



Digital Fundraising Sprint

Your challenge

No one yet knows the full extent of coronavirus on the charity sectors finances. However, with a post virus recession inevitable, the sector will be smaller in the immediate future.

Some funders are stepping up to offer unrestricted grants; but for most there will be a big gap in their statement of financial activity by the end of the year.

With thousands of traditional fundraising events cancelled, social distancing here to stay and the resulting dramatic loss of income, the charity sector needs to adopt greater innovation in fundraising.

Your digital channels now need to work harder than they ever have before, attracting and engaging your audiences, and ensuring you can move them to meaningful action. You also need to look at what extra work digital could do to supplement the gap in your offline fundraising.

We'll help you rise to this challenge. We'll review your current approach, agree a target based on the time and resources you have available and work out how it can be done.



Digital Fundraising?

We wrote the book on it

We've worked exclusively with the not for profit sector for the last 12 years.

In those 12 years, we've supported our charity partners to raise more funds by taking advantage of emerging digital trends. From mobile optimised donations in the early days, to putting our partners on the newest platforms like Twitch and TikTok - our vast knowledge of digital fundraising means we're here to optimise what you have and highlight where you're missing out.

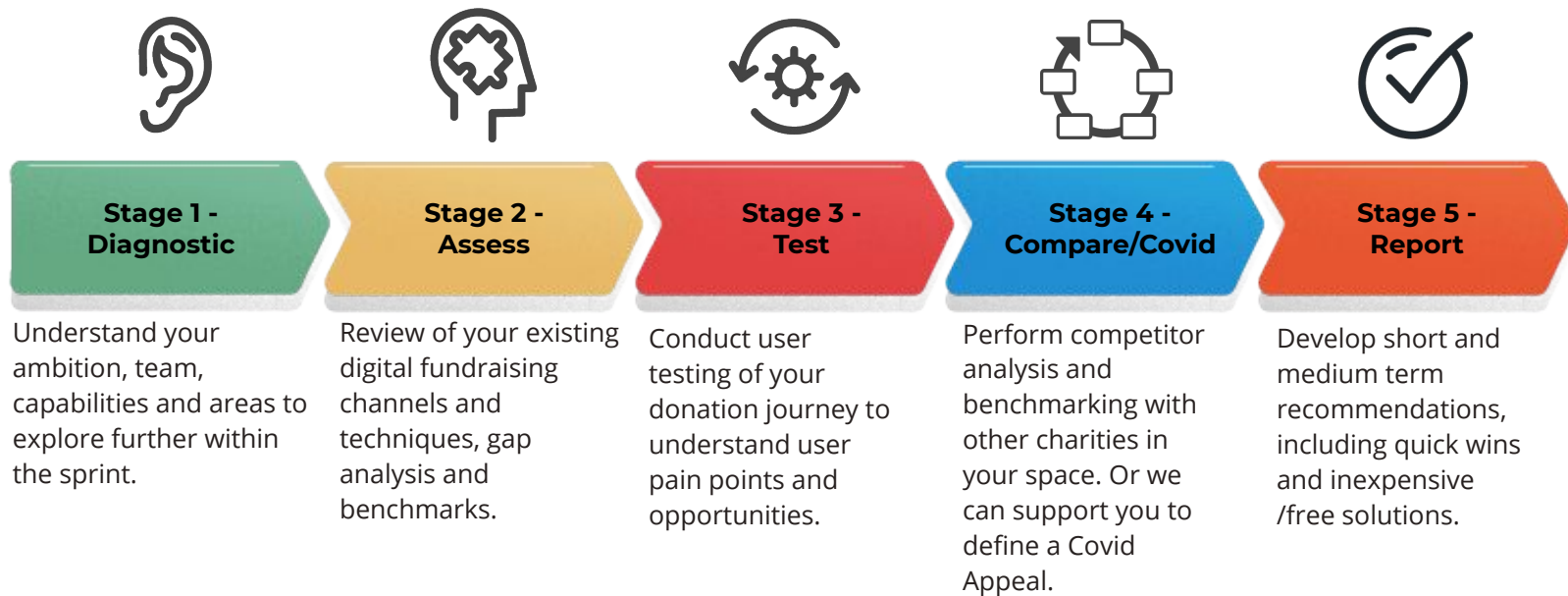
The book we wrote 4 years ago is now freely available to all charities. But we want you to be a part of what we're working on right now.

Covid is a huge challenge, rewriting all the fundraising rules. Right now the nation is sitting at home, and the foreseeable future is of limited social contact and use of public space. We believe Digital is the way to reach out beyond these limitations and the key to unlock your fundraising potential.



Our Approach

In just a week, you'll have a list of inexpensive or free tailored improvements to take your digital fundraising to the next level.





Outcomes

By the end of the week, you'll have;

- Greater expertise in how to optimise your activity, and a list of quick, low cost wins that you'll start seeing results from immediately.
- Exposure to the best practice in the sector, a long term strategy and targets, and more insight into your audiences.
- A clear set of mid-term recommendations you may choose to invest in, and steps to consider beyond the COVID crisis, to continue to improve your digital fundraising.

While we'll of course leave you with our expertise, we know that the ultimate outcome has to be an increase in the amount you fundraise. That's why we agree a clear target, recommendations to help you reach it and check in points 3 and 6 months after the sprint.

PLEASE HELP BY DONATING
TODAY



Regular Donation



Single Donation

£3

£5

£10



£5 per month could help fund essential technology to provide support remotely to young people and families during the coronavirus pandemic.

£ other amount:

Donate now

We're results driven

We work with some of the largest charities in the UK, which helps us see the bigger picture, and understand what makes the biggest impact.

We helped CLIC Sargent increase the value of one off donations by **77%**.



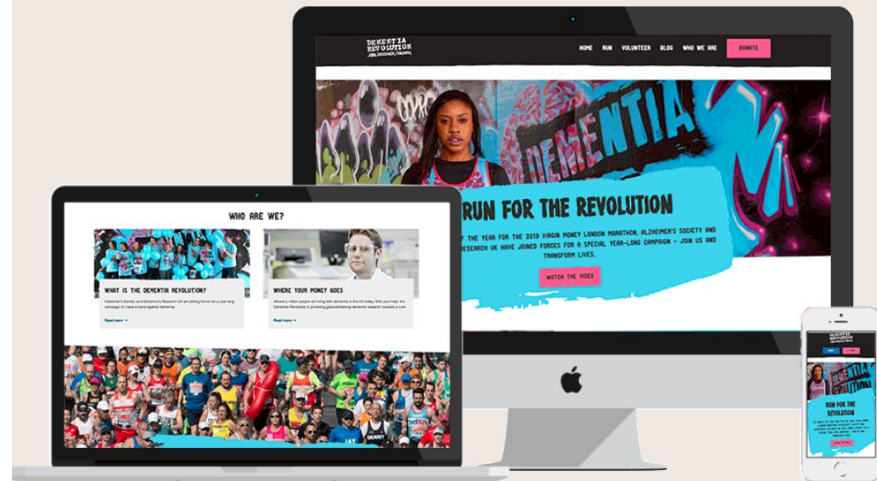
We have a great track record

We're the partner of choice for the **London Marathon official charity partner**.

In 2018, our fundraising platform took **£1.8m** for Teenage Cancer Trust.

In 2019, our fundraising platform took **£3.5m** for Dementia Revolution (a joint campaign between Alzheimer's Research and Alzheimer's Society).

We're currently building the platform for the 2021 official charity partner, due to be announced imminently.



"You've been brilliant to work with on the campaign! Your flexible approach and can-do attitude were essential in enabling us to build the website in tight timescales. The website integrations were robust and provided the seamless supporter experience we hoped for, enabling excellent stewardships. We've been very grateful for your energy in bringing the Dementia Revolution to life."

Nina Ziahullah, Dementia Revolution Campaign Manager



We bring our own expertise and data

We conduct our own research every year with the general public to generate deep insights into how they interact with charities digitally.

Not only do we have a wealth of primary data, we're better placed to analyse trends over time and put other reports in context.

In our latest report, we found that over-65s are 2x more likely to have set up a direct debit to a charity online than an 18-24 year old. Older people's increased likelihood of supporting charity overcomes the lower numbers of older people online, making them bigger supporters of charity online overall.

We can marry insights like this into what you already know about your donor motivations to optimise your approach to digital fundraising.



Costs and Team

There's a real risk of some charities and community groups closing their doors forever. The sector and society would be so much worse off if this happens.

We're committed to supporting our partners through this. As a social enterprise, we see everyday the difference a vibrant and thriving social sector makes to society.

That's why we're delighted to offer our fundraising sprint at our reduced Covid rate, **£2,000** + VAT.

Our Head of Partnerships, Helen, will lead on this work. Previously a management consultant, she now supports our partners to maximise their social impact using digital.

Skilled at remote workshops, data analysis and change management - she'll make sure your recommendations are grounded in your reality.



Helen Stevenson

Head of Partnerships



About us

We're a social enterprise and 40 strong team of digital innovators. Since being founded in 2008 we've worked solely with organisations that deliver social impact - including charities, housing associations, universities and healthcare institutions.

We're driven by our mission to use digital to solve the problems that actually matter. We see digital as a force for social good and technology as a way to have the most scalable, positive impact on the world we live in.





Next steps

We'd love to partner with you, and help increase your online donations.

We can mobilise our team quickly. We know you may be dealing with capacity gaps - that's why we'll only ask you to attend a short workshop during phase 1. After that, you can rely on our daily check ins and leave the rest to us.

In just a week, you'll have a list of inexpensive or free tailored improvements to take your digital fundraising to the next level.

If you have any questions about our approach, please don't hesitate to get in touch.

Dan Strutt

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