

Tapping in to resolutions

Just because the Christmas season is over, doesn't mean your fundraising has dried up. The New Year can bring opportunities to tap into, so we review the most popular New Year's resolutions and how to turn them into opportunities.

I want to exercise more

Fitness is at the top of the list of New Year's resolutions. For the third year in a row, YouGov's poll shows that 'doing more exercise or improving my fitness' was the top goal for 49% of Britons.

Encourage your audiences to get healthy while fundraising. To make the most out of this resolution, offer opportunities to fundraise while exercising.

To launch your digital exercise challenge, connect with supporters on their apps. Strava's data collection offers compelling opportunities for charities to tap into. Exercisers use the platform to track distance, mileage, or just about any activity.

The information can be aggregated and shared across fundraising pages. JustGiving says that by sharing achievements, fundraisers can raise 40% more for their causes. When organising events, don't forget to include a live component for more traditional participants.

Top tip: Tie in your exercise challenge with your cause. For those with properties or urban landscapes, this is a perfect opportunity to reopen.

I'd like to lose weight

Coming near the top of Britons' wish list, losing holiday weight is another January target. Weight loss events are a great way to shed pounds for charity.

Over in the US, 'Pledge It Weight Loss' challenges have caught on. Pledge It, the online fundraiser, has a page dedicated to this theme. Participants promise to lose weight and fundraise against a target. At the top end, one weight-loss champion raised over \$33,000.

Top tip: Use catchy phrases to draw attention on social media. One of the best we've seen on Pledge It is 'Mission: Slimpossible'.

I want to do more for good causes

Volunteering for charity is another top resolution. To stand out from the crowd, make sure that you know how to recruit young people, as they tend to be generous with their time and money. Gen Z are keen to do more and, perhaps surprisingly, have given over £2 billion despite not being regular donors.

To make sure that your causes are on the top of the list for doing good, enrol your volunteer programme onto a digital platform.

Top tip: While recruiting volunteers isn't fundraising, it does build a pipeline for future donations.

I'd like to donate more of my income

Nobody needs to be wildly wealthy to donate to charity. Many Britons do want to give as part of their resolutions, even from a young age.

Recently featured in the Guardian, Martin Hall, 25, will donate 10% of his income going forward. He says: "It feels like the right thing to do. I am fairly comfortable and my needs are met, so 10% doesn't make much difference...I'll stick to the pledge through continued belief in the value of what I'm doing, budgeting, and having a wider community around me that have taken the same pledge."

Being part of this New Year's resolution means making sure that your charitable impact is front and centre. Let donors know exactly where their money goes, how it will make a difference, and how much it costs to do the work.

Top tip: Platforms like Giving What We Can connects charities with donors.

I want less 'stuff' in my life

Getting rid of old furniture, clothes, and sports equipment helps freshen the home. Catching onto another resolution, decluttering is another popular pledge.

To fundraise with audiences decluttering their homes, make both live and virtual donation opportunities available. For charities with retail shops, accepting used

goods means more items in store for sale. For those with digital storefronts, check out the British Heart Foundation's eBay shop.

The well-known charity has built an impressive platform to raise funds. Donors provide items at any price for bidding. All net proceeds go to the charity's operations and cause.

Top tip: You may come across valuable artefacts. Use these items for future fundraising raffles or prizes.

I'd like to get outside and reconnect with my community

With fewer pandemic restrictions in place, there's no reason not to feel hopeful. Many people who have been cooped up are resolved to explore and reconnect with their communities.

Reminding audiences about charitable work, volunteer days, on-site visits and fundraising campaigns are opportunities to support New Year's resolutions. The National Trust is adopting the generalist approach, and making sure that donations are captured at the same time. By advertising their on-site activities and tours, they are encouraging audiences not only to get involved, but to help them look after iconic sites.

Top tip: Opening up your premises, work, and outlook to audiences ensures that those who do want to donate feel welcome.