



**EVENTS STEWARDSHIP
TO DRIVE ENGAGEMENT**

SHELTER

INTRODUCTION

Name: Emily Holloway

Pronouns: She/Her

Organization: Shelter

Role: Mass Participation Events Manager – Bespoke

Team: Events & Community – Income Generation

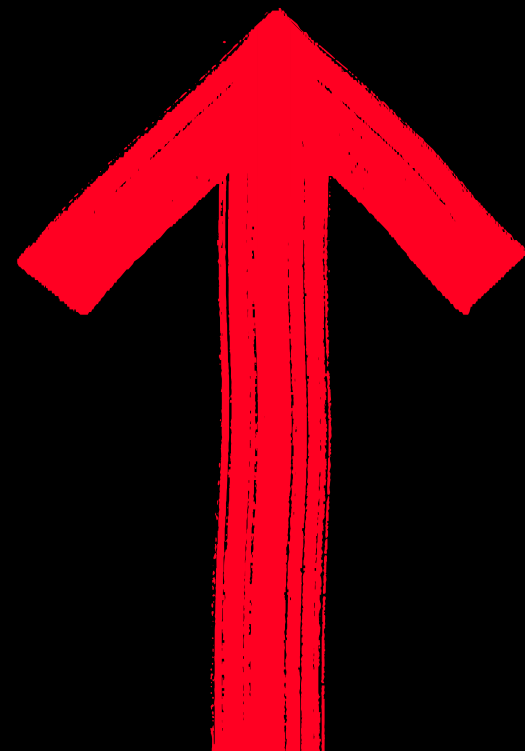


Three core goals:

Decrease dropout rate / improve engagement

Higher fundraising page activation

Increase fundraising page averages



SMS JOURNEY

- Tested a new automated SMS journey for Shelters flagship bespoke event Walk for Home
- Sent out to a third of all participants to be able to compare successes against those who did not receive the journey
- Messaging focused on uplifting fundraising

12%

higher fundraising page creation

15%

higher active fundraising pages

10

donations on average VS 9

£35

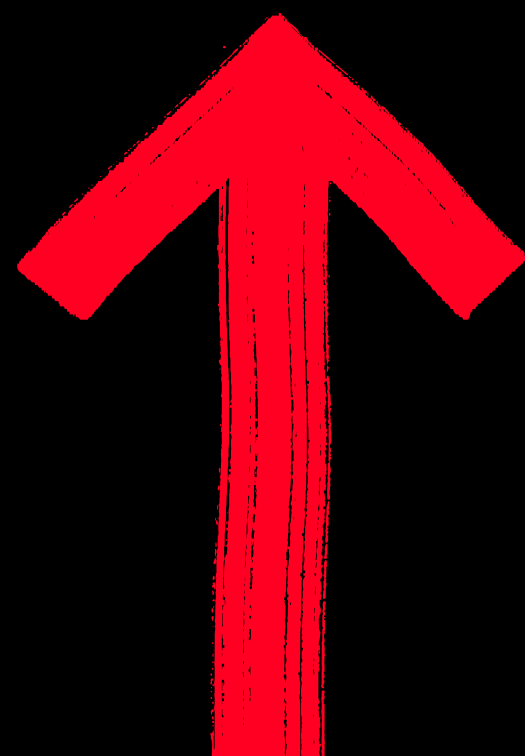
more raised ex GA

£44

more raised inc GA

£51k

potential future income



THINGS YOU CAN TAKE FORWARD

- **Start small & run a trackable test**
- **Establish what you want the outcome of your journey to be**
- **Use SMS to spell it out for your supporters**



LONDON MARATHON – MULTICHANNEL STEWARDSHIP JOURNEY

RECRUITMENT – NOV

Engagement to minimize drop off
and fostering a sense of community

DEC – JAN

Cause lead and creating the building
blocks for success

FEB – MAR

Fundraising focused

APRIL

Taking everyone to the next level

RECRUITMENT – NOVEMBER

- Introducing our runners to all our different stewardship channels; Email, Strava, Facebook WhatsApp, Webinars & Training Days and the team coach
- Reinforcing the impact their fundraising will have
- Fostering a sense of community
- Early engagement decrease dropout rate by **6%** from previous year

DECEMBER - JANUARY

- Cause lead communications with tangible figures they can share with their networks
- Setting their fundraising pages up for success
 - Pages linked to **Strava** on average raise **9%** more
 - We are seeing more engagement on our Strava group than we are on our Facebook group
- Fundraising page activation rate increase by **picking up the phone**
 - Keep in touch calls increased active fundraising pages by **24%** in just two weeks

FEBRUARY - MARCH

- Communications that now focus heavily on fundraising
- Stewarding across **email, WhatsApp** and **Facebook**
- Strategically timed February fundraising drive
 - Encourages the whole team to make a significant investment in their fundraising and pay in any money raised offline
 - In 2024 meant that the team raised **209%** of their total monthly income target

APRIL

Quartiles	March (Before LM 2024)	May (After LM 2024)
£0	9%	3%
£1-£500	14%	2%
£501 - £1000	20%	7%
£1001 - £1500	21%	12%
£1501 - £2000	15%	13%
£2000+	21%	63%

- Taking time to analyze individual fundraising performance
- Personalized comms out of **outlook** to have genuine conversations about realistic fundraising goals and motivating participants to keep pushing no matter what.
- Increase from 36% raising £1501+ to **76% raising over £1500** (before match funding)
- **Good luck calls** to all participants the week before the event

LONDON MARATHON 2024 RESULTS

115%

Of total LM fundraising target
raised

41%

of all event income came in in
April (month of the event)

+£230

Average raised was £230 more
per head than in 2024

15%

average fundraising was 15%
above 2k fundraising target
across whole team



THINGS YOU CAN TAKE FORWARD

- **Meet supporters where they are**
- **Provide the resources for success**
- **Break your journey into more manageable chunks with key themes or times of year**



ANY QUESTIONS?

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