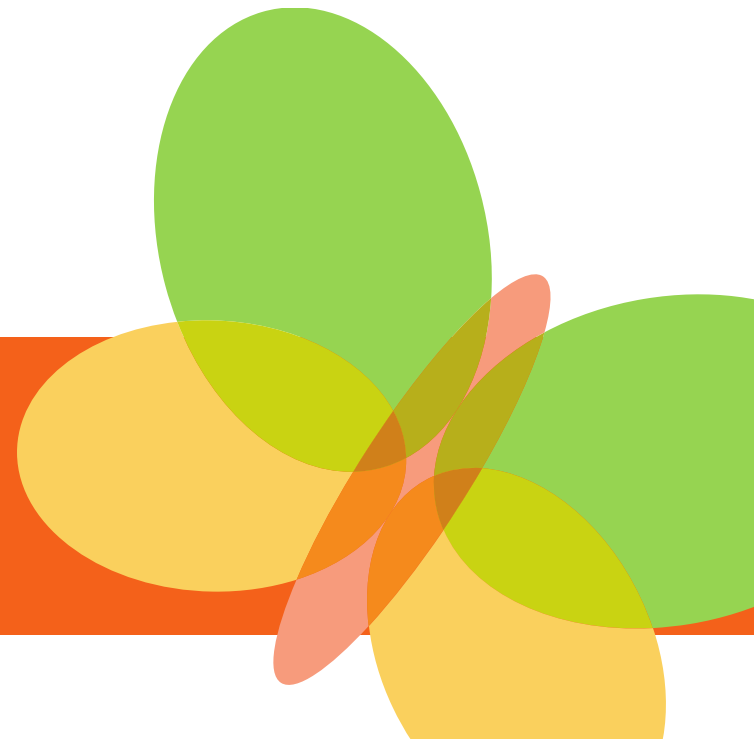




Localgiving.com

Make a difference in your community

Getting to Grips with Online Fundraising



An Introduction to Online Fundraising

- ✓ Can I Ignore Online Fundraising and stick with Offline Fundraising?
- ✓ How to Engage With Supporters
- ✓ How Can Localgiving.com Help



Can I ignore online fundraising
and stick with offline
fundraising?

No!



No!

£2.4 billion is now
being donated online
and by mobile
annually in The UK



No!

Close to 30% of those who made donations on their mobile phones **wouldn't have made them through a different medium**



But...my supporters don't use the internet



The internet is here to stay!

- ✓ **83%** of UK Households have internet access, with 73% accessing it every day
- ✓ **77%** of adults have already purchased something online in 2014, up from 72% in 2013
- ✓ Between 12 – 13 million tablets were sold in the UK in 2013, meaning that over **50% of Britons will own or have access to a tablet**



How to engage with Supporters to make the most of Online Fundraising

How Much Do People Give, And When?



How much to ask for?

When to ask?



A supporter database is key to effectively targeting your supporters

- ✓ Look at your most active donors and pick out their key demographics (age, location, relationship to charity, one-time/monthly donors)
- ✓ Think about how you can use that information to engage – frequency of contact and what to ask for
- ✓ Try to understand how this person learnt about your cause so you can identify sources of new supporters

Supporter Spreadsheet - Microsoft Excel

Supporter Database											
Communications											
Donations											
Most recent donation											
First donation											
Date of last communication											
Last Communication											
Preference											
Category											
Volunteer											
Fundraiser											
Regular Donor											
Press											
Decemeber Newsletter											
Retweet											
Decemeber Newsletter											
Decemeber Newsletter											
£10											
£500											
15/10/2013											
01/12/2013											
01/12/2013											
01/12/2013											
Friends											
Friends											
Follow											
Follow											
(cant put @)											
M16 9ID											
M16 6TF											
M16 4FG											
0118 774 132											
0118 784 621											
0118 456 789											
shawcroft@gmail.com											
cthomp@yahoo.co.uk											
GreenC@hotmail.co.uk											
tonycook@btinternet.co.uk											
Tony Cook											
Chantalle Green											
Chris Thompson											
Sarah Shawcroft											
Contact											

How do you best connect with your supporters?

- ✓ Website
- ✓ Direct Mail
- ✓ Email
- ✓ Social Media
- ✓ Text

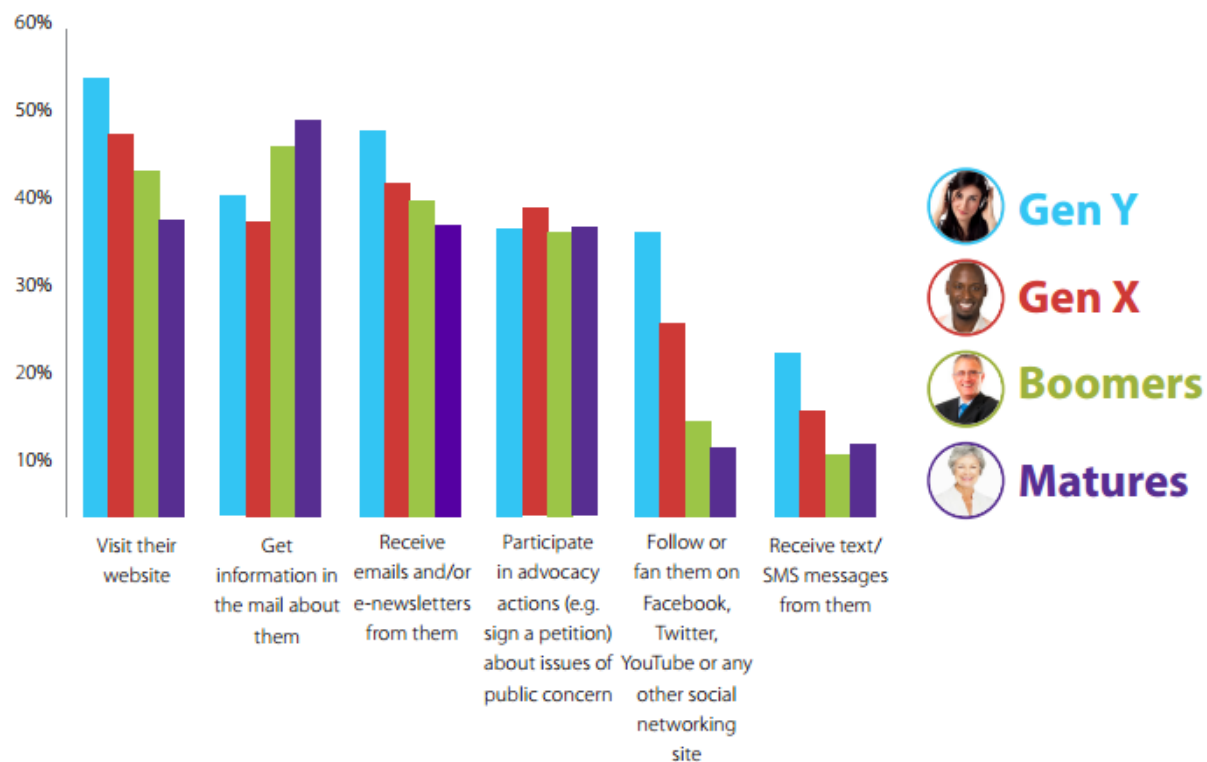


Figure 7: Most important ways to stay in touch

Have Options for Different Types of Supporters



What to say?

- ✓What am I raising money for?
- ✓How much is needed?
- ✓When do I need the money by?
- ✓Is it urgent/important?
- ✓What might happen if the money is not raised?
- ✓Credibility of your group
- ✓Monitor the progress
- ✓SAY THANK YOU!



SELL THE



NOT THE

Create Interesting and Engaging Messages

S	—	The challenge/cause
T	—	Why you got started
O	—	The way you make a difference
R	—	Your results
I	—	What you need to improve
E	—	Where you go next
S		



Draft a pitch for the work of your charity

- a. New Supporters
- b. One-time Supporters
- c. Regular Supporters

How can Localgiving.com Help?

What is Localgiving?

- ✓ Localgiving is a **not-for-profit** organisation dedicated to providing support, funding opportunities and advocacy for **local charities** and community groups in the UK.
- ✓ Our mission is to safeguard the **sustainability** of the local voluntary sector by empowering charitable organisations to **connect with supporters**, fundraise online and take control of their future.

What do we offer?

- ✓ Automated Gift Aid collection (even for unregistered groups)
- ✓ Friendly Help Desk
- ✓ Project pages, appeal pages and individual fundraising pages
- ✓ Local and national match funding
- ✓ One-time and monthly donations
- ✓ Updateable webpage and URL
- ✓ Tailored finance and marketing reports
- ✓ Fundraising guides, tools & webinars




Localgiving webpage

Charity

Our Fundraisers 1

Swindon Therapy Centre for MS



Bradbury House, Westmead Drive, Swindon
Wiltshire, SN5 7ER

This charity is eligible for match funding.

Share

Tweet

+1

A Lifeline of Support for the MS Community of Swindon and Surrounding Area

Multiple Sclerosis (MS) affects 100,000 people in the UK and 50 more are diagnosed everyday. It is caused by damaged nerve signals in the central nervous system. It can hit anyone, anywhere, at any age. There is no easy way to explain what it's like. Imagine getting up everyday and trying to run a marathon hungover with a lorry tied to your feet. There are 35 different symptoms from mild to debilitating. It is incurable. MS turns up uninvited and is life changing for everybody touched by it.

Why the community needs us


People travel from up to 35 miles away to use our professional and therapeutic facilities. Last year we carried out 7125 therapies for people of all ages suffering from MS, Parkinson's, Fibromyalgia, ME, Stroke, Brain Injury, and Cancer. Families of children with learning difficulties see big changes in family life through the use of our Oxygen chamber. From services such as Physio and counselling to calling in for a cup of tea, we are here to improve quality of life for everybody who needs us.

Our impact on the community




What our members say: "The centre is the most unique place I have ever visited, and the people within it have become an integral part of my life when I needed it most" - MS sufferer. "M' has come a long way since she started oxygen treatment; although she has a long tough journey ahead of her, she is doing things that doctors didn't think possible" - Mother of baby 'M', starved of oxygen at birth. We have been offering a lifeline of support for over 30 years and help more people every week.

Donate Now

Give Monthly



Our friendly therapists always on hand to help.



What your gift could provide

£10

one hour of one to one specialist physiotherapy support.

£10

one hour of oxygen therapy to assist healing processes within the brain.

£10

one hour of holistic therapy to help relieve pain and fatigue.

Fundraise for us!

Swindon Therapy Centre for MS



FONTSIZE [bigger](#) [smaller](#)

Telephone: 01793 48171

[Click here to shop online](#)

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About The Centre

- [Home](#)
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Welcome to the Swindon Therapy Centre for MS

Winners of
A Queens Award for Voluntary Service



Grow Your Tenner
Turn £10 donations into £20
localgiving.com/charity/swindontherapycentre

SWINDON THERAPY CENTRE
for Multiple Sclerosis

TWEETS 849 FOLLOWING 328 FOLLOWERS 463 FAVORITES 96

[Following](#)

GROW YOUR TENNER

Donate: <http://localgiving.com/charity/swindontherapycentre>

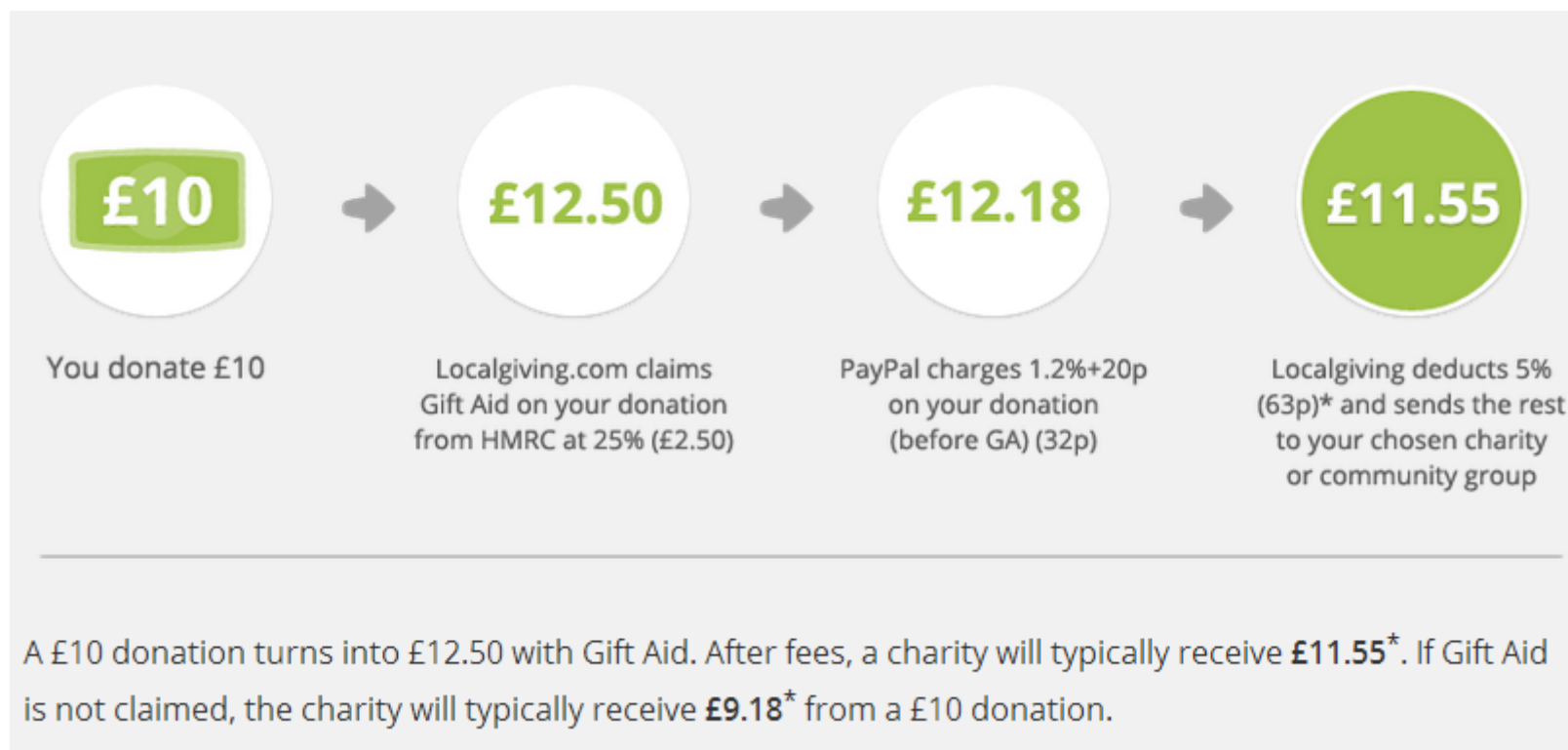
GROW YOUR TENNER IS BACK!!

With no sign-up process it is easier than ever to donate £10 to Swindon Therapy Centre for Multiple Sclerosis.


From 14th October every £10 donation you make online **will grow into £20** for the charity.
Donate your £10 challenge sponsorship via local giving to see it double.


Donate: <http://localgiving.com/charity/swindontherapycentre>


Localgiving.com Donation Process





My Donations



Dashboard



My webpage


My donations


My fundraisers


My fundraising toolkit


My membership



My details


Donations list


Direct Debits


Reports

Donations list

 Latest

 Donation type

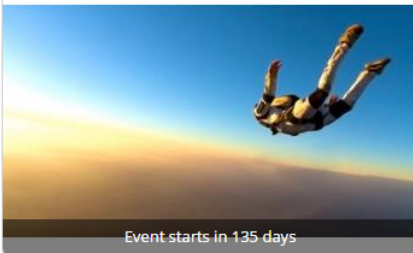
 Thank you sent?

£5.00	Louise Boyd 11/11/2014	Donation: £5.00	Processing	Send message
£5.00	Anonymous 11/11/2014	Donation: £5.00	Processing	View message
£5.00	Anonymous 11/11/2014	Donation: £5.00	Processing	View message
£5.00	Louise Boyd 11/11/2014	Donation: £5.00	Processing	Send message
£8.50 	Paul de Freitas 03/11/2014	Donation: £8.50 Match Fund: £4.25	Processing Processing	Message sent

Fundraising Pages

Make a Difference with Ayla

Ayla Karalar's fundraising project



Event starts in 135 days

£165.00
raised of £450 target

36%

9 donations

[Donate now](#)

Share it!

Copy the page URL

localgiving.com/make-a-difference-with-ayla

Share it in your favourite social network

[f](#) [g+](#) [t](#)

This charity is eligible for Grow Your Tenner 2014

My story

As you know I work in domestic violence for over 10 years. During the years I have worked with many women and children, trying to support them through their traumas and difficulties.

Although most women recover from their experiences, through the support they receive at Hestia refuges, unfortunately children's recovery lasts longer.

[Read more](#)

Fundraising for:



Hestia Housing Support

Hestia empowers vulnerable people to enable them to make positive changes in their lives

Stats:

Online donations	Gift Aid
£165.00	£32.50
Match Funding	Raised offline
£85.00	£0.00
Total raised: £282.50	

Latest donations

setesh pursani	06/11/14
Good luck	£ 10
Christopher clarke	06/11/14
Ayla - I hope it goes well and enjoy the experience as well as raising funds for an important cause!	£ 20
Jubilee miah	04/11/14
I made a donation to Make a Difference with Ayla	£ 5

Grow Your Tenner 2014



One-time £10 donation £10 match funding

= £20* for your charity



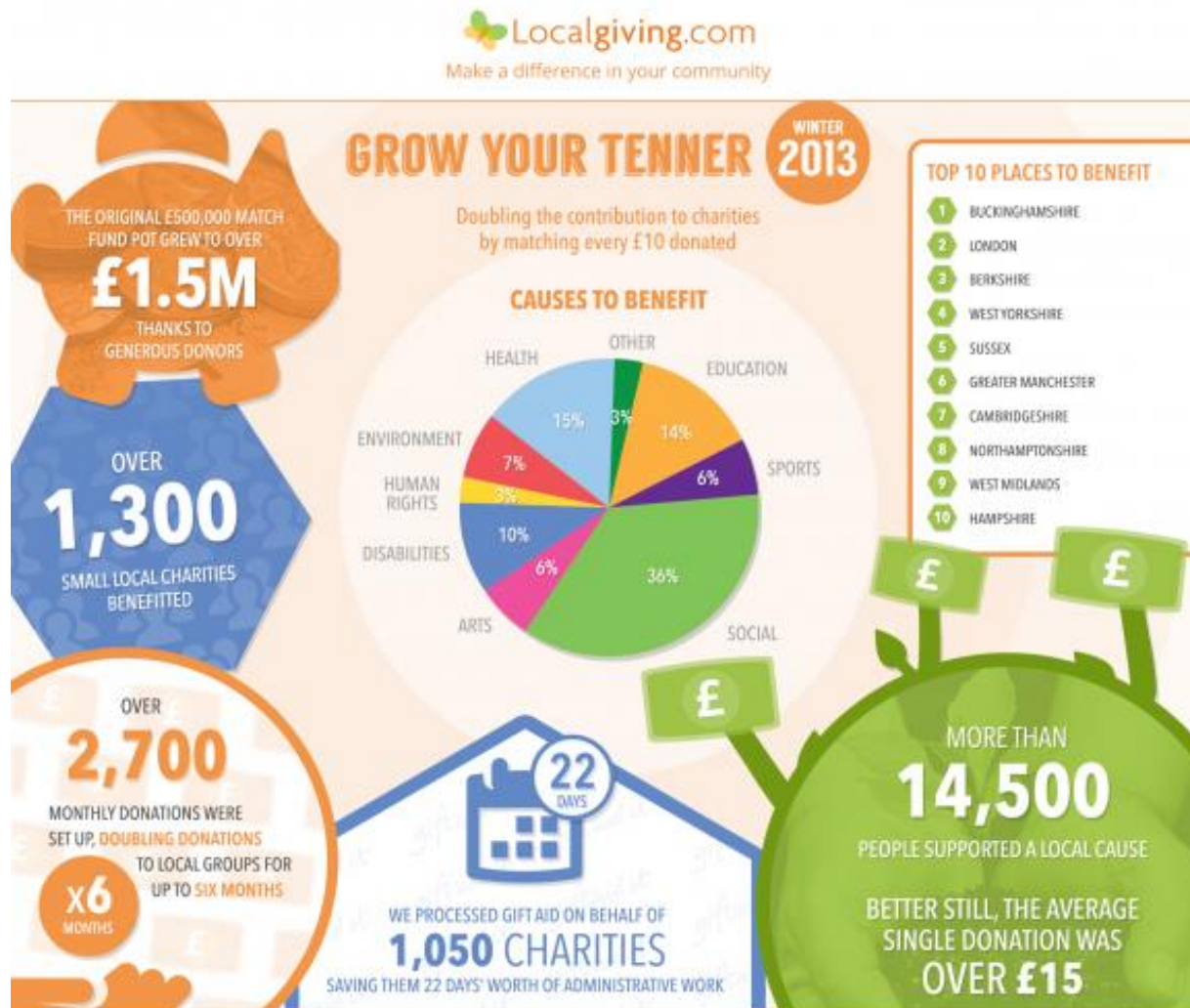
6 X £10 monthly
donations

6 X £10 match
funding

= £120* for your charity

Starting on 14th October until our
£500,000 pot runs out

Match Funding



Grow Your Tenner was made possible thanks to



Have you heard of Giving Tuesday?



- ✓ 2nd December 2014
- ✓ Global day of giving back after 'Black Friday, Cyber Monday'

Triple Tenner Tuesday

- ✓ Localgiving are running a unique match fund campaign on Giving Tuesday
- ✓ 1000 £10 donations will win a £20 'Top Up' tripling the original £10 donation

Stay tuned for more information!

Stay in touch!

If you have any questions please contact our Help Desk by:

Email: help@localgiving.com

Telephone: 0300 111 2340

Don't forget to also connect with us online...

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Blog: latest.localgiving.com

