

Dear fundraiser,

Here is a concise set of notes used for quick reference to help you enhance your online fundraising in this times of urgent need. Hope you find it useful. Please share with us your lessons, tips so that together we can keep strengthening our efforts to make this world a better place for all.

Below is a very valuable sharing from Theo De Roza of Singapore Red Cross.

Stay healthy and safe.

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# CHEATSHEET

## for running online fundraising "mini" campaigns

### STEPS

- 1 Identify one service, aspect or area your charity serves, which you either need more funds to go to, or which you think would resonate with your target audience.
- 2 Think what daily spending your donors have given up on or spent lesser on with the Circuit Breaker in place. It could be unused petrol spend, or even bubble tea (or at least till 4th May, anyway).
- 3 Give your target donors an excuse to donate that unused spend towards your fundraising mini campaign.
- 4 Begin to create your campaign on [give.asia](https://give.asia), [giving.sg](https://giving.sg) and other fundraising platforms you're able to use.
- 5 Use relevant photos and perhaps a video for your campaign, and explain what \$X would achieve for your beneficiaries or help your charity to do.
- 6 When viewing your campaign on [give.asia](https://give.asia), click the **Manage** button on the top right, and click **View Ads Budget**
- 7 You'll see the question "Would you like to allocate 10% of your funds raised for boosting?". Click **Yes**
- 8 You can also contact Give.Asia via [support@give.asia](mailto:support@give.asia) and inform them that you'd like to run ads for that particular campaign. The Give.Asia team will use whatever material and content you've put up on your campaign page to create a video ad on Facebook.

### EXTRA:

For [giving.sg](https://giving.sg), they don't have an extra option or service to create and run ads for you, but they are able to get in donors for your campaign organically via either your own charity's "fans", or by giving it exposure on their website.

Replicate and run similar campaigns on [give.asia](https://give.asia) and [giving.sg](https://giving.sg). Sometimes one fundraising platform can have your campaign do better than the other. This could just boil down to the audience that sees and feels for your campaign to make a donation.

For your campaign on [give.asia](https://give.asia), you should customize your Thank You email. This email is sent automatically to your donor when she makes a donation, and can be a very powerful tool to help you get more donations almost immediately.

Step 1: Click **Manage** when logged in and viewing your campaign page.

Step 2: Click **Edit**

Step 3: Scroll down to the part that says "Thank you message to donors"

Step 4: Enter a sincere sounding thank you message, and also include a link to another fundraising campaign that you hope they will donate to. This is your upsell or cross-sell, and can help your charity get more donations.

A sample thank you message that I use can be found on the right.

Dear Friend,

.  
Thank you very much for the kind donation of your petrol spend, and helping a family with FoodAid.

.  
I'd like to invite you to please share this campaign with 3 of your friends so that they may also join the journey to support the families with the urgently needed FoodAid (insert link).

OR

I'd like to invite you to also make an additional donation to support and help our elderly in Singapore during this COVID-19 situation here: <https://redcross.give.asia/helpelderlycovid19>

.  
All monetary donations will receive 2.5 times tax deduction. Your support will help us to raise funds to sustain and grow our local humanitarian services for the vulnerable in Singapore.

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Thank you again for your kindness, generosity and support for the poor and vulnerable and towards our local programmes in Singapore.

Thanks to Theo for helping put this 'cheatsheet' to help you in your online journey. You can reach out to Theo at **fundraising (at) redcross.sg** for more information.

Note: The "." between each paragraph is so that the thank you email will display the paragraphing properly, instead of being jumbled together and hard to read.