

Module: Digital Skills

Choosing a fundraising app

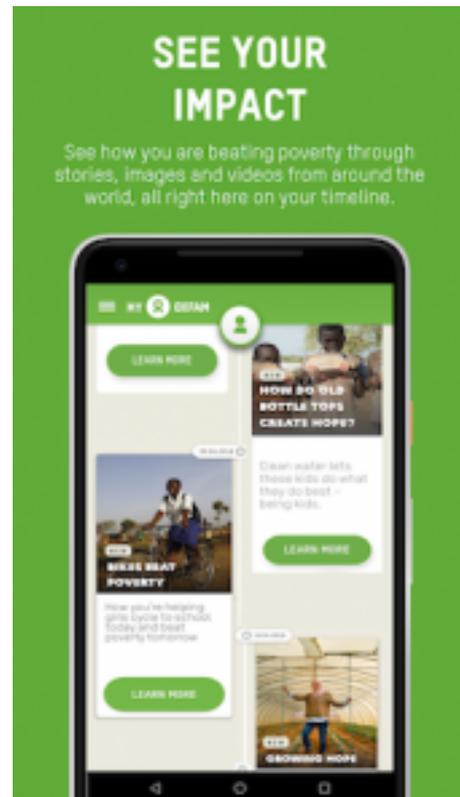
There are several types of successful fundraising apps. An example is the "[Share the Meal](#)" app created by The United Nations World Food Programme (WFP). This uses mobile payments via the app to help fight against child hunger. Users can donate 70 cents by simply tapping in the app, enough to provide a child with nutrition for a day. Those who donate have direct impact on the cause.

There are two types of apps, **donor-facing fundraising apps** are downloaded and used by the donor themselves to make giving to your organisation easier.

Organisation facing fundraising apps are those that the organisation's staff members can use to raise money on the go while they are running a campaign.

One of the biggest challenges is that the public is concerned about where its money is going. This means that transparency in fundraising is extremely important if you want to secure funds. The best marketing strategy for organisations is to demonstrate value and emphasise the rewarding factor to the giving public by highlighting the impact of their donations.

Some apps that can integrate personalisation in the way they function. For example, the [My Oxfam app](#) provides users with a lot of information about the people that receive the funds and benefit from the donations. It also allows users to control the amount they give with a simple swipe and has the ability to alert users about the current social problems or causes that they might want to donate to. This helps to build trust in the charity and reassures users on where their money is going to.



The Fundraising App you choose may be used in other ways than just donor giving, they can also be used for mobile bidding on items that are being auctioned, as well as event planning, project management and finding grants.