
Online fundraising ideas for small charities

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Using Social Media

Social media can help small charities by serving two main purposes:

1. Fundraising: this section will explain how small charities can use social media to raise money.
2. Community-building: this section will explain how small charities can use social media to maintain a sense of community and build lasting relationships with its members and potential donors.

Online Events

Here is a list of events that can take place online. These events aim to establish a strong sense of community while at the same time raising money for the organisation.

Virtual movie night

This could be used as a team bonding exercise or as a way to keep members of the public involved with the charity.

The organisation could choose a film or documentary that is relevant to the work they do or allow members of the team and the public to choose what to watch.

The best platform for this is Netflix Party, however the downside is that it means that everyone who wants to join in needs a Netflix account.

To host a virtual movie night on Netflix Party, click the following link...

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

This can now also be done via the BBC:

<https://www.bbc.co.uk/taster/pilots/bbc-together>

Virtual quiz night

This is a great way to bring the team and their families together for a catch-up and involve new members of the community while most people stuck at home. It can be a regular event held once a week, or simply a one-off.

Which platform to use?

There are pros and cons to every platform. Here is an outline of the most viable options...

Kahoot



Pros:

- It is free and easy to use!
- Can be used on desktops and mobile devices.
- Participants wanting to take part in the quiz have to enter a pin provided by the host. This could be linked with fundraising – a pin provided after someone has donated.
- The music, time pressure, and general layout of the quiz gives off the impression of being in a game-show. This makes it engaging and exciting for participants playing at home.
- Instant results: the answers to the questions are provided as the quiz goes on, and scores are tracked in a leader board which encourages a sense of competition.
- There is an option to choose from ready-made quizzes available or to make your own quiz – perhaps one that is more specific to the organisation or the interests of the quiz participants.

Cons:

- Unlike other platforms, Kahoot does not allow participants to talk with one another as the quiz takes place. This could be overcome by having a group call going on at the same time or after the quiz has ended on another platform.

How to access:

- The following link takes you to Kahoot's homepage. From there, you can sign up for a free account with just an email address...
- <https://kahoot.com/>

Zoom



Pros:

- Zoom has a free plan, which allows businesses to host an unlimited number of one-on-one meetings and 40-minute group meetings with up to 100 participants.
- It is the easiest video conferencing platform to use.
- Can be used on desktops and mobile devices.
- Participants wanting to take part in the quiz have to enter a meeting I.D. and password provided by the host. This could be linked with fundraising – a password provided after someone has donated.
- Zoom includes many features. As well as allowing the attendees to talk face-to-face, it also has a screenshare option (great for a quiz with a picture round!), and a chat function, where people could send in their scores.
- Zoom is encrypted means that all virtual meetings, webinars, and video conferences happen over secure connections.

Cons:

- The free plan only allows for 40-minute group meetings with 100 participants. This could be overcome by splitting the quiz in half – maybe adding in a short interval to top up drinks and grab snacks! – and sending out the invites for both halves of the quiz before getting started.

How to encourage people to donate money

Relate their donation to money they might be saving during lockdown:

- 'If you're currently working from home why not consider donating the price of one day's bus/train/tube to a local cause still working out in the community? #DonateYourCommute' (Headway East London).
- 'For #CharityTuesday, why not skip today's takeaway coffee and donate your money to someone who really needs it?' (Rainy Day Trust).
- 'Can't go to the pub tonight? Having a quiet beer at home and watching Netflix? Saving loads of cash because it's cheaper? Please donate a part of that to us to keep us running.' (Rainy Day Trust).
- People could be encouraged to grow out their hair during lockdown and donate the money saved from not paying for haircuts.
- The same could be applied to money saved not going to the gym, out for meals, etc

Donate for your birthday:

- Ask those who can't properly celebrate their birthday during lockdown to make a Facebook birthday fundraiser.
- The money saved being at home could be put towards the charity These are great because Facebook gives every penny to the charity chosen.
- To start a Facebook birthday fundraiser, go to this link:
<https://socialgood.fb.com/charitable-giving/birthday-fundraiser/>



Relate donation amounts to what it could buy:

- Use social media to tell stories. This helps readers connect with the charity by giving the cause a human face. This could be done with various team members using Instagram or Facebook to make a specific post or story series for a day showing why the charity is important, the sort of work they do, etc. Make sure to end on a 'call to action', giving the watcher clear and tangible next steps to take.
- Present impact clearly: give examples of where previous donations have gone, such as a project.
- Share what customers and supporters are saying about the organisation with quotes.
- Publish public 'thank you' notes. This could be anonymous, aimed at a group of donors, or aimed at a specific donor chosen at random.
- Share progress towards your goals.
- Be clear about exactly where donated money is going and specific about who the beneficiaries of the funds are.
- Share the organisations' target or fundraising goal. Giving people something to work towards means donors feel a sense of contribution and satisfaction.
- JustGiving not only displays money raised, but also how this relates to the desired target as a percentage. Donors see themselves as 'tipping the balance' when they raise the percentage closer to the 100% mark

Home challenges:

- Encourage donors to choose their favourite piece of artwork and recreate it with things lying around their house! They can then send it to the organisation's Instagram or Facebook page to be reposted on the charity's story or main feed.
- This could be paired with a fundraising element such as donating to the charity before submitting a photo.
- Encourage participants to tag a friend (or three!) to nominate them to take part in the challenge too.

One example: 'Run 5 Donate 5 Nominate 5':

- This fundraiser involves participants running 5 kilometres, donating £5 to the NHS, and then sharing their run and proof of donation on Instagram.
- The 'nominate 5' element meant tagging 5 friends to complete the challenge, meaning the challenge had a rapidly multiplying effect. Over 100,000 people took part across the globe in 2 weeks.



Another example: ALS 'Ice Bucket Challenge':

- A social media campaign from 2014 that involved someone having a bucket of cold water poured on their head and posting the video on social media.
- There was over 2.4 million ice-bucket related videos posted on Facebook, and 28 million liked, commented on, or uploaded a video for the campaign.
- The videos included the caption #ALSicebucketchallenge and #icebucketchallenge.
- The Motor Neurone Disease Association received almost £3 million in one week, compared with its usual average of £200,000.

Donation and fundraising platforms

T-Shirt Fundraising Site: Bonfire

Bonfire is a top fundraising site that allows individuals and non-profit organizations alike to raise money by selling custom t-shirts. Their platform is 100% free and it only takes a few minutes to

design a product, set your prices, and launch your fundraiser. Bonfire will send the funds directly to the organization your raising money for at the end of your Campaign.

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

Fundly

Fundly's cheap fundraising website comes loaded with dozens of helpful features. Your Fundly fundraising page will feature your most powerful and impactful photos and videos front and centre, so your supporters can instantly visualize the reason you're raising money.

quick 24-hour turnaround and you can set up automatic transfers to get your money faster.

With Fundly, there's no minimum amount you have to raise in order to keep your funds. Your funds can be withdrawn in a

Non-profit can add blog-like updates to your page to keep the conversation going throughout your campaign. Fundly also enables "zero-click sharing" of key campaign activity to ensure supporters stay updated on your most recent crowdfunding progress.

<https://fundly.com/>

Crowdfunder

Crowdfunder has a network of over 12,000 angel investors that will be at your disposal when you start a campaign.

help you maximize your fundraising by creating additional streams of revenue.

With this equity crowdfunding platform for start-ups, you'll have plenty of added benefits like detailed analytics, newsletter templates, and ad campaigns to

There is a guide available on the website. This platform gives you more freedom and takes less of your fundraising money than platforms such as 'Just Giving'.

<https://www.crowdfunder.co.uk/>

Start Some Good

In addition to an easy-to-use platform, this site offers Crowdfunding 101, a free nine-part email course for non-profits and social entrepreneurs. Create a campaign and share with easy links to your social media. The site only charges fees if your

campaign reaches its tipping point:

‘The Tipping Point is the all-or-nothing component of your campaign: this is the target you must reach in order to receive your pledges.’

<https://startsomegood.com/>

DonateKindly

For a non-profit organization wanting to raise money via a website, DonateKindly is the perfect platform to get you started. Start raising more money today with minimal fuss.

This platform allows you to add a fundraising tool to your

organisation’s website and share it to raise money without a fee.

It has an option to automate thank-you notes with the tax receipts so your donors can receive their deductions!

<https://www.donatekindly.org/>