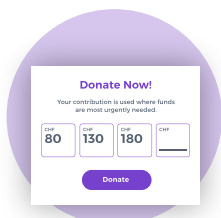# Factsheet Soulclick Shop
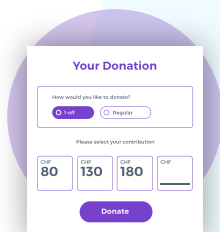
The powerful donation portal combining all features of "Form" and "Crowd" with shopping cart, check-out logic and a large spectrum of customization possibilities.
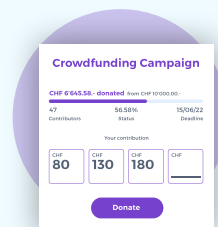
Product Models

One-time donations

Donation products with one-time payment for donation products or non-product-based donations.
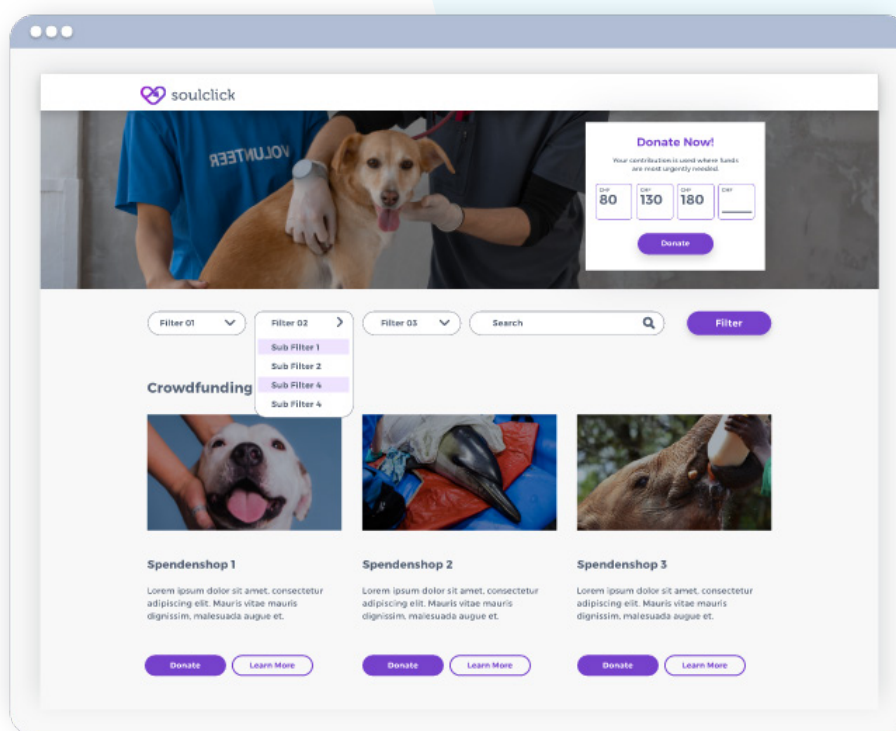
Recurring donations

Recurring donations with regular credit card debit (monthly, quarterly, semi-annual, annual).

Crowddonation

Donation campaigns with larger funding needs (e.g., emergency aid) and one-time payment.

Merchandise Sales (optional)

Merchandise sales including VAT and invoicing via email automation.

Donation widget

Integration of donation tiles on your existing website.

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Features & Pricing

Soulclick Shop

Software

Product models	• One-time donations • Recurring donations • Crowdfunding • Widget • Merchandise (optional)
Adjustable web design	✓
Payment gateway with 40+ payment methods	✓
Widget setup & integrations	✓
Shop basket	✓
Offset my Fee	✓
CRM connector (API integration)	CHF 2'540.-
Self-service CMS	✓
Multi-language setup	✓
User training & documentation	✓
Peer-to-peer module	CHF 4'680.-

Automation

Automated email confirmation	✓
Electronic annual donation confirmation (editable)	CHF 1'550.-
Double opt-in integration	✓
Retargeting Automation (repeat purchase)	✓

Performance Marketing

Google Analytics, Search Console & Tag Manager integration	✓
Bidding strategy & ROMI tracking	at expense
Datastudio dashboard	✓

from CHF 31'500.-
(one-time fee)

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Further Insights

Setup

Installation, subdomain integration and setup of standard features will be done for you.

All options can be booked also at a later stage. In case of initial booking, additional project management costs can be saved.

Payment

More than 40 payment methods including Twint are available.

Setup fees

CHF 31'500.- plus selected options.

Additional services

In addition to the product options, we offer the following services:

- **Advanced Analytics** neat management dashboards with Google Datastudio.
- **Performance Marketing setup** including UTM concept, keyword analysis and bidding setup.
- **Retargeting Automations** to trigger repeat or recurring donations.
- **Login area** incl. Consent Management (user preferences) and self-service portal.
- **Electronic donation confirmation** automatically generated and sent via email automation.
- **Peer-to-peer module** to let donors select specific products and set up their own fundraising campaigns for a limited period of time.
- **Individual Automations** upon request.

Customization

At extra cost, Soulclick Shop can be highly customized to your needs (user interface/experience, automations and dashboards). We will be happy to provide an individual offer.

Technicalities

The product will be integrated into your website as a subdomain (donate.XYZ.ch). Through the widget feature, donation tiles can also be integrated directly on your website.

You'll get a personal access to your Soulclick CMS to make changes, open new products, etc.

Ongoing fees

During operation the following costs are incurred:

- SLA costs (from CHF 335.-/month) *see SLA packages*
- Payment fee 1.25%
- Fee per transaction CHF 0.30.-

With Soulclick you'll benefit from low fees and a high-cost predictability as we do not charge any transactional fees on donations!

SLA-Packages

For smooth and secure operations, we offer Service Level Agreements that cover hosting, support, maintenance and updates of your Soulclick account. Covered by the SLA is moreover, our service availability in day-to-day business.

	Basic	Medium	Pro
Adjustable web design	✓	✓	Premium hosting
Widget setup & integrations	✓	✓	✓
Support channels	email	email & phone	email & phone
Response time	24h (Mo-Fr: 9 a.m. - 5 p.m. MET)	8h (Mo-Fr: 9 a.m. - 5 p.m. MET)	4h (Mo-Fr: 9 a.m. - 5 p.m. MET)
Resolution time	48h (Mo-Fr: 9 a.m. - 5 p.m. MET)	24h (Mo-Fr: 9 a.m. - 5 p.m. MET)	8h (Mo-Fr: 9 a.m. - 5 p.m. MET)
Guaranteed availability	99,5%	99,7%	99,9%
Optional SLA modules			
Google Analytics support	CHF 84.- / month	CHF 84.- / month	CHF 84.- / month
Marketing Automation support	CHF 84.- / month	CHF 84.- / month	CHF 84.- / month
Included services	• Support with high priority • Downtime alert • Payment gateway 1st level Support • Passive monitoring • Campaign support	• Support with high priority • Downtime alert • Payment gateway 1st level Support • Passive monitoring • Campaign support • 60 min. support / month	• Support with high priority • Downtime alert • Payment gateway 1st level Support • Passive monitoring • Campaign support • 90 min. support / month • Extended support for integrations
Monthly fees	CHF 375.-	CHF 620.-	CHF 1'075.-

For specific needs, we will be glad to offer individual SLAs. Contact support@soulclick.ch

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