

# Fundraising support during COVID-19 and beyond

Webinar – Going digital

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Director of Achieve Consultants Ltd & Associate Trainer with DSC

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**helping you  
to help others**



# Welcome from Angus Roy, Charity Director, Ecclesiastical

[www.benefactgroup.com](http://www.benefactgroup.com)

# Introducing

**Gill Jolly,  
DSC Associate Trainer &  
Director of Achieve Consultants Ltd**



**Cathy Shimmin  
DSC Senior Training Consultant  
(assisting with the Q&A)**

# To make the most of today



## Use the chat function to

- connect,
- share and
- network with each other

## Use the Q & A function for:

- questions to be answered later
- any tech issues



# **‘Going digital’**

**Today we’ll be covering:**

- **Share some research findings as the basis for the way forward**
- **Talk about what is meant by ‘digital’ fundraising**
- **Ideas and examples to inspire.**

**Then a Q&A session**

# Insights into donor behaviour during Covid-19 crisis

2020 saw seeing rapid shifts in donor and supporter behaviour.

Recent research studies\* provide critical insight into these changes and the impact they are having on supporters – all vital so charities can plan fundraising campaigns accordingly.

\* The Status of UK Fundraising 2020 Benchmark Report by Blackbaud Europe & the Institute of Fundraising

\* Enthuse's Donor Pulse Autumn 2020 report

<https://enthuse.com/resources/donor-pulse-report-autumn-2020-download-confirmation/>



# Some key facts

- **Gen Z Giving:** There's a rise of 18-24 year olds as charity supporters – *you need to engage with this audience*
- **Think Local:** Local causes are rising in importance - *tap into this trend*
- **Digital Brands:** Your brand in the digital world is important to mitigate the risk of 'give and forget' – *can you strengthen it?*

\* Enthuse's Donor Pulse Autumn 2020 report

<https://enthuse.com/resources/donor-pulse-report-autumn-2020-download-confirmation>

## Some other key facts

Organisations have had to adapt their fundraising strategy to counteract the effects of the pandemic, with virtual fundraising being one of the main solutions tried across the sector to boost income.

- **44%** of organisations were found to be willing to innovate and try new things
- **60%** of respondents have done some form of virtual fundraising during the pandemic, with over three-quarters using it for the first time
- Overall, **64%** found virtual fundraising to be a good way to attract new supporters



# Fundraising in a virtual world



# Virtual is here to stay

- ✓ 60% of charities did some form of virtual fundraising during first lockdown
- ✓ Survey of 150 virtual events, with 1.8m participants raising £60m
- ✓ 45% of new events, 38% pivot, already planned / upweighted
- ✓ 82% of physical activity, 11% of livestreams
- ✓ 5% raised more than £1m, 78% less than £100k, median is £33k.

Findings from Massive's The Virtual Fundraising Monitor, Blackbaud's Status of UK Fundraising and Virtual Fundraising 101

# What is **virtual fundraising**!?

Virtual fundraising is a **way to raise funds for the causes you care about whilst the current lockdown measures are in place in the UK**. Virtual fundraising involves setting up an online fundraising page to collect donations for a challenge, or online event.

(Unicef)

Virtual fundraising has been on the rise for quite some time now. Online giving has been growing each year, so it makes sense to prioritise it as you plan your next campaign. **With Covid-19** restrictions now putting a pause on most face-to-face interactions, **virtual fundraising efforts** are more important than ever before.

(Qgiv)

# What is **virtual fundraising**!?

Virtual fundraising is a great way to **maintain support as well as attract new audiences** during these tough times> However, it's also a strategy to keep hold of once things start to settle down. With the right tools and a solid foundation, virtual fundraising can take your organisation further than you might have thought possible.





- Zoom really took off in 2020. With people confined to their homes, apps that allowed us to stay in touch became central to our day-to-day lives. People in their droves chose Zoom over other options.
- Zoom usage increased **67% between Jan and mid-March 2020**, during the Covid-19 pandemic ([Apptopia](#))
- UK Government uses Zoom ([Zoom](#))
- Zoom used by 90,000 schools in 20 countries during the Covid-19 outbreak to teach remotely, ([Zoom](#))

## A valuable tool for fundraisers



**Our target audiences are using it .....  
and comfortable with it – even older people**





A great way to connect, re-connect,  
engage and build/maintain relationships

earthwatch  
EUROPE

RNCM

## Keep Music Playing

Raised so far  
£108,291.00

Fundraising goal  
£100,000.00

£0.00

£50,000

£100,000.00

Donation

£30

£50

£100

£250

£500

Other

dsc  
directory of social change

helping you  
to help others



# A virtual breakfast networking event

Making the most of short and precious lives across the South West



[Home](#) > [Events](#) > Bitesize Business Breakfast - December 2020

## Bitesize Business Breakfast - December 2020



Thursday 3 December 2020



10:00am - 11:15am



Virtual, Nationwide

Bitesize  
Business  
Breakfast

# Podcasts

Lots of people and organisations have a podcast  
Great content drives great engagement ....  
.....which in turn give a great base for fundraising

## On the Marie Curie Couch

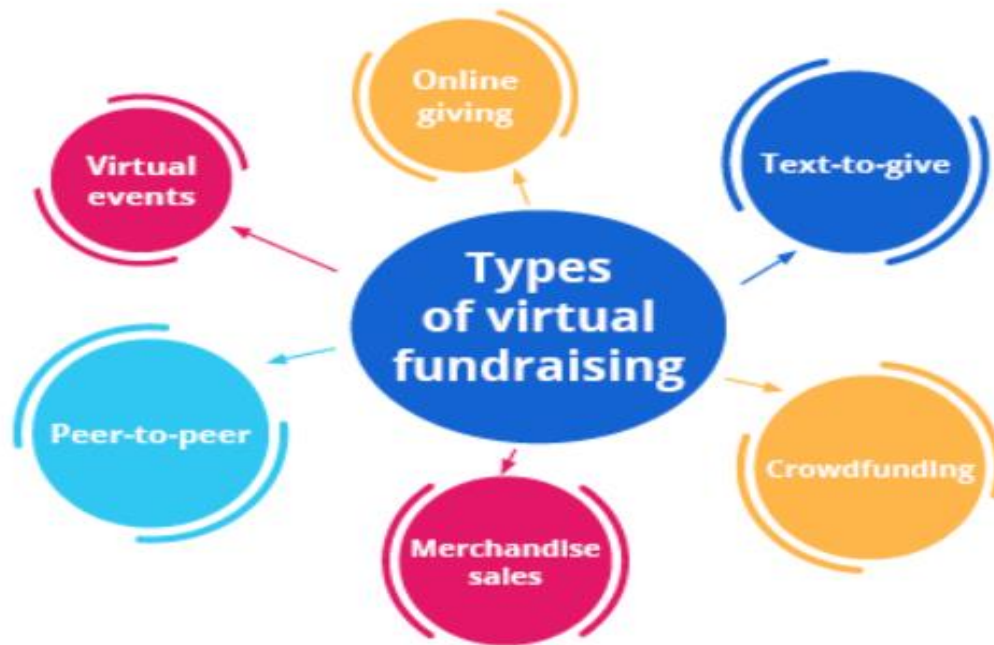
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# Virtual fundraising

can come in many shapes and sizes, and no two campaigns are exactly alike.

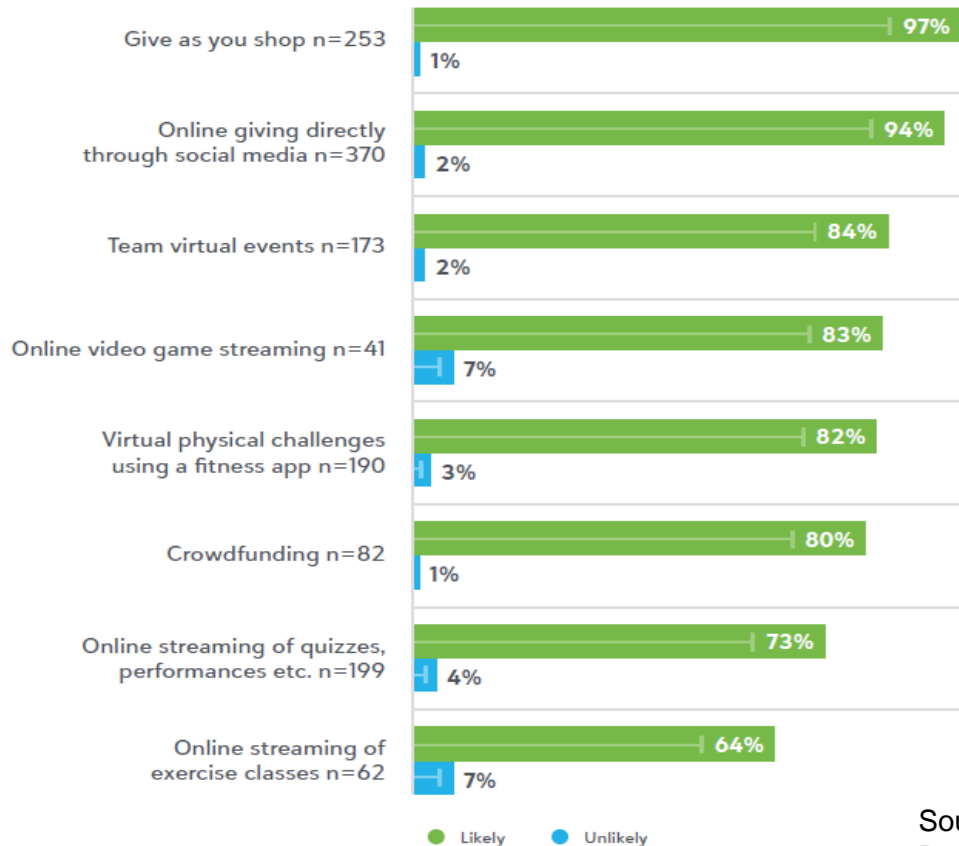
These **online fundraisers** can **vary by methods of promotion, donation process, and overall objectives**, but most will fall into one of the following categories:



# How likely are you to use these fundraising methods again in the future?

% who have used virtual fundraising during the pandemic

n=variable (see axis labels)



Source: The Status of UK Fundraising 2020  
Benchmark by Blackbaud Europe & the  
Chartered Institute of Fundraising



# Let's start with **the problem**



**Uncertainty** and lack of **confidence**  
in people getting together physically



# Thoughts on mass fundraising events

- Branded Mass 'New Normal' smaller social distanced events from
  - Feb – March 2021 **(high risk)**
  - April – June 2021 **(medium risk)**
  - Opening up from July to Sept 2021 **(lower risk)**
- Mass 'Normal' events probably won't be around until Q4 2021 / Q1 2022

*Based on predictions from  funraisin back in the autumn of 2020*

- Branded Mass 'New Normal' smaller social distanced events from
  - April – June 2021 **(high risk)**
  - Summer 2021 **(medium risk)**
  - Opening up from early autumn 2021 **(lower risk)**
- Mass 'Normal' events probably possibly won't be around until Q1 2022



Inspiring everyone to grow

**Latest update: 27 January 2021**

## **The Royal Horticultural Society (RHS) postpones 2021 RHS Chelsea Flower Show to September for first time in History**

For the first time in its 108 year history, the RHS is postponing RHS Chelsea Flower Show to take place in the autumn instead of spring, due to the worldwide pandemic.

The 2021 Show, which would have taken place between 18 May and 23 May, has been moved to run from 21 September to 26 September. The RHS, the Show organisers, will still hold the world famous event at The Royal Hospital, Chelsea.

# What's changed?

Not that much in the behaviour of humans (individuals or in groups) that underpins the sector...

- ✓ People still want to help others
- ✓ People still want to give and make a difference (impact)
- ✓ A sense of purpose and community (& this is increasing)
- ✓ People want to be part of something with others (part of a 'tribe')
- ✓ People want to get involved in current trends (popular things)
- ✓ People often like to follow although there are still leaders out there!

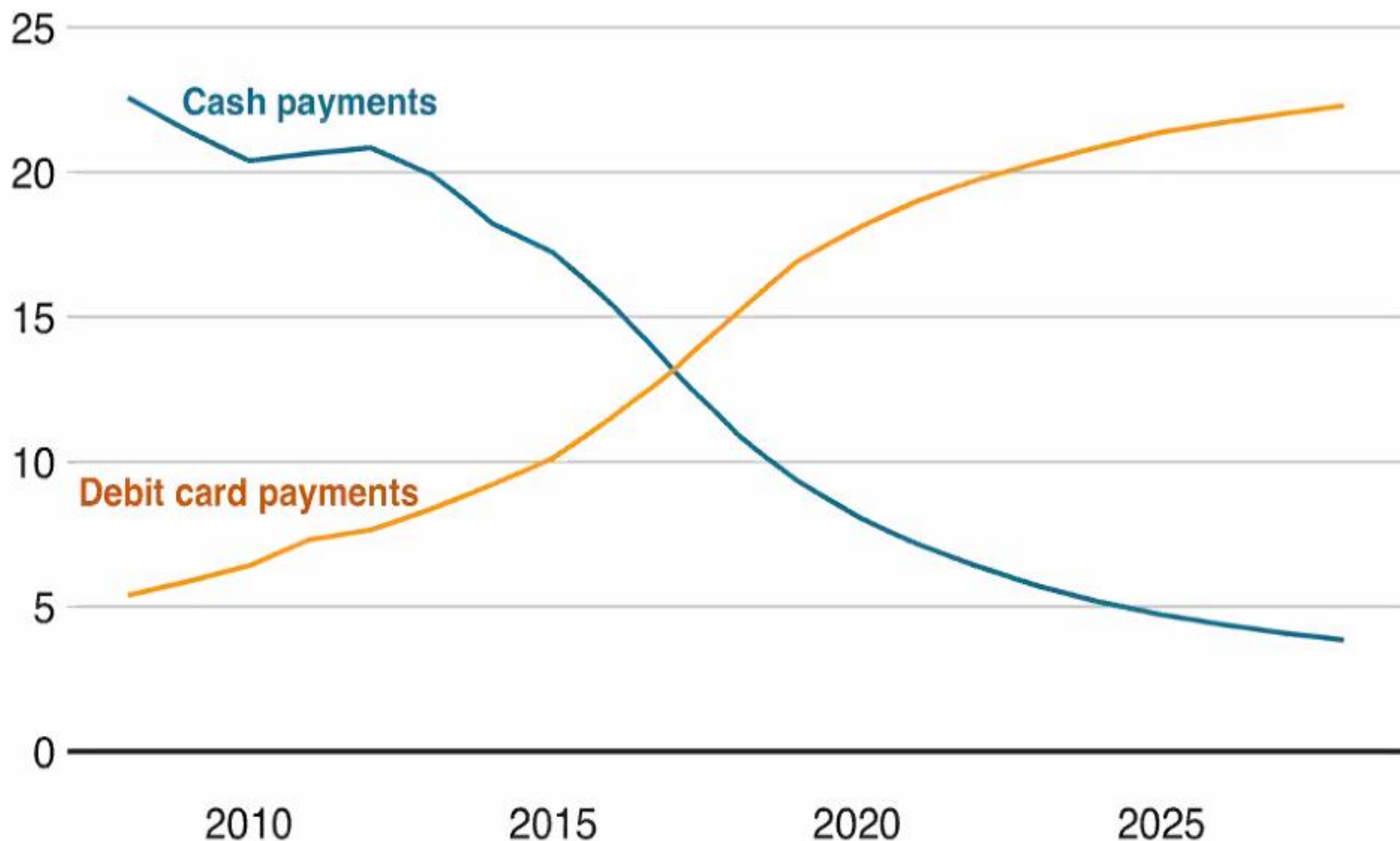
# We know that ....

- ✓ More people are getting active *(in a way that is active for them!)*
- ✓ People need and want meaningful experiences to enhance life as it is
- ✓ People care. They want to make a tangible difference to others more than ever



# Cash versus debit cards

UK payments 2008-2018 and forecast to 2028 (billions)



# Digital replacing physical





# Online Giving

Online giving pertains to any fundraising campaign that makes use of an online donations platform and can encompass many of the other examples as well. An online campaign is simple to run, so long as you have the right tools.

Start promoting your donation page to your followers and expanding your network to reach a wider audience whenever you can. The most important aspect of an online giving campaign is your streamlined donation page. This way, you can encourage donors to complete the form and confirm their gift as quickly as possible, before losing interest.



# Text-to-Give

[A text-to-give campaign](#), also known as mobile giving, is a method of virtual fundraising that involves a simple text message from a smartphone and can be completed in mere seconds. As an organization, you must first select a mobile giving provider, who will assign your nonprofit a unique phone number.

You then start promoting that number, along with a specified keyword, to potential donors and supporters. When donors text your keyword to that phone number, they'll be directed to a simple donation form and can confirm the donation quickly and easily.



# Crowdfunding

[Crowdfunding](#) is a particular type of online fundraiser that relies on a wide variety of donors making small- to mid-size gifts to the same campaign. Even if a particular gift seems insignificant in itself, the combination of all working together adds up very quickly.

These [crowdfunding campaigns](#) are often spread through social media platforms such as Facebook, Instagram, and Twitter, with donors and supporters sharing a single, centralized donation page to their own networks to encourage involvement.



# Peer-to-Peer

[Peer-to-peer fundraising campaigns](#), or social fundraisers, enlist your dedicated supporters to become fundraisers themselves. Each individual is given a customisable fundraising page, that they can then personalise to fit their own style. Some of the most successful peer-to-peer campaigns tell a story and provide volunteer fundraisers the opportunity to share what your organisation means to them.

Fundraisers then share their individual donation pages on social media with friends, family, colleagues, etc. to get the word out far and wide and ask loved ones to contribute to the campaign as well. Be sure to [keep track of each fundraisers' progress](#), and encourage friendly competition to boost revenue as well.



**JustGiving™**

# Merchandise & other sales

Selling [limited-time and custom branded t-shirts](#) and other merchandise for your nonprofit is a great way to earn money and engage your supporters. After all, the best kind of donation is when donors get something in return—namely, a nice t-shirt or a mug.

Branded merchandise sales work not only as a source of revenue, but a [marketing tool](#) for your organisation as well. Every time an individual sports your custom-designed t-shirt in public, they essentially become a walking billboard for your organisation!





# Virtual Events

Just because public gatherings have been canceled into the near future doesn't mean events are over. It just means they have to take a different form! Hosting virtual fundraising events— whether you're starting from scratch or transitioning a previously planned event to an online environment— can be a great way to engage with your donors and earn money for your organisation.

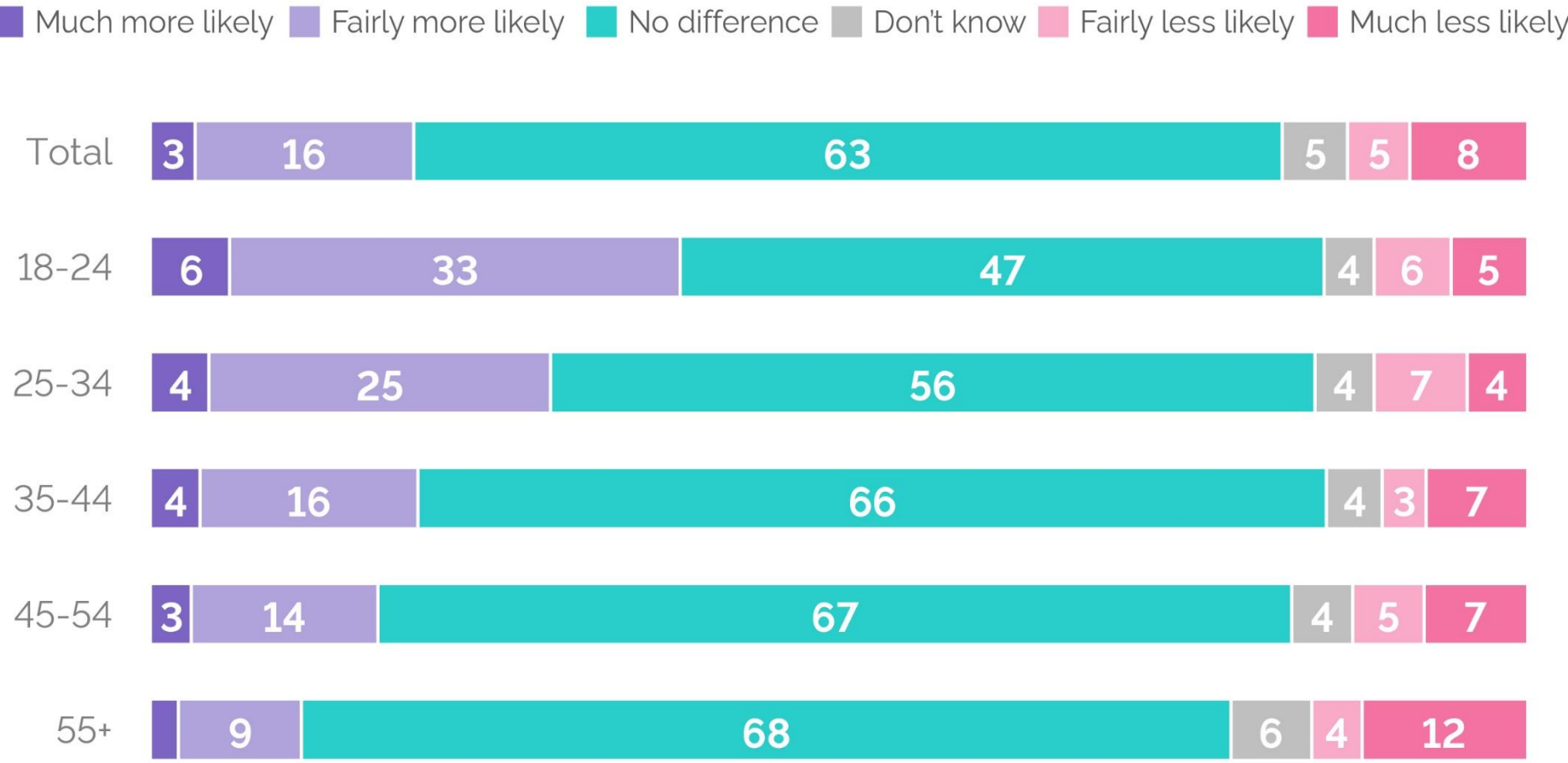
Either way, it's important to maintain a focus on [event management](#) strategies as you begin to implement virtual events into your fundraising plan. With high-quality tech tools that allow you to chat face-to-face with attendees and share the purpose behind your cause, you can do your best to maintain relationships with current donors as well as expand your network across geographical boundaries.





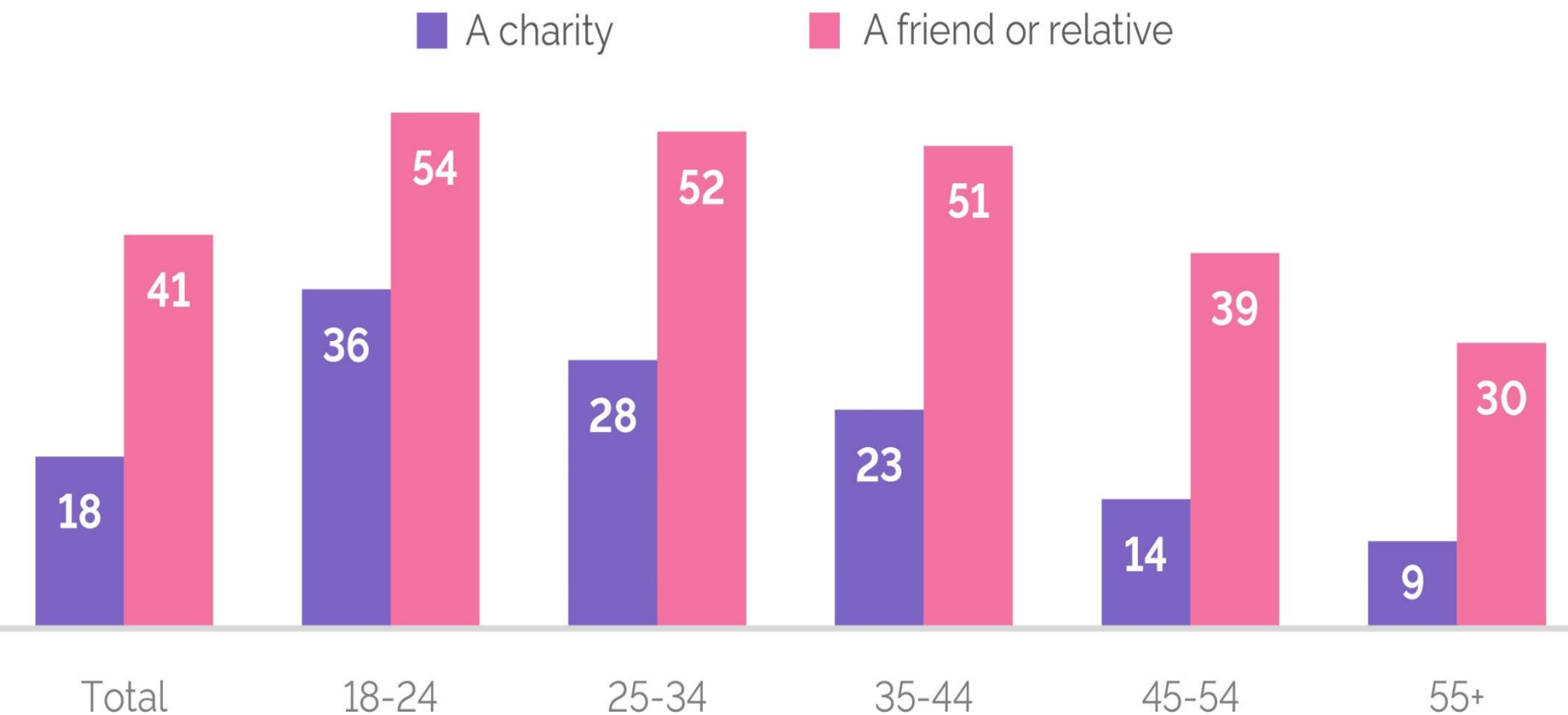
# Are adults who donate to charity more likely to do so if they can donate directly via social media platforms?

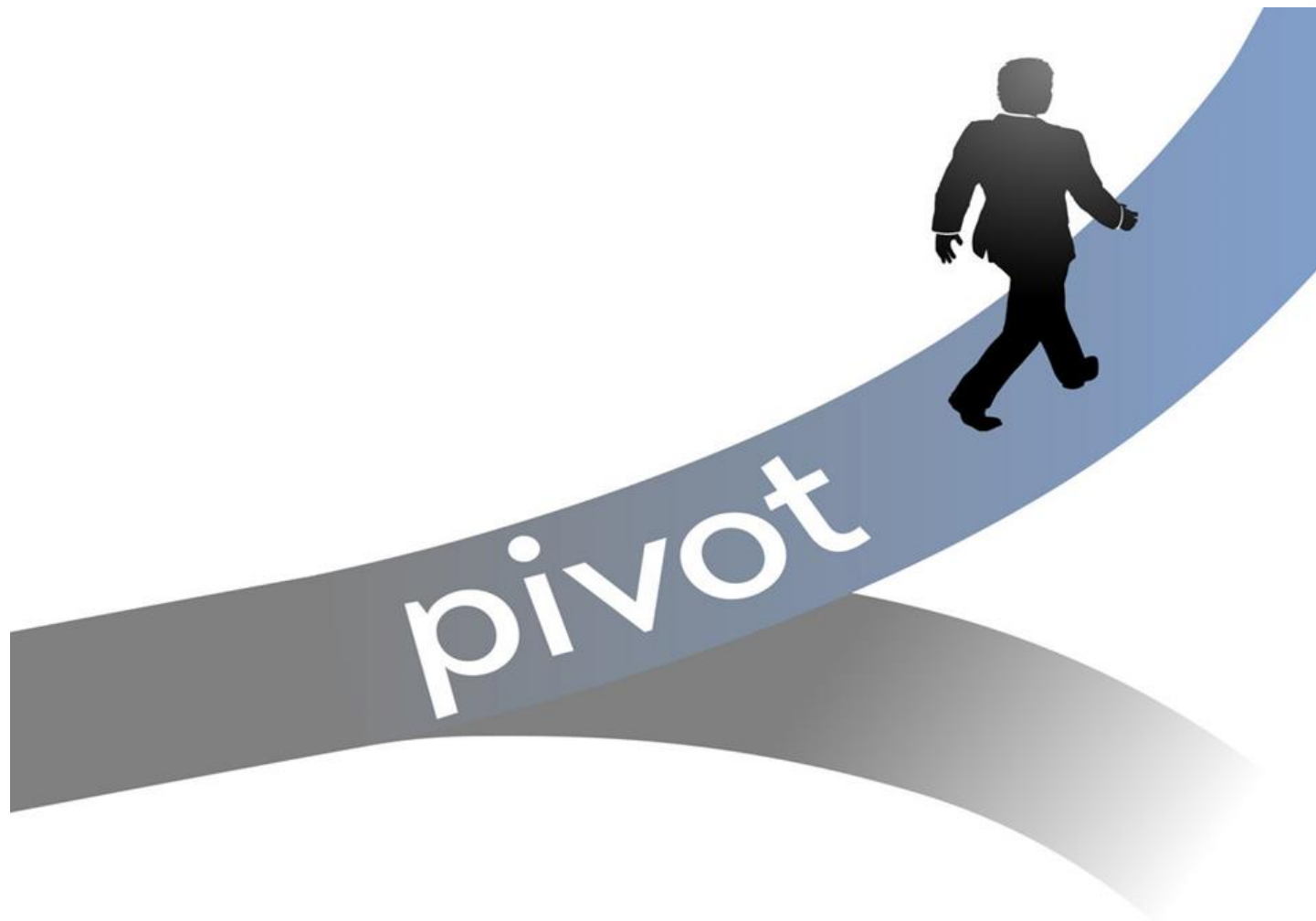
Some social media platforms now let you donate directly to charity through their platform. To what extent would this make you more or less likely to donate to charities, or would it make no difference? (% of people who donate to charity)



# Are adults more likely to donate to charity when browsing social media if they see friends doing the same?

Thinking generally about charity donations and social media...To what extent would you be more or less likely to donate to a cause if you saw a post asking for donations by ... on social media, or would it make no difference? (% of people who donate to charity)











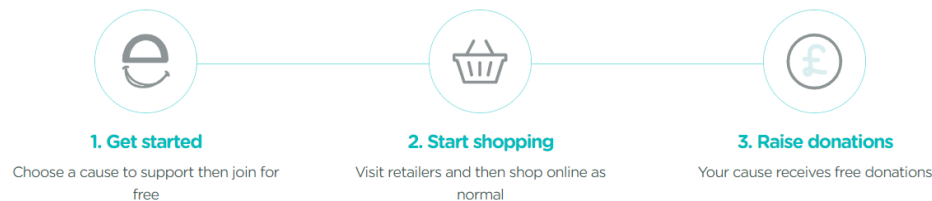




<https://www.giveasyoulive.com>

### easyfundraising® is the UK's biggest charity shopping fundraising site

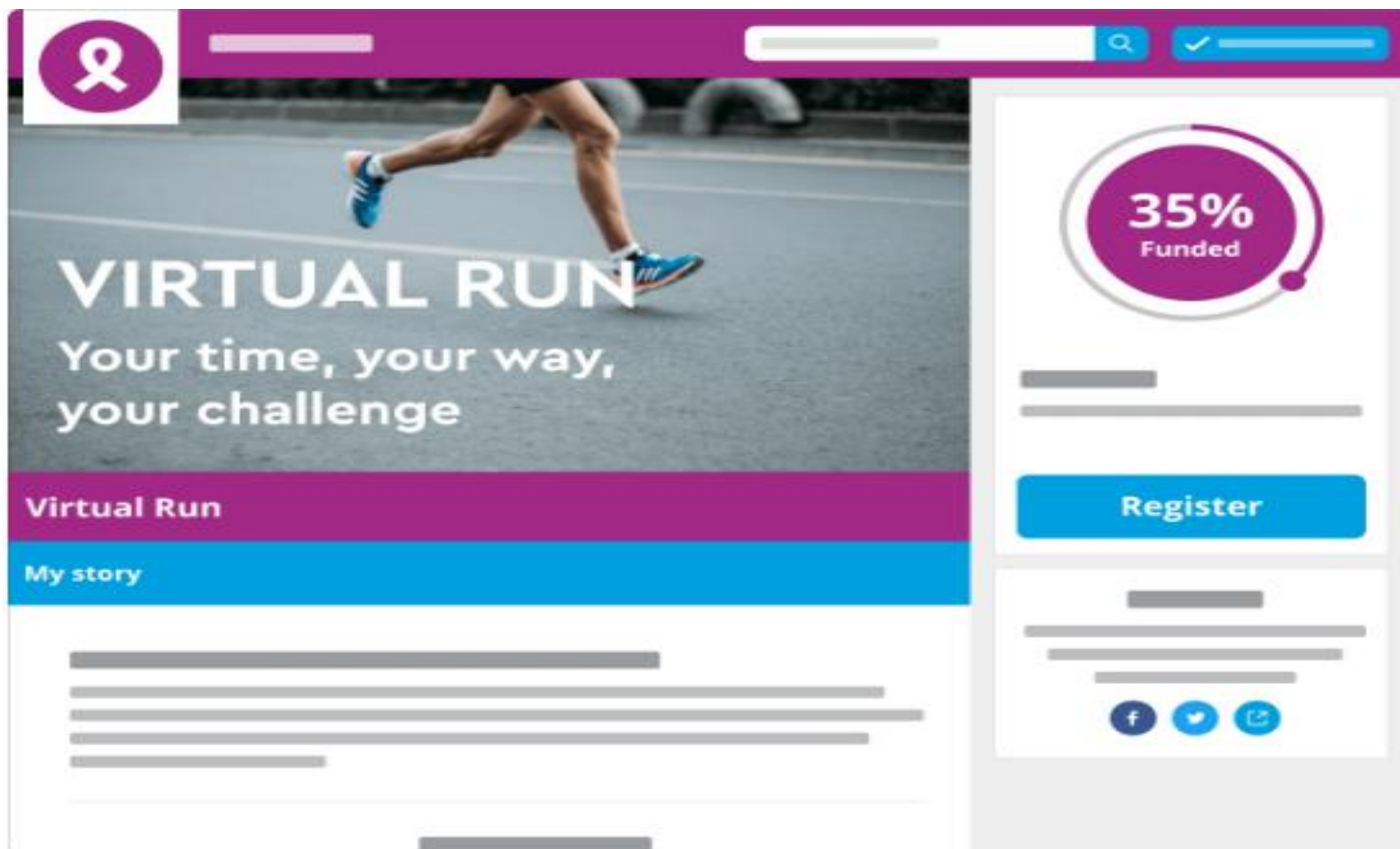
It's simple to use and it's free. Since we launched in 2005, we've helped thousands of good causes raise money simply by shopping online. Our community of over 1.8 million loyal supporters has so far raised over £31 million.



<https://www.easyfundraising.org.uk>

Raised over £33m

and don't forget Amazon Smile



**the**  
**2.6**  
**challenge**  
**Save the UK's Charities**



75% of fundraisers chose to set up a page for  
The 2.6 Challenge on JustGiving

# Captain Sir Tom's 100<sup>th</sup> Birthday walk



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 fantastic NHS workers are national heroes

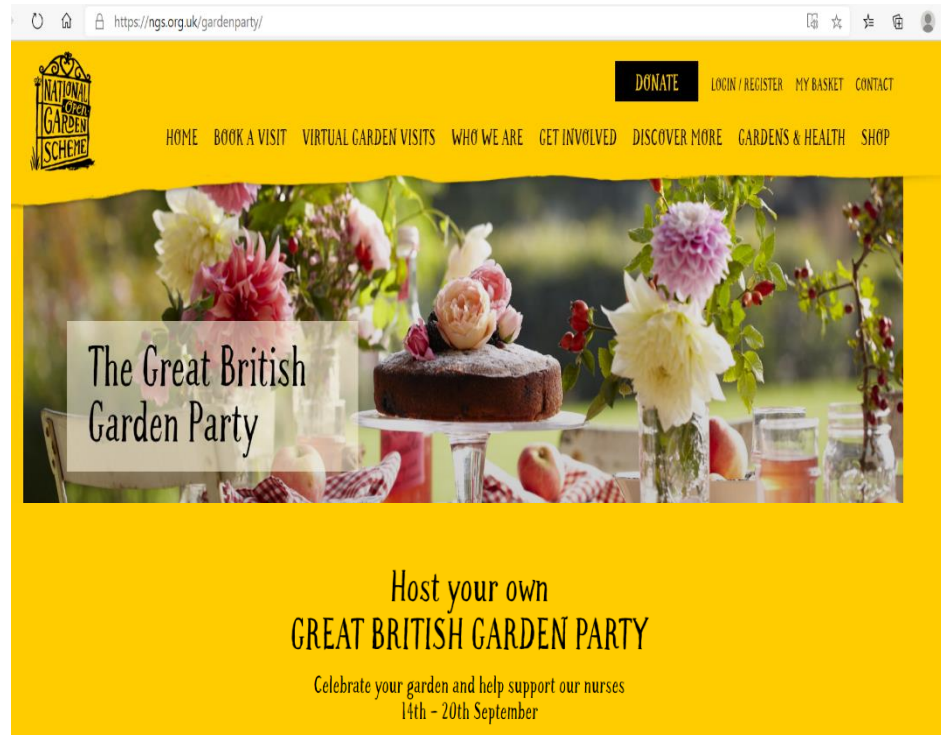
- £32.7 million was raised through on his JustGiving page
- Just Giving processed 20 donations every second
- Donations came from 162 countries, totalling 83% of all countries
- This was just for one page

Source: JustGiving





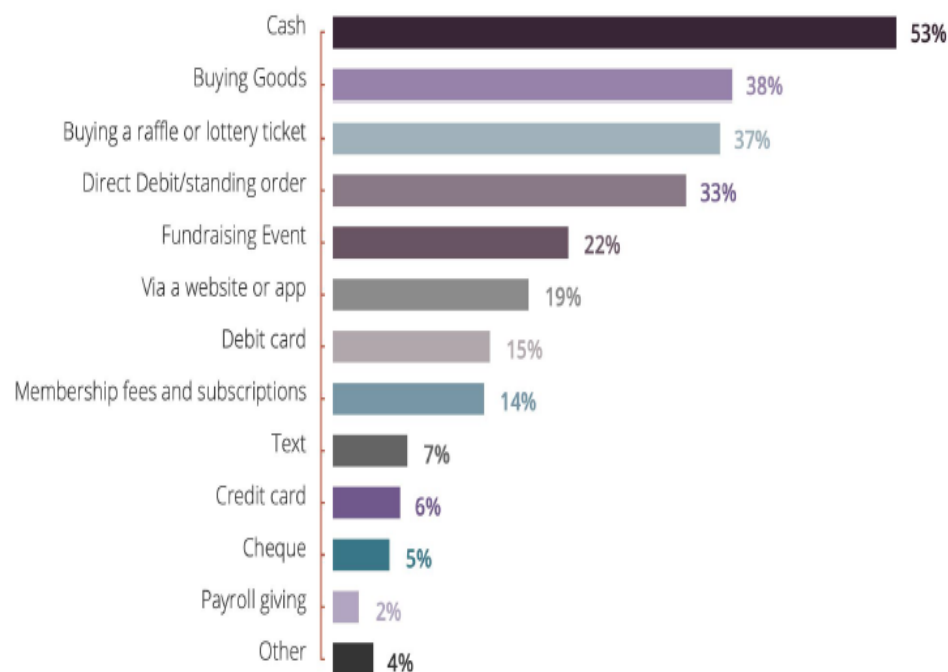
## Mary Berry, President of the NGS, launches The Great British Garden Party





# 22% of all UK giving is event fundraising (£10.4b)

Figure 9: In the last 12 months, have you given to charity by any of these methods?



Base: All adults 16+ who have donated to charity in the last twelve months (n=7,788)

Source: [https://www.cafonline.org/docs/default-source/about-us-publications/caf-uk-giving-2019-report-an-overview-of-charitable-giving-in-the-uk.pdf?sfvrsn=c4a29a40\\_4](https://www.cafonline.org/docs/default-source/about-us-publications/caf-uk-giving-2019-report-an-overview-of-charitable-giving-in-the-uk.pdf?sfvrsn=c4a29a40_4)

# Macmillan - coffee morning

## RAISE A MUG

[Home](#)[Wall of support](#)[FAQs](#)[Donate](#)

## DONATE AND SHOW YOUR SUPPORT

This Coffee Morning, raise a mug to a loved one affected by cancer or to someone who's supported you. Simply upload a selfie and message to the wall, make a donation and share your support for people living with cancer.

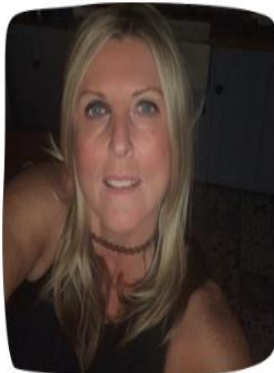
### HOW IT WORKS

- 1 Upload your image and message
- 2 Make a donation
- 3 Share with friends and family

[Donate](#)

## WALL OF SUPPORT

Search for a supporter







MONEY

LONDON  
MARATHON

2020

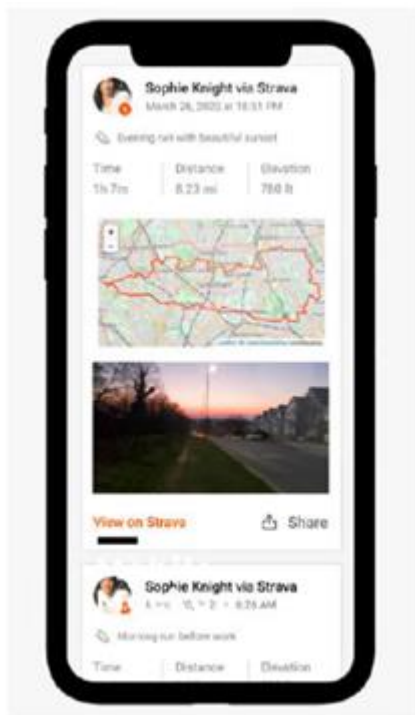
# Some virtual event examples

Charity	Virtual event	Participants	Income raised
British Red Cross	Miles for Refugees	7,000	£2m
Alzheimer's Society	Step up for Dementia	4,600	£1m
Teenage Cancer Trust	Press-up challenge	n/a	£690k
Refuge	62-mile walking challenge	3,300	£350k
Marie Curie	Twilight Walk Northern Ireland	2,825+	£130k



# Tools for virtual fundraising

## STRAVA



Within weeks of the first lockdown, development teams at the likes of Just Giving were busy.

One thing they quickly launched was an integration of a Just Giving page with Strava enabling fundraisers to live stream their activity through their fundraising page.

# What are the key benefits?



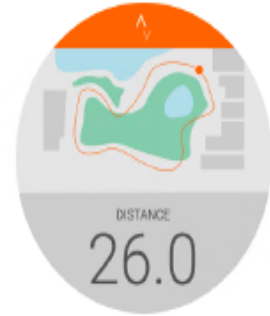
**Simple virtual events**  
Whether you want them to run, swim, cycle or walk, you can get your supporters to join an online campaign to track their fitness activities and fundraise



**Raise more**  
Our stats show that you'll raise **40%** more, on average, when your supporters share their fitness activities on JustGiving.

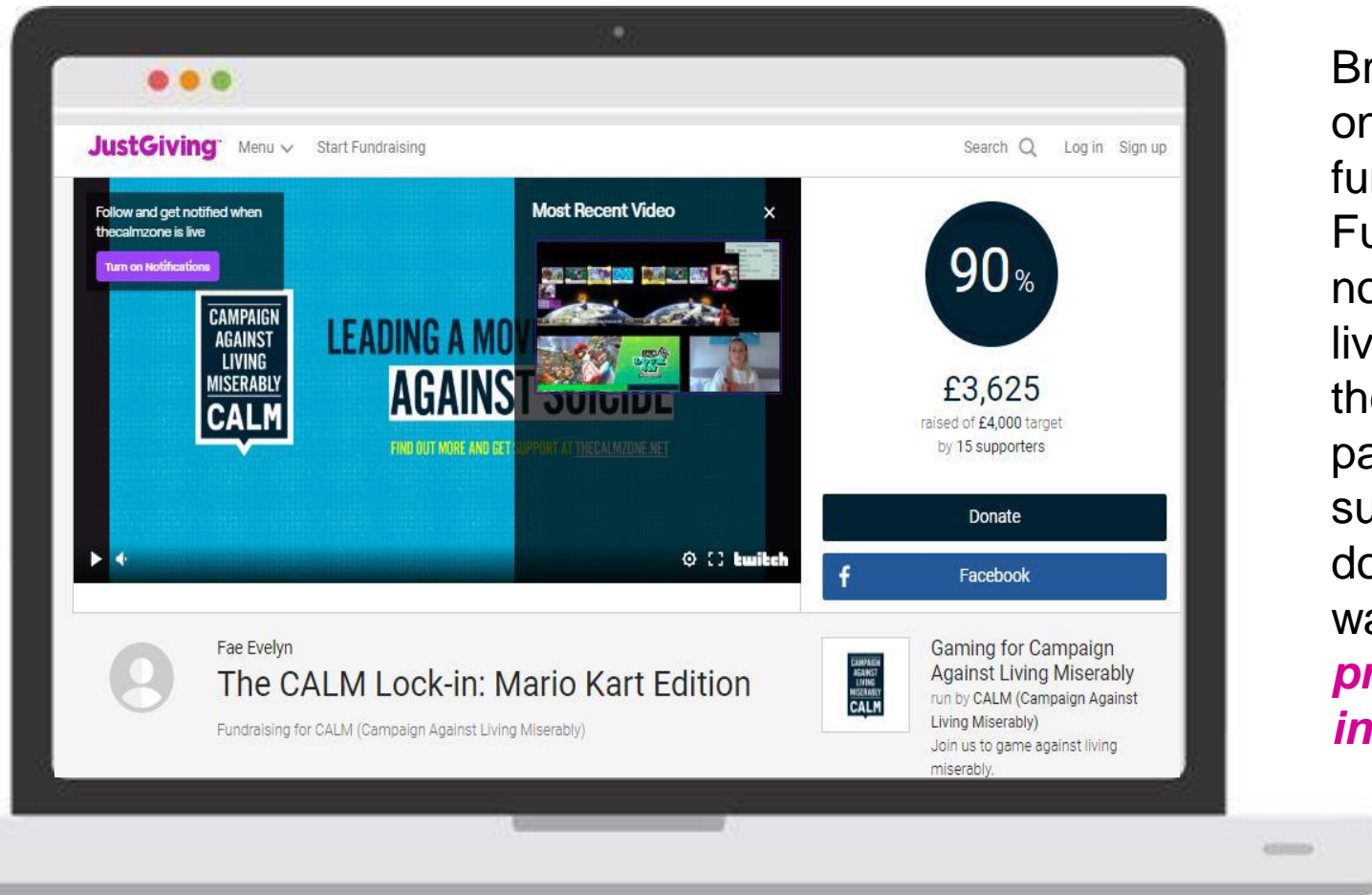


**Easy set-up**  
With one click your supporters can connect their Strava to JustGiving, and their workouts will get automatically posted to their Fundraising Page.



**Engaging content**  
Sharing their maps, pics and miles will make your fundraisers' updates more fun and show how committed they are to your cause.

# Livestream fundraising

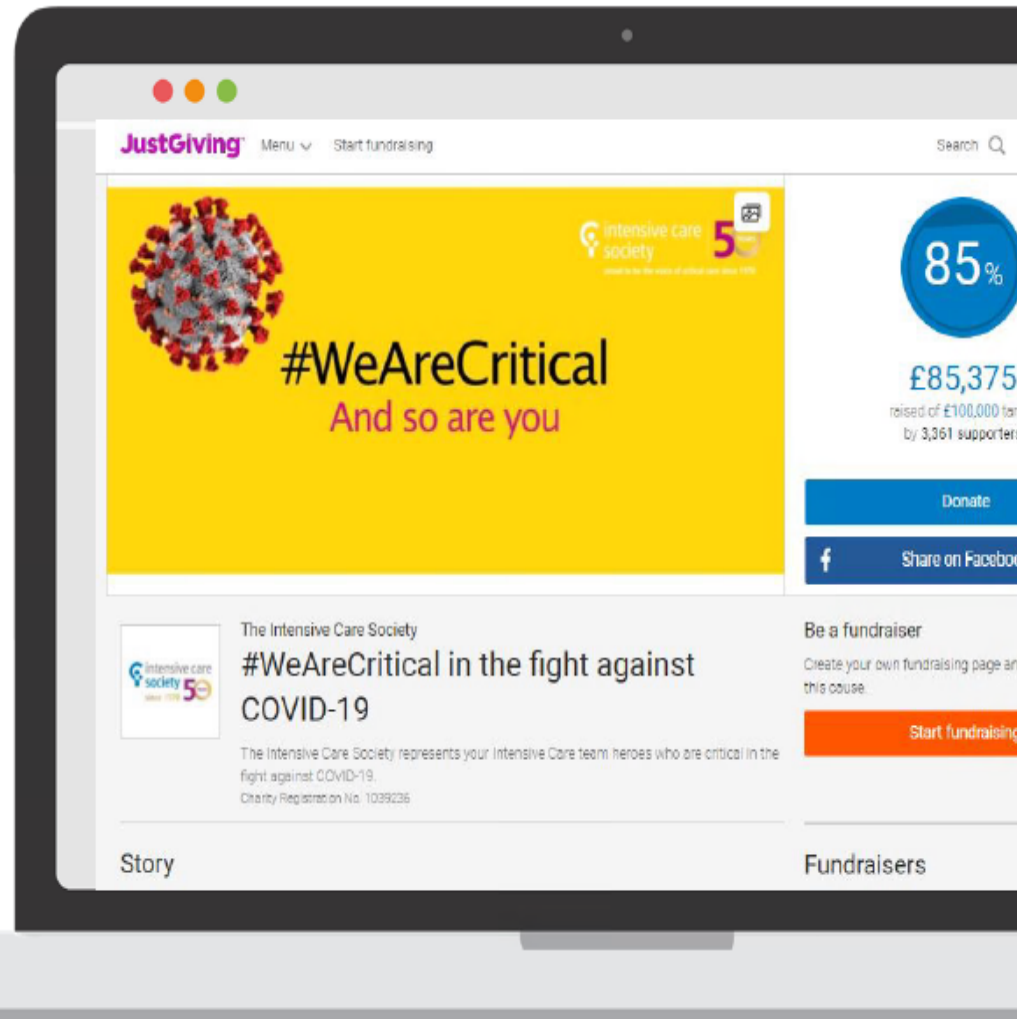


Bringing offline to online with virtual fundraising tools. Fundraisers can now share their livestream video on their fundraising page so their supporters can donate while they watch – ***there is proof that this increases giving!!***

# Other examples

## Campaign Pages

- Create a dedicated landing page for your event/ appeal/ campaign
- Campaign Page deep links help make it even easier and quicker for fundraisers to create fundraising pages or donate to your page
- Build a sense of community between your fundraisers and donors



# QR codes

You can use these on

- Website home page
  - Campaign pages
  - Team pages
  - Fundraising pages
- 
- They enable you to convert more donation to online
  - You can use for gift aid
  - You can print out and display in lots of locations e.g. charity shop windows or car parks





# Birthday fundraising

This can be promoted on your website using virtual tools



**JustGiving™**  
from Blackbaud

# Factors for successful fundraising in the virtual world

## **Your audience** (experience)

Focus on what they love, what's important to them and the fact they want to 'belong' – their tribe

## **Your product** (connection)

How do they connect with you & make an impact, have fun and, in turn, be a better human being

## **Your charity mission** (impact)

Share why you exist and, in turn, why you should be supported/funded

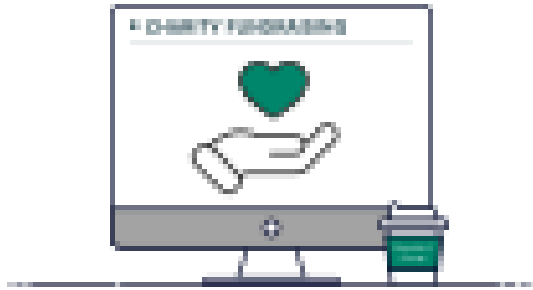


# Next Steps



More fundraising support and resources from  
Benefact Group can be found at

[www.benefactgroup.com](http://www.benefactgroup.com)



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<https://fundsonline.org.uk/>

<https://www.dsc.org.uk/training/>

<https://www.dsc.org.uk/publication/the-complete-fundraising-handbook/>

<https://www.dsc.org.uk/publication/the-directory-of-grant-making-trusts-2020-21/>

<https://www.dsc.org.uk/training/in-house-training/>



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to help others

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