

Match funding and Big Give

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A hand is shown holding a small, round wooden token with a checkmark symbol on it. The token is positioned in the center of a target graphic consisting of several concentric circles. The target is set against a large yellow triangle that points upwards. To the right of the yellow triangle is a green triangle, and within the green triangle is a black triangle containing the text 'BigGive' in white. The overall composition is a graphic design for a presentation slide.

BigGive

2

Contents

01____ Introduction

02____ What is match-funding?

03____ The benefits of match-funding and digital fundraising

04____ Match funding impact and case studies

05____ How can you get involved?

3

Introduction

Big Give is a registered charity (1136547) and the UK's #1 match funding platform.

We run match funding campaigns for charities and special causes at key moments in the year. By connecting charities to Champions (like philanthropists, foundations or corporates) and the public, we help them double their donations. And in doing so, make an extraordinary difference to the world's biggest challenges.

Double The Difference.

Big Give supports charities by:

- ▶ **Showcasing your work** to Champions (like philanthropists, foundations or corporates)
- ▶ Enabling you to **take online donations** and help to increase your **online visibility**
- ▶ Offering you **opportunities** to take part in match-funded campaigns

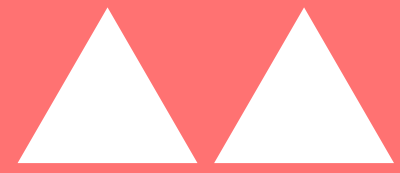
4

Introduction

£246m

raised for good causes through match funding
since 2008

5 What is match-funding?



When the public donates to a charity, funders (philanthropists, foundations or corporates) are asked to match that donation.

So £50 from a member of the public, becomes £100 for a good cause.



6 The benefits of match-funding and digital fundraising

- ▶ **Resilience:** Develop current income streams or grow new ones
- ▶ **Skills:** Improve digital fundraising skills
- ▶ **Profile:** Join together for a bigger voice
- ▶ **Impact:** More people give and people give more when their donations are matched.



7 The benefits of match-funding and digital fundraising

- ▶ **Resilience:** Develop current income streams or grow new ones

Diversify income streams
Engage supporters and networks
Unlock funding

COVID-19 emergency campaign:

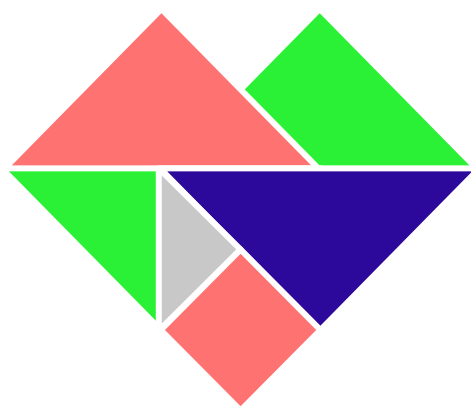
Average donation increased by over 24% when donors were redirected to the Big Give's **match funded** campaign



8 The benefits of match-funding and digital fundraising

- ▶ **Skills:** Improve digital fundraising skills

Test something new
Access training and resources



94% of charities taking part in the Christmas Challenge used the free resources available to them on the Big Give platform and **64%** attended at least one of the webinars.



9

The benefits of match-funding and digital fundraising

-
- ▶ **Profile:** Join together for a bigger voice
-

Build morale internally and externally
Be part of something bigger
It's something to shout about!



86% of charities participating reported an increase in confidence in online fundraising having taken part in the campaign.



10 Impact

More people give and people give more when their donations are matched. Impact data from the 2022 Christmas Challenge:



Resilience

73%

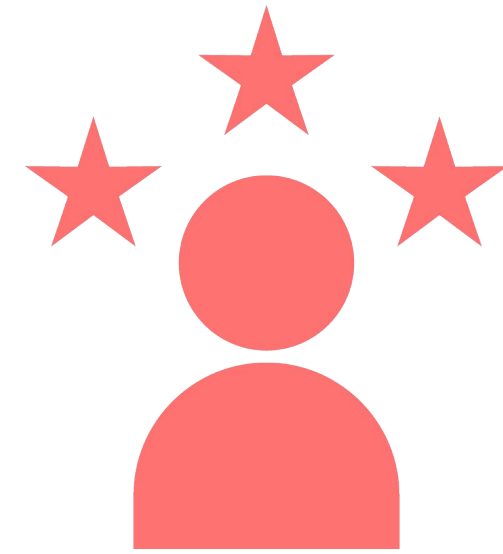
received more donations

66%

bigger donations vs comparable fundraising

100%

of charities have donor stewardship plans



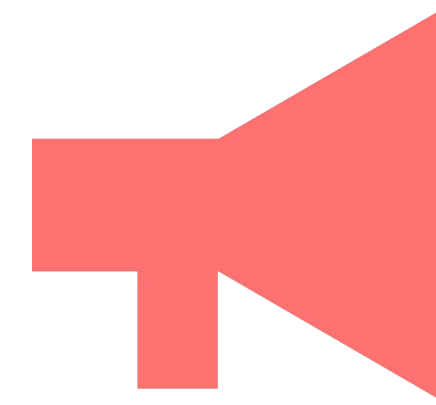
Skills

96%

reported having no or some experience of digital fundraising

89%

reported increased confidence in digital fundraising



Profile

94%

reported donations from new supporters

33%

of new donations were estimated to be from new supporters



Satisfaction

92%

satisfied or very satisfied with ROI

94%

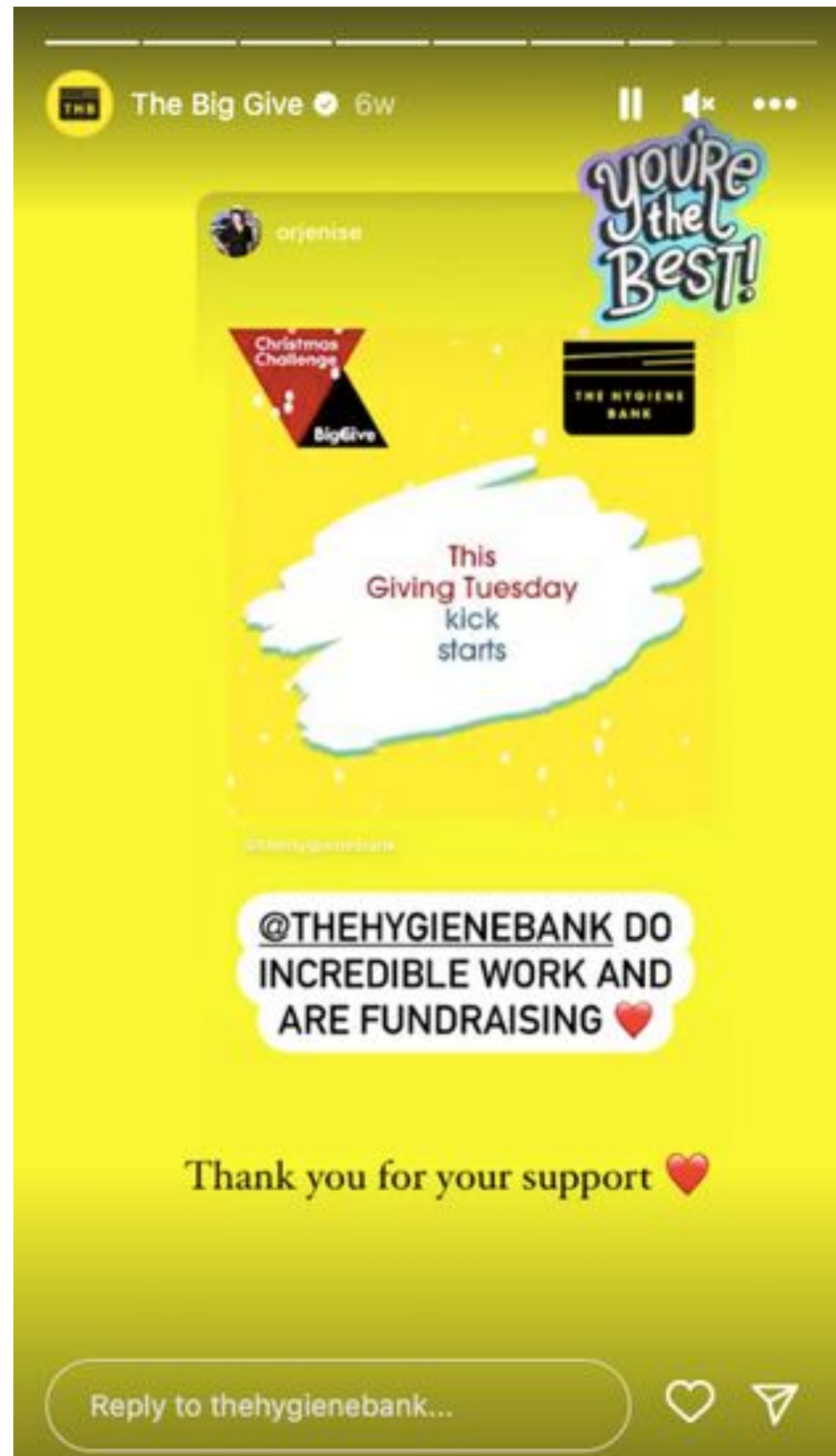
wish to take part again

11

Case Studies

BigGive

Case study- The Hygiene Bank



The Hygiene Bank

Published by Hootsuite · November 22, 2022 ·

Something BIG is happening ...

The Big Give Christmas Challenge is taking over!

From now until 6th December, we will highlight the incredible stories of change and impact brought about by our work throughout the UK.

We will share the positive impact your donations have on local communities across the UK.

We will report on the growing need for our support.

But most importantly, we will champion what can be done to tackle hygiene poverty in the UK.

Because this takeover is all about The Big Give. A week where your donations will be DOUBLED.

The Big Give goes live midday 29th November 2022.

Join in!

👉 <http://ow.ly/cAlt50LKzrb> 👉

#TheHygieneBank #HygienePoverty #EveryoneDeservesToFeelClean
#ChristmasChallenge22 #GivingTuesday Big Give

Case Study - NMITE

Christmas Challenge Headlines

Target: **£30,000**

Total raised: **£36,518** (including Gift Aid)



Target exceeded by **22%**



Enough funding to provide **3 full scholarships** (with money left over!)

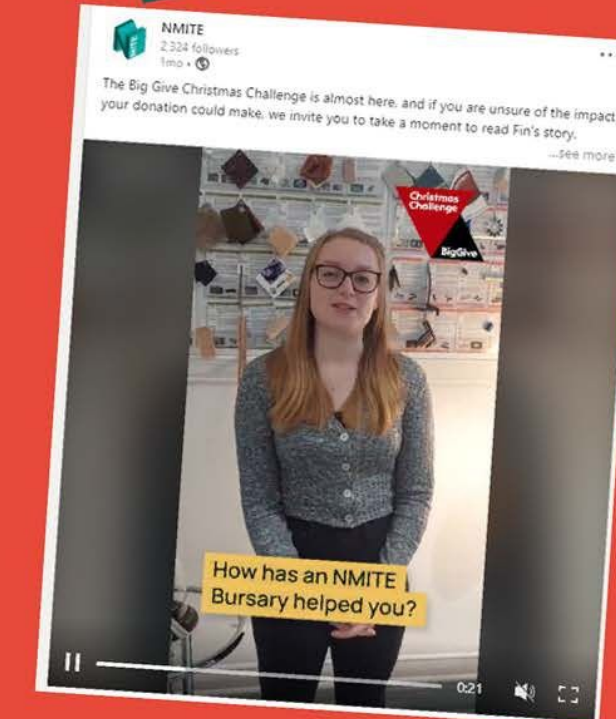
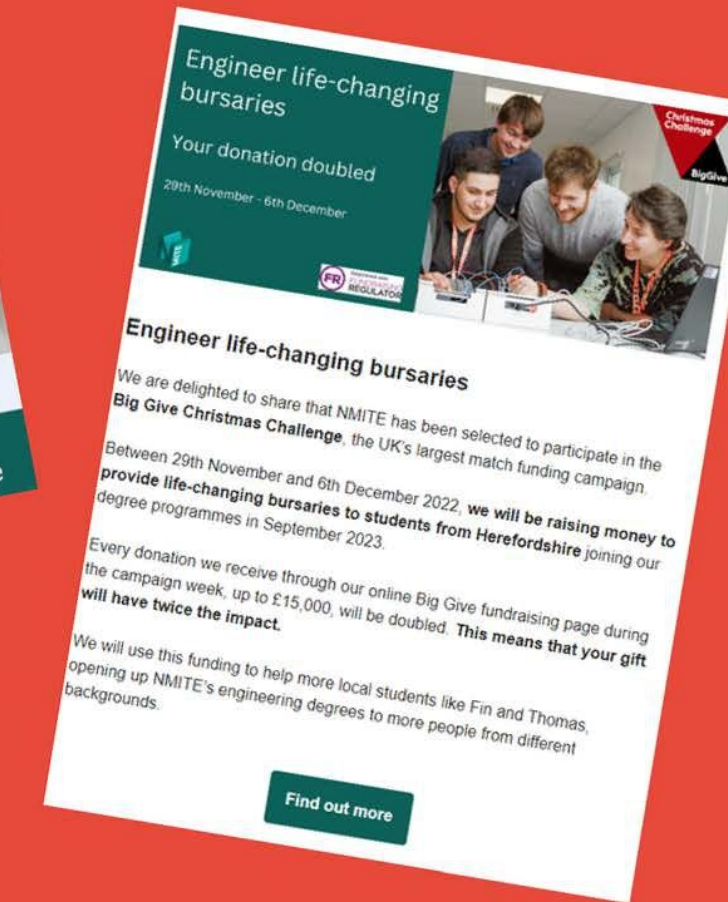


Target reached in **3 days**



45 donors in total
16 new donors

Raising awareness examples



3. Social media plan

Date	Message
Tuesday 15 th November	Big Give announcement with blog and video. Find people to make "leading gifts".
Tuesday 22 nd November	Big Give reminder with one of the Pioneer Fund bursary holder quotes and link to one of the old student blogs.
Monday 28 th November	Day before: One week only to have your donations matched. 30-second "The NMITE Difference" video.
Tuesday 29 th November	Giving Tuesday - Big Give launch.
Friday 2 nd November	Halfway through campaign week. Current total.
Tuesday 8 th December	Last day to have your donations matched.
Wednesday 7 th December	We did it! Photo of students holding sign saying "how much" with raised fingers relating to their milestone.
Each milestone	Content relating to that milestone.
When bursaries are allocated	Photo of the three "Big Give" bursary holders, if permission is given.

4. Newsletter / email plan

Date	Message	Target audience	CTA
w/c 7 th November	Ask to direct monthly gift to Big Give	Ignition members including staff	Donate
Tuesday 15 th November	Big Give announcement with blog and video. How they can support NMITE's Big Give campaign - include social media pack	Corporates on our mailing list. Personalised emails to targeted corporates based on feedback from feasibility calls.	Spread the word. Ask targeted corporates to donate.
Tuesday 15 th November	Big Give announcement with blog and video - no ask	Individuals on our mailing list.	For those with consent: awareness raising, no CTA. For those without consent: update.

Case Study - The Brain Tumour Charity

The screenshot shows a Big Give campaign page for The Brain Tumour Charity. The page features a purple header with social media icons (Facebook, Twitter, LinkedIn, YouTube, Instagram) and links for 'Contact Us' and 'Charity Login'. The main navigation includes 'Explore Campaigns', 'For Charities', 'For Funders', 'Match Funding', 'About Us', and 'Resources'. The campaign banner is titled 'Match Funded' and features a woman in a lab coat with the text 'HELP US FUND GROUND-BREAKING RESEARCH' and the charity's logo. The campaign details show an amount raised of £127,681 against a target of £120,000, with a progress bar at 106%. It is closed as of 10 Aug 2021 with 621 donations. The categories listed are Cancer, Health/Wellbeing, and Medical Research. The beneficiary is General Public/Humankind.

Match Funded

HELP US FUND
GROUND-BREAKING
RESEARCH

THE BRAIN TUMOUR CHARITY

The Brain Tumour Charity

United Kingdom

Cannabinoid clinical trial: Treating Glioblastomas

Amount raised: **£127,681**

Campaign target: **£120,000**

106%

Closed 10 Aug 2021 621 donations

Categories

- Cancer
- Health/Wellbeing
- Medical Research

Beneficiaries

- General Public/Humankind

Common Questions

- 01**____ Who are Big Give's Champion match funders?
- 02**____ Do you support small charities?
- 03**____ What changes have you seen in giving trends and charity success over the recent years due to the economic climate?
- 04**____ We're new to Big Give, what campaign would you recommend?
- 05**____ How does Big Give cover costs whilst being a charity too?
- 06**____ What are the benefits to match funding through Big Give, compared to just running our own campaign?
- 07**____ I'm interested. What's next?

How can you get involved?

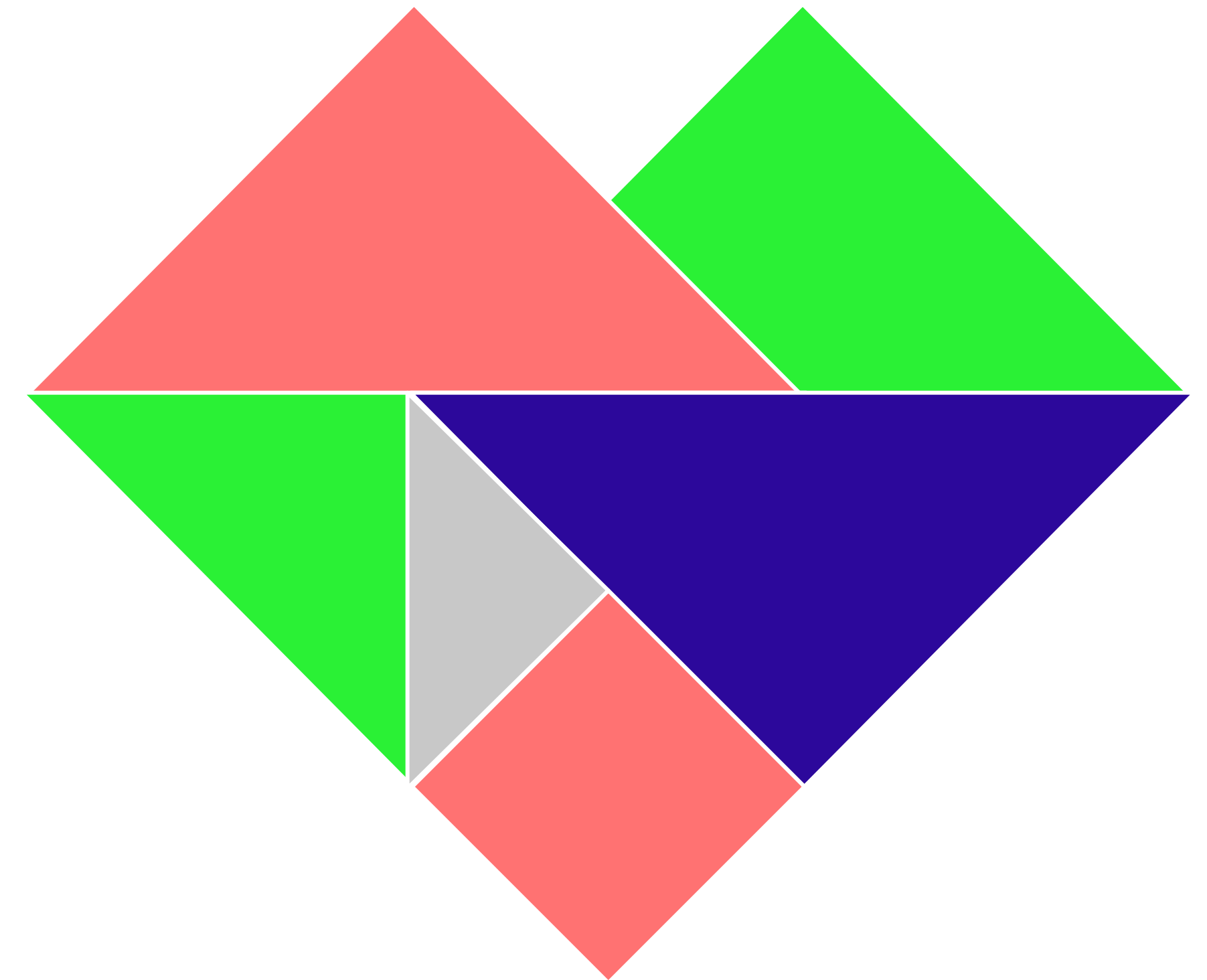
01

Sign up to our platform: Registering your charity on the Big Give platform is free and easy
<https://donate.biggive.org/>

02

Start planning ahead for next year and take part in a campaign!:

- Arts for Impact 2024
- Green Match Fund 2024
- Kind²Mind 2024



**Thank you.
Any more
questions?**

hello@biggive.org
biggive.org

