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## How to increase your online donations

### Voluntary sector set to lose £3.3billion by 2015

We are all too aware of the effects funding cuts are having on the voluntary sector in the UK; now more than ever groups in Slough need to look for new ways of fundraising. The latest report by the [National Council for Voluntary Organisations \(NCVO\)](#) and [Charities Aid Foundation \(CAF\)](#) indicates that in 2011 online giving had increased by 85%. (To read the full report please [click here](#))

**\*Tap into this online community by setting up [Localgiving.com](#) page TODAY \***

### Maximising online giving

- Include the Localgiving.com button on your website. Make sure it is on your home page, above the fold with a clear description of the value your supporters donation will bring to their local community
- Make sure your website is visible to your supporters by maximising search engine optimisation (SEO) using the right keywords, links, adding video and a blog or twitterfeed to your site (for further information [click here](#))
- Set up social media accounts (the most popular sites are Facebook, Twitter, YouTube and LinkedIn) as a way of engaging with supporters, initiating two way conversations and group discussions. Build relationships by sharing fundraising ideas, informing them of success stories and upcoming fundraising events

**\*The immediacy of social media enables you to capture donor spontaneity\***

- Publicise your Localgiving.com page across all your digital media (include the URL link on emails, e-newsletters, bulletin boards, blogs and social media sites) and non digital media (include the logo on letters, leaflets, posters and business cards)

- Advertise your website for free! With [Google for Non Profits](#) you can apply for grants enabling you to advertise using Google Adwords promoting your website through targeted keywords
- Donating is about giving and receiving so make sure your donors know how they are benefiting their local community through supporting you. Keep them informed through email, e-newsletters and bulletin boards of how their contribution has helped

To find out how you can improve online donations and discover the power of digital marketing please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.