



DEVELOP
Knowledge Bank
Factsheet

FUNDING:
How to use online tools to
raise money

DEVELOP

How to use online tools to raise money

Free funding search engines

Gone are the days when you had to go down to your local CVS to use a funding database. There are plenty of free search engines you can access online, though you will have to register on some sites first. Take the time to explore what each site has to offer –many have additional resources or email alerts they will send out about upcoming funds:

- [Funding Central](#): A national database including trusts, foundations and government funding; sign up to receive regular email alerts of new funds and approaching deadlines.
- Current funding streams from the [National Lottery](#)
- [Historic Buildings](#) site for comprehensive list of capital funds.
- DEVELOP fortnightly [funding news ebulletin](#)
- DEVELOP website [funding news](#) section
- Daily funding bulletin from [GRIN](#)

See other Develop factsheets:

- How to find funding
- How to write a good application

Online giving sites

Online giving sites accept donations for your cause and can provide an easy way for supporters to set up their own fundraising campaigns. Be aware that sites can be run by private companies or not for profit groups and that there is no dedicated regulator of fundraising platforms run by non-charities. Always check what percentage of donations will come to the charity:

- [Local Giving](#)
- [Just Giving](#)
- [My Donate](#)
- [Bmycharity](#)
- [Charity Choice](#)
- [Virgin Money Giving](#)
- [Every Click](#)

How to use online tools to raise money

Shopping Online

Register on one of these sites and receive a small amount of money anytime a supporter shops online. It does not cost the shopper anything –they simply click onto the shopping site, chose your charity, then proceed to the online retailer of their choice. The shop will then donate a small percentage of the purchase to your group. Make sure you let your supporters know which site you are registered.

Some online shopping sites include:

- [Easy Fundraising](#)
- [The Giving Machine](#)
- [Give as You Live](#)
- [Shop2Fundraise](#)

Crowdfunding

Crowdfunding is a way of raising finance by asking a large number of people each for a small amount of money. It is done through online crowdfunding sites and has been used most successfully to fund arts and research projects:

- [Please Fund Us](#)
- [KickStarter](#)
- [IndieGoGo](#)
- [CrowdFunder](#)

Social Media

Facebook, twitter and other social media can be useful tools helping you to promote your organisation and its activities. It can also help you connect with supporters and donors and so boost fundraising income.

It also takes time and resources to set up and maintain so you need to be clear about what you want to achieve, and what is appropriate for your organisation.

About this factsheet

This is one in a series of fact sheets produced by DEVELOP on subjects of interest to Voluntary, Community and Social Enterprise (VCSE) organisations. It is intended for guidance only and is not a comprehensive statement of the law.

Factsheet produced by:

DEVELOP

DEVELOP is the support service for VCSE organisations in Wiltshire. It is also the NCVO accredited volunteer centre for the county.

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