

MOTOR IS PROUD TO PRESENT A FREE
SERIES OF ONLINE SEMINARS ABOUT



FREE!

**DIGITAL
TRANSFORMATION
IN THE MUSEUM
WORLD**

Digital fundraising

Howard Lake
25 March 2021

UKFundraising
fundraising.co.uk

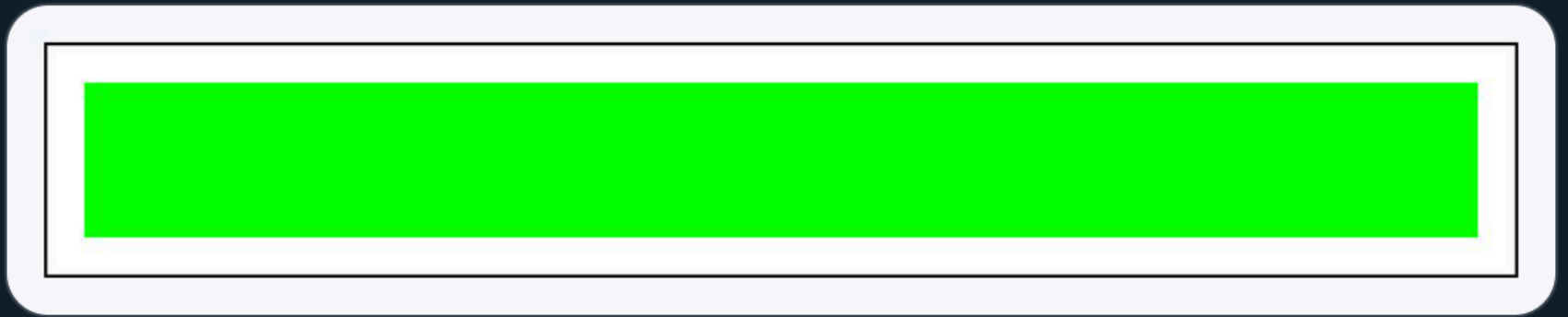


Progress Bar 2021

@ProgressBar202_



2020 is 100% complete! Thank you for following, and have a nice 2021!



12:00 AM · Jan 1, 2021 · Buffer

52.4K Retweets **4.8K** Quote Tweets **310.7K** Likes

Fundraising news, ideas and inspiration for professional charity fundraisers

UKFundraising

Be less talk
MORE ACTION



- News
- Newswire
- Blogs
- Training
- Books
- Jobs
- Forum
- Suppliers
- Expert Advice
- Crowdfunding

Raiser's Edge NXT™
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UKFundraising

All the latest fundraising news
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Latest News

Be the Key

Help us unlock £millions more community causes

The Giving Machine launches new campaign



WORLD

THE WORLD IS
TEMPORARILY CLOSED

Yes, you should be asking



Howard Lake @howardlake · May 9



Majority of small publishers fear closure in wake of coronavirus: [theguardian.com/books/2020/may...](https://www.theguardian.com/books/2020/may...) Dreadful. Charities - expect even more crowdfunding campaigns from valued, community-focused commercial businesses who also deserve to survive.



Majority of small publishers fear closure in wake of coronavirus
Survey shows 60% expect the impact of the pandemic may put them out of business, prompting calls for concerted help

[theguardian.com](https://www.theguardian.com)

People will always give

JustGiving™



Menu ▾

Start Fundraising

Search 🔍

Log in

Sign up

 We're currently seeing huge numbers of amazing people on our website. Once you've donated, don't worry if you don't get an email receipt immediately, there may be a slight delay. 



4022%

£20,110,742.84

raised of £500,000.00 target
by 982479 supporters

Donate



Facebook



Captain Tom Moore

Captain Tom Moore's 100th Birthday Walk for the NHS

Cot Tom Moore is walking 100 lengths of his garden for NHS Charities Together because our

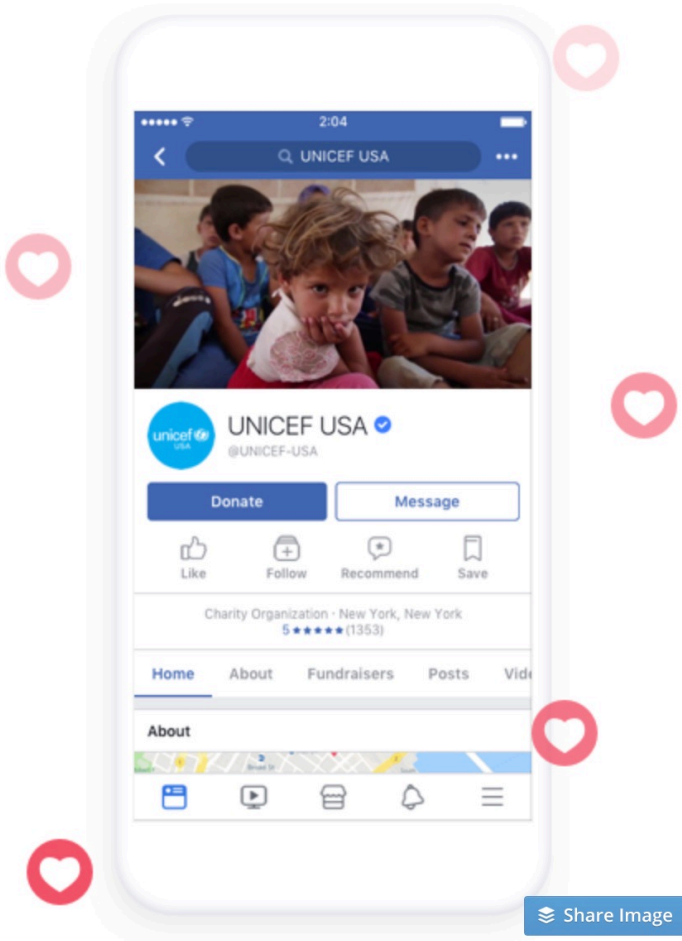


Supporting NHS staff and volunteers caring for Covid-19 patients

run by Association of NHS Charities
NHS staff, volunteers and patients impacted by the COVID-19 crisis.

Talking & listening

Facebook fundraising



Charitable Giving

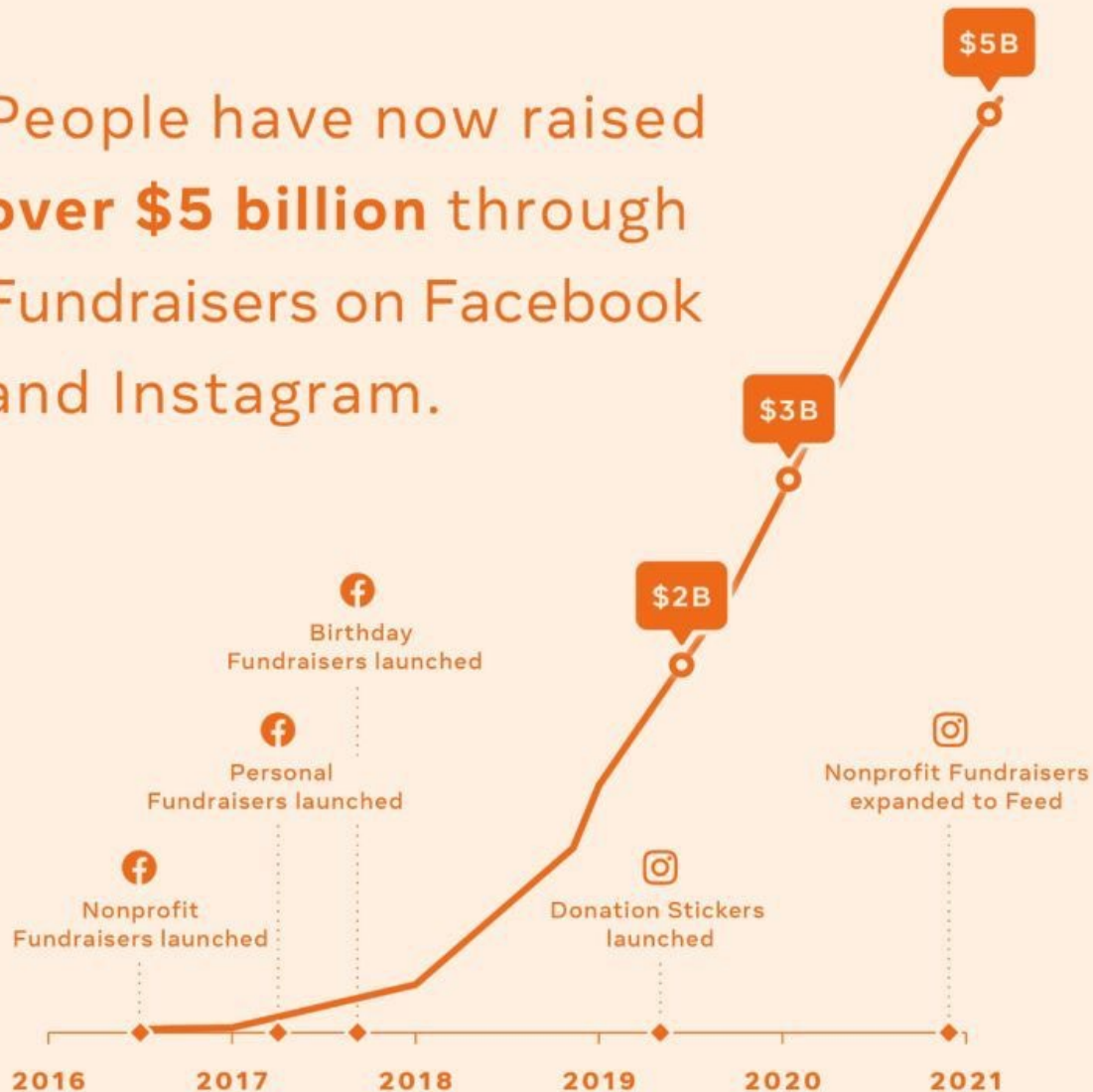
Raise money and awareness for your cause on Facebook.

To make it easier for you and your community to raise money on Facebook, we've built tools to help nonprofits and their supporters fundraise. Sign-up to use Facebook charitable giving tools today.

[Learn More](#)

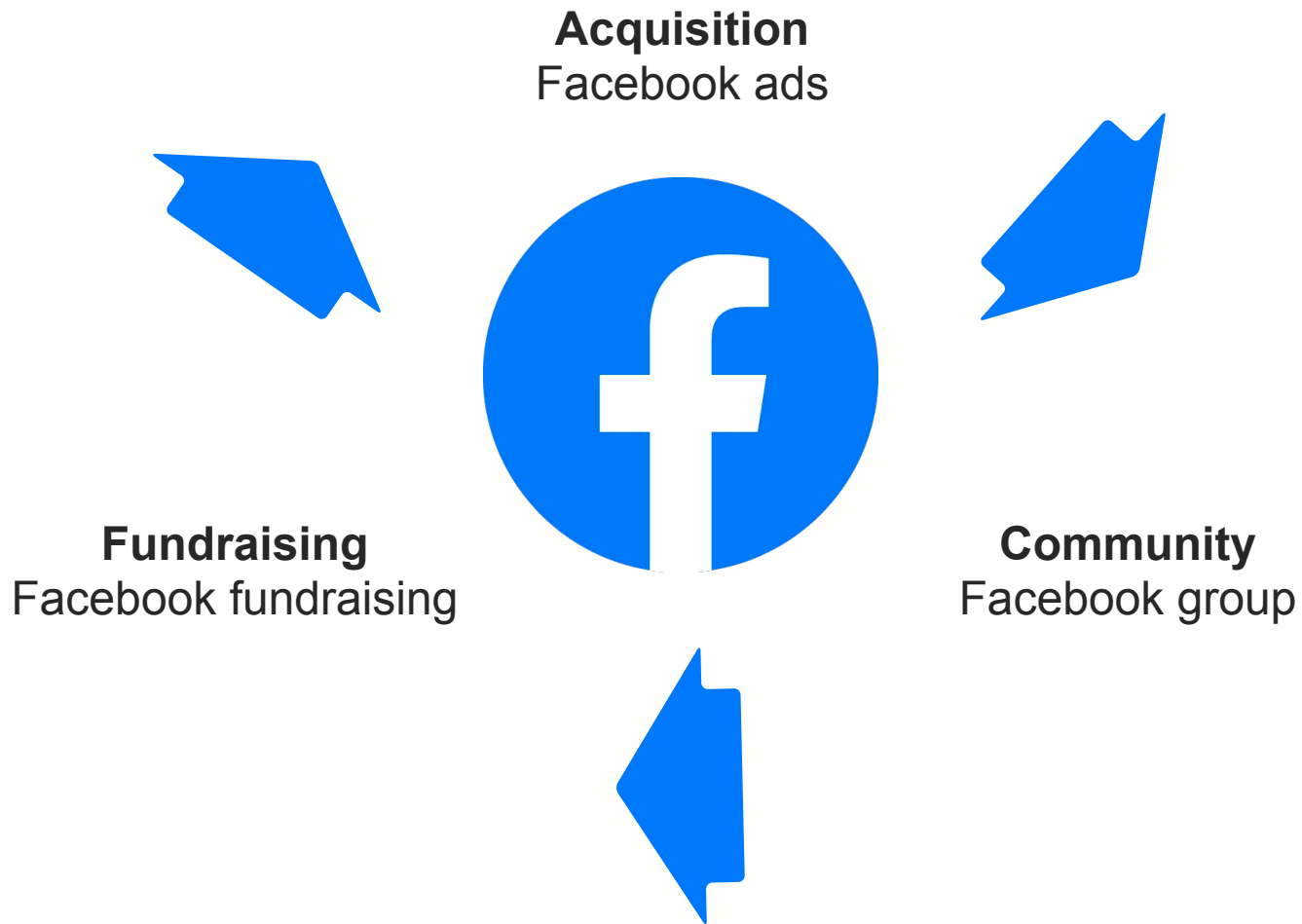
socialgood.fb.com

People have now raised **over \$5 billion** through Fundraisers on Facebook and Instagram.



<https://www.facebook.com/help/252443996270739>

Three components



Supporters' passions



Your website is key

PAID



EARNED



OWNED





Mark Phillips @Markyphillips · 20h



Donor story. They saw a charity on tv in need of help. Website was read out but donor is not online. They rewound the programme and found a shot of the exterior of the building with a sign. They paused it and got the name, found the address and sent a cheque for £100 in the post.



4



2



47





I-want-to-know
moments



I-want-to-go
moments



I-want-to-do
moments



I-want-to-buy
moments

SOURCE: "4 New Moments Every Marketer Should Know," June 2015. ThinkwithGoogle.com

Legacies - public awareness



News

Opinion

Lifestyle

Culture

Sport

Polling by **Hospice UK** found that 19 million people – more than a third of all UK adults – have written or amended their will, or are planning to, as a result of **Covid-19**.

Coronavirus

Covid-19

Hospice



[ABOUT](#)[GET INVOLVED](#)[EVENTS](#)[BLOG](#)

MINUTES TO SPARE

[ALL CHALLENGES](#)[MINUTES TO SPARE](#)[GIVE AN HOUR OR TWO](#)[DONATE A DAY](#)[MAKE IT REGULAR](#)[DO IT TOGETHER](#)[CORPORATE](#)

Take a challenge and help us in less time than it takes to boil a kettle.

CHALLENGES

CHALLENGE 13



Tag Museum Makers on your Travels

Going anywhere fancy, special or sunny. Tag us and let us know where you were, what you've seen or where you think we should also visit.

[READ MORE](#)

CHALLENGE 14



Help us to get 1500 likes on Facebook

Help us hit our target of 1500 Facebook friends. Let's spread the word!

[READ MORE](#)

CHALLENGE 15



Tag your favourite item at the museum

Come and visit us, and let us know what you like or don't like!

[READ MORE](#)

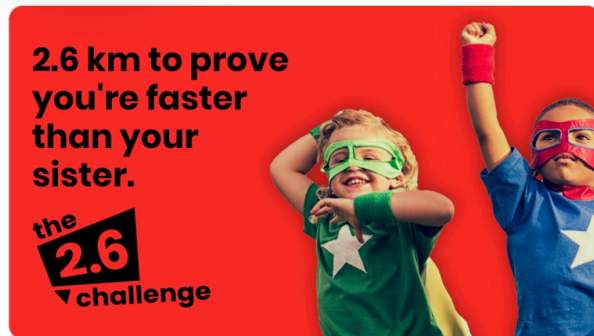
Collaboration



Whatever your challenge, there's still time to take on your own [#TwoPointSixChallenge](#) and help save the UK's charities! 🦸

- ◆ Participate
- ◆ Donate
- ◆ Nominate

Pledge your support: bit.ly/2xUwjeL



10:31 AM · May 2, 2020 · Twitter Web App

• XMAS PARTY •
HEROES

Has Covid cancelled your staff Christmas party?

Donate the *unused* cost of your Xmas party to a *charity* of your choice

- 1 Choose the charity and pledge amount
- 2 Notify us of the pledge amount so we can show total online
- 3 You share it on your social channels, using [#xmaspartyheroes](#)

WANT TO HELP EVEN MORE?
If you usually send out gifts for clients & suppliers, give them the option of donating the cost instead.

XmasPartyHeroes.co.uk

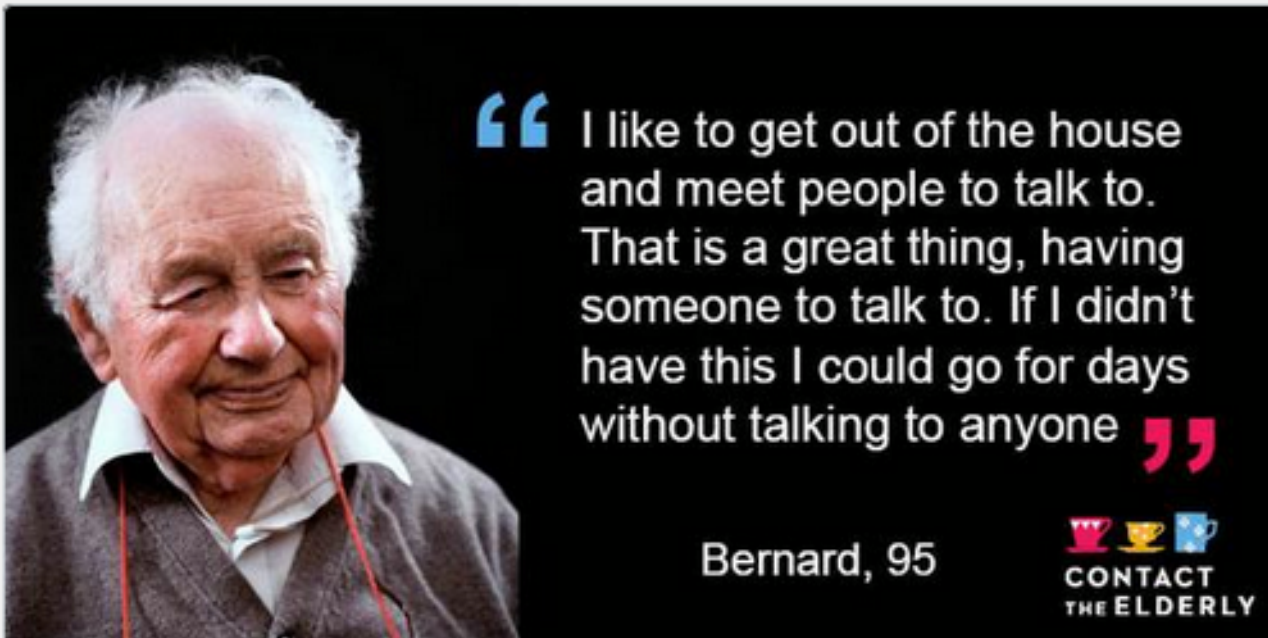
[#XmasPartyHeroes](#) [@XmasPartyHeroes](#)




TED.com

“Turn strangers into friends, turn friends into donors and turn donors into fundraisers.”

Seth Godin



Contact the Elderly 

@contact_teas

 Follow

Today is [#OlderPeoplesDay](#), volunteer with us so older people like Bernard feel less isolated bit.ly/1g4P8NW

9:50 AM - 1 Oct 2015

  49  29



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unicef
 UNITED KINGDOM
FOR EVERY CHILD IN DANGER

HELP TACKLE THE CRISIS OF A GENERATION

[DONATE NOW](#)

unicef | **FOR EVERY CHILD IN DANGER**

MAKE A DONATION

MONTHLY	SINGLE
£27	£14

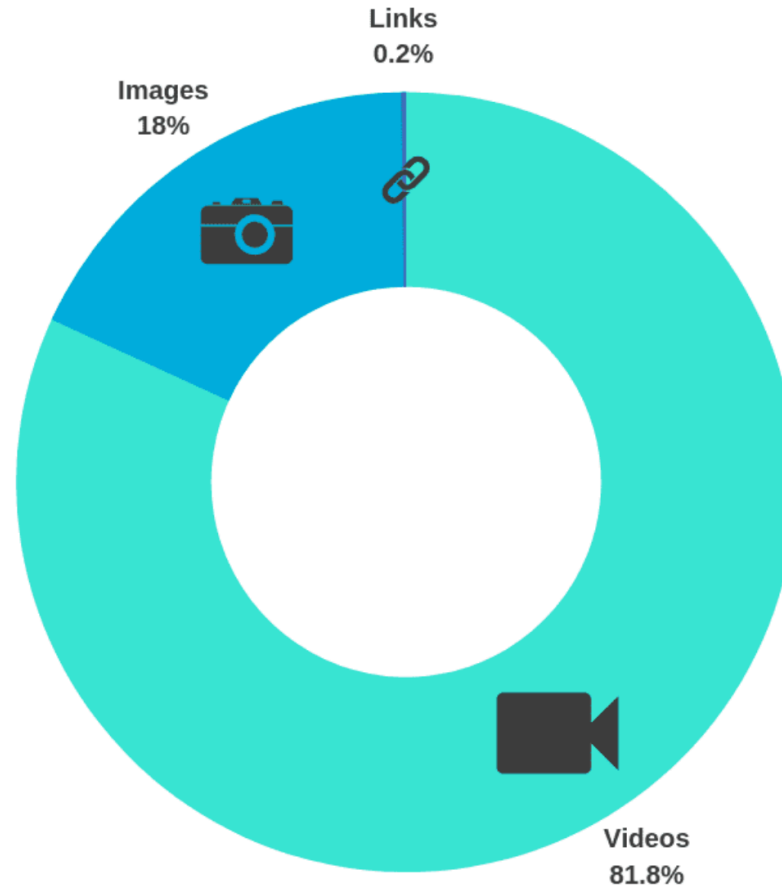
Each month, your £14 could help protect 100 children from polio.

£ OTHER AMOUNT

[DONATE NOW](#)

[Contact us](#)

Facebook Top 500 Posts of 2018 (Type)



On the other hand (quite shockingly), link posts received **76 percent less engagement** than videos on average. This includes links with images. In other words, not even images are helping link posts to perform better.

THINK
ABOUT
THINGS
DIFFERENTLY

Digital fundraising for small charities (in a hurry)

By Matt Haworth



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www.reasondigital.com

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feel those events. Of course, we can't
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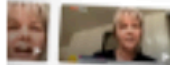
stream events or videos. I would
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as they are in that virtual event is a big

www.reasondigital.com

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www.reasondigital.com


Be positive





We'll be back, this is

Only The Interval

In the meantime, follow our latest news at

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IN CASE OF FIRE



**EXIT BUILDING
BEFORE TWEETING
ABOUT IT**

Thank you



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