Localgiving calls on donors to support grassroots charities in the season of giving

Wednesday 15 November, 2017

- *Localgiving's Winter Giving campaign gives a platform to local charity appeals in the season of giving.*
- *Winter Giving launches on #GivingTuesday (28th of November) and end on the 14th of December. The winning appeal will be announced on Local Charities Day and will receive a £300 prize.*
- *Localgiving will run two competitions on Local Charities Day with £200 in prizes to be won.*

Localgiving, the UK's leading online giving and support network for local charities and community groups, has launched its winter campaign, Winter Giving.

During the campaign appeal pages on Localgiving will be ranked according to the number of unique donors from whom they receive support.The appeal that receives backing from the most donors will top the Winter Giving leaderboard and will be awarded £300 towards their campaign. So, in this season of giving, every little really does count!

The campaign will launch on **#GivingTuesday** (28th of November) and end on the 14th of December.

Winter is a traditional time for charity appeals. Not only is this the season for giving but it is also a season that sees rising demand for many of the vital services provided by the voluntary sector. However, it can be very hard for local charities to get their appeals the publicity they need and deserve. This competition provides local groups a platform from which to raise awareness and galvanise support for their appeals.

Localgiving is hosting three webinars to help groups make the most of the season of giving. Webinar topics will include: running a successful fundraising appeal**,** reaching new audiences online and running one-day fundraising campaigns.

The campaign winner will be announced on the 15th of December, Local Charities Day 2017.

On **Local Charities Day** will also be running two competitions to help bring attention to local charities.

- The Localgiving member that gets the most retweets for a single tweet on the day will win a prize of £100
- The individual who donates to the most Localgiving members on the day will win £100 to be distributed across the organisations they have supported

Chris Dormer, Head of Business Development at Localgiving said:

"Winter is traditionally a time for charity appeals. With a little thought, all of us could name a big charity appeal that has captured our attention at this time of year. Sadly, local charities and community groups are often overlooked at this time despite doing some of the most important work in hard to reach parts of our communities. Our Winter Giving campaign is designed to give local groups a platform from which to galvanise support for their appeals. This is an easy way for local groups to get neighbours, colleagues, family and friends on board – bringing attention, not only to their current campaign, but also to their wider work"

Localgiving supports local charities to reach their online fundraising potential. The platform has over 2,600 members throughout the UK ranging from disability groups to arts projects, foodbanks to football clubs.

Organisations wishing to take part, who currently aren't Localgiving members, can join Localgiving here: join.localgiving.org.

For more information please visit Localgiving.org, email help@localgiving.org or call 0300 111 2340.

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Localgiving is the UK’s leading membership and support network for local charities and community groups. It aims to empower grassroots organisations to fundraise online, connect with supporters and take control of their financial future. In addition, it provides advocacy for the local voluntary sector and works to secure third party funding for its members. It provides free training opportunities, fundraising resources and regular incentivised giving campaigns to help groups raise funds online.

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