iRaiser

fundraising everywhere

Turning your community into community fundraisers

iRaiser X Fundraising Everywhere
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Why are we here today?

Understanding the power of communities

Understand who our community is

Explore how we can strengthen the relationship with our community

Map out the process for increasing the actions members of the community take for you.

Understand what harnessing communities does for individual giving

Who are our “community”?

Defining “community” and “community fundraising”

Community Fundraising is the process of raising funds via pre-existing groups and networks that the charity does not define or control.

It operates on a peer to peer basis and is often unsolicited, or soft-marketed.

Examples include local clubs (Rotary clubs, WI etc..), Schools, scouts/guides/woodcraft folk, but also extend to all sorts of intangible groups and networks of friends, neighbours, colleagues and comrades.

Because it is hard to predict who will engage in community fundraising, we often struggle to create strategies to grow our community fundraising.

Defining “community” and “community fundraising”

Community is a much wider term.

Your community is any person or group who interacts with your charity in any way whatsoever.

Community has varying degrees of engagement and connection. Some members are closer to you than others, but they’re all part of one community.

All community fundraisers and members of your community, but not all members of your community are community fundraisers……

.....yet!

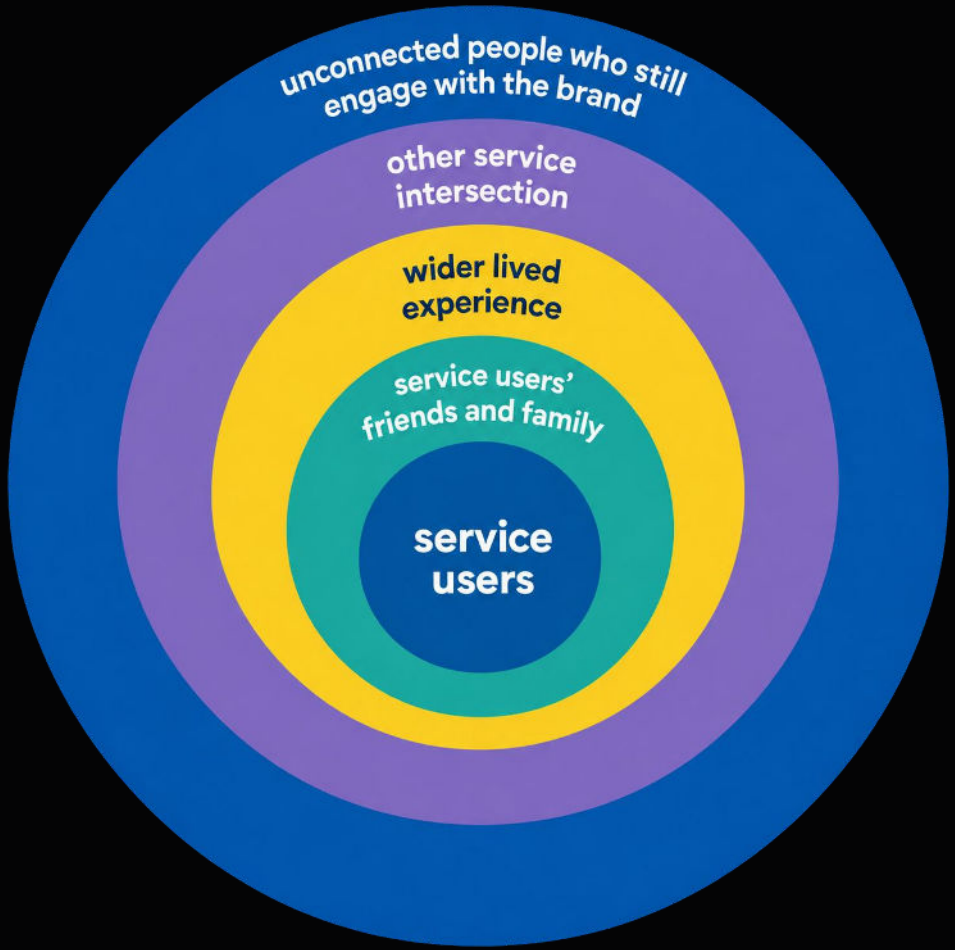
An exercise to discover your community

Draw concentric circles that represent a venn diagram.

In the centre circle, define the closest people to your organisation, who you have the strongest and most important relationship with.

In the next circle, consider the next groups with whom you also have a strong, but slightly less strong bond with.

Continue outward until you get to a final circle of people who have heard of your but otherwise have no connection to you.


unconnected people who still engage with the brand
other service intersection
wider lived experience
service users' friends and family
service users

Understanding the ecosystem of supporter relationships leads to better supporter engagement

What does this mean for fundraisers?

For any member of your community, you must ask:

1) What is the next step in support?
2) When are you ready to make the next step?

A holistic view of your community will make the questions easy to answer.

Fixating on pre-existing data will limit you to an ever diminishing group of supporters.

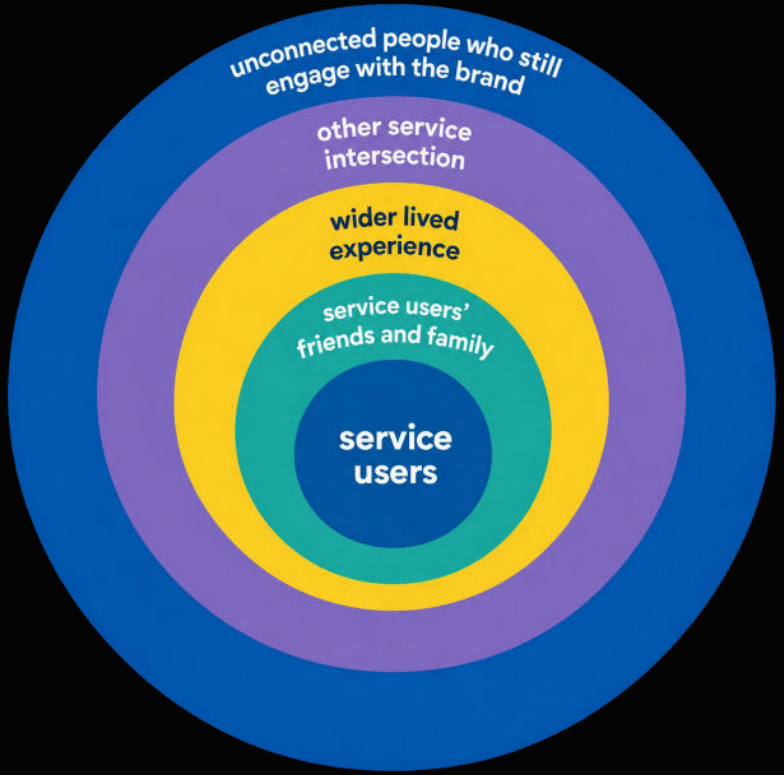
What does this mean for fundraisers?

A fundraisers goal is to move each person or group from one stage of a supporter journey to another.

Merging community connection with stage of supporter journey can help us facilitate this growth at the right time, via the right medium, and with the right product.

Mapping a desirable supporter path is key to this

brand awareness - no gift yet
casual giver
individual giver
community fundraiser
Legacy giving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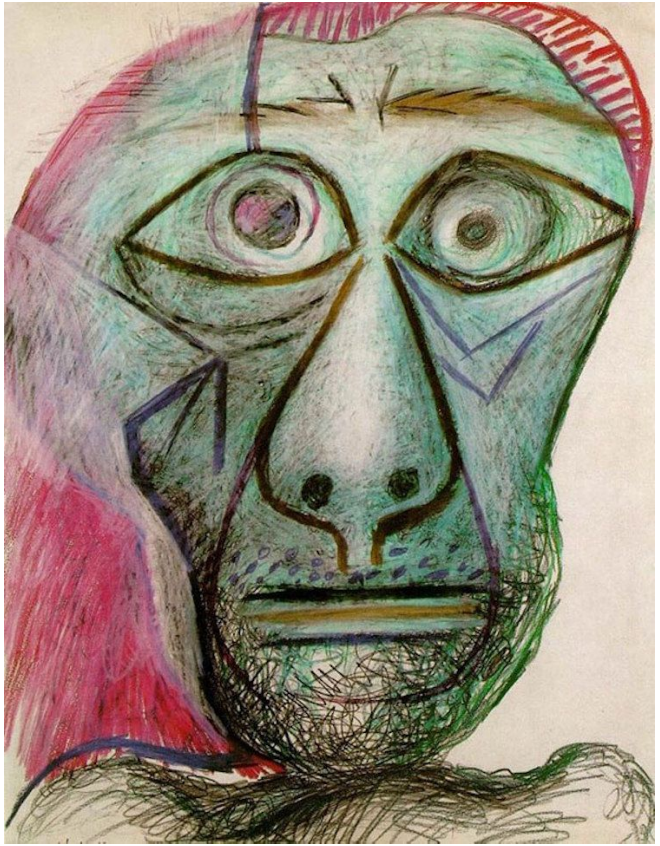
Understanding the linear passage of time can help guide asks!

People see themselves differently as they get older.

Pablo Picasso - Self Portrait
Age 20 (1901)



Pablo Picasso - Self Portrait
Age 90 (28th June 1972)

Meet Bridget, Peter and Marcus

Bridget

Organised a cash collection in university for the 2004 Tsunami.

Receives a direct mail appeal to her mum's house once a year asking her to organise another fundraiser.

Hasn't had access to a university campus to fundraise in 19 years

Peter

Did a half marathon in 2009 for a medical research charity.

Receives an invite to further challenge events from that charity 4 times a year,

Broke his leg in 2013, limiting his ability to undertake challenge events.

Marcus

Volunteered for an environmental awareness org in 2014, taking part in a direct action and getting arrested for protesting.

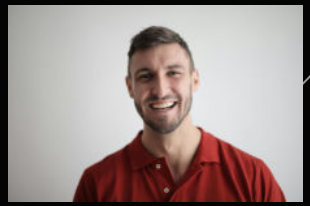
Receives weekly SMS for direct actions.

Is now a company director and a dad, who cannot be getting in such trouble regardless of how important the cause it.

Actually, meet Eoghan....

Bridget

Peter



Marcus

Eoghan no longer does cash collections at university, no longer runs challenge events, and no longer chains himself to the railings of certain government buildings.

Eoghan is now:

- A monthly donor
- A mid value donor
- A corporate donor
- A community fundraiser

Eoghan, in future, will be:

- A tribute fund organiser
- A high value donor
- A legacy donor

Supporting the supporter

There are a number of principles of good support for supporters that we can adhere to:

- Speak directly to them
- Understand when they want to be spoken to
- Tell them how much you value them
- Give them an easy way to speak to you

Let people tell you how they want to grow as a supporter

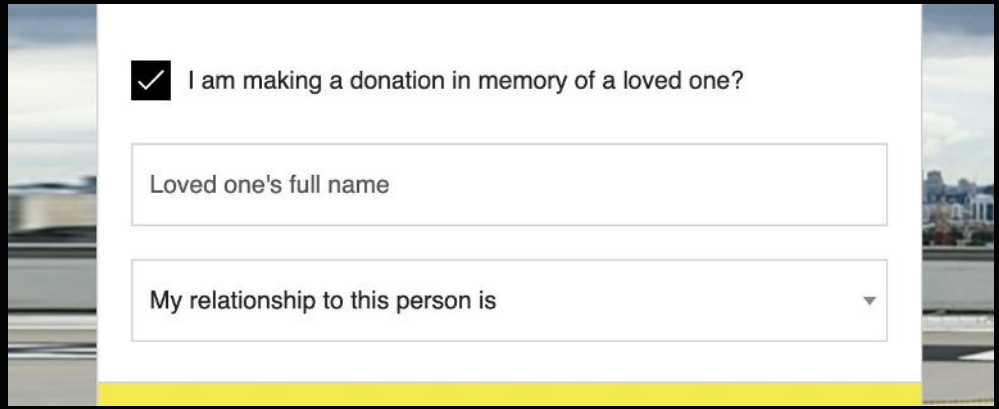
Collecting insight

When engaging a user, remember to ask questions that enrich your understanding of their journey

- Meaningful motivation for giving
- Remove unusable questions
- Insight that you can actually use

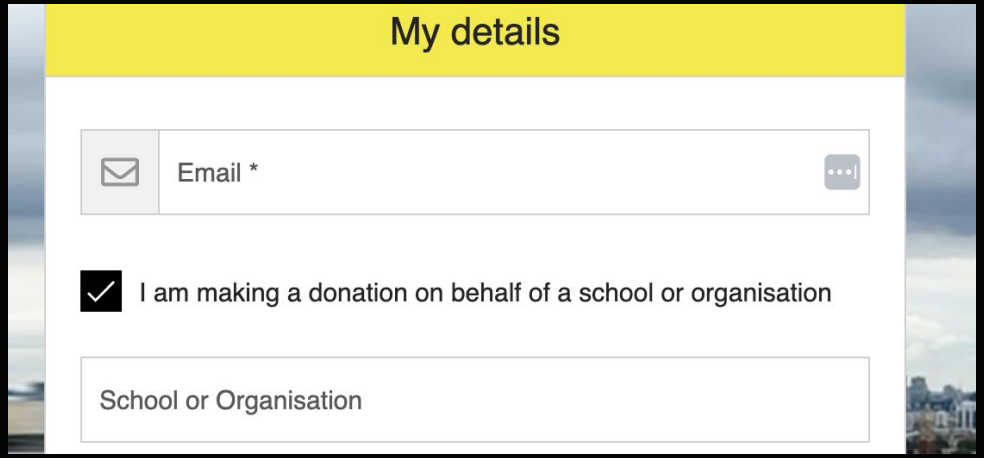
Use case - in mem

- Gifts in memory are sometimes made in isolation, and other times made as part of a collection.
- Tribute funds **can average £450 per active page.**
- Offering a seamless journey from first gift in memory, to easy creation of an in memory fund within a connected, first party environments can allow charities to maximise their in memory revenue.



Use case - community

- Community fundraisers don’t always have the same connected path as events fundraisers.
- When donation pages are used for remitting local community collections, this information often gets lost.
- By pinpointing whether a gift is made on behalf of an organisation, you can identify a natural point to ask a user to launch a fundraising page for that organisation, allowing more visibility of community groups and an increase in revenue.



Speak directly to them

understanding “first party”

First party versus third party platforms when interacting with supporters

First party

The relationship between the charity and the supporter is direct.

The charity is the merchant and the data controller.

The supporter solely engages with the charity's brand.

If the charity wants to migrate to new platforms, the supporter comes with them

Third party

The user is paying another entity, who remits the money to the charity.

The third party's name appears on the bank statement.

The third party is the data controller.

The supporter received branded comms from the platform, not from

First Party Platform

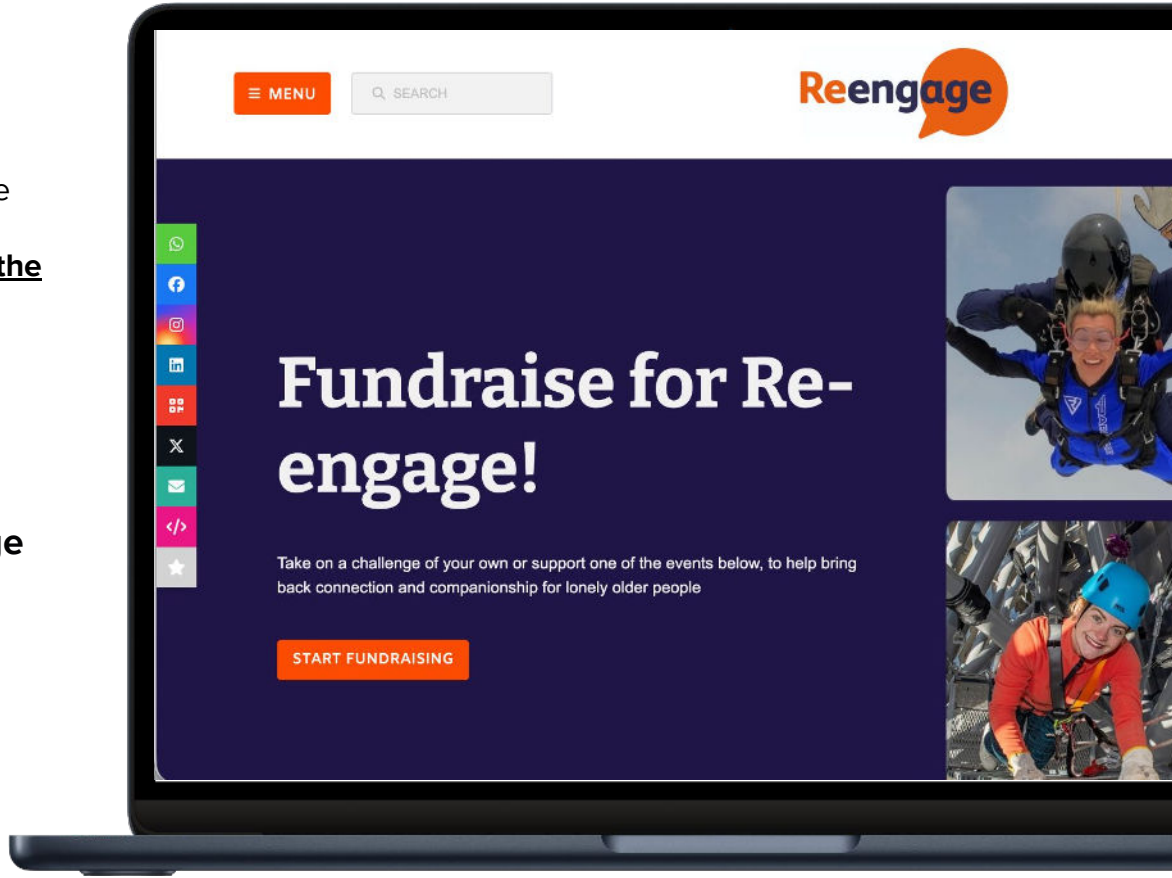
This is a fundraising page owned by Re-engage

The platform serves a single charity, **who own the space and data**

Users and donors are engaging directly.

https://fundraise.reengage.org.uk/

A community fundraisers sets up a page here, each of their donors is donating directly to Re-engage, who then can collect an opt in and begin a supporter relationship. This is one of the most underutilized sources of IG donors!!!!



Key Focus

Engaging your community comes from creating ways of working that let you make good decisions.

- Understanding supporter ecosystems
- Working with data in a practical way
- Humanising the members of your community
- Putting the right asks in front of them at the right time

iRaiser

Thank you

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