

# Tip Sheet

## How to get the most out of your fundraising technology

### Work collaboratively with your provider

Providers want to see you succeed! That's why your main port of call for optimising fundraising solutions should be the people providing them. If you are paying for support, then use it - they know the tech and they know how to get the most out of it so save yourself some time and stress and reach out!

### Focus on your charity mission

What works for you might not work for others and vice versa. The clearer you are around your charity's fundraising ambitions and values, the easier it will be to find solutions that align with them. For instance, an animal welfare charity based outside with limited internet connection may find online and cash donations work better as opposed to in-person contactless donations.

### If in doubt, test it out!

Whether it's trialling a device, playing around with positioning or updating your messaging. Find what resonates with your supporters by including them in the conversation! If you regularly get asked about cash alternatives by people looking to give, then provide new, inclusive solutions like contactless or online donations.

### Start by optimising the tools you have

Before you invest in further fundraising solutions, try to get the most out of the ones you have. It can be hard not to get sucked into buying the latest and greatest tech, in hopes that it will fix all your problems, but even the best solutions on the market need to be optimised for success!