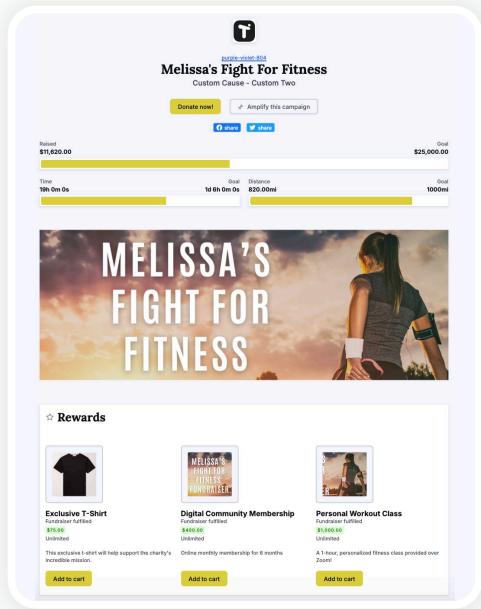


Interactive fundraising platform Tiltify taps into social movements with Microsoft Digital Natives collaboration



Tiltify's one-of-a-kind crowdfunding platform empowers content creators, influencers, and younger donors to raise money, support, and awareness for the causes they care about – all by channeling the energy and community of online networks. Tiltify's solution connects to social media and other platforms to power effective fundraising campaigns, for example by enabling audiences to "vote" in a poll via donations and by encouraging giving through interactive tools. The company's innovative approach meets the needs and preferences of a digital-first community to essentially gamify fundraising. "With Tiltify, our goal was to create a more efficient and interactive platform to enable younger fundraisers and donors to support charities," says Michael Wasserman, Co-founder and CEO of Tiltify. "We enable them to leverage their communities in a positive way."

To empower even more users to create positive impact, Tiltify began working with the Microsoft Tech for Social Impact (TSI) Digital Natives team. This team engages cloud-fueled SaaS companies and independent service vendors (ISVs) to build and improve on social good solutions that leverage the Microsoft technology stack, particularly Microsoft Azure. Through Digital Natives, Tiltify is collaborating with Microsoft experts to turn data into fundraising insights through Power BI, innovate AI-powered features, and expand its reach through TSI's ecosystem of nearly 400,000 nonprofit customers.

Tiltify continues to offer fundraisers interactive opportunities such as donation matching, polls, "shops" of virtual and real-life rewards, and more—all of which generates more support for organizations that make a difference. "We focus on interaction and engagement for the social media generation," Wasserman says. "Our platform features create more of a conversation, leading people to donate more than once."

In Partnership with:



6,000+

charitable organizations use Tiltify's social fundraising platform





The challenge: Empowering the next generation of fundraisers

Tiltify experienced a boom during the COVID-19 pandemic, when mission-driven organizations turned to online-centric fundraising strategies. Since then, the company has surpassed 6,000 nonprofits that use the platform, and overall donations have increased 55 percent from 2023 to 2024.

The company also faces the challenge of keeping up with rapidly changing technology. "The speed at which technology moves, which is further accelerated in the content creation and social media space, makes us work to stay on the cusp," Wasserman says. "We spend a lot of time not only building solutions for our community but also scaling."

In addition, Tiltify needed a better way to transform its vast collection of data into insights for charities. That way, charities could turn evidence-based recommendations into more effective campaigns and raise more money.

3x

Average amount raised per Tiltify user is three times higher than other platforms



The solution: Leveraging data with Digital Natives

Tiltify joined the Digital Natives program to lean on Microsoft's track record in quickly building leading-edge solutions and create features that will enable it to grow. Wasserman says, "We've already done exciting things together, and we're continuing to pursue breakthroughs that really push us further."

Collaborating for technology innovation

Previously, Tiltify had tried working with two other technology companies to put its sea of data to good use. Just two months after going all-in with the Microsoft platform and Digital Natives team, Tiltify and Microsoft experts did what previous relationships had been unable to do: "We built a very exciting, newly launched dashboard that extrapolates all that data for our customers," Wasserman says. "It drills down into fundraiser insights and metrics they can't see anywhere else."

Analyzing massive amounts of data, securely stored in Microsoft Azure, empowers nonprofits and fundraising individuals to drill down into the specifics of what actions, features, and strategies yield the greatest success. For example, they can see what types of incentives led to the most donations or what types of polls encouraged people to give repeatedly. This information helps organizations more meaningfully engage with fundraisers, design more effective campaigns, and raise more money. "This helps us guide fundraisers down the right path," Wasserman says.

Leveraging data for deeper relationships

Content creators and streamers who use Tiltify are already leaders, offering followers recommendations and thought leadership. By combining entertainment with philanthropy, these fundraisers use their clout to encourage young people to become involved in social good movements.



Fundraisers using Tiltify have raised nearly a half-billion dollars for the organizations they care about

Select dates

1/4/2020 7/23/2024

US\$970,340

Total Donation Amount

17,668

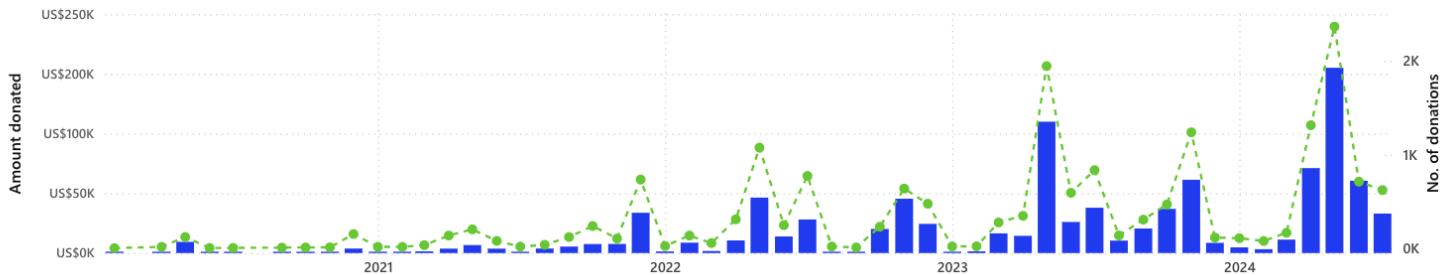
No. of donations

US\$55

Avg Donation Amount

Amount donated & No. of donations

● Amount raised ● Count of donation_id_real



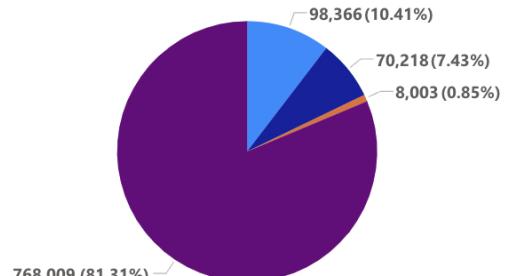
Through the Digital Natives program, Tiltify offers these leaders information that deepens relationships with their audiences. Data-backed insights enable users to engage with followers in more meaningful ways. For example, analysis within Power BI may reveal that tying unique rewards to big milestones—like a fundraiser revealing cringey pictures from his prom once he hits the \$10,000 fundraising mark—inspires a rush of eager giving. The ability to not only see the results of a campaign, but identify the tactics that most resonate with donors, reinforces the feeling of connection between influencers and their audiences. Tiltify empowers them to transform that relationship into greater support for good causes and, in turn, helps the company grow.

Top 10 driving campaigns

| Campaign name | Total raised | Donation matches | Donations from rewards | Donations from polls |
|--|--------------|------------------|------------------------|----------------------|
| Survivor LMcNeill Drummathon X | US\$35,065 | US\$17,497 | US\$7,218.00 | US\$0 |
| Running a marathon for kick cancer to the curb | US\$18,193 | US\$15,702 | US\$3,876.50 | US\$1,314.00 |
| It's my birthday charity spectacular!! | US\$30,501 | US\$11,334 | | US\$732.55 |
| 24hr cyclathon for cancer research | US\$31,700 | US\$1,285 | US\$7,970.00 | US\$0 |
| Cosplay for breast cancer | US\$24,551 | US\$0 | US\$1,400.00 | US\$272.45 |
| Support me walking 200 miles on a treadmill | US\$14,063 | US\$0 | US\$13,400.75 | US\$0 |
| Total | US\$286,629 | US\$45,818 | US\$61,425 | US\$6,022 |

Donations split

- Reward donations
- Match donations
- Poll donations
- Simple donations





What comes next: Boosting engagement through data-backed strategies

"It's exciting what we're able to do now with technology and data—and it's even more exciting to think of what we can do in the future with machine learning and AI," Wasserman says. Tiltify is working with Microsoft experts to incorporate Microsoft AI technology into new features to "make fundraising even easier and more intuitive," he adds.

With the Digital Natives collaboration, Tiltify is focusing on automating the data analysis and insights aspect of the platform to inform decision-making. "We have a lot of tools—we don't want people to have analysis paralysis," Wasserman says. "So we'll be leveraging years of data and Microsoft AI to help fundraisers and charities create the most successful fundraiser based on their audience, demographics, geography, and what has worked best in previous campaigns."

Tiltify anticipates that this AI-backed road map will enable users to generate even more enthusiasm and financial support for important causes. By authentically engaging with their audiences through innovative technology features, fundraisers together with Tiltify are changing the philanthropic landscape among young people.



+55%
annual growth in
donations in 2024

"We'd like to be known for revolutionizing fundraising through our tools, shifting toward engaging conversations so people work together synchronously," Wasserman says. "Tiltify is garnering a whole new generation of people supporting charities in new, interactive ways."

Contact us to learn more about the Digital Natives Partner Program.

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Learn more about Tiltify

<https://causes.tiltify.com/>

<https://causes.tiltify.com/book-demo/>

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