

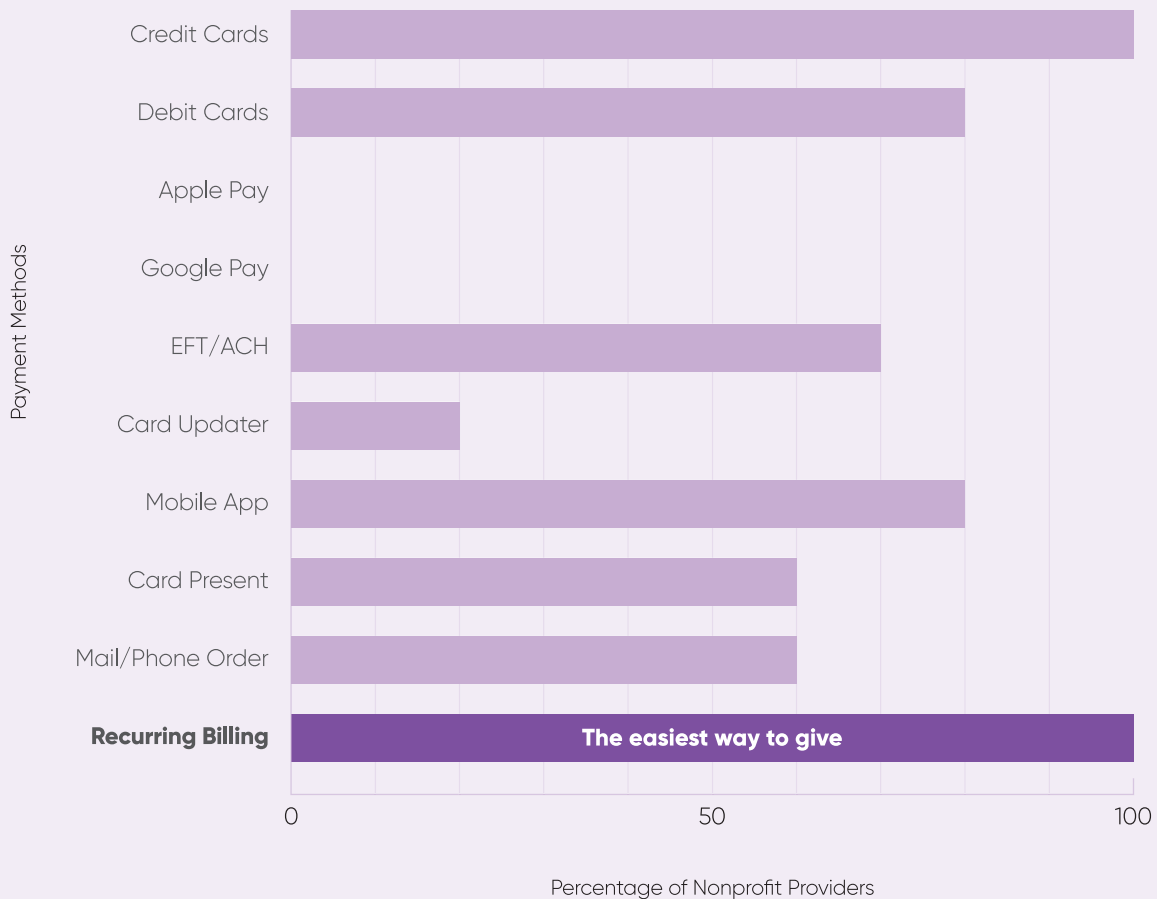
**Industry Report**

# **The Latest Payment Trends in Nonprofits, Food, Sports, & Education**

# Nonprofit

As resources are often limited for nonprofits, their software of choice needs to have the ability to keep track and manage their operations while also helping to reduce overhead. Direct and recurring payments are a popular choice for capturing donations, while options such as digital wallets still remain virtually untouched.

## Top Nonprofit Software Providers Offer These Payment Methods



# The Trends That Keep on Giving

To stay competitive, nonprofit software can future-proof their businesses with some of the fastest growing trends in the industry.

## 1. Putting The Fun In Fundraising

Text giving is increasingly becoming a popular payment method, making it simple for donors to give with their phone. Social media trends like #GivingTuesday, which grew 38% from 2017–2019, are becoming an ideal way to accept donations.

## 2. The Gift That Keeps On Giving

The direct payment method is becoming increasingly appealing. With lower processing fees, EFT & ACH provide budget-friendly payment options for nonprofits. Direct payments also offer nonprofits the ability to “set it and forget it” for collecting donations from donors on a regular basis.

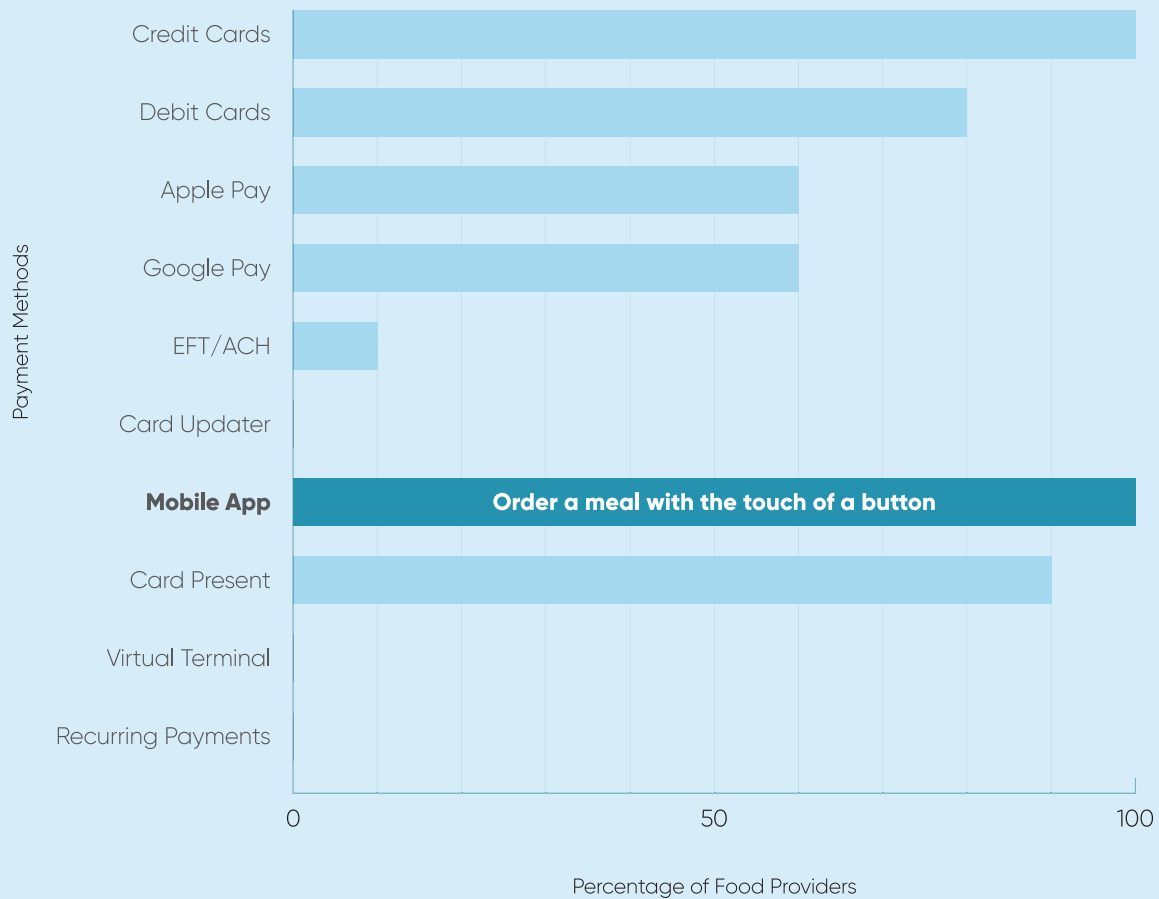
## 3. Generous Millennials

Millennial donors are becoming one of the largest growing demographics of donors, with 84% of them donating to charities, representing 11% of total US giving. They are also the most likely to donate via online and social media channels and are 52% more likely to give with recurring donations.

# Food

Order ahead software reduces and eliminates the need for cumbersome cash payments, giving restaurants a leg up in the digital world. That being said, credit and debit card acceptance is now the norm for online ordering. Order ahead software companies need to look at implementing a seamless payment strategy that is forward thinking without sacrificing security.

## Top Order-Ahead Software Providers Offer These Payment Methods



# Payment Trends To Curb Hunger

One of the most significant issues plaguing the online and mobile food order industry is abandonment – 63% of customers abandon an order that delivers a poor experience. Not being able to customize their order, or having the website or app malfunction will surely have a hungry customer looking for a quicker way to order their food. By providing a seamless experience, order-ahead software can make it even easier for restaurants to capture orders online. Building loyalty incentives and reward capabilities into software can also allow restaurants to offer new and creative ways to entice people to dine with them.

## 1. Ain't Nobody Got Time For That

The hustle and bustle of daily life mean more and more people are getting their fuel on the go rather than dining in. Eating outside of restaurants accounts for 62% of traffic, which is no surprise due to the pressures of a busy life and the advances in online ordering. As technology continues to simplify the ordering process, people will be more likely to enjoy their meal over their favourite Netflix show.

## 2. Enjoying More Than The Food

Order by tweet and ordering by virtual assistant are emerging as innovative new ways to keep customers engaged. As online ordering is all about the experience, software providers can harness the power of fun and simplicity in their solution and keep the end customer from abandoning an order.

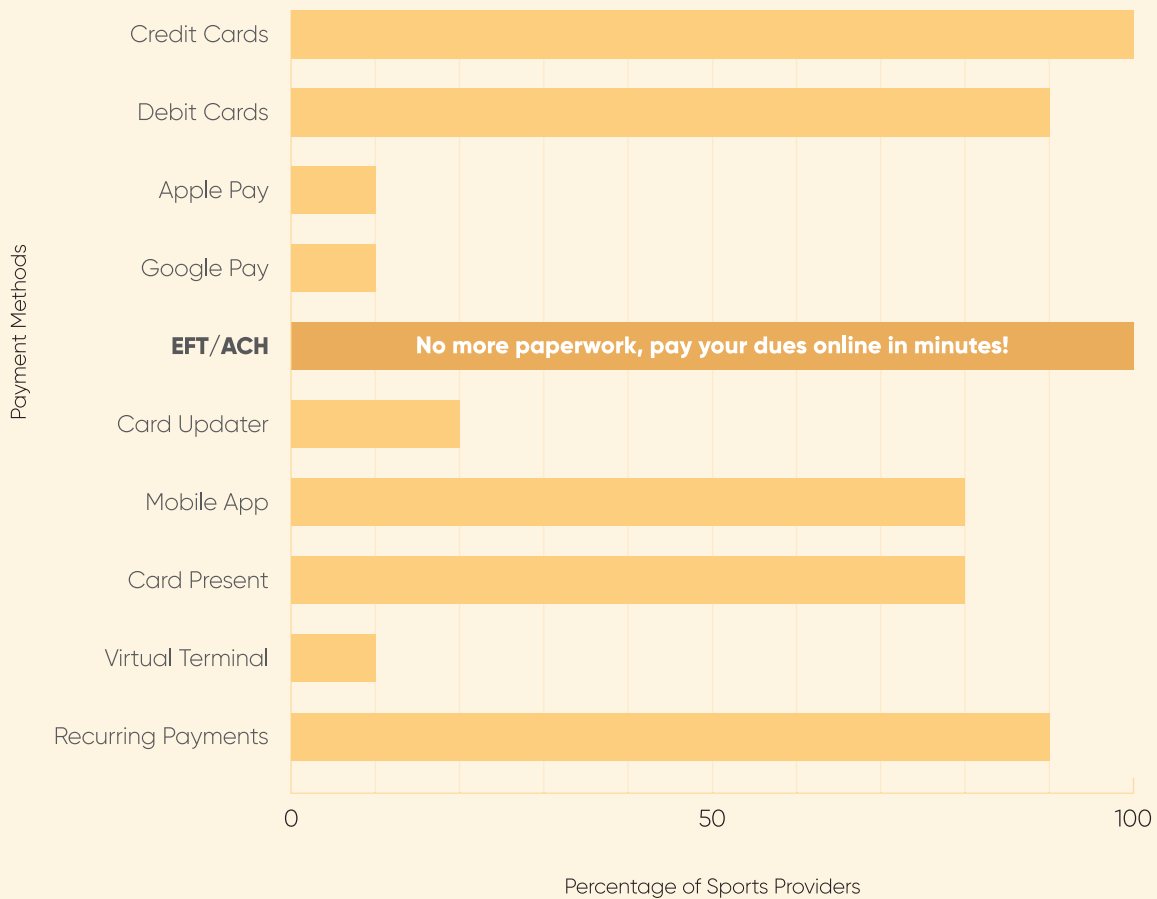
## 3. Loyalty Shall Be Rewarded

Through third-party integrations or baked directly into the software, loyalty programs are key for restaurants. Loyalty programs provide restaurants with data on who their customers are, increase the revenue per customer, and help attract new customers through referrals.

# Sports

Sports management software and apps are designed to reduce the weight of administrative and engagement tasks associated with running a club or league. Building in functionalities like online registration and payments directly into sports management software is now a must. Incorporating the latest payment methods such as digital wallets can make it even easier for leagues and clubs to put their focus on engaging and retaining members.

## Top Sports Management Software Providers Offer These Payment Methods



# Payment Trends That Strengthen Sport Software

Sports management software can win over customers by offering easy access to online registration, payments, and schedules. Tools that help collect payments from members and make it easy to find players are growing in popularity. Sports management software looking to expand their solution should keep these trends on their radar.

## 1. Sports-On-The-Go

While it can be said that mobile is a must for any software, having the option to pay and register for sports via mobile is relatively new to the sports management industry. Mobile is making it simple for leagues and clubs to register players on the spot for an event, or set up recurring registrations.

## 2. Healthy Ways To Increase Revenue

Additional revenue outside the standard subscription is becoming a significant revenue driver for sports clubs. Personal coaching or extra workshops beyond the standard offering can often triple the revenue from a single customer. To help leagues and clubs capture this revenue, these options can be embedded into an app or website when payment information is already saved on the software.

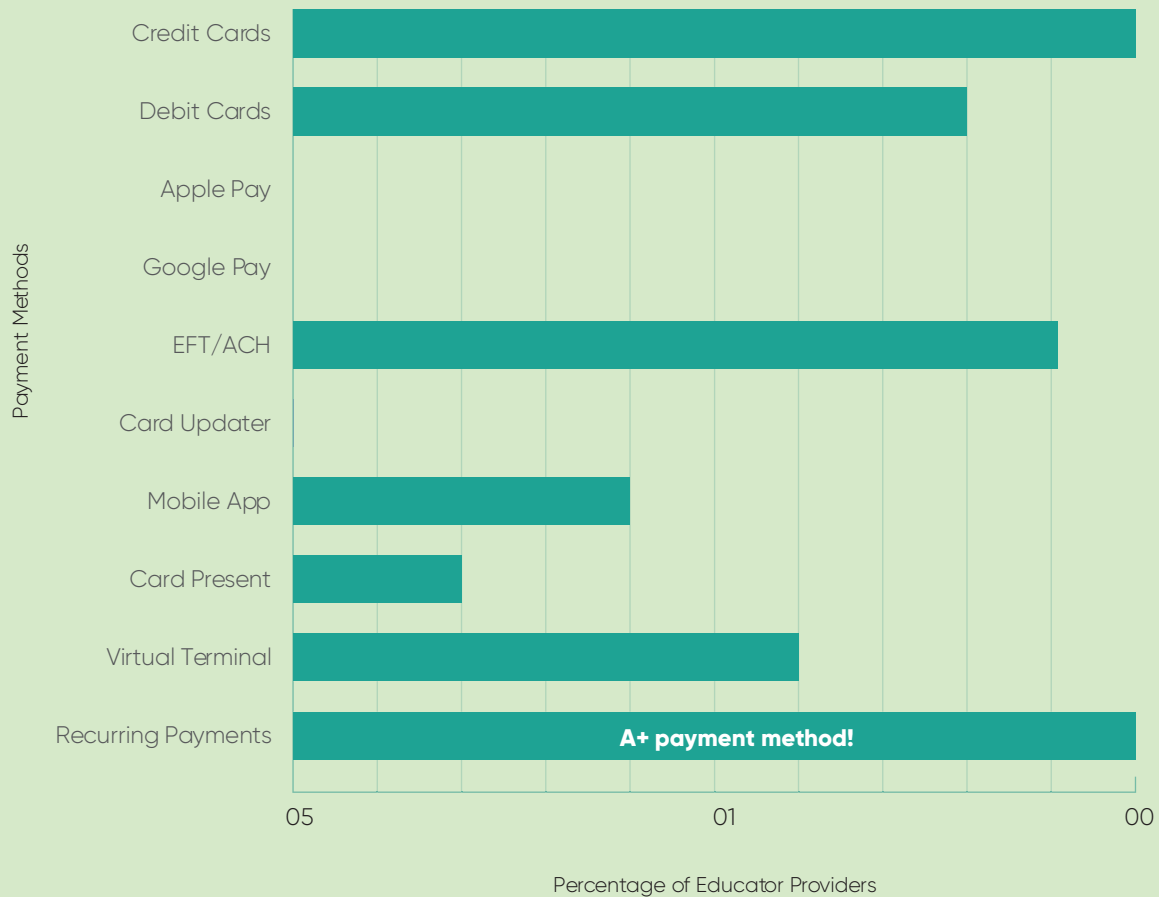
## 3. How Do You Reach These Kids?

While more seasoned generations are willing to participate in extracurricular activities, youth attendance in leagues and clubs is low. Getting younger generations to take part in sports is more difficult than ever. Sports software vendors can work with leagues and clubs experiencing low attendance to find engaging ways to generate enrollment for youth.

# Education

A school's primary interest is educating students. Worrying about administrative tasks such as fee collections for school trips and programs like after school care is a secondary concern of the past. Leading education management software has made it their mission to help schools streamline their operations including payment collection and accurate accounting, so educators can be focused on students. By integrating payments directly within education management software, administrators have drastically reduced physical paper and payments handled by children.

## Top Education Management Software Providers Offer These Payment Methods





# A Lesson on Payment Trends

The biggest pain point within the Education industry is the educators being pulled away from their teaching role to attend to administrative tasks. Software providers can continue to empower the schools and school districts by keeping updated with the payment trends we see today.

## 1. Avoid the Paper Jam

It has been reported that teachers and staff use approximately 74 sheets of paper per day and 28 million sheets of paper per year. Software companies that can minimize the amount of paper that is sent back and forth between parents and schools have an opportunity to mitigate the paper consumption. It is no surprise schools are reducing their paper usage, not only benefiting our planet but also cutting down on expenses.

## 2. Raise Money Not Work Volume

Fundraising becomes a large resource pull if primitive tools like pen and paper are used. Schools have started to look towards software that provides flexible means for parents to donate and a seamless fund collection for the schools. A K-12 school was able to increase donations by nearly 250% year over year (\$52,000 vs \$21,000), when using an online donations platform. By lifting the administrative burden off of the educators and providing more options to donate, the schools win big.

## 3. A Quick Lesson on EFT & ACH

Education Software is equipping schools and secondary education institutions with more affordable payment processing with EFT and ACH. This is meeting the demand of Millennials and Generation Y, who want to reduce debt by paying for their tuition via electronic check or debit. K-12 can offer this familiar payment method to parents when collecting one-off payments like field trips, which saves the schools money on the processing fees.

**Bambora**

## **How Do We Fit In?**

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Payment processing is an integral part of any software solution. Providing clients with a way to seamlessly accept payments directly on their website or mobile app not only increases conversions but creates a better user experience. Bambora provides software vendors with simple, secure payment methods that are easy to integrate and won't break the bank. With a full suite of simple payment tools and fraud protection, Bambora enables ISVs with the ability to provide their customers with the most popular payment methods online, in-app, and beyond.

For more information, visit [www.bambora.com](http://www.bambora.com).

