



The Donr Guide to Digital Fundraising



Learn how Donr can help your charity:



Text Journeys

Keep in touch with your supporters



Text Giving

Launch one-off and regular text campaigns



Text Raffles

Run fun, fully compliant text competitions



Giving Pages

Take card and text donations online

Why Digital Fundraising? Why Donr?

80% of all donations are now made digitally.¹

Digital fundraising has quickly grown from something that is ‘nice to do’, to being an essential part of any fundraising strategy.

However, despite its importance most charities lack confidence with digital fundraising. **78% of charities say they are fair to poor at digital fundraising.²**

We believe that simple fundraising solutions can help charities to build confidence in their digital fundraising. That’s why **over 5,000 charities** currently use Donr to raise more money, more easily.

Our platform provides a set of powerful fundraising solutions that can be used to run multiple campaigns through a single, secure, easy-to-use dashboard.

Behind the platform, we’re a bunch of **tech and charity experts**, committed to providing simple, stress-free solutions that help charity fundraisers crack on with their amazing work!



You can learn more about each of our fundraising solutions by reading on:

Text Giving

Quick and easy donations via text message

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Text Journeys

Build relationships with your supporters via text message

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Text Raffles

Create exciting raffles via text message

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Giving Pages

Accept online donations by card and text

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Text Giving

Quick and easy donations via text message



- ⚡ Set up a text giving campaign in minutes
- ⚡ Give supporters a safe, contactless way to give
- ⚡ Receive one-off and monthly text donations

Donations made simple

Text Giving enables your supporters to donate on a one-off or monthly basis by sending a text message. Donations will then be added to their phone bill or deducted from their phone credit.

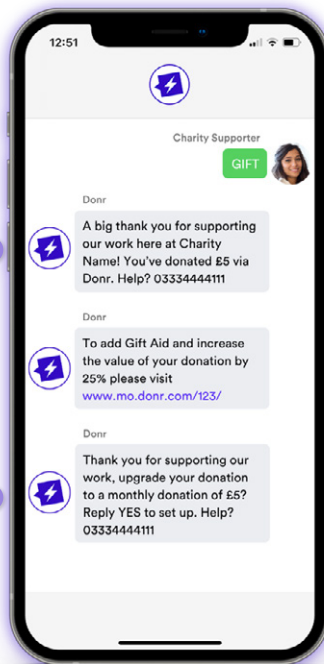


Customise messages to fit with your brand

Edit the messages your supporters receive, so they recognise your brand and truly get that warm, fuzzy feeling of making a donation.

Steward supporters to become regular donors

Boost your income by over 30% with our Conversion Message. This is an optional add-on message asking supporters to make a regular donation.



Unlimited potential with keywords

A keyword is the word a supporter texts in order to make a donation. You choose your own keywords and can create as many as you like - for free.

Collect Gift Aid at no charge

We can collect Gift Aid information on your behalf. Simply download the data and add to your claim to HMRC. 100% of Gift Aid funds will be paid to you directly by HMRC.



Text Giving

Truly contactless donations

The importance of contactless donations is growing every year. Put your supporters at ease by allowing them to donate without any physical contact.



Quick set up, simple reporting

Set up a campaign in minutes, then track your donations in real time through our comprehensive reporting dashboard.

Case Study

Text Giving as Part of an Emergency Appeal

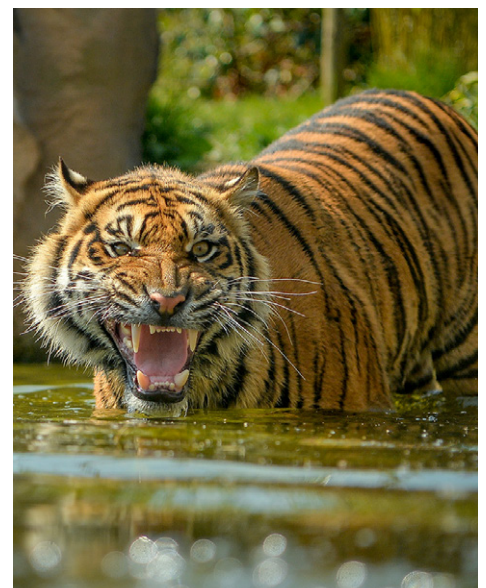
When Chester Zoo found themselves facing the very real threat of permanent closure due to coronavirus, they launched a national multi-channel campaign in order to ‘Save Our Zoo’.

The campaign’s rallying call to action was launched on social channels and the zoo’s website, alongside video footage of their animals and clear and consistent messaging.

With a £5 default donation amount, the charity’s ‘OURZOO’ keyword provided a quick and easy way for fans to support their appeal.

This emergency campaign spread far and wide, even catching mainstream media’s attention. And, by putting their text keyword on the very front page of their website, it provided an easy way for site visitors to support.

Chester Zoo has now raised almost **£22,000** via text, and plans to continue their fundraising drive in order to support the 35,000 animals in their care.



Text Journeys

Build relationships with your supporters via text message

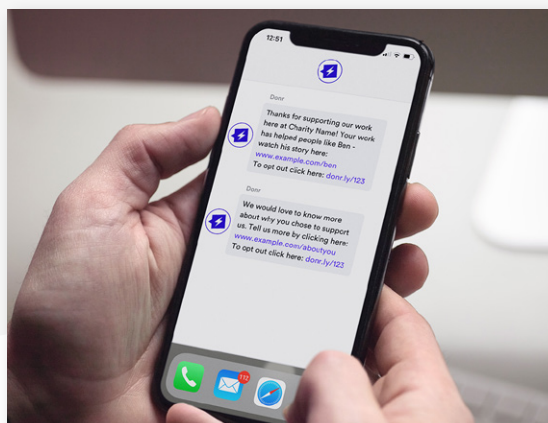


- ⚡ Create bespoke text campaigns to engage your community
- ⚡ Increase donations by incentivising regular giving
- ⚡ Marketing via text message has a 98% open rate - compared to 25% for email

High open rates

Marketing sent via text message has a **98% open rate**, compared to 20% for email.

Ensure your supporters see the content you want them to see, to build deeper relationships and encourage more regular giving.



Addressed from your charity

Your charity's name will populate the contact information, so your supporter knows it's you sending them a message.

Select your audience

Communicate with supporters who have previously donated via text, or upload a spreadsheet of opted-in supporters that you would like to contact.

Schedule in advance

Reach your supporters at the perfect moment by scheduling your messages in advance.

Text Journeys

Build trust and communicate effectively with your supporters using our easy-to-use SMS messaging tool

Create Messages Groups

From:

To:

Or, enter numbers manually:

Set date and time:

Your Message:

0 characters - requires 1 message

Unsubscribing supporters

To include an unsubscribe link, use #opt-out-link# which converts to donr.ly/xxxxx when your message is sent.

Don't forget to explain this to your supporters: eg Click here to opt out: #opt-out-link#

Next

Text Journeys

Build deep relationships with supporters

With Donr Text Journeys, you can help supporters understand the impact they're having - with regular updates on your charity's achievements. You can add rich media links to audio and video to bring these achievements to life, and you can find out more about why your supporters care about your charity.



Steward future support

Text is a simple way to reach your community with the right message at the right time, with tailored messages that are more likely to convert one-off givers into regular supporters.

Case Study

Incorporating Text into a Broadcast

The innovative 'National Theatre at Home' campaign brought world-class theatre into living rooms, allowing audiences to show their support without having to leave their sofa.

Each week, the National Theatre broadcast a free-to-watch play from their archives on their YouTube channel, where it then remained accessible for one week. Theatre-lovers across the world were able to enjoy works from the Theatre's archives, including 'Twelfth Night', 'Frankenstein' and 'A Streetcar Named Desire', as well as bonus content such as Q&As with cast members.

Whilst the plays were free to view, the National Theatre incorporated a fundraising call to action for those who were able to support. The text call to action appeared on-screen at the beginning and end of the broadcasted videos – as well as in the video's description – asking supporters to text either "NTATHOME 10" or "NTATHOME 20" to give £10 or £20.



National
Theatre



Text Raffles

Create exciting raffles via text message



- ⚡ Engage supporters with the offer of a prize
- ⚡ Fully compliant with relevant gambling regulations
- ⚡ Simple and cost-effective way to run a remote raffle

The simplest way to run a raffle

With Donr Text Raffles, it's easy to create fun and engaging competitions for your supporters, without having to jump through regulatory hoops.

We take care of all the tricky bits, so all you need to do is find an exciting prize to engage your supporters!

ENTER on 70215	£1.00	Wed 11th Aug 2021 11:20	Wed 11th Aug 2021 11:25	Open ✓	20	£0.00	...
UNWIND&COOL&RATES on 70215	£3.00	Thu 4th Feb 2021 12:00	Thu 18th Feb 2021 12:00	Close			Download entries Download marketing opt-in
RAFFLE on 70215	£0.50	Wed 1st Sep 2021 12:00	Sun 31st Oct 2021 12:00	Sche			Edit Delete
RAFFLE on 70215	£1.00	Fri 29th Jan 2021 12:00	Fri 5th Feb 2021 12:00	Close			

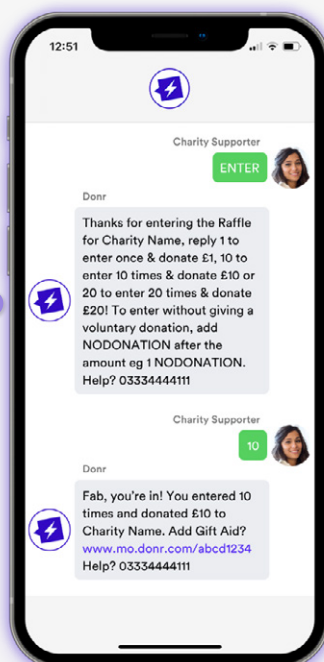


Customise your raffle

You are in control. You can choose your suggested donation amount and customise the texts your supporters receive. Or keep things simple with the default text.

Regulations made easy

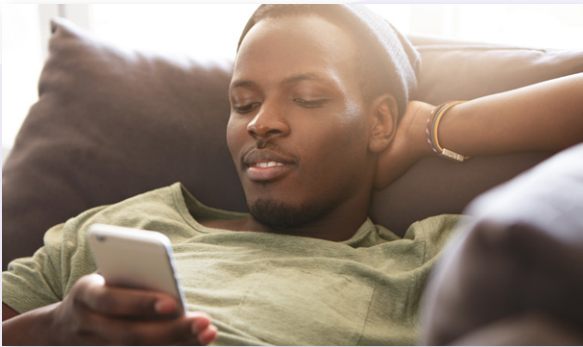
Donr Text Raffles automatically include a free entry option for your supporters. This means you meet regulations without the need for complicated admin. It also reduces costs, so more money reaches your charity.



Unlimited potential with keywords

A keyword is the word a supporter texts in order to make a donation. You choose your own keywords and can create as many as you like - for free.

Text Raffles



Maximise your donations

Choosing Donr to run Text Raffles means more money will reach your charity - in two ways.

First, we include a **free entry option** so you avoid the extra admin needed to meet regulations.

Second, **over 90%** of entrants choose to make a donation when they enter Donr Text Raffles.

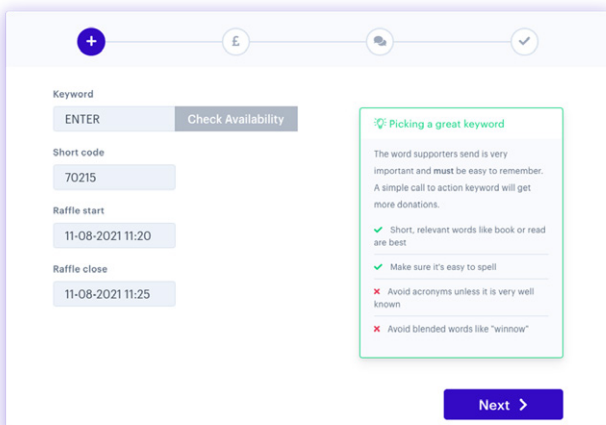


If we look at the numbers ...

For every 100 people entering a **compulsory donation raffle** at £1 per ticket, you could expect to receive around **£50 after costs**.

For every 100 people entering a **voluntary donation raffle** (i.e. with free entry option), you could expect 90 people to make a £1 donation, so you'd receive **£85.50 after costs - plus Gift Aid**.

So, that's why we offer a free entry option!



Keyword
ENTER

Short code
70215

Raffle start
11-08-2021 11:20

Raffle close
11-08-2021 11:25

Picking a great keyword
The word supporters send is very important and must be easy to remember. A simple call to action keyword will get more donations.

- ✓ Short, relevant words like book or read are best
- ✓ Make sure it's easy to spell
- ✗ Avoid acronyms unless it is very well known
- ✗ Avoid blended words like "winnow"

Set up in minutes

Our simple set up flow allows you to create your raffle in minutes. There is no need to wait weeks for approval - set up and launch straight away! Or schedule your raffle to start later.

“ Using Text Raffles, we were able to raise over £45,000 for North East charities. It was a new initiative for us, so we were particularly pleased with its success.”



Jordan Proctor
Charity Escapes

Giving Pages

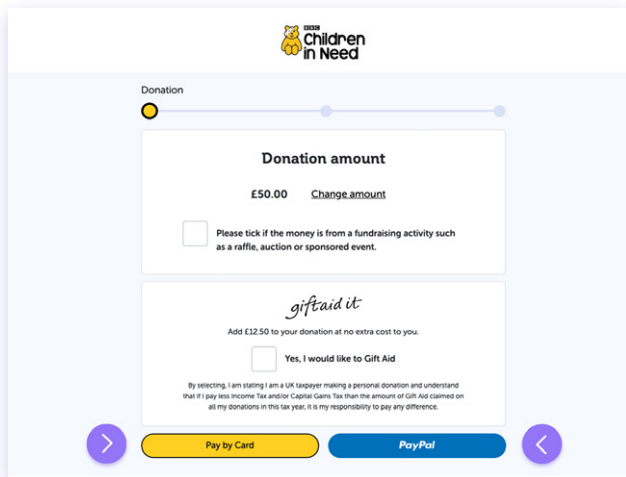
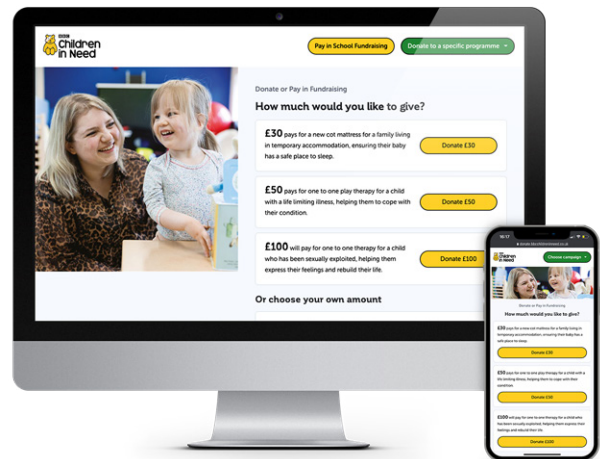
Accept online donations by card and text



- ⚡ Quickly create template-based, branded donation pages
- ⚡ Accept credit/debit cards and Apple Pay/Google Pay
- ⚡ Additional text donation options are built-in

Ready to go in minutes

Simply add a few details about your campaign and charity. We take care of the rest and deliver a great-looking, fully responsive giving page ready to receive donations in minutes. Also there are no limits on the number of Giving Pages you can create.



All major payment methods

Process one-off donations via card, Apple Pay, Google Pay and PayPal, and regular donations via Direct Debit and mobile phone payment.

“ Thanks to Donr we were able to create an online and text giving campaign that was fully integrated with the main campaign.”

WAITROSE
& PARTNERS

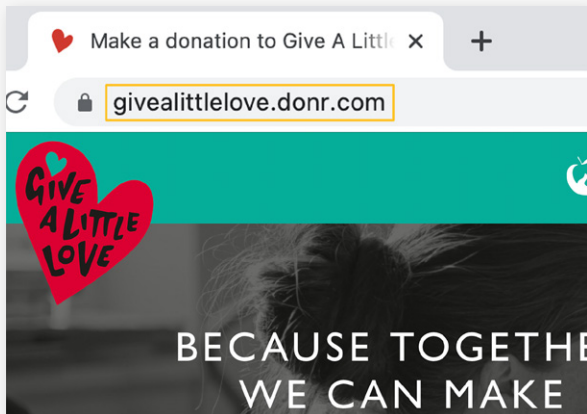
Claire Wilson
Waitrose & Partners



Giving Pages

Designed for every device

More than half of donations happen on mobile or tablet devices, so we ensure a great experience across mobile, tablet and desktop/laptop.



Authenticity via your own URL

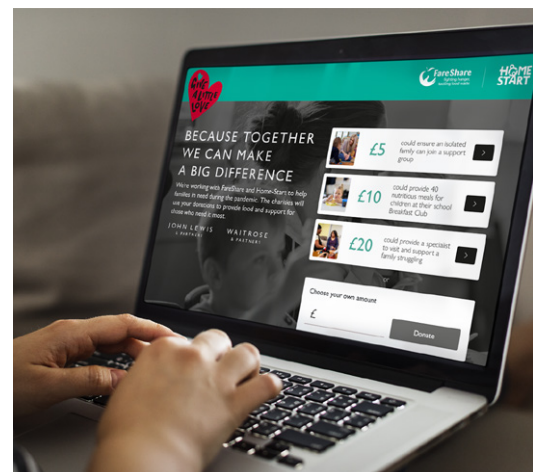
To ensure your supporters feel comfortable donating, your charity will receive a subdomain to make the URL more specific to your charity (eg. charityname.donr.com).

Case Study

John Lewis & Waitrose Christmas campaign

In light of the challenges of 2020, John Lewis and Waitrose were keen to run more than just a normal advertising campaign at Christmas, wanting a really simple way to bring the “Give A Little Love” concept to life by facilitating charity donations to their chosen charities, Home-Start and FareShare.

The campaign was shared across John Lewis and Waitrose’s marketing channels over the Christmas period. Nine Text Giving keywords were created, which allowed for various calls to action in different places (e.g. on TV, in store) to be effectively tracked - as well as a bespoke Giving Page accepting donations by card and PayPal.





What next?

We hope this guide has helped you to understand more about how Donr can assist with your digital fundraising needs.

New to Donr?

Yes, I am ready to get started with my first campaign

[Sign up now ▶](#)

Already signed up?

Yes, I am ready to run my next fundraising campaign

[Login now ▶](#)

Trusted by over 5,500 charities, including:



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