

A photograph of three children in a classroom setting, focused on their work at computer workstations. The child in the foreground is a young girl with dark hair, looking intently at a computer screen. Behind her, two other children, a boy and a girl, are also working at their desks. The background shows a typical classroom environment with a globe and educational posters on the wall. The right side of the image is overlaid with a large orange triangle containing white text.

PUTTING DIGITAL AT YOUR HEART OF FUNDRAISING

Dawa Dem, Lead Advisory Manager ,
Charity Advisory and Grant Making.
Philanthropy Department

INTRODUCTION

ABOUT ME

Dawa Dem

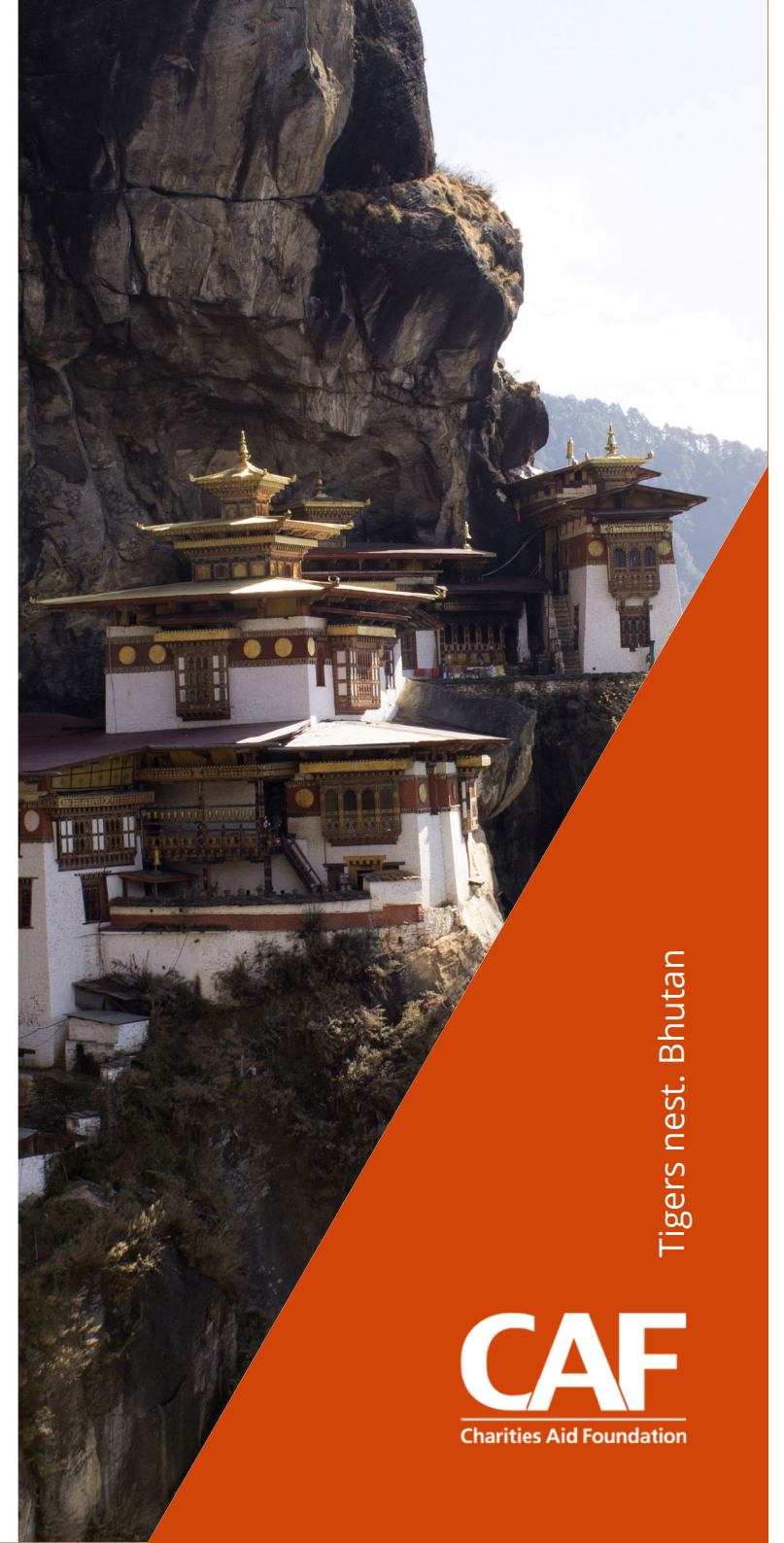
- 17 years in development and fundraising
- Asia, Africa, America and Europe

Present

- Lead Advisory Manager, Charities Aid Foundation
- Trustee- Malaria Consortium
- Gender Expert- OECD
- Account Director- Causeled Limited

Past-

- UNICEF
- SNV (Netherlands Development Organisation),
- Resource Alliance,
- International childcare trust,
- Loden Foundation.



Tigers nest. Bhutan

ABOUT CHARITIES AID FOUNDATION (CAF)

Philanthropy

- Charities Aid Foundation (CAF) distributed £1Billion to good causes last year
- We're a charity, bank and champion for better giving, and for over 90 years we've been helping donors, companies and charities make a bigger impact
- We work with over 60% of FETSE 100 companies
- With work with over more than 4100 HNWI and Major donors
- £40million in grant for Covid Emergency fund



HOW WE HELP CHARITIES

Charities can

- Manage their day to day banking through our current and savings accounts or apply for secured loans via **CAF Bank**.
- Take control of their investment portfolio through the **CAF Investment Account**, the UK's only secure, digital trading platform for charities.
- Apply for short term funding through **CAF Venturesome**, our pioneering social investment arm.
- Fundraise with ease and speed online through **CAF Donate**.
- Reduce the burden of Gift Aid, as we can claim Gift Aid on donations made through CAF on their behalf.
- Receive guidance on all areas of governance, fundraising, finance and grantmaking through our team of experts.
- Reap the benefits of CAF's successful campaigning work to get real change to policy and celebrate the great work of the sector with Giving Tuesday.
- Grow knowledge and awareness of UK and international giving trends, through our ground-breaking research such as UK Giving and CAF World Giving Index

We are CAF and we help you make a bigger impact within the communities you work in.



www.cafonline.org

CAF
Charities Aid Foundation

Roadmap

A person is shown from the chest up, wearing a white VR headset. The person's face is partially obscured by the headset. The image has a strong blue and red color gradient overlay, with the right side being more red and the left side being more blue. The person's hand is visible near the headset, and they appear to be adjusting it. The background is dark and indistinct.

1. Why do we need to think about putting digital first ?
2. How can you do that?
- 3- Q&A



**WHY PUT DIGITAL IN THE HEART OF
YOUR FUNDRAISING STRATEGY ?**

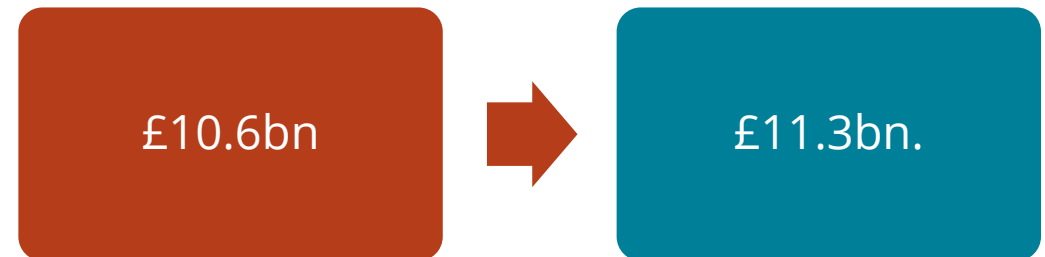
CAF
Bank

WHY PUT DIGITAL IN THE HEART OF YOUR FUNDRAISING STRATEGY ?

LOOKING AT THE TREND, IMPACT OF COVID, GIVING HABITS

1. Fewer People giving to charities, down by 1.6 million
2. However those giving are giving large amounts
3. Overall donation up

Year	Amount
2020 (via donations or sponsorship)	£53.52
2019	£45.69



WHY PUT DIGITAL IN THE HEART OF YOUR FUNDRAISING STRATEGY ?

LOOKING AT THE TREND, IMPACT OF COVID, GIVING HABITS

4. Changes in donor habits-

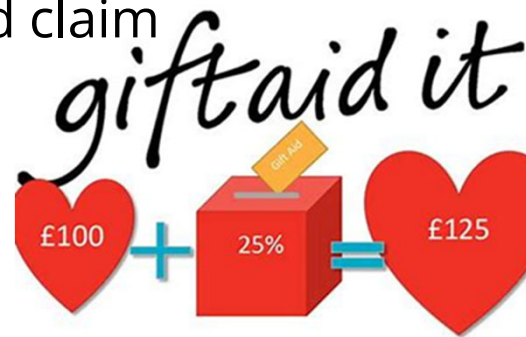
'Cashless is king'

5. Donation platforms were more popular than a charity's own website

- 61% of donors who gave via a website or app in 2020 (just Giving or Virgin Giving)
- 17% gave via social media

6. Gift aid trends: More GIFT aid claim

- 55% of donors



Year	Donation in Cash
January 2021	7 %
2020	38%
2019	50%

£560m in
Gift Aid goes
UNCLAIMED
every year

#tickthebox
to make your
donation go
further

LOOKING AT THE TREND, IMPACT OF COVID, GIVING HABITS

7. Millennials are the first fully digital generation, having grown up with computers and other gadgets as part of their normal lives. They are a major driving force behind the changing consumer payment landscape, and also an important demographic group for charity and online giving more broadly

8. Rise of Global e-payment methods

Digital/wallet payments represented 44.2% of payments in 2020 and are forecast to increase to 51.7% by 2024*

Market trends (2020)

- 72% of UK adults used online banking
- 54% used mobile banking.

86% of those
aged 25-34
possessing
smartphones *

The charity sector consequently needs to respond to such trends by offering quick, easy, and flexible options for making donations.



HOW TO USE DIGITAL TOOL'S TO MAXIMIZE FUNDRAISING

HOW TO USE MAXIMIZE DIGITAL FOR FUNDRAISING?

HOW TO ?

1. Getting donation journey in order
2. Demonstrating your impact
3. Making offline supporters to online donors



PUTTING DIGITAL AT THE HEART OF YOUR FUNDRAISING STRATEGY

1. Getting your donation journey in order

The first step to effective digital fundraising is creating a seamless online donation journey.

Getting the basic right!

1. make your **online donation process easy** on your own website
2. Donors should be able to find your donation page easily and submit their donation without having to log in or create an account.
3. Embed, link and DONATE now button
4. Bring your donation form directly on to your website homepage or campaign landing page
5. Keep donor on your page not 3rd party



PUTTING DIGITAL AT THE HEART OF YOUR FUNDRAISING STRATEGY

2. Demonstrate your impact

There is nothing more powerful for your donor than seeing their gift make a tangible difference. This is even more so at the point of donating.

Many online donation forms, including CAF Donate, allow you to put together a selection of fixed donation amounts, which display the potential impact that could be achieved if that sum was donated.

Regular donation One-off donation

£3 per month	£5 per month	£10 per month	Other £ <input type="text"/>
------------------------	------------------------	-------------------------	----------------------------------------

✓ **£10 per month** could answer 2 calls to our advice line from vulnerable older people needing reassurance during winter and beyond.

PUTTING DIGITAL AT THE HEART OF YOUR FUNDRAISING STRATEGY

3. Bring offline supporters online

Where possible use multi channel to reach your target audience

- Innovative uses of QR codes for fundraising
- easy donation
- Address safeguarding , GDPR ,compliant (OPTINS)
- Convert – oneoff to regular donors

Thank you so much for choosing to support Alzheimer's Society. You are helping to make a huge difference to people affected by dementia. You will receive your welcome pack in the post soon, we hope you enjoy it.

Your regular donations mean we can provide information and support, improve care, fund research and create lasting change for people affected by dementia.

- visit our website for everything you need to know about dementia alzheimers.org.uk
- call our Dementia Connect support line on 0333 150 3456 if you'd like to talk to someone for information, support or advice
- sign up to Talking Point, our online community for anyone affected by dementia alzheimers.org.uk/talkingpoint
- find services local to you for people affected by dementia alzheimers.org.uk/getsupport

Feedback

We're always trying to do better, and we'd really appreciate your feedback on our visit - good, bad, or otherwise!

Please could you take a few minutes to fill in a quick survey on your visit from our ambassador? Visit causeled.uk/feedback/AS or scan the QR code with your phone to give feedback.

Registered charity no: 296645



Now that the pandemic has put traditional methods on hold, digital fundraising has offered a lifeline for many charities. With its scope to reach new and broader audiences in creative ways, digital fundraising has to be at the heart of effective fundraising strategies

While change can bring challenges, embracing new payment tools suggests that there are opportunities to be found in adapting to new environments and meeting donor preferences

Finally- also look at how to keep Safe online

More support :

[Adaptability Resource Hub | Supporting Charities To Adapt | CAF \(cafonline.org\)](#)

[CAF Donate - BUILD YOUR OWN ONLINE DONATION PAGES](#)

RESOURCES TO INSPIRE YOUR CHARITY TO GO DIGITAL

Putting digital at the heart of your fundraising strategy

How to attract online donations

[Read the article](#)

Using social media for fundraising

Top tips for making the most of social media fundraising

[Read the article](#)

Making the most of payroll fundraising

What is it and how can charities make the most of payroll opportunities?

[Read the article](#)

Digital storytelling for effective fundraising

Top tips for telling your stories

[Read the article](#)

STAY IN TOUCH

Dawa Dem
Lead Advisory Manager
Philanthropy Department

CAF London office
10 St Bride Street
London
EC4A 4AD

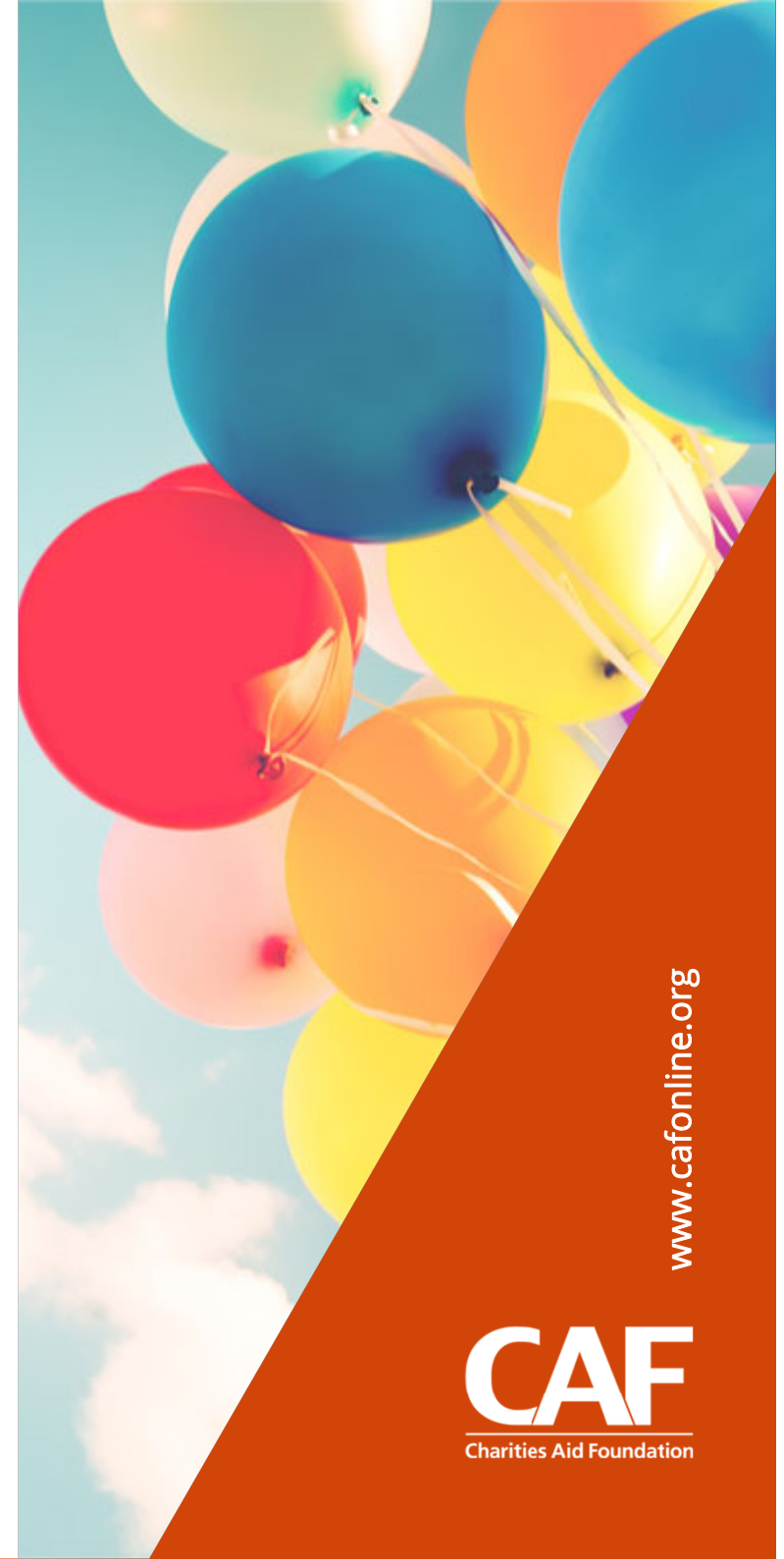
T: 03000 123 000

E: ddem@cafonline.org

W: www.cafonline.org

<https://www.linkedin.com/in/dawad>

Registered charity number 268369



www.cafonline.org

CAF
Charities Aid Foundation