Digital Fundraising

Fingerspitz.
Funding and volunteers?
Fingerspitz.

#1 Tradingdesk in the Netherlands
2x winner in Social 8 nominations
Fast growing company
Top50 Tech companies
Nomination Programmatic Awards

Partnerships

Google Partner
Bing Ads
channable
hotjar
Klipfolio
The human species
won’t return to a website after having experienced troubles with performance
of millennials would rather lose their sense of smell than their technology
of smartphone users use their phone during a toilet visit
Kiwis for kiwi increased web traffic by 105% using the Keyword Planner tool in their Ad Grants Account.

Marketing Goals

- Increase website traffic
- Increase online visibility and brand awareness

Success Metrics

105% online traffic increase
25% Google referral increase
Digital fundraising elements

- Your story, the cause
- Audience
- Make it simple to interact
- Get them engaged

Contribution of campaign elements to drive success (Nielsen, 2017)
Show, don’t tell

Fingerspitz.
“Until nobody on earth dies from dirty water...”

WATCH THE FILM
Reach: Precise targeting

• Traffic, enough and relevant
Technology

- Make it easy to donate or apply
- Justgiving, Mollie, Donorbox
- Create a database
Engaged

- Ask for specific help, in time or money
- Ask for advice. In return you get compassion
The 5 second test
INTER CAMPUS
BRAZIL: BICYCLE KICKS ON THE SAND

While it snowed over in Italy, the Nerazzurri delegation was out training in the sun in Camocim.
5 Second Test

• What is the name of the organization?
• What do they do?
• What do they want you to do?
The Chelsea Foundation

Formed in 2010, the Chelsea Foundation brings together Football in the Community and the Education department along with the club’s other charitable and community activities, including environment and anti-discrimination projects.

As one of the world’s leading football social responsibility programmes, the Chelsea Foundation uses the power of sport to motivate, educate and inspire. We believe that the power of football can be harnessed to support communities and individuals both at home and abroad.

On top of our outstanding football development programmes, the Chelsea Foundation works on a broad range of initiatives focusing on employment, education, social deprivation, crime reduction, youth offending and much more.

Looking for chelsea fc.com?

Go to the main Chelsea FC website

WHAT IS THE FOUNDATION

The Chelsea Foundation brings together Football in the Community, Education, charitable and community activities.

PLAN INTERNATIONAL

PLAN INTERNATIONAL
5 Second Test

• What is the name of the organization?
• What do they do?
• What do they want you to do?
WALFRID'S WISH

I'd like to make a...

A REGULAR DONATION

of per month...

£3  £5  £10

CONTINUE

Take part in the Kiltwalk for Celtic FC Foundation

READ MORE
5 Second Test

• What is the name of the organization?
• What do they do?
• What do they want you to do?
What you should do
## Your Digital Fundraising Plan

### Awareness
- Triggered and interested

### Action
- Let them take action

### Spread the word
- 10% from social referrals

### Create ambassadors
- 1000 subscribers

### Targets
| 10,000 visitors | 500 donations | 10% from social referrals | 1000 subscribers |

### Message
- "show cases"
- "donate!"
- "share your donation"
- "what we have done"

### Channels
- Free publicity
- Retargeting campaign
- Facebook & Instagram
- E-mail marketing
- Landing page
- Donation page with PayPal checkout
- Share & Like buttons on thank you page
- Subscribe form

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**Fingerspitz.**
Example
Customer journey framework

SEE
- Awareness trough socials, free publicity and influencers

THINK
- Emotional video to get people moved

DO(NATE)
- Take part in the challenge

SHARE
- Share your story and challenge

CARE
- Contributors and volunteers
**Summary**

**What to do**

- Compelling message
- Reach your audience
- Keep it easy to interact
- Get them engaged
Questions?

Fingerspitz.
FREE Bonus Material!

Digital Fundraising Framework
https://goo.gl/iSZsQ4

Google Grants
https://www.google.com/nonprofits/