

# Holiday Trends

## Charitable Giving Gets Easier

(NAPSA)—Even in these economic times, nearly eight out of 10 Americans want to keep up the tradition of giving to charity during the holiday season. The good news is that it is getting easier to support the cause of your choice with new options like online fundraising.

For example, one organization called Razoo.com provides anyone looking to create a fundraiser or donate to a charity with user-friendly online tools that encourage giving and make it easy to do. The site is revolutionizing philanthropy by helping donors and fundraisers alike experience the joy of giving and by making it easier for everyone to share their stories and their passions and raise money along the way.

By using the resources available on its website, you can set up a fundraiser in less than two minutes and, because there are no setup or monthly subscription fees, more of every dollar donated will go to charity.

Here are some hints to help you get started:

- Start early in the season to give your fundraiser time to gain momentum.
- Create seasonally themed events.
- Choose a cause to which friends and family can relate.
- Create excitement and involvement with regular updates and reminders.
- Do a traditional giving fundraiser or create your own custom one.

### Holiday Fundraising

There are a number of ways to raise money for your favorite charity. For example, on Razoo you can offer to dye your hair pink



**Raising money for a favorite charity can be a fun and easy way to bring friends and family together.**

for the yearly family photo if family members help you raise money for breast cancer research. Gather a group to host a gift-wrapping event for a new piece of playground equipment for school. Or challenge co-workers to a cookie-baking contest to support a food bank.

### Donating Made Simple

If you'd rather donate to a cause, check out the more than a million officially registered nonprofit organizations at Razoo.com.

There, you can find and research nonprofit organizations, donate online, keep up to date about the world of giving and activism and manage your charitable portfolio online. All donations go through a registered 501(c)(3) entity and are tax deductible to the extent of the law. So far, the site has sent over \$49 million to more than 7,000 projects, making a difference in lives and building a better world.

### Learn More

You can find further information at [www.razoo.com](http://www.razoo.com), [www.facebook.com/RazooGiving](http://www.facebook.com/RazooGiving), <http://twitter.com#!/razoo> and (866) 437-1952.