



Community &  
Voluntary Services  
cheshire east



# Save the date

Next in the series:

Wednesday 27th February – Information seminar. Holmes Chapel Community Centre

To also include cyber security training



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**GRIPP**  
TAKE HOLD OF YOUR  
ORGANISATION

# Digital Fundraising Seminar

Wed 16<sup>th</sup> January 2019



**GRIPP**  
DIGITAL  
SPOTLIGHT  
SEMINAR SERIES



# Everyone loves hedgehogs...don't they?



# What is digital fundraising?

- Using technology to reach people
- Enables you to reach people you might not otherwise get to engage with.
- Online fundraising through websites / mobiles / social media
- Doesn't need to be complicated/expensive

# Why do it?

- Digital technology is all around us – can't escape it
- In 2015 communications regulator Ofcom announced that smartphones had officially passed laptops and other devices as the most popular device for getting online.
- In the UK, the youngest donors are giving the most to charity, donating £2.7 billion in 2017. Of this group, 95% report owning a smartphone.
- Decreasing use of cash.
- Can be cost effective if done right – potential to speak to a large number of people in a very short space of time.

# Different methods of digital fundraising

- Mobile giving:  
Text to Give  
Mobile Apps
- Social media
- Crowdfunding
- Online giving
- Click to give
- Online auctions
- Contactless card donations

# Things to consider

- Be strategic and plan any digital fundraising campaign carefully.
- You don't have to do all these at once. Chose one or a few to focus efforts on.
- Think about who you want to target – what would most appeal to them?
- Don't forget the basics of fundraising – you need a compelling story and a compelling cause!
- You will need to market your campaign – it won't go viral by itself!
- Research companies thoroughly and make sure you understand all their costs before choosing them to be your platform.

# What is your goat?!

Make sure your donation page is compelling and inspiring

What is your goal and what is your goat?

A specific project that needs funding

A piece of capital equipment

How can you break these down into fundable chunks?

- Oxfam – £25 sponsor a goat
- Children in Need - £25 funds an activity workshop for children in a hospice.
- Comic Relief – buy a mosquito net





# Example - Flying Seagull Project

2016 launch a campaign with a short video

- The Flying Seagull Project is a small charitable arts and theatre troupe that travels the world making sick and disadvantaged kids laugh.
- They invested just under £100 in boosting posts, which resulted in the number of Facebook shares and likes increasing by more than 400%.
- 2016 made a video - It was shared, clicked and liked more than 1,900 times and over 1,000 people made gifts.
- Initial target was to raise £10k – they raised over £30k!
- <http://www.theflyingseagullproject.com/support-us/>

# Top Tips

- Ensure there is a call to action that is simple and easy to do.
- Keep it simple
- Make it easy for people to donate
- Don't forget the why
- Google Ad Grants
- Say thank you and keep people updated on progress of campaign.
- Online content needs to be punchy, short and powerful.
- Make your key points stand out.
- Use compelling, inspiring imagery.
- Keep it lighthearted even if dealing with hard-hitting issues.
- Ensure your website is mobile friendly
- Respond quickly to queries
- Test and learn what works and what doesn't

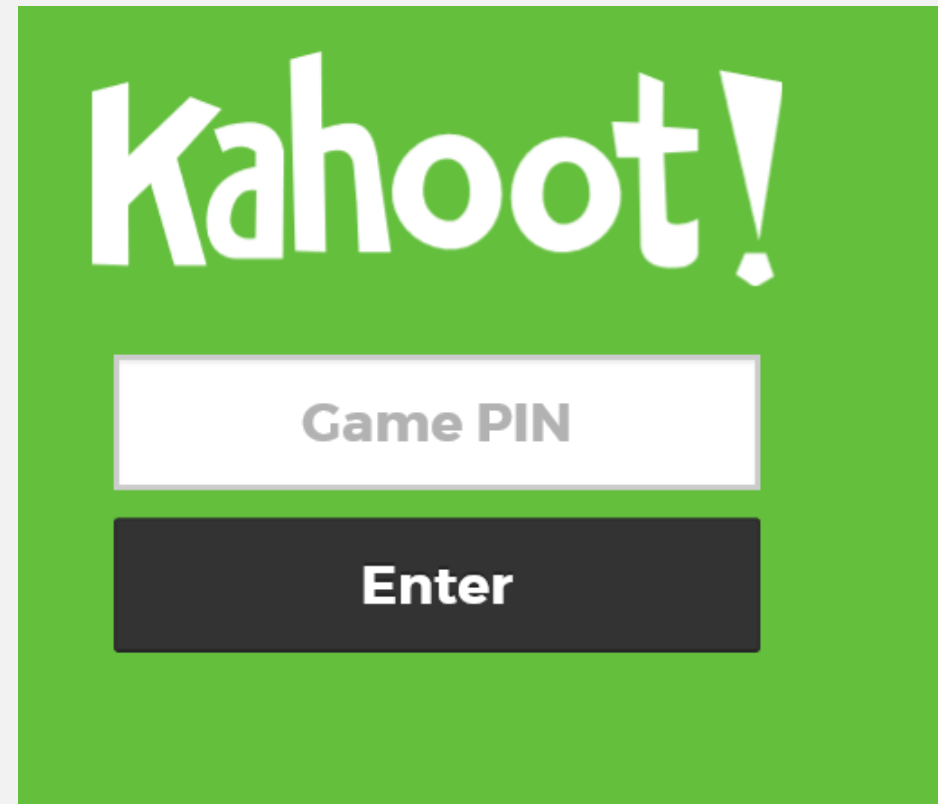
# Over to you....

## In groups discuss:

- 1. What project/aspect of your work could you promote through digital sources?
- 2. What are the next steps you need to take to begin your digital fundraising campaign?

# Digital Evaluation

<https://kahoot.it/>



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