



All those desperate last-minute emails from runners trying to reach their target before the London marathon last month paid off – **Justgiving's** blog (<http://justgiving.typepad.com>) celebrated what it calls a milestone in online fundraising – in one day on Friday 11th April the 16,000 plus runners using the site managed to raise £1m of donations (excluding gift aid).

Strut your stuff when making the ask, says **Network for Good's** Katya

Andresen on her **Getting to the Point** blog (www.nonprofitmarketingblog.com). "Are we charities seeking handouts or are we the best damn investment anyone could make in their community?" Your results are worth bragging about, so try to put on a mental swagger next time you make that ask.



HOW TO... ask for a legacy

RICHARD RADCLIFFE
SHARES HIS EXPERTISE
ON LEGACIES

1 Don't use the word legacy

Legacy and bequest come across both legal and large. Both these words will stop supporters reading. Use simple language such as "a gift in your will" or "please remember us in your will".

2 Integrate

Create simple phrases which can be used as headers and footers on web pages and newsletters, on business cards and email signatures, and ideally at events – e.g. "if or when the time is right for you to put a charity in your will, please remember ours".

3 Use photos and captions

The reading habits of older people are simple: they like

to look at a photo or image and then at the caption. Once they have been hooked, then they will read the rest of the detail.

4 Use the right messenger

A legacy message should be given by a credible, trustworthy and friendly-looking messenger. This is likely to be someone who is doing the work of the charity, or someone with a relation who has died and left a legacy.

5 Don't ask only once

Don't ask directly once; make people aware of the need frequently. Timing is key so a sustained campaign is crucial!

BEST OF THE BLOGS

Finbar Cullen of **ResearchPlus** has been busy snooping into the windows of the rich. Blogging on **UK fundraising** (www.fundraising.co.uk) he suggests using Royal Mail's website to collect postcodes of houses listed by *The Times* in their Top 200 most expensive streets in Britain. It might be rather a slow way to build up a list, but it's "a handy way of identifying local pockets of (probable) wealth".

Books of £1 raffle tickets don't sell, says **Funbunny**, a 31-year old sales assistant and blogger on **Charity Blogger** (www.charitybloggers.com). 50p is about right. "I can't sell them at £1.00 each. Want a ticket, they are a pound each? No. Want a ticket, they are 50p each? Sure, I'll have a couple. Hell, I'll have a book."



THINKING OUTSIDE THE BOX

Not everyone can spell

JO O'BOYLE, DIRECTOR OF MARKETING AND FUNDRAISING, ARTHRITIS CARE

When Arthritis Care piloted an online fundraising and awareness campaign we knew that registering with Google was key.

But with over 200 different types of arthritis where did we draw the line in terms of which words were registered – especially when we were bidding against the budgets of large corporations?

One of the things we often come across in our own communications is the fact that arthritis is often misspelt and indeed a number of our website forum users refer to their arthritis as "arthur". So we also registered the most common misspelling 'arthritus' in our ad word campaign.

The hunch came off. The common misspelling 'arthritus' attracted more clicks than both 'osteoarthritis' and 'rheumatoid arthritis' but was much cheaper at 55p per click compared to the average cost-per-click of £1.43.

So if you're planning your next campaign think about your target audience and whether their misspelling could save you money.

