



IT Resource Group Ltd
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We are delighted to welcome you onboard with ITdonate. Together, we can turn redundant IT into valuable support for your charity and its fundraising goals.

First things first: please introduce ITdonate to your charity's IT department, or to the person responsible for IT. Share the personalised PDF brochure we have created for you, and invite them to make the switch.



1. Introduce

Make a warm introduction to your IT department and share the brochure.



2. Connect

We discuss your current supporter and sponsor marketing channels.



3. Grow Funding

We agree an action plan to generate donations through IT collections.

Introduce ITdonate into your current marketing

Every charity connects with supporters differently. We work with your existing approach to identify the best sponsor and supporter opportunities.

Action plan for both parties

- Provide the charity with a personalised PDF brochure explaining the ITdonate project.
- Create a personalised charity webpage for supporter and sponsor engagement.
- Piggyback onto your existing marketing, or run a standalone project where more appropriate.
- Produce printed brochures for corporate sponsor events when required.
- Support outreach activity, including external telephone backup where agreed and in full compliance with GDPR guidelines.

Why it works

Your supporters may already have redundant IT equipment or an existing disposal supplier. A simple switch to ITdonate can create donations from activity that may already be happening.

We will do whatever we can to help your charity become successful with the ITdonate project.

A simple supplier switch - either one-off or ongoing - can create a meaningful new revenue stream for your fundraising efforts.