

betterworld

Best free fundraising platforms for nonprofits in 2026.





Choosing the wrong crowdfunding platform can quietly cost your nonprofit thousands of dollars every year. A platform fee of 5% on \$100,000 in donations isn't a line item — it's a program that didn't get funded.

The good news: the [charity fundraising platform market](#) is worth \$8.75 billion in 2026 and growing at 13.3% annually, which means competition between platforms is fierce and nonprofits have more genuinely free options than ever before. U.S. charitable giving reached \$592.5 billion in 2024, up 6.3% year over year according to [Giving USA](#), and digital channels are capturing a growing share of that growth.

The harder problem isn't finding a platform. It's knowing which one fits your organization's specific needs, budget, and campaign style — without spending weeks testing tools you'll ultimately abandon.

This guide cuts through the noise. Each platform below is evaluated on fees, features, ease of setup, and the specific type of nonprofit it actually serves best.

Quick summary of what you'll find:

- The best free, all-in-one platform for most nonprofits (BetterWorld)
- The best option for recurring donations and embeddable forms
- The best choice for peer-to-peer and event fundraising
- The best fit for large, established organizations with complex needs
- The best pick for simple social campaigns with minimal setup

The best crowdfunding platforms for nonprofits in 2026.

Here is a breakdown of the top platforms, ranked by fit for most nonprofits. The first pick is the strongest default choice for the majority of small to mid-sized organizations. Each alternative is framed by the specific situation where it makes the most sense.

Platform	Platform fee	Processing fee	Best for
BetterWorld	0%	0%	Most nonprofits – all-in-one, truly free
Zeffy	0%	0% (donor tips)	Budget-focused orgs, simple campaigns
Donorbox	0%	~2.95% + \$0.30	Recurring giving, embeddable forms
Givebutter	0%	Standard processing	Events, peer-to-peer, versatile campaigns
Mightycause	0–1.2%	Standard processing	Peer-to-peer and giving day campaigns
Classy (GoFundMe Pro)	Custom	Custom	Large nonprofits, enterprise-level needs
Fundly	0%	Standard processing	Simple, social-first campaigns



BetterWorld

Best for most nonprofits.

Here is a breakdown of the top platforms, ranked by fit for most nonprofits. The first pick is the strongest default choice for the majority of small to mid-sized organizations. Each alternative is framed by the specific situation where it makes the most sense.

Platform fee: 0% | **Processing fee:** 0% | **Setup time:** Under an hour

BetterWorld is the strongest default choice for small to mid-sized nonprofits in 2026, and the reason is straightforward: it is the only platform that combines zero platform fees, zero processing fees, and a full suite of fundraising tools in one place. Most platforms offer one or two of those things. BetterWorld offers all three.

What makes it different from other “free” platforms:

Most platforms that advertise zero fees still charge standard payment processing (typically 2.9% + \$0.30 per transaction). On a \$50,000 campaign, that’s roughly \$1,500 in processing costs before a single dollar reaches your programs. BetterWorld covers those fees entirely, which means nonprofits keep 100% of every donation.

What BetterWorld includes

The platform is built specifically for nonprofits and covers the full range of fundraising campaign types most organizations run throughout the year:

- **Crowdfunding campaigns** with branded pages and progress tracking
- **Peer-to-peer fundraising** with supporter dashboards and team pages
- **Online auctions** with automated bidding and item management
- **Event ticketing** with [custom-branded pages and sponsor tools](#)
- **Giveaways and raffles** for engagement-driven campaigns
- **Donation forms** that embed directly on any website
- **Impact giving** tools that connect donations to specific outcomes

Who it’s right for

BetterWorld is purpose-built for nonprofits, not adapted from a general consumer platform. That distinction matters operationally. The setup process is fast, the donor experience is clean, and the tool set covers the full calendar of campaigns a typical development team runs — from year-end giving to spring galas to peer-to-peer walks.

Best fit

Any nonprofit that wants to launch campaigns quickly, keep 100% of donations, and manage multiple fundraising types from a single platform without paying monthly fees or per-transaction costs.

One thing to know

BetterWorld is U.S.-focused and designed specifically for 501(c)(3) organizations. International nonprofits or organizations outside the U.S. should verify eligibility before setting up.

Zeffy

Best for budget-focused nonprofits running simple campaigns.

Platform fee: 0% | **Processing fee:** 0% (covered by optional donor tips) | **Setup time:** Under an hour

Zeffy is the other genuinely free option in this space, and it deserves credit for that. Like BetterWorld, it charges no platform fee and no payment processing fee. The difference is in how that model works and what the platform covers.

Zeffy funds itself through optional tips that donors add at checkout. In practice, most donors do tip, which keeps the platform running. The concern some organizations raise is transparency: donors who don't realize the tip is optional may feel misled, and organizations that turn off the tip prompt have reported that doing so can introduce fees. This is worth understanding before committing.

Where Zeffy works well

- Smaller nonprofits running straightforward donation campaigns
- Organizations that prioritize zero cost above all else
- Teams that don't need auction, ticketing, or complex peer-to-peer tools

Where it falls short

Zeffy's feature set is narrower than BetterWorld's. It doesn't offer the same breadth of campaign types, and its tools for events, auctions, and advanced peer-to-peer fundraising are more limited. For nonprofits that run a single annual campaign or primarily collect online donations, Zeffy is a solid pick. For organizations managing multiple campaign types across the year, the toolset may feel constraining.

Best fit

A small nonprofit with a limited budget that runs one or two straightforward donation campaigns per year and wants to keep costs at zero.

Donorbox

Best for recurring donations and embeddable forms.

Platform fee: 0% (on standard plan) | **Processing fee:** ~2.95% + \$0.30 per transaction | **Setup time:** 15 minutes

Donorbox has carved out a specific niche and executes it well: recurring donations and embeddable donation forms. If your organization's primary goal is converting one-time donors into monthly supporters, Donorbox is worth serious consideration.

The platform's donation widget embeds directly into any website and is designed to minimize friction at the point of giving. The recurring giving enrollment flow is clean, and the platform integrates with major CRMs including Salesforce and HubSpot, which matters for organizations that manage donor relationships in a separate system.

The fee reality

The standard plan has no platform fee, but the payment processing fee applies to every transaction. On a \$100,000 annual fundraising goal, that's approximately \$2,950 in processing costs. That's not a dealbreaker, but it's a real number to factor into your projections. Donorbox does offer a premium plan with additional features, which adds a monthly subscription cost on top of processing fees.

Where Donorbox excels

- Recurring giving programs with automated retry logic for failed payments
- Embeddable forms that match your website's branding
- CRM integrations for organizations with existing donor management workflows
- Donor portal where supporters can manage their own recurring gifts

Best fit

A nonprofit focused on building a monthly giving program, especially one that already has a website and wants to embed fundraising tools rather than send donors to an external campaign page.

The tradeoff vs. BetterWorld

Donorbox's recurring giving tools are strong, but the processing fees add up over time. Organizations that want zero fees across all campaign types will find BetterWorld more cost-effective at scale.

Givebutter

Best for events and peer-to-peer campaigns.

Platform fee: 0% | **Processing fee:** Standard rates apply | **Setup time:** 30-60 minutes

Givebutter positions itself as the all-in-one platform for nonprofits, and its feature set backs that claim up. Where it genuinely stands out is in event fundraising and peer-to-peer campaigns. The platform combines ticketing, livestreaming, text-to-give, and team fundraising pages into a single interface that holds up well for organizations running high-engagement events.

The platform has no platform fee, but payment processing costs apply at standard rates. That means the “free” label requires some scrutiny — the processing fees are real, and they accumulate across high-volume campaigns.

What Givebutter does well

- Event fundraising with built-in ticketing, live auctions, and virtual event tools
- Peer-to-peer campaigns with team leaderboards and supporter pages
- Text-to-give for in-room fundraising at galas and events
- Livestream fundraising with integrated donation prompts
- Campaign pages that are polished and donor-friendly out of the box

The user experience caveat

Givebutter’s interface can feel overwhelming for teams new to the platform. The feature depth that makes it powerful for events also creates a steeper learning curve than simpler tools. For a small team running its first digital campaign, that ramp-up time is a real cost.

Best fit

A nonprofit that runs annual galas, walks, or events where peer-to-peer fundraising and in-room giving are central to the strategy, and has the staff capacity to set up and manage a more feature-rich platform.

Mightycause

Best for Giving Days and community-driven campaigns.

Platform fee: 0–1.2% | **Processing fee:** Standard rates apply | **Setup time:** 1-2 hours

Mightycause has a specific strength that sets it apart from most platforms on this list: giving day infrastructure. The platform was built with community fundraising events in mind, and it shows. Organizations participating in coordinated giving days — like GivingTuesday or regional giving day events — benefit from Mightycause’s team page structure, matching gift tools, and leaderboard features.

According to [Nonprofit Pro](#), revenue from top peer-to-peer fundraising programs reached \$1.14 billion in 2024. Mightycause is one of the platforms best positioned to help organizations capture a share of that activity.

Mightycause’s strengths

- **Giving day campaigns** with real-time leaderboards and matching gift triggers
- **Peer-to-peer fundraising** with team pages and individual fundraiser dashboards
- **Nonprofit marketplace** that gives organizations visibility to new donors
- **Built-in CRM tools** for donor tracking and communication

The fee and complexity tradeoff

The platform fee ranges from 0% to 1.2% depending on plan, and standard processing fees apply on top of that. For smaller organizations, that stacked cost structure can make Mightycause less competitive against truly free options. The setup process is also more involved than simpler platforms, which can be a barrier for lean teams.

Best fit

A nonprofit that participates in coordinated giving days, runs community-driven peer-to-peer campaigns, and has staff capacity to manage a more complex platform setup.

Classy (GoFundMe Pro)

Best for large, established nonprofits.

Platform fee: Custom pricing | **Processing fee:** Custom | **Setup time:** Weeks (onboarding required)

Classy, now operating under the GoFundMe Pro umbrella, is built for a different kind of organization than the others on this list. It targets large, established nonprofits with significant fundraising volumes, dedicated development staff, and the need for enterprise-grade reporting, CRM integration, and donor management tools.

The platform's pricing is custom, which means it's negotiated based on organization size and volume. That's a feature for large nonprofits and a barrier for everyone else. The onboarding process is formal and involves implementation support, which reflects the platform's complexity.

What Classy offers at enterprise scale

- **Advanced donor management** with segmentation and campaign attribution
- **Robust reporting and analytics** for development teams and boards
- **Peer-to-peer and event tools** with enterprise-level customization
- **Dedicated support** and implementation assistance
- **Salesforce integration** and other enterprise CRM connectors

Who should not use Classy

Classy is not the right fit for small or mid-sized nonprofits. The cost structure, onboarding complexity, and feature depth are calibrated for organizations raising millions annually. A nonprofit with a \$50,000 annual fundraising goal will pay for capabilities it doesn't need and spend setup time it can't afford.

Best fit

An established nonprofit raising \$500,000 or more annually that needs enterprise reporting, advanced CRM integration, and dedicated implementation support. For everyone else, the cost-to-value ratio doesn't hold up against free alternatives.

Fundly

Best for simple, social-first campaigns.

Platform fee: 0% | **Processing fee:** Custom | **Setup time:** Under 30 minutes

Fundly is the most accessible option on this list in terms of setup simplicity. The platform is designed for straightforward campaigns that rely heavily on social sharing to drive donations. It has a clean, mobile-friendly interface and gets campaigns live quickly with minimal configuration.

The tradeoff is depth. Fundly doesn't offer the auction tools, peer-to-peer infrastructure, or recurring giving features that more robust platforms provide. It's a single-purpose tool: get a campaign page up, share it, collect donations.

Where Fundly fits

- Nonprofits launching a one-time campaign without complex needs
- Organizations that want to get a page live in under 30 minutes
- Teams that rely primarily on social media to drive donations
- Campaigns where simplicity and speed matter more than feature depth

What to watch

User feedback on Fundly occasionally surfaces concerns about platform reliability and customer support responsiveness. For a campaign with significant fundraising stakes, that's worth factoring into the decision. The payment processing fees also apply on every transaction, which erodes the "free platform" value proposition compared to options like BetterWorld that cover processing costs entirely.

Best fit

A nonprofit or community organization that needs to launch a simple, social-driven campaign quickly and doesn't require advanced tools, recurring giving, or event management features.

How to choose the right crowdfunding platform for your nonprofit.

The platform comparison above covers the main options, but the right choice depends on your organization’s specific situation. Here are the questions that matter most.

What campaign types do you run?

If your organization runs a mix of crowdfunding campaigns, auctions, events, and peer-to-peer fundraising across the year, you need a platform that handles all of them. Paying zero fees on one campaign type while switching to a different (and potentially costly) tool for another defeats the purpose of consolidating on a single platform.

What do fees actually cost you over a year?

Run the math before committing. A 2.9% processing fee sounds small until you apply it to your full annual fundraising volume. According to the Blackbaud Institute, online revenue accounts for 13.4% of total revenue for small nonprofits – and that share is growing. As digital fundraising becomes a larger part of your total, processing fees compound.

A quick fee comparison on \$100,000 in annual online donations:

Platform	Platform fee	Processing fee	Total cost
BetterWorld	0%	0%	\$0
Zeffy	0%	0% (donor tips)	\$0
Donorbox	0%	~\$2,950	~\$2,950
Givebutter	0%	~\$2,950	~\$2,950
Mightycause (1.2%)	\$1,200	~\$2,950	~\$4,150

How much staff time can you invest in setup and management?

Enterprise platforms like Classy require weeks of onboarding. Simpler tools like Fundly take 30 minutes. The right answer depends on your team’s capacity, not just the feature list. A powerful platform your team can’t fully use is worse than a simpler one they execute well.

Do you need to grow a recurring giving program?

[Recurring giving enrollment reached 57% in 2025](#), meaning more than half of donors who are offered a recurring giving option are saying yes. If building a monthly donor base is a strategic priority, prioritize platforms with strong recurring giving flows. BetterWorld and Donorbox both support recurring donations; the difference is cost.

For a deeper look at what questions to ask before committing to a platform, the [BetterWorld guide to choosing a fundraising platform](#) covers the evaluation criteria in detail.

The bottom line.

The charity fundraising platform market is growing fast, and competition between platforms is real. That's good news for nonprofits: there are more genuinely free, high-quality options available in 2026 than at any point before.

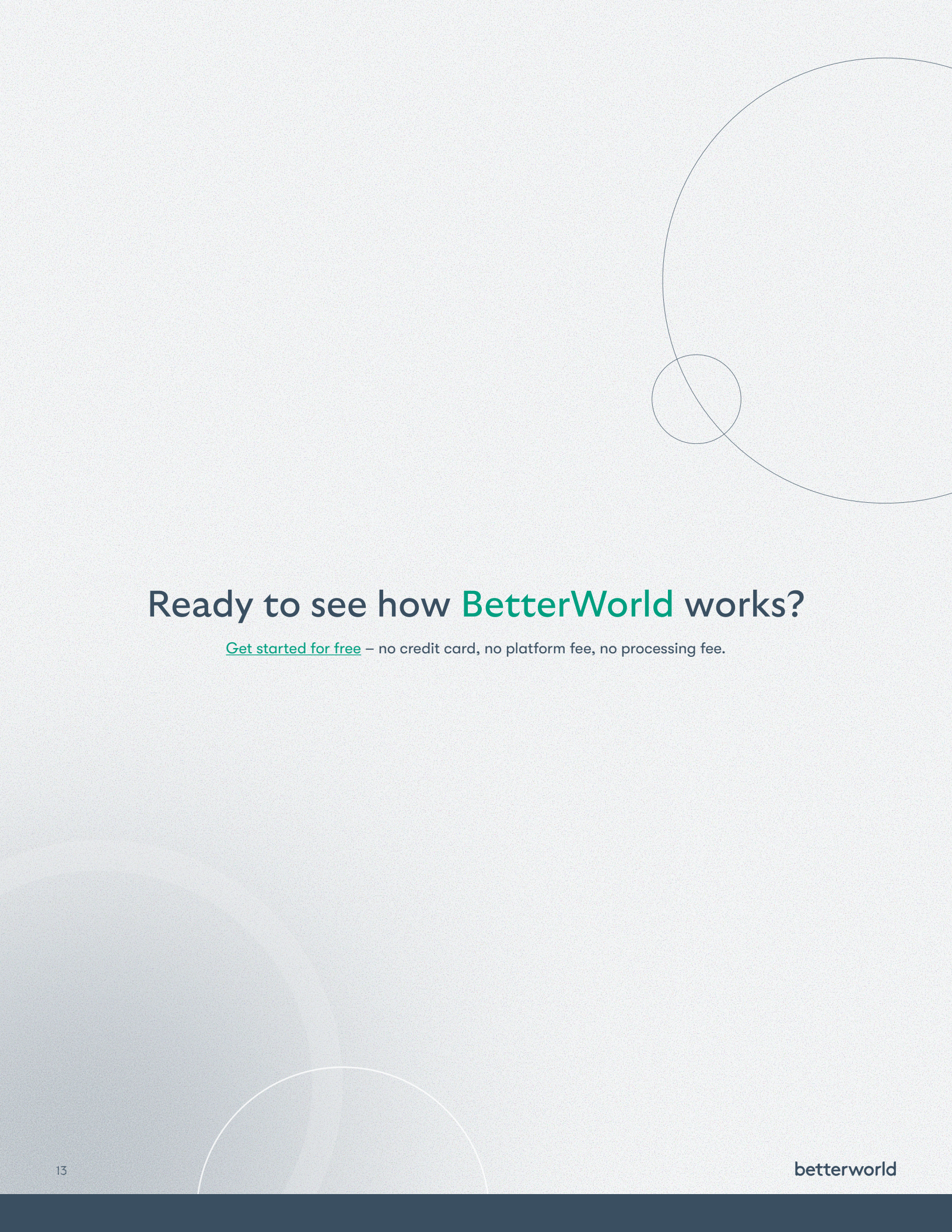
For most small to mid-sized nonprofits, the answer is BetterWorld. It's the only platform that combines zero platform fees, zero processing fees, and a full suite of tools — crowdfunding, auctions, ticketing, peer-to-peer, and more — without requiring a monthly subscription or a negotiated enterprise contract. The math is simple: every dollar saved on platform costs is a dollar that reaches your mission.

The alternatives on this list each have a legitimate use case:

- **Zeffy** if you run simple campaigns and want zero cost above everything else
- **Donorbox** if recurring giving is your primary strategic focus
- **Givebutter** if events and peer-to-peer are the core of your fundraising calendar
- **Mightycause** if giving days and community campaigns are your focus
- **Classy** if you're a large organization with enterprise-level needs and budget
- **Fundly** if you need to launch a simple campaign in under 30 minutes

The worst outcome is paying fees on every donation for years because switching platforms felt like too much work. If your current platform is taking a cut of every donation, it's worth spending an afternoon evaluating what you're actually paying.





Ready to see how **BetterWorld** works?

[Get started for free](#) – no credit card, no platform fee, no processing fee.