Fundraising for Archives

Crowdsourcing, Crowdfunding and Online Fundraising
Crowdfunding, Crowdsourcing & Digital Fundraising
Aim of Today

This session will help to demystify the landscape surrounding crowdsourcing, crowdfunding, and online fundraising, providing you with information and tools essential when considering these different platforms.
Plan for today

• Understand the digital fundraising techniques
• Evaluate what components are required for an online campaign to be successful
• What does a good online case for support look like
• Reflect on examples of good practice
• Build a crowdfunder plan
One Thing
Apples……oranges......or pears?
Digital isn’t complicated – change is!
DO YOU HAVE THE RIGHT TOOLS FOR THE JOB TO NAVIGATE THE MAZE
Your Crowd...

• Internal Stakeholders

• External Stakeholders
Databases: Which one do you choose?

Microsoft Dynamics

donorperfect

CIVICRM

salesforce
Who’s Online

16 to 34: 99%
35 to 54: 95%
55 to 64: 87%
65 to 74: 71%
75+: 33%

ONS 2015
ONLINE DONATION METHOD

17% Tablet or Smartphone

59% Via Charity’s Website

Blackbaud 2014
DO YOU HAVE THE RIGHT TOOLS FOR THE JOB TO NAVIGATE THE MAZE

• Email
• Website / online platform
• Social Media
• CRM System / Database
• Any others…….

You need to be able to engage with your online audience on multiple platforms!
<table>
<thead>
<tr>
<th>Name</th>
<th>Editor's Rating</th>
<th>Pricing</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigner</td>
<td>Editors’ Choice</td>
<td>$10.00</td>
<td>Business, Personal, Professional</td>
</tr>
<tr>
<td>Web Hosting</td>
<td>Free</td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td>MailChimp</td>
<td>Editors’ Choice</td>
<td>$13.50</td>
<td></td>
</tr>
<tr>
<td>GetResponse</td>
<td></td>
<td>$10.00</td>
<td></td>
</tr>
<tr>
<td>Email Marketing</td>
<td></td>
<td>$11.95</td>
<td></td>
</tr>
<tr>
<td>iContact</td>
<td></td>
<td>$9.00</td>
<td></td>
</tr>
<tr>
<td>Benchmark</td>
<td></td>
<td>$15.00</td>
<td></td>
</tr>
<tr>
<td>Email Marketing</td>
<td></td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td>Campaign Monitor</td>
<td></td>
<td>$9.00</td>
<td></td>
</tr>
<tr>
<td>Constant Contact</td>
<td></td>
<td>$15.00</td>
<td></td>
</tr>
<tr>
<td>Email Marketing</td>
<td></td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td>VerticalResponse</td>
<td></td>
<td>$9.95</td>
<td></td>
</tr>
<tr>
<td>Email Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GraphicMail</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[http://uk.pcmag.com/e-mail-products/3708/guide/the-best-email-marketing-services-of-2015]
Social Media Channel Quick Guide

• **Facebook** - Needs little explanation. Growing a little older in terms of demographics. Visual and video content working well. Tends to get higher engagement than Twitter.
• **Twitter** - The other main channel. Especially useful for networking and news distribution. Powerful if senior individuals engage.
• **Instagram** - Huge growth channel for younger audiences. Entirely visual or video. Smartphone recordings can be just as engaging as messages. Currently no click through functionality, more a brand and campaign awareness channel at present.
• **Youtube** - If (a big, for many charities) you have budget or ability to generate videos, then this channel can generate huge engagement for campaigns. Has its own search ecosystem.
• **Pinterest** - Another visual channel. Useful for cataloguing ideas - For example, the National Trust's [50 Things To Do Outdoors](https://www.nationaltrust.org.uk/50-things/). Back links can be very useful. One to leave unless you can generate good quality images. Attracts more of a female audience.
• **LinkedIn** - The business network channel often under utilised by charities. Engage with potential donors and charity peers. Especially powerful if employees post with referrals to their charity. See this example from [CLIC Sargent](https://www.clicsargent.org.uk/).
• **Google+** - Less popular, but the community and groups function can be useful.
• **Snapchat** - It’s still early days with this channel as charities (and businesses) experiment and Snapchat expands its advertising functionality. There are some indicators that early charity adopters are having some success.
More than 96% of all organisations using some form of social media to communicate with their supporters. But not well: More than 60% rated themselves lower than 7 out of 10 on a scale of effectiveness.
PROPORTION OF USERS WITH A SOCIAL MEDIA PROFILE

Percentage point increase from 2007 to 2014

50% 39% 63% 68% 61% 41% 25%

% of UK internet users

IN24. I’d now like to ask you some questions about social media (DESCRIPTION OF SOCIAL MEDIA). Do you have a social media profile or account on any sites or apps
Base: All adults aged 16+ who use the internet at home or elsewhere (1609 in 2014)

Ofcom 2015
<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook®</td>
<td>88%</td>
</tr>
<tr>
<td>Twitter®</td>
<td>85%</td>
</tr>
<tr>
<td>LinkedIn®</td>
<td>48%</td>
</tr>
<tr>
<td>YouTube®</td>
<td>43%</td>
</tr>
<tr>
<td>Google+®</td>
<td>16%</td>
</tr>
<tr>
<td>Flicker®</td>
<td>12%</td>
</tr>
<tr>
<td>Pinterest®</td>
<td>11%</td>
</tr>
<tr>
<td>Instagram®</td>
<td>10%</td>
</tr>
<tr>
<td>Foursquare®</td>
<td>1%</td>
</tr>
</tbody>
</table>

Blackbaud 2014
Message Boards

The world's largest online genealogy community with over 25 Million posts on more than 198,000 boards.

Search for content in message boards

Names or keywords

[Search]

Advanced Search

Find a board about a specific topic

Surname or topics

[Go]

Surname

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
YOUNG ME/NOW ME
“Some subjects can invite a flame war. Be careful discussing things where emotions run high (e.g. politics and religion) and show respect for others’ opinions.”

“Your job comes first. Unless you are an authorized Social Media Manager, don’t let social media affect your job performance.”

“If you #!%#@# up? Correct it immediately and be clear about what you’ve done to fix it. Contact the social media team if it’s a real doozy.”

“Don’t even think about it… Talking about financial information, sales trends, strategies, forecasts, legal issues, future promotional activities. Giving out personal information about customers or employees. Posting confidential or non-public information. Responding to an offensive or negative post by a customer. There’s no winner in that game.”
Don’t be daunted…

How do you eat an elephant?

One bite at a time!
What’s your online fundraising objective?

SMART Goals
Which tool do you use?
WHAT’S YOUR MEASUREMENT OF SUCCESS?
Dear Santa: The History of Writing to Father Christmas

In this post, Archives Assistant Ashley March gives us a preview of his talk **next Tuesday (1 December) at 7pm**. Ashley has been delving through the BPMA’s files to explore how, with the Post Office’s help...
“To raise funds online, it is critical that you develop powerful, tangible appeals. You should feature these on your website, so anyone visiting your site, who may consider making a donation, has a strong rationale to do so.”

Rachel Beer, Online Fundraising Expert
"Cheating is a harsh word. I prefer to call it crowdsourcing."
Who is doing it well?

Petition
Make it illegal for a company to require women to wear high heels at work

It's still legal in the UK for a company to require female members of staff to wear high heels at work against their will. Dress code laws should be changed so that women have the option to wear flat formal shoes at work, if they wish. Current formal work dress codes are out-dated and sexist.

148,638 signatures

Parliament will consider this for a debate
Parliament considers all petitions that get more than 100,000 signatures for a debate

Waiting for 48 days for a debate date
Crowdsourcing

A good crowdsourcing project creates a win-win situation where the initiator and the crowd feel that they are achieving something together. How do you approach that?
Online Fundraising

Traditional

Online
HOW IMPORTANT IS ONLINE GIVING?

• In 2011, the Institute of Fundraising reported an 85% increase in online charitable giving over the course of the three preceding years.

• 80% of respondents are currently accepting online donations.

• Not-for-profits from the sample survey estimated that they received 15% of all private giving from online donations.

• 55% of respondents had seen a growth in online giving in the past year.

Blackbaud 2015
# Useful Online Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Commission Taken</th>
<th>Additional charges</th>
<th>Fees and VAT (per £1,000 donations + Gift Aid)</th>
</tr>
</thead>
<tbody>
<tr>
<td>JustGiving</td>
<td>5%</td>
<td>£15 a month</td>
<td>£79</td>
</tr>
<tr>
<td>Virgin Money Giving</td>
<td>2%</td>
<td>£120 sign-up fee</td>
<td>£35</td>
</tr>
<tr>
<td>EveryClick</td>
<td>4-4.8%</td>
<td>None</td>
<td>£59</td>
</tr>
<tr>
<td>The Big Give</td>
<td>4%</td>
<td>None</td>
<td>£50</td>
</tr>
<tr>
<td>Bmycharity</td>
<td>None</td>
<td>£150 sign-up</td>
<td>£16</td>
</tr>
<tr>
<td>GlobalGiving UK</td>
<td>10%</td>
<td>None</td>
<td>£125</td>
</tr>
<tr>
<td>CAF donate</td>
<td>None</td>
<td>None</td>
<td>£45</td>
</tr>
<tr>
<td>LocalGiving</td>
<td>3% (+2% donation to partner charity)</td>
<td>£72 per year</td>
<td>£95</td>
</tr>
<tr>
<td>MyDonate</td>
<td>None</td>
<td>None</td>
<td>£15</td>
</tr>
<tr>
<td>Givey</td>
<td>5% (charged to the donor)</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>
crowdfunding

\[\text{noun}\]

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.
Crowdfunding Stats!

2014 All types of Crowdfunding 1.74bn

2015- 3.2bn

2016 What can we expect?
Which Type of Crowdfunding suits you?

- **Donation** - Typical style for charities – give and feel good.  
  *GlobalGiving, JustGiving, Crowdfunding*

- **Reward** - Can be a good way to incentivise donors.  
  *Indiegogo, Kickstarter*

- **Loan** - People give loan funds collectively to (usually) a business  
  *Funding Circle*

- **Equity** - Crowdfunding for business. Donor gets an equity stake  
  *Crowdcube, Seedrs*

- **Community Share** – used by co-operative societies, community benefit societies  
  *Crowdfunder, Ethex*
Things you need to consider

- Tools & Features
- Fees
- Ongoing vs One time
- Brand & credibility
- Donor potential?
- Company
<table>
<thead>
<tr>
<th>Platform</th>
<th>Funding Model</th>
<th>Focus Area</th>
<th>Additional Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickstarter</td>
<td>All or nothing</td>
<td>Creative projects</td>
<td>Highest funded projects to date</td>
</tr>
<tr>
<td>YouCaring</td>
<td>Keep it all</td>
<td>Medical expenses, memorials and other personal and charitable causes</td>
<td>Does not charge any fees, other than payment processing</td>
</tr>
<tr>
<td>GlobalGiving</td>
<td>Keep it all</td>
<td>Nonprofit fundraising for registered organizations in 160+ countries</td>
<td>Provides 501c3 equivalency for non-US organizations</td>
</tr>
<tr>
<td>JustGiving</td>
<td>Keep it all</td>
<td>Social good causes and campaigns</td>
<td>Non-profit and individual donation crowdfunding.</td>
</tr>
<tr>
<td>Peoplefund.it</td>
<td>All or nothing</td>
<td></td>
<td>Attached to Hugh Fearnley-Whittingstall</td>
</tr>
<tr>
<td>Sponseuse</td>
<td>All or nothing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patreon</td>
<td>Monthly or every time new content is released</td>
<td></td>
<td>Subscribing to a project allows to view and post on its content stream. Patreon allows to set a monthly maximum to avoid going over a set budget.</td>
</tr>
</tbody>
</table>

Wikipedia.com
What every successful project should have

- An audience
- A video
- A website
- Perks or rewards
- Pictures
- Testimonials
- Multiple ways to contact you
- Tiers
- The right ask…
- …for the right length of time
- Updates
Before you start………

• What do you want to crowdfund for?
• Is the idea good?
• Are you solving a problem?
• Is there a tangible outcome?
• Have you identified your network?
• Is there a compelling story to tell?
• Do you have the capacity to do this well?
  • YES……..
  • Then consider crowdfunding 😊
Workshop with the Mass Observation Archive

Mass Observation Archive
Mass Observation Archive

- Successfully used Crowdfunder in 2014 to fund a creative writing workshop
- Set a target of £360 and raised £435
- Set a range of giving options (see right for examples) offering more in return for greater pledges (Crowdfunder model)
- Pledges are only taken if the total is raised
- Tie-in with Mass Observation Friends Scheme
June 7, 2016
Successfully raised £27,724 with 705 backers

Hidden histories of a million wartime women

Revealing the hidden histories of a million women from all over Great Britain during the Second World War.

705 backers pledged £27,724 to help bring this project to life.
Royal Voluntary Service: 7.5.16 – 7.6.16

About this project

Rewards

Pledge £2 or more

Gain our undying thanks by helping us to capture and make accessible two reports.

ESTIMATED DELIVERY
Jul 2016

84 backers

Pledge £10 or more

Have your name placed on our online roll of honour preserving your contribution to the project.

ESTIMATED DELIVERY
Aug 2016
Peter Mackay Archive

- [http://www.crowdfunder.co.uk/petermackay/](http://www.crowdfunder.co.uk/petermackay/)

Help Stirling to protect The Peter Mackay Archive

To catalogue and digitise the Peter Mackay Archive, an extremely important collection detailing the African Independence movement.

We did it!

On 24th Jan 2017 we successfully raised £8,100 of £8,000 target with 64 supporters in 56 days

Project Background

Peter Mackay (1926-2013) was a key figure in the independence movements of Southern Africa. Born into a Scottish family with strong links to Stirling, Mackay served in the Scots Guards before emigrating to Rhodesia in 1948 where he devoted himself to the cause of African liberation. He then began to be involved in the African independence movement in 1952 and was a great chronicler of this period of history until his death in 1980.
Communication is the key...
WE'RE BUILDING DURHAM CATHEDRAL IN LEGO TO SUPPORT OUR MAJOR DEVELOPMENT PROJECT OPEN TREASURE.

The 300,000 brick model will be as accurate a scale representation of the Cathedral as possible, spanning 3.84m long, 1.53m wide and 1.7m high. For
Case study: Durham Cathedral

- Creative, innovative and complex grassroots fundraising campaign
- Aim to raise £300,000 for Cathedral’s Open Treasures campaign, including re-display of archives
- £1 donation for each Lego brick - by December 2015 had sold over 170,000
- Has included local companies and schools in its fundraising
- Limited edition spin-offs and product developments
Your turn…
So……

• Make sure you have……
• A digital platform to host
• A good idea worth funding
• A compelling message
• A crowd!
• Communications plan
• Lots of engaging content
• Help: team & volunteers / Fundraising champions
Any Questions?