

welcome

 GlobalGiving



Scotland's International
Development Alliance

Online training with GlobalGiving about digital fundraising

10:00-12:00 8 January 2020

How to use Zoom

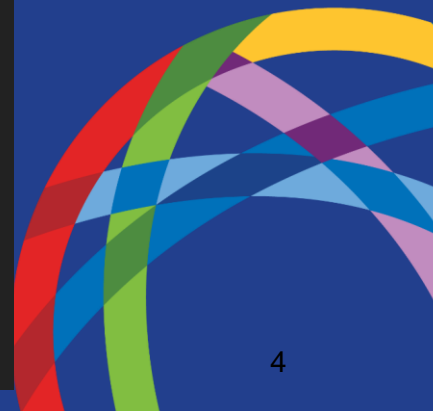
1. Remember to join the audio setting using your chosen device's microphone and speakers! You can change or test this at any time
1. Using Zoom you can:
 1. Raise your digital hand if you have a question
 2. Type into the chat box
 3. Unmute yourself to speak

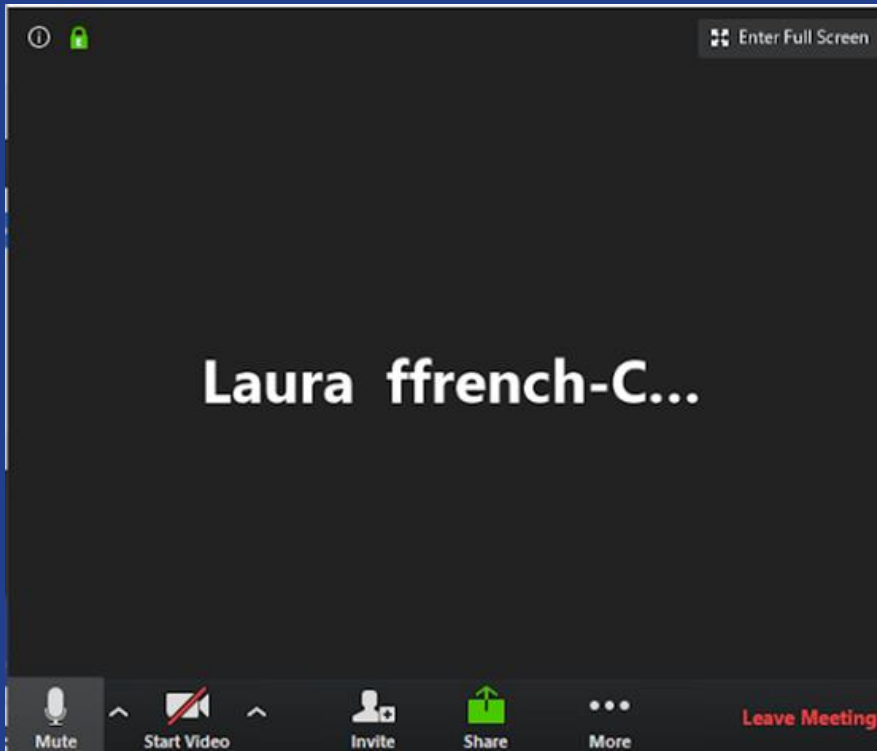
Choose ONE of the audio conference options

Phone Call Computer Audio

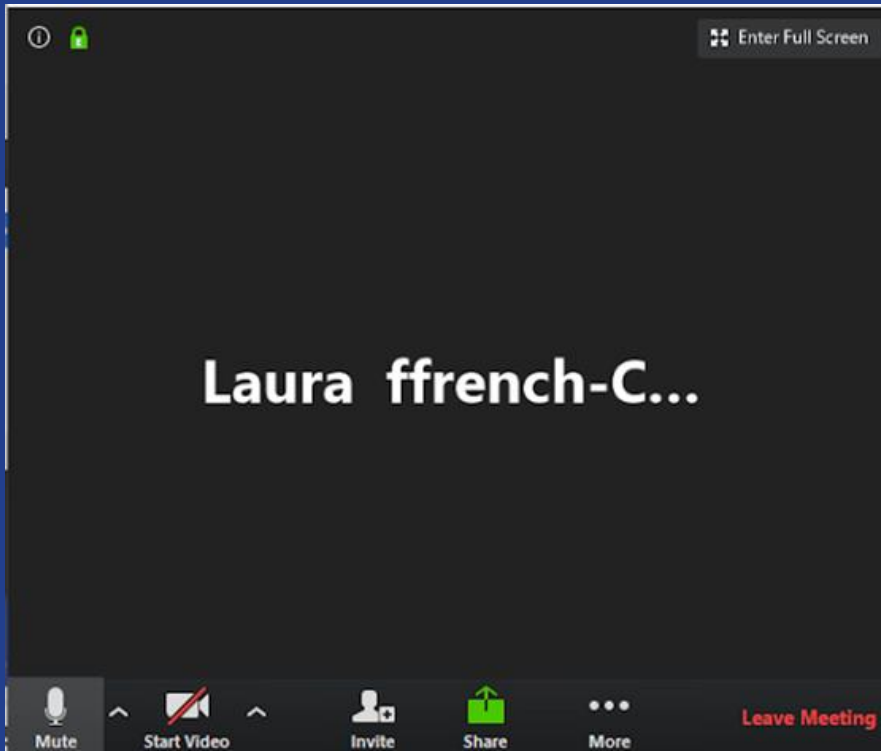
Join with Computer Audio
Test speaker and microphone

Automatically join audio by computer when joining a meeting

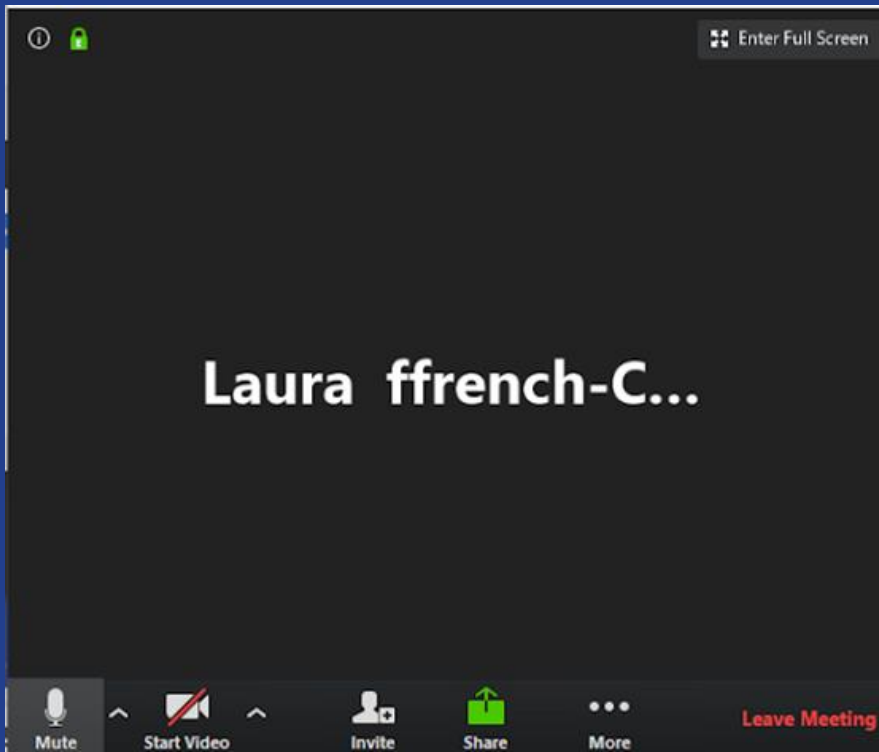




Click to mute and unmute your microphone

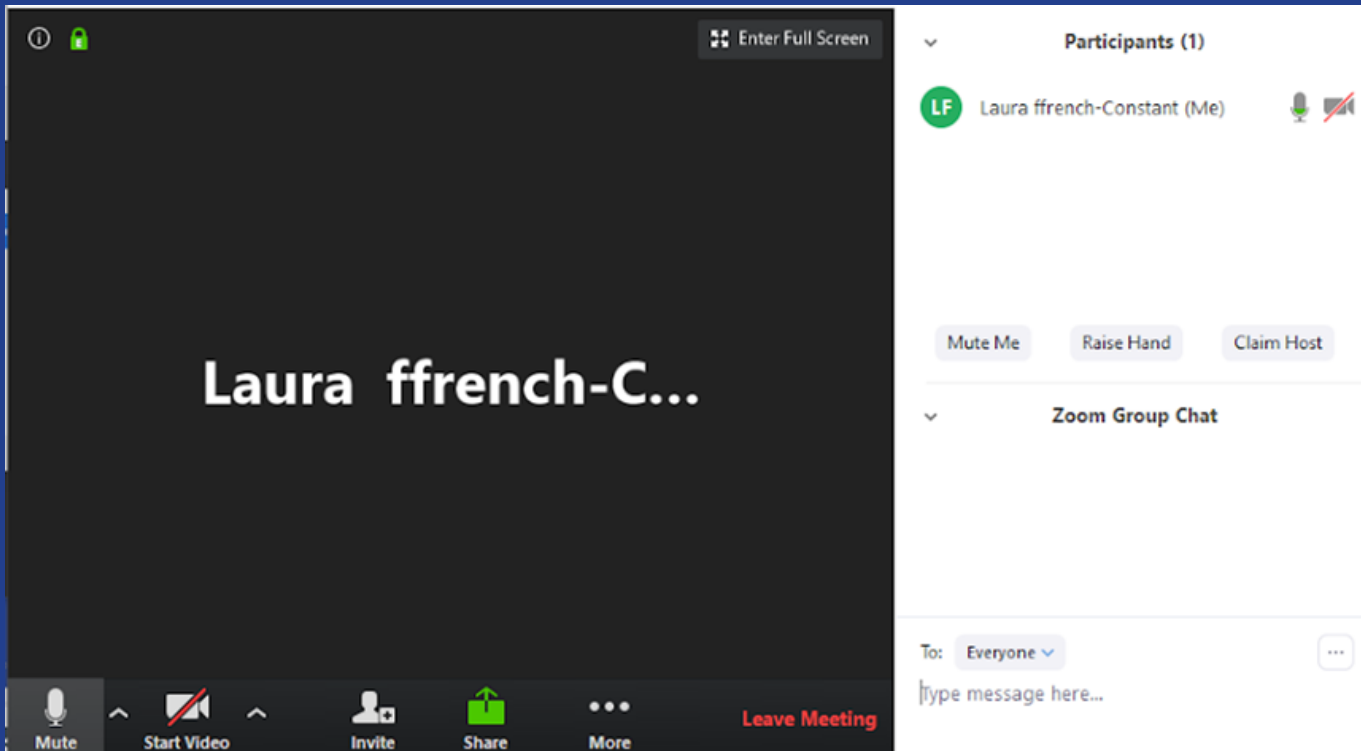


Click on the upward arrow to change or test your audio settings



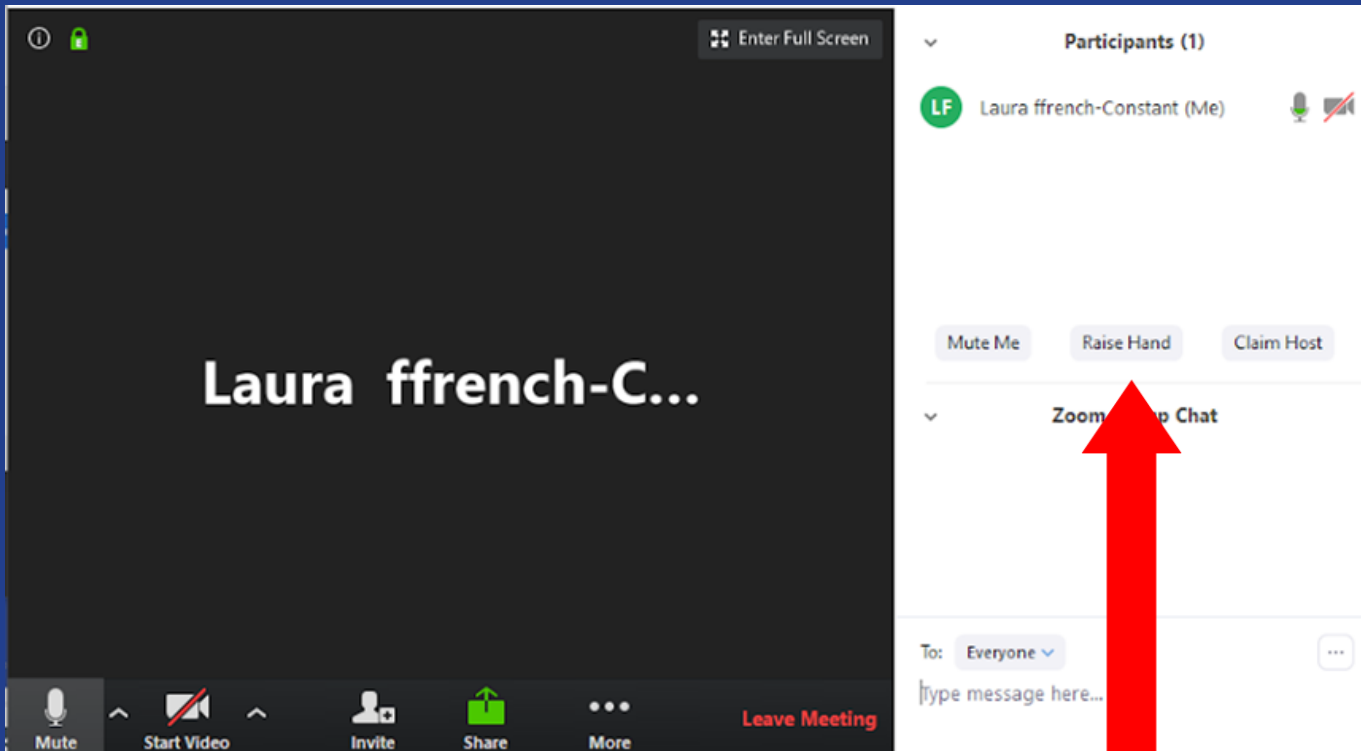
Click on the ... more
to expand the view



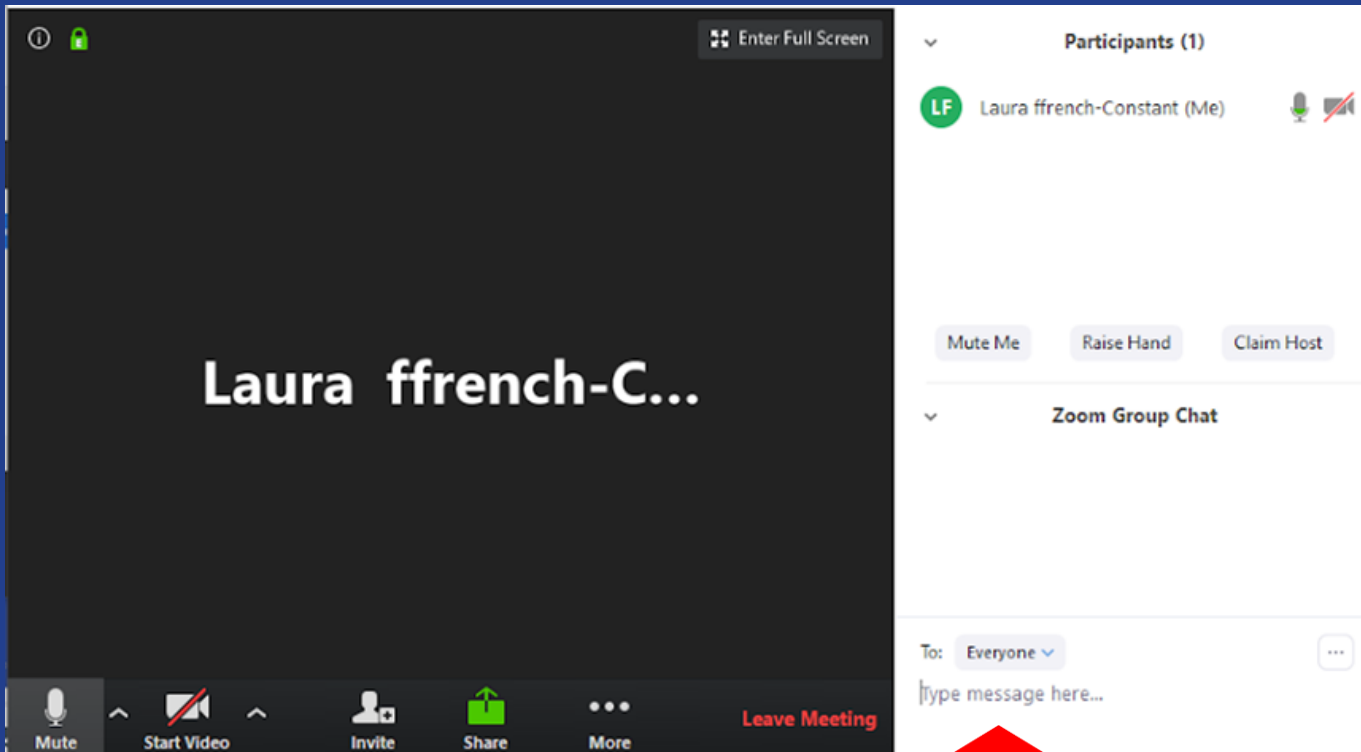


Click on the ... more
to expand the view





If you would like to speak and unmute yourself during discussions, raise your hand



Type into the chatbox and send it to everyone, named participants or hosts

A group of women and a child in traditional African attire, with one woman holding a child. The scene is outdoors with green foliage in the background. The image is overlaid with a semi-transparent dark grey filter.

Crowdfunding 101

 GlobalGiving

Photo: The Nyaka AIDS Orphans Project

Agenda

General: Overview

Jasmine

Introduction *5 min*

The Accelerator *10 min*

Think SMART *20 min*

The power of stories *15 min*

Specialist: How to acquire donors

Rujuta

Where do we find donors? *5 min*

Advocates *15 min*

Using your board *10 min*

Wrap up and Q+A *10 min*

ZoomLine:

Your hosts for the day!



Jasmine Adams

jadams@globalgiving.org



Rujuta Teredesai

rteredesai@globalgiving.org

Scottish fundraising today

76%

of Scots participated in a charitable activity (64% UK avg)

61%

of Scots donated money to charity in the last year

Cash

is still the most popular form of giving

49%

of Scots 'strongly' trust charities (higher than UK avg)

A photograph of two young boys in a rural, outdoor setting. The boy in the foreground is smiling and looking towards the camera. He has dark hair and is wearing a grey jacket with red and blue accents over a red shirt. The boy behind him is also smiling and looking towards the camera. He is wearing a dark jacket with a colorful patterned design. The background shows a dirt ground, some trees, and a building with a blue and white patterned wall.

80%

*of donations came from
personal requests,
whether online or offline
format*

About GlobalGiving

What are the benefits for nonprofits?

GlobalGiving is the first and largest global crowdfunding community that connects **nonprofits**, **donors**, and **companies** in nearly every country around the world. We make it possible for local organizations to access the **funding, tools, training, and support** they need to become more effective and make our world a better place.



The GlobalGiving Mission: To **transform aid** and **philanthropy** to **accelerate community-led change**



Our Founders

*Mari Kuraishi +
Dennis Whittle*

What partnership looks like with GlobalGiving:



Professional, Personalized Fundraising Pages

Tell your story in a clear and compelling way and invite your donors to give the way they want. Whether they give once or monthly, your supporters can donate using more than 10 secure payment methods.



Access to Corporate Partnerships

85% of GlobalGiving nonprofits benefit from donations and grants from companies like Ford, Microsoft, Google, Facebook, TripAdvisor, and 190+ others!



Training and Support For Your Level

Join one of our webinars, training academies, or workshops. Or, delve into our training library, set up a one-on-one phone consultation, or host a site visit from the GlobalGiving team!



Powerful Tools

Engage your donors with thank-you notes, fundraising appeals, and project reports. Use our analytics and feedback reports to learn and improve your fundraising.



Extra Funding

In 2017, our matching offers, bonus prizes, corporate partnerships, and marketing efforts drove nearly \$15 million in extra funding to our partners, just for being part of GlobalGiving!



Credibility + Visibility

Let us help you gain visibility and new donors through our credibility! GlobalGiving maintains a four-star Charity Navigator rating, BBB accreditation, and GuideStar Platinum certification.



Help When You Need It

Our teams in the US, UK, India, and China are ready to support you and your donors. You can even request volunteer support for your fundraising or programs, all through GlobalGiving.



Tax Benefits

Appeal to donors in the US and the UK who can receive tax benefits in their country for donating to your project, even if you're not based in those countries.



Commitment to Impact

Learn and grow with the support of your peers and the GlobalGiving team, even if it involves failure. Learning organizations earn GG Rewards points to gain more visibility and funding!



Disaster Support

If a major disaster strikes in your community, we've got your back. Local organizations are key to disaster relief so we'll fundraise on your behalf and deliver grant funding within days of the event.

ACTIVITY


Warm Up Activity: Introduce yourselves!

1. Your name and charity, and it's 'mission'
2. What are your primary methods of fundraising?
3. How confident is your charity at using online tools to
fundraise?

Online Fundraising + Crowdfunding

Online fundraising is the act
of raising funds using digital
tools + communications

Crowdfunding is practice of funding a project by raising small amounts of money from a large number of people. It's a new term for an old tactic.



“The power of
crowdfunding isn’t in the
funding, it’s in the
crowd.”

MARI KURAISHI

A group of six women are standing in a line in front of a weathered blue wall with a doorway. They are wearing colorful saris in shades of purple, orange, white, yellow, red, and white with patterns. Each woman has a white tilak on her forehead. The scene is outdoors, and the lighting suggests it might be late afternoon or early morning.

THE ACCELERATOR PROGRAM

A person is silhouetted against a misty, mountainous landscape. The scene is dark and atmospheric, with the person standing on a rocky outcrop. The overall tone is contemplative and serene.

1

Introduction to the
Accelerator Program

A close-up shot of several people's hands clasped together in a circle, symbolizing teamwork and support. The image is overlaid with a green tint.

2

Building and utilising
your network

A market stall filled with fresh produce, including large bunches of carrots and baskets of tomatoes. The scene is vibrant and colorful, with a purple tint overlaid.

3

Effective campaigning
and storytelling

A person is walking through a long, arched greenhouse filled with rows of potted plants. The scene is bright and airy, with a warm orange tint overlaid.

4

Creating SMART
goals

7% + 3% (10%) fee on donations to
international organizations

5% + 3% (8%) fee on donations to US +
UK organizations

Key Dates for March Accelerator

Jan. 24, 2020: Deadline to submit an application to the March 2020 Accelerator

Feb. 14, 2020: You will be notified by our staff of your application status

Feb. 24 - 27, 2020: Free, virtual training program

Feb. 28, 2020: Project submission deadline

March 9, 2020: Accelerator crowdfunding campaign begins

March 25, 2020: Accelerator crowdfunding campaign ends

SMART goals + Planning

SMART is an acronym

Specific
Measurable
Action-Oriented
Realistic
Time-Bound



“S”

Your goal should be Specific

NOT SPECIFIC

- Raise more funds
- Engage more donors
- Have more “followers”

SPECIFIC

- Raise £10,000
- Have 100 donors
- Increase “followers” to 35,000

“M”

Your goal should be Measurable

NOT MEASURABLE

- Have more email subscribers
- Raise a part of our budget
- Increase recurring donors

MEASURABLE

- Increase subscribers by 50%
- Raise £50,000
- Acquire 25 new recurring donors

“ A ”

Your goal should be Action-Oriented

NOT ACTION-ORIENTED

- Increase newsletter readership
- Create a viral Facebook post
- Make donors happy

ACTION-ORIENTED

- 15% of newsletter subscribers open our email
- 35 Facebook followers share our fundraising campaign post
- Accrue an NPS score of 25 for donor satisfaction

“R”

Your goal should be Realistic

NOT REALISTIC

- Raise £10,000,000
- Have 100% of our subscribers open our emails
- Get one new donor

REALISTIC

- Raise £10,000
- 44% of our subscribers open our emails
- Get 25 new donors

“T”

Your goal should be Time-Bound

NOT TIME-BOUND

- Raise £15,000 asap
- Get 25 new donors soon
- Get to 600 Facebook fans some day

TIME-BOUND

- Raise £15,000 by Dec 31
- Get 25 new donors during the Year-End Campaign
- Acquire 600 new Facebook fans by end of Q3

CASE STUDY

Healy Foundation

1. A daily social media plan
2. Set individual goals for donors on the phone!
3. Verbalise and communicate your daily fundraising goals to the team



CASE STUDY

One Light Foundation

1. Used the guides to build fundraising advocates
1. Expected and planned for ebbs and flows of campaign
2. Had fun experimenting with different strategies! Used as a diversifying tactic



ACTIVITY

Build a campaign SMART plan and project title

Specific
Measurable
Action-
oriented
Realistic
Time-bound

1. Think about how you could post a project that fits your charity's philosophy and programs (hint: our projects are very broad!)
2. Put together a title and plan for your project that fits the ethos of SMART

"Pay for schools in Tanzania" vs "Fund 200 Tanzanian school girls through the next school year"

- *How can you measure the output of your project so that you can report back to donors?*
 - *Is your project specific enough that no aspect can be misinterpreted?*
1. Compare plans! Give feedback to each other's notes



What story elements contribute to a great fundraising campaign?

**56% of donors were motivated
to donate through storytelling**

BUILDING BLOCKS OF A STORY



An Effective Character

Stories should contain a single, compelling character that is relatable to the audience and who is comfortable relaying specific details, memories and experiences.

Authenticity

Stories should show—rather than tell—the audience about the character's transformation, using rich details and featuring the character's own voice, without jargon.



Trajectory

Stories should chronicle something that happens—
an experience, a journey,
a transformation, a
discovery.





Action-Oriented Emotions

Stories should convey emotions that move people to act, and marry these with clear, easy-to-find pathways to get them to those desired actions.

A Hook

Stories should capture the audience's attention as quickly as possible, giving them a sense of whose story it is and what's at stake.



Stories can be used everywhere

Your emails, your social media, how you talk to a stranger, how to convey your work to a funder or board member.

Your story shows and shares your organization's impact.

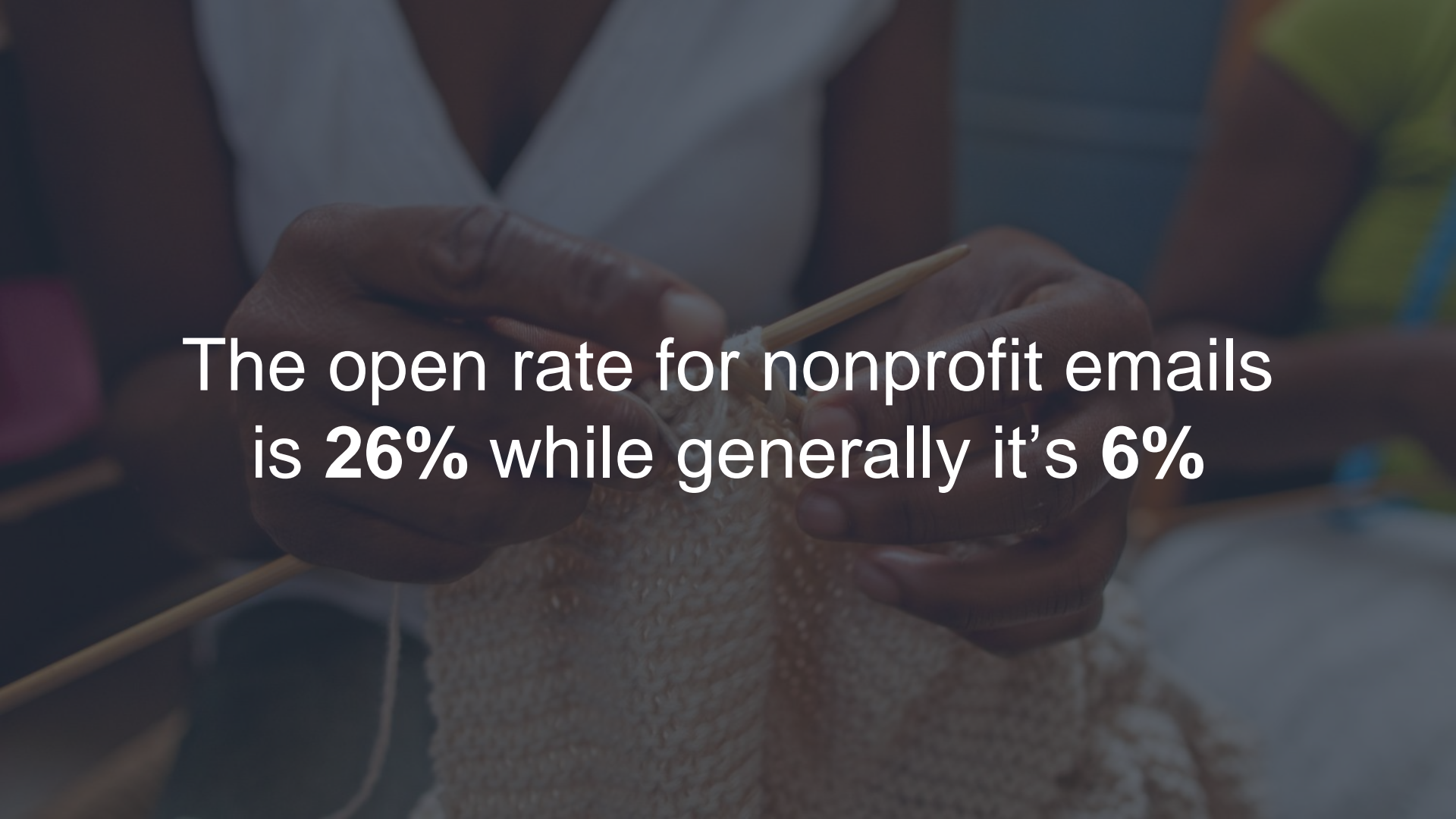
ACTIVITY

Activity: Speed Storytelling

With a partner, each take a turn telling your story from your organisation in 1 minute...and 30 seconds..now 15 seconds..

1. Which was hardest and why?
2. What parts did you feel were the most important to include?

HOW TO SHARE YOUR STORY: EMAIL

A close-up photograph of a person's hands knitting a white garment. The person is wearing a white V-neck shirt. The background is blurred, showing other people and colorful items. The text is overlaid on the center of the image.

The open rate for nonprofit emails is **26%** while generally it's **6%**



what makes a
great email?

FOCUSED AUDIENCE

Personaliz

Make your donors feel a part of the team, and a part of the work by including their name or a personal note

Segment

Every donor is different, so treat them differently! You can do this on geography, giving history, or connection to your work.

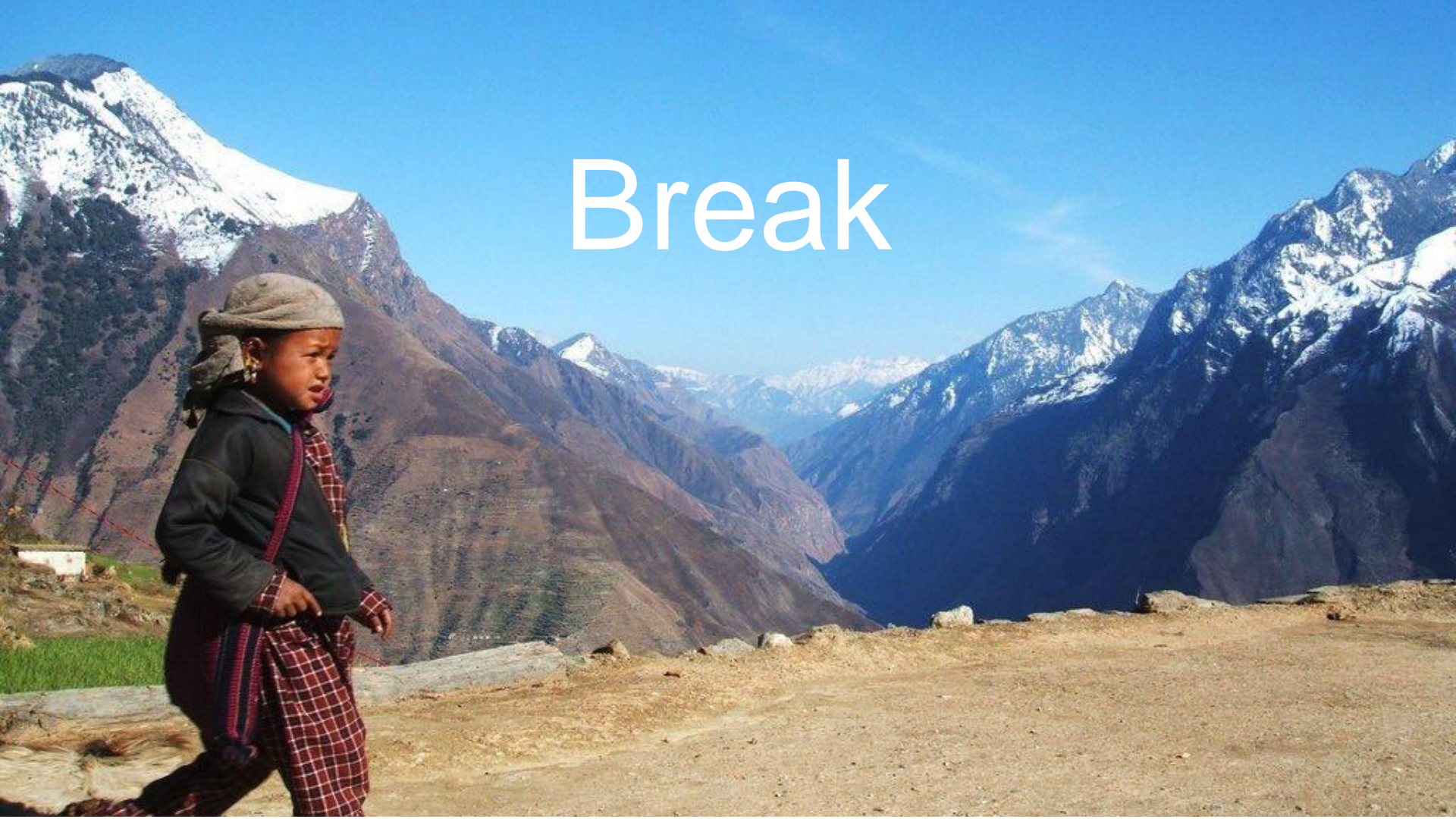
THE ASK



Help donors what to do next by giving them a **Call-to-Action**

Don't be afraid to include that
embarrassingly large **“Give Now”**
button – it works!

Break





How to acquire and retain donors

 GlobalGiving

Photo: The Nyaka AIDS Orphans Project

What is the one thing you like about building donor relations?

What is the one thing you find difficult about building donor relations?

Top Three Tips for Cultivating New Donors



Know Your
Supporters +
**Provide
Value**

Create a
**Giving
Mindset**

Strengthen
Your **Brand**

A photograph of two young boys in a rural, outdoor setting. The boy in the foreground is smiling and looking towards the camera. He has dark hair and is wearing a grey and red jacket. The boy behind him is also smiling and looking towards the camera. He is wearing a dark jacket with a colorful pattern. The background shows a simple building and a utility pole.

Network
Mapping
*is key to engaging
your donors*



Family



Friends



Colleagues



Neighbors



Community
Leaders



Previous Donors



Cash

h

Are they able to provide financial support for your organization?



Time

*Can they volunteer?
Offer time to help your team complete goals?*



Contacts

Do they have a large network? Can they reach out to them for your organization?



Passion

Do they care deeply for your cause or your organization? Do they want to be involved?



Influence

Are they well respected in your sector? Do they have well regarded contacts?



Expertise

Do they have important skills they can provide your organization?

Who Supports You *Now*?

Who is giving to your organization? Note their patterns and why they give. Your best advocates and supporters are the ones that already exist.

Who *Could* Support You?

Do you have people you don't know giving to your organization? Are there first-time donors? These individuals are opportunities to grow your network – but first you need to engage them!



“Creating a donor network is not just a one time goal it is an ongoing opportunity for you and your organization to create a dedicated and motivated base.”

MARSHALL BAILLY

GlobalGiving Project Leader for *Leadership Initiatives* since 2010, Guest Speaker, Online Fundraising Academy Session

One

Network Tracker

| Name | Email address | Phone # | Best way to contact? | Type of supporter | Year-end goal | To-do | To-do accomplished ? | Notes | Key | Goal reached? | | | Key: |
|------------------|--|--|----------------------|-------------------|--|---|--------------------------|--|-----|--------------------------|--|--|--|
| Megan DeSisti | mdesisti@globalgiving.org | (202) 232-5784 | Email | One-time donor | Inspire Megan to give monthly | Stella will reach out to Megan via email on 11/25 | <input type="checkbox"/> | | \$ | <input type="checkbox"/> | | | I=Influence P=Passion \$=Cash T=Time C=Contacts E=Expertise |
| Maline Bungum | mbungum@globalgiving.org | (202) 232-5784 | Phone call | Monthly donor | Make Maline feel appreciated, share how even a small increase of \$2-\$5 per month would make a big difference | Ashish will call Maline on 12/3 (#Giving Tuesday) | <input type="checkbox"/> | | \$ | <input type="checkbox"/> | | | |
| Rujuta Teredesai | rteresai@globalgiving.org | (202) 232-5784 | Facebook | Volunteer | Empower Rujuta to start a GlobalGiving fundraiser either during #GivingTuesday or the Year-End Campaign | Miranda will create a FB post on 11/15 about how to create a fundraiser on GlobalGiving and tag the most engaged FB followers in the post (this includes Rujuta). | <input type="checkbox"/> | Rujuta almost always re-shares or comments on org's FB posts | T | <input type="checkbox"/> | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |

ACTIVITY

Fill in your own network map to succeed in your SMART goal.

5 min: Individual level

1. What *kind* of support will you need? Identify those in your network who can provide you that support
2. Where are there gaps? Who can help you fill them?

5 min: Discuss in the group

What did you find difficult to think about in this exercise?



Network Map

Key

I = Influence | P = Passion | \$ = Cash | T = Time | C = Contacts | E = Expertise

Companies

Example: Mark Smith, RPI Corporation, \$

Individuals

Example: Lea Wang, P

Media

Example: Sue Pete, CNN, C

Board Members

Example: Amrita Singh, I

Volunteers

Example: Marten Lemma, T

Government Representatives

Example: Yani Jones, City Council, I

Constituents

Example: Lawrence Halle, E

Foundations

Example: Sara Paul, Paul Family Foundation, \$

Free worksheet to help you get started!



The image shows a browser window with the URL www.globalgiving.org/learn/network-mapping-worksheet/. The page features a background image of blue and green tentacles. A yellow button labeled "TOOLS" is visible. The main heading is "WORKSHEET: Network Mapping For Crowdfunding Success". Below the heading, there is a date "MAY 22, 2018", a logo consisting of four interlocking squares in blue, orange, and yellow, and the text "by GlobalGiving Team". To the right of the logo are social media share icons for Facebook, Twitter, and Email. The main text on the page reads: "Download our network mapping worksheet to visualize the backbone of your crowdfunding campaign—people."

TOOLS

Crowdfunding

WORKSHEET: Network Mapping For Crowdfunding Success

MAY 22, 2018



SHARE: [f](#) [t](#) [✉](#)

by GlobalGiving Team

Download our network mapping worksheet to visualize the backbone of your crowdfunding campaign—people.

Create a Giving Mindset





Donors are people too: we all seek **meaning** through our actions.

Help donors make meaningful connections between themselves + your work.



Donors want to feel like they are **"doing something."**

Make supporting your work challenging + fun!



Everyone wants to feel **special.**

Segment your communications to help supporters feel important.



Show Gratitude.

Why do donors stop giving?

Because they don't feel appreciated!

Always remember to thank your donors.

50% of donors prefer personalization ...

Versus speed when they are being thanked by the organization to which they gave. Pay attention to what they gave to, if they've given before, and ask them why they give! Engage with your new and old networks of supporters.



Show them your **impact.**

One of the top reasons donors stop giving is because **they forgot what they gave to.** Remind them of your work!

Don't let donors forget about you. Keep them updated on how they've helped.

Use your stories to remind your donors of the impact they've helped your organization create. This can inspire them to give again, making new donors into repeat donors!



Make them
part of
your team.

Engage supporters
who believe in your
work by turning
them into
**fundraising
advocates.**

Giving Mindset Do's and Don'ts

- ✓ Time-Ask Effect: Asking supporters for time first (volunteer) may lead to larger gifts down the line
- ✓ Focus on constituent's feeling (versus "Imagine how you would feel if..." when telling a story)
- ✓ Highlight individual narratives
- ✓ Make personal connections
- ✗ Don't overemphasize large-scale #'s and statistical analysis
- ✗ Don't use photographs that portray your constituents in distressing situations
- ✗ Inspire > Convince

Source: "The Pocket Guide to Fundraising Psychology," classy.org

Fundraising Advocates are supporters who become part of your fundraising team

They build trust in your organization from their networks, bring in new supporters, and act as your brand ambassadors. Fundraising Advocates are part of your fundraising team and help you to expand your network and reach your goals!

1

They have a large network of friends, family, etc

2

They are passionate and positive about your cause and interested in your work.

3

They know your story and can act as a brand ambassador

4

You are comfortable asking them to help with your efforts

5

They have the time and willingness to work

1/3

*Of online donations
come from Peer-to-
Peer campaigns -
donors give where
they trust.*



HOW TO CREATE FUNDRAISING ADVOCATES

Steps to developing Fundraising Advocates

1. Map your current + potential network of supporters
2. Engage your key supporters to become **Fundraising Advocates**
3. Give them the tools to succeed
4. Show appreciation!



Advocate Tools

- Email templates
- One-on-one check-ins
- Talking points
- Individual goals
- Sample social media posts and outreach
- Talking points + calls to action!



Celebrate your advocates!
Always thank and
acknowledge your fundraising
advocates!

Strengthen Your Brand





“Nonprofits exist to make an impact. And branding can help you deepen the impact you make: clarifying your goals, translating your mission into a powerful story, and bringing your entire organization into alignment.”

ELISABETH McCUMBER

Senior Writer, Madison Ave. Collective

Your brand includes, but is not limited to:

- Website
- Facebook page
- Instagram
- Twitter
- Your GlobalGiving project page!
- Email communications
- T-shirts (other apparel)

Example of Great Donation Options!

| | | |
|-----------------------|---|---|
| \$20 USD | buys one box of photocopying paper for our teachers to use. | > |
| \$25 USD | will provide pencils, crayons, paper, rulers and erasers for one child for the whole school year. | > |
| \$100 USD | will give our girls who stay in our small hostel, breakfast lunch and dinner every day for one week. | > |
| \$250 USD | supports our teacher's aide in our preparatory year as our youngest children begin their school career. \$250 covers our aide's salary for one month. | > |
| \$400 USD | insures our school bus, and the children we transport, for three months in case of an accident / damage. Insurance is expensive, but our kids are worth it. | > |
| \$450 USD | makes sure 109 children arrive at school safely every day. Our careful driver Maxwell is a licensed and registered driver of our 22 seater bus. This will cover his monthly salary. | > |
| \$1,100 USD | means our children learn their home (indigenous) language at school. This is one month's salary for our Xhosa language teacher. | > |
| \$1,500 USD | is a direct investment in quality education. Teachers are the backbone of any school and ours are no exception. \$1500 will cover the salary of a qualified teacher for one month. | > |

Check out the project page!

<https://goto.gg/27732>

In summary, to acquire and retain donors...

1. Know your supporters and provide value
2. Create a giving mindset
3. Strengthen your brand

Why and how will a peer support
network benefit organisations in
Bulgaria?

Further Alliance fundraising support

1. Online resources on the website, including handy hints for fundraising
<https://www.intdevalliance.scot/resources/handy-hints-corporate-support> and introduction to fundraising
<https://www.intdevalliance.scot/resources/fundraising-introduction>
2. Funding alerts on the website <https://www.intdevalliance.scot/member-services/fundraising-updates>
3. Access to Funds Online <https://www.intdevalliance.scot/member-services/fundraising-support>
4. Funding Working Group <https://www.intdevalliance.scot/member-services/working-groups/funding-working-group>
5. The Alliance Community (online forum)
<https://community.intdevalliance.scot/>

Join the conversation online

Sign up: community.intdevalliance.scot

The screenshot shows the 'Alliance Community' website interface. At the top, there are navigation options: 'all categories', 'Categories', 'Latest', and 'Top'. On the right, there is a '+ New Topic' button and a menu icon. The main content area is divided into sections. The first section is 'Working Groups', which has 62 topics. Below this section, there are several topic tags: 'Leave No One Behind', 'Funding', 'Monitoring, Evaluation and Learning (MEL)', 'Safeguarding WG', and 'Public Perceptions of Aid'. The second section is 'Alliance Conference 2019', which lists several speakers including the Minister for Europe, Migration and International Development, Ben Macpherson MSP, Memory Kachambwa, Executive Director of the African Women's Development and Communication Network (FEMNET), and Olaoluwa Abagun, founder of a Nigerian NGO. The third section is 'Collaboration and Partnerships'. A large, semi-transparent blue callout box is overlaid on the right side of the page, containing the text: 'Find over 100 of our members and 200 different individuals on the Alliance Community!'. The background of the website is white, and the overall design is clean and professional.

Find over 100 of our members and
200 different individuals on the
Alliance Community!

Upcoming events 2020

Sign up: www.intdevalliance.scot/events/upcoming-events

- Funding Working Group with PPL, Edinburgh, 17 January
- Fundamentals of Fundraising with Judith Lowes, Aberdeen, 21 January
- Online Training Course: Institutional Funding, 27 January - 7 February
- The 'How' of the SDGs at the SCVO Gathering, SEC Glasgow, 20 February
- Project Management with Northern Star Associates, Perth, 3 March
- Donor reporting with Evaluation Support Scotland, Edinburgh, 11 March
- Monitoring, Evaluation and Learning Working Group, Edinburgh, 18 March



@int_dev_alliance



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