

Crowdfunding, Crowdsourcing and Digital Fundraising

Course Summary

In May 2016 the Royal Voluntary Service ran a Kickstarter campaign to digitise their UNESCO UK Memory of the World inscribed Narrative Reports for the Second World War. They didn't just reach their £25,000 target, they smashed it. Will it be you next? This course will help enable you to raise funds in this growing digital landscape. We'll examine the tools that are available to you, how to best apply them, and how to integrate your on- and offline fundraising activity to create successful digital campaigns.

Aim

Participants understand the digital giving marketplace and can choose appropriate tools for their organisations. They can use their knowledge to develop integrated digital/crowdfunding campaigns.

Learning Objectives

The course will enable participants to:

- Understand the world of online fundraising
- Understand the different tools available to facilitate digital fundraising and feel confident in choosing the right tools for their organisation
- Understand what makes a successful integrated fundraising campaign
- Be able to plan an integrated fundraising campaign for their own organisation

Summary of content

- What is the difference between crowdfunding, crowdsourcing and digital fundraising
- What tools can you use?
 - Using a provider to take donations (online and mobile)
 - Email (& providers e.g. mailchimp)
 - Social media
 - Website
- Your online case for support
- Your online campaign strategy