

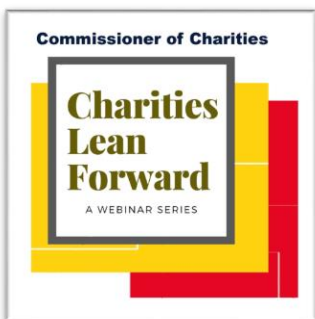
# SUPPORT FOR CHARITIES

## Effective Online Fund-raising (P.A.R.E.N.T)



P.A.R.E.N.T, a framework by the Commissioner of Charities (COC), guides charities on how to conduct online fund-raising effectively.

<p><b>P</b></p>	<p><b>Purpose</b> Focus on sharing the “Why”, which explains the purpose of the charity, and the purpose of its online fund-raising appeals.</p>	
<p><b>A</b></p>	<p><b>Alignment</b> Align all the activities to your purpose so that donors are aware how the activities are in synergy and in support of the purpose.</p>	
<p><b>R</b></p>	<p><b>Results</b> Have and share the “end in mind”. Help your online donors visualise how their contribution is going to help with your cause and/or the beneficiaries.</p>	
<p><b>E</b></p>	<p><b>Evidence</b> “Do the right thing. Do things right. Nothing to hide.” Assure donors by providing evidence such as timely updates on the amount raised and disbursed on the online fund-raising page.</p>	
<p><b>N</b></p>	<p><b>Navigation</b> Ensure that donors find it easy to navigate your website/crowd-funding campaign page. For example, the ‘donate now’ button should be easily located.</p>	
<p><b>T</b></p>	<p><b>Thank</b> Build a sustained relationship with donors by closing the loop. Thank and inform them quickly on how their donations have made a difference to the beneficiaries or the cause.</p>	



### Charities Lean Forward – a Webinar Series

To encourage growth and continuous learning amidst the COVID-19 outbreak, the COC, along with SUSS, conducted a webinar in April 2020 on ‘Online Fund-raising for Charities’ to enhance charities’ knowledge and provide practical tips on how to fund-raise online effectively. Scan the QR codes to watch the webinar videos now.



‘Setting the Stage’ by the Commissioner of Charities Dr Ang Hak Seng



‘Craft a Compelling Narrative’ by SUSS Dr Caroline Lim