

Site Overview



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UK Fundraising is the leading online resource and community for professional charity fundraisers and the fundraising industry in the UK.

Howard Lake
Founder & Publisher
UK Fundraising

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UK Fundraising is the news and community site for professional charity fundraisers. It provides the latest news and resources to help fundraisers raise more.

The world's first online resource for professional fundraisers, for over 22 years it has published breaking news, features, analysis, interviews and a leading job board: fundraising.co.uk is the place to be for fundraising professionals.

We know fundraising, and have maintained an international reputation for informed and practical coverage, featuring a wide range of contributors.

The site and our digital channels offer a focused market to those promoting their services, products, advice and events to professional fundraisers, including experienced and senior fundraisers.

About Howard Lake

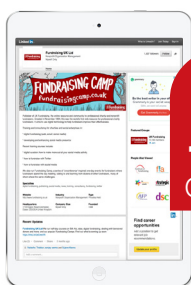
Howard Lake, UK Fundraising's founder and publisher, is a digital fundraising entrepreneur. He wrote the world's first book on digital fundraising in 1996, after working as a fundraiser at Oxfam, Afghanaid and Amnesty International UK.

He has trained thousands of fundraisers in using digital tools to fundraise, is a Fellow of the Institute of Fundraising, Chair of the judges for the National Fundraising Awards, and has consistently been voted in the 50 Most Influential in Fundraising.

He co-founded Barcamp Nonprofits and founded Fundraising Camp, the popular series of unconference-style learning events for fundraisers.



38,000+
Followers



12,700+
Connections

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Money Tree Fundraising is a long-time supporter and advertiser with UK Fundraising. The team offers a great service, with a range of options to expose the brand to our target market through advertising on the site.

Beth Upton
Money Tree Fundraising

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It's a delight to work with Alice and Trevor, they understand our requirements well and never fail to provide us with flexible and bespoke campaign packages specific to our needs.

Hannah Cresswell
Access Group

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UK Fundraising is one of the most respected places for charity fundraisers to get up to date news and content geared to them. As an agency and supporter to the Sector, this is a place you should be seen in!

Scott Gray
Rapidata

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100,000

Page impressions
per month

41,000

Monthly unique
users

3,250

Facebook
followers

14,900

Email & newsletter
subscribers

Display advertising	Cost	Specification
Leaderboard banner	£1,000 (12 months)	728 x 90 pixels - GIF or JPG
Mid page banner	£1,000 (12 months)	728 x 90 pixels - GIF or JPG
Small banner	£750 (12 months)	468 x 60 pixels - GIF or JPG
Button	£1,500 (12 months)	125 x 125 pixels - GIF or JPG
Video box	£4,000 (12 months)	GIF or JPG
Skyscraper	£1,500 (12 months)	120 x 600 pixels - GIF or JPG
MPU	£2,500 (12 months)	300 x 250 pixels - GIF or JPG
Recruitment advertising	Cost	Specification
Job posting x1 vacancy (Max 6 weeks on website, in newsletter, in daily job email alert, and published by RSS & Twitter)	£199 (6 weeks)	200 pixels wide max text and logo graphic
Multiple jobs	POA	
Twitter job posting	£150	
Supplier directory listing	Cost	Specification
Up to 1000 words plus logo, images & video (in up to 4 categories)	£500 (12 months)	600 pixels wide max
Email newsletter sponsorship	Cost	Specification
Button in daily & weekly issues	£2,000 (12 months)	125 x 125 pixels (button) GIF or JPG
LinkedIn email advert	Cost	Specification
LinkedIn email to 12,700 + subscribers	£500	Max character count 3,000
Other advertisements	Cost	Specification
Twitter, Solus Tweet, Re-tweet	£150.00	Supply approx 130 characters
Text Link adverts	£2,000 (12 months)	
Advertorials	£150.00 (per 2 weeks)	
Google Keywords	£600 (3 months)	

General enquiries:

Howard Lake, Tel: +44 (0)1206 579 081

Email: hlake@fundraising.co.uk

Sales enquiries:

Trevor Dorrell, Tel: +44 (0)845 094 8033

Email: trevor@fundraising.co.uk

Alice Ferris, Tel: +44 (0)845 094 8033

Email: alice@fundraising.co.uk

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We've used Fundraising.co.uk as our primary advertising source for a number of years now. Their excellent reputation for useful, informative and up-to-date content means, in our opinion, there is no better opportunity in the sector for effectively reaching and engaging with fundraisers, senior staff and key decision makers.

John Grain

John Grain Associates

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Fundraising Camp

Since 2013, Fundraising Camp has demonstrated that fundraisers are inspired by these highly practical, informal days for sharing experience, ideas and sector knowledge. The events offer insight to delegates from Fundraising Directors to new recruits, and receive an average of 50 delegates to each Camp. The events don't permit commercial pitches - only the sponsors get to do that, if they wish. Or they can join in the various sessions throughout the day.

Fundraising Camp is a nationwide series of one-day 'unconference'-style events for fundraisers, the first series of its kind for fundraisers in the UK.

An unconference is an unstructured conference: there are no set speakers and no set topics. As a participant you are invited to suggest a topic at the beginning of the day. It could be something you know about, it could be a problem or a question you have and you want help on.

Sponsorship package:

- Information, logo and web link about your organisation on our Eventbrite booking page
- Acknowledgements of your support before, during and after the event on our Twitter, Facebook and LinkedIn accounts.
- A paragraph of information about your services, plus web link, to be sent round to delegates after the event
- A pop-up banner to be displayed prominently at the event
- Up to four free places at the event - for staff and/or clients
- Opportunity to distribute leaflets, promotional items etc. at the event
- Opportunity to run a session on a topic of your choosing at the event (30-45 mins).
- Opportunity to give away up to two charity places in a giveaway competition (by Twitter, Facebook, email etc.) to your contacts.
- Opportunity to suggest a 'guest expert' to attend the event for free.
- We'll feature your support in a Storify.com report after the event, including a link to your site. This will be embedded within fundraising.co.uk.

Fundraising Camp Locations	Date	Cost
Edinburgh	TBC 2017	£500
Edinburgh	TBC 2017	£500
Edinburgh	TBC 2017	£500
Edinburgh	TBC 2017	£500
Edinburgh	TBC 2017	£500
Birmingham	TBC 2017	£500

Image strip

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