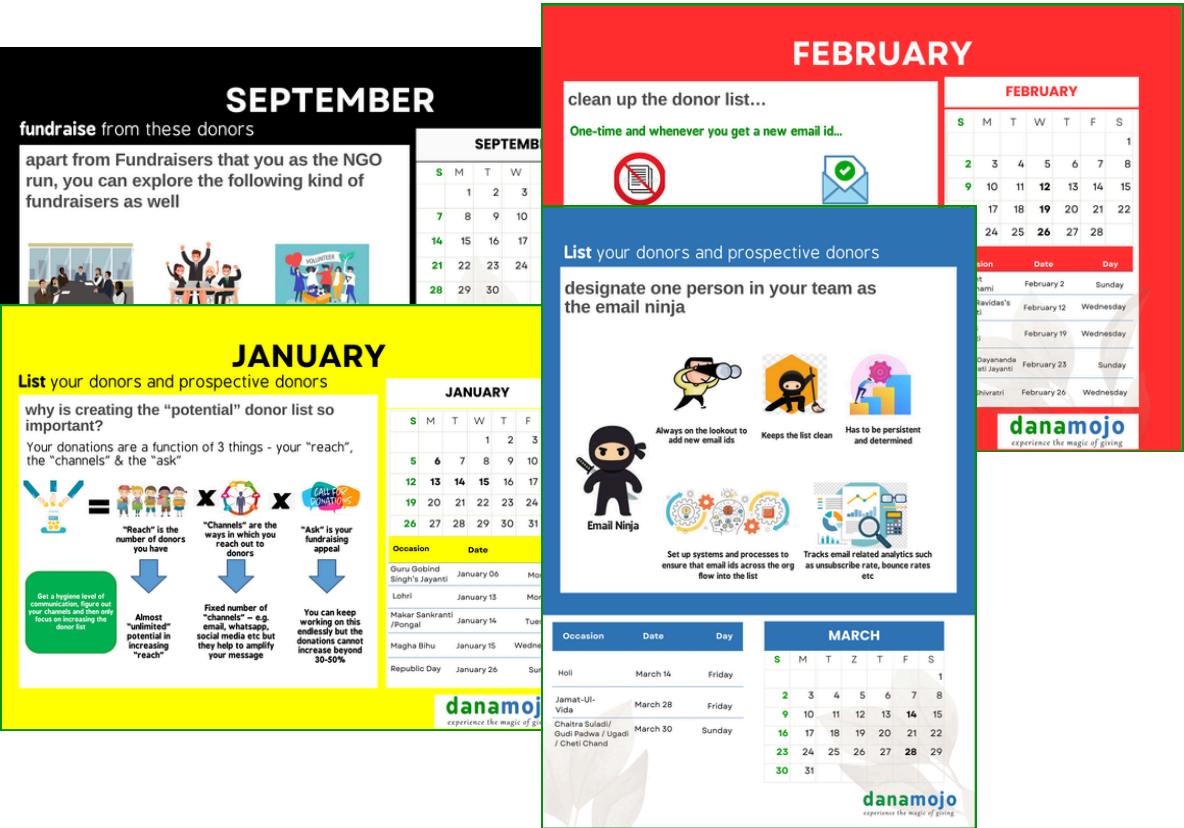
Answer to all your compliance-related queries



<https://tinyurl.com/DMCompliance2025>

LIFE Framework Calendar

Retail Fundraising Calendar



<https://tinyurl.com/LIFECal2025>

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# our proud NGO Partners



1,300+ NGOs  
onboarded



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