

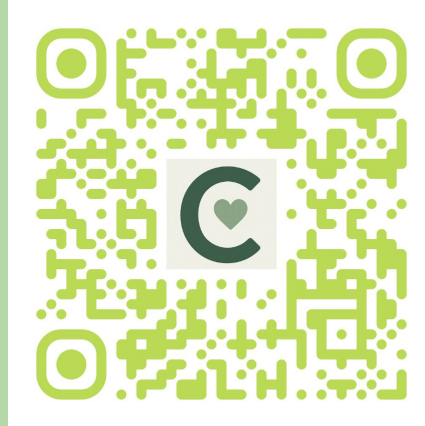
# Conversations that Convert:

## Innovating Dialogue Fundraising

Imi Launchbury

# Hi!

- Worked in direct marketing for almost 10 years
- Individual giving nerd
- Blogger - Charitable
- Based in Norfolk with my schnoodle





Why dialogue fundraising?

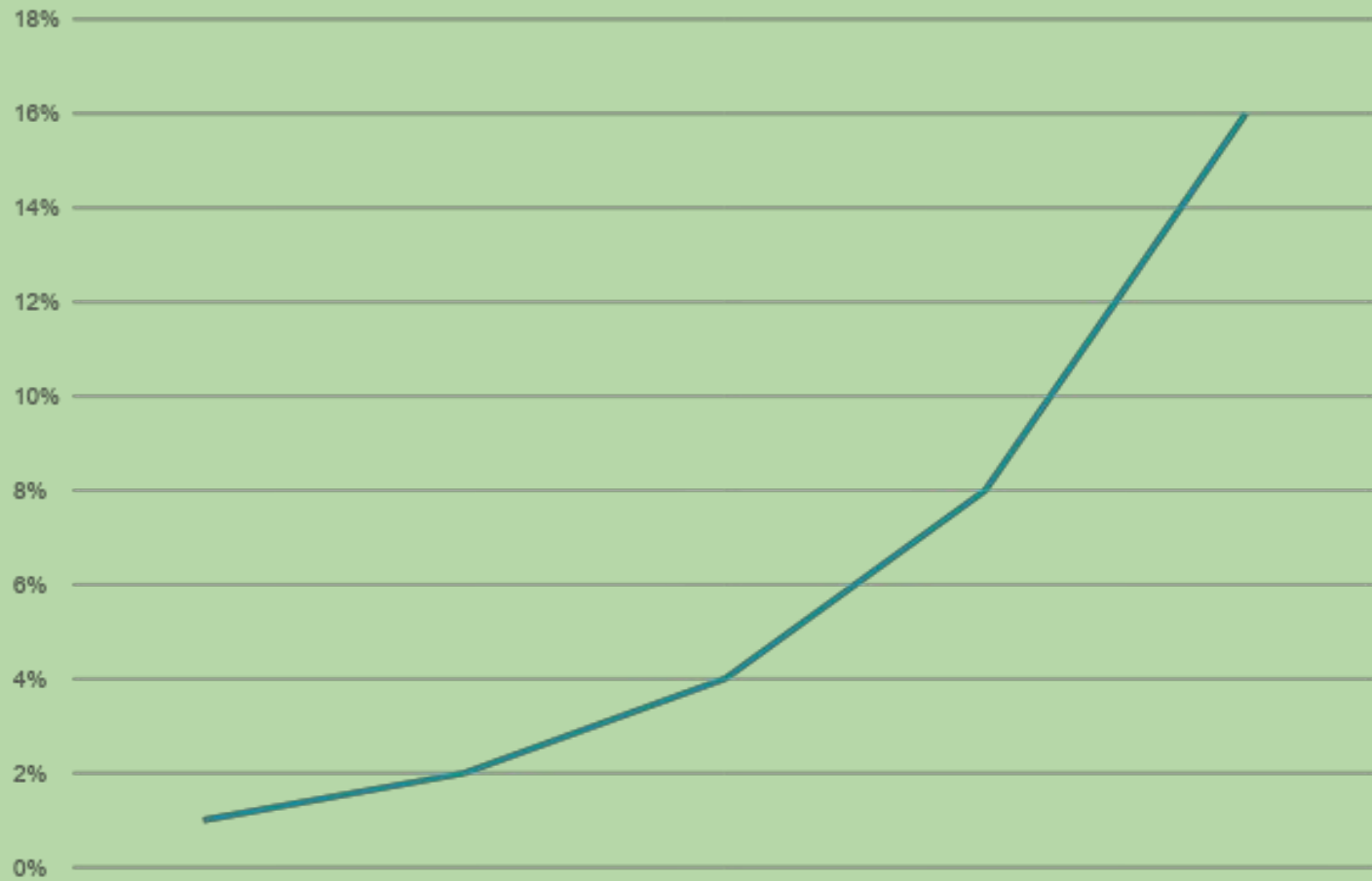
The background of the slide is a light green color. It is decorated with numerous colorful speech bubbles in various shapes and sizes, including blue, yellow, red, purple, and grey. These bubbles are scattered across the entire background, creating a vibrant and conversational atmosphere.

“ Dialogue fundraising is a **relationship-centred** approach to securing financial support, where the focus shifts from transactional asks to **meaningful conversations** and long-term **partnerships** ”

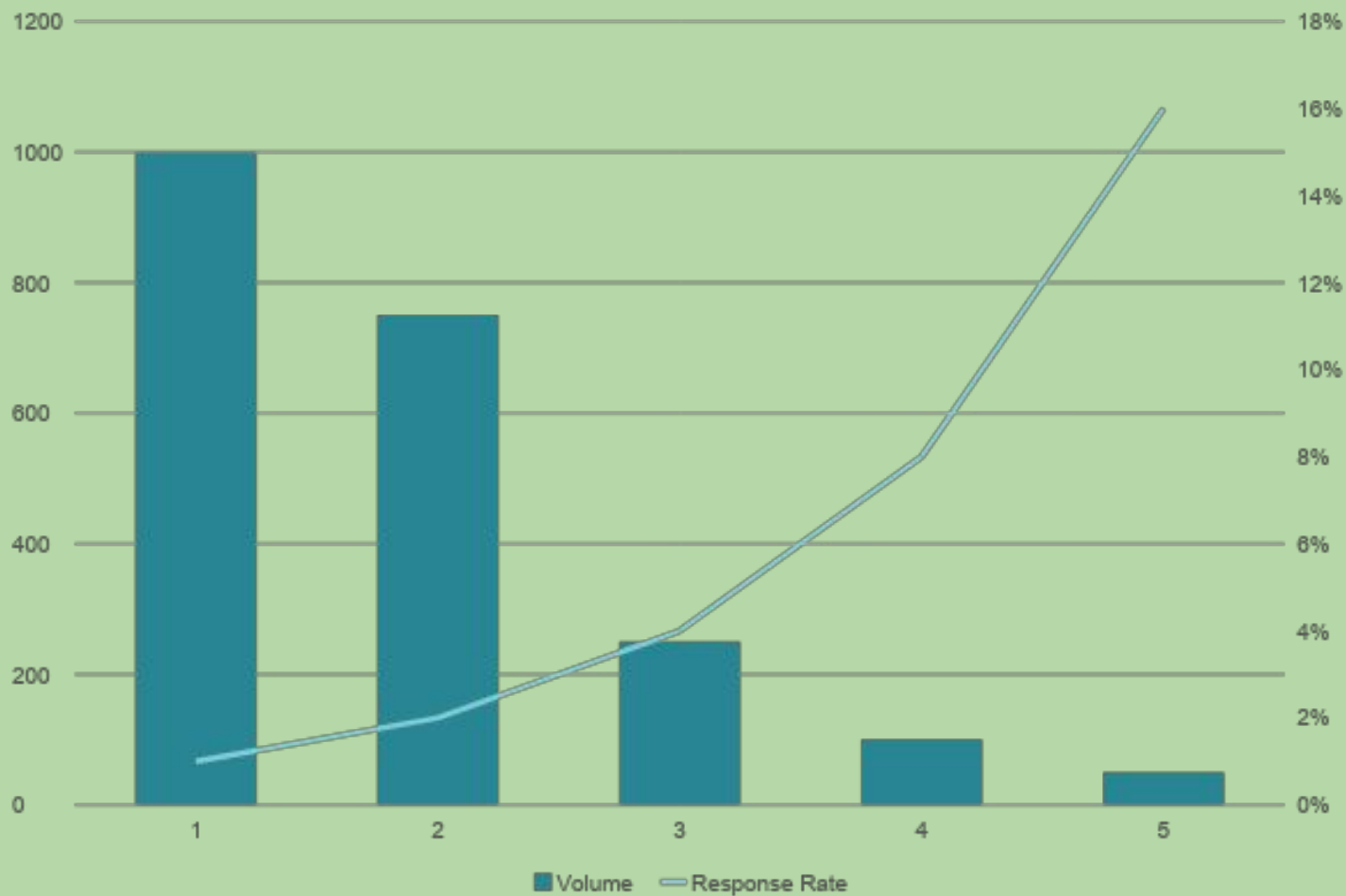




## Goal: Improve Response Rate

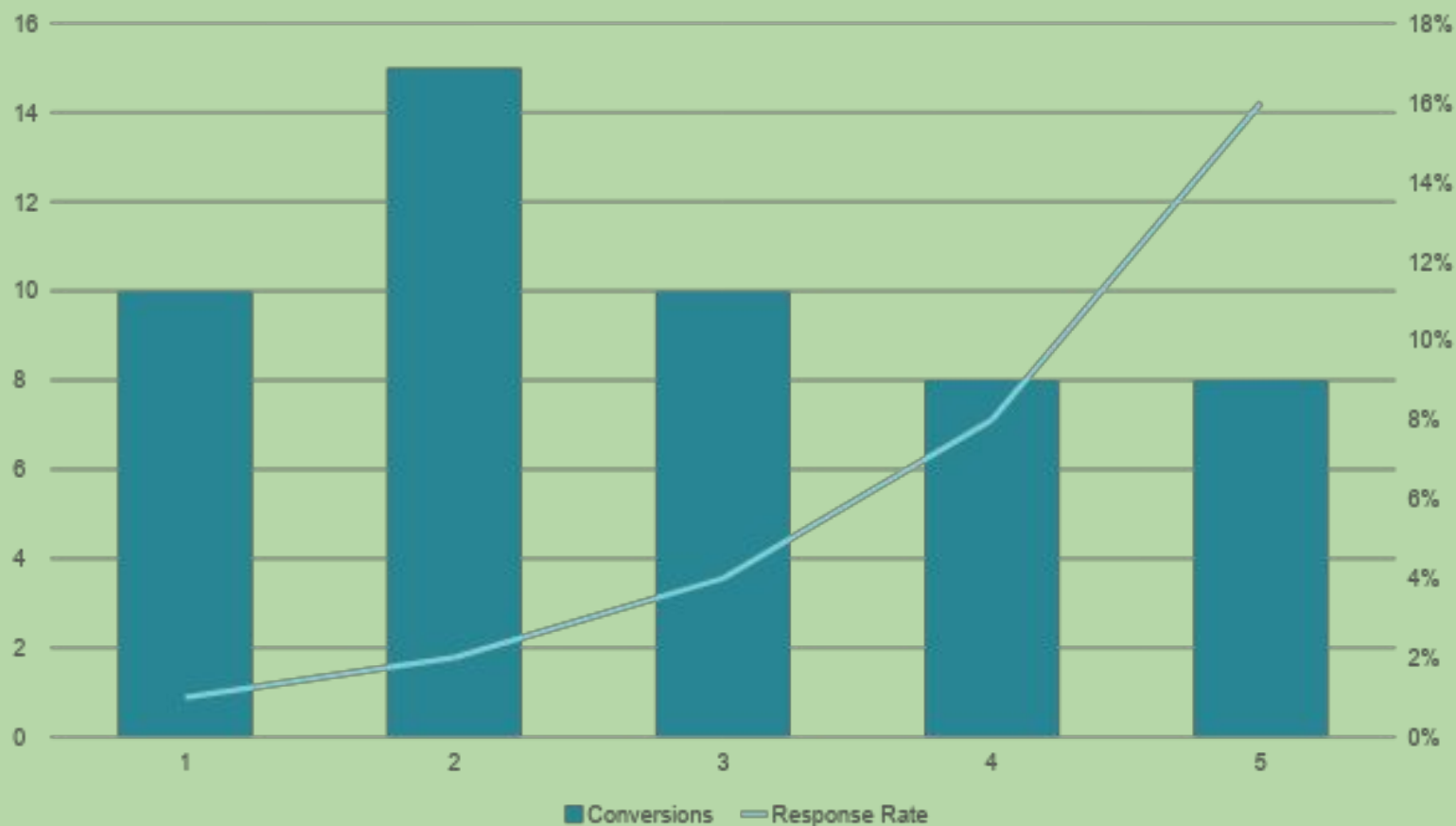


## Goal: Improve Response Rate





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# Disobedient Innovation





Innovation through mistakes



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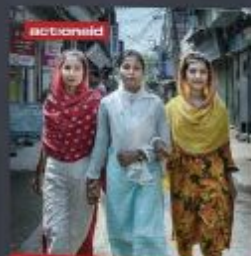


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## Advice for Managers

- Give your team permission to fail
- Secure org buy-in by re-branding dialogue
- Know your team's challenges
- Don't get distracted

## Tips for Fundraisers

- Look around the sector for inspiration – you never know where you'll find the 'right' answer
- Plan your tests around building relationships – how can you make these interactions even more meaningful?

# Thank you!

Questions?

