



# How to reach more supporters online

Please wait, the webinar will be starting shortly

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# How to reach more supporters online

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# About me

- Chris Hall, Head of Marketing @ Charity Digital
  - 4 years in the Charity sector, 7 in tech
  - Proud Geordie
- Random facts
  - Love penguins
  - I've been to Antarctica
- Current state
  - Dad to a 6 month old!





PIR.org is the non-profit organisation that powers the .ORG domain name, with more than 10.5 million names registered worldwide.

PIR supports and educates all non-profits and charities about their online presence covering various aspects such as data, digital fundraising and marketing, and cyber security.

[Check out the "how to create your own website" video here.](#)

# Why expanding reach is more important than ever



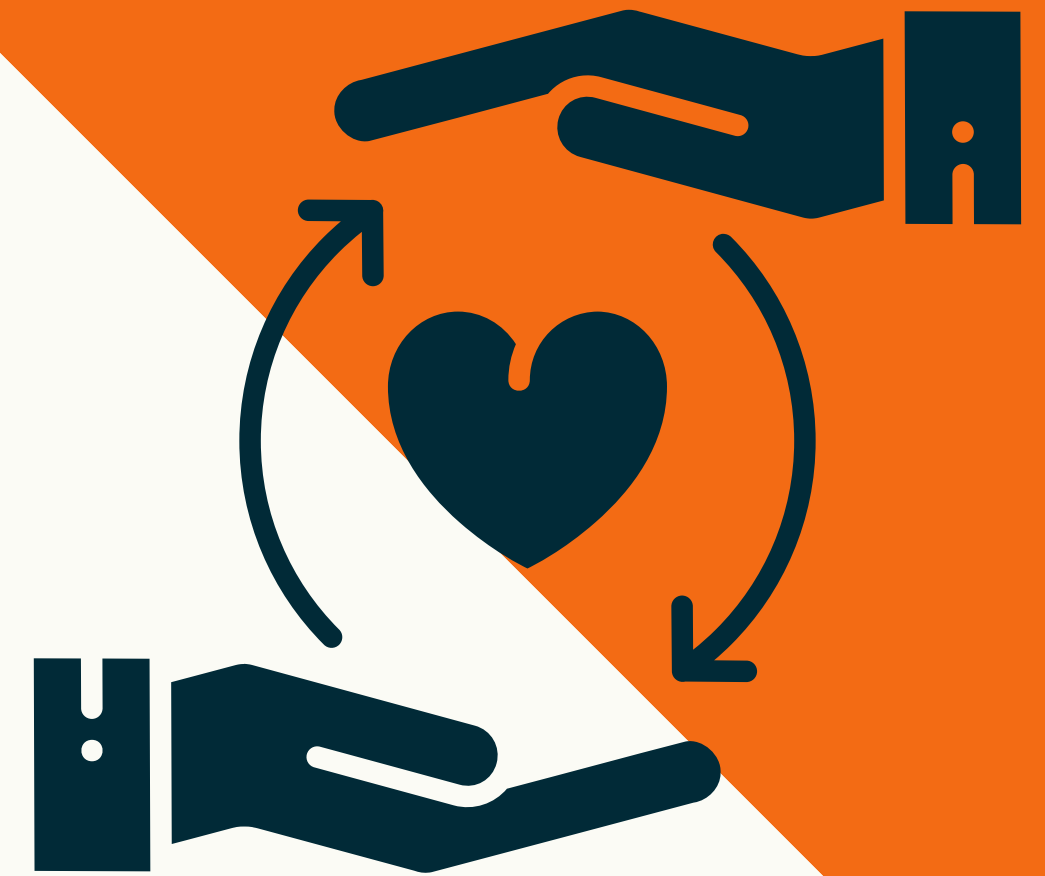
- One in seven donors said they were planning to cut back on donations to manage their bills
  - (CAF, 2021 Giving Report)
- Three in five donors are finding it hard to donate because of their current financial situation
  - (Enthuse, Winter Donor Pulse Report, 2022)





## Generosity remains

- Two in five people see giving to charity as their moral duty
- The number of people donating remained broadly the same between Summer and Autumn, despite the cost-of-living becoming the primary concern for donors
  - (Enthuse, Autumn Pulse report 2022)

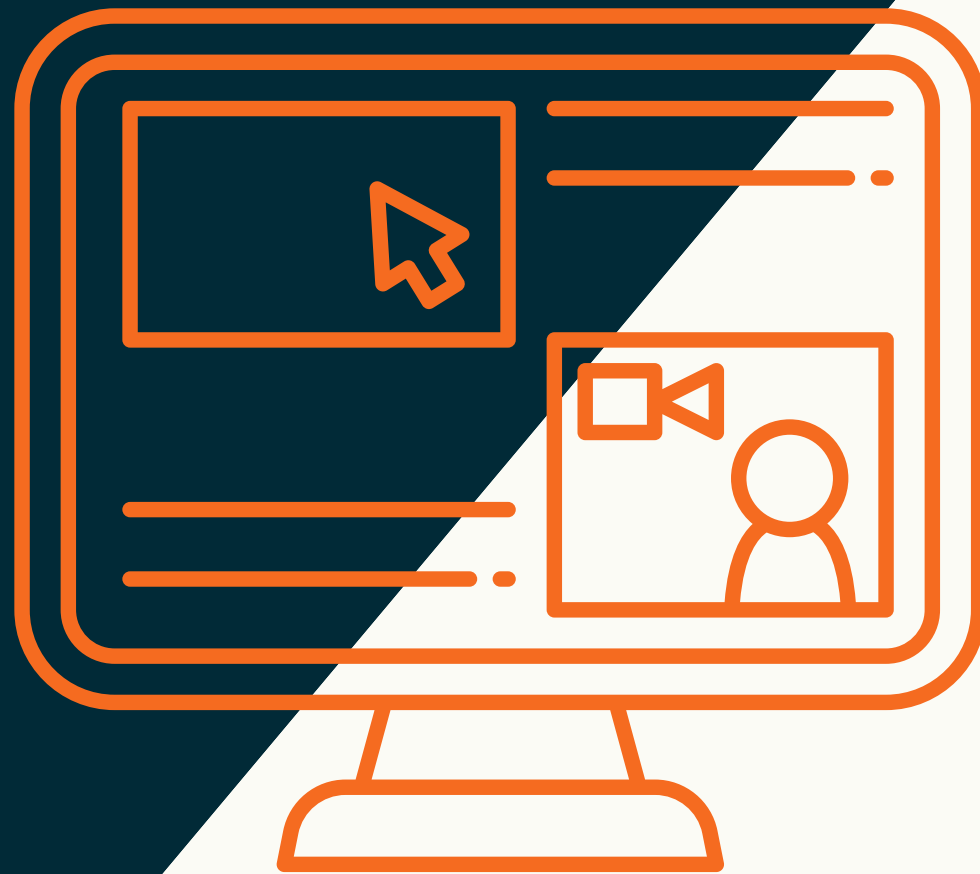


# Building a strong online presence



With regular donations at risk, reaching more people is vital to keep funds coming in at a time of financial uncertainty

- Use your website
- Curate content
- Find the right channels
- Let it SEO



# A charity's website is its first impression to the world

- Easy to navigate
- Accessible
- Showcase the work of your charity





# User experience



- Prioritise your users - how do they currently interact with your site?
- Resources like HotJar, Google Analytics, and user research can provide helpful insight onto how people behave online - don't be afraid to test it all out
- Don't forget about accessibility - it's a legal and ethical requirement!
- You can find lots of resources around web accessibility online, including from W3C's official guidelines and disability charity Scope



# 'Give and Forget'

- Donors are more likely to remember your charity if donating directly through your site
- Nearly half (48%) said unclear branding was the reason they couldn't recall the last charity they donated to
- Donations made directly through a charity's website are 34% higher than those made through a consumer giving platform

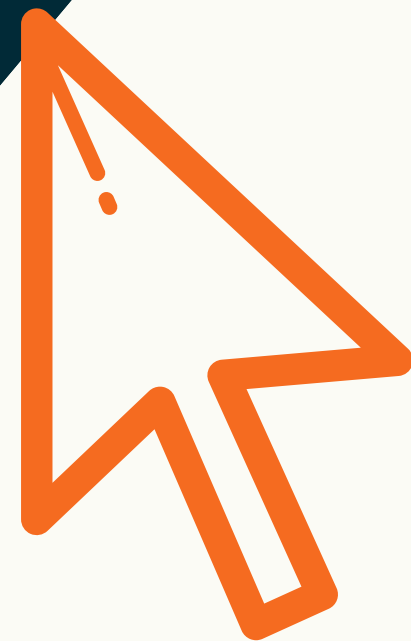
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# Domain names matter!



<http://>



- Trust: Domains are part of online branding - your visitors trust your domain name when they see it
- Charity Digital members can purchase the .charity domain name for FREE for the first year, thanks to PIR and porkbun.com



# Building your own website

The screenshot shows a web browser window with the URL <https://orglearningcenter.org/building-your-own-website/>. The page features a blue header with the .org Learning Center logo and navigation links: Home, About, Resources, Cybersecurity Toolkit, Bootcamp Article Series, Lessons from Leaders, and Contact. Below the header is a large video player with the title "BUILDING YOUR OWN WEBSITE" and the subtitle "Featured, Video". The video player shows a play button over a thumbnail image of a laptop displaying a search bar with "amazonmainname.org". The video progress bar indicates 0:17 / 1:54. Below the video player, there is a short paragraph of text and a link to a resource.

**BUILDING YOUR OWN WEBSITE**  
Featured, Video

This video explores simple and effective ways you can build an engaging website and grow your online presence.

To learn more about growing your online presence, check out [How to Market Your New .ORG Website](#), [Your Online Presence: Weighing Your Options](#), and [Debunking Domain Industry Myths: You Need to be a Developer to Develop a Website](#).


# Choosing the right content

- Blogs, articles, videos (long or shortform), podcasts
- Tailor your content to different demographics
- Choose multiple formats but keep your message consistent

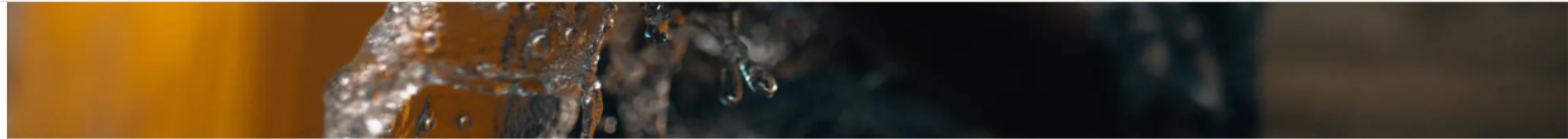


# Situation. Task. Action. Result



 charity: water

DONATE



## Together, we can end the water crisis

Since charity: water was founded in 2006, we've been chasing one ambitious goal: ending the global water crisis. And while the water crisis is huge, we're optimistic. We know how to solve the problem, and we make progress every day thanks to the help of local partners and generous supporters. If we work together, we believe everyone will have access to life's most basic need within our lifetime.

111,796

Water projects funded 📌

15,503,622

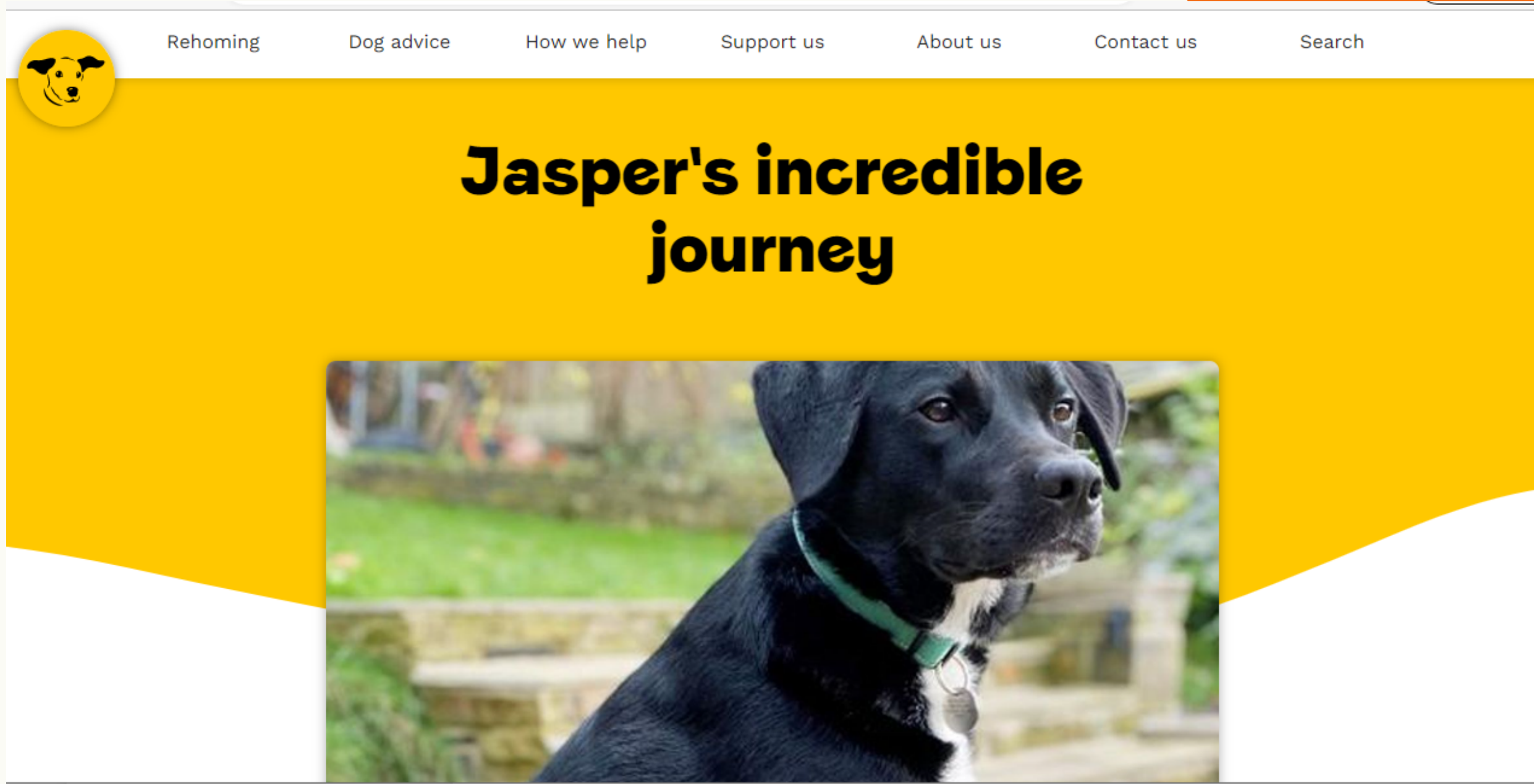
People will be served 📌

29

Countries 📌



Establishing an  
emotional  
connection



# Choosing the right channels



- Repurpose content in multiple formats to reach more audiences
- Keep your message consistent but adapt the tone for different platforms - what works on TikTok may not work on LinkedIn
- Always make sure the information you're sharing is valuable - all content should have a purpose
- Don't spread yourself too thin
- Don't pay too much attention to trends - keep your voice authentic and relevant.  
**CONSISTENCY IS KEY!**





# Google Ad Grants

- Up to £90,000 of free Google advertising available to eligible charities each year
- Helps charities to be visible at the precise time that someone is searching something relevant to your cause





# Search Engine Optimisation 101

Being visible at the exact time someone is researching something relevant to your cause

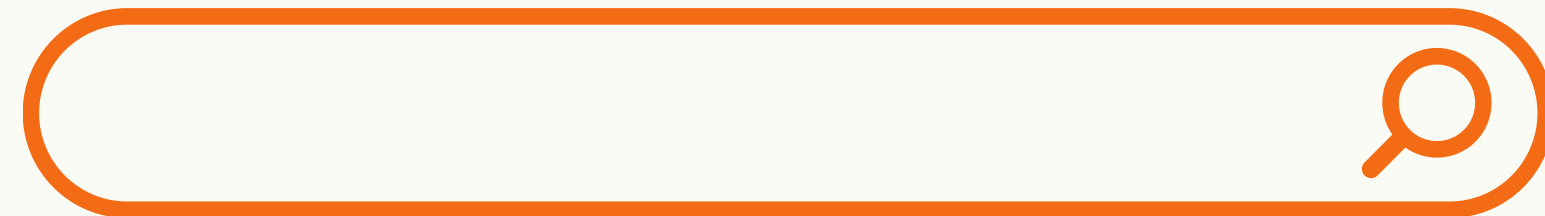
- Find the right keywords - use tools like AnswerThePublic or Google Trends to help
- Ensure links to other sites are reputable - BBC News rather than Fake24601.domain
- Add alt text to images and keep images in JPG format
- Make content shareable for backlinks - the more people share your content, the more search engines think it is reputable



# More top SEO tips



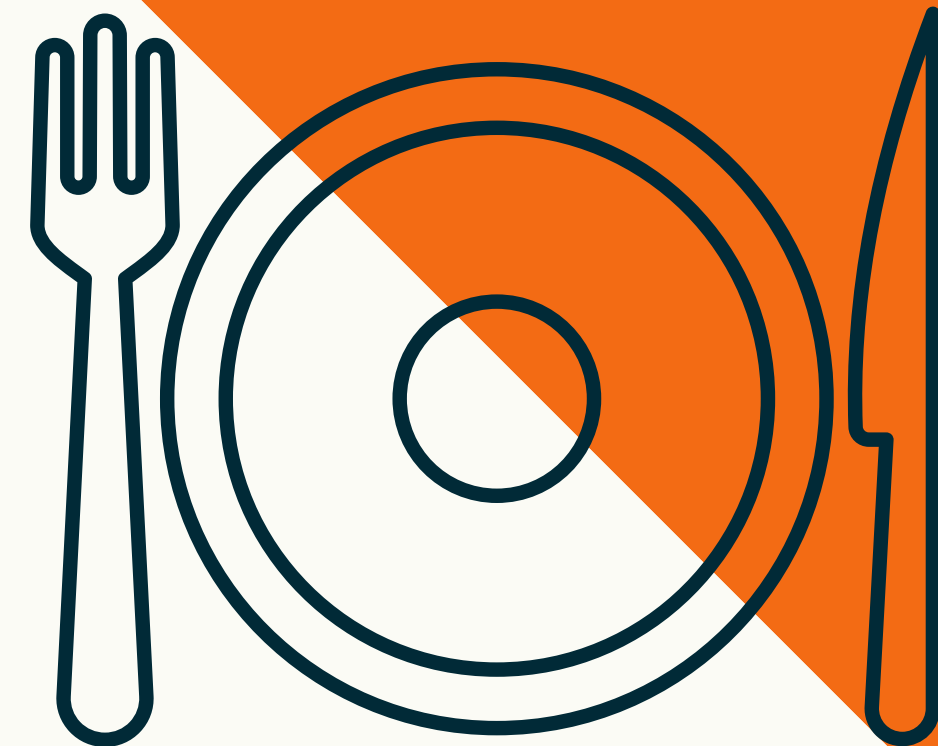
- Stay human
- Extremely short content does not rank highly
- Avoid duplicated content
- Fix broken links





# Search Engine Optimisation 101

- **Expertise:** demonstrating a high level of knowledge and skill in a particular field. It's evaluated primarily at the content-level, not at the website or organizational level.
- **Authoritativeness:** reputation, particularly among other experts and people across your community.
- **Trustworthiness:** your website's legitimacy, transparency, and accuracy.



# Useful resources

- [An astonishingly simple guide to SEO](#)  
[- Charity Digital](#)
- [.ORG Learning Center](#)
- [What platform should your charity use to build your brand? - Video](#)





**Thank you!**  
Any questions?

## **LinkedIn**

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## **Host & Presenter: Charity Digital**

Elizabeth Carter, Email Marketing Manager

Chris Hall, Marketing Manager

[events@charitydigital.org.uk](mailto:events@charitydigital.org.uk)

## **What's coming up**

### **Five steps to improve charity security**

Webinar: 24th February

### **Digital Transformation Week**

Online, 14th - 18th March

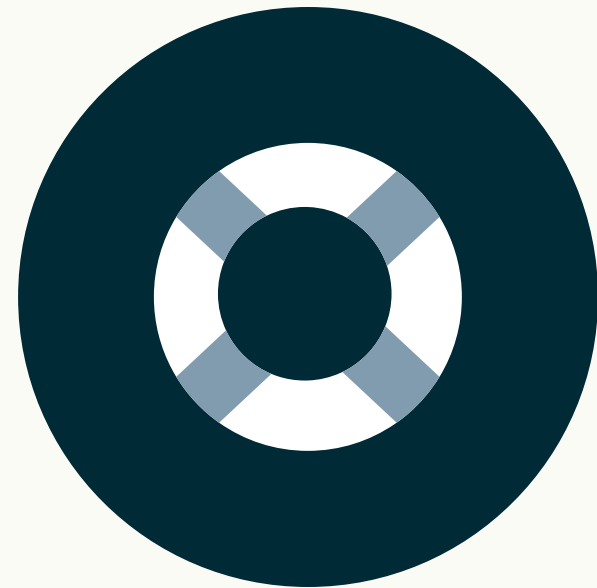
### **How to support flexible working during times of change**

Workshop: 22nd March

# Slide Bank



# What did we learn?



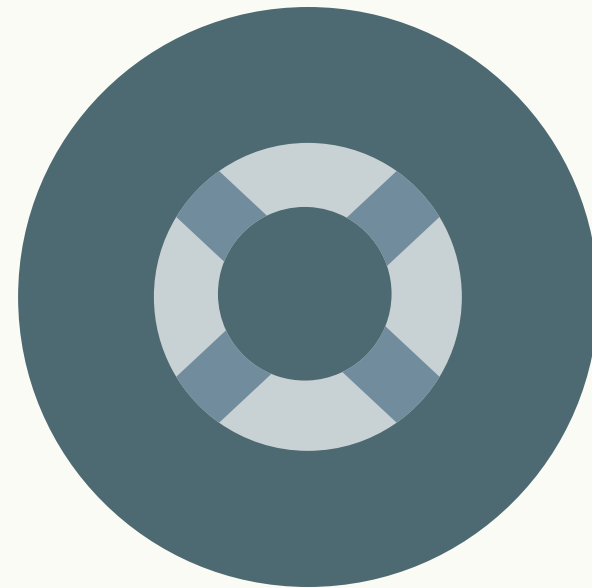
**We are survivors, thrivers and providers.**  
**70% of charities** were able to maintain or increase their fundraising revenue during lockdown. All while adapting to new working environments, supporting staff and delivering vital services to millions of users.

# What did we learn?



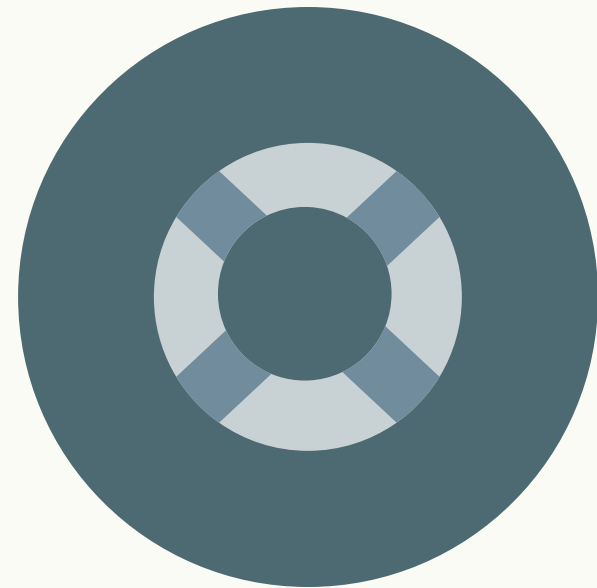
The sector is braver, bolder, and challenging the 'left behind' stamp. The most positive outcome of 2020 is that charities have been forced to change and adapt. A staggering **92% of charities** moved their services online, proving the sector is willing to adapt, test and learn no matter how difficult.

# What did we learn?



**Digital is a mindset driven by leaders.**  
30% of charities struggled during lockdown, but this wasn't due to size, as you'd expect. It was due to the mentality and culture of the organisation.

# What did we learn?



**We'll be better prepared.**  
We know what it means to  
be sustainable and will  
plan accordingly.

Questions?