### Reaching new audiences online



### Conor Kelly

Partnerships & Programmes Manager



### 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

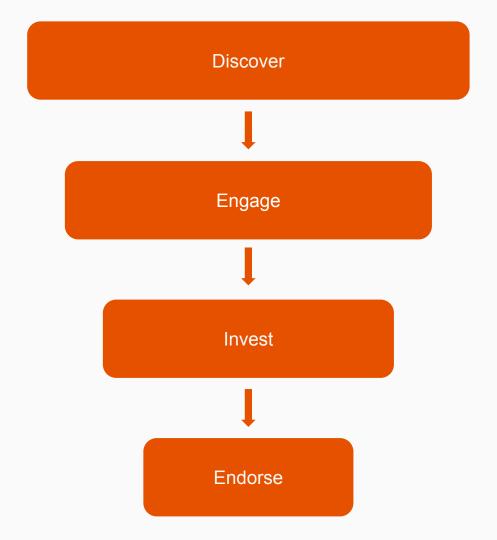
### Supporter Journey

• 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** 

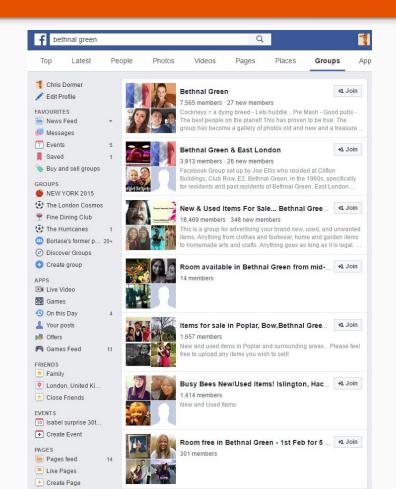
Motivations to donate

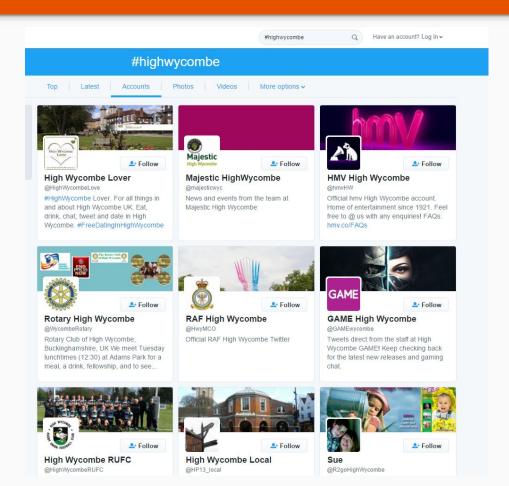
Level of engagement

Income - how much could they spare?

## How to discover new networks online?

### Use search engines to find people with similar interests





#### Use content, assets and hashtags to reach new networks







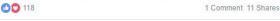
### **Engaging influencers**



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





→ Share

Like

Comment

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!



→ Share

Top comments \*



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/





321 shares

I ike

€ 173

Comment

### 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





#### Engage your network



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





Chronological 7

















Follow



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



#### 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

12:56 am - 4 Nov 2016









**18** 

## 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





## 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 <u>unsubscribe here</u> 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

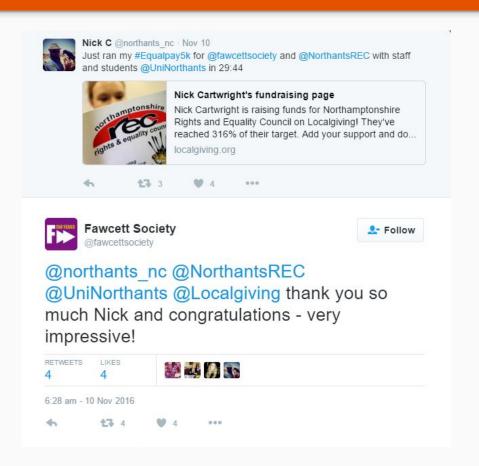
#### Always say thank you!



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

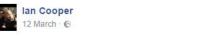






#### Make the supporter experience great and they will endorse you to their networks!





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



## 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







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
- In-depth Reporting detailed finance and marketing reports

## Overview of the session

- How to identify your supporters' common interests
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### 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

