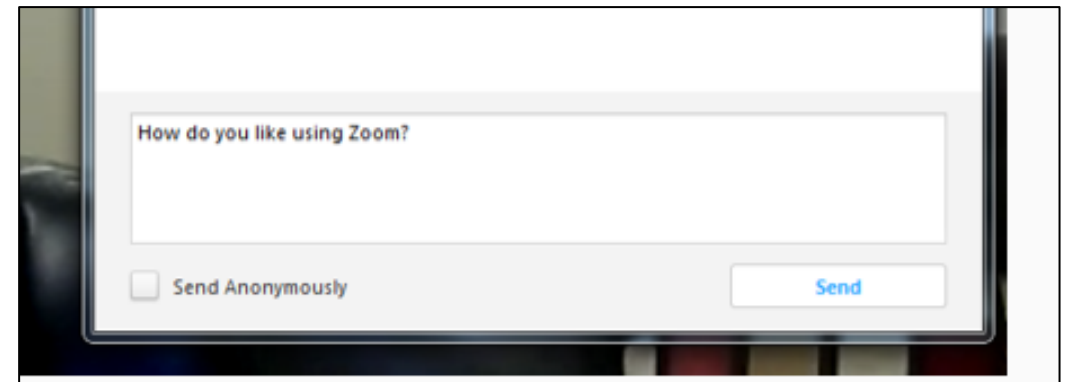
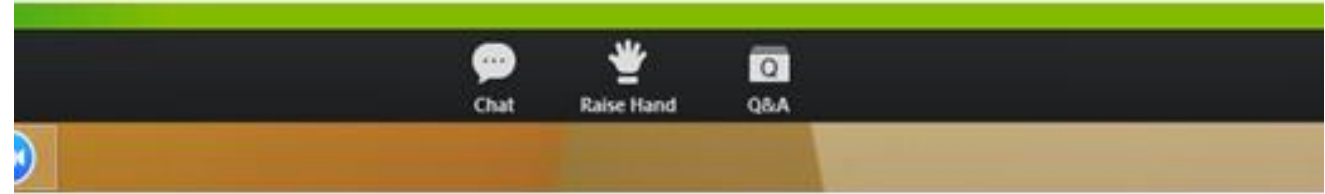


# Cost effective Fundraising – Understanding Platform Fees and Charges

Greenham Trust and The Good Exchange Community Forum  
4<sup>th</sup> November 2020

# To Ask A Question During the Webinar

- Click on the “Q&A” button
- Type your question(s) in the box at the bottom of the pop-up window
- Click the **Send** button
- We will be notified that have asked a question and will answer it during the Community Forum

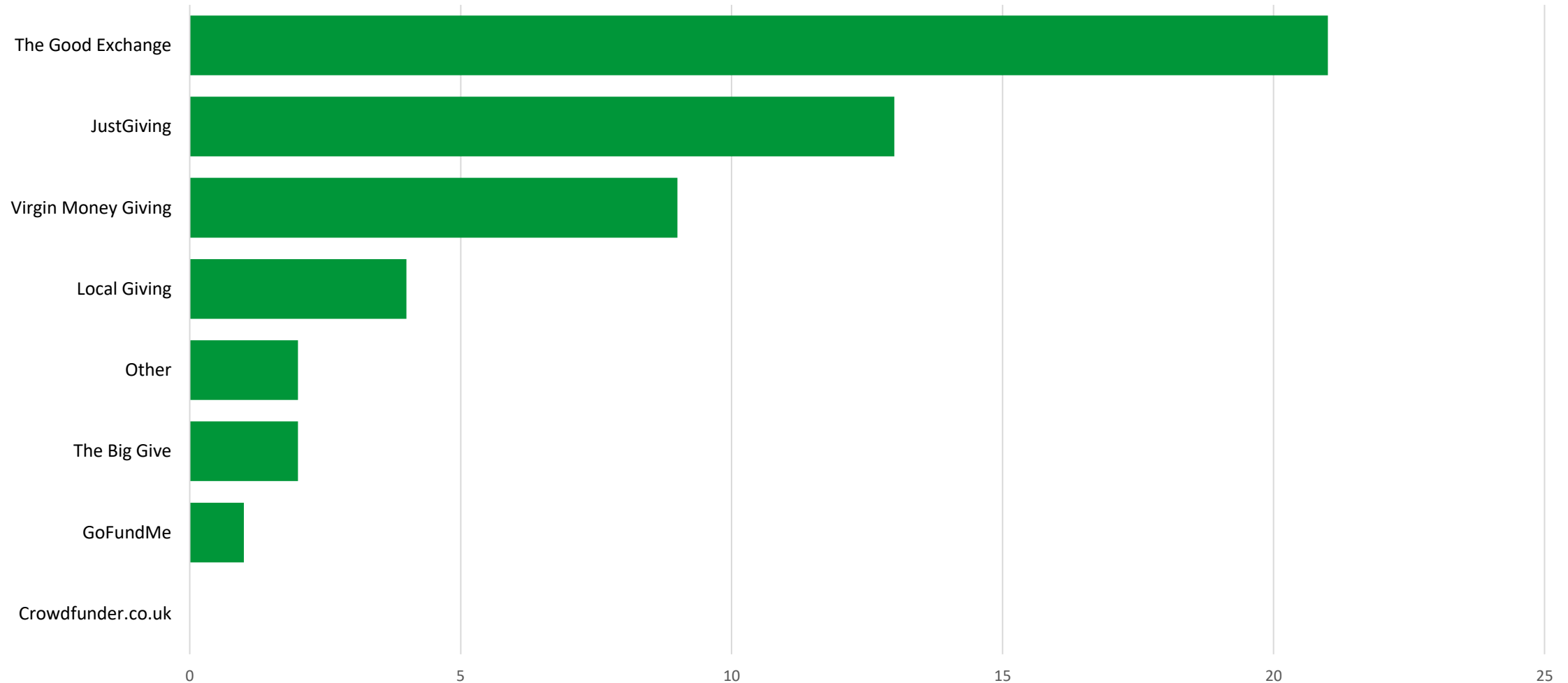


# Answering your questions today

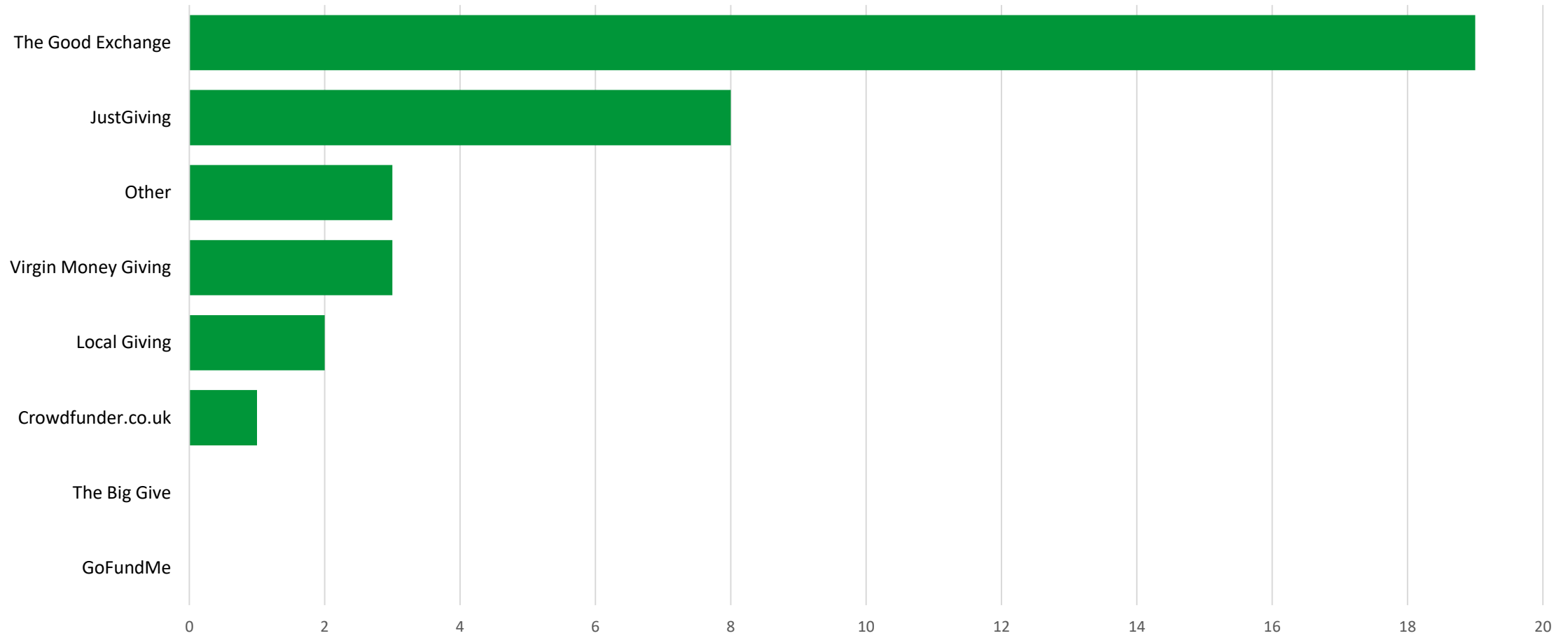
Chris Boulton	CEO, Greenham Trust
Louise Brookes	Grants Administrator, Greenham Trust
Helen Carlile	Systems Lead and Technical Support Manager, The Good Exchange
Oonagh Dockley	Finance Director, Greenham Trust
Louise James	Head of Grants, Greenham Trust
Julian May	Head of Collaborative Funding, Greenham Trust and The Good Exchange
Jill Owen	Grants Manager, Greenham Trust
Marina Stedman	Head of Marketing, The Good Exchange
Misha Wallace	Client Support Manager, The Good Exchange

# Online Poll

### Which fundraising platforms does your charitable organisation currently use? (Select all that apply)



## Which of the platform(s) that your organisation uses are the most successful for fundraising?










Q1. Why is my charity being charged fees?

Q2. How does The Good Exchange compare to other crowdfunding platforms?



# Crowdfunding Platform Cost Comparison

							
Joining or Annual Subscription Fee	✓ None	✗ £126	✗ £180	✓ None	✗ £96	✓ None	✓ None
Platform Fee (based on funds raised)	✗ 5% + VAT	✓ None	✗ 2%	✗ 3% + VAT (Donations) 5% + VAT (Grants)	✗ 5% on donations over £200	✓ None	✓ None
Transaction Costs	✓ None	✗ 1.9% + 20p	✗ 2.5%	✗ 1.67% + 25p + VAT	✗ 1% + 16p	✗ 2.9% + 25p	✗ 1.9% + 20p
Charge to Collect Gift Aid on Donations	✓ None	✗ 5%	✓ None	✓ None	✗ 5%	✓ None	✗ 4%
Donor Fee Contribution	✓ Up to 5% +VAT. Passed to applicant	✗ Defaults to 15%. Kept by platform	✗ Defaults to 4.5%. Kept by platform	✗ Defaults to 15%. Kept by platform	✓ Defaults to 10%. Passed to applicant	✗ Defaults to 15%. Kept by platform	✗ Not Available
Funder Fee Contribution	✓	✗	✗	✗	✗	✗	✗
Total Cost to Charity for Raising £1,000 with average donor tips	✓ £15	✗ £177.50	✗ £191.25	✗ £86	✓ £51	✓ £49	✓ £49
Total Platform Income (including Donor contributions)*	✓ £60	✗ £290	✗ £225	✗ £198.50	✗ £125.50	✗ £161.50	✓ £49

- \*Total annual cost of raising £1,000 for Non-Emergency COVID Project (based on a new registration with 100 x £10 donations all with Gift Aid plus any subscriptions over 12 months and average donor contributions)
- 'Information was compiled from platform fee and terms and conditions pages. The research was carried out on 16/10/2020.'

Q3. That sounds good, what else does The Good Exchange offer?

# The only online giving platform which offers **all these features:**

	Good Exchange Service Offered
✓	A single place with a single application form for managing grant applications and donations
✓	Funder collaboration - Potential to match with multiple local funders
✓	Complete transparency on fees and charges
✓	Personalised, dedicated support service <a href="mailto:support@thegoodexchange.com">support@thegoodexchange.com</a>
✓	Match funding opportunities (e.g. Greenham Trust's Trust Top Up, Double Matched Day events and major grant matching)
✓	Fundraising events and supporter pages linked to your project
✓	'How-To' Webinars and Toolkits to help fundraising organisations grow and develop

# Questions from the Audience

St George's Church asks: When I make a donation, and add in a fee contribution, is the total amount Gift-aidable? If not, can the fee structure be changed so that gift aid is recoverable also on the fee?

Alexander Devine Children's Hospice has asked: How often will we be sent a fee invoice?

West Berkshire Therapy Centre has asked: Would it be possible when sending out the fees invoices to itemise the account in a more detailed way so that there is greater clarity as to why the fees are due, please?

North Wessex Downs Area of Outstanding Natural Beauty has asked:

1. How do you see the charity & voluntary sector supporting the recovery from COVID 19 in West Berkshire?
2. How will this be reflected in the funding priorities at Greenham Trust?





# APPLY NOW!

West Berkshire and  
north Hampshire  
Charitable  
Organisations -  
Applications for Double  
Matched Day close on  
Monday 9<sup>th</sup> November  
2020!



## Christmas Double Matched Day Friday 11<sup>th</sup> December 2020

1. £100,000 in Double Match Funding from Greenham Trust
2. **£1 becomes £3** (Greenham Trust will give £2 for every £1 donated up to £10,000 per featured project)
3. Runs for **24 hours** from 1 minute past midnight on 11<sup>th</sup> December
4. To apply, applicants must:
  - i. Be in Greenham Trust's area of funding
  - ii. Have a **live project** on The Good Exchange by 5pm on **Monday 9 November**
  - iii. The project must require a **minimum of £15,000** in funding
  - iv. Send an email to: [events@greenhamtrust.com](mailto:events@greenhamtrust.com) (including your fundraising plan for the day)
5. Please visit <https://greenhamtrust.com/double/> to view the full terms and conditions
6. Successful applicants (finalists) will be notified by close of business on **Thursday 12 November**

# Double Matched Day Finalists – Important Points #1

Finalists are expected to run a Double Matched Day campaign:

1. Create and run fundraising campaigns both before and on the day
2. Spread the word via social media, websites, emails, newsletters, magazines etc to generate public support to drive awareness and donations on the day
3. Engage with corporate donors about fundraising and donating on the day
4. Finalists will have a live interview on Kennet Radio on Double Matched Day
5. Finalists will be supported with training sessions, mentoring and local expert volunteers

**APPLICATIONS CLOSE: 5pm Monday 9<sup>th</sup> November!!**

# Resources and Support

1. Find out more about Double Matched Day here: <https://greenhamtrust.com/double/>
2. Sign up to Fundraise via The Good Exchange where your fundraising projects will be visible to Greenham Trust and other local funders: <https://thegoodexchange.com/what-is-the-good-exchange/for-applicant-organisations/>
3. Visit The Good Exchange Help and Support page for FAQs, an in-depth glossary, 'How To' videos and step-by-step training guides: <https://thegoodexchange.com/help-support/>
4. Ask a Support Question: [support@thegoodexchange.com](mailto:support@thegoodexchange.com)
5. Find out more about Fees and Charges for The Good Exchange: <https://thegoodexchange.com/fees-and-charges/>
6. Visit The Good Exchange's Resources page for in-depth 'how-to' guides, social media training, case study videos and more: <https://thegoodexchange.com/resources/>
7. Visit and Subscribe to The Good Exchange YouTube channel for fundraising videos: <https://www.youtube.com/thegoodexchange>
8. Read more about Greenham Trust as a funder on The Good Exchange: <https://app.thegoodexchange.com/funders/10803/greenham-trust-ltd>
9. Find out more about the work of Greenham Trust in the local community: <https://greenhamtrust.com/>
10. See other funders using The Good Exchange: <http://goodex.uk/Cpwy50C0XzZ>

# Thank You