

# + The National Funding Scheme

## Case Study: Leicester Cathedral Charitable Trust

15<sup>TH</sup> April 2015



Campaign title	King Richard III Appeal – <a href="https://don8.to/LEIC001">don8.to/LEIC001</a>
Type	Schools & local community groups
No. of donations	525
Total raised	£18,000
Funded	100%
Ave. donation	£32
Split by no. of donations	89% mobile web vs. 11% text
UK vs. oversea	71% UK donors and 29% non-UK donors

### The Cause

Leicester Cathedral Charitable Trust raised funds with DONATE for the reburial of King Richard III in the Cathedral in spring 2015. The money raised through public donations went towards the cost of the King's tomb which was revealed nationally at a grand celebratory service on 27<sup>th</sup> March 2015.

### The Appeal

Fundraising packs were sent out to local schools and community groups encouraging tea and coffee mornings, dress up days in schools at the King Richard III Infant School, medieval banquets, fun runs, storytelling and vigils for King Richard III. The public campaign lasted 3 months and consisted of active use of social media to raise public awareness both locally and nationally. Leicester Cathedral also teamed up with their local newspaper Leicester Mercury, who regularly covered events in the news. Towards the end of the campaign a bespoke fundraising event was

The National Funding Scheme (Charity No.: 1149800 and SC045106)

Registered Office: 10 Queen Street Place, London EC4R 1BE

Trustees: Seamus Keating, Bernard Donoghue, William Makower, Catherine May, Molly Waiting

Patrons: The Lord Chris Smith of Finsbury PC, Baroness Patience Wheatcroft, Dame Fiona Reynolds DBE, Martha Lane Fox CBE, Christopher Rodrigues CBE, Robert Dufton

hosted by Friends of the Cathedral at the Holy Cross Church raising nearly £900 in a matter of hours. During the evening a live totalizer screen displayed donations as they were made in real-time. Throughout performances a master of ceremonies encourage audience members to make a donation using their mobile phone.

By visiting [www.don8.to/Leic003](http://www.don8.to/Leic003) donors where able to give any amount, add Gift Aid and leave their contact details with the Cathedral in order to receive updates and news about the campaign's progress. The benefits for the Cathedral were immediate donations (rather than pledges), administration of gift aid, donor contact details, and access to full donor data analysis and reporting suite.

### The Organisation's Perspective

When asked why Leicester Cathedral Charitable Trust chose to use DONATE, Claire Recorden, Marketing & Development Officer, said it was because:

“There are no monthly fees, a low commission, it was fast and easy to set up an account and account management was easy throughout the campaign. The tiny URL is easy to link to and it was helpful to be able to have different codes for different parts of the appeal”.

### The Learning

- Leicester Cathedral recognised at early stage they need to look outside their organisation to the community in order to successfully fundraise within a short space of time.
- Promotion of the web channel over the £5 text channel resulted in an average donation of £32.21
- Nearly a third of donors were from overseas. The advantage of DONATE is that international users can use the web channel as text giving via short codes is a product only available to national SIM card users.
- 51% donors added Gift Aid – this is a lower proportion than the DONATE average and was due to the high level of overseas donors who are not eligible to add Gift Aid.
- Nearly two thirds of donors opted to share their contact details meaning that the Cathedral Trust was able to steward long lasting relationships with their supporters.
- Almost half the donors were over the age of 55+ proving that senior supporters want to give through digital channels.