

Community Fundraising

Mobilise large numbers of supporters to raise substantial sums and increase awareness of and engagement in a charitable cause. This could include individuals, schools, local businesses/ organisations.

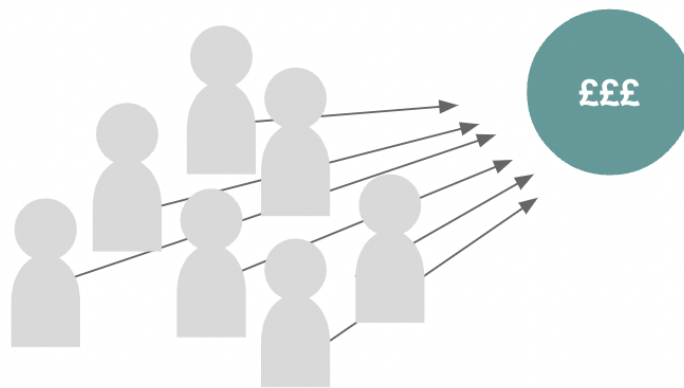


Examples

Cancer Research Relay for Life

In Celebration/ Memory

Supporters donate or ask for others to donate in lieu of gifts to celebrate a key event e.g. wedding, anniversary or birthday. Sometimes, people also donate in memory to remember someone who has passed away.



Examples

Woodland Trust's woodland dedication

Crowdfunding

Raise money to fund a specific project the charity is working on. The charity can tell everyone what they are fundraising for, how the funds will be used and more. This can be done on sites like JustGiving or more traditional crowdfunding sites like Kickstarter.

PROJECT X

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

FUND ME

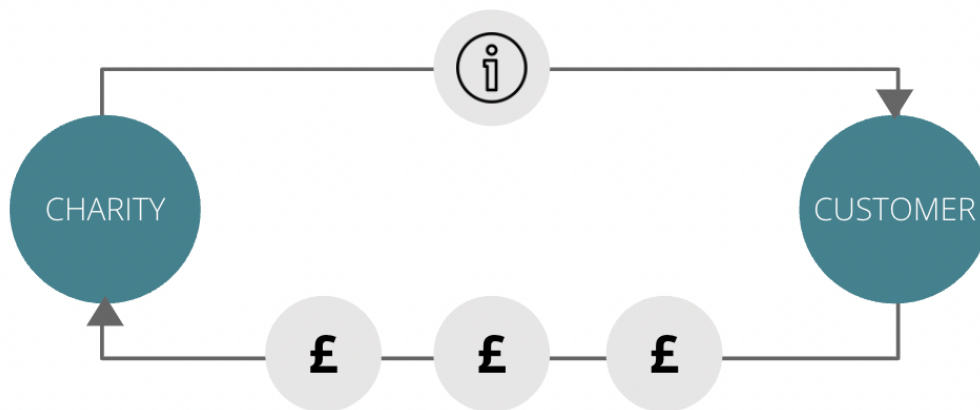


Examples

The Brooke's Tribe funding campaign

Regular Gift

Supporters sign up to give a regular gift. They receive updates on the charities activities. Traditionally supporters have been passive and quiet supporters but increasingly people feel that are part of a team or movement. This includes membership format.



Examples

Amnesty Membership, WWF membership