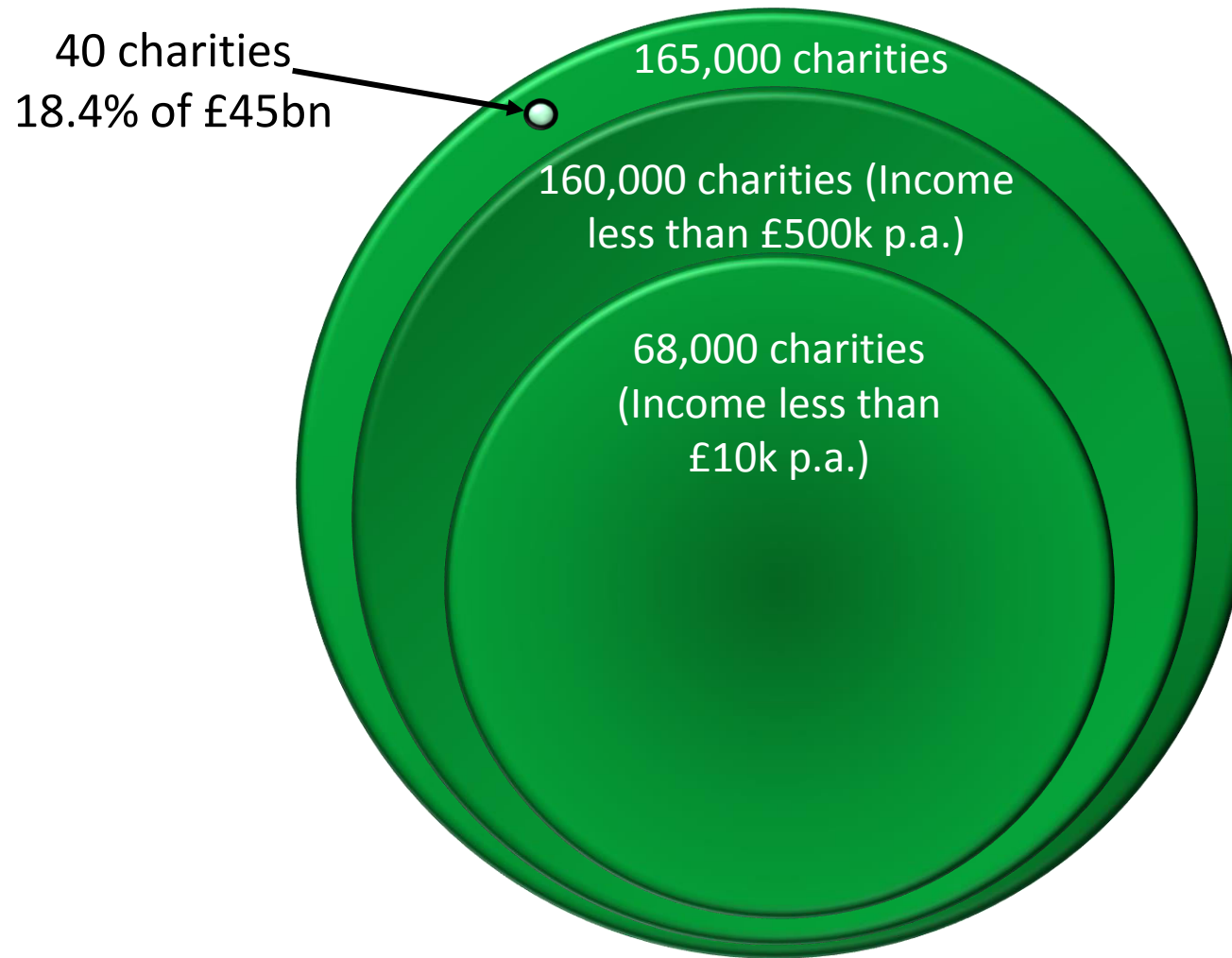


How can technology really help charities to close the funding gap?

Ed Gairdner, Chief Operating Officer
Marina Stedman, Head of Marketing

England & Wales – Charity Sector (£45bn)



Technology Revolution

- 1936 – 1st freely available programme computer
- 1947 – transistor invented by Bell Telephone Company – vital computer component
- 1953 – IBM came out with their first computer
- 1958 – The ‘integrated circuit’ or computer chip invented
- 1963 – Mouse invented
- 1969 – ARPANET – original internet but not widely used as few had access to it
- 1975 – Microsoft born and by 1989 a programme compatible to IBM created
- 1989 – Sir Tim Berners-Lee invented world-wide-web
- 1996 – Commercialisation of the web
- 1998 – Google incorporated as a business and by 2009 had more than a billion searches per day
- 1999 – Salesforce were the pioneers of cloud computing
- 2002 – Amazon web-services (AWS)
- 2006 – AWS accessible to small companies
- 2008-2018 – AI, Smartphones, the cloud etc – reliance on computers – we can’t get away from it



Time to get out your mobiles!

What is the time now in Seoul?

What is the share price of IBM today?

What is the seating capacity of the Royal Albert Hall?

How many Trusts & Foundations are there in the UK?

How many Trusts & Foundations support children's charities?

Online dating stats

67% – never used a chat up line

67% - never written a love letter

19% - 2017

2010 - **5%**



46% – never split up face to face



Dating Apps

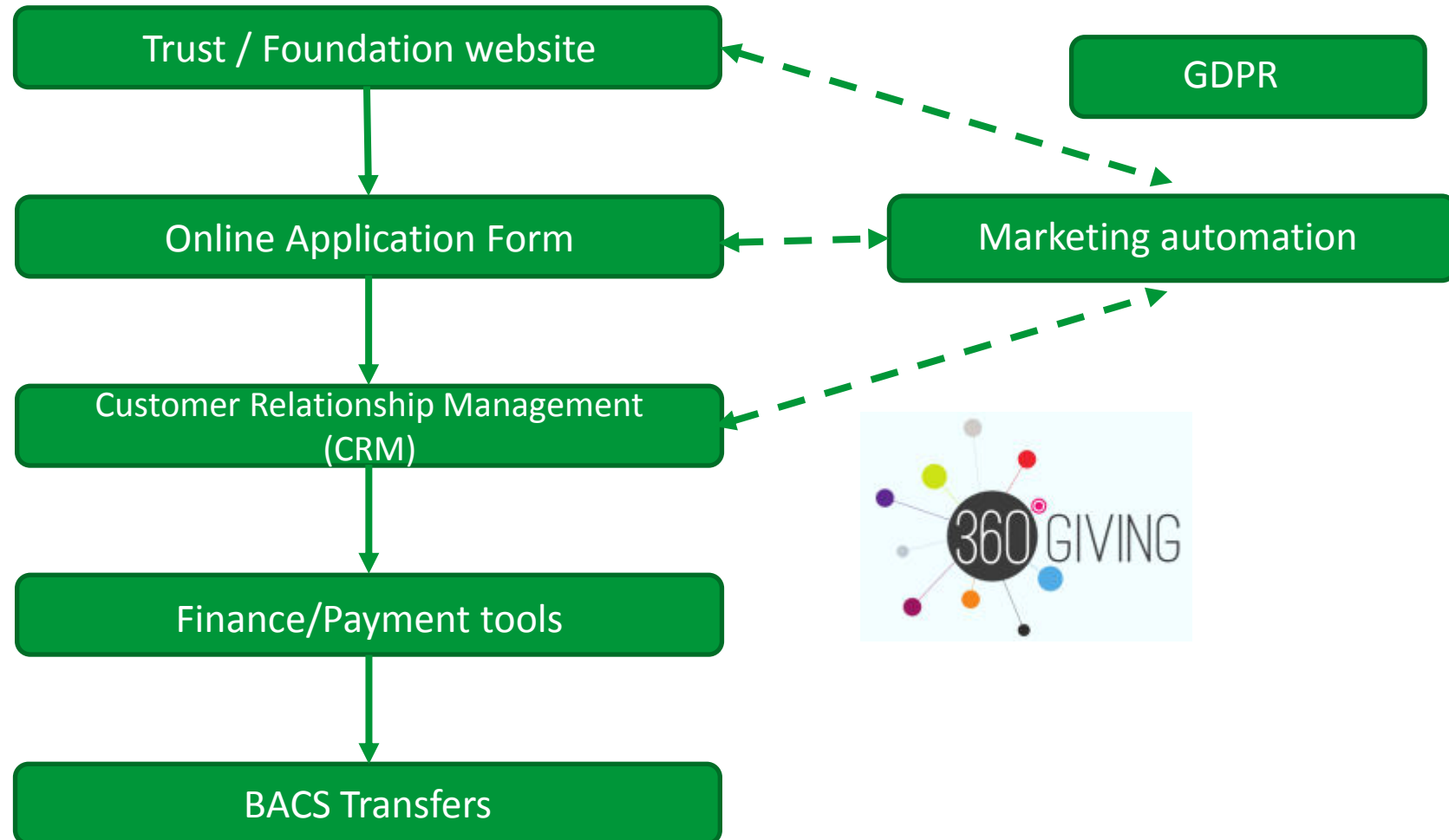
93% - find someone with instant rapport

47% - get to know someone before meeting

43% - experience of meeting less embarrassing

“If connection is mutual they will strike a natural conversation and you will know they are interested back”

Technology already in use



Companies House



CHARITY COMMISSION
FOR ENGLAND AND WALES



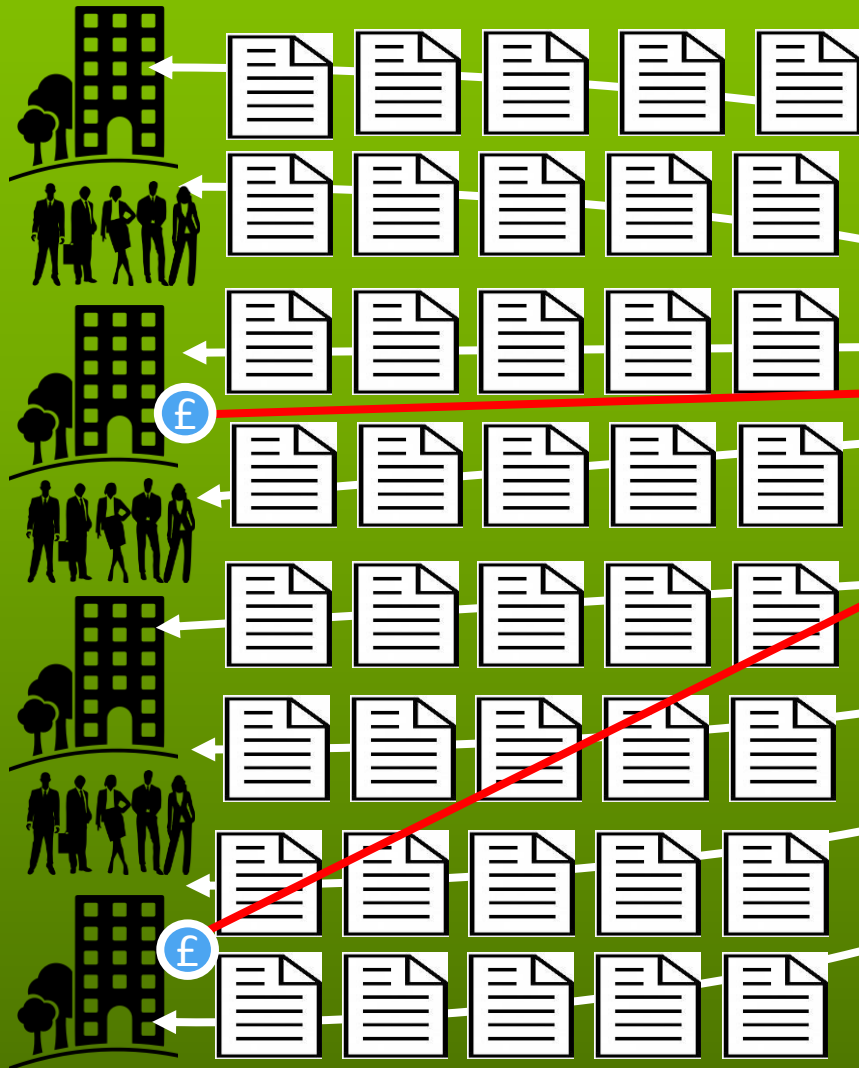
GRANT MAKERS,
FOUNDATIONS,
TRUSTS, CHARITIES,
PHILANTHROPISTS

HUNDREDS OF
INDIVIDUAL
APPLICATIONS

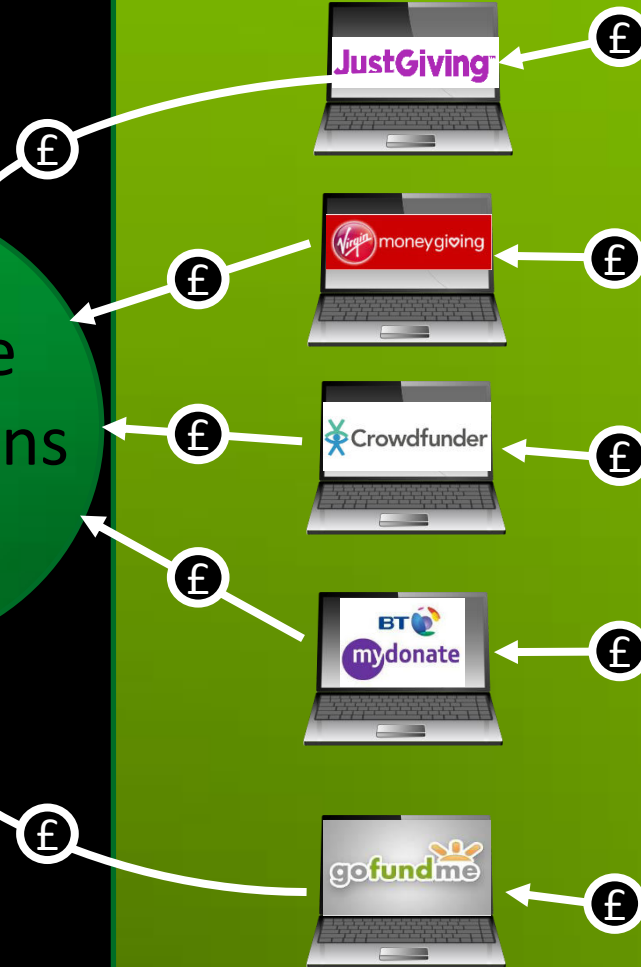
THE
GREAT
FUNDING
DIVIDE

CROWDFUNDING
AND FUNDRAISING
PLATFORMS

FUNDRAISERS AND
DONORS



Charitable
Organisations



Listening for change

Two sides of the same coin

The relationships between funders and social purpose organisations

“If you multiply all the small charities across the country chasing the same small pots of money, well I hate to think of all the hours, resources and ultimately cash wasted on grant applications”

“It’s time for a major re-think”

“funders should work together (with other funders) to develop a standard stage 1 application form. The wasted time filling in the same form over and over again is astonishing”

“There’s got to be a better way than this”

“writing grant applications is the most sole destroying and pointless waste of resources a charity can do. The problem is, how can you function without them? Of course if you hit the jack-pot it’s worth all the effort, but with odds getting longer and longer and Trusts being swamped by applications, it seems it would be better to spend all your reserves on buying lottery tickets!”

Commissioned by
Esmée Fairbairn Foundation and The Blgrave Trust
April 2017

Listening for change

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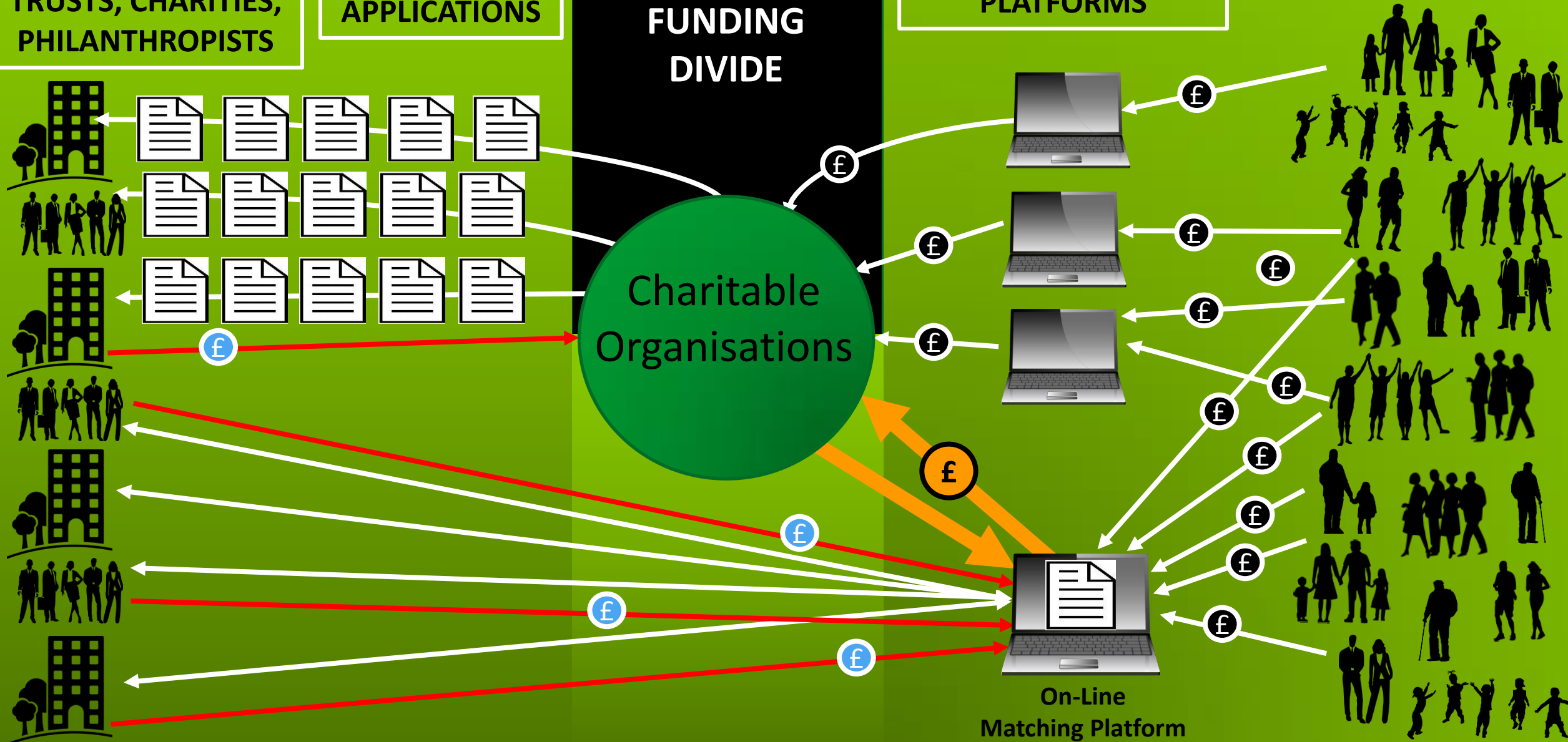
**GRANT MAKERS,
FOUNDATIONS,
TRUSTS, CHARITIES,
PHILANTHROPISTS**

HUNDREDS OF INDIVIDUAL APPLICATIONS

THE GREAT FUNDING DIVIDE

CROWDFUNDING AND FUNDRAISING PLATFORMS

FUNDRAISERS AND DONORS



How can social media become part of a fundraisers' toolkit without requiring an army of professional staff to manage it?

Marina Stedman – Head of Marketing

Why Social Media?

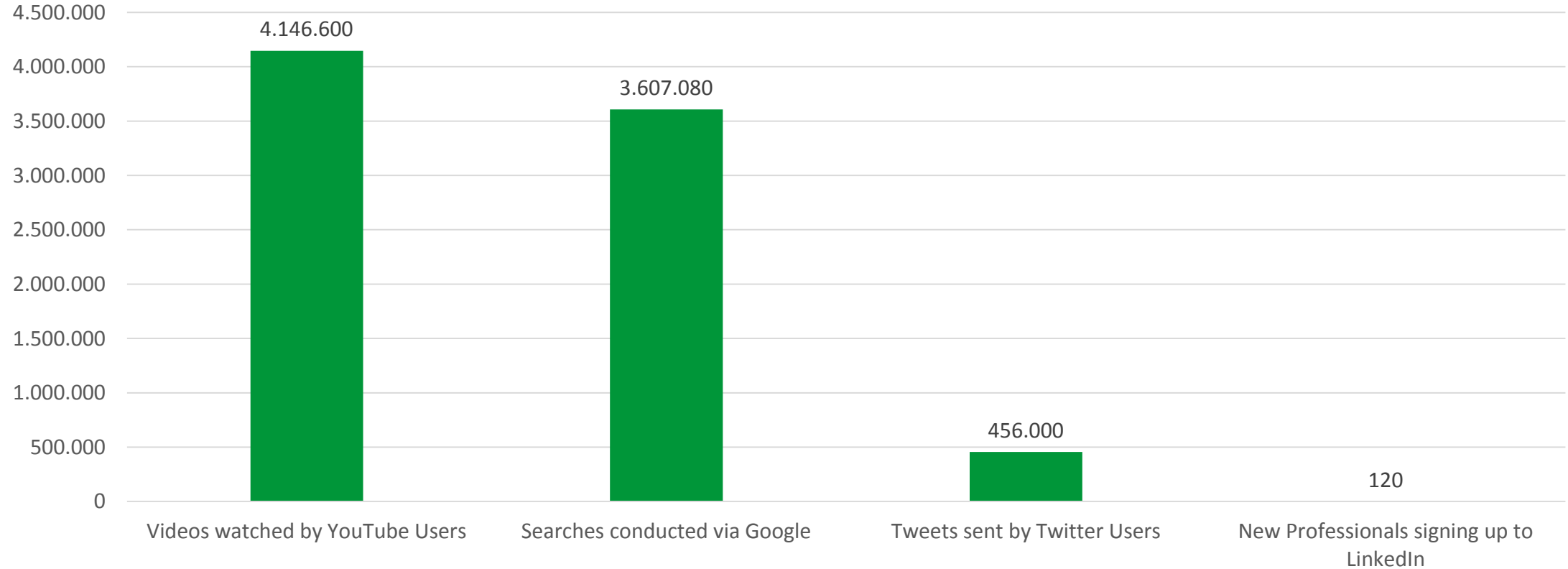


39m Social Media Users in the UK (2017):

- Facebook - 71% mkt share
- Twitter - 11%% mkt share
- Next largest:
 - Pinterest 8.3%
 - Instagram 3.7%
 - YouTube 2.5%
 - LinkedIn 0.3%
- There are expected to be 3.02 billion monthly active social media users by 2021, around a third of Earth's entire population.
- 42.2 million will be in the UK

<https://www.statista.com/topics/3236/social-media-usage-in-the-uk/>
<https://www.statista.com/statistics/280295/market-share-held-by-the-leading-social-networks-in-the-united-kingdom-uk/>

Media Usage in an internet minute



<https://www.statista.com/statistics/195140/new-user-generated-content-uploaded-by-users-per-minute/>

Social Media can help you.....



Grow Communities



Publicise Events



Drive Donations

Where to start?

3 steps to Social Media Success

Prepare – Many social media tools are free or discounted for charities

Build – What are your key messages? What are your compelling images? What do you want people to do?

Engage – Have a go, learn and do it again!

Twitter

- **Photos** average a 35% boost in Retweets
- **Videos** get a 28% boost
- **Quotes** get a 19% boost in Retweets
- Including a **number** receives a 17% bump in Retweets
- **Hashtags** receive a 16% boost

https://blog.twitter.com/official/en_us/a/2014/what-fuels-a-tweets-engagement.html

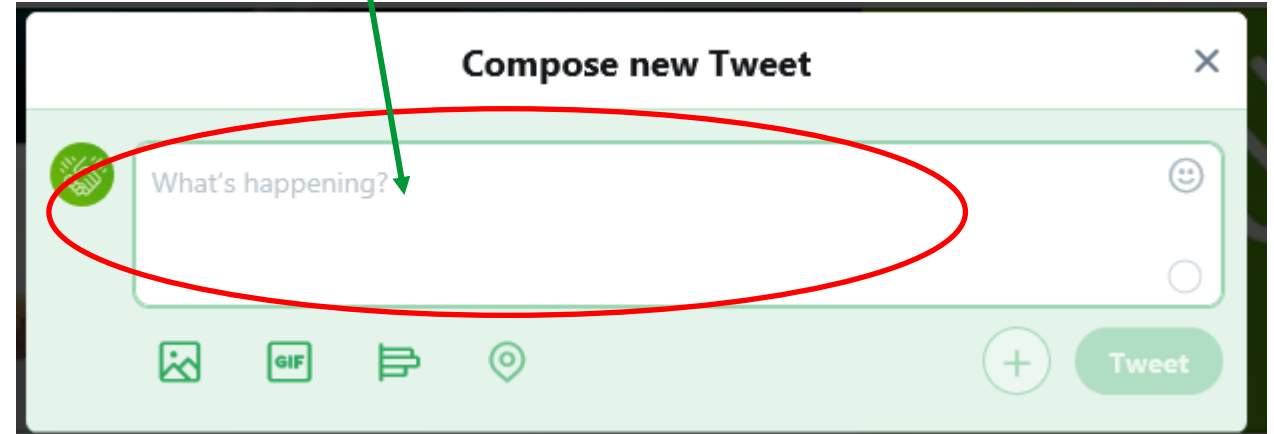
Search for organisations and people to follow and retweet relevant tweets of theirs



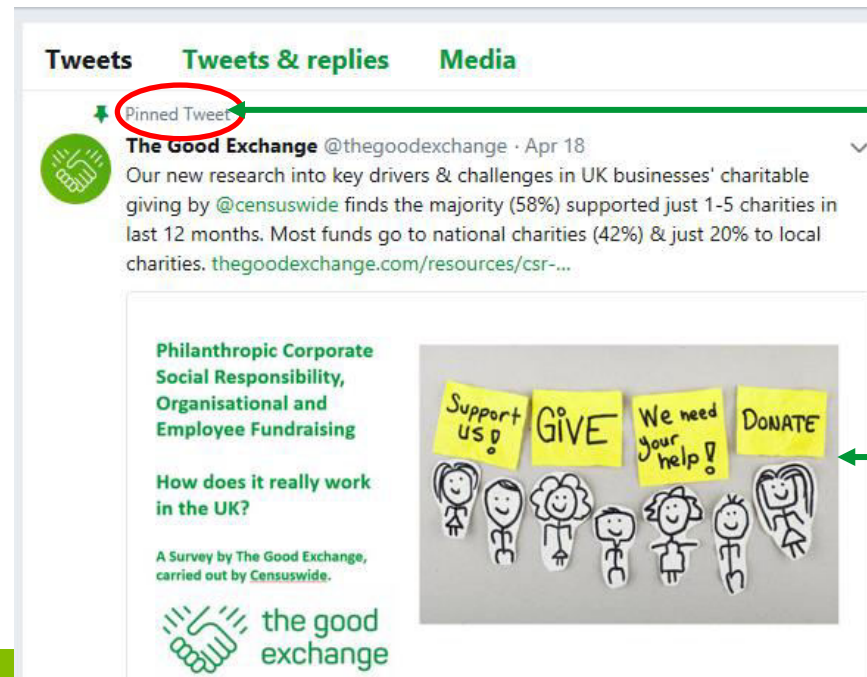
See the Twitter Glossary Here:

<https://support.twitter.com/articles/166337>

Type up to 260 characters here



Pin a Tweet so your key message is the 1st one people see

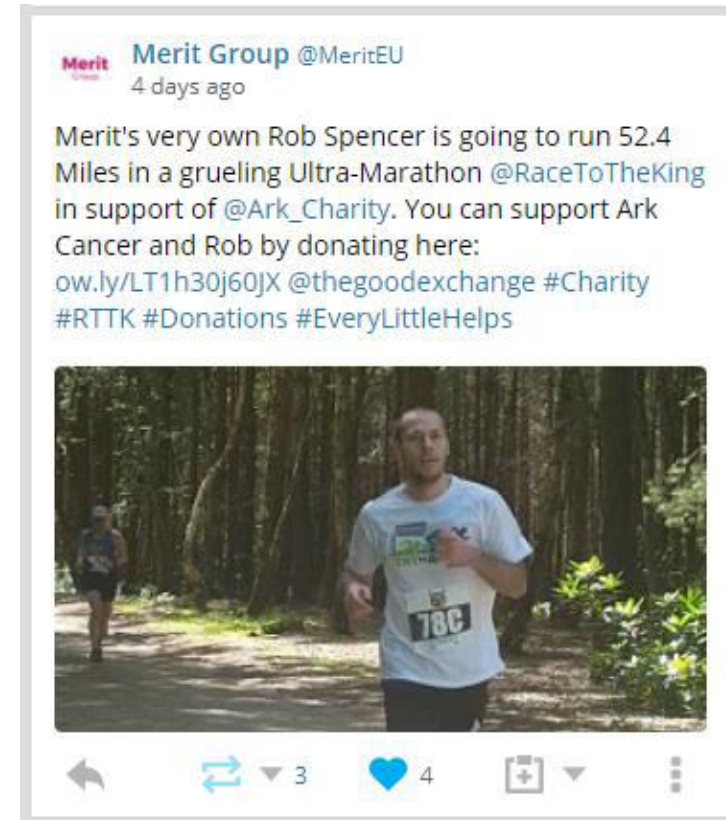


Add pictures, photos and videos to make your tweets more interesting

Some Good Example Tweets



- Tagged the world wide campaign for higher visibility
- Clear message and call to action
- Includes a video
- Direct link to their website for further info



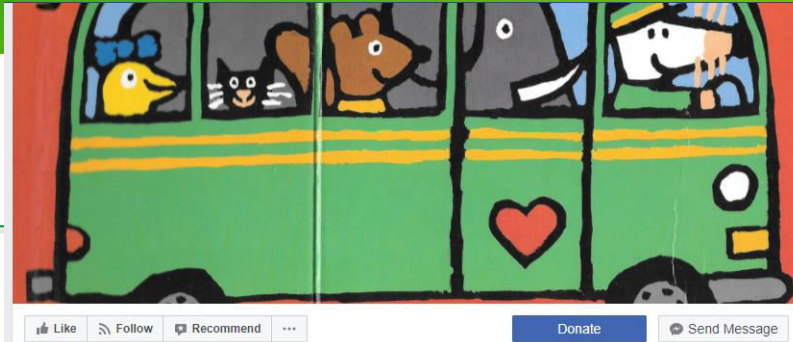
- Building empathy with their messaging
- Tagged @thegoodexchange and the @Ark_Charity for Retweets
- Picture related to the fundraising activity
- Direct link to the Merit Group's Fundraising page

The Facebook 'Donate' button

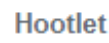
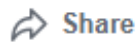
Link the [Donate](#) button on your organisation's Facebook page to specific fundraising projects on any on-line platform



Some Examples of Good Facebook Activity



Use the button on our page to donate directly to our campaign for a new bus! The Good Exchange



OurBus Bartons Limited

This application provides the background and rationale for requesting £45k financial support for the purchase of a low mileage 17 Seater minibus to replace two existing and ageing buses whose viability is becoming questionable.

Our Bus Bartons* was established to provide an immediate local solution to the recent devastating cuts to rural transport in Oxfordshire. The Bartons lost their main bus connection to the outside

- Tagged the platform so we can see it and comment
- Some great images that relate to their project
- Set up a "Donate" button and linked it to their Organisation's fundraising page
- Clear message in the Post on what to do



1st Wash Common Scout Group Mar 13

1st Wash Common Scout Group Wills Scheme is now extended to the end of March! Book now for your professional Will!

With great thanks to [Clarke & Son LLP](#), [Greenham Trust](#) and [The Good Exchange](#)

[Read Less](#)

From the **26th February** to the **12th March**, get your standard **Single or Mirror Will** professionally drawn up by the wonderful people at [Clarke and Son Solicitors](#).

Donate the cost via [The Good Exchange](#) where it will be fund matched + gift aided by [Greenham Trust](#) towards 1st Wash Common Scout Group's **New HQ Fund**.



BOOK NOW!



1st Wash Common Scout Group

WILLS SCHEME

From the **26th February** to the **12th March**, get your standard **Single or Mirror Will** professionally drawn up by the wonderful people at [Clarke and Son Solicitors](#).

Donate the cost via [The Good Exchange](#) where it will be fund matched + gift aided by [Greenham Trust](#) towards 1st Wash Common Scout Group's **New HQ Fund**.

BOOK NOW!

Contact [Nia Wharry](#), Wills and Estate Planning Partner, [Clarke & Son LLP](#). Phone: 01256 320555
Email: nwharry@clarkeandson.co.uk

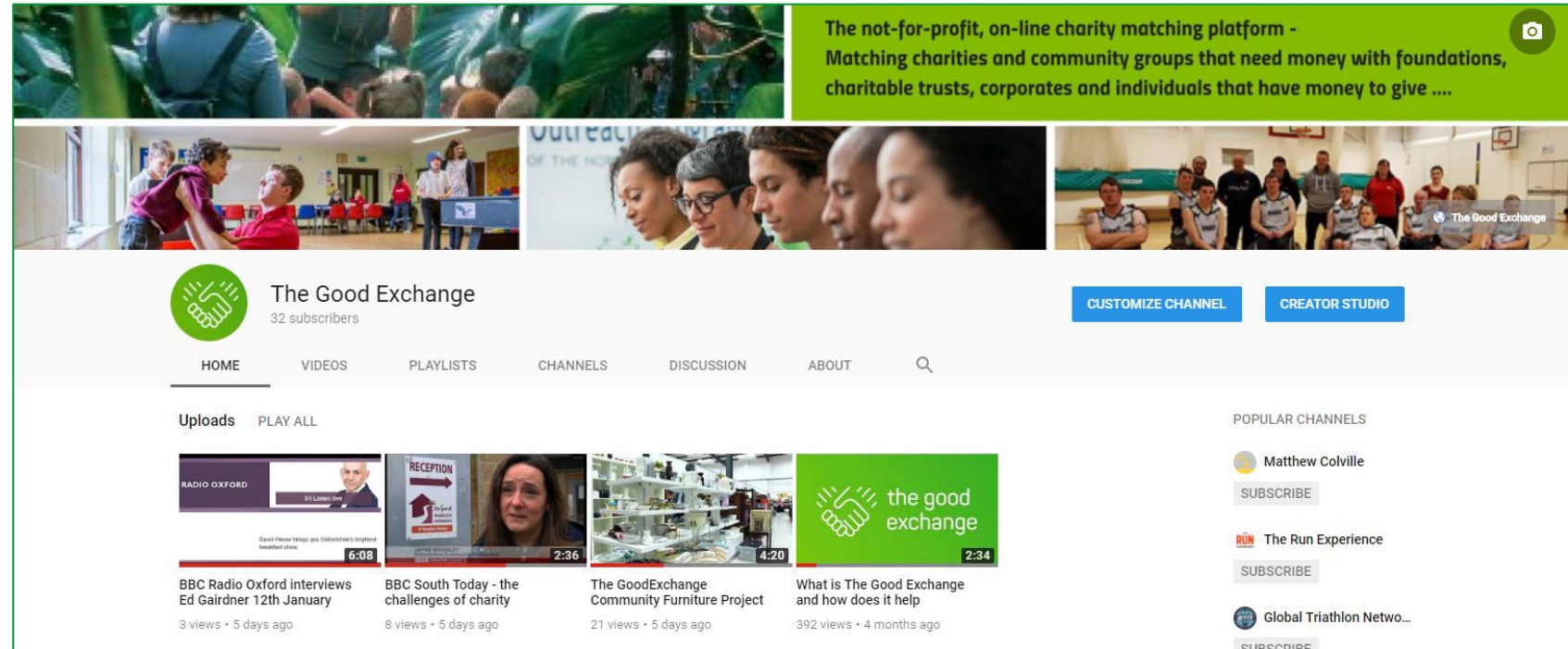
www.WashCommonScouts.org.uk
Charity Number 1033820

CLARKE & SON
SOLICITORS

- Tagged fundraisers, grant funder and the platform so they can see the post and comment
- Offer benefits the charity and the donor
- Clear call to action highlighted with links to full details

YouTube – The power of video

- Store your videos free of charge and link to them through other apps & your website
- You can make videos on your 'phone
- Tweets with videos get a 28% boost in the number of retweets



https://www.youtube.com/channel/UCpMqua-9MglzK7oT8eID24A?view_as=subscriber
https://blog.twitter.com/official/en_us/a/2014/what-fuels-a-tweets-engagement.html

Free Google Adwords

- Google Ad Grants is part of the Google for Non-Profits programme
- Google Ad Grants can be used to reach people who are making non-profit/charity-related searches
- Qualifying non-profits receive \$10,000 a month in AdWords advertising:
 - Be a valid charity
 - Agree to Google's requirements on non-discrimination and donation receipt and use
 - Have a live website with substantial content
- Link your adverts to your fundraising campaign pages on your website
- Adword Express option for people with limited time/skills.

Google Ad Grants

Apply For Community Funding | Get Your Project Funded Faster

 thegoodexchange.com/CommunityFund

Match Your Community Project With Eligible Funding Sources With One Application

Simple & Easy Process · Come Together · Do Good · Local Projects · Match Project...

Destinations: London, Surrey, Sussex, Buckinghamshire, Hertfordshire

[Donate](#)

[How it Works](#)

[Apply For Funding](#)

[Fundraise](#)

[Special Care Baby Unit](#)

[Incubator Appeal](#)

app.thegoodexchange.com/BrighterFutures

Help To Raise Funds For 5 State Of The Art Dräger Babyleo Neonatal Incubators.

Charity Grants | Support & Fund Local Projects | thegoodexchange.com

 www.thegoodexchange.com/funders

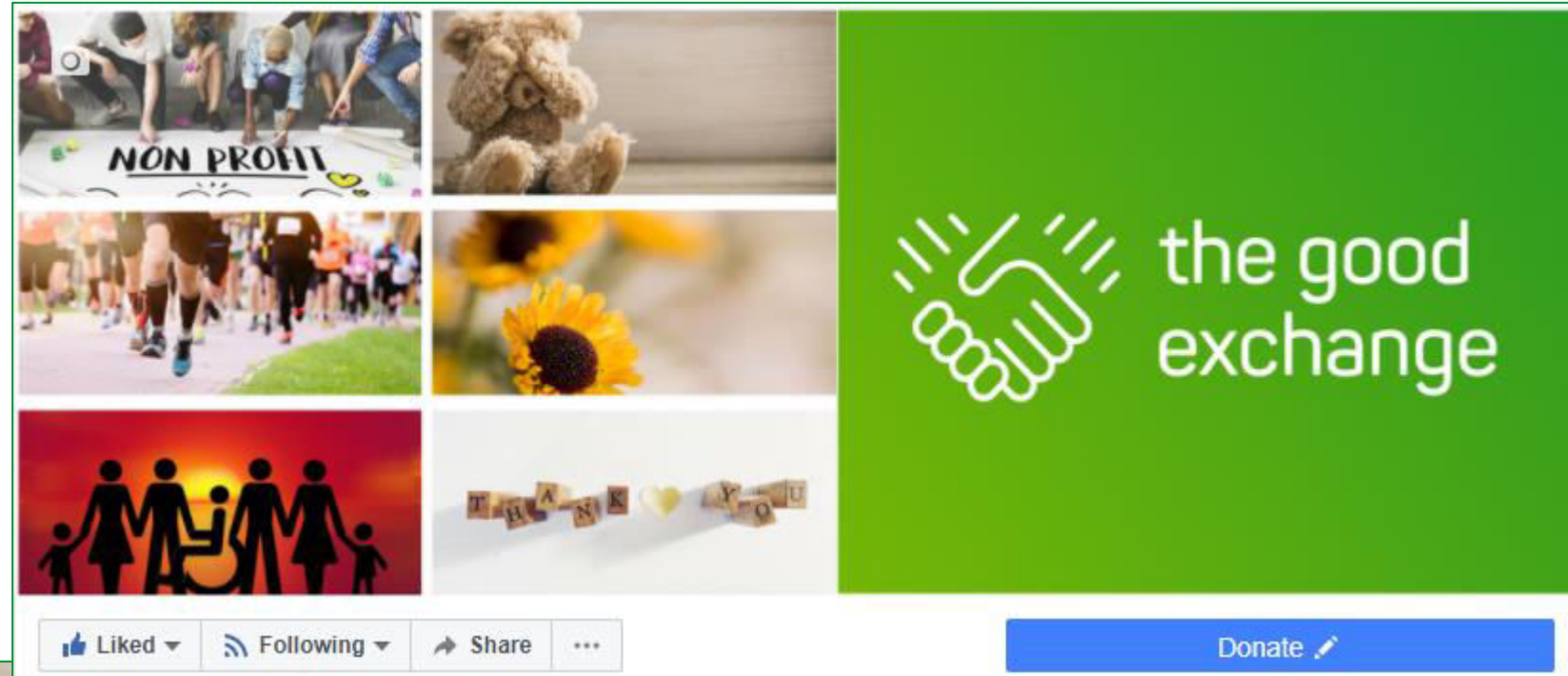
Looking For Trusted & Verified Charity Projects & Good Causes To Support

Match Funding · Fundraising Platform · Easy Application Process

<https://www.google.co.uk/intl/en/grants/>

Twitter and Facebook Images and Branding - Canva

- Free for charities and not-for-profit organisations
- Templates e.g. for social media apps, newsletters, adverts, invitations, brochures
- Save branding for consistent style
- Free images (or upload your own)



You can start using Canva free here:
<https://about.canva.com/canva-for-nonprofits/>

HootSuite - Manage your Social Media in just 15 minutes a day


TGE Facebook x thegoodexchange (Twitter) x TGE LinkedIn x TGE Facebook Group x MailChimp x Keywords x YouTube x Marina Stedman (LinkedIn) x thegoodexchange (Twitter) x Marina's Twitter x Marina Stedman (Facebook) x +

+ Add Stream + Add Social Network

My Tweets thegoodexchange

The Good Exchange @thegoodexchange
22 mins ago

Did you know that many digital fundraising and crowdfunding platforms need to be authorised or registered by the @TheFCA under PSD2 regulations? Read how we worked with @FSCom1 to comply with the new rules @fintechf



thegoodexchange retweeted

FINN Finn Partners Europe @FP_Europe
32 mins ago

Overstretched #CSR decision-makers mean small good causes often lose out to big name charities. Read all about @thegoodexchange's recent survey in @CharityDigiNews: charitydigitalnews.co.uk/2018/04/26/csr...

thegoodexchange retweeted

Maria Hallows @BandSNot4Profit
3 hours ago

Research from @thegoodexchange found that #CSR managers believe local #charities are losing government funding whilst most firms support big charities goo.gl/nas3c5


Scheduled thegoodexchange

Marina Stedman scheduled
Today at 4:15pm

@thegoodexchange
Today at 4:15pm

We're looking forward to the @CharityTimes Annual Conference 10th May 2018, where we'll be discussing "How can technology really help charities to..."

Read More




Misha scheduled
Tomorrow at 11:00am

@thegoodexchange
Tomorrow at 11:00am

The Good Exchange welcomes #fundraising projects from across the UK! Take a look at this great project in West Sussex by @TBFT2016: 'Ongoing Trauma &...'


Read More



Home thegoodexchange

Lancashire Care NHS Foundation Trust @LancashireCare
3 mins ago

The Harbour is working together with @BpoolCouncil to support local people into employment placements & have recently been awarded the Chance2Shine Employer Award as recognition of the support & opportunities that have been offered to unemployed residents! bit.ly/2HQVrP



KwickScreen @KwickScreen
2 days ago

Read how the founder of KWICKSCREEN was inspired by James @Dyson, the inventor of the dual-cyclone vacuum cleaner. Michael wanted to create his own niche and found the many challenges in #Healthcare provided a platform for him to do this... #BehindTheScreen #MakingSpacePersonal

Promoted by KwickScreen

Mentions thegoodexchange

FINN Finn Partners Europe @FP_Europe
32 mins ago

Overstretched #CSR decision-makers mean small good causes often lose out to big name charities. Read all about @thegoodexchange's recent survey in @CharityDigiNews: charitydigitalnews.co.uk/2018/04/26/csr...

Maria Hallows @BandSNot4Profit
3 hours ago

Research from @thegoodexchange found that #CSR managers believe local #charities are losing government funding whilst most firms support big charities goo.gl/nas3c5

In reply to Greenham_Trust and 1 more

Claire Thompson @UncleClaire
18 hours ago

Shared in the local area. Good luck with this campaign x CT

Show Conversation


TBFT @TBFT2016
21 hours ago

Ongoing Trauma and Mental Health Illness rehabilitation with physical exercise and counselling @thegoodexchange.

Retweets thegoodexchange

The Good Exchange @thegoodexchange
3 days ago

Take a look at this great fundraising project in Oxfordshire! 'More than Bricks and Mortar' by @HomelessOxford! thegoodexchange.com/project/11839/... Why not #Donate Now to help them run accommodation, advice and training for the homeless. 🙌



The Good Exchange @thegoodexchange
6 days ago

Fantastic! Best of luck @City_Change 🙌🙌🙌 #amazingfundraisers

CityChangeManagement @City_Change

Our @RocTechnologies running team is featured in @NewburyToday in their new kit - looking good guys! Raising funds for PALS West Berkshire. Take part...

Read More

Integrated Social Media and Digital Marketing – An example – NCVO Conference

The Good Exchange @thegoodexchange
Apr 16

Great to see Leila from the am
@WestBerksMencap at the @N
Conference today. 😊 You can
West Berks Mencap's fundrais
here:
app.thegoodexchange.com/ap

The Good Exchange @thegoodexchange
Apr 14

Attending #NCVOconf Mon 16th April? Enter
our prize draw and you could win a FREE
fundraising project (stand 3 King George III
Suite) @NCVO

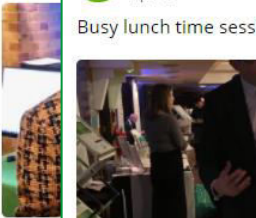
- tired up with completing multiple, often
paper-based application forms?
- Frustrated that you don't hear back from
potential funders and donors?
- Wanting to work with grant funders,
fundraisers and donors in one place?

Enter our prize draw and win a FREE Fundraising Project
Complete this form or supply your business card to enter

First Name	
Surname	
Organisation name	

West Berks Mencap @WestBerksMencap
Apr 16


Busy lunch time sessi



The Good Exchange @thegoodexchange
Apr 16

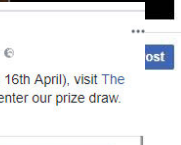



shared a live video.
Published by Misha Wallace [?] · 16 April at 16:03 · 🌐

The Good Exchange at the NCVO Annual Conference today! Great to meet
fantastic organisations. 🙌




The Good Exchange @thegoodexchange
Apr 16

added 4 new photos to the album NCVO
Annual Conference 2018 — at The Brewery
Published by Misha Wallace [?] · 18 April at 12:58 · 🌐



NCVO ANNUAL CONFERENCE 2018: DIFFERENT THINKING, BIGGER DIFFERENCE

NCVO Conference 2018 - Thank you for your interest in The Good Exchange
[View this email in your browser](#)



Dear << Test First Name >>.

Thank you for your interest in [The Good Exchange](#) at the NCVO Conference in London on Monday.

If you'd like to know more about how The Good Exchange platform supports charitable trusts, foundations and corporates with money to give, to find the right charities and community groups that need the funds you can:

- Download our report "[How digital technology will transform funding and grant making in the charitable sector](#)"
- Read our [new survey](#) on the key drivers and challenges involved in charitable giving within UK organisations.

[Get the Digital Funding Report](#)

[Download the CSR Survey Results](#)


We will be in touch to discuss your thoughts, but if you'd like to know more in the meantime, please do have a look at [The Good Exchange](#), mail me directly or call us on:

01635 500800

Thanks again,

Marina

Subscribe to our blog



Blog – The Good Exchange reports back from the 2018 NCVO Conference

April 18, 2018

Type: Blog

The Good Exchange @thegoodexchange
Apr 16

retweeted

Edward Gairdner @GairdnerEd
Apr 16

@tinastowell @NCVO #ncvoconf tells delegates all charities can no longer expect the public to give them the benefit of the doubt and are trusted no more than a stranger on the street. More evidence, today, to prove their suspicions.

The Good Exchange @thegoodexchange
Apr 16

Published by Marina Stedman [?] · 16 April at 09:01 · 🌐

If you're at the NCVO Annual Conference today (Mon 16th April), visit The Good Exchange on Stand 3, King George III Suite & enter our prize draw. You could win a FREE fundraising project

the good exchange
Liberty House, Greenham Business Park, Thatcham, Berkshire RG29 9EJ
01635 500800
info@thegoodexchange.com

The on-line matching platform for funders & fundraisers
Are you?

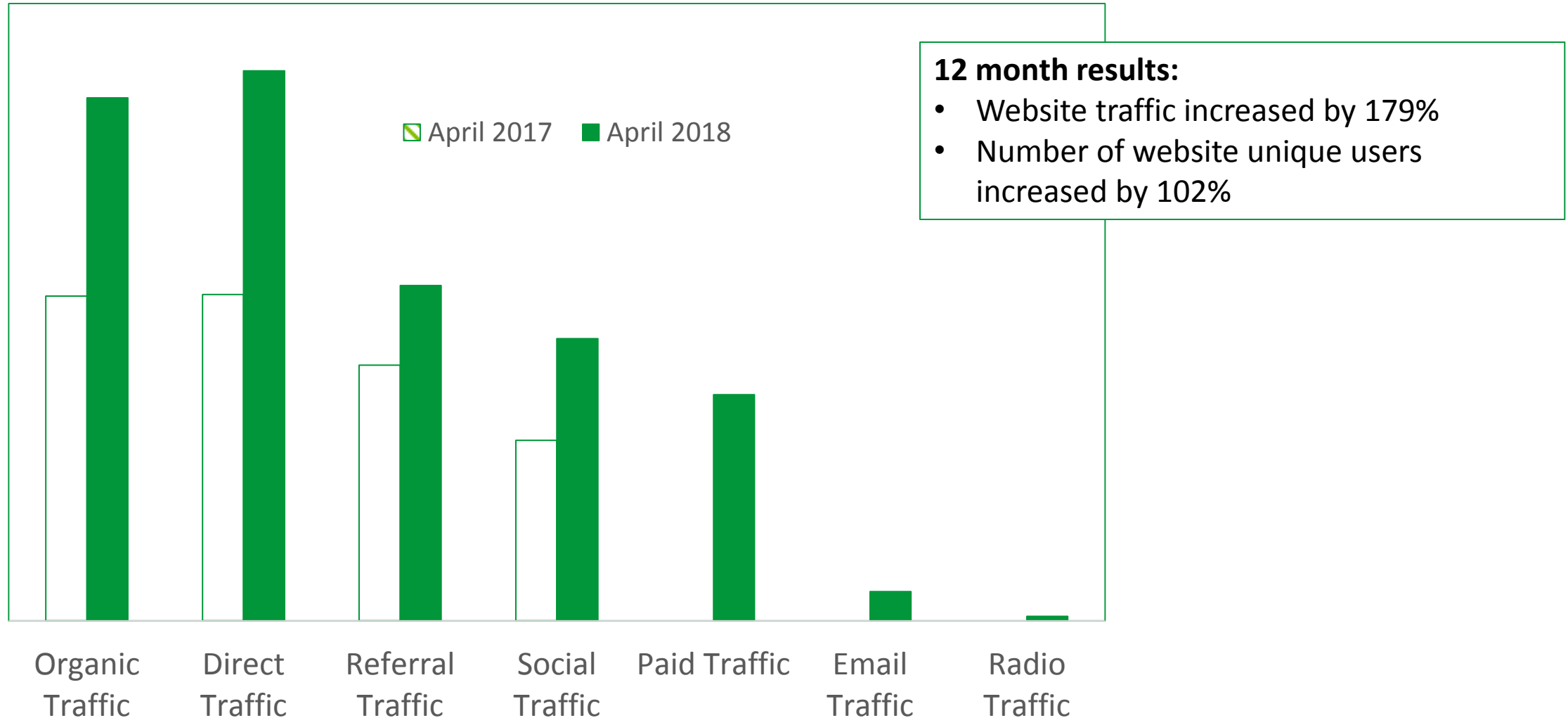
- Raising funds for a charitable project or good cause?
- Spending too much time searching for potential sources of funding?
- Fed up with completing multiple, often paper-based application forms?
- Frustrated that you don't hear back from potential funders and donors?
- Wanting to work with grant funders, fundraisers and donors in one place?

PRIZE DRAW !!!!
Bring this form to The Good Exchange's Stand [3] in the King George III Suite to enter

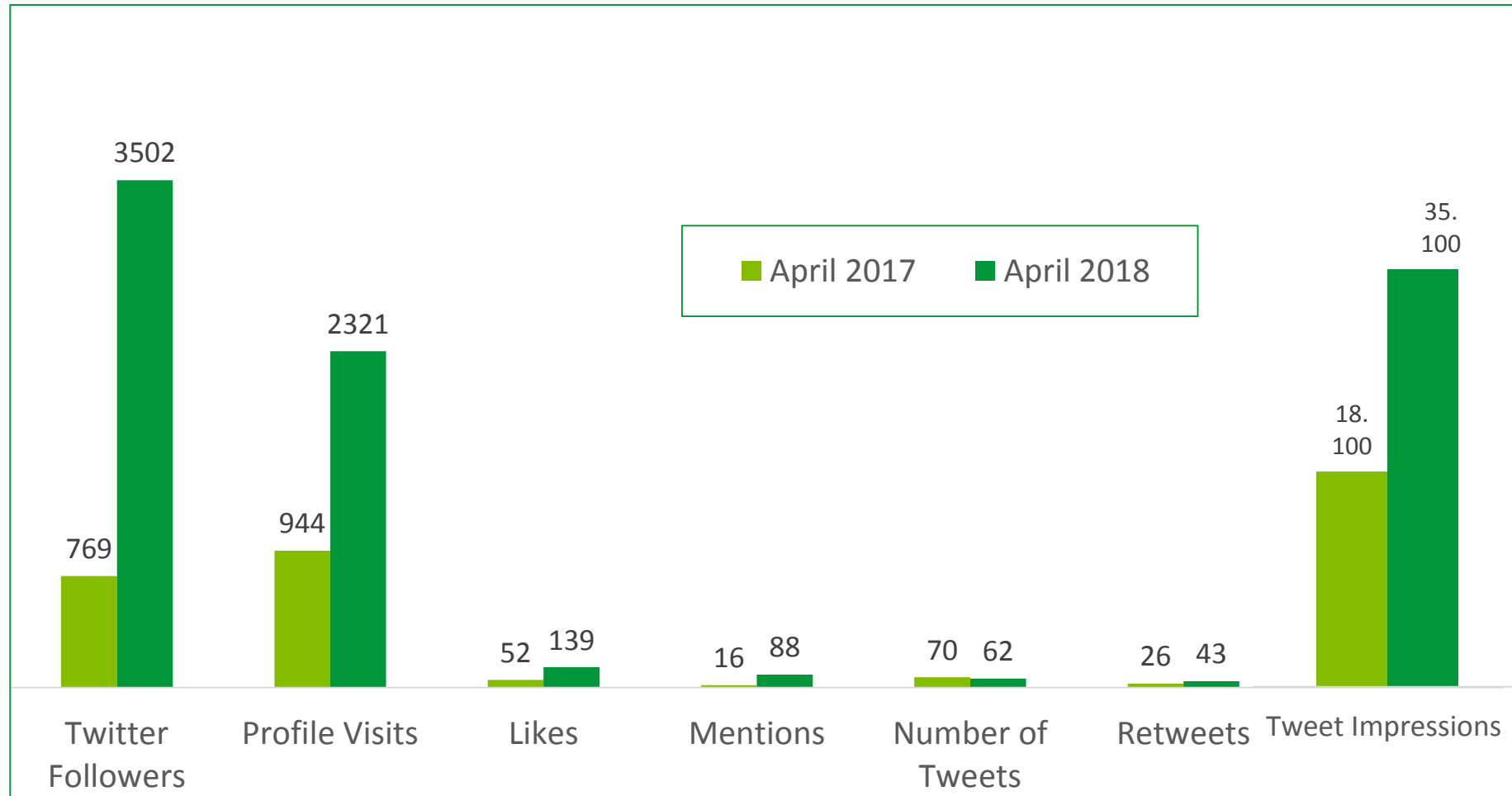
Enter our prize draw and you could win a FREE Fundraising Project *
Complete this form or supply your business card to enter

First Name	
Surname	
Organisation name	
Job Title	
Your e-mail	

What difference can it make?



Twitter Results



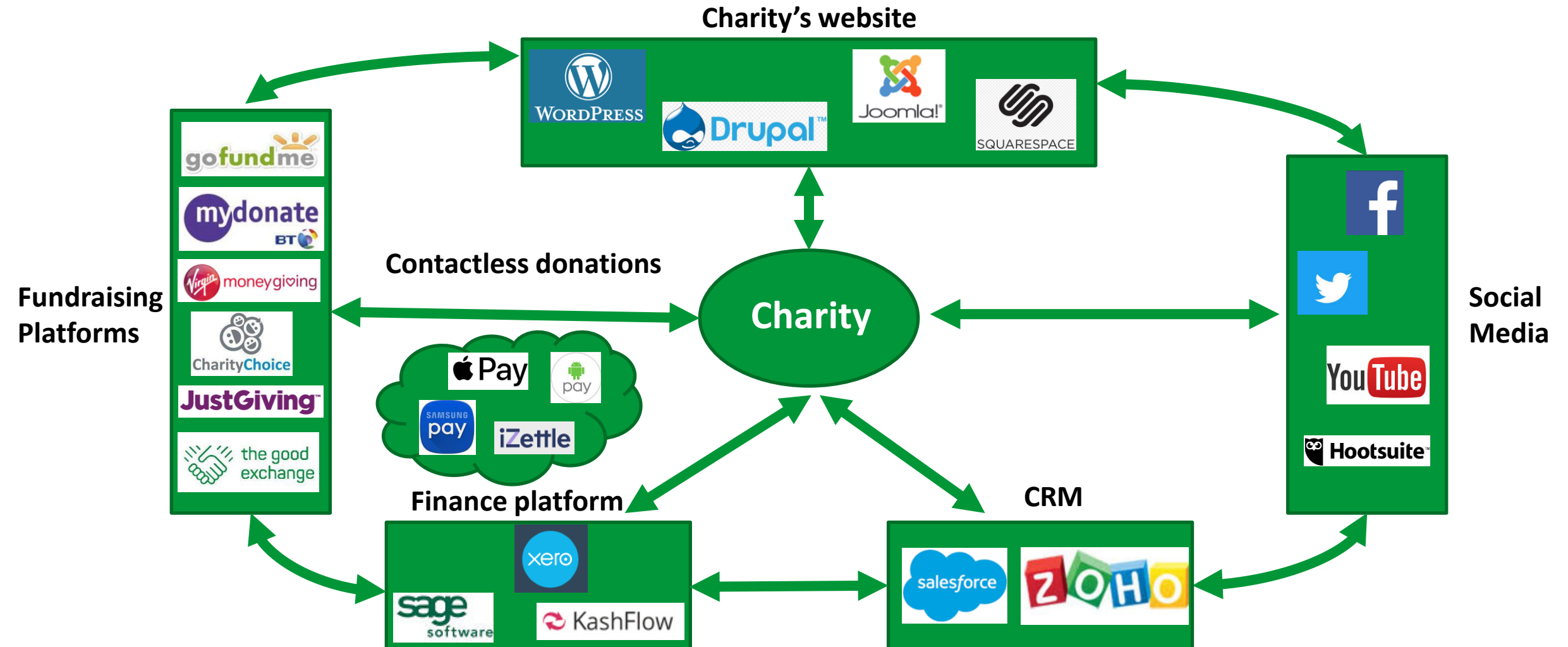
You don't have to be an expert Anyone can do it!

A very good and very useful session, especially for someone of my 'senior demographic'. And clear enough for me to follow!

Just to say thank you for your excellent presentation on Facebook and Twitter. You gave us a huge amount of information and explained it extremely clearly - it was really good and very helpful.

Thanks @TheGoodExchange for fascinating webinar this morning. So much to learn about social media and your friendly, helpful explanations hugely appreciated.

Integrating technology



Technology Enables Match - Funding



A survey of 'The Big Give' donors found:

- **84%** of respondents were **more likely to give to a charity appeal** because of the matching offered
- Nearly half (45.5%) said that they gave up to **50% more because of matching**
- 34% gave up to one quarter more & **13% doubled their gift** in response to the matching
- The **average matched** gift made through 'The Big Give' website is **£333**. The average unmatched gift is £132.

"Match funding is like giving [charities] a new superpower, a new weapon, a new challenge to get their teeth into. It can reinvigorate their fundraising." Bridget McGing Deputy Director, Pears Foundation



Latest Updates

	Soroptimist International - Newbury Supported 3 hours ago	£1,000.00 + £2,000.00 Matched
	Mary Edwards Supported 2 days ago <i>"Fantastic idea for a wedding present. Have an incredible Day."</i>	£50.00 + £12.50 Gift Aid + £100.00 Matched
	Anonymous Donor Supported 3 days ago	£2.00 + £0.50 Gift Aid + £4.00 Matched
	Bill Bromwich Supported 3 days ago <i>"Excellent good cause and a better way to celebrate Gareth's 70th than a bottle of Moet!! Bill and Lynne"</i>	£25.00 + £6.25 Gift Aid + £50.00 Matched
	Anonymous Donor Supported 4 days ago	£5.00 + £1.25 Gift Aid + £10.00 Matched
	Porchester Lodge of Royal Ark Mariners No. 27 Supported 4 days ago	£800.00 + £1,600.00 Matched
Total:		£1,882.00

Match Funding

£3,000.00
£172.50
£6.50
£81.25
£16.25
£2,400
£5,666.50

Trust in Technology



Questions and Thank you



thegoodexchange.com