pillar™

Platform features

Interested in learning more about Pillar?

Get in touch today for Pillar queries surrounding our ready to deploy solutions or to schedule a no-obligation demo.

Our enterprise solutions are also designed to support larger organisations with bespoke needs, where we can customise our platform to meet your individual requirements.

Welcome to Pillar

Designed for charities with BIG ambitions

An all-in-one website, donor management and CRM solution

Pillar Platform presents a unified approach for charities focusing on community support and relief, eliminating the hassle of subpar technology and its implementation.

Our objective is straightforward: to leverage our expertise, honed through serving enterprise clients, and extend it to a broader audience. Pillar integrates a dynamic, user-friendly website based on the renowned WordPress CMS, complemented by an efficient donor management system and CRM.
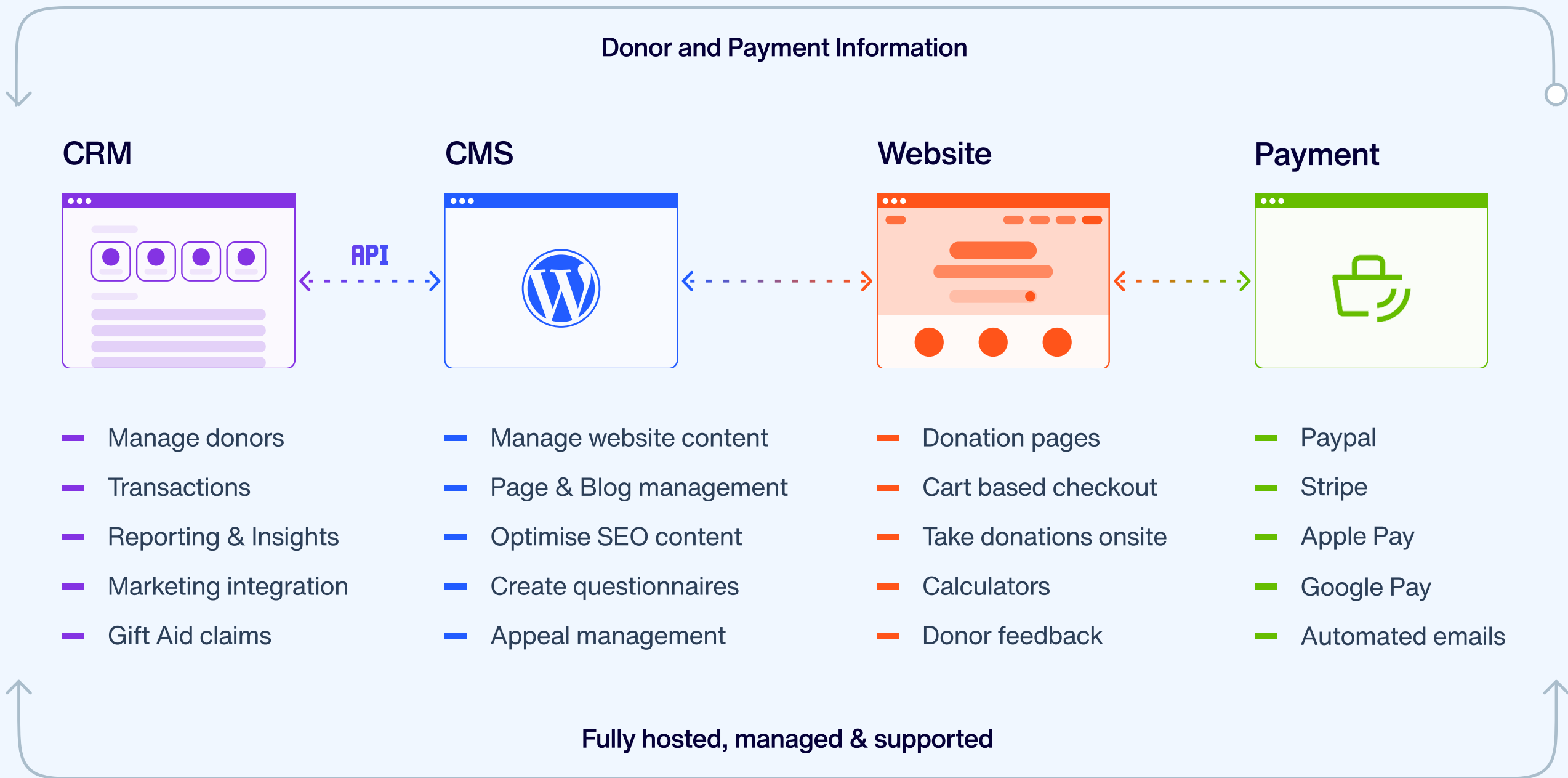
Opt for Pillar, and receive a well-supported, swiftly deployed solution at a fixed monthly rate, allowing you to concentrate on your core mission.

*all prices are subject to VAT

Build your Pillar solution

1 Select your plan

Choose from one of our simple and clear plans, designed to meet and exceed your expectations.

2 Choose your design and CRM setup

Select your organisations design and CRM setup options, carefully tailored to fit your needs and budget.

3 Power-up your platform

Choose from a selection of pre-built easy to upgrade power-ups, as well as our tailored modular upgrades to enhance your website.

Combining the flexibility of WordPress with a Secure Donor CRM

Donor and Payment Information

CRM	CMS	Website	Payment
Manage donors	Manage website content	Donation pages	Paypal
Transactions	Page & Blog management	Cart based checkout	Stripe
Reporting & Insights	Optimise SEO content	Take donations onsite	Apple Pay
Marketing integration	Create questionnaires	Calculators	Google Pay
Gift Aid claims	Appeal management	Donor feedback	Automated emails

Fully hosted, managed & supported

System Features

A suite of modules for all sizes of charitable organisations.

Website Features Designed for Nonprofits	Essentials	Growth
Easy-to-use website and page editor powered by WordPress	✓	✓
Fully responsive templates that display optimally on desktop, mobile and tablets	✓	✓
Create unlimited, optimised donor focused appeal and campaign pages	✓	✓
Unlimited content pages - grow your website the way you want	✓	✓
Accept donations directly on your website	✓	✓
Email signups to grow your audiences	✓	✓
Create unique call-to-action buttons and links to grow visitor engagement	✓	✓
Make use of rich media such as videos, audio and auto re-sizing images	✓	✓
Show your work to a wider audience through integration of social media feeds	POWER-UP	✓
Integration of Google Analytics as standard - view visitor data	✓	✓
Manage SEO with built in tools	✓	✓

Donor Giving Experience	Essentials	Growth
Create highly optimised campaign pages - quick and easy to do	✓	✓
On-page donation widget, as well as global quick donate	✓	✓
Control your own price points for each campaign	✓	✓
Add price point descriptions	POWER-UP	✓
Donors can donate to multiple causes in a single cart-based checkout	✓	✓
Take single, monthly and annual payments in the same checkout	—	✓
Integration of PayPal or Stripe as standard	✓	✓
Integration of multiple merchant payment services (PayPal, Stripe, ApplePay, GPay and others)	1	2
GDPR/Gift Aid data capture	✓	✓
Automated donor receipts on payment	✓	✓

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Donor Giving Experience	Essentials	Growth
Extended General & Specified funds - Zakat, Sadaqah, Orphans etc	POWER-UP	✓
Manage and offer upsells, i.e., cover admin fee, £1 towards water project, etc.	POWER-UP	✓
Offline payment / bank transfers	UPGRADE	UPGRADE

Donor/Donation Management - CRM	Essentials	Growth
CRM style donor mananagement	✓	✓
Review donations, transactions and causes, that have been donated towards	✓	✓
Issue lost/replacement reciepts and statements	✓	✓
Standard Analytics and Insights	✓	✓
Pre-defined Reporting module	✓	✓
Dynamic Reporting	—	✓
Live Customised Dashboards	—	5
Manage offline donations	UPGRADE	UPGRADE
Mailchimp integration	UPGRADE	✓
Fund Management	POWER-UP	✓
Automated Gift Aid Claim (HMRC)	UPGRADE	UPGRADE

On-going Support Beyond Launch	Essentials	Growth
Unlimited Email Support	✓	✓
Fast, Secure and Reliable Hosting	✓	✓
Security and Performance Updates	✓	✓
SSL Certificate Included	✓	✓
Proactive Security Monitors	✓	✓
Website Backups	✓	✓