



@crowable

Digital Fundraising 101

Sarah Crowhurst

November 2019



Who am I?

I've been a digital marketer and fundraiser since 2008:



PROSTATE
CANCER UK

Friends of
the Earth

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

NSPCC GREENPEACE

mind

BritishRedCross

orbis

PLAN
INTERNATIONAL

Leonard
Cheshire

PRACTICAL ACTION
Technology challenging poverty

giving
nature
a home
rspb

WE ARE
MACMILLAN.
CANCER SUPPORT

Alzheimer's
Research
UK

CONCERN
worldwide

Believe in
children
Barnardo's

Stroke
association

Terrence
HIGGINS
TRUST

WORLD
ANIMAL
PROTECTION

BATTERSEA



CANCER
RESEARCH
UK

THE
SALVATION
ARMY

WWF

British Heart
Foundation

VSO

Sightsavers

RNIB Supporting people
with sight loss

actionaid

Save the Children

SCOPE = Equality for
disabled people

ACLU

Alzheimer's
Society

christian
aid

COMIC
RELIEF

DISASTERS EMERGENCY
COMMITTEE

RSPCA

unicef

Show of hands...



Fundraising
Team



Digital
Team



Digital
Fundraising

TASK: Who are you?

- Turn to the person next to you to introduce yourself - what's your name, who do you work for and what is your role?
- A problem you want to solve in today's session
- Introduce each other to the rest of the room

Does any of this sound like you?

Don't know what...

... digital channels are most effective to use?

... what tactics are available across different channels?

... who my supporters are or how to identify them online?

... what messages my audiences will respond to?

There's good news...



Mapping the digital landscape



**KIDS THESE DAYS
WILL NEVER KNOW
THE STRUGGLE**



Internet banking has been around for over 20 years



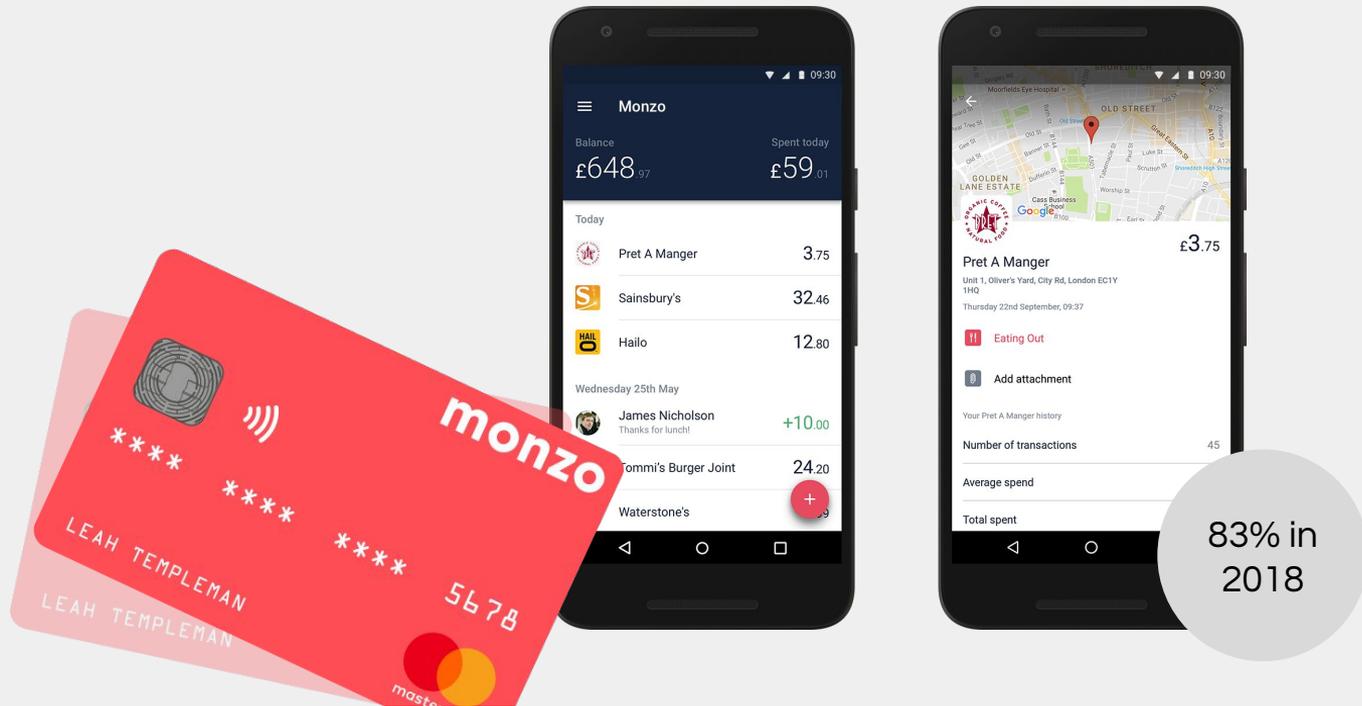
1997

First Internet Bank

Having been one of the first financial organisations to have a website in 1995, by May 1997 we are launching the UK's first retail internet banking service. Over **13,000** customers register to use the new service during 1997.



In 2017, 54% of British people interacted with bank online once a week



69% of people use the internet for shopping

The Argos website homepage features a prominent red banner with the word "SALE" in large white letters, followed by "AND SO MUCH MORE" and "NEW PRODUCTS ADDED". To the right, there are several smaller promotional boxes: "HOME SALE" with an image of a living room, "TECHNOLOGY DEALS" with an image of a laptop and headphones, and "\$50M CLEARANCE" with the text "GOING, GOING, GONE". The top navigation bar includes the Argos logo, a search bar, and links for "SALE" and "CLEARANCE".

The ASOS website homepage features a bright green banner with the text "STUDENTS GET 20% OFF" and "Limited time only". Below the banner are two main product images: a person wearing ski goggles and a woman in a beige dress. The top navigation bar includes the ASOS logo, "WOMEN", "MEN", and a search bar.

The eBay website homepage features a pink banner with the text "Save up to 20% on Indoor Furniture" and "Shop Now". Below this is a "Big Deals. Right Here. Right Now." section with several circular icons representing different deals: "Hot Deals For You", "Refurbished Smartphones from £100", "Up to 70% off JD Williams", "Up to 80% off Trainers", "Up to 80% off Beauty & Skincare", "Up to 80% off Sports", and "At least 30% off Outdoor Clothing & Footwear".

The Amazon website homepage features a Prime Video banner for "The Grand Tour" with the text "NEW SEASON 18 JANUARY | prime video". Below the banner are several product categories: "Prime Video" with an image of a smartphone and a TV, "Women's fashion" with an image of a woman in a dress, "Men's fashion" with an image of two men in shirts, and "Sign in for your best experience" with a "Sign in securely" button. The top navigation bar includes the Amazon logo, "Amazon Prime | 30-day free trial", and a search bar.

5.6m homes have some kind of smart device



24%+
YoY

A person is walking a dog on a residential street. The scene is dimly lit, suggesting dusk or dawn. The person is wearing a dark coat and is walking away from the camera. The dog is on a leash. In the background, there are trees and houses. The Amazon Echo logo is overlaid in the center of the image.

amazon echo

Partnership with
RNIB

for accessibility

31% of UK charities are using digital but don't have a strategic approach



72% of UK charities think better digital skills would help increase fundraising



In the next 90 minutes...

- Understand the digital ecosystem
- Generate ideas to start with straight away
- Learn how to find your audience online and what to offer them
- Bring it all together to make the most of your digital opportunities

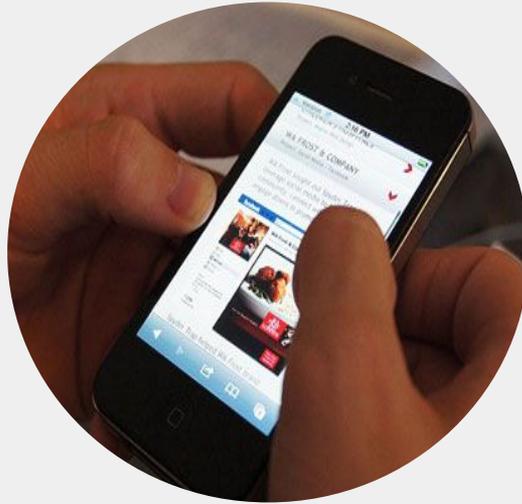


The digital ecosystem

open

Digital is more about community building and engagement, and less about broadcast advertising.

Digital channels have a distracted audience



In a distracted environment it's more challenging to reach and explain the value to a potential donor...

The best audience are the ones who
share your values AND know who
you are.

**... which is why you need to utilise all of
your digital ecosystem to find your
crowd**

Your digital fundraising ecosystem



Your
website



Email

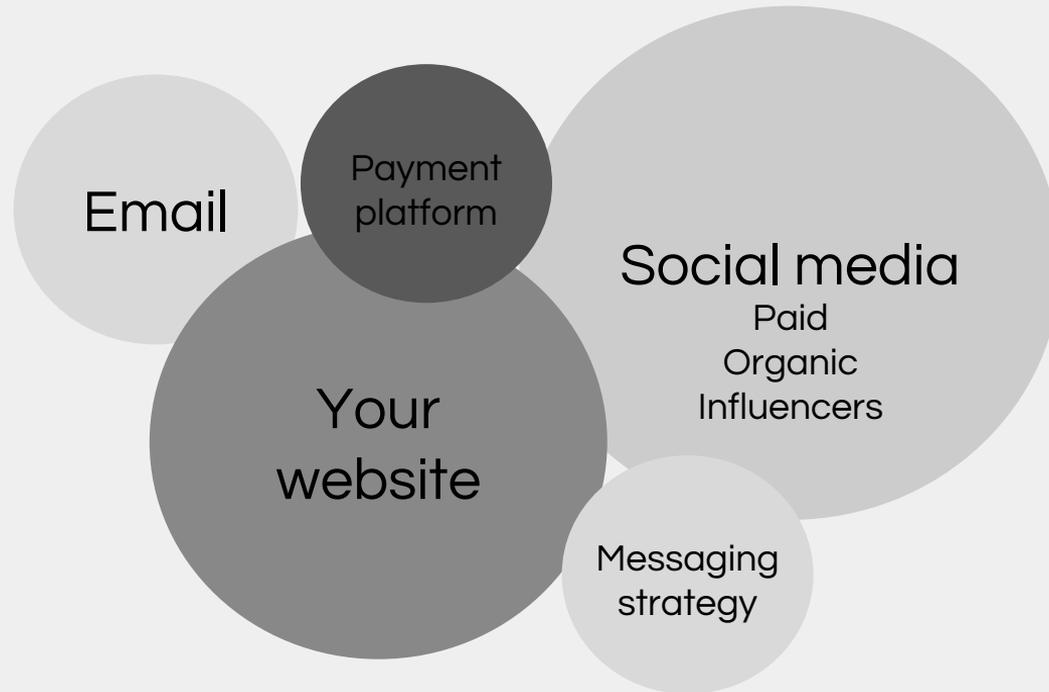


Social
media

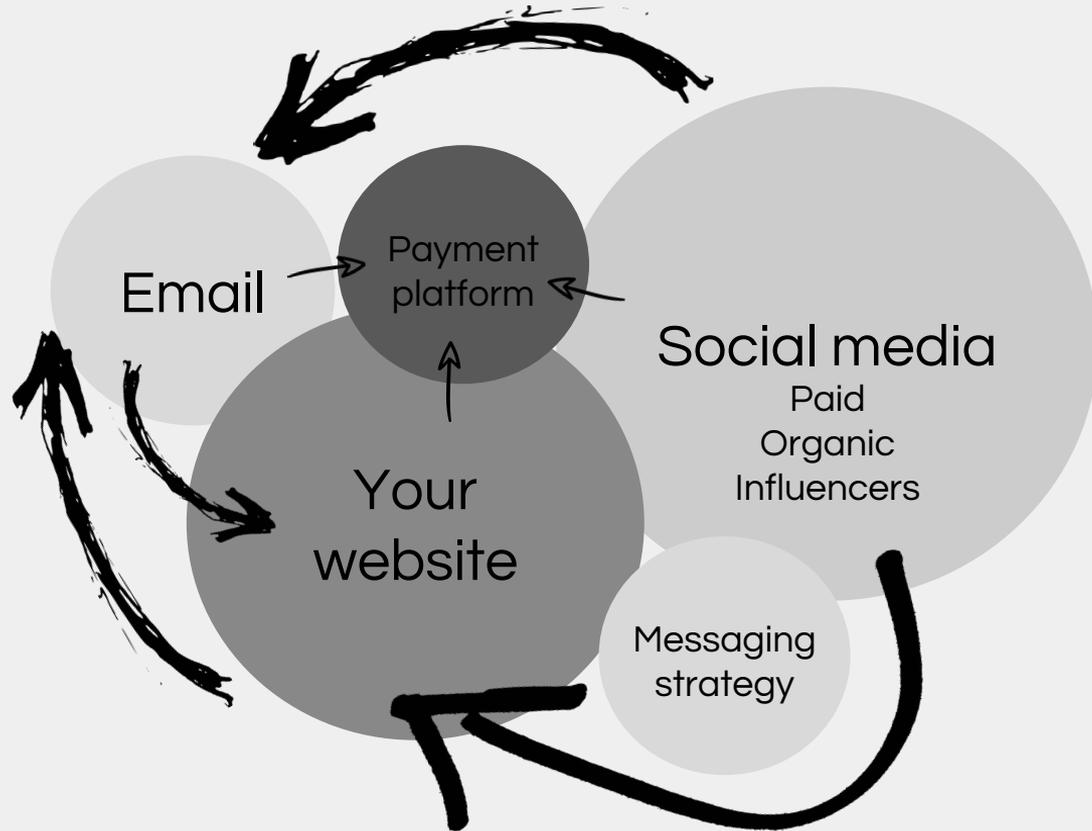


Payment
methods

Your digital fundraising ecosystem



Everything needs to work together

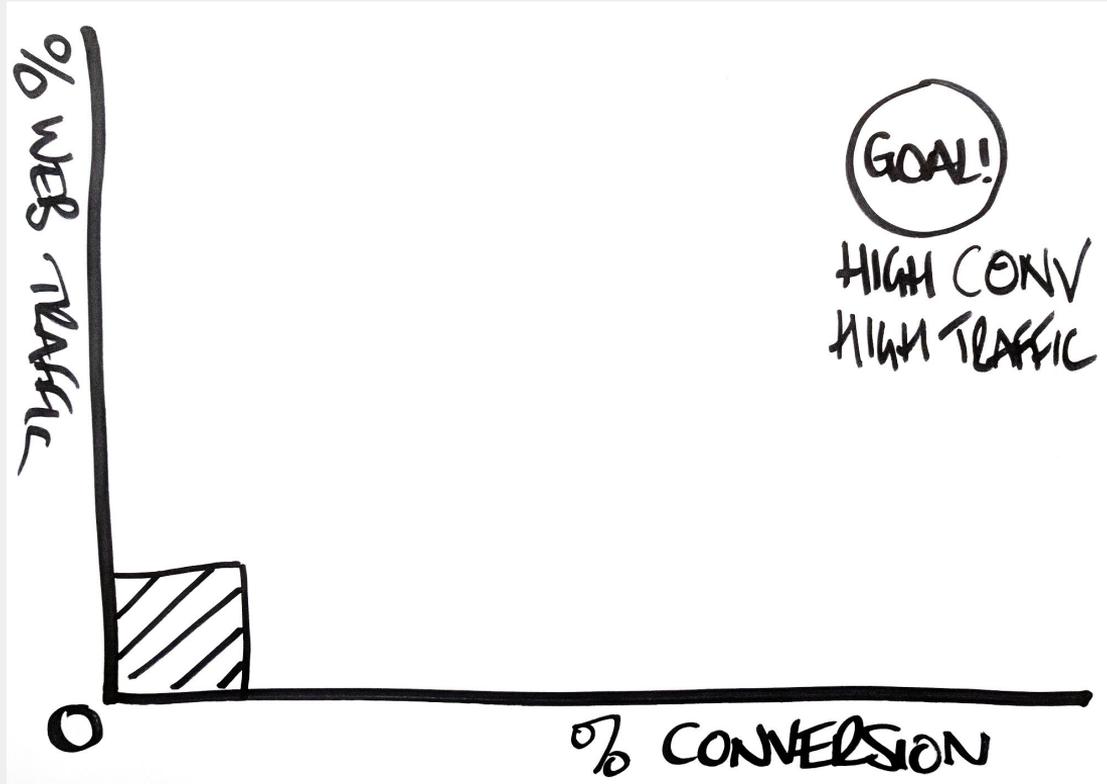


Your website for fundraising:

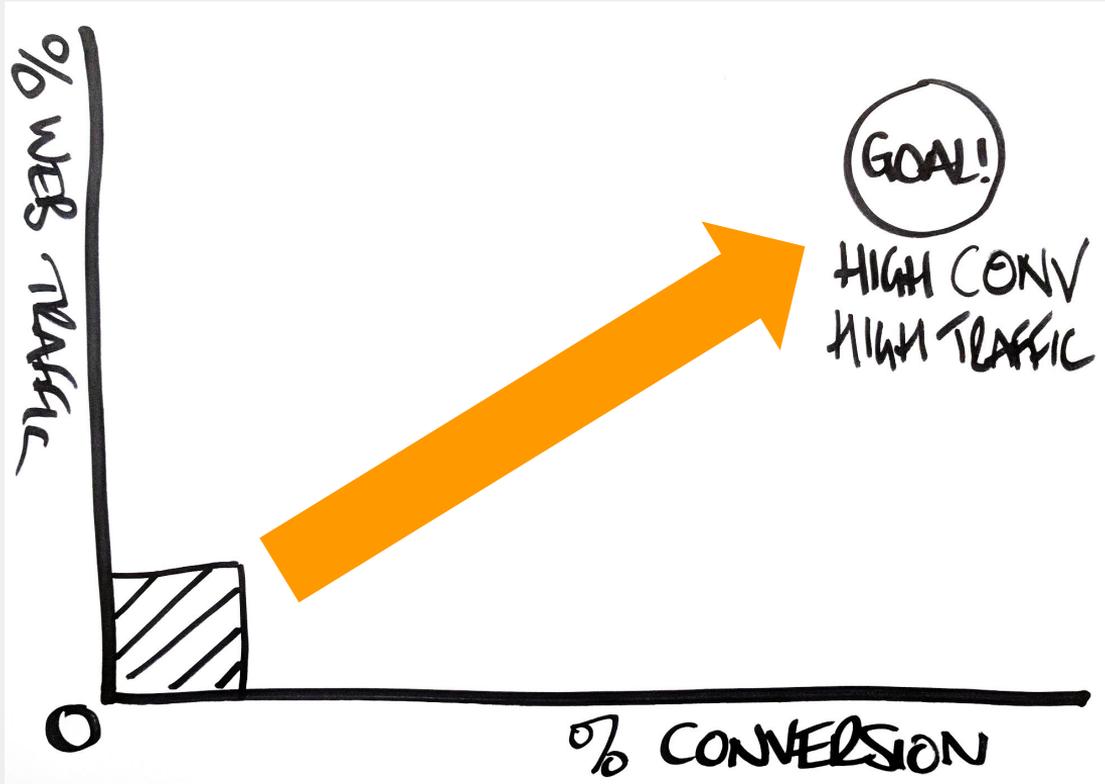
- What's it there to do?
- How well is it doing?



Increase website traffic + drive conversions



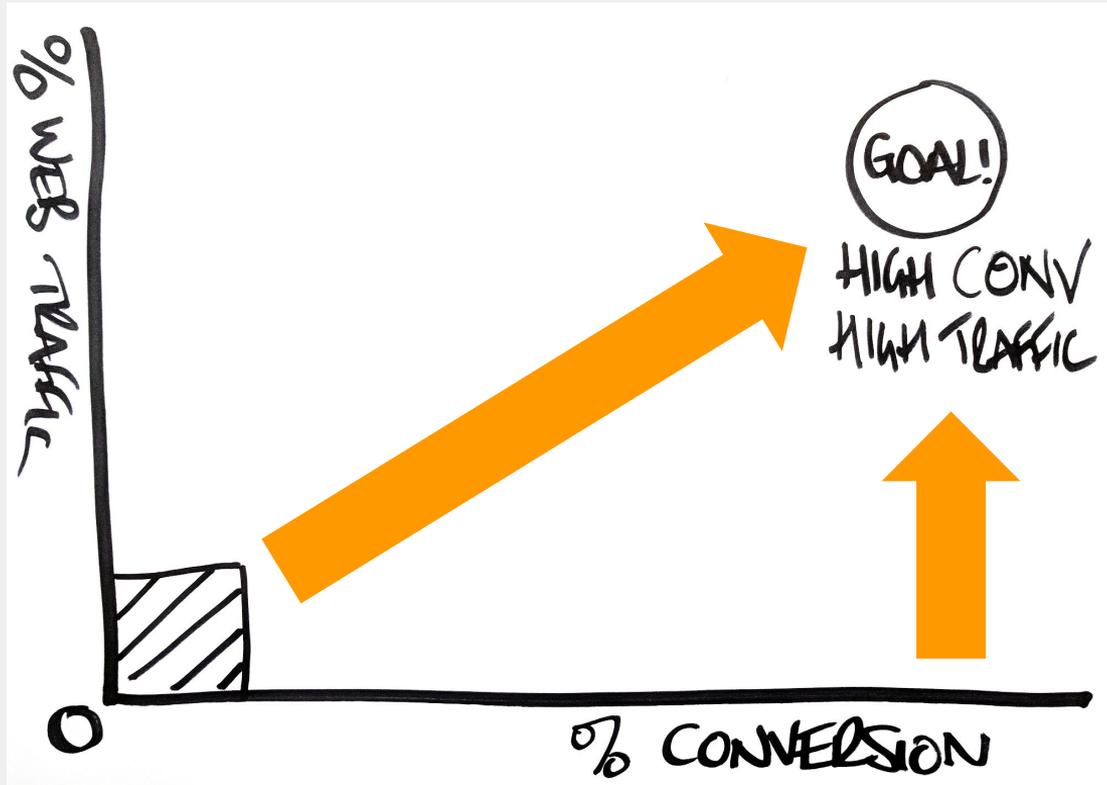
How do you drive website visits?



How do you drive website visits?



How do you drive conversions?



Nobody wants to fill in a form like this...

Donation Information

Amount:

<input type="radio"/> Friend	\$ 25.00
<input type="radio"/> Patron	\$ 50.00
<input type="radio"/> Adoption Sponsor	\$ 115.00
<input type="radio"/> Advocate	\$ 250.00
<input type="radio"/> Jeremy's Club	\$ 500.00
<input type="radio"/> Glasgow Society	\$ 1,000.00
<input type="radio"/> Nellie Palmer Patrons	\$ 2,500.00
<input type="radio"/> Chairman's Circle	\$ 5,000.00
<input type="radio"/> Joseph Bryan Founders	\$ 10,000.00
<input type="radio"/> Other	\$ <input type="text"/>

Designation:

Additional Information

Type of gift: One-time gift
 Recurring gift

Corporate: This donation is on behalf of a company

Anonymous: I prefer to make this donation anonymously

Comments or questions:

Help us learn more about our supporters. What inspired you to donate today?:

Billing Information

Title: *

First name: *

Middle name:

Last name: *

Country: *

Address lines: *

Help Save Children's Lives

All children deserve to live safe and healthy lives. Make a 100% tax-deductible donation today to give the world's most vulnerable children the nutrition, water and medical supplies they desperately need.

88.4% of every dollar spent goes directly to assist children.

Make It Monthly

Amount

<input type="button" value="\$50"/>	<input type="button" value="\$75"/>
<input type="button" value="\$150"/>	<input type="button" value="\$500"/>
<input type="button" value="\$1,000"/>	<input type="button" value="\$2,000"/>
<input type="button" value="\$5,000"/>	<input type="text" value="\$ Other"/>

Or make your gift through  PayPal

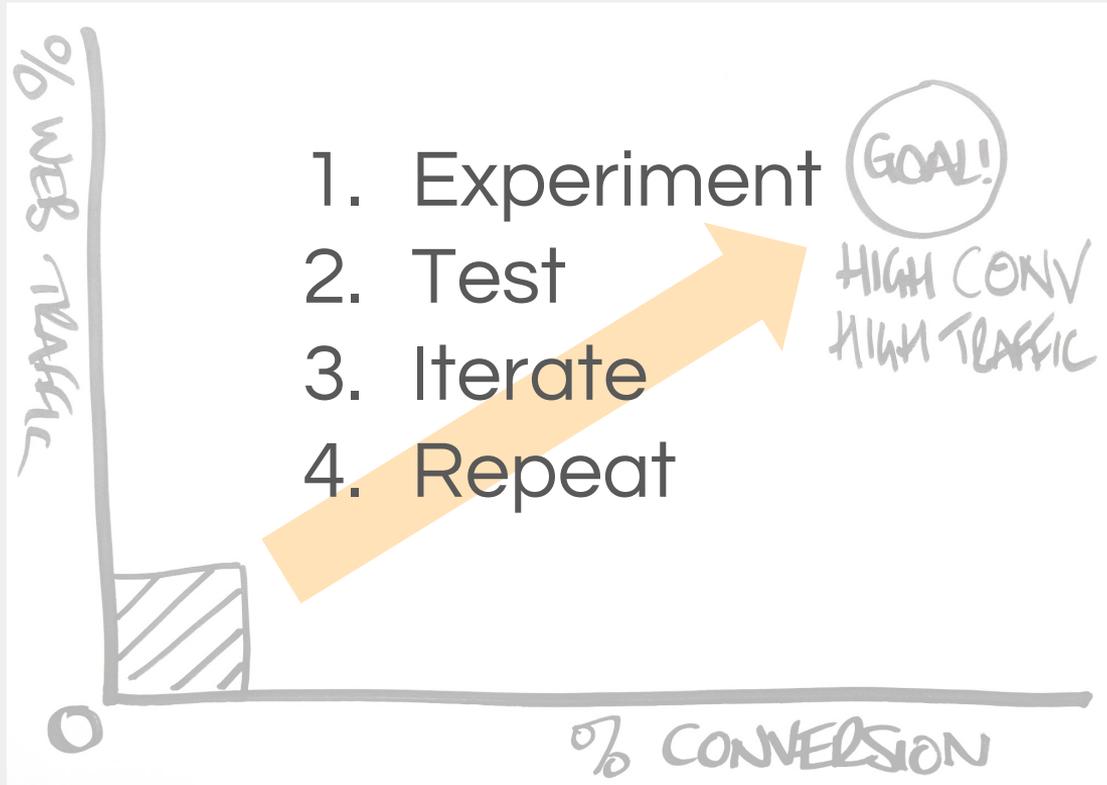
Contributor

Country

United States



You won't get there is one step...

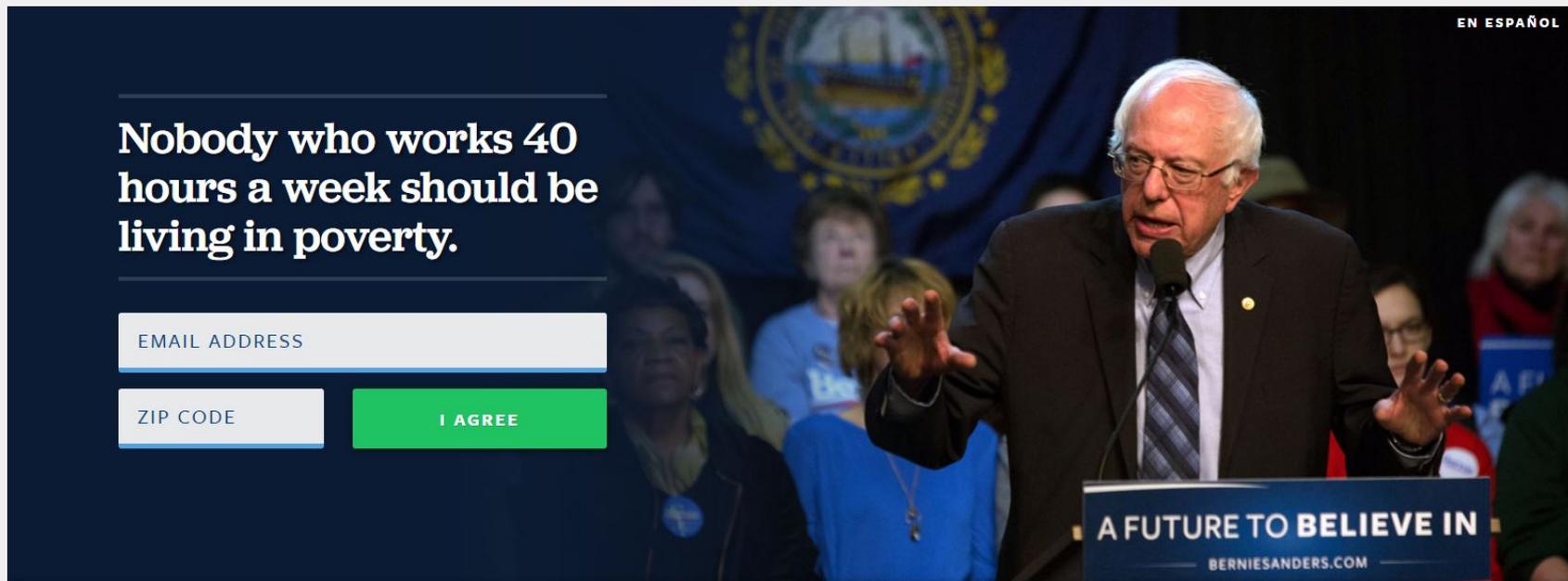


What 5 things could you test on your landing page?

What 5 things could you test on your landing page?

- Value prompts
- Images
- Button colour
- Messaging CTA
- Number of pages in the process

This is landing page nirvana



EN ESPAÑOL

Nobody who works 40 hours a week should be living in poverty.

EMAIL ADDRESS

ZIP CODE

I AGREE

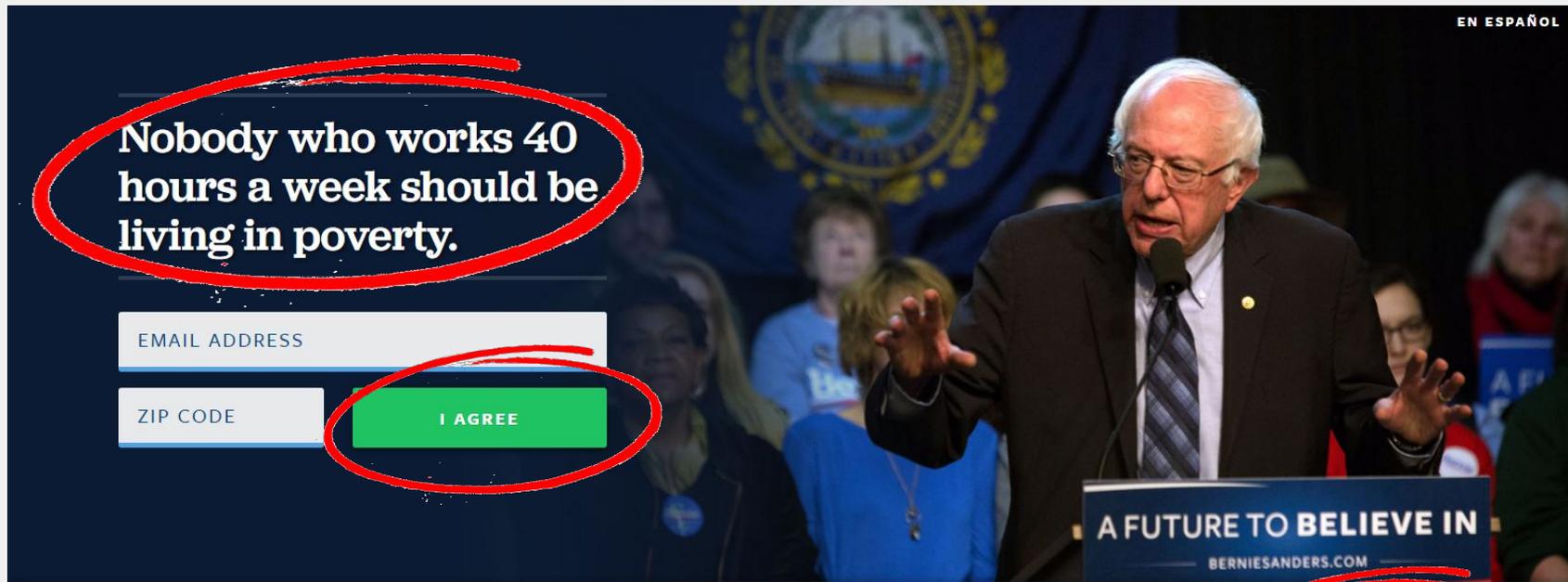
A FUTURE TO BELIEVE IN
BERNIESANDERS.COM

CONTRIBUTE



CONTINUE TO THE SITE >>

This is landing page nirvana



EN ESPAÑOL

Nobody who works 40 hours a week should be living in poverty.

EMAIL ADDRESS

ZIP CODE

I AGREE

CONTRIBUTE

Bernie
2016

CONTINUE TO THE SITE >>

A FUTURE TO BELIEVE IN
BERNIESANDERS.COM

The image shows a landing page for Bernie Sanders' 2016 campaign. The background features a photograph of Bernie Sanders speaking at a podium with a sign that reads "A FUTURE TO BELIEVE IN" and "BERNIESANDERS.COM". The page includes a headline, a form with fields for "EMAIL ADDRESS" and "ZIP CODE", a green "I AGREE" button, a red "CONTRIBUTE" button, the "Bernie 2016" logo, and a "CONTINUE TO THE SITE >>" link. Several elements are circled in red: the headline, the "I AGREE" button, the "CONTRIBUTE" button, and the "CONTINUE TO THE SITE >>" link.

A focus on...

- Driving awareness
- Website user journeys
- Maximising conversion
- A brilliant donation form
- Testing!

will raise more money...

Your email for fundraising:



“Email doesn’t work in the UK”



Dear Ali,

A world where no one is needlessly blind.

It is within reach, and that's why I'm writing to you today, on #GivingTuesday — a globally celebrated day of generosity.

[The gift you make right now, which will be matched \\$1-for-\\$1,](#) will mean that treatable conditions like cataracts won't keep children from attending school or parents from supporting their families. That communities and countries will thrive.

[By making your #GivingTuesday gift by midnight today, it will be doubled thanks to a generous friend of Orbis.](#)

With you as our partner, Orbis will **give the gift of healthy vision to more children like four-year-old Halima from Bangladesh**, whose story I shared with you last week. Thanks to generous donor support, Orbis-trained eye care professionals performed surgeries — free of charge! — to treat this little girl's cataracts.

Halima now has a brighter future, but more children are at risk, so please don't delay. [Your chance to double your impact ends at midnight. Please be as generous as you can.](#)

Gratefully,

A handwritten signature in black ink, appearing to read 'Bob'.

Bob Ranck
President and CEO

MATCH MY GIFT THIS
#GIVINGTUESDAY



92% of online adults use email

(for context...only 62% of online adults use Facebook)

**Only 8 - 15% of your Facebook fans will
be shown your posts - you are not in
control**

**If you capture an email address you
are in control**

70 years ago Labour created our NHS – and since then NHS staff have delivered more than 53 million babies.

Tell us your birthday and we'll tell you which number baby you were.

My date of birth is

Please only enter **your** contact information, not that of your relatives.

First Name

Email *

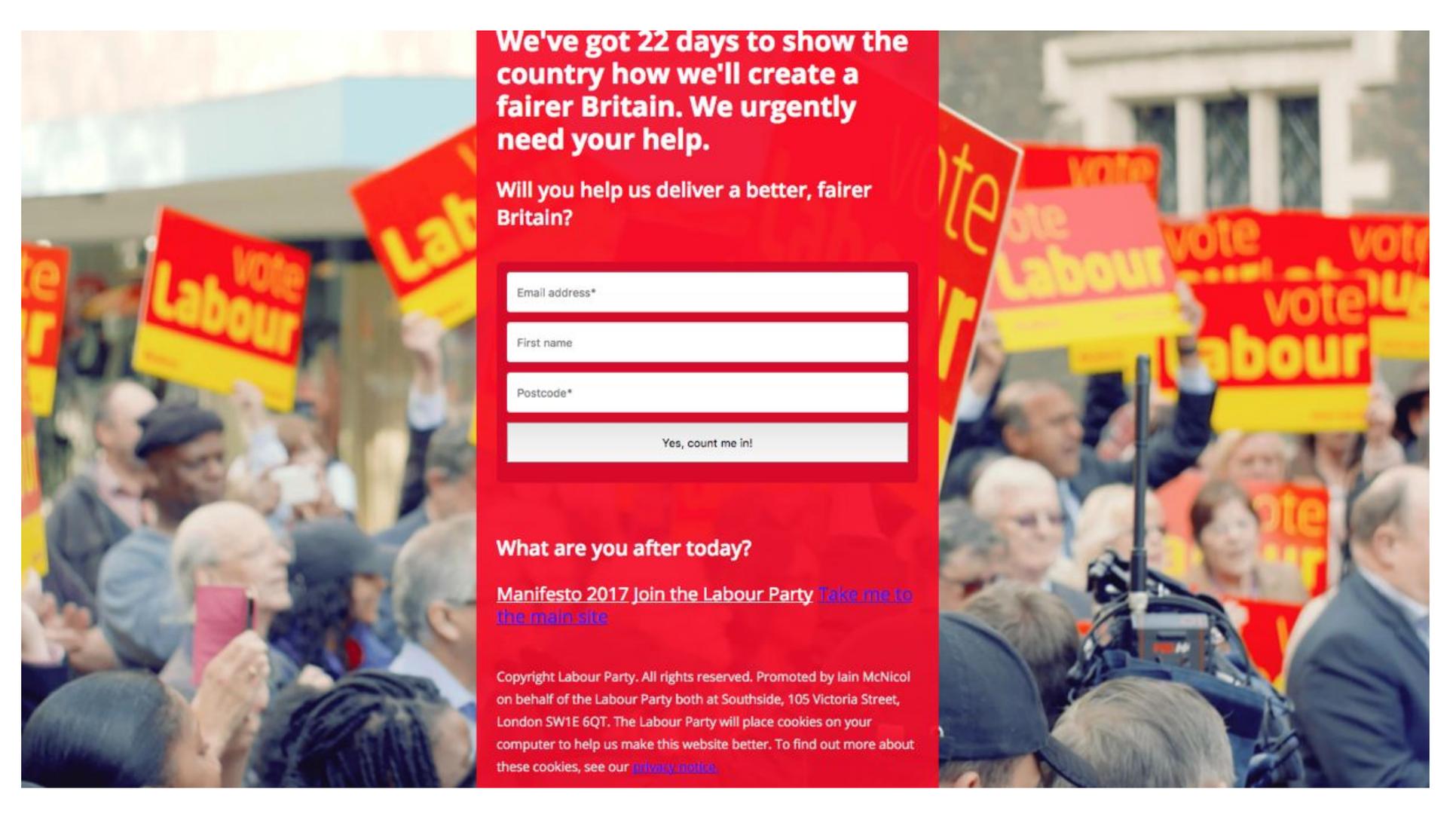
Postcode *

Be part of our movement – with your email address we can keep you updated via email and online advertisements on the latest campaigns, events and opportunities to get involved in:

- Yes, add me to the list
 No, don't add me to the list

[TELL ME MY BABY NUMBER](#)





We've got 22 days to show the country how we'll create a fairer Britain. We urgently need your help.

Will you help us deliver a better, fairer Britain?

What are you after today?

[Manifesto 2017](#) [Join the Labour Party](#) [Take me to the main site](#)

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We've got 22 days to show the country how we'll create a fairer Britain. We urgently need your help.

Will you help us deliver a better, fairer Britain?

Total raised via email £4.2M



What are you after today?

[Manifesto 2017](#) [Join the Labour Party](#) [Take me to the main site](#)

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**If you're going to send emails - you
need to have supporters to send them
to!**

No more climate-wrecking oil ads

We're in a climate emergency. Oil companies like BP got us into it, and they're digging us deeper every day by continuing to drill for new oil and gas. At the same time, they're bombarding us with ads trying to convince us they're not the climate-wreckers we know they are.

ADD YOUR NAME

We're in a climate emergency. Show advertisers you don't want to see ads from oil companies anymore.

105,659 have signed. Help reach 125,000.

*Required

GREENPEACE



Signed



Shared



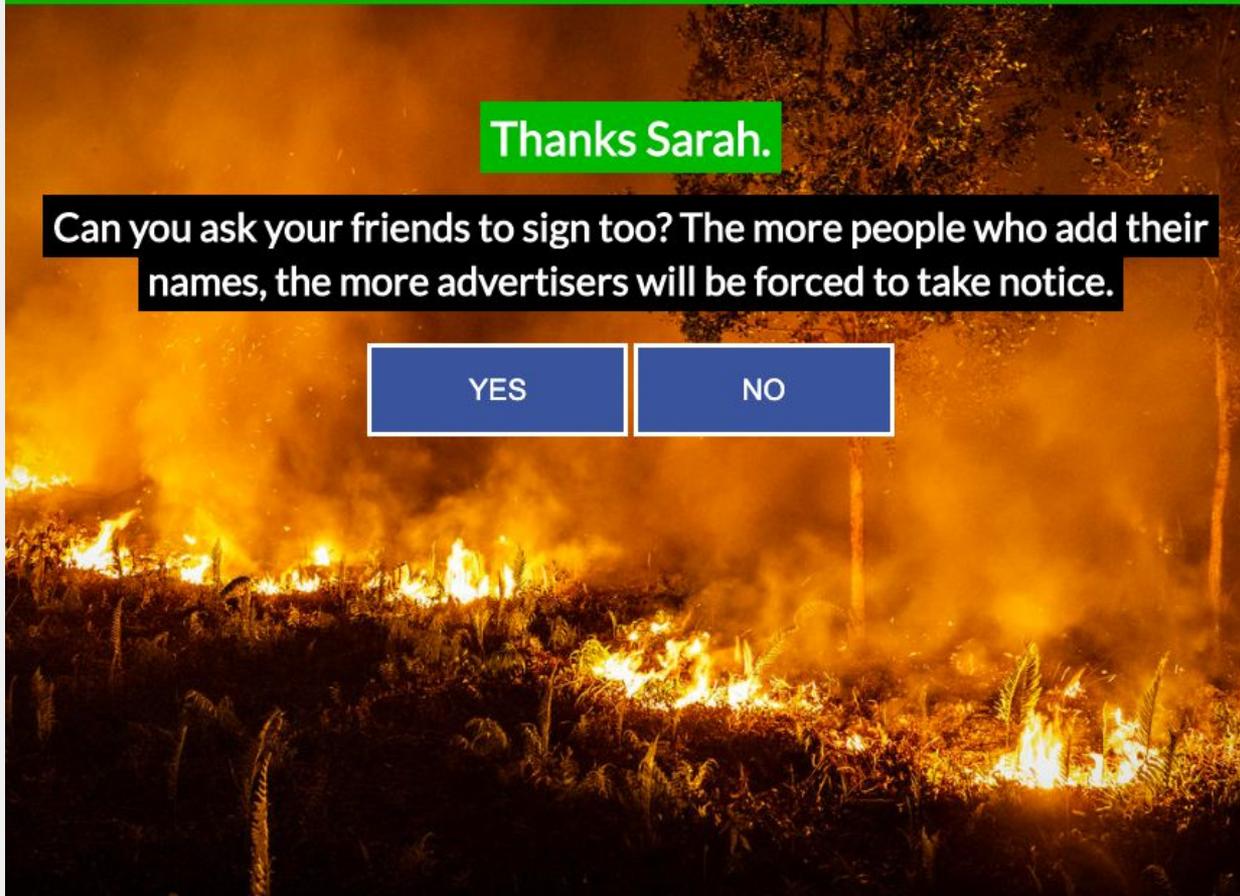
£

Thanks Sarah.

Can you ask your friends to sign too? The more people who add their names, the more advertisers will be forced to take notice.

YES

NO



GREENPEACE



Signed



Shared



£

Sarah - Greenpeace is urgently campaigning to push oil companies and governments to act on the climate emergency.

The campaign is 100% funded by individuals like you. Will you join us as a supporter with a regular amount of £3 or more a month?

£3

£5

£10

£20

£30

Other

Or give a one-off donation



PLAY NOW!

YOU'RE A SIGHT-SAVING
SURGEON!



 Share  Tweet

You've got healing hands, bucket loads of talent and a big heart
— just like ophthalmologist, Dr. Rudy Wagner.

Dr. Wagner travels the world on our Flying Eye Hospital, volunteering his time to perform thousands of sight-saving operations. His steady hands have trained countless local doctors to perform the same operations too, transforming eye care for future generations!

To find out more please visit our website!

VISIT ORBIS.ORG



21% email
opt in

Give people a reason to join

**SIGN-UP TODAY FOR
EMAIL UPDATES**

NAME

EMAIL

SIGN-UP



Bernie

Not me. *Us.*

No one candidate, not even the greatest candidate you could imagine, is capable of taking on Donald Trump and the billionaire class alone. There is only one way we win — and that is together.

Add your name to tell Bernie you're in!

<input type="text"/>	<input type="text"/>	Add Your Name!
----------------------	----------------------	-----------------------



TASK: How can you build your email list?

- How could you encourage new supporters to sign up to receive emails from your charity?
- What would you need in order to make it happen?
- What support would you need from other teams to do it?

Tactics you can use

- Drive email subscriptions on your website using a compelling CTA
- Lightboxes and pop ups on your site
- Improve your email consent opt in
- Run recruitment campaigns using quizzes and pledges/campaign actions

Think about your inbox - what emails do you like to receive?

<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	Food52	Meet the new arrivals: 6 of our Shop's stars-in-the-making. - Ready for their close-ups. View in browser Food52 Dansk Ash Wood Serv	11:11
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	MIT Technology Review	Weekend Reads: Get Ready for EmTech Digital 2018 - View in the browser Twitter Share on Twitter Facebook Share on Facebook 01.13	11:08
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	Which? Campaigns	Today's ban - Ali - Today, we say goodbye to card surcharges - but will companies find other ways to keep charging us? The new ban mean	10:52
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	geo-fleur	new products - new products Do you follow us on Instagram? View this email in your browser Copyright © 2018 geo-fleur, All rights reserve	10:47
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	HSBC Bank plc	Your latest HSBC current account statement is available to view - HSBC Dear Miss Walker, Your latest HSBC current account statemen	10:44
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	New Economics Foundatio	In case you missed it... - Latest from the New Economics Foundation We're the only people-powered think tank NHS homes scandal NEW	10:39
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	PETA UK	Urgent: Commit to Helping Animals in 2018! - PETA and the animals we're determined to save need you. PETA UK Donate Now » Will Yc	10:28
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	Acne Studios	New additions to the sale - Shop the new additions to the online sale at up to 40% off selected FW17 styles at acnestudios.com and in stor	10:24
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	Seth Godin	Seth's Blog : Before you design a chart or infographic - What's it for? A graph only exists to make a point. Its purpose is not to present a	10:20
<input type="checkbox"/>	<input type="star"/>	<input checked="" type="star"/>	Oliver Claridge	Property Details [ref:1qSO5dHd_806Wy7NzoT2T-w] - Dear Mrs Walker daves Please find attached the brochure(s) for properties we thin	10:12
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	LoveKnitting	How about 25% off your order? - Shop now before it's too late! View email online 15% off your first order! End's Tonight Stash Attack Savir	10:11
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	Cal Newport	Study Hacks >> On the Rise of Digital Addiction Activism - On the Rise of Digital Addiction Activism January 13, 2018 The First Stirrings	10:10
<input type="checkbox"/>	<input type="star"/>	<input type="trash"/>	Nadia Idle, War on Want	Free resources for YOU - View in your browser Dear Ali, We've produced some great free resources for 2018, so order some now! Order rr	10:02
<input type="checkbox"/>	<input type="star"/>	<input checked="" type="star"/>	nicky, me, nicky (8)	I found this on Pinterest! - Let us know how the bidding goes. Did you put in a bid of Max £180 so that is why it doesn't come up when we l	09:58

Ones that are personalised to you?



Make you take action?



Children have the power to change the world - and we believe that is something worth fighting for. Unicef helps vaccinate almost half of the world's children and now we need you so that we can reach even more.

FIFTH BIRTHDAY



Measles, polio, pneumonia, cholera and other preventable diseases claim millions of children's lives every year before their **FIFTH BIRTHDAY**

300%

Cases of measles have risen by **300% IN THIS YEAR ALONE**



Increasing O1 antibodies from each year

FIVE LIVES

Safe and inexpensive, vaccines save more than **FIVE LIVES EVERY MINUTE OF EVERY DAY**



SPREAD THE WORD

Your mission today could not be clearer. We need you to sign our petition and tell the Prime Minister to publicly commit to prioritising the health of children across the world.

[ADD YOUR NAME](#)

Make you feel smarter?

The Drum.

The Drum Newsletter AM



The Drum Digerati 2019: the world's top 100 digital marketers (part 2)

The second set of global inductees to The Drum annual Digerati list – our celebration of the world's top digital marketers – can now be revealed.

[Read full article](#)



How TripAdvisor plans to turn 'under-indexed' ad revenues into a bona fide media offering

TripAdvisor can boast 490 million unique users – a figure that dwarves the majority of publishers' readerships. Now, the company has begun to invest heavily in this audience's potential to

Your emails should...



Say thank you



Feedback to your supporters



Bring great content to the surface



Make you feel part of a community



Educate your supporters, don't sell



Inspire action

How often do you send emails?

- Once a month?
- Twice a month?
- Every week?
- When you have something important to say?
- When you're sending out a direct mail appeal?

What email journeys should you have?

- Welcome journey for new donors
- Conversion journeys for new email supporters to get them to do something for your organisation - donate, event, campaign action etc...
- Retention journeys to engage throughout the year

Most importantly emails should have an action

Engage your supporters with ways to take action and be a part of the conversation and they will look forward to hearing from you on a regular basis.

Tell us about yourself

Take a social action

Discover more

Join a campaign

Social sharing

Watch a video

Take a Survey

Sign a Petition

A focus on...

- Recruiting more subscribers
- Sending great, regular content
- Maximising conversion opportunities
- A brilliant donation journey

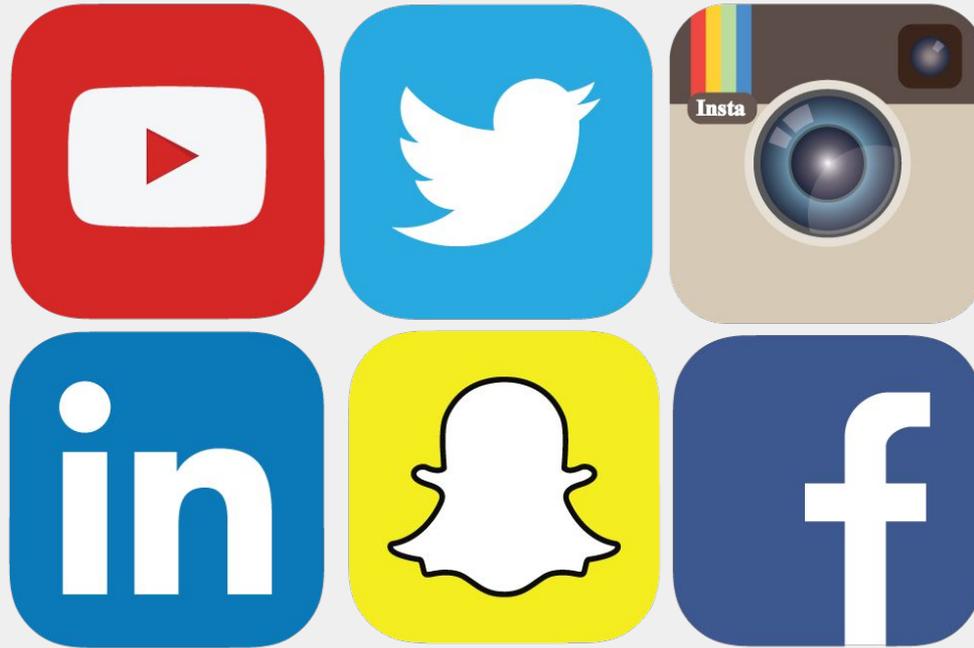
will raise more money...

Your social channels for fundraising:

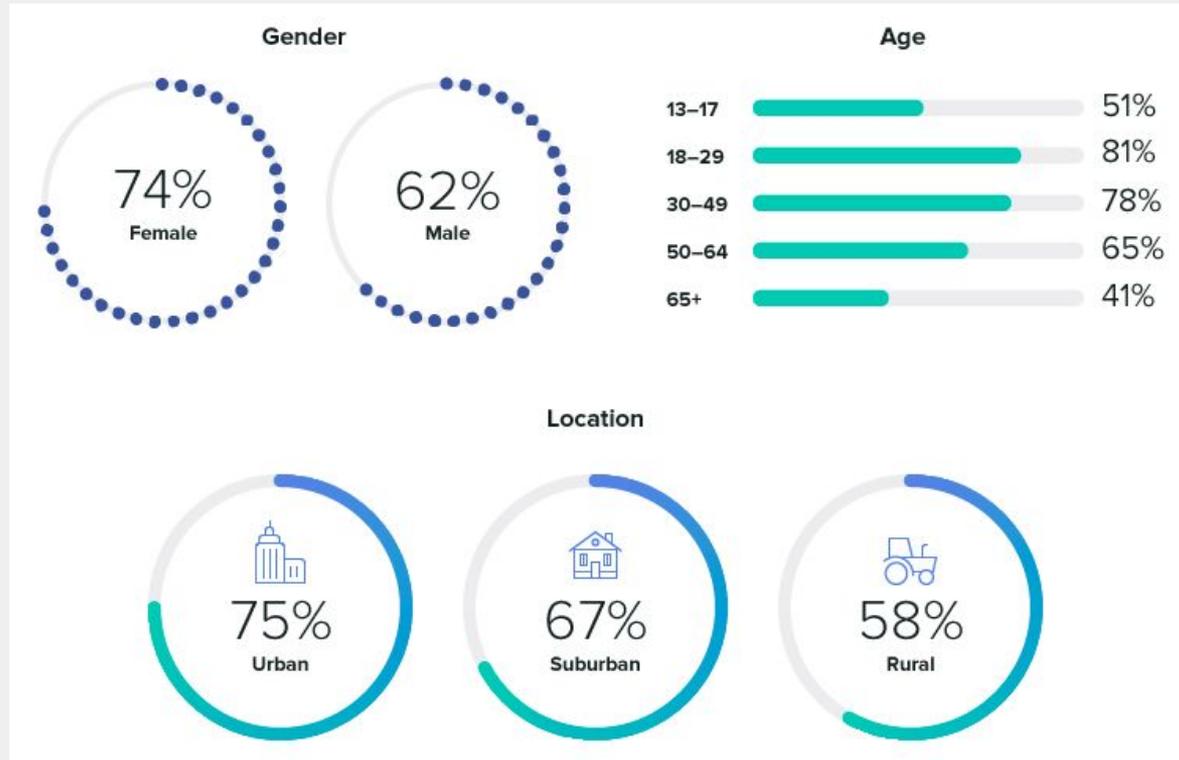


It's where your audiences are

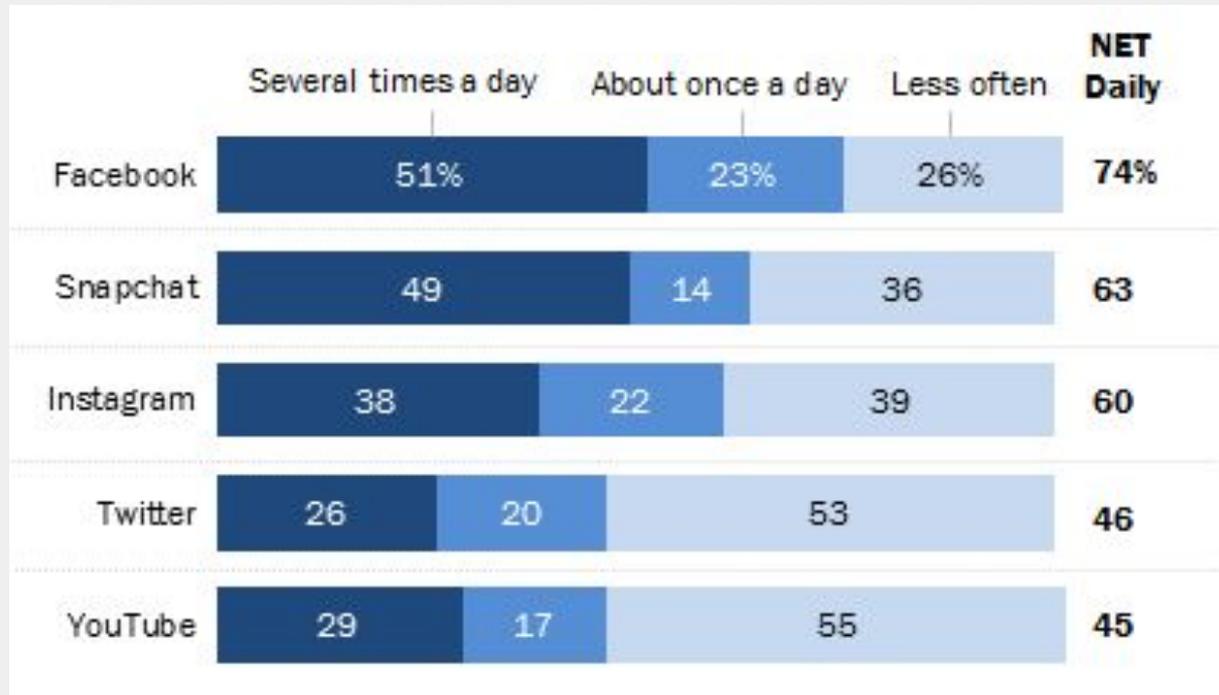
What social channels are you using?



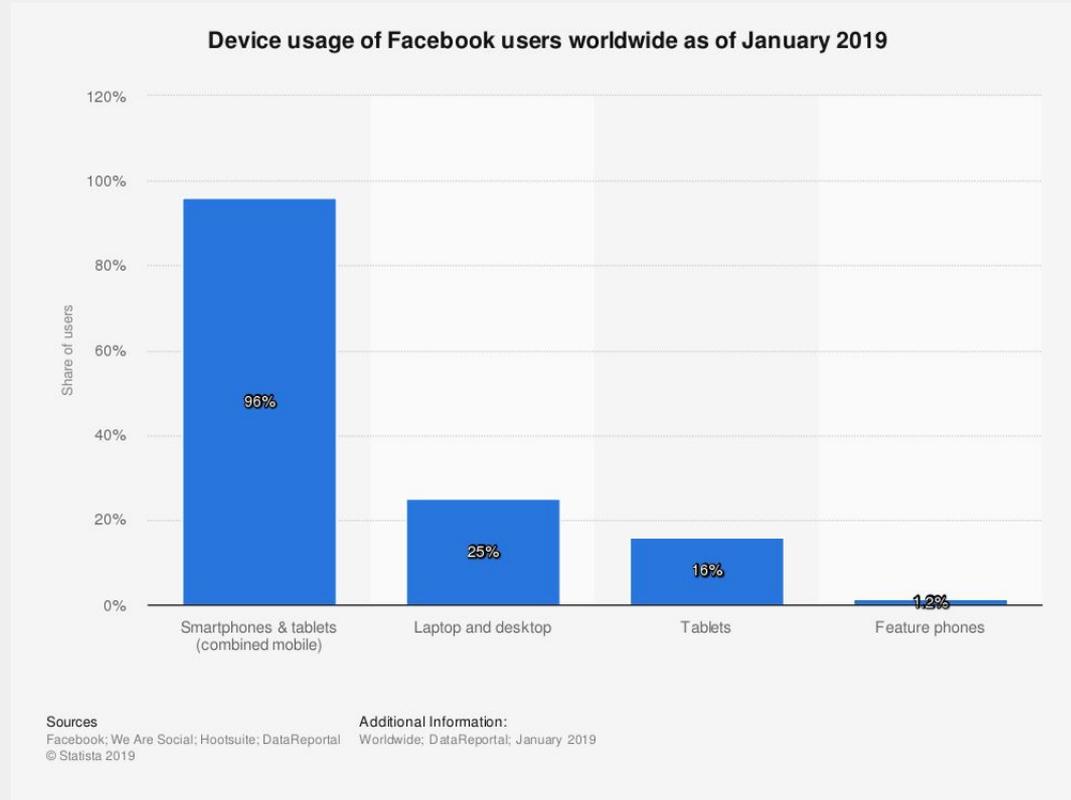
Facebook user key demographics



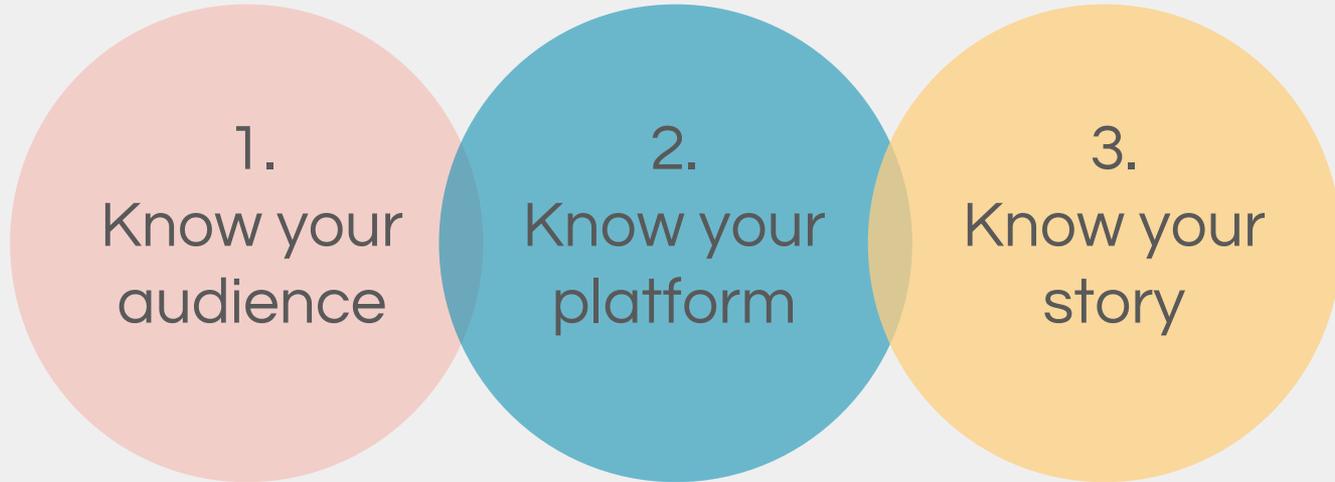
People visit social platforms several times a day



Mobile has the highest usage



Social fundraising in three steps



1. Know your audience

Some audience assumptions...

- You're finding it difficult to recruit cash and RG donors in Facebook
- You're attempting to replicate pen portraits and personas in FB audiences
- You're going to wide audiences

Start with a charity audience

UK 18 - 65+

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional interests

Charitable organisation

Donation

Fundraising

Interests > Hobbies and activities > Politics and social issues

Charity and causes

Volunteering

Add demographics, interests or behaviours

Suggestions | Browse

Exclude people or Narrow audience



Your audience selection is fairly broad.

Potential reach: 6,400,000 people ⓘ

Estimated daily results

Reach

4,800-14,000 (of 5,900,000) ⓘ

Link clicks

50-230 (of 12,000) ⓘ

The accuracy of estimates is based on factors such as past campaign data, the

Find a big 'niche'

Locations ⓘ Everyone in this location ▾

United Kingdom

📍 **London, England** + 80 km ▾

📍 Include ▾ | Type to add more locations | [Browse](#)

[Add bulk locations...](#)

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ

Detailed targeting ⓘ **INCLUDE** people who match at least **ONE** of the following ⓘ

Demographics > Parents > All parents

Parents with preteens (aged 8-12)

Audience definition

Your audience is defined.



Potential reach: 190,000 people ⓘ

Estimated daily results

Reach
8,500-21,000 (of 170,000) ⓘ

Conversions
87-350 (of 780) ⓘ

Based on a 1-day click conversion window

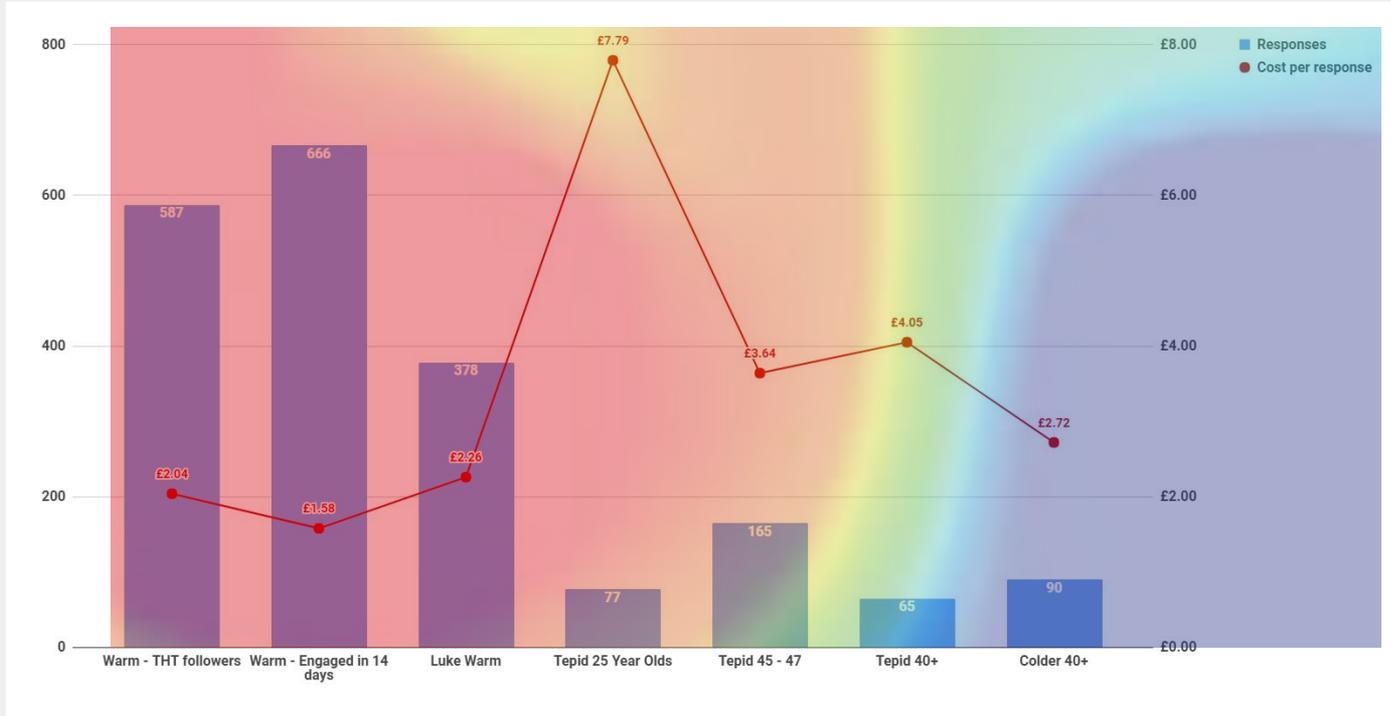
⚠️ Your results are likely to differ from estimates
We have limited data available to calculate this estimate, so estimates may be less accurate.

Even better - start with your own fans

Liked the charity	Audience	Location	Media Spend	Donations
Yes	8,620	Midlands	£1,410	11
No	9,722	Midlands	£1,212	1

Warm
audience
90% lower
CPA

'Warm' beats cold



*heat map not actually related to data, but pretty, no?

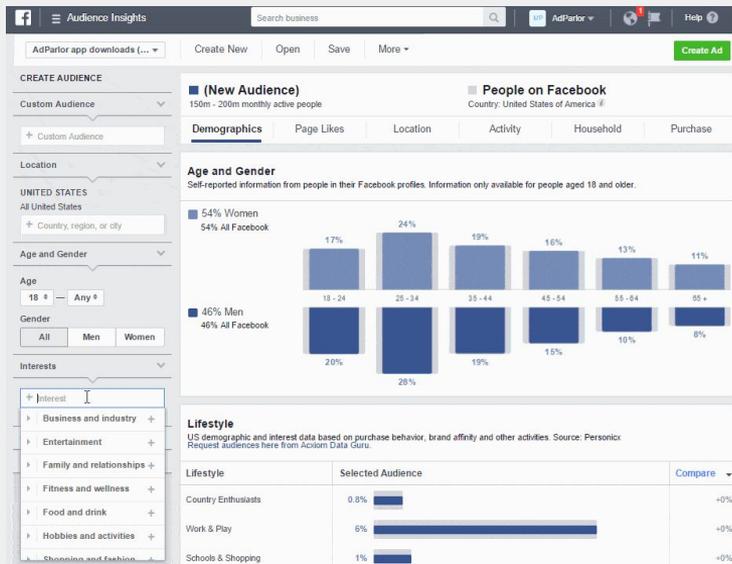
Avoid doing this...

Interests: Organic food, Suicide prevention, Animal welfare, Non-profit organisation, Justgiving, Diabetes UK, Mental Health Awareness Month, Caregiver, Fundraising, National Eating Disorders Association, Antibiotic misuse, Charity shop, Mind, Alzheimer's Association, The Obesity Society, Human Rights Campaign, Action for Children, Anxiety UK, Anti-racism, Charity and causes, National Health Service (England), Save the Children, Greenpeace, The Fairtrade Foundation, LGBT social movements, National Fibromyalgia & Chronic Pain Association, Social stigma, Multiple sclerosis research or STOP-Homophobia.com

Edit

What does it actually tell us?

Utilise free tools



2. Know your platform

Some platform assumptions...

- You're posting similar content across channels
- You're running multiple campaigns simultaneously
- You're finding it tricky to test and adopt new features

Have a clear purpose for your channels

STAY IN TOUCH WITH ME.



My favorite place. Quotes, stories & your chance to win the #60secclub



Documenting my life through #Dailyvee & #AskGaryVee ;)



My biggest platform. Join the VaynerNation & stay up to date on everything I do.



The most direct & personal way to reach me for 1-1 conversations.



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Gary Vaynerchuk

Make the most of in platform tools

RSPCA My Big Walkies
Public group

About
Discussion
Members
Events
Videos
Photos

Search this group

Shortcuts
Victoria Park Frie... 20+
Reliance Wharf 1
RSPCA My Big Walkies
BSD Alumni 1
WeHuddle 5
Critical Fundraising... 2

SHARING IS CARING
RSPCA My Big Walkies
FACEBOOK GROUP

Joined Notifications Share More

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Get together Watch party

RECENT ACTIVITY

Helen Coombs 5 hrs
Hate not being able to take Mila out for a walk. But it's just too hot for her. Hope everyone keeps their dogs safe and cool in this heat.

Today Tue Wed Thu

Sunny intervals
Day 30° / 19° Night

GROUP BY
RSPCA (England & Wales)
651,880 people like this
Donate

ADD MEMBERS
+ Enter name or email address...

MEMBERS

SUGGESTED MEMBERS
Friends
Leila Al-Jeboury Add Member
Adam Pattenden Add Member
Sebastian Stern Add Member
See More

DESCRIPTION
Welcome to the My Big Walkies Facegroup! This is the commu... See more

1/4 of walkers joined the group



Madison Anne Phillips
June 29 at 8:39 PM

Can you take a cheque into your local branch for the money we have raised over this past month? I'm also in the process of making a small gift to show the journey throughout June to give to them and what this challenge has meant to us. Is this okay?

Enjoy some of the best moments of June - featuring Pepper, Bailey and Gem



11 likes · 2 Comments

Tanya Malama Fooks Jemma Jones can you advise?
Like · Reply · 2w

Jemma Jones Hi Madison, that sounds amazing!! Love all the pics too!! ❤️ If you pop 'My Big Walkies' and one of the following codes on the back of your cheque and hand it in at the branch that would be great. If you're supporting Birmingham Hospital please use code 18BW04EC and if you're supporting the general fund please use code 18BW01EC. Just let me know if you need anything else and thanks again 😊

Like · Reply · 2w



Lisa Davis
3 July at 14:36

We have raised £65 towards this 🙏🙏 milo has loved every second , thank you too my best friend Linzi who has walked nearly every day with us 🥰❤️.... fantastic, loved every second 🥰 will defo be doing this again 🥰 feels good too kno I've done a little bit too help all our other loveable 4 legged friends ❤️🙏❤️🙏xxx

8 likes

Like · Comment · Share

Write a comment...

Lisa Davis
3 July at 13:41

How do I get onto my own page too donate again lol 🙄

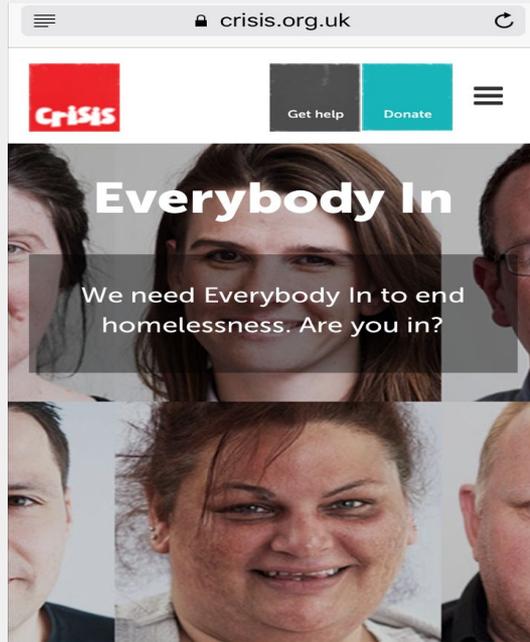
1 Comment

Like · Comment · Share

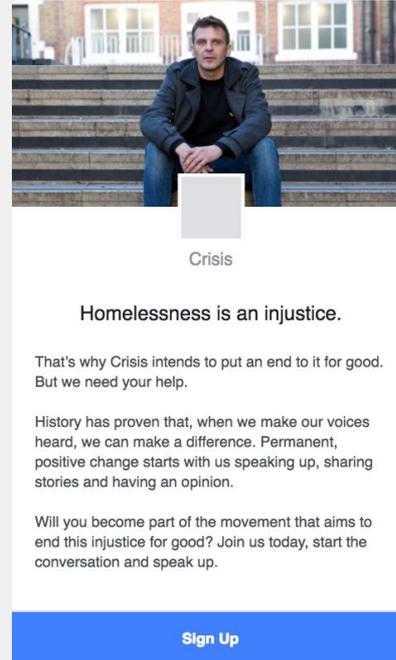
Stacey Riggs I just went onto the link I'd sent other people lol
Like · Reply · 2w

Write a comment...

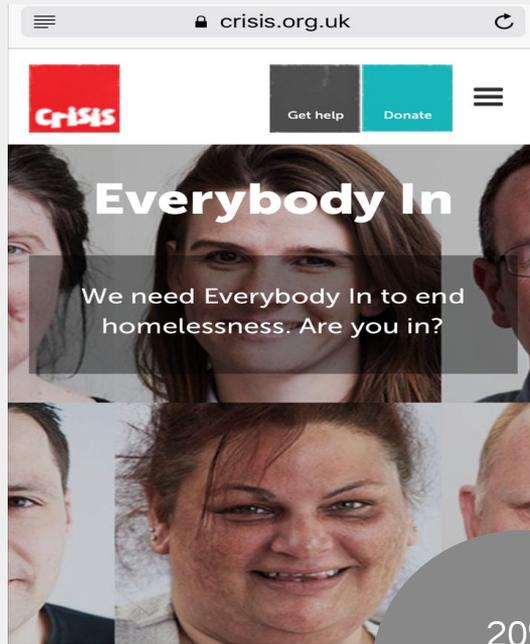
Website



Facebook

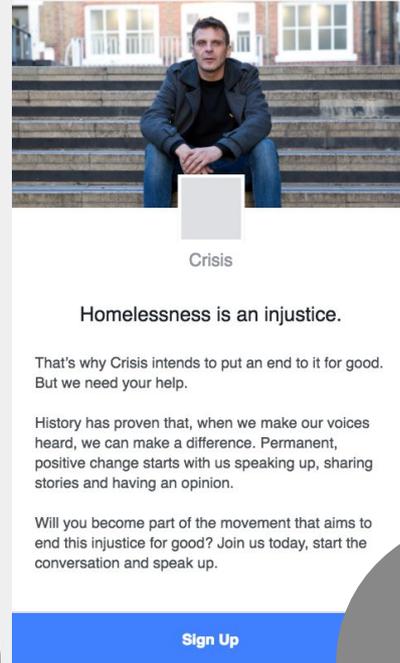


Website



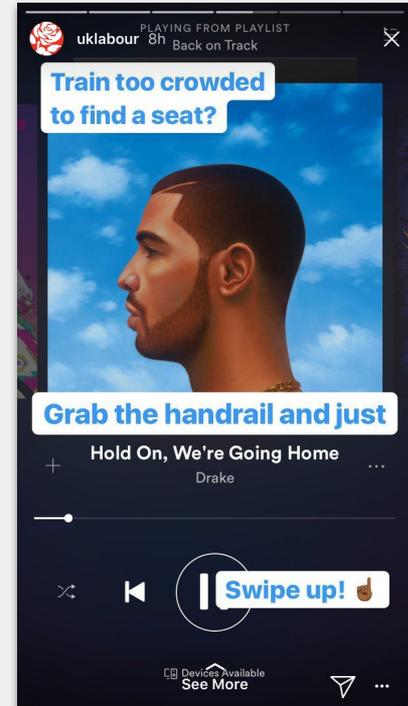
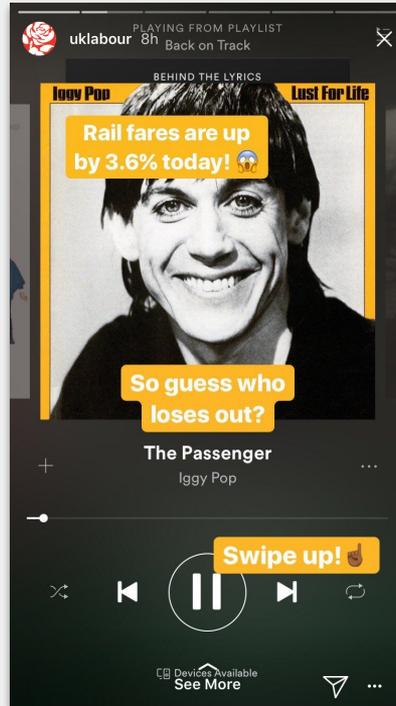
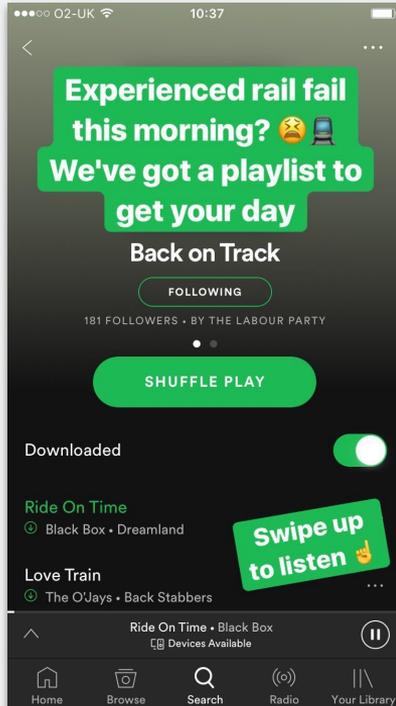
20%
conversion
to sign up

Facebook

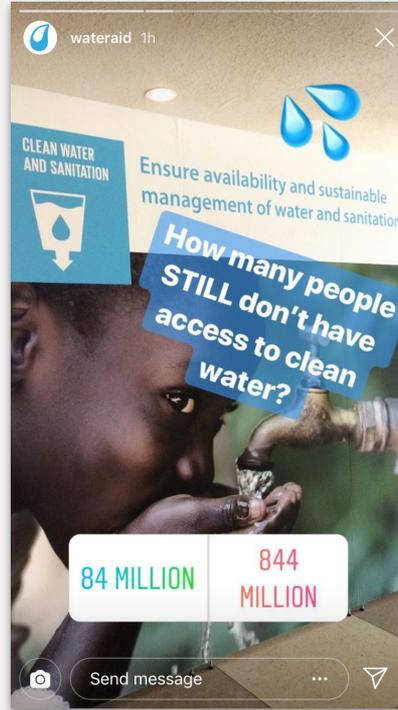


31%
conversion
to sign up

Have some fun!



Drive action and engagement



Driving donations from social is tricky

CMRF Crumlin
Published by Adrian O'Flynn [?] · 26 June · 🌐

Shea was born with 2 holes in his little heart and a rare syndrome. But his progress inspired his family! So far, their fundraising events have raised €100,045 to help other sick children... 🥰

Inspired? <https://goo.gl/2xpX9P>



Performance for your post

78,496 People Reached

3,386 Reactions, comments & shares

2,764 Like	2,021 On post	743 On shares
370 Love	306 On post	64 On shares
4 Haha	1 On post	3 On shares
36 Wow	34 On post	2 On shares
6 Sad	3 On post	3 On shares
95 Comments	47 On Post	48 On Shares
118 Shares	116 On Post	2 On Shares

2,713 Post Clicks

602 Photo views	195 Link clicks	1,916 Other Clicks <small>?</small>
---------------------------	---------------------------	---

NEGATIVE FEEDBACK

21 Hide Post	9 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

78,496 people reached

[View Promotion](#)

👍❤️🥰 2.3k

47 Comments 116 Shares

Ask supporters to give in a way that suits them



Heavy social media users are less likely to consider making a regular donation than the national representative.

Get set to respond to world events

Oxfam GB
15 May at 18:45 · €

Monday was the deadliest day in Gaza since the 2014 war. Terrifying violence has killed 58 people and injured 2,700.

We are on the ground reaching 258,000 vulnerable people with life-saving clean water and emergency food. Escalating conflict and a continuing blockade makes life a living hell for the people of Gaza. The world is watching.

Please share.

Image credit: EPA-EFE/Mohammed Sabe



Save the Children UK created a fundraiser.

17 May at 12:04 · Facebook Fundraisers · €

SUPPORT CHILDREN AROUND THE WORLD NOW.
Your donation could help children in Gaza & across the world

The latest protests – carried out for Palestinian refugees' right to return – broke out in Gaza at the end of March. Israeli Independence Day, May 15, brought with it heightened tensions between protestors and Israeli armed forces, and a subsequent devastating impact on children.... [See more](#)



SUPPORT CHILDREN AROUND THE WORLD NOW

Fundraiser by **Save the Children UK**

SUPPORT CHILDREN AROUND THE WORLD NOW.
Your donation could help children in Gaza & across the world

The latest ... [Continue reading](#)

£257 of £10,000 raised

13 people donated

[Donate](#)



Medical Aid for Palestinians shared a fundraiser — supporting Medical Aid for Palestinians.

Yesterday at 09:17 · €

PLEASE DONATE AND SHARE

At Medical Aid for Palestinians (MAP), we are hugely grateful for the incredibly generous donations made by our supporters to date. The money raised already is making a significant contribution to replenishing vital stocks within the health system in Gaza.

In addition to the current emergency situation, medical teams in Gaza continue to face two problems: firstly, further mass casualties are expected in the build up to 'Naksa Day' on the 5 June, and po... [See more](#)



Gaza Emergency Appeal

Fundraiser by **Medical Aid for Palestinians**

Medical Aid for Palestinians (MAP) is helping to respond to a large number of casualties in Gaza. Hospitals ther... [Continue reading](#)

£1,093,395 of £1,500,000 raised



Gillea Allison, Óðinn Órn Hilmarsson and 43,594 others

[Donate](#)

MAP raised over £1 m

MAP Medical Aid for Palestinians shared a fundraiser —  

supporting Medical Aid for Palestinians.
Yesterday at 09:17 · €

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[See more](#)



MAP **Gaza Emergency Appeal**
Fundraiser by Medical Aid for Palestinians 

Medical Aid for Palestinians (MAP) is helping to respond to a large number of casualties in Gaza. Hospitals ther... [Continue reading](#)

£1,093,395 of £1,500,000 raised

  Gillee Allison, Óðinn Örn Hilmarsson and 43,594 others donated. [Donate](#)

3. Know your story

Some storytelling assumptions...

- You can't get content
- You're telling the stories that your internal stakeholders want to tell -
not that your audience want to hear

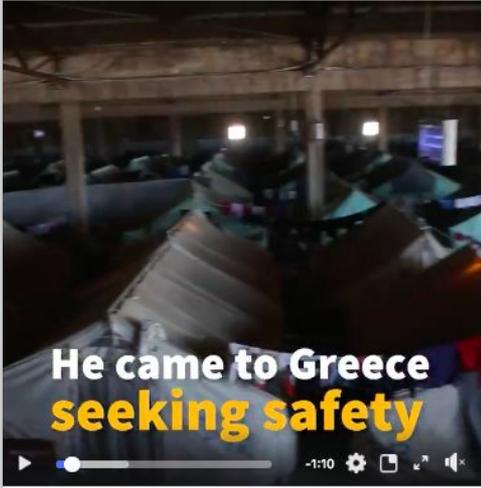
What do people really want to hear
from you?

Inspiring stories

Help Refugees
18 hrs · 🌐

Meet Mahmoud. He's from Damascus in Syria. While stuck in one of Greece's most notorious camps, he taught himself carpentry, craft and painting skills. He now produces innovative up-cycled furniture and customised gifts that tell a story. We're inspired by Mahmoud, and we think you will be too. #chooselove.

Find out more and commission your own unique gift from Mahmoud here:
<https://helprefugees.org/.../meet-mahmoud-the-syrian-refugee-...>



He came to Greece seeking safety

263 21 Comments 124 Shares 6.4K Views

Lamya Karkour All my Christmas, birthday, new born, wedding gifts are from Mahmoud Nbil it makes the receiver feel very special because the gift has my story with him or her... So personalized, beautiful, and helps him support his family
Like · Reply · 14h 4

Mahmoud Nbil Thanks everyone for your support and thanks Help Refugees for your video
Like · Reply · 10h · Edited 6

Carolyn Hodgkin Does he have a page where you can buy gifts from?
Like · Reply · 12h 1

↳ 2 Replies · 10 hrs

Amy Van Lowthian Thats amazing & so great!!!!
Like · Reply · 13h 1

Sarah Jane Beautiful. What a wonderful idea and an inspiring man! I think I'm 🥰
Like · Reply · 10h 1

Akh Nad Beautiful 🌟 1
Like · Reply · 13h

Marwa Gaafar
Like · Reply · 15h

Insider info - behind the headlines

MAP Medical Aid for Palestinians
17 May · Facebook Fundraisers · 🌐

PLEASE DONATE AND SHARE

Thank you to everyone who has donated and shared our Gaza Emergency Appeal. The response has been fantastic! Our colleagues in Gaza have told us how much it means to have the support of so many people at this difficult time.

We will have a full update on the situation for you later today. In the meantime, please continue to donate and share the appeal. The money raised will be used to buy medicines, disposables and limb reconstruction equipment to help respond to the emergency in Gaza. Thank you for your support.

👍❤️🙏 Paul de Gregorio and 821 others 53 Comments 324 Shares

👍 Like 💬 Comment ➦ Share

MAP Medical Aid for Palestinians
19 June · Facebook Fundraisers · 🌐

*** GAZA EMERGENCY APPEAL UPDATE ***

Thank you to everyone who has supported our Gaza Emergency Appeal. Last week, MAP delivered urgently needed limb reconstruction equipment to Gaza. These items are now being issued to the hospitals who need them.

We are very grateful to everyone who has helped to make this possible. We will provide a further update on our medical missions to Gaza in the next few weeks.... See more



👍❤️🙏 437 23 Comments 119 Shares 18K Views

👍 Like 💬 Comment ➦ Share

And give people different ways to
respond...

Value exchange

 **Terrence Higgins Trust** Sponsored ·  ⋮

Get your FREE bag, carry it at Brighton Pride and be proud to challenge HIV stigma. Order yours now!  



Get your free bag! [✓ Sign Up](#)

Be proud. Be sexy. Be safe. Order your FREE bag today!

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70% of people affected by blinding trachoma are women. If you think women and girls deserve better eye care, sign our pledge today!




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Do you see women's potential?
Sign for better eye care for women...

TEST!


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Peace of mind for you and your child...

[Learn More](#)


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Please provide your valid UK mobile number below, and we'll be in touch soon to arrange delivery of your free Find Me wristbands.

Learn more by providing your info below:

Full name

Phone number

[Cancel](#) [Next](#)


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Get your free eco-friendly cotton tote bag today and carry hope with you, wherever you go 🌱



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Spread a message of hope with your tote!

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 Like  Comment  Share


 FOR EVERY CHILD IN DANGER

DONATE AND KEEP CHILDREN SAFE

GIVE TODAY AND GET YOUR FREE T-SHIRT



MONTHLY

£10 £15 £20

Each month, your £10, £15, or £20 could help provide protection for a child in danger.


 FOR EVERY CHILD IN DANGER

DONATE AND KEEP CHILDREN SAFE

GIVE TODAY AND GET YOUR FREE TOTE BAG



MONTHLY

£7.50 £10 £15

Each month, your £7.50, £10, or £15 could help provide protection for a child in danger.


 Sponsored ·  Like Page

Ewan McGregor, Iraq, 2016: "Mima told me how her family slept in a disused, half-constructed shopping mall for over a year. She introduced me to the reality of what that's like. It's easy to be baffled by the figures – 28 million children are displaced. It's so difficult to imagine. It's impossible to comprehend. But when I think that, I think of Mima – she's one of them."



UNICEF.ORG.UK

Give £10 a month and help protect children

Pledge to give a monthly gift today and we promise it will be used to help...

 Like  Comment  Share



WE'RE DESIGNING A TOTE BAG TO RAISE  FOR CHILDREN IN DANGER

Which would you choose?

OPTION 1

HOPE

FOR EVERY CHILD IN DANGER

OPTION 2

I'M NOT ASKING FOR THE WORLD

JUST A BETTER WORLD FOR CHILDREN

FOR EVERY CHILD IN DANGER UNICEF

THANKS FOR VOTING! THE WINNER IS...

HOPE

FOR EVERY CHILD IN DANGER

SWIPE UP TO GET YOURS!

Decades of goggleboxing have given us fine-tuned ad-blocking reflexes. That's bad news for anyone looking to fundraise in Facebook. Boring ads disappear with the swipe of a thumb, but a great message can stop traffic. So here's Open's guide to create thumb-stopping ads:

The anatomy of a winning Facebook ad



UnBrand Me 1

Let the logo and org name in the top left brand the post. It's the only time they need to appear in your ad. If the message is interesting, people will look up to see who it's from.

The 3 assassins 2

They may be small but 'We', 'Our' and 'Us' can deliver a mighty blow to Facebook engagement. They're a sure-fire clue that this message is from an org that's pushing its own agenda.

Kill your darlings 3

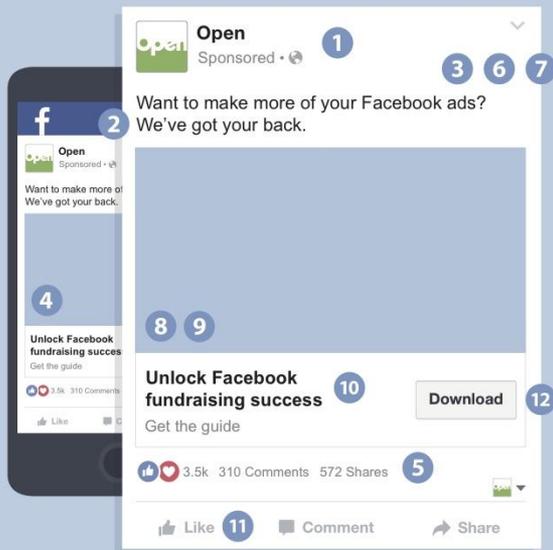
Facebookers are ruthless so copywriters must be too. Delete 3 words which don't add meaning, and lift your response. 200 characters is the limit for the copy.

Think mobile-only 4

When up to 90% of Facebook visitors are using their phone, the mobile ad is the only version that matters.

Keep testing 5

There's no perfect Facebook Ad. On average, it takes 3 clicks before a person gets out their credit card. Use all of these tips to test sequences of messages.



A good reason to leave 12

Most people go to Facebook to check what's happening 'on Facebook'. They don't want to leave, and Facebook doesn't want them to. If you want them to go to a website to take action, you'll need several impressions and a strong incentive.

6 Keep it short

Adverbs provide distraction. Adjectives delay the punchline. Scrollers keep scrollin'. Make it easy to get to your CTA with short sentences that lead them along, not trip them up

7 Keep it simple

The newsfeed is no place for industry-speak. Avoid technical terms, acronyms, jargon, and unfamiliar org names that the public are not used to.

8 Say cheese

The pic you pick will make or break your post. Create a winner with photos of real people. Those rules you know about DM photos? They're all true here. Eye-contact - check. Emotion - you betcha.

9 #nofilter

The strongest of the ad-blocking reflexes is the 'stock-image sniffer'. Keep photos authentic, avoid glossy images, polished white teeth, and inauthentic branding.

10 Read all about it

The first line of the copy is the first thing people will see. It's our second defence against scrolling, use it to create intrigue, not instruction.

11 Get emotional

Facebook's entire platform and philosophy is built around Likes and positive reactions to messaging. Very simply, content that people Like, reaches more people, for less media spend.

A focus on...

- Knowing how to utilise different social channels
- Knowing your audience
- Telling a compelling story
- Giving people different ways to support

will raise more money...

Your payment methods for fundraising:



Give people options

Crowdfunding

Types of Crowdfunding

Reward-Based Crowdfunding



It involves individuals contributing comparatively small amounts of money to projects in return for some kind of reward.

EXAMPLE

KICKSTARTER

Donation-Based Crowdfunding



It is a way to source money for a project by asking a large number of contributors to individually donate a small amount to it.

EXAMPLE

gofundme

Peer-to-Peer Lending

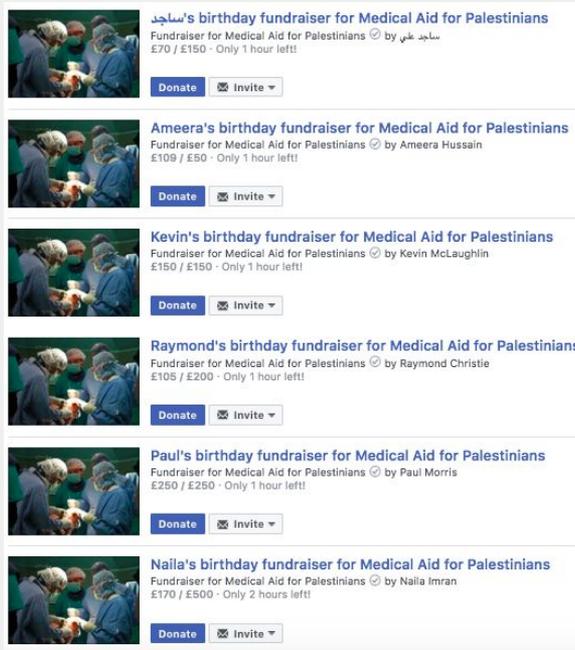


It is the practice of lending money to individuals or businesses through online services that match lenders with borrowers.

EXAMPLE

LendingClub

Facebook fundraisers are unlocking support



سلاجيد's birthday fundraiser for Medical Aid for Palestinians
Fundraiser for Medical Aid for Palestinians by سلاجيد عطي
£70 / £150 - Only 1 hour left!

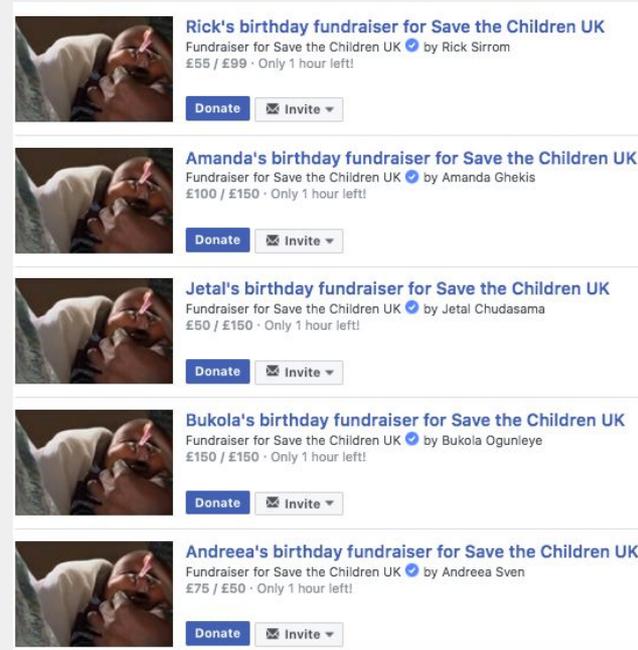
Ameera's birthday fundraiser for Medical Aid for Palestinians
Fundraiser for Medical Aid for Palestinians by Ameera Hussain
£109 / £50 - Only 1 hour left!

Kevin's birthday fundraiser for Medical Aid for Palestinians
Fundraiser for Medical Aid for Palestinians by Kevin McLaughlin
£150 / £150 - Only 1 hour left!

Raymond's birthday fundraiser for Medical Aid for Palestinians
Fundraiser for Medical Aid for Palestinians by Raymond Christie
£105 / £200 - Only 1 hour left!

Paul's birthday fundraiser for Medical Aid for Palestinians
Fundraiser for Medical Aid for Palestinians by Paul Morris
£250 / £250 - Only 1 hour left!

Naïla's birthday fundraiser for Medical Aid for Palestinians
Fundraiser for Medical Aid for Palestinians by Naïla Imran
£170 / £500 - Only 2 hours left!



Rick's birthday fundraiser for Save the Children UK
Fundraiser for Save the Children UK by Rick Sirrom
£55 / £99 - Only 1 hour left!

Amanda's birthday fundraiser for Save the Children UK
Fundraiser for Save the Children UK by Amanda Gheki
£100 / £150 - Only 1 hour left!

Jetal's birthday fundraiser for Save the Children UK
Fundraiser for Save the Children UK by Jetal Chudasama
£50 / £150 - Only 1 hour left!

Bukola's birthday fundraiser for Save the Children UK
Fundraiser for Save the Children UK by Bukola Ogunleye
£150 / £150 - Only 1 hour left!

Andreea's birthday fundraiser for Save the Children UK
Fundraiser for Save the Children UK by Andreea Sven
£75 / £50 - Only 1 hour left!

A focus on...

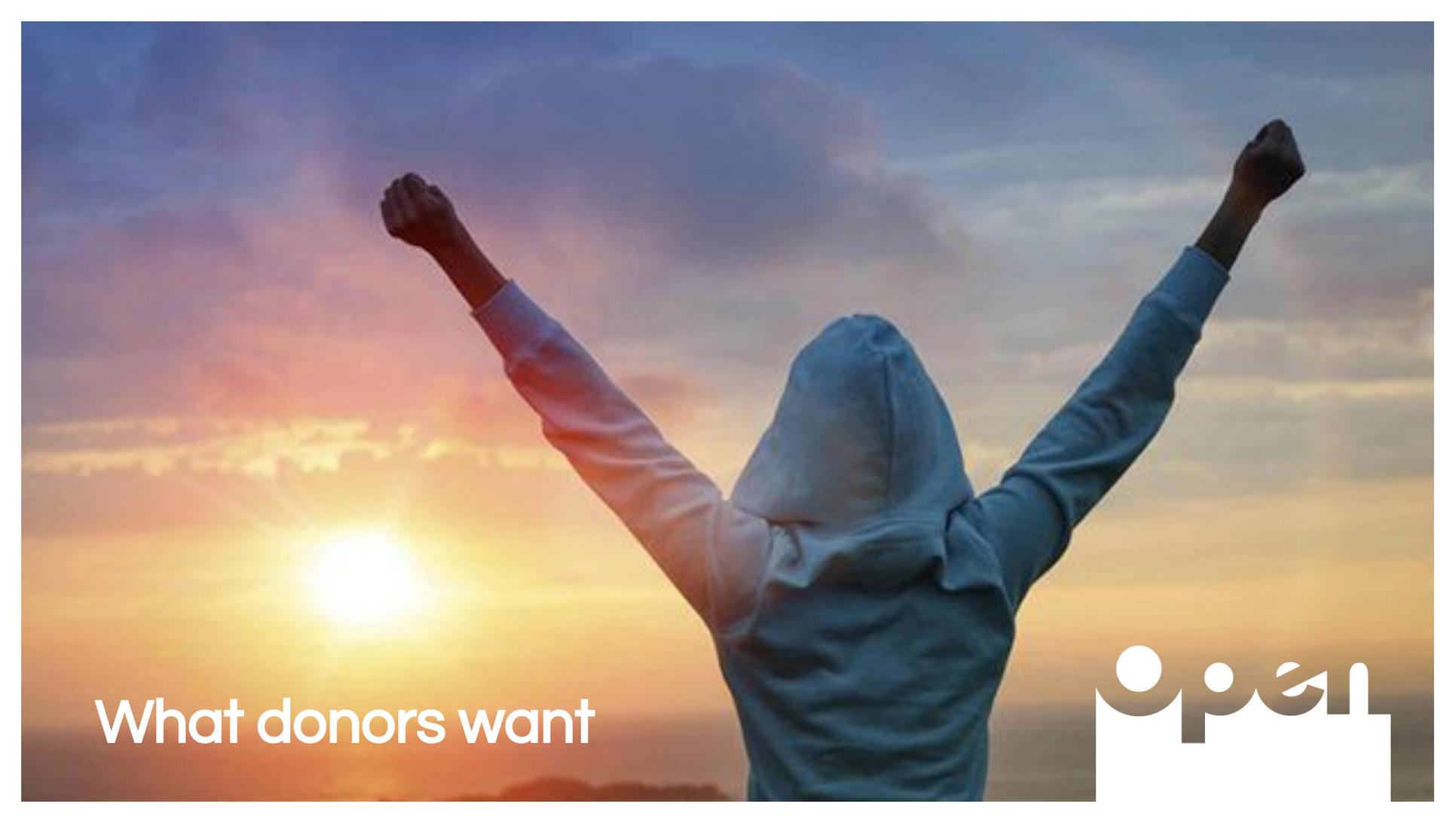
- Knowing who your audience are and what they respond to
- Giving people different options to support
- Not being restricted to using your own website

will raise more money...

Your digital fundraising strategy should focus on...

Utilising all of all your digital ecosystem

and you will raise more money...

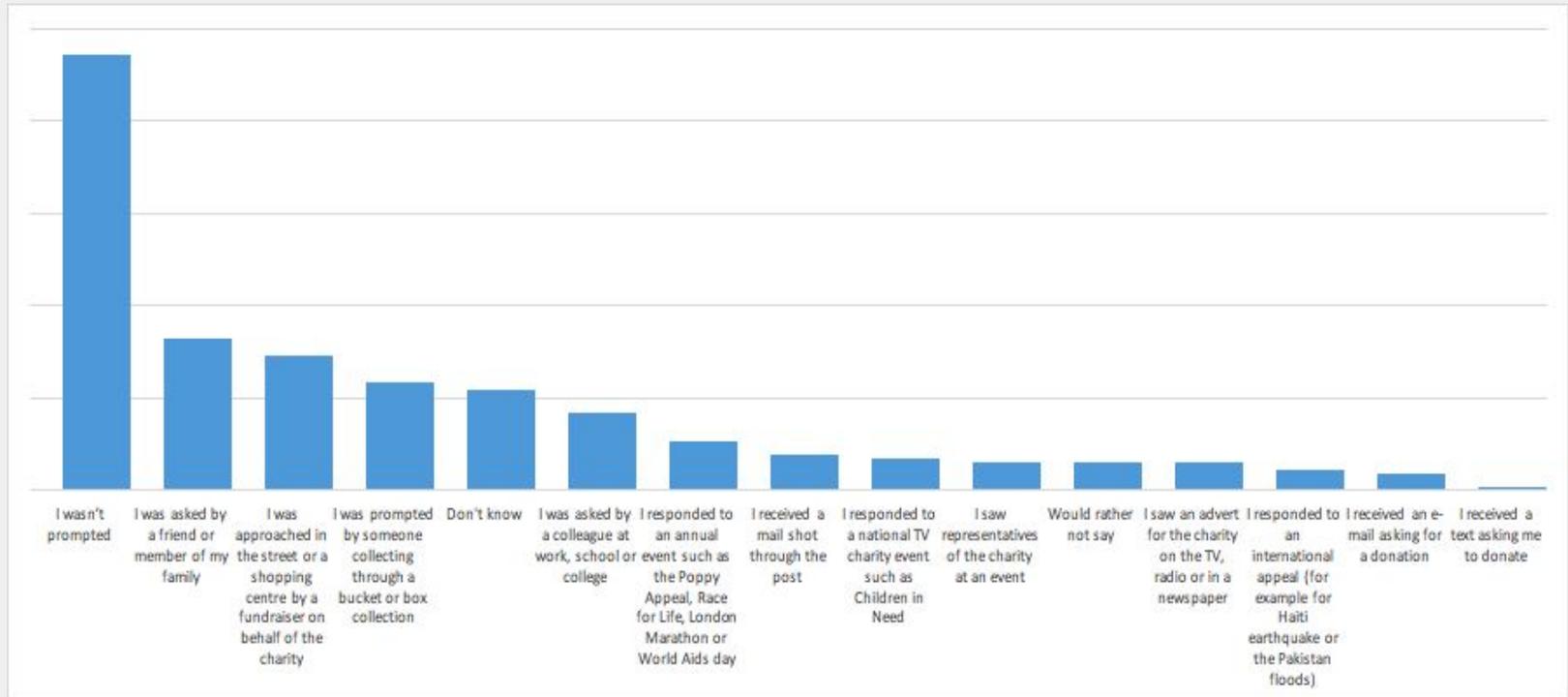
A person wearing a blue hoodie is seen from behind, with their arms raised in a fist against a vibrant sunset sky. The sun is low on the horizon, creating a warm orange and yellow glow. The sky transitions to a deep blue at the top. The person's arms are raised high, and their fists are clenched, symbolizing triumph or solidarity.

What donors want

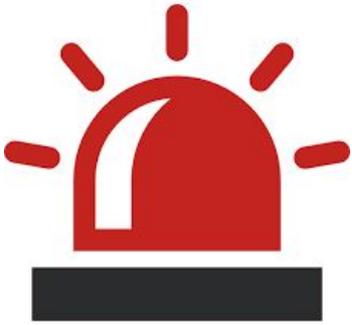
Open

**Why do people give to charities - and
why online?**

25% of donors say they weren't prompted to make their last donation



Our donor mindsets



Emergency
responders



Personal
connectors



Badge
wearers



Responsible
shoppers

Emergency responders

the guardian
The shocking, cruel reality of Europe's refugee crisis

INSIDE: Brilliant puzzles pullout
Horror
'S REFUGEE CRISIS

GREAT BRITISH BAKE OFF
Daily Mail

THE T
Europe di

The victim of a human catastrophe

OXFAM

Forward to a friend
View this on

**EMERGENCY APPEAL
REFUGEE
CRISIS**

Dear Nicola,

The stories and images dominating the news this week express the true horror of the refugee crisis. Around the world, millions of people have been forced to flee their homes, to run for their lives, and risk the safety of their families.

We urgently need to help people in Europe – but this crisis goes far beyond here. Oxfam is already working in Syria, Jordan and Lebanon, to get life-saving aid to people fleeing Syria's brutal conflict. To reach more people, we need your help now.

Refugee crisis - give now

In Syria, Jordan and Lebanon, we are providing life-saving clean water, sanitation and vital support for families who have lost everything. We urgently need to scale up our work here – as well as in Italy and other parts of Europe, where the number of refugees is increasing. We cannot do this without your help.

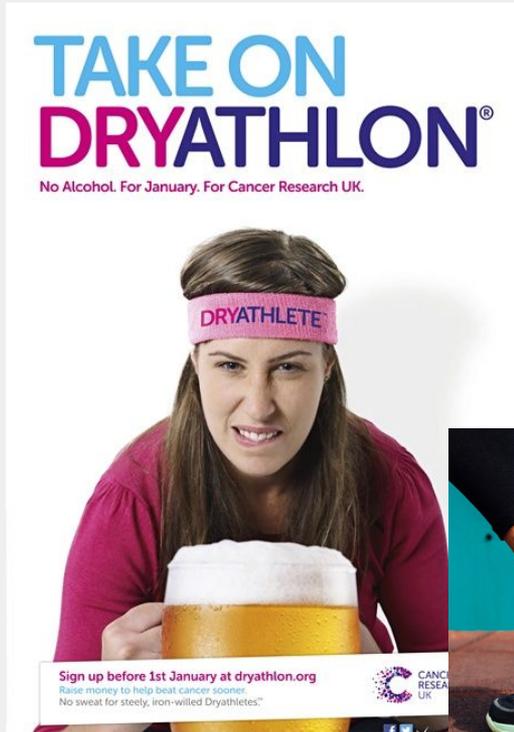
Help save lives - donate now

We've seen a huge groundswell of support for people forced to flee their homes – support that has only strengthened with the latest stories of tragic loss. Give now and together, we can be there for men, women and children in urgent need of our help.

Thank you so much for your support,

Jane Cocking
Humanitarian Director

Personal connectors



TAKE ON DRYATHLON®
No Alcohol. For January. For Cancer Research UK.

DRYATHLETE

Sign up before 1st January at dryathlon.org
Raise money to help beat cancer sooner.
No sweat for steely, iron-willed Dryathletes™

CANCER RESEARCH UK

Choose where your donation goes

- 
Bowel cancer
- 
Brain tumours
- 
Breast cancer
- 
Children's cancers
- 
Where the need is greatest



CANCER RESEARCH UK

WALK ALL OVER CANCER

Badge wearers

 **Terrence Higgins Trust** Sponsored · 🌐 ...

Order a World AIDS Day ribbon for free!



Order a free red ribbon Sign Up

 **Children with Cancer UK** Sponsored · 🌐 ...

This ribbon is our promise to thousands of children like Bella – to keep funding research until we find breakthroughs. If [...see more](#)



Get your free ribbon!
Make your promise today

 **UNICEF USA** Sponsored · 🌐 ...

A better world for children #StartsWithU. Get your FREE tote bag today and carry hope with you, wherever you go 🙌



Get your free bag now 🙌
Hope starts with u



In summary...



Ingredients to successful fundraising in digital

- ✓ Understanding your digital ecosystem and who your audience are
- ✓ Make asks that are timely, specific and compelling
- ✓ Create eye catching creative that tells a story and inspires action
- ✓ Give supporters an easy way to donate
- ✓ Thank and engage your supporters so that they will give again



Open

Let's connect!



@crowable



sarah.crowhurst@opencreates.com