

SETTING A REALISTIC TARGET

Setting your target for a Big Give match funding campaign involves deciding how much you can secure from your supporters in pledges and online donations.

You collect pledges prior to the live campaign as part of your application. If your application is successful, your pledges are joined with match funds from your Champion to create your match funds. These are used to double online donations when the campaign goes live.

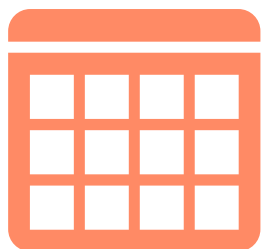
As online donations are matched **first by your pledge funds**, then by your Champion funds, it is essential to set a realistic target. You will then be more likely to hit your target and secure all of the Champion funds available to you.

WHAT? When setting your campaign target, you need to consider the following:



Your experience in online fundraising

- Have you run a similar campaign before? If not, make sure you're aware of the commitment required to make it a success.
- How much time and resource can you/your team allocate to the Big Give match funding campaign you want to participate in?



Your fundraising calendar

- Do you have other campaigns running simultaneously to the Big Give match funding campaign you are applying for? If so, could this influence which donors you can ask?
- What other activities are coming up in your charity's fundraising calendar? What will their impact be on your Big Give match funding campaign strategy?



Your Big Give match funding campaign schedule

- Who are you going to approach and how will you do this?
- How are your supporters able to donate to you? The key is to strike the right balance between asking your supporters to either make a pledge (which they can pay to you offline) or to donate online

WHAT? You'll need two types of supporters for a Big Give match funding campaign - Pledgers & Online Donors

Before setting your target, it's essential to understand the difference between a pledge and an online donation. You must consider the two types of supporters you need to engage with during your campaign.

PLEDGES

- Pledges are match funds used to double online donations.
- Pledge promises must be secured before the campaign you are applying for
- Each pledge must be a minimum of £100
- The maximum pledge is the full pledge target
- Both individuals and organisations are eligible to pledge
- Supporters pledge by completing a pledge form (see the link available in your campaign dashboard during pledge collection stage)
- Pledges are promises of funding which are only paid **after** the live campaign
- Pledges can be paid directly to your charity (via cheque or BACs) or via the BigGive.org.uk
- Your Pledgers **cannot donate to you** in the live campaign

ONLINE DONATIONS

- Online donations are made during the live campaign
- The minimum online donation is £5
- Donors can make multiple matched donations of up to £5,000 per single donation
- Online donations must be made via theBigGive.org.uk with a debit/credit card by the cardholder
- Supporters who donate online to your project must be **different** from those who have pledged
- Your online donations target is equal to the pledge funds and Champion funds you have secured

HOW? Take a practical approach to setting your target. Remember you will usually need to raise twice your pledge target in online donations.

To secure £x in pledges, how many supporters do I need to ask?

How much is each supporter likely to pledge? NB: Min. is £100

Am I asking existing or new supporters?

How and when will I make the ask?



How many donors are in our database?

How many can I contact?

When can I contact them and by what method?
How frequently?

How much is each donor likely to give?

If recruiting new supporters, how will I do this? Realistically how many can I expect to get on board?

AN EXAMPLE OF SETTING YOUR TARGET

Pledge target

- We have 20 major donors in our database. 5 have been asked to support another project, so we cannot approach those individuals.
- Ask 15 to each pledge £100. Predict 75% conversion rate = **£1,125 pledge target.**

Online donations target

- We have 200 warm supporters in our donor database that give circa £15 each per month.
- Ask 200 warm supporters to give £15 in live campaign. Predict a 75% conversion rate = **£2,250 raised online.**

+ Champion funds

- A Big Give Champion chooses to support our project and allocates the same amount as we have secured in pledges = **£1,125 Champion funds.**

**OVERALL TARGET =
£4,500**

ANY QUESTIONS? Get in touch

 info@thebiggive.org.uk

Thank you!

