



Ramadan Ready: Charity Checklist

Prepare Your Charity Goals for Ramadan 2025: Essential Checklist

As we approach Ramadan 2025, UK-based Islamic charities are already beginning their preparations for the most significant giving season of the year. At TechnoServe Ltd, we've compiled a comprehensive Ramadan checklist to help your organization maximize its impact during this blessed month. Our experience supporting Islamic charities across the UK has shown that early preparation is key to a successful fundraising campaign.

1. Why a Ramadan Checklist is Essential

Having a Ramadan Checklist in place gives your charity a roadmap for success. This checklist not only helps you stay organised but also ensures that every step of your Ramadan campaign is covered. From setting clear charity goals to engaging donors, every detail counts.

2. Setting Clear Charity Goals for Ramadan

One of the most critical elements of your Ramadan strategy is setting clear, achievable goals. Whether it's a financial target or a number of new donors, defining these goals helps your team stay focused. Consider setting the following:

- **Income Goals:** What amount do you aim to raise during Ramadan? Break this down by events, crowdfunding, and donor types.
- **Donor Engagement:** How many new donors do you want to reach? Set a target for outreach and engagement.

- **Gift Aid Targets:** Remember that Gift Aid is a powerful tool for UK-based charities. Ensure you're optimising Gift Aid contributions, as it can significantly increase your funds without additional costs.

A well-defined goal will help your team stay aligned and motivate your supporters to contribute towards your cause.

Optimising Fundraising Campaigns

During Ramadan, it's important to use a mix of fundraising channels to reach your audience effectively. Here's how you can leverage both digital and traditional channels for maximum impact:

1. Fundraising Events:

Organising events like iftar dinners or charity dinners in mosques and community centres can raise significant amounts of money. Make sure to plan ahead:

- **Partner with Islamic Centres:** Get in touch with local mosques and Islamic centres early to secure fundraising slots, especially during the last 10 nights of Ramadan.
- **Pre-Event Communication:** Reach out to past donors a week before your events to highlight the impact of their previous contributions and express gratitude.

2. Crowdfunding:

Crowdfunding is a fantastic way to reach a broader audience during Ramadan. Here's how to ensure your crowdfunding campaign stands out:

- **Choose the Right Platform:** Opt for a platform like GiveBrite, Launchgood, or JustGiving, which aligns with your charity's needs.
- **Ramadan-Specific Branding:** Incorporate Ramadan themes, like giving and gratitude, into your crowdfunding pages to resonate with your audience.

Additionally, working with influencers, particularly in the Muslim community, can help spread the word and encourage donations.

Leveraging Technology for a Seamless Donation Process

In today's digital age, your charity's technology infrastructure must be ready to handle the influx of donations during Ramadan. Here's how you can ensure everything runs smoothly.

1. CRM Systems (Icharms CMS)

Update and optimise your CRM system, such as Icharms (CMS), to ensure donor data is managed efficiently and securely. Make sure:

- **Segmentation and Personalisation:** Segment your donors based on their giving history, and personalise your communications. For instance, high-net-worth donors might require more tailored outreach.
- **Automated Communications:** Automate receipts, reminders, and thank-you messages. This ensures a smooth donor experience and frees up your team to focus on other tasks.

2. Optimising Your Website for Donations

Ensure your website is fully optimised for the Ramadan season:

- **Mobile Optimisation:** Many donors will want to donate via their smartphones, so make sure the donation page is mobile-friendly.
- **Multiple Payment Options:** Offer a range of payment methods, from credit cards to online payment systems like Apple Pay and Google Pay, to make donating easy for everyone.

Additionally, integrate a reliable backup payment system in case your primary gateway encounters issues.

Engaging Your Donors and Volunteers

Engaging your donors during Ramadan is crucial. Here's how you can keep them motivated and involved:

1. Email Marketing and Social Media

Segment your email list to target Ramadan-active donors. Plan your email campaigns well in advance, and send out engaging content that highlights the importance of giving during Ramadan.

- **Personalised Messages:** Craft messages that resonate with the values of Ramadan, such as generosity, charity, and community support.
- **Social Media:** Make use of platforms like Instagram and TikTok to share powerful impact stories, donor testimonials, and live fundraising events.

2. Volunteer Activation

Your volunteers are your front line during Ramadan, and keeping them engaged is key:

- **Orientation and Training:** Equip volunteers with the tools they need to succeed, such as training in using QR codes for donations or managing online platforms.
- **Clear Role Definitions:** Ensure volunteers know exactly what they're responsible for, from fundraising calls to event management

Regular communication and appreciation go a long way in keeping your volunteers motivated and focused on achieving your goals.

High Net-Worth Donors: The VIP Approach

If your charity has access to high-net-worth individuals, consider the following strategies to increase their involvement during Ramadan:

- **Personal Touch:** Reach out with personalised letters or phone calls from senior staff, such as the CEO. Thank them for their continued support and engage them in the upcoming Ramadan campaign.
- **VIP Invitations:** Send tailored invitations to Ramadan events, highlighting the impact of their previous contributions.

Encourage matching gift schemes, where their donation is matched by another entity, effectively doubling their impact.

SEO for Ramadan Campaigns: Boosting Visibility

Ensuring your charity is visible online during Ramadan is essential for attracting donations. Focus on SEO strategies to capture attention when potential donors search for ways to give during the holy month.

- **Keyword Research:** Use keywords like "Ramadan charity," "Zakat donation," and "Islamic charity in UK" to optimise your website and campaigns.
- **SEO Ads:** Set up ads targeting Ramadan-related terms, and use remarketing strategies to re-engage visitors who have shown interest in your cause but haven't yet donated.

Gift Aid: Maximising Your Revenue

For UK-based charities, Gift Aid can make a huge difference. Here's how to maximise Gift Aid during Ramadan:

- **Encourage Gift Aid:** Remind your donors about Gift Aid, which allows you to claim back 25% of their donation from the government at no extra cost to them.
- **Clear Communication:** Ensure your donation forms are clear about Gift Aid eligibility and include a prompt for donors to tick the Gift Aid box.

Final Thoughts: Your Ramadan Checklist

Preparing for Ramadan 2025 is a big task, but with a well-organised Ramadan Checklist, you can ensure your charity is ready to maximise its impact. By setting clear charity goals, leveraging technology, engaging your donors, and optimising your marketing and SEO strategies, you'll be on your way to achieving a successful Ramadan fundraising campaign.

Whether it's through Gift Aid, improving your website's donation process, or working with influencers, every action you take now can lead to a more fruitful Ramadan for your charity.

Let us help you streamline your charity's digital efforts this Ramadan. Reach out to us for tailored solutions that help you meet your goals and make the most of this important season.

THANKYOU