

UK Aid Match Round Five theme guidance: Digital innovation

COVID-19 is likely to continue affecting the way civil society organisations fundraise, particularly impacting in person and out-of-home activities. UK Aid Match are keen to support civil society organisations in trialling new digital fundraising mechanisms to respond to this situation.

This round will focus on applicants whose appeal plans include fundraising mechanisms that are facilitated or organised online and represent a new, or experimental, approach for that organisation.

It is recognised that organisations have different approaches to digital fundraising, and this will mean that 'new' or experimental fundraising activities will be different for each organisation. The digital fundraising activity or mechanism proposed in the application does not have to be totally untested but must represent a departure from 'business as usual'. How the proposed approach builds on, adapts or is a new addition to existing fundraising mechanisms should be explained in the application. The new fundraising activity could be a way to re-engage or more deeply engage existing audiences, or to reach new audiences. The intended audience should be clearly outlined in the application.

Examples of new, innovative or experimental digital fundraising activities could include, but are not limited to, applicants re-adapting challenges or events which have previously been run in person for a digital setting, experimenting with gamification, supporting peer-to-peer engagement strategies such as crowdfunding, exploring new online donor incentives and experiences, as well as trialling new digital platforms and partnerships.