

Effective digital fundraising in 2022

ICAWC, Sofia

Howard Lake
Fundraising UK Ltd
@howardlake

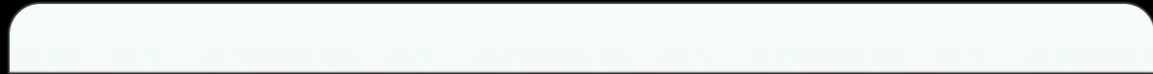


Progress Bar 2022

@ProgressBar202_



2022 is 69% complete.



9:24 PM · Sep 9, 2022 · Buffer

23.9K Retweets

4,571 Quote Tweets



137.6K Likes

Fundraising news, ideas and inspiration for professional charity fundraisers

UKFundraising

Be less talk
MORE ACTION



Raiser's Edge NXT™

LEARN MORE >

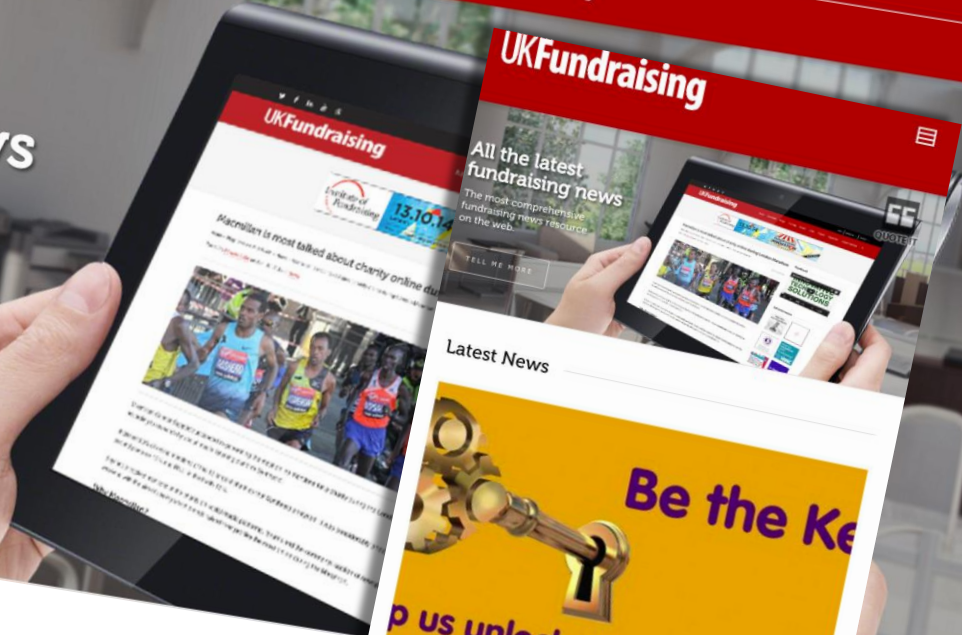
blackbaud

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- Expert Advice
- Crowdfunding

All the latest fundraising news

The most comprehensive fundraising news resource on the web.

TELL ME MORE



Latest News

Be the Key

Help us unlock £millions more community causes

The Giving Machine launches crowdfunding campaign to help it raise more for charities

TheGivingMachine, the charity cashback site, has

fundraising.co.uk
Since 1994



Giving✕

Giving X Ltd



Exploring growing giving for good on a massive scale.

Philanthropic Fundraising Services · Colchester, England · 88 followers

linkedin.com/company/givingx

1. Where are we?



 We're currently seeing huge numbers of amazing people on our website. Once you've donated, don't worry if you don't get an email receipt immediately, there may be a slight delay. 



£20,110,742.84

raised of £500,000.00 target
by 982479 supporters

Donate

 Facebook



Captain Tom Moore

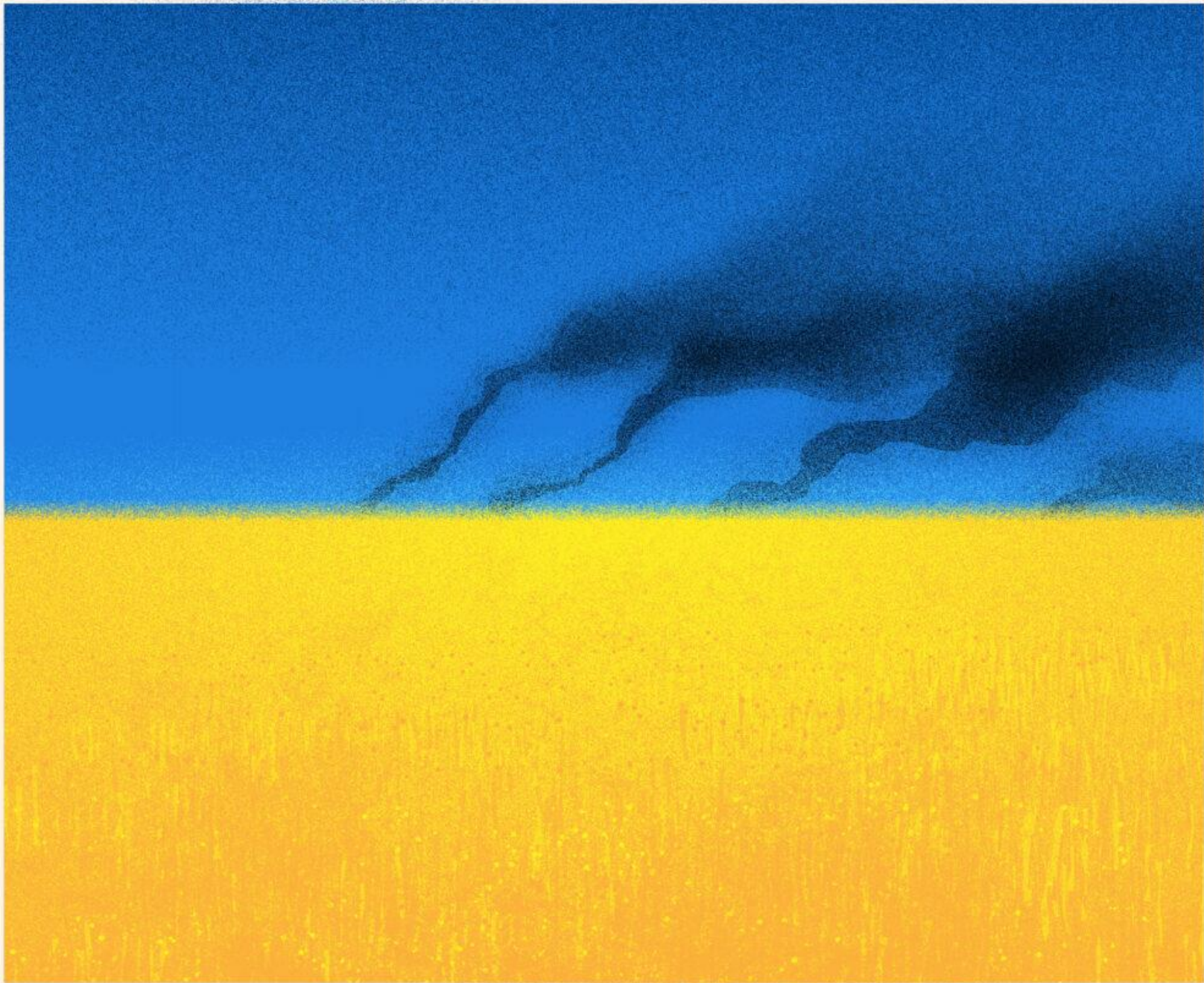
Captain Tom Moore's 100th Birthday Walk for the NHS

Cpt Tom Moore is walking 100 lengths of his garden for NHS Charities Together because our



Supporting NHS staff and volunteers caring for Covid-19 patients

run by Association of NHS Charities
NHS staff, volunteers and patients impacted by the COVID-19 crisis.



Gustaf Öhrnell Hjalmar

AN INCREDIBLE

£200 MILLION

HAS BEEN RAISED SO FAR!

THANK YOU!



DISASTERS
EMERGENCY
COMMITTEE

**UKRAINE
HUMANITARIAN APPEAL**

Matching your
donations with

ukaid

Photo: Toby Madden / DEC

Total includes £25 million in Aid Match from the UK Government

In two weeks
Following the pandemic
Amid rapidly rising inflation, food and energy costs





Dr. Eli David  @DrEliDavid · Oct 30

Fact check:


- ◆ 2% of @elonmusk's wealth is \$6B
- ◆ In 2020 the UN World Food Program (WFP) raised \$8.4B. How come it didn't "solve world hunger"?



The screenshot shows the top portion of a CNN Business article. The header includes the CNN logo and the word 'BUSINESS' in large, bold letters. To the right of the header, there is a 'Live TV' button with a red dot and a hamburger menu icon. The main headline of the article is '2% of Elon Musk's wealth could solve world hunger, says director of UN food scarcity organization'. Below the headline, the byline reads 'By Eoin McSweeney and Adam Pourahmadi, CNN Business'. At the bottom of the screenshot, it says 'Updated 4:10 PM EDT, Tue October 26, 2021'.

3.6K  25.1K  118.6K 



Elon Musk 

@elonmusk

Replying to @DrEliDavid

If WFP can describe on this Twitter thread exactly how \$6B will solve world hunger, I will sell Tesla stock right now and do it.

1:50 PM · Oct 31, 2021 · Twitter for iPhone

59.7K Retweets 11.9K Quote Tweets 330.3K Likes

One day
research
will beat
cancer.



Cancer Research UK
@CR_UK



Following

In just 6 days, your [#nomakeupselfie](#),
[#makeupselfie](#) & other pics have raised £8m
to beat cancer sooner. Thank you!
pic.twitter.com/4up9Bxtjlk

Reply Retweet Favorite Buffer More



RETWEETS
1,100

FAVORITES
431





Page owner
Paul Trueman

The Helen Titchener (nee Archer) Rescue Fund

We're raising money for Refuge because for every fictional Helen, there are real ones.



£107,407.38
raised of £125,000.00
target

6,279
donations

[Donate](#)

Story

Because Kirsty can't do this on her own, people. If over the last year or two you've sworn at the radio, tweeted in outrage, taken the name 'Robert' in vain, or posted your disgust at the worsening situation in Blossom Hill Cottage, then now's your chance to do something constructive about it.

A fiver could get Helen (and Henry) a taxi round to the safety of her mum's farm (she's not 'allowed' to drive). A tenner could get her that maternity top (he made her send back). Just a crisp twenty could order a seasonal starter at Grey Gables and perhaps a quiet, conciliatory word with its head chef.

Time to do something constructive and think of all the women who are genuinely stuck in relationships like this - and much, much

[Read more of my story](#)

Gallery

1



Raising money for



Refuge

Charity Registration No. 277424

Refuge opened the world's first refuge in West London in 1971. Since then we have grown to support over 3,300 women and children every day, experiencing domestic and sexual violence, female genital mutilation, forced marriage, stalking, trafficking, prostitution and so-called 'honour' based violence

Donations

6279



Donation by **Anonymous** on 07/04/16

£10.00

+ £2.50 Gift Aid



Donation by **Anonymous** on 07/04/16

£50.00

+ £12.50 Gift Aid



Blackbaud Europe @BlackbaudEurope · 10h



Blackbaud's new Charitable Giving Report is now live, sharing data tracked insights from the past year. Including:

Active fundraising donations: -48%

In-memory Appeals YOY: 56%

Download your copy of the report to see the other trends we uncovered in 2020 blkb.co/CGR20

CHARITABLE GIVING REPORT

21%

2020 Growth in **Online** Giving



11 views



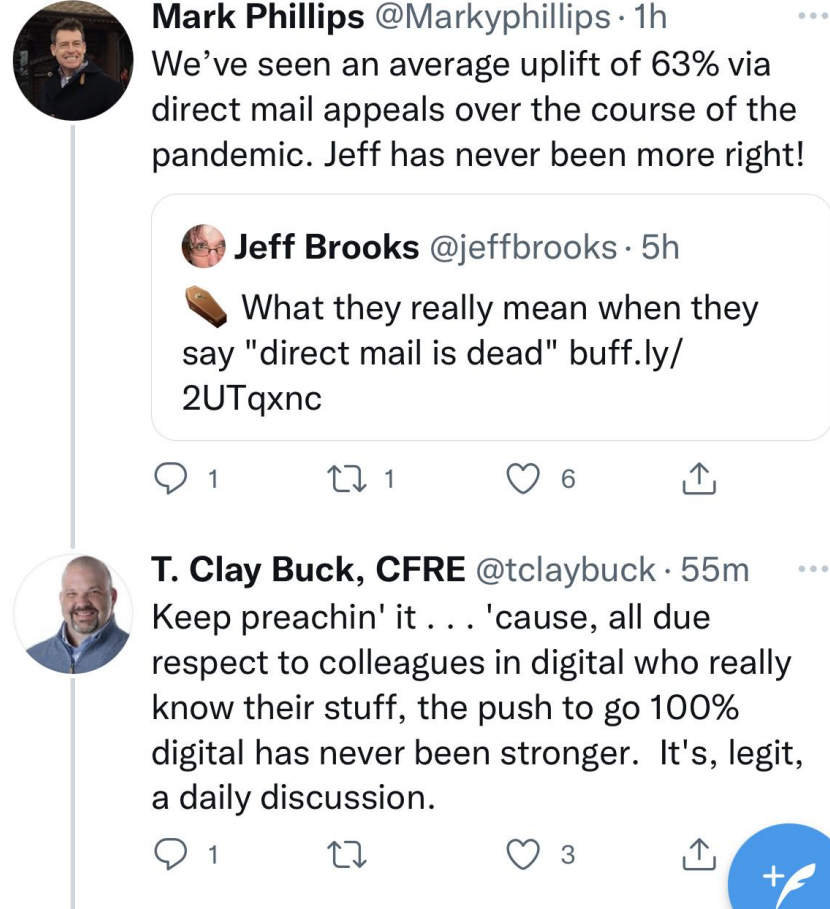
0:06 / 0:15




BLACKBAUD INSTITUTE

Combining channels

- Digital
- Direct mail
- Phone
- ... ?




Mark Phillips @Markyphillips · 1h ...
We've seen an average uplift of 63% via direct mail appeals over the course of the pandemic. Jeff has never been more right!

Jeff Brooks @jeffbrooks · 5h
 What they really mean when they say "direct mail is dead" buff.ly/2UTqxnc

1 1 6

T. Clay Buck, CFRE @tclaybuck · 55m ...
Keep preachin' it . . . 'cause, all due respect to colleagues in digital who really know their stuff, the push to go 100% digital has never been stronger. It's, legit, a daily discussion.

1 3

Charity or business?

Since you're here ...

... we've got a small favour to ask. More people are reading the Guardian than ever, but far fewer are paying for it. Advertising revenues across the media are falling fast. And unlike some other news organisations, we haven't put up a paywall - we want to keep our journalism open to all. So you can see why we need to ask for your help. The Guardian's independent, investigative journalism takes a lot of time, money and hard work to produce. But we do it because we believe our perspective matters - because it might well be your perspective, too.

If everyone who reads our reporting, who likes it, helps to support it, our future would be much more secure.

[Become a supporter →](#)

[Make a contribution →](#)

Regulation



The independent regulator of charitable fundraising in England, Wales and Northern Ireland.

Search

- Fundraising Code
- Complaints
- Registration
- Guidance
- Directory
- FPS
- More

Home / Code of Fundraising Practice / Standards which apply to specific fundraising methods / Digital



Using the code

Standards: All fundraising +

Standards: Working with others +

Standards: Specific fundraising methods -

- 8. Collecting money or other property
- 9. Fundraising communications and advertisements
- 10. Digital
- 11. Events
- 12. Lotteries, prize competitions and free draws
- 13. Grant-making bodies (including trusts and foundations)
- 14. Payroll giving and post-tax salary donations

10. Digital

When used responsibly, technology can play an important part in expanding the reach of charitable fundraising appeals. This section includes standards for online fundraising platforms, including telling donors about how you will use their data and any fees you may take for hosting a fundraising campaign. It also includes the standards for emails and messages to mobile devices, including meeting the [Phone-paid Services Authority Code of Practice](#), marketing messages and using charity short codes.

As well as your main website, you may have other related websites or microsites created for specific campaigns or events. This section covers all websites you create.

10.1. Digital media



In this section, 'you' means a charitable institution, a third-party fundraiser or an online fundraising platform.

- 10.1.1. In England, Scotland and Wales, you **must** meet the [Equality Act 2010](#) (so far as it applies in the area in which you are fundraising) and **must** make 'reasonable adjustments' to meet the needs of all users. In Northern Ireland, you must not discriminate against

2. Be excellent at the basics

Keep asking

PAID



EARNED



OWNED



- Make it easy to give
- Support all your (key) fundraising
- Listen to your donors
- Show the difference you make - inspire
- Measure and learn

- Pace yourself & your colleagues



I-want-to-know
moments



I-want-to-go
moments



I-want-to-do
moments



I-want-to-buy
moments

SOURCE: "4 New Moments Every Marketer Should Know," June 2015. ThinkwithGoogle.com

Measure (what matters)



Google
Analytics

google.com/analytics

Be fast



Latest Performance Report for: <http://fundraising.co.uk/>

Report generated: Wed, Mar 16, 2022 4:02 AM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 8.3.0

GTmetrix Grade ?

A	Performance ? 95%	Structure ? 87%
----------	--	--

Web Vitals ?

Largest Contentful Paint ? 1.1s	Total Blocking Time ? 0ms	Cumulative Layout Shift ? 0.04
--	--	---

Summary

Performance

Structure

Waterfall

Video

History

Speed Visualization ?

Measure

See how well your website performs. Then, get tips to improve your user experience.

Sign in to track your progress over time.



SWITCH URL

RUN AUDIT

Performance	0	Accessibility	0	Best Practices	0	SEO	0
-------------	---	---------------	---	----------------	---	-----	---

Score scale: 0-49 50-89 90-100

Be easy to find - anywhere

amazon echo



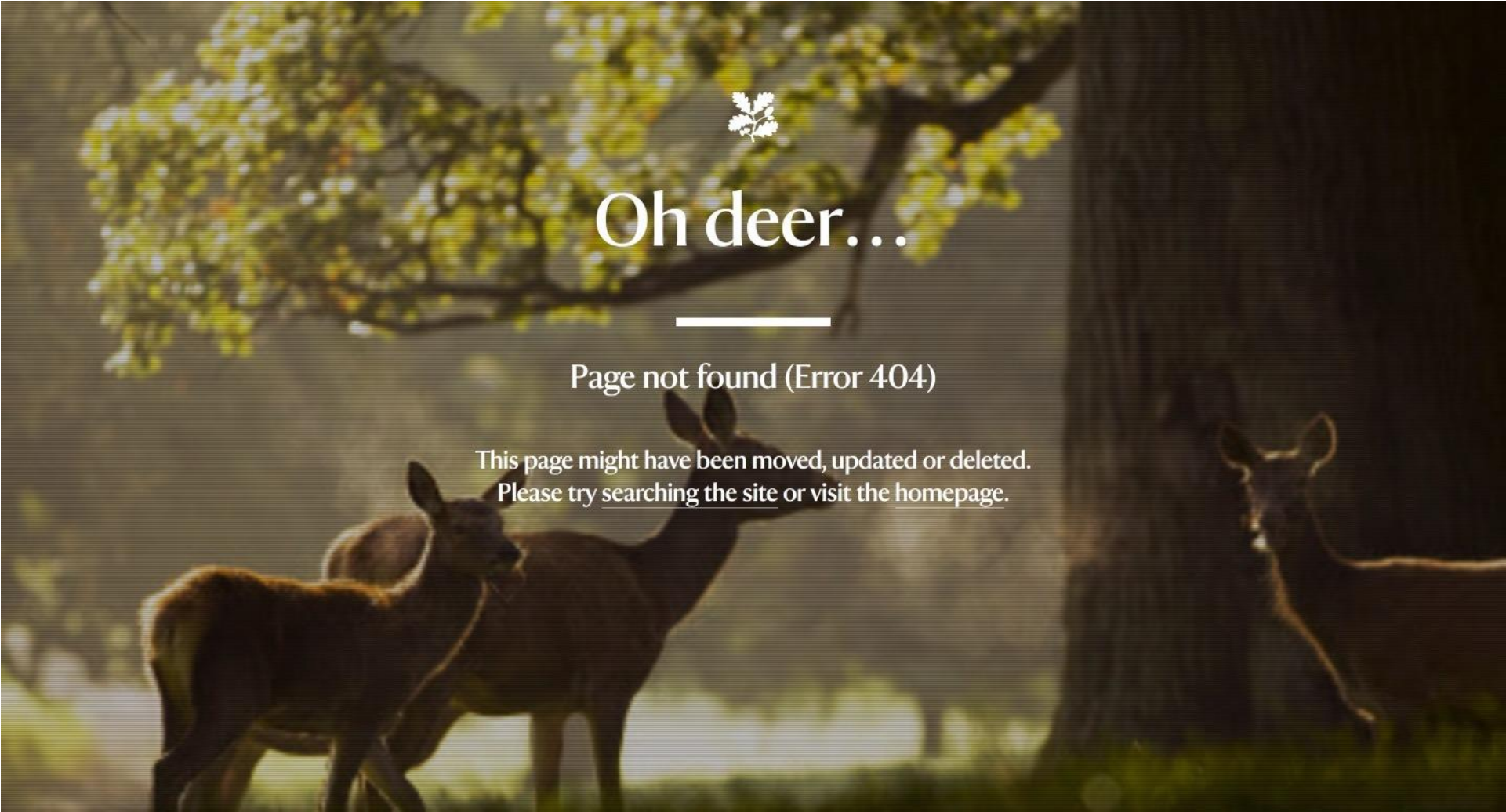
yoast.com/what-is-structured-data/



Oh deer...

Page not found (Error 404)

This page might have been moved, updated or deleted.
Please try [searching the site](#) or visit the [homepage](#).

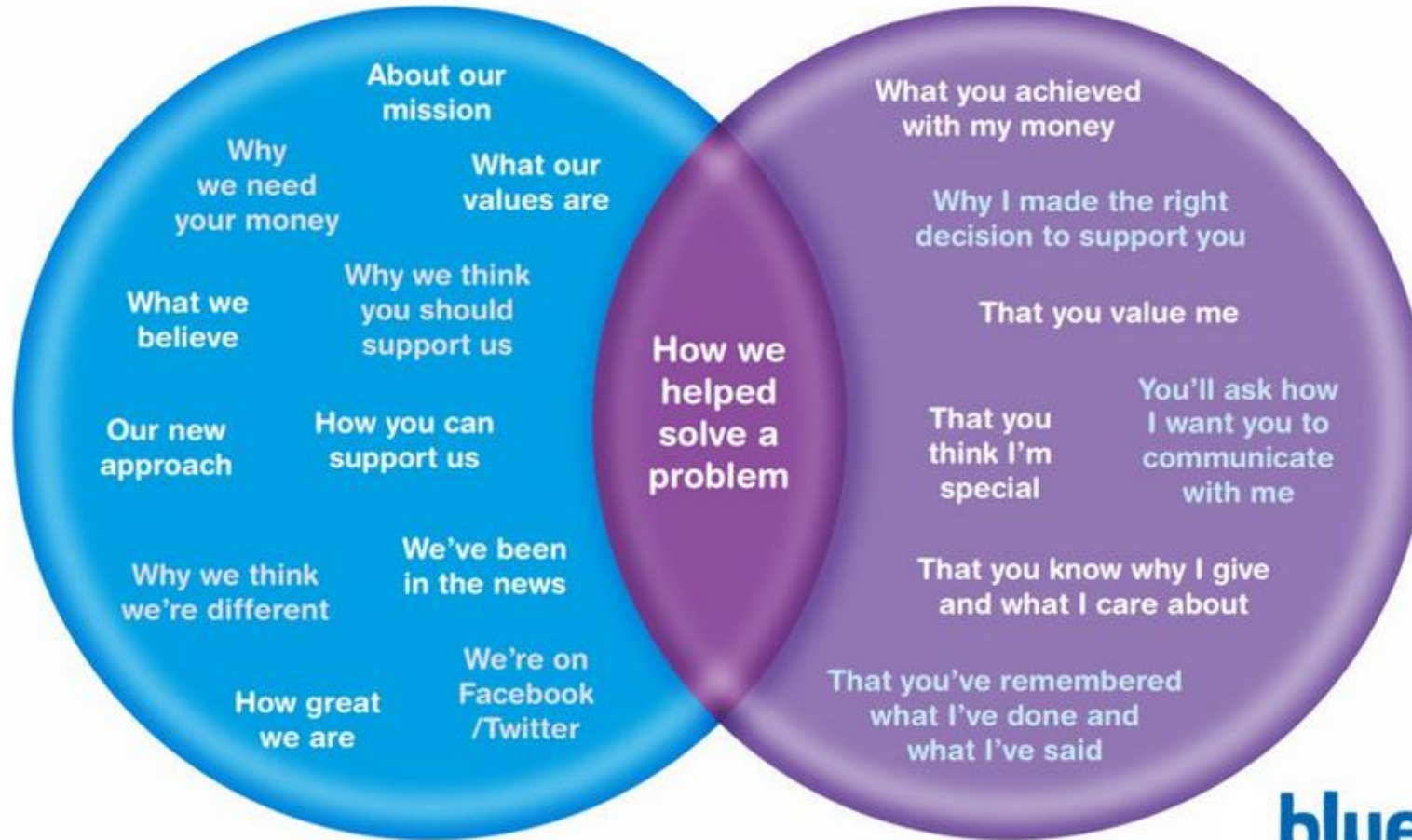


Know your donors



Things that a charity
wants to tell a donor

Things that a donor wants
to hear from a charity



bluefrog
FUNDRAISING

[ABOUT](#)[GET INVOLVED](#)[EVENTS](#)[BLOG](#)

MINUTES TO SPARE

[ALL CHALLENGES](#)[MINUTES TO SPARE](#)[GIVE AN HOUR OR TWO](#)[DONATE A DAY](#)[MAKE IT REGULAR](#)[DO IT TOGETHER](#)[CORPORATE](#)

Take a challenge and help us in less time than it takes to boil a kettle.

CHALLENGES

CHALLENGE 13



Tag Museum Makers on your Travels

Going anywhere fancy, special or sunny. Tag us and let us know where you were, what you've seen or where you think we should also visit.

[READ MORE](#)

CHALLENGE 14



Help us to get 1500 likes on Facebook

Help us hit our target of 1500 Facebook friends. Let's spread the word!

[READ MORE](#)

CHALLENGE 15



Tag your favourite item at the museum

Come and visit us, and let us know what you like or don't like!

[READ MORE](#)

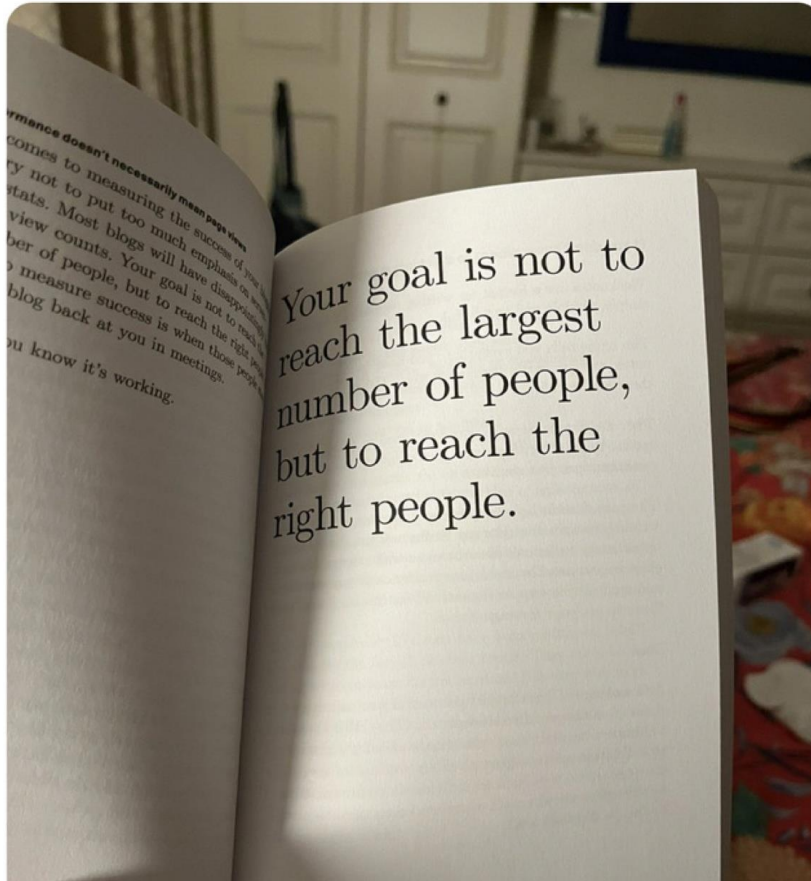


Alex Fearon
@AlexandraFearon



Some very wise words to end the week.

See you on Monday 🙌



Tweet your reply

Words or pictures?

On the average Web page, users have time to read at most 28% of the words during an average visit; 20% is more likely.

JAKOB NIELSEN, 6 May 2008

UKFundraising
www.fundraising.co.uk



4. Make content work harder



The image shows a donation interface for Unicef UK's emergency fund. The background is a photograph of a rescue worker in an orange jacket and helmet assisting a child in a body of water. The interface includes a navigation bar, a donation selection table, a description of the £58 donation, an 'OTHER AMOUNT' field, a 'DONATE' button, and payment logos for VISA, Mastercard, AMERICAN EXPRESS, and PayPal.

unicef UNITED KINGDOM | FOR EVERY CHILD IN DANGER

MONTHLY	SINGLE	
£74	£58	£29

£58 can provide an emergency water and hygiene kit for two families in an emergency.

£ OTHER AMOUNT

DONATE

VISA |  | AMERICAN EXPRESS | PayPal

www.unicef.org.uk/donate/childrens-emergency-fund/

www.unicef.org.uk/donate/childrens-emergency-fund/



Daniil Birsan
@daniilbirsan



Graphic design has rules, and they work.

And you will read this last

**You will read
this first**

And then you will read this

Then this one

Show the impact



“ I like to get out of the house and meet people to talk to. That is a great thing, having someone to talk to. If I didn't have this I could go for days without talking to anyone ”

Bernard, 95



 **Contact the Elderly** 
@contact_teas

 Follow

Today is [#OlderPeoplesDay](#), volunteer with us so older people like Bernard feel less isolated bit.ly/1g4P8NW

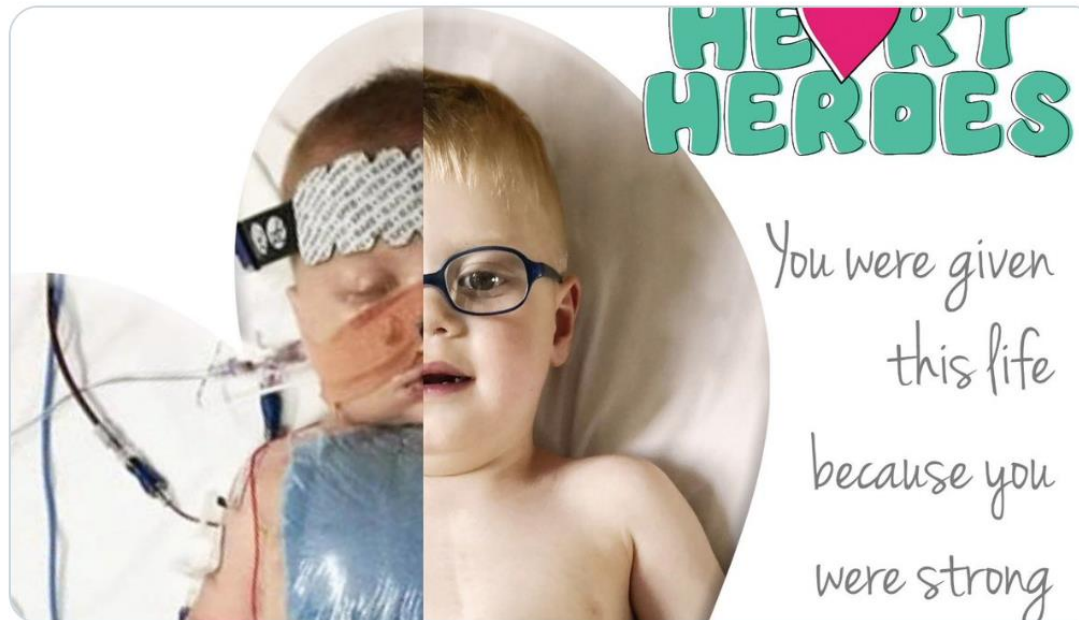
9:50 AM - 1 Oct 2015

  49  29



Heart Heroes @HeartHeroes1 · Aug 19

We at Heart Heroes feel our photograph here is very powerful ❤️



Zurich for Charities @ZurichVolSec · Aug 19

#WorldPhotographyDay shows that photos are a powerful way to tell your organisation's story. Do you have strong images like these shared by @sccoalition on behalf of their members?

twitter.com/sccoalition/st...

[Show this thread](#)

Keep it simple





Rally
@LifeAtRally



Replying to [@Skipinder](#) and [@EphraimGopin](#)

Best four slides we ever done did. 😁

<p>ONE TOPIC</p> <p></p>	<p>ONE ASK</p> <p></p>
<p>THAT'S IT.</p> <p></p>	<p>IF YOU HAVE MORE THAN ONE THING TO SAY, SEND MORE THAN ONE EMAIL.</p> <p></p>

3:31 PM · Jun 19, 2020 · [Twitter Web App](#)

Keep it simple, please

↳ You Retweeted



Kirsty Marrins is staying home 📝 @LondonKirsty · May 8

So many emergency appeals I've seen by charities don't have the word 'please' in it. As in they just say, 'support our appeal'. Why is that...? Genuinely curious as I find it sort of cold...

💬 12



↻ 4

❤️ 26



↳ You Retweeted



Bertie Bosrédon* @cafedumonde · May 8

Replying to @LondonKirsty

I tested "please donate" instead of just "donate" back in 2010. The CTR increased by 20%. I shared this tactic with a number of charities, it still works.

And a personalised thank you email (not from the CEO 10 seconds after you donated) also increases engagement.

💬 2



↻ 3

❤️ 18



Retention



Keira Roth
@keiblob



Following

A cute owl picture on the unsubscribe reduced unsubscribes by 8% for Greenpeace Russia :D #ENCC16



RETWEET

1

LIKES

4



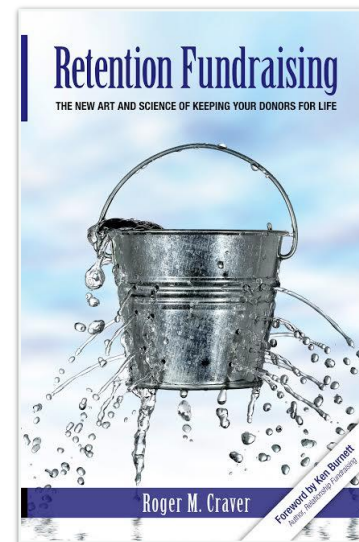
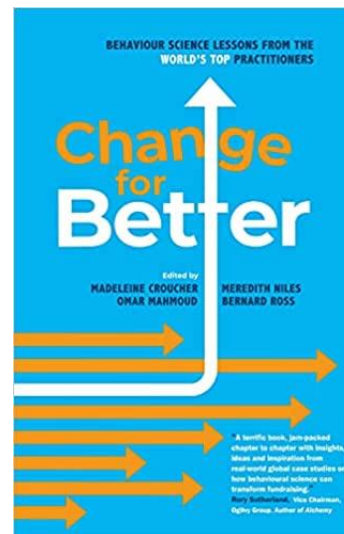
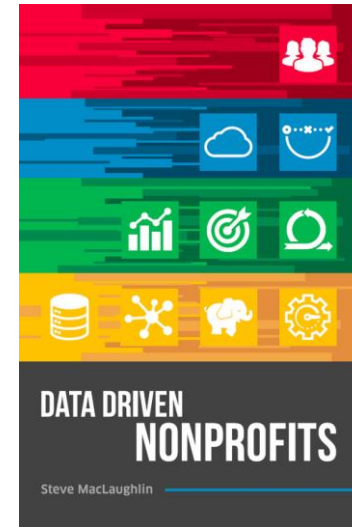
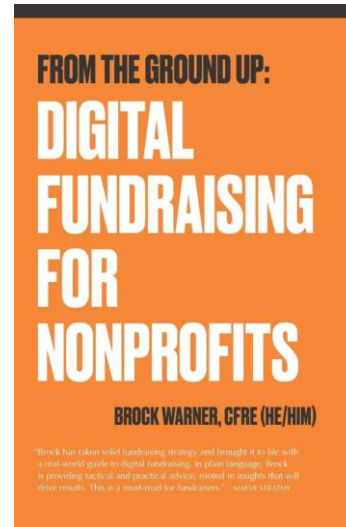
1:08 PM - 10 Mar 2016

5. Mentoring & support



www.facebook.com/groups/FundraisingChat

What to read





Someone's An Idiot
@SomeonesAnIdiot

Follow

PETA has a bot that automatically responds to anything you say if you use the hashtag donate...and it's going about as well as you'd expect

 I love how @peta likes to drink the blood of infant children #donate

1 2



PETA ✓
@peta
@SomeonesAnIdiot

Replying to @NOTSCWill

Thanks for your support! Complete your donation now:



Complete your donation to @peta
goodworld.me

11:26 AM · 2/24/19 · Goodworld

5:36 PM - 24 Feb 2019

 I just showed my pet rabbit up my anus deep inside!!!! #donate

PETA ✓
@peta
@SomeonesAnIdiot

Replying to @SomeonesAnIdiot

Thanks for your support! Complete your donation now:

 Complete your donation to @peta
goodworld.me

8:20 PM · 2/23/19 · Goodworld

 Jace
@JSpat
@SomeonesAnIdiot

Replying to @peta

If you love killing animals reply to this tweet! #donate

11:26 AM · 2/24/19 · Twitter for iPhone

PETA ✓
@peta · 3m
Replying to @JSpat

Thanks for your support! Complete your donation now: goodworld.me

 Faux Peyton Manning
@FauxMann...
It's crazy that @peta has come out as pre-racists #donate

PETA ✓
@peta
@SomeonesAnIdiot

Replying to @FauxManning

Thanks for your support! Complete your donation now:

 Complete your donation to @peta
goodworld.me

11:29 AM · 2/24/19 · Goodworld

Test – but not everything!

OpenSea Search items, collections, and accounts

TOKENS FOR NATURE

GIANT PANDA

WWF

WWF UK: Tokens for Nature

Created by WWF-UK

22 items	327 owners
0.057 floor price	17.6 volume traded

WWF UK's genesis drop funding vital animal conserv

clubhouse Blog Jobs

Get Clubhouse

THE SOCIAL AUDIO APP

Bounce around the hallways of the Internet and meet incredible people

amazon smile
You shop. Amazon gives.

6. Join donors where they are



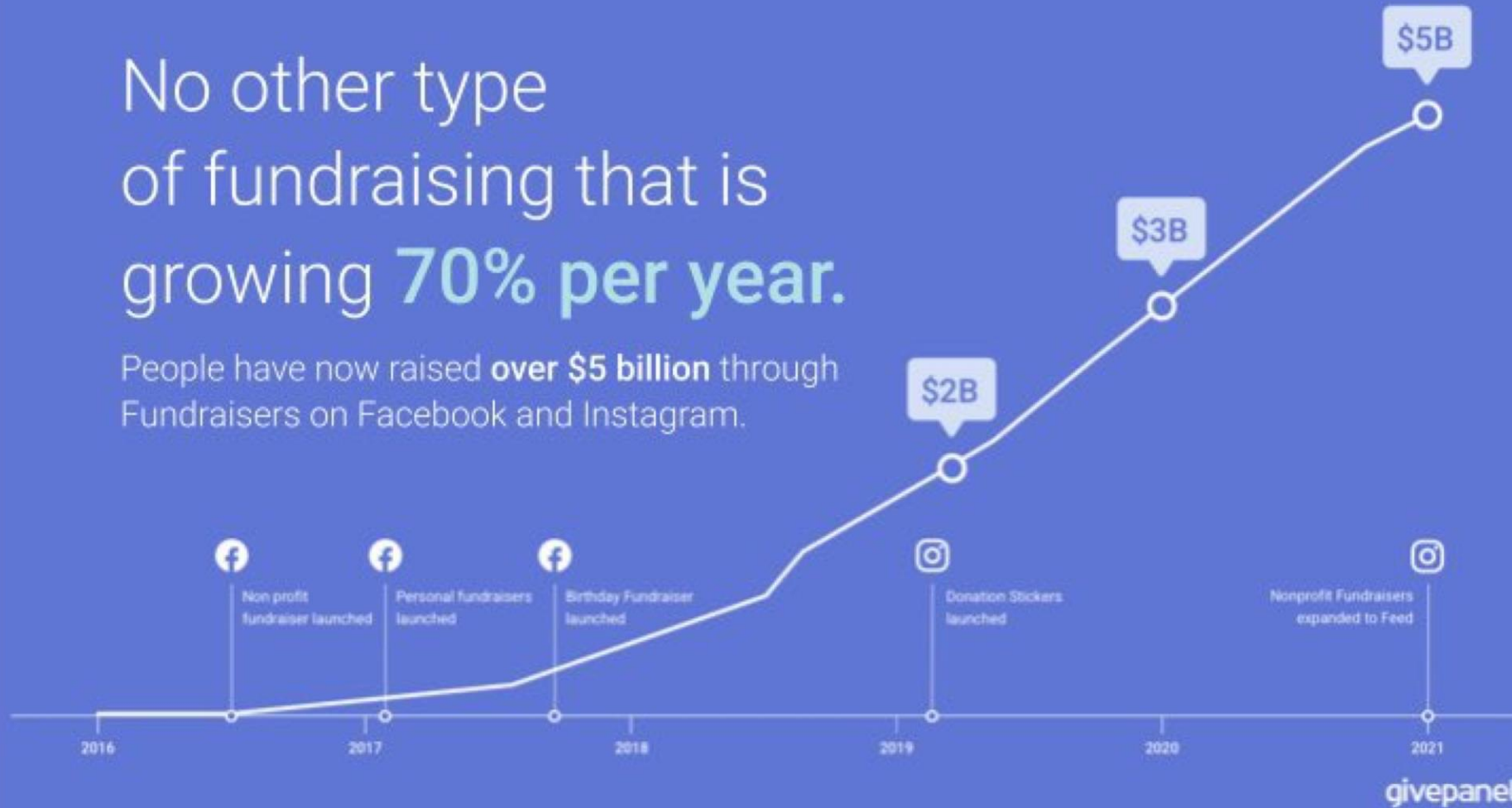
Social channels with giving tools

Join them where they are #2

The Twitch logo, featuring the word "twitch" in a white, lowercase, pixelated font with a black outline, set against a solid purple square background.The Tiltify logo, consisting of a black rounded square icon with a white stylized "T" and a small white dot above it, followed by the word "TILTIFY" in a bold, black, uppercase, sans-serif font.

No other type of fundraising that is growing **70% per year.**

People have now raised **over \$5 billion** through Fundraisers on Facebook and Instagram.



socialimpact.facebook.com

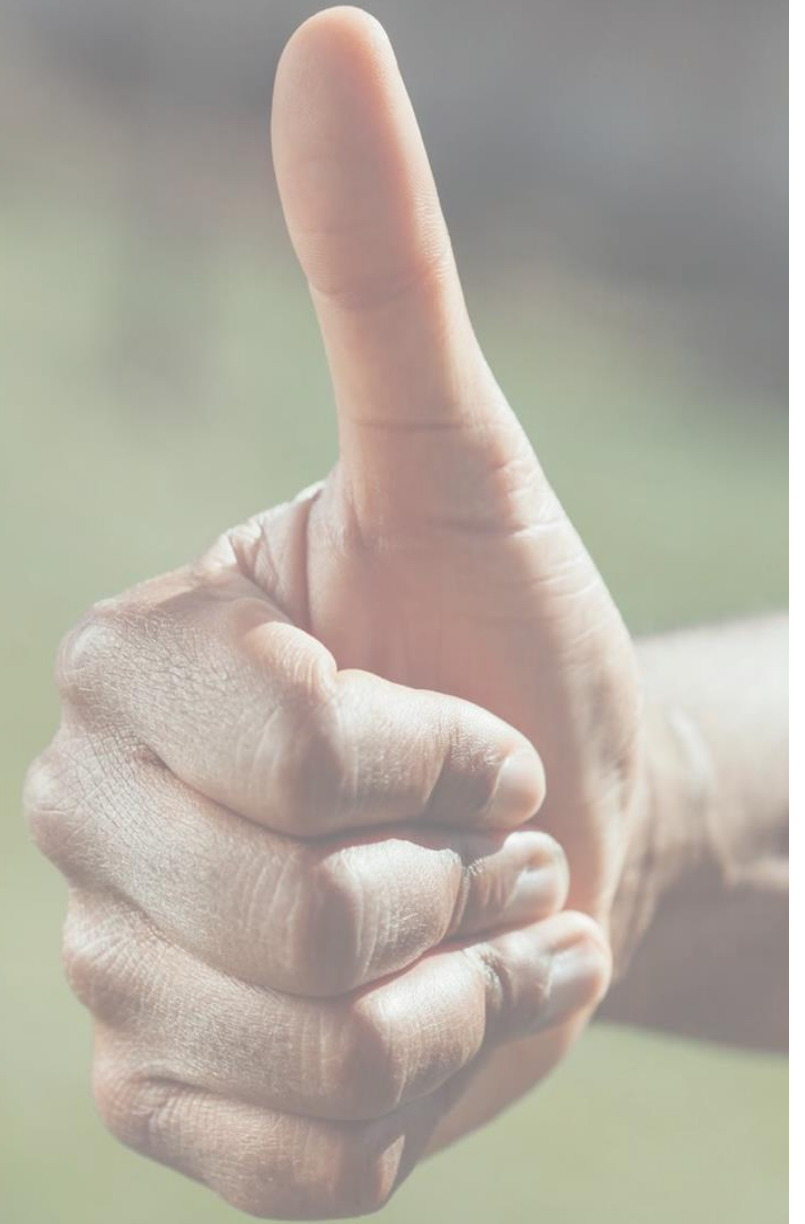
Always look for opportunities

- in 2020 Blackbaud studied nearly 5,000 organisations who raised \$3.2 billion in online donations
- in 2020 Facebook fundraising generated \$2 billion in donations

PayPal in 2020? It handled \$17 billion in donations.

7. Can we fundraise better?

- How do you recruit fundraisers?
- Do donors mirror your fundraisers?
- Which groups of donors are you not reaching and why?
- How can we work together better?

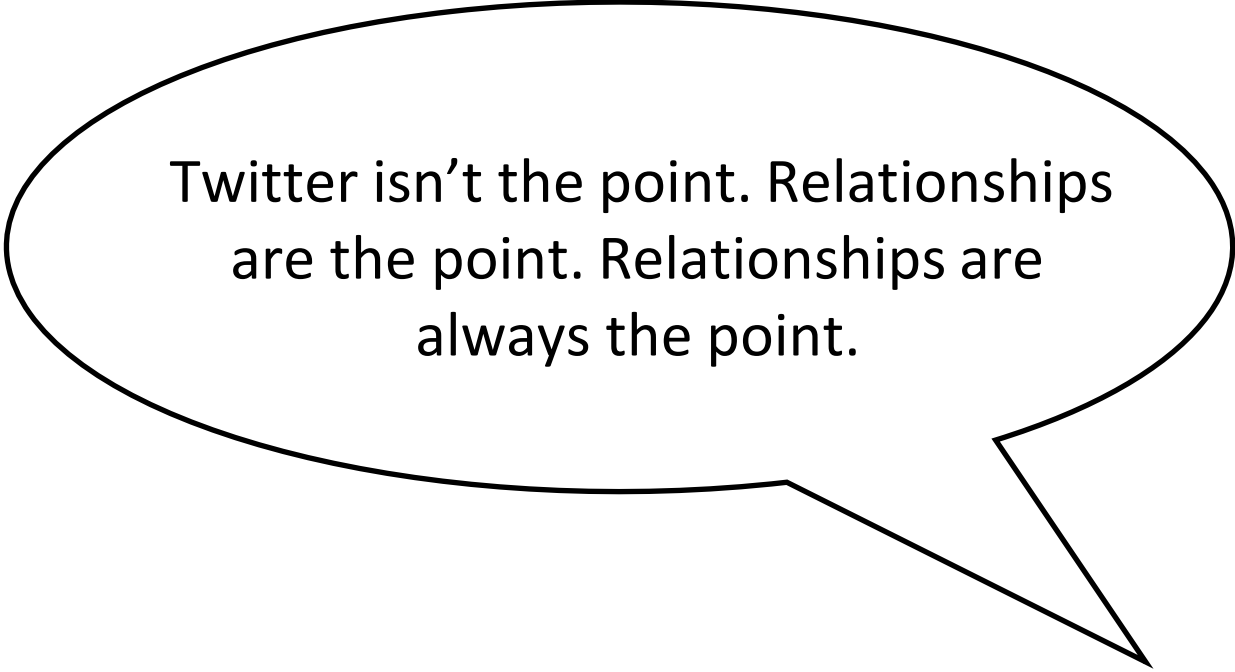


- #CharitySoWhite
- #NonGraduatesWelcome
- #ShowTheSalary
- #CharitySoStraight



sofii.org

Technology isn't the point



Twitter isn't the point. Relationships are the point. Relationships are always the point.

Marc A Pitman
fundraisingcoach.com/articles/twitter-for-nonprofits-and-fundraising
March 2009



David Beasley ✓

@WFPChief

This hunger crisis is urgent, unprecedented, AND avoidable. [@elonmusk](#), you asked for a clear plan & open books. Here it is! We're ready to talk with you - and anyone else - who is serious about saving lives. The ask is \$6.6B to avert famine in 2022:



wfp.org

A one-time appeal to billionaires to help fight famine | World Food Programme

The World Food Programme (WFP) has issued a call to the world's billionaires to donate US\$6.6 billion to save 42 million people from famine. This is a detailed ...

IN CASE OF FIRE



**EXIT BUILDING
BEFORE TWEETING
ABOUT IT**

Thank you



Howard Lake
Fundraising UK Ltd
@howardlake
hlake@fundraising.co.uk