

The Spotlight



How small charities are creating huge impact

Autumn 2020

QUICK APPEAL TO MEET RISING DEMAND



This Brighton based Community Interest Company **City Food Share** created leaflets which were distributed to local residents. The leaflets included the text to donate codes and generated £595 of funds which were used to purchase vital supplies to meet the growth in demand during the COVID19 Lockdown. Text keywords are a quick and secure method of donation without requiring card information.

Campaign: City Food Share Emergency appeal - easydonate.org/FOOD20

BUZZING AHEAD WITH A VIRTUAL CONFERENCE

The Honey Show normally takes place once a year and attracts hundreds of visitors to learn about the latest cultivation techniques, meet traders and share knowledge. Moving online was challenging but raised £6,000 in donations through donation requests during the online talks and demonstrations. £650 was donated through 247 text donations whilst the remainder was raised through 88 web donations.

Campaign: National Honey Show online conference - easydonate.org/HONEYBEE

MUSICAL MARATHON FUNDRAISING



DJ Magiggs embarked on a 36-Hour DJ-athon to raise vital funds on behalf of the **Cancer Fund for Children**. This epic DJ set was streamed live from two venues over three days. By displaying the web and text donation codes on the background screen, DJ Magiggs raised over £2000 in text and web donations throughout the course of the event.

Campaign: DJ Magiggs 36Hour DJ-athon - easydonate.org/DJATHON

AN ARTISTIC SOLUTION FOR SAFER FUNDRAISING

The annual **Holmfirth Arts Festival** is one of Yorkshire's best small festivals. This year, they have had to think very differently and hold the festival online. Committed to keeping audiences, artists and workers safe as well as honouring the artist and suppliers contracts they delivered a brilliant 3 day, online programme with loads of opportunities to participate. They promoted their £5 & £10 text channels and the QR on their website raising £280 so far in text and web donations.

Campaign: Holmfirth Arts Festival Online 2020 - easydonate.org/HAF2020

TEXT TO DONATE HAS BEEN A BLESSING



St Andrews, Enfield ran 16 services online each week and advertised text donations in their Sunday services. A 5 mins pause to allow people to complete their transactions was included. The building can only hold 200 people and they have gained an additional 200 viewers to the online services, approximately 400 tuned in and raised £3900 in mostly text donations. Online services are set to continue to complement traditional services ".

Campaign: Help St Andrews Church to serve the people of Enfield - easydonate.org/CHURCH

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

