

The Spotlight

DONATE[®]

How small charities are creating huge impact

Spring 2021



SPRING INTO FUNDRAISING

St Giles Animal Rescue brought in over £7600 during January by reaching out to their loyal supporters and encouraging much needed donations to the cause. Using a well placed DONATE™ button linked directly to their campaign page, the Centre was able to direct supporters and ensure a frictionless transaction.

A great start to the year.

Campaign: Website donations easydonate.org/DDHD010

A PLAYFUL CAMPAIGN FOR ESSENTIAL ITEMS

Central Church launched their Project Pants campaign to donate new and good quality underwear across Edinburgh this winter. As well as encouraging individuals to donate physical items, cashless donations were also collected via the campaign webpage links, QR codes and text numbers. Raising £3379 through DONATE™ which was added to the total used to distribute over 34,000 items of underwear.

Campaign: Just Christmas 2020 / Project Pants easydonate.org/PP2020

SUPER CYCLING FUNDRAISER



Club member Nick set himself the challenge of cycling the distance of Lands End to John O'Groats on his exercise bike and using the opportunity to raise funds for **Keynsham and District Mencap Society**. Hoping to raise £500 by Easter, the campaign has already raised £3,965 through the DONATE™ web and text channels promoted by Nick himself.

Campaign: Nick Look cycles from Lands End to John O'Groats easydonate.org/NICK

SNAPPY TEXTING FOR ANIMAL CONSERVATION

The Crocodiles of the World Foundation has been busy raising funds for the upkeep and conservation of the animals during the Zoo's closure. Promoting DONATE™ text channels on the website and social media channels has so far raised £1700 to secure the future of some of the world's most endangered species.

Campaign: Help to support our Crocodile Zoo and conservation work easydonate.org/COTWF

ANNUAL COMMUNITY EVENTS SUPPORTING FAMILIES



Give It Forward Today's annual Purim campaign ensures families in need in the community receive Matanot Le'evyonim money on Purim day. By promoting their £10 text channel during their events the community made 167 donations.

Campaign: Purim 2021 - Matanot Le'evyonim easydonate.org/LOTS21

If you would like to know more to help your organisation with digital fundraising please feel free to get in contact hello@nationalfundingscheme.org.



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