

There's money and there's  money

Online Fundraising



Charities are not maximising the potential of online fundraising

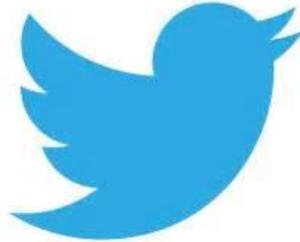
In fact, only 2% of charities believe they are maximising their potential of seeking online donations.

- What I want to talk about today is how Virgin Money and Virgin Money Giving can help to improve your charities' online presence.
 - First of all, we are going to explore the power of social media and look at the impact it can have on fundraising.
 - Secondly, I am going to address some of the main issues associated with fundraising online.
 - Thirdly, show you how Virgin Money Giving can help...



1. Social Media

What can it do for your charity?



- For anyone who doesn't recognise these symbols, they are the logos for Facebook, Twitter and Instagram. Three of the most well known Social Media platforms.
- Between them they have over 65 million users in the UK roughly equal to the current UK population.
- If we add other Social Media sites to the figure that number increases to over 90 million.

You're probably wondering how that can help your charity?

1. Social Media

What can it do for your charity?

- As the largest Social Media platform in the UK we will use Facebook to show the power of Social Media...



Virgin Money Giving
Published by Amy Drysdale [?] · 27 April · 🌐

Did you complete the Virgin Money London Marathon on Sunday? Why not share this with your Virgin Money Giving page link and get those last minute donations in? #LonDone

49,189 people reached View Results

Diana Logan, Colin Lee and 838 others · 84 Comments · 185 Shares

49,189 People Reached		
1,450 Reactions, comments & shares:		
1,009 Like	817 On post	192 On shares
32 Love	23 On post	9 On shares
1 Wow	0 On post	1 On shares
1 Angry	0 On post	1 On shares
212 Comments	154 On Post	58 On Shares
197 Shares	185 On Post	12 On Shares
1,920 Post Clicks		
647 Photo views	220 Link clicks	1,053 Other Clicks

- These pictures illustrate how social media can reach a huge audience.

- In total just under 70,000 people were able to view these two posts and a result attracted a huge number of potential donors to their respective causes.

Virgin Money Giving
Published by Amy Drysdale [?] · 11 March · 🌐

Natalie is fundraising in memory of her daughter Grace on what would have been her 10th birthday, mirroring the route of her final journey <http://virg.in/cosmic>
COSMIC (Children of St Mary's Intensive Care) #fundraiserfriday

20,101 people reached

298 Reactions, comments & shares:

226 Like	108 On post	118 On shares
8 Love	3 On post	5 On shares
11 Comments	3 On Post	8 On Shares
53 Shares	50 On Post	3 On Shares
1,200 Post Clicks		
163 Photo views	208 Link clicks	829 Other Clicks

NEGATIVE FEEDBACK

1. Social Media

What can it do for your charity?

- In 2014 over 340,000 people shared a Virgin Money Giving fundraising page with their friends on Facebook.
- On average, 376 people viewed a shared page, meaning over 128 million people interacted with a Virgin Money Giving page.
- Over 4.5 million people visited the Virgin Money Giving website as a result.



With the help of Virgin Money you could tap into the power of Social Media and unlock new and exciting ways to get your charities' message out there.



2. Fear of the Unknown

Why are some charities reluctant to go online?

- Put simply, the main reason charities do not fundraise online, is a perceived lack of expertise.
 - 73% of charities cite online expertise as either a 'challenge' or a 'major challenge'.
- Help is available, all you need to do is ask...
 - At Virgin Money Giving we offer free training to all of our charities, offering a range of courses that will turn you into an expert online fundraiser.



So what are you waiting for?



2. Fear of the Unknown

Why are some charities reluctant to go online?

- Cost – as the old saying goes ‘money makes the world go round’
 - There is a common conception amongst charities that fundraising online is expensive.
 - However... Andy Sloan, who is the Partnerships and Events manager for Walking with the Wounded, believes that online fundraising “*significantly reduces the costs of reaching out to people. You can engage with a much wider audience with a few clicks and bring down print costs and overheads.*”
 - As I have already mentioned Social Media allows you to reach a huge audience. What makes this even better is that it is cheap, you don’t need to print any letters or flyers or pay someone to distribute the information.



Still not convinced?

2. Fear of the Unknown

Why are some charities reluctant to go online?

- There is a general consensus that online fundraising can be impersonal, especially among hospices, sport and recreation and overseas aid charities.
 - Andy Sloan, Virgin Money and I all disagree and I will tell you why...
 - Online fundraising allows you to stay in regular contact with your donors, you can share photos and videos of your charities' exploits. I believe this will help engage people with your charity and boost donations as a result.

Virgin money Teenage Cancer Trust competition
<http://uk.virginmoneygiving.com/fund/BeALegend>

Total raised
£2,212.00
from a target of £5,000.00

Total raised (+ Gift Aid)
£2,212.00

Give now »

44%

TEENAGE CANCER TRUST

Video

Twitter

Tweets by @TeenageCancer

Teenage Cancer Trust is delighted to be chosen as Virgin Money's Charity of the Year and official charity for the 2018 Virgin Money London Marathon.

Virgin Money colleagues are being encouraged to show their support by raising £200,000, to help young people with cancer.

You can help kick off the partnership by entering our competition exclusive to Virgin Money colleagues to win a pair of tickets to one of Teenage Cancer Trust's **legendary shows** at the Royal Albert Hall 2018, plus a luxury hotel stay in London.

To enter:

1. Please donate a minimum of £3 to this page, by clicking on 'Give Now'.
2. You can donate more if you choose, but only one entry per person will be accepted.

To qualify for this competition you MUST answer the following two questions which you will be prompted to answer as part of the donation journey:

1. Your location e.g. 'Newcastle Office', 'London Moorgate Store', 'Manchester Lounge'
2. A legendary pledge* e.g. 'I pledge to run a 10k', 'I pledge to hold a cake sale'

You MUST also add your legendary pledge when you are prompted to leave a comment on the page – we want to create a real buzz and what better way than to see everyone's pledges!

Select the amount you wish to give



£8.50 Could pay for A Young Person's Guide to Cancer

Give £8.50



£30.00 Could provide an hour of vital nursing care

Give £30.00



£50.00 Could pay 2 hrs support from a Youth Support Coord

Give £50.00



£100.00 Could buy a round of pizzas for everyone on a unit

Give £100.00

£

Give now »

3. Virgin Money Giving is here to help

Help is at your fingertips

- Virgin Money Giving has a dedicated team that can show you how to make the most of online fundraising. This can include anything from tips to make best use of Social Media to help with claiming gift aid.
- Virgin Money Giving is cheap to set up and run, you only pay a one off set up fee and then it is free to use forever.
- As I have hopefully shown, you can deliver a personal, individual and tailored approach to each and every fundraiser helping to engage them and keep them fundraising for your charity in the future.

This almost sounds too good to be true!





money
giving

Hopefully you are all ready to get stuck into some online fundraising but for those who aren't just...

Any Questions?