

DonateToday Launches News Site Exclusively for Charity Stories

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Providing a more effective way for charities to reach new audiences

Newcastle upon Tyne, 01 November, 2017 – DonateToday (www.donatetoday.com) is today launching a news site that will feature real-life success stories from charities. The site will bridge the gap between online audiences and the stories that they care about.

A team of editorial staff has been brought on board at DonateToday to ensure the company's website content is of the highest quality. The stories, which will cover the fantastic work done by charities – including investigating the effect their work has on real people – will also be targeted toward readers across social media platforms, extending the reach and increasing the profile of charities that sometimes find it hard to be heard.

The editorial team at DonateToday will unearth stories, but charities are also urged to get in touch if they have a particular story that they want to tell.

"We're hoping to give a voice to as many charities as possible," says DonateToday CEO Chris Newell. "We will provide the opportunity for some much-needed exposure to those charities which are doing great work, but are perhaps not very well known. Now, even without an advanced PR campaign, they will be able to tell their stories to new audiences."

Research shows that small to medium charities make up the majority of not-for-profit organisations in the UK, yet receive only a small proportion of the exposure and fundraising. For many charities, especially the smaller ones, there is a constant pressure between spending their money on the vital work their supporters have donated to, or using it to raise their profile to receive further funds.

DonateToday's news site will help to alleviate this issue for charities.

The DonateToday website - www.donatetoday.com - is now live with regularly updated charity news stories and spotlight features on the work done by charities.

The Newcastle-based company initially launched as a mobile donation service for charities in March 2017. It attracted praise from national charities such as Muntada Aid for its innovative technology which allowed supporters to safely donate to their chosen charitable cause in just a few clicks.

"We haven't forgotten the fundraising," continued Newell. "However, as we developing our service we discovered that the issue was deeper than just fundraising, for many smaller charities it was about any type of exposure. We felt that this news site needed to come first. Watch this space for more announcements about our fundraising tools soon."

----- Ends -----

About DonateToday

- * DonateToday provides a news site for charities to increase their exposure to their supporters and potential supporters
- * DonateToday will further expand the reach of the news stories through targeted social media campaigns, helping charities reach audiences in a new way, as well as reach new audiences
- * Small to medium charities make up roughly 97% of all charities
 - Yet they only receive a fraction of the exposure
 - And only about 10% of all charitable donations made per year
- * A typical small to medium charity may spend between 20 and 40% of their annual turnover on fundraising
- * 70% of respondents to a survey concerning charity donation habits conducted on behalf of DonateToday decided against donating if they were unsure how their money would be used
- * The founders of DonateToday have a strong background in mobile payments – including working with national companies such as Virgin Trains and Cross Country Trains.

Media:



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