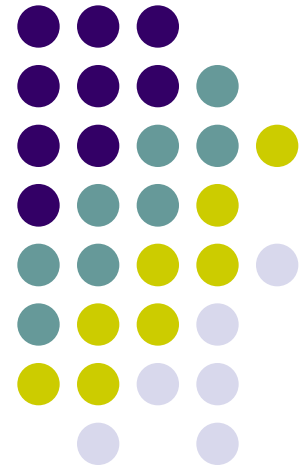
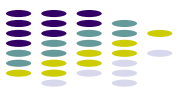


# Fundraising

Research on “donation  
friendly” websites



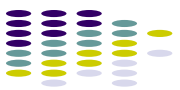
# Literature review



- **Joint-survey by Network for Good, the Bridgespan Group, and Guidestar (2003):**
  - Only 1 out of 5 charities\* that seek online donations received more than 5% of gifts via internet.
  - But people who use the internet go online for information about causes and nonprofits they want to support, and often take action offline as a result
    - 40% donated offline, 35% referred a friend,
    - 20% donated online, 15% signed up to volunteer
  - Internet appears to attract new donors and volunteers (ie next generation of supporters)
- **Joint-study by Convio and StrategicOne (2007):**
  - Donors engaged through multiple communication channels have higher long term value, retention and lifetime value

\*The survey of 1,080 nonprofit groups found that 547 of them sought online donations.

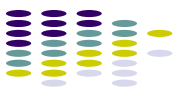
# Background



- **Charities in Singapore have raised funds mostly offline**
  - Mega entertainment events, golf tournaments, dinners, flag days are labour intensive ways. When the activity is over, it's over. Yet, websites are always there, 24 hours a day 7 days a week.
- **Study how charities' websites may be “donation friendly”**
  - Literature review
  - Analysis of 20 Singapore nonprofit websites
- **Limitations of study**
  - Web page design may have changed during donation period
  - Other factors besides web page design affect donations
    - Organisational factors eg public awareness and reputation, integration of offline and online activities
    - Sectoral factors eg some causes may be more “popular” than others
    - Findings are of 20 fundraisers

\*Some of these organisations may have raised funds using other means, including other websites.

# Singapore: potential for online donations



- **Some non-profits have benefitted from online donation portal**
  - Those who apply best practices appear to be more successful
- **There is potential for online donations for charities in general**
  - 80% of households have at least one computer at home
  - 76% of households have household access to internet
  - Working adults are also going online, not just the young

## Internet access by age groups (2007)

<b>Age Group</b>	25 to 34	35 to 49	50 to 59	≥ 60
<b>Individuals who have used internet in past 12 months</b>	90%	75%	49%	12%

Base: total resident population in each age group  
Infocomm Development Authority of Singapore

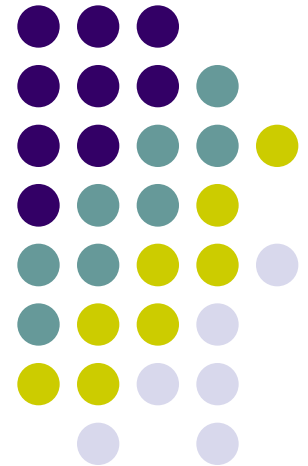
## Use of internet services by age group (2007)

<b>Age Group</b>	25 to 34	35 to 49	50 to 59	≥ 60
<b>Online banking</b>	35%	29%	24%	15%

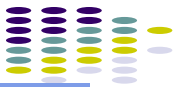
Base: internet users in each age group who had used the internet in last 12 months  
Infocomm Development Authority of Singapore

# Fundraising online

Donation-friendly practices



# Donation-friendly practices: summary



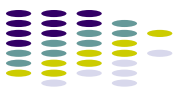
- **Be big**
  - Big “donate” buttons help draw attention
- **Be colourful**
  - Brightly coloured donation button *can* help
- **Go direct**
  - Link directly to nonprofit’s page on donation portal, not to portal’s home page
- **Offer convenience**
  - Offer multiple ways for donors to give; they may choose to respond offline

Easy to give

- **Be transparent**
  - Include information about how donations are used
- **Remind nicely**
  - Polite request “please donate” followed by short appeal works better than forceful “donate now!” without appeal

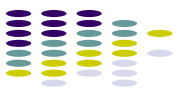
Reason to give

# Next steps



- **Review your website**
  - Bear in mind the 6 online donation-friendly practices
- **Integrate online with offline practices**
  - You don't exist only online
  - Use existing offline methods. Some simpler examples:
    - Website / donation page addresses on business cards, newsletters, brochures, posters, letterheads, envelopes ...
    - Ask for email addresses during your outreach
- **Content is not the same as channel.**
  - Online channel allows content to be read (text), heard and watched (video). Use it with compelling content.
- **Social networking online**
  - Help your donors and volunteers help you raise awareness and funds. They know who to approach and what to say
- **Donor management**
  - NVPC guide for free download at [www.nvpc.org.sg](http://www.nvpc.org.sg) (see Research and Publications page)
- **Payment portal**
  - Online donations need payment portal to process payments. Consider cost and benefit of having your own payment portal

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