



Ramadan Ready: Charity Checklist

Ramadan is recognised for its spirit of generous charity, with estimates from the [Muslim Charities Forum](#) indicating that, in past years, UK donors have contributed over £130 million to charitable causes during the sacred month. Donations are anticipated to increase even further this year.

Even though Muslims engage in regular donations year-round, the bulk of fundraising within Muslim communities peaks during Ramadan. Thus, charities prepare and plan for the Muslim giving season as early as 4-6 months ahead of Ramadan.

This guide offers a checklist of key preparations charities should perform to boost their Ramadan fundraising efforts.

Key Components of Your Ramadan Preparation Toolkit

Let's look at the key areas you need to focus on to ensure a successful fundraising drive (especially in Ramadan and generally throughout the year) and how you can make the most out of these.

Preparation and Planning

Start ahead of Ramadan to give your various teams plenty of time to prepare and plan accordingly for Ramadan.

1. Gear up for Ramadan:

- Motivate Your Internal Team:** Start ahead of Ramadan to prepare and energise your internal teams and ensure they are ready to capitalise on the peak giving season of Ramadan.
- Previous Ramadan Lessons Learned:** Review last year's Ramadan fundraising campaigns and extract the top 10 lessons learned.
- Ramadan Campaign Document:** Detail the campaigns with a day-by-day calendar, the various channels to fundraise by, targets, and who is responsible for these.
- Set Clear Goals:** Set clear KPIs and goals across income and new donors (see below).
- Hone in on Key Projects for Ramadan:** Ideally, you should aim for one main project and manageable sub-projects.

Ramadan Campaign Document



Ensure you have a Ramadan campaign document that includes the following:

- The campaigns you will be running (including a calendar)
- Various channels to raise funds
- Fundraising targets for each channel (include hard and stretch targets)
- Who is responsible for each activity



[read on https://n30.ltd/blog](https://n30.ltd/blog)

Maximise Your Donation Intake

Leverage the generosity of Ramadan by adopting the following strategic approaches to maximise donations.








1. Fundraising Events:

- Contact Mosques, Islamic Centres, and potential partners** in advance for Friday prayer and the last 10-night fundraising slots.
- Organise Fundraising Events:** Organize Ramadan-specific events such as iftars/charity dinners with guest speakers to engage donors.
- Pre-Event Comms:** For donors who typically contribute in Ramadan, initially reach out with an email one week in advance that highlights the outcomes of their previous year's donation and express gratitude for their support.
- Run through the Event Process:** Ensure staff are trained on how to collect money, count, transfer, and report for each event securely.

Ramadan KPIs to Track



Keep track of the following metrics to assess the effectiveness of your Ramadan fundraising efforts:

-  **Total Funds:** Monitor funds collected during Ramadan.
-  **New Donors:** Count new donors to determine outreach success.
-  **Donor Retention:** Measure repeat donations to gauge loyalty.
-  **Average Donation:** Calculate the average donation size.
-  **Cost Per Acquisition for New Donors:** Evaluate acquisition cost-effectiveness.
-  **Conversion Rate:** Analyse donation conversion from campaigns.
-  **Zakat Contributions:** Track Zakat donations separately.

2. Crowdfunding:

- Platform Selection:** Choose a suitable crowdfunding platform that aligns with your charity's needs and has a strong user base. GiveBrite, Launchgood, and JustGiving are some platforms used by charities.
- Campaign Creation:** Develop a compelling crowdfunding campaign with a clear message, goal, and a link to Ramadan giving.
- Ramadan-specific Branding:** Incorporate elements of Ramadan into your nonprofit's branding to enhance the appeal of your communication.
- Engage Influencers:** Bring on a primary brand influencer and mini-influencers with a planned campaign brief for each based on targets and outreach.

High Net Worth Donors: *(Tips to engage during Ramadan)*

1. **A Personal Letter or Call:** This is ideally from the CEO or a senior colleague catching up with the donor and thanking them for their continuous support.
2. **VIP Invitations:** If you have planned your events in advance, analyse your current data set to find events in proximity of your donors and send them a bespoke invitation (via phone, SMS or email)
3. **Pay Them a Visit:** A one-on-one visit may be time-consuming, but it generates greater rapport and a commitment to the donor that you hold them in high regard.
4. **Suggest Matching Gifts:** Encourage matching gift programs where the donor's contribution is matched by another entity, doubling the impact of their donation.

Ready Your Technology

Ensure that your charity tech stack can handle the increased charitable activity during Ramadan with the following checks.

1. Set Up Your CRM:

- Update and Optimize CRM System:** Ensure that your charity CRM setup is primed to handle increased activity. This includes ensuring data accuracy, efficient donor management, and seamless integration with donation platforms.
- Segmentation and Personalization:** Segment donors based on their past giving history and contact in advance of Ramadan.

- Automation:** Automate processes as much as possible across donation receipts, orphan sponsorships, project feedback, SMS/email outreach, etc. Speak to us about actions/triggers or bespoke training in advance of Ramadan.
- Reporting and Analytics:** Utilize CRM reporting to track and analyse donor behaviour and campaign performance. You can utilise donor-related data to make real-time adjustments to fundraising strategies.

2. Internal Training:

- CRM Training:** Ensure all relevant staff are fully trained in using the CRM system. Cover training on data entry, retrieving donor information, generating reports, and understanding analytics.
- Customer Service Skills:** Customer services include query handling, processing donations, and dealing with any issues that may arise. Train staff in customer service, especially those directly interacting with donors.
- Cybersecurity Awareness:** Conduct training sessions on cybersecurity to safeguard donor information and financial transactions.
- Emergency Protocols:** Train staff on handling technical glitches or system failures, ensuring there are clear protocols in place.

3. Optimise Your Charity Website:

- Diverse Payment Options:** Integrate multiple payment options such as credit/debit cards, online payment systems, and Apple/Google Pay payment options to make the donation process as convenient as possible.
- Mobile Responsiveness:** Ensure that the donation process is optimised for mobile devices, as many donors may prefer to donate using their smartphones.

- Easy Navigation and User Experience:** Simplify the donation process with a user-friendly interface. Offer a straightforward donation form, clear instructions, and minimal steps to complete a transaction.
- Testing and Optimisation:** Before Ramadan, thoroughly test the donation process to identify and rectify any issues. Monitor and optimise the system as needed during Ramadan.
- Smooth Donation Journey:** Minimise the steps required to donate; make the form simple, mobile-friendly, and ideally, with the ability for multi-donations in one checkout. Send instant confirmation messages or emails to donors after their donation.
- Hot Back-Up:** Ensure a backup payment gateway is open and ready before Ramadan. This is in case of any restrictions by payment gateways. We currently integrate with Opayo, Stripe and others.

Did you know?

According to the CAF UK Giving 2023 report, since the pandemic, there has been a notable rise in the number of donors who prefer using websites or apps for their donations (26% in 2022 compared to 20% in 2019).

Amplify Your Mission

Leverage marketing channels to make your message heard by a wider target audience using the following essential practices:

1. Prepare Your Marketing Plan:

- Campaign Theme & Tagline:** Develop a Ramadan campaign theme and tagline focusing on resonant and culturally sensitive messages. Ensure they are memorable.

- Segmentation and Personalization:** Segment donors who have given over £1,000 as High net worth donors. You can also segment donors who have given over the past 2 years as they are more likely to donate. Utilise an RFM model analysis (recency, frequency and monetary analysis).
- SEO and Ads:** Prepare your SEO strategies and ad campaigns well before Ramadan begins. Focus on keywords related to Ramadan giving to capture the heightened search interest and ensure visibility at the right moment.

2. Utilise Digital & Print Marketing:

- Innovation in social media:** Research the latest trends on social media - Tiktok have released Creative Assistant, live videos on instagram and investment in Facebook/instagram ads still shows considerable growth.
- Email Marketing:** Utilise segmentation in your charity CRM to pinpoint Ramadan-active donors. Plan a series of targeted email campaigns to inform, engage, and appeal to various donor segments. *Tip:* Plan a content calendar considering the frequency of sending emails, such as every Friday, bi-weekly, or once every 10th day, based on your audience.
- Marketing Collateral Availability:** Though digital marketing is on the rise, print is especially useful to catch the eyes of donors. Consider post-arriving days before Ramadan and even any sponsorship annual reports to arrive around the same time.
- Website Content Optimisation:** Make sure that your charity website reflects Ramadan-specific branding and compelling impact stories to resonate with the essence of the holy month. Use SEO strategies with Ramadan keywords and engage visitors with multimedia content about your initiatives.

Tips: Incorporate the following in your Ramadan marketing campaign:

- Conduct targeted keyword research for Ramadan-related giving. Focus on "Ramadan charity", "Zakat donation", and other relevant phrases.
- Schedule ads during peak online activity times in Ramadan based on your location.

- Don't hesitate to adjust keywords, ad copy, and budgets in real time based on audience response and donation trends.
- Incorporate donor and beneficiary testimonials in your campaign copy.
- Use remarketing ads to reconnect with visitors to your Ramadan pages who haven't donated, with tailored reminders of Ramadan's giving significance.
Examples Include: "Missed out on giving?...", "Your contribution can change lives...", "Every moment counts..."

Engage Your Donors

Engage your team of volunteers and call centres in your Ramadan campaign. Keep them well-equipped and motivated for Ramadan with the following key steps:

1. Activate Volunteers for Ramadan Campaign:

- Orientation and Training Sessions:** Provide specific training for fundraising techniques, communication skills, and technology required for virtual or in-person events during Ramadan. This includes how to use QR codes, project management expertise, and the process for dealing with pledges, for example.
- Clear Role Definition:** Clearly define and communicate each volunteer's role and responsibilities to avoid confusion. Provide detailed instructions for tasks, especially for complex activities like managing online donation platforms or organising events.
- Regular Communication:** Communicate with volunteers to update them on the charity's objectives and progress. *Tip:* Use platforms for interaction while keeping them motivated through recognition and appreciation of their efforts.
- Feedback Mechanism:** Implement a feedback system where volunteers can share their experiences and suggest improvements.

2. Streamline Your Call Centre Operations

- Staff Recruitment:** Ensure that the right amount of staff has been recruited in advance.
 - Technology and Infrastructure Readiness:** Use a reliable call centre technology (preferably a feature linked directly to your CRM) in addition to hardware (phones) and software (VOIP services) setup.
 - Staff Training:** Train staff in soliciting donations, introduce them to the campaigns and help refine their call scripts.
 - Staff Scheduling:** Ensure staff are available for outbound and inbound call centre campaigns, including on key dates (e.g. Live TV appeals, fundraising events, etc)
-

Elevate Your Ramadan Fundraising Efforts

Use this Ramadan fundraising checklist as your guide to enhance your fundraising this Holy month. An essential element to achieving your Ramadan fundraising goal is technology. Adopt processes and tools that help implement your fundraising strategy. Because each step taken towards optimising your fundraising not only benefits your charity but also deeply impacts the lives of those you aim to support.