Encourage a culture of online giving

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Category: Fundraising reports
Main theme: Theme 6 – People living with cancer
Subtopic: Innovative fundraising models
Title: Encourage a culture of online giving
Abstract text: **Amount raised:**450,000 AED (122,515.65 $)
Background and context: Friends of Cancer Patients (FOCP) a UAE-based civil society organisation with a vision to see a world where cancer no longer has power over our lives. FOCP inspires hope in the lives of Patients, Families, Donors & Community. Since its inception in 1999, FOCP's long-lasting and far-reaching impact on society has significantly transformed lives and provided support that people can rely on.
Fundraising is essential for the survival and success of non-profit organizations. In fact, online fundraising campaigns are **one of the primary focus** of the organization to fulfill the fundraising targets. Before the advent of **online fundraising**, fundraising was primarily focused on obtaining as many donations as possible, but outreach efforts in**today's competitive environment** must now focus on other equally important objectives.

Aim: Online fundraising campaigns capitalizing entirely on the digital media. **Crowdfunding** is one of the **innovative method** used to increase awareness and generate funding in a nonprofit organization via online. Also has become an **effective way for organizations, schools & Individuals** to raise funds for the charity.
Online Fundraising campaigns also focus on:

- **Raise Brand Awareness**
- **Acquire New Recurring Donors**
- **Welcoming Corporates & Individual donors**

Strategy / Tactics: More than**75% of donors prefer to give online**. We have implemented 3 strategic pillars to increase online engagement with our donors to **encourage a culture of online giving**.
1.Attract: Fundraising strategy will help to**define the theme** of crowd funding campaign pages and attract the donors.
2.Engage: Build **creative campaigns** that resonates with our community, and **motivate and encourage** our audience to give and participate in the campaigns.
3.Educate: Need to outline **social cause**and the charitable role of FOCP in providing access to treatment by helping cancer patients.

Programme process:
The process is simple.
1. To crowdfund, an organization, school or individual simply **sets up a campaign page**in the approved crowd fundraising platform - www.yallagive.com
2. Start the campaign with the**target amount.**
3. Then, the crowd funder**invite and share the page** with their larger **network of contacts on social media** to help raise the targeted fund.

Costs and returns:
Costs:Zero costs, because the **campaign is drive by the fundraiser** in their network contacts
Returns: 450,000 AED (122,515.65 $)

What was learnt: (if relevant, please also detail here the potential of replicability)
Use**fundraising tools**to compile reports that include data like how users engaged in the crowd funding campaign and their giving method and amount. This way, we can note which campaign were most successful and educate the fundraiser to create campaign accordingly in the future! You may also be able to identify areas for improvement. We learned from past campaigns to tweak and develop our crowd funding strategies.
Have you got a Conflict of Interest?: No
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