

FUNDRAISING BOOKLET
FOR
INDIVIDUALS & NONPROFITS



BY



leetchi.com

1. ABOUT LEETCHI.COM



THE EUROPEAN LEADER: in online fundraising & crowdfunding money pots



7 YEARS OF EXPERTISE: founded in 2009



7 MILLION USERS: both individuals & nonprofits*



EASY, SECURE & TRANSPARENT: platform that helps people raise & manage funds together for good causes, projects and group gifts



LOW-FEE SERVICE: some of the lowest fees pricing in the fundraising sector! it's free to spend funds on partner sites or 22.9 - 4% bank transfer fee



SERVICE ACCESSIBLE FROM 150 COUNTRIES IN 4 LANGUAGES: French, English, Spanish and German.



AVAILABLE IN 2 CURRENCIES: Euro & GBP (more to come soon!)



400 MILLION EUROS: collected via the platform in 2016 by the Leetchi Group: Leetchi.com & Mangopay



1 BILLION EUROS: forecasted for 2017

*Any type & size of nonprofit organisations can raise funds with us! You don't have to be a registered charity.

2. ADVANTAGES OF RAISING MONEY ONLINE



PRACTICAL

Collect donations and membership fees online from all over the world in one place - the money pot.



EASY

Create your money pot in just one click and start raising funds immediately.



SECURE

Rest assured that all transactions are fully secure thanks to Leetchi.com payment system.



PERSONALISED

Create a money pot that represents your project, include your own photos, description and videos.



VISIBLE

Your campaign has a unique and customisable URL that appears in the search engine results page (SERP)



VIRAL

Share your project on social media, websites/blogs in order to raise awareness and reach the maximum number of people.



FLEXIBLE

Choose how and when to use raised funds - no deadlines or goal requirements, multiple transfers available.



INTERACTIVE

Keep your donors up to date with the campaign's advancement by posting messages in the "update" section of the money pot page.

A SERVICE THAT RESPONDS TO THE CURRENT ONLINE TRENDS IN THE FUNDRAISING SECTOR



2 IN 10 PEOPLE in the UK are willing to make donations via fundraising websites, like Leetchi.com

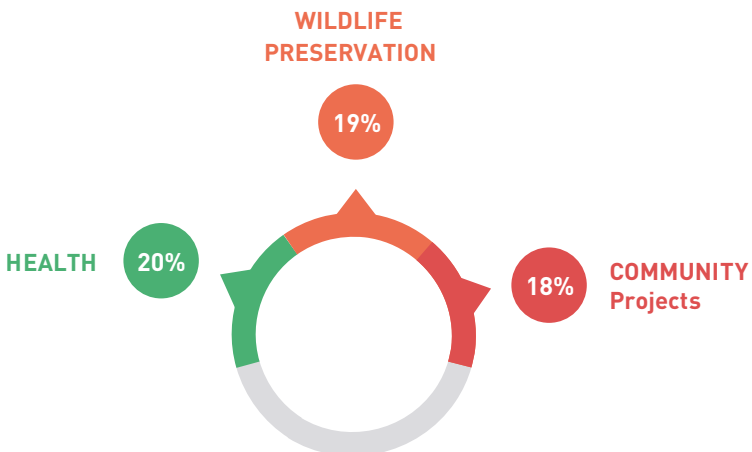


NEW WAY TO REACH & ENGAGE THE MILLENNIAL GENERATION: 33% of 18-24 year olds and 31% of 25-34 year olds would be interested in donating via an online money pot.



1 IN 3 PEOPLE in the UK say it's an interesting way to finance a specific project or cause.

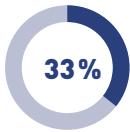
3 CAUSES TO WHICH ADULTS ARE MOST WILLING TO CONTRIBUTE THROUGH AN ONLINE MONEY POT IN THE UK



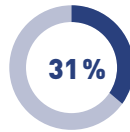
TRUST, FEASIBILITY AND TRANSPARENCY

are essential when contributing to a personal or charity project through an online money pot

TOP 3 REASONS THAT MAKE PEOPLE MORE WILLING TO DONATE TO A PROJECT



It was a feasible project



If it was a transparent project



If the project's outcome was easy to trace

TOP 3 REASONS THAT MAKE PEOPLE LESS WILLING TO GIVE TO PERSONAL OR CHARITY CAUSES



Think that only a small percentage will go to supporting the actual cause



Don't trust the source or organisation collecting funds



Are afraid of donating money to fake charities

3. HOW TO CREATE A SUCCESSFUL CAMPAIGN? TIPS

PERSONALISING YOUR MONEY POT PAGE



Choose the name, image & duration for your project:

Make sure that the title is clear and catchy, the image is representative of your project and the chosen time-frame gives a sense of urgency and motivates supporters to take an action.



Write a captivating description: Explain in detail the nature of your project, the reason why you're raising funds and what cause they will benefit. This will help convince potential donors to support your initiative.



Layout:

Make sure your campaign page is visually attractive and has a user friendly formatting.



Updates:

Provide regular updates on the development of your project in order to keep the donors engaged and give transparency to your activities

SHARING YOUR PROJECT



Be creative:

When launching your project use social media, creative videos, publicity stunts etc - anything to grab potential donors' attention.



Engage your close circles of friends & supporters:

Get in touch with them via social media posts and email invites asking them to support your project.



Engage your community & local influencers:

Ask them to give you a hand in spreading awareness about your campaign via their social media accounts, blogs etc. This will help your project get in front of a larger audience.

ONCE YOUR PROJECT IS ON THE PATH TO SUCCESS....



Contact Leetchi: Let us know about your trending campaign and we'll gladly feature it on our homepage, social media and newsletter!



Contact local media: If you believe that a broader audience could be interested in supporting your cause, why not contact local or national media? This could have an important impact on your fundraising campaign!



Stay active: Continue sharing your money pot on social media as well as asking others to do the same in order to create the so called 'viral' effect and keep the donations flowing in.

AN EXAMPLE OF A WELL EXECUTED MONEY POT PAGE

leetchi DISCOVER HOW DOES IT WORK? CREATE A MONEY POT LOG IN

Say NO to ANIMAL CRUELTY!

£718 COLLECTED

41 Days left 49 Contributions

CONTRIBUTE

Organized by Lucy Watson

Dear animal **♥**ers, welcome to my PETA fundraising Money Pot

2.4 million animals die each year because they are victims of animal testing, including the use of cosmetics and **KODOL** oocytes are killed each year for fur in the US salons. The number is just astonishing! As you know I feel very strongly about animals and vegetarian, therefore I've been campaigning for animal rights and working closely with PETA UK charity for the Ethical Treatment of Animals, I decided to launch this campaign because I wanted to "hands-on" in the fight against animal cruelty, especially when it comes to the unethical makeup testing and using animals for clothing (check out my new video at PETA HQ in the updates section).

My mission is to support the charity and their work in raising awareness about how much suffering goes into animal testing and obtaining fur. I believe that no animal should be poisoned or killed for us to wear a pretty lipstick or mascara or a winter jacket. It's really sad knowing about all the atrocious and inhumane experiments and practices that take place everyday and not much is done about it. So here I am campaigning. 🙏

Please join my fight! It would be amazing if you could make a small donation and help me share this money pot page on your social media (Twitter/Facebook/Instagram) to spread the word! When sharing please use the hashtag #WinkandShare to have a chance to WIN one of the lipsticks from my Basic Blush cruelty-free makeup line! Let's all be a part of something good and stop wearing animal blood on our beautiful lips or bodies! 🙏

Updates

4 April 2017, Lucy Watson wrote:
As you know we were running a small giveaway of my cruelty-free lipsticks. The lucky winners are @OHGitsEve @MissPennyKey @luristmcdougat

Once again thanks for your generosity and support. The money pot will be still running for the next 2 months and then all donations will be sent over to PetaUK charity via a bank transfer. 🙏

23 March 2017, Lucy Watson wrote:
Hi guys! As mentioned earlier, I've visited PETA UK HQ last week to find out more about the current campaign that they're running and how I could support them with this Leetchi.com money pot. On top of raising awareness about cruelty-free make up, I'd like to draw your attention to how much animal suffering goes into making a Canada Goose jacket... Please help share this video to spread awareness and raise funds for the charity. Thanks so much!!

THE TRUTH ABOUT FUR 🙏

The Truth About Fur #p



1 Cover photo that reflects the nature of the fundraising campaign



2 Clear & detailed description, enhanced with an additional photo



3 Active "updates" section with regular messages informing about the campaign's evolution, enhanced a video

SOME
LEETCHI.COM
STORIES





COMMUNITY I AM CHARLIE



DISCOVER HOW DOES IT WORK? CREATE A MONEY POT

LOG IN

Soutenez Charlie Hebdo et les familles des victimes de l'attentat



Soutenez Charlie Hebdo et les familles des victimes, journalistes et policiers

€162,050.54
COLLECTED

0
Day left

5450
Contributions

FINISHED

Payment security is guaranteed by
Credit Mutual Area (https via 3D-
Secure System).

Organized by
David
Opolon

Story:

After the terrorist attack on the offices of the French satirical newspaper Charlie Hebdo in Paris on 7th January 2015, people have come together to set up a money pot to support victims' families and to rebuild the journal. 100% of the donations was transferred to the "Les Amis de Charlie Hebdo" ("Friends of Charlie Hebdo") and managed in a transparent way.

Result:

€162 K collected with the help of 5450 participants



CHARITY

JORJAS FUNDRAISING FOR TEENAGE CANCER TRUST



DISCOVER HOW DOES IT WORK? CREATE A MONEY POT

LOG IN

Jorjas fundraising



Hiya, thank you for clicking the link all this money gets donated to teenage cancer trust, and helps

£778
COLLECTED OUT OF £800

97%

10 Days left | 67 Contributions

CONTRIBUTE

Payment security is guaranteed by Credit Mutual Arkia (https via 3D-Secure System).

Organized by

Abi Toms

Story:

Jorja, a teenage girl who's battling cancer, was fortunate enough to have received the necessary support from the Teenage Cancer Trust. However, for every teenager they reach there's another they can't... Her friends and family have come together to raise funds to support the great work that the charity is doing and to help more people like Jorja.

Result:

£778 collected with the help of 67 participants



CHARITY

CYCLE TO EUROPE FOR DEBRA IRELAND, AWARE AND IRISH CANCER SOCIETY



DISCOVER HOW DOES IT WORK? CREATE A MONEY POT

LOG IN

Cycle2Euro2016

RAISING FUNDS FOR

Irish Cancer Society

Aware

DEBRA

Organised for: Cycle2Euro2016

Organizers: Cormac O'Keeffe, Jonny Lane, James O'Dwyer, Tom Fox

Social media: @cycle2euro2016, leetchi.com/c/cycle2euro2016



Table Quiz €2,270
Wax night €1,050
Offline Donations €7,862

€7,223
COLLECTED OUT OF €5,000

144%

0 Day left
173 Contributions

FINISHED

VISA

Payment security is guaranteed by Credit Mutual Arkea (https://www.credit-mutuel-arkea.com/secure-system/)

Organized by



Cormac O'Keeffe

Story:

On the 7th of June 2016, four lads Cormac O'Keeffe, Tom Fox, Jonny Lane & James O' Dwyer decided to embark on a journey and cycle over 550 km from Dublin to Paris. Their goal? To provide financial support directly to the three chosen charities: Debra Ireland, Aware & Irish Cancer Society.

Result:

Over € 7 K collected with the help of 173 participants

NOTES

A series of 20 horizontal dotted lines for writing notes.



CONTACT

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