



## Digital/Online Funding for BB Companies

*UK Charity Donors are going Mobile – are you?*

### **Are you trying to raise funds for your summer camp, a mission trip or for Newport?**

According to the UK Giving Report 2014 published by CAF (*Charities Aid Foundation*) 76% of mobile, internet enabled users are aged 25 -44; the average age of our BB Boy parents? Only 27% of this age group are desk top users; tablets are more likely to be owned and used. Online giving was used by 15 per cent of donors in 2014 and 'text giving' was used by 11 per cent. This trend is only set to grow given how digitally aware young people now are – our next generation of BB Parents!

### **So how can you access online donations for your BB Company?**

*Here is a quick overview of some of the most popular ways currently on the internet.*

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### **Justtextgiving**

This text only version of Just Giving is free to use and set up. Use your text number and code on T shirts, in Church notices, banners, posters etc. You can use the text code and number all year round but perhaps you could promote it more at a set time in your church/company such as at Display time, Enrolment, start of session, or BB Week? Perhaps you are having a sponsored cycle or car wash? Your supporters can text their donation immediately from their phone. This does not cost you any money – the donated amount is charged to the donor's mobile phone bill. Check it out here for more details - <http://www.justgiving.com/en/justtextgiving>

Whatever mobile network they're on, your supporters can simply text your unique code and an amount of £1, £2, £3, £4, £5 or £10 to 70070. You'll be able to see these donations on your page – and they'll be included in your fundraising total. Don't forget to remind your supporters they can still add Gift Aid to their donation to boost your target.

**For example to donate to Newport you text BBNI05 to 70070 followed by the amount from £1 to £10.**

### **Just Giving**

Just Giving has a big profile on social networks and makes it easy to share fundraising campaigns in this way. You can set up your own page on the site giving unique details about what you are raising money for. This is one of the most popular and most expensive online fundraising sites – nevertheless it is widely used by large national fundraising events. A 5% transaction fee is taken by Just Giving on each donation and they charge a monthly membership fee of £15. Additionally there are also card processing fees:

Credit cards - 1.3%; Debit cards - 17p; Paypal - 1.45%



## My BT Donate

[www.btplc.com/mydonate](http://www.btplc.com/mydonate)

MyDonate caters for registered and unregistered charities to raise funds. As the not-for-profit wing of BT, the service is free to set up and does not charge commission; however, credit and debit card fees do apply. MyDonate provides a secure, easy-to-use way for millions of people to raise money for the charity of their choice. MyDonate is a not-for-profit service from BT. Registering to use MyDonate is free and takes just a few minutes. Every penny of the money that donors contribute (excluding credit and debit card charges) is paid into your bank account. BT even collects Gift Aid on your behalf to maximise your fundraising.

Being on MyDonate highlights your cause to existing and potential new supporters, who can then set up their own web pages to raise funds for your charity. Their pages will provide additional advertising for your charity as they invite their friends to support them.

## Virgin Money Giving

<http://uk.virginmoneygiving.com>

Virgin charge a one off £100 set up fee but there is no monthly fee. Like Just Giving you can set up your own page to give information on your cause. You can then customise your page with links, text and photos and add more pages

*Virgin Money Fees Illustration*

<b>Monthly fee</b>	£0
<b>One-off set-up fee</b>	£100 + VAT
<b>Transaction fee</b> (taken from donations and event fees only)	2%

Here's what happens to a £10 donation with Gift Aid added and fees deducted:

<b>Your donation</b>	<b>£10.00</b>
Gift Aid	£2.50
Transaction fee @2%	£0.20
Card processing fee @1.45%	£0.15
Total cost to charity	£0.35
<b>Total donation</b>	<b>£12.15</b>



## **Did you know Your Supporters can earn money for your BB Company every time they shop online?**

*Online retail sales are predicted to reach £52.25bn in the UK this year, a 16.2% increase on 2014 when the total stood at £44.97bn. This equates to 15.2% of all retail sales in the UK and means that on average UK consumers will spend £1,174 online in 2015, which would make us the most frequent online shoppers in Europe.*

Ref Study conducted by RetailMeNot and the Centre for Retail Research.

## **So how do you tap into this at no cost to you or your donor?**

Register your BB Company with one of the following:

### **Easyfundraising**

Go to: [www.easyfundraising.org.uk/register-your-good-cause/](http://www.easyfundraising.org.uk/register-your-good-cause/)

It's completely free! You'll raise a donation every time you or your supporters shop with over 2,700 retailers. You'll join a community of over 500,000 supporters and 55,000 causes already registered with access to dedicated marketing resources to help you get more supporters.

NIHQ has registered Newport with Easyfundraising – check out our page here:

[www.easyfundraising.org.uk/causes/boysbrigadenewport/](http://www.easyfundraising.org.uk/causes/boysbrigadenewport/)

or

### **Give as You Live**

Go to: [www.giveasyoulive.com/](http://www.giveasyoulive.com/)

Easyfundraising and Give As You Live both work in similar ways. You register your cause with them and then promote this to your supporters asking them to choose your cause when they shop online. The money raised comes from the retailer so there is no actual cost to you or the donor. Usually the person doing the online shopping needs to log in to the Easyfundraising or Give as You Live site first then link through to the retailer they wish to shop with. There are other tools available once the shopper has registered with the site to make this more automatic.

## **AND WHAT'S NEXT in digital fundraising?**

Not just next but here already and growing in use is the Contactless Charity box.

'Contactless charity boxes are set to be widely introduced after a successful trial of the technology drew donations from members of the public who travel without cash. Organisations including Oxfam and the NSPCC have trialled boxes fitted with the wireless receivers in recent months, meaning the old excuse of "sorry, no change" is no longer an option.



It comes in response to fears about the rise of the cashless society cutting off a lifeline for charities. Cash payments are declining rapidly in Britain thanks to contactless technology, which allows shoppers to quickly pay for a coffee or sandwich simply by tapping their card up to a limit of £30'

*James Titcomb, technology editor The Telegraph, Jan 2017.*

'Animal charity Blue Cross has started to fundraise using dogs that wear coats that handle contactless donations of £2 from mobile phones.

*Howard Lake on 19 May 2016 in UK Fundraising News [www.fundraising.co.uk](http://www.fundraising.co.uk)*

*Updated 19.7.17*

*Please check the relevant websites referred to above for updates as relevant.*