

End-of-year appeals

How can we optimise end-of-year
campaigns to increase fundraising?



- 15 years in marketing and fundraising
- Previously led fundraising for The Bike Project
- Works with charities large and small across the UK



- 16 years in fundraising
- Public Fundraising specialist - experienced across Community, Events and Individual Giving
- Believer in the power of words, stories and kindness

At Raisely, we take our responsibility to provide accurate and useful information to the sector seriously.

We take the time to get our analysis right and only present information we're confident represents what organisations that use our platform can expect.

We pulled our data from:



6000
fundraising
campaigns



1800
non-profit
organisations

What are we?

- Fundraising platform with 8 customisable templates
- Custom information fields
- Comprehensive reporting functionality
- Marketing communications automation
- Personalisation and segmentation
- Optimised, high converting donation form
- Regular giving & Direct Debit
- Automatic Gift Aid
- Open API with out of the box integrations for Salesforce and RE NXT integrations
- Digital wallets
- Registrations, tickets, and merch forms

Trusted by inspiring UK charities

back↑up

MyelomaUK



mind Devon

CONCERN
worldwide



WANT TO TALK RAISELY?

Book a demo with Muna

WORKSHOP

Ready, Steady, Plan!

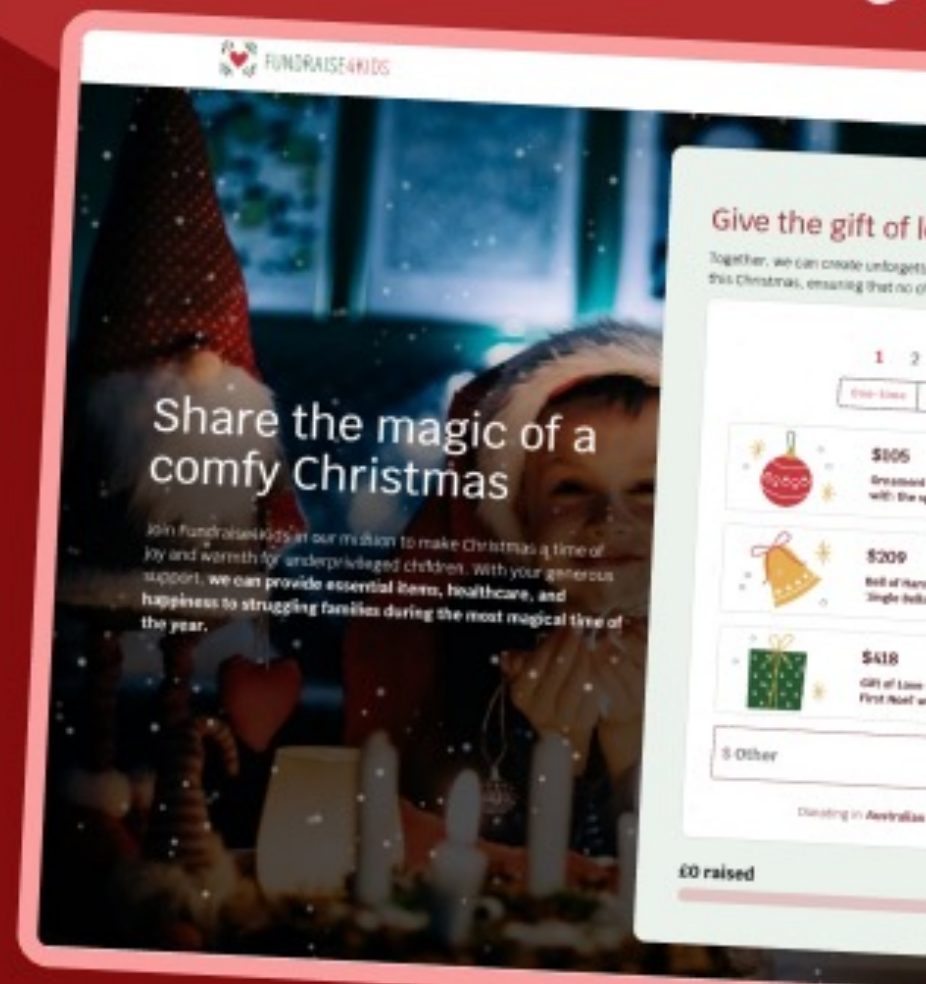
Create your Christmas
Appeal in 90 minutes.



James
Stinson



Muna
Hussen



JULY 10 - 12PM BST



[SIGN UP HERE](#)



The current charitable giving landscape

DONATING FIGURES ARE STATIC


The British people donated £12.7 billion to charities in 2022, increasing from £10.7 billion in 2021. The increase in the amount donated is as a result of people, on average, donating more, rather than an increase in the number of people donating.

THE COST OF LIVING CRISIS IS HAVING AN IMPACT ON CHARITABLE GIVING

In 2022, more than two thirds (69%) of people indicated they would need to make cuts to their spending to help manage bills, including 17% who said they would be likely to cut their charitable donations.

VOLUNTEERING NUMBERS ARE DOWN

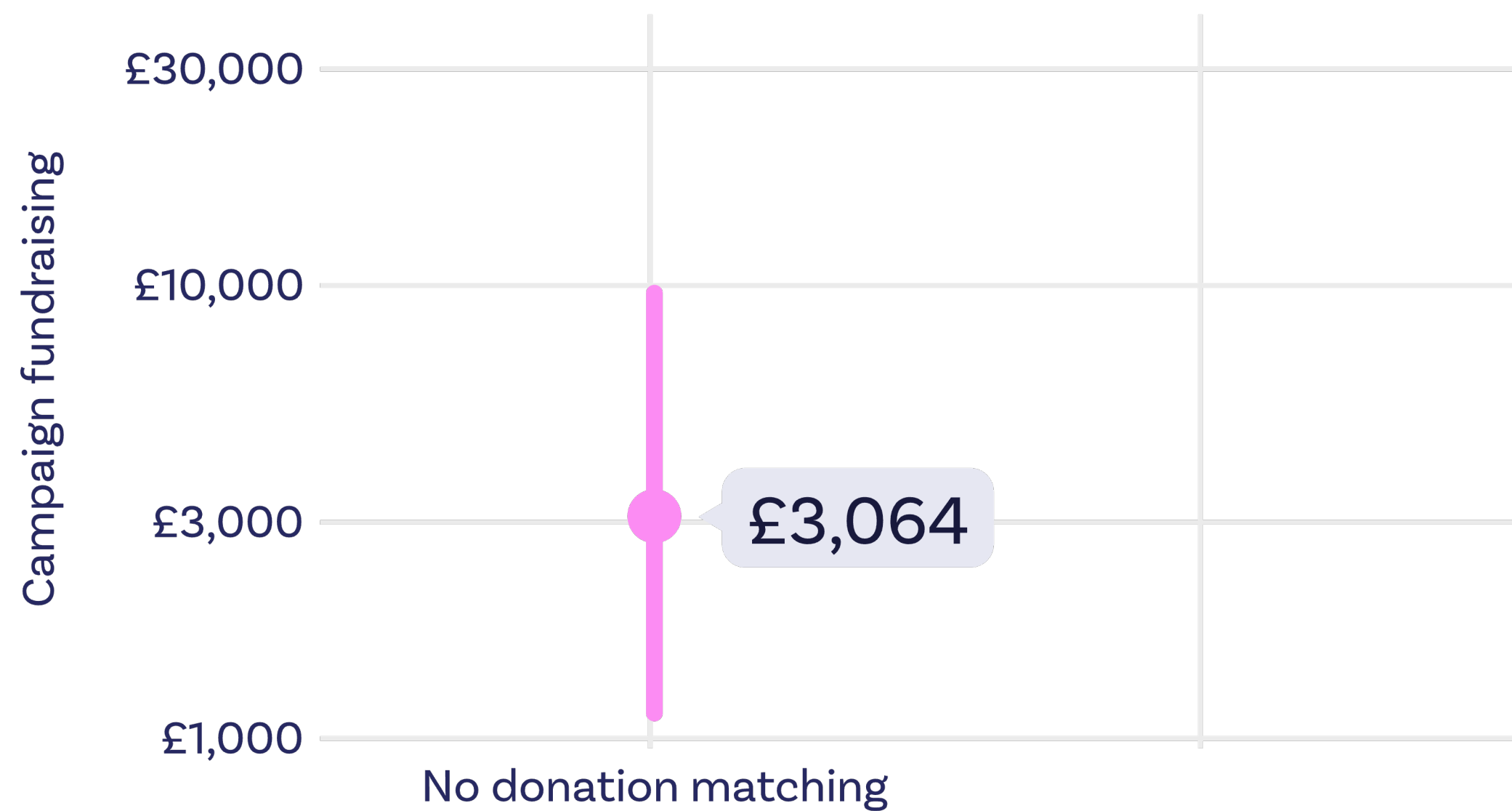
In 2022, an average of 7% reported volunteering for a charity in the past four weeks. This signifies a sustained reduction from pre-pandemic levels (9% in 2019). The proportion of people volunteering in the past 12 months has also declined over time, falling from 16% in 2018 to 13% in 2022.



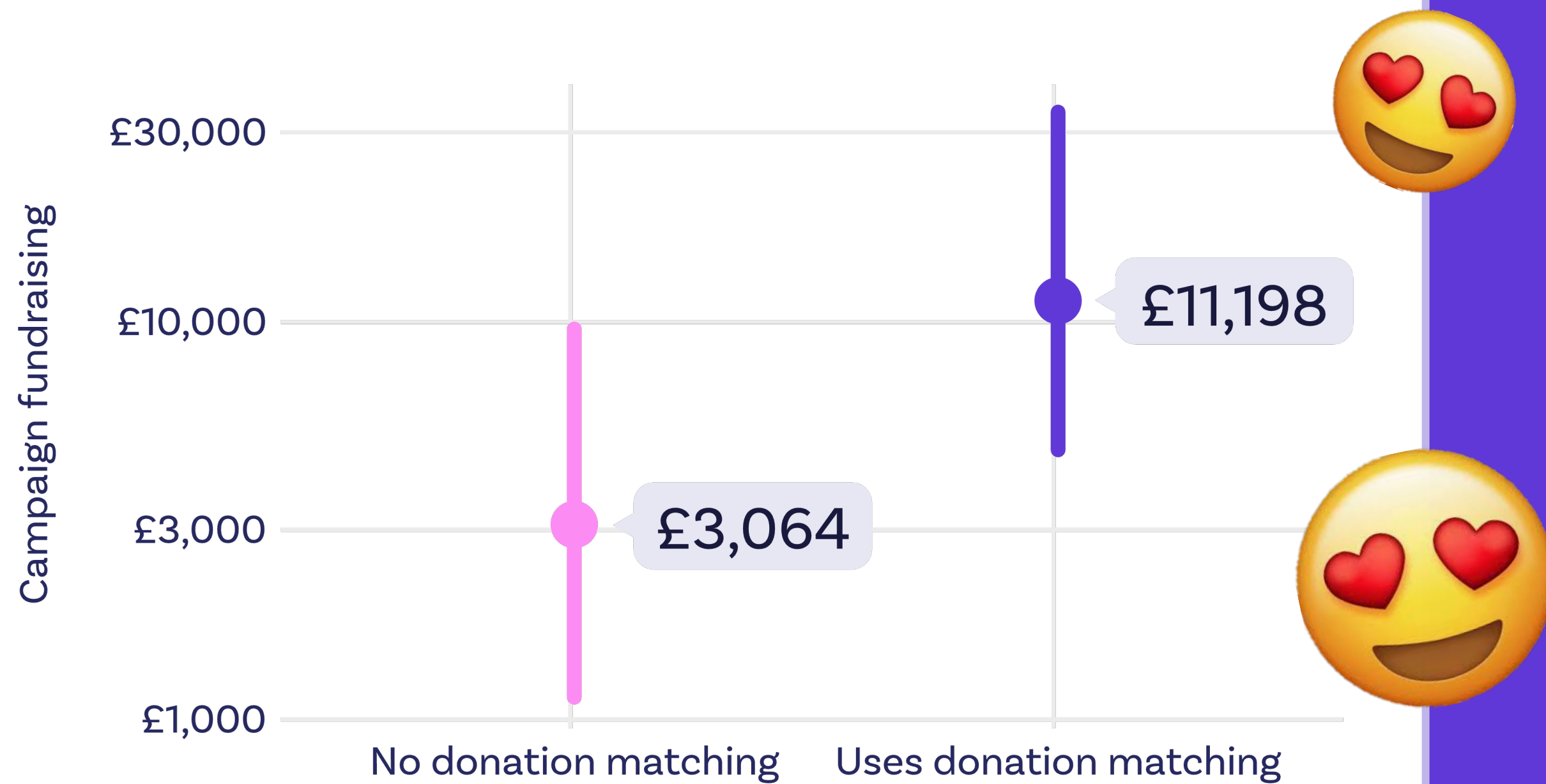
#1

**Leverage matched
giving partnerships**

Campaigns that don't use matched giving raise a respectable amount



...but campaigns that use donation matching raise more!



Could you live off £6 a day?

People seeking asylum aren't allowed to work and have less than £6 a day to live off. Cost of living crisis or not, that's simply not enough.

That's why at The Bike Project, we refurbish and donate secondhand bikes, giving refugees and people seeking asylum a free form of transport.

We need your help

Every £100 donated will get another refugee a refurbished bike. Please give what you can:

1234

One-time

Monthly


£10

£20

£50

£100

£ Other



There are hundreds of refugees on our waiting list in urgent need of a bike. Help us change that.

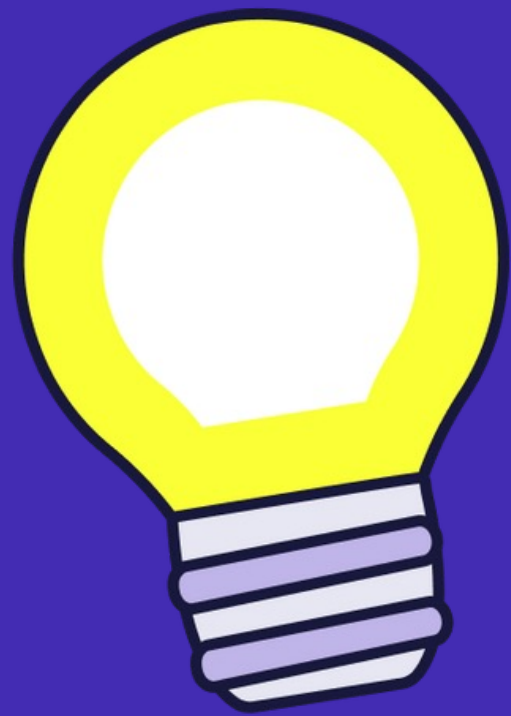
£42,960 raised

£35,000 goal

This campaign is match funded, so every pound you donate will be doubled!

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START SECURING MATCHED DONORS 3-6 MONTHS BEFORE CAMPAIGN LAUNCH

Research your current supporter list

Decide on an ask

Secure a commitment before campaign is finalised



Matched funding top tips

- ✓ Run your own
- ✓ “Double your gift” and “Double your impact”
- ✓ Can be a limited amount – first £x,000 doubled”



Who can match fund

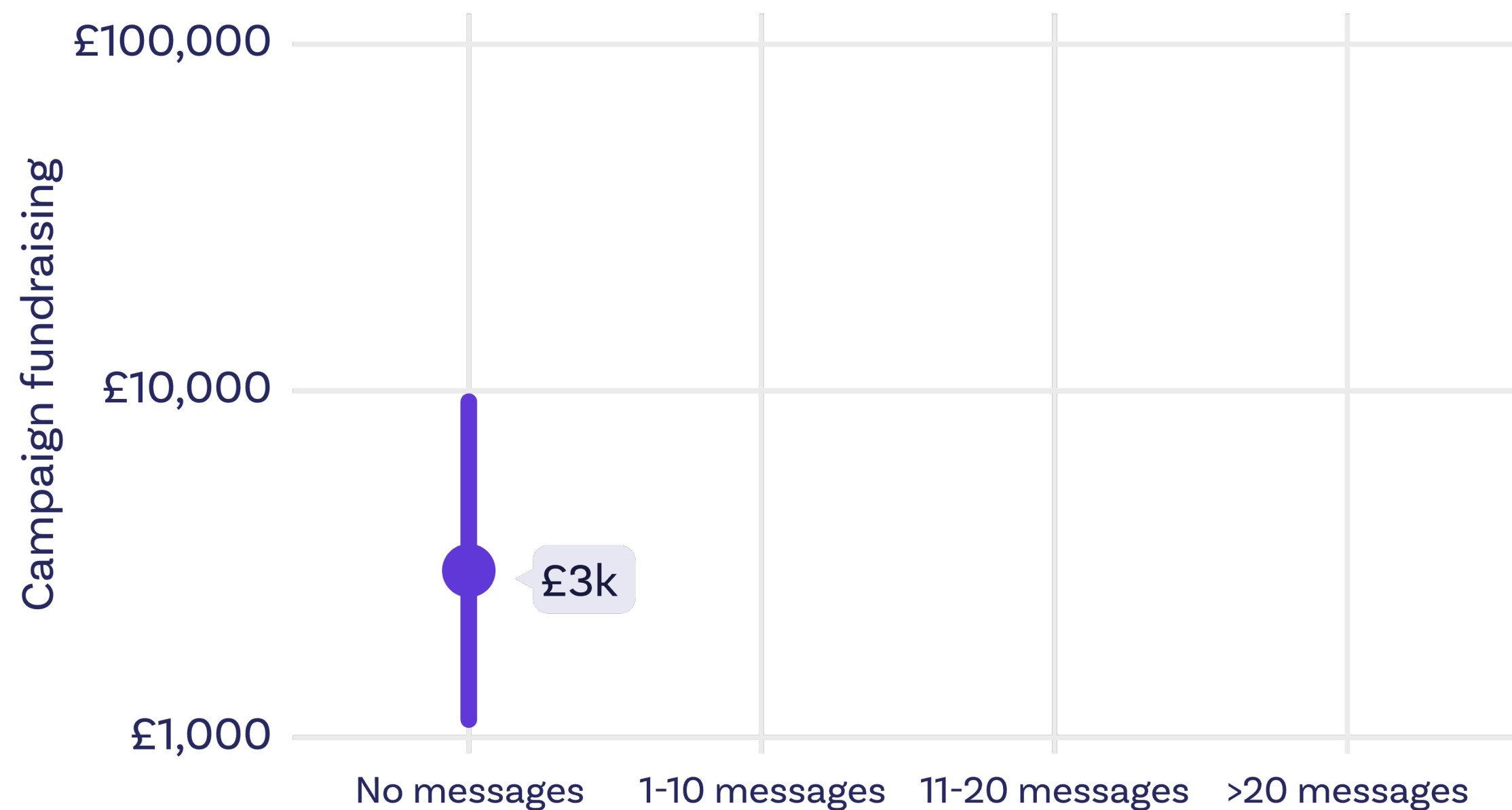
- ✓ Major donors – hiding in plain sight?
- ✓ Companies – great PR
- ✓ A group of community groups forming a 'pot'



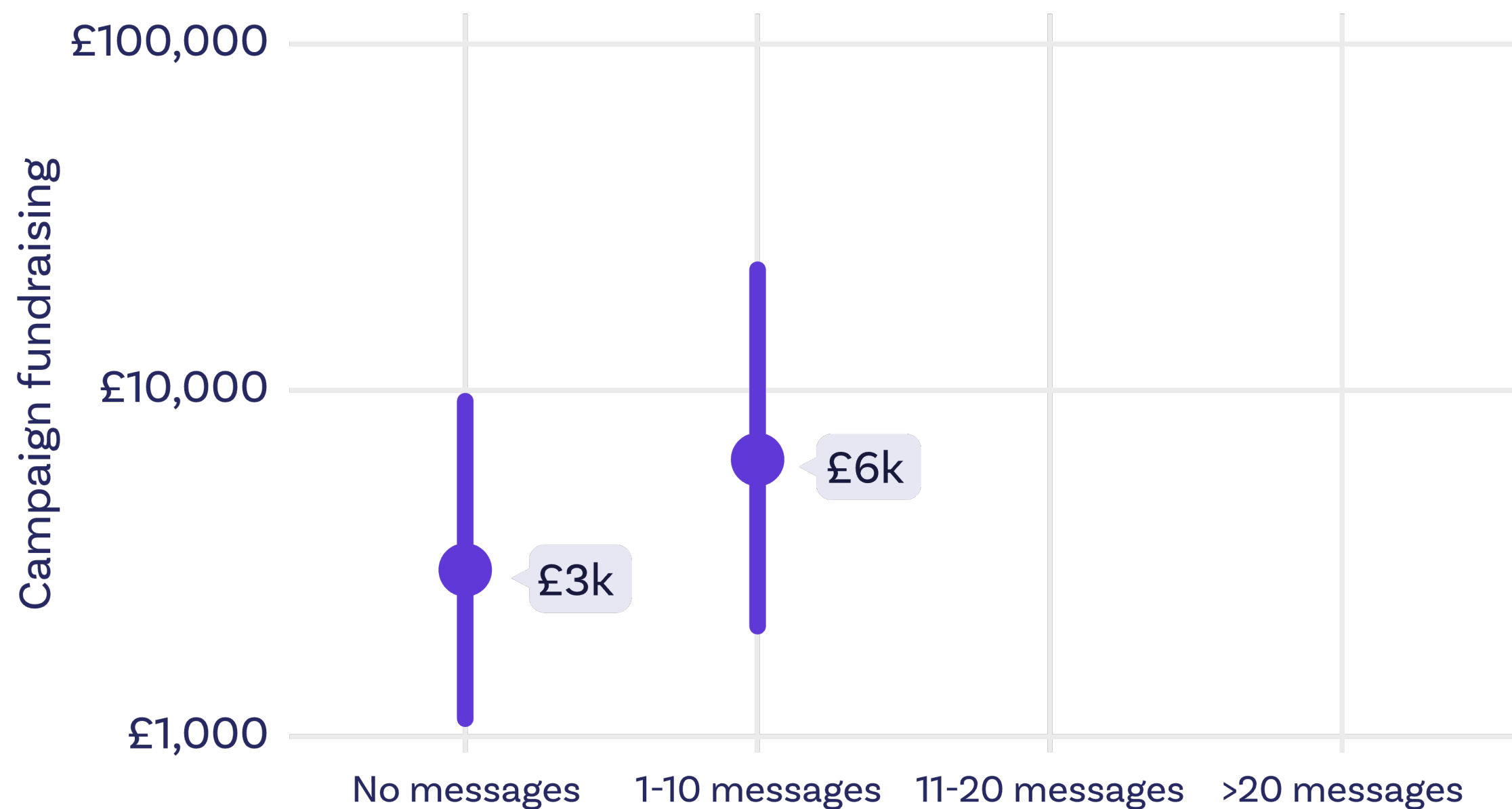
#2

**Engage and delight your
donors, with tailored
communication**

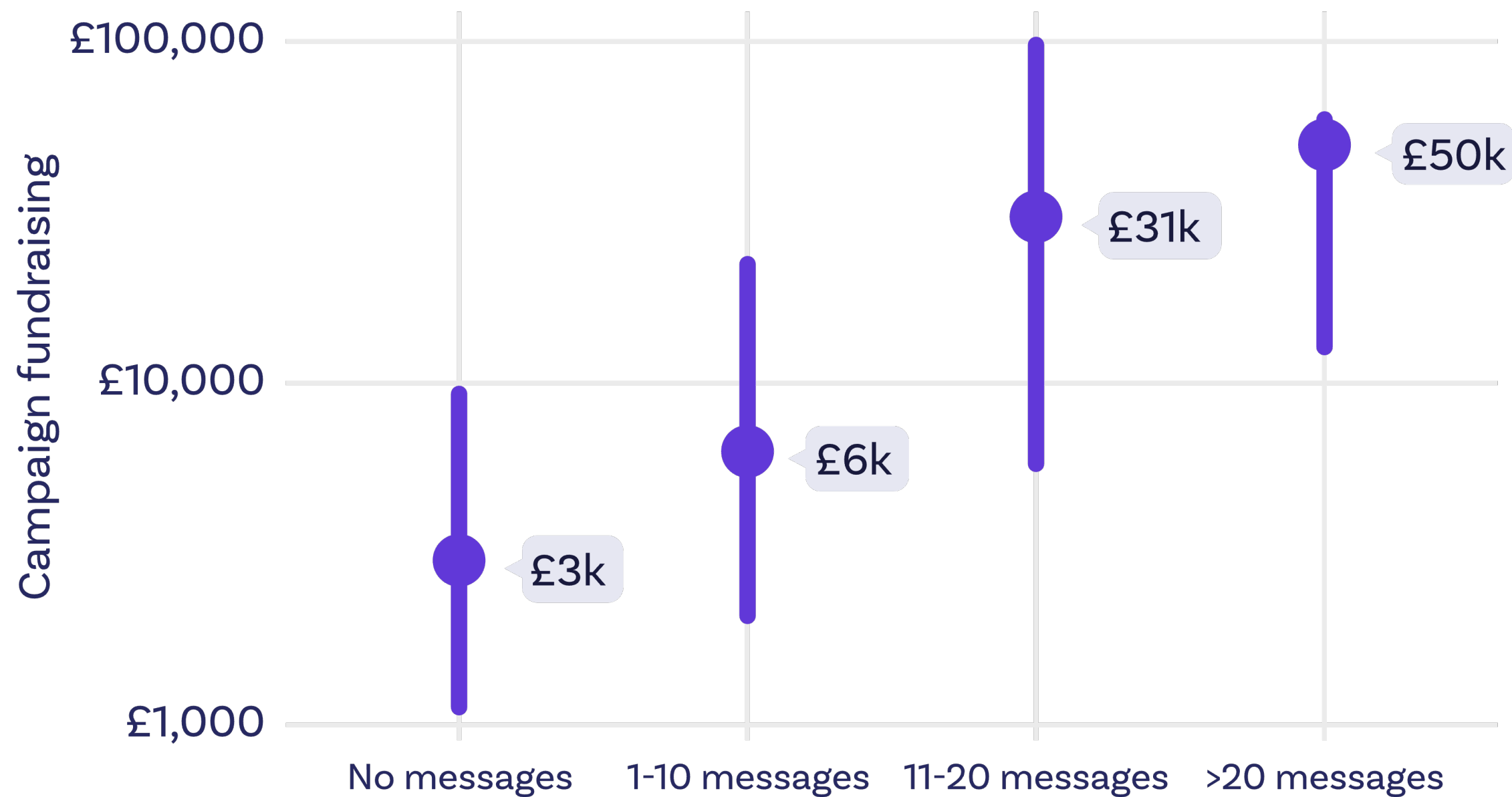
Custom Stewardship can drive qualified traffic to your appeal

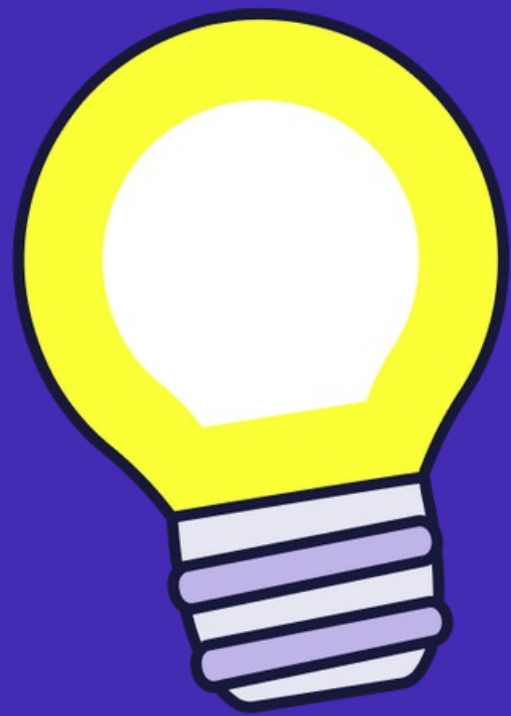


Custom Stewardship can drive qualified traffic to your appeal



Custom Stewardship can drive qualified traffic to your appeal





PLAN AHEAD, BUT LEAVE ROOM FOR SPONTANEITY

AT THE MINIMUM: Thank you and updates

A LITTLE MORE: Milestone celebrations and ad-hoc

A CHERRY ON TOP: Make sure to personalise, quantify and further the ask

This year, you're getting your own personal trainer. Chill and laid back? Upbeat and energised? Whether you need some kind words of encouragement or a strict taskmaster, you can choose the perfect trainer for you.



Greta Moveon

Love a standing desk, power walking to work and organised fun with your co-workers? Then get a move on with Greta Moveon!

Sweat with Greta



Tilda Sweatpours

If you like sweatbands, jazzercise, a relentlessly upbeat attitude and even more sweatbands, there's only one trainer for you.

Sweat with Tilda



Jim Locker

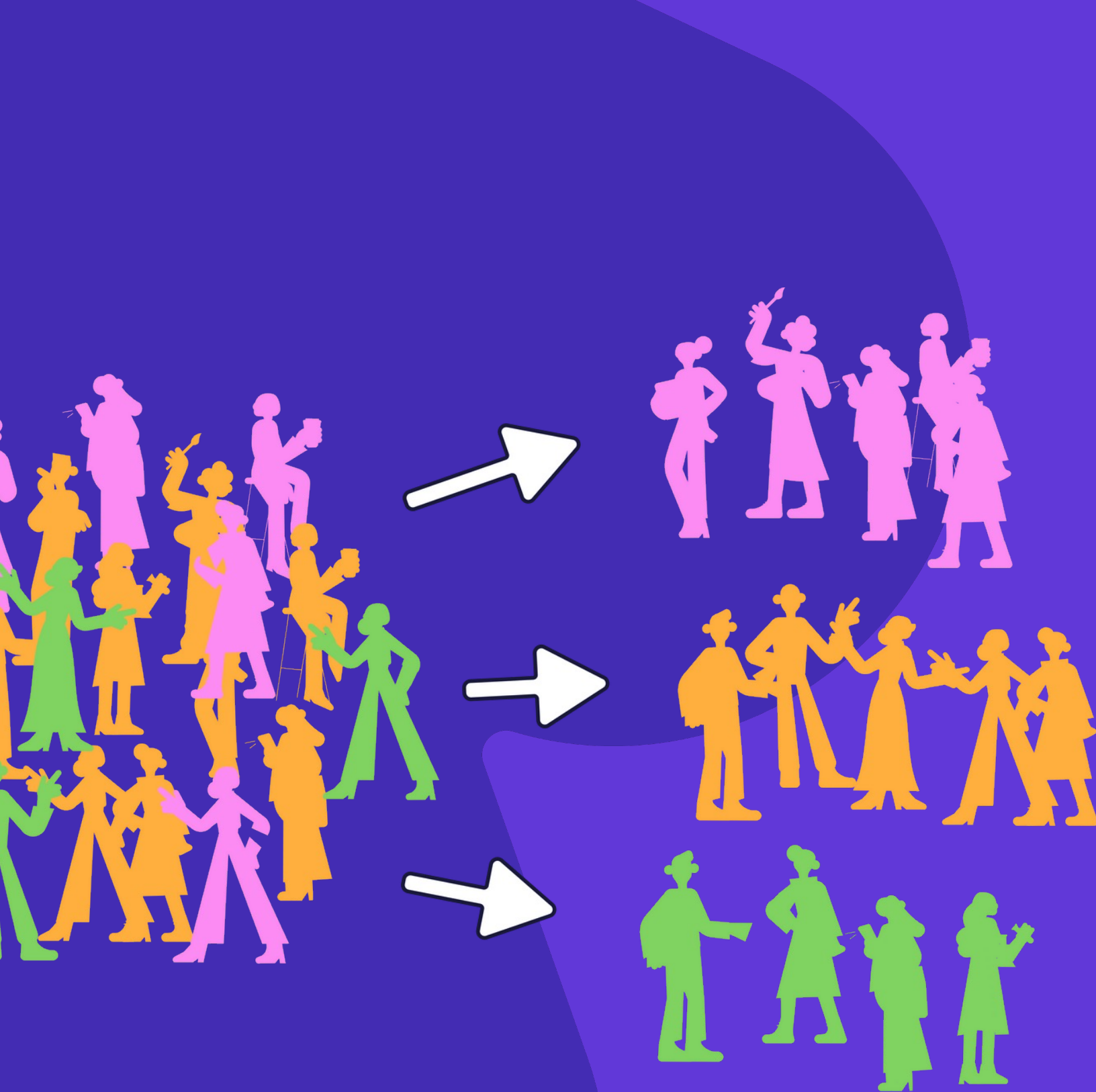
You can tell by the high socks, high shorts and high-pitched whistle that this trainer means seriously sweaty business.

Sweat with Jim



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Defining audiences and segment

- ✓ Not all your supporters are the same
- ✓ Tailor your messages and stewardship by segmenting supporters
- ✓ Values, motivations and actions



#3

**Invite donors to
give regularly**

Invite donors to give regularly





Regular Giving – a balancing act

- ✓ Traditionally one ask. Use data and test
- ✓ The ask, impact and stewardship will all need adjusting
- ✓ Currently lots of RGs? Consider upgrade appeal

Make your donation snowball this Christmas!



AU\$20,991 raised

AU\$20,000 goal

Help the next generation grow up in a mentally healthy community.

Every dollar you donate throughout December will be **DOUBLED!** *

Young people need mental health education more than ever. With significant wait times for service providers and 75% reporting their mental health has worsened as a result of the pandemic, there's never been a more critical time to invest in the mental health and wellbeing of young Aussies.

If we can provide young people with the skills and knowledge to take charge of their mental health now, we are setting them up to lead mentally healthier lives. It's vital that we raise young people who feel empowered and hopeful for the future. This is exactly what we're doing at batyr.

How will my donation help?

Donate to us

ONE-TIME MONTHLY

£12

\$25 will put 1 young person through a batyr@school program

£24

\$50 will put 2 young people through a batyr@school program

£53

\$110 will provide a young person who's not working or studying with 1:1 mentoring

£115

\$240 can help train a young person with a lived experience of mental ill-health to share their story safely

£ Other



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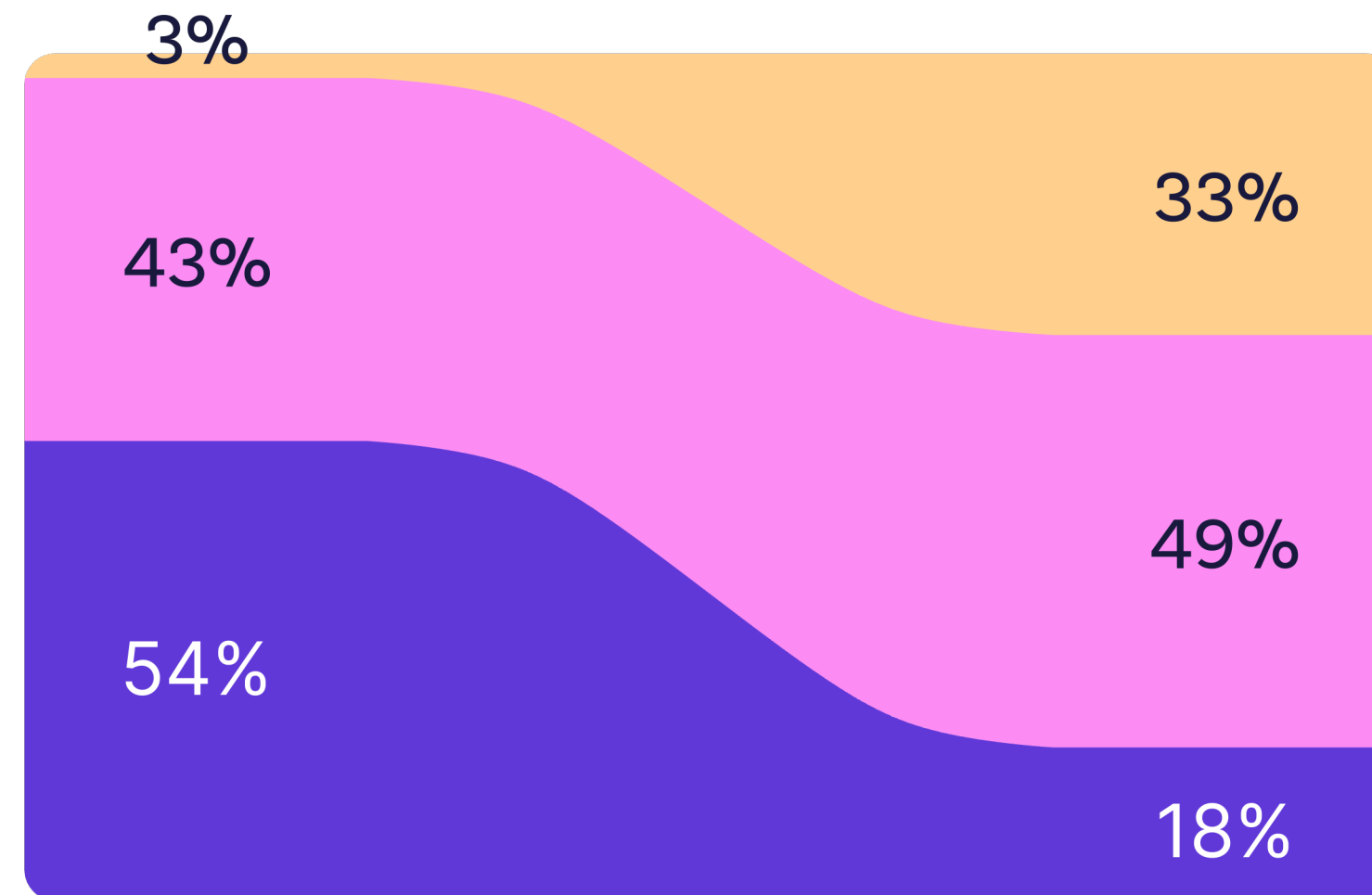


#4

Make the ask boldly

Large donations make up the majority of appeal fundraising

■ Under £20 ■ £20 - £100 ■ Above £100



% transactions

% fundraising

👋 Hello, Marina!

We're using the data from our newsletter database to customise this landing page for you. Cool, huh?

Personalisation like this makes it even easier for your supporters to give, and it means you're asking the right amount! For example, you chose

so we've preselected that amount in the donation form. 🙌

1

2

You are donating \$50

Name

Marina

Email *

This is what a custom field looks like

i You can choose from multiple types to customise your form.

Your Message

Write something nice.



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PURPLE PLATES FOR CHRISTMAS

This purple plate represents the empty plates that will be on many tables this Christmas. The good news? It's easy to help.



Proudly supporting



\$432,491 raised

\$400,000 goal

864,982 Meals

800,000 Meals



This Christmas, with your help, we can get food to those who need it.

Donations help through:

- \$90 – will help feed a family for a fortnight
- \$180 – will help feed a family for a month
- \$270 – will help feed a person for 6 months
- \$540 – will help feed a family for 3 months

Listen to the stories of the people we support, and the impact we make in our community by joining us for

ABC Gives WA Radiothon

Thursday 24 November

5am – 6:30pm

Listen on air, online or on the ABC listen app.

[LISTEN NOW](#)

Donate today

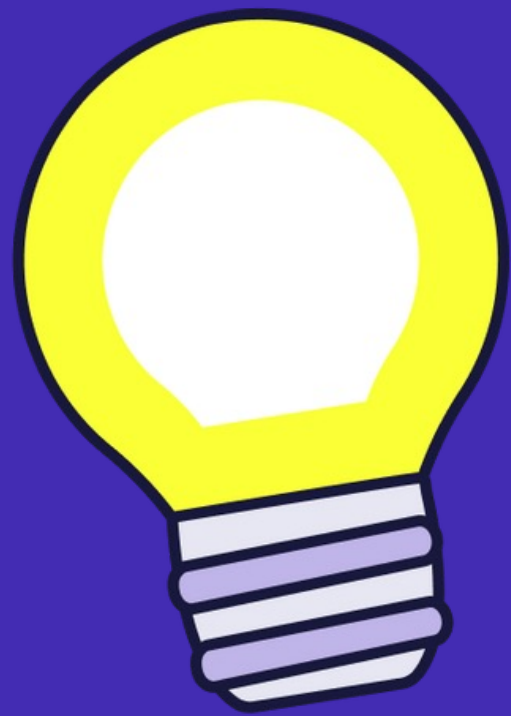
208,000 Western Australians went hungry last year. Your donation will help fill their plates this Christmas. Please give generously.

123

One-timeMonthly

\$1,000\$500\$250\$100

\$50\$ Other



STRONG ASK WITH A PERSONAL TOUCH

Tailored shopping lists really help quantify donors' impact

A range of options can convert donors large and small

Use personalisation based on donors' previous donations

Appeal strategies for 2023

- ✓ Use **matched giving** to amplify key moments of your appeal
- ✓ **Invite donors to give regularly** and consider running a regular giving appeal
- ✓ Appeals that use regular giving typically raise 2x those that don't
- ✓ Email traffic is the most qualified source, **Raisely Messages is a great tool to drive this traffic**
- ✓ Appeals using matched giving raise 3.2x the amount as campaigns that don't



The importance of Stewardship

The three dials of stewardship

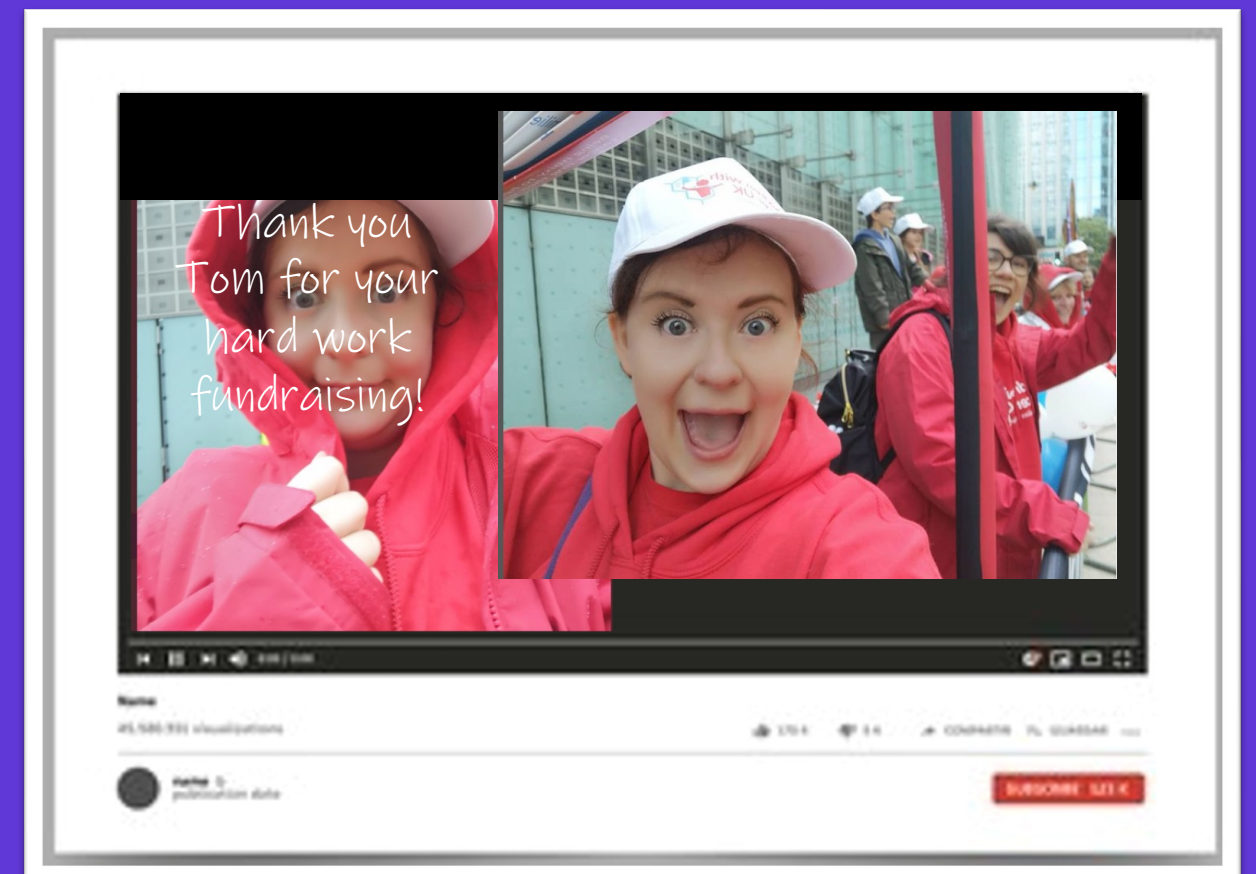
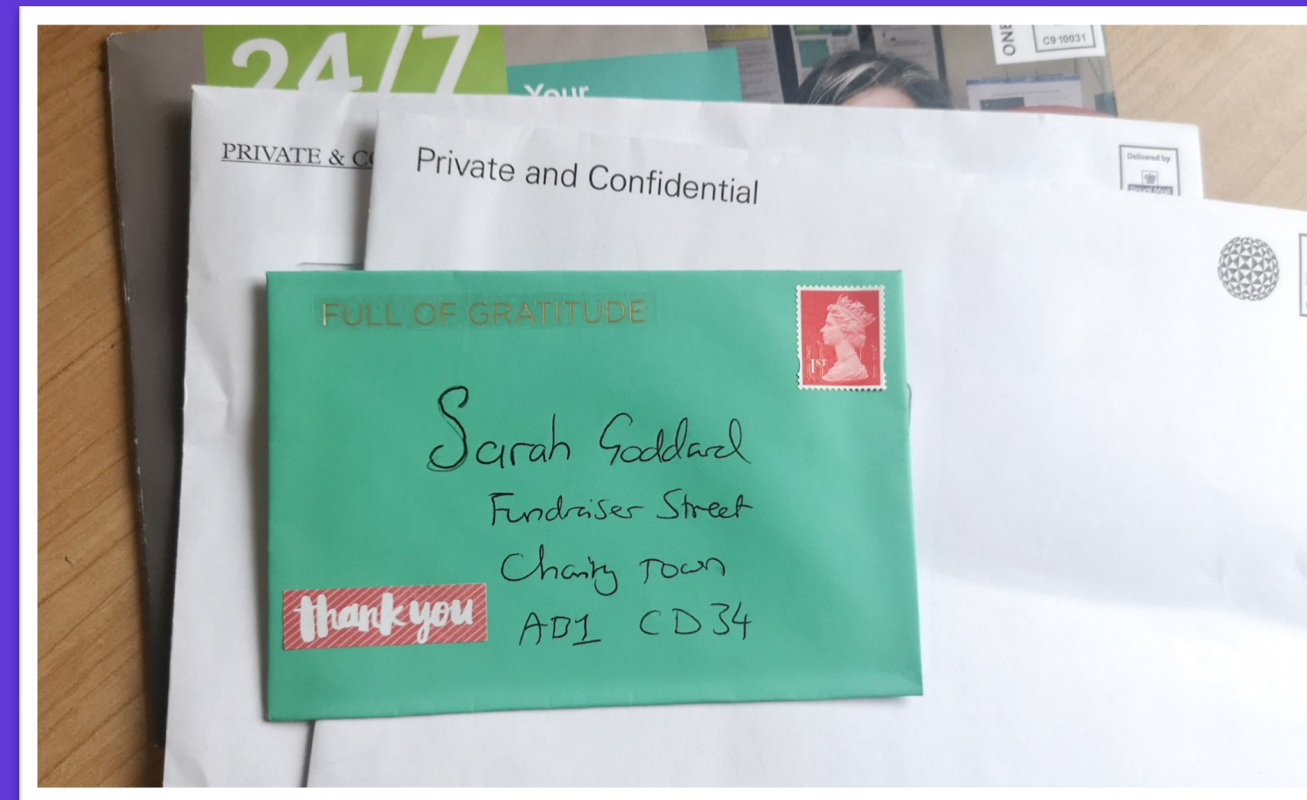


Why joy?



- The only “positive” foundation emotion
- Combats stress and boosts resilience
- Makes us feel connected and included in our communities
- Cycle of surprise

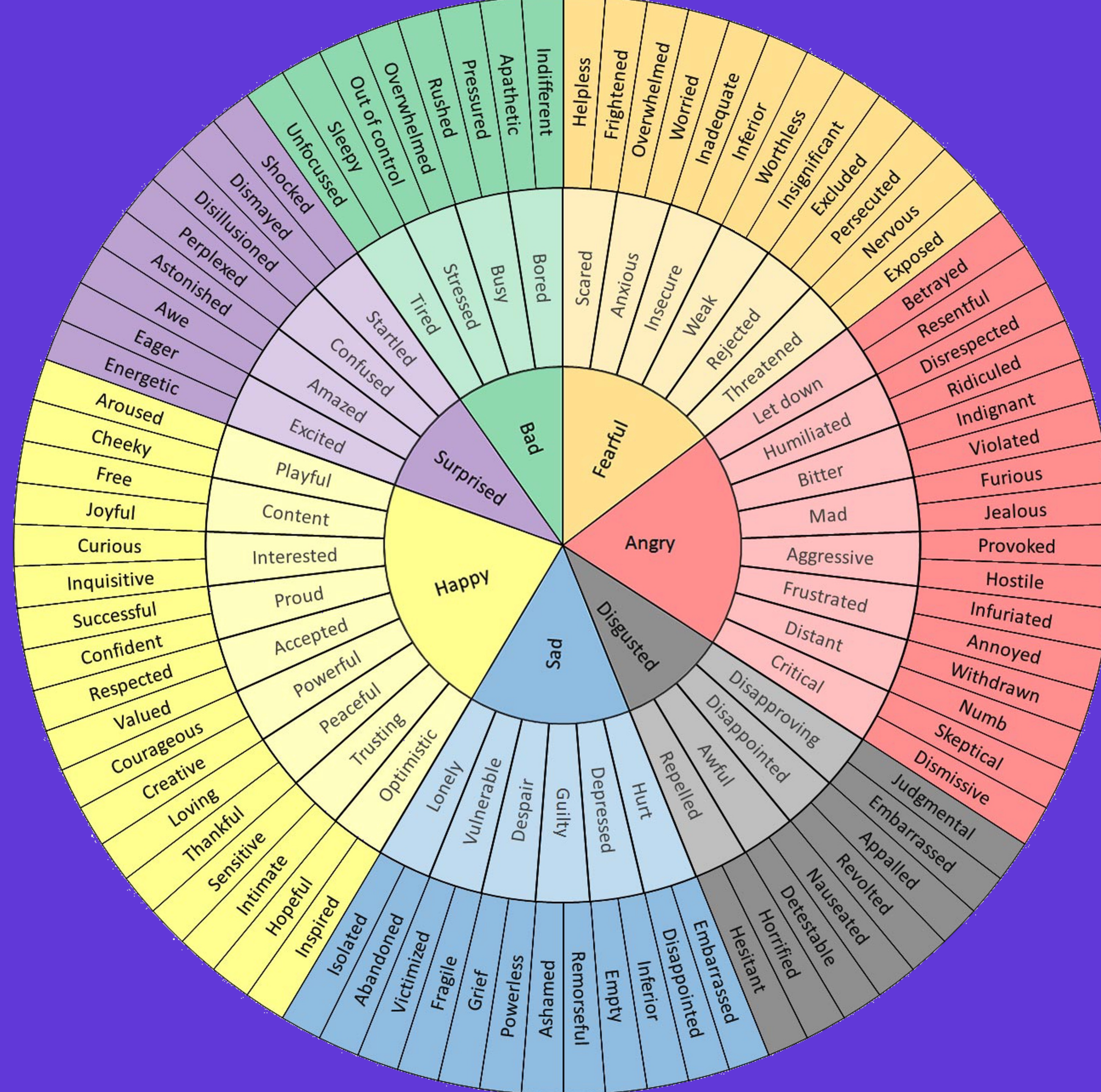
A sprinkle of Fundraising Magic





Finding and telling your appeal story





Sticky storytelling



Sarah's 3 top tips

- ✓ If you're focused on digital, don't be afraid to test
- ✓ Plan your ongoing stewardship at the same time as your appeal. Not just the thank you
- ✓ Let your story be human, emotive and relatable



Stay in touch!



fundraisersarah.com/sign-up



[facebook.com/groups
/PublicFundraising](https://facebook.com/groups/PublicFundraising)



hello@fundraisersarah.com



[@FundraiserSarah](https://twitter.com/FundraiserSarah)



**Download your EOY
appeal Framework**

**Have a cuppa with
Muna**

**Join our EOY Appeal
Workshop**

