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## TOOL KIT: PROMOTING YOUR CAMPAIGN

### YOU'VE LAUNCHED A CAMPAIGN, SO WHAT'S NEXT?

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#### DONATE SIGNAGE ['abc001' indicates your unique cause code]

To Donate £5 or more online visit [www.don8.to/abc001\\*](http://www.don8.to/abc001*)

To Donate £5, text **abc001** to 70970

To DONATE using the **QR code** hover your phone over the sign:



\*Remember to promote the web page so donors can add Gift Aid, give any amount above £5 and leave their contact details with you to keep in touch.

DONATE is a fundraising tool – it needs to be driven by strong and effective marketing. You must put in place press, marketing and social media activity to back your fundraising appeal. You must also – with other staff members and volunteers - communicate to your broad community of supporters right from the start. Tell your visitors, members, friends, patrons, interest groups, overseas supporters and local community groups about your campaign and invite them to DONATE. By completing the following steps you'll be on your way to running a successful campaign:

#### ONLINE

- Follow **@NFSUK** on [Twitter](#) and like us on [Facebook](#).
- Launch your campaign with the following tweet and post regularly with updates & photos on your campaign's progress (remember to include our handle and a hashtag so we can retweet you):

*“We’re fundraising for [campaign title] to donate visit [@NFSUK #donate](http://don8.to/abc001)”*

#### PRESS & MARKETING

- Download DONATE's free templates from your self-service portal to produce printed materials such as posters, banners, exhibition guides, t-shirts, newsletters, tickets, event programmes and flyers – be creative and imaginative in where you place the DONATE codes and how you present them. N.B. Templates are in the tab called **'Promoting my Causes'**.
- Embed the DONATE button on your website's 'Get in Involved' or 'Support Us Page'.
- Embed the DONATE button on all your staff's email auto-signatures.
- Embed the DONATE signage on e-newsletters, mailshots, invitations and press releases.
- Embed the DONATE codes in short videos, film clips and audio guides to be shown on your website, YouTube and/or sent to your stakeholders.



## The National Funding Scheme

- Include DONATE codes on any relevant promotional screens (foyer monitors, screens during performances e.g. surtitle screens).
- Involve your local media – announce your campaign, issue a press release, work to get them behind your campaign too.

### PEOPLE

*Your staff, trustees and volunteers are your fundraising ambassadors and marketers – bring them on board early, train them in how to use DONATE and ensure they are talking and tweeting about the campaign and actively promoting it to potential donors by directing them to your unique web page.*

- Ask your local radio & TV station(s) and to make live or pre-recorded appeals on air.
- Make announcements at local events such as sport matches, festivals and concerts.
- Introduce DONATE to your staff, volunteers and patrons - run a DONATE workshop to demonstrate how DONATE works so that they can confidently guide audiences through the donation process.
- Get your talent involved in the appeal - e.g. performers & artists can make direct requests to audiences.
- Stage special DONATE fundraising events to support your campaign (fundraising galas, awards dinners, auctions/raffles etc.) [Click here to find out more](#)

**Can I find out more?** Visit [www.nationalfundingscheme.org](http://www.nationalfundingscheme.org) or contact:

**hello@nationalfundingscheme.org** with any general enquiries or call: **020 3174 2276**