

4charity

Guide to online fundraising for charities.



Online Fundraising for Charities.

Monthly Advice and Tips from Anicca Digital

Welcome to our FREE guide to online fundraising for charities. A guide to help you maximise a range of digital marketing techniques, improve your knowledge and confidence in online marketing and help increase online donations and fundraising for your charity.

In this guide we will explain how to

- 1** Apply for a Google grant of \$10,000 per month to pay for your pay per click campaign
- 2** Use LinkedIn to increase interaction with corporate users and sponsors
- 3** Set up a Google+ Page and why this may be a very important addition to both your social and search marketing strategy.
- 4** A closer look at us, Anicca Digital and how we can help.

1

Charities can apply for a Google grant of \$10,000 per month for cause-related Pay Per Click

Many charities use Google Pay Per Click (PPC) ads to attract donations, or for specific campaigns such as selling Christmas cards.

The fundraiser needs to bid on a large range of keyphrases (eg. "charity Christmas cards") and then pays a cost per click when the user clicks on their ad.

However, most charities are unaware that they can get this advertising for FREE by applying for a Google Grant.

With a \$10,000 monthly grant and a maximum cost per click of \$1 - charities could see an increase in annual traffic of over 100,000 visits.

To be eligible for the Google Grants program, organisations must:

- Hold current and valid charity status
- Acknowledge and agree to the application's required certifications regarding non-discrimination and donation receipt and use.
- Apply for the grant using the online web form
- Comply with certain restrictions eg. how your account is set-up and run, for example maximum cost per click and ads only displayed on Google

You can read more about the practicalities of the Google grant on our blog or go direct to the Google's grant page on their site. Alternatively you can call us direct and we'll try and help you understand what it could mean to your charity.



- Initial grant of \$10,000 per month, which should achieve a min of 10,000 visits
- Restrictions on who can apply
- Quick online application form, with results typically in 48 hours
- You may need training or professional help to correctly set-up your AdWords campaign

- Wait a few weeks before your campaign is approved to go live
- There are some restrictions on how your account is managed such as max cost per click of \$1 and ads can only be displayed in Google
- Ongoing professional management is required to ensure that you get the most clicks and conversions from your grant
- You may be able to increase your grants up to \$40,000/month

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2 How Rainbows Hospice used LinkedIn to increase interaction with corporate users and sponsors

LinkedIn is the world largest Business to Business networking site, which allows you to have individual and company pages. As well as the ability to set-up interest groups and place PPC ads.

Rainbows sought guidance from Anicca on their LinkedIn strategy. Training was provided to staff on the full ins and outs of using LinkedIn which helped build their confidence when using the site.

Rainbows adopted LinkedIn as a way to engage more deeply with existing supporters and as a way to reach out to new corporate supporters online.

Corporate fundraising is a major source of the charities income so maintaining relationships and maximising Rainbows presence is crucial.

LinkedIn

- Ensure that all staff have a LinkedIn profile pages
- Set-up a LinkedIn Company page, and complete the extra tabs; especially products and services, explaining what yours does
- Don't rush, make sure it looks as good as you can make it. Check it twice.
- Link your blog and other social profiles
- Create a Group
- Update regularly (at least once a week)
- Involve as many of the team as possible, having provided training and guidance on policies

[CLICK TO READ CASE STUDY - RAINBOWS](#)



3 Why setting up a Google+ page may be an essential addition to your social and SEO strategy

Google+ is Google's social network – it has many similarities to other networks, like Facebook and Twitter, but has the advantage that it is used as an indicator in your Google search engine rankings; so setting up a Google + page could help your Search Engine Optimisation (SEO).

Google+ allows you to 'share the right things with the right people'. There are a series of features in this social media 'platform' that can be used effectively charities.

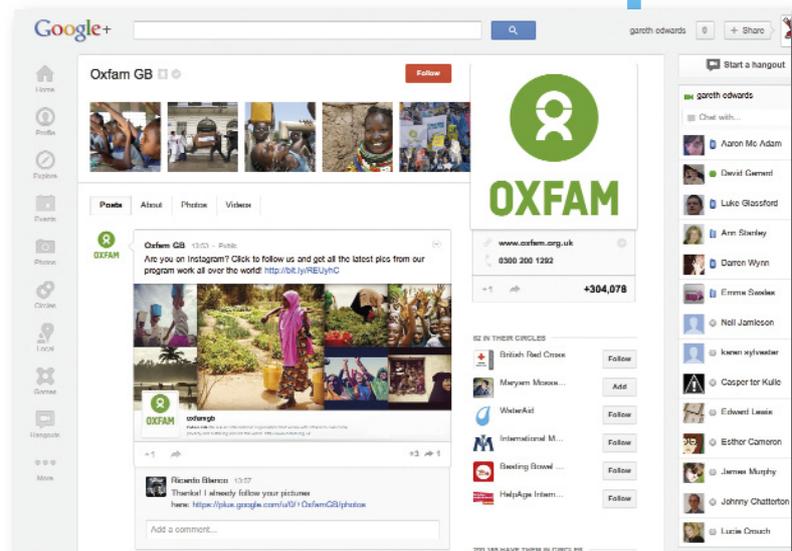
- Use the Circles feature to help you target messaging to certain groups of people to whom your organisation is connected. Circles allow you to manage your audiences separately. Think of Circles as a segmented Twitter list or a Facebook Group.
- Explore is a recommendation engine within Google+. Like Twitter it allows you to follow whatever topics are trending on Google+ that day. You could use Explore to manage what information you see in your news feeds.
- Start a Hangout - make video conferencing approachable and fun! Charities could use this feature for group Q&A sessions, or stream live events and let people talk about what's going on making for a more interactive and personal experience.
- Google has its own "Recommendation" button - the +1 button; its own version of the Facebook 'Like' button. This button can be incorporated into your website, your blog and even your paid ads (see below).

Be ahead of the game - early use of Google+ could help put your organisation at a competitive advantage. Whatever happens on the social web, one thing is for sure; it's here to stay!



Google+

- Ensure that all staff have a Google+ profile pages
- Setup a Google+ Company page and complete the extra tabs; what you do, where you are etc.
- Customise your profile page by adding you own logo, images or photos. See an example of Oxfam's page, right.
- In addition to a Google+ page you need to set up a Google+ Local page (previously Google Places).



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About Anicca Digital A leading SEO agency based in the heart of the UK

Anicca Digital is a web development and online marketing agency with offices in Leicester and London, providing services to customers across the UK. We built our first content managed or CMS website back in 2004. We became a search marketing agency in 2007 and shortly qualified as one of the first AdWords Certified Partners in the UK.

We have since expanded to offer a full range of digital marketing services including ecommerce marketing and multi-channel management.

We are now in the top 5 AdWords agencies outside of London with 7 AdWords accredited staff and an additional 3 Analytics accredited staff. We offer FREE audits and a half-day strategy or consultancy meeting to all potential clients. We also offer a 20% discount on our fees to charities

PPC services for charities

Our PPC for charities package includes:

- 20% discount on all PPC services
- Set-up of a new Google AdWords account or management of existing account
- Linking of AdWords account to existing or new Google Analytics accounts
- Set-up of PPC conversion tracking codes and Goals in Analytics
- Extensive keyphrase research to identify thousands of relevant keyphrases
- Restructuring or creation of new campaigns and ad groups, so the keyphrases are in tightly themed ad groups with matching ad copy and corresponding landing pages
- Choice of campaign settings and account features
- Ongoing optimisation of account

SEO for charities

Our free SEO reports will review your:

- Current SEO strategy
- Main competitors
- On-page optimisation (website content, keyword targeting, technical issues etc.)
- Off-page optimisation (link profile, vertical search opportunities etc.)
- Social media presence across major networks

Website build, design and branding

We also offer a full, dedicated design service which is more than capable of delivering everything your charity might need including: website design and build, branding and identity creation, copy writing, design for print and a wealth of design advice and experience.

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