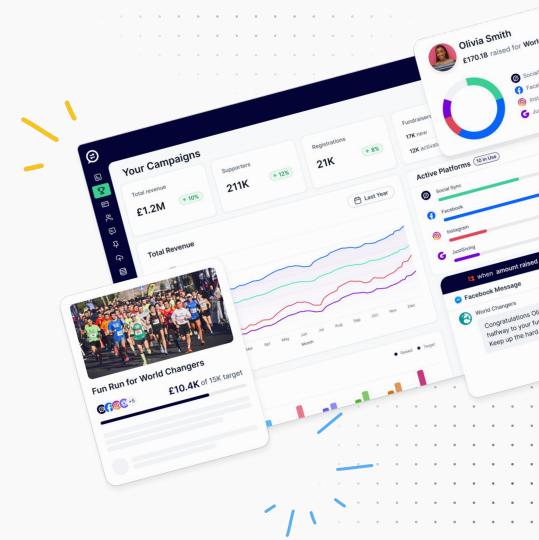


Personalised Supporter Journeys at Scale

How to have your cake and eat it too





I have **limited time** and resource.

Too many
spreadsheets

How do I measure impact?

I don't know where to start.

What **technology** do I use?



75% of the sector could benefit from support with their multi-channel behavioural journeys.

*Social Sync Questionnaire 2025



I'm Ben... (I don't like cake)



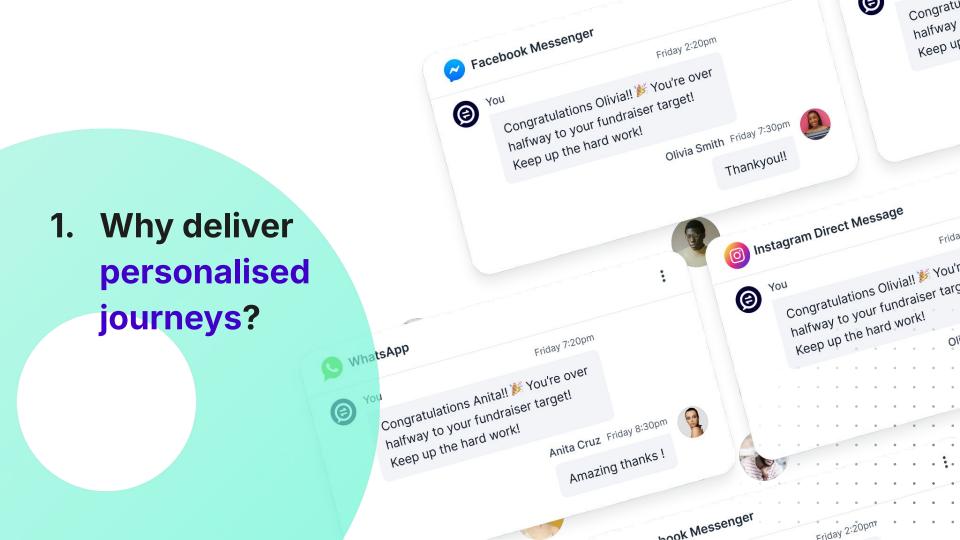
Our agenda today:

1. Why deliver personalised journeys

2. What is personalisation and how to design journeys

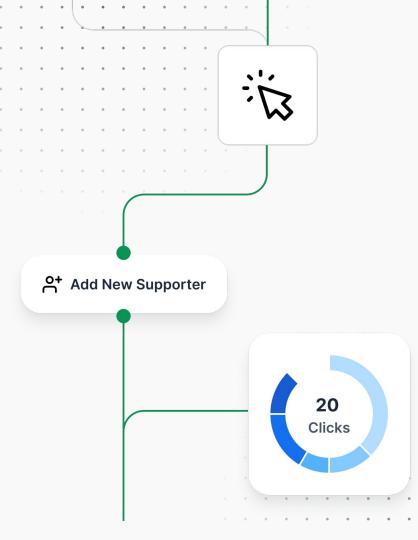
3. How to use technology to unlock personalisation at scale

4. WhatsApp - our new favourite engagement channel



Why personalise?

- Increased Engagement
- Improved Conversion Rates
- Stronger Relationships
- Enhanced Donor Retention & Lifetime Value
- Efficiency & ROI

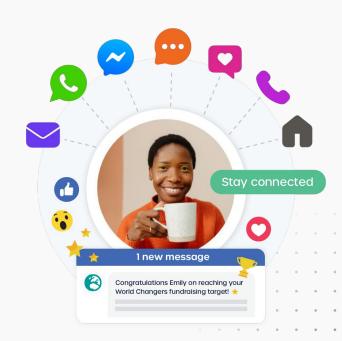


2. What is personalisation and how to design journeys?



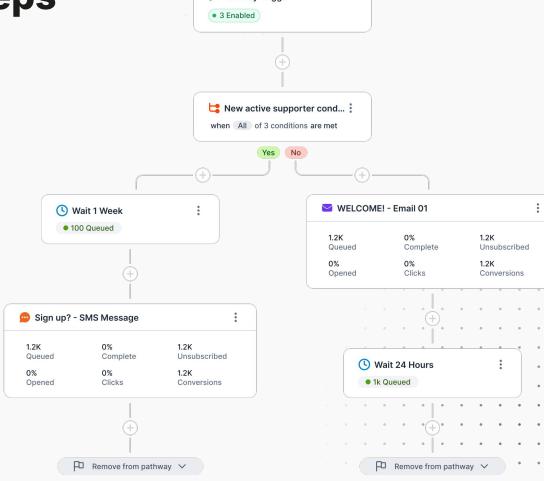
Key Principles of Journey Design

- Supporter-Centric
- Behavioural Triggers:
 - Registration complete vs. registration started but not finished.
 - Fundraising page created vs. not created.
 - First donation vs. hitting a fundraising milestone.
- Multi-Channel Thinking
- Clear Goals for Each Stage



Practical Design Steps

- Map the Supporter Flow
- Identify Decision
 Points/pathways
- Determine Content &
 Channel for Each Branch:
 What message, where and when?
- Measure & Optimise

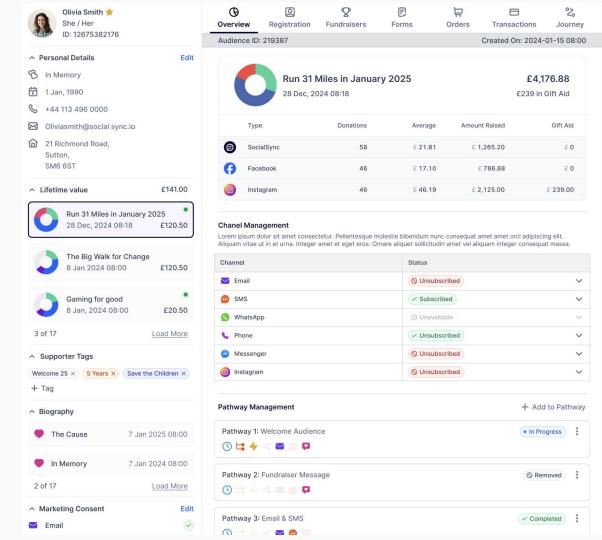


Pathway Trigger

3. Using tech to unlock personalisation



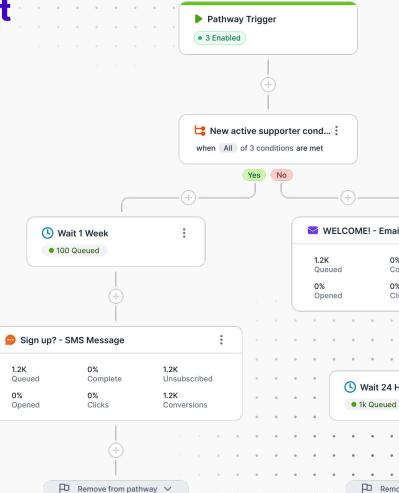
Data: a single source of truth!



Putting the fundraiser at the heart of every journey

- Eliminate irrelevant messaging
 - o moving away from generic "if you haven't already" emails
- Reduce workload
 - simplify campaign management
- Deliver personalised, behavioural journeys
 - Fundraiser-centric engagement

91% of our recipients reported a highly positive experience with our emails and 93% of participants would gladly take on a similar challenge again in the future.



Connecting with supporters

Registration method matters
Optimising fundraising page set up
Impact on onward journey and engagement
Personalised coaching and support

The MND Association

We are incredibly fortunate to partner with the **MND Association**, whose willingness to test and innovate has been invaluable.

- Successfully deploy TikTok for recruitment
- +3.5% increase in average value on new channel
- 300 new channel registrations
- Over £745K raised



() First Name

You're off to an awesome start with your fundraising—way to go!

BTW, did you know if you raise over £150, you'll earn an EXCLUSIVE medal just for you? 🖔

Why not share your GoFundMe page with friends, fam, and anyone who wants to support a great cause? Let's make this happen!

Share GoFundMe page

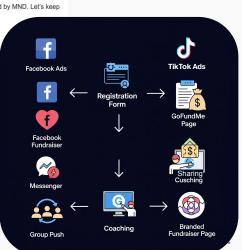
Thanks for being a legend and supporting people affected by MND. Let's keep up the momentum!

Catch you later.

Thanks always

and the Run 31 Miles in January Squad





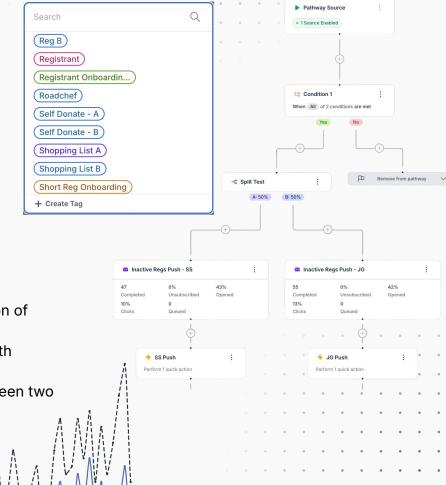


Tracking onward impact

We can create **dynamic personalisation** by tagging users upon registration to tailor their journey, and it goes **beyond vanity metrics** by allowing us to tag after actions to measure true impact like registration, activation, or average value.

See it in action:

- Alzheimers Research UK saw a 10% increase in activation of those on a two step registration confirmation
- From one email push we saw 12% registration rate on with Alzheimer's Research UK
- Marie Curie saw a 31% difference in average value between two platforms being driven for activation



Testing your journeys

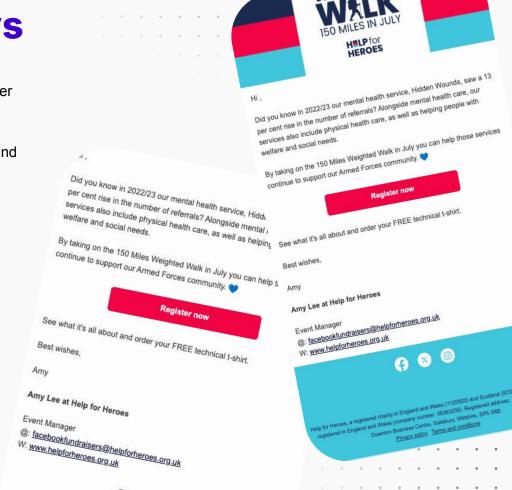
We **A/B test campaigns** constantly to understand supporter engagement and measure live impact.

We can easily **templatise emails** to test wider behaviors and quickly switch to the most effective approach.

Help for Heroes

Branded vs unbranded split test

- 33% activation on branded journey.
- 25% activation on unbranded journey.
- Higher OR on unbranded journey.
- But an almost 15% increase in average value on branded.



Tiered engagement

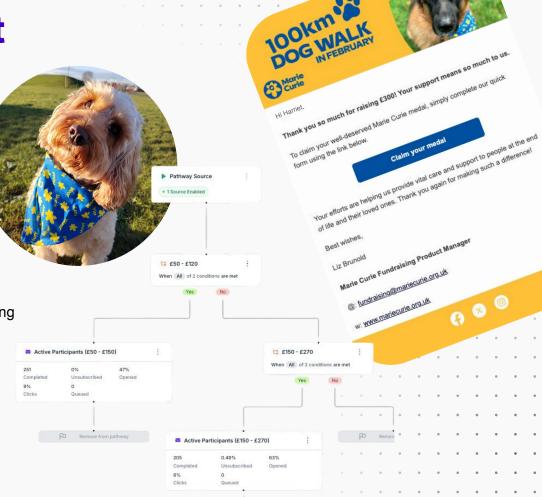
strategies

Tailor messaging to a fundraiser's journey - from sign-up to target - using data to segment by amount raised, enabling relevant communications that boost engagement and donations.

Marie Curie

Implemented bespoke communication pathways offering rewards aligned with fundraising milestones.

- 36% increase in average value
- + £40,000 more income



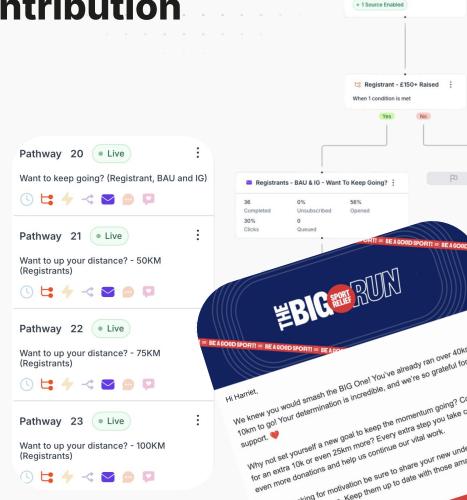
Encouraging higher contribution

We can drive greater monetary and activity contributions by leveraging **triggers on pathways** and **audience segmentation** through conditions. This allows for timely, personalized encouragement that inspires supporters to do more.

Comic Relief

Leveraging the direct correlation between distance logged and fundraising income.

- 29%+ average value to date
- 11% increase on activation to date
- 42% up on income



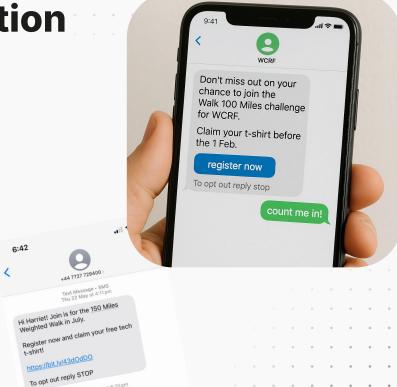
Pathway Source

The Power of SMS for action

SMS offers a uniquely powerful channel for direct supporter engagement, boasting an exceptionally high open rate and immediate attention due to its transactional nature. This makes it ideal for **short**, **sharp Calls to Action (CTAs)**.

Embedding SMS for Leads and Registrants

- **Help for Heroes:** 34% pax registering via SMS with 33% activation in first two weeks
- WCRF: average value of SMS registrants £203.64 in Feb
- LLS: 48% activation on those registering via SMS



Find out more about our Weighter Walk challenge in our supportive Facebook community.

Join us this July!

To opt out reply STOP

5. WhatsApp for engagement (...and income)



WhatsApp results



Run 31 Miles in January

- A/B split test
- 20% increase in activation rate
- 13% increase in average value



200k in May Your Way

- 18% increase in activation
- 18% increase in average value
- 15% replying to messages in channel

Sinead Grimes
Event Fundraising
Manager
Target Ovarian Cancer



Personalise Journeys at Scale Key Takeaways

- Use tech to deliver the journeys you want and our supporters deserve
- You **CAN** deliver personalised journeys as scale
- Get your data together and anything is possible
- Use the right channel at the right time
- Measure and refine

You can do all of this with Social Sync, but we also just love talking about supporter journeys so feel free to get in touch.

Scan to book a demo, or visit: https://socialsync.io/demo

