

Digital Fundraising Handout

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TEN TOP TIPS

- 1. Build up your online community**
- 2. Don't just ask for money but make the right ask at the right time**
- 3. Place fundraisers and volunteers front and centre**
- 4. Always show the positive impact of your work**
- 5. Direct website content to your DONATE button**
- 6. Tell stories**
- 7. Use visuals**
- 8. Set realistic targets**
- 9. TEST and TEST again and don't give up**
- 10. Say THANK YOU (a lot!)**

Feel free to ask any follow-up questions.

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RESOURCES

Fundraising on Facebook

<https://nonprofits.fb.com/en-gb/topic/fundraising-tools/>

Helpful Q&A on details of fundraising on Facebook

<https://www.facebook.com/help/1640008462980459>

Independent guide from Good United on Facebook fundraisers

<https://www.goodunited.io/ultimate-nonprofit-guide-to-facebook-fundraisers>

Facebook Advertising

<https://www.facebook.com/business/ads>

How to guide for Facebook Advertising

<https://blog.hootsuite.com/how-to-advertise-on-facebook/>

List of apps which can enhance your photos, create slideshows, add music etc.

<https://www.facebook.com/business/m/mobile-studio>

Canva – free online tool which helps you to make great visual content for social media

<https://www.canva.com/>

Charity Comms Toolkit – Making Films Responsibly: Excellent guide for planning a charity film ethically, includes framing your message, representation & interview tips.

<https://www.charitycomms.org.uk/filmkit>

Brilliant list of online fundraising tools with details of membership and transaction fees.

<https://www.moneysavingexpert.com/family/charity-fundraising-sites/>

Very useful guide on how to successfully crowdfund <http://files.hubbub.net/HubbubHandbook.pdf>

The Crowdfunder platform has useful information, video tutorials, webinars, coaches and resources to help you through the process: <https://www.crowdfunder.co.uk/how-crowdfunding-works>

Crowdfunder Fee Structure

<https://intercom.help/crowdfunder/crowdfunder-basics/essentials/what-are-your-fees>

Good example of a successful Crowdfunder using videos

<https://www.crowdfunder.co.uk/stories-of-sanctuary-on-tour>

Other crowdfunding platforms:

<https://www.digitaltrends.com/cool-tech/best-crowdfunding-sites/>

Website Donate Buttons

Give WP - <https://givewp.com/add-donation-button-website/> (For WordPress websites)

PayPal - <https://www.paypal.com/donate/buttons>