

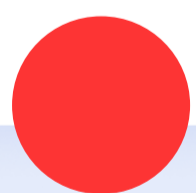


# Introduction

This guide is written specifically for charities, non-profit organisations, and fundraising teams who want to explore innovative ways to increase donations using digital channels. It explains what affiliate marketing is, how it works for charities, and why it has become one of the most effective performance-based fundraising methods worldwide.

Whether you are a fundraising manager looking to diversify income streams, a digital marketing officer exploring new donor acquisition channels, or a charity leader planning long-term growth, this guide will help you understand the benefits, challenges, and practical steps to running a successful affiliate campaign.

It also introduces how AMCM.Agency can manage this entire process for you, helping you achieve up to 20% additional donations with minimal risk and maximum transparency.



## Why Charities Need to Diversify Fundraising Channels

The charity fundraising landscape has changed dramatically in the last decade. Traditional methods, street collections, fundraising events, and mail appeals are becoming more expensive, saturated, and unpredictable. Donors are increasingly moving online, researching causes, and making giving decisions digitally.

For charities to continue growing, relying solely on conventional fundraising methods is no longer enough. A diversified digital fundraising strategy is essential to reach new donors, engage younger audiences, and maintain a sustainable flow of donations.

## The Rise of Digital Fundraising and Performance-Based Models

In the commercial sector, affiliate marketing has been a proven performance-based model for over two decades. It allows brands to pay only for real results, sales, leads, or conversions, making it one of the most cost-efficient marketing channels.

This same model can be adapted for charities:

- Instead of paying for sales, charities reward publishers (affiliates, influencers, bloggers, and deal sites) for confirmed donations.
- Publishers use their websites, apps, social media, and email lists to promote charity appeals to their audiences.
- The charity gains new donors and increased donations, paying only for successful contributions.

## How Affiliate Marketing Fits into Charity Fundraising

Imagine hundreds of publishers, bloggers, and influencers acting as fundraising ambassadors for your charity. They talk about your cause, share your campaigns, and drive traffic to your donation pages, motivated by a commission per confirmed donation.

This approach:

- Expands your charity's reach to millions of potential donors.
- Attracts new supporters at a lower cost per acquisition.
- Works alongside your existing fundraising channels without replacing them.

For many charities, affiliate marketing can increase online donations by 15–30%, with some achieving 20% growth within the first year when managed professionally.

### About AMCM.Agency – Who We Are and Our Mission

At AMCM.Agency, we specialise in helping charities unlock the power of affiliate marketing. With over 20 years of experience in the affiliate marketing industry, we have worked with leading brands and global publishers.

Now, our entire focus is on the non-profit sector. Our mission is simple:

- Help charities raise 20%+ additional donations through affiliate marketing.

- Provide end-to-end campaign management from strategy to reporting.
- Make performance-based fundraising accessible and stress-free for charities.

With our expertise, publisher relationships, and proven processes, we enable charities to compete for donor attention in the same way top eCommerce brands do, but for a good cause.



# What is Affiliate Marketing and How It Works for Charities

## Understanding Affiliate Marketing in Simple Terms

Affiliate marketing is a performance-based fundraising model where a charity partners with independent publishers, such as bloggers, influencers, cashback sites, and deal websites, who promote the charity's campaigns to their audiences.

The charity only pays a small commission when a confirmed donation is made, making it a risk-free and cost-efficient way to attract new donors.

In commercial terms, affiliate marketing drives 15–30% of all online sales for brands in the UK. By adapting the same proven model, charities can tap into new donor audiences and increase donations significantly.



The affiliate marketing ecosystem for charities involves five main participants:



### **The Charity (Advertiser - Brand)**

The organisation is seeking donations and offering a commission for every confirmed contribution.



### **Publishers (Affiliates & Influencers)**

Bloggers, influencers, deal/coupon websites, cashback platforms, email marketers, and content creators who promote the charity's campaigns.



### **Affiliate Networks & Technology Partners**

Platforms that track every click, visit, and confirmed donation to ensure transparency and accurate commission payments.



### **Campaign Managers (Agencies like AMCM.Agency)**

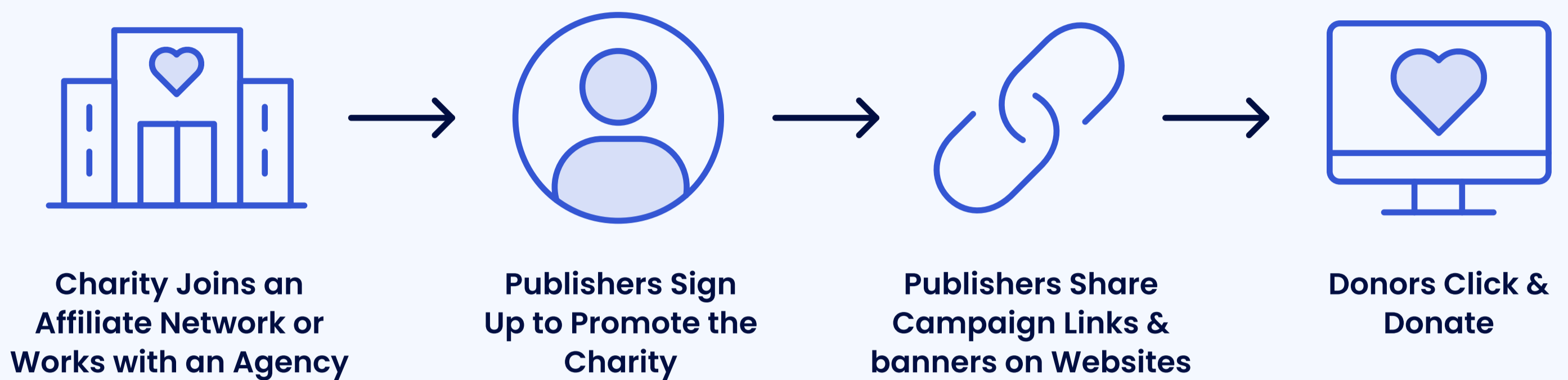
Specialist agencies that manage the entire process for charities, including strategy development, publisher recruitment, campaign optimisation, and reporting. They ensure the campaign delivers the highest possible ROI.



### **Donors (End Users)**

Individuals who see the publisher's content, visit the charity's donation page, and make a donation.

## How It Works – Step by Step for Charities



### 1. Charity Joins an Affiliate Network or Works with an Agency

The charity's affiliate campaign is set up on an affiliate platform with tracking technology.

### 2. Publishers Sign Up to Promote the Charity

AMCM or the charity recruits relevant publishers, influencers, and bloggers interested in promoting the cause.

### 3. Publishers Share Campaign Links

They place donation links or banners on their websites, apps, social media, and email newsletters.

### 4. Donors Click & Donate

When a supporter donates through the publisher's link, the transaction is tracked in real-time.

### 5. Commission Paid to Publishers

The charity pays an agreed commission (e.g., 5–15% of the donation amount) only for confirmed donations.

## What Kind of Results Can Charities Expect?

- Commercial brands in the UK report 15–30% of total online revenue from affiliate marketing.
- For charities, when managed professionally, affiliate marketing can deliver 10–30% incremental donation growth within 6–12 months.
- It also brings new donors who might not have discovered the charity otherwise.

Imagine a charity fighting child hunger partners with a network of food bloggers and parenting influencers. These publishers share articles, Instagram posts, and YouTube videos about the appeal, each with a unique donation link.

Every time one of their followers donates, the charity gets new funds, the donor feels engaged, and the publisher earns a small commission. The charity only pays for real donations, not for clicks or impressions.

# Why Affiliate Marketing for Charities?

## A Proven Fundraising Model Adapted for Charities

Affiliate marketing has transformed how businesses acquire customers; 15–30% of all online sales in the UK now come from affiliate marketing channels. The same principle works for charities: publishers, influencers, and deal platforms promote your cause, and you only pay a commission when a confirmed donation is made.

For charities, this means low risk, predictable ROI, and scalable donor acquisition, making it an ideal addition to any fundraising strategy.

## Key Reasons Charities Should Use Affiliate Marketing

### 1. Performance-Based – Pay Only for Results

Unlike traditional advertising or fundraising campaigns, where you pay upfront, affiliate marketing ensures you only pay when a donation is confirmed. Every pound spent is directly tied to measurable results.

### 2. Access to Millions of Potential Donors

Through affiliates such as deal websites, influencers, and content publishers, charities can instantly reach large, engaged audiences they may never have accessed before.

### 3. New Donor Acquisition at a Lower Cost

Acquiring new donors can be expensive through events or direct mail. Affiliate marketing brings warm leads, people already motivated by trusted publishers who endorse your cause.

#### 4. Increased Brand Awareness and Credibility

When respected bloggers, influencers, or deal websites talk about your charity, it boosts public trust and organic exposure, often leading to additional unpaid coverage.

#### 5. Long-Term Donor Engagement

Affiliate marketing isn't just about one-time donations. Many supporters who first donate through a publisher later become regular givers or long-term supporters.

#### 6. Works Alongside Existing Fundraising Channels

Affiliate marketing complements your existing fundraising methods. It can run in parallel with other campaigns, adding 10–20% incremental donations without cannibalising other efforts.

### The Strategic Importance for Charities

- **Digital-first Donors:** Younger generations, who are highly active online, are more likely to discover and support causes via digital channels.
- **Scalable Growth:** Once the program is set up, adding new publishers is easy, meaning the campaign can grow month by month.
- **Future-Proof Fundraising:** As traditional methods become less effective, affiliate marketing ensures your charity keeps pace with modern fundraising trends.

# Benefits of Affiliate Marketing for Charities

Affiliate marketing is more than just a fundraising tool; it's a sustainable growth channel that can transform how charities attract and engage donors. Below are the key benefits broken into financial, marketing, and community impact categories.

## 1. Financial Benefits – Predictable, Incremental Donations

- **Performance-Based Fundraising** – You only pay a commission when a donation is confirmed, making it a low-risk, high-ROI channel.
- **Incremental Donations** – Charities managed by AMCM.Agency typically see 10–20% additional donations within the first 6–12 months.
- **Scalable Growth** – As you recruit more publishers, your donation volume can grow month by month.
- **Lower Donor Acquisition Cost** – Affiliate marketing often delivers new donors at a fraction of the cost of events, direct mail, or paid ads.

## 2. Marketing Benefits – Awareness, Credibility & Reach

- **Massive Donor Reach** – Access audiences of millions of people through deal sites, influencers, and content creators who already have established trust with their followers.



- **Improved Brand Visibility** – Your campaigns appear on popular websites, apps, and social channels, giving your charity more visibility without heavy advertising spend.
- **Credibility Through Third – Party Endorsements** – When respected publishers promote your cause, it acts as social proof, encouraging donors to give.
- **SEO & Long – Term Exposure** – Blog posts, articles, and influencer content stay online, giving you ongoing visibility long after the campaign ends.

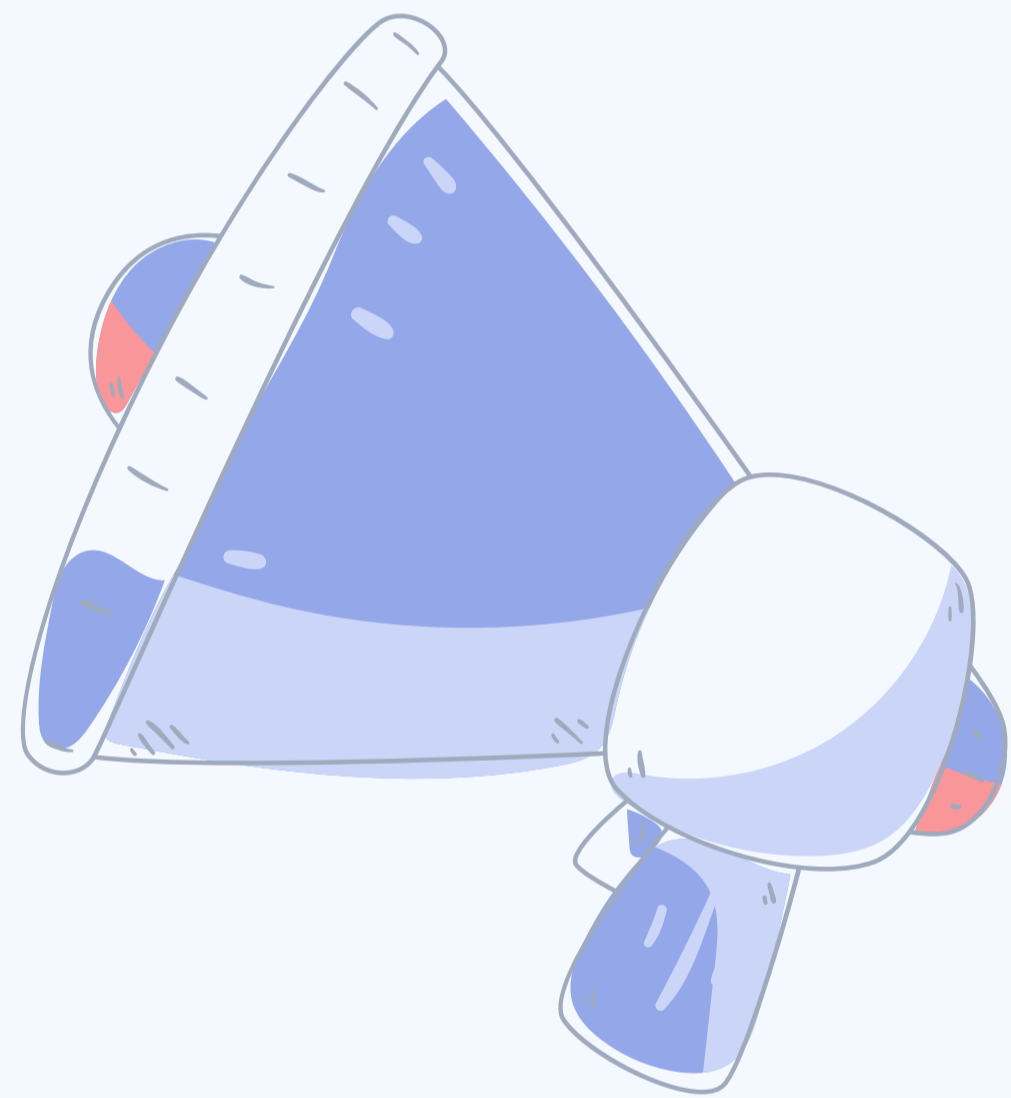
### 3. Community Impact – Donor Engagement & Advocacy

- **Turning Supporters into Ambassadors** – Influencers and bloggers become advocates for your cause, telling authentic stories to inspire giving.
- **New Donor Relationships** – Many first-time donors who donate via affiliate links later become regular givers or long-term supporters.
- **Younger Donor Engagement** – Affiliate marketing connects you with younger, digital-savvy donors who are harder to reach via traditional channels.

### 4. Data & Transparency – Track Every Click and Donation

- **Real-Time Tracking** – Affiliate technology shows exactly where donations come from, giving you a clear picture of ROI.

- **Better Decision Making** – You can identify which publishers perform best and scale up campaigns accordingly.
- **Access to New Audiences** – Many affiliate publishers operate on social, blogging, and deal websites where your other campaigns (such as search and paid social ads) may not reach. This helps bring in new first-time donors who wouldn't have discovered your charity otherwise.



# Can Charities Do It Themselves?

Many charities wonder if they can manage affiliate marketing campaigns internally without external support. While technically possible, running a successful affiliate program requires specialist skills, technology, and ongoing management.

## Can charities do it themselves?



## What's Required to Run an Affiliate Program In-House?



### Access to Affiliate Networks & Technology

- You need to join an affiliate network or use dedicated tracking software to track every click, donation, and commission payment.
- Networks also charge setup fees and may require a minimum monthly spend.



### Publisher Recruitment & Relationship Management

- Recruiting quality publishers (bloggers, influencers, deal websites, cashback platforms) takes time and industry connections.
- Building trust and negotiating commission rates with top publishers is a skill that comes with experience.



### Creative Design & Marketing Assets

- Charities need to provide affiliates with professionally designed banners, email templates, and social creatives that align with their campaigns.



### Technical Setup & Tracking Integration

- Donation pages and tracking pixels must be integrated correctly to ensure commissions are only paid for confirmed donations.
- Any tracking errors can lead to lost donations or incorrect commission payouts.



## Day-to-Day Campaign Management

- Monitoring performance, approving publishers, adjusting commission rates, resolving disputes, and preventing fraud an ongoing processes.
- Without regular optimisation, the campaign will underperform.



## Reporting & Analysis

- Weekly and monthly reports are essential to understand which publishers drive the best ROI and where to focus efforts.

## Time, Skills, and Staff Requirements

- Running an affiliate campaign in-house typically requires a dedicated staff member or team with:
  - ✓ Knowledge of affiliate marketing and fundraising.
  - ✓ Design and copywriting skills for marketing materials.
  - ✓ Analytical skills to interpret campaign data.
- Creative Production – Ongoing cost of designing banners, email templates, and social ads.
- Time Cost – Delayed results if campaigns are not optimised regularly.

## Typical Costs if Done In-House

- **Network Setup Fees** - £500–£2,000 depending on the platform. An agency can get you a better deal.



- **Staff Costs** – Hiring or training staff to manage the program full-time.
- **Creative Production** – Ongoing cost of designing banners, email templates, and social ads.
- **Time Cost** – Delayed results if campaigns are not optimised regularly.

## Time, Skills, and Staff Requirements

- Lack of **publisher relationships** to recruit top-performing affiliates.
- Limited **technical expertise** to set up tracking correctly.
- No time for **continuous optimisation** and relationship management.
- **High initial setup time** before seeing meaningful results.

# Common Challenges for Charities Running Affiliate Campaigns

While affiliate marketing can be a powerful fundraising channel, many charities struggle to achieve meaningful results when managing campaigns on their own. Below are the most common challenges:

## Limited Affiliate Marketing Expertise

Most charity fundraising teams have little to no experience with affiliate marketing. Without specialised knowledge, it's difficult to:

- Recruit high-performing publishers.
- Negotiate competitive commission rates.
- Optimise campaigns for maximum ROI.

## Lack of Relationships with Top Publishers

Top-performing affiliates, such as cashback websites, deal platforms, and large influencers, are selective about which campaigns they promote.

- Charities without existing industry connections often struggle to get approval from these high-traffic publishers.
- Agencies with established networks can onboard these partners much faster.



## Resource and Time Constraints

Running a successful affiliate program requires:

- Daily monitoring of performance.
- Responding to publisher queries.
- Constant recruitment and optimisation – Most charity teams are already stretched with other fundraising activities, making consistent management unrealistic.



## Creative and Content Limitations

Affiliates need professional, eye-catching banners, email templates, and social creatives that align with their audiences. Many charities lack in-house design capacity to produce these materials consistently.



## Technical Setup & Tracking Issues

Affiliate marketing depends on accurate tracking to ensure publishers are paid only for confirmed donations.

- Incorrect setup can lead to lost donations, underreported performance, or overpayment of commissions.



## Brand Control & Compliance Risks

Without close monitoring, some publishers may:

- Use misleading headlines to drive clicks.
- Place charity campaigns on unrelated or low-quality websites This can damage the charity's reputation if not managed carefully.



## Delayed Results Without Regular Optimisation

Affiliate campaigns require constant testing and adjustment. Without ongoing optimisation, many charities see very slow growth and give up before real results appear.

These challenges explain why many charities either fail to launch affiliate programs or abandon them after minimal results. With the right expertise and resources, however, these hurdles can be overcome, and that's where AMCM.Agency comes in.

# The AMCM.Agency Solution

At AMCM.Agency, we specialise exclusively in helping charities unlock the power of affiliate marketing. We manage everything for you, from strategy to execution, so you can focus on your mission while we focus on delivering 20%+ additional donations through performance-based fundraising.



## Proven expertise in affiliate marketing

20+ years of experience



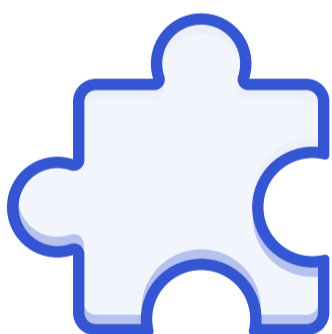
## Specialised for the charity sector

Work only with charities



## Access to 10,000+ trusted publishers

Cashback sites, deal platforms, bloggers, influencers



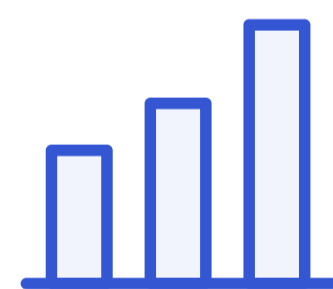
## End-to-end campaign management

From strategy to reporting



## Low-risk, high roi

Pay only for confirmed donations



## Transparent & honest reporting

Weekly and monthly reports



## Why Work With AMCM.Agency?

### ✓ Proven Expertise in Affiliate Marketing

With 20+ years of experience in affiliate marketing and fundraising, we understand how to run campaigns that deliver measurable results.

### ✓ Specialised for the Charity Sector

Unlike agencies focused on eCommerce brands, we work only with charities, meaning we understand donor behaviour, seasonal campaigns (e.g., Ramadan, Christmas appeals), and compliance requirements.

### ✓ Access to 10,000+ Trusted Publishers

We have established relationships with top cashback websites, deal platforms, bloggers, and influencers, helping your charity quickly get approved by high-traffic partners.

### ✓ End-to-End Campaign Management

We handle every part of your affiliate program, from strategy development to publisher recruitment, tracking setup, optimisation, and detailed reporting.

### ✓ Low-Risk, High ROI

You pay only for confirmed donations, and we optimise continuously to ensure maximum return on investment.

### ✓ Transparent & Honest Reporting

You'll receive weekly and monthly reports showing every click, donation, and commission payment.

# Our Services for Charities

## 1. Affiliate Strategy Development

- We build a tailored strategy aligned with your fundraising goals, seasonal campaigns, and donor demographics.

## 2. Publisher Recruitment & Management

- Access to cashback sites, deal platforms, bloggers, and influencers who already have trust with their audiences.
- We manage negotiations, approvals, and ongoing relationships.

## 3. Program Management & Optimisation

- Daily monitoring of performance.
- Adjusting commission rates and resolving disputes.
- Preventing fraud and ensuring brand compliance.

## 4. Creative Development

- Professionally designed banners, email templates, and social creatives aligned with your brand guidelines.

## 5. Tracking Setup & Technical Support

- Complete technical setup to ensure accurate donation tracking and reporting.

## 6. Campaign Analysis & Reporting

- Weekly summaries and monthly performance reports with actionable insights.

## 7. Affiliate Campaign Audit (For Existing Programs)

- For charities already running affiliate programs, we provide a full audit and recommendations to boost performance.

### What Results Can You Expect?

- 10–20% additional donations within the first 6–12 months.
- New donor acquisition at a significantly lower cost per donor than traditional fundraising methods.
- Scalable growth as more publishers join your program month by month.

### What Makes Us Different?

- **100% Charity-Focused** – Our entire agency is dedicated to the non-profit sector.
- **Global Publisher Network** – Direct relationships with top affiliate partners in the UK, Europe, and the MENA region.
- **Results-Oriented Approach** – We are focused on increasing donations, not just running campaigns.
- **Transparent Pricing** – No hidden fees, just clear CPA-based pricing.

# 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/pr month if paid  
upfront for 12 months

Plus 4% monthly  
commission on total  
donations via this  
campaign

Creative development  
(optional): £30 per hour

Technology & network costs  
billed separately

## 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 optimization

# Standard Pricing Model (CPA-Based Campaigns)

## 1. Monthly Management Fee

- ✓ £1,499 / month – Full campaign management, including strategy, publisher recruitment, optimisation, and reporting.
- ✓ Discounted Rate: £999 / month – If paid upfront for a 12-month engagement.

## 2. Commission Share

- ✓ 4% commission on monthly donations from this campaign – Covers publisher relationship management, fraud prevention, and performance optimisation.

## 3. Creative Development (Optional)

- ✓ £30 per hour – Professional banner design, email templates, and social creatives aligned with your brand guidelines.

## 4. Technology & Network Costs

- ✓ Billed separately as per the chosen affiliate network or tracking platform. We help you select the most cost-effective solution.

## What's Included in This Price? – Campaign Features

When you partner with AMCM.Agency, you get a complete end-to-end affiliate marketing solution:

- **Dedicated Full-Time Affiliate Manager:** Access to our advanced SaaS B2B dashboard to track clicks, donations, and publisher performance in real time.

- **Dedicated Full-Time Affiliate Manager:** Access to our advanced SaaS B2B dashboard to track clicks, donations, and publisher performance in real time.
- **Weekly Performance Updates:** Detailed insights and recommendations for campaign optimisation and enhancements.
- **Monthly Strategy Meeting:** Review performance, discuss new opportunities, and align campaign strategies with your fundraising goals, hosted by your account director & affiliate manager.
- **Full Creative & Technical Support:** From banner design to tracking setup and campaign optimisation, our team ensures everything runs smoothly.

## Why Choose AMCM.Agency Over Others?

When it comes to running an affiliate marketing campaign for your charity, you have three options: hire AMCM.Agency, work with a generic affiliate marketing agency, or hire an in-house manager.

Below is a detailed comparison to help you make an informed decision.

| Criteria                                 | AMCM.Agency<br>(Charity-Focused)   | Generic Affiliate<br>Marketing Agency   | In-House Manager   |
|--|--|---|--|
| <b>Charity Domain Experienced Team</b>   | CEO with 20 years in affiliate marketing for charities; the team understands how charities raise and manage donations. | No experience in how charities work, raise, or manage donations with their users. | Time-consuming to learn charity sector dynamics; extra effort & cost required. |
| <b>Charity Sector Expertise</b>          | Specialised only in charities – we understand donor behaviour & seasonal fundraising.                                  | Focus on eCommerce brands, with little to no charity experience.                  | Limited charity-specific affiliate marketing experience.                       |
| <b>Publisher Network</b>                 | 10,000+ trusted publishers already working exclusively with charities.   | Large publisher base but mostly sales driven for ecommerce brands.                | Need to build relationships from scratch.                                      |
| <b>Management Cost</b>                   | £1,499/month (discounted to £999 if paid annually).  | £3,000–£5,000/month on average.   | ~£50,000/year salary + £100/hour design & technical costs.                     |
| <b>Technical &amp; Creative Support.</b> | Included (tracking setup, banners, optimisation).  | Often charged extra as add-ons.   | Requires additional tech support, hires or outsourcing.                        |
| <b>Time to Launch</b>                    | 2 weeks with ready networks & publishers.  | 2–4 weeks to set up.  | 3–6 months to hire staff, set up tracking, & recruit publishers.               |
| <b>Focus on ROI</b>                      | Performance-based – donations first.   | Focus on sales ROI, not donation-driven KPIs.                                     | Limited experience optimising for CPA-based donations.                         |
| <b>Reporting &amp; Transparency</b>      | Weekly & monthly detailed donation reports.  | Reports available, but not tailored to charity needs.                             | Requires in-house data skills & software.                                      |
| <b>Risk Level</b>                        | Low risk – pay only for confirmed donations.   | Low, but higher upfront costs.  | High – full salary & resource costs regardless of performance.                 |

# Getting Started – Onboarding & Next Steps

Partnering with AMCM.Agency to launch your charity's affiliate marketing campaign is straightforward. We've designed a simple onboarding process to help you start seeing results as quickly as possible.

## Step 1: Book a Free Consultation

- Schedule a call with our affiliate marketing experts to discuss your fundraising goals, existing campaigns, and potential donation growth through affiliate marketing.
- We'll provide a high-level assessment of what's achievable for your charity based on our experience with similar organisations.

## Step 2: Affiliate Campaign Strategy & Proposal

- After the consultation, we develop a tailored affiliate marketing strategy, outlining:
  - ✓ Recommended affiliate networks & publishers.
  - ✓ Commission structure and expected ROI.
  - ✓ Estimated 6–12 month donation growth.
- You'll receive a clear proposal with costs, timelines, and deliverables.

## Step 3: Technical Setup

- Once approved, we handle all technical integration, including tracking setup and donation page optimisation.

## Step 4: Campaign Launch (Within 2 Weeks)

- Your charity's affiliate program goes live, with publishers actively promoting your donation campaigns.

## Step 5: Active Publisher Recruitment

- AMCM affiliate manager begins recruiting trusted publishers, influencers, and deal websites who align with your cause.
- We manage daily operations, commission approvals, and creative updates.

## Step 6: Ongoing Optimisation & Reporting

- Daily monitoring to ensure publishers drive quality donations.
- Weekly updates with insights and recommendations.
- Monthly strategy meetings with your account director to review results and scale the campaign.

## Step 7: Scale & Grow Donations

- As your campaign gains momentum, we onboard more publishers and expand to new audiences, ensuring sustainable donation growth month after month.

## Ready to Transform Your Fundraising?

Affiliate marketing has already helped global brands grow by 15–30%, and now it's time for charities to leverage the same proven model. With AMCM.Agency, you can:

- ✓ Raise 10–20% additional donations within 6–12 months.
- ✓ Reach new donors through trusted publishers, influencers, and deal websites.
- ✓ Pay only for confirmed donations – no wasted spend.
- ✓ Free your fundraising team to focus on other activities while we manage everything.

## Why Wait? Start Today.

Every month you delay is a month of missed opportunities to reach new donors and grow your charity's impact. Our established publisher network and proven processes mean you can be live in as little as 2 weeks.



# amcm

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



Connect with us.

✉ [connect@amcm.agency](mailto:connect@amcm.agency)

🌐 [www.amcm.agency](http://www.amcm.agency)