

Press Release for charities about Nectar Donate

{{YOUR CHARITY NAME}} JOINS FORCES WITH CROWDFUNDER AND NECTAR TO TURN POINTS INTO POSITIVITY

- Nectar Donate has launched on the UK's leading Crowdfunding platform
- There are approximately £250m worth of Nectar points spent by Nectar card customers each year
- Customers can now donate their Nectar points to {{insert charity name}} via our new crowdfunding page {{add link}}
- {{Intro sentence about your latest fundraising campaign or project eg "Our first Crowdfunder campaign will support our ambitions to raise £X this year to... }}

{{Your charity name}} is proud to join forces with Crowdfunder, the UK's leading crowdfunding platform, and Nectar Donate, the new scheme which makes it easy for Nectar card holders to donate any Nectar points they can give to us.

Nectar members will be able to choose how much they give and how often, providing us with a much needed additional income stream {{in order to... }}

It comes as new research reveals that 4.9million Nectar customers said they would like to donate their Nectar points to good causes - and 85% said they would be interested in supporting a local charity. {{delete this if a larger / national charity}}

{{Name and job title of your charity spokesperson. Edit quote as required for your charity}}

"As a charity, the benefits of Nectar Donate couldn't be clearer. By creating a profile page on the Crowdfunder platform, we are able to easily access additional fundraising income from the many generous Nectar card customers who can donate their Nectar points. It also gives us an opportunity to further promote our charity's mission and our latest fundraising campaigns. We can't wait to get started - please give your points generously."

Duncan Parker, Director of Charity and Philanthropy at Crowdfunder, said:

"We're really excited to be partnering with Nectar to launch Nectar Donate. This is an entirely new way for charities to ask for donations and utilise the Crowdfunder platform for fundraising.



“It will also help charity fundraisers to combat donor fatigue as supporters will be able to donate Nectar points instead of asking friends and family for cash sponsorships when committing to fundraising activities like marathons etc. We’re really excited about this revolutionary new approach to charitable giving and would encourage charities to sign up today ahead of the launch in August.”

James Moir, Managing Director at Nectar, said:

“We know how important it is to our customers to be able to make meaningful donations to causes close to them, so we’re delighted to launch Nectar Donate in partnership with Crowdfunder, making it even easier for our customers to use their Nectar points to support a huge range of fantastic charities.”

To see our Crowdfunder page, please visit: www.crowdfunder.co.uk/{{your-charity-project-name}}

With Nectar Donate, customers turn points into positivity. However many points customers give, they’ll give someone else a helping hand and there are no hidden fees. It means every single point donated via crowdfunder.co.uk will be money in the pocket of a chosen charity or to support the local community.

About Crowdfunder:

Crowdfunder is a leading crowdfunding and fundraising website. Crowdfunder connects individuals and organisations to supporters who care, and empowers them to turn their ideas into reality. Crowdfunder can provide specialist fundraising advice and support from expert coaches and enables Crowdfunders to access match-funding opportunities. Well over £200 million has been raised by our Crowdfunders, plus tens of millions more unlocked by our partners to support campaigns for start-ups, charities, social enterprises, communities, businesses, political movements, and individuals.

