



Fundraising in a Crisis – Summary

All resources relating to this, and all our webinars, including videos, messaging, important links and fact sheets can all be found on our website here -

<https://www.dorsetcommunityaction.org.uk/support-webinars-during-covid-19/>

1) Grant Fundraising – Key points

Many funders are setting up Covid 19 emergency grants. Ian McLintock from Charity Excellence Foundation has written a blog with over 100 funders that are supporting Voluntary and community organisations during this crisis. Link available via DCA Covid 19 webpage. Key ones for Dorset organisations to look at (all available via DCA website):

- Dorset Community Foundation
- Talbot Village Trust
- Hall and Woodhouse Community Chest fund
- Tesco's Bags of Help COVID 19 funding
- Princes Trust Rural Response Emergency Grants
- Sport England Community Emergency Fund
- National Lottery Community fund.

Please note the Dorset Council has also opened its Leisure Development Fund for grants to support local projects AFTER the Covid 19 outbreak is over and the National Lottery is accepting applications for other projects not related to Covid 19, however the priority will be given to Covid 19 related projects.

Therefore, there is an opportunity to plan and prepare applications to support recovery and return to normal service – whatever that may be.

Grant funders are trying to be more flexible within their Emergency Grants, generally they are:

- Adopting more relaxed application processes and making faster payments
- You may be able to apply for retrospective costs
- They are more likely to cover core costs

However, as with applying to grants at any time, the principles of making good applications still apply:-

- check the guidance and eligibility criteria and check deadline dates and application processes. These vary from funder to funder.
- Have your evidence of need
- Explain the outcome. What difference will the funds make to your beneficiaries.

The current situation is fast moving – The Charity Aid Foundation opened a £20m grant programme on 1st April, by 6th April it was over-subscribed. The need is greater than ever and so is the competition - they cannot fund everyone. If you are looking to apply for grants to support you through this crisis;

- Have someone within your organisation who can check on available grants on a daily basis.



- Make sure you are ready to apply with a case for support and accurate project costs – on average the charity sector underestimates the cost of project delivery by 20% - these costs have to be met somehow.
- Can you redeploy staff / volunteers to writing applications?

DCA can support – we offer a bid checking service, which we will do at no cost to you through the Coronavirus Crisis.

2) It's not all about grants. What else can you be doing.

- **If you have cancelled a ticketed event.** The government has confirmed charities can claim Gift Aid on the value of tickets if the ticket holders have agreed not to be refunded and agree for the same amount to be treated as a donation. You will need to make sure the ticket holders have made a Gift Aid declaration.
- **Online fundraising platforms.** There are 70+ online fundraising platforms from Amazon Smile to Easyfundraising and Ebay for charity. People are still shopping, so why not get them to contribute you your charity whilst they do so. This does not cost them anything. It is a percentage donation from the retailer to your charity . For example the Easyfundraising app and webpage includes donations from the major supermarkets :- Waitrose, Asda, Sainsbury's and Tesco's. Encourage your supporters do to their online supermarket shop via Easyfundraising and support your charity. If they get into the habit of doing this now, the likelihood is that they will continue post coronavirus and boost your unrestricted funds in the long term. See <https://www.linkedin.com/pulse/20-free-fundraising-platforms-ian-mclintock/> for more. It lists and includes links for platforms, including auction/sell, cards & vouchers, recycling, shopping and text donations services.
- **Virtual Fundraising** – People are still running marathons or climbing mountains to raise funds for good causes, but in their own homes & gardens. Use a webpage like Justgiving (there are others) and get your supporters to continue to raise funds for you.
- **Hold a fundraising event** – using Zoom or other video conferencing apps hold a quiz night, auction or other similar event. Local businesses may be quite interested in giving vouchers to encourage people back into their shops, bars, restaurants, classes once this is over, so a money off voucher or but one get one free could be of interest. This type of activity also has the benefit of providing some much needed social interaction.
- **Crowdfunding** - Crowdfunding uses social media and web platforms to raise money from a large number of people using social networks and contacts. DCA has a factsheet to support you with crowdfunding.
- **Website Donation button.** If you haven't already – add a donation button to your website and start taking online donations or use this facility through FaceBook.
- **Set up an online shop** – If your beneficiaries or volunteers make something; cards, knitted items, paintings etc. sell your produce via Etsy or Ebay.
- **Join the international annual fundraising campaign - Giving Tuesday.** Giving Tuesday have just announced an extra day of global giving on 5th May. By Joining the campaign, you can raise the profile of what you do and hopefully attract more support and donations.

If you put the processes and mechanisms in place now, you may continue to reap the rewards after the pandemic.



To be successful with any of these online and virtual methods you need to engage with your supporters – this goes back to the first webinar DCA did – if you missed it the resources are available via the DCA website. Maintain and build relationships and keep communicating. People care about the difference your activities and support is making to your beneficiaries lives. Reflect this in your communications, case studies and storytelling to keep donors and supporters continue their donations. If you can, redeploy staff and volunteers to help with contacting donors and keeping them informed via emails, social media, newsletters, telephone and website.

The Institute of fundraising has written a blog on “**5 ways to protect your fundraising income during the pandemic**”. They suggest;

1. **Ensure you are communicating effectively with supporters** – keep them up to date, share with them the challenges and the very real need for you to continue your work. Show the impact of your work and the need for their donations. Use digital channels and social media to keep up communication
2. **Reduce the risk of supporters cancelling their donations** as they feel the pinch and tighten their belts – give them options to maybe skip or reduce their payment so you are not losing them forever, are being sensitive to their own changing situation and keeping them on board to continue communicating with them, so when things improve and they will, they will return to their previous level of support. Contact your donors and make these offers before they cancel.
3. **Review your online giving form or if you don't have one** – make sure you get one as soon as possible. Make sure it is easy to find, that it is mobile phone optimised, and simple to use. Make sure donors feel confident using it – so keep the messaging and branding the same as your website.
4. **Make sure your staff and volunteers have what they need to work from home** to keep communication going with donors and so that they can respond and react quickly and efficiently.
5. **If needed, get outside support** to prevent problems such as payments going unprocessed or processing errors

<https://www.institute-of-fundraising.org.uk/blog/5-ways-to-protect-your-fundraising-income-during-the/>

The Final word

Whilst fundraising now or at any time – make sure you are following the code of Fundraising practice – see the fundraising regulator website <https://www.fundraisingregulator.org.uk/code> and if collecting or using personal data, make sure you are following the General Data Protection regulations.