



Reasons to  
get started  
with online  
fundraising  
today  
rather than  
tomorrow

**BETTER NOW**

# Content

What is online fundraising?

Peer-to-peer fundraising that is.

Who and what is BetterNow?

The author

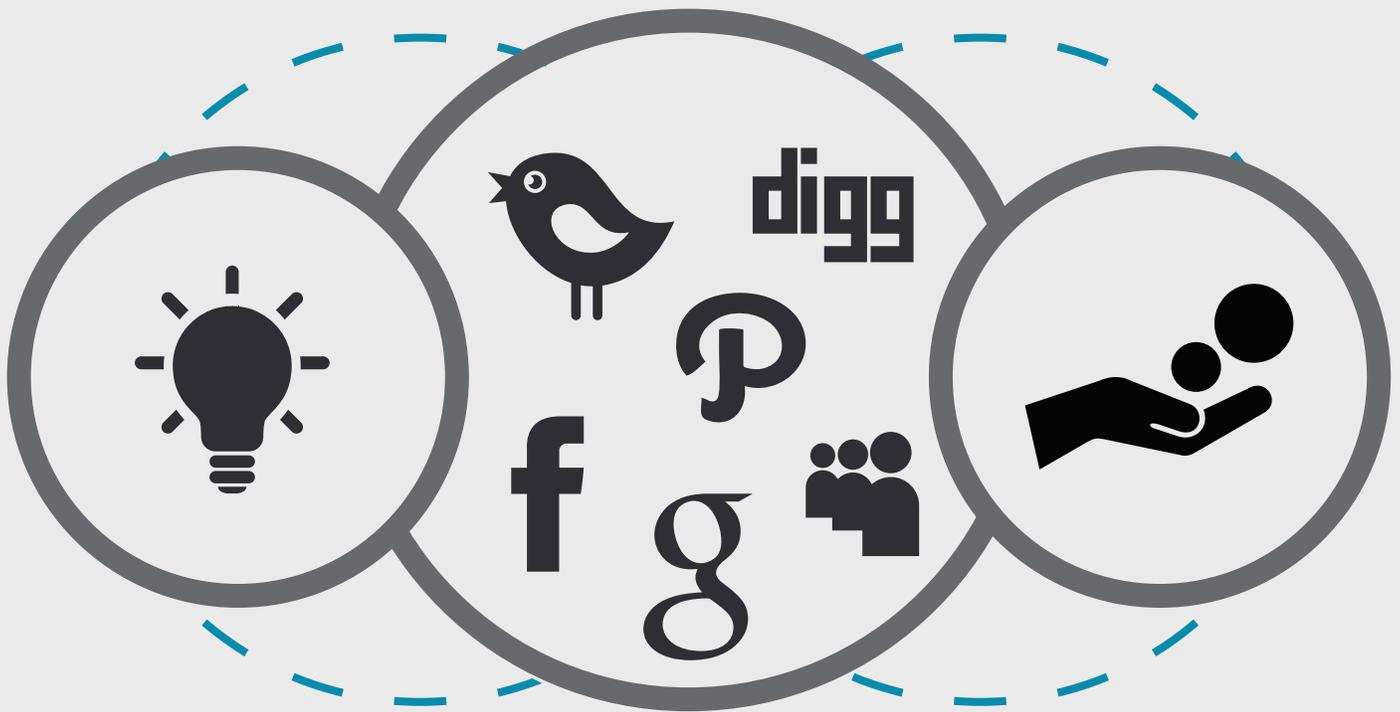
- 1 This is the time for online fundraising
- 2 Get in touch with the youth early
- 3 Get social media presence
- 4 No or low capital investment needed
- 5 It is easy to get started
- 6 Experience is key
- 7 Everyone is doing it - You are passing up free money

Recap: The seven reasons

Share this reasons



# What is online fundraising?



Simply put, online fundraising is a way to raise money by using social media. Platforms have emerged that make it convenient for organizations and individuals alike to create a personalized fundraising page and share it on Facebook, Twitter, email, blogs, and other websites to raise money from their network and beyond.

By fundraising online you allow your supporters the opportunity to reach the largest possible audience on your behalf. They reach friends and family living anywhere in the world, and allow them to join your cause and donate to their personal fundraising page with just a click. This is what is known as peer-to-peer fundraising. That means that a supporter of a charity raises money for that charity through their peers. When they share their fundraiser on

the worldwide web, they also share their fundraiser on a global scale and can potentially reach anyone with their page and fundraising story. So not only can a charity reach people within the fundraisers own social network, but also the friends of their friends and so on - leaving you with an endless number of possible donors.

# Who and what is BetterNow?

BetterNow is the prime example of such a fundraising platform, working in many European countries and headquartered in Denmark. BetterNow is your tool for online fundraising, and offers a wide range of features, including both project pages, event fundraising and advanced reporting for your CRM system. We drive traffic and feature your organization on the BetterNow platform, spreading your work wide and broad. But it is also very easy to use, and [setting up a test account free](#). The pricing is low and you only pay if you collect anything.

BetterNow is a secure online fundraising site, which means that information given to BetterNow is safe and donations will be sent directly to the charity. Many people like you are already using BetterNow to raise money for many different causes. And we are proud to have helped raise almost a million Euros to charity since February 2011.



## The Author

Martine Johansen is the Norwegian Information & Press Officer at BetterNow. She has a Bachelor Degree in Religious History from the University in Oslo, and is now finishing her Master Degree. She also has a Post Grad Degree in journalism from London, and has previously written for different Norwegian as well as English publications (see [www.martinejohansen.webs.com](http://www.martinejohansen.webs.com) for links to featured articles). She has also previously worked within the charity sector in Asia and Latin America. Now she is creating online content for BetterNow and helping charities use online fundraising to improve their donations revenue by writing specialist articles.

## 1

# This is the time for online fundraising

A bold statement - but also a statement backed up by the surge of social media growth and our continuously more connected global and local community. Plus the fact that online fundraising is already here. Online behavior is changing fast, and you need to be aware of this to be able to target your audience online, why?



ONLINE FUNDRAISING IS A GROWTH ENGINE.

Online giving grew 10.7% in 2012 compared to 2011, while overall fundraising only grew 1.7% according to Blackbauds 2012 Charitable Giving Report. All nonprofit sectors are experiencing growth with online fundraising.

▶ This is the time of the professional amateur. The Internet is allowing everyone to become experts in new fields. Online fundraising is just such an opportunity for the professional amateurs.

You have an advantage as most social media users today are becoming  
▶ more and more skeptical to promote corporate companies. A charity however is a win-win for an online fundraiser to promote.

## Reason #1

“This is the time for online fundraising. Your supporters are online and they want to fundraise for you.”

# Get them while they're young

## 2

An internet connection is as important as bread and water for the younger generations. According to a [study by Cisco in 2011](#); more than half of people under the age of 30 believe that the internet is an integrated part of their daily life, which they could not live without.

Life is to a large extent happening online. And by neglecting to reach potential supporters 30 and younger online means that charities are losing out in a big way.

A study by Edge Research showed that the majority of traditional fundraising is directed at mature donors (those born before 1945). But the study also shows that this is changing very rapidly. The challenge for charities today is to reach the younger generations.

Mature donors represent only 28% of total contributions. Only targeting mature donors, are in other words neglecting 73% of your audience! The study found that peer-to-peer solicitation is effective with all generations. Also, those born after 1980 often consider donations only one aspect of supporting a cause, and also include spreading the word, fundraising, and volunteering. Online fundraising allows for this in a way that fits with the fundraisers own schedule and need to interact and feel connected to the organization.

By allowing for supporters to fundraise online means to unify and reach all the generations at the same time, grandparents receiving donations from grandkids and vice-versa. Also, this means reaching the next generations while the mature donors are still here to give.

### Reason #2

“You are missing out on all the young donors, start building a relationship with them today through online fundraising.”

# 3

## Be the queen of social media

To reach potential donors and fundraisers online, a charity needs to be present on social media. Creating this is difficult for any organization, and can cost a lot of money that charities may not have to invest. But there is a way to do this without hiring social media personnel.

A continued sharing of information and projects connected to a charity creates attention and locks in new resources for charities. A friend soliciting you through social media is more effective than a press release from a charity. A friend's referral is trustworthy because it comes from a source that the receiver recognizes. And it is the individual fundraisers that does all the hard ground work for you.

Fundraisers use their network to raise money for the charity that they support, and get their friends involved in the cause – much in the same way as they might if they were a member of an organization and talking to friends at a café about the work.

Online fundraising means that charities are finally finding a way in to the online community, namely through the users of social media. It has been a locked community for advertisers to grasp, but for charities there is another way because charities sport causes that engage people and easily become conversational topics. Through an online fundraising platform can enter in to the online

### Reason #3

“Let your supporters get online to fundraise for you, talk about you and do your marketing work for you.”

community with a free pass and become the topic of choice for many who want to communicate online.

# Money Matters

# 4



Building IT platforms is probably not a key skill or competence within your organization. Neither is technical customer support, this is why it makes sense to have partners helping you with this. And by teaming up with other charities on one platform, costs are kept low.

As a charity you may think: "Wow, this sounds great but we can't possibly afford all this. And we don't have tech-staff to fix and set-up our account". In fact you can and you don't need any of that. For anyone who creates a fundraiser, or donates to your fundraising, [most platforms won't charge you any setup cost or monthly fee.](#)

The platform should manage all practical and technical administration from the moment a fundraiser joins and until the money is transferred to your account. The platform pay for servers to maintain the platform and provide service and support for all fundraisers and donors. With the BetterNow platform we also constantly develop new capabilities and actively market opportunities so you get the very best service at all times.

## Reason #4

"You can start fundraising without any up-front investment and you don't have to find room in the budget for a monthly fee."

# 5

## It is easy to get started

It is easy for you as an organization to get started with fundraising via a fundraising platform. Our goal is that any charity who signs up with BetterNow doesn't have to contact us about any technical stuff. We have prepared guides, manuals and just about anything for your self-service. And the platform is user friendly and in your local language. But if you need help, please call us, we are always there for you and will guide and help you.

We have become fundraising consultants by accident, and know what works and what doesn't. We have seen our partners initiate campaigns that didn't work and learned from that, and we have seen what campaigns take off immediately. The best thing is that we are more than ready to help you with your online fundraising strategy whenever you need us. As a partner you are always welcome to give us a call to get feedback on your campaigns, online fundraising strategies and ideas.

### Reason #5

"We will help with feedback on your strategy and campaigns, so you can benefit from years of online fundraising experience."



In addition, we also publish articles to our blog several times a week, produce e-books and guides (like this one), so why not [subscribe](#) and get some advice and inspiration for online fundraising? And you don't have to be a partner of BetterNow to enjoy this.

# Enter the learning curve early

# 6

Online fundraising is new and there will be a learning curve for every charity. Mistakes are bound to be made. And the longer you have been at it, the better you will be at eliminating the rookie mistakes. Even though the platform will help you, it is important to get your own experience, as this will help you understand online fundraising and how your supporters react to it.

Your supporters need to feel included and you have



to work to find out what your role will be. How much interaction is needed for your users, how much do they expect and how will you interact with them online.

An example of a cultural difference: at BetterNow we always try to have users share as much as possible on social networks. In the early days of BetterNow we prompted users to share the fact that they had donated, on Facebook, as we knew this worked in the US. But to our surprise it didn't work in Europe,

only 10% shared that they had donated. So we changed the text, and now we prompt users to share the fundraising page they have donated to. 25% of the donors now share it on Facebook! These are the small details that make a big difference. You might be confronted by other differences between your supporters and the average supporter.

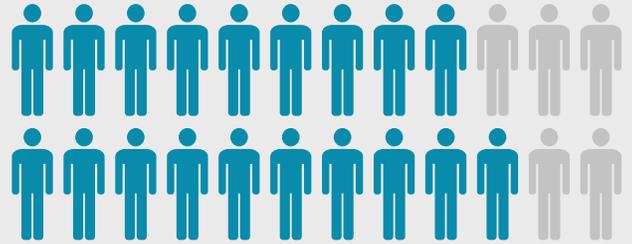
So start fundraising as soon as possible, and get the experience you need to know how you should approach your supporters and get them to create a fundraiser.

## Reason #6

“Get your own experience as soon as possible, so you can learn from how your supporters respond to online fundraising.”

# 7

## Everyone else is doing it



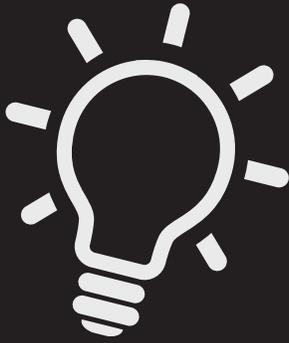
The simple answer to why your charity needs to start fundraising online today is that you are passing up free money. Potential fundraisers are already out there, and they want to fundraise for you. They know about online fundraising, and about you, but you are not registered so they have to pass on you and fundraise for someone else.

An example is [Nathalie and Mads](#). When they got married they wanted to create a fundraiser for a specific children's organization and have their family and friends donate money instead of giving wedding presents. They already sponsored a child through this organization, so it made sense for them to build on this already existing relation. But sadly this organization was not on BetterNow, and they couldn't act quickly enough with registration after being prompted. So the couple created a fundraiser for Save the Children instead, and collected over 2000 euros for them. Great for Save the Children, but you don't want to be the organization they passed up.

### Reason #7

"Don't miss out on free money. Individuals who want to support your cause are searching for charities like yours on online donation platforms. In other words: you should be there."

# Recap



## Reasons

- 1** This is the time for online fundraising. Your supporters are online and they want to fundraise for you.
- 2** You are missing out on all the young donors, start building a relationship with them today through online fundraising.
- 3** Let your supporters get online to fundraise for you, talk about you and do your marketing work for you.
- 4** You can start fundraising without any up-front investment and you don't have to find room in the budget for a monthly fee.
- 5** We will help with feedback on your strategy and campaigns, and you benefit from years of online fundraising experience.
- 6** Get your own experience as soon as possible, so you can learn from how your supporters respond to online fundraising.
- 7** Don't miss out on free money. Individual seeks to online donation platforms, so you should be there.