Introduction to Digital Fundraising

O'Kennedy Consulting
Supporting Philanthropic Impact

the arts council chomhairle ealaíon

An Invitation to
RAISE
your fundraising game

Contents

What is Digital Fundraising?

Digital fundraising is any fundraising activity where your organisation, or people on your organisation's behalf, are collecting money digitally.

On a computer, laptop, tablet, mobile phone or maybe even a smartwatch or smart TV - these are all ways that people can give digitally.

Funds are essentially generated in three ways:

1. Ongoing online donations: The donations that come through your website or online fundraising page throughout the year

2. Digital fundraising campaigns: Income from specific digital fundraising campaigns, which are usually planned and time limited.

3. Digital fundraising by sponsorship: Money raised digitally through supporter sponsorship and paid to you from your fundraisers (e.g. through their JustGiving page).

Digital fundraising doesn't generally encompass corporate, major donor or legacy fundraising. However, that doesn't mean your digital presence doesn't have an impact on these activities.

Many of the same principles that you can use to make your digital fundraising successful also applies to your corporate and major donations, and to legacy fundraising. However, rather than collecting money online, you may be collecting expressions of interest, or requests to call somebody back, or just developing relationships instead.

Often the first thing a prospective corporate / major donor will do is Google you, so your web presence is extremely important in creating the right impression and giving them the information that they need.

Why do we need Digital Fundraising?

The internet revolution has connected us all in unimaginable ways. With audiences constantly engaged on social media, text, email, and more – we're developing deep relationships through the internet, instead of through one-way communication. With ever increasing connectivity, particularly in a post-Covid world, there's an audience of eager viewers out there who want and expect to hear from the organisations they're engaged with – including the arts.

This desire for connection is why digital fundraising matters. The method, when used with each touchpoint and incorporated into regular fundraising activities throughout the year, builds on your supporter's relationship with you and then converts it into natural word-of-mouth marketing.

With digital fundraising, your donor's value isn't tied to a donation amount— it's the passion they convey to others that determines their worth.

The main methods of Digital Fundraising

Crowdfunding is a way of raising funds by asking a large number of people each for a small amount of money. People donate simply because they believe in the cause. Crowdfunding, a method of peer-to-peer fundraising, uses the internet to talk to thousands of potential funders. Typically, those seeking funds will set up a profile of their project on a website and then then use social media, alongside traditional networks of friends, family and work acquaintances, to raise money.

Online Charity Auctions can be a fun way to raise money while raising the profile of your organisation, especially if you can get your hands on valuable prizes/items. Plus, one *huge* benefit for an online auction is that bidders can bid from anywhere in the world, increasing your audience, substantially.

Auctions, both live and silent, have always been high-impact events for not-for-profits. Though they typically require a heavier investment of time and resources than other events, they can reliably deliver a significant ROI for your organization when planned and executed well.

Over the past several years, the auction space has already become increasingly digital just like other types of fundraising. Auction software designed to handle event management, item catalogue creation, mobile bidding, and payment processing has already become the new norm for most organisations that regularly host these events. See here for a list of these auction software/websites.

The exact process you'll need to follow will be fairly similar to planning a classic in-person silent auction, but with a handful of key changes and necessities.

These include:

- Using auction software that specifically supports mobile bidding and auction website creation.
- Creating an online item catalogue with your auction items, photos, descriptions and starting bids.

- Heavily promoting online pre-registration for your auction, including pre-registering payment methods.
- Setting a timeframe for the online auction spanning several days (rather than a single one-time event).
- Shipping items to their winning bidders in a timely manner.

In some ways, virtual not-for-profit auctions are even easier to plan and host than traditional in-person events. Removing the logistics of venues, catering, and entertainment frees up a lot of time for your team to focus on other tasks that will more directly determine the event's ROI, like item procurement and digital marketing.

[Here is a list of websites for your online auction](#)

Remember that you still need invest in digital marketing to drive people to your auction page. If you have something unusual to sell, or if you have a celebrity item, think about how you could get press coverage by telling the item's story!

Online Fundraising Websites

If you've ever given a donation (not directly through the charity's website) or raised funds online, you've probably used sites like:

- [iDonate](#)
- [iFundraise](#)
- [GoFundMe](#)
- [JustGiving](#)
- [Everyday Hero](#)
- [Facebook Fundraising Pages](#)

These sites make it easy for the fundraiser or organisation to set up a fundraising page, share their message and collect donations. They can also help to collect donors' details for future contact.

However, apart from Givey, most of these sites charge a fee. Do your research and make sure you know how much you'll be paying before you start.

It might be worth paying more to get the functionality that you need, or you may just be looking for the cheapest option.

These sites can be very useful for fundraising events, or to allow individual supporters or volunteers to fundraise on your behalf.

And just a note on **Facebook Fundraising Pages** in particular:

- Organisations that are registered charities can sign up for Facebook's fundraising tools, allows donation buttons on posts and creation of Fundraising pages, 0% fees.

- Organisations that are not registered charities can still use the fundraising pages – they can get supporters / trustees / staff to set up 'personal fundraising pages'. The fees on these are 1.54% + €0.31 on each transaction, which is a lot less than some other fundraising platforms.

The advantage of using Facebook is that you can tap into an existing audience and use their ads to promote the fundraiser. People being able to donate within Facebook and not having to go to another platform is **really effective**, and Facebook's fundraising tools have already raised over $2 billion for not-for-profits.

Donation Buttons and Forms on your website enable your organisation to accept donations directly, which if structured well and placed correctly, can significantly enhance the donor experience and therefore build stronger personalised relationships

Having a 'donate now' button on your website doesn't mean your organisation will automatically receive donations – you need to drive the right people to your website, with the right message, in order to encourage them to donate.
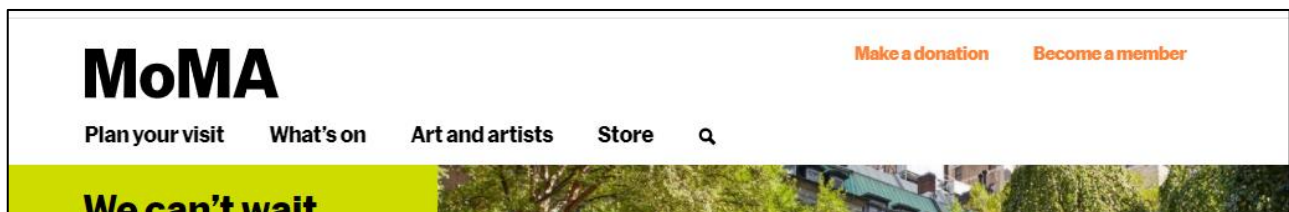
When planning to add a donation button, you need to take into consideration the following:

- Who uses your website? Your service users? Your target donors?
- If not donors, how could you drive your target donors to your site?

- Is the donate button easy to find?
- Is the button accompanied by a clear appeal to the donor?

And during the design process, think about the following design rules:

- Keep it simple. Less is more in design. Use familiar language to avoid confusion.
- Keep it consistent. Make the style and location standard so your supporters can find it easily. Don't make users search for the donate button. The **top right corner of each page** is a useful location for the donate button; and make sure it's built into your website template so it appears on all pages, in the same place.
- Make it visible. Consider contrast with the background when choosing a colour. And check all pages to see if the button works with the colour. (More often than not I see buttons that look amazing on the home page, then click through to another page and you can't see the button because it's camouflaged against a different background)

Make sure that clicking the button leads to a simple process for donating. It's not just the button that's important, but the donation checkout experience also needs to be user friendly and optimised. Your users/donors are more likely to follow through with a donation if the journey is simple and they trust the process by you keeping the donor's transaction on your website (rather than moving you to a separate donation website).

Important - Ensure that your website has a security certificate: this is crucial for trust and security for potential donors, and Google now disfavour sites that are not secure. They won't perform as well in search engines, and Google will send warning messages when people try to donate. A security cert needs to be bought from your web hosts, they cost around €30 a year.

Online payment provider options

A few of the more popular and user-friendly donation providers:

- Paypal - https://www.paypal.com/donate/buttons
- Stripe - https://stripe.com/partners/donorbox
- Global Payments - https://www.globalpaymentsinc.com/en-us/industries/nonprofit

Viral campaigns can reach millions of engaged individuals and inspire them to take action. However having something go viral organically is difficult to force and even more difficult to predict! A lot of it depends on capturing the imagination of your supporters.

Viral campaigns have been incredibly successful in raising money for charity, for example the #nomakeupselfie for Cancer Research or the #icebucketchallenge for ALs. These campaigns use a range of online tools – particularly Twitter, Facebook, YouTube, Instagram and Snapchat – to quickly spread a message around the world. But again, we'd stress that this type of campaign is difficult to predict.

Most campaigns go viral unexpectedly: a celebrity retweets the message, or a video that wasn't intended to be funny suddenly becomes so. However, most campaigns are well planned; you cannot just put it online and expect it to go viral.

What you'll need to do if you go viral:

- Define a single call to action that you want people who engage with the viral content to do – if you offer too many options, it gets confusing. This could be making a donation or signing up to your mailing list.
- Make sure multiple staff are trained on using social media, so you can get all hands on deck to respond to questions and opportunities
- Develop a short 'messaging' document, so everyone knows what to say. This should include: the thanks that you post to supporters, answers to common queries, a special thank you that can be customised for celebrities who share, how to respond to complaints / negativity.
- Ensure you write a press release and send it to both traditional and online media: media love viral campaigns.
- Develop a post-viral campaign plan – how will you keep the people who engaged with this on board? Email journeys are a great way to do this; you can also use Facebook & Instagram ads to retarget everyone who engaged with a piece of viral content.
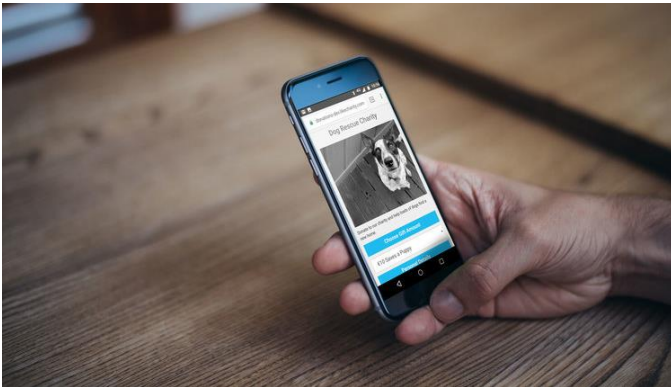
The *Prospect Cottage Campaign* is an example of arts fundraising campaigns that went viral. You can see the project in more detail in the **Case Studies** section of this handbook.

Text-To-Give

Text-to-Give is using texting to donate to a not-for-profit organisation. It allows donors to give anytime, anywhere in only a few seconds. Supporters will text your organisation's keyword and donation amount to your phone number, which is assigned by your provider. You can designate these donations to go toward your annual fund or to a specific campaign.

Often, you may hear Text-to-Give referred to by a number of names, such as:

- Text Giving
- Mobile Giving
- Text-to-Donate

 A popular Text-to-Give platform used by many Irish charities and individuals fundraising for a particular cause (e.g. Irish Cancer Society, Majella O'Donnell's head shave live on the Late Late Show, Breast Cancer Awareness' #nomakeupselfie campaign) is LIKECHARITY

In 2010, one of the first publicised Text-to-Give campaigns was The Red Cross's relief efforts after Haiti's devastating earthquake. For months, "Text HAITI to 90999" flashed across Americans' TVs, phones, and computer screens. Ultimately, it raised $487.6 million, paving the way for mobile giving.

Click To Give using sites such as Everyclick or GoRaise let you raise funds for your charity as you search the web or buy from participating retailers. You can also set up your own fundraising page and encourage your supporters to use the service in order to generate donations as they shop.

Please do note though, that the financial return on these types of platforms tends to be very small, so they're more of a 'nice to have' than a core fundraising activity.

Knowing your digital platform

Below is a snapshot of each of the main digital platforms as of August 2020.

The Digital Charity Lab has really simple 5 Minute Guides, which are intended to give you the basics on a particular digital platform or project. Information on each platform is constantly updated as digital and social media evolves. The 5 Minute Guides also include other platforms that we have not referenced in this handbook.

Facebook

Founded in 2004, Facebook is one of the biggest internet companies in the world with influence that goes beyond social media. Facebook is the most popular social network worldwide and the company also owns three other billion-user properties: mobile messaging apps *WhatsApp* and *Facebook Messenger*, as well as photo-sharing app *Instagram*

Research has found that 9.8 percent of global active Facebook users are women between the ages of 18 and 24 years, and male users between the ages of 25 and 34 years constitute the biggest demographic group.

The vast majority of Facebook users connect to the social network via mobile devices. There are approximately 3 million Facebook users in Ireland; 25% of them are aged 25-34 years. Facebook has a high proportion of users who log in and interact every single day. (source: statista.com)

There are **5 main tools** that help your organisation to fundraise on Facebook. If you are a registered charity, you can apply to use Facebook's fundraising tools. These tools are hugely valuable. They allow the creation of crowdfunders, donation appeals and peer-to-peer fundraising, and no fees are charged. The approval process for this can take quite a while, so if you haven't started the process yet, make it a priority.

If you're not a registered charity, the donation tools will not be available to you; but you may be able to make use of 'personal' fundraising pages.

- Supporters can create **Fundraising pages** to raise money directly for you: this is the most valuable of Facebook's fundraising tools, as it allows your passionate supporters to tap into their personal networks to raise money for you.
- The **donate button** is a quick way for people to donate to your organisation without leaving Facebook. You'll be able to add the donate button to your page, posts and live video, making it easy for supporters to contribute with a few taps. Donors can now choose to give a one-time or monthly recurring gift.
- Whether your goal is to respond to a current event, raise money for a specific programme or generally support your cause, your supporters can donate to your **Page Fundraiser** directly on Facebook in a few simple clicks.
- The **fundraiser sticker** for Facebook Stories makes it possible for eligible not-for-profits and their supporters to fundraise through Facebook Stories (Instagram, owned by Facebook has a similar feature).
- More and more people are going Live on Facebook to share their experiences. You can add a **donate button to Live video** on Facebook. Give people an inside look into your organisation and share the impact you've made in real-time.

LinkedIn

LinkedIn is the social network focused around people's professional lives, and it has over 2 million users in Ireland (source: napoleoncat.com). Some useful ways that LinkedIn can support your fundraising activity:

- It can be useful in identifying and researching prospective corporate supporters; do take care though about making cold approaches, as relationships are the key thing in corporate partnerships. But LinkedIn can be useful for researching a company and the backgrounds of your contacts there.
- It's the best platform for thanking and highlighting corporate support – you can tag a business and the staff members involved in thank you posts

- If you have a professional group as one of your organisation's key audiences (such as: writers, publishers, curators), you can use LinkedIn to share useful professional resources, and build-up a niche community. This community can then be cultivated into active supporters of your organisation.

Instagram

Instagram is an immensely popular social platform; but it can be difficult to generate a real return from it.

Instagram has c. 2 million users in Ireland; nearly 60% of them are women. Instagram offer 'Stories' which get a large amount of engagement: users can post photos and videos to their Stories stream and the content is live for others to view for 24 hours before it disappears. You also have the option to save Stories as Highlights on your organisation's profile. In January 2019, the company reported that there were 500 million daily active Instagram Stories users.

The challenges with Instagram

- Instagram's analytics are extremely limited, so it's very difficult to accurately measure the return on investment that you're getting.
- It doesn't allow you to add links to posts: you're limited to one link in your profile bio. So make sure the link in your profile bio contains a useful call to action that gets people more engaged with your cause, that it's always up to date with the most relevant call to action, and that you reference it frequently.
- There is no traditional sharing mechanism (such as Twitter's 'retweet') on Instagram so it can be difficult to get the peer-to-peer sharing that helps to grow the reach of campaigns.

The advantages of Instagram

- Engagement there is higher than on other social channels, particularly engagement with brands.
- Instagram recently introduced a donation 'sticker' that functions in a similar way to Facebook's donation button: it allows your supporters to add a fundraising ask for your organisation to their posts. People who want to donate can do so without leaving the platform.

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- As with Facebook donations, however, simply slapping a sticker on a story won't make people donate: you need to build your audience's engagement and trust through strong storytelling before you ask.
- And more recently, Instagram has improved on this function with the introduction of the "Donate" button on Instagram profiles.
- More info on how to add the button to your organisation's profile is in the link below.

  [Click here for the Instagram Support page detailing how to add Stickers and Buttons](#)

  [Click here for a comprehensive Instagram Fundraising 'How To' Guide from Charity How To](#)

- As Instagram is owned by Facebook, you can connect your Instagram and Facebook profiles, post to both at the same time and run ad campaigns across both channels. The ads reporting tool will tell you which results came from which channel, and the cost per result on each.
- In recent times, Instagram has been effectively [used by activists as an information-sharing tool](#). For example, Instagram exploded with Black Lives Matter content during the recent campaign, and much of it was informational posts aimed at directing people towards useful actions that they could take to support the cause. Explore types of information you might be able to share through infographics, text graphics and illustrations.
- Instagram can also be great for asking for and curating user-generated content.

How to use Instagram effectively

- Ensure you have a measurable goal for the platform, and that you have a call to action for deeper engagement (such as signing up to a mailing list, or donating to a crowdfunder) that you are regularly sharing to your Instagram audience.
- Be disciplined about how much time you spend on Instagram: it's tempting to spend a lot of time there because it's an enjoyable platform but you should be measuring all your digital channels and prioritising the ones that are bringing in the best return.
- Use strong visuals: it's a visual platform. Always check all your posts on a mobile phone, and ensure that they look clean and not cluttered, and that text is legible.

- Put aside a budget for ads: you can run an ad campaign across Facebook and Instagram that will target people who have already engaged with your content, and ask them to sign up to your emails or make a small donation.

(Note: Instagram have recently been testing a new tool for personal fundraisers which will allow users to link directly to a fundraiser from their profile page. Keep an eye on tech news for when this will be officially rolled out)

Additional Info - Click here for a blogpost on Instagram SEO Optimisation

Twitter

Twitter is a free 'microblogging' platform that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources.

Twitter users follow other users. If you follow someone you can see their tweets in your twitter 'timeline'. You can choose to follow people and organisations with similar academic and personal interests to you.

You can create your own tweets or you can retweet information that has been tweeted by others. Retweeting means that information can be shared quickly and efficiently with a large number of people.

There are 320 million Twitter users worldwide (source: Zephoria). *Specific up to date stats on Irish Twitter users isn't available at this time.*

For arts organisations specifically, Twitter is:

- a wonderful way of promoting your campaigns and talking about your art form and projects
- unparalleled for reaching influential people – many journalists and commentators use Twitter as a primary news source, and some celebrities have an immense reach on Twitter
- using 'hashtags' allows you to join in, and sometimes start, national and international conversations
- it is really useful for keeping an eye on conversations about your brand, and the art forms you work in

The challenges with Twitter

It is extremely easy to make a gaffe or a misstep on Twitter, and have it blow up and become a PR headache. There is an unfortunately sizeable segment on Twitter that enjoys and encourages witch hunts.

As with all social media, there is a lot of noise and clutter and it can sometimes be difficult to get your message heard.

Twitter Conduct

Twitter has many unwritten codes of conduct. A few you should know:

- Don't tweet lots of random users asking them to follow you. It's fine to contact people or organisations you already have a relationship or connection with, but try to personalise the messages.
- Don't spam people by sending the exact same tweet to lots of users.
- Don't just tweet links to your press releases – Twitter is a platform for conversation. Interact with other users, ask them questions and reply to theirs.
- It's best to start slow with Twitter and find your feet.

Hashtags

Hashtag = a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic. Hashtags are extremely useful as they bring all tweets on a particular topic together.

- Check which ones are already in use for a topic.
- Make sure that they don't accidentally spell something unfortunate.
- Don't use lots of hashtags as it makes your tweets difficult to understand and look spammy. Try to stick to one or two.
- Remember that only letters and numbers can be used in hashtags – no punctuation, special characters or spaces.
- Be specific – vague hashtags such as #poverty will bring up too many unconnected tweets.

Mashable have a handy guide to hashtags.

YouTube

YouTube has more than 1 billion users and unlike a commercial on TV, not-for-profits can share their content on YouTube for free.

The advantages of YouTube

- Your Case for Support can be shared visually on YouTube, which is great for the arts sector! [40% of people respond better to visual information than plain text](#). If you have a story to tell, why not film someone telling it, instead of writing it down? Include imagery that showcases what your organisation does? Videos allow you to really bring your impact to life and share it with your community – for example, check out the Everyman's supporter engagement video on YouTube [here](#)
- Use YouTube is to increase awareness of both your art form and your organisation. It's a perfect way to reach existing and new audiences. Organisations post content to educate people about the issues they are addressing and the programs they execute. Take a look at [Children's Books Ireland's Share A Story Video](#) which has tips on how a family member could read to a grandchild/nephew/niece or other child they care about over a video call, whilst staying apart during the pandemic).
- You have lots of options to share a video on YouTube; from automatically posting it to any one of the popular social networking sites, to email, or even sending it directly to one of your YouTube friends. On top of that, you can embed your video content on a website or blog (and not just videos; playlists and channels as well).
- You can upload testimonials to share with your audience. Showing the good work and the member benefits of your organisation can be best done by letting your actual members speak for themselves.
- Upload presentations and images from your events for those unable to attend. Your organisation can keep not only your members, but also your staff up to date on any events or gatherings that they missed by filming the meetings then uploading the slides to YouTube.
- You can now add a donate button to videos aka YouTube Giving. There are various requirements your account has to meet. Also, this function isn't available in Ireland yet but check back here to keep updated on when it is available - https://support.google.com/youtube/answer/6319255

The disadvantages of using YouTube

- Everything is Public - YouTube is a public social media platform. This means people don't need to create an account to see any of your videos you publish on your channels. Also, anyone can post a video. This can cause copyright issues, and there could be issues with privacy invasion.
- There are many rules – like many other social media platform, YouTube has many rules which restrict what you can do within your channel. This can be through terms of optimisation, what things you can post on your channel and how your channel looks.
- Your account can be disabled without any reason - If you are in breach of the rules YouTube has, your account can be disabled. This can occur if:
  - The content you are publishing is in breach of the Terms of Service and Community Guidelines that you need to agree to create a YouTube Channel.
  - You continue to act in predatory behaviour towards other people. Examples of this behaviour are harassment, sexual comments, and spam.
  - Your videos are repeatedly reported for claims of copyright infringement.
  - Your account can be disabled when copying someone's video idea, or when making a video which doesn't comply with the terms and conditions. YouTube has the right to delete or disable your channel without any reason provided.
- Any advertiser can put an add on your video This means that even your competitors can run an add on or near your video, which can potentially damage your brand.

There are many more advantages and disadvantages of YouTube, but these are the ones we think you should know about. It depends on your norms and values which advantage or disadvantage weighs the most for you.

Your Website

Having a website is critical to your organisation's success. Not only is it where donors will go when they want to learn more information about your organisation, but it's also the place where your audiences and supporters should be motivated to contribute.
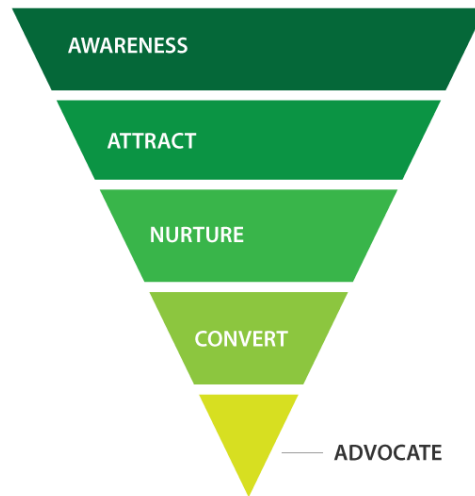
Optimize your website and donation form for mobile devices

Your website and your donation form should be mobile-friendly. This means that the site pages resize according to the device being used to allow for optimal viewing.

Our smartphones are becoming an increasingly popular way to connect, share, access information, and donate. We've come to expect optimised pages when donating.

For a deep dive into the ins and outs of your organisations website and its functionality in terms of fundraising, please see the *Reviewing Your Website Guide.*

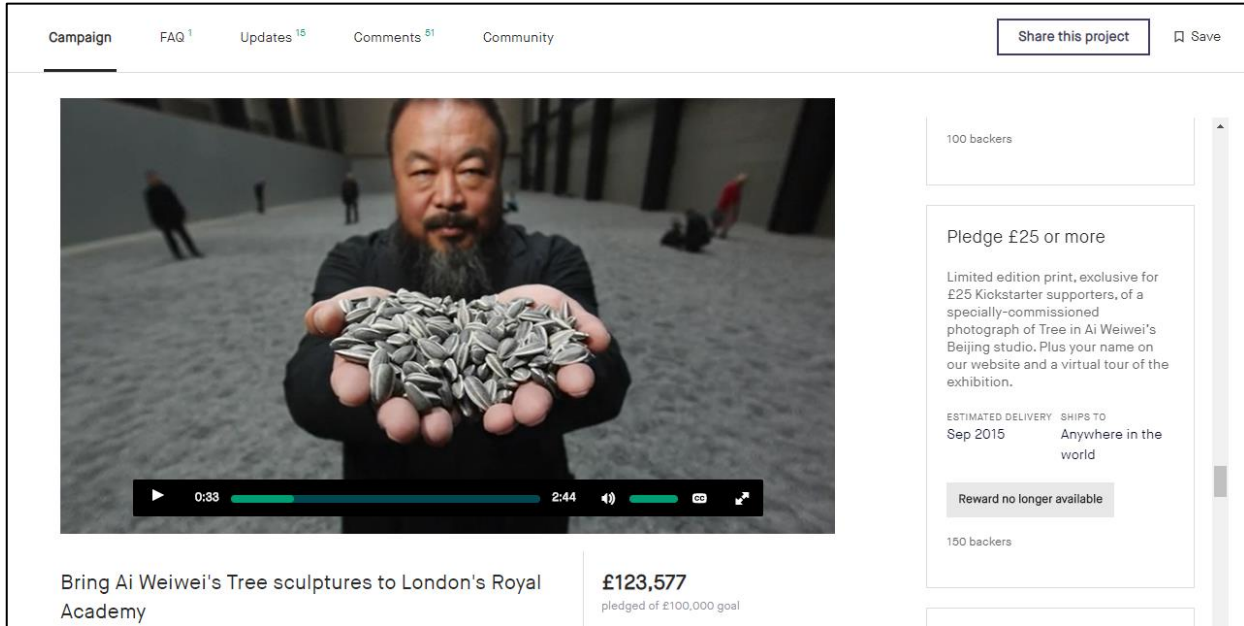# Digital Fundraising Planning

Level	Potential activities	What to measure
Awareness – people are aware of your brand and offerings	Short, shareable content for social media Articles / features in online media	Reach, engagements, shares, clicks. % that progress to next level
Attract – they show interest in your offerings	Provide longer / richer content for them to consume & share, encourage visits to website	Engagements, shares, clicks. % that progress to next level
Nurture – you build an ongoing relationship where you can regularly communicate with them	Invite them to sign up to email, join online communities - send regular communications that deepen the relationship	Engagement with ongoing communications, conversion rate to next level
Convert – they support you in a measurable way (event ticket purchase, donation, membership)	Asks – event purchases, donation appeals, membership drives	Conversion rates, repeat business, average value of donations and gifts
Advocate – they become dedicated supporters who will support you in multiple ways, recommend you to their friends and family	Ask to share content, exclusive special offers (buy 2 tickets and get 3rd free), buy a gift membership	Response rate to custom offers and asks, new advocates recruited

Case Studies

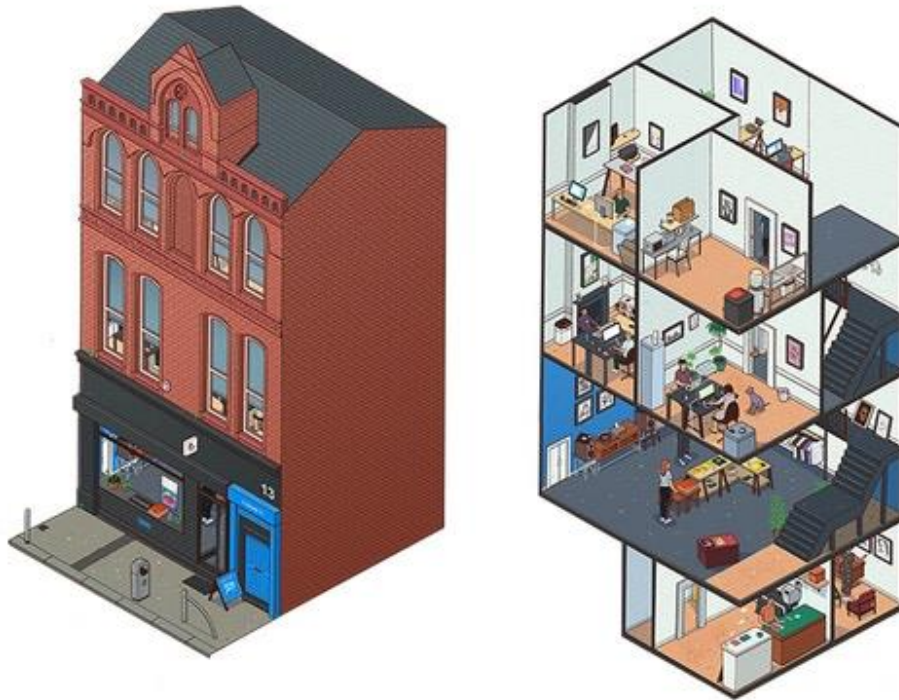**Royal Academy Crowdfunder** – bring Ai Weiwei's Tree sculptures to London

Like most successful crowdfunding campaign's this Royal Academy Crowdfunder uses video as an emotive Case for Support, as well as images with Ai Weiwei's hugely inspiring quotes which align with the campaign.

"An act is worth a million thoughts." Ai Weiwei

Visit https://www.kickstarter.com/projects/royalacademy/bring-ai-weiweis-tree-sculptures-to-londons-royal for more info on the way the Royal Academy presented their Appeal.

Hen's Teeth - New Cultural Space for Dublin Campaign Crowdfunder - Help us reach our €40,000 goal #ForABetterCity

Again, another great example of how crowdfunding can be successful, specifically for a venue/Capital Campaign.

To view the Kickstarter page and how the organisation set out their story, see here https://www.kickstarter.com/projects/hensteeth/hens-teeth-a-new-cultural-space-for-dublin

Derek Jarman Prospect Cottage Fundraiser which went viral. Prospect Cottage needed £3.5million by 31st March 2020 to save the Victorian fisherman's hut cum sanctuary of art including its garden and archive, and that target was beaten by 9%!

The campaign video on artfund.org was an extremely well-produced piece of work, which featured testimonials from prestigious film critics, writers, costume designers and artists.

More information on this campaign can be found here https://www.artfund.org/get-involved/art-happens/prospect-cottage

Comic Relief: The Big Night In Appeal - Text to Give

Comic Relief would be a good example of a not-for-profit using Text to Give for an appeal, successfully. But specifically their The Big Night In Appeal during Covid use the below Text to Give template, and helped in raising aprroximately €70 million from the British public.

Thank you for choosing to donate to The Big Night In.

How to Donate by Text

You can donate to The Big Night In by texting the below Keyword to the relevant number (the 'Short Code'). Each text message you send will result in a donation to The Big Night In of the amount listed in the 'Donation Value' column. For example, by texting "HOPE" to 70210, you will donate £10. All donations to The Big Night In will be split equally between Comic Relief and BBC Children in Need. Donations will appear on your phone bill as a payment to "COMIC RELIEF"; Comic Relief will receive donations and 50% of donations will be paid to BBC Children in Need.

The following Keywords and Short Codes allow donations to The Big Night In:

Keyword	Short code	Donation Value	Live Date	Closing Date
ASDA	70205	£5	10/04/2020	31/05/2021
HOPE	70205	£5	21/04/2020	01/06/2021
HOPE	70210	£10	21/04/2020	01/06/2021
HOPE	70220	£20	21/04/2020	01/06/2021
HOPE	70230	£30	21/04/2020	01/06/2021

More information on the Text to Give is here - https://www.comicrelief.com/big-night-in-legal-sms/

The UK's **National Theatre**'s approach during Covid was their successful *NT at Home Campaign*. They also used their website to engage with friends, supporters and donors in a number of different ways. For example you can see they have a Digital Learning area, there's information on how to donate to NT