

Digital fundraising strategy

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You don't need a digital fundraising strategy

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AUTISTICA



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The Complete **Fundraising** Handbook

7th edition

Nina Botting Herbst
with Lianne Howard-Dace



dsc
directory of social change

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Digital = Communication

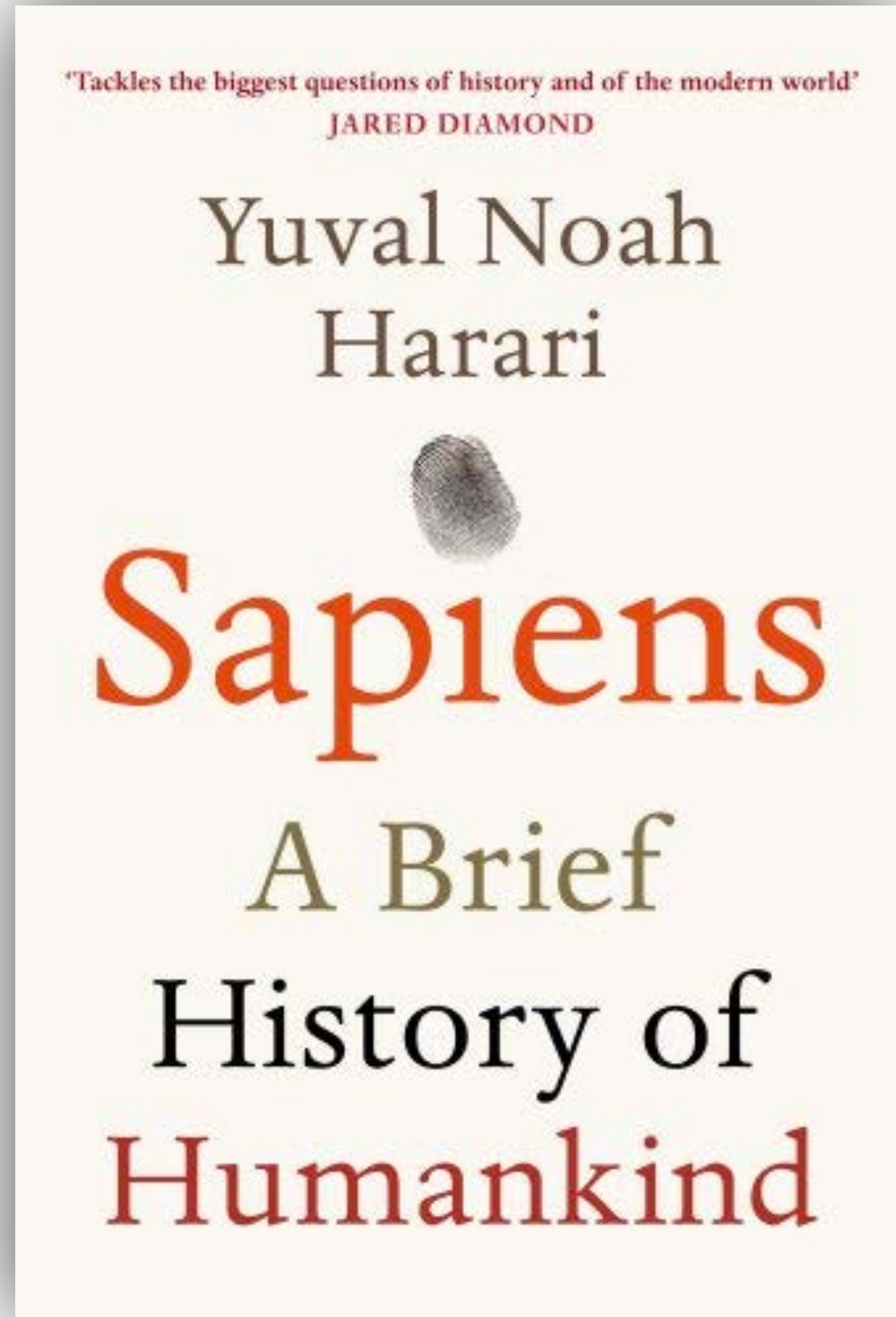
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Communication = evolution

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"It's for you."



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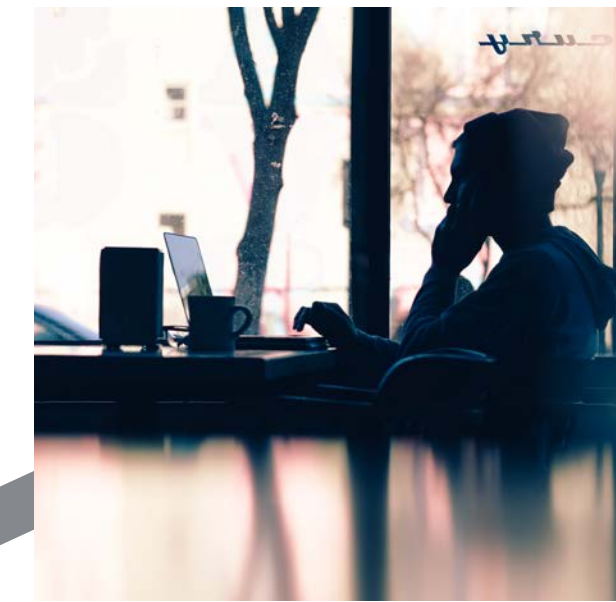
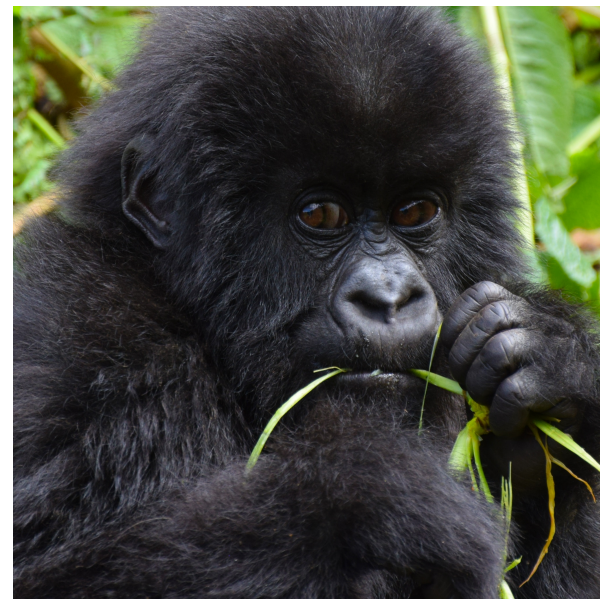
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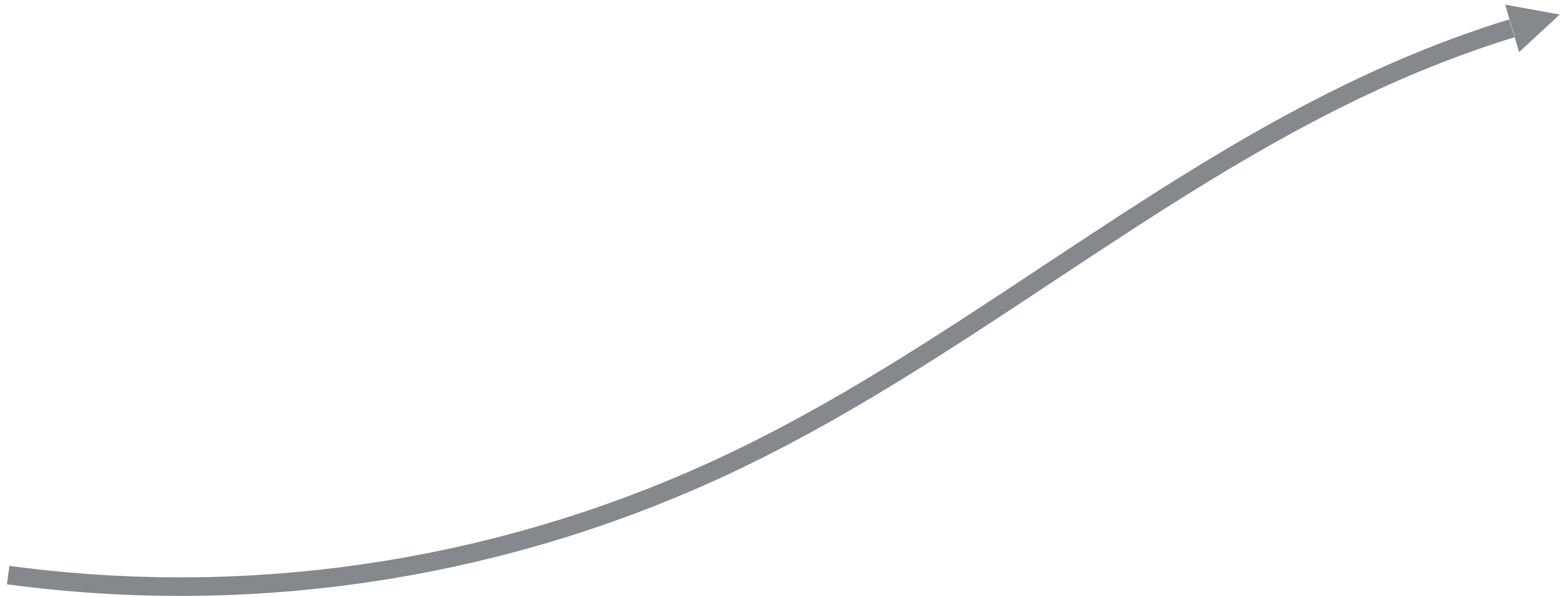
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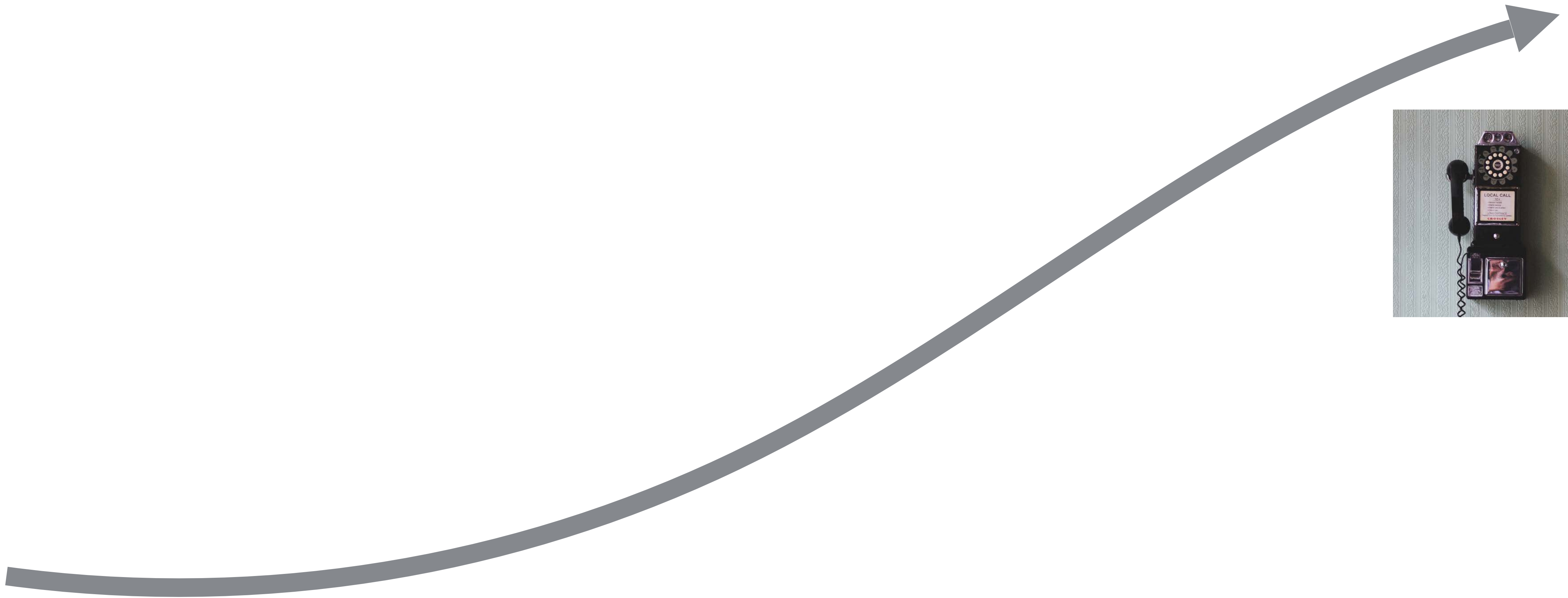
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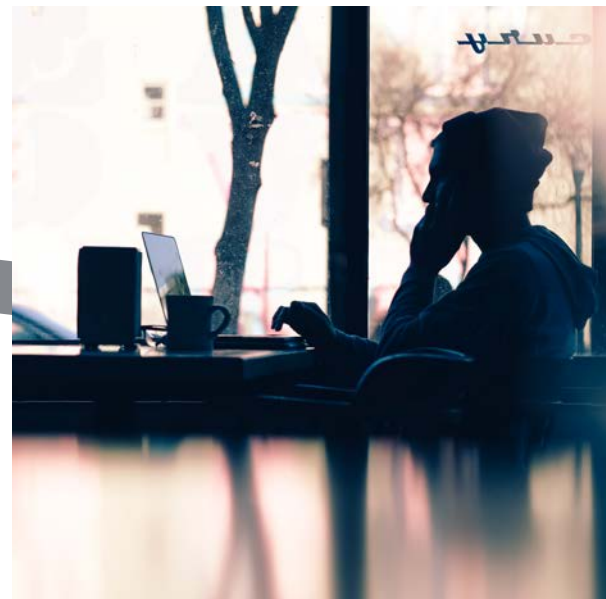
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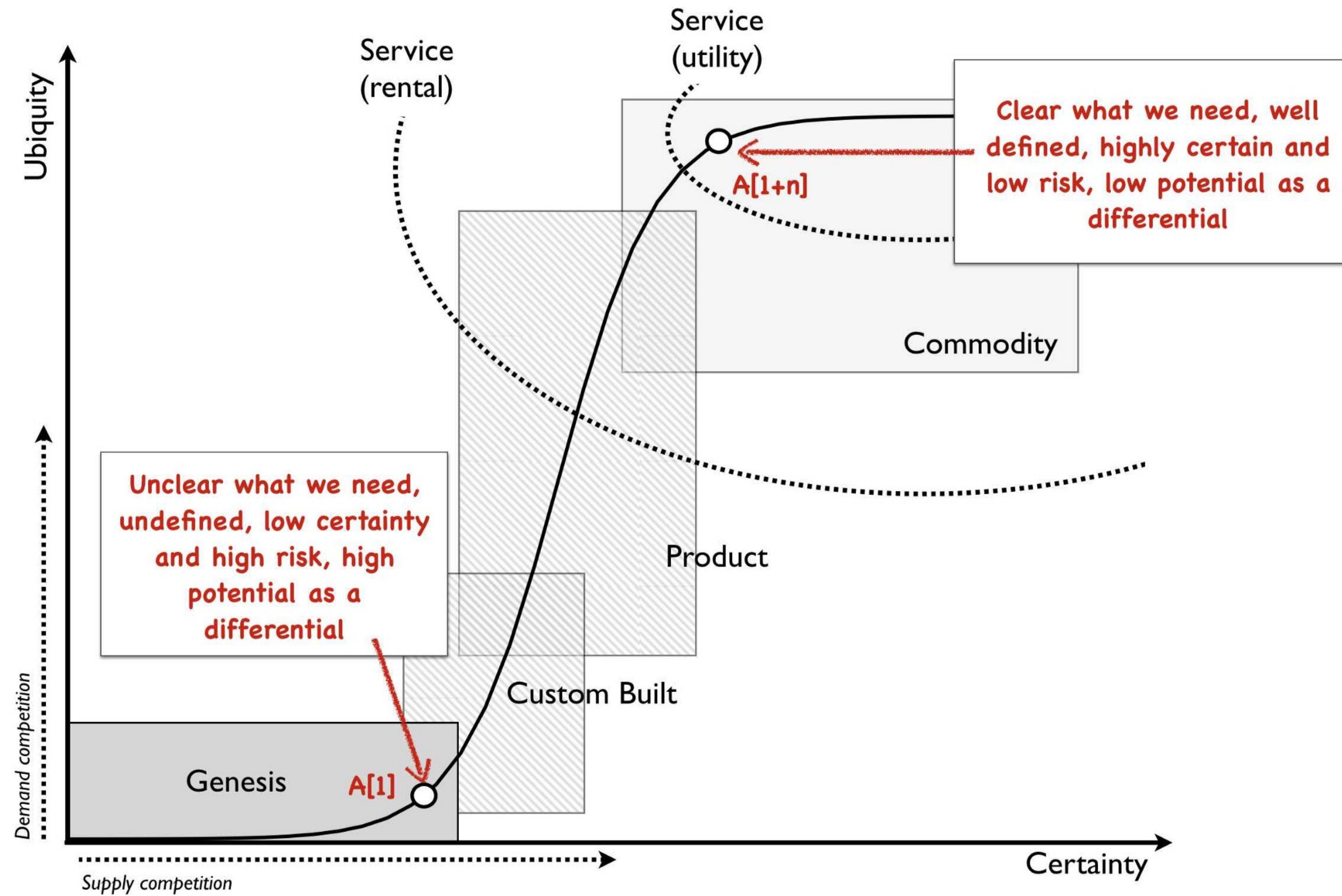
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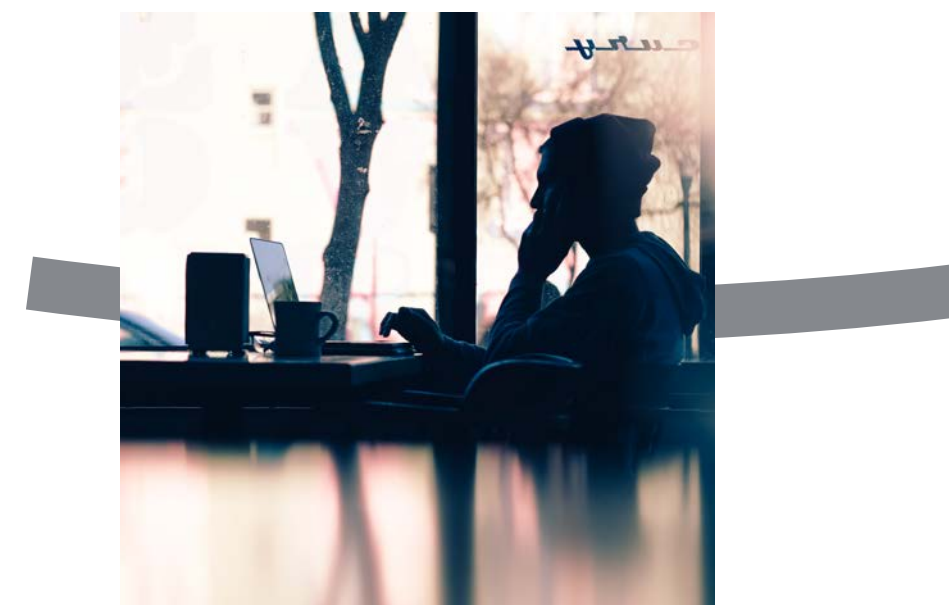
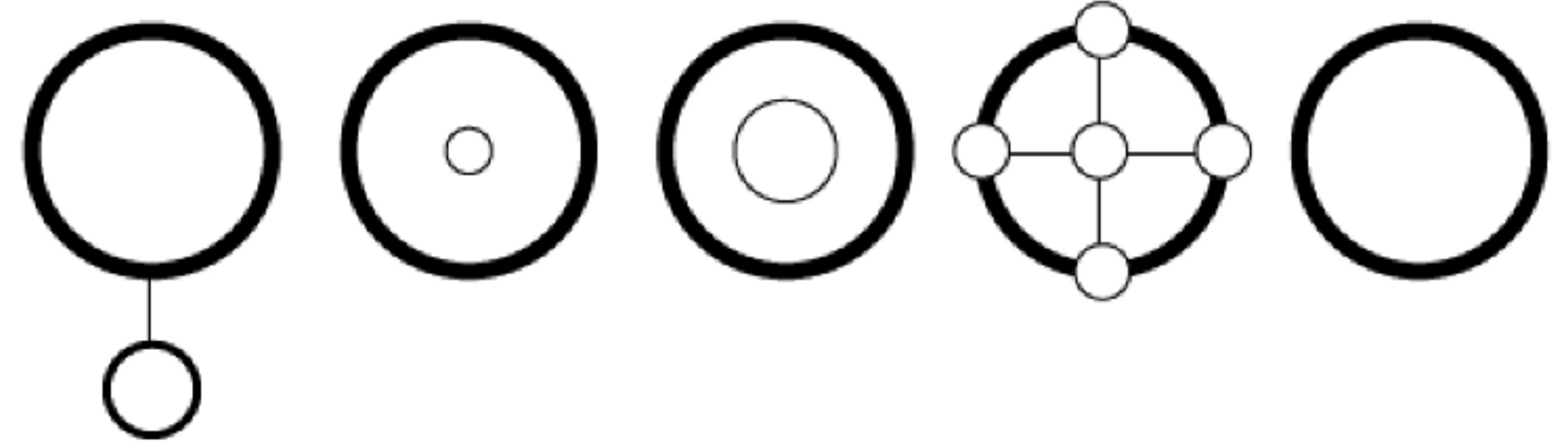
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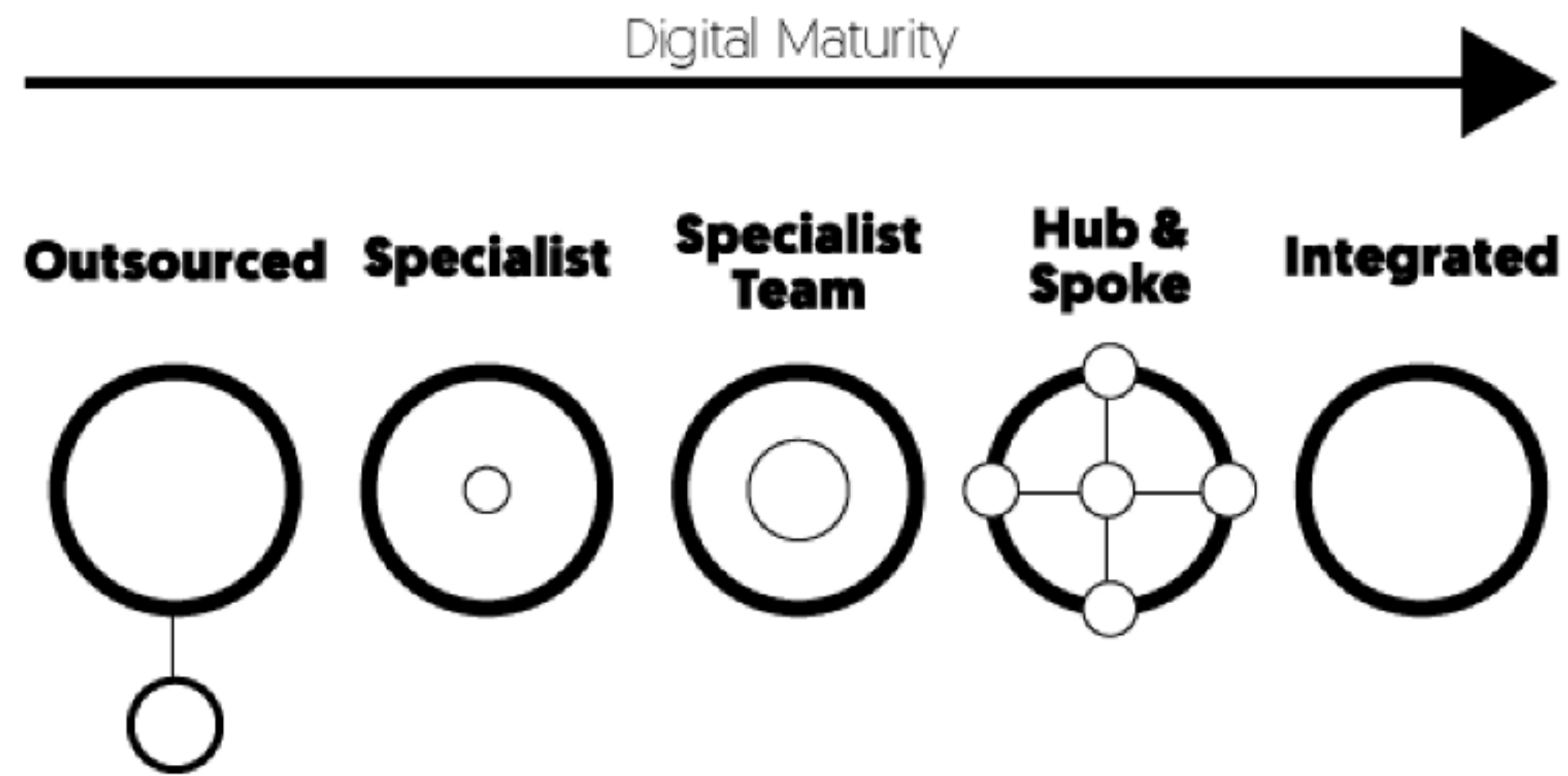
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Outsourced Specialist Specialist Team Hub & Spoke Integrated





**The history of the internet
is ahead of us.**

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What people want is the same.

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JOHN WHITTINGTON, SECRETARY.

* **CHARING CROSS HOSPITAL,** *

MINISTERS TO A LARGE DISTRICT THICKLY POPULATED BY THE WORKING POOR.
Secretary:—ARTHUR E. READE.

Urgently + SUBSCRIPTIONS AND DONATIONS + Needed.

INCOME, £6,000; EXPENDITURE, £12,000.



OVER 20,000 PATIENTS TREATED ANNUALLY.

PRESIDENT: H.R.H. DUKE OF EDINBURGH, K.G.
 Treasurers: JOHN B. MARTIN, Esq. GEORGE J. DRUMMOND, Esq.
 Bankers: Messrs. DRUMMOND, Charing Cross, Strand.
 Messrs. COURTTS, Strand.
 Messrs. HOARE, Fleet Street.
 Messrs. MARTIN, Lombard Street.

The Council make an earnest appeal for Funds to maintain the work of this Institution.

I give and bequeath to the Treasurers for the time being of
 CHARING CROSS HOSPITAL,
 LONDON, S.W.


FORM OF BEQUEST.

Sum of £..... for the use of that Charity, th
out of such part of my Estate as I may lawfully bequeath to Charitable purposes.

AGAR STREET, STRAND, W.C.

942,008 people raising funds now


Show me [everything](#) that's [featured](#) [everywhere](#)



32y/O Single Mum Needs Lifesaving Neurosurgery In USA...

Samantha Smith


25% £33,149 raised by 2765 supporters



GET MARTIN GOODE A STANDING WHEELCHAIR

Natalie Goode


115% £13,822 raised by 502 supporters



Skydive For Mind. A Mental Health Charity Very Close To Our Hearts.

Frances Hill and Eve Alexander-Pike


170% £3,410 raised by 119 supporters




Show Support For Captain And Friend, Rhys Oakley, As He Battles Cancer A...

Hartpury RFC Head Shave


109% £11,148 raised by 392 supporters



Raise Money For The Cause Of John



Publish ONLY ONE OF ME, A Book To



Help Loui Legend By Shaving The

www.pinterest.co.uk/markphillips/old-charity-ads/

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Digital strategy
= organisational change

Digital strategy
= organisational change
= people

**We are all humans trying
to do good things**

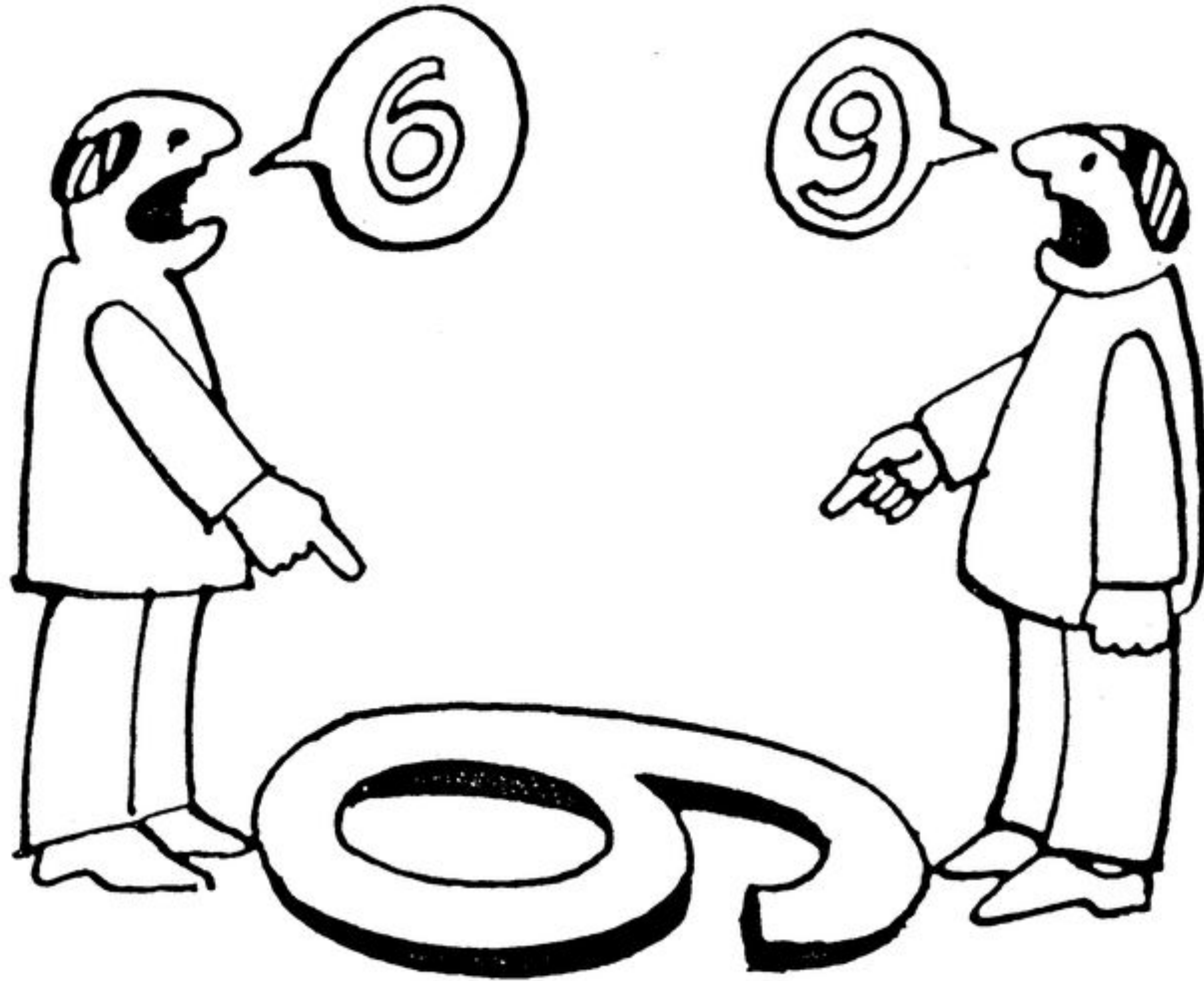
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People aren't dicks

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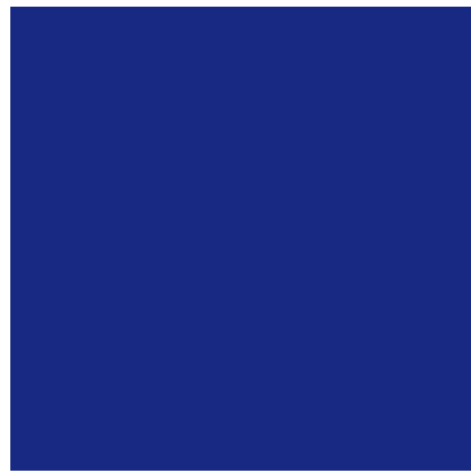


How to use digital

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**1. Bring diverse groups of
people together to
solve problems**



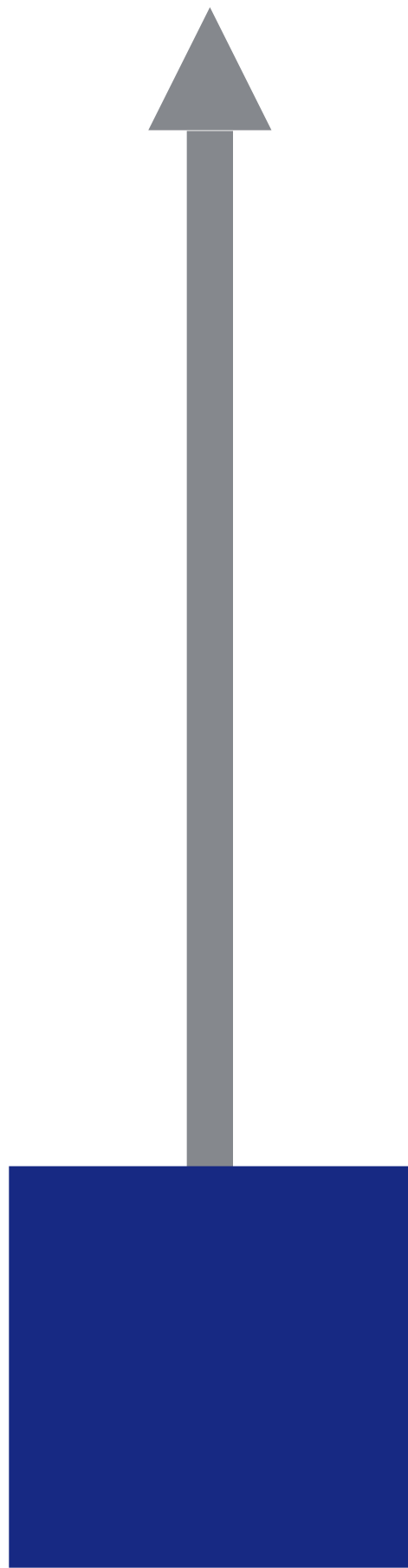
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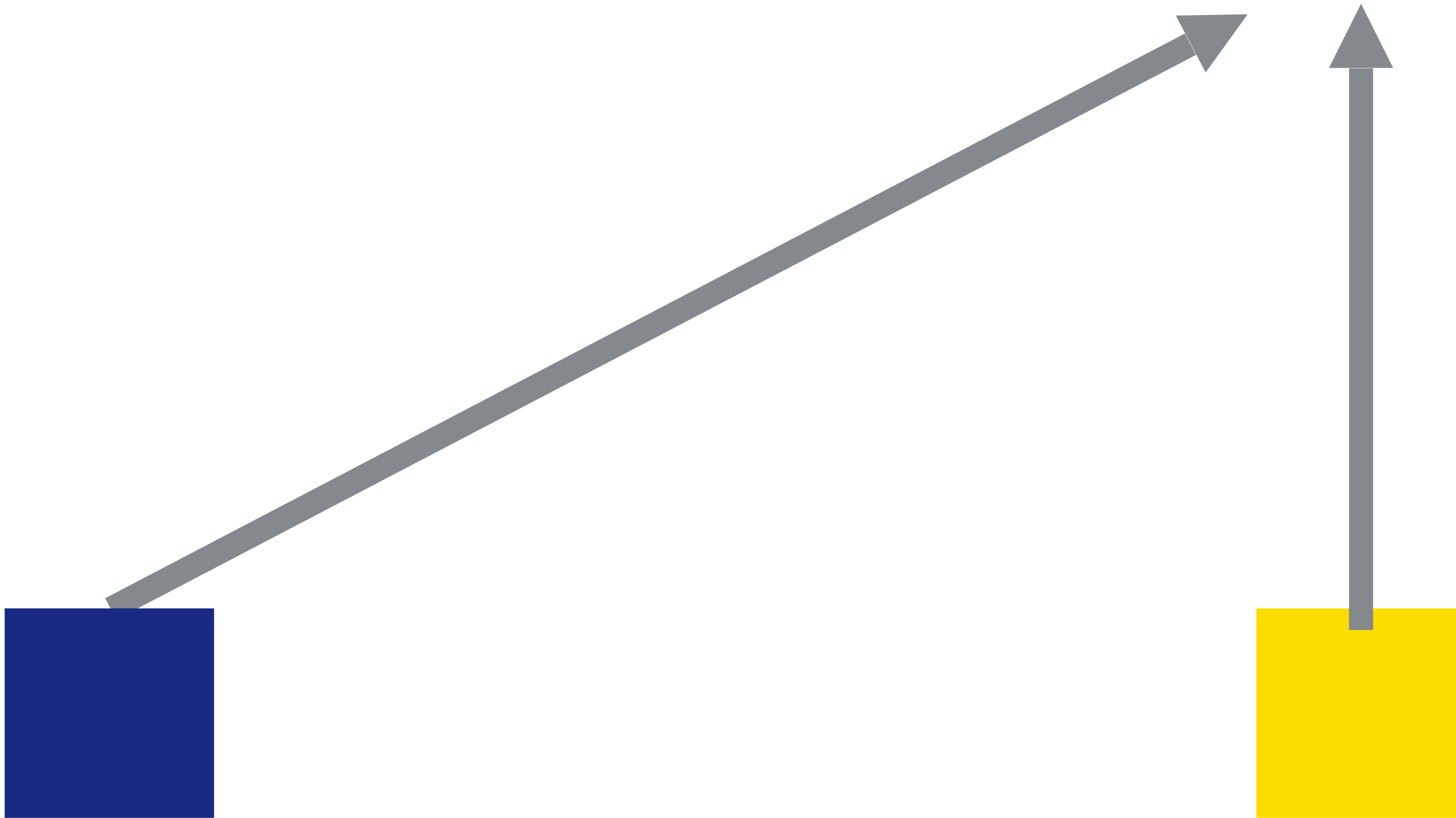
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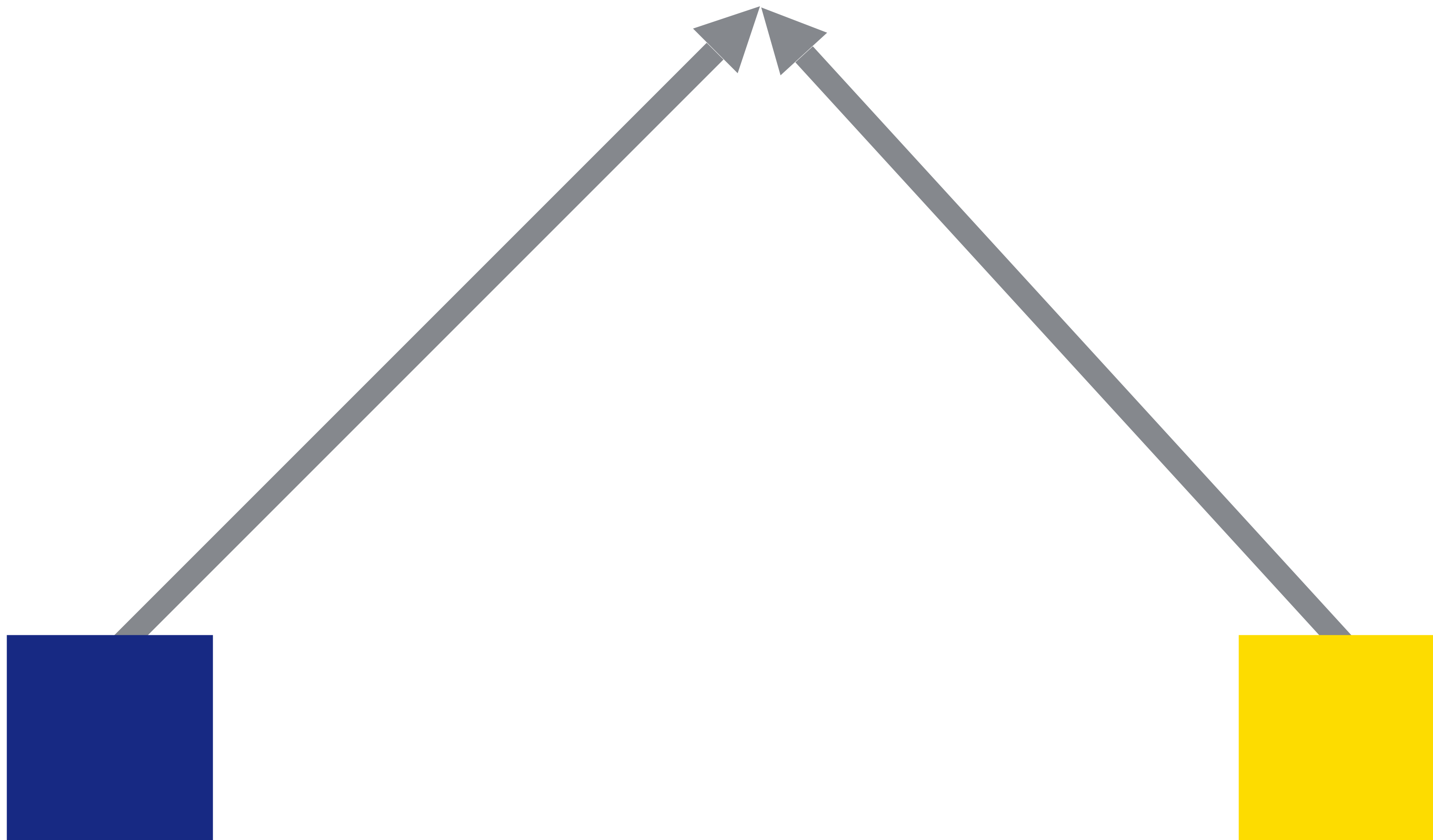
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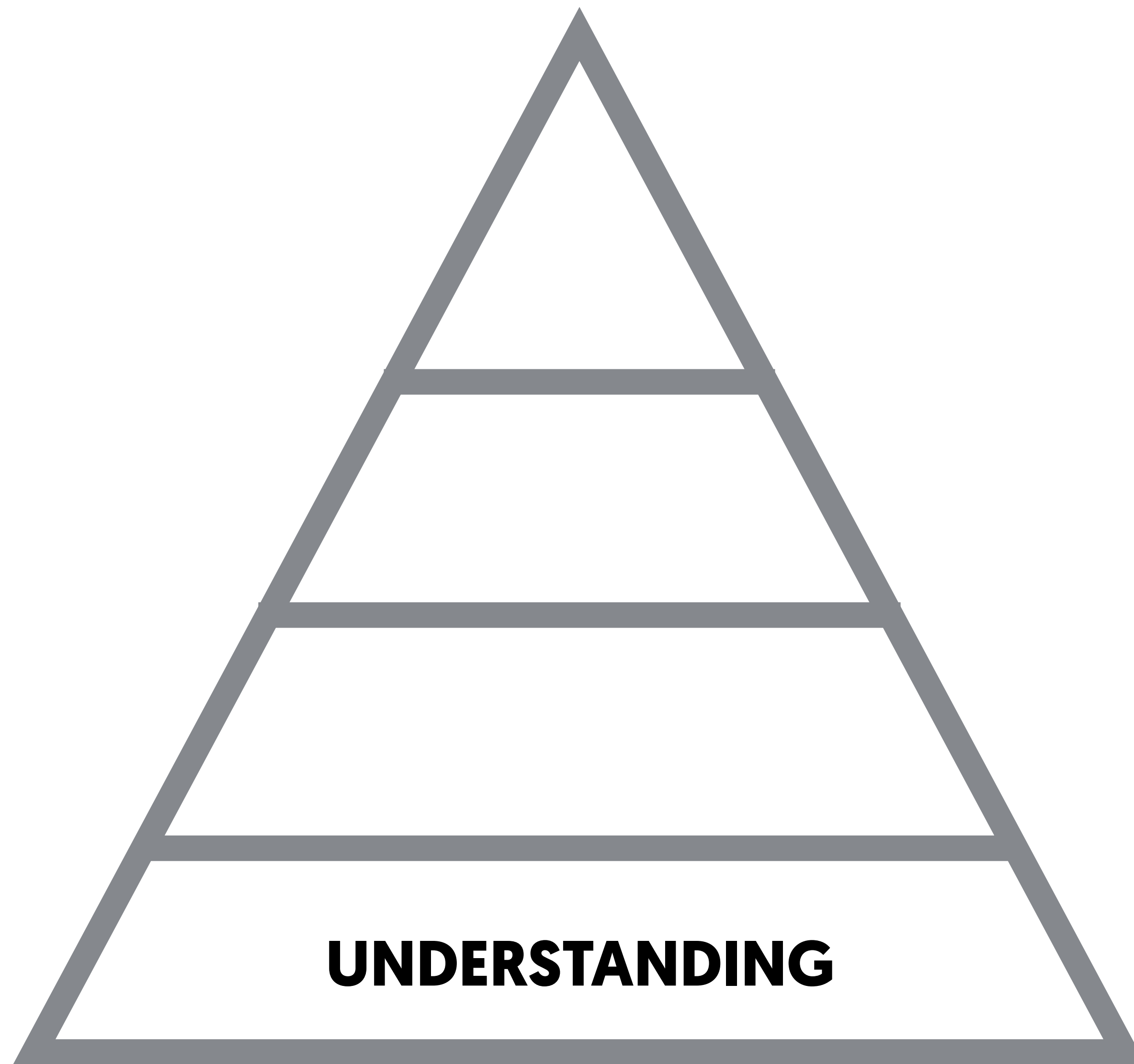
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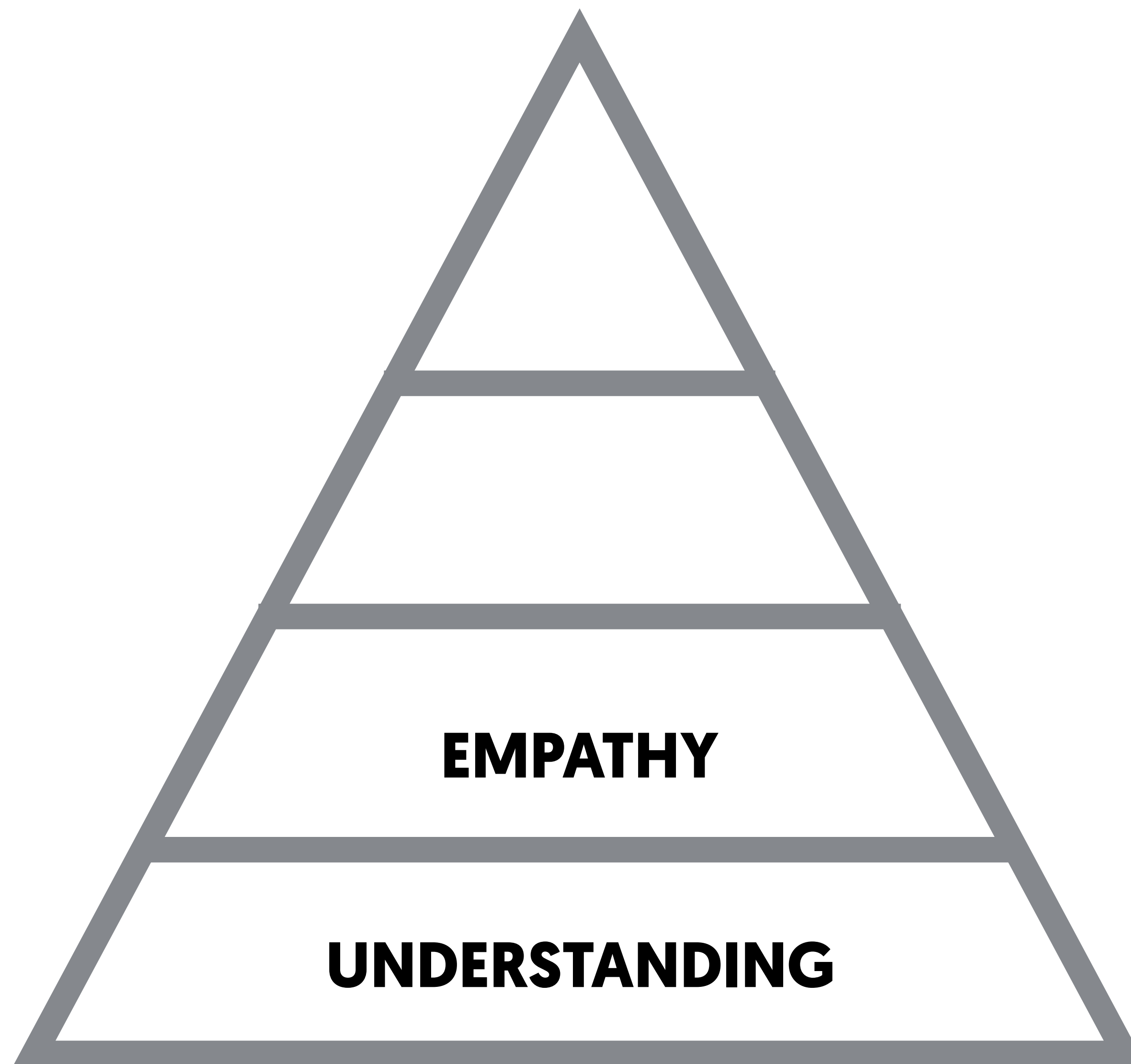
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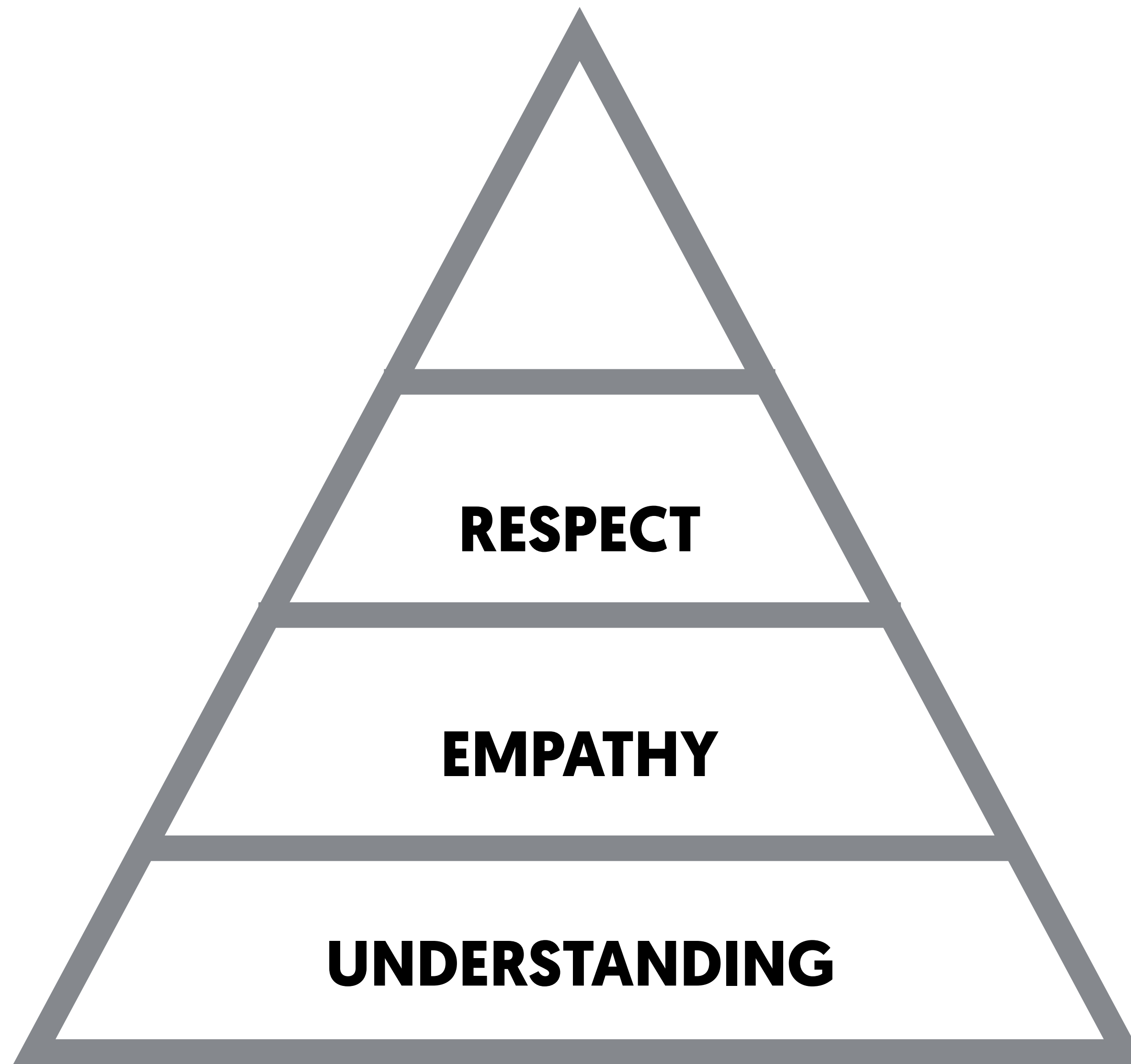
“Integration involves invention, the finding of the third way. Never let yourself be bullied by an either-or. Find a third way.”

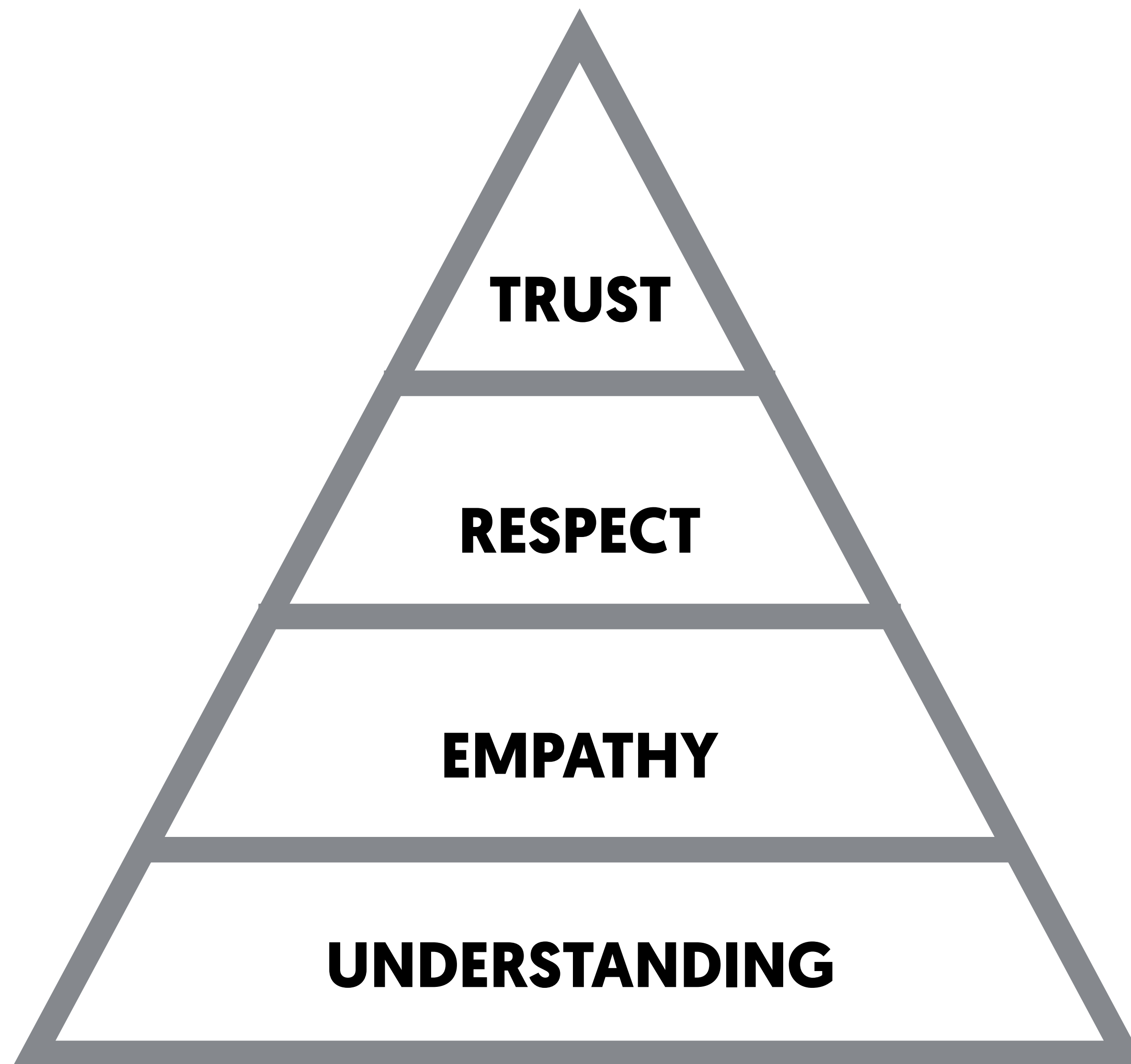
Mary Parker Follett, 1933













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“Culture is what
it’s ok to assume”

Edgar H Schein





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ADMIT MISTAKES

-

TAKE ON NEW ROLES & CHALLENGES

-

HARNESS NEW, DIVERSE IDEAS

-

CHALLENGE THE STATUS QUO

2. Make remote working work

3. Measure buy-in

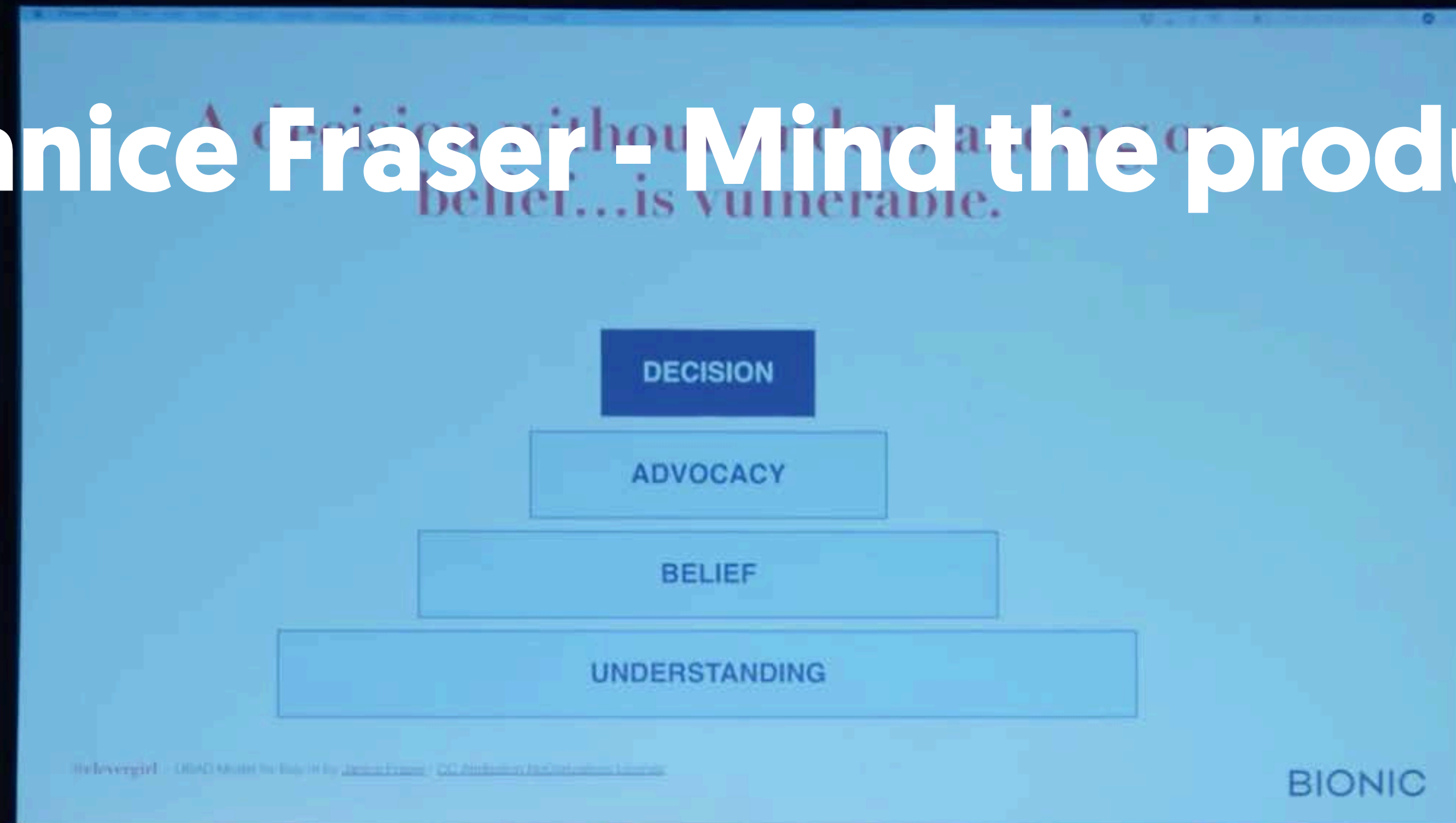
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Janice Fraser - Mind the product



mind the
PRODUCT



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4. Make things tangible

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5. Run people centred kick-off sessions

PEOPLE CENTRED KICK-OFF SESSION

9:30–9:45

Check-in

9:45–10:45

Strengths Finder analysis

11:00–12:00

Retrospective

12:15–13:00

**Network mapping & Decision
making styles**

LUNCH

User Insights speed dating

6. Help people slow down

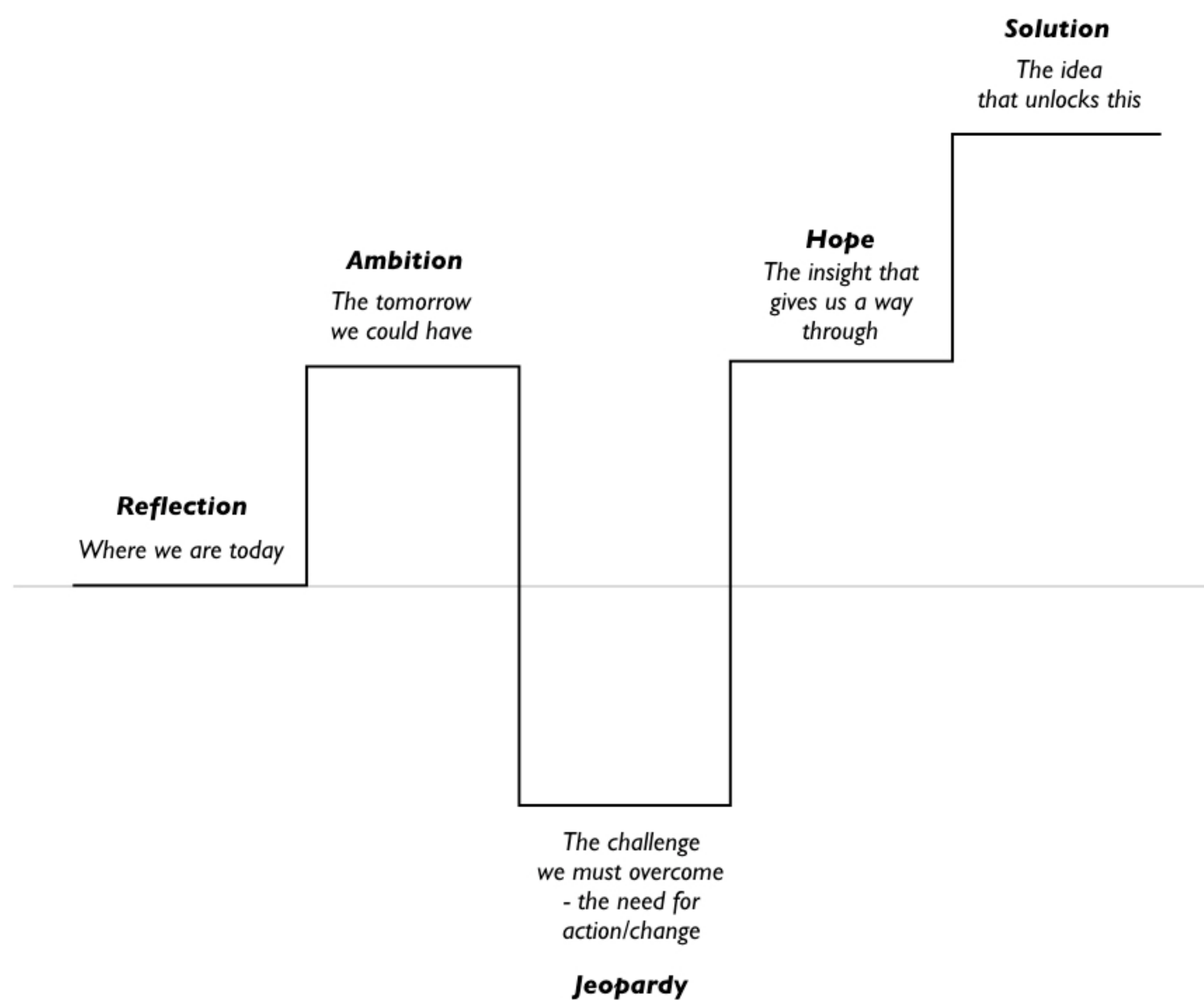




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7. Build strategies that make things happen





Ambition
The tomorrow
we could have

Solution
The idea
that unlocks this



Hope
The insight that
gives us a way
through

Reflection
Where we are today



The challenge
we must overcome
- the need for
action/change
Jeopardy



ROADMAPS

Now

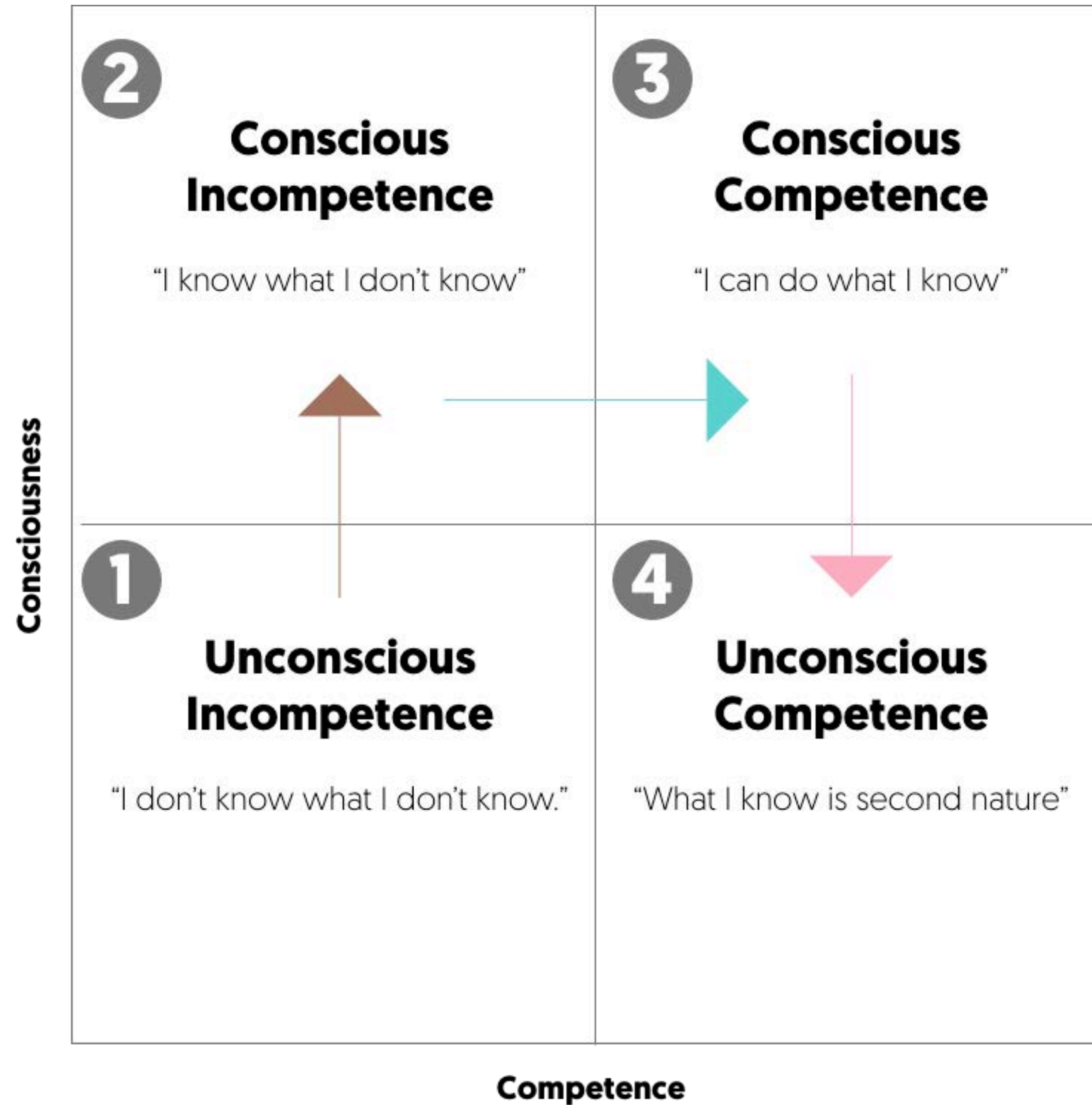
Next

Future

HOW TO MAKE THINGS HAPPEN

- 1. Break things into smaller pieces**
- 2. Work together**

8. Help people learn



HOW TO ACTUALLY LEARN THINGS

- 1. Reflect with peers**
- 2. Learn by doing**
- 3. Train others**

9. Real digital change KPIs

Real digital change KPIs

- 1. % of marketing spend on Digital**
- 2. % donated online**
- 3. How much you argue about the Homepage**
- 4. What % of people have spoken to a user of your website in the last 3 months?**
- 5. What metrics do your Board want to see?**
- 6. Do your HR team insist on digital skills being on every job description?**
- 7. How quickly could your Finance team set up a new payment provider?**
- 8. What % of your organisation logged into Google Analytics this week?**
- 9. The number of microsites produced / year**

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