

# Ema

Using Ema throughout the year



## Ema Giving

In memory fundraising was how it all began for Ema Giving.

Our charities wanted to create an engaging way to pay tribute to a loved one at special times of the year.

In memory fundraising is effective in Winter with our Light Up a Life dedication pages and in summer with Summer Meadows to celebrate loved ones who we can't be near.

## Ema Visual Templates for every month of the year.

- **January** – Share support and have a virtual coffee morning on Brew Monday to combat loneliness.
- **February** – Another pot of cheer, invite your supporters to pop the kettle on for a cup of Tea for Tinnitus
- **March** – Daffodil Appeal Month for Cancer or pull out all the comedy stops with jokes for Comic Relief
- **April** – Pet photos for National Pet Month or set wheels in motion with a page for Sustrans Big Pedal
- **May** -Big Asthma Bake Sale Month so encourage supporters to share their recipes with you.
- **June** – Keep Britain Tidy have their Great British Clean and the Wildlife Trusts go 30 Days Wild, upload images or share environmental campaigns
- **July** - CRUK Race for life and as it's plastic free July, fill a digital ocean with well wishes for National Marine Week 25th

Show me more ideas



## Ema Visual Templates for every month of the year.

- **August** – Why not turn your summer fairs virtual or have an interactive fundraising garden?
- **September** – Very busy month with Coffee Mornings, Literacy Awareness, Jeans for Genes and Remember a Charity, try multiple pages linked to different campaigns on your website to test to see which appeal is most appealing!
- **October** – As well as going Sober for October, invite Corporate support for Byte Night the biggest corporate sleep out for Youth Homelessness, try a virtual page to record those donations
- **November** – Men's health with Movember, run a photo competition with silly beards.
- **December** – Typical In memory month with Winter Forests but also what about a Chase the Pudding or Christmas Jumper page to raise smiles as well as sharing memories.

Show me the templates!





**Photographic Sunflower Meadow**



**Photographic Butterflies**



**Photographic Rainbow & Wildflowers**



**Photographic Tulip Tributes**



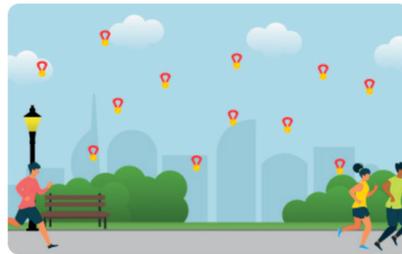
**Memory meadow**



**Photographic Meadow & Butterflies**



**Photographic Light up a Life**



**Sponsored run**



**Light up a life**

The design can be customised to suit any organisation. You can pick a design from our popular templates or we'll help you create one of your own for you.

An Ema Visual consists of a background image with a 'marker' placed for every donation, with clever tech powering the data collection behind.



## Engage Stage

Think of Ema as providing a shop window for your charitable activities but also a place for supporters to come and share their thoughts. They could be in memory, they could be for fun or because there is an issue you all feel connected to.

We provide the platform, you light up the stage!

## Behind the scenes

If your Visual Template is your shop window, then the forms you can create to engage you're supporters is where you can get creative.

Ask as many questions as you like or keep it short and simple.

Ema is designed to ask for donations, but you can also ask your supporters for their consent preferences or if they qualify for Gift Aid.

Stewarding your supporters doesn't need to be complicated, with Ema you can create instant campaigns to ask your supporters opinions on national debates or topics in the news.

Engage with a question and open the door to renewed interest in your cause.

Events have a virtual page for supporters to upload images of them completing their challenges and photo competitions are brilliant for people to share pets, wildlife or virtual Christmas cards.

### What would you like to donate?

Donation title 0/120

Donation message 0/200

What would you like to say?

Upload a photo (Max size: 3MB)

UPLOAD PHOTO Upload image

Donation suggestions

£10	£20	£30	£40
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Or enter a custom amount

£ Enter custom amount

I want to **Gift Aid** my donation. (25p will be added for every £1)

Don't show how much I've donated

Next →

## Stay up to Date

Let your supporters tell you their best contact numbers and addresses so that you can keep in touch. If you have a CRM then Ema will integrate and when this is all set up, their data will drop into your database so that you don't need to set aside huge chunks of time to manually update your records.

It's up to you to decide which options you'd like to offer. We're here to make it easy for you. Our charity partners tell us that they find Ema very easy to implement and use.

A screenshot of a contact preference form. It features four checkboxes, all of which are checked with green checkmarks: "Email", "Phone call", "Text message", and "Post". Below these is a section titled "Telephone number" with a subtitle "For Phone calls and/or Text messages - as requested above". A text input field contains the number "01483 685600". At the bottom, there is a green "Next" button with left and right arrow icons on either side.

Email

Phone call

Text message

Post

**Telephone number**  
For Phone calls and/or Text messages - as requested above

01483 685600

← Next →

**Donate** ✕

**£9791.40** **200**  
raised Donations

Donations About Share

Latest first 🔍

Good luck with meeting your target 17-02-2021  
**£21.90**  
Thinking of you now and forever x  
*Stuart Lobo-Cerveza*  
**boost** Share

What a great cause 17-02-2021  
**£84.90**  
We always look at supporting local causes when we can.  
*Livia Arana-Platano*

Good luck with meeting your target 17-02-2021  
**£28.70**  
I know this money will help you.  
*David Salsa-Lobo*

Miss you loads 17-02-2021  
**£96.60**  
You work so hard on this, it really makes a difference.  
*Linda Orejas-Lobo*

You can see how many people you have inspired to support your appeal and the total, so it's easy to see how your targets are being reached and whether you need to add a nudge of your own via your communication channels to boost the income you are generating.

## Gifts In Wills

### Legacy Intentions:

There is a strong connection between in-memory giving and Legacy giving. In-memory giving is a gateway, so event attendees, annual appeal supporters and even your corporate partners can come to you because they care about a loved one. We have taken the knowledge we already have around using Visual Templates to create a way of sharing Legacy pledge Intentions.

We recommend you always include a soft legacy ask, as it's an inclusive way of allowing asset rich yet cash-poor supporters to take part in any of your appeals.



As most charities report that they receive gifts in wills from unknown supporters, we have developed a way to engage your future pledges, now.

Let's bust some legacy myths together and unlock your legacy community while they are still alive and ready to be engaged.

Let's go!



## Tell us more about your charity intention

Where are you up to?

I intend to leave a gift when I make my will

I have already left a gift in my will

I have a will but would like to add a gift to you

What's your Date of birth

05/08/1943



What type of gift to do you intend to leave?

Percentage of Estate

Fixed Sum

Value (optional)

15000

Would you like to let Ema Giving know your reason for your intention?

Yes

No

Next



## Would you like more information?

About making a will?

Yes

No

From a legal advisor who can offer free advice?

Yes

No

From other companies that have offers around life planning?

Yes

No



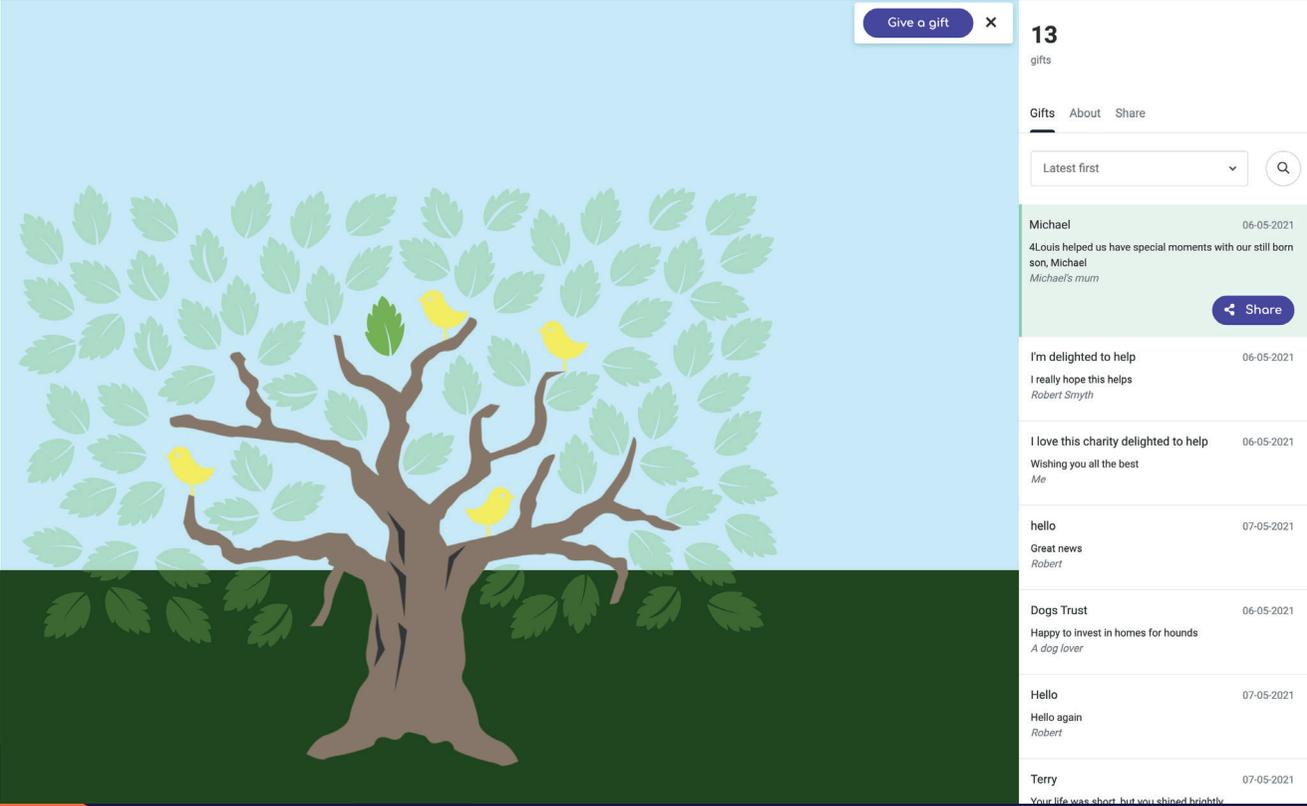
Next



Ema promises to protect your personal information closely. Directly identifying information (e.g. names, addresses) will be safeguarded and maintained under controlled conditions. You will not be identified to any third party unless we have specifically asked for your consent.

Why would your supporter tell you about their intention? Because you can point them in the direction of life planning partners. If you don't partner with any already, we can recommend some for you. When you join Ema Giving, you become part of our charity family and we're here to help. Again, you choose which information you would like to ask or share.

We know that leaving a gift in a will is very special and so even a shared intention is treated with respect and identified as a gift. This 'gift' is shown on a visual template similar to the donation page so that it is equally appealing and engaging and of course, cleverly recorded in your admin area of Ema Giving.



The screenshot displays the Ema Giving admin interface. On the left, there is a large illustration of a tree with green leaves and a brown trunk, set against a light blue sky and a dark green ground. Four yellow birds are perched on the branches. In the top right corner of the interface, there is a button labeled "Give a gift" with a close icon (X). To the right of the tree illustration, a sidebar shows a summary of "13 gifts" and navigation options: "Gifts", "About", and "Share". Below this, there is a dropdown menu set to "Latest first" and a search icon. The main content area lists 13 individual gifts, each with a title, a date, and a "Share" button.

Gift Title	Date
Michael	06-05-2021
I'm delighted to help	06-05-2021
I really hope this helps	06-05-2021
I love this charity delighted to help	06-05-2021
hello	07-05-2021
Dogs Trust	06-05-2021
Hello	07-05-2021
Terry	07-05-2021

Gifts Settings

### All Gifts

[+ Add gift](#) [Export gifts](#)

Gift ID	Full name	Email	Single donation amount	Address town	Device	Timestamp	Source	Actioned
00000CID51	Miss Sarah Commans	sarah@mintedbox.com	£10.00	Town	📱	11-05-2021 14:36	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID47	Mr Miek Ar	mike@mintedbox.com	£777	Guild	📱	11-05-2021 13:24	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID44	Mr Alan Green	ogreen@btinternet.com	£10.00	Milford	📱	11-05-2021 12:02	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID43	Miss Gioia Ciampolini	gioia@mintedbox.com	£11.50	Guildford	📱	11-05-2021 11:56	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID39	Miss Sarah Commans	sarah@mintedbox.com	£55.60	Town	📱	11-05-2021 11:22	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID31	Mrs Clare Sweeney	clare.keepace@gmail.com	£10.00	Orrell, Wigan	📱	04-05-2021 19:03	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID19	Mrs Clare Sweeney	clare.keepace@gmail.com	£10.00	Orrell, Wigan	📱	05-05-2021 16:24	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID17	Mr Iain Bell	iaim@mintedbox.com	£150.00	WOKING	📱	05-05-2021 15:14	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID16	Mr Iain Bell	iaim@mintedbox.com	-	WOKING	📱	05-05-2021 13:58	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID15	Mr Iain Bell	iaim@mintedbox.com	-	WOKING	📱	05-05-2021 13:38	online	<input type="checkbox"/> <a href="#">View/edit</a>
00000CID14	Mr Iain Bell	iaim@mintedbox.com	-	WOKING	📱	05-05-2021 13:31	online	<input type="checkbox"/> <a href="#">View/edit</a>

Let's normalise and unlock the secrets of legacy gifts and make future donations feel as real as they are, we'll provide you with a list of legacy pledgers and share their intended gift amounts in your personalised admin section. You will have a name, amount and time of donation to help report on how successful your legacy marketing activity has been.

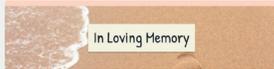
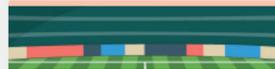
We can tell you if the intention came via mobile or desktop and together we'll reveal your supporter's location. This insightful information can be exported or connect with your CRM directly and if you hear about pledgers in other ways, you can also add gifts manually from offline legacy conversations.

## Your Campaigns

Folders + New Folder

Uncategorised Campaigns Name A-Z

Live Draft Finished

 <p><b>Butterflies 4Louis</b> Custom dedication</p> <p>● LIVE <span>28th Aug 2019</span></p>	 <p><b>Children's Sensory Trail</b> Custom template</p> <p>● LIVE <span>4th May 2021</span></p>	 <p><b>Christmas</b> Custom template</p> <p>● LIVE <span>4th Nov 2020</span></p>	 <p><b>Christmas Dedications</b> Custom template</p> <p>● LIVE <span>28th Jul 2020</span></p>	 <p><b>Classic Ema LUAL Demo</b> Classic Light up a life</p> <p>● LIVE <span>13th Aug 2020</span></p>
 <p><b>Corporate</b> Custom template</p> <p>● LIVE <span>4th Nov 2020</span></p>	 <p><b>Ema Charity Run</b> Charity run</p> <p>● LIVE <span>13th Aug 2020</span></p>	 <p><b>Ema Funeral</b> Funeral</p> <p>● LIVE <span>13th Aug 2020</span></p>	 <p><b>Ema Ocean</b> Save our oceans</p> <p>● LIVE <span>13th Aug 2020</span></p>	 <p><b>Ema Sport</b> Sport</p> <p>● LIVE <span>13th Aug 2020</span></p>
 <p><b>Ema Trees</b> Plant a tree</p> <p>● LIVE <span>13th Aug 2020</span></p>	 <p><b>Festival of Light - 2019</b> Custom dedication</p> <p>● DRAFT <span>28th Aug 2019</span></p>	 <p><b>Fields</b> Classic meadow</p> <p>● LIVE <span>19th Feb 2020</span></p>	 <p><b>Forest Holme</b> Custom template</p> <p>● LIVE <span>19th Feb 2020</span></p>	 <p><b>Forget-me-not Appeal</b> Custom template</p> <p>● LIVE <span>19th Feb 2020</span></p>

Your Campaign manager will keep your campaigns in order and allow you to see everything in one place, whether your campaigns are live, finished or in draft. Edit with ease, Ema Giving lets you see

and manage almost every aspect of your campaign, setting preferences and specific questions in one easy to view place.

## Join Ema

Sign up today and together we can make amazing digital campaigns to boost your income generation and supporter engagement. Ema engages fundraisers and supporters in an attractive and interactive way so you learn more about each other and it doesn't require a lot of effort.

