Fund Raising Methods

Crowd Funding

Website Driven Donations
If you are getting organic (not paid for) traffic to your website you can start accepting donations from individuals by registering with a payment gateway and adding a donate button on your website.

Paypal is easy to set up, secure and well known enough that most people trust it to complete transactions. You can set up the ability to have subscription donors so that they can donate to you on a regular basis.

Donations can be non-reward based or you can set up a system to reward your donors either via a tax rebate receipt or through “selling” merchandise for the purpose of raising funds.

Digital Marketing Driven Donations
Building an audience on social media and broadcast channels such as mass mailers can work in your favour to drive funds into your organisation.

- Post clear call to action based content to drive followers to donate to you (preferably via your website)
- Most social media platforms allow businesses to have a call to action button at the top of their page. Ensure this drives your followers to convert to donate and or volunteer with your organisation
- Some social media platforms such as facebook allow you to set up your organisation to receive donations through them when individuals decide to promote you, for example on their birthday.

Online Donation Platforms
Some websites exist for the pure reason of helping organisations raise funds. Register your organisation or project on one of these websites to get donations.

Eg. Go fund me

Checkout Donations
Many websites and organisations offer non profits and charities the opportunity to register with them so that their customers can donate at checkout

Examples:
- Local shops
- Online stores such as:
  - Amazon smile

Sporting Events
Register your organisation as a charity with open to individual entry sporting events such as runs and cycling events. On entry individuals can opt to complete the event to raise money for your organisation.
Fundraising Drives
Traditional fund raising drives focus on face to face interactions with people in a public setting. This may be reward based (IE each donor gets something out of value from supporting your organisation). Rewards can range from tax rebate receipts to merchandise.

Corporate Funding
Corporate Social and Environmental Responsibility
Private business self-regulated and funded by corporates to contribute to philanthropic or charitable activities in order to provide positive social value.

1. Draft value proposition. Examples:
   a. Leverage corporate resources for good
   b. Improved perception with financial markets
   c. Corporate image and branding opportunity
   d. Business development and networking
2. Draft a strategic plan with defined programs and initiatives broad enough to align to most CSR plans but specific enough to have a measurable progress. The UN’s Sustainable Development Goals are a good place to start when developing these programs.
3. Assess and define the risk clearly and define the benefits to beneficiaries.
4. Develop an effective method for tracking and measuring progress within these programs to ensure reporting is possible.
5. Ensure you have program managers and enough people in key positions to drive the program to fruition.
6. Develop a method for communicating with corporate sponsors and other stakeholders the program status effectively.
7. Ensure any and all transactions with corporate sponsors are sufficiently documented and filed for future reference.

Cause Marketing
Corporate sponsorship for the purpose of being associated and advertised by a charitable association or an event in order to gain public favour and brand recognition.

1. Develop a policy for what companies this contract will be offered to. Some examples of factors to consider.
   a. Relevance- Is the mission of your organisation relevant/complimentary to the company offering & mission
   b. Brand – Overall perception of a brand can either help or harm your organisation in future endeavours.
   c. Mutual Benefit – The benefit for the contract should have clearly defined and agreed on benefits for both parties.
2. Ensure there is a signed contract between an authorised individual from both parties and signed witnessed as well.
3. Depending on Contract: Develop a method for reporting on audience and marketing efforts
4. Ensure any and all transactions with corporate sponsors are sufficiently documented and filed for future reference.
Grants

Corporate Grants
Mostly falls under CSR but also can fall under independent programs used to award money in order to gain significant savings in the form of taxes.

1. Community Grants
2. Employee Volunteer Grants
3. Matching Gifting
4. Non-Monetary Contributions

Government Grants
Depending on your organisation, your project and the rules of your government you may be able to apply for government funding for projects and/or general organisational costs.