



How to enhance your supporter experiences through creativity

At any budget

Fundraising Everywhere
May 2025



Claire Donner

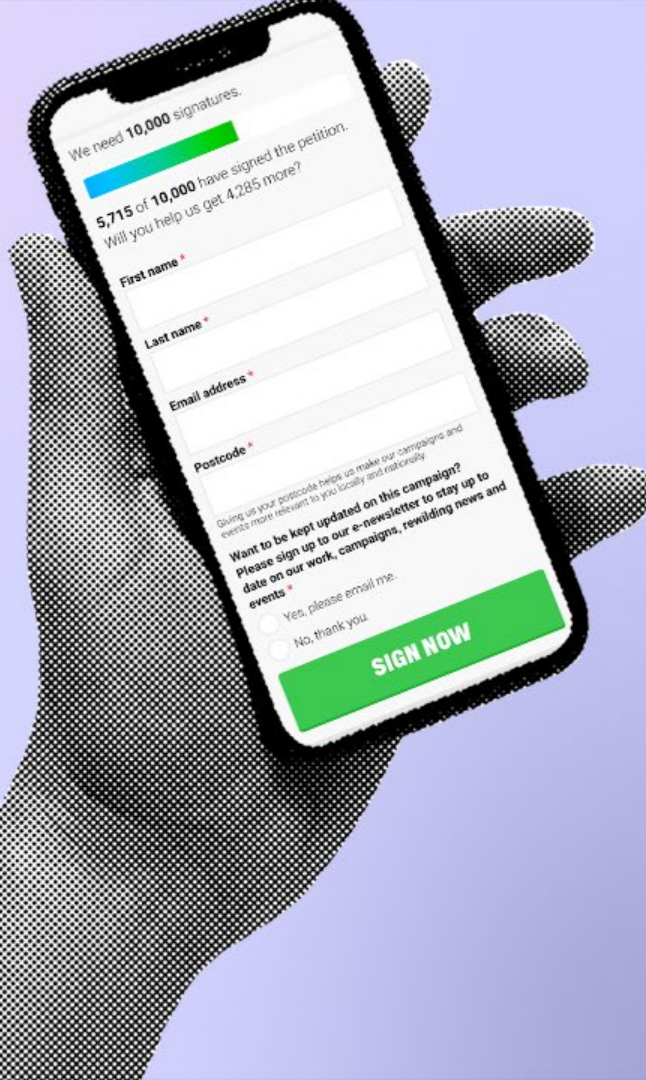
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The digital mobilisation agency





Clients of all sizes

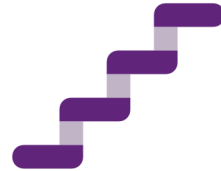
Covering all aspects of the supporter lifecycle



Recruitment



Conversion



**Retention
& uplift**

Team of experts

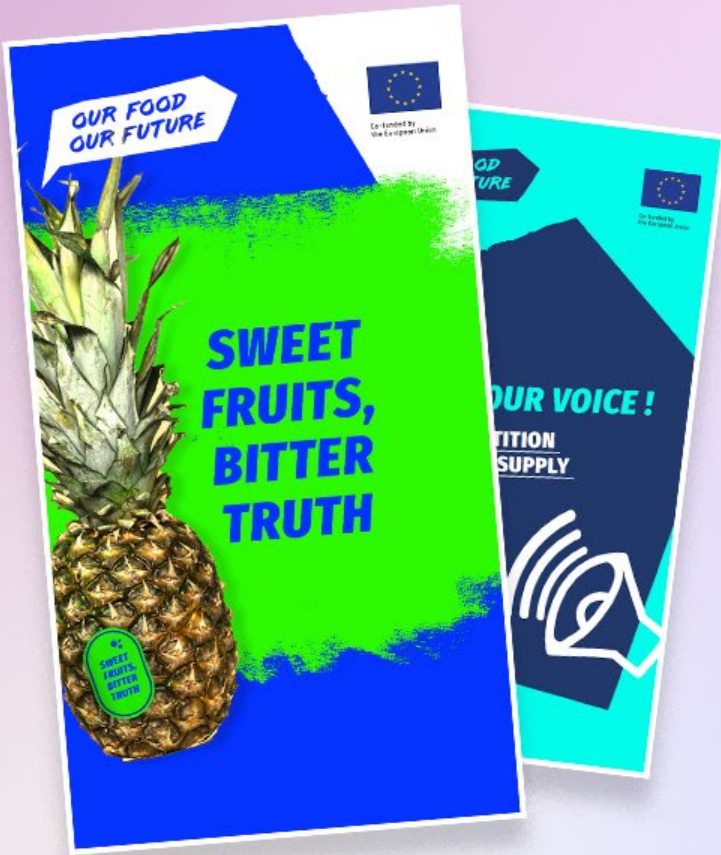
In three key fields





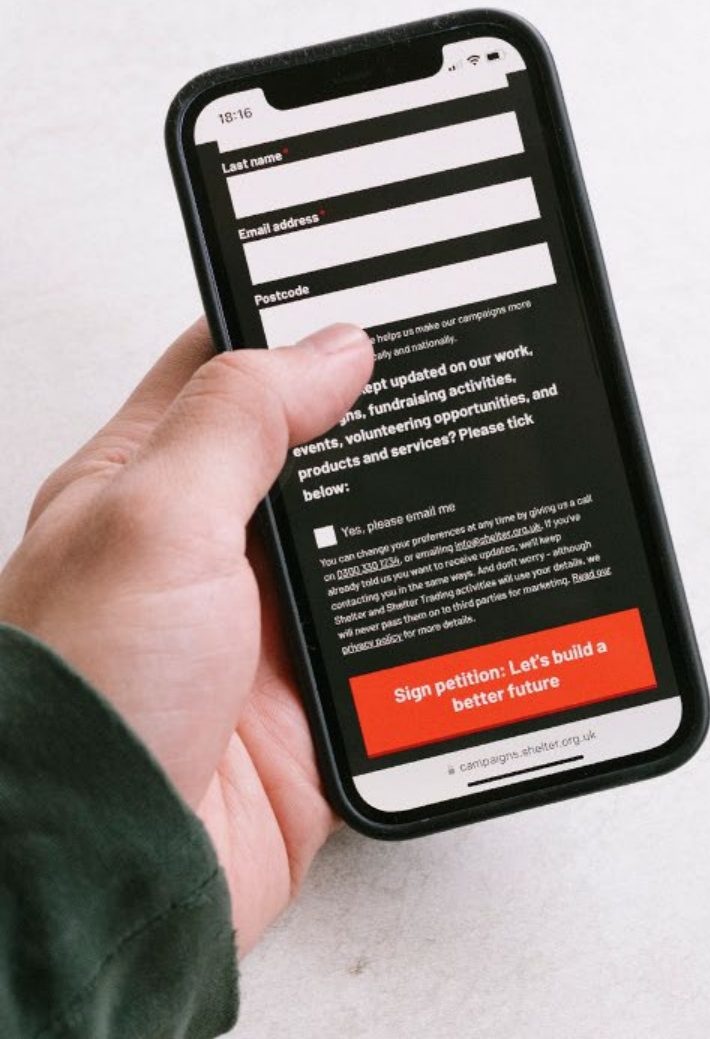
Strategy

For Campaigning and
Fundraising



Creative

Copy, design, testing
and optimisation



Technology

Landing pages,
form optimisation,
Impact Stack

A highly experienced team with over 100 years of combined experience working exclusively with the third sector.



and many more



**Creativity is critical to
creating great
supporter
experiences**



**I don't think I'm
creative...**

Everyone is creative

If you've ever

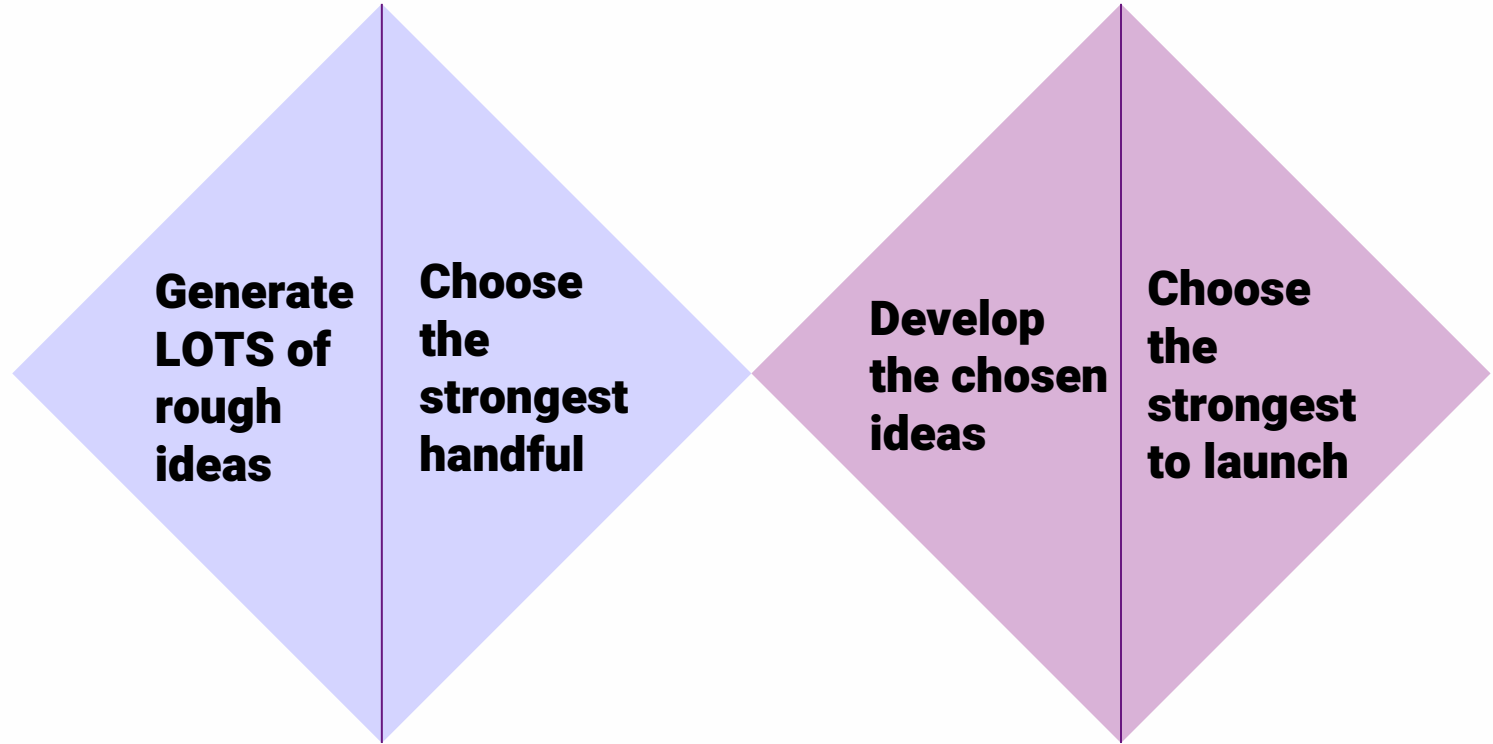
- Solved a problem
- Cooked a meal
- Put together an outfit
- Danced
- Planned a walk

You are creative!

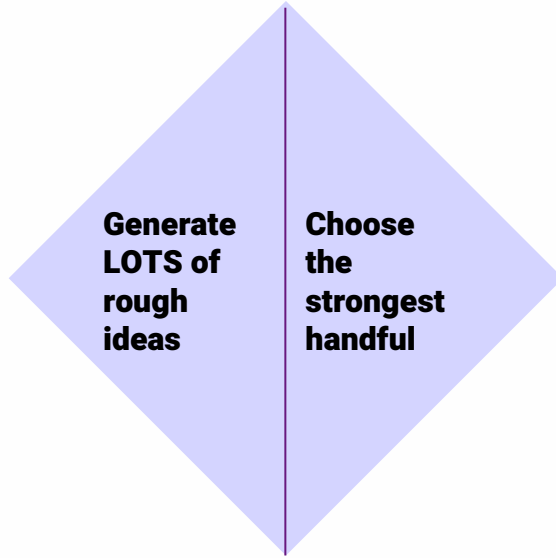


The creative process

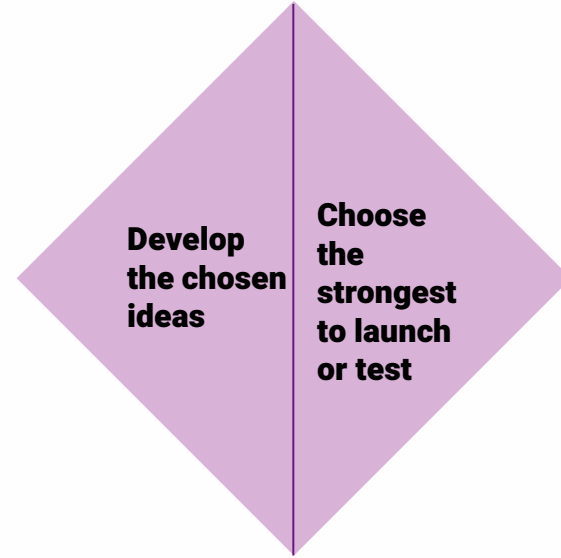
The double diamond



The double diamond



Creative session with
lots of colleagues



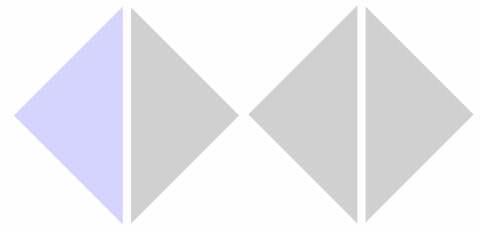
Desk work from core
team

The 6 steps for creative idea generation

1. Preparation

Understand and define the problem/opportunity you're trying to address with your creativity

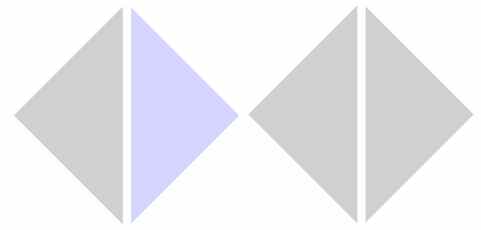




2. Idea generation

Plan a creative session and get lots of people involved to share their ideas. A good session has:

- Warmup activity to get people relaxed and in a creative headset
- Clear goals and outcomes
- A handful of idea generation exercises with great focus questions

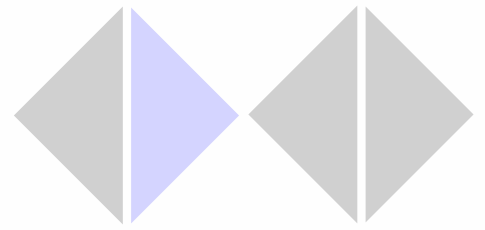


3. Idea selection

Using a set of success criteria, choose the ideas with the most potential.

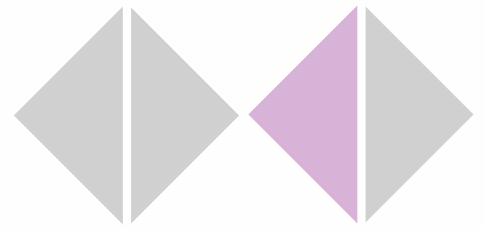
Success criteria might include:

- Will appeal to target audience
- Consistent with our brand
- Attention grabbing
- ...



3. Idea selection

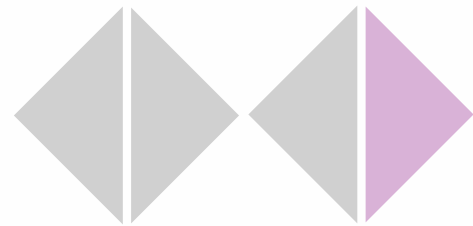
Choose slightly more ideas than you expect to launch



4. Idea development

Flesh out the ideas you have chosen, work out for example:

- How do we make this as appealing as possible?
- How do we make it stand out?
- What technology do we use to bring this to life?
- How do we deliver this idea within the resources available?
- Who should speak at the event, what case study should we use...



5. Final idea selection & rollout

Of the ideas you explored some probably won't work. That's OK.

For the ones that will work, plan in the work to deliver them.

Consider testing and MVP options.

6. Learn & share

What worked?

What didn't?

Tell your colleagues.





Idea generation quick start plan

Quick start plan

1. A good focus question
2. A load of post it notes (real or digital)
3. Some stars or dots to indicate preferences

Focus question

How might we **(ACTION) (NOUN)**
(QUALIFIER) (END RESULT)?

How might we **design** an **engagement action** that
is appealing to supporters, so that **they better**
understand why it's so important to protect
bees?

Post it notes

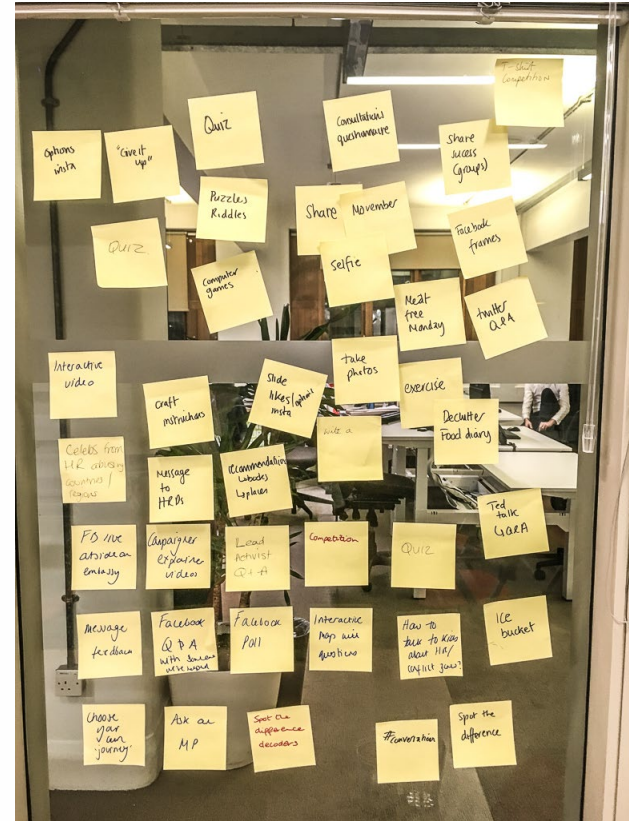
Digital post it notes work great for remote sessions

Any collaborative software works

Like Google Drive

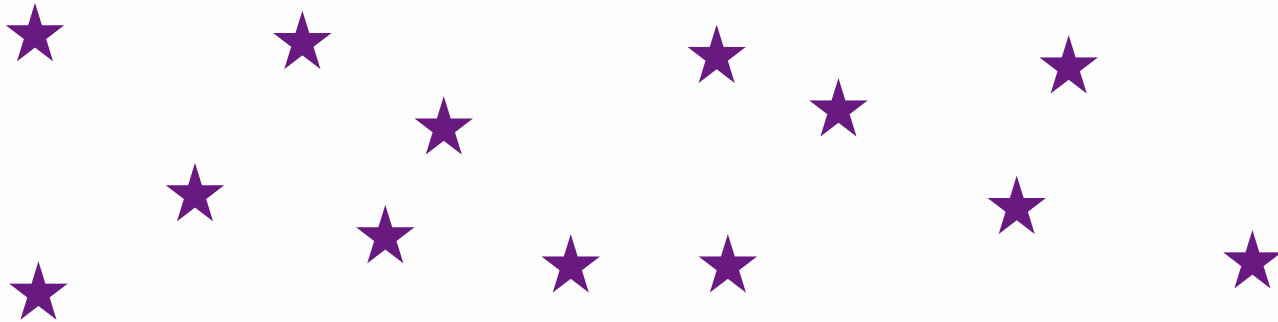
Or LucidChart

Or Miro



Stars

Allow all workshop participants to vote for their favourite 3-5 ideas using simple stars or asterisks



Don't forget...

Keep it fun

Creativity is play.

Create an environment
where all ideas are welcome.

You don't need to be self
conscious, you won't be
judged.





Creativity at St Mungo's



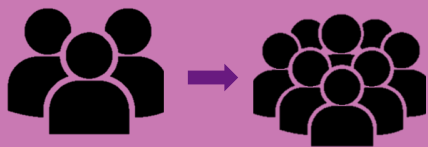
Patrick Beswick

Assistant Head of Public
Engagement (Digital)

StMungo's

**How we're using creativity
to boost our fundraising**

Key planning changes where creativity has been included



Broader group of people included at ideation stage. Leads to **more ideas**, better range of ideas, better builds on ideas.



Developing **engagement actions** forces us to think about how our supporters can feel **connected to us beyond donating.**



1 email 1 topic, forces us at the planning stage to evaluate if what we're sending is **worth it, interesting, useful** for the supporter.

Send a message (bauble action)

StMungo's

Hi Friend,

By now you've probably heard those songs on the radio, seen the cards in the shops, and hopefully you're getting excited.

We love Christmas, but we know that **for some of the people we work with, it can be a really hard time of year.**



That's why we'd love for you to **send our clients a message**, to let them know you're thinking of them.

Send a message of hope

Last year, baubles with your messages were hung around our services.

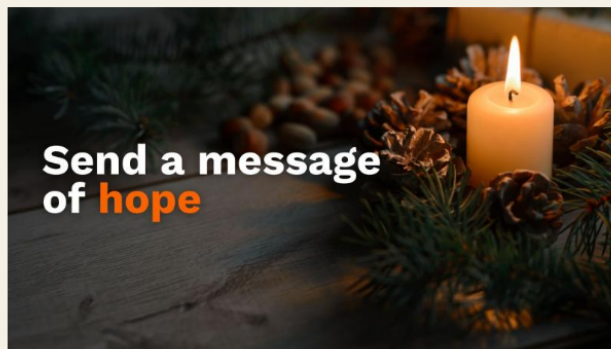
They loved reading your messages, and we want to give them that again.

We had over 1,000 messages last year, can you **help us top that?**



StMungo's

Write a Christmas message to someone experiencing homelessness



Whatever our beliefs, this time of year is an important opportunity to enjoy different festive celebrations together. To feel connected and cared for. Two things that homelessness often strips away.

Could you share a message of hope with people experiencing homelessness this Christmas?

Please show people experiencing homelessness that they are part of a community that truly cares about them. Just a few words can make all the difference.

Edit Email share Webform Results Widget

Share some warmth and joy this Christmas

First name *

Friend

Last name *

<<Last Name>>

Email address *

<<Email Address>>

Your message of hope and solidarity

We would like to keep in touch with our latest news and everything we are doing to end homelessness. Please let us know if you would like us to email you about our projects and services, raising funds and volunteering. You can opt out at any time. For further information please see our [privacy policy](#). *

Would you like to receive emails? *

- ☐ Yes
☐ No

Share your message

Send a message (bauble action)



Hi Friend,

A few weeks ago, we asked supporters to send our clients a message this Christmas.

Over 1,200 people sent a message, which are now proudly displayed on baubles around our services for clients to read.

Hundreds of messages full of hope and kindness let clients know our supporters are thinking of them.



We thought you might want to see where our baubles ended up, and how orange our services now look!



Letter from Ernie



[View in browser](#) | [Donate](#)

StMungo's

Hi, Friend!!

How are you? Is that food I can smell? Can we be friends? Do you want to play? Do you have a tennis ball?

Sorry, I get a bit carried away meeting new people. My human has to remind me to Sit Nicely and Use My Manners.

My name is Ernie – have you seen me and my human, Grace on your [big screen box](#) yet?

We used to live in a nice house, Grace and me. It smelt like vanilla and fresh linen. Apart from my bed, which smelt like me.

We would go to The Park and play ball. I could smell the pine trees, the football pitch and all the other dogs. Other humans would scratch my ears and tell me what a Good Boy I am.

But then Grace got sad. Then she got sadder. I didn't understand why.

Mungo's wrapped

StMungo's

As part of the St Mungo's community, you've transformed lives.



In 2023-24, you helped to support

23,827

people who were homeless, or at risk of it.



1,235

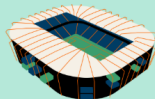
people sent a message to our clients this Christmas.

(That's over 1,200 baubles with your messages of hope)



50,261

of you signed our open letter to party leaders ahead of the 2024 General Election.



That's enough St Mungo's supporters to fill a football stadium. Just imagine how loud our voices were when we rallied together.

StMungo's

Hi Friend,

As we wrap up 2024, I wanted to share the [incredible impact we've made together](#) this year.

[2024 in review](#)

This year has not been without its challenges. Record levels of homelessness, a General Election, and a cost of living crisis that continues to soar.

But the St Mungo's community **acted with compassion and generosity for people experiencing homelessness.**

We've reflected on what our supporters have [achieved in 2024](#), and I wanted to share this with you.

[Take a look](#)

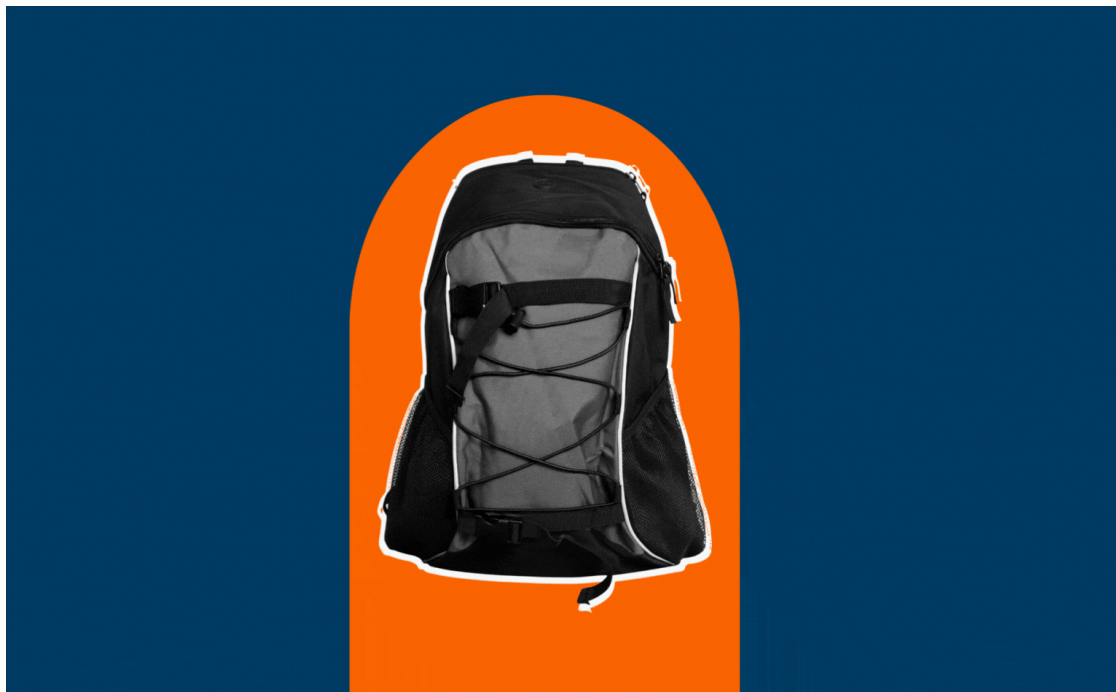
Tonight, I'm raising a glass to you. For being part of our community.

Happy New Year, and cheers to a successful 2025!

Hannah

Hannah Flint
Digital Engagement Officer

Frontline worker's bag



StMungo's

Hi Friend,

Our **street teams search the streets every night for people sleeping rough.**

But **have you ever wondered what they take with them on a shift?**
Well, wonder no more.



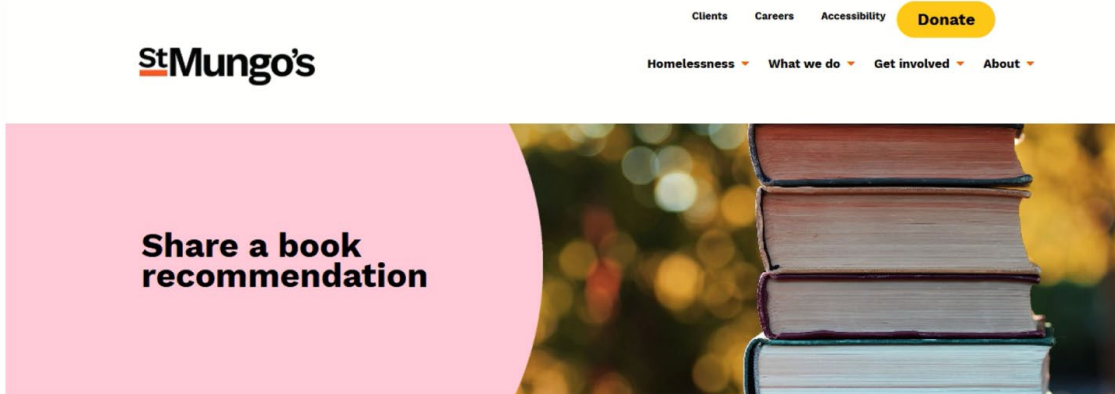
Usually, **Outreach shifts are either late at night or early in the morning.**

I asked our friends in Outreach **what they take with them on their shifts**, and here's what they told me:

"Foil blankets to give out to people sleeping rough. Temperatures can be dangerous and people may not be prepared for the weather, even with a good tent or a sleeping bag."

"A first aid kit. It's important to be prepared for anything."

Book Recommendations



St Mungo's

Hi Friend,

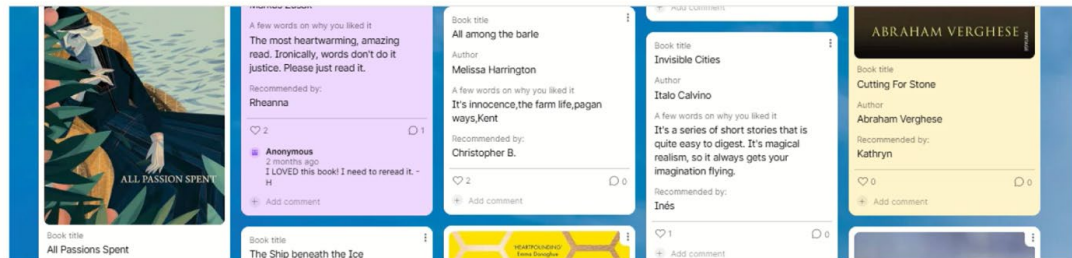
Ever had a book linger on your mind long after you've finished it?

For people experiencing homelessness, reading can offer an escape. It's why you'll find books in our accommodation services. For anyone to pick up and borrow.

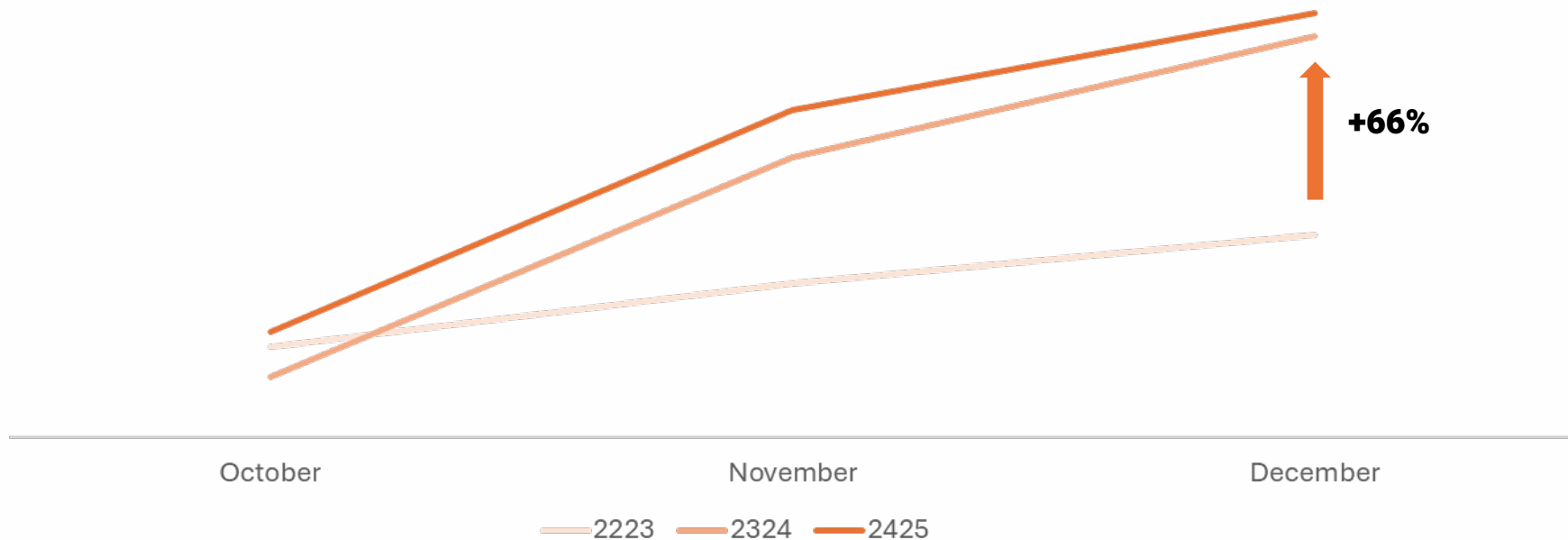
Is there a title you think everyone should read? [Add your favourite book](#) to our 2025 reads wall and see what other St Mungo's supporters recommend.

Add your book recommendation

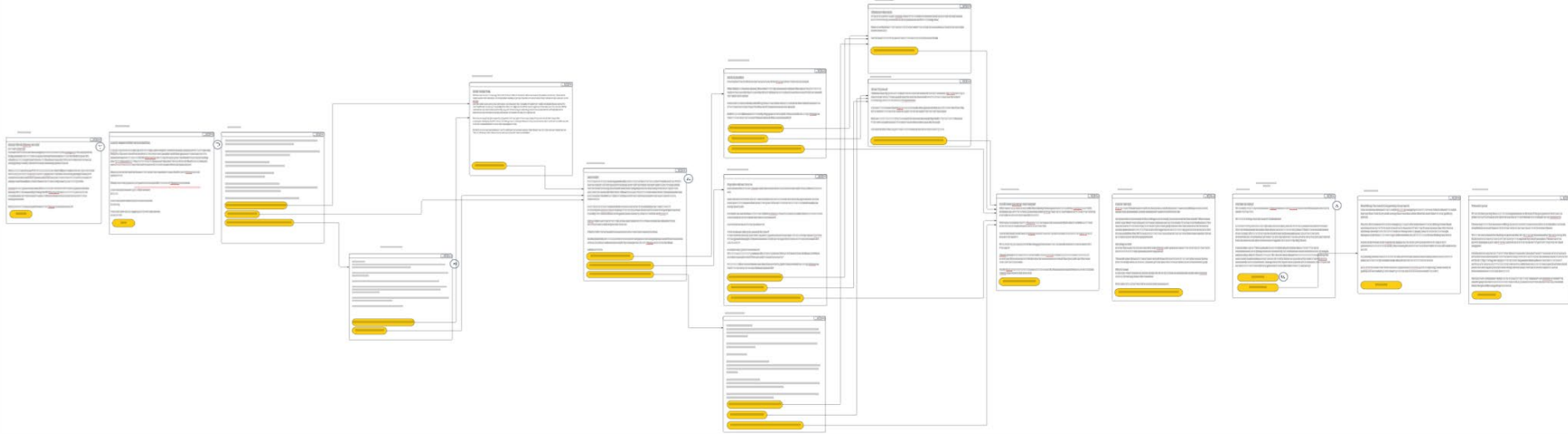
Books have the power to inspire us, transport us, even change the way we see the world. So we'd love to know, **what books have made an impact on you?**



**Inclusion of more creativity in email planning
between winter '22 & '23 yielded a 66% increase
in income.**



Upcoming ideas – Interactive storytelling



Upcoming ideas – Interactive storytelling

Help find Hana a job



Hi, I'm Desrie

I work as a part of the employment team at St Mungo's to help people who have experienced homelessness. It's challenging work but I love it. Seeing who were once struggling. Well, there's really no end to it. Want to give it a go?

I've put together this little challenge for you to help person 'Hana' find a job. Hana is inspired by real people who have worked with us over the years and is an accurate representation of the sort of steps and hurdles that I have to creatively overcome.

Hana is 20 years old and lived on the streets for a few years. She's currently living in one of the supported accommodation units and is wondering what's next - she'd like to find a job that's a bit more independent.

Do you think you could find Hana a suitable job?

Let's go →



Hmmm. Those answers didn't provide much guidance for what job might suit Hana. But don't worry, we've got a few questions up our sleeve that might help. Let's try these:

- ▶ What did you want to be as a kid?
- ▶ Do you prefer to be inside or outside?
- ▶ Do you prefer working with adults or kids?

Great, that's something to work with! What shall we do next?

Send Hana links to online job boards

Take Hana to a job fair

Suggest a 1 year gardening volunteer programme





Resources

Deepen relationships
and spark excitement
with engagement actions



Free report

Engagement actions

more-onion.com/engage

Idea generator linked to in report





Upcoming trainings

Creative facilitation –

3 September

Online

more-onion.com/creative

Let's work together

Everything to do with supporters

Recruitment, journeys, creativity
technology and more.

Create richer supporter
experiences to boost your impact.

claire@more-onion.com





Questions?