A Harrisburg, PA, USA-based company provides a platform for nonprofits looking to rally communities, raise money, and reach goals.

Online fundraising tools to empower nonprofits and individuals. They turn every mile, push-up, or lunge into a powerful force driving fundraising for their mission.
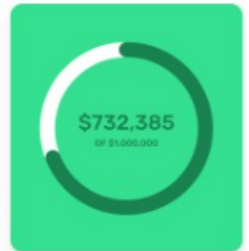
Engagement Overview

Crownstack partnered with Pledgeit in 2024 as an engineering partner, working closely with their team to enhance and scale the platform. Our dedicated development resource collaborates with Pledgeit's engineering team to build and refine key fundraising features, ensuring a seamless user experience. We deliver high-performance, scalable, and secure solutions supporting donations, sponsorships, auctions, and campaign management. The scope includes feature development, UI enhancements, and platform stability, ensuring a smooth and crash-free experience for end users while keeping Pledgeit ahead in the competitive nonprofit fundraising space.

About the Customer,

The founding team of Pledge It came together in a college locker room, united by their shared experience with cancer. Pledge It offers online fundraising tools to empower nonprofits and individuals to make a meaningful impact. What sets us apart is our leading performance-based fundraising platform that enables every mile, push-up, or lunge to contribute to fundraising efforts for your cause. We have assisted thousands in advocating for their missions and have partnered with over 1,500 nonprofits, including the American Cancer Society, St. Jude Children's Research Hospital, Big Brothers Big Sisters, and Ronald McDonald House Charities, to harness the power of performance for social good.

Industry	Fundraising
Company size	11-50

Business Challenges

- Keeping both donors and nonprofits actively engaged on the platform to encourage repeat donations, sponsorships, and participation in fundraising activities.
- Standing out in the competitive fundraising SaaS market by providing unique features and a seamless experience across donations, sponsorships, auctions, and events.
- Establishing credibility with donors and nonprofits by ensuring transparency, security, and reliability in transactions and fund distribution.
- One of our key challenges is balancing transaction fees to appeal to nonprofits while ensuring ongoing platform development and operations sustainability. We achieve this by carefully managing our operational costs and investing in the continuous improvement of our platform. This allows us to keep our fees competitive while providing a high-quality service to our users.
- Efficiently handling high volumes of transactions, campaigns, and events without performance slowdowns, particularly during peak fundraising periods.
- Ensuring compliance with financial regulations, data protection laws, and fraud prevention measures to safeguard donor and nonprofit information.

Business Solution

Our Tech team worked with the Pledgeit engineering team in unison and implemented the following solutions:

- Collaborating closely with the Pledgeit engineering team to enhance platform capabilities and ensure the seamless integration of new fundraising features.
- Providing dedicated development resources to optimise and scale key functionalities, including donations, sponsorships, campaign management, auctions, and events.
- Improving platform performance and stability to handle high traffic during peak fundraising periods without disruptions.
- Enhancing the user experience by refining the UI/UX and streamlining workflows for donors and nonprofit organisations.
- Implementing secure and efficient payment processing solutions to ensure smooth and reliable transactions.
- Supporting agile development cycles by rapidly building, testing, and deploying new features that keep Pledgeit competitive in nonprofit fundraising.
- Ensuring compliance with financial regulations and data security best practices to build trust among users and protect sensitive donor information.

Technology Stack

Frontend	NextJS, Tailwind, Tanstack
Others	Docker, AWS, Microservices Architecture
Backend	NodeJS, Molecular Framework, GraphQL, MySQL, Redis, MongoDB
Workflow	JIRA, Slack, Github, Figma

Business Outcome

- Accelerated development and deployment of new fundraising features, allowing Pledgeit to continuously enhance its platform and meet the changing needs of nonprofits and donors.
- Improved platform scalability and performance, ensuring seamless handling of high-traffic fundraising events without compromising the user experience.
- Enhanced user engagement and retention through a more intuitive and efficient platform, making creating and managing campaigns easier for nonprofits.
- Increased transaction reliability and security, providing a trustworthy experience for donors and organisations while maintaining compliance with financial regulations.
- Reduced technical bottlenecks for Pledgeit's engineering team by streamlining development workflows and speeding up feature releases.
- Strengthened competitive positioning in the nonprofit fundraising space by delivering a robust, high-performing platform with innovative capabilities.

Further Links

Learn More About Crownstack's Offerings
Learn More about Pledge It