Bright Spot Fundraising – Environmental Funders Network

Webinar one resources: Digital Fundraising

1. Introduction

Many thanks for signing up to our Digital Fundraising webinar.

This pack gives further resources for you to explore and to get more detailed information on the topics we covered.

If you have any questions, then please do get in touch. Craig's email is: craig@fundraisingdetective.com

Thank you to everyone who submitted questions. We could only scratch the surface and cover the essentials in the webinar. However, we've attempted to answer some of the common questions we received in

Finally, a big thank you to Rebecca Curtis-Moss from Friends of the Earth Scotland for her excellent contribution.

2. Further reading and resources

The Bright Spot website has lots of free resources for you to access. Top of the list is Rob Woods' e-book on fundraising during the coronavirus crisis – www.brightspotfundraising.co.uk/power

You can also listen to Rob's podcast with Emily from Cats Protection (and lots of other great fundraisers) - https://www.brightspotfundraising.co.uk/blog-podcasts/

You can also find a quick blog post summary of Emily's strategies - https://www.brightspotfundraising.co.uk/6-strategies-to-grow-your-digital-fundraising-income/

We all have a duty to make our content accessible. The National Lottery Community Fund blog have a 10-step guide on their blog: https://bigblogscotland.org.uk/2020/04/15/a-10-step-guide-to-make-your-social-media-content-more-accessible/

There are lots of sites giving out advice on Facebook fundraising. Here are some of our favourites.

This three-part article from Forward Action is good as it splits tactics into tiers (from beginner to advanced): https://forwardaction.uk/2020/03/mobilisation-covid-blog-1/

Get Your Stories Straight is a digital agency that share lots of great content. This post on how to get five regular donors a day via Facebook is something charities of all sizes can learn from: https://www.getyourstoriesstraight.com/blog/get-5-regular-givers-every-day

Life at Rally are experts in campaigning and mobilising support. Their newsletter and blog have lots of articles worth reading: https://www.wearerally.co.uk/blog

Justgiving also showcase great examples of digital fundraising on their blog. They've got a real focus on livestreaming currently: https://blog.justgiving.com/

Finally, Craig shares content on the supporter experience (including digital) as part of the Supporter Experience Collective: https://www.supporterexperience.co.uk/blog/

3. Your questions answered

Thank you for all your questions. There were lots of questions around Covid-19 and how to respond. You should read Rob's e-book for suggestions on how to tackle this. There's lot to learn from how other charities are approaching fundraising at this time.

We've picked out another three questions that people asked and that we couldn't answer fully on the webinar. Our thoughts are below. We hope you find them useful.

3.1 Benchmarking information on digital fundraising

Getting accurate benchmarking data for digital fundraising is notoriously difficult. It really does vary by charity, cause and content.

Opted in leads for email can vary from 10p - £1 and the value will only be apparent after your email journey. You can typically expect a 1% conversion for one-off and regular gifts (though again there are big variations). If you are able to beat this

If you want opted-in leads with telephone numbers then expect to pay over £1 per lead. Many agencies charge £1.20-£3.00 to produce these types of leads, so if you can beat this cost yourself you are doing well.

Finally, if you are trying to secure one-off donations then aim for an ROI of 1.5 to your ad-spend to get a first gift. You'll typically need to spend £15-£30 to acquire a new one-off supporter if you have your pixel set-up properly. Using re-targeting can reduce this cost even further.

3.2 Resourcing digital fundraising (especially in small charities)

Even with a few hours per week and a small ad budget, you should be able to develop some successful digital fundraising. Some of the articles above can help you with this.

As we said on the webinar, start small, test, learn and then grow.

Another key point is not to try to spread yourself too thinly. You are better growing one social media audience successfully, rather than trying to maintain a presence across four or five platforms (though if you have time make sure you understand the differences of how content works on each platform). The default should be growing an email list and Facebook,

though every charity is unique and there may be reasons why you must be on TikTok - though we doubt it!

3.3 Is GDPR a hindrance to effective digital fundraising?

No. You need to make sure your data policy includes how you will process information received online and you need to make sure data is stored safely and securely. However, GDPR shouldn't prevent you being successful at digital fundraising.