

Sponsors

make-a-donation.org



Providing the business community with a unique platform to increase social responsibility - in a simple yet effective way



Why get involved as a sponsor?

make-a-donation.org is a game-changing platform - one that will ensure that the current practice of online giving sites deducting their running costs from donations is stopped. By working with the business community, Make a Donation can guarantee that no fees are paid on donations and even cover all bank transaction charges. This therefore allows 100% of all money raised and gift aid given to go to the charity.

As a sponsor, you will be a key stakeholder in delivering this change and ensuring the ethical future of giving.

How does it work?

Your business will have a dedicated page on our website

Information about your company, any images you wish, links to your website, plus - you can also link to your favourite charity and any current fundraising activity.

Sponsor presence

According to the level of sponsorship, your business will have a different presence on our site. As a site-wide sponsor, you will appear on our dedicated sponsors page and we'll be promoting this via our social media, as sponsors of our goal to change the way giving is paid for in the future.



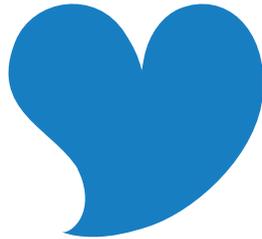
Exposure in emails to our fast-growing database

As a sponsor, your business will appear on the emails we send to our community. And these are not only 'thank you' emails to our donors and fundraisers - which means they're opened and acted upon - but also informative emails to all the charities on our site. We'll be sending at least 500,000 emails to our community next year. It's a fab way to start building an emotional bond with our community and increase awareness of your business.



We make social responsibility effort-free

By getting involved with Make a Donation, you'll be supporting an ever-growing number of charities and ensuring they fundraise fee-free.



All this, with little effort on your part means it's easier than ever to give something back to society. And you'll be contributing to changing the future of online giving.

Feature on our homepage

For site-wide sponsors paying a minimum of £500 per month, your logo will feature in our site sponsors banner on our website homepage, linking through to your business page on our site. Your kind sponsorship will be visible on the most-visited page on our website.

Become publicly associated with your favourite charities

Why not become publicly associated with a charity close to your heart? And if your business is already supporting a certain charity, you can become associated with them on our site too.



This is really effective for spreading the word about your business' charity work as you will feature on the charity's page on our website - easily seen by their donors and fundraisers. Plus, you'll appear on any correspondence sent out to the charity's supporters. Not only will this boost your exposure to our users, but it will promote your business as doing something positive for the community - and it's easy to do!

Increase employee engagement

For site-wide sponsors paying a minimum of £500 per month, your logo will feature in our site sponsors banner on our website homepage, linking through to your business page on our site. Your kind sponsorship will be visible on the most-visited page on our website.

Other opportunities

We're always thinking of new ideas of how to promote our business and our business partners. You'll get access to our white label solutions, which will allow you to run campaigns and promotions. Whether you want a month-long promotion or just a few days, we'll work around what best suits your business.



This will enable you to increase awareness of your social responsibility, through the active engagement of online visitors. And you can raise money for your chosen charity at the same time!

Promotional tools

We'll provide you with buttons and widgets for your website so you'll be able to promote your social responsibility and your partnership with Make a Donation at the same time.



And if you want...

You can even reward the generosity of our donors and fundraisers by offering an exclusive discount on our site. Your offer will feature in our email correspondence and will also appear on our 'Find a Voucher' page and your own business page. We've found it helps build emotional loyalty - our users will remember your business for doing something nice!



About us

Make a Donation is the only UK fundraising & crowd-funding platform where 100% of donations goes to charity. Whilst all other UK sites (including JustGiving) charge charities up to 6.3% in fees, charities on our site get every last penny of their donations. We are passionate about fundraising and we don't charge charities any fees whatsoever - and we never will.



make-a-donation.org

Instead, we are supported by the business community - brands who are rewarding our givers and of course, our much-valued sponsors. We'll be using our sponsorships to fund the running of our site, ensuring fee-free fundraising for charities. Our business partners also reward the generosity of our donors and fundraisers, so we bring together businesses, charities & givers.

About our users

70% think it's important that a company always acts ethically

Ever-increasing new users visit our site every month - currently 6,200

79% of our online givers are social grade ABC1

The majority of our users are aged between 25 and 55

40% like buying from companies that give back to society



Our Reach

Not only do we have our community database, but we can reach out far further due to the intrinsic share-ability of online fundraising and the amount of touch-points for a brand



The beauty of our website is that we reach out to our fundraisers and their friends and family as well. How do we do this? Fundraisers share their activity with their friends, family and colleagues to increase donations - they do this through social media, email and word of mouth. Therefore, each fundraiser will bring a wealth of other connections, so our database is constantly expanding.

Site visitor numbers are important (about 63,000 unique page views per month) but it's the emails we send to our community that matters - this is what really generates awareness and exposure. These emails are thanking donors, advising charities and businesses and as a result, are read and acted upon, ensuring your support and message is actually seen.

Figures & Future



We will have raised over **£1 million** for charities through our website by mid 2016



We have over **20,000** different donors and 2,400 fundraisers and teams, averaging donations of £30



And currently, our users have **£2m** worth of MaDpoints waiting to be spent on vouchers



Based on the growth we've seen, next year we expect a minimum of **£750,000** from a further 50,000 donors.



This level of activity will mean we're sending out a minimum of **1 million** emails to our community



And we'll have an additional **£2m** worth of MaDpoints ready to be spent

How to get involved

It's simple to become a sponsor of Make a Donation and you can enjoy some great benefits too...



To become a sponsor, all you need to do is fill out a simple registration form. Sponsorship starts from £25 per month for one store, with more options available for multiple stores and online businesses. Site-wide sponsorship starts from £500 per month and for this you receive all the benefits described.

Of course, for those who want to contribute more, we offer fantastic additional benefits, services and support, which will enable our partnership to further enhance trust and loyalty in your business. We'll help you create a bespoke plan to complement your current marketing and strengthen your brand's social responsibility.

And finally, your sponsorship is helping us create a change in the way giving is paid for, you can become part of the revolution.

Contact

We'd be happy to provide any more information - we have lots of options on how to get involved with our site. Why not get in touch to discuss how we could work together in a mutually beneficial way?

David Finch
david@make-a-donation.org

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