

Site Overview



“
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

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 24 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 judging panel 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.




43,750+
Followers




14,000+
Connections

“
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

“
It's a delight to work with Trevor, he understands our requirements well and never fails to provide us with flexible and bespoke campaign packages specific to our needs.
”

Hannah Cresswell
Access Group

“
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

113,000

Page impressions per month

60,000

Monthly unique users

4,400

Facebook followers

8,000

Email newsletter subscribers

Display advertising	Cost	Specification
Leaderboard banner	£1,250 (12 months)	728 x 90 pixels - GIF or JPG
Mid page banner	£1,250 (12 months)	728 x 90 pixels - GIF or JPG
Button	£1,750 (12 months)	125 x 125 pixels - GIF or JPG
Video box	£4,750 (12 months)	YouTube video embed code
Skyscraper	£1,750 (12 months)	120 x 600 pixels - GIF or JPG
MPU	£2,750 (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)	1,000 pixels wide
Multiple jobs	POA	
Twitter job posting	£199	
Supplier directory listing	Cost	Specification
Up to 1000 words plus logo, images & video (in up to 4 categories)	£650 (12 months)	1,000 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 group advert	Cost	Specification
LinkedIn group post to 14,000 members	£650	Max character count 1,300
Other advertisements	Cost	Specification
Twitter, Solus Tweet, Re-tweet	£200.00	Supply approx 240 characters
Advertorials	£250.00 (per 2 weeks)	
Google Keywords/Classified advert	£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)1923 723990
Email: trevor@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

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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.

Howard Lake
 Founder & Publisher
 UK Fundraising

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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 Wakelet.com report after the event, including a link to your site. This will be embedded within fundraising.co.uk.

Fundraising Camp Locations	Date	Cost
Chichester	February 2019	£600
Manchester	May 2019	£600
Leeds	October 2019	£600
Bristol	November 2019	£600



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Fundraising Camps are the most unmissable events currently available to anyone in the business of raising money for good cause.

Paul Minett
 (@HomesNot)

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“

Fundraising Camp Birmingham was terrific. An inspired day. Relentlessly practical. The day was big enough to have a 'wow' factor. Discussion groups were small enough that each participant could be heard. Don't miss.

Giles Pegram
 CBE

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