

# w3.giving

Giving rails • transparency • donor trust

## Positioning

w3.giving is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitive advantage.

## Why it wins

- Trust is everything — Giving platforms win when donors believe. Exact-match domains help establish legitimacy instantly.
- Transparency narrative — Web3 rails can add auditability and traceability. Even without it, the brand signals modern accountability.
- Global category — Giving is universal across cultures, religions, and institutions.

## Best-fit buyers

- Donation and fundraising platforms
- Foundations and NGO networks
- Corporate giving and CSR platforms
- Impact measurement and reporting providers
- Transparent finance / accountability tooling

## Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer