



IJM

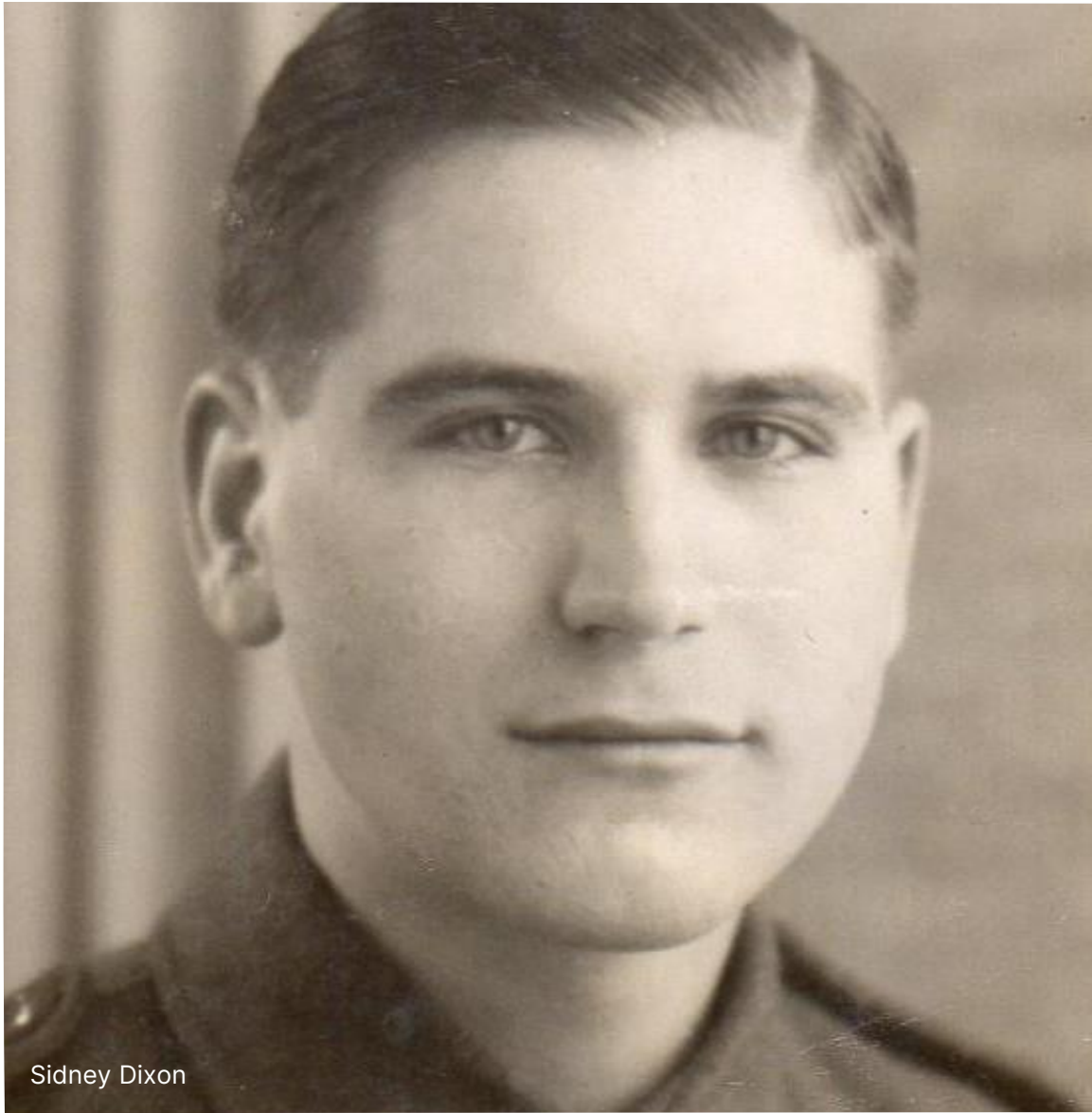
03.07.25

SCALING YOUR DIGITAL FUNDRAISING: INTERNATIONAL JUSTICE MISSION

Dean Gillespie - Lead, Digital, Creative and Mass Marketing, IJM UK



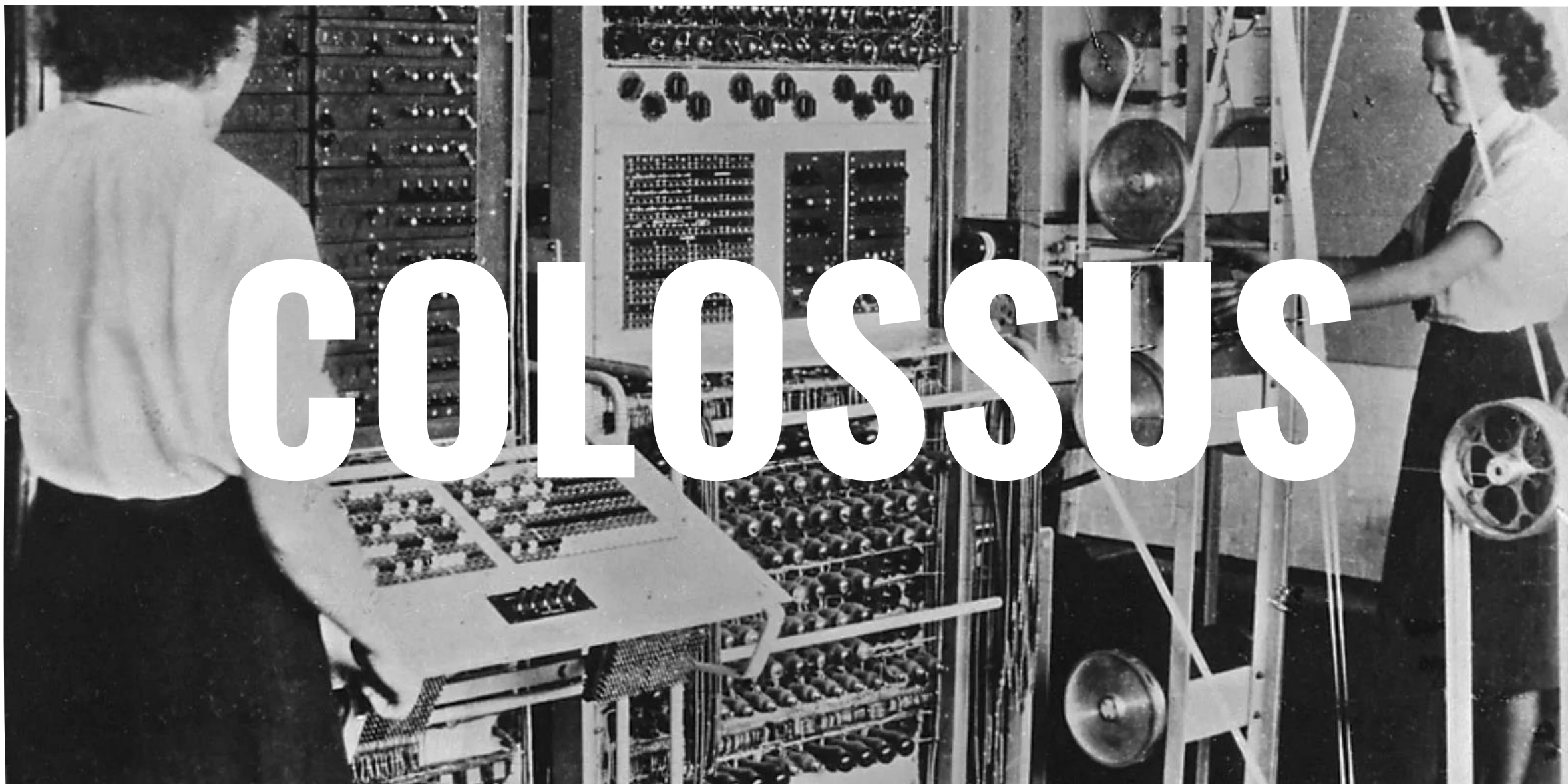
JUNE 6 1944



Sidney Dixon



Irené Dixon (née Griffiths)









WHERE WE WORK



More than:

50M

**People are held in
slavery today**

Global Slavery Index, 2023



IJM's Global Impact

99,000+

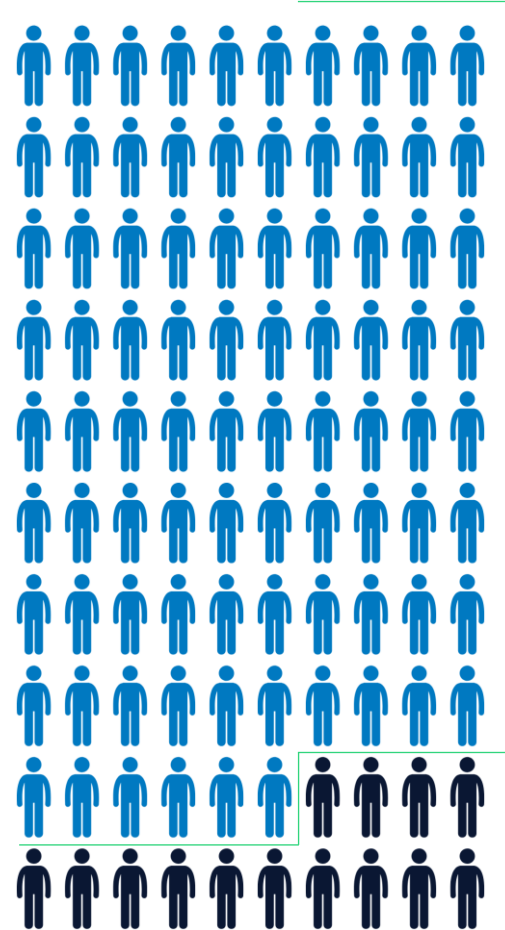
Individuals bought to
freedom from
oppression

UP TO 86%

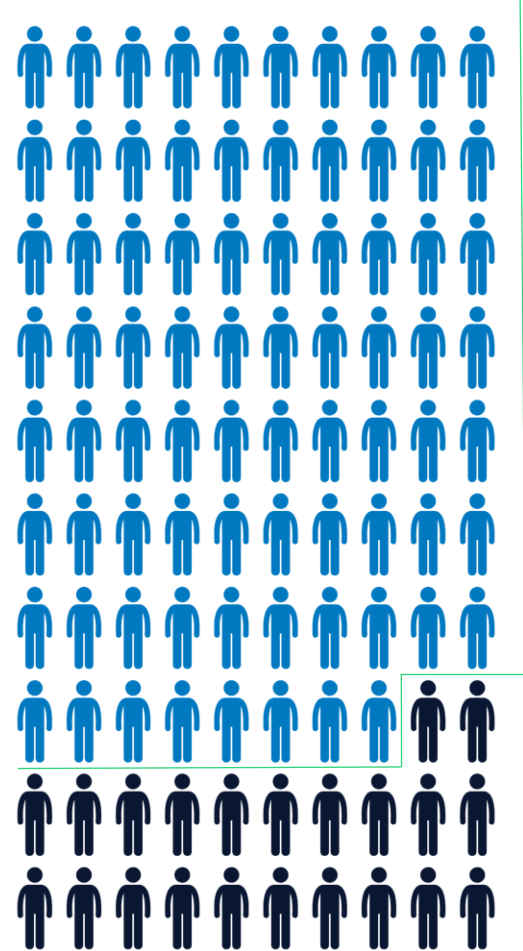
Reductions of slavery
in countries where IJM
has worked



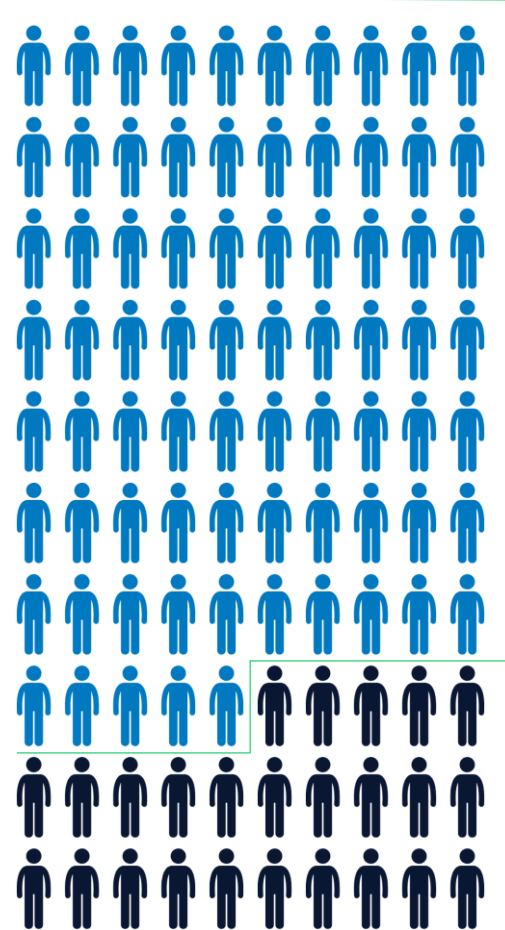
Pampanga, PH **86%**
REDUCTION



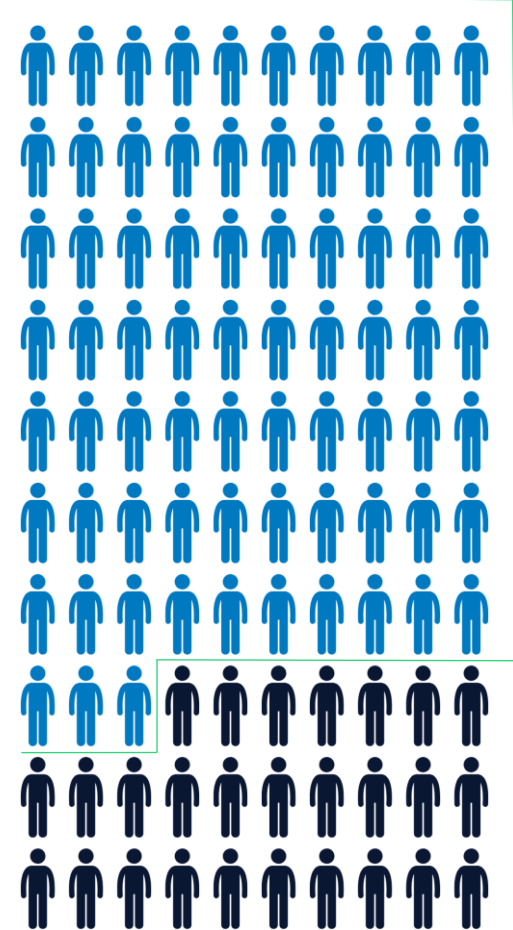
Dominican Republic **78%**
REDUCTION



Manila, PH **75%**
REDUCTION



Cambodia **73%**
REDUCTION



“

**Digital will mobilise a
powerful global movement
to stop slavery and
violence.**

MY PERSONAL MISSION STATEMENT



IJM

HOW TO SCALE YOUR DIGITAL FUNDRAISING





UNDERTAKE A DIGITAL AUDIT



1 → **Thanks for taking our quick survey – here's that first question again:**

Do you agree that slavery has no place in the modern world?

☐ A Yes

☐ B No

OK ✓



Digital audit - key findings

1. No comprehensive digital strategy + roadmap
2. Limited investment in digital infrastructure previously
3. Saturated supporter base
4. Stagnating email subscriber growth
5. Social media following flatlining



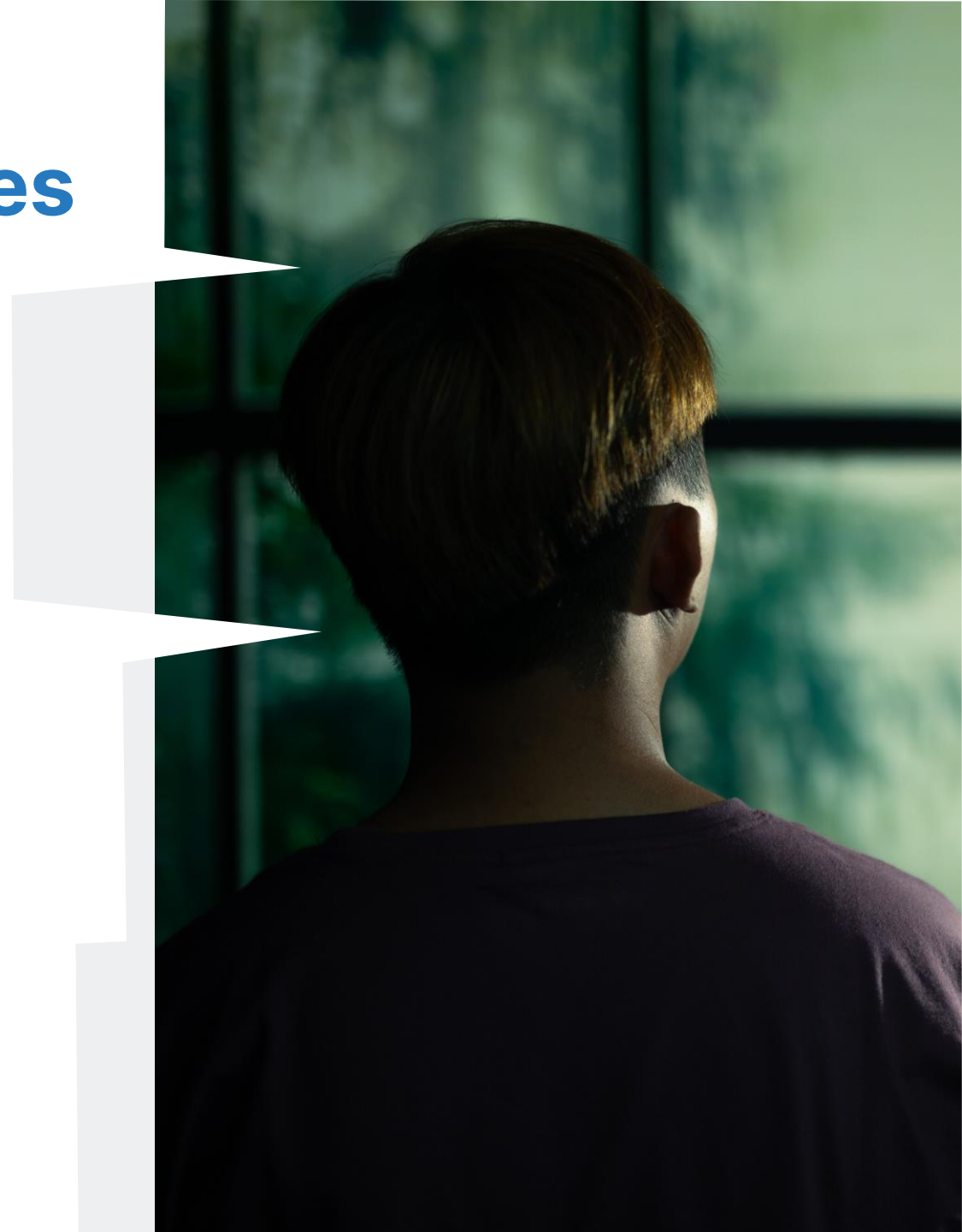
A blurred image of a road with a yellow light in the distance.

SET A NEW VISION

Your Digital Roadmap

Digital roadmap – key features

1. Clear objectives
2. Strategic approach
3. Recommended priority steps
4. Budget
5. Capabilities assessment – platforms, process and people
6. Critical pathway + annual project plan
7. Success factors + KPI metrics





A background image showing a group of business professionals in a meeting. They are gathered around a table, looking at a tablet or laptop screen. One person is pointing at the screen, while others are looking on. The image is dimly lit, with a focus on the people and the device. The text is overlaid on this image.

QUESTION 1: IT'S TIME TO GET REAL

What's the key digital area your organisation needs to strengthen to scale your fundraising?



2. GET DIRECT

1. More supporters

2. More money

3. More action

A close-up photograph of two hands, one from a person with darker skin and one from a person with lighter skin, holding a reddish-brown brick. The hands are positioned with fingers spread, supporting the brick from underneath. The background is blurred, showing more bricks and a wooden structure.

HANDRAISER CAMPAIGNS

Mobilise new supporters



Social ads



Handraiser

Thank you for standing for freedom, protection and justice, Rhea.

Slavery should be a thing of the past, but in 2022 more than 40 million children, women and men are experiencing this reality.

Together we can support people trapped in slavery to find freedom and safety, and help them heal from trauma.

Rhea, will you make a monthly gift that could help provide care and support for survivors as they rebuild their lives after slavery? It takes just 2 minutes.

Yes, I'll chip in now >>

No, sorry



Signed



Donate



Share

Daisy chain



Email

A blurred background image of a crowd at a sporting event, likely a marathon, with people running on a paved road. The image is out of focus, showing various colors of clothing and the movement of the crowd. A large, bold, white percentage is overlaid in the center.

+71%

A woman with dark hair, wearing a bright yellow long-sleeved dress, stands in a lush green forest. She is looking upwards with a joyful expression. The background is filled with dense foliage and trees, creating a soft, natural setting.

USER EXPERIENCE




Now is the best time to donate.

Give today and stand up for justice, freedom and protection.

We won't stop until every child, woman and man is free from slavery and violence – and you could help turn even more lives around. When you give monthly, you'll receive a welcome pack, breaking news and insider updates about the impact you're making as a Freedom Partner.

 **Secure donation**

Give once

 **Monthly**

£50

£25

£15

£10

£5

£3

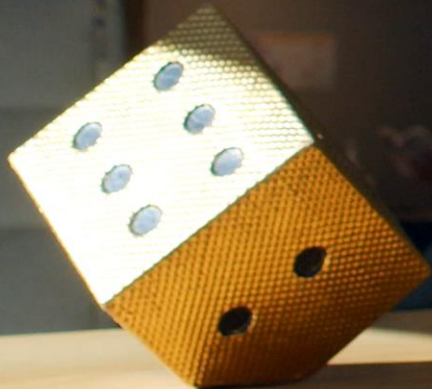
£ **3**

GBP

Donate monthly

A woman with long dark hair, wearing a grey turtleneck sweater, is looking upwards and to the left. She is in a modern office environment with wooden desks, hanging lights, and other people in the background. A large white percentage sign is overlaid on the image.

+203%



MORE FREEDOM PARTNERS

A young boy with dark skin and short hair is smiling, looking slightly to the right. He is wearing a dark blue long-sleeved shirt. The background is a blurred indoor setting with a blue wall and a window showing a view of a building. Overlaid on the image in large, bold, white capital letters is the text "MATCHED APPEALS".

MATCHED APPEALS

DOUBLE YOUR IMPACT!

BECOME A FREEDOM PARTNER NOW



A man with a beard and short hair, wearing a mustard yellow long-sleeved sweater, is shown from the chest up. He has a wide-eyed, open-mouthed expression of surprise or excitement. His hands are slightly clenched in front of him. Overlaid on his chest is large, bold, white text that reads '+140%'. The background is a plain, light-colored wall.

+140%

Stand with Joy*

EVERY CHILD SAFE ONLINE



Donate now and your gift will be **DOUBLED** in
IJM's biggest match ever, *up to \$5 million!*







NEW BBC DOCUMENTARY ON FORCED SCAMMING

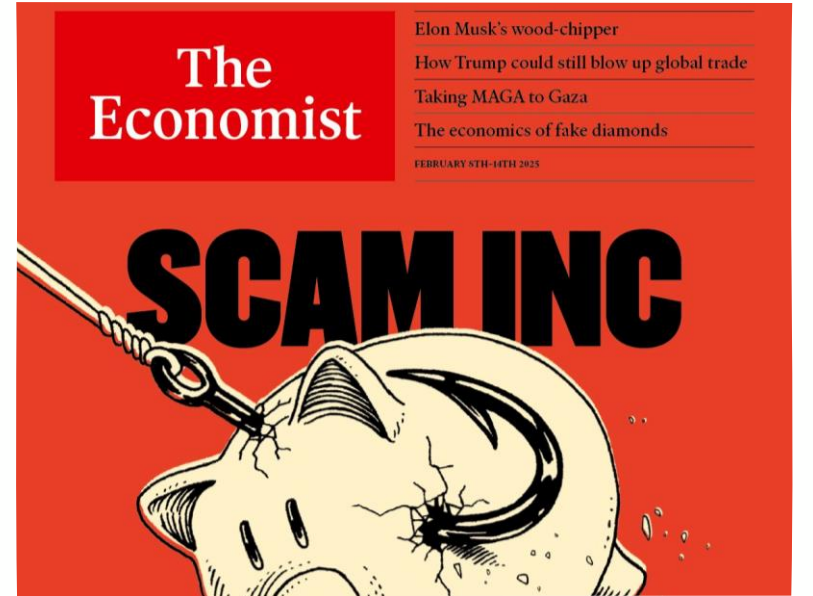
BBC THREE BBC Three
MON 23 OCT
21.00

BBC ONE BBC One
TUES 24 Oct
22.40

BBC Catch up
on iPlayer

IJM







URGENT APPEAL

**DONATE NOW
TO STOP
FORCED
SCAMMING**



Science | BBC Three

Hunting the Online Sex Predators

G Contains some strong language and upsetting scenes.

Are tech giants' social media algorithms pushing harmful content while police are fighting a global cybersex crime wave?

50 mins | 25 Feb 2025 | Available for 9 months

▶ Start watching



The **BBC's** recent documentary, '**Hunting The Online Sex Predators**'– featuring IJM's work to stop



It features an **IJM-supported survivor called CASSIE***, who was trafficked and abused from the age of 12 until IJM helped police bring her to safety.

Campaign assets



6" Pitch Video



360 Ad



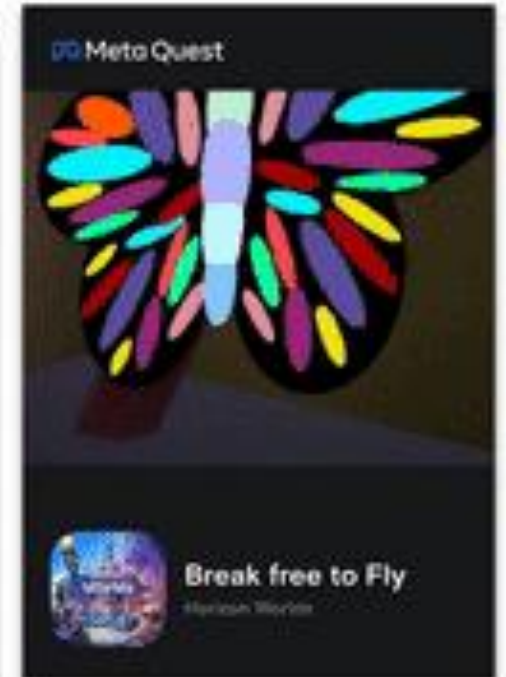
AR filter



Instant Experience



Horizon Worlds





A background image showing a group of business professionals in a meeting. They are gathered around a table, looking at a tablet and discussing documents. The image is dimly lit, with the focus on the people and their interaction.

QUESTION 2: IT'S TIME TO GET DIRECT

What kinds of creative partnerships could help you scale your digital fundraising?

A photograph of a woman with dark hair, wearing a purple long-sleeved shirt, hugging a young child from behind. The child is wearing a striped sweater. They are sitting on a floral patterned couch. The background is a green wall with some posters or notices pinned to it. The text "3. GET RELATIONAL" is overlaid in large white letters.

3. GET RELATIONAL



PERSONALISED SUPPORTER JOURNEYS

WELCOME TO THE JUSTICE MOVEMENT



**SIGN THE
PETITION
NOW**



THANK YOU
for becoming a Freedom Partner







A young girl with dark hair tied in a ponytail with a gold clip is seen from behind, blowing bubbles. She is holding a small blue bottle of bubble solution in her right hand and a colorful bubble wand in her left. The background is a lush garden with green foliage, pink flowers, and a palm tree. The scene is brightly lit, suggesting a sunny day. The text "PEOPLE-FOCUSED PRODUCTS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

PEOPLE-FOCUSED PRODUCTS



DESIGN A T-SHIRT FOR FREEDOM



x

Yes Friends.

A background image showing a group of business professionals in a meeting. They are gathered around a table, looking at a tablet or laptop screen. One person is pointing at the screen, while others are looking on. The image is dimly lit, with the focus on the people and the device. The text is overlaid on this image.

QUESTION 3: IT'S TIME TO GET RELATIONAL

What's a people-focused product that has successfully scaled your digital fundraising?







Extract from BBC interview with Irené Dixon (née Griffiths)



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