

Online Fundraising Development Programme in B&NES



Localgiving



Outline for the session

1. Why you should be fundraising online
2. What Localgiving offers
3. An overview of our new programme
4. Examples of organisations we have supported in B&NES

Why you should be fundraising online

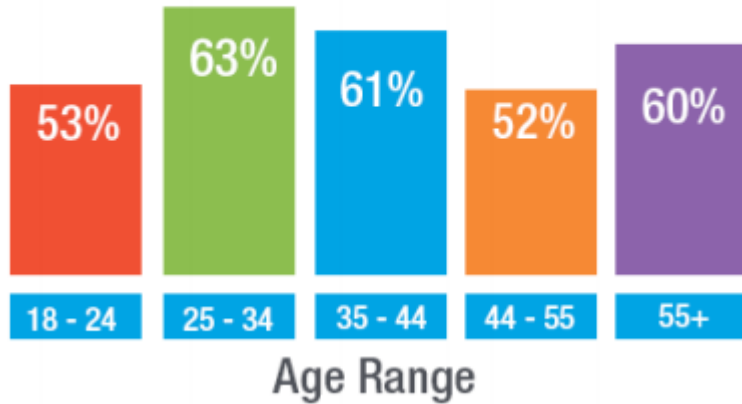
£2.7 billion is now being
donated online and by
mobile annually in the
UK

Thats over $\frac{1}{4}$ of all
donations made in
the UK!

The average online donation is double that of an offline donation

The average online donation jumped 13% from last year to £78.59

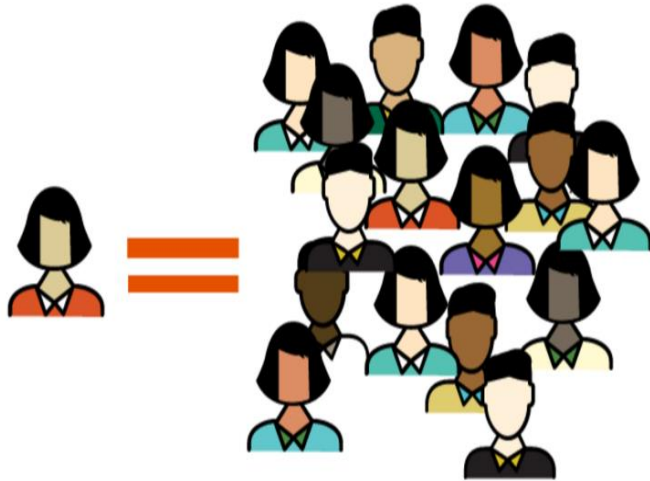
Donating money online via charity website



Online donations are not just for Millennials

40% of UK consumers said that online giving either is, or will one day be their main way of donating to a cause

On Localgiving each fundraiser bought an average of 16 new online donors to their charity and raised £520 per charity



Fundraisers!

Having an online platform is an easy way to allow people to fundraise for you

By fundraiser we mean an individual who raises money for your charity, either through and challenge or event

Fundraisers act as ambassadors to your group - expanding your circle of supporters to their friends and families

What Localgiving offers

Annual memberships costs
£72 (incl VAT)

5% fee on donations

Payment processing fees (1%
+ 10p for UK Debit Cards)

For this our members receive:

1. Ability to process one-off and monthly donations with Gift Aid
2. Fundraising and Appeal pages
3. Access to Match Fund Campaigns
4. Fundraising training and resources
5. In-depth reporting
6. One-to-one support

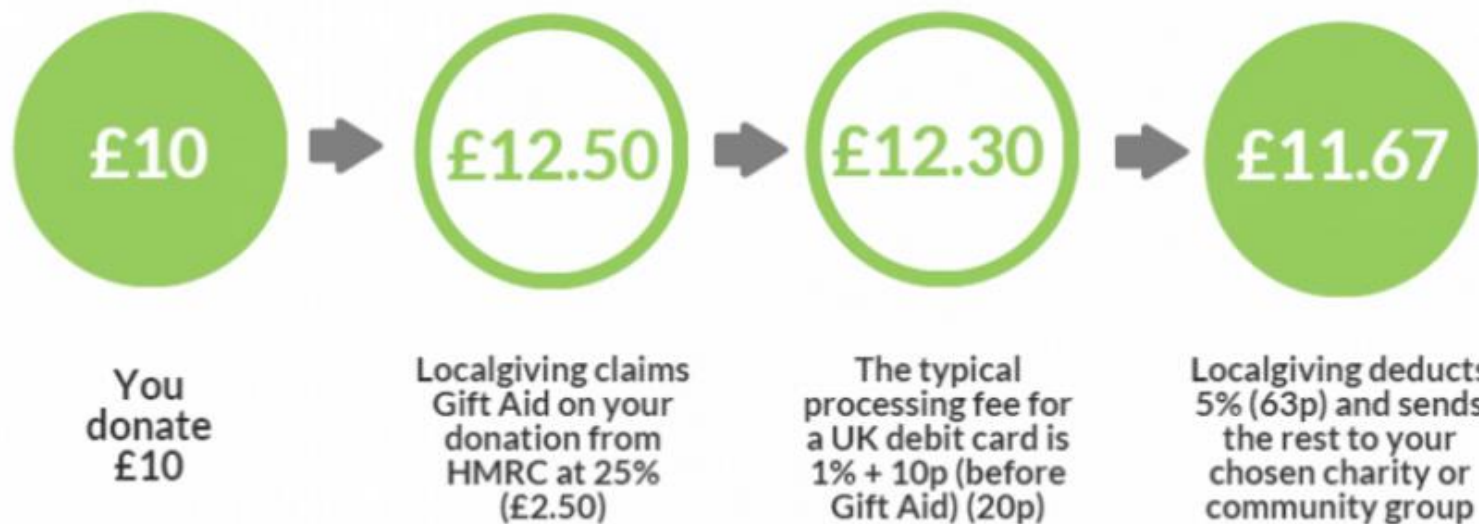
Return on Investment

Average group on Localgiving

Our annual membership fee of £72 works out at just £6 a month but the average charity on Localgiving raises £1,800 a year, or £150 a month:

So for every £6 you spend on membership you could get £150 in return

Donation process



Donations and

giftaid

No CHV1 forms required

Donations take between 2 - 3 weeks to process

Gift Aid takes 4-6 weeks

All donations and payments can be tracked through reports

All donations made through the site are actually made to the Localgiving Foundation and passed on to the groups as a grant - allowing Gift Aid to be claimed on donations to groups not registered with the Charity Commission

Pages on Localgiving

There are 4 types of page on
Localgiving:

1. Main Page
2. Project Page(s)
3. Appeal Pages
4. Fundraising Page(s)

Google Chrome

http://Localgiving.org

The screenshot shows the Sporting Family Change website. At the top left is the logo, a red stylized 'SFC' with the text 'Sporting Family Change' and the phone number '07811101468'. To the right are navigation links: 'About', 'Projects', and 'Fundraisers'. Below the logo is a large photo of a family of four. Underneath the photo are social sharing buttons for Facebook, Twitter, and a 'Copy URL' button with the URL 'localgiving.org/charity/sportingfamilycd'. To the right of the photo are two buttons: 'Donate now' (green) and 'Give monthly' (blue). Below these is a section titled 'What your gift could provide' with three options: '£10 Equipment', '£30 Funding for mentoring', and '£100 Family holiday breaks away'. At the bottom right is a 'Fundraise for us!' banner with a photo of a group of people. On the left side of the browser window, there are four labels with arrows pointing to specific parts of the page: 'Up to 3 images' points to the family photo; 'Social share tools' points to the Facebook, Twitter, and Copy URL buttons; 'Group information' points to the main text block; and 'Further information' points to the 'Charity information' box at the bottom left.

Up to 3 images

Social share tools

Group information

Further information

Appeal and fundraising pages

Donate once or monthly buttons

Donation examples

Quick link for fundraisers

Charity information

Sporting Family Change

07811101468

About Projects Fundraisers

Donate now Give monthly

What your gift could provide

£10 Equipment

£30 Funding for mentoring

£100 Family holiday breaks away

Share Tweet Copy URL localgiving.org/charity/sportingfamilycd

"USING SPORT TO EMPOWER, INSPIRE AND MOTIVATE LOCAL FAMILIES INTO MAKING POSITIVE, LIFELONG CHANGES

Sporting Family Change has a whole based approach to mentoring which is unique. SFC works with a young person within their family unit and works with them on their strengths, helps them build on these successes and support them in areas of their lives where they may find life more challenging.

Why the community needs us

SFC will work in schools and community settings to support these individuals and mentor them to reach their potential, often supporting the whole family to achieve success, however big or small, but which can have a major impact on a young person's life.

Sporting Family Change

Telephone: 07811101468

Fundraise for us!

Charity page: your main page

Localgiving

1st Loughton Guides

Donate now

Donate now

What your gift could provide

- £10
- £50
- £100

Fundraise for us



Extra page 1: Appeal page

Create an appeal page that lasts for up to 90 days to raise money for a specific reason eg: a trip

Localgiving

Dundonald Sea Cadets

Safety Boat Appeal

£406

78

0

Donate now

What your gift could provide

- £10
- £20
- £50

How the funding will be spent



Extra page 2: Fundraising pages

Unlimited numbers of fundraising pages that allow your supporters to raise money for your cause

Localgiving

Young Stars

Young Stars - Ask Mum

£2,720

110

100

Donate now

What your gift could provide

- £10
- £20
- £50

How the funding will be spent

Features:

- Unique web addresses for you to share with your supporters
- Target bars that progress with the donations you receive
- Donors can leave comments with their donations that appear on the page
- Automatic Gift Aid collection

BathAbbey Bath Abbey

About Appeal

Footprint Project



Share

Tweet

Copy URL

localgiving.org/appeal/bathabbeyfoot

Donations to Bath Abbey are currently being doubled. Scroll down to find out more.

Footprint will save the Abbey's historic floor from gradually collapsing, install innovative underfloor heating using Bath's unique hot spring water, and create new spaces to support the Abbey's work with the community and the hundreds of thousands of people who visit this special place every year.

How the funding will be spent

We need £19.3million to protect the Abbey and make Footprint a reality - it's a big job, but we're very close. The Heritage Lottery Fund have already committed development funding of £389,000 with the potential for a further £10.7million, and the remaining funding now required is just below £1 million. We need everyone's help to get us over the finishing line, and make Footprint a reality.

How this will benefit the community

The Footprint project will repair the Abbey's collapsing floor, and make the Abbey more sustainable and welcoming for generations to come. Bath Abbey is the heart of the city of Bath, and this is a once in a generation chance to preserve the fabric of the building as well as open up the Abbey to new people and provide a more hospitable welcome for everyone that comes through the Abbey's doors.

56%

£55,024

of £100,000

23

days left

11

backers

Donate now

What your gift could provide

£10

will be doubled to help us reach our target

£30

will be doubled to help us reach our target

£50

will be doubled to help us reach our target

Latest donations

Catherine and Clive Skinner

05/06/2016

I made a donation to Footprint Project

£100

Andy Macintosh

31/05/2016

Feels like a tiny drop but hope it helps to get this project going to renovate and restore the Abbey

£20

Sue Davies

25/05/2016

I made a donation to Footprint Project

£20

Previous


Next

Do you need to raise funds for a specific project?


Appeal pages:

- Controlled within your account
- Work like crowdfunding pages
- Allow you to describe specific details separate from your main page
- Add urgency with a 90 day limit
- Perfect for raising money for specific projects, repairs etc

Google Chrome
<http://Localgiving.org>

 **Sporting Family Change**
 07811101468

Kilimanjaro 2016 for Sporting Family Change
 Dawn Prior's fundraising project



[Share](#) [Tweet](#) [Copy URL https://localgiving.org/dawnprior](https://localgiving.org/dawnprior)

Why Kilimanjaro and why Sporting Family Change?

When I signed up for this challenge little did I know that I was going to be diagnosed with a rare form of cancer, which has put a completely different spin on this challenge.

You might then therefore be questioning why I am not raising money for a cancer charity but for Sporting Family Change? The reason is as a lifelong lover of sport and fitness and understanding the benefits not only for your health but for the social barriers it can overcome, which is at the heart of Sporting Family Change's ethos, that I want to give others the opportunities I have enjoyed over the years.

Having spoken to a few people who have climbed Kilimanjaro, I'm under no illusion this is not going to a little stroll up a hill, especially whilst I will still be undergoing chemotherapy at the time of the climb.

I am determined to give this a go, but whether I make 2 days or the climb to the summit, I will do everything within my power to achieve this. I have been told this is more of a mental than physical challenge and if I can fight cancer, then I will give this mountain one hell of a go.

Like everyone climbing for Sporting Family Change I am self-financing my trip, so that every penny raised goes to this fantastic cause. Thank you.

www.sportingfamilychange.co.uk/our-story/

About Projects **Fundraisers**

100%

£5,004 of £5,000 **55** days left **172** donors

[Donate now](#)

Latest donations

Zoe Boulton True inspiration!! Well done!! Much love Zoe xx	05/08/16 £ 20
Rex Eastment Well done Dawn, you are an amazing lady, with true 'grit' and determination to achieve your goals!! Ash has shown me the photos of you at the summit. Safe journey home. Rex and Lin x	03/08/16 £ 40
Jane Paxton Carry on up the Kilimanjaro - you are all amazing!! Good Luck from Cate's sister Jane and fam.	20/05/16 £ 50

[Previous](#) [Next](#)

If you have supporters who want to fundraise for you

Fundraising pages:

- Unlimited number of pages
- Free for supporters to to set up
- Fundraisers are great ambassadors for your group
- All the donations raised through fundraising pages can be tracked through your account

Match Fund Campaigns

During a match fund campaign, every donation is either guaranteed or given an equal chance of being matched. The amount and type of donation matched varies depending upon the specific match fund campaign.

A typical match fund would work like this:

£10.00 Your donation

+ £10.00 Donation matched by
Localgiving/match fund partner

+ £ 2.50 Gift Aid (For UK taxpayers)

£22.50

Match funds



01 Apr

Be a **Local Hero**

Fundraise for a local charity this April and you could win up to £1,000 for your cause!

The banner features a light blue background with white clouds. On the left, a person is riding a bicycle. In the center, a person is holding a gold trophy. On the right, a person is running, and another person is painting on an easel. A parachute is also visible.

- £5,000 in prizes awarded to the causes supported by the top 20 fundraisers, ranked according to the number of unique donors they receive.
- The top fundraiser secures a prize of £1,000 for their chosen cause!



16 Jun

#GIVEME5

The banner has a solid blue background. On the left, there is a white hand icon with fingers spread. To the right of the hand is the text '#GIVEME5' in large, bold, black letters.

- Randomly doubles 1000 x £5 donations over a 24 hour period.
- In 2015, our #GiveMe5 campaigns raised over £95,000 for local charities and community groups across the country.



18 Oct

GROW YOUR TENNER

£10 → £20 Donate £10 to a local charity & we'll double it!

The banner has a white background. On the left, there is an illustration of a plant growing out of a £10 banknote. The text 'GROW YOUR TENNER' is in large, bold, blue letters. Below it, '£10 → £20' is written in large, bold, orange letters, with a blue arrow pointing from £10 to £20. To the right of this, the text 'Donate £10 to a local charity & we'll double it!' is written in smaller, green letters.

- Donations of up to £10 are matched until the full match fund is emptied.
- Grow Your Tenner 2015 matched one-time donations of up to £10 and regular monthly donations of up to £10 for three months.

My fundraising toolkit

Resources

These resources are designed to help local charities and community groups fundraise online and develop relationships with supporters - from technical guides to help make best use of the Localgiving platform; to marketing tips and fundraising ideas.

Fundraising tips, guides and advice

1. A-Z of fundraising ideas
2. 5 ways to effectively communicate your group's work
3. 13 tips for running a successful appeal
4. 5 tips for engaging with local businesses
5. 6 tips to inspire online fundraisers for your cause
6. Guide to writing a thank you message
7. Quick-start guide to contacting local press
8. A guide to monthly giving
9. An introduction to Gift Aid
10. A guide to data protection

#GiveMe5 Resources

We've created a bunch of resources for you to use to promote your cause for #GiveMe5. The campaign is on Thursday 16th June - find out more [here](#).

1. #GiveMe5 - How it Works
2. 10 top tips to promote your charity in #GiveMe5
3. Editable Poster - just add your unique link!
4. Facebook cover image
5. Twitter profile banner
6. General sharing image
7. #GiveMe5 selfie image - encourage supporters to take a selfie

This page is currently in development and we will be adding more resources as they are ready. In the mean time, if you would like assistance with any particular fundraising topic, please don't hesitate to contact us on 0300 111 2340, via help@localgiving.org or tweet us @Localgiving and we'll be happy to help!

Fundraising A-Z



Happy fundraising! fundraise.localgiving.org

Localgiving Help Desk

0300 111 2340

help@localgiving.org

9.30am - 5.30pm, Monday-Friday
(excluding bank holidays)

Fergus, Cara and Steph are happy to
help you with any questions you
may have

They can provide assistance with
technical issues, your account or
fundraising more generally

An overview of our new programme

Programme aims:

We have employed a local programme worker who will:

1. Provide digital marketing and online fundraising training and mentoring
2. Support 75 organisations to plan and deliver an online fundraising strategy, including a free membership to Localgiving and £250 match funding
3. Provide local charities with regular events and information about training and funding opportunities

Programme Eligibility:

To become a member of Localgiving and benefit from the programme, you do not need to be a registered charity; however, you must:

1. Operate at a local or regional level on community initiatives
2. Have a local or regional management committee and a UK bank account
3. Have charitable aims that are not solely for the advancement of religion or party politics
4. Not be a statutory body, such as a school, that is not registered with relevant charity regulator

Training Topics:

The main topics that we will cover will be:

1. Introduction to online fundraising

2. Marketing & Communications

- Supporter databases
- Email communications
- Social Media

3. Fundraising Strategy

- Network mapping
- Identifying new supporters
- Building your case for support
- Donor development and care

Fundraising Campaigns:

The main topics that we will cover will be:

1. Regular giving

- 'Friends of' schemes

1. Engaging Fundraisers

- Local events
- Independent events
- Targeting local networks

2. Appeals

- Targeted short-term campaigns
- Memorial pages

Localgiving in Bath & North East Somerset

Key Stats:

In the last 12 months, Localgiving has worked with 25 charities across B&NES:


- We've helped them to raise over £65,000, an average of over £2,600 per charity
- We've supported 4 organisations to raise over £5,000 online

Sporting Family Change

Organisation has used platform to engage fundraising teams for events, including Bath Half Marathon.

- Over 30 individual fundraisers since beginning of 2015
- Over £25,000 raised through these events
- Over 700 donors engaged


Google Chrome
http://Localgiving.org

 Sporting Family Change
07811 101468

About Projects Fundraisers

Kilimanjaro challenge - Sporting Family Change

Anne Porter's fundraising project



Share Tweet Copy URL <https://localgiving.org/anneporter>

Why Kilimanjaro - and why Sporting Family Change

When a friend suggested I join them on this challenge I laughed at them, but after much thought believed it to be a great opportunity as well as a challenge.

Sporting Family Change is a charity which works through sport to help disadvantaged children and their families. I have always enjoyed sport and fitness and understand the benefits of it, not only for health but for overcoming social barriers which is at the heart of the ethos of Sporting Family Change.

This charity works with students who attend the EBD school I work at, so I have witnessed the impact such programmes can make on students and their families.

So if you are able to support me in any small way, I would very grateful.

With thanks Anne x

144%

£720
of £500

28
days left

22
donors

Donate now

Latest donations

Rachael Denman	27/05/16
Good Luck!!! Hope you enjoy it xx	£ 30
Isobel Brown	26/05/16
Good luck, Anne	£ 30
Michael Baker	23/05/16
Good Luck Anne, Hope its dryer than Snowdon.	£ 20

Previous Next

Bath Swim Therapy

Organisation has used platform to engage regular donors.

- 5 regular donors giving over £75, including Gift Aid, per month
- Raises over £900 per year on top of additional fundraising activities

Google Chrome

http://Localgiving.org

BATH SWIM THERAPY Bath Swim Therapy

01225 337555



Share

Tweet

Copy URL

localgiving.org/charity/bathswimtherap

Bath Swim Therapy providing swimming lessons for children with any special needs or disability.

Bath Swim Therapy provides hydrotherapy and specialised swimming lessons for disabled and special needs children and young people in Bath, Chippenham and Frome both during term time and in the school holidays. Because of their types of disabilities and special needs these children who are not able to access any other swimming sessions as they need small fully accessible warm water pools. We run 5 sessions a week catering for over 50 children and their parents/carers

Why the community needs us

Our sessions provide disabled/special needs children with the specialist teaching they need to become safe and confident in the water and to swim independently. Their parents/carers are also able to learn how they can work with their children in the water so they become confident to take their children swimming on their own or with family & friends. Families who need special facilities because of the needs of their disabled/special needs child are able to all swim together in our sessions

Our impact on the community

The children and the parents who attend our sessions gain enormously in confidence and self esteem as they spend quality time together enjoying learning to swim. As a result of learning with us, swimming can become a valuable form of exercise for them as well as an enjoyable recreational activity which they can participate in with family & friends. It may also enable some to take part in other water based sports or even continue to a competitive level in the future

Donate now

Give monthly

What your gift could provide

£10

pays for a poolside helper for one of our sessions

£50

the specialist physiotherapist /swimming instructor for a 2 hour session

£200

pays for the pool hire for all our sessions for a week



Questions?

Contact Details

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chris@localgiving.org

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james@localgiving.org