



# The Journey from Giving to Raising

iRaiser X Fundraising Everywhere  
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# **Why are we here today?**

# Are we maximising interactions with supporters?

Is each supporter being asked to engage in the way that **BEST** suits them?

Are we understanding what a supporter **WANTS** to do next?

Can we see what a supporter **DOES** next?

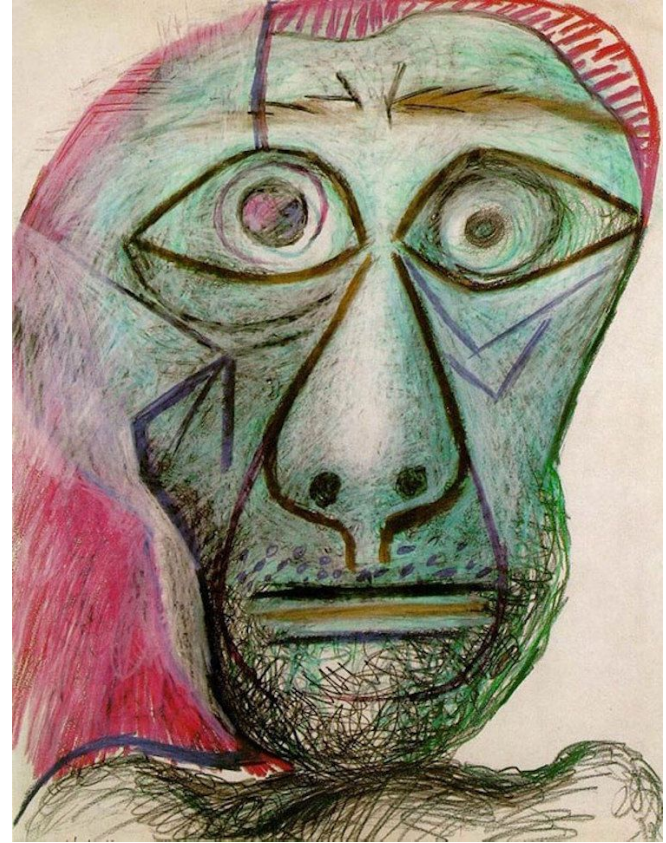
Do we manage the **SUPPORTER JOURNEY** in an optimal way?



**We see ourselves  
differently at different  
times of our lives**



Pablo Picasso - Self Portrait  
Age 20 (1901)



Pablo Picasso - Self Portrait  
Age 90 (28th June 1972)

## **What does this mean for fundraisers?**

A supporter wants engage in different fundraising activities at different times of life, at different times of year and a different times of day.

**Our job is to let them.**

# Meet Bridget, Peter and Marcus



**Bridget**

Organised a cash collection in university for the 2004 Tsunami.

Receives a direct mail appeal to her mum's house once a year asking her to organise another fundraiser.

**Hasn't had access to a university campus to fundraise in 19 years**



**Peter**

Did a half marathon in 2009 for a medical research charity.

Receives an invite to further challenge events from that charity 4 times a year,

**Broke his leg in 2013, limiting his ability to undertake challenge events.**



**Marcus**

Volunteered for an environmental awareness org in 2014, taking part in a direct action and getting arrested for protesting.

Receives weekly SMS for direct actions.

**Is now a company director and a dad, who cannot be getting in such trouble regardless of how important the cause it.**

# Actually, meet Eoghan....



**Bridget**



**Peter**



**Marcus**



Eoghan no longer does cash collections at university, no longer runs challenge events, and no longer chains himself to the railings of certain government buildings.

Eoghan is now:

- A monthly donor
- A mid value donor
- A corporate donor
- A community fundraiser

Eoghan, in future, will be:

- A tribute fund organiser
- A high value donor
- A legacy donor





**How can we be there for  
our supporters as they  
grow and engage in  
different ways?**

# Supporting the supporter

There are a number of principles of good support for supporters that we can adhere to:

- Speak directly to them
- Understand when they want to be spoken to
- Tell them how much you value them
- Give them an easy way to speak to you





# Speak directly to them

understanding “first party”

# First party versus third party platforms when interacting with supporters

## First party

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The relationship between the charity and the supporter is direct.

The charity is the merchant and the data controller.

The supporter solely engages with the charity's brand.

**If the charity wants to migrate to new platforms, the supporter comes with them**

## Third party

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The user is paying another entity, who remits the money to the charity.

The third party's name appears on the bank statement.

The third party is the data controller.

The supporter received branded comms from the platform, not from

# First Party Platform

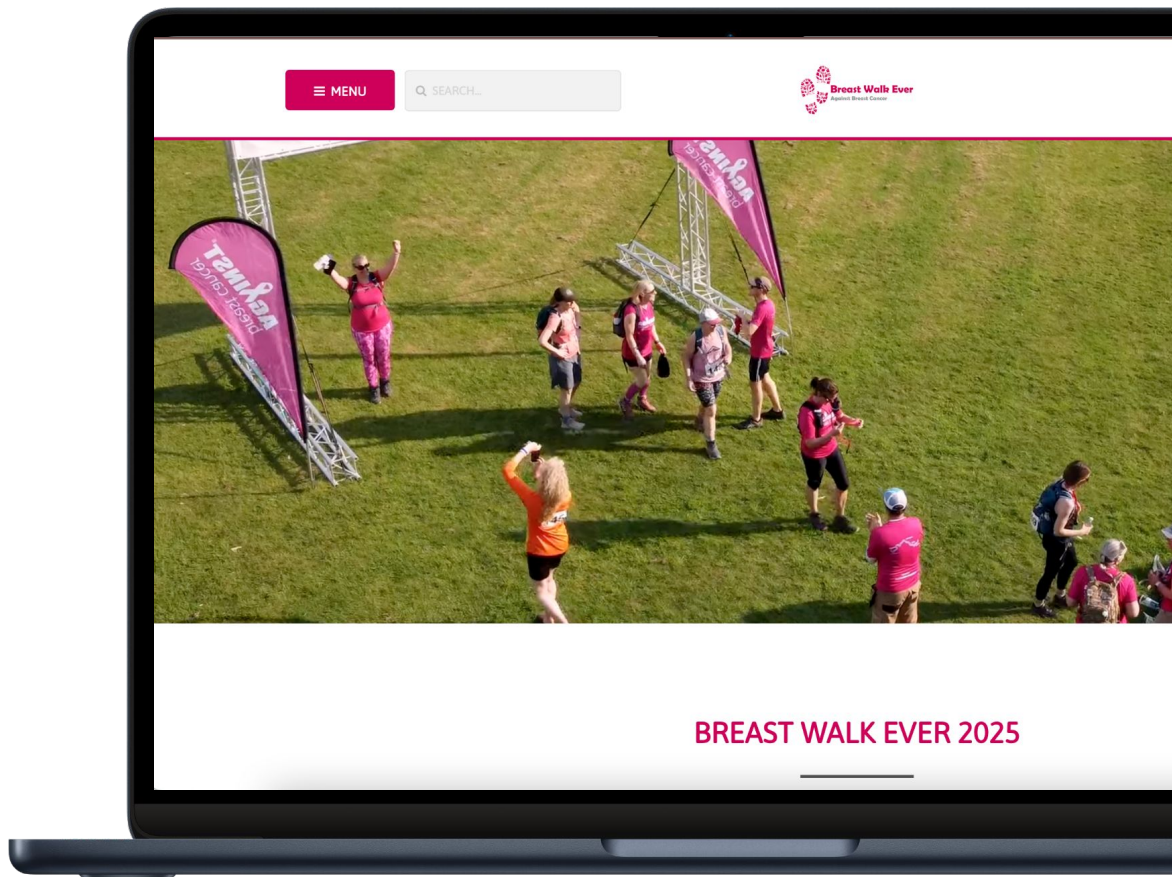
Breast Walk Ever is a challenge event owned by Against Breast Cancer

The platform serves a single charity, **who own the space and data**

Users and donors are donating directly.

Ongoing supporter journeys are customised by the charity who owns the platform.

[signup.breastwalkever.org/](https://signup.breastwalkever.org/)

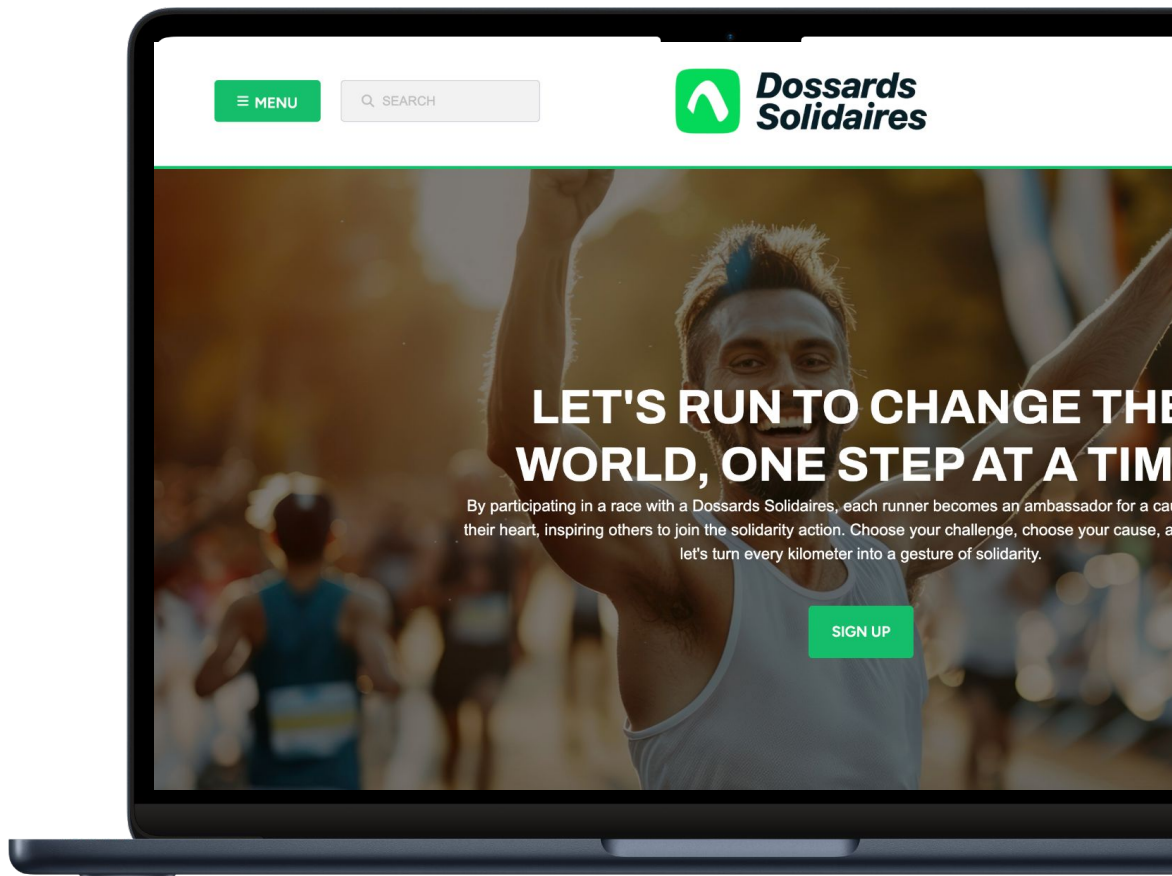


## Third Party Platform

Dossard Solidaire is a mutualised platform to manage ballot entries and fundraising pages for events, including the Paris Marathon, all in the one environment.

Charities **share the space** and donors are free to choose which charity they support.

[www.dossards-solidaires.org/](http://www.dossards-solidaires.org/)





# Understanding when they want to be spoken to

Analysing data for impact

# Understanding data points to make better decisions

## Seasonality

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Data can tell us what time of year an impactful ask can be made. This can be used to increase the frequency and visibility of asks:

- Christmas IG campaigns
- End of tax year HNWI asks
- Summer corporate employee engagement
- Lead up to scheduled events
- Responsiveness to news cycle

## Timing

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Digital communications can be easily tracked to pinpoint performance indicators and learn what type of ask works at what time.

- Understanding brand and cause relation to timing
- Understanding “business hours” versus “home life” and the psychology of both
- Creating a picture of preference
- Facilitating opportunity to give

## Hand raising

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The easiest way to find out a piece of information about someone is to ask them.

Some motivation is tracked as part of a supporter journey, but some of the best interactions come from a supporter simply telling you why they are donating.

This can dramatically change the ongoing path to transition supporters to secondary activities.



# Data Analysis empowered by digital

## Some uncommon KPIs

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Payment methods

Timestamps

Last click source of donation

Dwell time

Projected intent (as opposed to conversion rate)

## Creating a narrative

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Data narratives should be interrogated thoroughly to avoid misleading conclusions.

A wide range of stakeholders can contribute to understanding data - **Collaboration is key!**

Your real data always trumps research from others.

# Mapping interdependent supporter touch points





# **Tell them how much you value them**

Communicating impact

# Communications, community and thanks



Ensuring communications at all stages are custom to a supporters needs will boost their engagement and show them you care.



Connecting supporters together can create a community that boosts the power of your asks and creates super-fundraisers.



Saying “thank you” is still the most important interaction a charity will ever have with a supporter.

# Remember when to say “thanks”

## Before a gift

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“Thanks in advance” creates a presumption that an action will be taken.

Showing a potential supporter that you're grateful communicates impact.

Setting a tone for a coming relationship where you will tell your supporters that you value them is important.

## When a gift is given

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Thanking immediately after a gift is the most important interaction

It established a positive interaction that is necessary to develop longer term relationships and facilitate additional asks and ongoing journeys.

The subconscious is fickle. Don't give it an excuse!

## When you need a gift

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Thanking for a previous gift is an excellent way to remind someone of the impact of their generosity.

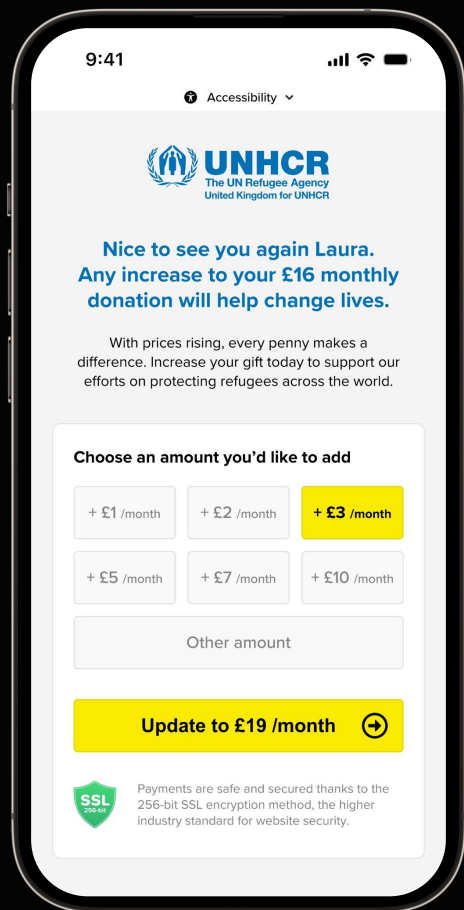
Invoking previous feelings of value set ups a secondary ask.

Ensuring that a supporter feels genuinely valued will increase their likelihood of choosing you when they're feeling generous.



# Give them an easy way to speak to you

Harnessing the power of product




Clear logo and branding ensures supporter is in the right place

Call to action is personalised, transparent and engaging

Supporters are given a range of options to feel comfortable with

9:41 Accessibility

 **UNHCR**  
The UN Refugee Agency  
United Kingdom for UNHCR


**Nice to see you again Laura.**  
**Any increase to your £16 monthly donation will help change lives.**

With prices rising, every penny makes a difference. Increase your gift today to support our efforts on protecting refugees across the world.

**Choose an amount you'd like to add**

+ £1 /month	+ £2 /month	<b>+ £3 /month</b>
+ £5 /month	+ £7 /month	+ £10 /month
Other amount		

**Update to £19 /month** ➔

 Payments are safe and secured thanks to the 256-bit SSL encryption method, the higher industry standard for website security.

Accessibility ensures everyone can use the checkout

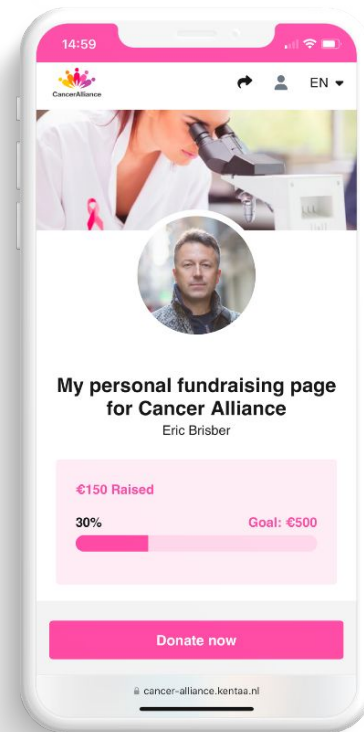
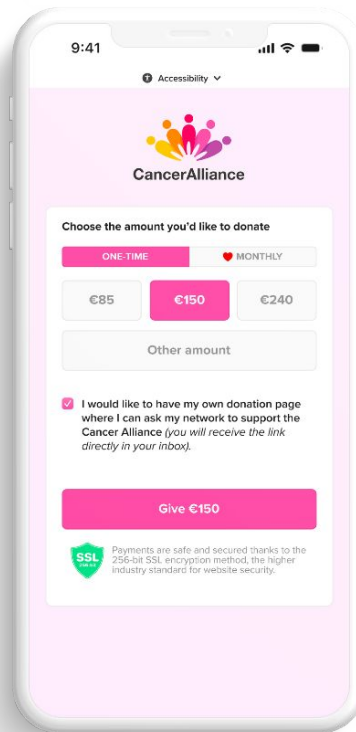
Action points are in high contrast brand colours



# Turn donors into fundraisers in one click.

When donors complete a gift on an iRaiser form and check a box to show their willingness to do more, a personalised fundraising page can be automatically created for them.

This effortless process allows charities to expand their reach and engage supporters in a deeper, more meaningful way—without any extra work.

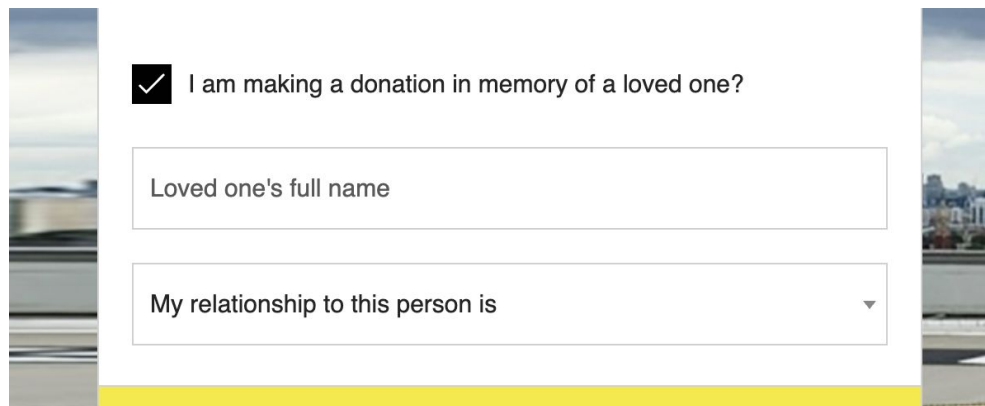


# Use case - in memory and tribute funds

Gifts in memory are sometimes made in isolation, and other times made as part of a collection.

Prompting a fund page creation can be too far an ask. Conversely, just taking a single gift misses out on tribute funds which **can average £450 per active page**.

Offering a seamless journey from first gift in memory, to easy creation of an in memory fund within a connected, first party environments can allow charities to maximise their in memory revenue, while also providing a positive supporter experience that will lead to repeat giving in other areas.

A screenshot of a web form for creating a donation in memory of a loved one. The form is white with a yellow bar at the bottom. It features a checked checkbox, two text input fields, and a dropdown menu. The background of the form area shows a blurred cityscape.

☒ I am making a donation in memory of a loved one?

Loved one's full name

My relationship to this person is ▼

# Use case - Community fundraising


Community fundraisers don't always have the same connected path as events fundraisers.

When donation pages are used for remitting local community collections, this information often gets lost.


By pinpointing whether a gift is made on behalf of an organisation, you can identify a natural point to ask a user to launch a fundraising page for that organisation, allowing more visibility of community groups and an increase in revenue.

First time donors have a 1.15 repeat rate. **Second time donors have a 1.6 repeat rate.** Increasing the number of single action supporters to a second action will significantly boost live time value of supporters.

### My details



Email \*



☒ I am making a donation on behalf of a school or organisation

School or Organisation

# Key Focus

Acquiring donors is half the battle - sending them on a good journey is the key to long term success

Using the data gathered from interactions can shape learnings on what to ask for next

Supporter behaviour will create opportunities to understand when to ask next

Immediate follow on asks can be natural and beneficial. Identifying when this is the case is a powerful mechanism for securing long term relationships with supporters.

Where possible, having first party ownership of processes ensures more control and flexibility to do what your unique set of donors need and want.

# Thank you



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