

Reaching new audiences online



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Partnerships & Programmes
Manager

 @ldnconor93

Localgiving

- Membership organisation for local charities and community groups
- Run an online fundraising platform, helping our members to raise over £20m, including £3m of match funding
- Provide training and advocacy for the local voluntary sector

Reaching new audiences online

Outline for the session

- How to identify your supporters' common interests
- How to discover new networks online
- How to drive engagement online
- Converting online donors
- Information about Localgiving
- Questions

Supporter Journey

- Think about the journey for a supporter.
- This will help you identify how to reach new audiences online.
- It will also help you to develop a basic fundraising strategy.
- The number that you will reach at each stage will decrease.



How to identify your
supporters' common interests?

Personas

Age

Hobbies

Interests

Motivations to donate

Level of engagement

Income - how much could they spare?

How to discover new networks
online?

Use search engines to find people with similar interests

Facebook search results for "bethnal green".

Search bar: bethnal green

Navigation: Top, Latest, People, Photos, Videos, Pages, Places, **Groups**, App

- Bethnal Green**
7,565 members · 27 new members
Cockneys = a dying breed - Lets huddle... Pie Mash - Good pubs - The best people on the planet! This has proven to be true. The group has become a gallery of photos old and new and a treasure...
- Bethnal Green & East London**
3,913 members · 26 new members
Facebook Group set up by Joe Ellis who resided at Clifton Buildings, Club Row, E2, Bethnal Green, in the 1960s, specifically for residents and past residents of Bethnal Green, East London...
- New & Used Items For Sale... Bethnal Gree...**
18,469 members · 348 new members
This is a group for advertising your brand new, used, and unwanted items. Anything from clothes and footwear, home and garden items to homemade arts and crafts. Anything goes as long as it is legal...
- Room available in Bethnal Green from mid-...**
14 members
- Items for sale in Poplar, Bow, Bethnal Gree...**
1,657 members
New and used items in Poplar and surrounding areas... Please feel free to upload any items you wish to sell!
- Busy Bees New/Used Items! Islington, Hac...**
1,414 members
New and Used Items
- Room free in Bethnal Green - 1st Feb for 5 ...**
301 members

Left sidebar categories: FAVOURITES (News Feed, Messages, Events, Saved, Buy and sell groups), GROUPS (NEW YORK 2015, The London Cosmos, Fine Dining Club, The Hurricanes, Borlase's former p..., Discover Groups, Create group), APPS (Live Video, Games, On this Day, Your posts, Offers, Games Feed), FRIENDS (Family, London, United Ki..., Close Friends), EVENTS (Isabel surprise 30..., Create Event), PAGES (Pages feed, Like Pages, Create Page)

Twitter search results for "#highwycombe".

Search bar: #highwycombe

Navigation: Top, Latest, **Accounts**, Photos, Videos, More options

- High Wycombe Lover**
@HighWycombeLove
#HighWycombe Lover. For all things in and about High Wycombe UK. Eat, drink, chat, tweet and date in High Wycombe. #FreeDatingInHighWycombe
- Majestic HighWycombe**
@majesticwyc
News and events from the team at Majestic High Wycombe
- HMV High Wycombe**
@hmvHW
Official hmv High Wycombe account. Home of entertainment since 1921. Feel free to @ us with any enquiries! FAQs: hmv.co/FAQs
- Rotary High Wycombe**
@WycombeRotary
Rotary Club of High Wycombe, Buckinghamshire, UK We meet Tuesday lunchtimes (12:30) at Adams Park for a meal, a drink, fellowship, and to see...
- RAF High Wycombe**
@HwyMCO
Official RAF High Wycombe Twitter
- GAME High Wycombe**
@GAMEwyc
Tweets direct from the staff at High Wycombe GAME! Keep checking back for the latest new releases and gaming chat.
- High Wycombe RUFC**
@HighWycombeRUFC
- High Wycombe Local**
@HP13_local
- Sue**
@R2goHighWycombe

Use content, assets and hashtags to reach new networks



RachaelStewart-Davis
@RSDValentine

Follow

Phenomenal night supporting Hope 4 Homeless Manchester @PassMyParcel @Jacks_Beans so much more to come!! 😊 @Localgiving #Passiton #donate



RETWEETS 8 LIKES 19

10:32 am - 13 Nov 2016

Manchester, England

8 19



Kristie Naimo ▸ Halloween party

29 October at 19:04 · 🌐

Thanks to all the amazing volunteers for making today happen! And thank you to everyone who attended. If you'd like to make a contribution to Foundry wood please do so via this link online as for a limited time donations of up to £10 will be doubled!



Friends of Foundry Wood | Localgiving

The Friends of Foundry Wood manage Foundry Wood community woodland to create a unique and enjoyable experience for visitors. The woodland is located on Princes Drive opposite the tip. We create opportunities for local people to learn...

LOCALGIVING.ORG

3

3 Comments 3 Shares

Like Comment Share



Murray the Owl
@burrowingbolt

Follow

We've got to get up really early to visit @alexs_journey tomorrow so we might not be able to tweet & its @BBCCin day #Pudsey is a big bear!



RETWEETS 11 LIKES 29

12:04 am - 17 Nov 2016

11 29

Engaging influencers

 **Bright Light Bright Light** ✓
15 June · 🌐 Like Page

I'm proud to be an ambassador for [Localgiving](#) who are a non profit working with grassroots charities. As an almost totally independent artist, I understand the love and hard work that goes into these charities who work very hard, locally, to change things for the better. Have a look and see how you can get involved and make a difference : <http://giv.today/1UxfR2f>

#GiveMe5 #Localgiving #charity #grassroots



👍❤️👤 118 1 Comment 11 Shares

👍 Like Comment Share

 **Ploughcroft** ✓
31 October at 10:29 · 🌐

Our MD, Chris Hopkins, is getting sweaty this Halloween and making a smart move towards raising funds for charity - Calderdale Smartmove. LIKE our Page, SHARE and LIKE our post and comment 'Done' and we will donate £1 for everyone doing so to Calderdale SmartMove. Keep up the good work guys!



👍 Like Comment Share

👍👤 173 Top comments

321 shares

 **Miley Cyrus** ✓
1 September · 🌐 Like Page

So inspired by Ego, a performing arts group in the UK working with homeless and refugee communities to inspire self-expression. Help them continue their work! The Happy Hippie Foundation <https://localgiving.org/appeal/EGO/>



👍❤️👤 15k 435 Comments 203 Shares

👍 Like Comment Share

How to drive engagement online?

Make sure everything
is connected!

- Link your social media platforms to your website
- Link your website to your social media platforms
- Add links to your email signature
- Include links in all other correspondence

Create engaging content to use

- You don't need a big budget – authenticity and storytelling are the key ingredients
- Social media is a two-way conversations – content needs to encourage people to interact and share
- Content can be in the form of photos, infographics and videos
- Look at what similar organisations are doing
- It's not about the number of people that it reaches, but the number of people that engage with it

Make it easy for stakeholders to get involved

- Make sure that everyone in your organisation is connected to you
- Drive connections from your current supporter networks
- Provide content and campaigns that enable them to share easily

Develop content that drives engagement with your network



Halifax Street Angels

10 October · 🌐

Starting this week every monday we will be publishing an infographic so that you can see the work we have done the previous weekend and the impact we have had upon our town.



👍 Like 💬 Comment ➦ Share

👍 33

Most recent ▾

1 share



Murray the Owl @burrowingbolt · Nov 20

#SundayMorning selfie Me & my PA both #barefaced :-)



👍 4 ❤️ 34 ⋮

Engage your network



Baby Bank Network

16 November at 19:46 · 🌐

Ever wondered who's behind the Baby Bank Facebook posts that pop up in your news feed? Meet Charli, this week's #womancrushwednesday. With two little girls and a part-time job in marketing/PR, Charli also finds time to manage and monitor our Facebook page.

It's a vital role that lets us spread the word about how you can help us support local families in need.

Charli's been a regular volunteer at Baby Bank since March and says, 'I was aware of Baby Bank when it first started a... [See more](#)



👍 Like 💬 Comment ➦ Share

👍❤️ 18

Chronological ▾



Rachel Barker Gorgeous picture!

Like · Reply · 16 November at 19:59



Forest School SNPT

@FSSNPT

Follow

Do you think if enough famous people say it we can make it happen?



theguardian

We need fewer exams and more wilderness in education

Instead of pumping time and money into exams, we should focus on wellbeing and encouraging children to connect with the natural world

theguardian.com

RETWEETS

11

LIKES

16



12:56 am - 4 Nov 2016

How to convert online supporters to online donors

Supporter Journey

- Think about the journey for a supporter.
- This will help you identify how to reach new audiences online.
- It will also help you to develop a basic fundraising strategy.
- The number that you will reach at each stage will decrease.



Launch campaigns with engaging content



Wokingham Link Visiting Scheme

3 November at 16:37 · 🌐

👍 Like Page

Please support our appeal to provide a Christmas Day lunch for older people or anyone who would otherwise be spending Christmas Day alone.

Please share 🍷 🎄 🧑🏻

www.localgiving.org/christmasdaylunch



Christmas Day Lunch appeal | Localgiving

An estimated half a million older people are expected to spend Christmas Day alone this year and nearly a quarter of all elderly people are worried about loneliness over the festive season. This appeal will enable us to provide a...

WWW.LOCALGIVING.ORG

👍❤️ 42

2 Comments 45 Shares

👍 Like

💬 Comment

➦ Share



Tomorrow's Women

@TomorrowsWomen

👤 Follow

Before & after FAB peer mentor Kathy shaved her head for TWW! You can still sponsor her (& @Localgiving will match!) localgiving.org/fundraising/ha...



RETWEETS
6

LIKES
8



5:45 am · 18 Nov 2016

👤 Kirwans, RASA Merseyside, Wirral Ways Recovery and 7 others



↻ 6





❤️ 8



Newsletters are key for funding asks!

- Only a small % of your Facebook followers will see your posts
- Your reach on Facebook will depend on how many people interact with your posts
- Newsletters will reach 100% of your mailing list
- Therefore, it's still an important channel for making funding asks

<https://www.charityemailgallery.com/>



United, we're a force to be reckoned with.

Hi Chari,

The money we raise for Stand Up to Cancer will go straight into research which could benefit patients within three years. Patients just like Cory. By donating, you will be joining the fight to beat cancer sooner.


At just 9 years old, Cory was diagnosed with Lymphoma and underwent 7 months of gruelling chemotherapy. Thankfully, now 16, Cory is back to full health. But, he is one of the lucky ones. With someone in the UK being diagnosed with cancer every 2 minutes, we won't stop until no more lives are taken by this terrible disease.

We receive no government funding for our research, so every penny comes from generous supporters, just like you. By donating today, you'll be helping fund research into finding better treatments for people with cancer, like Cory.


Every penny counts and the more money we raise, the sooner we will beat cancer. Thank you.

Best wishes,
Nick Georgiadis at Cancer Research UK

[DONATE NOW](#) →



You are playing a crucial role in helping us beat cancer sooner, so we'd like to continue to keep you updated on what we're up to. If you do NOT wish to receive emails from us on this area of our work [unsubscribe here](#) and we'll make sure you don't receive them.



Acknowledge

- Acknowledgement and management is key for retaining supporters
- Social media enables you to be creative and public with thanking your supporters
- Also enables you to easily show how donations have made a difference
- Share your collective achievements

Always say thank you!



Wild Elements

@Wild_Elements

Follow

Huge thanks to our anonymous @LocalGiving donor, whoever you are! The money help get more people outdoors & closer to nature the fun way!



RETWEET 1 LIKES 2



6:46 am - 3 Nov 2016

1 2



Nick C @northants_nc · Nov 10

Just ran my #Equalpay5k for @fawcettsociety and @NorthantsREC with staff and students @UniNorthants in 29:44



Nick Cartwright's fundraising page

Nick Cartwright is raising funds for Northamptonshire Rights and Equality Council on Localgiving! They've reached 316% of their target. Add your support and do...
localgiving.org

3 4



Fawcett Society

@fawcettsociety

Follow

@northants_nc @NorthantsREC
@UniNorthants @Localgiving thank you so much Nick and congratulations - very impressive!

RETWEETS 4 LIKES 4



6:28 am - 10 Nov 2016

4 4

Make the supporter experience great and they will endorse you to their networks!



©Ngozi A. Godwell
@NgoziGodwell

Follow

I support OSCAR- Organisation For Sickle Cell Anaemia Research, an amazing [@Localgiving #charity](#) localgiving.org/charity/oscar...

RETWEETS
4

LIKE
1



5:35 am - 23 Apr 2017 From Northampton, England



Chris Allsop
@Dionisio79

Follow

Help the Larkhall Festival, a [@Localgiving #charity](#), with a wee donation like I've done. localgiving.org/charity/larkha...

LIKES
2



4:33 am - 20 Apr 2017



Ian Cooper
12 March · 🌐

As you may be aware I am proud to volunteer for a young offenders mentoring charity called [abandofbrothers](#). We are a group of men who give up our time to train and work with young men who have been involved in the Criminal Justice System. Young men who have been in prison find it very difficult to avoid re-offending; an over-stretched system can't offer the level of support they need to get their futures back. Through an intense rites-of-passage mentoring programme we enable ... See more



[abandofbrothers](#) | [Localgiving](#)

We tackle male disaffection and catalyse transition into purposeful maturity. We achieve this by forging powerful bonds between younger and older men in our communities using 21st century rites of passage and mentoring.

LOCALGIVING.ORG

44

6 Comments 2 Shares

Like Comment Share

Free Tools Checklist

Free tools to support your
campaign

Mailchimp - mailing list for email
campaigns

Hootsuite - scheduled tweets

Canva - photo/image editing

Piktochart - Infographics

Digital Checklist

Tools to support your campaign

Google Adwords charity grants

Facebook Ads vs Boosted Posts

[Good blog here.](#)

Use Bitly for trackable links. Learn what works for your organisation.

Pro Bono Services?

What skills can volunteers and supporters offer?

Public Relations

Marketing and Design

Social Media Advice

Advertisements

Entertainment at an event

Fundraising A - Z



A
Abseil
Aerobics

B
Boxing
Bus pull
Bungee jump
Baked bean bath

C
Cycle
Cook-a-thon
Chocolate ban

D
Dance
Dress up
Do a dare!

E
Eating
competition
Expedition

F
5K
Fun run
Facepaint

G
Golf
Give up
something
you love

H
Hike
Head shave
Half marathon

I
Ice
bucket
challenge

J
Juggle
Jailbreak

K
Knit-a-
thon

L
Local race
Log throw

M
Mud
assault course
Marathon

N
Night walk
No swearing

O
Onesie day
Office
dare/activity

P
Pledge
Pyjama day

Q
Quiet time
Quit a habit

R
Run
Row-a-thon

S
Swim
Sky dive
Sleep out

T
10K
Triathlon
Three peak
challenge

U
Underwear
day (on the
outside)

V
Be a
vegetarian
/vegan for a
month

W
Wax
Walk
World record
attempt

X
X-plain
why your
chosen cause
needs money

Y
Yo-Yo
competition
Yoga day

Z
Zorb
Zumbathon

Happy fundraising! fundraise.localgiving.org

Information about Localgiving

My fundraising toolkit & resources

Make sure to check out our resources page as well as your fundraising toolkit in your dashboard.

- Social media resources
- Tips and guides
- Templates for local press releases, newsletters and emails

<https://localgiving.org/what-we-do/resources/>

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.

General 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](#)
11. [How to schedule a Facebook post](#)
12. [An introduction to Hootsuite](#)

If you would like further assistance with your fundraising, please contact us on 0300 111 2340, via help@localgiving.org or tweet us [@Localgiving](#) and we'll be happy to help!

Not a Localgiving
member?

join.localgiving.org

Join Localgiving today and benefit from:

- **Localgiving page** - secure one-time and monthly donation processing
- **Match Funding** - regular fundraising campaigns that double the value of your donations
- **Crowdfunding Appeals** - set up an appeal gain backers and raise money for a specific project
- **Fundraisers** - enable individuals taking on a challenge to raise money for your cause
- **One-to-One Support** - access personalise advice from our team of trained fundraisers
- **In-depth Reporting** - detailed finance and marketing reports

Overview of the session

- How to identify your supporters' common interests
- How to discover new networks online
- How to drive engagement online
- Converting online donors
- Information about Localgiving
- Questions

Localgiving Help Desk

0300 111 2340

help@localgiving.org

- 9.30am - 5.30pm, Monday-Friday (excluding bank holidays)
- They can provide assistance with technical issues, your account and fundraising advice

Questions?

020 3137 6597

conor.kelly@localgiving.org

@ldnconor93

0300 111 2340

help@localgiving.org

@Localgiving

