SETTING A REALISTIC TARGET

Setting your target for the Christmas Challenge involves deciding how much you can secure from your supporters in pledges and online donations.

You collect pledges as part of your application. If your application is successful, your pledged match funds will be joined by match funds from a Champion, together forming your matching pot used to double online donations during the Christmas Challenge.

As online donations are matched first by your pledge funds, then by your Champion funds, it is essential to set a realistic target. You will then be more likely to hit your target and secure all of the Champion funds available for your project.

WHAT? When setting your Christmas Challenge target, you need to consider...

**Your experience in online fundraising**
- Have you run a similar campaign before? If not, make sure you’re aware of the commitment required to make it a success.
- How much time and resource can you/your team allocate to the Christmas Challenge?

**Your fundraising calendar**
- Do you have other campaigns running simultaneously to the Christmas Challenge? Might this influence which donors you can ask?
- What other activities are coming up in your charity’s fundraising calendar? What will their impact be on your Christmas Challenge strategy?

**Your Christmas Challenge schedule**
- Who are you going to approach and how will you do this?
- The key is to strike the right balance between asking your supporters to either make a pledge or to donate online.
You need two types of supporters for the Christmas Challenge - Pledgers & Online Donors

Before setting your target, it's essential to understand the difference between a pledge and an online donation. You must consider the two types of supporters you need to engage with your campaign.

**PLEDGES**
- Pledges are match funds used to double online donations.
- Pledge promises must be secured by Friday 31st August
- Each pledge must be a minimum of £100
- The maximum pledge is the full pledge target
- Both individuals and organisations are eligible to pledge
- Supporters pledge by completing an online pledge form (link available in your Christmas Challenge 2018 dashboard)
- Pledges are promises of funding which are only paid after the Christmas Challenge ends
- Pledges can be paid directly to the charity (via cheque or BACs) or via the BigGive.org.uk
- Your Pledgers cannot donate to you in the live campaign

**ONLINE DONATIONS**
- Online donations are made during the Christmas Challenge (27th Nov-4th Dec)
- The minimum online donation is £5
- Donors can make multiple matched donations of up to £5,000 per single donation.
- Online donations must be made on theBigGive.org.uk with a debit or credit card, by the cardholder
- Supporters who donate online to your project must be different from those who have pledged
- Your online donations target is double your pledge target

**HOW?**
Take a practical approach to setting your target. Remember you need to raise twice your pledge target in online donations.

To secure £x in pledges, how many supporters do I need to ask?

- How much is each supporter likely to pledge? NB: Min. is £100
- How many donors are in our database?
- How many can I contact?
- When can I contact them and by what method?
- How frequently?
- How much is each donor likely to give?
- How and when will I make the ask?
- If recruiting new supporters, how will I do this? Realistically how many can I expect to get on board?
AN EXAMPLE OF SETTING YOUR TARGET

Pledge target
- We have 20 major donors in our database. 5 have been asked to support another project, so we cannot approach those individuals.
- Ask 15 donors to pledge £100 each. Predict 75% conversion rate = £1,125 pledge target.

+ Champion funds
- A Champion chooses to support our project and allocates the same amount as we have secured in pledges = £1,125 Champion funds.

Online donations target
- We have 200 warm supporters in our donor database that give circa £15 each per month.
- Ask 200 warm supporters to give £15 in live campaign. Predict a 75% conversion rate = £2,250 raised online.

OVERALL TARGET = £4,500

ANY QUESTIONS? Get in touch

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#ChristmasChallenge18