

This is Beyond

A bold initiative designed to break down barriers, push boundaries, and rethink how we engage with supporters.

Why This is Beyond?

TiB was born from the frustration of two fundraising strategists (me, Bethan Francis, Stratcom UK and Julie Roberts at More Strategic UK) who've seen countless charities face the same roadblocks time and time again. We all know the theory of data-led supporter journeys. We all want to deepen engagement and maximize **Lifetime Value (LTV)**. But in reality?

▶ We work in silos.

▶ We let products dictate our strategy.

▶ We're stuck in short-term ROI thinking.

How TiB Changes the Game

Imagine having a dedicated project team, budget, and senior buy-in to **test, fail, learn, and iterate** — without being shackled to a one-year ROI. That's exactly what TiB offers.

We'll help you:

Identify the **barriers** stopping you from achieving optimal supporter journeys (yes, even those CRM headaches!)

Develop **workarounds** to create meaningful engagement, regardless of internal constraints

Build a **blueprint** for breaking down silos, working collaboratively, and securing the investment needed for long-term growth

And along the way, you'll learn tons about your supporters—how to excel at omnichannel engagement, data-led decision-making, and gathering deep supporter insights.

Thanks to our partners in the pilot program, TiB 1.0 delivered incredible results. Together, we proved that small but strategic changes can have a huge impact, not least:

- The addition of just one email at the right time, with the right offer, added £16,000 to the bottom line
- A simple shift from a Regular Giving ask to a Lottery offer doubled phone conversion rates
- Participants who received an SMS stewardship journey raised 69% more
- Targeted, personalized calls to high-value fundraisers increased the amount raised by 10%
- Securing consents at the point of acquisition is estimated to be worth £16 per lead in year one alone

TiB is not just a strategy session.
It's a structured, facilitated project led by two top agencies specialising in supporter experience & journey planning.

We'll help you:

Stay accountable with clear milestones and robust testing

Execute top-notch, insight-driven supporter experiences

Learn and apply best-in-class techniques for journey planning, testing, and data analysis

But the best part? **Collaboration.**

You won't be doing this alone. You'll be part of a bold group of charities—ready to experiment, share learnings, and push boundaries together. We'll even throw in the occasional in-person meet-up to connect in real life!

Want to learn more?

If you're curious about how this could benefit your organization, reach out to book an info session for a deeper understanding of what's involved, and the insights you need to build your business case for getting involved.

Request an info session, email:



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