



# Online Fundraising

## Introduction

The use of digital fundraising reflects our preferences and trends in how we give. Charities often rely on cash donations, but as cash is no longer king, it is important that the fundraising techniques used are reflective of societies habits.

## Who is it for?

This course is designed for non-profit organisations who need support in becoming more digital. It will look at how to use technology to ensure that your organisation can develop online fundraising strategies and stand out within a digital world.

## What will I get out of it?

- An understanding of how to optimise your website to increase your online donations
- Introduction to concepts such as click to give & giving by mobile
- An overview of online donation websites and understanding the best options for your organisation
- How to use crowdfunding as part of wider communications
- Tools to develop a campaign using social media

## Workshop Structure

- Effective use of donation buttons
- Exploring click to give & giving by mobile
- Maximising online donations
- How to use Crowdfunding
- Creating a fundraising campaign

## Duration

Half day workshop

## Dates

Contact our Digital Skills team for upcoming workshop dates

## Location

Online

## Cost

Fully subsidised for Workforce for the Future registered SMEs

## Book your place

Contact our Digital Skills team to book your place on the next workshop

## Contact

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