



**Sending donation requests via eBill**

## Your Benefits at a Glance



eBill opens an additional channel for charities to reach more than three million Swiss citizens. With eBill Donations, eBill users can receive their donation request directly in their online banking and make a digital donation with just one click.

### Why a Solid Half of All Swiss Households Rely on eBill

eBill is an all-digital, convenient solution for invoice issuers and invoice recipients. With eBill, invoice issuers send invoices directly to their customers' online banking. Invoice recipients view the invoice and pay with one click. It's as simple as that! Security and convenience for all the parties involved - instead of paper, unnecessary detours, and environmental impact.

### What eBill Donations Can Do for Your Organization

eBill Donations leverages eBill's technology and infrastructure. As a result, you can reach your donors and contributors where they pay their invoices - online banking. eBill Donations provides you with a completely digital solution for your campaigns, from submission of the request to transfer of the donation to you. And it does it all with excellent visibility and attention to your donation requests.

### Saving Money and Resources by Going Digital

With eBill, you can realize significant cost savings in acquisition, printing, and mailing. With eBill Donations, you can reach more than three million people who are already used to receiving their invoices digitally and paying them online. Your charity campaigns will benefit significantly.



**80% of Swiss households donate**



**2/3 of donations are made through online banking**



**2.5 billion francs donated in Switzerland**

According to the "Donation Report 2023" by Swiss-fundraising and the Zewo Foundation, the proportion of digital donors is constantly increasing, and the potential is enormous. In total, 80% of Swiss households donate. As a result, relief organizations have received more than 2.5 billion Swiss francs. Those who open digital channels today can reap the benefits tomorrow - the digital age of giving has begun.

### Trust Is Key

eBill is an initiative of the Swiss financial center and is offered by 95% of financial institutions. This creates trust. As a result, the digital bill has quickly caught on in Switzerland. A high proportion of the population uses online banking and therefore has access to the eBill portal. This combination of convenience, trust and security is convincing and gaining acceptance.

### The Short Way from Request to Donation

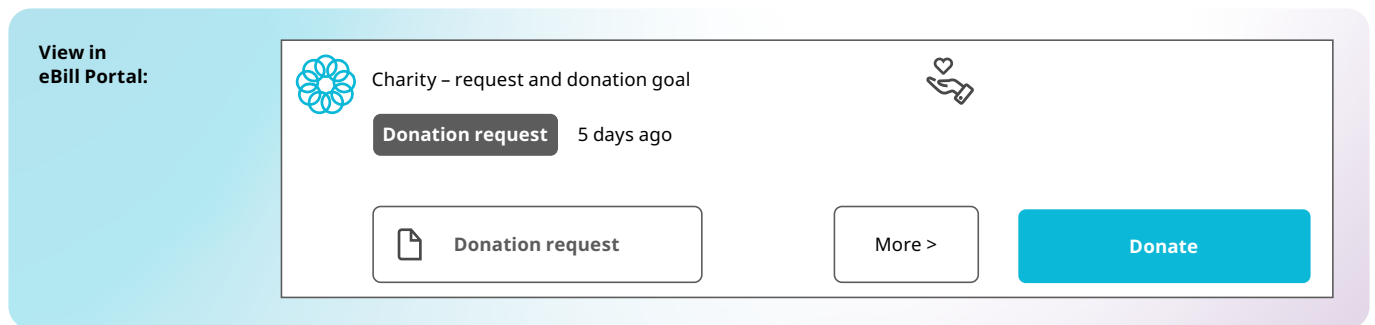
Your campaign will not be overlooked or sidelined; it will reach donors in the best possible environment - online banking - right when they are making their credit transfers. This means that a donation to your organization is just a click away.

### How eBill Donations Works

With eBill Donations, you send your donation request as a PDF file directly to your donors' online banking. They can review your campaign online and then initiate the credit transfer to you with a single click.

You can also suggest specific amounts or different fundraising goals and projects to your target groups. Stay informed about the success of your campaign: eBill Donations gives you updates on how many requests were successfully submitted and how many of them have resulted in a donation.

### Visualization of a Donation Request (Mock-Up):



## Switch to eBill Donations Now!

If you wish to send digital donation requests to your target groups as a charity, you need the service of a network partner. This partner will facilitate the connection to the eBill infrastructure and provide guidance on the subsequent steps following the transition.



Find out  
more at  
**eBill.ch**