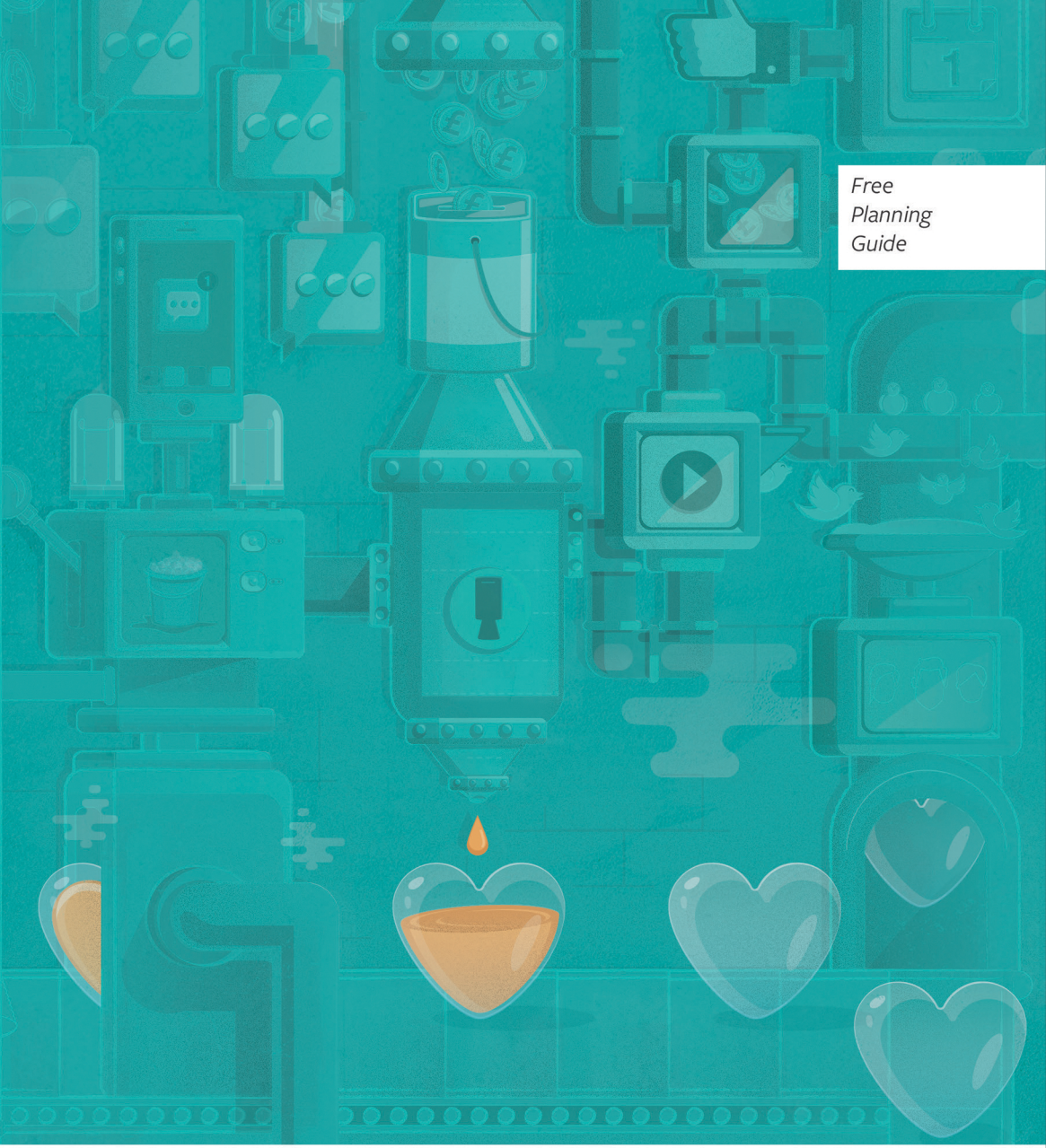

THE DIGITAL FUNDRAISING BOOK

Matt Haworth

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The Digital Fundraising Book

Vol. 1

The digital fundraising guide
for charities and nonprofits

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This book is dedicated to the thousands of
fundraisers who make the work of charities possible.

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Foreword

As this book is published, it is likely that half the UK population will be regular users of Facebook. Not just 'registered' on Facebook - that figure reached 30 million a while back - but regular users.

So this book is timely. If half the UK population is using one of the most popular social media sites, what should charities be doing to communicate with these people, listen to them, inspire them and help them support the causes that matter to them?

Yet, nearly a quarter of a century on from dial-up Internet access from the home being launched in the UK, digital income is still not a significant source of income for many UK charities. What more could they be doing to make the most of the opportunities?

Matt Haworth's book sets out to explain and support. The practical guide he offers here is based on experience, not just of one or two charities, but many, with each of them facing different challenges. In fact, it's not just Matt; many colleagues wrote or contributed to this book. And rightly so – the digital realm is now so extensive, with so many diverse specialisms developing (data analytics, mobile, images, behavioural economics, multi-channel, etc.) that advice from more than one head is both inevitable and essential.

It is based on substantial experience too. Digital has evolved and is evolving, and it takes a certain experience of fads and dead-ends, as well as the successes, to be able to call out the essentials that charities should focus

on in order to make the most of digital opportunities.

Is a printed book appropriate for a digital primer? I'm old enough to remember when printed books were the standard and indeed almost only method of sharing fundraising expertise to a wide audience. While we now have many more ways of sharing advice, there's still value in the compact and contained element of a book. Read it in one go, or work through it chapter by chapter - it is written in a format that enables both approaches.

It makes this diverse, beguiling and challenging frontier manageable.

I like a confident tone in a book. And The Digital Fundraising Book offers one - it guides you through the essentials, often backed up by data and statistics. There's also a clear progression, from covering the essentials to broadening out and extending your reach. This confident advice is catching - you read the guide and realise that you can test out these suggestions and ideas.

Printed yearbooks in US universities inspired Facebook. So I hope this book will inspire you too – to raise more funds, more effectively, to help your organisation make an even bigger difference.

Howard Lake
Fundraising UK Ltd
fundraising.co.uk
March 2016

Digital fundraising: an introduction

It's great you're reading this book because:

- Online charity donations grew 250% more than offline donations in 2013.[1]
- The average online donation in 2014 was £63.69, up from £52.87 in 2010.[2]
- 15% of all charitable donations in 2014 were made online. This is up from 9% in 2012, and 4% in 2008.[1]
- For new donors, under 64 years of age, online is now the dominant channel.[4]

Traditional fundraising is dying; digital fundraising is the future.

You need to be prepared for it.

Like the ALS Association in the US were prepared for the Ice Bucket Challenge, which raised $100 million for the charity.

You need to be ready to make the most of it.

Like the Disasters Emergency Committee did with its Syria Appeal, where 55% of donations were made online.[5]

And you need to understand its possibilities.

Like the digital campaign for the 89 year-old Tottenham barber, Aaron Biber, which raised £35,000 to rebuild his shop after it was destroyed by rioters.[6]

What's to come

If you want to learn about the tools that you can use, whether that's to get the most from social media or track conversions, then this book is for you.

If you want to track down your audiences and create relationships that last far longer than one solitary donation, then we can help you with that too.

We can also help you build on those relationships, by getting your supporters to do the hard work for you, which might sound a bit unfair, but we promise it's not.

And, ultimately, we'd like to be talking about your campaigns and success stories in the future.

So, let's raise some money digitally.

Chapter 1

Understand the basics

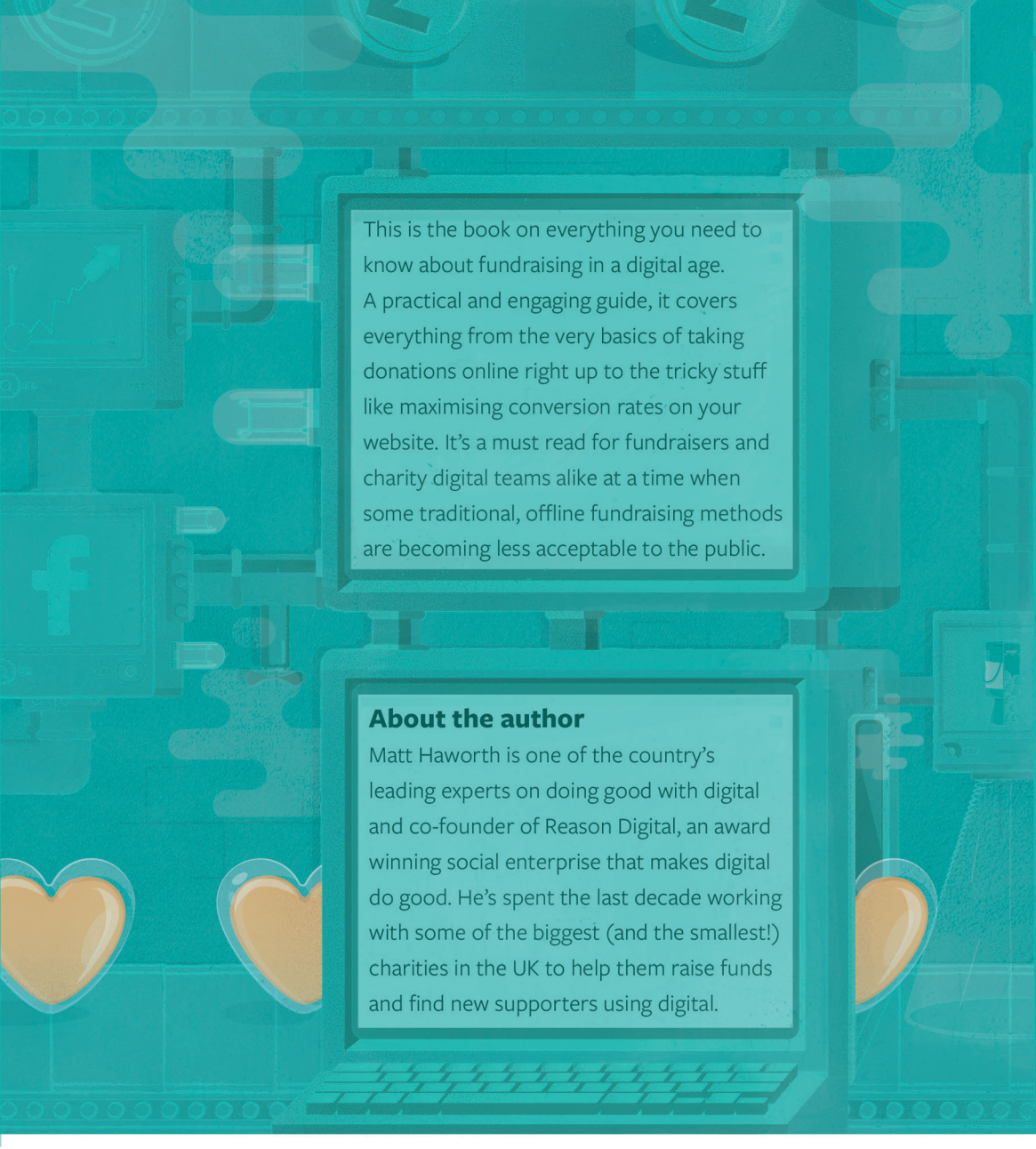
Overview

Since you're reading this book, chances are that you know how big of a deal fundraising is.

Anyone who's worked in the charity sector for a while has experience of setting up bake-sales, sending out donation bags and making posters. Nowadays, there's more to fundraising than the traditional methods though.

We're living in an increasingly digital world, where everything we do is slowly changing – our newspapers have been replaced by iPads, our songs are streamed from the internet instead of CDs – so why should fundraising be any different?

It isn't – it's just taking longer to catch up. Traditional methods are adapting and making way for their digital fundraising counterparts.



This is the book on everything you need to know about fundraising in a digital age. A practical and engaging guide, it covers everything from the very basics of taking donations online right up to the tricky stuff like maximising conversion rates on your website. It's a must read for fundraisers and charity digital teams alike at a time when some traditional, offline fundraising methods are becoming less acceptable to the public.

About the author

Matt Haworth is one of the country's leading experts on doing good with digital and co-founder of Reason Digital, an award winning social enterprise that makes digital do good. He's spent the last decade working with some of the biggest (and the smallest!) charities in the UK to help them raise funds and find new supporters using digital.

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