

Webinar | 16.09.2025 | 16:00 - 17:00

How to make Community Fundraising work

A decade of Koalect, a decade of learning





Lloyd Wauters

Co-Founder of Koalect &
Community Fundraising
Specialist at RaiseNow



Marco Kuntze

Digital Fundraising
Specialist & CEO of
Relishing Digital

Agenda

- Definition and meaning
- Benefits of Community Fundraising
- Learnings from the past decade
- The ten principles
- FAQ

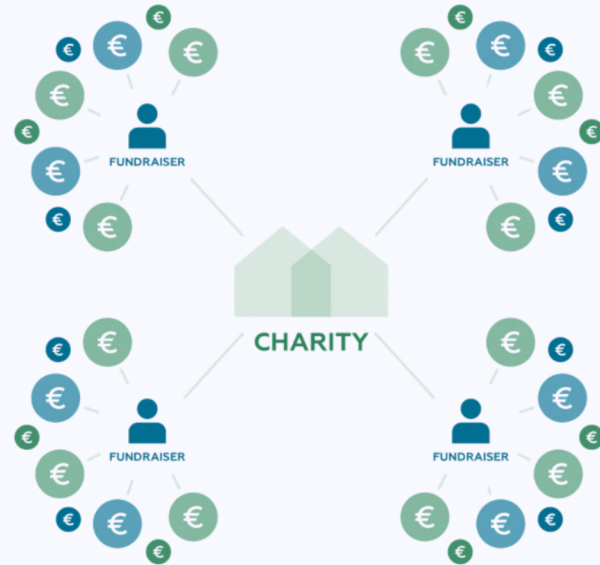
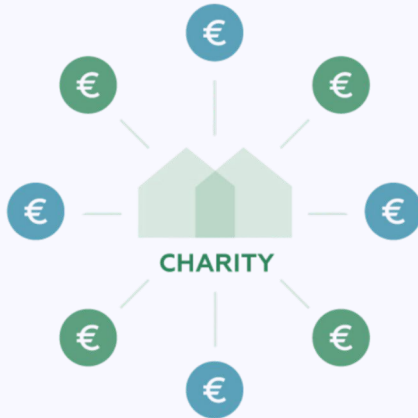


Our view

Community Fundraising is about mobilising your close supporters and recruiting new ones.

What is Community Fundraising?

Traditional fundraising vs Peer to Peer fundraising





Benefits of Community Fundraising

Why should you invest in Community Fundraising?

Community Fundraising is the most positive and authentic form of fundraising, leveraging on the strength and potential of your community.

1

Starting from your DNA

People close to your organisation are committed to your mission — with the right ask.

2

Focus on broad philanthropy

Fundraising focused on soliciting donations only partially (first research shows an estimated 20%) reflects the desire to engage.

3

Authenticity at its best

Powerful stories are shared by your supporters based on their personal experiences and motivation, in line with your organisation's mission.

4

Effective LT fundraising

By focusing on strong marketing and proper stewardship, you can make this one of your most cost-effective channels.

Raise more money

- Generate significant, often unrestricted income
- Attracts donations from people who wouldn't otherwise give
- Diversify your income while delivering excellent ROI

Expand your reach

- Offer new ways for supporters to get involved
- Build your brand and awareness
- Leverage authentic stories and powerful content

Deepen engagement & strengthen your brand

- Build meaningful, long-term relationships with supporters
- Turn fundraisers into advocates and ambassadors
- Inspire deeper loyalty through personal connection

Why people choose to fundraise for you



Cause



Organisation



Community



Activity

What's the potential?

Is community fundraising right for your organisation?

You'll definitely increase your chances when:

- Your organisation's mission succeeds in getting people engaged
(with the right ask 😊)
- Your organisation has a **potential supporter base** in place
- Your organisation is regularly asked how people can support you
'outside of a direct donation'
- Your organisation is ready in terms of **digital capacity**

What do you need to get started?

- An internal **owner**
- A **clear campaign strategy**
- A first **pilot campaign**
- Cross-team and external **support**
- Acquisition and marketing **channels**
- **Organisational** and **digital readiness**

MATHONTHEWAY 2025-Cap sur le GR34 contre le cancer : Un crabe dans l'assiette, pas dans la vie 🦀 🧑



€8,559
collected of €5,999 goal

114
contributors

0
days left

563 Km
total distance

80 Hours
of activity

6
activities

Finished

Organized by



Share project



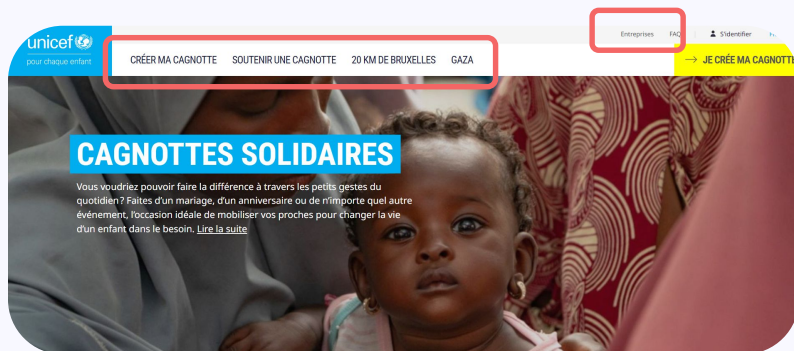
Mathilde Jooris, fundraising officer for the Fournier-Majoie Foundation, with her personal fundraising challenge to support the foundation's mission.

Learnings from the past decade



Do It Yourself initiatives

UNICEF Belgium



En 2025, 406 personnes
ont lancé une page
d'action et ont récolté un
total de 92 022,10 €

CE QUI ÉQUIVAUT À



902 ENFANTS ÉPARGNÉS
PAR LA MALNUTRITION



61 COMMUNAUTÉS
AYANT ACCÈS À L'EAU
POTABLE



180432 VACCINS
CONTRE LA POLIO

One Community Fundraising platform that combines:

- DIY initiatives to celebrate special occasions, in memory of a loved one or to set a personal challenges;
- Urgency appeal for GAZA: support our cause by sharing it with your network;
- Events - register for the 20KM of Brussels and collect funds;
- Corporate campaigns - for each company.

Key Learnings: show impact results in line with your organisation's' mission

A decade of Kolect - Community Fundraising

7 Summits Challenge

Radeln und Helfen Germany



7 days - 7 peaks - 7 cycling challenges

€123K collected via 37 individual fundraisers and
+1K supporters reached.

- Raise funds per meter of elevation
non restrictive
- Different formats to support the campaign
- 100% of donations for the cause
overhead costs covered by participants and
corporate sponsors

Key Learnings: Add specific forms of engagement to your campaigns if it supports its overall purpose.

Gaming Community

UNICEF Österreich



Reach new supporters via Twitch community



UNICEF overlay to integrate fundraising goals on LIVE streams

- Lots of mutual interest for collaborating between both industries
- Support streamers within their own environment (not on your P2P platform)
- High level of innovation for community of “early adopters”

Key Learnings: Adapt your fundraising proposition to the audience, not the other way around

10 principles

for growing your Community
Fundraising

No. 1

People give to people



No. 2

Know your target audience



No. 3

Fundraisers are different from your donors



No. 4

**Give your fundraisers a
reason to support you**



No. 5

Supporters want to take action, not just give money



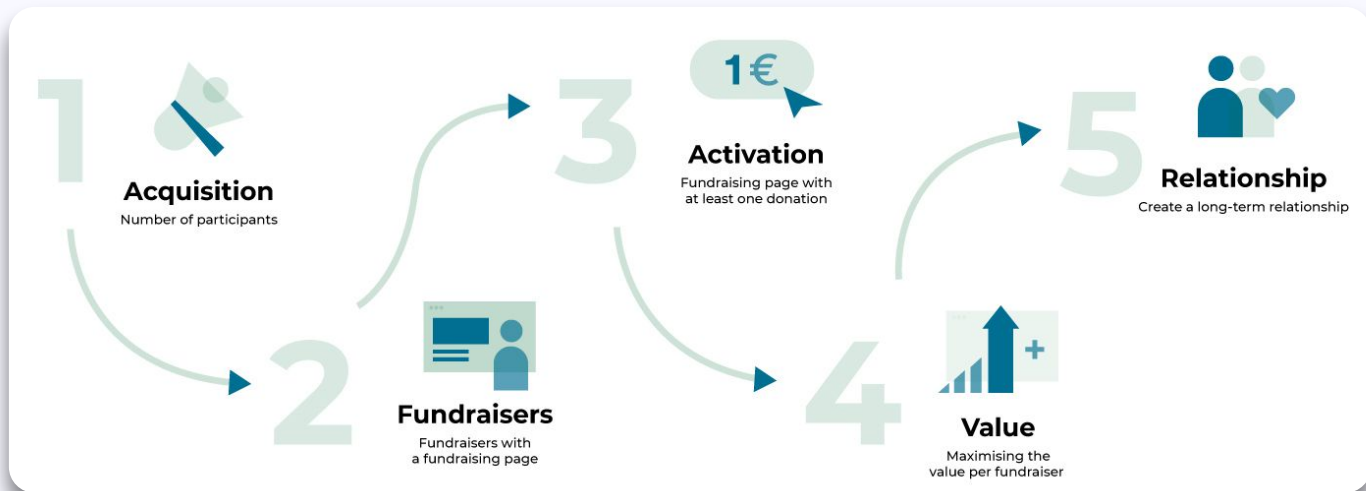
No. 6

**Make your fundraisers
feel great**



No. 7

Help fundraisers succeed at every stage



No. 8

Motivate your fundraisers with ideas, support, and inspiration



No. 9

Scale your fundraising with a balanced, diverse programme



DIY Programme

- In memory
- In celebration
- Own challenges

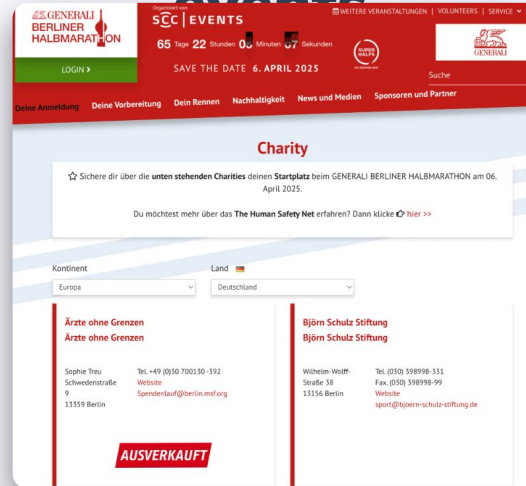


Events Programme

- Own events
- Third-party events
- Outsourced events
- Social and virtual events

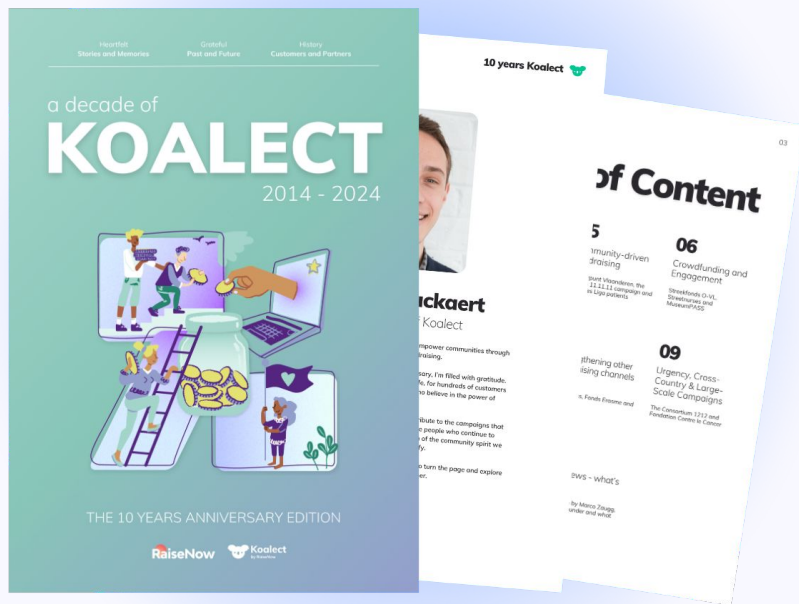
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Boost fundraising by partnering with popular events



A decade of Koalect - Community Fundraising

Our anniversary magazine is here!



Download here for free!



