

Supercharge your outreach

Next level marketing for
Fundraisers

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- **15 years experience**
- **Marketing Strategy**
 - **Digital Marketing**
- **Public & Community Fundraising**
...and lover of a good chai!



**Check out the
delegate bag**

Beyond the feed....

...in a noisy digital world

Attracting Fundraisers

How and where can we find our supporters?

Engaging them throughout their efforts

How can we keep them excited, especially when resources are low?

Retaining them beyond the final tally

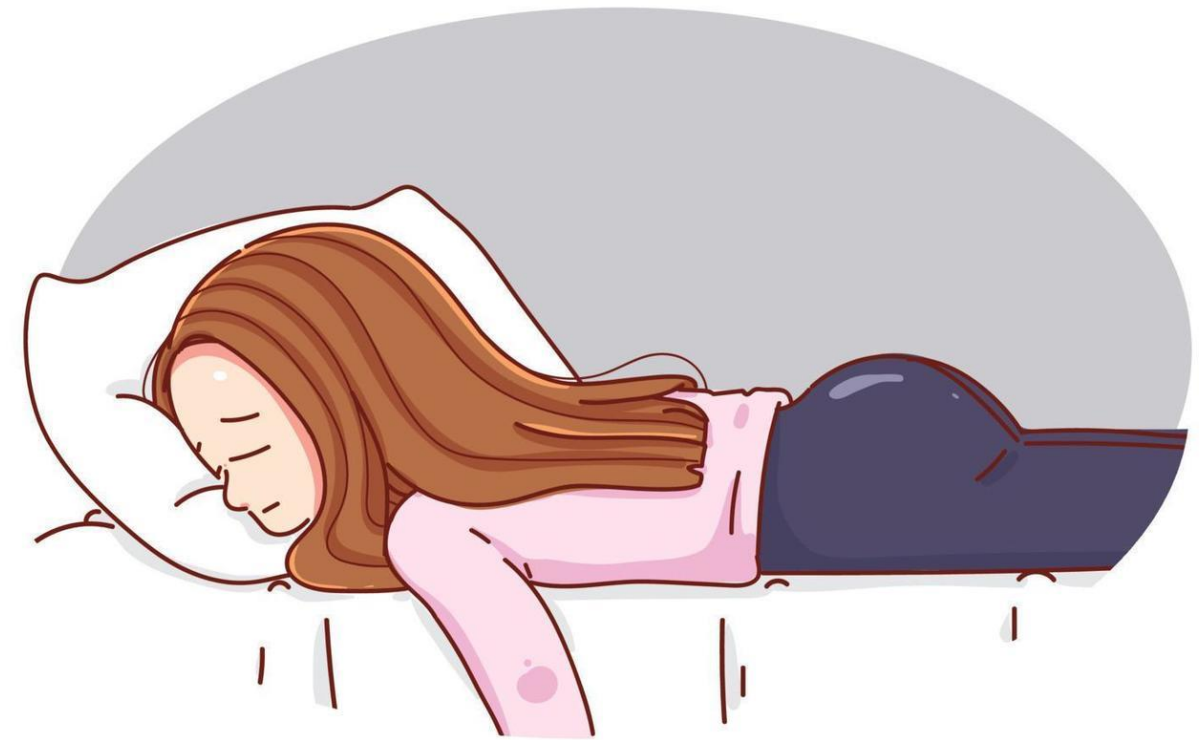
Building life-long support!

**Who has seen social
media acquisition of
fundraisers decline?**

WHY MARKETING?

F&M: Perfect Partners

- Getting harder to stand out in busy digital environment
- Cause fatigue hitting public hard
- Charity feeling the squeeze: limited resources



Poll Results!

GOING NOWHERE FAST:

Why Social Media isn't Enough Anymore

- Declining organic reach and algorithm unpredictably
- Lack of trust in content and platforms themselves
- Rapidly changing targeting, sometimes unannounced



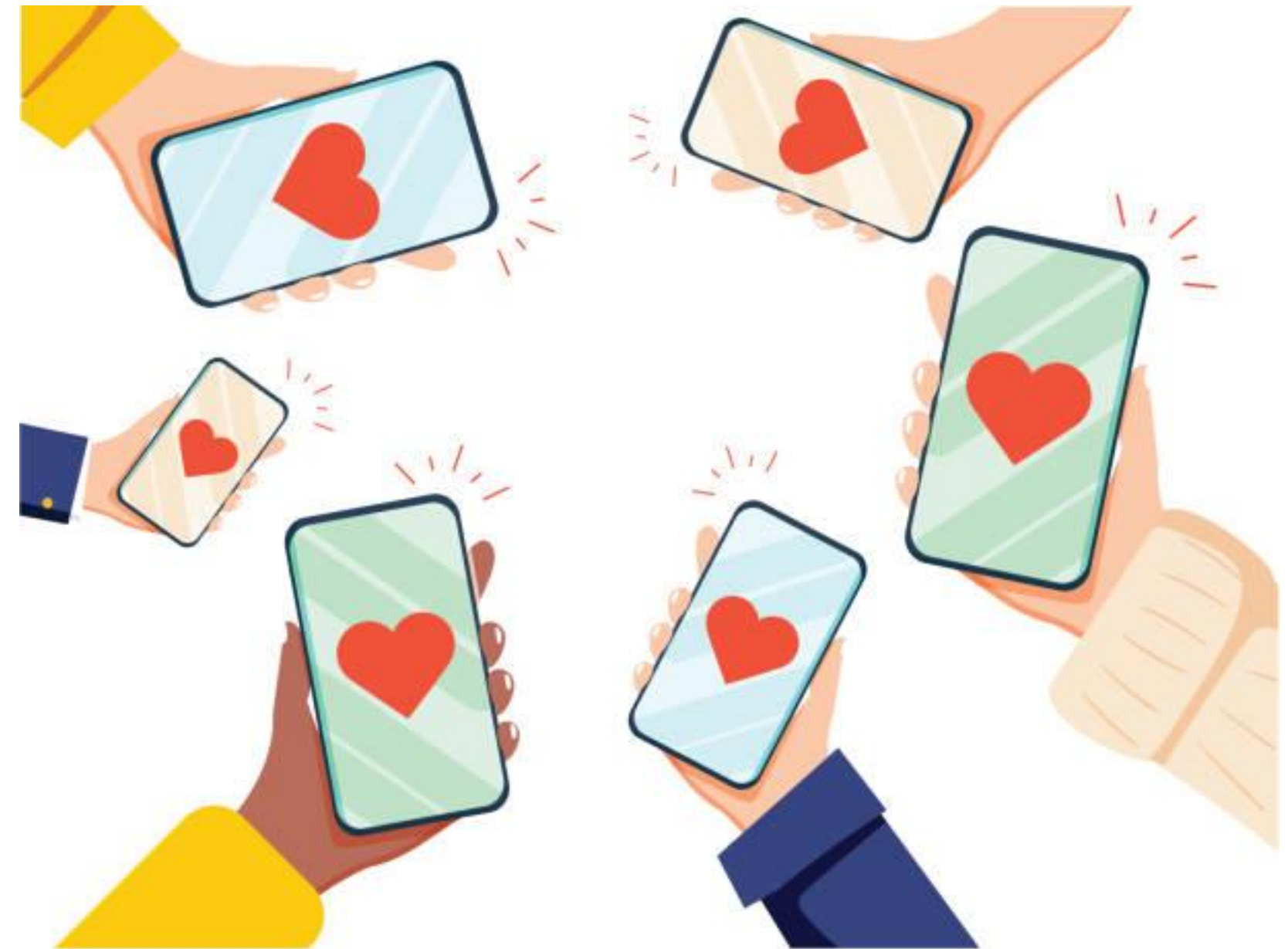


Step 1: Attracting Fundraisers

WHAT ELSE?

Tools that spark engagement

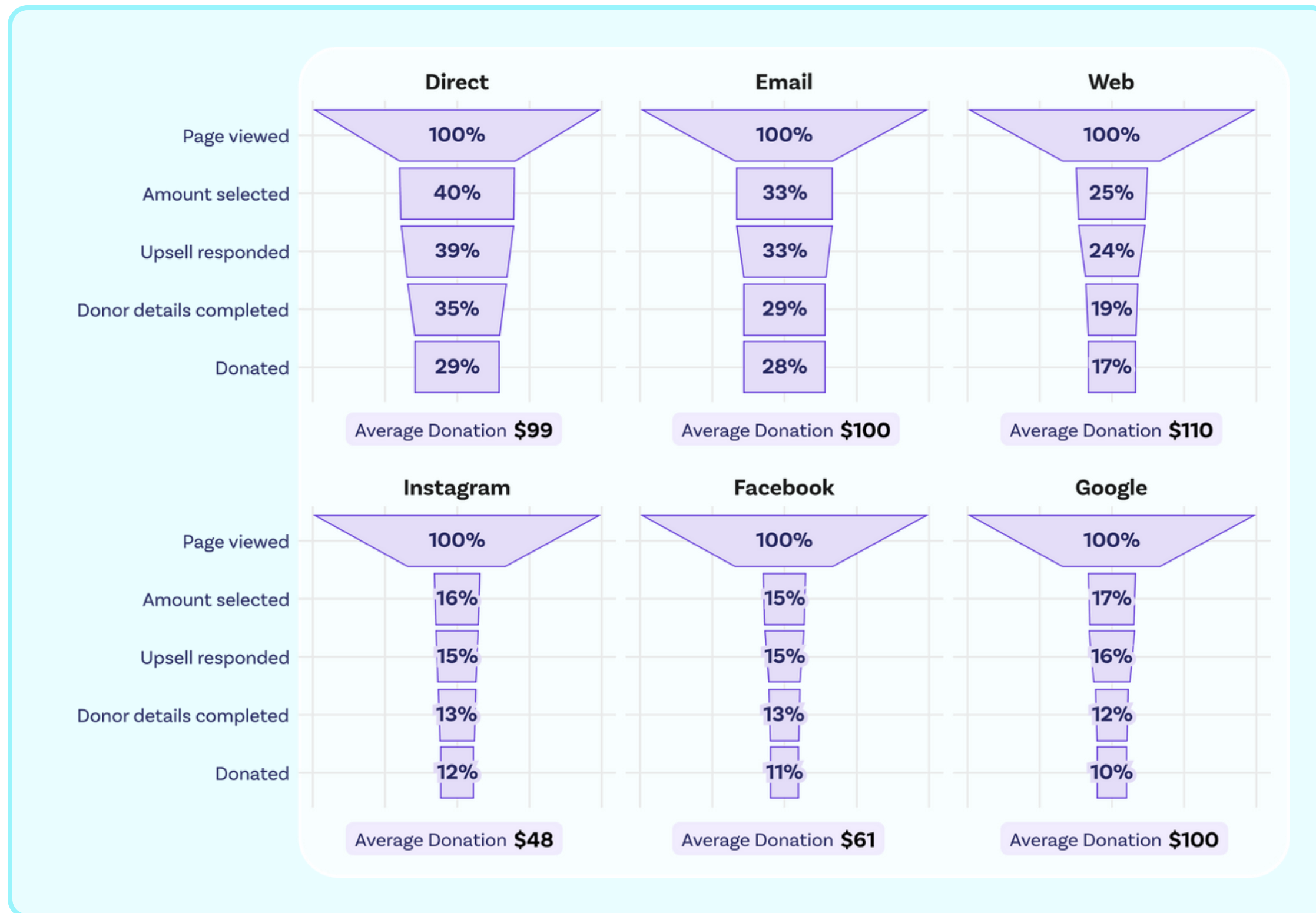
- Email: king for reach, storytelling and conversion
- WhatsApp: high open rates, real-time communication, great for P2P
- Discord: Emerging platforms that reach younger audiences with high trust and community building



Why emails?

Email continues to be a consistent and trusted method of connecting digitally with your varied audiences. High open rates, high trust rates.

You are able to deliver your message at a time when donors and supporters are open to hearing from you.



The expected value of a visitor varies drastically by channel

- Conversion rates are highest for direct, email and web traffic
- These channels also have high average donation amounts
- Facebook and Instagram convert less and have lower average donations but can be good for finding new contacts

Y.O.Y GROWTH

UK Non Profits

- Message volume > 49%
- 27 emails per subscriber
- 17% list growth in 2022

...30% increase in fundraising messages

...and the results
speak for themselves

- £66 raised per 1000 fundraising emails
- Email generated 4% of online revenue

Quick Tips

Warmest audience first

Find out who your audience is, and how they relate to your charity.

Thinking through who will be reading your emails, and what type of relationship they have with you, is a good place to start.

- Segmentation will be the easiest way to understand your audience
- Utilise dynamic content **to minimise resource and maximise engagement**
- **Fewer things better: ensure you aren't bombarding with multiple asks**

Example



- **Lapsed Fundraisers: haven't fundraised in 12+ months**
- Lapsed donors: Donors who have recently discontinued giving
- Donors who can commit only limited amount monthly OR donors who can commit a very high amount monthly
- Volunteers

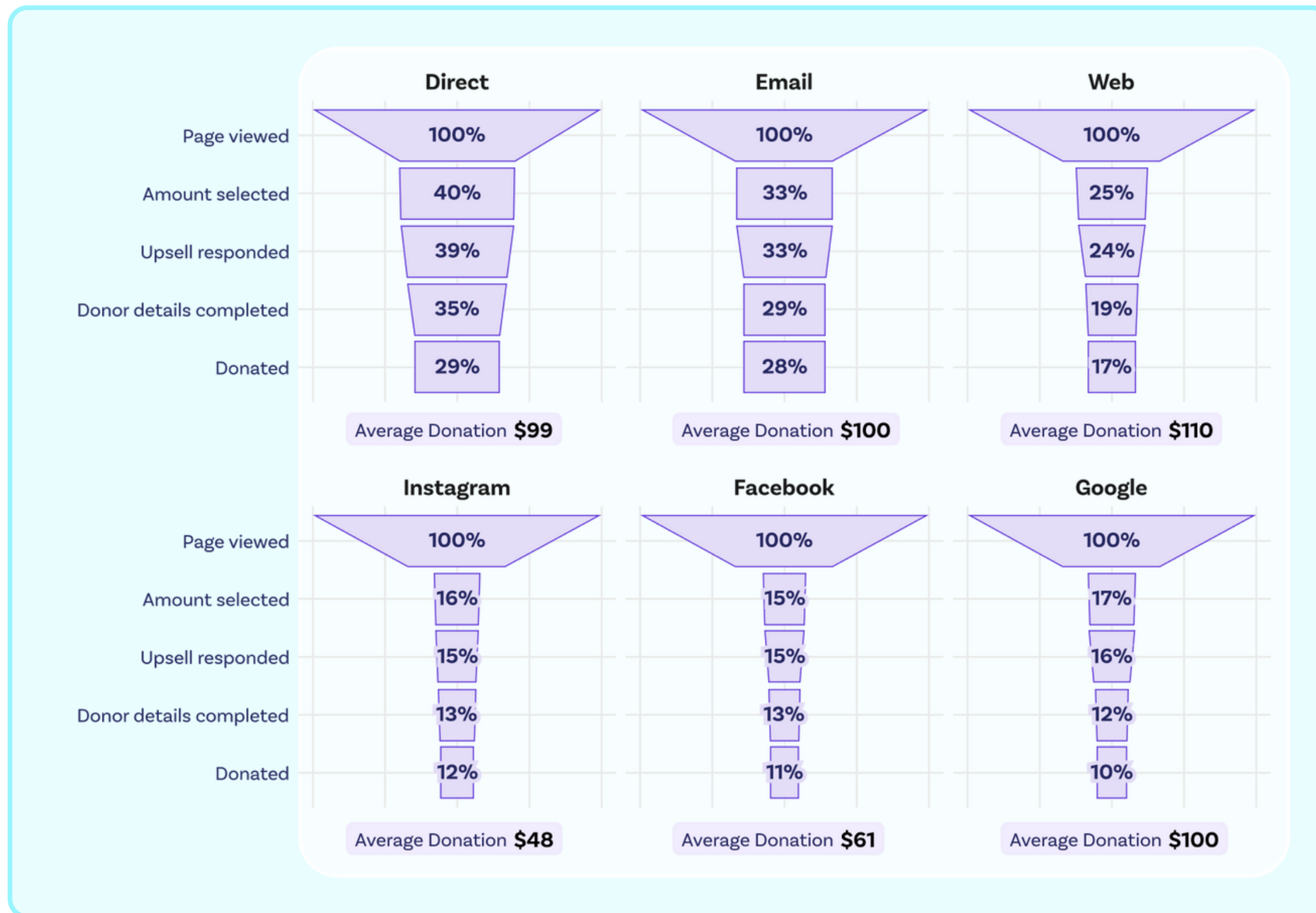
Why social media?

Social media offers reach and exposure beyond your current warm audience. While it can be fickle, it can also really create a great

Use sparingly; be mindful of results

Continue to adjust based on feedback and engagement metrics

- Focus on strongest channel; don't spread too thin
- Consistency is key: keep the focus on the specific ask
- **Fewer things better: ensure you aren't bombarding with multiple asks**



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- Conversion rates are highest for direct, email and

.....web traffic

One consistent journey across all channels

Consider 'taking a walk' across the various fundraiser touchpoints to assess

- Use your website as a shop-front, display most crucial ask
- Refresh messaging no more than quarterly (but be flexible for the right opportunity)
- **Focus on most important giver you want to engage; for most that's regular donor but don't put off other supporters!**



Step 2: **Engaging Fundraisers**

Email Stewardship:

Getting fundraisers excited from the very first email to the last



- Stewardship = showing love between the asks
- Think like a relationship, not a broadcast
- **Segmentation: tailor messages to experience, level and recurrence of fundraiser (e.g. first time vs experienced fundraisers)**

Tailor messages to drive action:

- **Fundraising type:** P2P, regular giving, DIY challenge
- **Engagement Level:** lapsed, active, new
- **Motivation:** in memory, personal challenge, community driven

Make sure to **integrate** the right questions into your donation/sign up form, so you can **personalise**

REGULAR GIVING

Keep them engaged

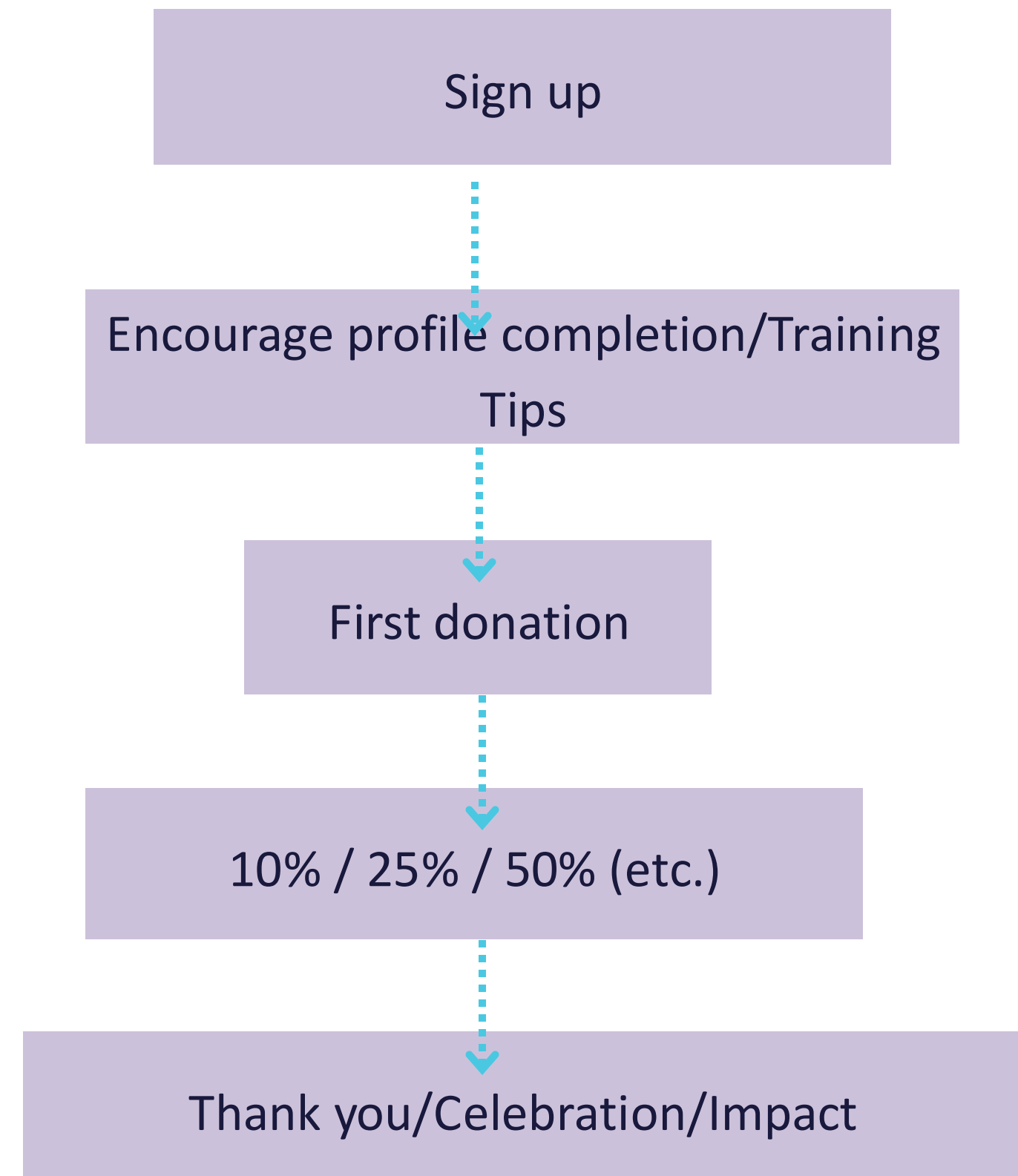
Consider the journeys that will keep them excited, engaged and completing their challenges



CHALLENGE EVENT

Keep them engaged

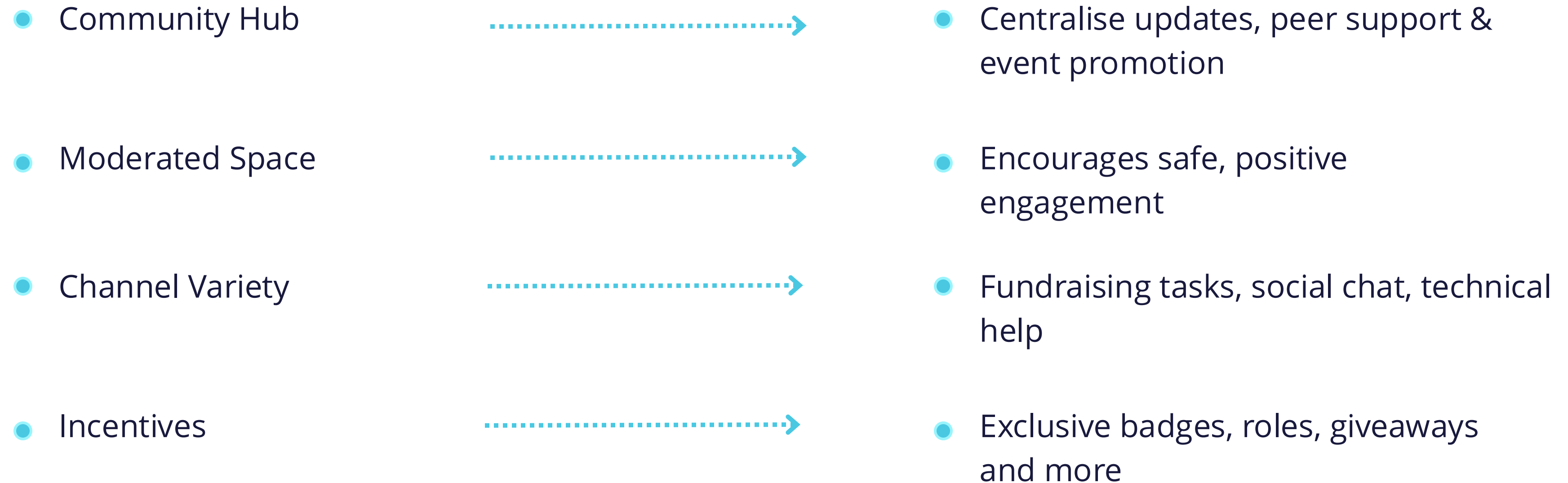
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Why Discord?

An engaging community social media; growing beyond streamers and gamers. High trust, high engagement.

Community engagement



Why WhatsApp

Highly trusted channel. It's also highly shareable, and can deliver your stories right into supporters' hands and homes.

Even better, it can be a tool to RECRUIT as well as ENGAGE

WHY WHATSAPP

Success across engagement & fundraising

- Top tier channel that performs better than Facebook, SMS and even email
- Rich, personal messages, especially for P2P challenges
- Quick responses and community engagement, especially for emergency appeals



Example



- Memory Walk 2023 (Alzheimer's Society) brought in an extra £40k – each share was worth £570
- Muslim Giving: launched WhatsApp Giving (2022), allowing donors to click a link and donate via Apple Pay and Google Pay

How to get started with WhatsApp Fundraising

- **WhatsApp Sharing**
Enable on all fundraising pages
- **WhatsApp Business**
Allows you to segment audiences, send updates or thank you messages
- **Click & Donate links**
Integrated with digital wallet payments
- **Run pilot campaigns**
To test messages, formats and timings
- **Track & Analyse**
Always look to the data to inform next steps and don't be scared to pivot away



Step 3:

Creating a cohesive

Digital Journey

Our attention is more
scattered than ever



WHY BE JOINED UP?

Take donors on a journey

- Supporter experience should feel seamless
- All your channels should work together
- Message consistency builds trust and reduces drop-off



Audit your digital fundraising journey

- Ask: do all your digital touchpoints feel connected?
- Are you telling the same story everywhere?
- Are calls-to-action clear and easy to follow?
- Tip: walk through your digital journey as if you're a new fundraiser

LET'S GET STARTED:

Quick wins you can do this month

It doesn't have to be difficult or laborious!

- Set up or review fundraiser welcome journey
- Trial WhatsApp as an engagement tool
- Map out current digital fundraising touchpoints
- Go to the source: talk to 3 fundraisers about how they prefer to hear from you

**Any
questions?**

Let's chat!

munadoesmarketing.com