



Digital fundraising in the modern non-profit

An Adapta webinar series

27 April 2023

Focus on: Technology

Our panel



Bertie Bosredon
Associate Consultant,
Adapta Consulting



Keith Collins
Principal Consultant,
Adapta Consulting

Today's programme



30 minutes: an overview of the technology driving and supporting digital fundraising



30 minutes: Open Q&A

Anything can happen on Zoom!

1. Please put your **web cams on**, and use '**Speaker View**'.
2. Please **mute your microphone** when you're not speaking.
3. During open sessions, please **raise your hand** – digitally or physically – if you have a question or observation.
4. The session is being recorded – the link will be sent to everyone tomorrow – with opportunities to collaborate further.
5. Technical questions – use chat to speak to Paul Stirrat.



Digital fundraising in the modern non-profit

Culture

Experience

Technology

Audit & Legal

The challenges of establishing an effective digital fundraising culture

Tips to define your audience and improve their engagement

The ever-changing range of technology solutions to support digital fundraising

The audit and legal considerations of digital fundraising

7 December 2022, 2pm

1 March 2023, 2pm

27 April 2023, 2pm

14 June 2023, 2pm

About Adapta

- We are a **specialist** information systems consultancy
- We only work with **charities**, associations, trusts and others in the not-for-profit sector
- We are completely **supplier-independent**
- Our consultants have held **senior** positions in a broad range of different organisations
- Our advice and guidance is based on **practical experience** gained over many years

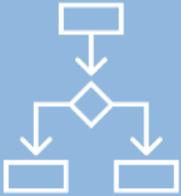
Depth and breadth



Digital, Data & Technology Strategies



Reviews & Health Checks



Business Processes & System Requirements



Supplier & Solution Selection



Interim Technical Leadership



Programme & Project Management



Risk, Compliance, Data Protection & Security



Governance & Business Cases



Change & Organisational Development

Our Mission and Purpose

Our Mission

We **empower** organisations to deliver transformational impact through more effective use of technology and ways of working. Our consultants use their substantial experience and focused expertise to lead charities, membership and other not-for-profit organisations at every point in their digital transformation journey.

Our Purpose

From **our minds to your minds** – our team of experienced, independent consultants work with you to transfer their knowledge, share their expertise, and **develop your organisational capability**...so you are empowered to maximise the impact of your investment in technology, to improve and innovate - and to achieve your strategic objectives.

Digital Fundraising: Technology

Bertie Bosredon & Keith Collins

Adapta Consulting

Digital Transformation - VISION



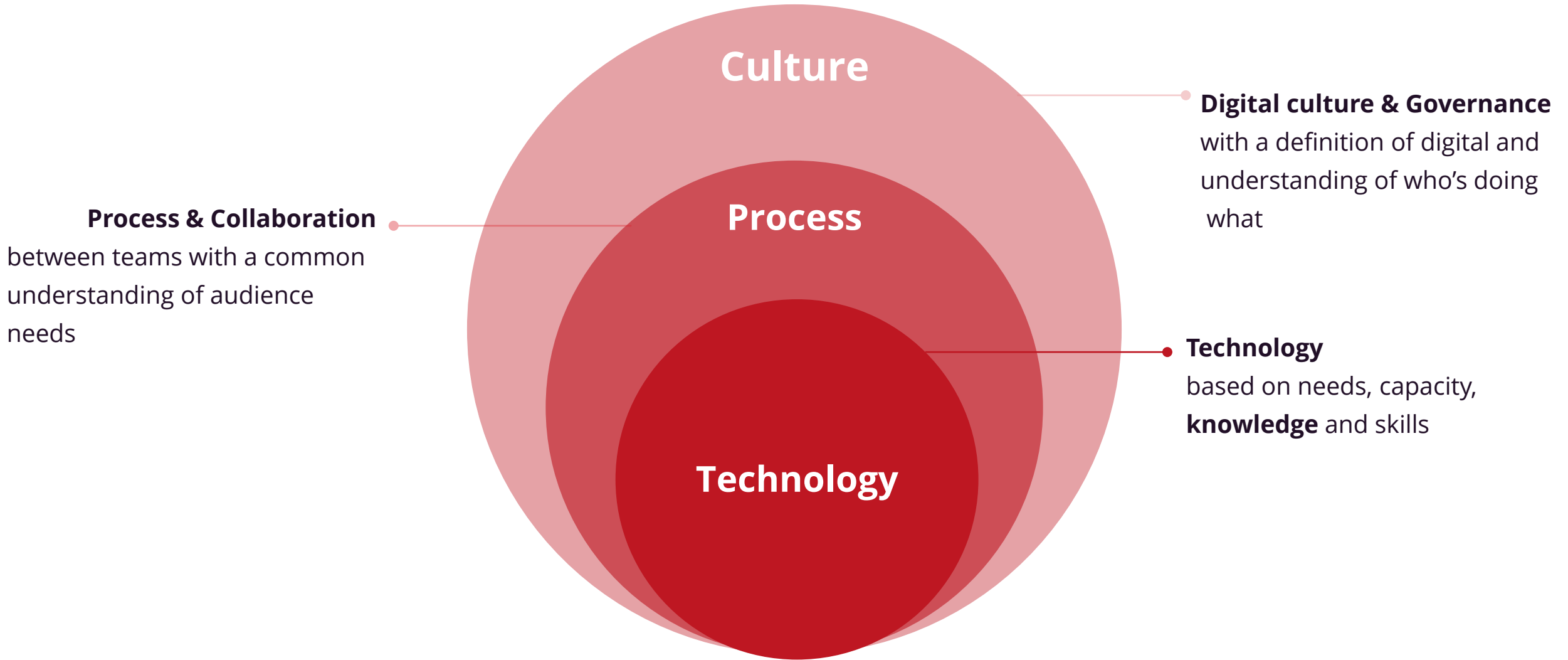
Digital Transformation - REALITY



The issue



Technology



Map your Digital ecosystem

Technology platforms in place:

- Website
- CMS
- CRM
- Marketing Automation / Emailing tool
- Project Management / Collaboration
- Donation Platform
- ...

Document :

- Who's in charge
- Cost and who pays for it
- Supplier and end of contracts
- Plan to change it?

Tip: Some info can be gathered in the questionnaire

6. Your thoughts on your current tool

Share what you like and don't like about it (you don't need to fill all the boxes)

I like it because...

I don't like it because...

 I like it because...

 I don't like it because...

7. Indicate top tasks you perform on your fundraising platform

Indicate what you can do easily and what is difficult or time consuming. You don't have to fill all the boxes.

Easy with our platform

Time consuming

— Easy with our platform

— Time consuming

8. Limitations

List tasks you would like your platform to do and that it can't do. You don't have to fill all the boxes (I hope!)













Channel/Site	Product	Managed by	URL	Satisfaction	Contract ends	Documentation link	Comment
Website CMS							
Hosting							
Email							
Donation single							
Donations DD							
Payment gateway							
Other payment							
Other payment							
Fundraising 3 rd							
Fundraising 3 rd							
Fundraising 3 rd							
Fundraising 3 rd							
Events booking							
Campaigning							
Other services tools							
Video							
Google Grant							
Google Paid							
Other paid							
Retargeting							
Social media							

Getting new tools

- Gather requirements (and prioritise)
- Discovery sessions / demos
- Official tender process with scenarios

#	Category	Functionality / requirement	Description (if necessary)	Suggested Priority 1/10
27	Editor	Offline donations	Add offline donations to a campaign to show in the totals	5
28	Editor	Widget on landing page	Possibility to integrate donation widget (button, slider, goal meter) on any page of our website	7
29	Donor	Main currencies	Accept donations in the following currencies: CAD, CHF, EUR, GBP, USD	10
30	Donor	Alternative currencies	Accept donations in other currencies (please specify)	3
31	Donor	Donation ask methods	Ability to take Single and Regular donation by card	10
32	Donor	Donation ask types	Donation in memory (with additional information: name of the person)	8
33	Donor	Alternative donation types	Ability to give crypto or stock	1
34	Donor	Donation ask frequency	Ability to give regularly other than monthly (annually or other frequency)	6
35	Editor	Donation amounts	Possibility to change the amount depending on the source of traffic (e.g. higher for emails) not with a different form but in one form. In other words, AI function or UTM to determine amount	6
36	Editor	Transaction fees	Ability to ask donor to cover transaction fee for some campaign. I.e. this should not be a platform wide requirement. We might want forms that don't show transaction fees, forms where it's optional to cover it, forms where it is ticked by default	7
37	Editor	Match giving	Option to have company match giving: showing donors copy and what the amount will be once matched	6
38	Donor	Complete donation Prompt	Possibility to prompt donor to complete transaction if not completed during first visit	3
39	Donor	Uplift gift	Suggest to single gift donor to convert gift to regular	3
40	Admin	Payment methods	Ability to take payment by SEPA/IBAN, Card, Mobile, compliance with Mastercard subscription	10
41	Admin	Payment gateway	Support multiple payment gateways especially: Stripe, Ingenico, Apple Pay, Google Pay, Paypal	10

Example of a Fundraising Engagement Pyramid

Actions

Tools

Collaborate. Fund. Legacy

Advocate

Reporting

Regular donations. Volunteer

Contributor

CRM
CDP

Subscribe. Donate

Engaged

Donation platform(s)
Marketing automation
Analytics

Visit website. Social Follow

Aware

Website CMS
SEO
Social Media



Aware



Most used

Website CMS

Wordpress

Drupal

Umbraco

SEO

Semrush

Moz

Google Keyword Planner

Silktide

Social Media

Buffer

Hootsuite

Sprout Social

Direct in platform

Canva (for creation)

Engaged Online Donation

Step 1 – Landing page on charity website

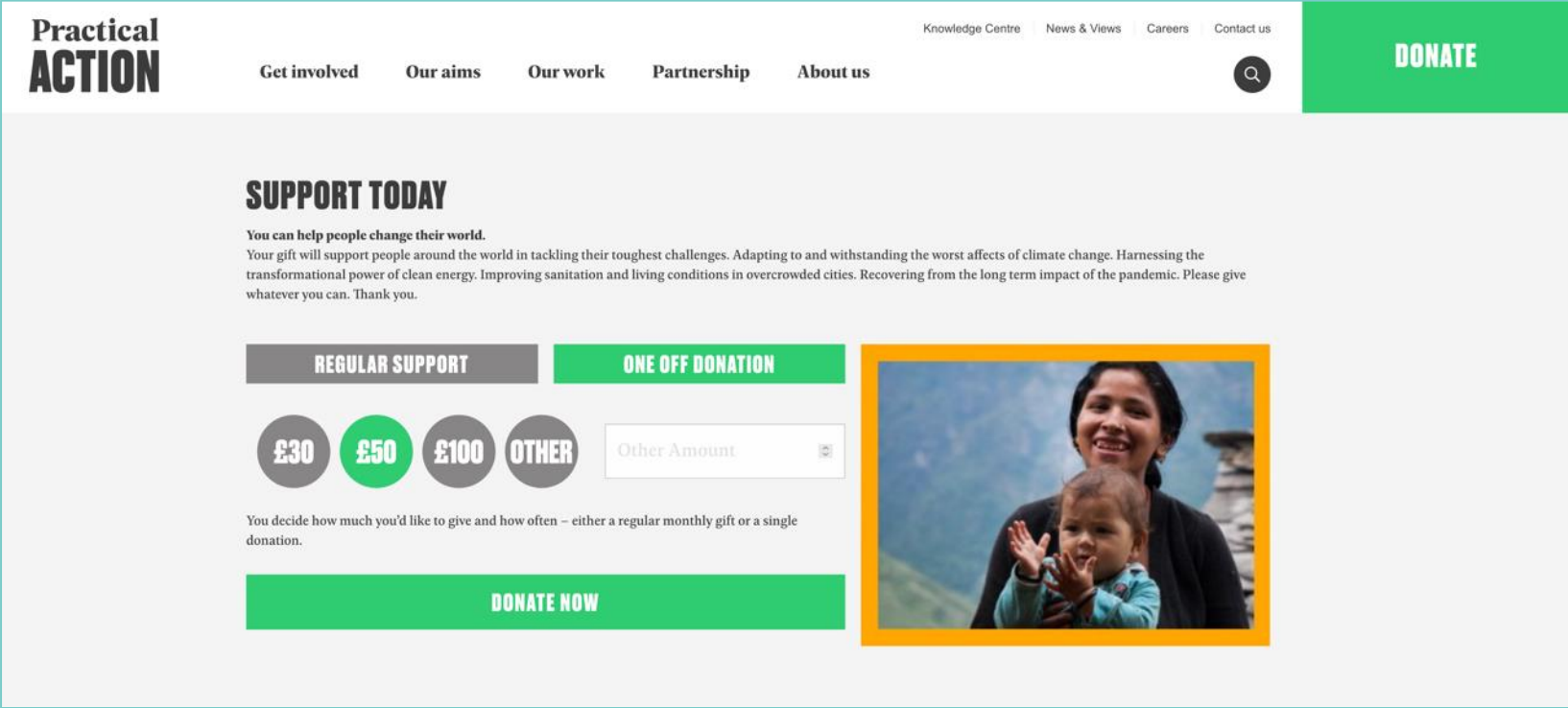
“Traditional Model” – 3rd party white label

<https://www.iraiser.com/>

<https://go-donate.uk/>

<https://www.cafonline.org/>

...



The screenshot shows the Practical Action charity website's landing page. At the top left is the 'Practical ACTION' logo. To its right is a navigation menu with links for 'Get involved', 'Our aims', 'Our work', 'Partnership', and 'About us'. Further right are links for 'Knowledge Centre', 'News & Views', 'Careers', and 'Contact us', along with a search icon. A prominent green 'DONATE' button is located in the top right corner. The main content area features the heading 'SUPPORT TODAY' followed by a paragraph: 'You can help people change their world. Your gift will support people around the world in tackling their toughest challenges. Adapting to and withstanding the worst affects of climate change. Harnessing the transformational power of clean energy. Improving sanitation and living conditions in overcrowded cities. Recovering from the long term impact of the pandemic. Please give whatever you can. Thank you.' Below this text are two tabs: 'REGULAR SUPPORT' and 'ONE OFF DONATION', with the latter being selected. Under the 'ONE OFF DONATION' tab, there are four circular buttons for donation amounts: '£30', '£50' (which is highlighted in green), '£100', and 'OTHER'. To the right of these buttons is an input field labeled 'Other Amount'. Below the buttons is a paragraph: 'You decide how much you'd like to give and how often – either a regular monthly gift or a single donation.' At the bottom of this section is a large green 'DONATE NOW' button. On the right side of the page, there is a photograph of a smiling woman holding a baby, framed with a yellow border.

Engaged

Online Donation

Step 2 – White label form on 3rd party site

“Traditional Model” – 3rd party white label

<https://www.iraiser.com/>

<https://go-donate.uk/>

<https://www.cafonline.org/>

...

Practical ACTION

DONATE NOW

Monthly Single

Your support makes a difference. A smaller, monthly gift can help more people in poverty change their world.

£30 £50 £100

£ Choose your own amount

With Gift aid, your donation would be worth £62.50 at no extra cost to you.

giftaid it

If you are a UK taxpayer, the value of your donation can increase by 25% under the **Gift Aid Scheme** - at no extra cost to you!

Yes, I would like Practical Action to treat this and any donation I make in the future or have made in the past 4 years as Gift Aid donations. I am a UK taxpayer and I understand that if I pay less Income Tax and/or Capital Gains tax than the amount of Gift Aid claimed on all my donations in the

MY DETAILS

Email *

I am making a donation on behalf of an organisation or group

Title * First Name *

Last Name *

Phone number

UNITED KINGDOM

Start typing your address... *

Address 2

Additional Information...

Postcode * City *

Please tell us what inspired you to give?

MY PAYMENT

Payment Platform 100% Secure

Credit/debit Card Paypal

1234 1234 1234 1234

MM / YY CVC

You are donating to Practical Action.

Practical Action is an international development organisation that puts ingenious ideas to work so people in poverty can change their world.

Your gift will support people around the world in tackling their toughest challenges, like adapting to and withstanding the worst effects of climate change, and harnessing the transformational power of clean energy.

COMPLETE MY DONATION

Engaged

Online Donation

Back-office (duplicate forms, personalise content...)

“Traditional Model” – 3rd party white label

<https://www.iraiser.com/>

<https://go-donate.uk/>

<https://www.cafonline.org/>

...

The screenshot displays a back-office interface for managing online donation campaigns. On the left, a list of campaigns is shown with columns for 'id', 'Name - Description', and 'Default campaign'. The first campaign is '1 Main donation page [NOK]' with a star icon. Below it are '5 Main donation page [EUR]' and '6 Main donation page [USD]'. Each campaign entry includes currency symbols (€, £) and 'stripe_creditcard stripe_'. The right side of the interface shows a configuration panel for the selected campaign. At the top, there are buttons for 'Set up', 'Contents', 'Gift grid', 'Custom fields', 'Campaign theme configuration', '+ Duplicate', 'Test', 'Default link', 'View (B)', and 'Copy Link (B)'. Below these are buttons for 'Go back to the campaign set up 8', 'Steps 1, 2 and 3', 'Thank you page', and 'Emails'. The main configuration area is divided into sections: 'COMMON >', 'BACKGROUND', 'BANNER', 'PDF TEMPLATES', 'STEPS 1, 2 AND 3 >', and 'THANK YOU PAGE >'. Each section has a 'Save' button and expandable options (indicated by ^ symbols).

Engaged Online Donation

Data Export

Format*	<input type="radio"/> url <input type="radio"/> xml <input type="radio"/> xml (with attributes) <input type="radio"/> json <input type="radio"/> csv <input type="radio"/> free text
Trigger	<input type="radio"/> status creation/change <input type="radio"/> any update
Origin	<input type="checkbox"/> Personal space <input type="checkbox"/> Donation form <input type="checkbox"/> API <input type="checkbox"/> Administration
Data*	<input type="radio"/> gifts <input type="radio"/> contacts
Sort data	<input type="radio"/> oldest data first <input type="radio"/> most recent data first
Name of exported files	<input type="text"/>
	<input type="button" value="Show shortcodes"/>
Limit concurrent calls to the URL	<input type="text"/>
Send empty files	<input type="radio"/> no <input checked="" type="radio"/> yes
<input type="button" value="Save"/>	
FILTER	
Online payments > One-off payments	<input type="checkbox"/> waiting <input type="checkbox"/> validated <input type="checkbox"/> failed <input type="checkbox"/> cancelled
Online payments > Regular commitments	<input type="checkbox"/> waiting <input type="checkbox"/> validated <input type="checkbox"/> failed <input type="checkbox"/> suspended <input type="checkbox"/> cancelled
Online payments > Regular payments	<input type="checkbox"/> waiting <input type="checkbox"/> validated <input type="checkbox"/> failed <input type="checkbox"/> cancelled
Authorizations > One-off payments	<input type="checkbox"/> waiting <input type="checkbox"/> validated <input type="checkbox"/> failed
Authorizations > Regular commitments	<input type="checkbox"/> waiting <input type="checkbox"/> validated <input type="checkbox"/> failed <input type="checkbox"/> suspended
Pledges > One-off payments	<input type="checkbox"/> waiting <input type="checkbox"/> validated
Pledges > Regular commitments	<input type="checkbox"/> waiting <input type="checkbox"/> validated <input type="checkbox"/> suspended
	<input type="text"/> From <input type="text"/> (included) To <input type="text"/> (excluded) ✕
Campaigns	<input checked="" type="checkbox"/> All

“Traditional Model” – 3rd party white label

<https://www.iraiser.com/>

<https://go-donate.uk/>

<https://www.cafonline.org/>

...



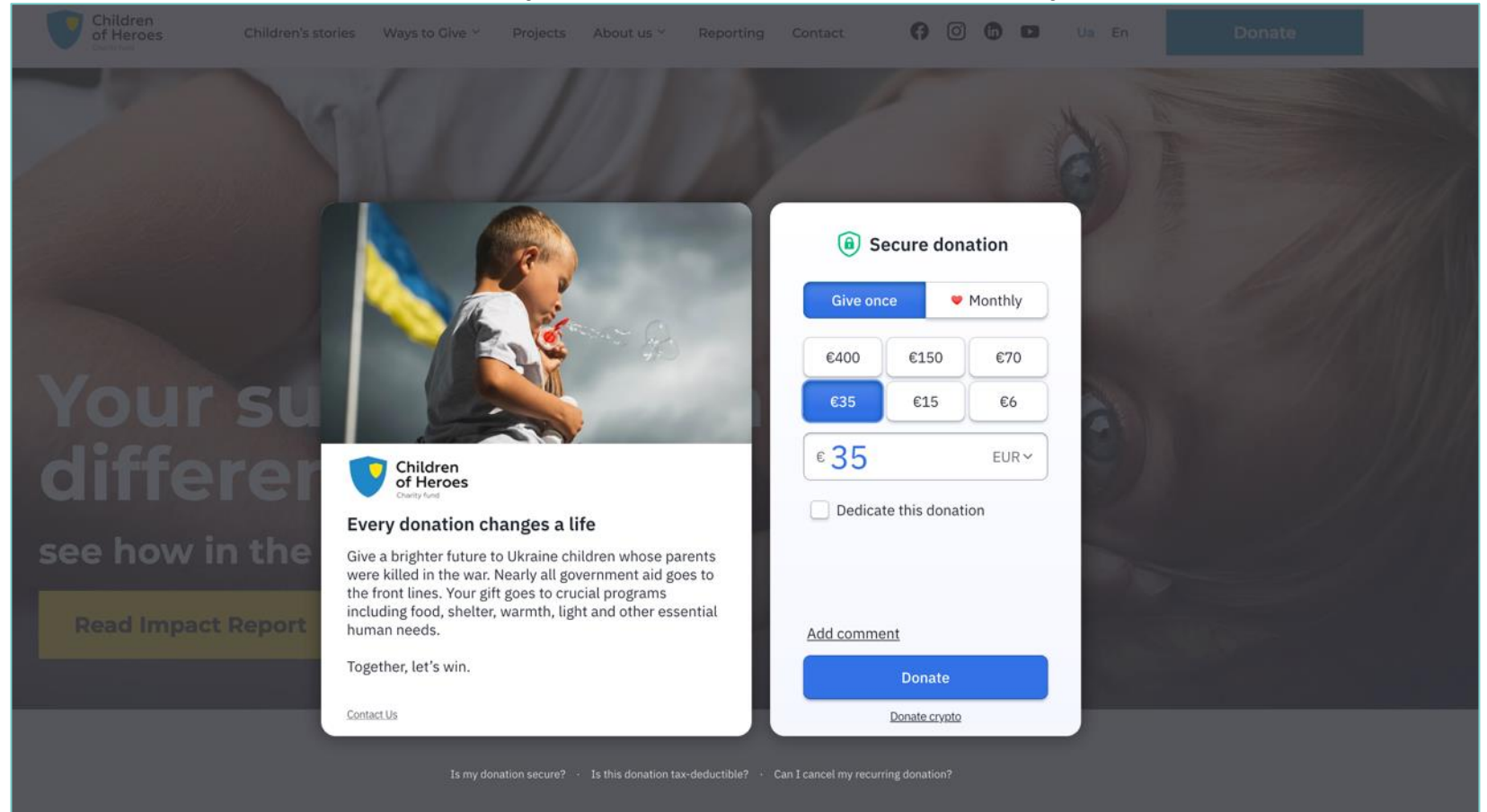
Engaged

Online Donation

Stay on website with donation form overlay

New players

<https://fundraiseup.com/>



PCI compliant

Must be on a reliable hosting (no donation if site goes down)

Amounts determined by platform (based on device and location)



Engaged

Online Donation

Prompt to convert to regular donor on step 2

New players

<https://fundraiseup.com/>

Children of Heroes
Charity fund

Every donation changes a life

Give a brighter future to Ukraine children whose parents were killed in the war. Nearly all government aid goes to the front lines. Your gift goes to crucial programs including food, shelter, warmth, light and other essential human needs.


Together, let's win.

[Contact Us](#)

Become a regular donor

Will you consider becoming one of our valued monthly supporters by converting your **€35** contribution into a monthly donation?

Ongoing monthly donations allow us to better focus on the work we do.

 **Donate €20/month**

Donate €15/month

Keep my one-time €35 gift

[Is my donation secure?](#) · [Is this donation tax-deductible?](#) · [Can I cancel my recurring donation?](#)

Engaged

Online Donation

Possibility to get fees paid by donors (like on most platforms)

New players

<https://fundraiseup.com>

<https://raisely.com>

The screenshot shows a mobile app interface for a donation. On the left, there is a photo of a young boy blowing bubbles, with a Ukrainian flag in the background. Below the photo is the logo for 'Children of Heroes Charity fund' and the text: 'Every donation changes a life. Give a brighter future to Ukraine children whose parents were killed in the war. Nearly all government aid goes to the front lines. Your gift goes to crucial programs including food, shelter, warmth, light and other essential human needs. Together, let's win. Contact Us'.

On the right, there is a 'Payment option' screen. It shows a donation amount of '€ 35 EUR'. A blue button with a checkmark and the text 'Cover transaction costs' is selected. Below this, a table shows 'Transaction costs' as '€3.10' and 'Donate now' as '€38.10'. At the bottom of the payment screen, there are three buttons: 'Credit card' (blue), 'PayPal' (grey), and 'G Pay' (black).

At the very bottom of the app, there are three links: 'Is my donation secure?', 'Is this donation tax-deductible?', and 'Can I cancel my recurring donation?'.

Engaged

Online Donation

Back-office for fundraisers (not just digital expert)

New players

<https://fundraiseup.com>

<https://raisely.com>

The screenshot displays the Adapta back-office interface for configuring online donations. It is divided into three main sections:

- Left Sidebar (Navigation):** A list of settings categories including Payment methods (selected), Currency, Frequencies, Suggested amounts, Minimum amounts, Designations, Tribute, Comment, Transaction costs, Company matching, Supporter, Mailing list, Terms & conditions, Questions, Ask, Thank you screen, URL, and Localization. A green "Save changes" button is at the bottom.
- Main Content Area:**
 - Payment methods:** A heading with a lock icon. Text: "Engage donors with familiar payment methods that increase conversion and grow revenue. [Learn more](#)".
 - Default payment method:** A dropdown menu set to "Money-based". Text: "Money-based payment methods include cards, wallets, bank debits, and other options that use standard currencies."
 - Additional payment methods:** Text: "Enable additional payment methods to provide donors with more options at checkout." Two checkboxes are present:
 - Crypto**: Allow donors to donate cryptocurrencies.
 - Stock**: Allow donors to donate stock to your organization. Text: "To enable this option for this campaign, you must first connect an active [Stock](#) account."
- Right Preview Panel:** Labeled "Preview", it shows a mobile view of the donation form:
 - Header: "Secure donation" with a lock icon.
 - Frequency selector: "Give once" and "Monthly" (selected).
 - Amount buttons: \$200, \$100, \$50, \$30, \$10, \$5.
 - Custom amount input: "\$ 25" and "USD" dropdown.
 - Text: "Add comment".
 - Primary button: "Donate monthly".
 - Footer button: "Test checkout".

Engaged

Online Donation

Lots of options for dedicated forms

New players

<https://fundraiseup.com>

<https://raisely.com>

The screenshot displays a configuration interface for a donation form. On the left is a sidebar menu with the following items: Payment methods, Currency, Frequencies (selected), Suggested amounts, Minimum amounts, Designations, Tribute, Comment, Transaction costs, Company matching, Supporter, Mailing list, Terms & conditions, Questions, Ask, Thank you screen, URL, and Localization. A green 'Save changes' button is at the bottom of the sidebar.

The main content area is titled 'You can display up to two donation frequencies in Checkout.' It features a dropdown menu for the first frequency with options: Once, Daily, Weekly, Biweekly, Bimonthly, Quarterly, Semiannual, Annual (selected), and Monthly. Below this is a 'Second frequency' dropdown set to 'Once' with a trash icon. Two AI-powered suggestions are listed: 'Suggest a monthly donation before checkout' and 'Suggest a monthly donation after checkout', both with checkboxes and AI icons.

On the right is a 'Preview' section showing a 'Secure donation' form. It includes a 'Give once' button and a selected 'Annually' button. Donation amount buttons are shown for \$200, \$100, \$50, \$30, \$10, and \$5. A custom amount field is set to '\$ 25' with a 'USD' dropdown. There is an 'Add comment' field and a 'Donate annually' button. A 'Test checkout' button is located below the preview.

Engaged

Online Donation

Donation widgets to embed on website

New players

<https://fundraiseup.com>

<https://raisely.com>

The image shows a configuration interface for a 'Goal Meter' widget. The interface is divided into two main sections: configuration and preview.

Configuration Section:

- Goal Meter** (Title)
- Display an animated progress bar of your campaign's performance.
- Element name: Goal Meter #51
- Default language: English (Great Britain)
- BEHAVIOR | APPEARANCE | LOCALIZATION (Tabs)
- Campaigns: Select campaigns
- Start date: Set start date
- End date: Set end date
- Currency: GBP | British Pound
- Goal: £10,000
- Add amount: £500
- Matching funds: Set multiplier
- Button: Create an element

Preview Section:

- Shows a mobile device screen displaying the Goal Meter widget.
- The widget shows a progress bar for a goal of £10,000, with £5,500 raised (55% progress).
- Background shows a list of conversion pages with data: Conversion Page 19,929 → 224 → 2 Apr, Conversion Page 14,122 → 442 → 16 Apr, Conversion Page 0 → 0 → 0 —, Million 13 → 4 → 1 Apr, YouTube 0 → 0 → 0 —.
- Desktop view button is visible.

Engaged

Online Donation

Donation widgets to embed on website

New players

<https://fundraiseup.com>

<https://raisely.com>

The screenshot shows the configuration interface for the 'Impact Slider' widget. The interface is divided into two main sections: configuration and preview.

Configuration Section:

- Element name:** Impact Slider #2
- Default language:** English (USA)
- BEHAVIOR TAB:** Includes dropdowns for 'Open campaign' (Select a campaign), 'Frequency' (Match checkout settings), 'Designation' (Match checkout settings), and 'Impact type' (Amount by impact).
- Title:** How many families can you supp
- Values:** A list of impact levels: \$3 (3 families), \$5 (5 families), \$7 (7 families), and \$10 (10 families). There is a '+ Add impact level' button.
- Checkboxes:** 'Allow donor to change selected amount' is checked.

Preview Section:

The preview shows a mobile view of the widget. The title is 'How many families can you support?'. A vertical slider has tick marks at \$3, \$5, \$7, and \$10. A blue circle is positioned at the \$7 mark, with a callout box containing a red heart icon and the text 'Support 7 families'. Below the slider is a blue button labeled 'Donate and Support'.

Engaged Online Donation

Insight

New players

<https://fundraiseup.com>

<https://raisely.com>

Raised **\$23,167** including **\$4,812** in recurring donations across **361** donations.

Donations, USD | Donations, # | Recurring, #

New recurring plans

Amount	\$959.67	?
Count	29	?
Average	\$33.09	?
Median	\$23.38	?

One time donations

Amount	\$18,355.75	?
Count	195	?
Average	\$94.14	?
Median	\$26.13	?

Supporters

Covered costs	AI Adaptive	
Used suggested amount	47%	?
Mobile	29%	?
Desktop	71%	?

Payment methods

Credit cards	51%
PayPal	25%
Google Pay	13%
Apple Pay	10%
SEPA	< 1%

Donations by hour

Donations by day



Engaged Online Donation

Data Export

New players

<https://fundraiseup.com>

<https://raisely.com>

My export template #6

GENERAL SETTINGS **FILE COLUMNS** EXPORT SCHEDULE

Fields for export ⊖ Apply a preset ✕ Clear all

#	CSV COLUMN	FORMAT	DATA EXAMPLE
1	Campaign ID	—	FUNFYVKDZYQ
2	Campaign Code	—	thankyou
3	Campaign Name	—	Awesome campaign
4	Account ID	—	HRMEIGNS
5	Account Code	—	CODE
6	Account Name	—	Helping Hand
7	Account Default Currency	—	USD
8	Created By User ID	—	DZEFQEUU
9	Created By User First Name	—	John
10	Created By User Last Name	—	Doe
11	Created By User Email	—	john.doe@example.com
12	Designation ID	—	EKZXWDSJ
13	Designation Code	—	002
14	Designation Name	—	Where it is needed most
15	Donation ID	—	DZEFQKIB

Available fields

Q Quick search

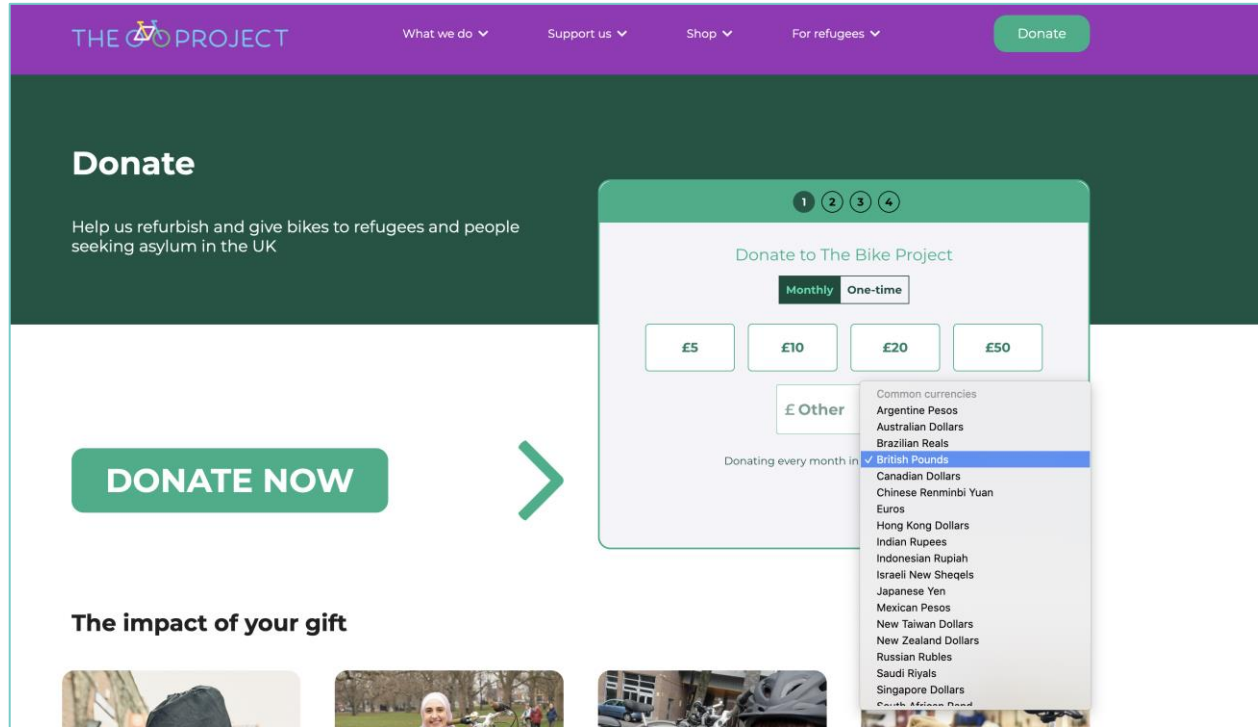
- Campaign ID
- Campaign Code
- Campaign Name
- Account ID
- Account Code
- Account Name
- Account Default Currency
- Created By User ID
- Created By User First Name
- Created By User Last Name
- Created By User Email
- Donation ID
- Donation Status
- Is Live
- Donation Frequency
- Donation Currency
- Converted Donation Amount (USD)
- Donation Amount
- Converted Donation Amount Before Fees Covered Option...

Engaged Online Donation

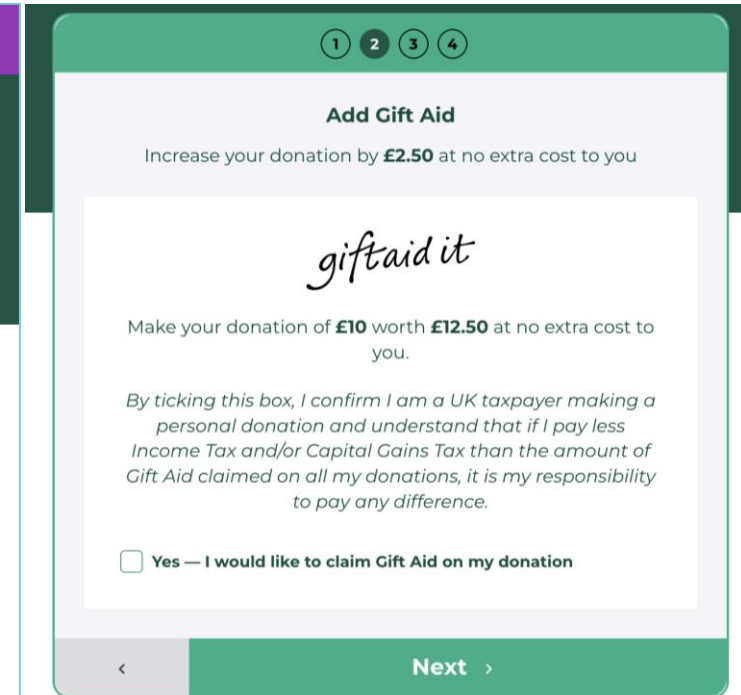
New players

<https://fundraiseup.com>

<https://raisely.com>



The screenshot shows the 'Donate' page for 'THE BIKE PROJECT'. The navigation bar includes 'What we do', 'Support us', 'Shop', 'For refugees', and a 'Donate' button. The main heading is 'Donate' with the subtext 'Help us refurbish and give bikes to refugees and people seeking asylum in the UK'. A large green 'DONATE NOW' button is prominent. Below it, a section titled 'The impact of your gift' features three small images. A modal window is open, titled 'Donate to The Bike Project', with 'Monthly' and 'One-time' options. It shows donation amount buttons for £5, £10, £20, and £50, along with an '£ Other' button. A dropdown menu for currency selection is open, listing various international currencies with 'British Pounds' selected. A green arrow points from the 'DONATE NOW' button towards the modal.



The screenshot shows a confirmation screen for adding Gift Aid. It features a progress indicator at the top with steps 1, 2, 3, and 4. The heading is 'Add Gift Aid' with the text 'Increase your donation by £2.50 at no extra cost to you'. The 'giftaid it' logo is displayed in a script font. Below the logo, it states 'Make your donation of £10 worth £12.50 at no extra cost to you.' A paragraph of text reads: 'By ticking this box, I confirm I am a UK taxpayer making a personal donation and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference.' At the bottom, there is a checkbox labeled 'Yes — I would like to claim Gift Aid on my donation'. Navigation arrows for back and next are visible at the bottom.

**Engaged
Online Donation**

New players

<https://fundraiseup.com>

<https://raisely.com>

Challenge yourself to do the Feb 50!

Join us this February to combat bigotry and eradicate hate by committing to do 50 mins of exercise everyday.

TAKE THE CHALLENGE

SPONSOR A FRIEND

1,334


Fundraisers

\$15,980

Raised so far

884 hours

completed so far

 Castaneda donated
18 days ago

\$30

Caleb Castaneda donated
18 days ago

\$30

Caleb Castaneda donated
25 days ago



Engaged Online Donation

Pricing model

<https://fundraiseup.com>

SELF-MANAGED

4% per transaction

Grow your nonprofit's fundraising program with pricing that helps you scale support without breaking the bank.

Best for organizations processing less than \$500K/year in online donations

[Request an account >](#)

<https://raisely.com>

Free, Forever.

Raisely exists to help nonprofits grow for the wellbeing of people and planet. Our entire fundraising suite is free. Add advanced add-ons as you grow.

HOW IS THAT POSSIBLE?



Optional Donor Tip

Raisely is funded by optional tips. You won't be charged if a donor opts out.



Payment Fees

Your gateway of choice (Stripe or Paypal) will charge a small fee per transaction.



Nothing Else

No contracts, hosting, or setup fees - only our free support, forever.

Engaged

P2P fundraising

<https://www.justgiving.com>

<https://fundraiseup.com>

<https://www.iraiser.com>

<https://raisely.com>

<https://www.funraisin.co>

Pancreatic Cancer UK

About ▾ Fundraise ▾ FAQs Our Heroes Sponsor a friend 🔍 Get Started Donate

Here are some ideas on how you can become a sporting hero for Pancreatic Cancer UK:

- Walk, run or cycle a certain distance over a month
- Host a football, karate or netball competition
- Organise a group yoga or fitness class and invite along your friends and family for donations

Register today

Ask friends, family & colleagues to sponsor you!

Order your fundraising items to your door

Take on your challenge

I want to fundraise

Engaged P2P fundraising

<https://www.justgiving.com>

<https://fundraiseup.com>

<https://www.iraiser.com>

<https://www.funraisin.co>

PCUK used gamification badges to drive up supporter engagement



Making great use of Funraisin's varied gamification badges, PCUK drove supporter engagement by focusing on key supporter behaviours.

Each fundraiser can activate their badges which appear on their personal fundraising page. Best of all, they bridged the digital with the "real world" and sent them a real version of the medal in the mail.

Pancreatic Cancer UK		About	Fundraise	FAQs	Our Heroes	Sponsor a friend	Get Started	Donate
Top Fundraisers								
#1		Walk for Pia By The Eaves Family	Raised £156,281	Sponsor				
#2		Jenny Oldfield's Pancreatic Cancer Fundraiser - Doing "IT" Your Own Way in 2023 (Whatever "IT" means to you x) By Jenny Oldfield	Raised £60,706	Sponsor				
#3		Shield Run By Laurence East	Raised £16,632	Sponsor				
#4		Crew Cut Cancer Challenge By Naoishe Devlin	Raised £12,601	Sponsor				
#5		Valli van Zijl Memorial By Oscar van Zijl	Raised £12,012	Sponsor				
#6		Purple Ribbon 2023 in memory of Chris Chapman 1st July @ The Two Brothers By Rachel Chapman	Raised £11,220	Sponsor				
#7		Love Songs For Roger By Judith Parks	Raised £10,248	Sponsor				
#8		Dawn's Walk By Carleton Green	Raised £9,727	Sponsor				

Engaged

P2P fundraising

<https://www.justgiving.com>

<https://fundraiseup.com>

<https://www.iraizer.com>

<https://www.funraisin.co>

Pancreatic Cancer UK

About ▾ Fundraise ▾ FAQs Our Heroes Sponsor a friend 🔍 Get Started Donate

Love Songs For Roger

By Judith Parks

£6,652 Raised + £1,109.02 GiftAid

My Goal £1,000

Select amount to donate

£8 £13 £29 £58

£ Or enter an amount

Donate

I am fundraising for Pancreatic Cancer UK.

My wonderful, funny, kind, generous, clever, musically gifted, great-hearted husband Roger passed away from pancreatic cancer on 29th January this year, just thirteen days after he was diagnosed with this terrible illness. We loved each other deeply and I am still devastated at having him taken from me so suddenly.

Engaged Crowdfunding

Employee fundraising

<https://www.gofundme.com/>

<https://www.indiegogo.com/>

<https://benevity.com/>

The screenshot shows the Benevity website homepage. At the top left is the Benevity logo. The navigation menu includes: Solutions, Products, Nonprofits, Plans, Resources, and About Benevity. A search icon and 'EN' language selector are on the right, along with a red 'See a Demo' button. A dropdown menu is open under 'Solutions', listing: Corporate Purpose, Employee Engagement, Community Investment, and Customer Engagement. Below this, a 'By Topic' section lists: Disaster & Crisis Relief and International Programs. The main banner features a blue background with a globe and a paper airplane. The text reads: 'Connect millions of employees at purpose-driven brands worldwide. Access hundreds of workplace giving, volunteering and granting programs.' At the bottom of the banner are two red buttons: 'Register Now' and 'Log in'. Below the 'Register Now' button, it says 'It's free!'.

Engaged Crowdfunding

<https://www.gofundme.com/>

<https://www.indiegogo.com/>

<https://benevity.com/>

Community Impact Portal

benevity

Giving Opportunity

Invest in Climate Justice With Zamzam Ibrahim

Youth Activist

Donate Now

Mastercard VISA AMEX

About this Giving Opportunity

Zamzam Ibrahim is the Vice President of European Students Union, co-founder of Students Organising for Sustainability UK, and Vice Chair Muslim Leadership Foundation and the former National President of the National Union of Students, UK. She has been a student representative and leading voice for almost a decade, leading work on a fully funded and just education system and campaigns tackling climate injustice and racial injustice.

"On this day, we as young people are growing up in a world so radically different to the one our parents grew up in. For our parents' generation, climate campaigning was mocked and not taken seriously. But now, the climate crisis is never off our screens from mudslides, heat waves and floods. This is why I believe that young people are playing and will continue to play a fundamental part in reversing the damage done to the planet through collective action.

All the charities I have selected are grassroots, they recognise the solution is a collective one. They highlight systemic inequalities that exist and the disparities from community to community. Climate justice is based in understanding and



Engaged

Marketing Automation



Popular tools

<https://dotdigital.com>

<https://mailchimp.com>

<https://sendinblue.com>

<https://campaignmonitor.com>

<https://www.actito.com/uk>

<https://www.hubspot.com>

Engaged Analytics


Traditional


Google Analytics (GA4 or 360)


Ethical


<https://matomo.org/gdpr-analytics/>


Visits Overview

 **6,417 visits, 6,304 unique visitors** ↘ -49.3%


 **1 min 59s average visit duration** ↗ +2.6%

 **75% visits have bounced (left the website after one page)** ● 0%

 **1.7 actions (page views, downloads, outlinks and internal site searches) per visit** ↗ +6.2%


 **33 max actions in one visit** ↘ -65.3%

 **10,072 pageviews, 8,648 unique pageviews** ↘ -47.9%

 **124 total searches on your website, 85 unique keywords** ↘ -53.6%

 **43 downloads, 41 unique downloads** ↘ -44.2%

 **499 outlinks, 430 unique outlinks** ↘ -49.7%

 **114 Ecommerce Orders** 🛒 (114 visits) ↘ -51.7%

 **€7,050 Total Revenue** ↘ -59.9%

 **€61.84 Average Order Value** ↘ -16.9%

Engaged Analytics

LookerStudio (ex DataStudio)

Total donations 685	Donations \$58,061
Average Donation \$85	Conversion Rate 0.60%

Payment	Donations...	Total	Average
Credit Card	396	\$34,406	\$86.88
PayPal	161	\$14,641	\$90.94
Google Pay	76	\$2,839	\$37.35
Apple Pay	50	\$5,753	\$115.05
SEPA Direct D...	1	\$315	\$315.22
Plaid	1	\$108	\$108

Traffic to Legacy section

Sessions 3,618	Users 3,498
Legacy pages 17	% of traffic 0.80%
Time on section 01:08	Pages/Session 2.01
Website sessions 450,991	Average time (all site) 01:56

Consideration

Sessions > 20s 100%
% New Sessions 80.90%
Clicks to will service 549
Clicks to will service 15.17%

Lead

Filled the form 34
Filled the form 0.97%
Downloaded PDF 24
Downloaded PDF % 0.69%

Demographics

Age	Sessions
45-54	7.77%
55-64	5.53%
35-44	5.5%
65+	4.81%
25-34	4.04%
18-24	2.35%

Compared to website

45-54	4.78%
35-44	4.65%
25-34	4.26%
55-64	3.68%
65+	3.43%
18-24	3.14%

39% female, 61% male

Default Cha...	% Sessions	Session...	% New Se...	Time on se...
Paid Search	37.81%	1,368	85.53%	01:04
Paid-Social	35.21%	1,274	82.26%	01:28
Direct	14.79%	535	89.16%	01:26
Organic Search	7.49%	271	49.08%	01:02
Email	2.76%	100	69%	01:10
Referral	1.74%	63	44.44%	01:35
Social	0.19%	7	28.57%	52

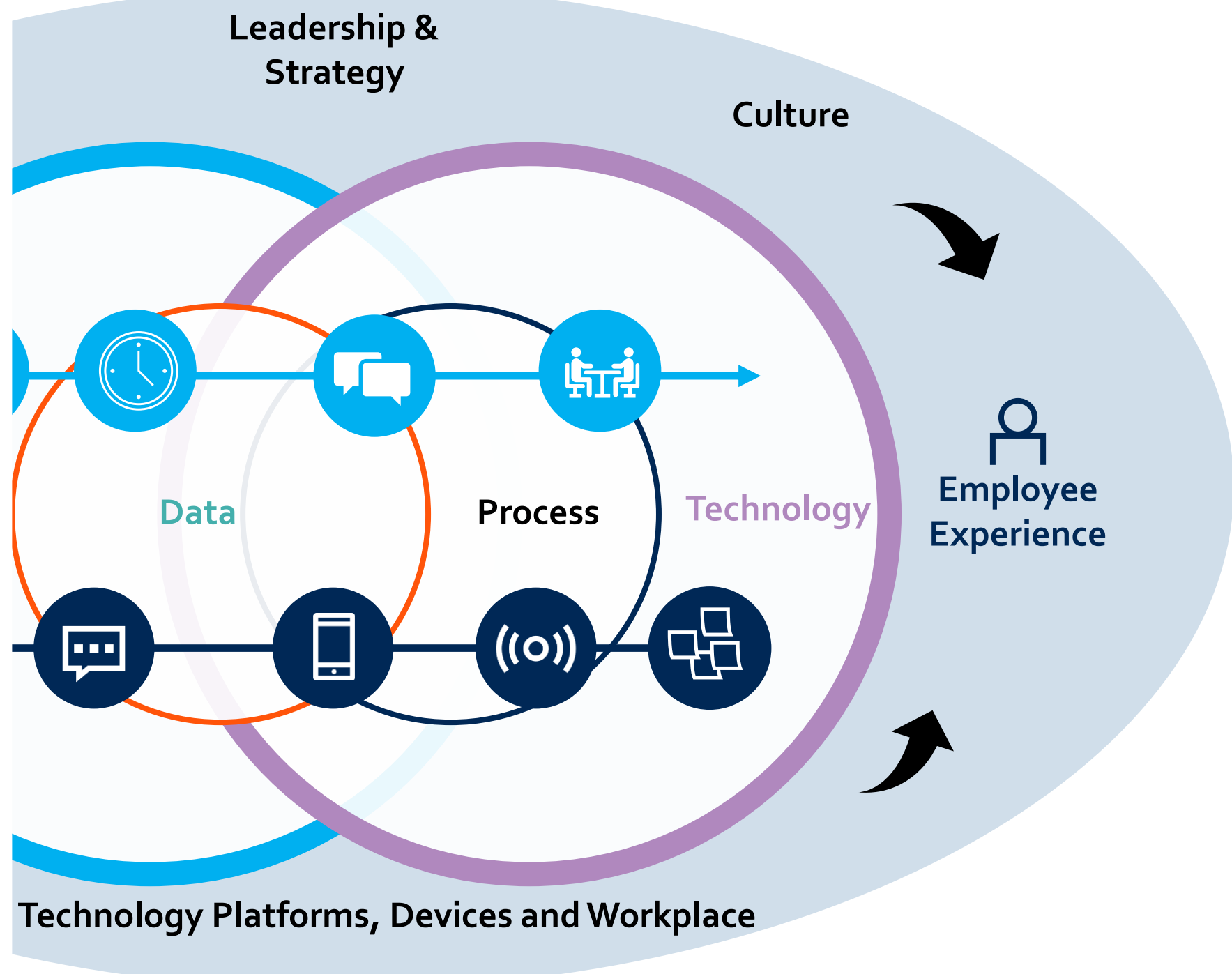
Pages in Legacy section	% Sessions	Sessions	% New Sessions	Time on page
	42.73%	1,540	85.39%	00:01:09
	40.65%	1,465	79.52%	00:01:32
	13.1%	472	76.06%	00:00:47
	1.42%	51	74.51%	00:01:38
	0.83%	30	83.33%	00:00:23
	0.47%	17	35.29%	00:01:38
	0.33%	12	25%	00:00:55
	0.14%	5	60%	00:00:45

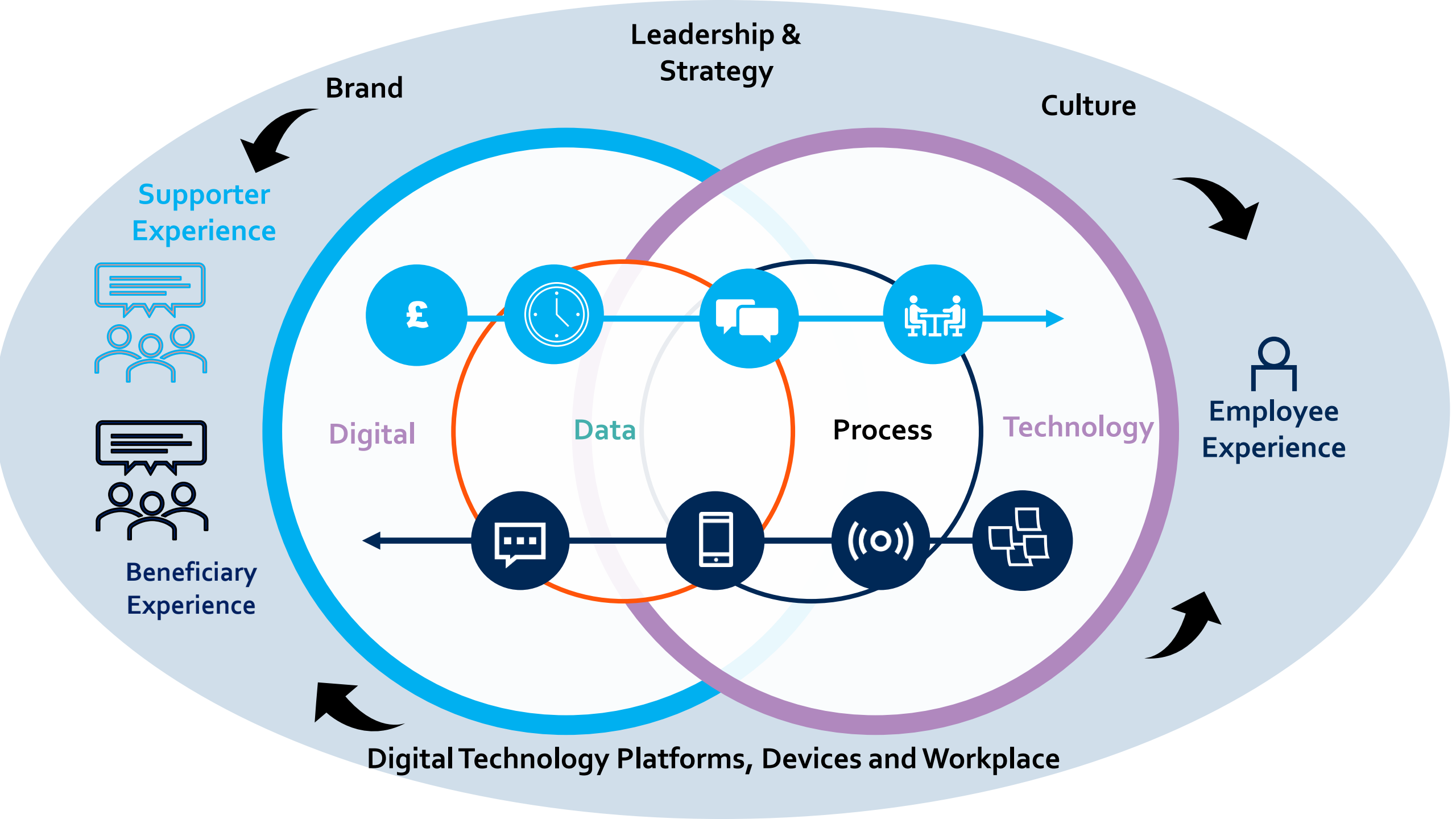
Shares 219

Prints 108	Emails 42	WhatsApp 35	Facebook 18	Linkedin 6	Twitter 10
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When non-profits started with technology digital fundraising wasn't even a thing!





Example of a Fundraising Engagement Pyramid

Actions

Tools

Collaborate. Fund. Legacy

Advocate

Reporting

Regular donations. Volunteer

Contributor

CRM
CDP

Subscribe. Donate

Engaged

Donation platform(s)
Marketing automation
Analytics

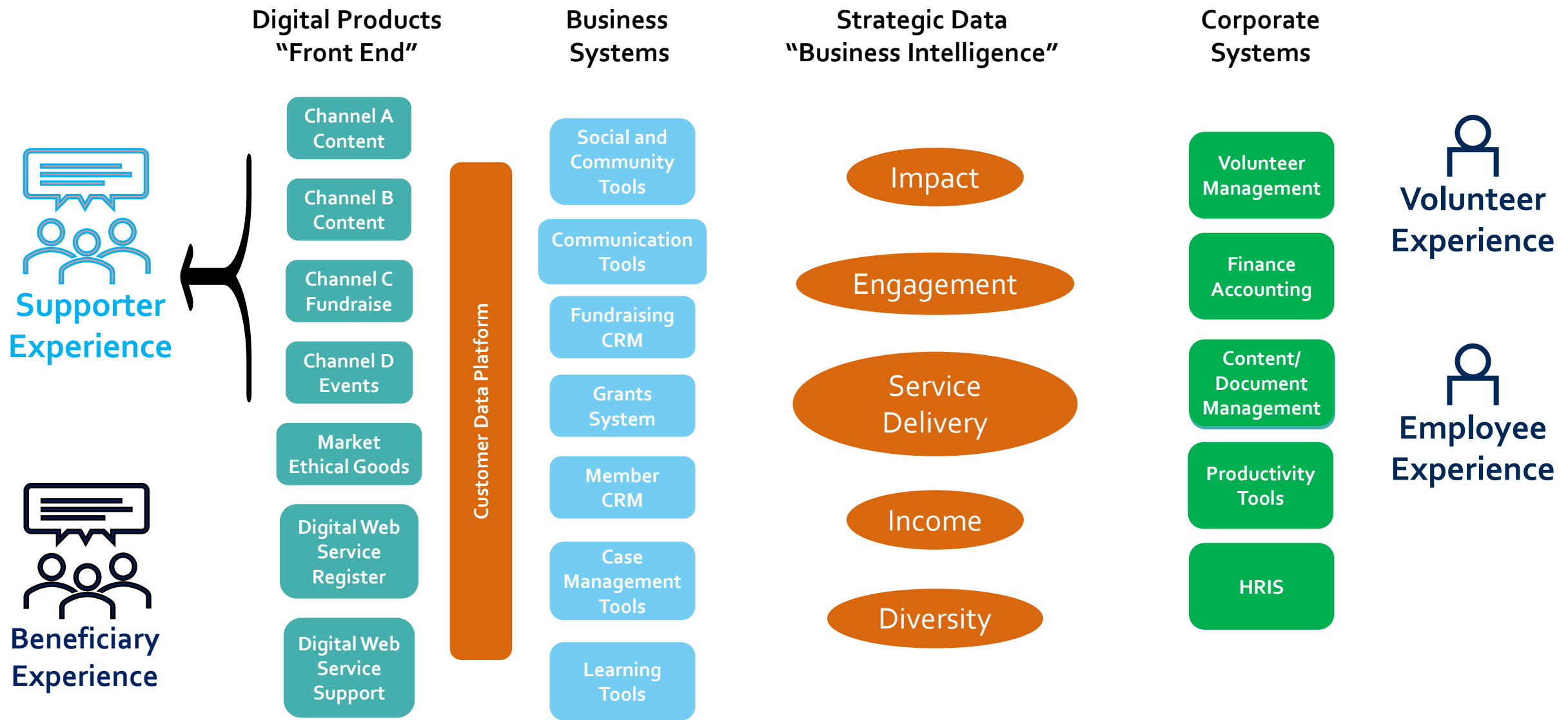
Visit website. Social Follow

Aware

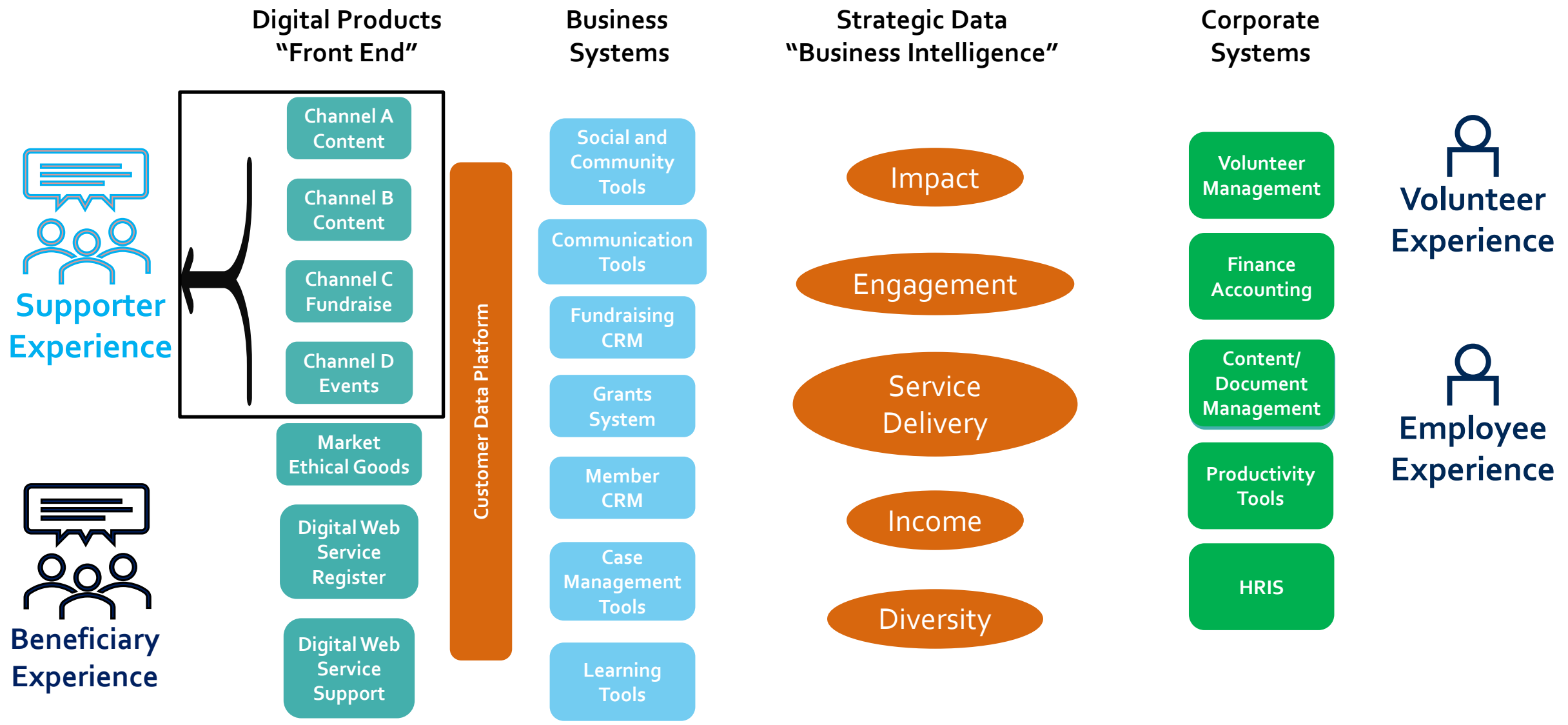
Website CMS
SEO
Social Media



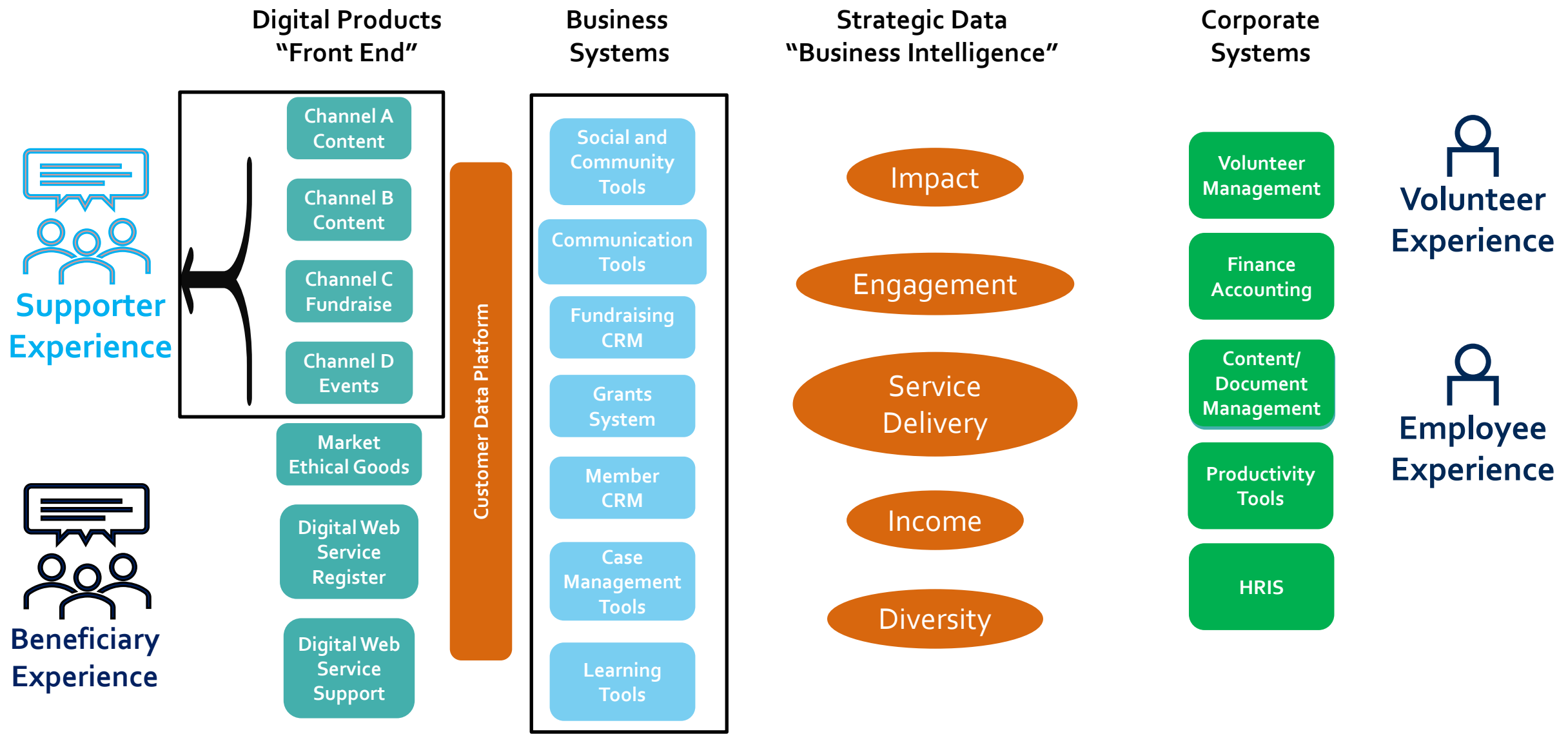
The data-digital-technology ecosystem

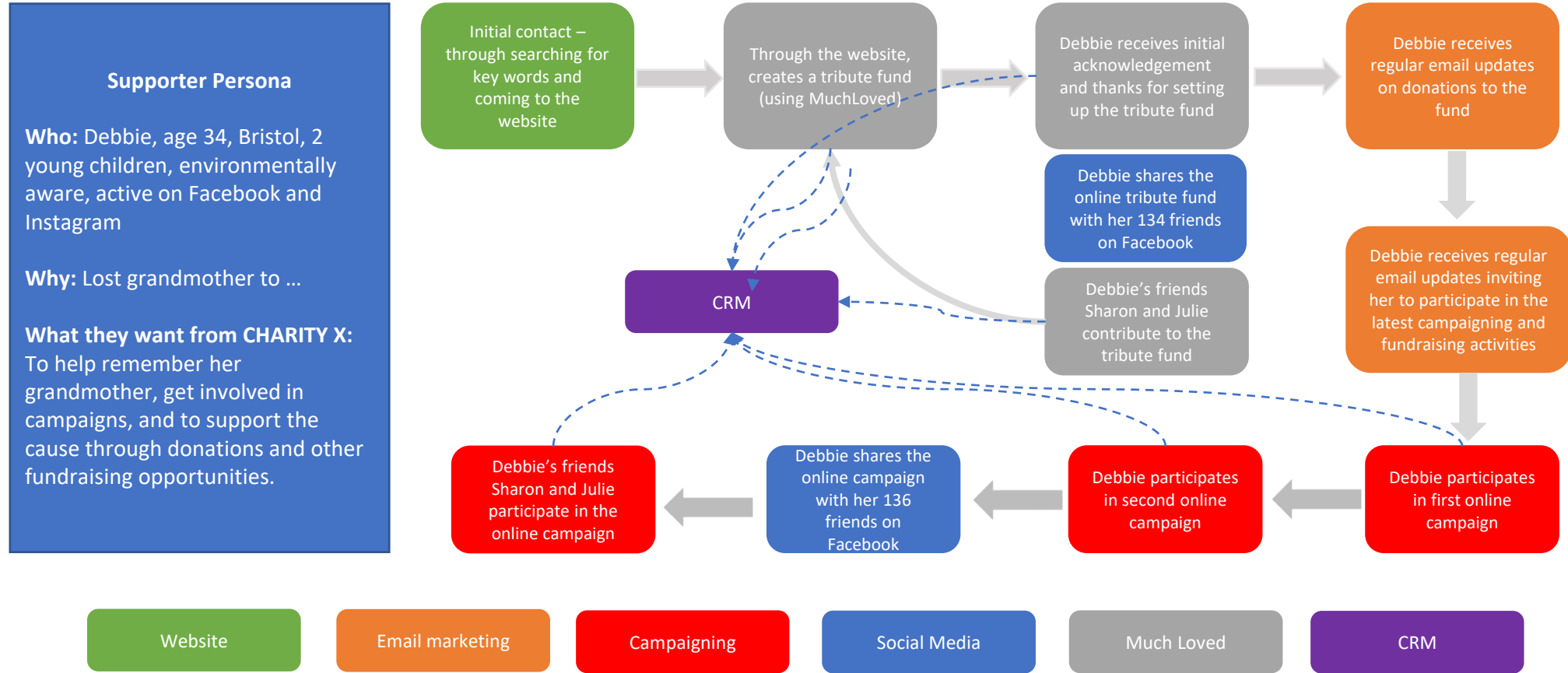


The data-digital-technology ecosystem



The data-digital-technology ecosystem



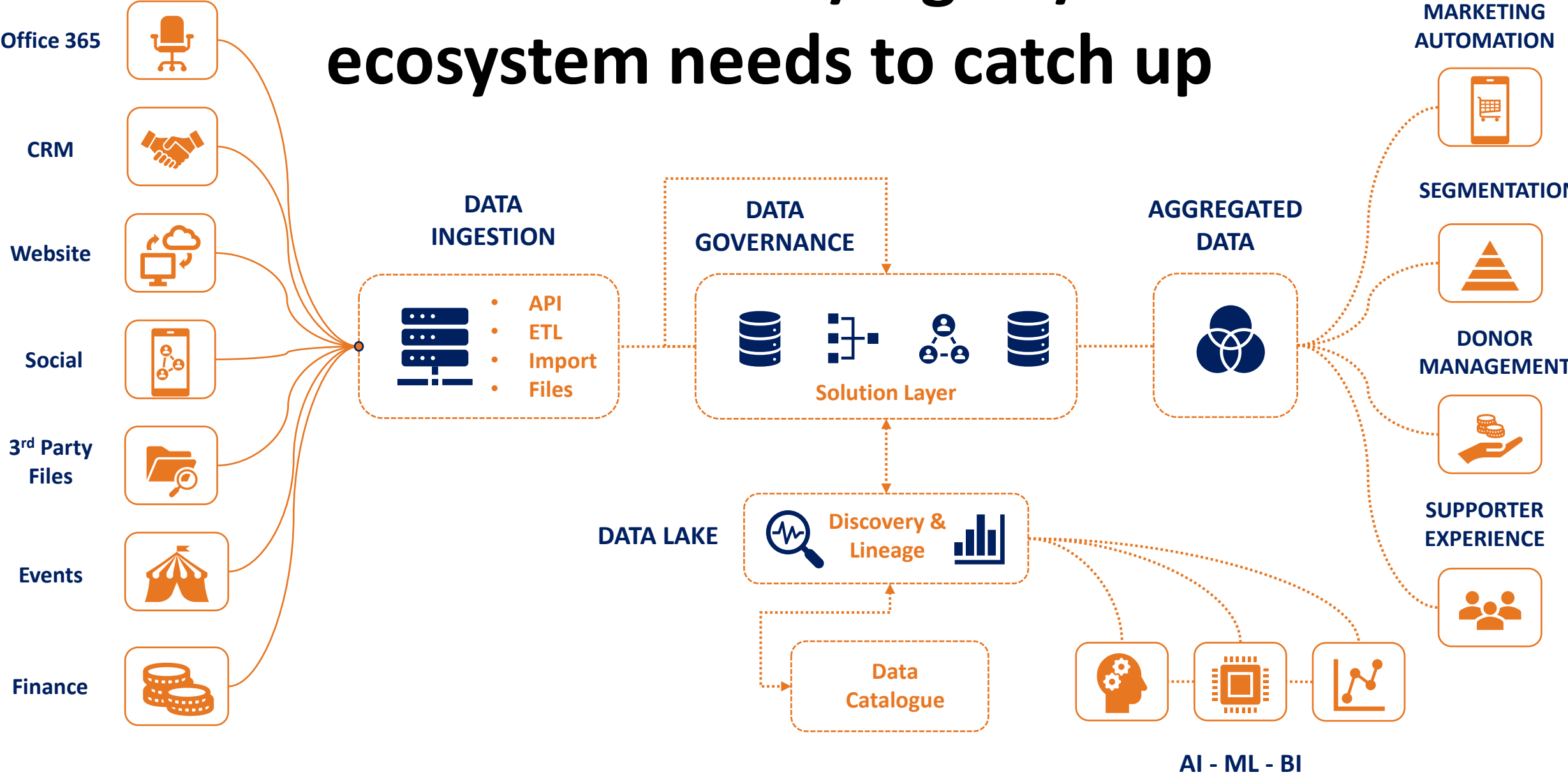


Debbie – a real supporter experience



Debbie is creating the data **herself** – setting up a tribute fund, sharing it with her friends via social media and emailing her MP

Your whole data/digital/tech ecosystem needs to catch up



Export

Import

**The skills and
resources of
the past...**

A person is seen from the side, sitting at a desk in a dimly lit room with blue ambient lighting. They are wearing glasses and a dark jacket, looking at a computer monitor. The monitor displays a complex data visualization or code editor. In the background, other people are working at similar workstations, and rows of server racks are visible, illuminated by blue lights. A blue rectangular box is overlaid on the left side of the image, containing white text.

**Skills of the
future: Data
engineers,
scientists and
analysts**

Over the last two years, just under half (46%) of businesses have struggled to recruit for roles that require data skills. The difficulty of recruitment differs by business size, although this is also the result of smaller businesses being less likely to recruit for data roles in the first place.

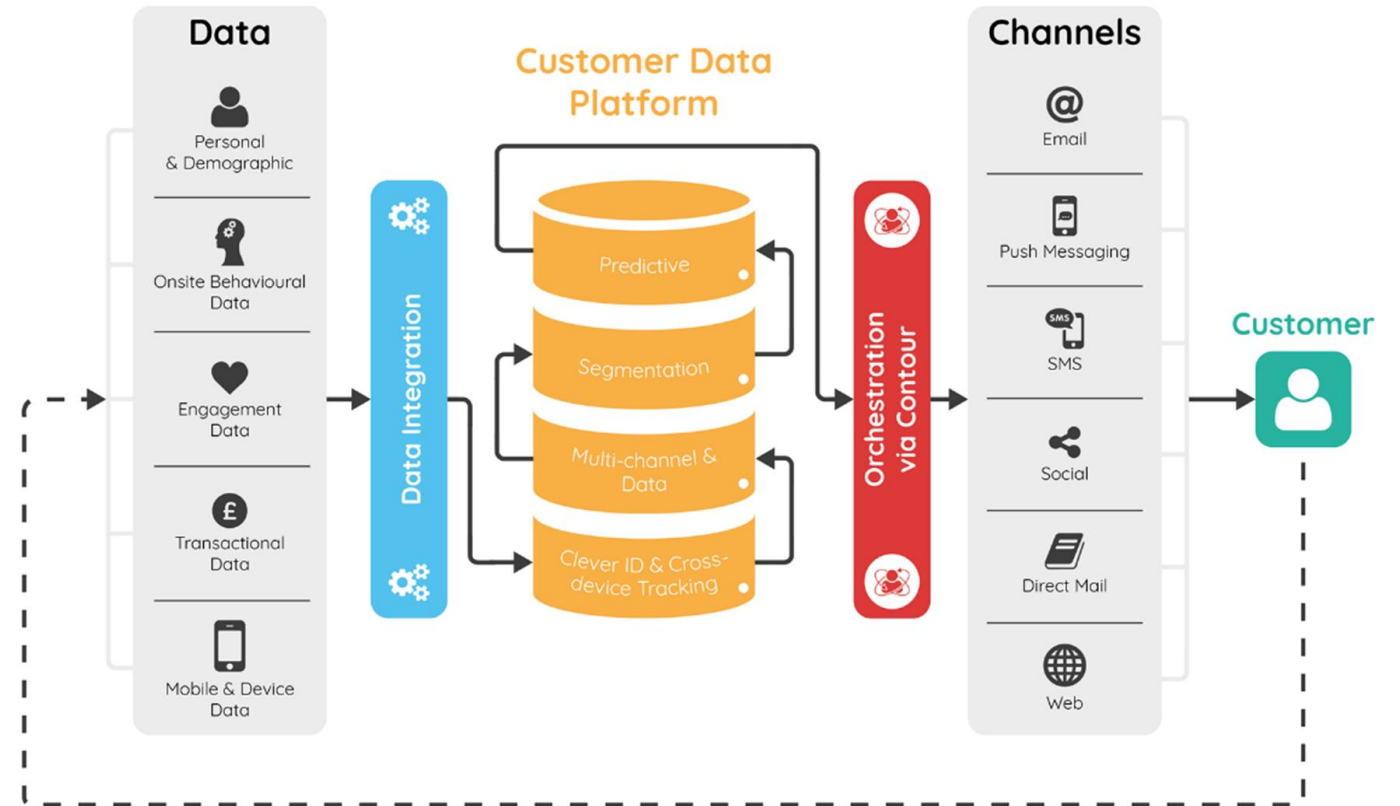
Over half (55%) of large and medium (54%) sized businesses have struggled to recruit, compared to three in ten (30%) of smaller businesses and one in ten micro businesses. Businesses tend to find it difficult to recruit for roles in higher demand.

One in ten (9%) have difficulty filling a “data analyst” role, with a similar proportion (8%) finding it difficult to fill a “Head of Data” position.

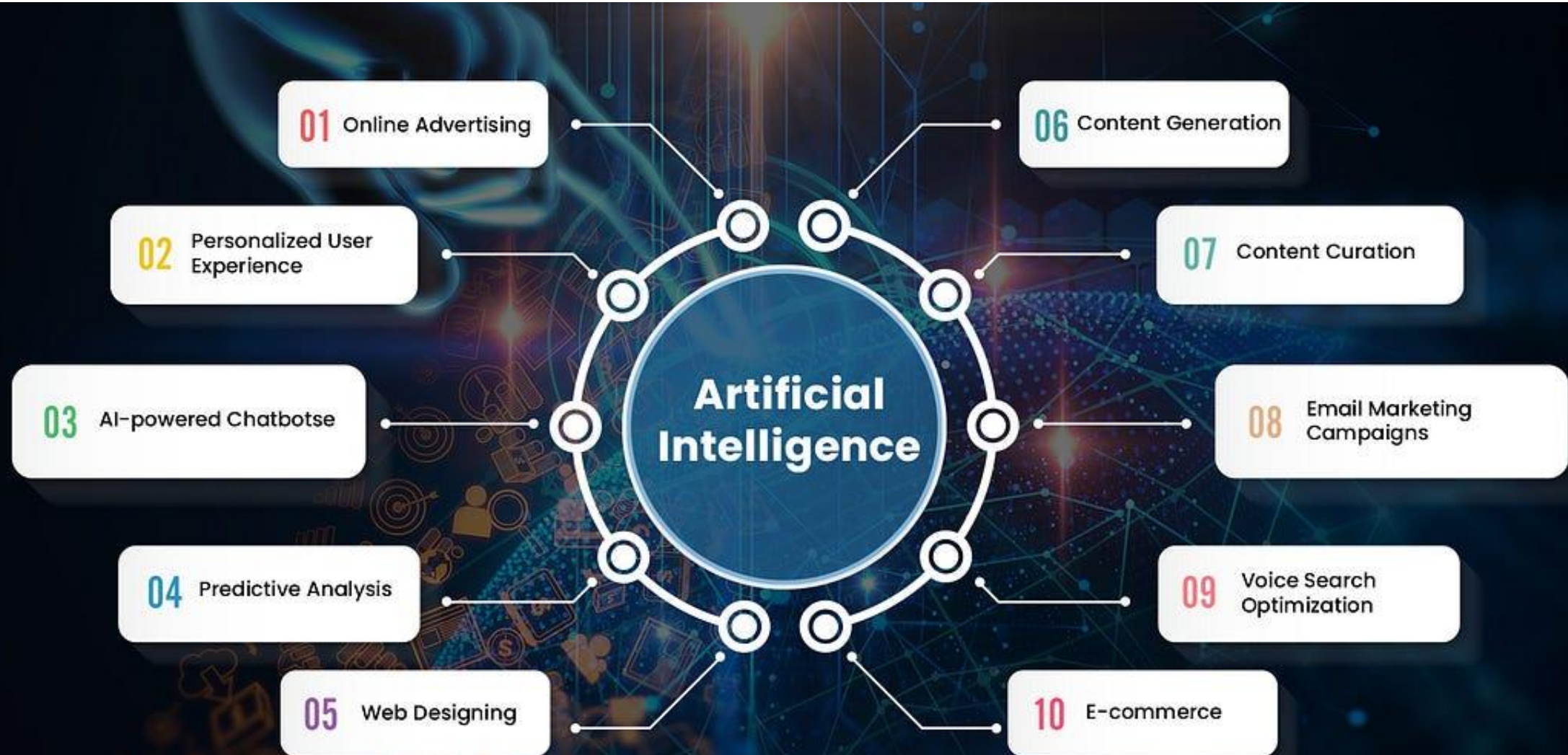
Quantifying the UK Data Skills Gap, Department for Digital, Culture, Media and Sport. May 2021

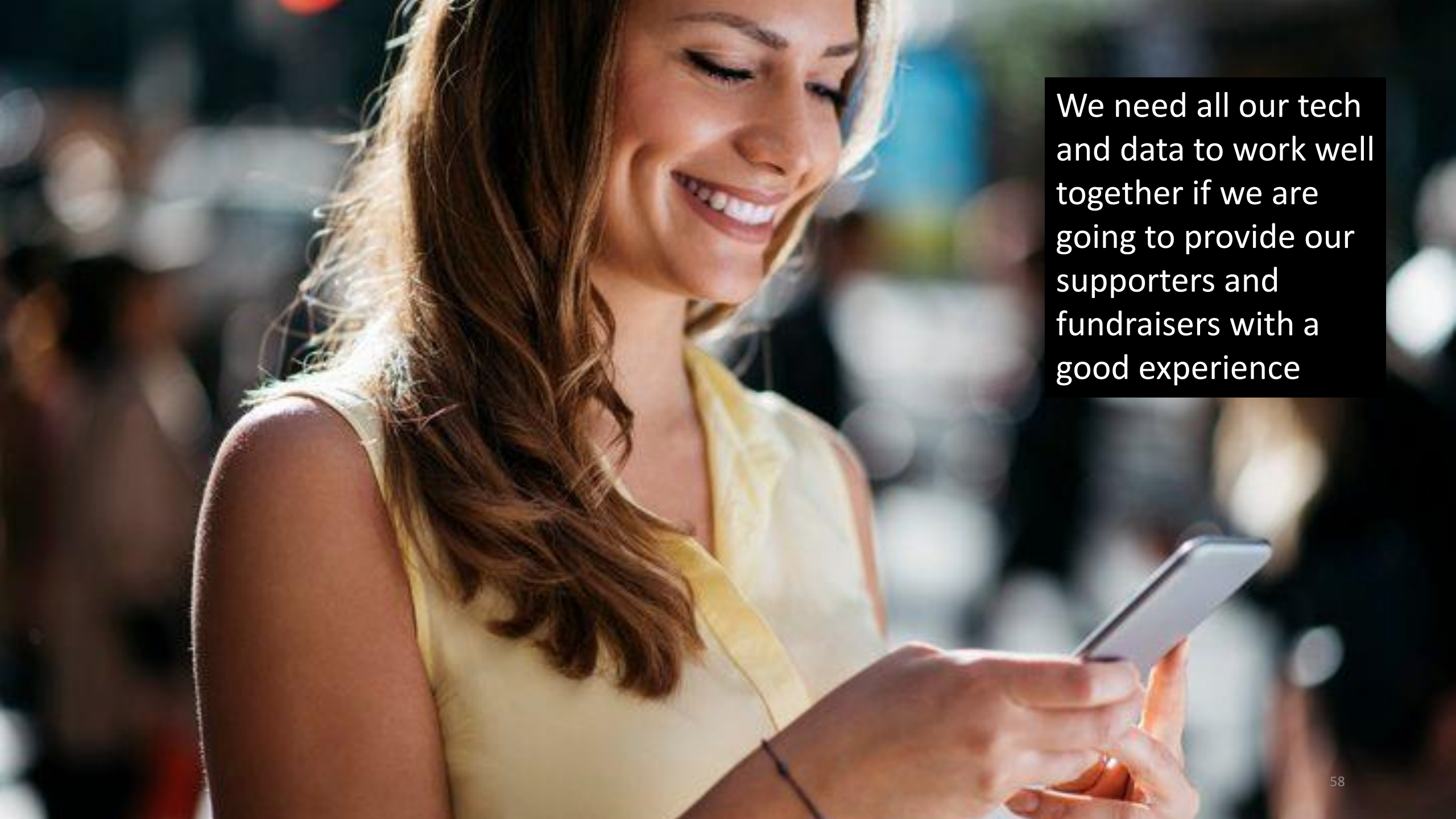


Are we entering the age of the Customer Data Platform?



Unified customer data + AI-infused digital marketing





We need all our tech and data to work well together if we are going to provide our supporters and fundraisers with a good experience



Digital fundraising in the modern non-profit

Culture

The challenges of establishing an effective digital fundraising culture

7 December 2022, 2pm

Experience

Tips to define your audience and improve their engagement

1 March 2023, 2pm

Technology

The ever-changing range of technology solutions to support digital fundraising

27 April 2023, 2pm

Audit & Legal

The audit and legal considerations of digital fundraising

14 June 2023, 2pm

Goodbye!

Upcoming events...

Managing and resourcing your IT function and cake

17 May 2023, 2pm-5pm

Royal College of Nursing, London

www.adaptaconsulting.co.uk/upcoming-events

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