



Increasing Individual Giving

5. Online Giving





NB SHARED Enterprise does not endorse or recommend any particular online giving service. This is not a comprehensive or exhaustive list of online giving providers. Before choosing to use any online giving service, careful research should be undertaken to inform your decision.

Online giving platforms:

Many different platforms. Some for UK fundraising, some specifically for global causes.

Most are profit-making companies, some are run by charities.

Most charge, with charges being very variable.

How they work:

- Charities register and can set up their own page
- With most, individuals can set up a page to raise funds for the charity of their choice
- One-off campaigns or ongoing or multiple-fundraiser campaigns, like Race for Life
- Easy to donate – simple online payment, goes direct to charity, some offer Paypal and text giving options
- Most integrate with social media, big ones have apps for mobile, and apps that integrate with Facebook and Twitter – easy to reach lots of people, globally
- Badge on your website
- Instant thank-you message by email or text to your donors
- Possible to stay in touch with donors

Who can benefit?

Registered Charities

- CIO
- Charitable Company (Limited by Guarantee)
- Unincorporated Association
- Trust



Will mainly apply to independent museums.

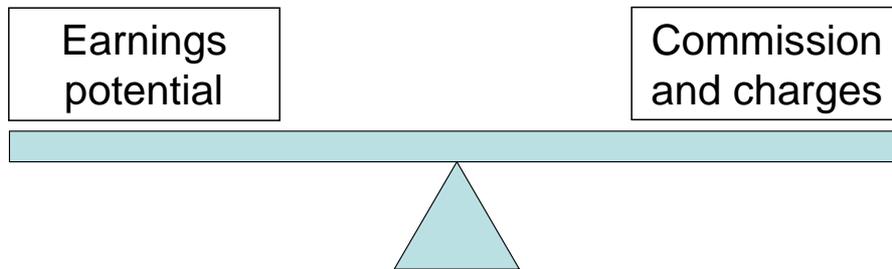
Others (eg LA) could access online giving via their Friends Group

Factors to consider

- How much are you aiming to raise?
- What are you raising money for?
- One-off campaign or ongoing fundraising?
- How many people are fundraising on your behalf?
- Do you want to offer PayPal or text donations?
- How will you direct people to your online giving page?
- Who will monitor your campaign? What skills do they have?
- How will you celebrate success?



Choosing a platform



Bigger platforms are used by more of the big charities and are therefore likely to reach larger audiences.

They also have more links with other sites, eg twitter and facebook followers.

Smaller sites might be less visible to audiences, although charges could be less. Some are run by charities with no fees.

Where set-up fees or subscription payments are involved, will you reach a large enough audience to justify the cost, or could you raise enough using a smaller, cheaper platform?

Questions to ask

- How much will you be charged?
- Will Gift-Aid be claimed on your behalf?
- How often will money be paid to you?
- Can you retrieve donor's details to add to your own database for future contact?
- How easy is the donation process?
- How long has the company been trading?
- Is the site trusted?
- Which other charities are registered with them?



Amounts passed on by sites for a £10 donation + Gift Aid (if debit card used)

	Amount given directly to charity	Transaction fees/ VAT	Charges to charity	Number of charities signed up
Donate to UK charities :				
Givey	£12.50	£0	£0	8,000
MyDonate	£12.35	£0.15	£0	3,500
Charity Choice	£12.25	£0.25	£0	4,000
Virgin Money Giving	£12.15	£0.35	£120.00 - one off	9,000
Every Click	£11.92	£0.58	£0	220,000
JustGiving	£11.74	£0.76	£15 - monthly	8,000
Donate to global causes :				
The Big Give	£12.00	£0.50	£0	9,700
Global Giving	£11.25	£1.25	£0	600
Donate and fundraise through online sales :				
Paypal Giving Fund	£12.50	£0	£0	4,000

Source: [Money-Saving Expert](#) (June 2014)



Click Money-Saving Expert Link to see more information about individual platforms, including how easy it is for charities to register and for individuals to set up a page.

PayPal Giving Fund is for online sales for charities. Could be feasible for running an online shop, but might not be the most appropriate way to run it.

DIY Online Giving

- Add a PayPal button to your own website



- No monthly subscriptions or set-up fees
- Processing fee of 1.4% + 20p per transaction so for a £10 donation you get £9.66



Donors do not have to have a PayPal account to be able to donate.

You would need to set up a PayPal account, linked to your bank account. Proof of charitable status required.

PayPal can be set up to collect Gift-Aid Data, but you have to use the data to claim the money from HMRC yourself. See next 2 slides for instructions.

Instructions for setting up PayPal Donate to collect Gift-Aid (1)

You will want a system setup to collect who selects to pay Gift Aid so you can make the claim to the HMRC. To do that you will need to create a 'Buy Now' button instead of a 'Donate' button:

1. Go to www.paypal.co.uk and log in to your account.
2. Click the Profile icon (the head and shoulders icon) at the top of the page and then select Profile and Settings from the drop-down menu.
3. Select My selling preferences on the left side of the page.
4. In the 'Selling online' section, click Update beside 'PayPal buttons'.
5. Click Action or Create new button to get started.
6. Select the button type as 'Buy Now'
7. Put in a name for the button under item name (i.e. donation for...)
8. Leave the price blank which will allow people to enter their own amount or enter a fixed donation amount.
9. In the 'customise button' box tick the 'Add drop-down menu without prices' option
10. Name the drop-down menu "Gift Aid"
11. Change 'Option 1' to 'No' and change 'Option 2' to 'Yes' (legally donators need to opt-in to Gift Aid so the default is no)
12. Click on the 'customise text and appearance' option
13. Select the 'Use you own button image'
14. Enter the URL address of a PayPal 'Donate' button image saved on your server
15. In Step 3 of the button select the option that the buyers address is required
16. Click on 'Create button' on the bottom of the screen
17. Copy and paste the created code to the source code of your website

The button will now look like a 'Donate' button but have that Gift Aid option ready. Every time that button is used the Gift Aid information will be recorded. You can then download your transaction history into a spreadsheet, sort by the Gift Aid column, and you'll have that information together (including address) to send to the HMRC.'



Instructions for setting up PayPal Donate to collect Gift-Aid (2)

PayPal offers a special fee rate for charities. If you run a non-profit organisation you can apply for this rate of just 1.4% + 20p on your donations.

To apply, you need to have a verified Business PayPal account and have specified your business as 'Non Profit'. You can upgrade to a Business account as follows:

1. Go to www.paypal.com/uk log in to your account.
2. Click the **Settings** icon at the top of the page.
3. Under 'Account options', click **Upgrade to a Business account** and follow the on-screen instructions.

Once you have upgraded to a PayPal Business account, you can apply as follows:

1. Go to www.paypal.com/uk and log in to your account.
2. Click the **Profile** icon at the top of the page and then select 'Profile and Settings' from the drop-down menu.
3. In the 'Business Information' section, click **Update**.
4. Choose 'Non-profit' as the 'Business type'.
5. Click **Save**.

Once you've satisfied the above criteria, you can email us at compliance@paypal.co.uk to apply for the charity rate. We'll review your application and notify you of the outcome.

You may be asked to provide the following if you apply for a charity fee rate:

Evidence of tax-exempt status and/or registration with any applicable regulatory bodies governing your jurisdiction

A link to confirm the organisation's registration status online (if applicable)

A brief organisational summary or mission statement

Subordination letter from the parent organisation (if applicable)

An authorisation letter on headed paper, signed by an official member of your organisation

A detailed explanation of how you'll be using the PayPal account and what type of payments you'll be processing



[Login to your account](#)

B mycharity Home | Charities | Fundraisers | Donors | About us | Contact | Help

CHARITY SEARCH
Browse the directory of charities or search for a specific category using the search: museum
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

6 CREATE YOUR PAGE
Commission free fundraising, setup a page and you're up and away
[CREATE PAGE](#)

6 FIND A CHARITY
Search or browse for a charity or organisation to support
 [SEARCH](#)

6 FIND A FRIEND
Support a friend and sponsor them
 [SEARCH](#)

Your search found 1 result(s):



Friends of Corinium Museum
The award winning Corinium Museum is the must-see visitor attraction of the Cotswolds and is home to one of the largest and finest collections of Romano-British antiquities in Britain. Corinium, the Roman n

Previous [1](#) Next

<p>INFORMATION</p> <ul style="list-style-type: none"> → For charities → For fundraisers → For donors → Read the blog 	<p>QUICK LINKS</p> <ul style="list-style-type: none"> → Create your own page 	<p>CONTACT</p> <ul style="list-style-type: none"> → Fundraising E: fundraise@bmycharity.com T: 0845 0580549 → Charities E: charities@bmycharity.com T: 01725 514107 	<p>FOLLOW BMYCHARITY</p> <div style="display: flex; justify-content: space-around;">   </div>
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Use the 'search charity' facility on most platforms to find out which other charities are using them. Searching for 'museum' will show you other museums using the platform.

JustGiving Search for a charity, friend or project Log in | Sign up

IWM IMPERIAL WAR MUSEUMS

Imperial War Museum

Care 4

Fundraise for us

Donate

Make a monthly donation

Join the Imperial War Museum community

IWM (Imperial War Museums) tells the story of modern war and its impact on individuals and society. Celebrated for its collections, comprehensive exhibitions and unparalleled learning opportunities, IWM aims to enrich people's understanding of the causes, course and consequences of modern war.

www.iwm.org.uk
mail@iwm.org.uk
Imperial War Museum Registered charity number N/A

Martin Davies
£20.00 + £5.00 Gift Aid

"This threat of closure to IWM is an absolute disgrace! Dear Govt. please read some of the suggestions here from others as to where you NEED to cut spending. Add to that MP's pay rises, HS2, EU Funds."

Victor S lent

"Please do not disperse the diaries, personal letters, documents and memorabilia that people have given to the IWM in good faith thinking it will be safe in memory of the who fought for our country!"

Andrew Knapp
£20.00 + £5.00 Gift Aid

"This donation should NOT be considered a palliative to the scandalous cuts proposed."

Veronica Davies

"This donation is in response to the petition to help save and secure the unique resources of the IWM library and the jobs of specialists whose knowledge is invaluable to 20th century scholarship"

Andy Bye
£50.00 + £12.50 Gift Aid

"Donated in the face of proposed cuts to IWM library and education services."

Peter Cartwright
£20.00 + £5.00 Gift Aid

"Dear HMG, Surely there are other expenditures that should be cut first: massive IT projects that waste billions, overseas aids to nuclear powers and kleptocracies, EU payments over 11 billion.."

Remember to write an effective 'ask' for your front page. Keep it simple and to the point, starting with the most relevant information. (Start with WHY you are raising money, not the history of your organisation.)

Reading donor comments on this page, donors seem to be responding to a particular appeal, which suggests they have been contacted, either through a direct marketing campaign or via a social media campaign.

How will you make sure people see your page?

Managing a Campaign

- Be clear about your goals – how much do you need to raise, by when? Is it achievable?
- Write a clear ‘ask’ for your page and add relevant photos where possible
- Plan a launch event
- Promote your campaign proactively via all available channels – ask, ask and ask again!
- If possible, customise automatic thank you messages
- Send out additional messages and progress updates at regular intervals



Launch your campaign with a strong event – eg special day focussing on the reason for your fundraising, special reception for major donors who have supported in the past (it’s good to get some initial amounts pledged if you can – will your loyal supporters kick off your campaign by posting a big donation? Can anyone offer to give the campaign a boost by timing their donation strategically?)

People like milestones – the next £100, £1000 etc

If you set a lower target, you can always increase it if you beat it sooner than expected.

Use social media, email, leaflets, press, posters and direct mail to direct people to your fundraising page.

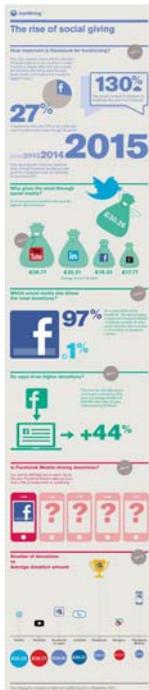
Put a link on email signatures.

Tweet or post regularly – especially when nearing a milestone – and tweet or post to thank people.

Email, tweet and post reminders to donate. People who didn’t respond the first time will often do so on receiving a reminder.

If your platform has the facility to do so, customise the automatic thank you messages and send extra thanks / progress updates regularly.

Social Media



JustGiving's 2011 Statistics:

- “In September 2011 over 27% of all JustGiving donations were driven through Facebook” – estimated to be nearer 50% now
- Twitter users are the most generous – average donation via Twitter was £30.26 compared to Facebook users’ average of £18.33, **but** Facebook users donate the most frequently

(Click the infographic for hyperlink)



Ending a Campaign

Celebrate your success!

- Hold a special event
- Press release – with photographs
- Thank your supporters via email, social media and letters – thank, thank and thank again!
- Update the text on your page – keep it ‘live’ for a little while longer to allow people to see
- Update your database with donor contact information



Plan an event for the end of your campaign, eg special ‘unveiling’ or exhibition, preview or special reception for major donors.

Make it as easy as possible for the press to use your story – giving them good quality images can help.

Updating text on the page – be clear about what has happened as a result of reaching your fundraising target. If you didn’t reach your target, be overwhelmingly positive about what you did achieve and what has happened as a result. Be sure to thank your supporters!

Update your database of donors. If you don’t have one, start one! A simple spreadsheet can be enough to begin with. Some platforms will allow you to export contact details directly to a spreadsheet. Keep a note of when they donated and how much, if possible. You can then approach them again for your next campaign.

Comparing costs and further information

[Money-Saving Expert](#) – updated June 2014

Institute of Fundraising Guide – [Making the Most of Digital Donations](#) – October 2014

