



# Fundraising tips to boost donations

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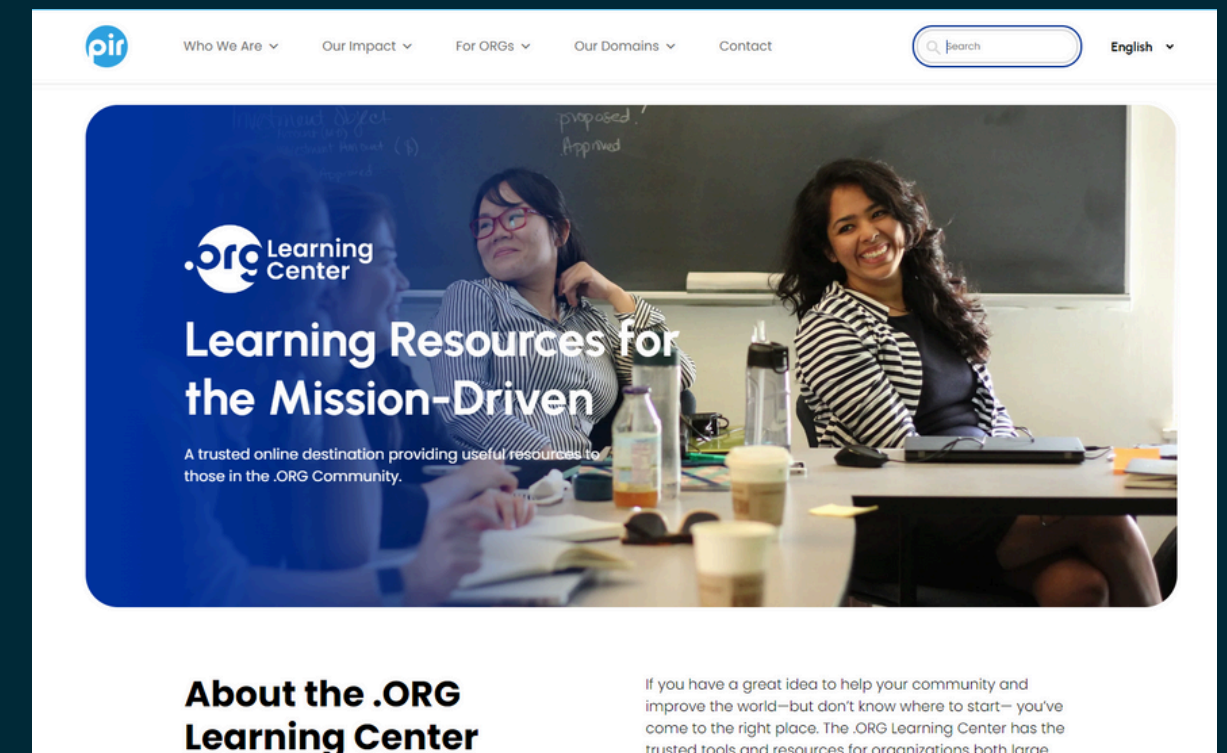


# Who are Public Interest Registry?

PIR.org is the non-profit organization that powers the .ORG domain name. With more than 11 million domain names registered worldwide, PIR maintains the highest standards in policies, practices, & technologies.

PIR supports and educates all non-profits and charities about their online presence covering various aspects such as data, digital fundraising and marketing, and cyber security.

Check out their ORG Learning Center



## What we'll cover today

- **How your website drives fundraising**
- **Multi channel engagement : Top tips to supercharge your email marketing**
- **How to reap the benefits of your social media channels**

# Build trust

How do people rate charities in the UK?



- 6.5/10 for trust
- People are generally more loyal to causes than charities and there was a “a strong sense they owned their donation”.

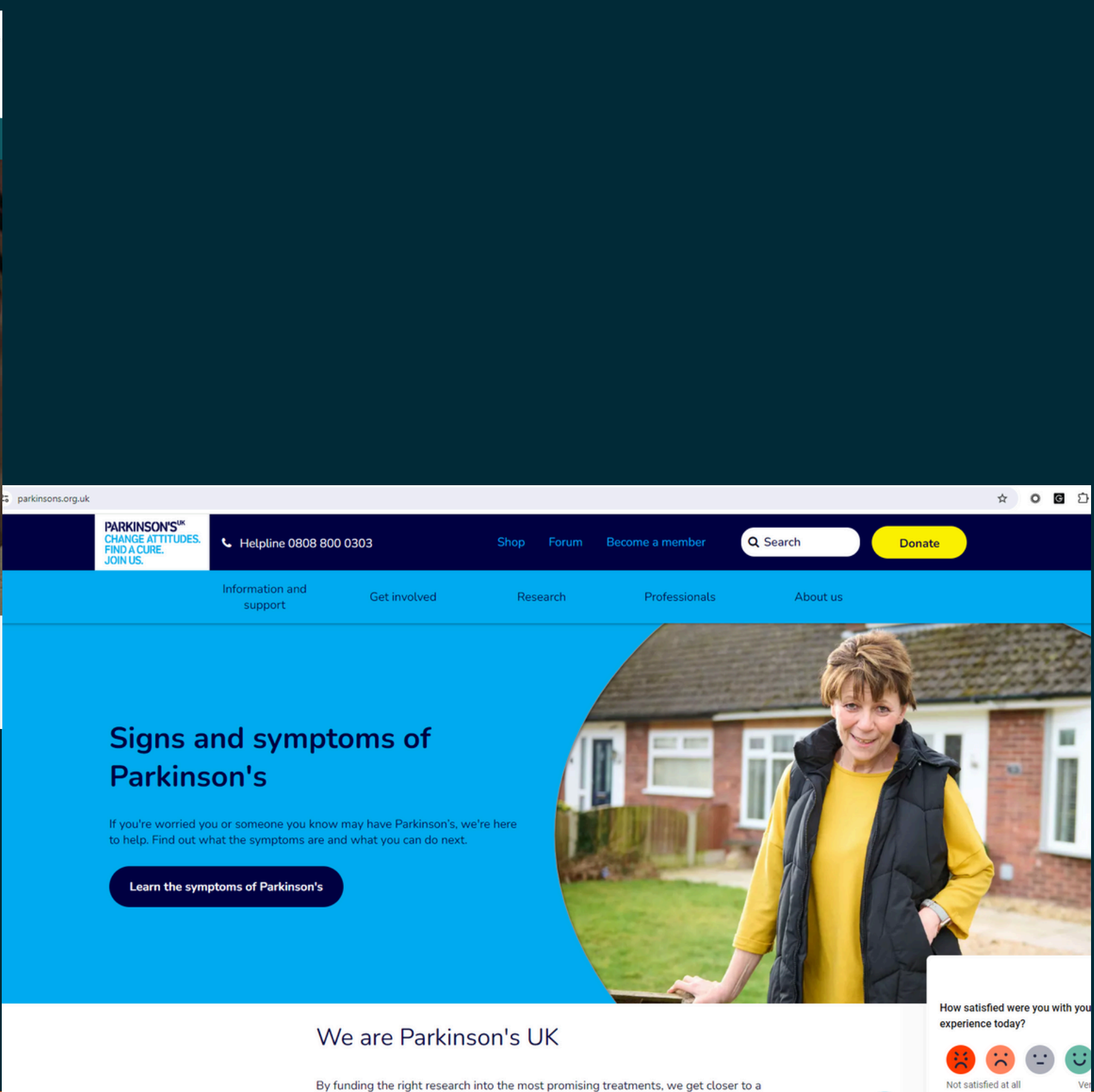
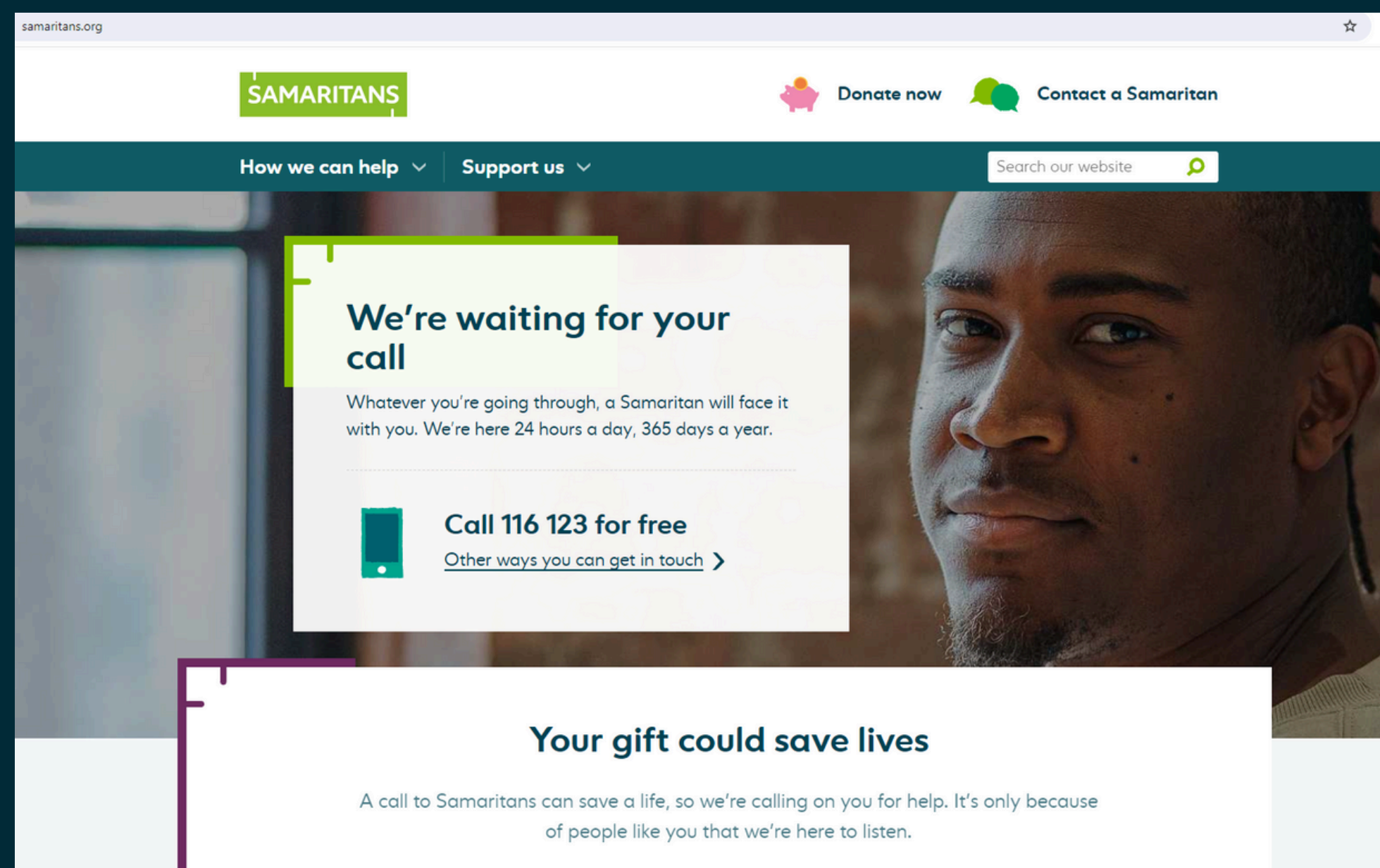
# How your website drives donations

Top Digital priority : building online presence and social media engagement

Think about your audiences and their most likely journeys through your website:

- Ensure your website is accessible
- Ensure key impact stats are visible
- Make the donate button large and clear





Donors are 45% more likely to remember the name of the charity if they donate directly through the charity's website\*

# What makes your website trustworthy?

- Your website design
- Your contact details are easy to find
- Your social proof: such as Trustpilot score or supporter reviews
- Your privacy policy and terms of use
- Some certifications or Badges like cyber essentials
- Keep Fresh content
- Anything that show you are humans



# What makes your website trustworthy?

- Visitors recognise who you are if your site has .org or .org.uk in the name.
- To ensure security for your website, PIR recommends accredited registrars for the domains names .ORG, .CHARITY, .GIVING, and .FOUNDATION.

*PIR provide charities with the support and resources to grow online and showcase the stories behind their mission.*



# Multi channel fundraising

- offer flexibility, and allow supporters to interact with you according to their preferences
- 61% of all donations in the last three months were made online.
- Understand your donors behaviours – and how they change over time
- Ask for more on your donation page

# What about your emails?

Email marketing is an absolute must for charities.

- email marketing results in one-third of online fundraising revenue
- The success of fundraising emails can also come down to demographic



# How do your emails supercharge your fundraising?

Your emails need to be:

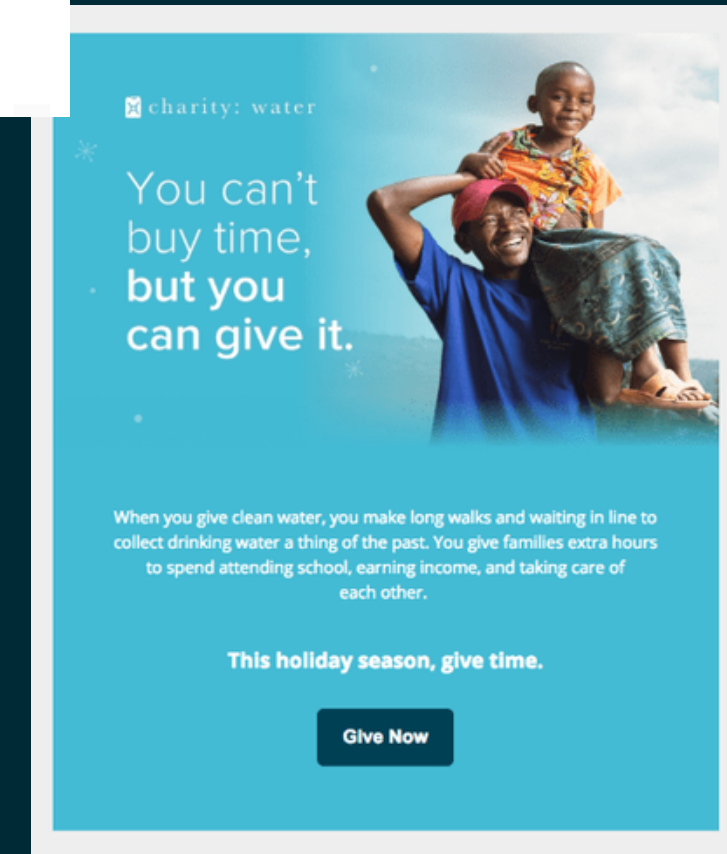
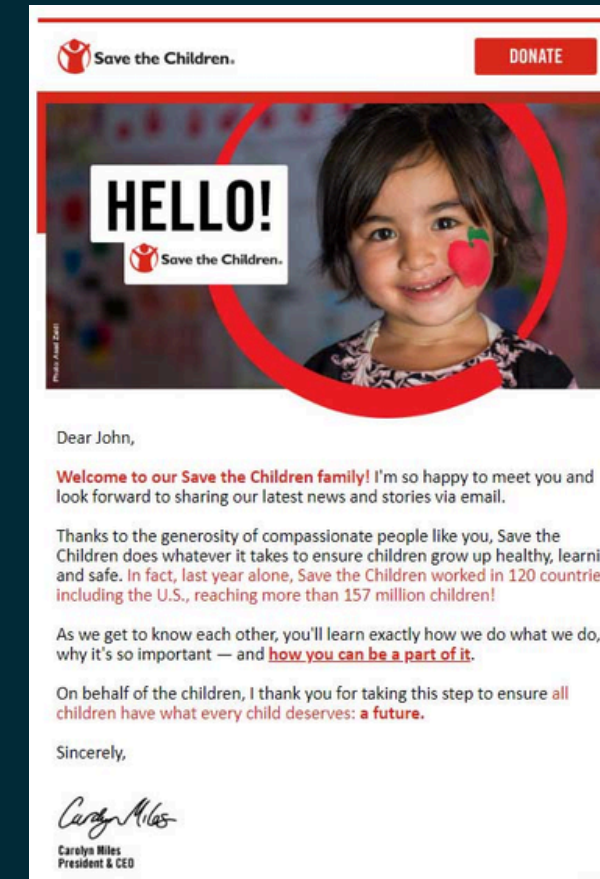
- Segmented
- Personalised
- Respectful



# Essential tips for effective emails



- Start with a powerful subject line
- Write a first sentence that packs a punch
- Break your email into clear sections /headings
- Have a single call to action



# Keep trust front of mind

- Authenticate your email
  - SPF, DKIM, DMARC
- Make it easy to unsubscribe

Ensure your emails are not treated as spam



Check trigger words

Branding

Double opt in

Use a spam checker tools

# How to reap the benefits of your social media channels

- Focus on where your donors are
- Choose the two /three platforms that work best for reaching them
- Conduct a social media channel audit
- Remain authentic



# Main social media channels

- **Facebook:** fundraising, volunteer engagement
- **Youtube/ Twitch :** fundraising videos, streaming (incl. gaming for good)
- **Instagram:** user generated content, appeals, volunteer engagement
- **Linkedin:** corporate fundraising and volunteering, mobilisation, Targeted fundraising
- **TikTok:** user generated content, fundraising



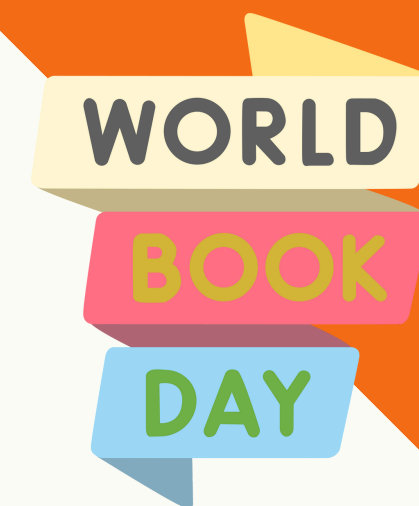
# Awareness days

Awareness days educate us on specific issues, illnesses, events.

They allow your organisation to explore a particular topic, encourage research, and invite your supporters to engage.

They promote solidarity

What are the awareness days you're already doing some activities around?  
Could there be others?





*“It’s not enough to post on Facebook to ‘give to us because it’s #GivingTuesday.*

*Your followers want to see your organization’s impact and be invited to participate in that impact.*

- Consider running a photo series throughout the day on GivingTuesday that highlights the stories of the people you serve.*
- Produce a livestream that goes behind the scenes at your nonprofit.*
- Create Instagram carousels that educate people about your cause and what your organization is doing to help solve it.*
- If it’s appropriate for your organization, share some Reels or TikToks that show the lighter side of your work.*
- Start a challenge for your community to share on their own social pages about why your cause matters to them...”*

*Kathleen Murphy Director of Digital Strategy at GivingTuesday*

# Simple social media strategy



A content planner provides an overview of your upcoming social media activity allowing you to :

- Stay ahead of schedule by visualizing what's coming up in your content plan and be consistent
- Plan new content around your organisation needs
- Improve your social media strategy by tracking which content performs best and recreating it for different topics

# Conclusion

Having a fundraising strategy helps pull these elements together

Trust is the key element to a successful online engagement with your supporters, donors and beneficiaries

Small tweaks can help you supercharge your fundraising

There are lots of resources to help !



Thank you!

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