



Social
Mind



Social
Sync

Raise More with WhatsApp

How To Engage Your Event Participants



Let's start with a story

The Children's Society



Engagement from their London Marathon runners was low and email communications weren't getting enough traction.

Our Solution = WhatsApp

Why? This channel is:

- Personal
- Trusted
- Cuts through noise
- Highly engaging
- The most popular messaging app in the UK

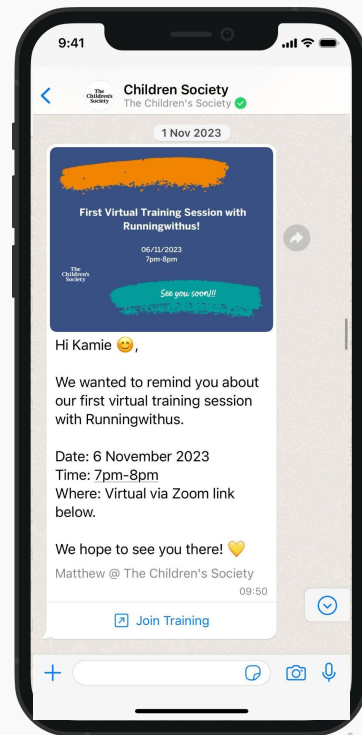


We used WhatsApp

Alongside Email

A multi-channel journey with WhatsApp used to share:

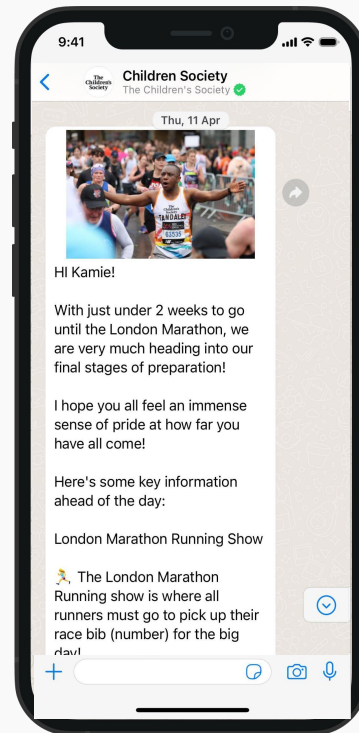
- Videos
- Impact stats
- Event information



A mix of cause info + fun interactions

The journey is interactive making use of

- Multiple choice buttons
- Quizzes
- Feedback e.g. how the team's feeling





Results

What did WhatsApp journeys for London Marathon achieve?



£70k

Over income target!



40%

Increase in training
day attendance



90%

Said that WhatsApp
improved the experience

Results

We also know that...



A total of **101** runners joined the start line, with just 2% not completing the marathon console (compared to 6% in 2023).



Average read rates of messages **was 82%**, and **65%** of supporters in the WhatsApp journey replied with questions, comments or emojis.

Feedback from runners

100% positive

"I liked the Whatsapp addition this year"

"Good communication throughout, via phone, WhatsApp and email"

"Running the London Marathon for the Children's Society has been an absolute honour and privilege. I have felt so supported every step of the way"

2024 London Marathon Runners

"Our supporters loved the WhatsApp journey and it was definitely their favourite way to receive comms from us. It allowed us to directly share a mix of personalised content that made them feel more connected and motivated which resulted in higher levels of fundraising and stronger relationships"

Sebastian, The Children's Society

WhatsApp

Stewardship

Reach supporters where they are
and deliver richer multimedia
experiences.



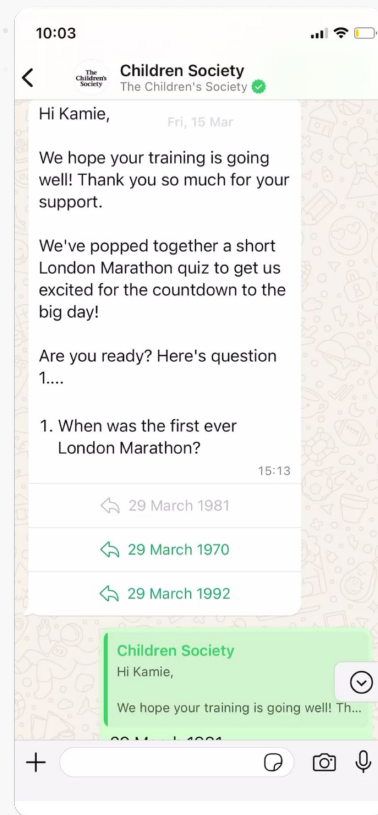
	FR Activation	Average Value
WhatsApp	52%	£156
Not in WhatsApp	49%	£130

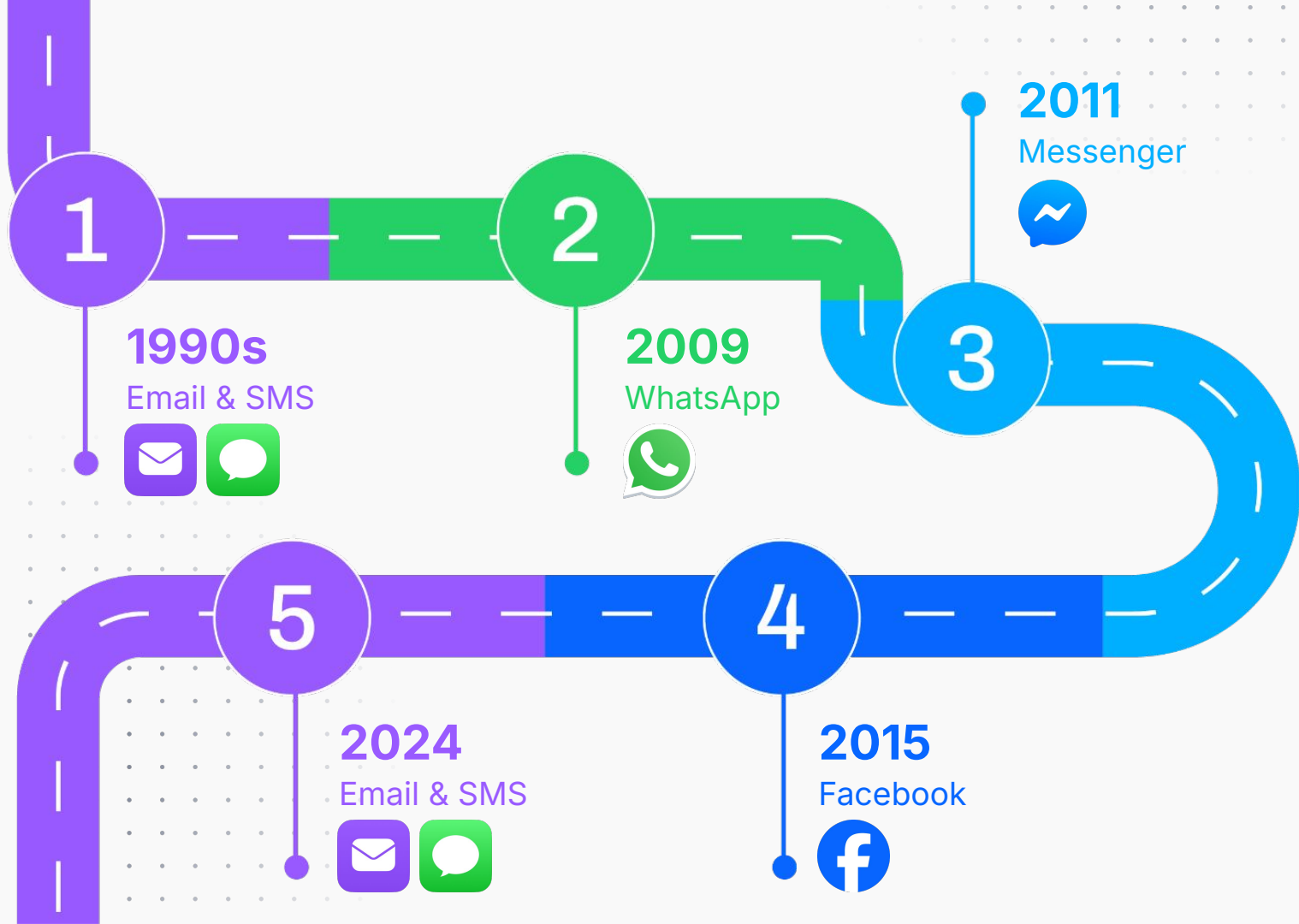
Behavioural Comms

The right message to the right people

Everything we do is laser focussed on charity ROI.
We know how precious your resources are.

A key way we boost income and raise as much as possible is with behavioural comms linked to fundraising status and amount raised.





Using The **Right Channel**



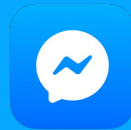
Email

Most widely used



SMS

Great for driving
registrations



Messenger

Linked with Facebook



Whatsapp

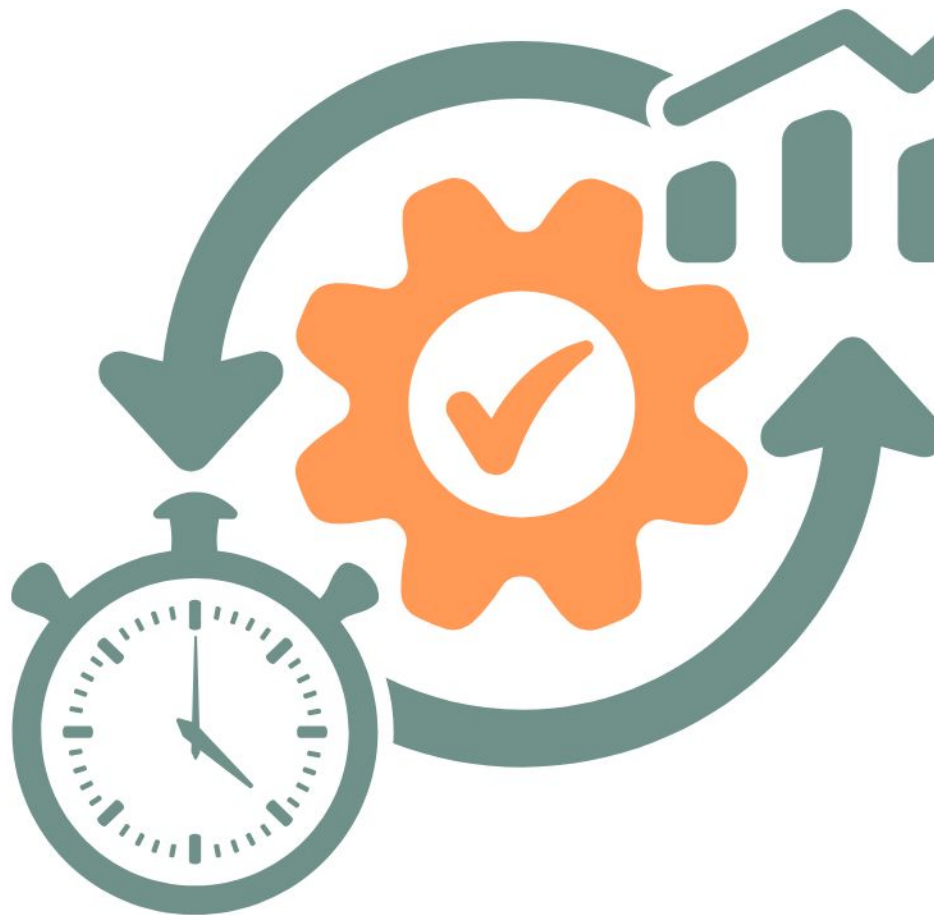
Linked with phone
numbers

Analysing Journey Metrics

Test-Learn-Optimise

Don't just look at clicks and opens, delve into the impact of your communications

- Did donations increase as a result?
- Which communication had the biggest impact on average value?
- Consider Split Testing A/B



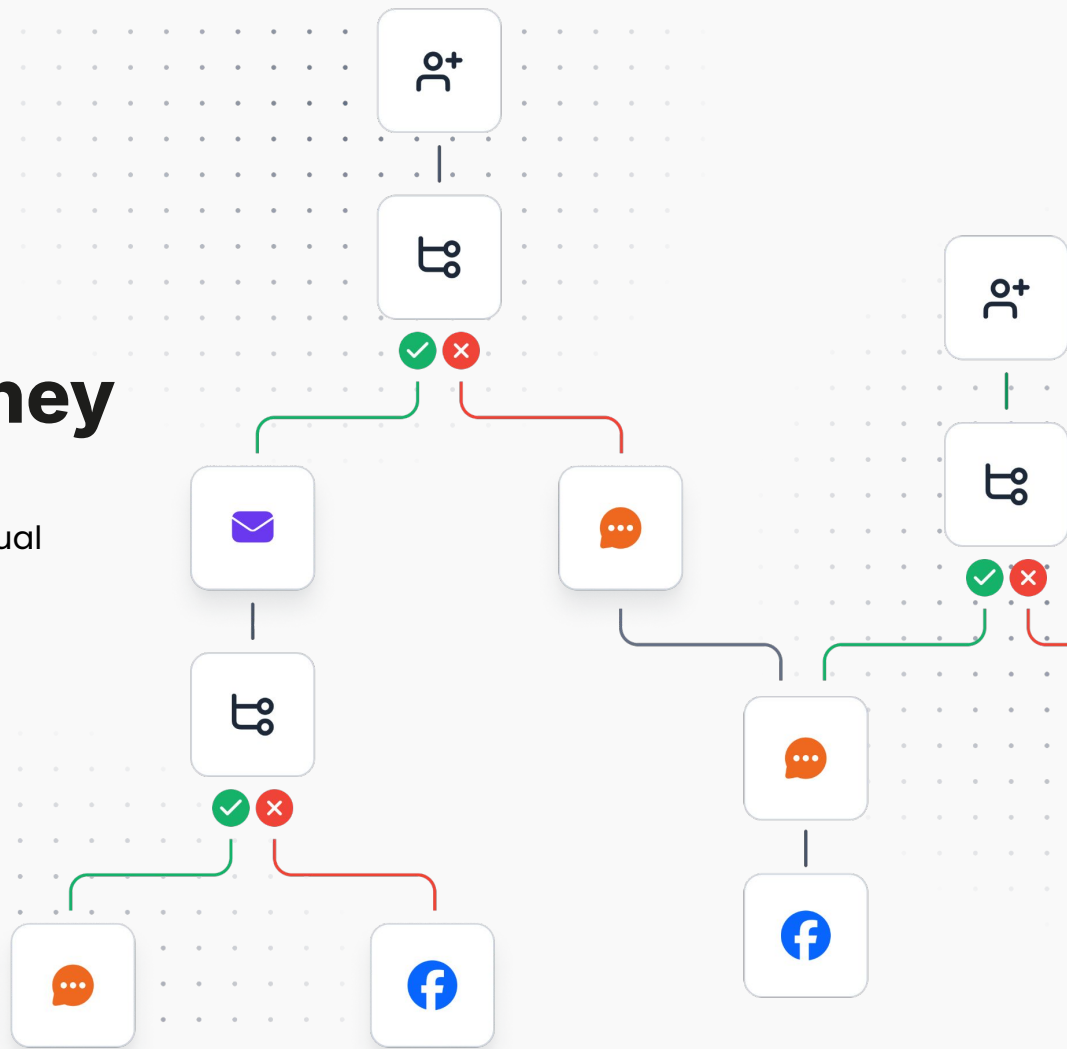
Plan your comms

Map Out Your Journey

Make every touchpoint behavioural, contextual and simple!

Streamline emails with a **single focus CTA**, more deep links

Use the right channel at the right time

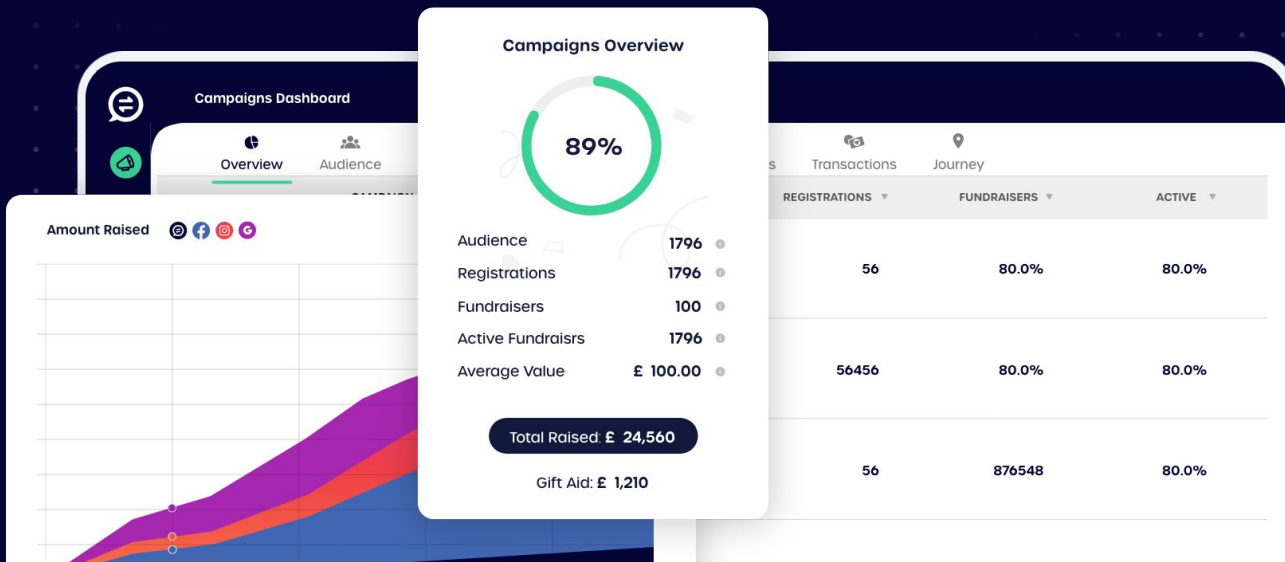




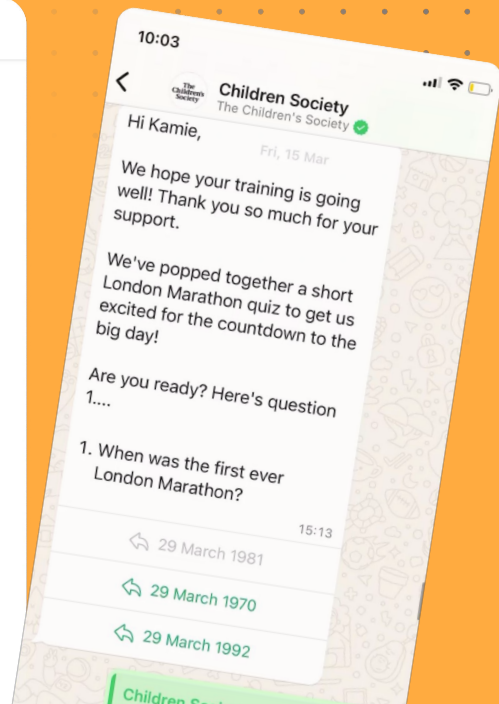
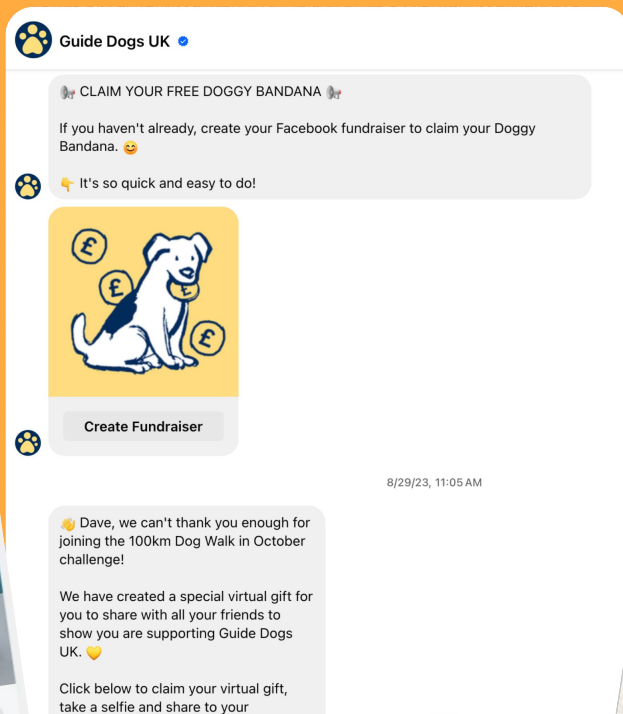
Multi-platform Fundraising

Single Supporter View

Multi-channel Behavioral Journeys



Social Ads | Virtual Challenges | 3rd Party Events | Supporter Journeys Stewardship | Community Management | Innovation





NEED TO KNOW

WHATSAPP

Key info to remember!

- More interactive – have real conversations with your supporters at scale
- Better engagement – 80% open rates and above
- Increase clicks and shares to drive income



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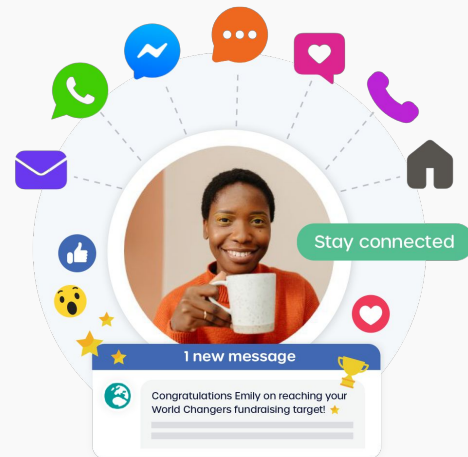


Social
Sync

And finally...

Events Stewardship on Social Sync

- Give supporters the opportunity to raise money on JustGiving, Facebook, GoFundMe or your own branded pages with one click
- Build email and SMS journeys using live fundraising data to send the right things at the right times
- Increase remittance rate and average value to beat your targets



**Would you like to raise more with WhatsApp?
Do you have a key event in mind?**

Book a call and let's chat.

