

REASON DIGITAL



**Digital Fundraising
Consultancy**



The challenge

It's still hard to measure the full extent of Covid-19 on the charity sectors finances. It's now over 18 months since the first lockdown and unfortunately, many charities have been severely hit. Those who have survived have to be even more creative and innovative than before to continue to thrive in a post-pandemic landscape. Supporter behaviour has changed but this may bring new opportunities as well as challenges.

Some funders are stepping up to offer unrestricted grants and are learning how to adapt their models to provide more support to charities, but all grant funding is competitive and time consuming.

With thousands of traditional fundraising events cancelled, postponed or converted to virtual events, charities who have previously relied upon these lucrative events have had to consider other fundraising avenues which have less reliance on in-person activity.

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 how digital can 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.



We're here for you

We've worked exclusively with the not for profit sector for the last 13 years.

In those 13 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 Digital Fundraising Book we wrote 5 years ago is now freely available to all charities, and we even created an [updated guide in response to the first lockdown](#). But we want you to be a part of what we're working on right now.

Covid has been a huge challenge, rewriting all the fundraising rules. Community events, sponsorship challenges and regular giving has all been impacted and fundraising strategies are having to react. We believe Digital is the way to reach out beyond these limitations and the key to unlock your fundraising potential.

Our approach

We conduct digital fundraising reviews in as little as 2 weeks. They can be fully tailored to your individual needs, which we explore within the diagnostic beforehand. Ongoing support is optional, but recommended.

Phase 1 Diagnostic	Phase 2 Assessment	Phase 3 Recommendations	Phase 4 Implementation plan	Optional Ongoing support
<p>Here we aim to understand your organisation, team, current fundraising channels and capabilities.</p> <p>We'll also explore your fundraising ambitions and set specific goals.</p> <p>This helps to plan the activities required for the rest of the work.</p>	<p>Review of your existing digital fundraising channels and techniques based on sector benchmarks, behaviour science and UX best practice.</p> <p>This phase may include journey mapping, social media analysis and user testing.</p>	<p>Develop tailored short and medium term recommendations, including quick wins, inexpensive solutions and larger projects.</p> <p>These will be presented to you and evaluated collaboratively in terms of impact and ease of implementation.</p>	<p>Together, we'll prioritise the recommendations and develop a roadmap and plan for implementation.</p> <p>This could also include a testing plan and/or a measurement plan.</p> <p>We do this collaboratively so you have ownership and clarity on the next steps.</p>	<p>If desired, we can hold quarterly meetings to review progress, performance against targets and update the roadmap/plan.</p>
0.5 days	3 days	2 days	2 days	0.5 days per quarter



Costs

We're pleased to be able to offer our not-for-profit rate of £595+VAT per day.

Phase 1 Diagnostic	0.5 days	£297.50
Phase 2 Assessment	3 days	£1,785
Phase 3 Recommendations	2 days	£1,190
Phase 4 Implementation plan	2 days	£1,190
TOTAL	7.5 days	£4,462.50 + VAT

Optional

12 months of ongoing support	2 days	£1,190
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Outcomes and outputs

By the end of the project, 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 12 month fundraising strategy including an achievable implementation plan, tailored to you.

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, measurement plan to help you reach it and the option to have regular check-ins with our team to assess progress and update the plan accordingly.



Lucy Bushby



Jasmine Vickers



Kayley Dempsey



Angela Avery

Team

The project will be run by one of our Digital Partners, our in-house digital consultants.

They work with our charity partners on a 1:1 basis as advisers and sector experts to ensure that they're using digital to make the biggest impact.

Some of the charities they support on a daily basis include The Scouts Association, Age UK, Diabetes UK, Blind Veterans UK, WellChild and many more.

They'll bring their insight of working with these partners to you and your organisation.

Our track record in fundraising

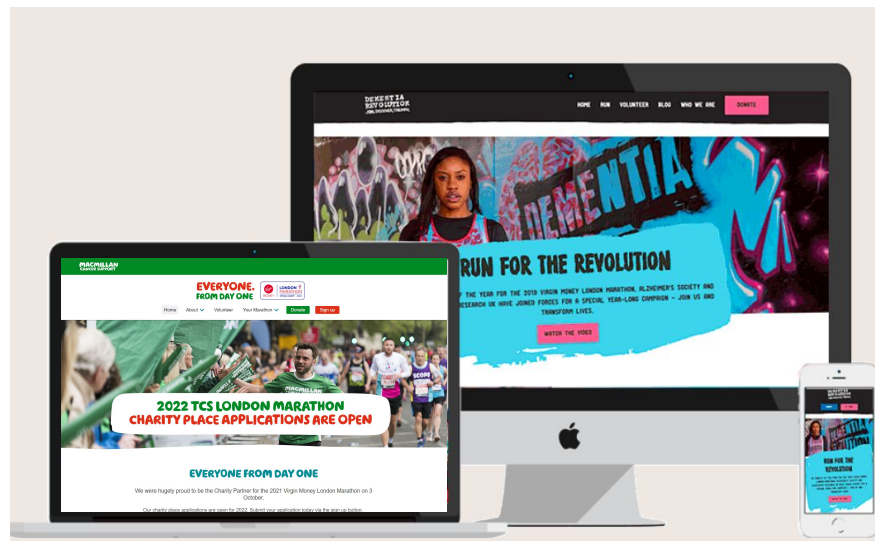
We've been at the forefront of digital fundraising for nearly 10 years. During this time, we've learnt how to optimize donations journeys, create powerful and persuasive campaigns and use different channels to maximise conversion.

We're proud to have built donations journeys for the likes of Young Lives vs Cancer and Children in Need, and have recently converted this into a best-in-class donations platform, built which charities needs in mind.

We're also 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 also created the site for the most recent London Marathon official charity partner, Macmillan Cancer Support, but due to the postponement, the fundraising total is yet to be confirmed.

During the pandemic, we've supported a number of small-medium charities through our Digital Fundraising Sprint model, to adapt their fundraising strategies and utilise quick wins to make a big difference. We're able to take the learnings from some of the biggest players in the sector and translate them to your work within your constraints.





Our ethos

We're a social enterprise and 46+ 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.

Our team are 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.

Solving problems that actually matter.



THANK YOU FOR YOUR TIME

If you have any questions, please contact me at
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