

# 5 tips for successful FUNDRAISING

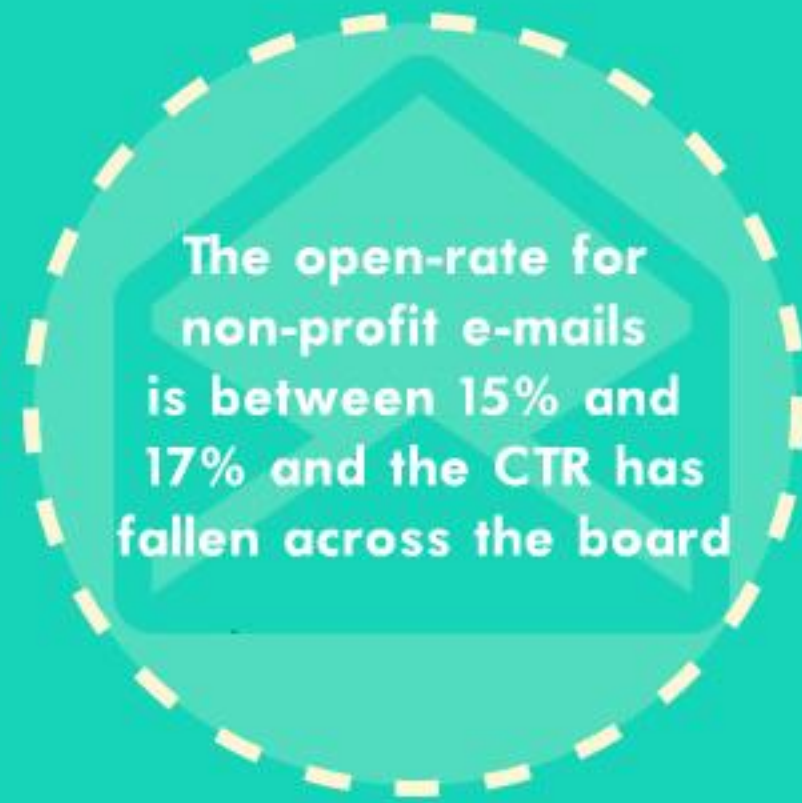
## SOME INTERESTING DIGITAL STATISTICS TO GET US STARTED...



The average online donation fell by 8.6 percent to £63.69 in 2014-2015



Nearly 10% of donations come from mobile devices and 16.6% of donors who support from an e-mail are doing so on their device



The open-rate for non-profit e-mails is between 15% and 17% and the CTR has fallen across the board



Nonprofit communicators name Facebook as the most important social media channel with Twitter in second place and YouTube in third.

## READ, WATCH, FOLLOW

You don't have to be a top fundraiser already to be an expert. Reading (and watching) widely will help you understand the sector and pick up tips on good practice. Read as much content in as many forms as you can - a blog in the morning and a book on the way to work can go a long way. Knowledge is a process and it starts with following digital content. Twitter, YouTube and other streams of media provide a fountain of knowledge that can be applied to strategy. Start with watching the **Five Minute Fundraiser** on YouTube if you are new to fundraising.



## MULTI-CHANNEL EXPERIENCE



When you are considering buying something, you might see a TV ad, look at the product on your phone, look in more detail on your laptop, speak to a friend and then go in store to buy it. The experience in every channel has to match up so that the experience of your target audience is seamless and consistent. Ensure that every interaction your audience has with your charity is of the same high standard and messages are consistent and work across online devices as well as offline.

## RELEVANT AND PERSONALISED CONTENT

Consumers expect content that is relevant to them. This is the primary reason that people unsubscribe from mailing lists. Pay close attention to your supporters, use the data available, talk to them, find out what they are interested in and tailor content to their needs. Also, an element of personalisation can be very beneficial when you are looking to reduce the frequency of supporter disengagement and unsubscriptions.



## TRUST IS CURRENCY



Consumers will continue to give their information to brands they trust, but with a growing expectation that in return for their data, they will receive a better experience. Trust is especially relevant now as stories in the UK emerge about charities selling data. Ensure your data protection policy is robust and that you provide an excellent supporter experience. Partnering with companies like GiveWell, who independently review nonprofits to promote trust from donors, can help to build your reputation through the means of a third party endorsement.