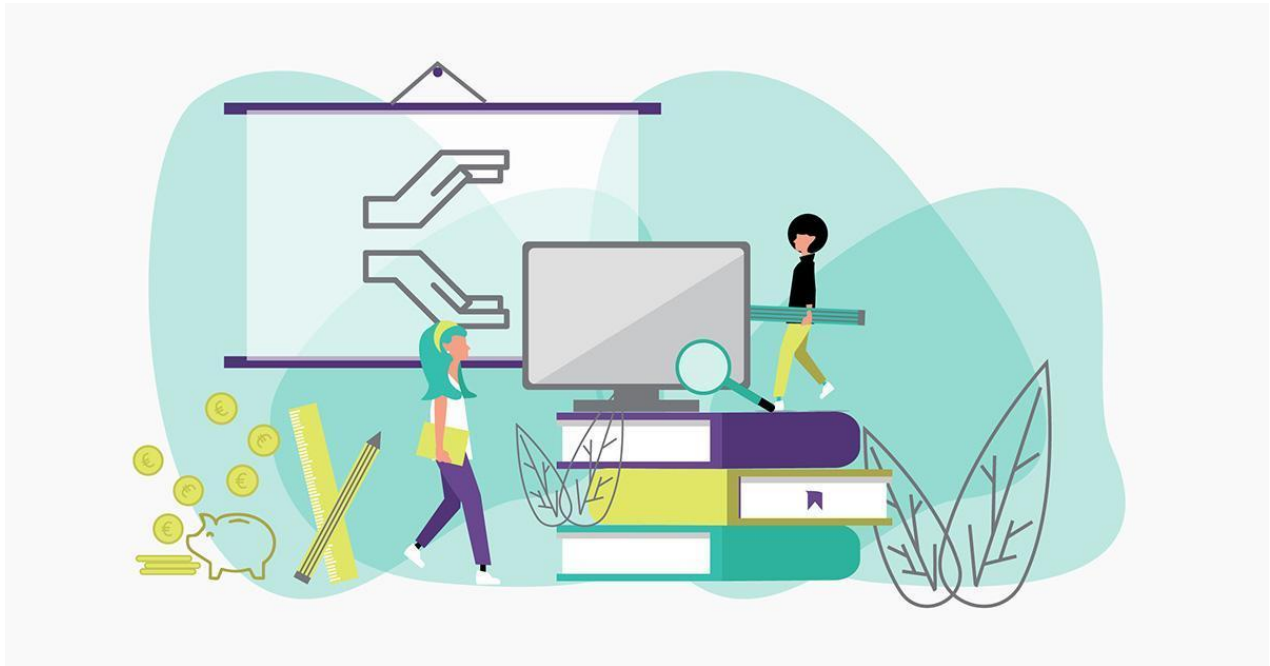




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**Essentials for fundraising:
vocabulary, graphic and planning tools, basic templates**

INTRODUCTION

MAIN FUNDRAISING VOCABULARY

beneficiary/recipient: Some organisations talk about beneficiaries or recipient groups, others refer to participants, others to clients, service users or partners. For small non-profits, we will refer to beneficiaries and mean by this, the people whom your organisation seeks to benefit. Defining a beneficiary is more complex than it seems. For example, if you want to support children with disabilities, can their parents also be considered as beneficiaries? There is no automatic answer, but indeed that depends on how you want to work with the people you want to reach and which specific angle of work you want to adopt. If you are specific, you can carefully plan resources and time of your actions.

beneficiary segmentation: it is the strategy that organisations use to distinguish the different recipients of their actions. If you distinguish the target groups you want to reach out, you will benefit in terms of your organisational work and in terms of real understanding of the needs.

campaign: a campaign is a coordinated and time-bound set of actions to fulfil a specific goal of an organisation via donations. For example, “Donate to give a meeting space for the kids of the neighbourhood Scampia in Naples” can be the extreme synthesis of a campaign. A campaign is nowadays featured on a website or fundraising platforms, so it is more common to hear the definition of “online campaign”.

case for support: it is a straightforward document that tells donors what an organisation wants to accomplish through their donations. It generally features at least six parts: 1) Vision; 2) Your problem; 3) Your plan (how you want to solve the problem); 4) Your costs (how much does it cost?); 5) The urgency (why now?); 6) The call to action (what can a donor do to solve the situation?)

corporate philanthropy: Many organisations do not have enough equipment and material, so they can ask for support to corporations, institutions, and corporate foundations to get e.g. gifts, IT supplies, free or fee-reduced online subscriptions, etc.

crowdfunding: it can be defined as the collective effort of many individuals creating a web of interests and gathering their own resources to support projects initiated by other people/organisations through the support of the Internet (but not only).

In this way, social contacts can be converted into capital for innovation. The work of crowdfunding always starts from the offline world, from connections or from the social activism you show capable to gather people around a cause.



Online crowdfunding is generally facilitated via specialised online platforms. Individual crowdfunding is a new type of crowdfunding and it is directly promoted by influencers/individuals via the usage of social media and online platforms to support a specific cause, either existing or defined by the same person.

Crowdfunding platforms: They are online digital services that make it easier to match donors and fund-seekers. There are many, and different ones are specialised in topics and fields. They are websites and they guarantee secure payment systems and marketing services to promote activities. They *do not* directly promote a project, so you still have to invest time and effort to make your potential audience reach your project page.

donor & donor relation: a donor is someone that can potentially support an organisation's fundraising campaign and that can be targeted to participate in donating. A donor profile comes out from a study that an organisation must deliver first to rationalise the programme of the fundraising campaign. A donor can be occasional or can be guided to a regular support through a planned action of maintaining its interest. To keep the relations, an organisation can deliver email acknowledgments, information, regular newsletters, social posting etc.

fundraising funnel: if you imagine your work as a funnel, we define five steps:

1. donors first find out about your nonprofit organisation. This may be through a friend, social media, or from seeing your flyer at a local event. They are vaguely aware of the problem you want to deal with.
2. The grade of awareness raised on the topic.
3. Credibility: this concerns your effectiveness in combating that cause.
4. Impact: donors must believe that their donation will have an impact on the cause. More and more, millennials will only give money if they can see the direct impact of their charitable contribution.
5. Donor: the person is convinced because of the above and acknowledges the importance of the action taken.

fundraising strategy: it regards all those elements which are related to an organisation's procedure to attain a campaign goal: a fundraising scheme, objectives, timetable, involved personnel, which specific techniques (newsletter, online platforms, plugins etc.), planned fundraising budget, logical implementation of the actions – all these elements feature the grand design for successful implementation of the overall organisation campaign.

GDPR management: GDPR is the acronym of the privacy regulation of the European Union (EU) - General Data Protection Regulation - which went into effect in May 2018 and puts stronger protection on the personal data of EU citizens and anyone in the world which involves in any

possible way EU citizens' personal data. It requires all profit and non-profit organisations, public or private, to make clear and transparent how they treat users' information. In a [fundraising campaign](#), it is about all the actions to be done to comply with users' data transparency.

gift: A voluntary, irrevocable transfer of something of value as a reward. The difference between a transfer and a gift is that the former can be reclaimed, the latter cannot. A gift does not correspond with a good or a service of the same value – anything given in return by the organisation receiving the donation is an award, a recognition, and it has a value of modest entity.

recognition: it is any award given to the donor by donating a specific amount of money, e.g. “a t-shirt with your name is the gift for a donation of 200€”. It can be a reinforcing strategy for an organisation to keep donors' relations and to engage the audience in a more direct way.

marketing: it is a pre-phase for the actual fundraising campaign as it is focused on raising awareness and on branding of an organisation. Marketing and fundraising are not the same thing – marketing is about long-term positioning of an organisation. Fundraising is about the concrete and short-term goals an organisation has in terms of economic sustainability.

online organisation image: it is about the sets of values and topics that an organisation can be matched with. Basically, an organisation should define a core of storytelling, defining which elements to be shared to be more popular on the targeted audience of donors and institutional partners.

tax benefits: they are the savings resulting from donations in income, gift (VAT bonuses) and taxation. They depend on the country regulations of the donor's legal address. Such benefits can be used as part of the marketing campaign of a non-profit to attract more donors in donating as they will save considerable parts on taxation.

GRAPHIC TOOLS

Free visual tools	
The data visualisation catalogue	A complete guide on graphics
Vengage	a tool for creation of infographics - Free to use for students
Canva	free online tool for creating graphics, visuals and infographics
Pexels	Free, high quality stock photos



Pxfuel	Free, high quality stock photos
Pixlr X	free online photo editor software
Adobe Spark	a great tool if you want to level up your social media game (has a free starter pack version)
Data wrapper	A free, powerful tool used by journalists to create maps, graphs and tables
infogram	Create engaging infographics quickly
Hootsuite	a online service that allows you to track all your social media profiles and feeds at the same time (30 day free trial)
thenounproject	online icon graphics repository
Snapseed	a free photography enhancing and editing software
flaticon	online icon graphics repository

FREE PLANNING TOOLS

Free planning tools	
Trello	Free calendar plan tool
Tasks	Free calendar plan tool
Google Calendar	Free calendar plan tool

FREE EMAIL TEMPLATE PROGRAMMES

Free online tools	
Mailchimp	Free online campaign management system
FreeBee	Free online custom email system
Stripo Email	Free online custom email system
Phplist	Free online open source custom email system

GDPR-RELATED RESOURCES

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Iubenda	tool for privacy/t&c/cookie consent in multiple languages
Privacy policy generator	privacy policy generator (in English only)
Get terms	generate different types of policies (e-commerce as well)
Termly	policies / t&c generator for SMEs

HOW TO SET UP A DONATION PAGE

Our suggestion is:

#1 MAKE YOUR STATEMENT BRIEF AND INSPIRING

#2 MAKE CLEAR WHICH DONATIONS SOMEONE CAN GO FOR

#3 MAKE IT EASY TO DO ONLINE PAYMENTS



We are proudly non-profit, non-corporate and non-compromised. Thousands of people like you help us stand up for a healthy internet for all. We rely on donations to carry out our mission to keep the Web open and free. **Will you give today?**



Donate now

EUR € ▼

ONE TIME MONTHLY

€85

€35

€15

€5

€ Other amount

Choose Payment 🔒 SECURE

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Mozilla is committed to your privacy; please read our [privacy policy here](#). Your payment details will be processed by Braintree, a PayPal company (for credit/debit cards) or PayPal, and a record of your donation will be stored by Mozilla.

Other ways to give: [SEPA/BACS](#) | [Cheque](#) | [Bitcoin](#)

Problems donating? Visit our [FAQ](#) for answers to most common questions. Still have problems? [Send us an email](#).

Contributions go to the Mozilla Foundation, a 501(c)(3) organisation based in Mountain View, California, to be used in its discretion for its charitable purposes. They are tax-deductible in the U.S. to the fullest extent permitted by law.

Free plugin tools

WPDonations	Free WordPress donation plugin
PayPal donation	Free WordPress donation plugin



AVAILABLE PAGES WITH SUGGESTIONS ON FUNDRAISING PER TOPIC

How to make good fundraising email templates

<https://www.gofundme.com/c/blog/fundraising-email-templates>

<https://www.iwu.edu/action/mailchimp-for-nonprofits.pdf> (it is a bit old, but very good)

How to make donor profiles

<https://prosper-strategies.com/nonprofit-donor-profiles/>

Free fundraising posters

<https://www.canva.com/posters/templates/fundraising/>

Nonprofit Facebook/Messenger/Instagram/WhatsApp marketing

https://www.facebook.com/business/learn/digital-skills-programs/nonprofit-ngo-marketing?ref=search_new_0