

# An Introduction to Online Fundraising



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## Localgiving

- Membership organisation for local charities and community groups
- Run an online fundraising platform, helping our members to raise over £20m, including £3m of match funding
- Provide training and advocacy for the local voluntary sector

Why you should be fundraising  
online?



The internet is used daily or almost daily by 82% of adults

77% of adults bought goods or services online

In the last 5 years, the percentage of adults accessing the internet 'on the go' using a mobile phone or smartphone has doubled to 70%

In the last 5 years, the percentage of recent internet users aged 75 and over has doubled, with 39% now accessing the internet in the last 3 months

Office for National Statistics - Internet access - households and individuals: 2016

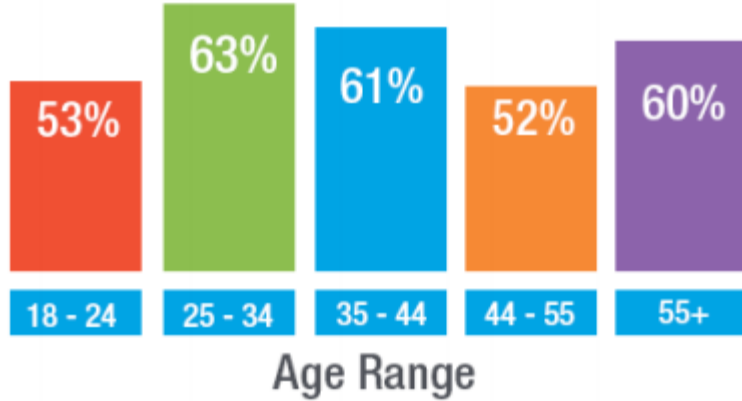
£2.4 billion is now being  
donated online and by  
mobile annually in the  
UK\*

Thats over  $\frac{1}{4}$  of all  
donations made in  
the UK!

The average online donation is double that of an offline donation

The average online donation jumped 13% between 2013 - 14 to £78.59

### Donating money online via charity website



Online donations are not just for Millennials

40% of UK consumers said that online giving either is, or will one day be, their main way of donating to a cause

# Types of pages





# Different Fundraising Pages

## Charity Page

- One-time and monthly donations

## Fundraisers

- Peer-to-peer
- Individuals become fundraisers on behalf of your organisation

## Crowdfunding / Appeals / Campaigns

- Short-term, project based fundraising campaign
- Specific fundraising goal

## Charity page: your main page



## Extra page 1: Appeal page

Create an appeal page that lasts for up to 90 days to raise money for a specific reason eg: a trip



## Extra page 2: Fundraising pages

Unlimited numbers of fundraising pages that allow your supporters to raise money for your cause



# Charity Page

- One-time and monthly donations
- Core information about organisation
- Link for individuals to sign-up to fundraise on your behalf



999 Club

☎ 020 8594 5797



<https://localgiving.org/999club>

Donate now

Give monthly

What your gift could provide

£15

buys a sleeping bag for our night shelter

£50

pays for an advice session with a housing specialist

£100

pays a tutor for learning and activities workshop

Fundraise for us!

## The 999 Club - making change count for homeless people

We provide a warm welcome to homeless people, offering showers and laundry facilities for rough sleepers. We run the only seven nights a week shelter in South East London, which will open for two ten week sessions in 2017. A visit to the 999 Club is the beginning of a journey away from homelessness. Through advocacy, advice and employability training, we support people in finding a place to live, finding a job, and gaining the confidence and skills to live productively and independently.

## Why the community needs us

We are based in Deptford, Lewisham, one of the most deprived Local Authority areas in England. Rough sleepers receive basic care, including clothing, access to visiting nurses, drug and alcohol specialists, and help finding a place to live. Through our advice and advocacy services we help prevent local people, including families, from becoming street homeless. We help people to find and keep employment by providing job hunting support and basic training, including food hygiene certificates.

## Our impact on the community

We help approximately 2,000 people a year. Many move from the streets into hostels and permanent accommodation. Some attend detoxification and rehabilitation programmes. We help people achieve mental stability, manage their debts, access benefits, find employment, get into education and return to independent living. Read the stories of some of the people we help at... <http://999club.org/myth-buster/street-stories/>

# Appeal / Crowdfunding / Campaign Pages

- Short-term, time-sensitive fundraising campaigns
- Usually linked to new project or urgent need
- Can usually add videos
- Donors often called 'backers'

## The Kids Network Start-Up Fund



Copy URL <https://localgiving.org/TKNstart-up>

50% of mental health problems can be diagnosed before the age of 14. The Kids Network is matching children aged 8-11 with a trained volunteer Mentor to support them before their tricky transition into Secondary School. By intervening early we are building confidence, resilience and the ability to manage feelings in a fun and accessible way for children in London from complex backgrounds.

### How the funding will be spent

We need to raise a total of £5,000 towards our start up costs for The Kids Network. With your support, we will be able to work with children across London to improve childhoods now and increase their life chances for the future.

### How this will benefit the community

London is the best city in the world, full of opportunity, excitement and possibility but it is also home to isolation, segregation and gentrification. We want to connect for change. There is a real divide in our communities that we can fix. We believe in the power of people. The power of people together. The Kids Network believes in Londoners. Come on the journey with us and support The Kids Network to strengthen London's communities.

24%

£1,212

of £5,000

30

days left

8

backers

Donate now

### What your gift could provide

£20

a month will help The Kids Network support more children into 2016 & beyond

£30

pays for a month worth of fun London activities for a disadvantaged child

£90

supports a child with their emotional well being for three months

### Latest donations

Hollye and Dan Murphy

03/05/2017

I made a donation to The Kids Network Start-Up Fund

£20

Evelyn Len

01/05/2017

I made a donation to The Kids Network Start-Up Fund

£20

Andy Shovel

01/05/2017

Marginally less tight now.

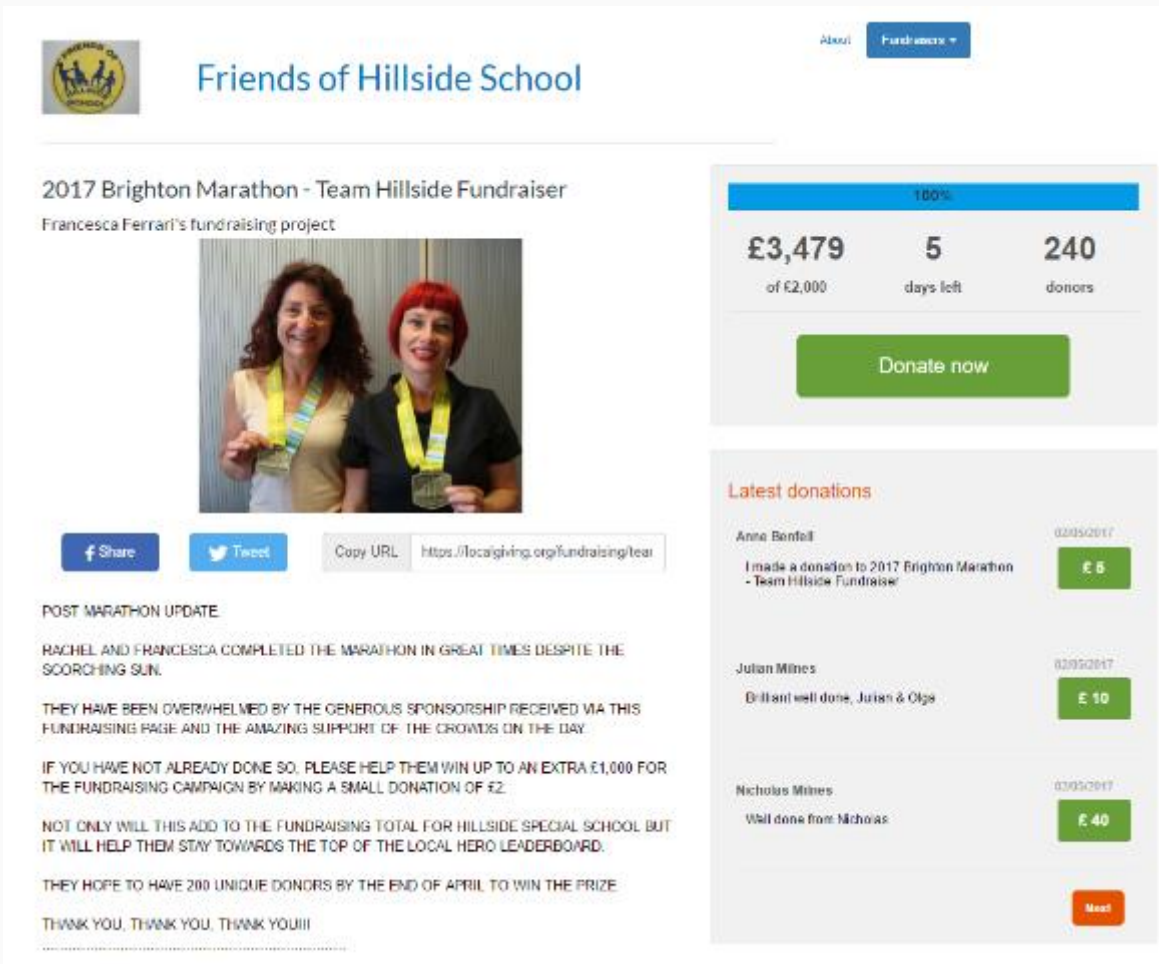
£90

Previous

Next

# Fundraiser Pages

- Pages controlled by individuals raising funds for your organisation
- Usually linked to an activity (e.g. a run or a hair shave)
- Fundraiser acts as an ambassador for your organisation



The screenshot shows a fundraising page for 'Friends of Hillside School' on the Local Giving platform. The page title is '2017 Brighton Marathon - Team Hillside Fundraiser' by Francesca Ferrari. It features a progress bar at 100%, a goal of £3,479 (of £2,000), 5 days left, and 240 donors. A 'Donate now' button is prominent. Below the progress bar is a photo of two women, Rachel and Francesca, wearing yellow lanyards. Social sharing options for Facebook, Twitter, and a 'Copy URL' button are provided. The URL is https://localgiving.org/fundraising/team. A 'POST MARATHON UPDATE' section contains text celebrating the team's completion of the marathon and their fundraising success, along with a call to action for further donations. A 'Latest donations' section lists three recent contributions: Anne Bendaill (£5), Julian Mines (£10), and Nicholas Mines (£40), each with a 'Meet' button.

**Friends of Hillside School**

2017 Brighton Marathon - Team Hillside Fundraiser  
Francesca Ferrari's fundraising project

100%

**£3,479** of £2,000      **5** days left      **240** donors

[Donate now](#)

[Share](#)   [Tweet](#)   [Copy URL](#)   <https://localgiving.org/fundraising/team>

**POST MARATHON UPDATE**

RACHEL AND FRANCESCA COMPLETED THE MARATHON IN GREAT TIMES DESPITE THE SCORCHING SUN.

THEY HAVE BEEN OVERWHELMED BY THE GENEROUS SPONSORSHIP RECEIVED VIA THIS FUNDRAISING PAGE AND THE AMAZING SUPPORT OF THE CROWDS ON THE DAY.

IF YOU HAVE NOT ALREADY DONE SO, PLEASE HELP THEM WIN UP TO AN EXTRA £1,000 FOR THE FUNDRAISING CAMPAIGN BY MAKING A SMALL DONATION OF £2.

NOT ONLY WILL THIS ADD TO THE FUNDRAISING TOTAL FOR HILLSIDE SPECIAL SCHOOL BUT IT WILL HELP THEM STAY TOWARDS THE TOP OF THE LOCAL HERO LEADERBOARD.

THEY HOPE TO HAVE 200 UNIQUE DONORS BY THE END OF APRIL TO WIN THE PRIZE.

THANK YOU, THANK YOU, THANK YOU!!!

**Latest donations**

Anne Bendaill	02052017	<a href="#">£ 5</a>
I made a donation to 2017 Brighton Marathon - Team Hillside Fundraiser		
Julian Mines	02052017	<a href="#">£ 10</a>
Brilliant well done, Julian & Olga		
Nicholas Mines	03052017	<a href="#">£ 40</a>
Well done from Nicholas		
		<a href="#">Meet</a>

# Top Tips for Getting People to Fundraise for you



# Persuade people to fundraise for you!

Ask trustees, staff, volunteers, supporters and service users!

Fundraisers can help get around donor fatigue -

- They will raise funds by targeting new donors you can't reach
- They can ask their family, friends, work colleagues

# Think outside the box!

Weird, wacky or wonderful, anything can be done to raise money online.

Think of what will capture your supporters' interests and imaginations.

Make it fun and engaging for your supporters and your local community.

## Fundraising A - Z



**A** Abseil  
Aerobics

**B** Boxing  
Bus pull  
Bungee jump  
Baked bean bath

**C** Cycle  
Cook-a-thon  
Chocolate ban

**D** Dance  
Dress up  
Do a dare!

**E** Eating competition  
Expedition

**F** 5K  
Fun run  
Facepaint

**G** Golf  
Give up something you love

**H** Hike  
Head shave  
Half marathon

**I** Ice bucket challenge

**J** Juggle  
Jailbreak

**K** Knit-a-thon

**L** Local race  
Log throw

**M** Mud assault course  
Marathon

**N** Night walk  
No swearing

**O** Onesie day  
Office dare/activity

**P** Pledge  
Pyjama day

**Q** Quiet time  
Quit a habit

**R** Run  
Row-a-thon

**S** Swim  
Sky dive  
Sleep out

**T** 10K  
Triathlon  
Three peak challenge

**U** Underwear day (on the outside)

**V** Be a vegetarian /vegan for a month

**W** Wax  
Walk  
World record attempt

**X** X-plain why your chosen cause needs money

**Y** Yo-Yo competition  
Yoga day

**Z** Zorb  
Zumbathon





Never bring a moustache to a beard fight!

Adam Heath's fundraising project



Share

Twitter

Copy URL

<https://localgiving.org/fundraising/bi>

I have been growing my beard for the last 12 months. It is now glorious, but all good things must come to an end.

I'm looking to raise money for Yeleni which is a Herefordshire charity that assists people suffering with cancer by offering free complementary therapies to go alongside their treatment. This year Yeleni received a Queen's Award which is an extremely prestigious award, celebrating its service to the community.

The reason I am aiming to raise £25 is that this will cover the cost of 9 treatments for one individual who attends the centre. If I were to raise more than this, all extra funds will go towards the costs of treatment for another individual.

I am proposing to dye my beard in the middle of December, keeping it colourful for the whole of the festive period. I am aiming to get as many colours as possible. If you have a particular colour preference, please note it as part of your donation and I'll try to accommodate as many as possible (beard permitting).

In the new year I will then be shaving the whole thing off, giving my chin its first glimpse of sunlight in a year.

100%

£945

of £945

0

days left

46

donors

Donate now

#### Latest donations

Geoff Daxman

2/10/2019

Nice beard Adam, great idea for a great cause. I know your mum and have had help from Yeleni in past...well done

£ 5

Danny Ives

22/12/2016

Looks like muley!

£ 20

Nick Jackson

22/12/2019

Looks awesome!

£ 10

Next

*"Fundraising is really hand-in-glove with raising community awareness of who you are as an organisation."*

*"Come up with ideas for your fundraisers. Think outside the box a little bit."*

*"People will be more interested in things that they find interesting, amusing or exciting."*

*"Think about all the different aspects of who you are trying to engage."*

Nicky Heath - Director, Yeleni Therapy & Support Complementary Health Centre

# Fundraisers become ambassadors for your cause

They promote your group via social media and through their networks driving new donors and awareness for your cause.

Because the fundraiser is doing the fundraising it can be relatively light touch.

Remember to support them and celebrate key milestones!

What Localgiving offers

## Resources

These resources are designed to help local charities and community groups fundraise online and develop relationships with supporters - from technical guides to help make best use of the Localgiving platform; to marketing tips and fundraising ideas.

## Fundraising tips, guides and advice

1. A-Z of fundraising ideas
2. 5 ways to effectively communicate your group's work
3. 13 tips for running a successful appeal
4. 5 tips for engaging with local businesses
5. 6 tips to inspire online fundraisers for your cause
6. Guide to writing a thank you message
7. Quick-start guide to contacting local press
8. A guide to monthly giving
9. An Introduction to Gift Aid
10. A guide to data protection

## #GiveMe5 Resources

We've created a bunch of resources for you to use to promote your cause for #GiveMe5. The campaign is on Thursday 16th June - find out more [here](#).

1. #GiveMe5 - How it Works
2. 10 top tips to promote your charity in #GiveMe5
3. Editable Poster - just add your unique link!
4. Facebook cover image
5. Twitter profile banner
6. General sharing image
7. #GiveMe5 selfie image - encourage supporters to take a selfie

*This page is currently in development and we will be adding more resources as they are ready. In the mean time, if you would like assistance with any particular fundraising topic, please don't hesitate to contact us on 0300 111 2340, via [help@localgiving.org](mailto:help@localgiving.org) or tweet us @Localgiving and we'll be happy to help!*

## Fundraising A-Z

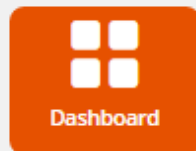


**A** Abseil  
Aerobics

<b>B</b> Bungee Bungee jump Baked bean bake	<b>C</b> Cycle Cook-a-thon Chocolate bake	<b>D</b> Dance Dress up Do a dare!	<b>E</b> Eating competition Expedition	<b>F</b> 5K Fun run Facepaint
<b>G</b> Golf Give up something you love!	<b>H</b> Hike Head shave Half marathon	<b>I</b> Ice bucket challenge	<b>J</b> Juggle Jailbreak	<b>K</b> Knit-a- thon
<b>L</b> Local race Log throw	<b>M</b> Mad discount marathon	<b>N</b> Night walk No swearing	<b>O</b> Oresis day Office dare/activity	<b>P</b> Pledge Pyjama day
<b>Q</b> Quiz time Quiz a habit	<b>R</b> Run Row-a-thon	<b>S</b> Swim sky dive Sleep out	<b>T</b> Tack Triathlon Three peak challenge	<b>U</b> Underwear day (on the outside)
<b>V</b> Be a vegetarian invention for a month	<b>W</b> Walk World record attempt	<b>X</b> X-pain why your charity cause needs money	<b>Y</b> Yo-Yo competition Yoga day	<b>Z</b> Zorb Zumbathon

Happy fundraising! [fundraise.localgiving.org](http://fundraise.localgiving.org)

# Fundraising Toolkit



Dashboard



My pages



My donations



My fundraisers



My fundraising  
toolkit



My membership



My details

## My fundraising toolkit: Grow Your Tenner



### Social Media Tips

Examples Tweets and Facebook Posts to help you prepare your social media

[Click to download](#)



### Benefits of Monthly Donations

Learn more about why you should focus on getting monthly donations in Grow Your Tenner

[Click to download](#)



### Press Release Template

Get in touch with your local press using this template

[Click to download](#)



### Email Templates

Use these templates to communicate with your supporters quickly and clearly

[Click to download](#)



### Newsletter Copy

Include a section about Grow Your Tenner in your next newsletter

[Click to download](#)



### How to Make a Monthly Donation Guide

Send this to your less tech-confident supporters to guide them through the process

[Click to download](#)



## GROW YOUR TENNER

DOUBLING DONATIONS TO LOCAL  
CHARITIES BY UP TO £10

DONATE VIA  Localgiving

STARTS: 10 AM ON TUESDAY 18TH OCTOBER 2016

ENDS: 5PM ON THURSDAY 17TH NOVEMBER 2016, OR  
WHICH THE FUNDS RUN-OUT - WHICHEVER COMES FIRST

[WWW.GROWYOURTENNER.ORG](http://WWW.GROWYOURTENNER.ORG)

 Localgiving

## DOUBLING DONATIONS TO LOCAL CHARITIES BY UP TO £10

STARTS: 10AM ON 18TH OCTOBER

[WWW.GROWYOURTENNER.ORG](http://WWW.GROWYOURTENNER.ORG)



# Donation Process

Fees, Gift Aid, and Return on Investment

# Donations and

*giftaid*

No forms required

Donations take between 2 - 3 weeks to process

Gift Aid takes 4-6 weeks

All donations and payments can be tracked through reports

Unregistered groups can have their gift aid processed too!

All donations made through the site are actually made to the Localgiving Foundation and passed on to the groups as a grant - allowing Gift Aid to be claimed on donations to groups not registered with the Charity Commission

## Donation process

£96 per year and we do take a 5% fee on donations (industry standard) and payment processing fees (1% + 10p for UK Debit Cards). But this just goes a small way towards the great benefits you get and we still fundraise a lot ourselves to fund the rest. This is what that looks like:





# Our campaigns - Match funds, competitions, and small grants

# MAGIC LITTLE GRANTS



**GROW YOUR  
TENNER**

Doubling Donations  
to Local Charities



Be a  
**#LocalHero**



Fundraise for a local charity  
this April and you could win up  
to £1,000 extra for your cause!



GET YOUR HATS,  
SCARVES AND  
SKATES ON!

**IT'S WINTER GIVING TIME!**

 Localgiving

28TH NOVEMBER - 14TH DECEMBER

# Not a Localgiving member?

[join.localgiving.org](https://join.localgiving.org)

Join Localgiving today and benefit from:

- **Localgiving page** - secure one-time and monthly donation processing
- **Match Funding** - regular fundraising campaigns that double the value of your donations
- **Crowdfunding Appeals** - set up an appeal gain backers and raise money for a specific project
- **Fundraisers** - enable individuals taking on a challenge to raise money for your cause
- **One-to-One Support** - access personalise advice from our team of trained fundraisers
- **In-depth Reporting** - detailed finance and marketing reports

## Funded by:

- The City of Westminster
- National Lottery Awards for All Fund
- London Leg Up fund

## Join Localgiving's Westminster Development Project

£250 ring-fenced match funding

First year's membership for free

*"In the first 2 months we made nearly £1,000. It is encouraging to know that we have the support of Conor and the Localgiving team at the end of the phone. Localgiving has made a big difference to the club."*

Dutch Pot Lunch & Social Club, Westminster



Gift Aid processing & reporting

One to one support

Tailored fundraising programme

For more info contact Conor Kelly:

conor.kelly@localgiving.org  
02071832236 / 07734389258

To join visit:  
[join.localgiving.org/westminster](http://join.localgiving.org/westminster)



NATIONAL LOTTERY FUNDED



City of Westminster

Localgiving

# Questions

020 7183 2236

conor.kelly@localgiving.org  
@ldnconor93

0300 111 2340

help@localgiving.org  
@Localgiving



To join just enter the  
promo code  
**'WESTMINSTER20'**  
in the membership  
payment section

[join.localgiving.org/westminster](https://join.localgiving.org/westminster)

## Join Localgiving's Westminster Development Project



To join use the promo code:  
**WESTMINSTER20**

Access to  
an experienced  
online fundraiser

Create an online  
fundraising  
strategy

Free training  
seminars in  
Westminster

For more info contact Conor Kelly:  
conor.kelly@localgiving.org  
02071832236 / 07734389258

To join visit:  
[join.localgiving.org/westminster](https://join.localgiving.org/westminster)



NATIONAL  
LOTTERY FUNDED



City of Westminster



Localgiving