



Digital fundraising: opportunities and challenges

11 November 2020

www.zoeamar.com

What we will be covering today

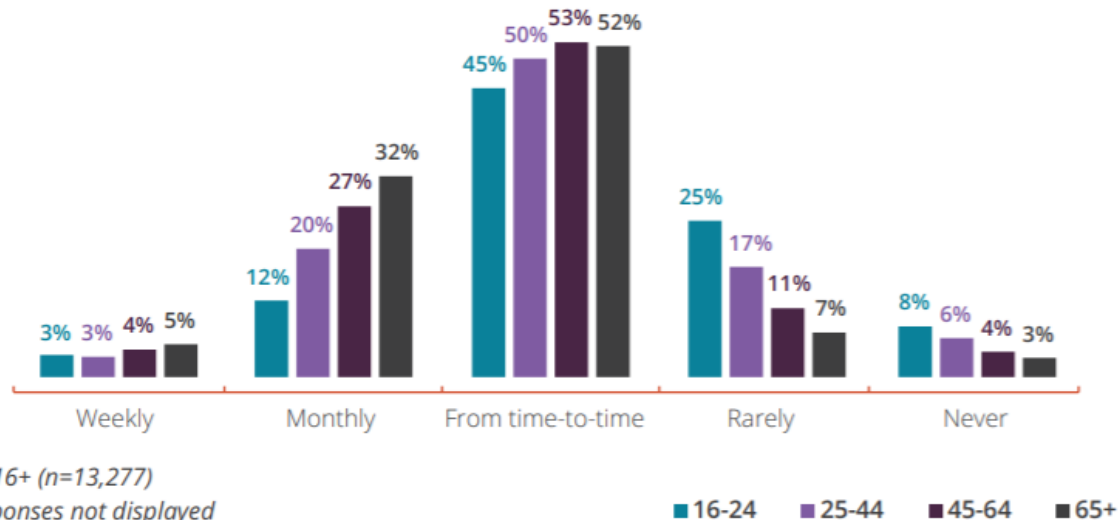
- How fundraising has changed
- Findings from The Charity Digital Skills Report
- Where we go from here

What's the biggest digital fundraising challenge you face at the moment?



The game has changed

Figure 5: Which of the following best describes how often you give to charity?



The frequency of giving in 2018 was similar to both 2017 and 2016, with the majority (51%) giving “from time to time”

Source <https://www.cafonline.org/about-us/publications/2019-publications/uk-giving-2019>

4 facts about fundraising during COVID-19

- Direct debits (monthly gifts) remain under threat as the automated nature of payments are a concern for donors
- Regular giving cancellations spiked in March/April (compared to 2019) then stabilised
- In March/April the number of donors giving via a website or app increased significantly (from 13% to 24%)
- For some charities, fundraising has held up well. Between January and June 2020, the public donated a total of £5.4 billion to charity – an increase of £800 million compared to the same period in 2019.

Sources

<https://queerideas.co.uk/2020/05/coronavirus-research-findings-what-do-donors-think-about-giving-now-part-2.html>
<https://www.woodsvalldata.co.uk/wp-content/uploads/2020/05/Woods-Valldata-Impact-of-COVID19-on-Individual-Giving-Report-21MAY20.pdf>
<https://www.cafonline.org/about-us/publications/2020-publications/uk-giving-2020>

Digital fundraising skills

- 41% see digital fundraising as a priority
- However 45% say that they are poor at digital fundraising
- If boards/leadership teams don't increase their digital skills, 59% are worried that digital fundraising could be affected



How to do it well



The 2.6 Challenge

You can help save the UK's charities

DONATE NOW → **FUNDRAISE NOW →**



BBC Account Home News Sport Weather iPlayer Sounds

NEWS

Home Coronavirus US Election UK World Business Politics Tech Science Health Family & Education

England Local News Regions London

London Marathon 2020: Runners raise £16.1m for charity

5 October

London Marathon



www.arc-uk.org

5 principles of good digital fundraising

1. Talk to your donors
2. Build a community based on shared values
3. Test, learn and improve
4. Have a clear process for innovation- and for scaling
5. Be transparent about impact

Resources

- [Charity Digital Skills Report](#)
- [The Charity Digital Code of Practice](#)
- [COVID-19 digital checklist for trustees](#)



Help your
charity
achieve its
goals

#charitydigitalcode

www.charitydigitalcode.org

Thanks for listening. See you next time!

Zoe Amar FCIM

Director, Zoe Amar Digital

zoe@zoeamar.com

077 644 98168

[@zoeamar](#)

www.zoeamar.com