



# TreeRaise™: Your Blueprint for Values-Driven Fundraising

To guide nonprofit organizations through a simple, four-step planning process to launch modern fundraising campaigns using the TreeRaise platform.

## The TreeRaise Campaign Formula



### 1. Define the Purpose

Clearly identify what you are funding and why the need is urgent right now.



### 2. Clarify the Impact

Define specifically who benefits and what changes because this campaign exists.

### 3. Activate Supporters

Give your community a values-driven reason to share your story with their networks.



### 4. Launch & Track

Monitor funds raised and verified environmental impact in real-time with modern contributor tools.



## Why Choose TreeRaise?



**No Upfront Costs or Inventory**

Launch without financial risk, upfront fees, or the burden of managing physical products.



**Keep 50% of Every Donation**

Maximize your organization's revenue while providing donors with complete transparency.



**Verified Impact Reporting**

Build trust by providing donors with real-time, verified data on their environmental contribution.