

NAVIGATING RAPID GROWTH AND CHANGE - HOW MAP TRANSFORMED ITS DIGITAL PROGRAMME

October 2025



ABOUT ME



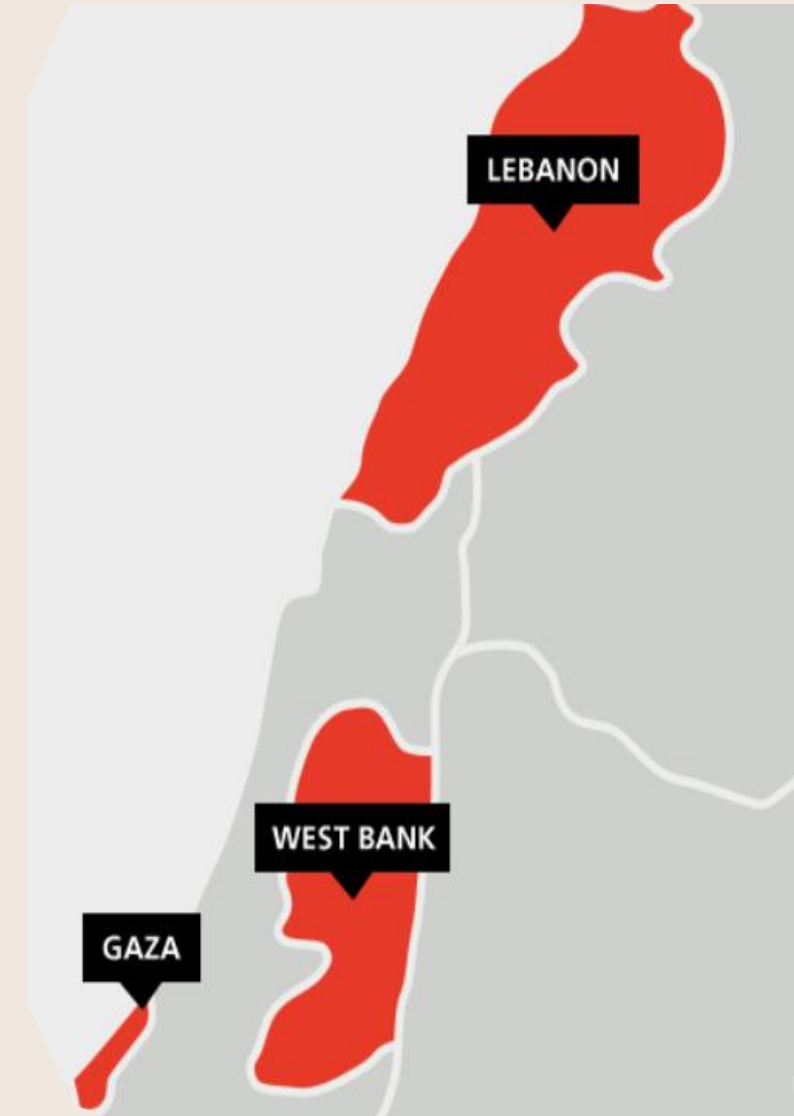
Josie Isherwood
Head of Individual Giving and Legacies

TODAY'S SESSION

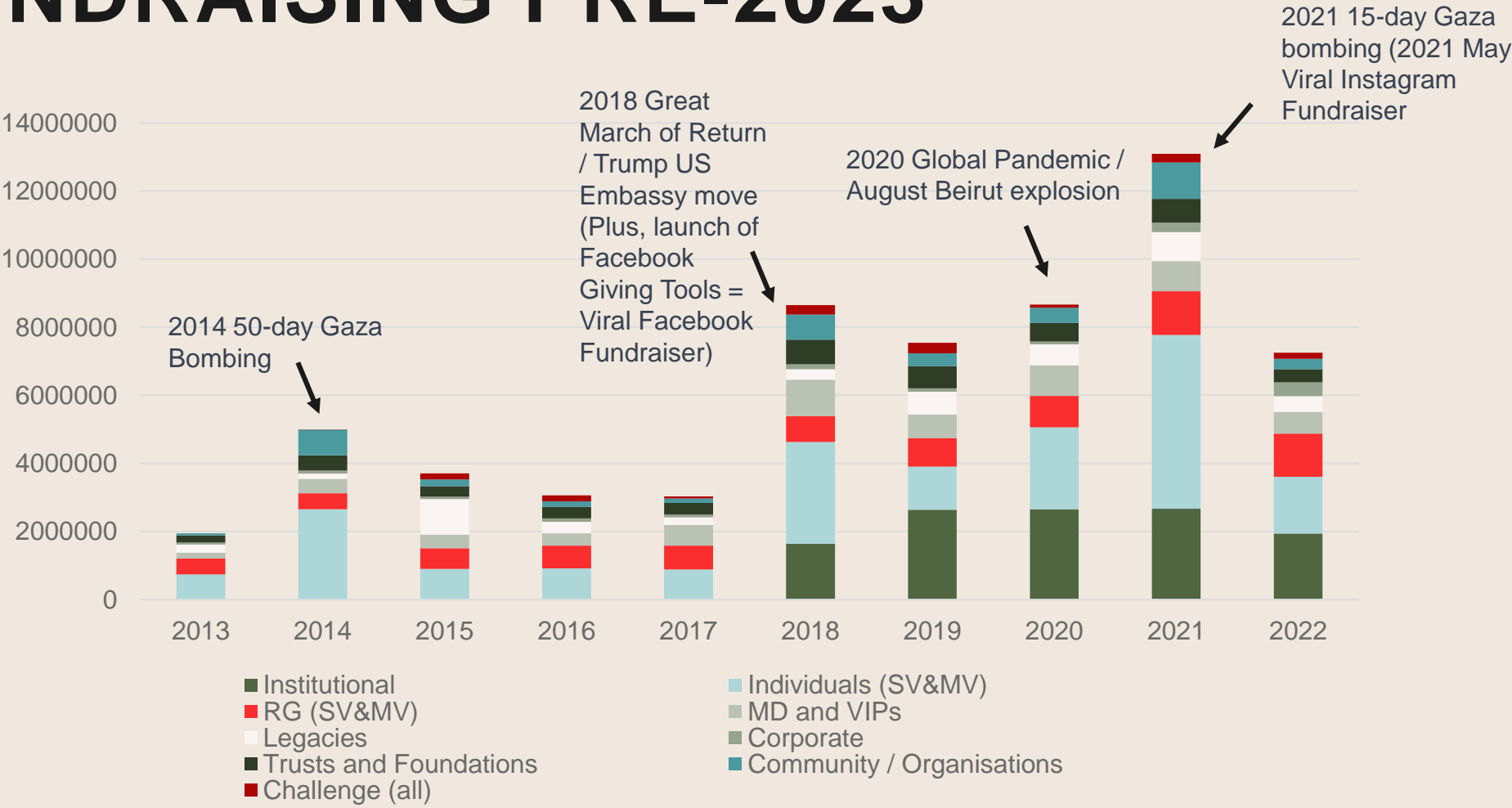
1. Background and context
2. Rapid fame – awareness and support
3. How MAP have driven change
4. Reflections on a rollercoaster two years
5. Looking to the future

A SHORT HISTORY OF MAP

- **1984** – MAP launched
- **1985-93** – MAP expands operations to Lebanon and Jordan
- **1988** – MAP begins programmes in Gaza
- **2006** – MAP now has 46 partners in Lebanon and the occupied Palestinian territory.
- **2008-2009** – MAP is a lead responder during Israel's military offensive on Gaza
- **2012-13** – We join 50 INGOs to call for Israel to lift the blockade on Gaza
- **2014** – We respond to Israel's military offensive on Gaza and develop the first limb reconstruction unit at Shifa Hospital
- **2018-2020** – 70 years since the Nakba, the Great March of Return protests take place in Gaza, and we launch our emergency appeal to help those affected by Israel's violent response.
- **2023** – We begin our largest ever response to the humanitarian crisis in Gaza
- **2024** – MAP marks 40 years of work and grows rapidly



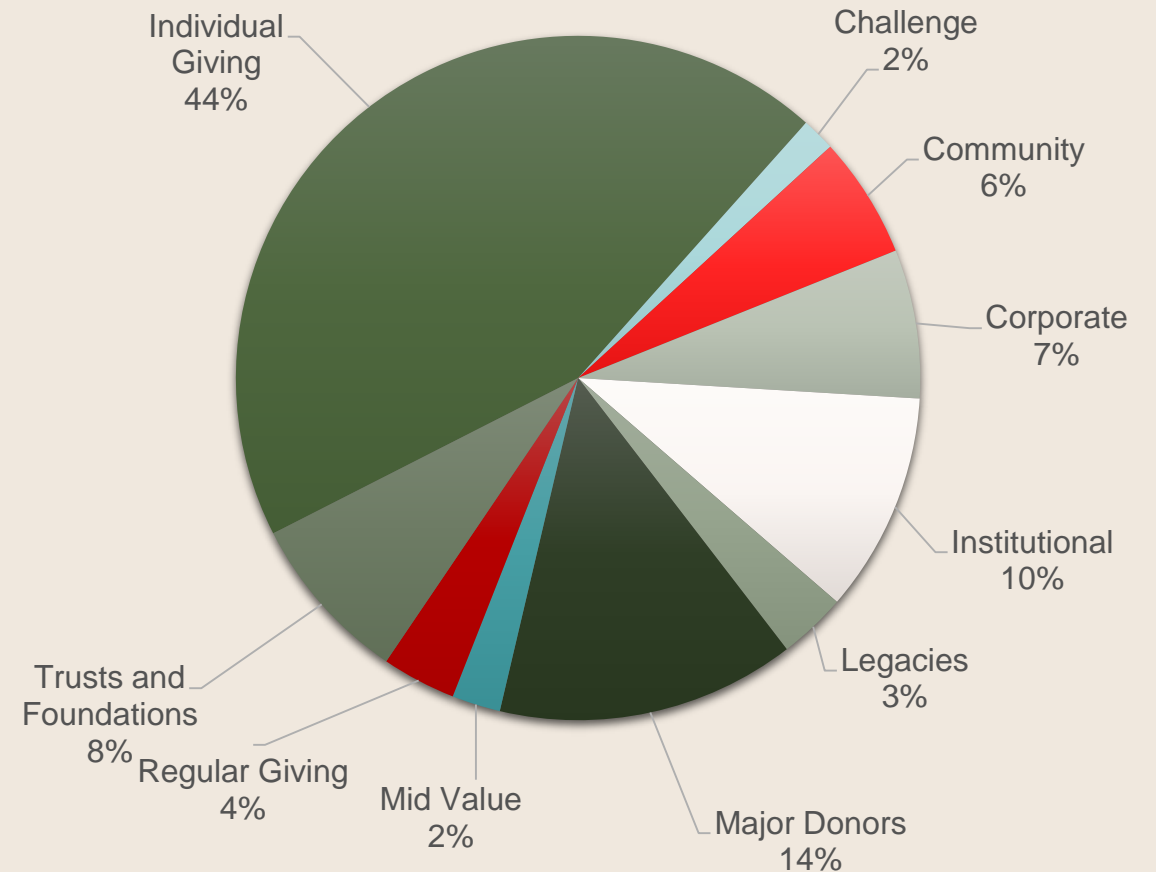
FUNDRAISING PRE-2023



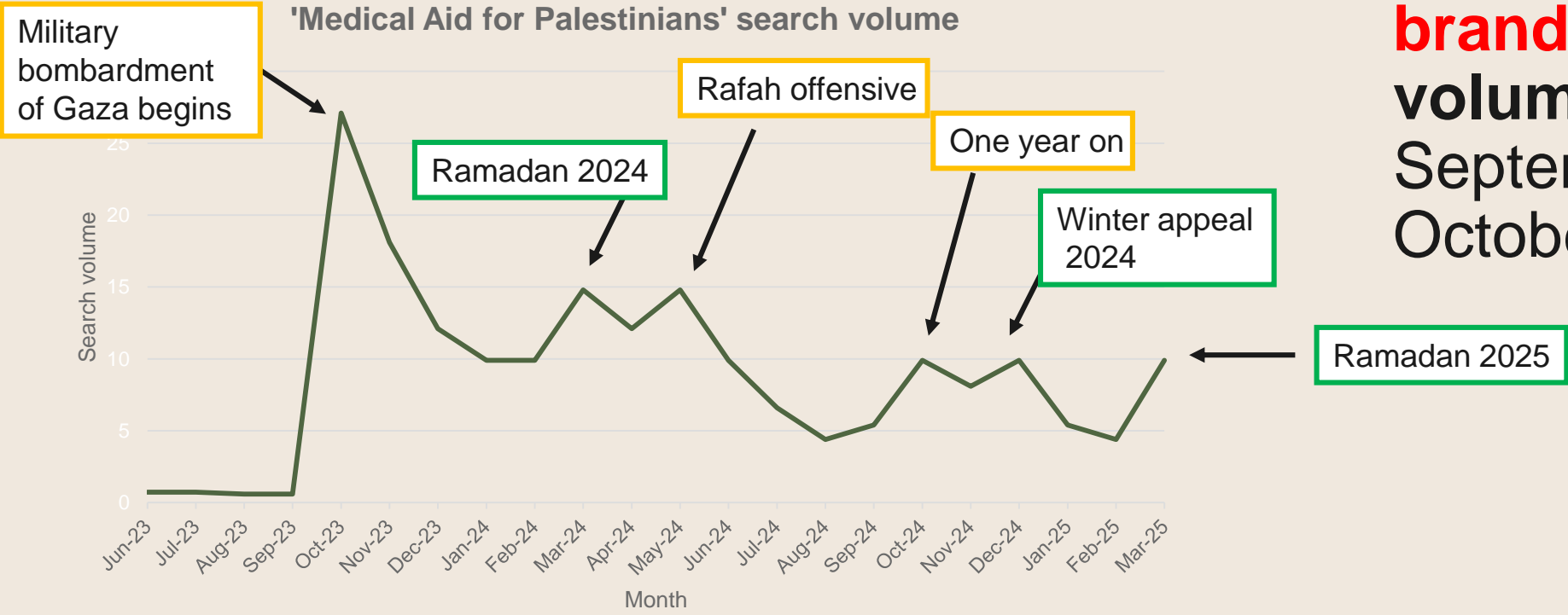
2023 – ACCELERATED GROWTH

In 2023 we achieved over 4x our budgeted income – raising £35m from over 140,000 supporters.

44% of this was driven by one off individual gifts, largely driven by rapid organic growth in October 2023.



OCTOBER – A RAPID SHIFT



4493% increase in **brand** search volume from September 2023 to October 2023

WHAT DROVE OUR ORGANIC GROWTH?

MEDIA	ORGANIC SOCIAL	INFLUENCER/ CELEBRITY ENGAGEMENT	BRAND NAME
MAP mentioned in almost 30,000 articles. 6,000 of which were in October 2023	<p>Biggest driver of website traffic in October 2023 – from MAP links + referral traffic</p> <p>Following on Instagram has increased tenfold since September 2023</p>	Celebrity endorsement and reshares	<p>Brand name relevant to emergency and cause, we 'do what we say on the tin'</p> <p>Decades-long reputation of impactful, locally-led work – trusted and single focus</p>

AMBITION TO DRIVE IMPACT

1.

Organisational ambition

An ambition to sustain £50 million+ by 2028

2.

Investment in digital

Recognition of organic growth and early successes with paid programme

3.

Onboard a paid digital partner

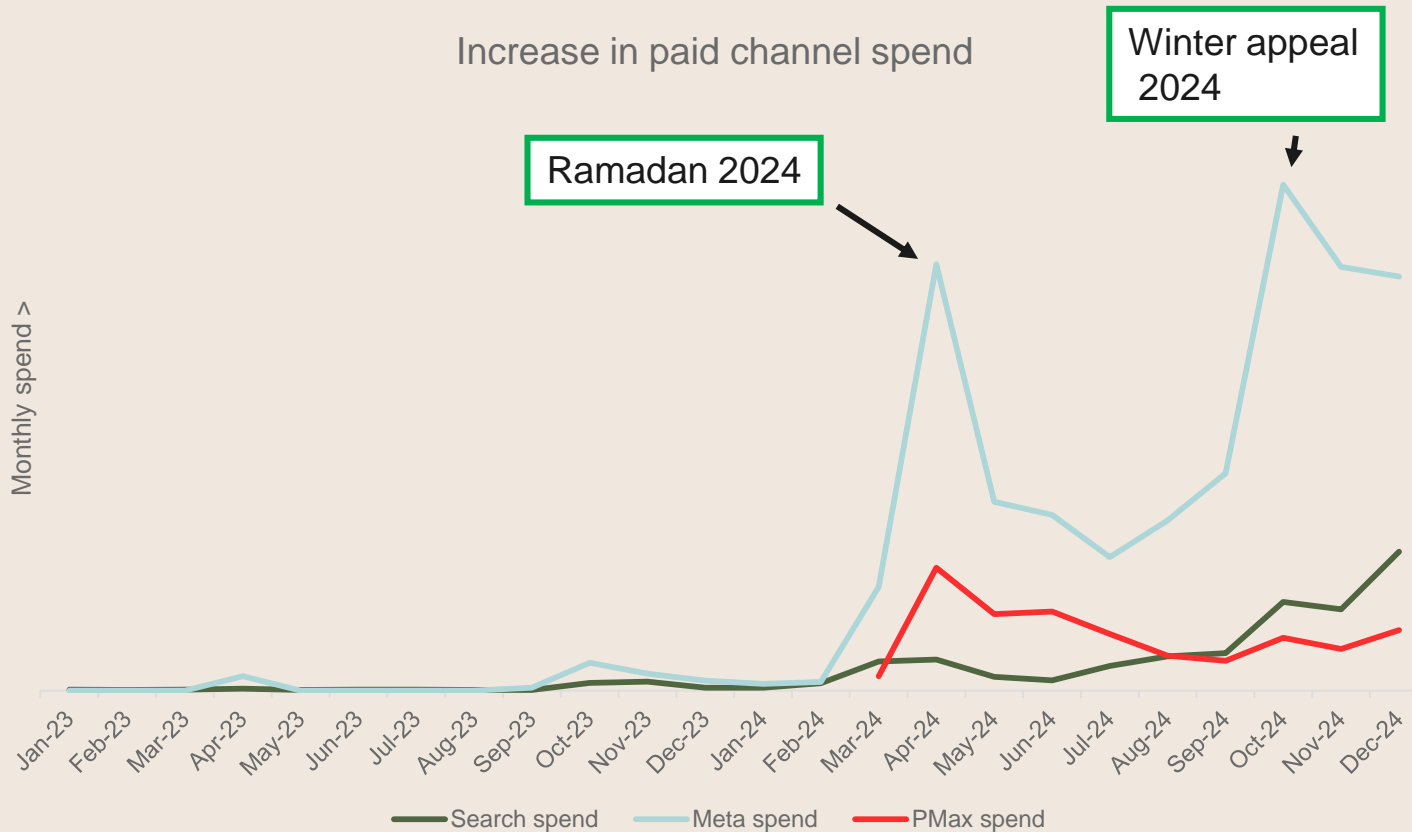
Expand MAP's emergency Gaza appeal through paid in time for Ramadan

4.

Optimising donation conversion

New donation platform and tracking put in place

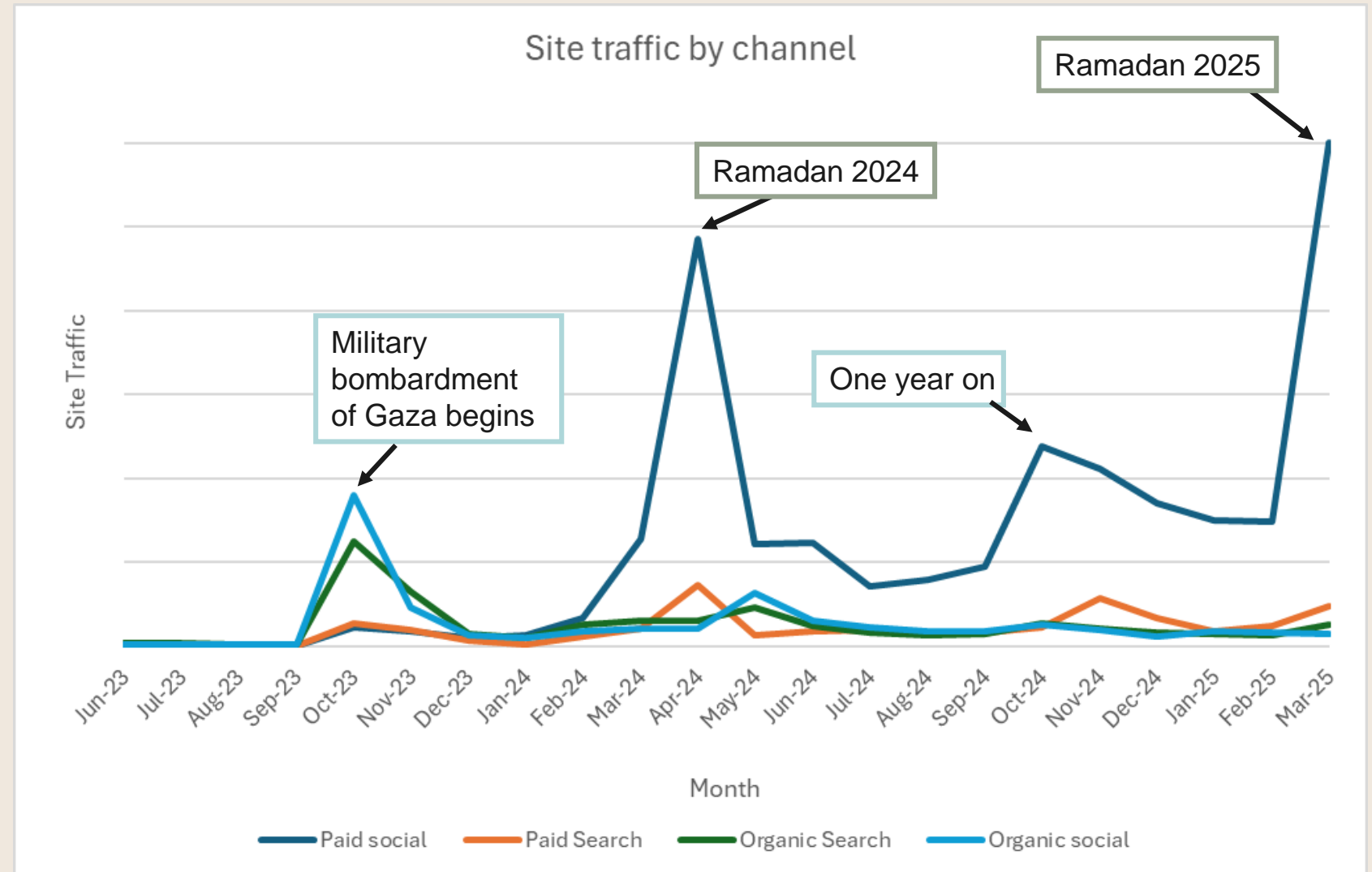
INVESTMENT IN DIGITAL ADVERTISING



- Monthly spend on paid digital accelerated quickly from March 2024 onwards
- Ramadan and Winter appeal were peaks paid moments

PAID INVESTMENT = SUSTAINED GROWTH

Paid activity has helped MAP grow and sustain engagement and build our digital audiences globally, with support from individuals in 150+ countries

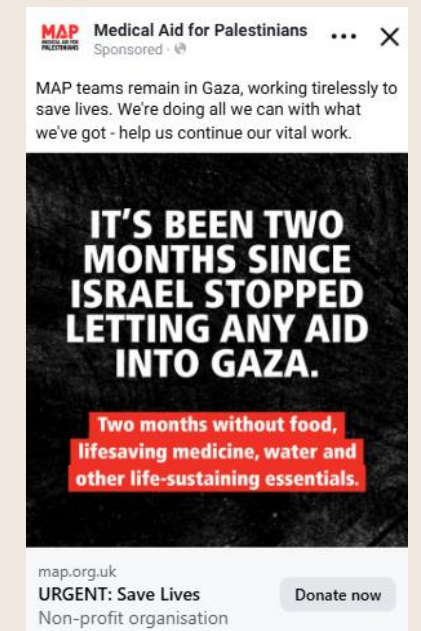
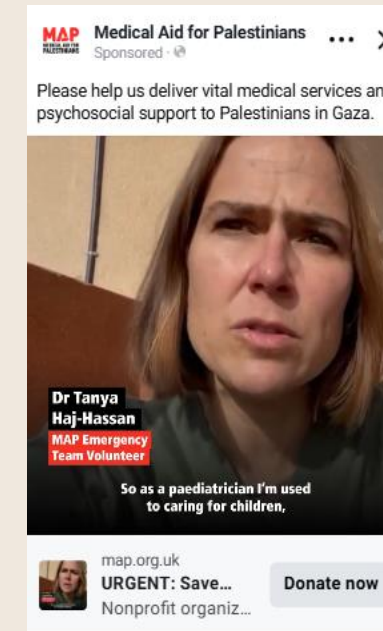
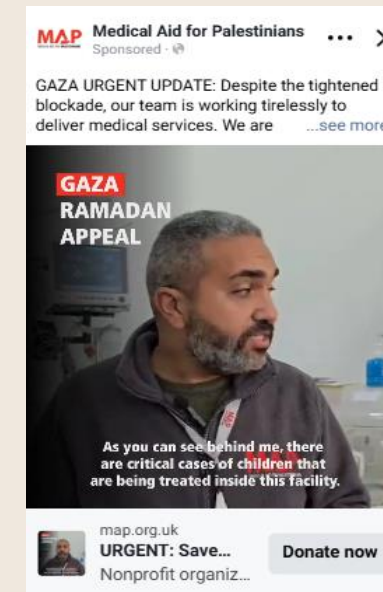


PAID CONTENT STRATEGY

We delivered **over 250 creatives** to **100+ audiences** through our paid digital channels since March 2024.

Content that has worked well for us:

1. **Urgent, emergency messaging** focused on saving lives
2. **Tangible creative**
3. **Real, authentic storytelling** – PTCs with Palestinian colleagues and international volunteer medics
4. **Zakat/Ramadan focus** when appropriate
5. **Celebrity PTCs**



DONATION PLATFORM

18:3

DON

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Title


Select

First name

Last name

Email*





DONATE TO SUPPORT OUR LIFESAVING WORK

Palestinian lives in Gaza continue to be at critical risk from illness, starvation, and a lack of access to healthcare due to the Israeli military's systematic dismantling of Gaza's health system. Meanwhile, Israeli military attacks continue in the occupied West Bank. With your help, MAP can provide vital supplies, medicines and humanitarian aid to the occupied Palestinian territory and Lebanon.

To donate Zakat, tick the box after making your donation.

< You donate

Choose a payment method

Credit/debit card

Google Pay

Card number

Expiration

CVV

☒ Cover transaction costs ?

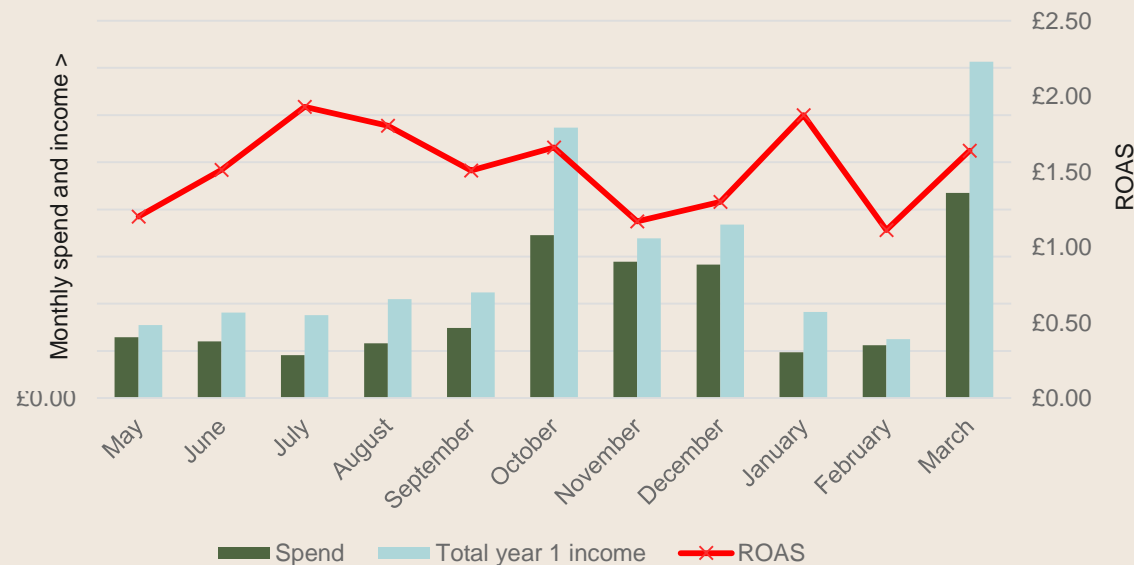
Total £104.40

Donate

GROWING PAINS OF A DIGITAL ADS PROGRAMME

Sustained, exceptional performance

2024-25 monthly spend and returns



The need for greater insight

Knowing **the what**, but not necessarily **the why**












- One-time emergency gifts aren't sustainable
- The need for a test, learn and optimise plan
- Insight at the heart of everything we do
- Proposition development for evergreen asks

Test, learn and optimise

Ad	
	Test_215
	Test_219
	Test_210
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	Test_217
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	Test_137

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	Test_31
	Test_127
	Test_126
	Test_125
	Test_118
	Test_117
	Test_97
	Test_100
	Test_103
	Test_106

Does calling it
a test, make it
a test?

Test, learn and optimise

This is progress!!

Campaign
IG-acquisition_Engagement_UK_StandardTargeting
IG-acquisition_One-Time-Donation_Tier1_Advantage+
IG-acquisition_One-Time-Donation_US_StandardTargeting
IG-acquisition_One-Time-Donation_Tier3_StandardTargeting
IG-acquisition_One-Time-Donation_Tier1_StandardTargeting
IG-acquisition_One-Time-Donation_UK_StandardTargeting

Ad name
Emergency_Static-Image_Gaza-New-Neo-Natal-Unit-1
Evergreen_Video_Gaza-Psychosocial_Dr-Tanya-Awareness-23
Legacy_Video_Campaigning_JustFuture
Emergency_Static-Image_Gaza-Emergency_Blockade-Three-Mo...
Emergency_Static-Image_Gaza-New-Neo-Natal-Unit-16
Emergency_Static-Image_Gaza-New-Neo-Natal-Unit-13
Evergreen_Static-Image_Gaza_friends-benevolent-hospital-quot...

KEY LEARNINGS

- 1. Shortened sign off process**
- 2. Senior buy-in is key**
- 3. Flexibility – with content + emergency budget**
- 4. Agency support for small teams**

NEXT STEPS FOR OUR DIGITAL FUNDRAISING PROGRAMME

Build the team and develop a MAP-led digital strategy

Centralised strategic ownership and inhouse accountability with expert agency support. New agency onboard and already adding incredible value.

Insight-led

Build marketing activities that enable us to test, learn and optimise continuously.

'Testing' is not a buzzword, it can be painstaking but it's crucial.

Integration + sustainability

Prioritise long-term, sustainable income and engagement, whilst reacting to **emergency moments**.

Full funnel approaches

Driving organic and optimising our holistic digital ecosystem – website redevelopment, SEO, CRO

MAP MEDICAL AID FOR
PALESTINIANS

THANK YOU

