

**Guidance,
Hints & Tips**
FOR RUNNING A
GIVING
Campaign

Guidance, Hints & Tips FOR RUNNING A GIVING Campaign

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This Guidance was commissioned by London Funders for the benefit of the London's Giving movement. The Guidance was written and produced by 1 Red Frog.

Identify Your Goals

Before diving into a giving campaign, consider why you are doing it. It may well seem an obvious question to ask, but it is vital to understand what your objectives are and what a giving campaign could achieve for you.



Alice:
Would you tell me,
please, which way I
ought to go from here?

The Cheshire Cat:
That depends a good deal on where
you want to get to.

Alice: I don't much care where.

The Cheshire Cat: Then it doesn't
much matter which way you go.

Objectives could include;

- | | |
|--|--|
| <ul style="list-style-type: none">• Fundraising.
By raising singular donations and/or recruiting regular givers.• Driving awareness of your giving scheme.• Educating about your giving scheme.
<i>Do you want more people to know about your giving scheme? If so, consider what it is that you want to communicate about your initiative. Is it about the brand name and driving awareness and trust or is it to educate about what your scheme does and the problems it solves?</i> | <ul style="list-style-type: none">• Recruit volunteers.
Volunteering Time.
Volunteering Skills.• Acquiring supporters.• Re-connecting with supporters.• Recruiting Ambassadors. |
|--|--|

Objectives may overlap – for example by fundraising you are likely to drive awareness of your giving scheme, but be clear on what your ultimate objectives are to enable you to be effective at meeting them.

Identify Your Audience



Who is your campaign targeting? Who are the different audiences are for your campaign – is there a **single** audience or **multiple** audiences?

If multiple audiences – who is your primary audience and who is your secondary audiences?

An understanding of who your audiences are and their motivations will allow you to effectively communicate with them by using relevant and meaningful content and the most appropriate communication channels.

Determining your audience will help you focus on how you can reach them through the most effective touch points in your communications.

Target Audiences could include;

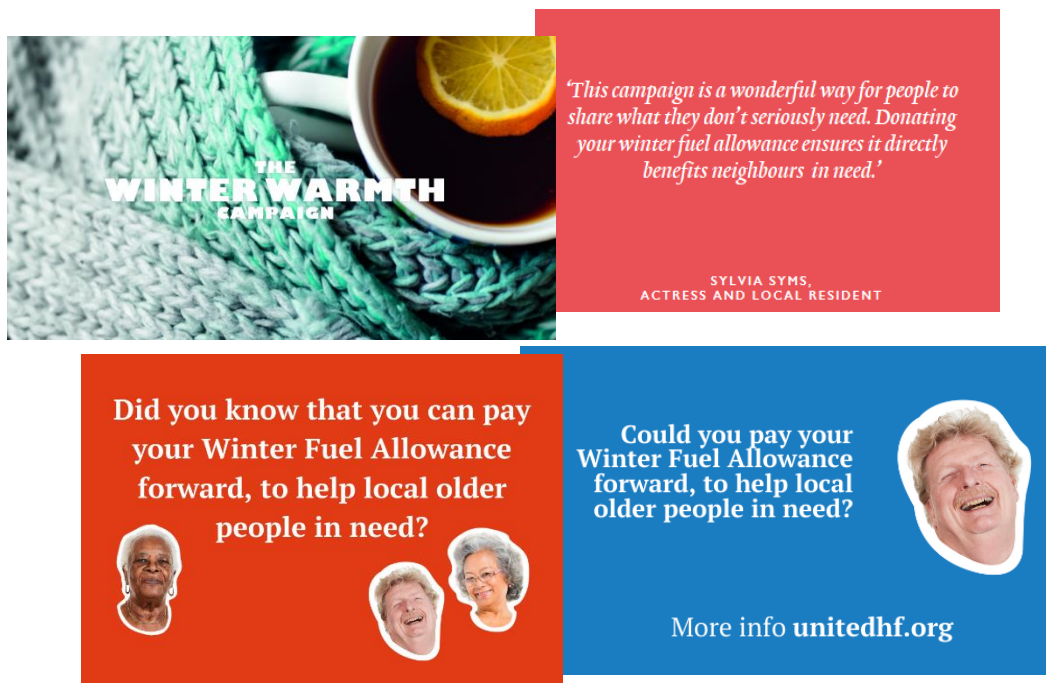
- Residents.
- Voluntary sector organisations.
- Local businesses.
- Local groups e.g. schools, scouts, guides, church.
- Volunteers.
- Stakeholders including your board, steering group, staff, volunteers.
- Social media followers.

Campaign Structure

Develop the content of your campaign and consider how it is structured. Think about your **target audiences** and what would encourage and motivate them to participate to meet your goals. Will your campaign need one or multiple routes to participate?

If you have multiple routes for participation – how can you frame them under one campaign theme?

Both the Kensington and Chelsea Foundation and United in Hammersmith and Fulham have run campaigns with a **single participation route**, asking their target audience of people receiving the winter fuel allowance to consider donating it to those more in need.



Camden Giving and Merton Giving have both run successful Giving Weeks with **multiple participation routes** in recognition of the diversity of businesses within the borough and to encourage business audiences' participation



Guidance, Hints & Tips for running a Giving Campaign



Merton Giving’s campaign featured different elements including a themed dress day as a ‘mass participation’ event to provide an easy access route for different audiences.



Select activity that aligns with your key objectives and appeals to your target audience. Make participation easy and with few barriers to entry. The more steps people need to go through to participate the more likely they are to not follow through. Think creatively about what and how people can get involved.



Be realistic, if you have little engagement with businesses but want them to support your campaign, think about how you can best engage with them.

Campaign activities

There is a whole alphabet of examples of campaign activity ideas, ranging from those which are fundraising driven to others which will drive awareness. The following table lists some of these.



The simple ideas are often the most effective. An activity may have been done before, but it’s how your giving scheme takes an idea, owns it, themes it, puts your stamp on it and makes it your own which is important.

A TO **Z** OF
CAMPAIGN
ACTIVITY
IDEAS

A

Alumni Networking
Afternoon Tea
Art & craft sale
Art exhibition
Auction of promises/products
Aerobics-athon

B

Bucket shaking
Bake sale
Beard shave or dye
Birthday fundraising
Battle of the Bands
Bring and Buy Sale
Bag packing

C

Crowd Funding
Car washing
Car boot sale
Comedy evening
Collection boxes
Contactless giving
Casino night

D

Dress up days
Dress down days
Darts tournament
Dog walk
Dinner dance
Disco
Drinks evening

E

Endurance challenge
Easter egg hunt
Ebay items for charity
Eurovision party
Eighties themed event
Expert Talks

F

Funding Circle
Film night
Five a side
Fun run
Fantasy football
Fashion show

G

Golf event
Giving up... smoking/
drinking/chocolate
Garden party
Gift wrapping

H

Head shave/dye
How many in a jar/pot/car...
Halloween night
Happy hour

I

International evening
Ice cream sale
Ice skating

J

Jumble sale
Jewellery sale
Jazz night

K

Karaoke night
Knitting challenge
Kick a bad habit

L

Line dancing
Loud tie/shirt/outfit day
Litter challenge
Learn a new skill

A TO Z OF CAMPAIGN ACTIVITY IDEAS

M
 Match Funding
 Music concert
 Murder mystery event
 Mufti Day
 Make-overs

N

Night in
 Nearly New Sale
 Non-uniform day
 Nineties evening
 Networking events

O
 Online fundraising
 Obstacle course
 Open garden
 Open mic event

P

Payroll giving
 Photo competition
 Painting evening
 Pamper event
 Picnic

Q
 Quiz night
 Quit ... Give something up for a day, week or more

R

Raffle
 Rounders tournament
 Rock 'n' roll evening
 Read-a-thon

S
 Story-telling – how you're making a difference
 Softball tournament
 Sponsored challenge
 Skills - sell or donate them
 Silent auction
 Sponge throw
 Sports challenge
 Swap event – clothes/books

T

Texting Fundraising
 Talent show
 Treasure hunt
 Tea party
 Televised matches
 Tribute band evening
 Trivial Pursuit challenge
 Treadmill challenge
 Themed celebration

U
 University Challenge
 Uniform Day
 Unwanted gift swap

V

Valentine's Ball
 Variety Show

W
 Weight Loss challenge
 Wine Tasting
 Welly Throwing
 World Record setting
 Walk to work/school

XYZ

Yoga or Zumba challenge
 XFactor Event

Make sure you fulfil the legal requirements for any activity you run.

Fundraising

Different ways of giving

Giving Tuesday charity partner DONATE has created a [handy infographic](#) to help you choose which donation method is best for your fundraising campaign.

	Contactless	SMS text	Mobile + Web
Great for	Passing traffic e.g. outside train station, hospital visitors, festivals, etc.	Large crowds e.g. festivals, conferences, sports stadium	Private audiences e.g. sit down fundraising events, auctions
Product	Contactless credit card, Apple and Android pay	Text donations and text raffles	Donations, auction bidding + payments
Donation level	£1-£50	£3, £5, £10, £25	£ any amount
Flexibility	Yes incl. Chip and PIN	No	Yes
Branding		-	
Gift Aid	-		
Donor data	-		
Regular giving	-		
More information	Click Here	Click Here	Click Here
Best practice	Volunteers to hold contactless units. Do not rely on signs and notices.	Announce audibly and project codes on screens. Do not rely on signs and notices.	Print in brochures, train host staff and use screens to advertise.

National Funding Scheme is a registered charity in England and Wales (1149600) and Scotland (SC045196) - Registered Office: 99 Queen Street Place, London EC4R 1BE V2.0, Oct 2018

If asking for donations online, keep the process as simple as possible. If possible, include an option to donate on a regular rather than just one off basis and include an option for gift aid.

Match Funding

Consider maximising any fundraising elements of your campaign via match funding. Think about possible sources of match funding including those within your current contacts, corporates you have links with, local banks or established match funding initiatives such as [The Big Give](#).

theBigGive

Giving Tuesday have a [guide to match funding](#) for their campaign.

GIVING TUESDAY

If Match Funding is secured for your campaign, then ensure you integrate it into your messaging to encourage more giving.

Campaign Name

Own your campaign with an impactful name. Keep it simple, so it's memorable. Consider integrating your giving scheme into the name – this will be more important if brand awareness is a key objective and more important for newer, less established schemes.

Timing

Optimise Your Timing

Decide when you will run your campaign by considering both its optimum timing and duration. In making your decision, look at the calendar, both in terms of national holidays in addition to key national events as well as cause related dates already in existence.



The market place is crowded so take a view as to whether to avoid particular times that could disrupt your momentum or to embrace particular days, which may be relevant to you, to help you leverage the profile of your campaign.

More generic days for example, such as **International Day of Happiness**, **Random Acts of Kindness Day** or **'International Women's Day'** could be easier to build into your campaign and add to its momentum and potentially amplify its reach.



Conversely selecting dates of well-established, prolific national campaigns such as Comic Relief or Children in Need are likely to have a negative impact on your share of voice at this time. Look at local events in existence such as Prudential Ride London which could have an impact on your area by, for example, providing additional footfall in an area at a particular time.

Christmas is an obvious time of year for charities run both awareness driving and fundraising campaigns for their cause. As well as being a key time of the year to fundraise it is also a highly competitive space.

GIVING TUESDAY If choosing this time of year, consider linking with the [Giving Tuesday](#) campaign to provide a bigger feel, reach and support to your campaign.

Giving Tuesday is a day which originated in the US by focusing on giving following the consumer driven events in a concentrated time encompassing Black Friday, Small Business Saturday and Cyber Monday. The day has spread to the UK and provides an effective platform for a giving campaign.



Another day to consider linking to is [Small Charity Week](#).

In determining campaign timing, be mindful of any stakeholder or partner initiatives to make sure you don't have activities that are competing for share of voice. Let key people know about your activity so they can plan accordingly and help support your campaign.

There are a number of different event calendars available to help you determine your timing. The following 'Dates to Remember' is from [Blackbaud](#).

blackbaud		
DATES TO REMEMBER 2020		
Prepare your organisation and make the most of 2020's giving days and cultural milestones for your fundraising appeals. Print out your copy of our key dates planner and add them to your campaigns!		
JANUARY Dry January 4 World Braille Day 13 National Obesity Awareness Week 18 Winnie the Pooh Day 19 World Religion Day 20 Blue Monday 25 Burns Night 30 Young Carers Awareness Day	FEBRUARY LGBT History Month 9 National Pizza Day 11 International Day of Women and Girls in Science 11 Safer Internet Day 14 St Valentines' Day 17 Random Acts of Kindness Day 23 Brighton Half Marathon 24 Fairtrade Fortnight 25 Pancake Day	MARCH Women's History Month 3 World Wildlife Day 6 British Science Week 8 International Women's Day 13 World Sleep Day 15 Bath Half Marathon 20 International Day of Happiness 21 World Poetry Day 22 Mother's Day 29 London Landmarks Half Marathon
APRIL National Pet Month 1 April Fool's Day 2 International Children's Book Day 3 Walk to Work Day 5 Manchester Marathon 7 World Health Day 19 Brighton Marathon 22 World Earth Day 26 London Marathon	MAY National Walking Month 4 Deaf Awareness Week 15 International Day of Families 18 Mental Health Awareness Week 19 World IBD Day 24 Edinburgh Marathon 25 Vitality London 10,000 29 World Digestive Health Day 31 World No Tobacco Day	JUNE Pride Month 5 Great North Swim 5 World Environment Day 15 Refugee Week 18 Clean Air Day 21 Father's Day 21 Vélo Birmingham & Midlands 27 Armed Forces Day
JULY 5 Leeds 10k 7 World Chocolate Day 12 UEFA Euro 2020 Football Final 24 Olympics Opening Ceremony 30 International Friendship Day	AUGUST 8 Cycle to Work Day 9 Olympics Closing Ceremony 12 International Youth Day 16 Prudential RideLondon 25 Paralympics Opening Ceremony 27 National Burger Day	SEPTEMBER National Organic Month 6 Paralympics Closing Ceremony 8 International Literacy Day 13 Great North Run 13 Roald Dahl Day 21 International Day of Peace
OCTOBER Black History Month 4 World Animal Day 5 World Architecture Day 7 National Work Life Week 10 World Mental Health Day 11 Royal Parks Half Marathon 31 Halloween	NOVEMBER 2 International Stress Awareness Week 5 Bonfire Night 11 Remembrance Day 11-12 bbcon 2020 13 World Kindness Day	DECEMBER 1 World AIDS Day 1 #GivingTuesday 10 World Human Rights Day 15 International Tea Day 20 International Human Solidarity Day

Visit hub.blackbaud.co.uk for knowledge, insights and non-profit resources

Campaign Duration

Once you have planned your campaign timing, consider its duration. What length will allow you enough time for your audiences to engage and participate? Also think about the momentum of your campaign – will you achieve this in one day or will you need longer?

If you do decide to link into a cause related day, your campaign doesn't have to be restricted to that singular day - you can build it into a longer duration. It is also worth considering the work which has been input into your day and ensure you give yourself enough time to maximise your return on investment.

Timing and Planning

Don't underestimate the amount of time needed to both effectively plan and implement a campaign. Ensure you start planning your campaign in plenty of time and be realistic about what you have to achieve alongside the timescales and resource you have. If you need to engage with new audiences for example, then allow yourself ample time to connect with people in the run-up. This could be, for example, linking with ambassadors who could support and help amplify your campaign.

Communication Strategy

Messaging

To engage with your audience effectively, to generate interest and a desire to become involved, keep your message clear and simple and don't overload them with information.



Consistency is key to ensure that an effective message with strong association to your giving scheme brand is delivered. It will help cement brand awareness and provide cut through in a crowded market place where many causes are competing for share of voice.

Planning is key to achieving consistency which can be achieved through both through the messaging and the accompanying creative approach.

Core Messaging

Begin by developing core messaging for your campaign. Think about how you can communicate your campaign in a simple and concise format.

To help devise your messaging consider what you want your audience to **Think, Feel & Do** as a result of reading your message.

Break your messaging down into different elements;

What you're doing

Why you're doing it – the problem you're trying to solve

Who you're doing it for

Call To Action what do you want your audience to do?

How can they help? take part, donate, give something, spread your message

Within the **messaging hierarchy**, ensure that the messages work together and flow well.

Include **branding** in your messaging to ensure your campaign is ownable.

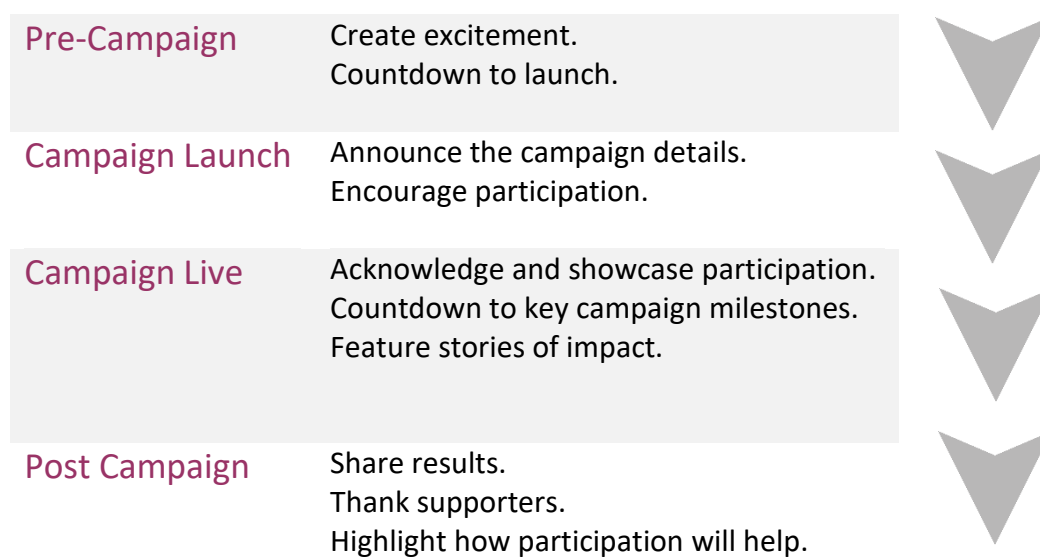
In your messaging, use language that your audience will understand – **avoid jargon**.

Messaging through your different audience touch-points

Your core messaging will be used to guide your campaign messaging for different touch points within your communication channels (for example; website, poster, leaflets, social media). All of your messaging should be based upon the core messaging to achieve consistency and aid understanding. Communication touch points where you have more time to engage with your audiences will allow for longer and more detailed messaging, for example a website page.

Campaign Phases

Segment your campaign into different phases to enable you to plan how to drive momentum and maximise interest in your campaign. Think about how your messages will adapt over the different phases of your campaign. Think about what you want to say and when you want to say it.



Developing a Creative Approach

Your messaging and creative should work seamlessly together to engage your audience and communicate an impactful message. All elements, including colour and font, together with other design elements will affect people's perception of your campaign.

Creative Look and Feel

Consider starting the creative process by developing a campaign 'Look and Feel' which can then be applied over a number of different campaign communication elements.

Think about your **target audience**. Remember who it is that you are talking to. Put yourself in their shoes and consider the creative from their point of view – what will appeal to them? As with your messaging, consider what you want your audience to **Think, Feel & Do** as a result of seeing your communication material.

Imagery can help bring your creative to life and tell your campaign story. Use design elements that look professional as these will help tell your story.

The following two sites provide imagery.



[Pixabay](#) is a community of creatives sharing copyright free images and videos.

[Unsplash](#) is a huge collection of images powered by a community that has gifted their own photos available to use for free.



Less is More

Keep it simple. Don't overload your creative and ensure that every element plays a role so the end result is easy on the eye.

Branding

Stay true to your giving scheme brand look - include your branding so your audience identify it as yours.

Flow of information

Consider how the information in your creative flows. As the eye reads from left to right it's useful to position your information in that way. Don't let the different elements fight for attention by arranging them so that your eye naturally reads through the message.

Colour

The use of colour can influence how your audience feels about your creative. It can help to make it recognisable and ownable by your giving scheme helping your audience to recognise you instantly building familiarity.

Colour can help communicate aspects of messaging for example red and yellow can be used to achieve a sense of urgency.

Font

A carefully chosen **Font** can achieve impact and help bring your creative to life. Use it to draw attention to different sections of messaging. Aid familiarity with your giving scheme by integrating existing brand fonts. Communicating detail? Then ensure that the font used is clear and easy to read.

Typography

Typography can be used in a powerful way to help convey and add impact to a message. A campaign for Alzheimers awareness featured a fading headline – a clever technique to underline symptoms of a sufferer.



Consistency is easier to control if you supply a simple **took-kit** of campaign assets for your supporters and participants to use. Keep it simple and don't overwhelm them with material. Include look and feel and key messaging for each part of your campaign.

Useful Creative Tools

There are a number of tools to help you create your own creative.



A free online graphic-design resource, [Canva](#) allows you to create designs for web and print media. An array of templates are available for you to use via a simple drag and drop format including posters and leaflets as well as social media posts.



[Colorzilla](#) is a tool to enable you to get a hex web colour code from a colour reading on your screen.



[Piktochart](#) is a template led design tool allowing users to easily create infographic, leaflets, posters and presentations.



[Infogram](#) helps to create infographics.



[PicMonkey](#) is an online photo editing and design service which can be accessed via web browser or its app.

Examples for inspiration

Take inspiration from communication material developed by some established campaigns, for example;

[Sports Relief Style Guide including communication material examples](#)

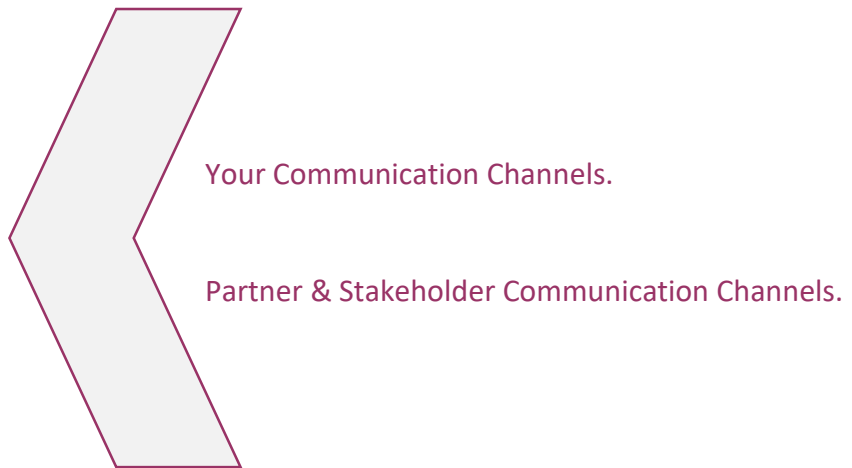
[Red Nose Day Fundraising Resources](#)

Communication Plan

Communication Channel and Audience Touch Points

Look at the different communication channels and touch points available to reach and engage your audiences. Consider those communication channels belonging to any partners and key stakeholder that could be open to you as well as your own. Examples include;

- Press Release.
- Email signature.
- Website.
- Blog posts.
- Emails and newsletters.
- Posters.
- Leaflets.
- Social Media.
- Online fundraising pages.
- Digital Ads.



Plan your messaging

Use your messaging, touch points alongside your pre and post phasing to plan your messaging to ensure your communicate clearly and consistently.

CAMPAIGN MESSAGING	MESSAGE			
	Pre	Launch	During	Post
TOUCH POINT				
Press Release				
Email signature				
Website				
Blog Posts				
Emails				
Posters				
Leaflets				

Consider the content for each touch point and ensure that your message has clarity and consistency throughout - from press releases to interactive comments that you make on social media.

Remember the dwell time your audience has for each and adapt the message appropriately.

Expanding Core Messaging

Once your core messaging is developed and you have identified your communication touch points, look at expanding your messaging across these. Include more detailed messages in the communication touch points where your audience has a longer dwell time and stick to core messaging where they have short dwell times.

Story tell – use emotion to develop a deeper connection with your audience by telling positive impact stories that your giving scheme has contributed to. Demonstrating the value that their support can bring using real life stories will compel audiences to support your campaign.

Share updates of **participation** and real-time success of your campaign. Encourage a domino effect by showcasing the involvement and support of others to generate even more support. Use images to bring your stories to life. If applicable, use different segments of your audience to demonstrate the different ways to support e.g. businesses, individuals and groups.

Demonstrate the **different ways** people are supporting you e.g. Volunteering Time and Skills as well as Fundraising.

Share success updates - people enjoy the feel-good factor of giving, so capitalise on this by sharing updates of success.

Suggested Content Areas

Press Release

Issue a Press Release to generate excitement about your campaign – outline your goals, your campaign detail and call to action.

Email signature

Create a bespoke email signature for the campaign with core campaign message, call to action and key detail e.g. dates.

Adapt a version for key stakeholders e.g. 'I'm Supporting xxxxx' style message.

Website

Campaign content with full detail of the activity and how to get involved. Integrate into different areas of your website including home page and dedicated campaign pages.

Blog posts

Write blog posts to feature on your own and key stakeholder websites.

Include stories of those involved in your campaign including behind the scenes features to those showcasing participants and end beneficiaries.

Emails and newsletters

Promote to your network by featuring news about your campaign from pre-launch through to post campaign. Consider all of your different audiences, including internal audience such as staff and key partners, through to stake holders, ambassadors and donors. Where available, use your stakeholder's email messages and newsletters to help extend your reach. Ask them to share your message to widen your reach.

Posters

Use posters to communicate your campaign. For participants, consider developing 'empty belly posters' which include an area to personalise how they are supporting your campaign. If your budget is limited, host these on your website as downloadable files for supporters to print.



Leaflets

Use leaflets to communicate the core messaging and additional detail about your campaign. Again, if budget is limited then host these on your website and attach to social media posts.

Social Media

Use your social media channels to take your audience on your campaign journey from pre-launch through to celebrating its successes.



Use all social media channels you have access to and consider setting up other social media channels that you don't currently use. In considering which social media platforms to use, think about your target audience. If you are targeting businesses for example then LinkedIn should be considered.



Use a tiered approach combining scheduled posts with real-time posts to ensure on-going messaging complemented reactive posts to engage and actively create and participate in conversations.

Update your social media headers and profile images with your campaign creative to support your campaign.

Consider paying to promote key social media posts and extend your reach.

Retweet/repost/share posts and engage with people participating in your activity to keep your campaign conversation going. Post updates on participation by giving shout outs and thanks to supporters and share your achievements.

Remember to be consistent with your use of messaging and develop and use any ownable campaign **#hashtags** which will help link all of your communication elements together. Keep it simple so it's memorable and easy for supporters to use. Consider using your campaign name, campaign goal or an abbreviation of them.

Use London Funder's #LondonsGiving to gain a bigger feel and extend your reach.

Online fundraising pages

Update presence on online fundraising pages with campaign details.

Useful Resources



[Bitly](#) is a URL shortening service and a link management platform which allows you to share and track links on social media



[Hootsuite](#) is a social media management tool allowing users to schedule and post updates to different networks in one place.



[Hootlet](#) is part of Hootsuite and allows users to schedule posts directly from the content you want to share and includes an autoschedule function.



[Ow.ly](#) shortens links, measures traffic and is part of Hootsuite dashboard.



[Buffer](#) is a social media management tool allowing users to schedule social media posts from different networks in one place.

Campaign Resources

Provide a simple tool kit of campaign resources for your supporters and stakeholders to make it easy for them to share your messages and ensure your campaign message is consistent.

Supply pre-written messages for inclusion in websites or emails and key creative for social media and their email signatures.

Content Format

Use different formats including **Imagery, Videos & film** to enhance your messages, inspire your audience and increase engagement. Video and film can be produced using free, easily available apps.

Useful Tools



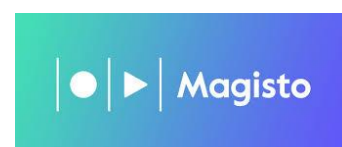
[Pixabay](#) is a community of creatives sharing copyright free images and videos

[Unsplash](#) a huge collection of images powered by a community that has gifted their own photos available to use for free



[PowToon](#) allows you to make videos in minutes.

[Magisto](#) is an online video editor also available as an app enabling users to make video stories from photos and video clips.



Ambassadors

Consider recruiting ambassadors to support and influence your campaign. Capitalise on who you already know, alongside identifying people with an affinity to supporting the local community, to back your campaign.

Research potential ambassadors by searching relevant hashtags relating to your cause or local geographical local including for example your #boroughname #wards and #areaswithinwards. Look at social media chatter and follow relevant people.

In the lead up to a campaign, identify and connect/follow on social media. Ask your stakeholders including boards/committees/current supporters to help you in this task and to identify key ambassadors that could help positively influence your campaign.

Letter of Intent

If local businesses participate, have a contract or letter of intent in place. Include:

- A reminder of your campaign – what you're doing and why
- How the business is supporting your campaign – what activity have they committed to
- Payment and timing of how to pay any fundraising
- Campaign assets which they can use
- Thank them for their support

In Summary

- Set clear goals
- Be clear on who you're talking to
- Choose the right moment
- Keep it simple
- Use Your networks
- Engage upfront and get people involved
- Own your activity – put your stamp on it
- Have a clear story
- Select the right message for the right moment
- Be consistent in your messaging and your creative
- Plan your communications in advance
- Consider the effort versus the impact
- Make the most of tools available to you

Post Campaign - The Way Forward

Post campaign, take time to evaluate your campaign by determining what has worked, what hasn't and use the learnings to help shape future strategy by refining, improving and building on your campaign.

Useful Links

[Giving Tuesday 6 Week communication timeline](#)

[Giving Tuesday Social Media Toolkit](#)

[Children In Need Fundraising Resources](#)

[Save the Children's guide to setting up an online giving page](#)

[Sports Relief Style Guide including communication material examples](#)

[LikeCharity.com's top 5 tips for creating a great fundraising poster](#)

[Giving Tuesday Marketing Took Kit](#)

[Giving Tuesday Complete Tool Kit \(US version\)](#)

[Girl Guides Fundraising Resources](#)

[Red Nose Day Fundraising Resources](#)

<https://www.eventbrite.co.uk/>

[Eventbrite Fundraising Activity Ideas](#)

[London Funders blog about match funding](#)

[NCVO Developing a communications strategy](#)

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