

Are You Giving Enough Attention to Retention?

Andrew Taylor-Dawson: Digital Fundraising and Mobilisation Consultant
andrew@atdfundraising.co.uk

Andrew Taylor-Dawson



Digital Fundraising + Mobilisation Consultant:

- **Strategy**
- **Content and supporter journeys**
- **Training**

Email: andrew@atdfundraising.co.uk

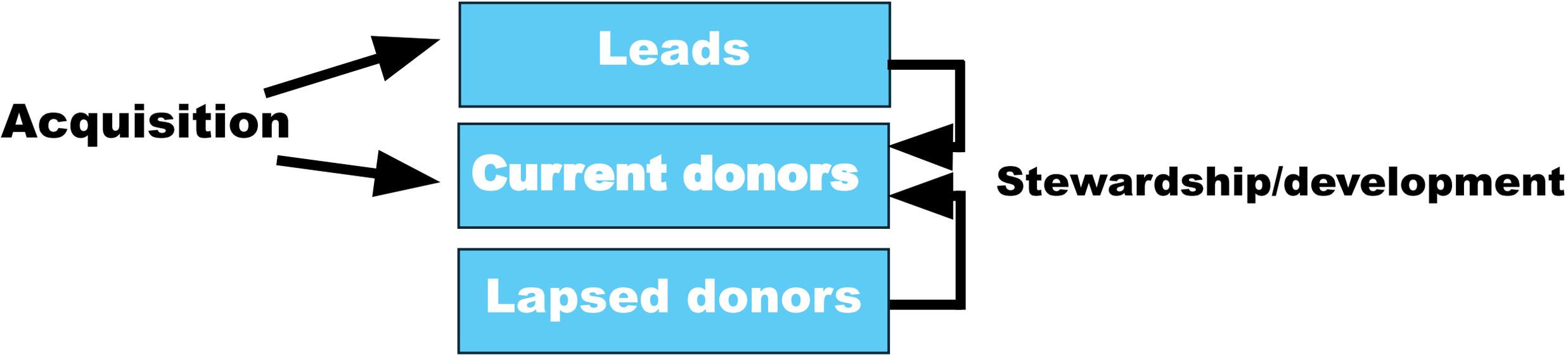
Associate of:



Digital retention

- **Finding your untapped potential**
- **Strategic approaches to content**
- **Supporter journeys + great experiences**
- **Getting your tech right**

Finding your untapped potential



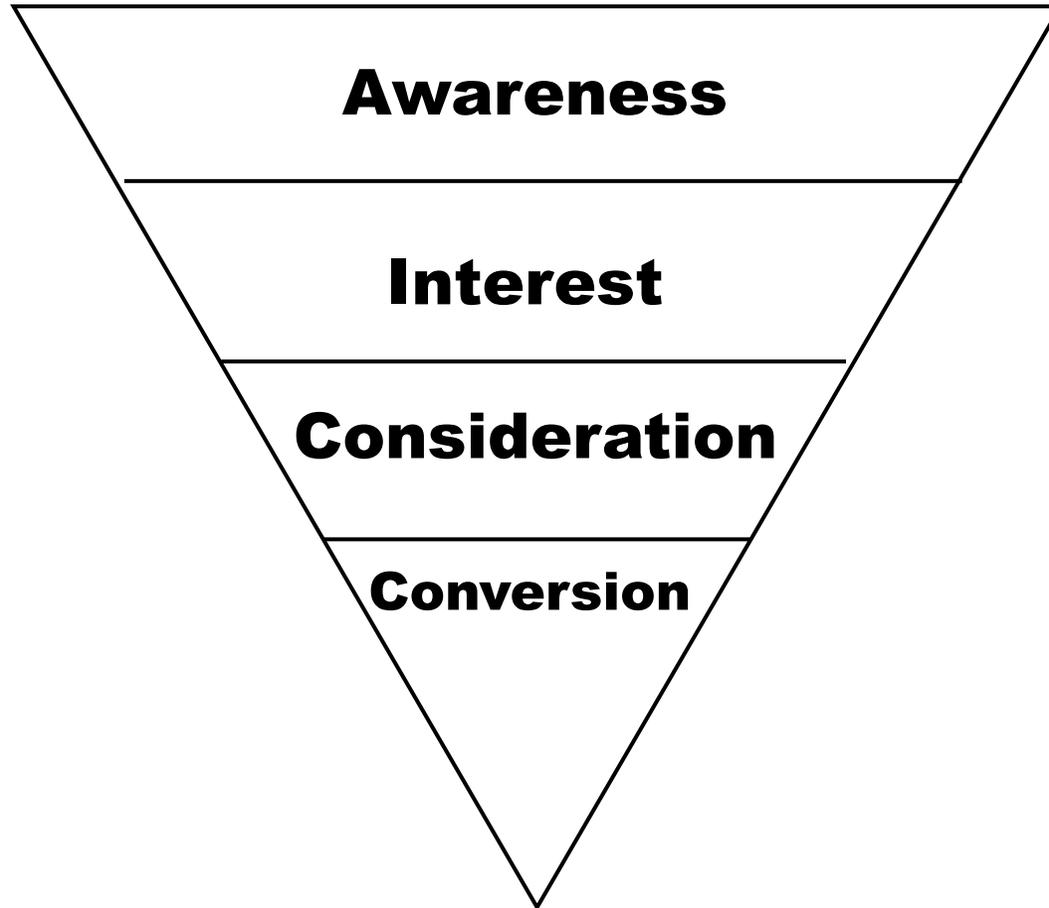
**Average Meta lead
cost - £2.86**

M+R/Rally Digital Benchmarks 2025

Finding your untapped potential: The lifecycle of a lead



Finding your untapped potential: Marketing funnel



Finding your untapped potential: Integrated content approaches



Be part of a
conversation



Express shared
values/be part of the
work



Support financially

**Your online supporters
don't just want to be
passive donors.**

Strategic approaches to content



Values based actions

- Hand raiser actions
- Petitions and email to target action



Engagement actions

- Quizzes
- Surveys
- Data gathering



Products

- Digital value exchange
- Offline value exchange
- Data visualisation/online engagement products

Strategic approaches to content: Freedom for Animals

We believe all animals should live free from exploitation, harm and captivity.

Freedom for Animals began as the Captive Animals' Protection Society in 1957 and is one of the UK's longest-running charities working to protect animals.

Through a combination of undercover investigations, research, campaigns, grassroots activism, political lobbying and education, our work for animals focuses predominantly on issues affecting those individuals held captive in circuses, zoos and aquariums, as well as those used in the television and film industry, live animal displays and the exotic pet trade.



Strategic approaches to content: Freedom for Animals

I believe animals should be able to live free from harm and captivity

I believe animals are not for our entertainment

I support investigations into the harms of the animal entertainment industries



Strategic approaches to content: We Belong

I pledge to support young migrants frozen out of higher education by the immigration system.

WE BELONG
— YOUNG MIGRANTS STANDING UP —

Strategic approaches to content: Digital value exchange

LIBERTY'S PRACTICAL PROTEST GUIDE



WHAT SHOULD I BRING WITH ME?

EMERGENCY PHONE NUMBERS

Write key numbers on your arm (preferably under a sleeve). Include an emergency contact, the number of the Green & Black Cross Protest Support line, and the number of a solicitor who you might want to contact if you are arrested. See 'Who I should contact' at the bottom of this document for numbers.

A MOBILE PHONE AND CHARGER

If possible, bring an old phone with essential numbers on it. If arrested, the police have the power to take your phone and search it for evidence. Make sure it is locked with a passcode and switch off any facial and fingerprint unlocking technology.

NOTEPAD AND PEN

Bring a notepad and pen to keep notes of any issues and the shoulder number of police officers you interact with.

WATER AND SNACKS

Bring water and snacks as you may be out for longer than you think (and may be caught in a kettle for several hours).

MEDICATION

Keep a copy of emergency phone numbers and any medical information that someone may need to know. Keep medication that you may need (preferably in a prescription bottle) including inhalers if you are asthmatic.

EXTRA CLOTHING & ESSENTIALS

Dress for the weather and bring warm, dry clothes if protesting during the winter months. You can also bring hand sanitiser, earplugs and first aid supplies.

PROTEST PLACARDS, SIGNS AND BANNERS!

Tell the world why you are protesting! Banners, signs and placards are an important part of protests.

Find out more information on rules around placards, particularly on

Strategic approaches to content: Digital value exchange

3:57 5G 49%

← Cumbria Wildlife Trust 🔍

 **Cumbria Wildlife Trust** Sponsored · 🌐

Explore 10 great spots to see fungi in Cumbria 🍄



Discover the fantastic world of fungi

Download your FREE 'great places to see fungi' guide

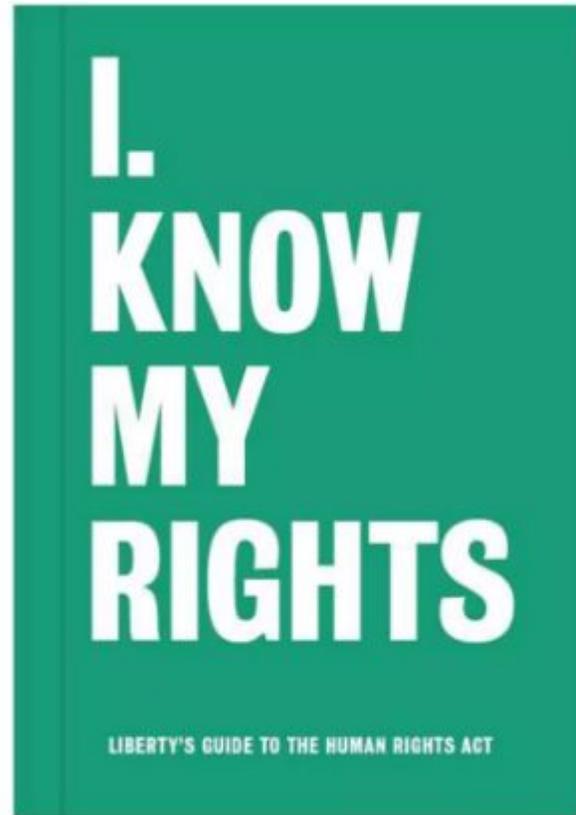
cumbriawildlifetrust.org.uk [Learn more](#)

Download your free guide

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Comment as Andrew Taylor-Dawson

Strategic approaches to content: Offline value exchange



Strategic approaches to content: Data visualisation



Take action

Decades of underfunding mean that at least 2.6m people can't get the care they need. It's a disgrace.

This Parliament must be the one to finally right this wrong.

It's time for action, not words. Tell your MP to "Show Us You Care" and make sure we can all get the care we need.

Help us put pressure on all English MPs to stand up for social care.

2,135

Strategic approaches to content: How people read emails



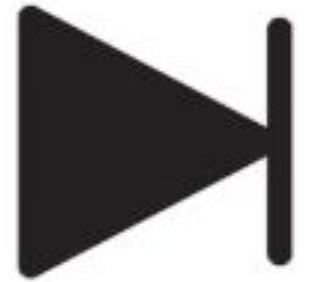
The reader



Cut to the chase



The skimmer



Skip to the end

Strategic approaches to content: Email

Summarise call to action at the top – ideally with a text link

A clear button 2-3 paragraphs down

Further information after main call to action

Second button

Summary + sign off

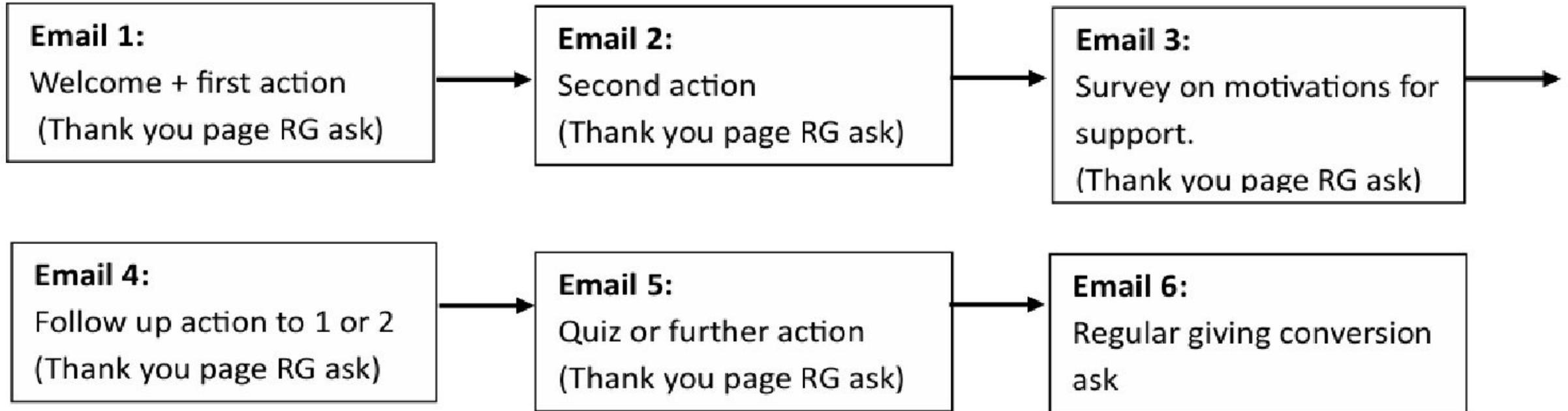
**Supporter journey:
A time-limited series
of linked
communication with a
clear goal.**

Supporter journeys

Journey	Objectives
Welcome/conversion	<ul style="list-style-type: none">• Warming up and engaging new leads with the work• Converting leads to be donors/regular givers
New donor welcome	<ul style="list-style-type: none">• Engaging new donors and building loyalty/ongoing support• Reducing donor attrition
Campaign specific	<ul style="list-style-type: none">• Building a groundswell of support around a particular campaign/action
Donor conversion	<ul style="list-style-type: none">• Converting existing leads to be donors
Donor reactivation	<ul style="list-style-type: none">• Bringing lapsed donors back on board

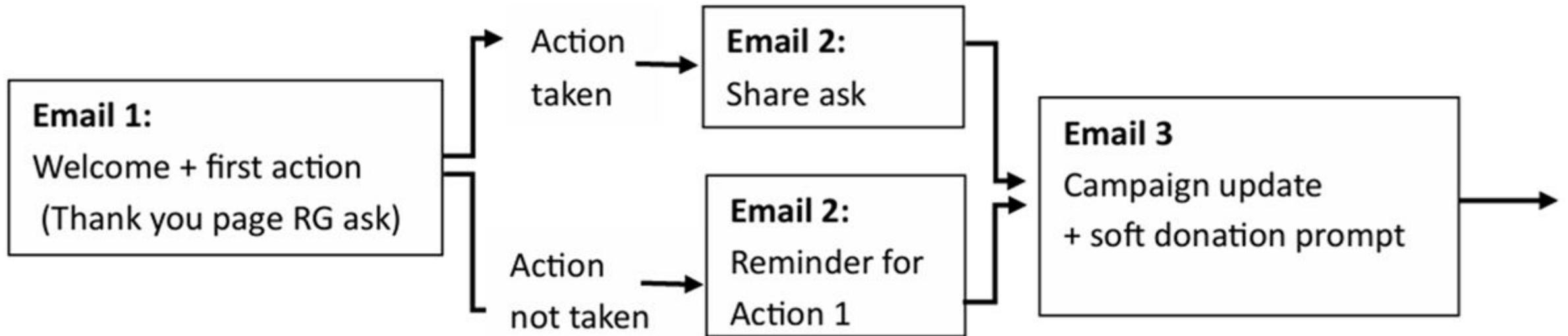
Supporter journeys

Linear



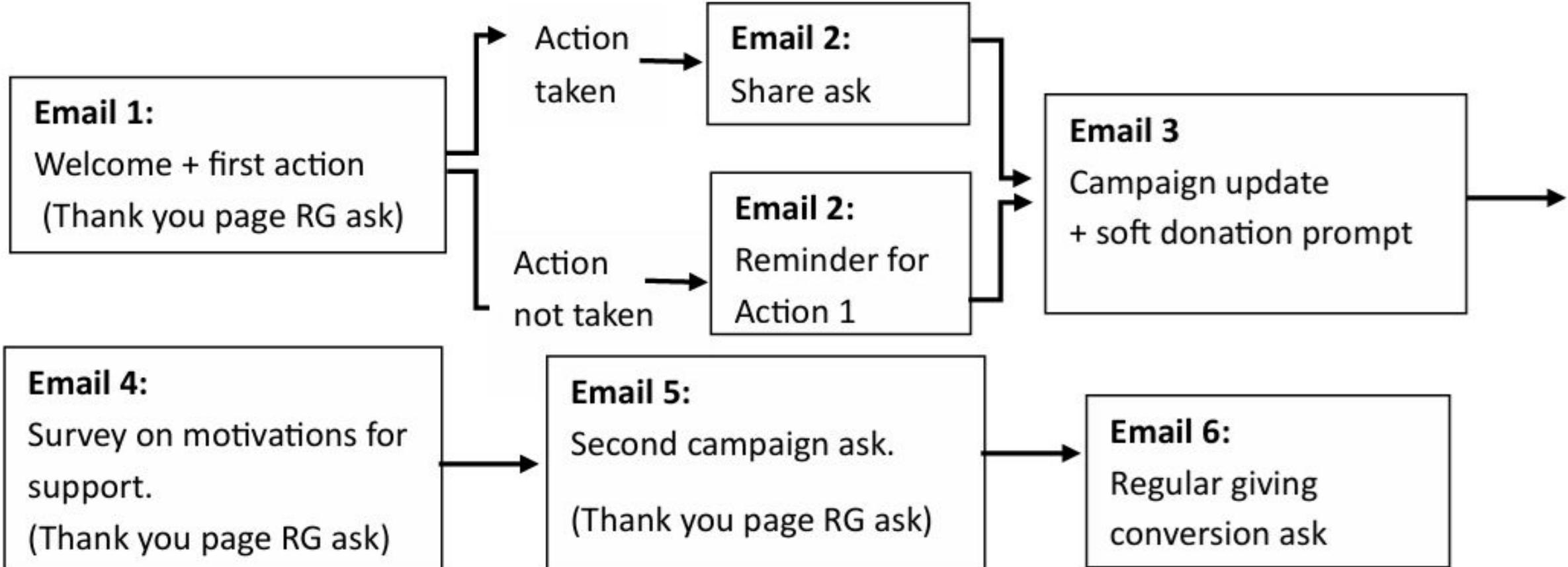
Supporter journeys

Conditional (simple)



Supporter journeys

Conditional (simple)



Journeys + great experiences

Key ingredients

- Thanking and acknowledgment of past support
- Simple ways to align with organisation's values
- Feedback mechanisms and surveys
- Interesting/new presentations of information
- Consistency of voice/approach
- Regular reinforcement of need for donations

Technology: Online platforms

engaging NETWORKS

Blueprint
Incredible sign-up pages.

 **Action
Network**

 **movement**

 **Wings**

 **IMPACT
STACK**

NEW / MODE

 **Fundraise Up**

Technology: Great forms



Share

Donate to help animals in captivity



 **Secure donation**

Give once

 Monthly

£20

Can fund an investigator to expose cruelty

£40

Will help buy specialist camera equipment

£50

Helps pay for a legal advisor

Other amount

Dedicate this donation

Supporter journeys



Share

Donate to help animals in captivity



[← Back](#)

Become a regular donor

Will you consider becoming one of our valued monthly supporters by converting your £20 contribution into a monthly donation?

Ongoing monthly donations allow us to better focus on our mission.

♥ [Donate £7/month](#)

[Donate £20/month](#)

[Keep my one-off £20 gift](#)

[Is my donation secure?](#) [Can I cancel my recurring donation?](#)

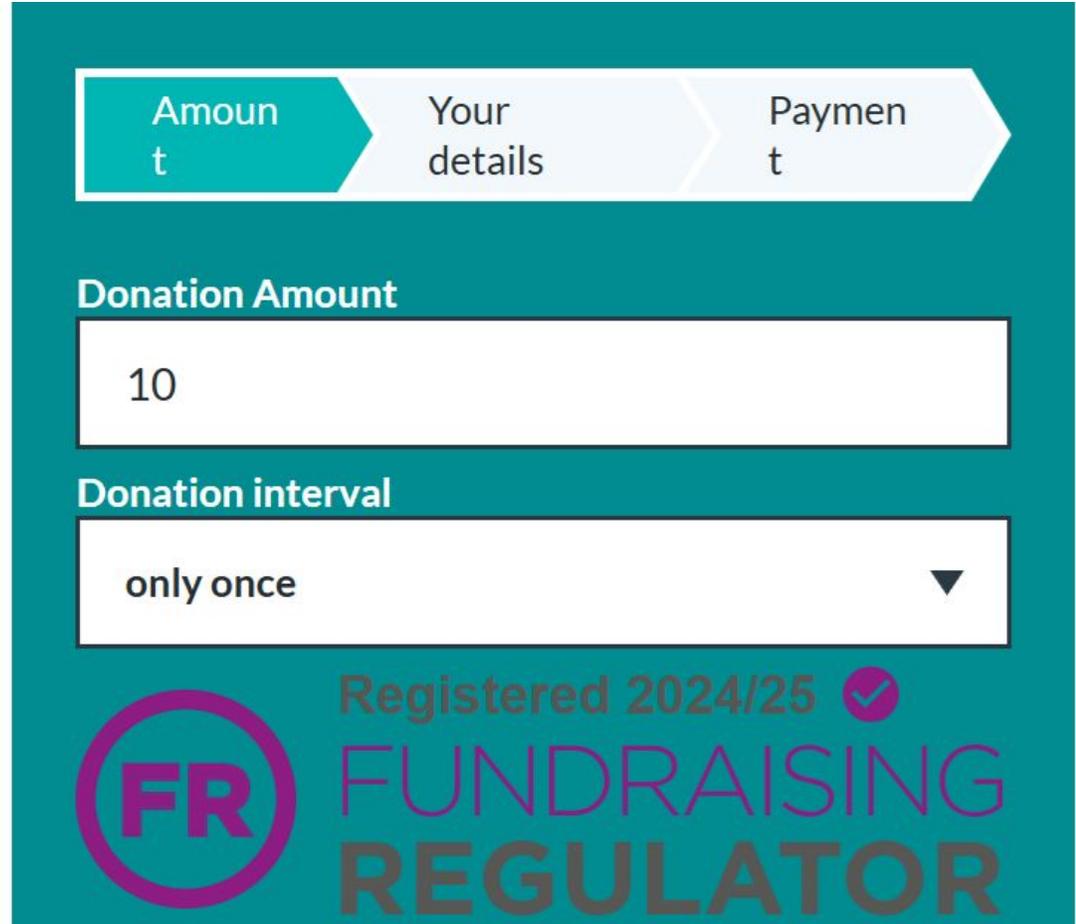
Technology: Great forms

Donate to Global Justice Now

Thank you for deciding to support Global Justice Now with a donation. Your gift will help further our campaigns for justice and build a more equal world.

People really can change things when they stand together and challenge the powerful, and **your donation will make our campaigns stronger and our voice louder - thank you!**

[▶ Read more](#)



The screenshot shows a donation form with a teal background. At the top, a progress bar consists of three chevron-shaped steps: 'Amount' (highlighted in teal), 'Your details', and 'Payment'. Below the progress bar, the 'Donation Amount' field contains the number '10'. The 'Donation interval' field is a dropdown menu currently set to 'only once'. At the bottom, there is a logo for the 'FR' (Fundraising Regulator) and the text 'Registered 2024/25' with a checkmark icon, followed by 'FUNDRAISING REGULATOR' in large, bold, teal letters.

Technology: Great forms



1

Your donation

2

Your details

3

Review and pay

<input checked="" type="checkbox"/>	Monthly
<input checked="" type="checkbox"/>	One off

<input checked="" type="checkbox"/>	£15	£30	£50	Other
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£15 could mean the creation of more Swift cities, full of Swift boxes and other vital nesting sites

Technology: Great forms



Your donation



Your details



Review and pay

Your details

You are giving a **one-off** donation of **£15.00**.

Thank you!

Title

A dropdown menu with 'Mr' selected and a downward arrow icon.

First name

A text input field with 'Andrew' entered and a vertical cursor at the end.

One-off donation of **£15.00**

Summary: Making email work harder



Email regularly to maintain recognition and visibility in inboxes



Send a range of content across the spectrum of non-financial and financial asks



Include a call to action wherever you can. Limit 'broadcasting' and pure update emails



Use language that includes and values the supporter



Keep on top of engagement rates and how many people have become inactive

Questions



andrew@atdfundraising.co.uk

Atdfundraising.co.uk