



# Digital Fundraising

## Introduction

This pack has been made in order to offer a brief introduction into the world of both the platforms of digital fundraising and the social media platforms one can use in tandem with digital fundraising in order to boost awareness, donations and interaction.

## Digital Fundraising

Digital Fundraising is simply the act of fundraising using digital platforms. This can be through various means but primarily through fundraising online. Digital fundraising is rapidly becoming, if not having already become, the most efficient and popular form of fundraising available for charities and their supporters. This popularity is legitimized by the efficiency in both cost and time, advances in targeted advertising and the overall infectiousness that piggybacking social media platforms can provide. Digital Fundraisers can add a charitable face to Social Media giants whilst piggybacking off their immense popularity in order to reach the largest possible audience.

## Social Media

The one true consistency throughout all social media platforms is they spread like wildfire. Though the obvious tools of growth in 'sharing' are a significant pull, their potential for consumer interaction in likes and comments allows a tremendous opportunity to gauge the thoughts and feelings of potential doners. Often when operating on social media the priority becomes virality, the creation of content with the aim of spreading quickly and consistently in order to reach as many potential consumers as possible. Whilst this is the ideal it's important to build the rocket before shooting for the sky, therefore alongside any attempts at creative marketing one needs consistency. If you are planning on developing an online presence for your VCSE sector group then you have to partner any grand social media marketing strategies with daily, or weekly reminders of your work to your followers. Be it local functions, messages of support to relevant organizations, events or just reminders of the good work your organization is doing. It is these reminders of your existence that will legitimise your work to consumers, earning their trust and building a groundwork, meaning if you do successfully hit that virality, then it can be maintained rather than dwindling post-success.



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## JustGiving

### BRIEF DESCRIPTION OF WHAT THEY DO

JustGiving has become a tremendously popular and useful tool in the world of digital fundraising. Their model is essentially built around being an amalgamation between traditional fundraising and social media. Referred to as a 'global online social platform for giving', it's primary focus is being easily implemented on social media platforms and streamlining the process of both setting up an online presence for charitable enterprises and donating to said enterprises.

### WHO CAN USE IT

JustGiving can be used by registered charities, companies and what they refer to as 'event partners' which in essence just means individuals hoping to create or participate in individually planned charitable events.

### HOW IT WORKS

JustGiving piggybacks off the wide-reaching scope of social media platforms and email, meaning the transition into advertising your charitable platform can be virtually seamless, you need merely create a JustGiving page, advertise it on social media and they take care of the rest. Once a week all donations raised are transferred to the charity you've elected to support / your charity.

### WHAT IT COSTS

JustGiving DO NOT charge fees for using the platform in the UK or Ireland bar a 1.9% + £0.20 processing fee, although they do provide the option for the donor to add a voluntary contribution if they so choose, which helps to keep the platform running. JustGiving also take care of GiftAid\*

### OTHER SIMILAR PLATFORMS

Other platforms use similar models but fees vary, so please check them out before committing Local Giving, CAF Donate, People's Fundraising.

\*Giftaid is a scheme available to Registered Charities and Community Amateur Sports Clubs (CASCs). It means they can claim extra money from HMRC on donations. Giftaid allows a charity to claim an extra 25p for every pound donated, provided the donor is a UK taxpayer.



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## GoFundme

### BRIEF DESCRIPTION OF WHAT THEY DO

GoFundme claims to be the most popular fundraising platform globally, when compared with similar platforms such as the aforementioned JustGiving the few differences they have tend to be positive ones, for example their policy on time to receive funds for personal fundraisers means on average those undertaking charitable acts via the site are able to withdraw donations up to 19 days earlier than those on JustGiving.

### WHO CAN USE IT

Non-profits and individuals, though their Team Fundraising platform is specifically designed to assist 'members of groups, clubs and organizations raise money together.'

### HOW IT WORKS

Similar to JustGiving, GoFundMe offers social media support to its consumers, but also provides groups and organizations with group opportunities for development and growth, making it perfect for community groups and registered charities.

### WHAT IT COSTS

0% platform fee, but a 5% processing payment.

## Give A Little

Much like other digital fundraising platforms, Give A Little bases itself around streamlining the process of digital fundraising, though they set themselves apart by marrying the convenience of other digital fundraising platforms with more traditional platforms of donation, specifically that of modernized in-person donations with their app, which allows users to connect their phone or tablet to a card reader, thereby making in-person donations significantly easier.

### WHO CAN USE IT

Any organisation seeking to carry out charitable fundraising can be verified on Give A Little, provided that they're able to prove charitable status/purpose or intent.



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### HOW IT WORKS

The self-proclaimed 'Future of cashless trading', Give A Little advertises itself as the world's best point of donation software platform. Partnering the aforementioned modernized in-person donations they also offer fundraisers the opportunity to create online campaigns via templates, adding custom images, videos, donation amounts and QR codes that can be scanned by phones to more quickly and simply donate online.

### WHAT IT COSTS

Give A Little offer a basic rate that's free alongside a 'premium' option that requires a subscription of £7.50 a month, then once your campaign has hit £7,500 for the year that monthly fee will be increased. Give A Little also charge a 5% service fee based on the amount raised, which is deducted from the overall funds raised.

### **Crowdfunder**

Crowdfunder separates itself from other fundraising platforms by offering their 'unique funding model'. Through millions in donations from both the private and public sector Crowdfunder have been granted the ability to create an extra funding pot to help projects (dependent on the intention and location of the project). They also offer a team of 'Crowdfunding Experts' that can be contacted by fundraisers in order to create a project with the best possible chance of success.

### WHO CAN USE IT

Individuals, charities, businesses and community projects are all welcome to raise money through Crowdfunder.

### HOW IT WORKS

Crowdfunder offers very similar opportunities to that of other digital fundraising sites. Alongside offering their previously mentioned crowdfunding experts and donation pot, they offer a platform where fundraisers can create their own page, create an advertising video, pictures and a synopsis and drop it into their social media base.

What primarily sets Crowdfunder apart from other digital fundraising platforms is their commitment to not giving out any money until the financial goals of the fundraiser are met. If those goals aren't reached then the money is returned to the donators. With the right mindset this is a tremendously helpful system to have in place, it guarantees to donators that their money is either going towards the completion of the project or will be returned, and provides fundraisers with an added impetus to utilise social media



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to further their campaign, and drive the aims of that campaign to the best of their ability through creative advertising and marketing. The caveat to this is that due to the need for a specific target to reach, it's often best for the campaign to have one singular, tangible goal. This means in terms of consistent funding one would be best pursuing another digital fundraising methods, but if one is searching for a one-off investment, Crowdfunder is certainly an option.

### WHAT IT COSTS

0% platform fee alongside a 1.9% transaction fee for Charities and charity fundraisers and 2.4% platform fee for not-for-profit community projects, social enterprises, personal causes and sports clubs. Then all other projects are handed a 5% platform fee along with a 2.4% + 20p transaction fee per pledge.

### **Twitch**

#### BRIEF DESCRIPTION OF WHAT THEY DO

Twitch is an online streaming platform. It falls under the remit of social media but the content it provides is somewhat alternative to the norm. Rather than being a platform for conversation, Twitch.tv is based around streaming of primarily videogames, coupled with art creation and varying other media, making them a 'live streaming website' rather than your traditional social media. As one would predict, this means their audience has a much more specific age range than other platforms, with Statista finding that 72% of Twitch consumers were under the age of 35.

#### WHO CAN USE IT

Any individual or charity can create their own Twitch account, with the platform offering a 'Charity Tool' in order to streamline the processes of both donating and accepting those donations. An important note is that the youthful target consumers of Twitch are statistically less likely to donate to charities simply due to a lack of disposable income within that age group, so although it's still very much a viable option in the pursuit of funding, Twitch is absolutely ideal in spreading awareness especially to a younger target audience.



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## HOW IT WORKS

Twitch finds itself hanging between social media and a traditional streaming network, their platform relies less on communication between users than Facebook or Twitter however the relationship is far less consumer and producer than that of Youtube. Twitch relies on live performance based around live entertainment that viewers can respond to and make requests of on demand. This means Twitch entertainers are able to develop a significant and immediate rapport with their viewers, but that instils a level of pressure that only live entertainment can provide. The Twitch platform offers a tremendous opportunity to bring attention to an organization, but also comes with tremendous risks in providing good content.

## WHAT IT COSTS

Twitch is completely free for charities and users, with the caveat that there may be payment processing fees for a channel that is monetized

## **Hotjar**

Hotjar acts as a conduit between Social Media platforms and Digital Fundraising. Advertising themselves as a 'product experience insights tool' giving users feedback data and behavior analytics in order to more clearly understand your consumer base's interests and behavior in order to properly cater to and advertise to them.

## WHO CAN USE IT

Traditionally a more private sector oriented tool, Hotjar is marketed mainly towards product teams, designers, social researchers and product managers, though when growing your foundation or fundraising project, having the opportunity to see your consumers beliefs, leanings and interests can be an invaluable asset to any fundraising group that seeks to have a longstanding presence online.

## HOW IT WORKS

Hotjar is a behavior analytics tool, and it very much does what it says on the tin. They analyze the behaviors of relevant audiences in order to distinguish what's working about a foundation's online presence, what's not working and what statistics show will best grow their audience.



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## WHAT IT COSTS

Though offering a free version and the option of a free trial, Hotjar still operates as a private business, so a full subscription costs roughly around £31.50 per month.

## **Youtube**

A household name for the past 15 years at least, Youtube has made a name for itself as not only a globally significant video sharing platform, but was one of the first websites that truly challenged the monopoly of television and radio as the 'norm' in video content. Top Youtubers regularly post significant earnings in the industry of entertainment, given the opportunity to monetize content once you reach a certain threshold of popularity.

## WHO CAN USE IT

Non-profits do have the opportunity to fundraise on their own Youtube channel, though unfortunately this opportunity is only open to fundraisers of US based charities. However, Youtube can be a tremendous tool in the pursuit of funding from UK based charitable endeavors as there's nothing stopping one adding links to offsite fundraising pages and using Youtube as a platform for education and outreach.

## HOW IT WORKS

Youtube bases itself in-between the worlds of TikTok's fast paced video format and that of more mainstream social media. Rather than focusing on the fast-paced nature of more recently created social media platforms, Youtube allows a wider range of content. Creators can make videos of any length, and of any genre, which provides a wide range of different options for fundraisers to garner and provide support. Whilst in the UK there isn't a specific non-profit fundraising platform, it's still very possible to fundraise via Youtube. If content is provided consistently and is well made then one can apply for their 'Partner Program', a system in which one can monetize work and further the aims of your organization. This works through Youtube adding advertising to videos and paying the creator a portion of the profit. It also allows users to sell merchandise via the site and gain commissions from affiliate links to other sellers. This all coalesces to form one potential powerhouse for charities seeking both popularity and financial growth. If they're able to create popular content, VCSE groups have the potential to fund from Youtube through monetization, build a strong online presence to reach viewers and an online marketplace in which viewers can purchase merchandise, stickers and articles of clothing that can form a more physical form of marketing. All this helps a group develop themselves into a brand, legitimizing them in the eyes of consumers, thereby building trust.



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### WHAT IT COSTS

There are no admin or platform fees. In order to be able to monetize a channel you must have at least 1,000 followers and 4,000 hours watch time.

### **TikTok**

TikTok is a social media app that dedicates itself to short-form video content of between 15 and 60 seconds. Their content sways from comedy, to short stories, documentaries and lip-syncs, the TikTok remit covers essentially any short-form video content. They're particularly notable for their algorithm, a recommendation system which determines what pops up while someone is scrolling. The generally perceived wisdom is that if you can master the algorithm, you can find success in Tiktok.

### WHO CAN USE IT

Any individual or charity can sign up to and use TikTok.

### HOW IT WORKS

With their commitment to short-form media, TikTok have truly mastered the art of virality in its' content. Due to the shortness of the videos on the platform and the speed at which one can scroll past things they don't like, viewers are able to consume content at a pace previously unheard of, meaning the tendency to get bored and do something else is massively dissipated because the next video will always be different to the last one you watched.

TikTok can be a tremendously powerful tool in the pursuit of funding as the system is built around short, concise content shared amongst the most viewers possible. Essentially, if you're able to sum up your aims and your organizations aims and projects in a short, or otherwise entertaining format, you may find that reach in quite possibly the most virality-based social media platform currently available.

### WHAT IT COSTS

There are no costs associated with owning or creating a TikTok account, with the caveat that there may be admin fees if you begin to monetize.



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## Easyfundraising

A 'charity shopping site' launched in 2005 as a way for people to easily donate to charitable causes whilst shopping online, Easyfundraising has become an immensely popular form of digital fundraising. This success is owed to its two most distinct and advertisable traits, its' remarkable convenience, and the fact the user will not have to part with a penny. Easyfundraising has partnered with over 7000 brands since its formation only 17 years ago. The concept is built from the idea that rather than companies setting up foundations for particular charitable interests, the individual consumer should be allowed to further the cause they're particularly invested in.

### WHO CAN USE IT

Any member of the public can use Easyfundraising for 'any good cause' by their own claim, due to this fact they're able to boast over 180,000 causes supported, with £42 million raised so far.

### HOW IT WORKS

Easyfundraising allows individuals to sign up for free, with businesses then providing the opportunity to donate a part of their profit for shopping online. For example, if one was shopping on Ebay via the Easyfundraising link, then for every £100 pound spent, Ebay would donate 50p of their own money to your chosen cause. Over time those 50p's add up, leading to significant sums being donated to charitable causes without users having to donate anything. With over 7,000 brands to choose from – you can shop for just about anything whilst supporting your chosen charities. It's another example of the symbiotic relationship between digital media and digital fundraising, companies want to provide support and Easyfundraising provides the opportunity for them to both advertise themselves and facilitate that support in a way much more specific to the individual.

### WHAT IT COSTS

Easyfundraising makes its money through affiliate marketing, meaning retailers pay them a commission on any purchase made through the Easyfundraising platform, allowing the user avoid any cost whatsoever.



## Digital Fundraising

### VAC

operates a single point of contact for, voluntary, community sector and social enterprise (VCSE) groups and organisations working in Calderdale to have access to a range of tailored support services, training and advice, covering:

- Organisational development support
- Community Anchors and asset transfer
- Governance
- All aspects of establishing a new group or organisation
- Quality assurance including Quality 4 Health & Wellbeing
- Safeguarding support
- Fundraising and income generation
- Partnership working
- Specialist financial advice and services
- Volunteering brokerage and development
- Engagement Champions
- Voice and representation of the VCSE sector

For further help and support, please contact your support officer or email [info@cvac.org.uk](mailto:info@cvac.org.uk) or call 01422 348777

Address:

c/o VAC, Resource Centre, Hall Street, Halifax, HX1 5AY