



# Accepting Crypto Donations



**THE GIVING BLOCK  
COMMUNITY PARTNERS**



# Why Cryptocurrency

## The Numbers

\$2.4 Trillion  
money in crypto



200,000,000  
people using crypto



100,000  
crypto millionaires



## Fast Facts

### IRS CLARITY

The [IRS announced](#) in 2014 that crypto is treated like stocks. In 2019, 2020 and 2021 they reinforced crypto donation guidance.

### AVERAGE GIFT SIZE

Due to wealth and tax incentives, The Giving Block's average crypto gift is \$1,500, 10x greater than the average US dollar donation.

### MILLENNIALS, GEN-Z

The majority of crypto users are millennials and Gen-Zs, making donation acceptance a key tool for attracting their gifts.

### DIVERSIFY REVENUE

The average nonprofit on The Giving Block adds over \$35,000 to their bottom line, with some raising millions each year.



# Why The Giving Block

## **BEYOND BITCOIN EDUCATION + SUPPORT FASTER SETUP**

We figured out the compliance process, messaging, wallet setup and integration – so that you don't have to. We make it as easy as opening a bank account.

## **OUR WIDGET**

Our widget is customized with your logo + mission, and automatically generates tax receipts for your donors. For nonprofits that accept only Bitcoin, donors with other cryptos aren't offered the tax benefit to give. We set you up for more donors. We make taking crypto easy. Still, we know nonprofits can run into hurdles. That's why we offer live support for all our clients.

## **CONVERTED AUTOMATICALLY**

Crypto prices can be volatile. Turn on our "Auto-Conversion" feature, and crypto donations convert to cash as soon as they arrive.

## **OUR PLATFORM**

All of our clients' widgets also live on our platform, so those in search of crypto-friendly nonprofits find you first.

## **GIVING TUESDAY**

We run a mass fundraising campaign for Giving Tuesday, where our entire network is activated for peak outcomes.

## **MARKETING TOOLKIT**

Where to find crypto donors and partners, and speak their language when you do.





# Get Started

Contact The Giving Block today to book a 15 minute product walkthrough and learn how your nonprofit could be diversifying its revenue streams and increasing its donor base by accepting cryptocurrency donations like Bitcoin, Ethereum, and more!



Join our growing network!



Learn More at  
[TheGivingBlock.com](https://TheGivingBlock.com)