

IKI Small Grant Training Series on Fundraising

Digital campaigning

12.11.2024

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

IKI Small Grants is carried out by GIZ on behalf of the German Federal Ministries BMWK, AA and BMUV within the International Climate Initiative IKI.

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Objective of digital campaigning training

WORKSHOP OBJECTIVE

This session is designed to empower participants with the foundational skills required to design, launch, and optimize effective digital fundraising campaigns. It will provide insights into goal setting, digital channel selection, and storytelling techniques to engage and grow a loyal donor base. Through practical guidance and best practices, the training will help participants expand their reach, improve visibility, and secure sustained support in the digital landscape.

LEARNING OBJECTIVES

- Learn how to build an effective digital fundraising campaign
- Understand the benefits of various digital channels and tools
- Discover how to customize campaign messages and incorporate storytelling into your fundraising efforts



What is digital fundraising

Digital fundraising is the process of raising money online through various tools and platforms to support a cause, project, organization, or individual. This approach utilizes digital channels, such as social media, email marketing, crowdfunding websites, and mobile apps, to reach a wider audience and make donating easier and more accessible.

What

Enables nonprofits to connect with donors digitally, reaching a broader global audience with minimal costs.

61% of all donations are made online, with roughly half of these donations made directly through an organization's website.

Why

Digital fundraising **expands reach** to a global audience at a low cost.

Enhancing engagement through interactive platforms and personalized connections.

It fosters **sustained donor relationships** by focusing on retention with regular updates and adapting strategies based on donor feedback.

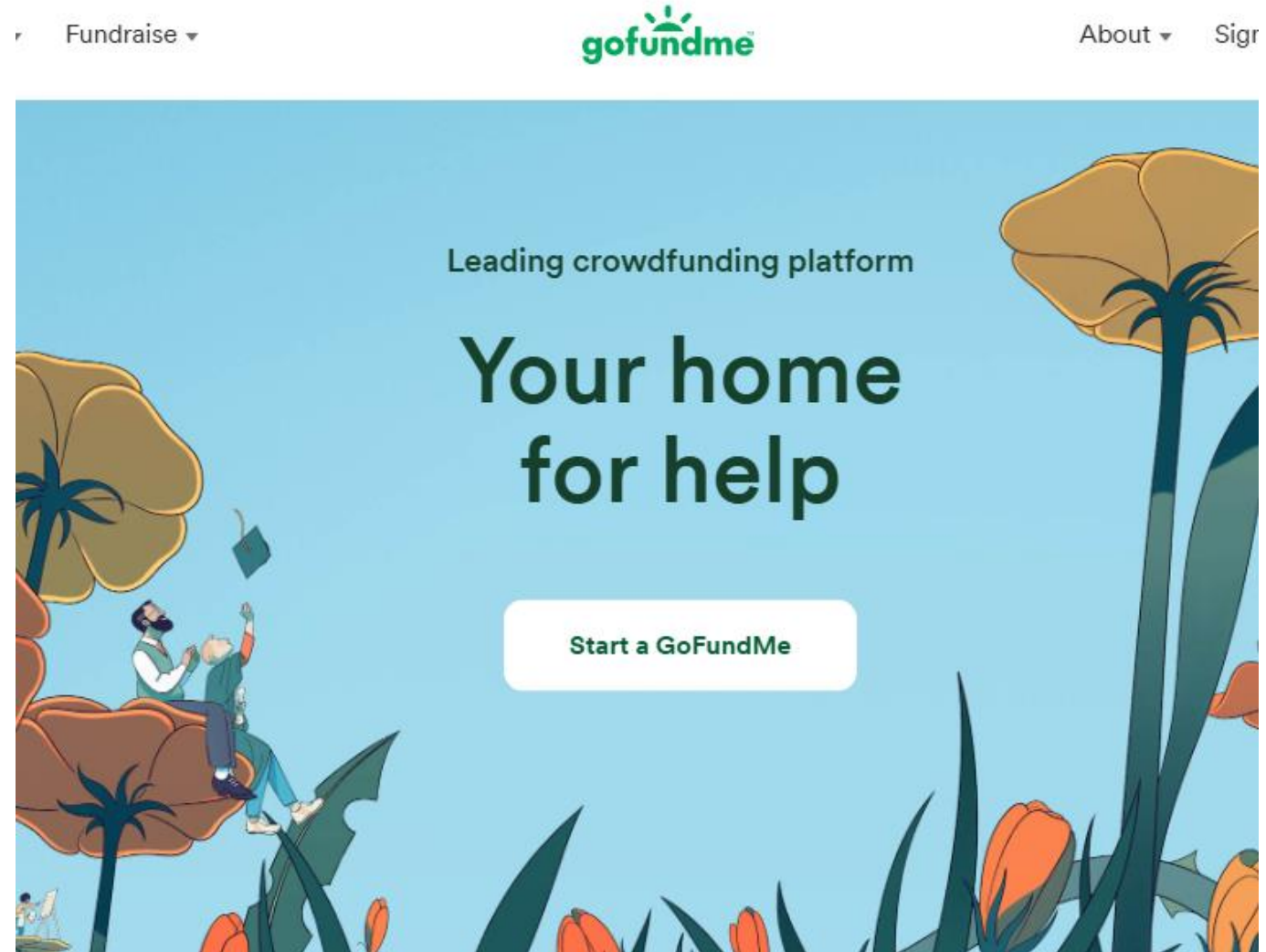
Advantage



Types of digital fundraising campaigns

Crowdfunding: Leverages online platforms to raise small amounts from many people within a set timeframe.

- **Best for:** Specific projects or urgent needs.
- **Example Platforms:** GoFundMe, Kickstarter, Indiegogo



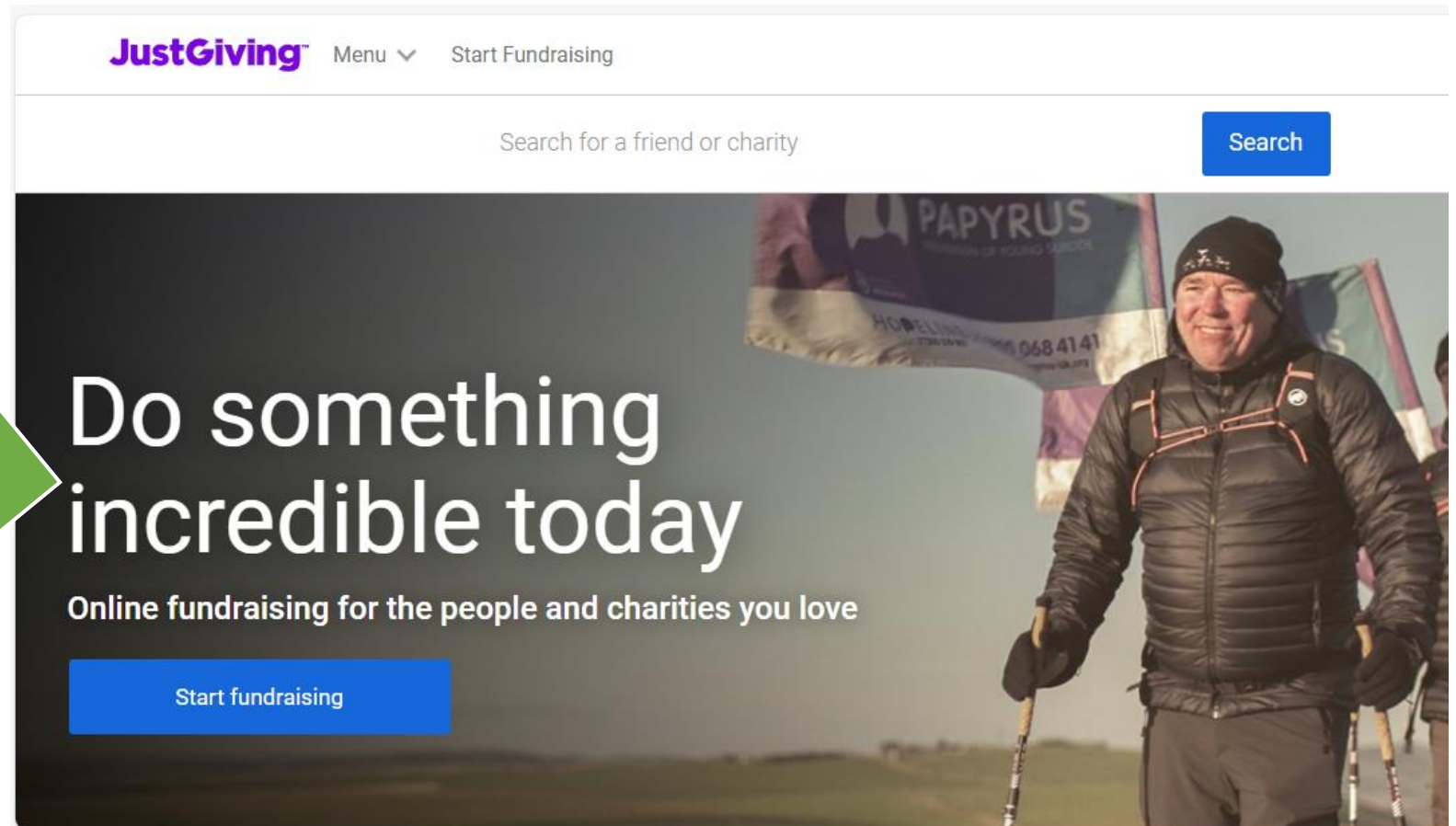


Types of digital fundraising campaigns

Peer-to-Peer Fundraising:

Supporters create personal fundraising pages and share them with their networks to raise funds on your behalf.

- **Best for:** Expanding reach through supporters' contacts, often used for events, challenges, or special occasions.
- **Example Platforms:** Facebook Fundraisers, JustGiving, custom peer-to-peer sites





Types of digital fundraising campaigns

Recurring Donations:

Encourages donors to give on a regular basis (monthly, quarterly).

- **Best for:** Long-term support and steady funding streams.
- **Example Platforms:** Patreon, Donorbox

donorbox Platform Use Cases Pricing Learn

Raise more donations. Retain more donors. All in one place.

Welcome to the world's most impactful fundraising system - powered by AI. Robust online and on-location fundraising with meaningful donor relationship management, so your mission thrives.

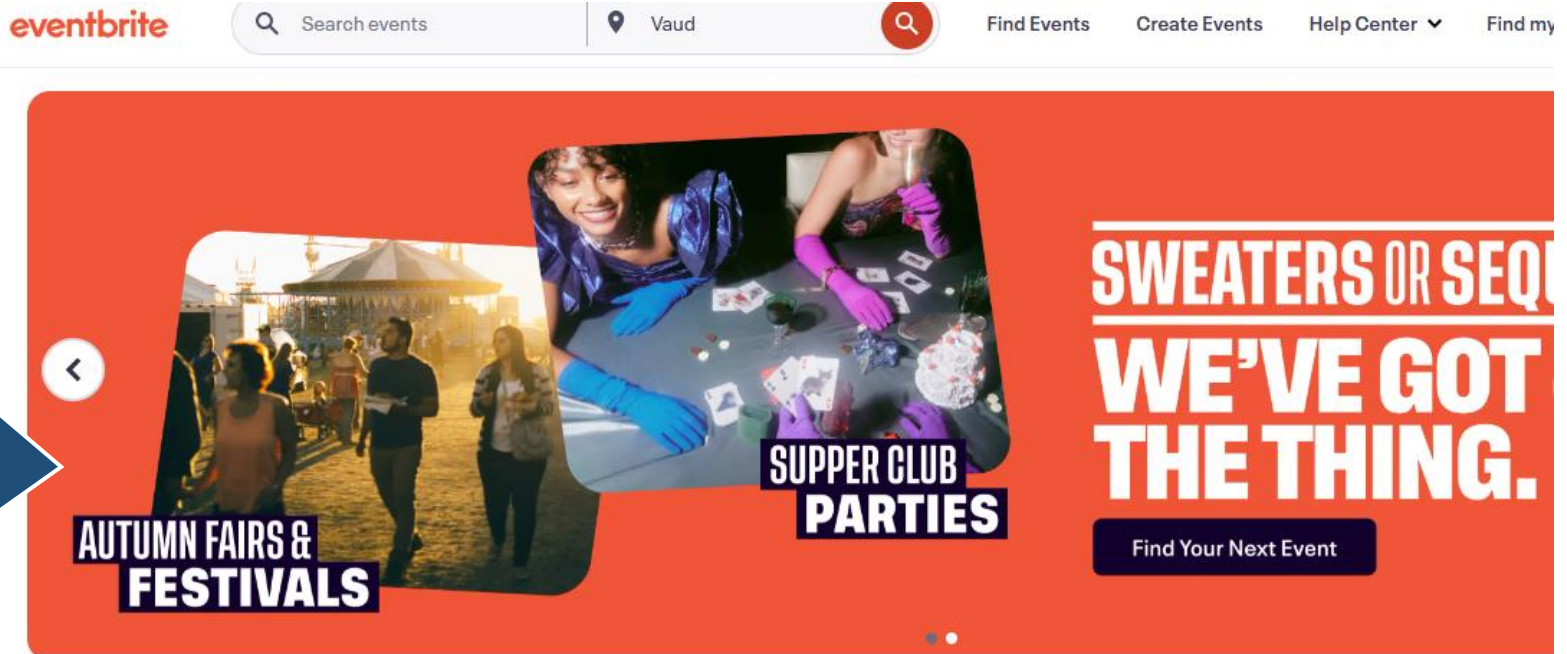
[Start Fundraising](#)



Types of digital fundraising campaigns

Event-Based Campaigns: Virtual fundraising events, such as live-streamed galas, or online auctions.

- **Best for:** High-engagement experiences that can bring in significant funds while creating a memorable, shared experience for donors.
- **Example Platforms:** Eventbrite, Zoom, Facebook Live, YouTube Live





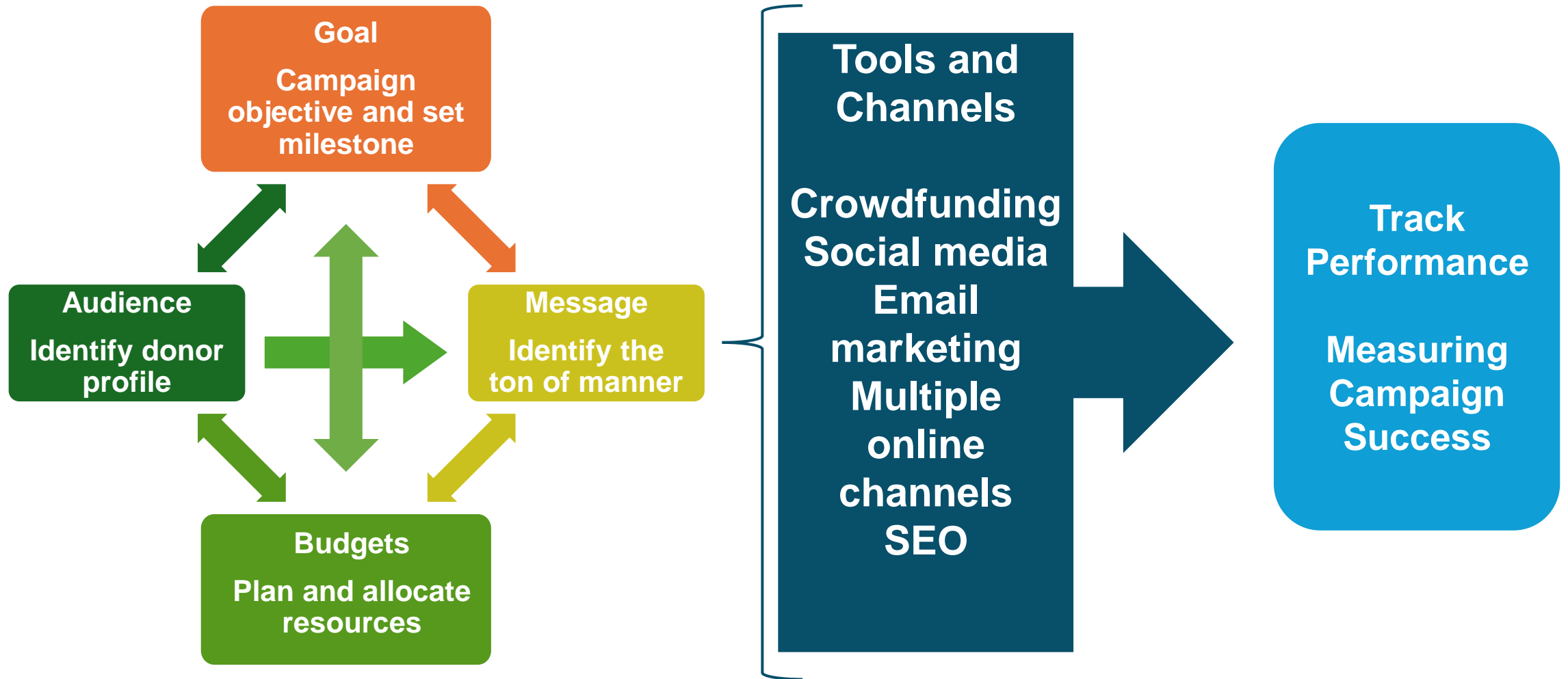
Developing a Digital Fundraising Strategy

What do you find most challenging when developing a digital fundraising campaign?

<https://www.menti.com/alo3o7y4q6sq>



Digital fundraising campaign strategy





Digital fundraising campaign strategy

1. Set Clear, Impactful Goals: Avoid broad statements without specific outcomes (e.g., "raise awareness"). Instead, set measurable objectives, such as funding 500 meals for local families. This clarity allows you to evaluate success accurately and adjust as needed to maximize impact.

2. Creating Audience Profiles: start by creating profiles for each type of donor in your audience. This helps (a) develop messages that resonate with them, (b) understand which causes or projects they care about most, and (c) identify the best platforms to share your updates and appeals.

3. Identify Core Themes and Tailor Your Message: Start by selecting central themes that reflect your campaign's mission. Then, build specific messages under each theme..



Digital fundraising campaign strategy

4. Budgeting: Plan and allocate resources for content creation, paid promotions, and tools to support campaign activities across platforms.

5. Choose the Right Channels and Repurpose Your Message: To maximize your campaign's reach, repurpose your core message across the channels that best fit your audience. Adapt content to each platform—for example, turning a detailed story into a blog post, a quick email update, or social media posts, engage with supporters and encourage sharing; if possible, use paid ads to expand your reach.

6. Track Results and Build on Success: As your campaign progresses, measure its impact by tracking key metrics and setting clear benchmarks for success. Focus on metrics that reveal which messages and channels resonate most with your donors. This insight helps you refine future campaigns, directing more effort toward the approaches that drive the highest engagement and donations.



Storytelling in Digital Campaign



Storytelling in digital campaign

Stories generate empathy, promote mission, demonstrate impact and leave a lasting impression, making campaigns stand out.

- **Emotional Impact:** Personal stories evoke empathy, motivating supporters to take action and contribute.
- **Motivate Action:** When people see the real impact of their donations, they feel inspired to be part of the change.
- **Create Connection:** Stories help donors connect personally with the mission, building loyalty and trust.
- **Drive Urgency:** A compelling narrative can highlight the immediate need for support, encouraging prompt donations.





Identify the purpose of a story

Identify the purpose of the story

What is the point of my story?

Who am I telling the story to ?

Why am I telling the story now?



Component of a story

Introduction : Establishes the context and the setting of your story to your audience. It shows the context and setting in a positive light trying to elicit positive emotions.

Problem : Where the situation changes due to an unwelcome circumstance altering the positive happy mood into a more sad, grim one -- this is part of story that introduces the dramatic question that problem that you are working on.

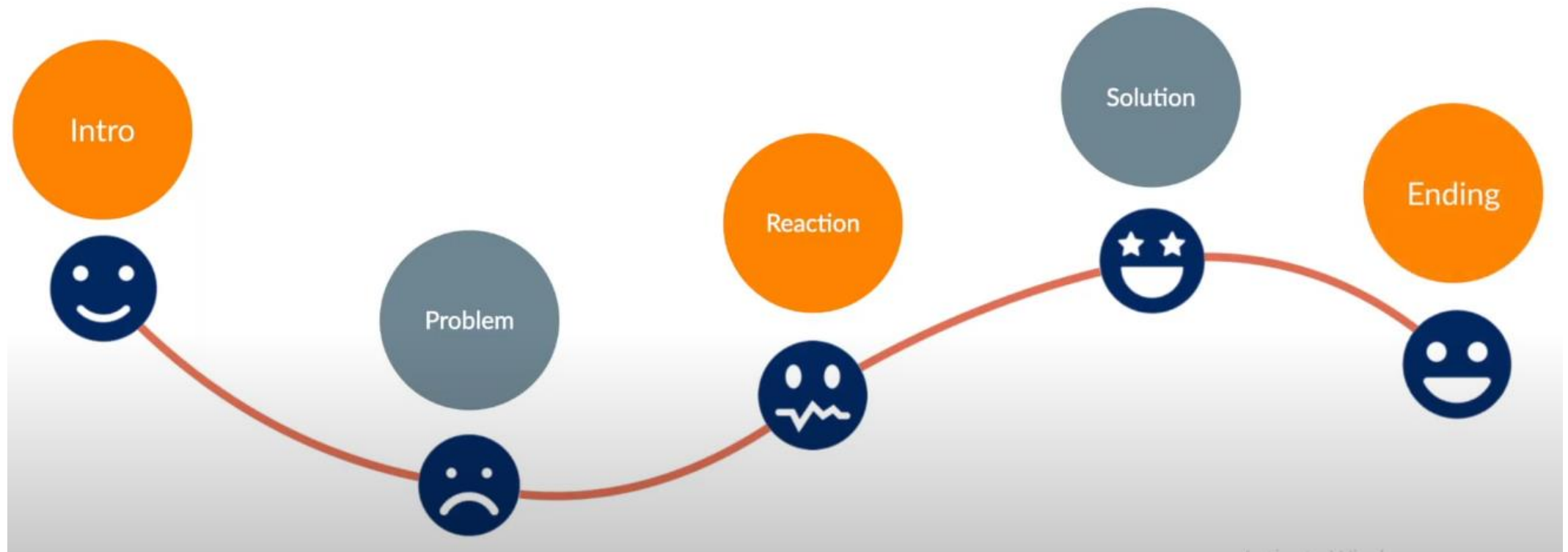
Reaction : The response to the problem, the series of creative events that ultimately lead to the solution to the problem. Gradually evoking more hopeful emotions – briefly describe the process they took in developing their solution the research brainstorming the prototyping and testing.

Solution : Details of the solution and how the solution solves the problem, is the most exciting part of the story, the final stage shows that there is hope and resolution to the problem.

Ending : Happily, ever after part of the story. What is future look like after the solution? What are the outcomes that will motivate and inspire the audience.

How to put storytelling in the heart of your campaign

Emotion stages of storytelling





User-generated content/story

User-generated content

- Shared through social media and digital channels
- Original content created by users/beneficiaries
- Includes photos, videos, testimonials, stories

Why it matters

- Provides more authenticity than traditional content.
- Focuses on user stories rather than the organization
- Builds trust and fosters donor loyalty
- Creates emotional connections with the audience.
- Cost-effective content creation
- Strengthens community engagement

Channels for user-generated content

- **Imagery:** Share user photos and stories, either through hashtags or direct submissions.
- **Interviews:** Publish user interviews as podcasts, articles, or videos for a personal touch.
- **Video Diaries:** Capture users' day-to-day experiences through video, either high-budget or simple livestreams.
- **Social Media Takeovers:** Let users run the organization's social media to showcase authentic experiences.



Break



Digital tools for Measuring and Improving Campaign Success

Introduction to digital marketing channels

CHOOSING THE CORRECT CHANNEL

Each channel offers unique strengths and caters to different audience preferences and behaviours. Social media is ideal for building awareness and engaging a broad audience, while email is better suited for personalized updates and nurturing long-term relationships.

Using the appropriate channel not only optimizes resources but also ensures that messaging resonates with the audience, enhancing the likelihood of achieving campaign goals and fostering stronger donor connections.





Types of channels

SOCIAL MEDIA PLATFORMS

FEATURES

Broad reach, high engagement, targeting capabilities, and a blend of organic and paid options.

KEY BENEFITS

Community building, brand visibility, and the ability to tell stories through posts, images, and videos.

EXAMPLE INITIATIVES

"Plastic Free July." Global initiative encourages individuals to reduce their plastic use throughout July. It combines personal accountability with a challenge-driven model, inviting people to refuse single-use plastics, make sustainable choices, and share their progress on social media to inspire others.





EMAIL MARKETING

FEATURES

Direct communication, personalized content, segmentation, and automation.

KEY BENEFITS

Cost-effective, high Return On Investment, and fosters a personal connection with supporters.

EXAMPLE

Personalized regular updates and impact stories, making supporters feel directly involved in their mission



Types of channels

CONTENT MARKETING (BLOGS, WEBSITE, STORYTELLING)

FEATURES

In-depth storytelling, SEO-friendly, longer content formats for educating audiences.

KEY BENEFITS

Enhances transparency and helps attract audiences searching for relevant causes.

EXAMPLE

Doctors Without Borders uses blogs and website articles to illustrate the impact of donations.





Types of channels

PEER-TO-PEER FUNDRAISING PLATFORMS (GOFUNDME, CLASSY, JUSTGIVING, PODCAST)

FEATURES

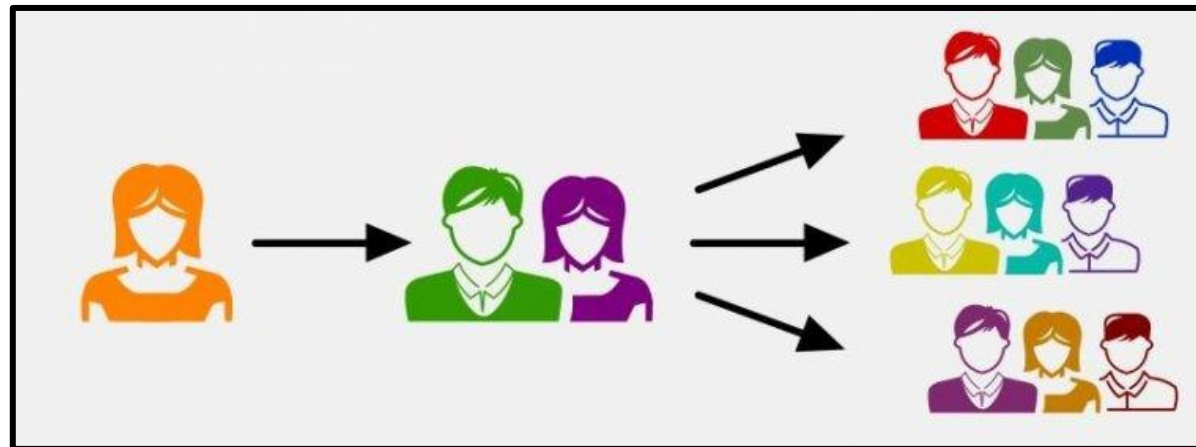
Allows supporters to fundraise on an organization's behalf and goal-setting

KEY BENEFITS

Amplifies reach through supporters' networks and increases supporter acquisition.

EXAMPLE

World Wildlife Fund enables supporters to create peer-led campaigns on Classy.





Tools for measuring online channel

GOOGLE ANALYTICS

- **Insights Offered**: Tracks website traffic, user behavior, and conversions. Essential for understanding which sources drive donations and engagement.
- **Key Benefit**: Allows NGOs to see which pages convert best, optimize site content, and adjust strategies based on data.

SOCIAL MEDIA ANALYTICS (FACEBOOK INSIGHTS, TWITTER ANALYTICS, INSTAGRAM INSIGHTS)

- **Insights Offered**: Engagement rate, follower demographics, post reach, and ad performance.
- **Key Benefit**: Allows organizations to identify high-performing content, audience interests, and adjust strategies based on engagement trends.

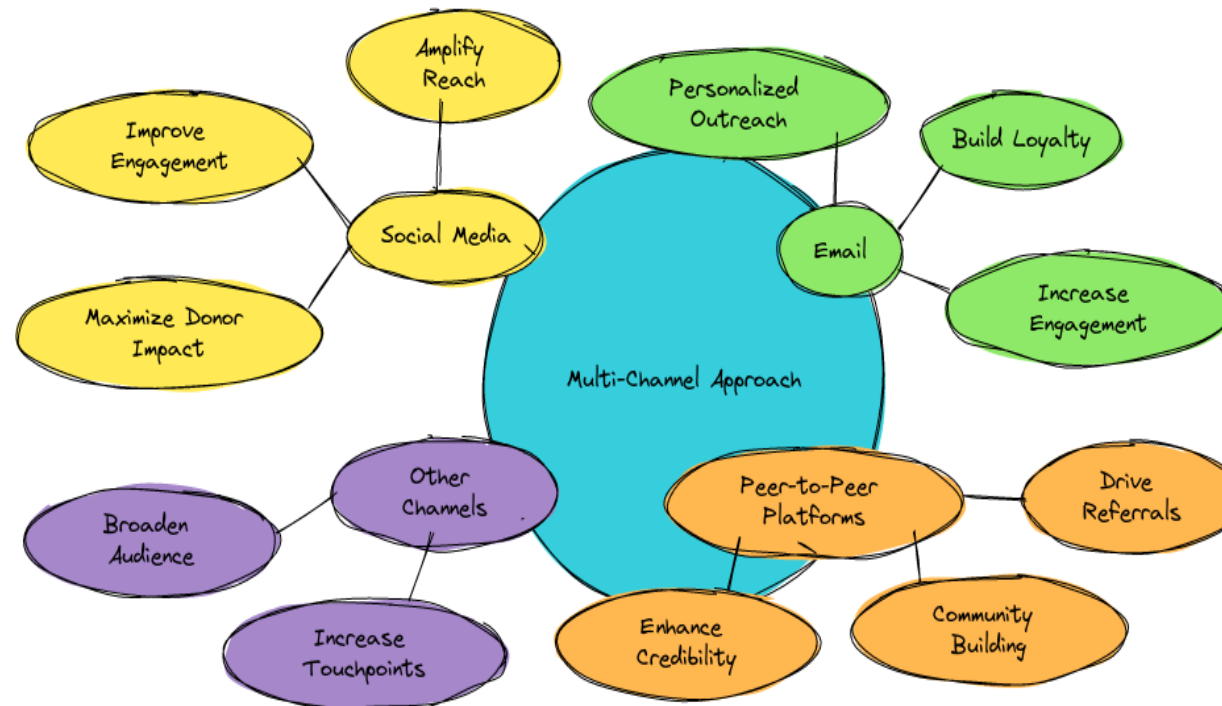
EMAIL MARKETING ANALYTICS (MAILCHIMP, CONSTANT CONTACT)

- **Insights Offered**: Open rate, click-through rate (**CTR**), and conversion rate.
- **Key Benefit**: Provides data on subscriber interest and helps optimize email content to improve donor response.



Leveraging a multi-channel approach

A Multi-channel approach involves using multiple marketing channels (social media, email, peer-to-peer platforms, etc.) simultaneously to amplify reach, improve engagement across multiple audiences, and maximize donor impact.





Assignment

As a special offer for IKI Small Grants grantees, we will organize a limited number of small-group consultations in addition to the general webinars. Please develop a **story** for your project. Identify the most effective **marketing channels** for your story. Consider how you will adapt your story to suit each chosen platform.

If you are interested in joining the small group consultations, Please submit the completed assignment to Liwa Wang: liwa.wang@outlook.com and Ledama Masidza: ledama@kindworldprojects.org before **26 November 2024**.



Training series on fundraising

Introduction webinar 1

Introduction webinar 2

Accessing Public Sector Funding

Funding the Future: Inside Public Donor Operations

Time : 15th Oct, 9:00 am-11:00am CET/4pm-6pm CET

Mastering Private Sector Engagement: From Mission Models to
Pitch Decks

Time : 29th Oct, 9:00am-11:00am CET/4pm-6pm CET

Digital Campaigning

Time : 12th Nov, 9:00am-11:00am CET/4pm-6pm CET

Small group consultant

Thank you for your attention !



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