

The Charities Playbook

Your Guide to Increasing Donations



A division of globalpayments

This eBook is designed to help you gain a better understanding of how direct debit can help your charity **increase donations** and fulfill your mission.

In this book we will cover:

- 01** The importance of online payments to charities for both recurring and one off donations
- 02** How charities can benefit from direct debit
- 03** How direct debits work
- 04** Five ways you can increase your donations today
- 05** Where to go for more information

A growing number of savvy charities have been embracing the advantages offered by direct debit and online payment models. They are leveraging the benefits of these models to better fulfill their causes. This eBook will explain how direct debit payments can drive efficiencies in your charity, so that more of your funds can be used where it will make the biggest difference.

FAST FACT!



There are 600,000 registered charities in Australia, according to the Australian Charity and Not-for-profit Commission (ACNC), so there is heavy competition for organisations to find funding that allows them to make a difference. With every dollar spent competing being a dollar you can't spend on your cause, organisational efficiencies are becoming ever more important to the operation of your charity.

ACNC, Submission On The Competition Policy Review Draft Report (2014)



Australian Charities
spend **47 cents in
every dollar** donated
on admin and wages

IBIS World Report, Charities and not-for-profit organisations

01

The importance of online payments to charities
for both recurring and one off payments

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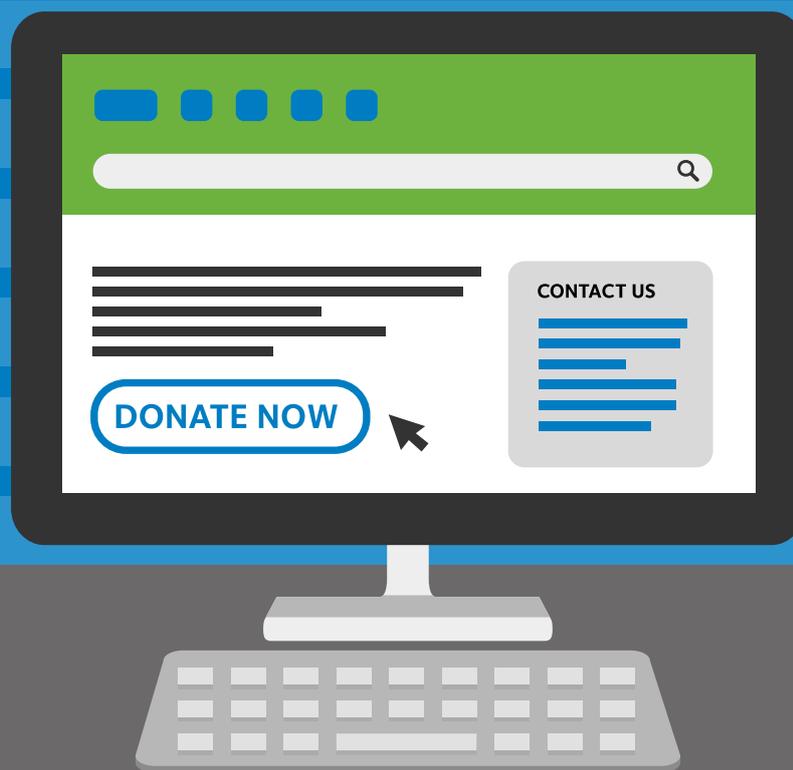
Your donors all have a desire to help and donate to a cause, but with our hectic schedules and busy diaries, you need to make it as simple for them as possible. Remove the barriers and build on that desire. Consider the number of payment methods you currently have available versus how your donors want to donate. Simpler payment methods equal fewer barriers to donating.



While recurring revenue provides charities with a powerful tool for sustained growth, one off donations continue to play an important role in the revenue stream for Charities. The latest available research shows that online giving grew by a **massive 14%** versus 1.5% growth in overall giving. With online giving only representing 10% of overall giving, the opportunity for charities to grow their one off donations lies squarely in the online space.

Charities have realised they have to jump on the digital wave and make the most of modern technologies to secure their fundraising success in the future. With mobile and tablet use on the rise, charities need to appeal to these new tech savvy donors. This means competing on modern donor's terms and taking online fundraising seriously.

As online giving continues to grow, successful charities are taking control of their digital donation strategy by allowing donations on their own website.



Branded webpages vs portals

Your charity needs to have a branded webpage dedicated to receiving donations. Online donation amounts through a branded page are **55% greater** than donations received through a portal page. Donations via portals, that is those services that exist to provide a dedicated online portal for charitable donations, represent just 8% of overall donations, whereas branded webpage donations account for 58% of online giving.

02

How charities can benefit from direct debit

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By using a direct debit payment model your charity can drastically increase the amount of money that gets through to be spent on your cause. Below are three ways that charities can leverage the opportunities offered by direct debit.

1. SPEND LESS TIME AND MONEY CAMPAIGNING

A donor that signs up to regular giving through direct debit doesn't need to be continually re-targeted with expensive advertising campaigns. This allows your charity to redirect your campaign focus on winning new donors rather than on retaining existing one off donors.

2. SMALLER, MORE FREQUENT PAYMENTS

Instead of receiving a single, one-off donation from an individual (for example, \$200), you can offer smaller more regular donation options (for example, \$20 a month). Over the course of the year, you will not only have received more funds from the donor, but by breaking up the sum into smaller increments you will reduce the cost barriers to the donor. Retaining your donor for the following year is also 80% more likely.

3. GAIN GREATER CONTROL OF YOUR CASH FLOW

Regular payments are more predictable than one off donations which therefore provides you with greater confidence when forecasting your fundraising revenues for the coming months and years. Being able to accurately forecast how much future revenue is due will allow you to budget and plan for your next campaign more effectively.

REMEMBER

THE KEY TO REGULAR
DONATIONS



Retaining regular donors is one of the most important goals your charity can have. Not only is it highly profitable it also helps you grow at lightning speed. Charities that take the time to actively listen to donor feedback; gathering, managing and analysing the information, are thriving when it comes to attracting, retaining, and competing for donations.

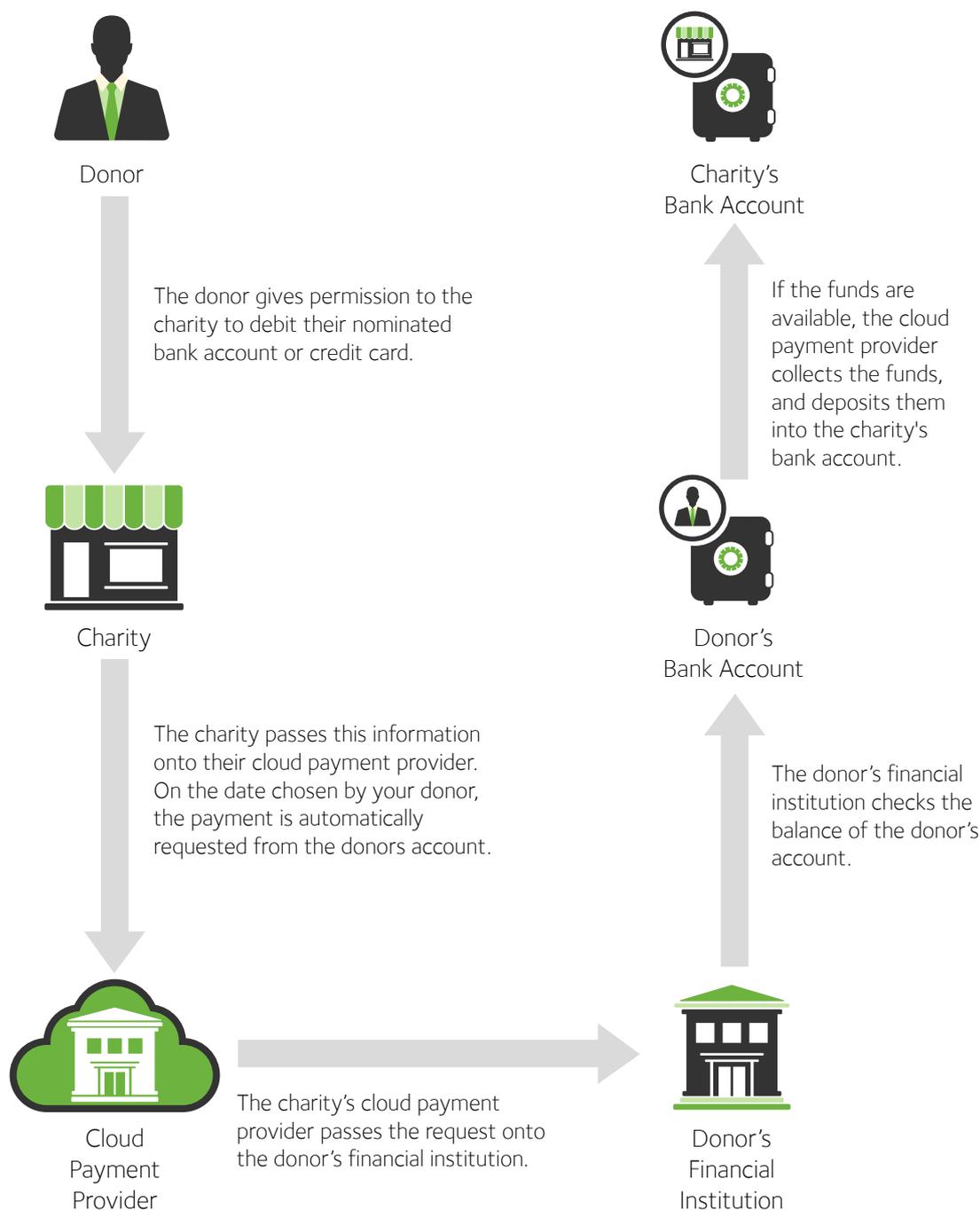
By signing donors up to direct debit, your ongoing donor communications with your donors can focus on strengthening your relationships instead of driving short term funding goals.

“ IF YOU DON'T TAKE CARE OF YOUR DONORS, SOMEONE ELSE WILL ”

03

How direct debits work

How direct debits work



A direct debit is an easy way for a person to make a payment to a charity. The charity is initially required to seek permission from their donor to withdraw funds from their account, after which they are able to automatically collect the agreed funds through their cloud payment provider on the nominated dates.

04

Five ways you can increase your donations today

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1. PEAK THE PEAKS

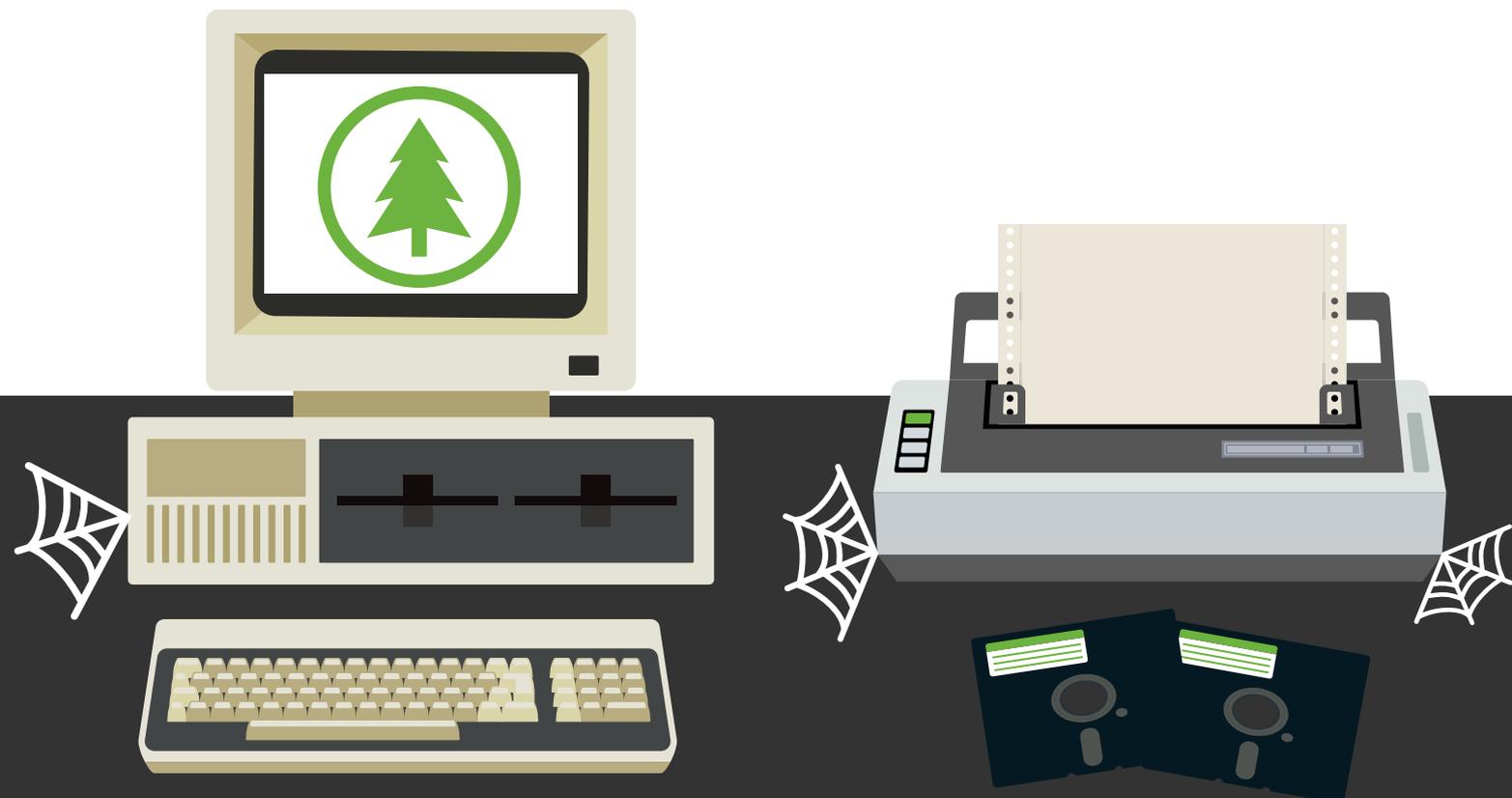
According to Google, more than 50% of all web searches for charities happen in September, October, and November. Use this to your advantage and focus your digital campaign spend during these months.

2. ACCEPT PAYMENTS ON YOUR WEBSITE

Use a branded webpage to increase your average donation amount. Research shows donors give more when the payment is made on a charity's own website.

3. FRESHEN UP YOUR WEB CONTENT

Over 75% of all donors use online resources to look for information about a charity. Give your donors what they want: let them find you online and engage with you online. Furthermore, online content was found to have 20% more impact on donations than traditional content such as direct mail.



4. STAY FRONT OF MIND WITH YOUR DONORS

Create a monthly email newsletter for your donors, then create and actively manage your social media presence. This will help you build and maintain a relationship with your donors and get them involved with your charity. It will also build goodwill and get people talking about what you do. People love sharing photos online – so start snapping some pics!

This word of mouth will lead new donors to your site; keen to donate and eager to make a difference. The more you stay front of mind with your current and potential donors the more you stand to receive in donations.

5. USE TECHNOLOGY FOR REPEAT DONATIONS

Leading not-for-profits encourage repeat donations in line with a donor's own income cycle and lifestyle. You can do this too, without increasing your costs.



Think about your current donors, what makes them unique?

Every charitable organisation has a different donor profile. Getting multiple donations from your donors relies on you communicating with them at regular intervals.

Our research shows those most open to direct debit are 18–40 year olds who have grown up with technology, value the convenience of the process, are time poor, and do not feel they have relinquished control of payments. They tend to not go looking for direct debit but are more likely to use it over other methods when it is on offer.



Where to go for more information

Don't get left behind

Ezidebit has helped thousands of Australian businesses and charities grow their organisations by utilising our recurring revenue and online payments software. As experts in the payments industry, let our team guide you through how to set up a simple payment plan and offer it to your donors.

If you are interested in finding out more about how Ezidebit's payment solutions can help your charity fulfill its mission, take a look at our video below:

Find out what Ezidebit does in 2 Minutes



Give us a call, and speak with an Ezidebit payments expert:

1300 763 256