

The National Archives

**fundraising
for
archives**



Fundraising for Archives **Crowdsourcing, Crowdfunding** **and Online Fundraising**



**Archives & Records
Association**
UK & Ireland



Llywodraeth Cymru
Welsh Government

The National Archives

Crowdfunding, Crowdsourcing & Digital Fundraising



Llywodraeth Cymru
Welsh Government



The National Archives

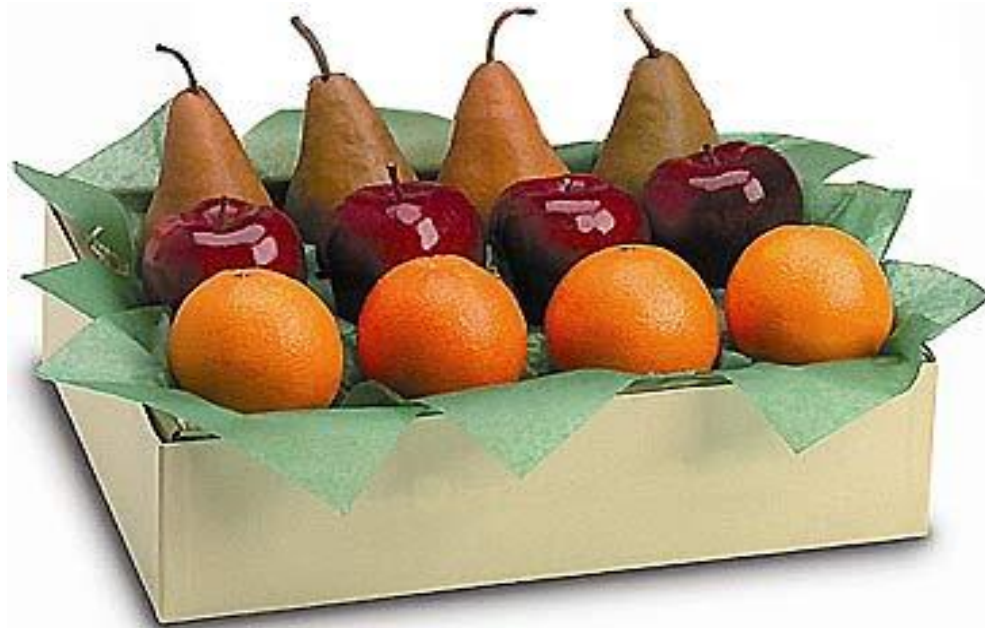
Aim of Today

This session will help to demystify the landscape surrounding crowdsourcing, crowdfunding, and online fundraising providing you with information and tools essential when considering these different platforms.

Plan for today

- Understand the digital fundraising techniques
- Evaluate what components are required for an online campaign to be successful
- What does a good online case for support look like
- Reflect on examples of good practice
- Build a crowdfunder plan

Apples.....oranges.....or pears?



Digital isn't complicated – change is!



DO YOU HAVE THE RIGHT TOOLS FOR THE JOB TO NAVIGATE THE MAZE



Your Crowd...

- **Internal Stakeholders**



- **External Stakeholders**

Databases: Which one do you choose?

blackbaud®

donorperfect

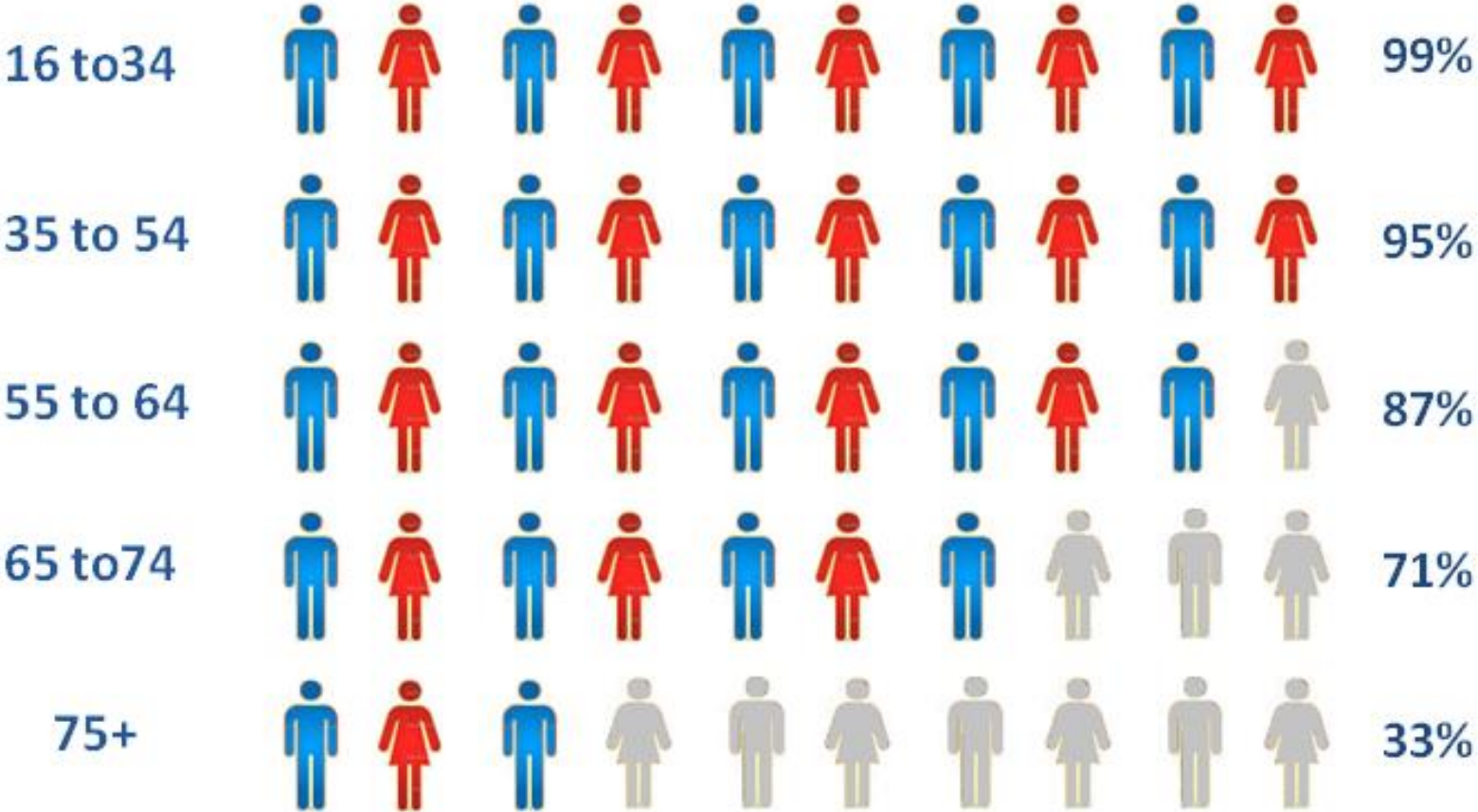
Microsoft Dynamics

CIVICRM



salesforce

Who's Online



ONS 2015

ONLINE DONATION METHOD



Tablet or
Smartphone



Via Charity's
Website

Blackbaud 2014

DO YOU HAVE THE RIGHT TOOLS FOR THE JOB TO NAVIGATE THE MAZE












- Email
- Website / online platform
- Social Media
- CRM System / Database
- Any others.....



You need to be able to engage with your online audience on multiple platforms!

Email



Name	Campaigner Web Hosting	MailChimp	GetResponse Email Marketing	iContact Email Marketing	Benchmark Email Marketing	Campaign Monitor	Constant Contact Email Marketing	VerticalResponse Email Marketing	GraphicMail
Editor's Rating	 EC EDITORS' CHOICE	 EC EDITORS' CHOICE							
Pricing	\$10.00	Free	\$13.50	\$10.00	\$11.95	\$9.00	\$15.00	Free	\$9.95
Type		Business, Personal, Professional						Business, Enterprise, Professional	
	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review

<http://uk.pcmag.com/e-mail-products/3708/guide/the-best-email-marketing-services-of-2015>

Social Media



Social Media Channel Quick Guide

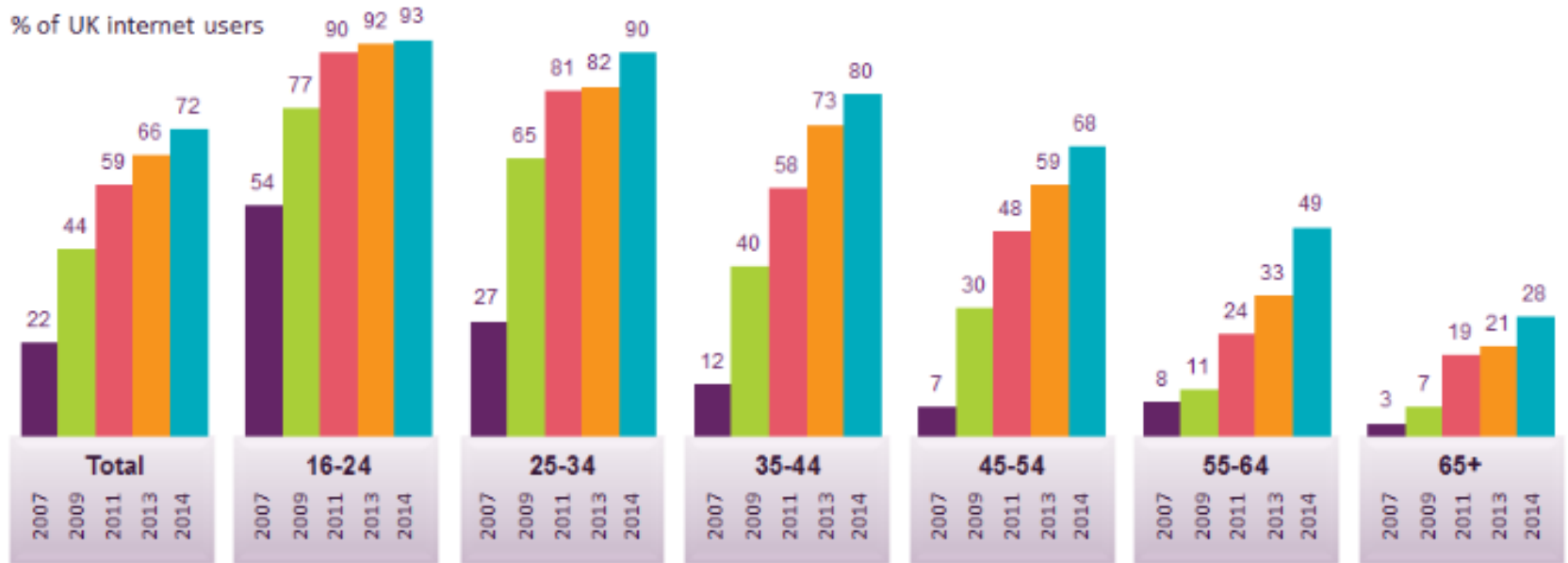
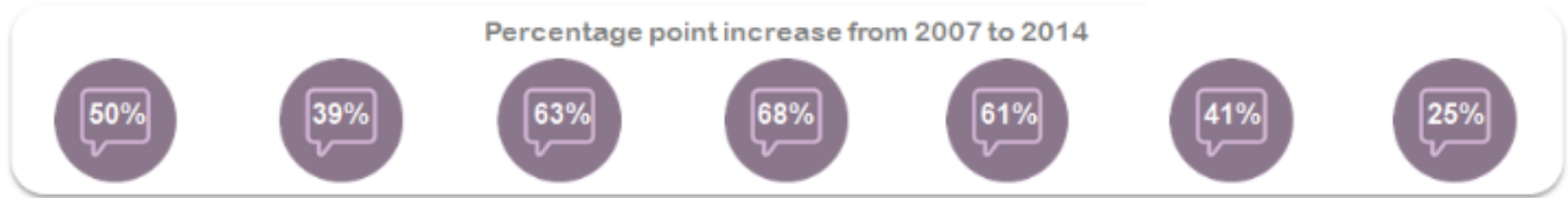
- **Facebook** - Needs little explanation. Growing a little older in terms of demographics. Visual and video content working well. Tends to get higher engagement than Twitter.
- **Twitter** - The other main channel. Especially useful for networking and news distribution. Powerful if senior individuals engage.
- **Instagram** - Huge growth channel for younger audiences. Entirely visual or video. Smartphone recordings can be just as engaging as messages. Currently no click through functionality, more a brand and campaign awareness channel at present.
- **Youtube** - If (a big, for many charities) you have budget or ability to generate videos, then this channel can generate huge engagement for campaigns. Has its own search ecosystem.
- **Pinterest** - Another visual channel. Useful for cataloguing ideas - For example, the National Trust's [50 Things To Do Outdoors](#). Back links can be very useful. One to leave unless you can generate good quality images. Attracts more of a female audience.
- **LinkedIn** - The business network channel often under utilised by charities. Engage with potential donors and charity peers. Especially powerful if employees post with referrals to their charity. See this example from [CLIC Sargent](#).
- **Google+** - Less popular, but the community and groups function can be useful.
- **Snapchat** - It's still early days with this channel as charities (and businesses) experiment and Snapchat expands its advertising functionality. There are some indicators that early charity adopters are having [some success](#).



More than 96% of all organisations using some form of social media to communicate with their supporters. But not well: More than 60% rated themselves lower than 7 out of 10 on a scale of effectiveness.

Blackbaud 2014

PROPORTION OF USERS WITH A SOCIAL MEDIA PROFILE



IN24. I'd now like to ask you some questions about social media (DESCRIPTION OF SOCIAL MEDIA). Do you have a social media profile or account on any sites or apps
 Base: All adults aged 16+ who use the internet at home or elsewhere (1609 in 2014)

Ofcom 2015

FACEBOOK®

88%

TWITTER®

85%

LINKEDIN®

48%

YOUTUBE®

43%

GOOGLE+®

16%

FLICKER®

12%

PINTEREST®

11%

INSTAGRAM®

10%

FOURSQUARE®

1%

Blackbaud 2014

Get the latest Ancestry news

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Message Boards

The world's largest online genealogy community with over 25 Million posts on more than 198,000 boards.

Search for content in message boards

Names or keywords

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Find a board about a specific topic

Surnames or topics

[Go](#)

Surnames

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

YOUNG ME / NOW ME



251



[permalink](#)

CAUTION.....

“Some subjects can invite a flame war. Be careful discussing things where emotions run high (e.g. politics and religion) and show respect for others’ opinions.”

“Your job comes first. Unless you are an authorized Social Media Manager, don’t let social media affect your job performance.”

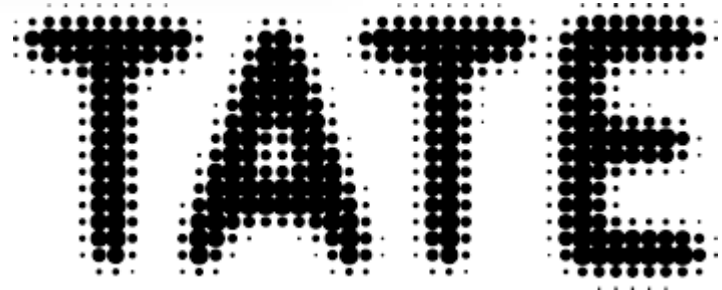
“If you #!%#@# up? Correct it immediately and be clear about what you’ve done to fix it. Contact the social media team if it’s a real doozy.”

“Don’t even think about it.... Talking about financial information, sales trends, strategies, forecasts, legal issues, future promotional activities. Giving out personal information about customers or employees. Posting confidential or non-public information. Responding to an offensive or negative post by a customer. There’s no winner in that game.”

Website



YORKSHIRE
FILM ARCHIVE



Don't be daunted...

How do you eat an elephant



What's your online fundraising objective?



S M A R T

Goals

Which tool do you use?



WHAT'S YOUR MEASUREMENT OF SUCCESS?



USING BLOGS TO REACH YOUNGER AUDIENCES

The British Postal Museum & Archive

The Leading Resource for British Postal Heritage

[HOME](#) [ABOUT](#)



[← Stamps @ The Movies](#)

[Primary and Secondary school teachers
needed for PAID BPMA Focus Group.
Monday 7 December →](#)

SEARCH IT!

RECENT ENTRIES

- [Campaign! An exhibition curated by Langley Academy students.](#)
- [New Exhibition: Unstitching the Uniform](#)
- [Primary and Secondary school teachers needed for PAID BPMA Focus Group.](#)

Dear Santa: The History of Writing to Father Christmas

Posted on [26/11/2015](#) by [postalheritage](#) | [Leave a comment](#)

In this post, Archives Assistant Ashley March gives us a preview of his talk [next Tuesday \(1 December\) at 7pm](#). Ashley has been delving through the BPMA's files to explore how, with the Post Office's help

What is your Online Case for Support!



“To raise funds online, **it is critical that you develop powerful, tangible appeals.** You should feature these on your website, so anyone visiting your site, who may consider making a donation, has a strong rationale to do so.”

Rachel Beer, Online Fundraising Expert



Crowdsourcing



"Cheating is a harsh word. I prefer to call it crowdsourcing."

Who is doing it well?

change.org

Start a petition Browse Search

Log in

Petitioning BBC

Save the BBC's recipe archive!

Emma B London, United Kingdom



[UPDATE: Thanks for the amazing support and contributing not only towards securing the archive of recipes but also to the debate on who determines and dictates media content and the role and remit of public service broadcasting. Please keep signing!]

The BBC has announced far reaching cuts in order to make the cost savings ordered by the Government. The BBC website is a key target and a range of areas such as travel and food will be hard hit. BBC Food's vast library of over 11,000 recipes is going to be culled.

Sign this petition

198,883 supporters

1,117 needed to reach 200,000

First name
Last name
Email
United Kingdom
Street address
Postal code
I'm signing because... (optional)

Sign

Display my name and comment on this petition

By signing, you accept Change.org's [terms of service](#) and [privacy policy](#), and agree to receive occasional emails about Change.org campaigns (you can unsubscribe at any time).



Petitions

UK Government and Parliament

Petition

Make it illegal for a company to require women to wear high heels at work

It's still legal in the UK for a company to require female members of staff to wear high heels at work against their will. Dress code laws should be changed so that women have the option to wear flat formal shoes at work, if they wish. Current formal work dress codes are out-dated and sexist.

Sign this petition

148,638 signatures

Show on a map

100,000



Parliament will consider this for a debate

Parliament considers all petitions that get more than 100,000 signatures for a debate

Waiting for 48 days for a debate date

Online Fundraising

Traditional



Online

HOW IMPORTANT IS ONLINE GIVING?

- In 2011, the Institute of Fundraising reported an 85% increase in online charitable giving over the course of the three preceding years.
- 80% of respondents are currently accepting online donations.
- Not-for-profits from the sample survey estimated that they received 15% of all private giving from online donations.
- 55% of respondents had seen a growth in online giving in the past year.

Blackbaud 2015

Useful Online Platforms

	Commission Taken	Additional charges	Fees and VAT (per £1,000 donations + Gift Aid)
JustGiving	5%	£15 a month	£79
Virgin Money Giving	2%	£120 sign-up fee	£35
EveryClick	4-4.8%	None	£59
The Big Give	4%	None	£50
Bmycharity	None	£150 sign-up	£16
GlobalGiving UK	10%	None	£125
CAF donate	None	None	£45
LocalGiving	3% (+2% donation to partner charity)	£72 per year	£95
MyDonate	None	None	£15
Givey	5% (charged to the donor)	None	None



LUNCH

crowdfunding

/ˈkraʊdfʌndɪŋ/

noun

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.



Crowdfunding Stats!

2014

All types of Crowdfunding 1.74bn

2015- 3.2bn



2016

What can we expect?

Which Type of Crowdfunding suits you?

- **Donation** - Typical style for charities – give and feel good.
GlobalGiving, JustGiving, Crowdfunder
- **Reward** - Can be a good way to incentivise donors.
Indiegogo, Kickstarter
- **Loan** - People give loan funds collectively to (usually) a business
Funding Circle
- **Equity** - Crowdfunding for business. Donor gets an equity stake
Crowdcube, Seedrs
- **Community Share** – used by co-operative societies,
community benefit societies
Crowdfunder, Ethex

Things you need to consider

- Tools & Features
- Fees
- Ongoing vs One time
- Brand & credibility
- Donor potential?
- Company



Kickstarter	All or nothing	Creative projects	Highest funded projects to date
YouCaring	Keep it all	Medical expenses, memorials and other personal and charitable causes	Does not charge any fees, other than payment processing
GlobalGiving	Keep it all	Nonprofit fundraising for registered organizations in 160+ countries	Provides 501c3 equivalency for non-US organizations
JustGiving	Keep it all	Social good causes and campaigns	Non-profit and individual donation crowdfunding.
Peoplefund.it	All or nothing		Attached to Hugh Fearnley-Whittingstall
Sponsume	All or nothing		
Patreon	Monthly or every time new content is released		Subscribing to a project allows to view and post on its content stream. Patreon allows to set a monthly maximum to avoid going over a set budget.

Wikipedia.com

What every successful project should have

- An audience
- A video
- A website
- Perks or rewards
- Pictures
- Testimonials
- Multiple ways to contact you
- Tiers
- The right ask...
- ...for the right length of time
- Updates



Before you start.....

- What do you want to crowdfund for?
- Is the idea good?
- Are you solving a problem?
- Is there a tangible outcome?
- Have you identified your network?
- Is there a compelling story to tell?
- Do you have the capacity to do this well?
 - **YES.....**
 - **Then consider crowdfunding 😊**

Workshop with the Mass Observation Archive

An Arts project 📍 Brighton BN1 by mass-observation-archive

Project home

Updates 0

Comments 0

Backers

Message project



🌟 Successfully funded on
Apr 7, 2014

£435

RAISED OF £360 TARGET

FROM	IN
12	28
BACKERS	DAYS

PLEDGE £5 OR MORE


🌟 2 backers so far

MASS OBSERVATION ARCHIVE

Mass Observation Archive


- Successfully used Crowdfunder in 2014 to fund a creative writing workshop
- Set a target of £360 and raised £435
- Set a range of giving options (see right for examples) offering more in return for greater pledges (Crowdfunder model)
- Pledges are only taken if the total is raised
- Tie-in with Mass Observation Friends Scheme

PLEDGE £50 OR MORE

 3 backers so far

Attendance at the workshop on 26th April (9.30 am - 4.30pm). Plus follow up feedback from Evlynn (entitled up to two months after the workshop)

PLEDGE £60 OR MORE

 2 backers so far

Attendance at the workshop on 26th April (9.30 am - 4.30pm). Plus follow up feedback from Evlynn (entitled up to two months after the workshop). Plus membership to the Mass Observation Friends Scheme.

Royal Voluntary Service: 7.5.16 – 7.6.16

June 7, 2016

Successfully raised £27,724 with 705 backers

KICKSTARTER

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Start a project

About us



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Log in

Hidden histories of a million wartime women



Revealing the hidden histories of a million women from all over Great Britain during the Second World War.

Created by

Royal Voluntary Service



705 backers pledged £27,724 to help bring this project to life.

Campaign

Updates 9

Comments 9

Community

Update #1 1

May 9 2016

A Million Women in the news

0 Comments Like 4 likes

Good morning everyone!

Only 24 hours in and we are really starting to get going. Several respected online news sites and a broadsheet newspaper have published stories this morning on our project. You can read the BBC news and Mail online articles by clicking on the logos below.

Thanks for everyone's support, let's keep it going

Best wishes

Matthew McMurray - Royal Voluntary Service Archivist

Campaign

Updates 9

Comments 9

Community

Update #7 1

Jun 6 2016

24 Hours to Go!

1 Comment Like 19 likes

Well, after 29 days, there are just 24 hours to go!

We reached our target last week and we will now be able to make the diaries from 1938-1941 available to all, but supporters are still coming and the more we raise the more pages of diaries we can capture and share for free.

In our [blog](#) this week, I explore the idea of 'the faithfulness of the many' and our founder Lady Reading's philosophy of 'Not why we can't, but how we can', both of these I think apply very aptly to our Kickstarter project and the fantastic support we have received.

Thank you to those 688 people who have already pledged and thank you to those who can through the faithfulness of many help us reach even higher goals.

Royal Voluntary Service: 7.5.16 – 7.6.16

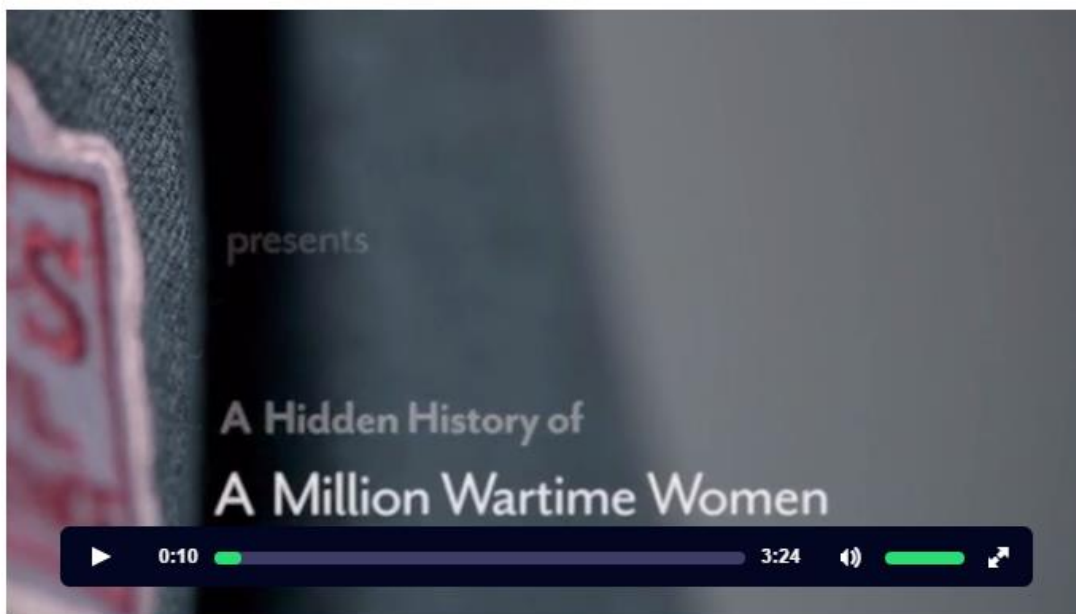
Campaign

Updates ⁹

Comments ⁹

Community

About this project



Rewards

Pledge £2 or more

Gain our undying thanks by helping us to capture and make accessible two reports.

ESTIMATED DELIVERY
Jul 2016

84 backers

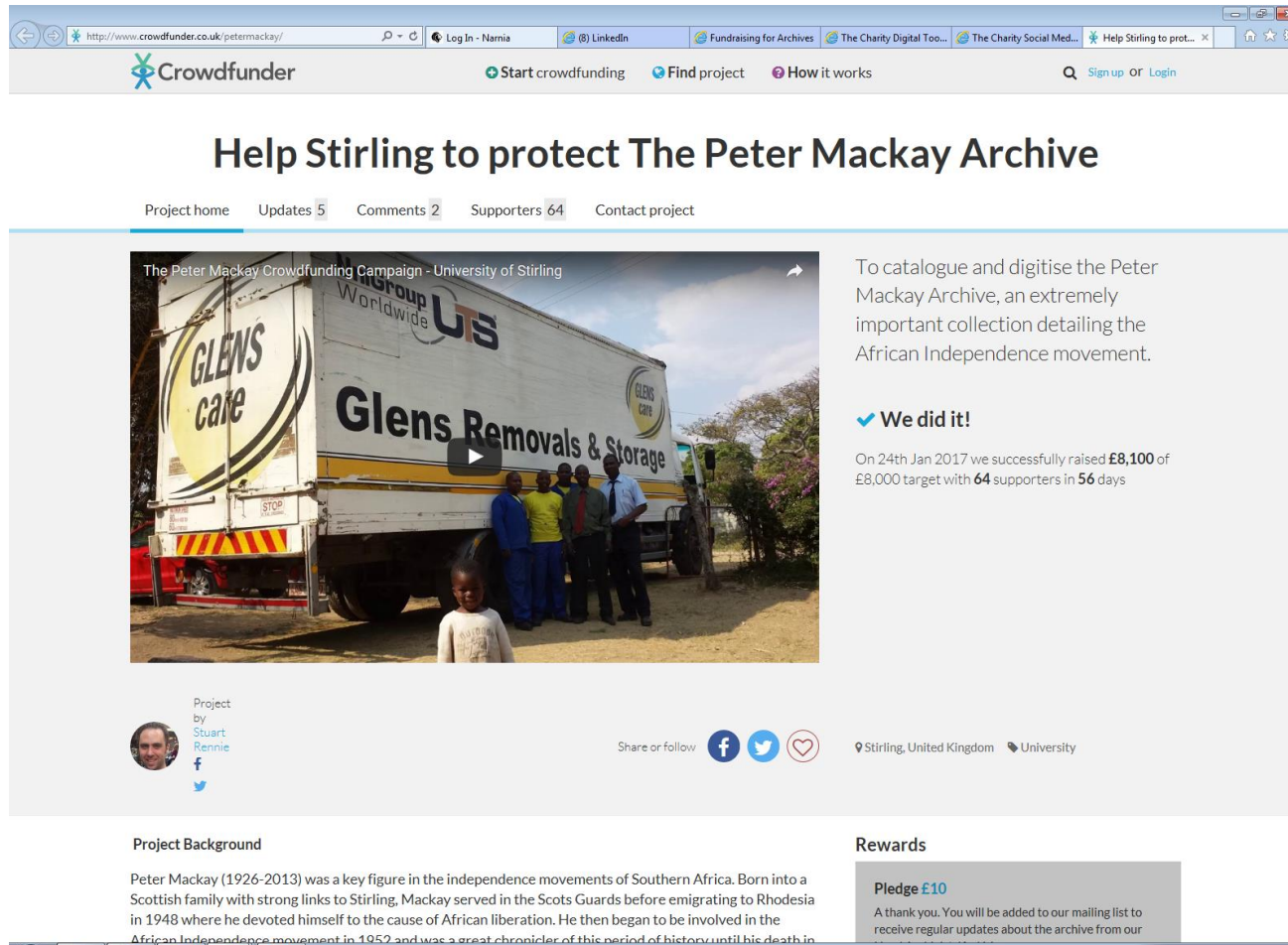
Pledge £10 or more

Have your name placed on our online roll of honour preserving your contribution to the project.

ESTIMATED DELIVERY
Aug 2016

Peter Mackay Archive

- <http://www.crowdfunder.co.uk/petermackay/>



The screenshot shows a web browser window displaying the Crowdfunder page for the Peter Mackay Archive. The browser's address bar shows the URL <http://www.crowdfunder.co.uk/petermackay/>. The Crowdfunder logo and navigation links are visible at the top. The main heading is "Help Stirling to protect The Peter Mackay Archive". Below this, there are navigation tabs for "Project home", "Updates 5", "Comments 2", "Supporters 64", and "Contact project". A video player shows a group of people standing in front of a white truck with "GLENS care" and "Glens Removals & Storage" branding. To the right of the video, the text reads: "To catalogue and digitise the Peter Mackay Archive, an extremely important collection detailing the African Independence movement." Below this, a blue checkmark icon is followed by "We did it!". Further down, it states: "On 24th Jan 2017 we successfully raised £8,100 of £8,000 target with 64 supporters in 56 days". At the bottom of the video player area, there is a "Project by Stuart Rennie" profile picture and social media share icons for Facebook, Twitter, and a heart icon. The location is listed as "Stirling, United Kingdom" and "University".

Project Background

Peter Mackay (1926-2013) was a key figure in the independence movements of Southern Africa. Born into a Scottish family with strong links to Stirling, Mackay served in the Scots Guards before emigrating to Rhodesia in 1948 where he devoted himself to the cause of African liberation. He then began to be involved in the African Independence movement in 1952 and was a great chronicler of this period of history until his death in

Rewards

Pledge £10

A thank you. You will be added to our mailing list to receive regular updates about the archive from our

Communication is the key...



HASTINGS PIER CHARITY



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HASTINGS PIER

THE PEOPLE'S PIER







WE'RE BUILDING DURHAM CATHEDRAL IN LEGO TO SUPPORT OUR MAJOR DEVELOPMENT PROJECT OPEN TREASURE.

The 300,000 brick model will be as accurate a scale representation of the Cathedral as possible, spanning 3.84m long, 1.53m wide and 1.7m high. For

Case study: Durham Cathedral

- Creative, innovative and complex grassroots fundraising campaign
- Aim to raise £300,000 for Cathedral's Open Treasures campaign, including re-display of archives
- £1 donation for each Lego brick - by December 2015 had sold over 170,000
- Has included local companies and schools in its fundraising
- Limited edition spin-offs and product developments



Your turn...



So....

- **Make sure you have.....**
- A digital platform to host
- A good idea worth funding
- A compelling message
- A crowd!
- Communications plan
- Lots of engaging content
- Help: team & volunteers / Fundraising champions



Any Questions?

The National Archives



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Association**
UK & Ireland



Llywodraeth Cymru
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