# Free software for nonprofit fundraising and crowdfunding

Houdini Project - houdiniproject.org

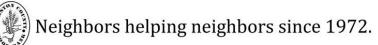
## Who I am?

#### What is free software about?

#### Not about Software

## Yes, it's about freedom but that's not the whole story.

#### It's about PEOPLE



HOURS & LOCATIONS CALENDAR SERVICES VOLUNTEER DONATE GLEANING ABOUT US

You are here: Home



Source Service Service

#### FEATURED POSTS



TCFB Featured on Thurston County Connection Every year there are people, including children, who struggle to make ends meet, going without adequate food, clothing, and other essentials. Read More...



What do volunteers do at TCFB? In 2016 over 11,000 community members volunteered their time at the Thurston County Food Bank, both at our downtown Client Service Center (CSC) and at the Warehouse Distribution Center (WDC). Search this website ...

#### Donate

Your tax-deductible donation helps us put an end to hunger in Thurston County.

#### **Downtown Food Distribution Hours**

Mon, Wed, Fri -- 11:00am to 3:00pm 2nd and 4th Wed -- 5:00pm to 7:00pm Other Locations

#### **Downtown Office Hours**

Mon - Fri -- 8:00am to 4:30 pm

We are closed on the following state holidays: New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Veterans' Day, Thanksgiving, day after Thanksgiving, and Christmas.



#### CAMP BRAVE TRAILS

SUMMER CAMP VOLUNTEER FAMILY CAMP PROGRAMS DONATE

Leadership Summer Camp For LGBTQ Youth

APPLY NOW

2020





ABOUT

ATION

THE PANZI MODEL WAYS TO GIVE

JOIN US

×

NKISI GALA







WeMove.EU is a citizens' movement, campaigning for a better Europe: for a European Union committed to social and economic justice, environmental sustainability and citizen-led democracy. We are people from all walks of life, who call Europe our home - whether we were born in Europe or elsewhere.

## It's about empowerment of people

## In our society, nonprofits help empower people

#### Nonprofits need resources to empower people

#### Houdini Project

Fully free, nonprofit fundraising infrastructure

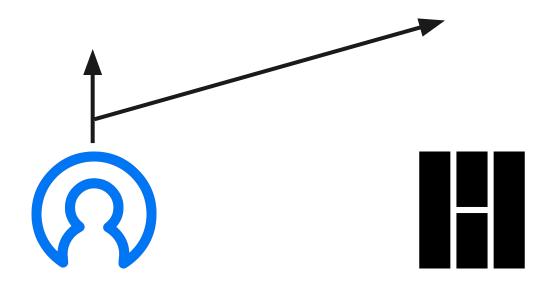
Primarily based upon CommitChange's SAAS



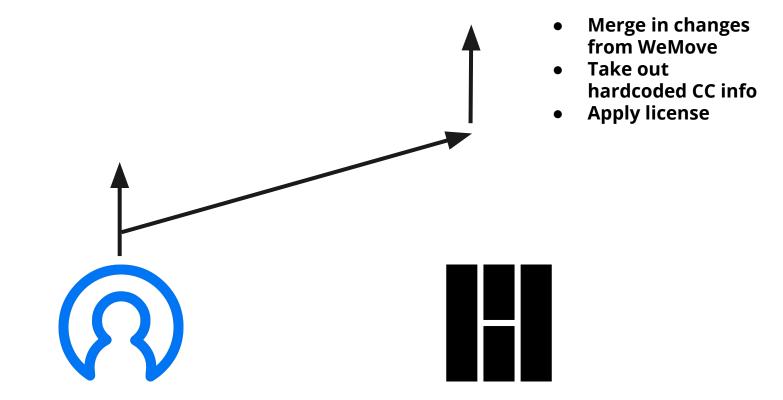
#### **Codebase relationship**

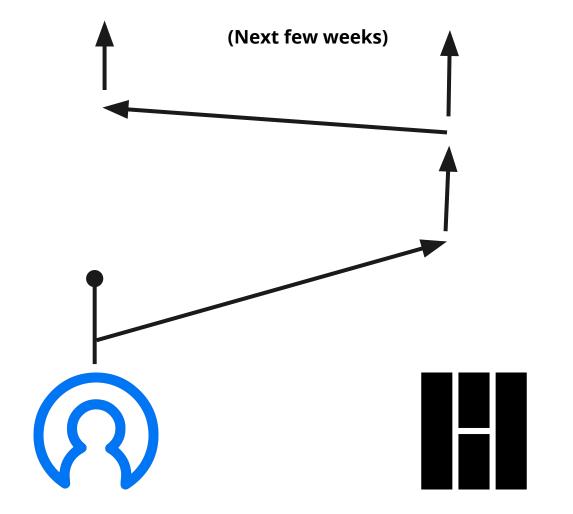


(About two weeks ago)



#### (Right now)





## CommitChange.com will stay close to Houdini

- I was drafted to serve as Project Leader
- We can't afford to NOT stay close to Houdini

#### **Major features**

## Embeddable Donation Form

- Embedded via a small amount of Javascript you put on a page MUCH lower PCI compliance
  - Only JS calls to Stripe API are for Card and Bank Account tokenization
- One time or recurring donations
- Support of multiple currencies
  - Only one currency per nonprofit
- Stripe Credit Card is well supported
  - Also, SEPA support through a backend used by WeMove
- Translated into eight European languages
- Support UTM for A/B testing and tracking

#### Part of the page



(←) → C<sup>a</sup> ⓓ ⓓ www.bravetrails.org/donate-here/



ABOUT SUMMER CAMP VOLUNTEER FAMILY CAMP PROGRAMS DONATE

Donate

#### Donate to Camp Brave Trails

We rely on the generosity of donors like you. Brave Trails thanks you for your support!

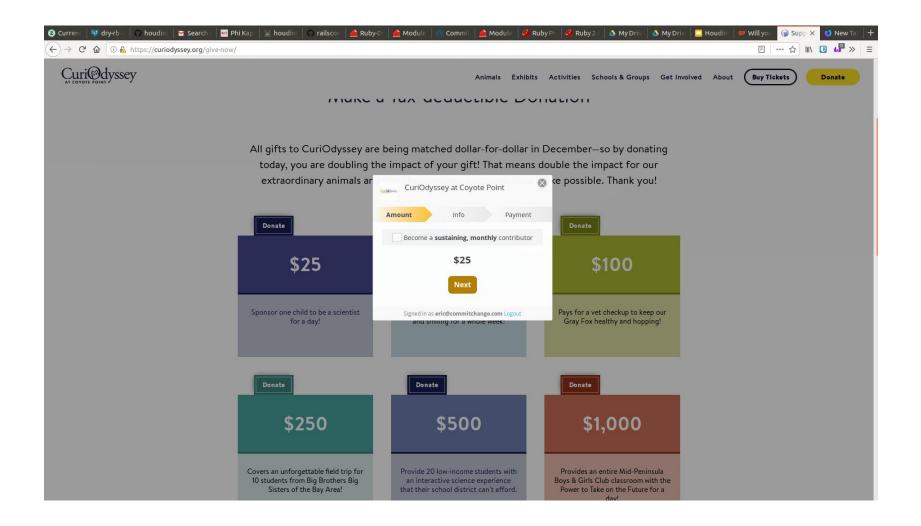




Amazon Wish List

WHAT WE NEED!

#### Just a button



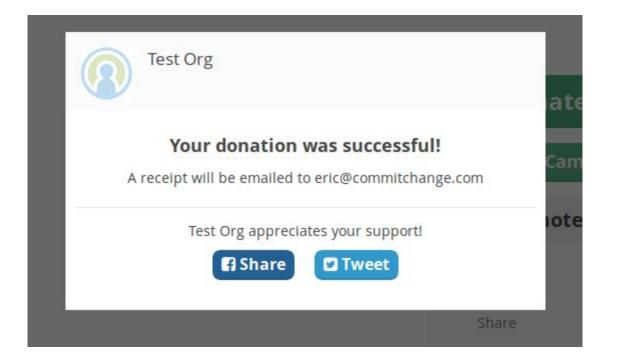
## **Experience for payment wizard**

Test Org			
Amount	Info	Payment	ate
Becon	ne a <b>sustaining, monthl</b> y	<b>y</b> contributor	Camp
\$ <b>10</b>	\$25	\$ <b>50</b>	ote
\$ <b>100</b>	\$ <b>250</b>	\$ <b>500</b>	
<sup>\$</sup> 1000	\$Custom	Next	
_			

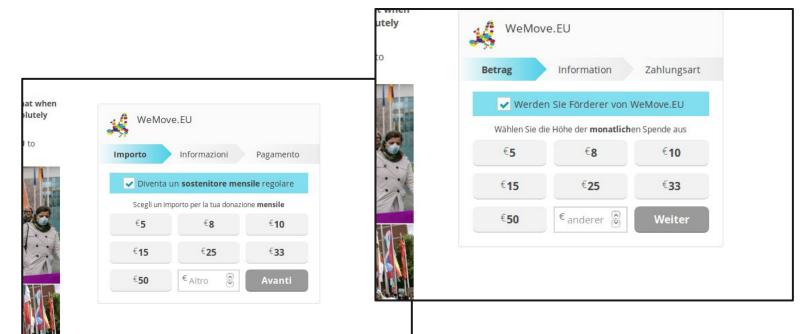
Amount	Info	Payment	
	\$10 one-tim	ie	
eric@commito	hange.com		
Eric	Schultz	9205390404	
123 some stre	eet	Boston	
AL	54927	54927 US	
Make th	nis donation in honor/me		
Direct Debi	t Credit Card		

Test 0	Org					
Amount		Inf	ō		Payment	
	2	\$10 <b>on</b>	e-time			
Eric Sch	ultz					
4242 42	42 4242	4242		555		
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mount			Inf	D		Payment
		\$10	on	e-time		
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4242 4	242 4242 4242			555		
4		2022	٣	55555		
	A Tran	sactions	secu	ired with 25	56-bit SS	



#### Translated into eight European languages



## Campaign/crowd funding

- Support for different reward tiers
- One time or recurring donation
- Full control of goal amount, goal date, and what metrics you want to show



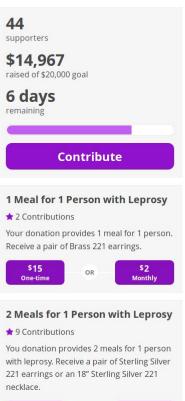
#### **Give a Gift...Receive a Gift** 221 Feeding Initiative-Providing Meals to People with Leprosy



2 meals each month for... 250 people with leprosy in... 1 one year.....2018

Let's do this together! In 2018, let's feed 250 people who have leprosy. People who can't work and provide for themselves or their family. This is *Where Grace Meets Karma*. Let's do it for the least of these!

For each donation, you will receive a gift! Jaipur Jewels in Texas, a 501© 3 charitable foundation, has created a line of jewelry exclusively called 221: Where Grace Meets Karma. These earrings and necklaces, shown in the picture above, are made in sterling silver and will also be offered in brass and 14K gold. These same designs will be offered with semi-precious, precious, uncut







📶 🌣 :: vimeo

B I T

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This campaign has ended, but you can still contribute by clicking the button below.

#### Contribute

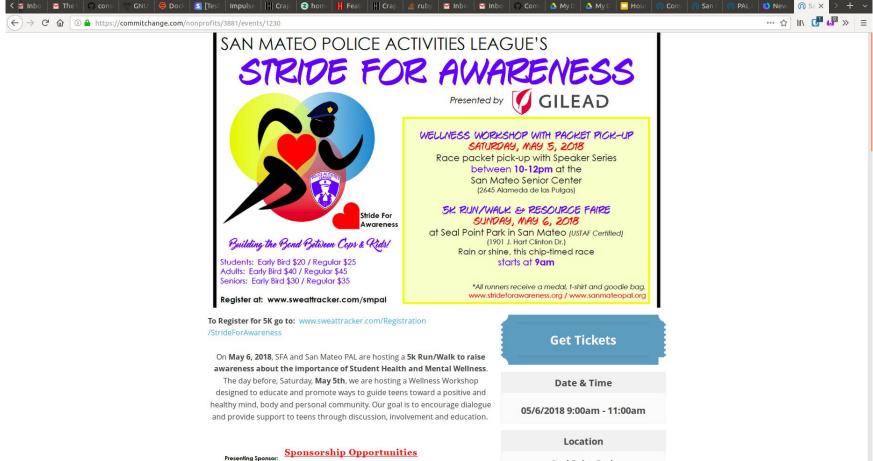
Merit Badge Stickers Onl <u>Edit Gift</u> Please.

★ 4,219 Contributions

You will receive all of the custom Radiotopia merit badge stickers that are unlocked throughout the campaign.

#### **Event management**

- Fully custom ticketing with optional quantities
- Attendee management and reporting
- Mostly focused on gala style events



Seal Point Park

1901 J hart Clinton Dr.

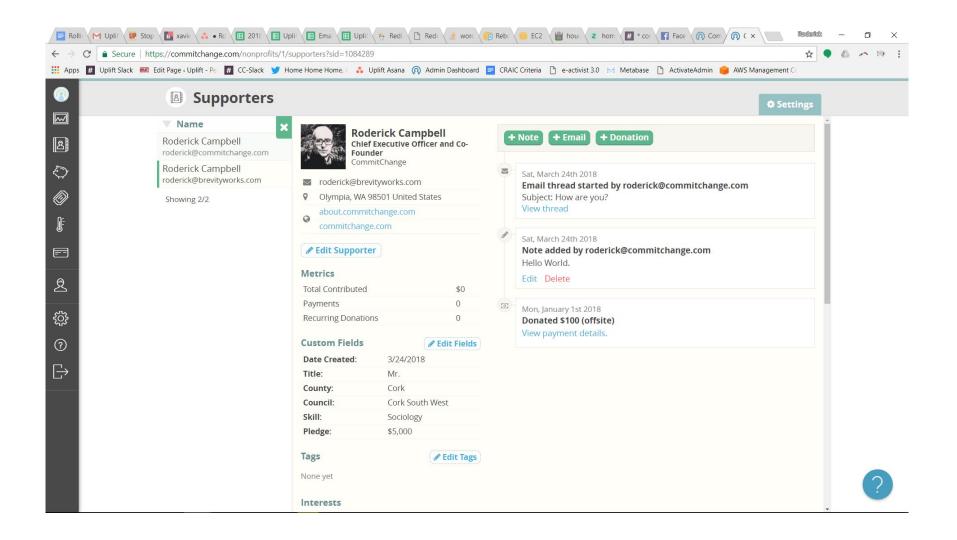
San Mateo CA

nsorship Opportunities

< 🍯 Inbo: 🖌 🗃 The V 🛛 💭 cons 🛛 🞌 GNU 🛛 🤤 Dock 🛛 💽 [Test 🗍 Impulse 🗍 🚻 Craj	p 🛛 🛿 homi 🛛 🚻 Feati 🗍 🔠 Crap 🖉 🛓	ruby   MInbo   N	🕈 Inbo: 🛛 💭 Com: 🛛 🗳	🔰 My D 🛛 🛆 My D 🗧 Hour	🕥 Com 🛛 🕥 San F 🕇 🌘	🔊 PAL 🕴 🌖 New		
← → C û I ≜ https://commitchange.com/nonprofits/3881/events/1230						☆	III\ 🗗 🗗 »	≡
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STE	Tickets	Info	Finish	=55				
SIN	Ticket Level	Price	Quantity					
	Mile Marker Sign	\$200	0	GA				
	Awareness	\$500	0	LET PICK-UP				
	Health	\$1,000	0	8				
	Wellness	\$2,500	0	ker Series Ə				
	Happiness- Banner Sponsor	\$5,000	0	÷r				
		Next		FAIRE				
Students: Early Bird Adults: Early Bird \$ Seniors: Early Bird 1		Rain o *All	(1901 J. Hart Clinton r shine, this chip-ti starts at <b>9am</b> runners receive a me	imed race				
/StrideForAwareness	to: www.sweattracker.com/Registra			Get Tickets				
awareness about th The day before, Sa	and San Mateo PAL are hosting a <b>5</b> <b>In importance of Student Health a</b> aturday, <b>May 5th</b> , we are hosting a V and promote ways to guide teens t	<b>nd Mental Wellnes</b> Vellness Workshop	5.	Date & Time				
	nd personal community. Our goal is t to teens through discussion, involve		05/6/20	18 9:00am - 11:00am				
	<u>Sponsorship Opportunitie</u>			Location				
Presenting Sponsor:	EAD 👷 🏼	Stride For Awareness		Seal Point Park 11 J hart Clinton Dr.				

#### Donor and supporter management (CRM)

- Supporter management and payment history
- Searchable
- Supporters are taggable and can have custom fields for additional information
- Integrate with mailing list software (only Mailchimp for now)
- Can retrieve social media account information, using Full Contact API (optional)



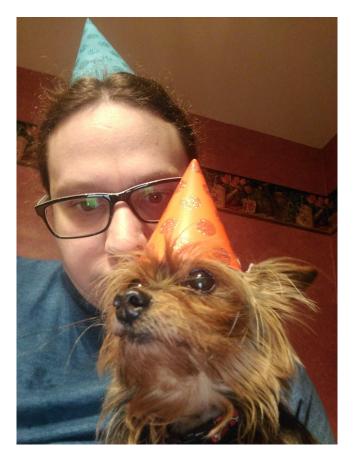
Paym	nents • History		History	Recurring Payouts
<b>T</b> Filter Sea	arch Q	13 Payments \$211.00 To	tal	Export
The Amount	V Supporter	× \$10 One-Time D	onation from Roderick Campbell	
\$100	Roderick Campbell		-	
\$10	Jay R Bolton	Payment Info		
\$10	Roderick Campbell	Date	04/27/14 16:04pm PDT One-Time Donation (cash)	
\$10	Roderick Campbell	Type Gross Amount	\$10	
\$1	Roderick Campbell	Processing Fees	\$-0.59	
\$10	Scot Whitney	Net Amount	\$9.41	
\$10	Roderick Campbell	Status	disbursed	
\$10	Roderick Campbell	ID	10269	
		Donation Info		
\$10	Roderick Campbell	Dedication		
\$10	Scot Whitney	Designation		
\$10	Scot Whitney	Notes		
\$10	Scot Whitney	Supporter Info		
\$10	Roderick Campbell	Supporter Page Email	info@brevityworks.com	
Showing 13/13		Phone	(360) 791-1807	
		<u></u>	Olympia, WA	
		Address	98501	
			United States	

#### Notable other features

- Integration with CiviCrm
- Peer-to-peer campaigns

## **Technology and Licensing**

- Backend: Ruby 2.3 and Ruby on Rails 3.2
  - License: AGPL3+ with an additional permission (more details later)
- Frontend: Custom Javascript frameworks (but wait for new feature discussion!)
  - License LGPL3+
- Inbound=outbound
- Independent of CommitChange
  - But we'll be involved and provide leadership and resources



(Halfway point)

## History of CommitChange

- Started in 2013 by Roderick Campbell and Jay Bolton in Washington State
- Received some outside investment
- Like many startups grew and shrank along with business model adjustments
- Now: sustainable with three employees and growing

## Inspired to solve a fundamental problem in nonprofits

#### Ending the starvation/poverty cycle

#### Mostly an issue of grant writing

#### Can CommitChange meet more needs?

#### What if a nonprofit isn't in the US?

# What if they're in a country CommitChange can't do business with?

What if they have unique needs that weren't managable by CommitChange's design, i.e. SAAS based in the US?

#### A path to free and open source software

- A lot of interest from European advocacy organization, WeMove
- A few of CommitChange's nonprofits have a good understanding of free and open source software (Public Radio Exchange)
- Multi-year discussion and process
  - I was consulted in February, last year
  - I joined CommitChange full-time in July

#### **Pre-free software test**

- WeMove ran a prerelease version of Houdini
  - Replaced a CiviCRM based donation system
- Added features such as:
  - Multiple currencies
  - $\circ \quad \ \ {\rm Translations}$
  - SEPA Support
  - CiviCRM integration
  - UTM support (A/B testing)
- Result?





#### **50% Increase in Completed Donations**

## Met their donation goals in half the time expected



#### Requirements

- Meets our partner and customer needs
- CommitChange has a small amount of proprietary Javascript that we can't remove for our use (yet)
  - $\circ \quad \ \ \text{In-browser editor}$ 
    - CC: Froala
    - Houdini: Quill
  - Street map software
    - CC: Google Maps
    - Houdini: -
  - Stripe tokenization code
    - CC: proprietary Stripe.JS
    - Houdini: replacement with fully free code

#### Requirements

- Meets our partner and customer needs
- CommitChange has a small amount of proprietary Javascript that we can't remove for our use (yet)
- Needs to be copyleft and resist proprietarization

#### Plan

- Backend = AGPL3+
- Frontend = LGPL3+

#### There's a problem though

```
<%= content for(:title prefix) {"#{@event.name} - #{@event.nonprofit.name}".html safe} %>
<%= content for(:meta description) {raw @event.summary} %>
<%= content for(:stylesheets) {stylesheet link tag 'events/show/page'} %>
<% content for(:fixed position cta hidden) {'hidden'} %>
<% @brand color = @nonprofit.brand color ? @nonprofit.brand color : nil %>
<%= content for :facebook tags do %>
 <meta property="og:title" content="<%= raw @event.name %>" />
 <meta property="og:description" content="<%= @event.summary.present? ? raw(@event.summary) : raw(@event.name) %>" />
 <meta property="og:image" content="<%= @event.main image url(:normal) %>" />
<% end %>
<%= content for :twitter tags do %>
 <meta property="twitter:title" content="<%= raw @event.name %>" />
o<meta property="twitter:description" content="<%= raw @event.summary %>" />
 <meta property="twitter:image" content="<%= @event.main image url(:normal) %>" />
<% end %>
<%= content for :javascripts do %>
 <script>
   app.event id = <%= @event.id %>
   appl.def('event id', <%= @event.id %>)
   app.hide activities = <%= @event.hide activity feed %>
   app.header image url = '<%= @event background image %>'
   app.current event editor = <%= current event editor? %>
   app.event url = '<%= nonprofit event path(@nonprofit, @event) %>'
   appl.def('event is deleted', <%= @event.deleted || false %>)
 </script>
 <%= render 'common/froala' if current event editor? %>
 <%= render 'schema', event: @event, url: @url %>
 <%= IncludeAsset.is '/client/is/events/show/page.is' %>
<% end %>
<%= content for :head do %>
 <meta name="viewport" content="width=device-width, user-scalable=no">
 k rel="canonical" href='<%= @url %>' />
```

re and es

#### What license is that under?

#### The Web Template Output Additional Permission

- Runtime generated HTML is under CC0
- Runtime generated CSS and JS are under LGPL3+
- Read at github.com/HoudiniProject/houdini

#### **Future ideas**

### Move to an API-driven System (++)

- Define API using Grape
- Swagger to generate libraries (in Typescript)
- Support OAuth authentication

#### **React-ify the frontend**

• Rewrite the front end in React

### Accessibility improvements

- Moral obligation to fix this
- Part of the reason for choice of React

#### **Payment Provider Additions and Modeling**

- What works:
  - Stripe with subaccounts (Stripe Connect)
  - Stripe when every nonprofit using the same account less tested but works (some UI in backend need correction)
  - Using SEPA by delegating transactions to another system via RabbitMQ
- What doesn't
  - Stripe when every non-profit uses their own Stripe account
  - Non-credit card transactions via Stripe
  - Non-Stripe payment providers!

IMPORTANT: Stripe isn't supported everywhere due to local regulation or US trading restrictions

#### Supported payment methods

You can enable any payment methods available to you within the <u>Dashboard</u>. Activation is generally instantaneous and does not require any additional contract or lengthy process. The table below summarizes the payment methods currently supported and how they map to the key characteristics listed above with links to their specific guides.

		NONE	REDIRECT	CODE VERIFICATION	RECEIVER
	SYNCHRONOUS	Cards	3D Secure	-	-
PULL	ASYNCHRONOUS	SEPA Direct Debit	ACH debits with authentication	ACH debits with microdeposits	-
PUSH	SYNCHRONOUS	9 — 9	Alipay Bancontact EPS Giropay iDEAL P24	—	<u>Multibanco</u>
	ASYNCHRONOUS	-	Sofort	-	ACH Credit Transfer

#### Payment providers can be abstracted!

- Payments increase the nonprofit account
- Refunds decrease the account
- Disputes decrease the account
- Transactions can be pending
- Push or Pull method
- Synchronous or asynchronous
- Requires 3rd party website flow (like Paypal or not)

# Let's solve payment providers support for free software!

(If this isn't solved already, of course)

# Additional Currency support

- Stripe has a lot of currencies!
- So do a lot of other providers
- Cryptocurrency?

## Integrations

- Other mailing list providers than Mailchimp
- Better CiviCRM integration
- Other CRMs (Salesforce)
- Other mapping providers (OpenStreetMap)
- Accounting software?

## Better relationship management for donors

- Better understanding of who donors are and why they give
- Know when it's okay to ask again and when it's not
- Additional public information systems like Full Contact as appropriate

#### Translations

- Only donation form is translated
- Only into eight European languages

## **Documentation improvement**

• Migrate help articles to Houdini from CommitChange

- It's proven to work
  - Over \$20 million in donations processed through CommitChange.com
  - Run on two continents, two different organizations
  - Multiple other organizations eager to develop

- Outside development happening already
  - GDPR compliance WeMove
  - Peer-to-peer campaign improvements YMCA of Silicon Valley
    - Digression: free software is easier for grant fundraising
  - API-ization- Public Radio Exchange

- Sustainable company will be developing it practically full-time.
  - If you want to host yourself, great!
  - If you want assistance to get features added, great!
  - If you want someone else to run it but use an API, great!
  - If you want to pay to pass off the effort of maintenance on someone else, great!

## It's for the common good



# Why SFC?

- No one involved is "corporate people"
- Copyleft was a requirement
- Committed to positive change in free and open source software
- Charity makes sense
- Understand, and fight to strengthen, the connection between free software and empowerment
  - LibreHealth
  - Linux Kernel Enforcement
  - Outreachy

#### It's about empowerment

## Call to action

houdiniproject.org

houdini.zulipchat.com

github.com/HoudiniProject/houdini

@wwahammy

eric@commitchange.com

#### Credits

- Slide 7: Thurston County Food Bank
- Slide 8: Camp Brave Trails
- Slide 9: PRX-Radiotopia
- Slide 10: Panzi Foundation
- Slide 11: WeMove.eu
- Slide 16: Public Domain
- Slide 26: Brave Trails
- Slide 28: Curiodyssey
- Slide 37: Jaipur Jewels

- Slide 40: San Mateo PAL
- Slide 56: Xavier Dutoit and Kasia Jarmołkowicz, respectively

## License

- Photos mentioned on previous slide may not be reused
- Otherwise, under CC-BY-SA 4.0