

Charitable stock gifting represents a massive untapped source of funding for nonprofits. More than half of US households own stock and investments outweigh cash holdings 8-10x for donors over 45. Stock gifts represent larger pre-tax gifts for nonprofits along with unmatched tax benefits for donors. When donors give stock, everybody wins!

BetterUnite & DonateStock have partnered to help nonprofits unlock stock gifting:



Making it easy for donors to execute stock gifts in minutes without leaving your site



Enabling your organization to receive stock gifts with ease and efficiency – we can even convert the stock to cash for you



Arming you with content to inform and educate donors on the benefits and ease of donating stock

Say Hello to Stock Gifting!

ACCESS NEW SOURCES OF FUNDING:

Unlock larger pre-tax stock gifts with ease. No brokerage required!

LET US GUIDE YOU:

Use our Stock Gifting Playbook and continuing education to launch and grow your stock gifting program.

INFORM YOUR DONORS:

Use our content for your website, email, newsletters, and social media to educate donors on the benefits and ease of stock gifting.

SAVE TIME:

Leverage our platform to process and acknowledge stock gifts with speed and ease.

STAY INFORMED:

Notifications and dashboards provide full transparency into stock gifts and donor information at your fingertips.

SUPPORT:

Receive highly-rated support to help you maximize donations throughout the year.

Simplifying the Stock Gifting Process

1

Donor selects "Donate Stock" on your BetterUnite donation page and enters details of the stock gift without leaving your page.

2

DonateStock initiates the transfer of stock from the Donor's account to the receiving nonprofit account.

3

Optional: DonateStock can convert the stock to cash, send the proceeds to you, and acknowledge the owner.

4

Dashboard reporting and email notifications will keep you informed throughout the process.

NO BROKERAGE? NO PROBLEM!

DonateStock Charitable (501c3) can convert stock gifts to cash and send the proceeds directly to you.

Get started by registering today!

In your BetterUnite portal, click "Register with DonateStock"

In less than 15 minutes, you'll be ready to start soliciting stock gifts with your own content, educational assets, and nonprofit dashboard.