



amcm

**Affiliate marketing campaign
management agency for
global charities.**



amcm.agency

Fuel your mission with 20% more donations through affiliate marketing.

What is affiliate marketing?

Affiliate marketing is a performance based model where eCommerce stores or charities partner with publishers, such as affiliates, content creators, and influencers to generate sales, leads, or donations through the publishers' websites, mobile apps, browser extensions and social media channels. These publishers are rewarded with commission on successful sales, leads or donations



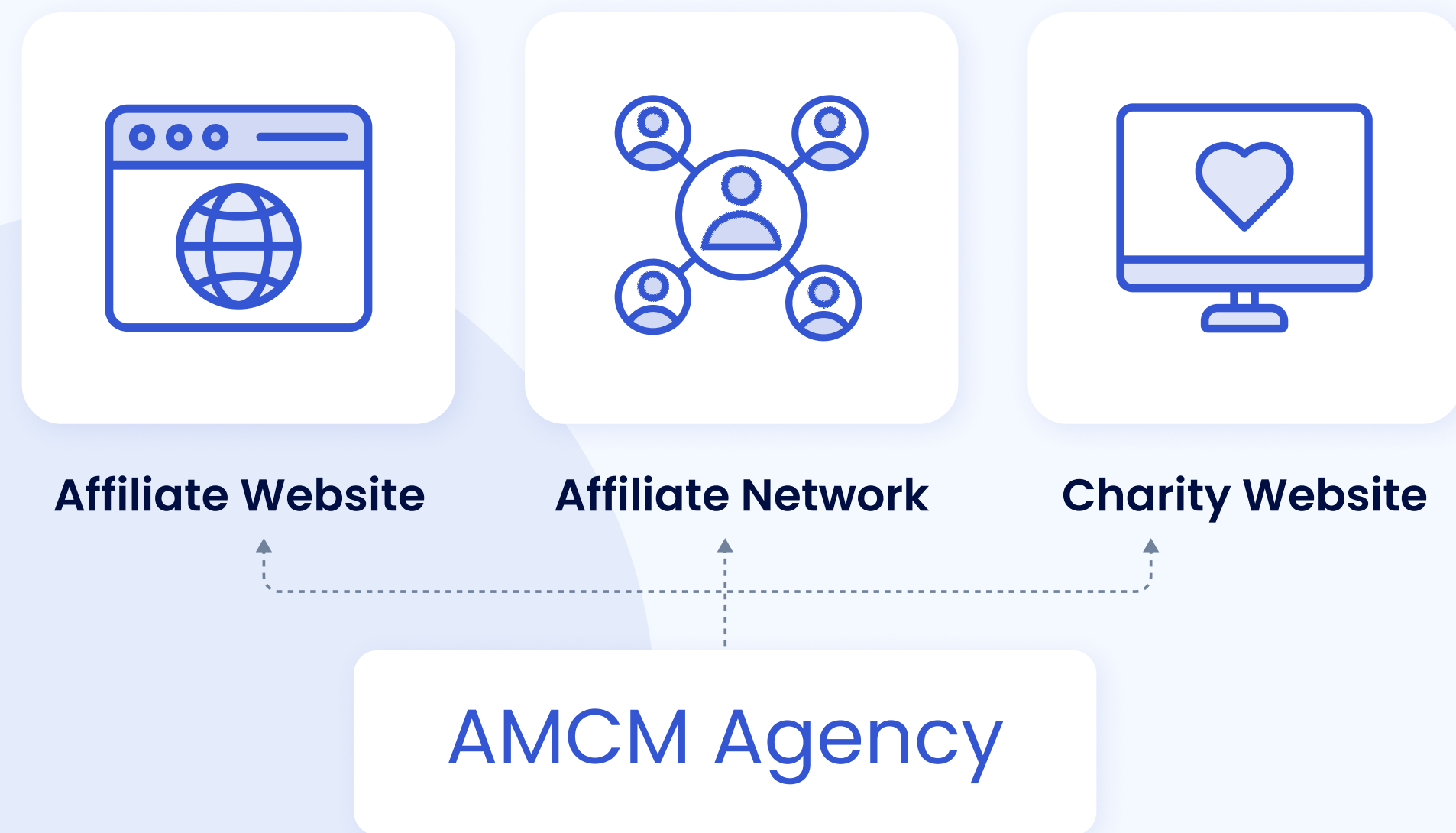
How big is affiliate marketing.

The current size of the global affiliate marketing industry is estimated to be over \$18.5 billion, with projections indicating a rise to nearly \$32 billion by 2031

By 2028, industry spending is projected to reach \$15.8 billion, marking a five-year rise of nearly two-thirds (+ 65%) from 2023, when the total was less than \$10 billion.

More than 67% of consumers surveyed by a YouGov study said that they have used an affiliate website at least once a month.

How affiliate marketing works for charities.



Affiliate marketing contributes to 15–30% of online donations for global charities.

- 01.** Low setup and affordable monthly management cost.
- 02.** Performance-based model, only pay for successful donations.
- 03.** Diverse affiliate partners including influencers, bloggers, and websites.
- 04.** Reaches niche donor audiences aligned with your mission.
- 05.** Increases campaign visibility and public awareness.
- 06.** Attracts new donors beyond your existing network.
- 07.** Drives incremental donation revenue and supporter leads.
- 08.** Transparent analytics, track clicks, donors, and ROI.
- 09.** Fully customisable campaign design and tracking options.
- 10.** Proven to raise up to 20% more in online donations.

AMCM agency is responsible for managing all the stakeholders involved in the affiliate marketing campaign management process such as.

- Affiliate sourcing, recruitment and management.
- Affiliate network technology management.
- Campaign management, performance and reporting.

Top 10 affiliate marketing stats of 2025

- 1 Global affiliate marketing is booming** – the industry is now valued at \$18.5 billion and is projected to grow to \$31.7 billion by 2031, with a steady CAGR of around 8%.
- 2 Widespread adoption** – over 80% of marketers use affiliate marketing, making it one of the most trusted and scalable performance channels.
- 3 High ROI potential** – affiliate programs often deliver an average return of \$15 for every \$1 spent, underscoring their cost-effectiveness.
- 4 Mobile-optimised performance** – more than 50% of affiliate traffic comes via mobile devices, critical for non-profits given that mobile donors are increasingly common.
- 5 U.S. leadership** – the U.S. affiliate marketing spend is expected to reach \$16 billion by 2028, showing the scale of opportunity.
- 6 Rapid growth forecast** – experts estimate the global market will reach \$37.3 billion by 2025, up from \$27.8 billion in 2023.
- 7 Affiliate marketing pays off** – campaigns are most effective when tied directly to conversions, making them a transparent, performance-based fundraising strategy.
- 8 Affiliate channels drive growth** – in retail, affiliate referrals account for 16% of all e-commerce sales, proving how vital they are for incremental revenue.
- 9 Audience expansion at low cost** – affiliate partners bring new, engaged donor audiences at minimal upfront costs, helping scale fundraising further.
- 10 Performance-focused and evolving** – AI-driven affiliate tools and mobile-first strategies are making campaigns smarter, more efficient, and even more accessible to non-profits aiming to optimise results.

Introducing AMCM Agency

AMCM Agency is a global affiliate marketing campaign management agency committed to helping charities raise more funds.

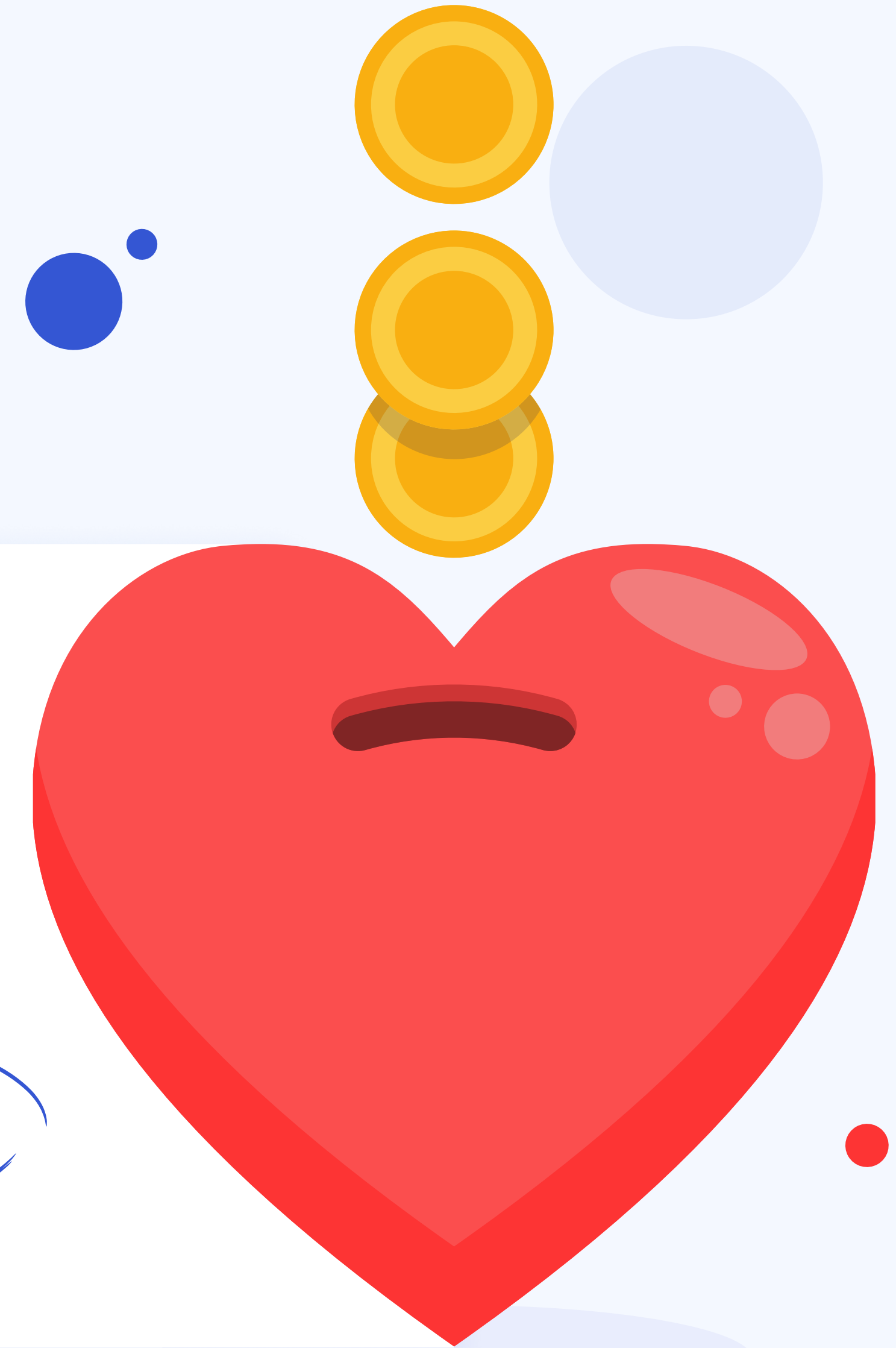
AMCM helps global charities raise 20% more donations through affiliate marketing.

Our Commitment

Transparent campaign management you can trust.

Focused on results from day one.

Clear communication with your teams and publishers.

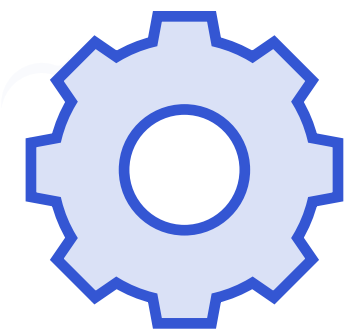


AMCM campaign management services



Strategy Development

We create your affiliate fundraising strategy by considering your charity's mission, values, campaigns, target donors, and fundraising goals. We also analyse the competitive landscape in your cause area and align the affiliate program with your other marketing and outreach efforts to maximise donations and impact.



Program Management

We provide dedicated, experienced staff to manage your charity's affiliate fundraising program day-to-day. This includes tracking donations, recruiting and supporting affiliate partners, managing commission payments, overseeing campaign targets and budgets, coordinating creative updates, and resolving any issues with partners or affiliate networks, ensuring your program runs smoothly and delivers maximum impact.



Publisher Recruitment

We actively recruit mission-aligned affiliate partners to promote your charity's campaigns. Our team has access to thousands of global publishers, including social media influencers, bloggers, content creators, mobile app and extension developers, PPC agencies, ad networks, and large media platforms, all selected to help you reach new donors and raise more funds.

AMCM campaign management services



Creative Development

Our team provides creative design support for your charity's fundraising campaigns, producing banners and visuals in multiple sizes and formats that affiliates can use instantly. All creative materials are aligned with your charity's brand guidelines and integrated with your overall marketing strategy to ensure a consistent, impactful message that inspires donations.



Campaign Analysis and Reporting

We provide your charity with weekly summaries and detailed monthly performance reports. These include new affiliate partners who have joined, donation and engagement results, and a clear overview of the strategic adjustments made to optimise your campaign and maximise funds raised.



Complete Affiliate Marketing Campaign Audit

This service is for charities with an existing affiliate fundraising program. We conduct a thorough review of your campaign, analysing donation performance, future growth potential, and opportunities for improvement. You'll receive a detailed expert report about your affiliate campaign with clear recommendations on how to optimise your program and raise more funds.

Pricing & Packages

At AMCM.Agency, our pricing is transparent and designed to give charities maximum return on investment. We operate on a performance-based model, meaning you only pay for confirmed donations generated through affiliate marketing.

Pricing

£1,499/month

£999/month if paid upfront for 12 months

Plus 4% monthly commission on total donations via the campaign we manage for you.

Creative development (optional): £30 per hour.

Technology & network costs billed separately by the affiliate network.

Campaign Features

Dedicated full-time affiliate manager for publisher recruitment.

Daily reporting via our advanced SaaS B2B dashboard

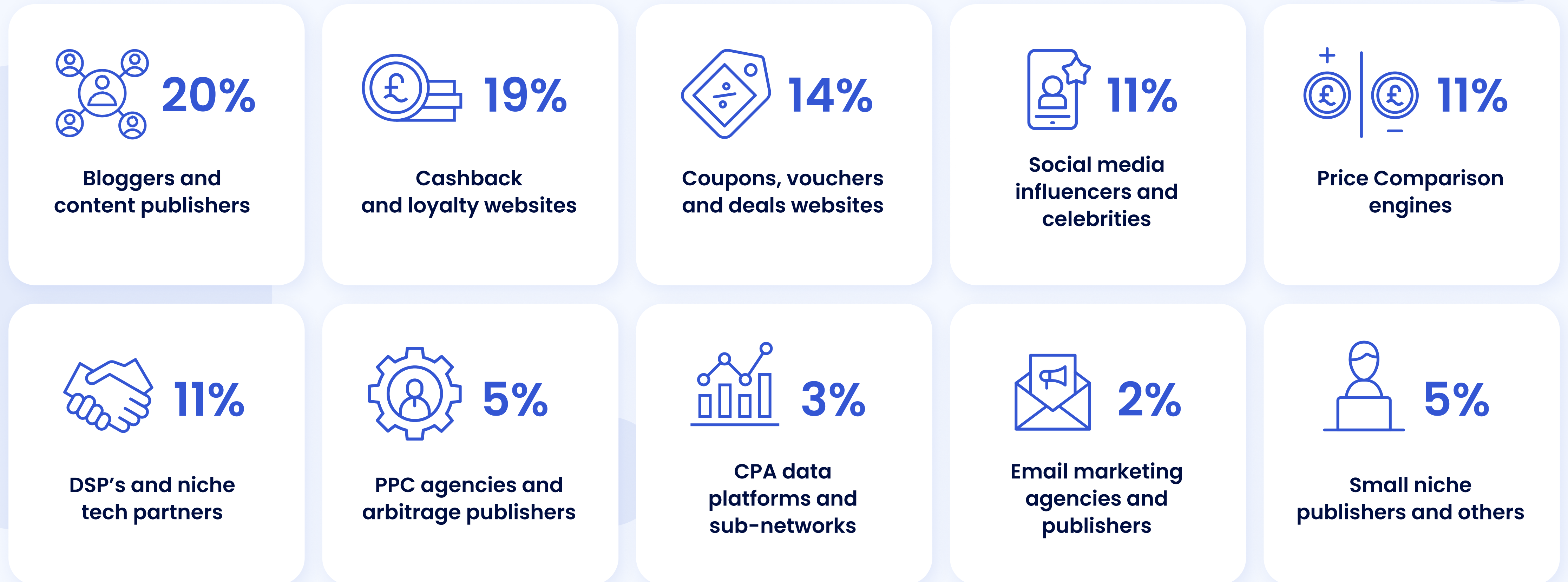
Weekly detailed updates on program performance and enhancements.

Monthly strategy meeting with account director & affiliate manager.

Full creative and technical support for banners, tracking and optimisation.

Top 10 types of publishers in the UK

AMCM works with industry leading niche affiliates on top web, social and mobile channels.



AMCM has access to over 10,000 global publishers.



amcm

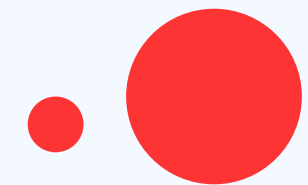
Let's discuss affiliate marketing campaign strategy for your charity.



connect@amcm.agency



amcm.agency



Learn affiliate marketing from amcm team

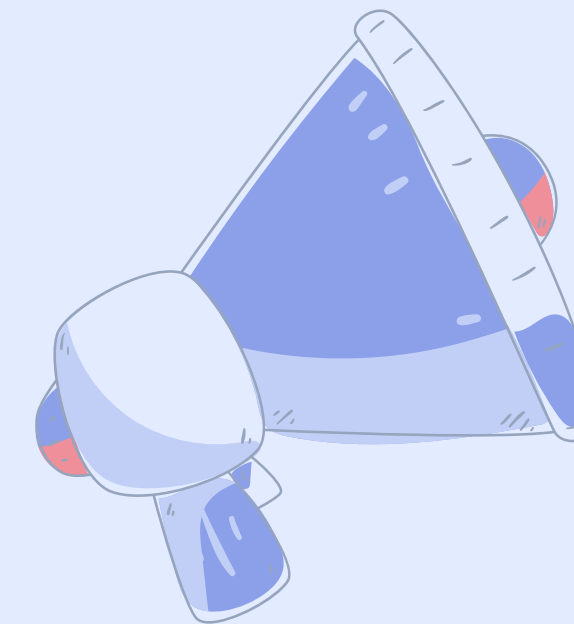


Affiliate marketing complete guide for publishers.

Are you an aspiring publisher or influencer?

Discover affiliate marketing with AMCM professionals and begin generating passive income today.

[View Free Guide](#)



Affiliate marketing complete guide for charities.

Are you a non-profit struggling to raise funds?

Learn how charities are boosting their online donations by up to 20% through the power of affiliate marketing.

[View Free Guide](#)