

ONLINE DONATION INFRASTRUCTURE CREATION AT SVCHS, INC.

2025 CHCU Capstone Presentation

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Coordinator

BACKGROUND

- Untapped resource for SVCHS
- Funds diversification
- Not a “one and done” project



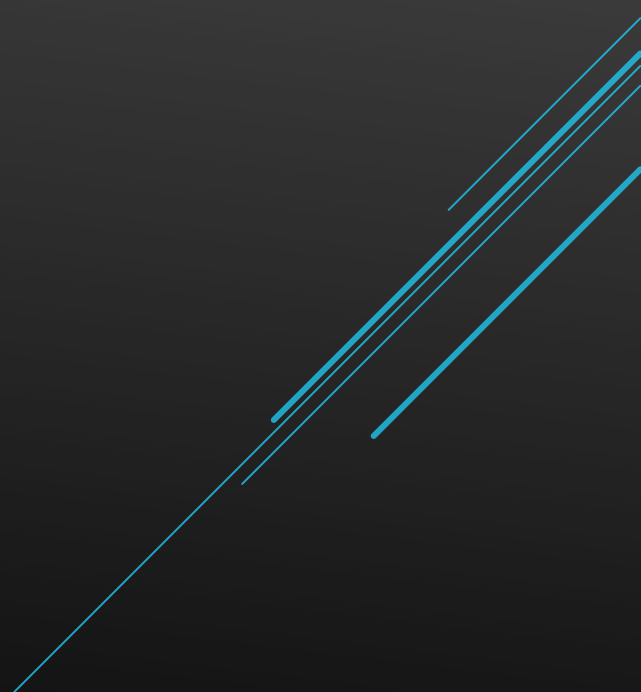
SOUTHWEST VIRGINIA
COMMUNITY HEALTH SYSTEMS
Opening doors to quality healthcare

SOLUTION INNOVATION



- Price
- Scalability
- Ease of Integration
- Easy to use

Pursue in-house creation or third-party management?



GIVEBUTTER

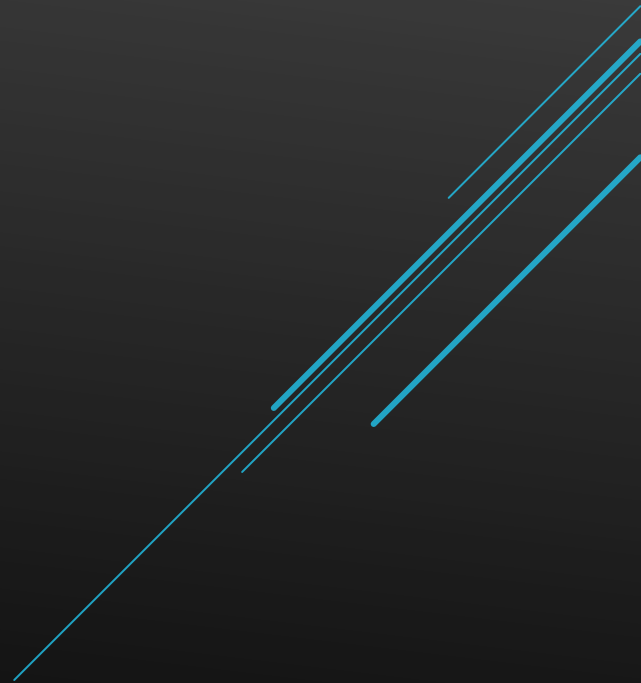


- Founded in 2016
- Mission driven
- Met the needs of SVCHS

PRICE



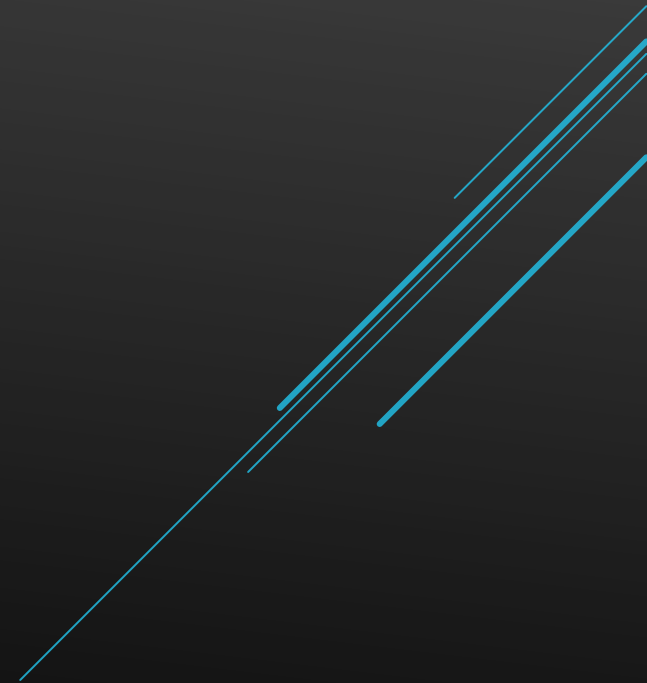
FREE!



SCALABILITY



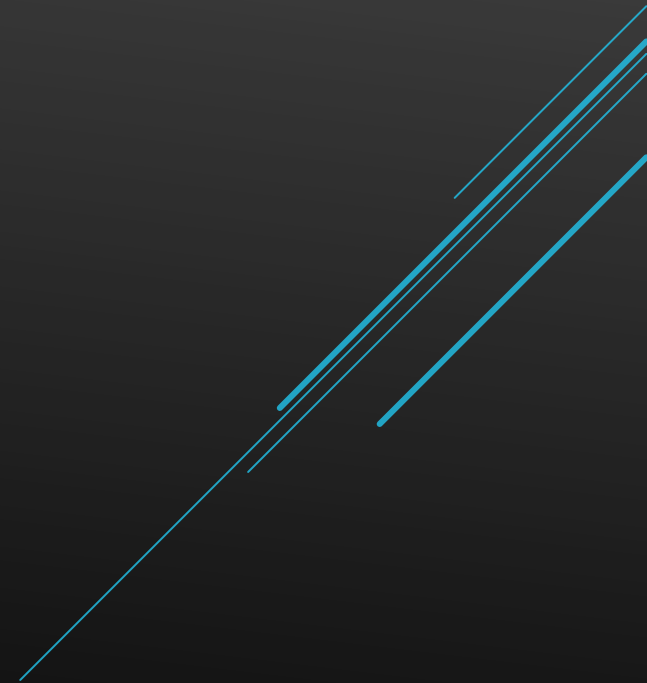
- Multiple campaigns
- Event management
- No limitations on CRM capabilities



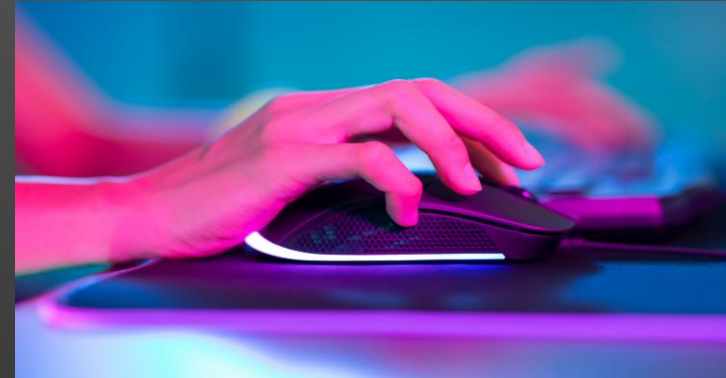
EASE OF INTEGRATION



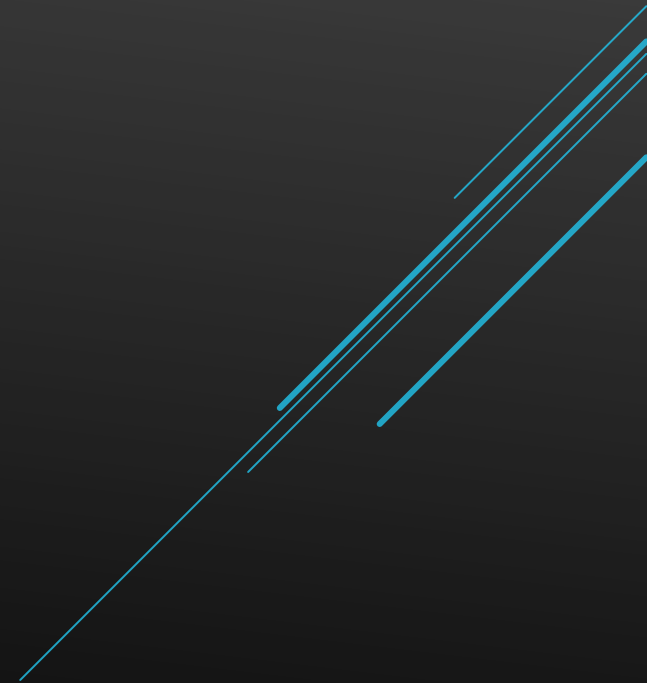
- Setup made easy
- UX is modern and easily accessible



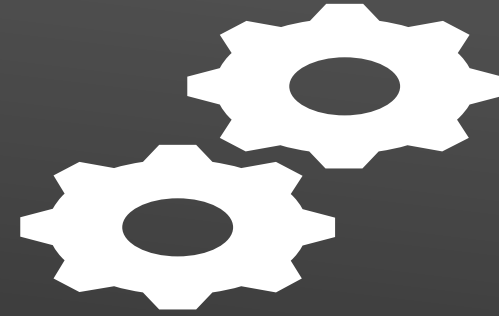
EASY TO USE



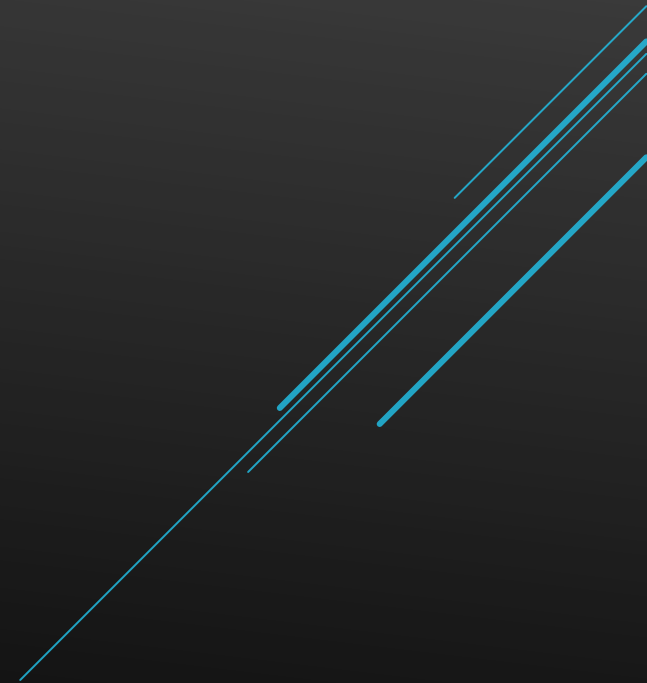
- UX is basic
- Administrative side/ management made simple



SETUP



1. Account creation/ non-profit verification
2. Donation form creation
3. Implement onto webpage
4. Test



LAUNCH

-10/14/2025 launch date



SOUTHWEST VIRGINIA
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SVCHS, Inc. Donation Fund

For more than 40 years, SVCHS, Inc. has served the people of Southern West Virginia, Southwestern Virginia, and Northeast Tennessee with compassionate, affordable, patient-centered whole-person care, regardless of ability to pay. As we continue to grow and expand our services to meet the needs of our region, we hope that you will take part in supporting our mission today and for the years to come.

Organized by Southwest Virginia Community Health Systems
Incorporated
501(c)(3) Public Charity · EIN 54-2046110



Verified

✓ Choose amount

One-time

Monthly

Quarterly

Yearly

\$1,000

\$500

\$250

\$100

\$50

\$25

\$ Other

USD

☐ Add note/comment

Continue



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Verified



Summary

\$25.00

+~~\$1.06~~ processing fee Done

Payment processors take a cut of each transaction. With Givebutter, you have the option to cover these fees so 100% of your gift can go to the cause you care about.

☐ I want to cover fees



Did you know? Givebutter provides free fundraising software to nonprofits and relies on your generosity to power:

Other

- 150+ free features
- 24/7 real human support
- 5 million changemakers & counting

– \$ 0.00 +

☒ Allow Southwest Virginia Community Health Systems Incorporated to contact me



☐ This contribution is on behalf of a company

Select a payment method

- ☐ Credit or debit card
- ☐ PayPal
- ☐ Venmo
- ☐ Cash App Pay
- ☐ U.S. bank (ACH) Lowest fees!

Southwest Virginia Community Health Systems, Inc.'s Post



Southwest Virginia Community Health Systems, Inc.

1d · 🌐

🎁 Giving Tuesday is Almost Here! 🎁

Southwest Virginia Community Health Systems (SVCHS) is excited to launch our Giving Tuesday Givebutter Campaign — and we have great news!

💙 Givebutter will MATCH 1% of all funds raised on December 2, 2025!

That means your gift goes even further in supporting accessible, high-quality health care for our community.

Our Givebutter page is: <https://givebutter.com/GjQbP8>

— Donations are secure, and you can give using:

- ✓ Credit card
- ✓ Debit card
- ✓ ACH bank transfer
- ✓ PayPal
- ✓ Venmo
- ✓ Cash App

You can also choose between a one-time gift or set up recurring monthly donations to support SVCHS year-round.

Every contribution helps us continue providing comprehensive and compassionate care to individuals and families across Southwest Virginia.

🙏 Please consider supporting SVCHS this Giving Tuesday — and help us take advantage of the 1% match!

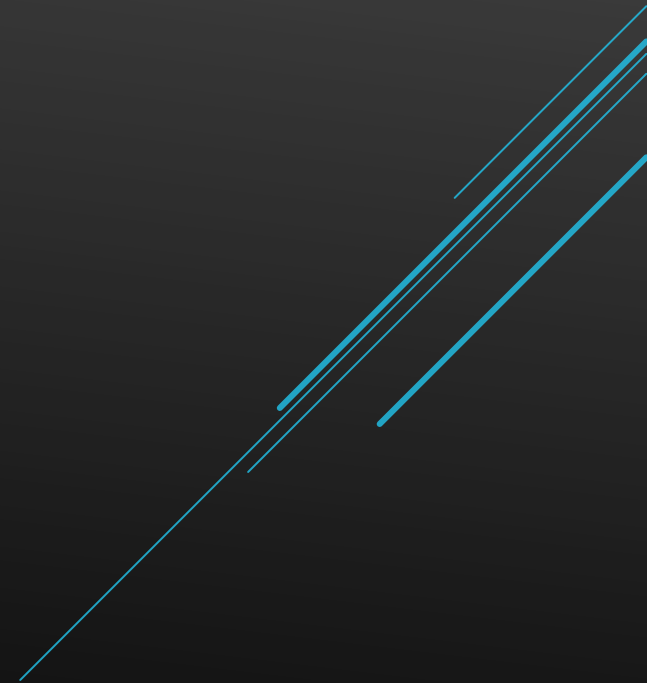
Thank you for helping us build a healthier community. 💙



FUTURE



- Marketing Strategies
- Corporate Philanthropy
- Fundraiser Events



Q/A

