

A person is working at a desk. In the background, a laptop screen displays a website. In the foreground, there is a dark mug on the left, a person's hands typing on a laptop keyboard in the center, and several sticky notes and a pen on a piece of paper on the right. The scene is overlaid with a semi-transparent blue and purple circular graphic.

# Givergy.com

**Grow your reach and raise more through  
online auctions and prize draws**

The logo consists of a stylized circular icon made of two overlapping curved lines, resembling a globe or a network.

**givergy**  
Raising more

**Don't forget to Tweet...**



**@givergyUK #RaisingMore**



# Presented by:



**Lisa Vecchio**

Head of Marketing

**Givergy**



**Sascha Richter**

Music & Entertainment Assistant

**War Child**



**Alison Bunworth**

Sales Manager

**Givergy**

# Agenda

- **The online fundraising landscape**
- **The launch of Givergy.com**
- **What sells**
- **Case studies**
- **Marketing and PR**
- **How to make the most out of your campaign**

**In the last 12 months we have...**

Raised in excess of

**£25m**

for our clients

Supported over

**1,500**

events globally

Raised money for over

**1,200**

incredible causes

# The online fundraising landscape

**Only 2% of charities** feel they are maximising online fundraising as a donation channel.

**More than half (52%)** of respondents believe they are not making the most of online fundraising.

**Almost 10%** of charities do not use online fundraising at all.

**36% of the largest** charities, with turnovers in excess of £250 million, receive less than **1%** of their income digitally.

**Even those generating a significant income stream from online fundraising,** most believe there are more opportunities to be exploited.

**Close to 8 out of 10** charities say online fundraising accounts for less than **20%** of annual donations

# Key challenges to online fundraising



# Poll:

**Have you previously used an online auction site to fundraise?**

- a. Yes**
- b. No**
- c. Unsure**



# Welcome to Givergy.com



**Auctions**

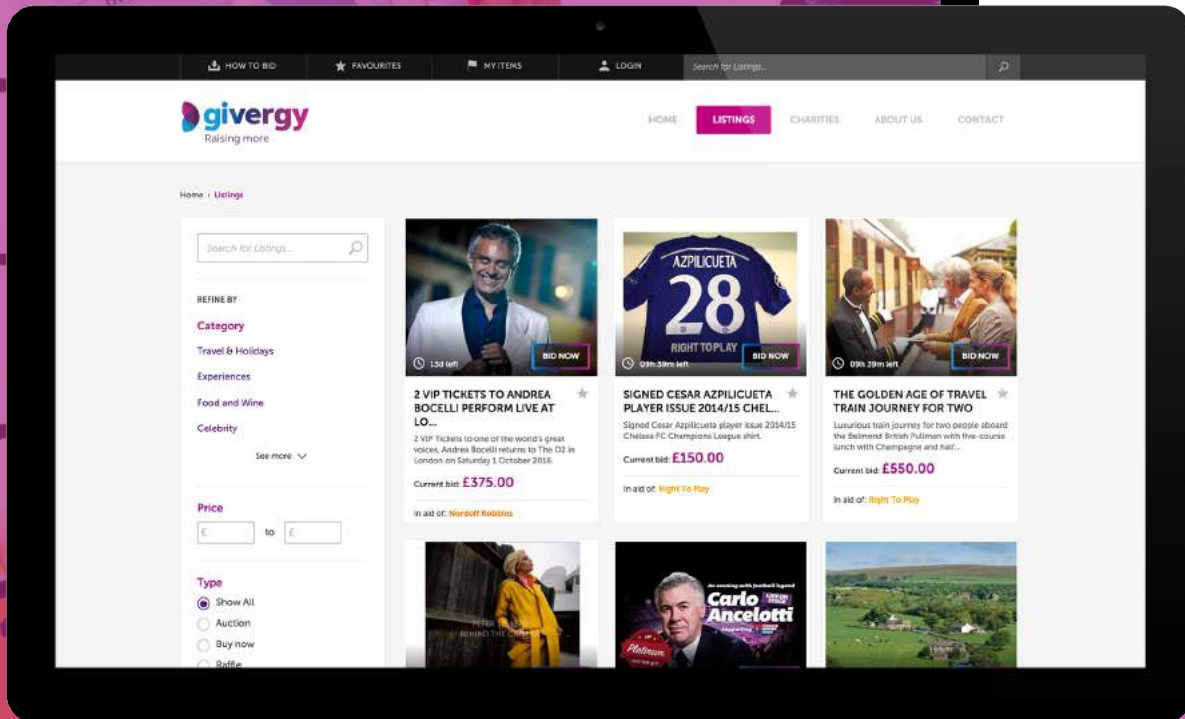
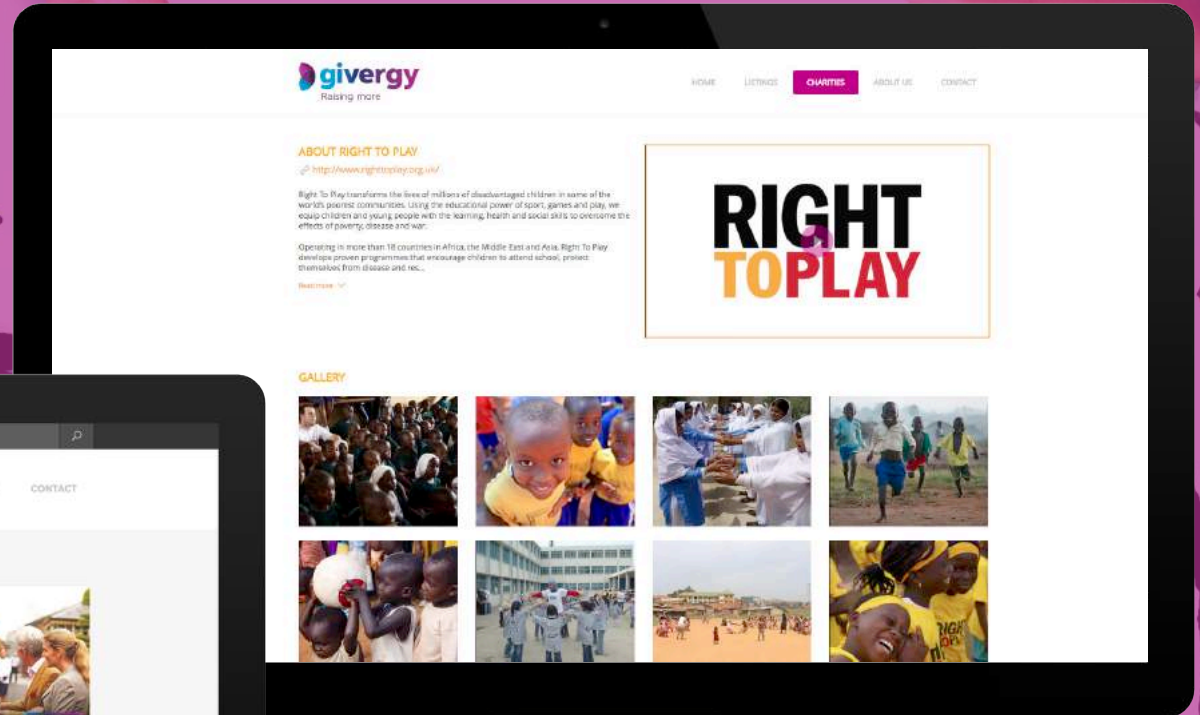


**Prize draws**



**Buy it now**

# How it works



DONATE

Help



# Our audience



**40.5%**  
MALE



**59.5%**  
FEMALE



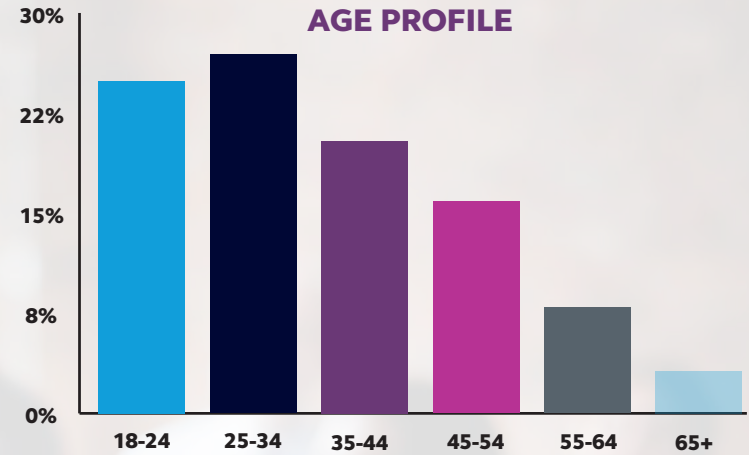
**59.54%**  
MOBILE USERS



**9.66%**  
TABLET USERS



**32.62%**  
DESKTOP USERS



### GEOGRAPHIC LOCATIONS



**U.K**  
50.40%



**USA**  
19.88%



**Europe**  
11.68%



**Canada**  
2.03%



**Australia**  
1.79%

# What sells



**CELEBRITY**



**THEATRE**



**SPORT**



**FOOD**



**EXPERIENCES**



**ART**



**MUSIC**



**TRAVEL**

# Poll:

**Which categories of items do you have access to/have been donated?**

- a. Celebrity**
- b. Sport**
- c. Travel & Experiences**
- d. Art**
- e. Music & Theatre**

## Case Study - Hot tickets



**Sascha Richter**

Music & Entertainment Assistant

**War Child**



Together with

**WAR**  
child

O<sub>2</sub>

- P R E S E N T -

**PASSPORT TO BRITs WEEK**  
- THE SMALLEST GIGS TO MAKE THE BIGGEST DIFFERENCE -



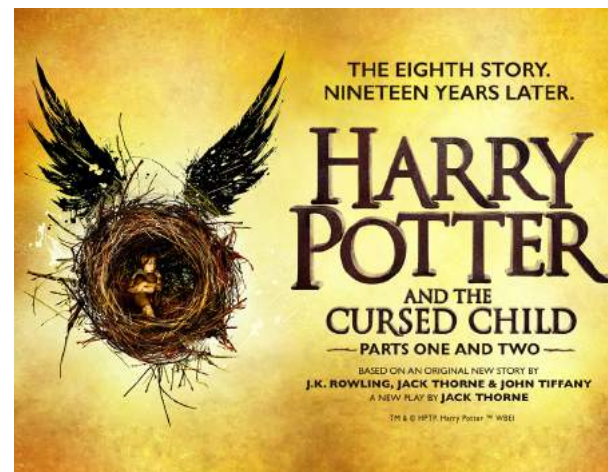
WEDNESDAY 24 FEBRUARY

**COLDPLAY**

**INDIGO AT THE O2**  
PENINSULA SQUARE - SE10

**TICKETS ON SALE MONDAY 8 FEBRUARY AT 9AM**  
- GO TO [WARCHILD.ORG.UK/PASSPORT](http://WARCHILD.ORG.UK/PASSPORT) -

# Case Study - The power of celebrities



## HARRY POTTER AND THE CURSED CHILD 18 SEPTEMBER '16

4 tickets with invitations to the after-show party & a signed copy of the Harry Potter and the Cursed Child play script book.

Amount raised: **£5,820**

In aid of: **Lumos**

**Total Raised:  
£160,020**

  
**LUMOS**

# Case Study - Exclusive partnerships


News > London

## Give to GOSH: David Beckham's old car among lots in online charity auction

Bid for a 5-star trip, a backstage musical tour and a giant bear signed by Johnny Depp and Benedict Cumberbatch alongside much else

EVENING STANDARD | Tuesday 1 December 2015

   128 shares



### TICKETS TO ADELE CONCERT AT THE O2

Win a pair of tickets to see Adele on her sold-out tour. Just £10 to enter.

Amount raised: **£8,180** In aid of: **GOSH**

London  
**Evening  
Standard**

Total Raised:  
**£129,954**



Great  
Ormond  
Street  
Hospital  
Charity



# Case Study – Timing is everything



**FRAMED LEICESTER CITY FOOTBALL SHIRT SIGNED BY 2015/16 WINNING TEAM**

Amount raised: **£4,000**

In aid of: **Thai Children's Trust**

“ We were kindly donated a signed Leicester City shirt that we decided to auction off for our chosen charity Thai Children’s Trust. We wanted to react quickly to this with them winning the premiership league. Givergy were great and within 48 hours had the signed shirt on the website. Pushing to their database and through social media, excitement soon started and after a bidding war for two weeks we had a winner at an impressive £4,000.”

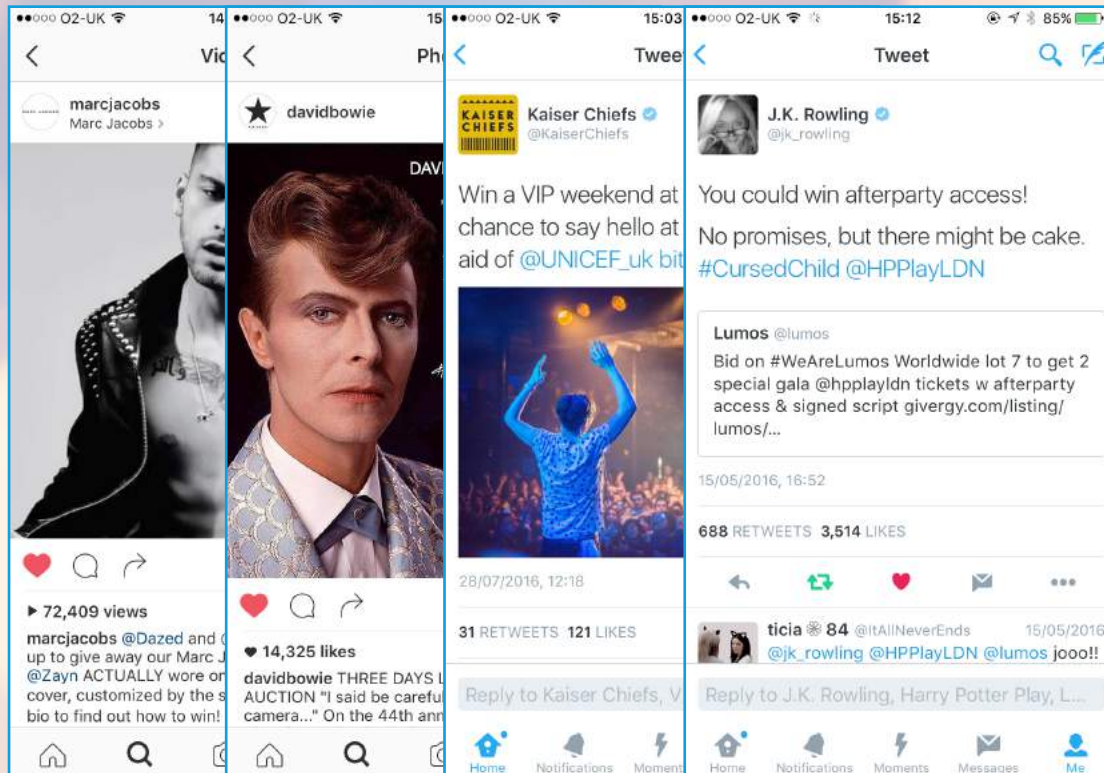
Lynsey Milner  
Thai Children’s Trust



**Thai Children's Trust**

Registered charity: 1085407

# Marketing, PR and social media



## Featured in..

London  
**Evening  
Standard**

THE  
**INDEPENDENT**

**NME**

**GLAMOUR**

**VOGUE**

**UKFundraising**  
www.fundraising.co.uk

**DAZED**

**SugarScope**


**itv**

**Aol.**

**Daily Mail**

**ThirdSector**

**Charity of the month**



**charity**  
**OF THE MONTH**

# Fundraise 365 days a year!

## EVENT LOTS



INVITE 100 PEOPLE FOR A PARTY AT LONDON'S RENOWNED LANGAN'S BRASSERIE.

Amount raised: **£3,501** In aid of: **NSIF**

## CELEBRITY AMBASSADORS



MASCOT AT WAYNE ROONEY'S MAN UTD TESTIMONIAL MATCH

Amount raised: **£6,100** In aid of: **NSPCC**

## INTERNAL RESOURCES



LUNCH WITH EVENING STANDARD EDITOR SARAH SANDS

Amount raised: **£10,000** In aid of: **GOSH**

# Get creative

Christmas gifts!

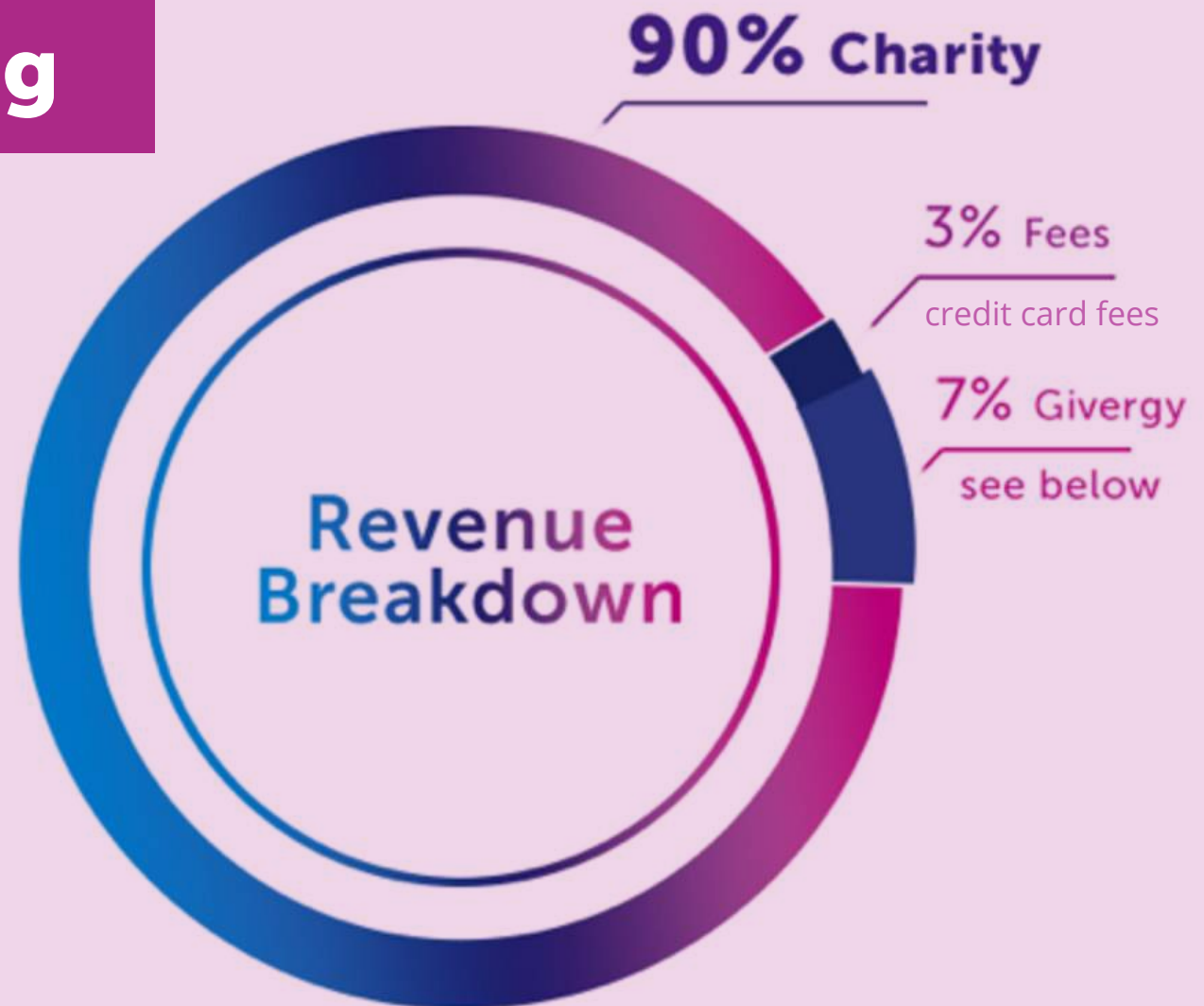
Valentine's Day ideas!

Father's Day surprises!



## Transparent pricing

Inclusive of everything from marketing to product development to legal and accounting fees.



# Services & Support



Real time reports



PCI compliant



A dedicated Account  
Manager

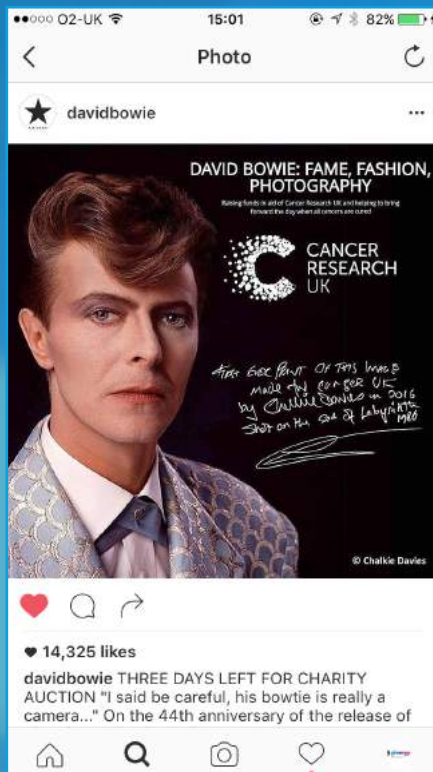


Pre-authorisation  
of cards



Highly scalable  
server demands

# CRUK Best Practice



- Include lots of detail to prevent questions
- Obtain high quality honest pictures
- Direct people using lots of different channels
- Track where the traffic is coming from
- Keep in good contact with winners
- Look nowhere else other than Givergy!

- Stephanie Maddox, Local Fundraising Manager



**Want to be featured on Givergy.com?**

**GET IN TOUCH**

**[alison.bunworth@givergy.com](mailto:alison.bunworth@givergy.com)**



**Q&A**

**GO**

# Thank you!

