

THREAD
Fundraising

The Popcorn Principle

Craig Linton

Fundraising
can sometimes
be like...



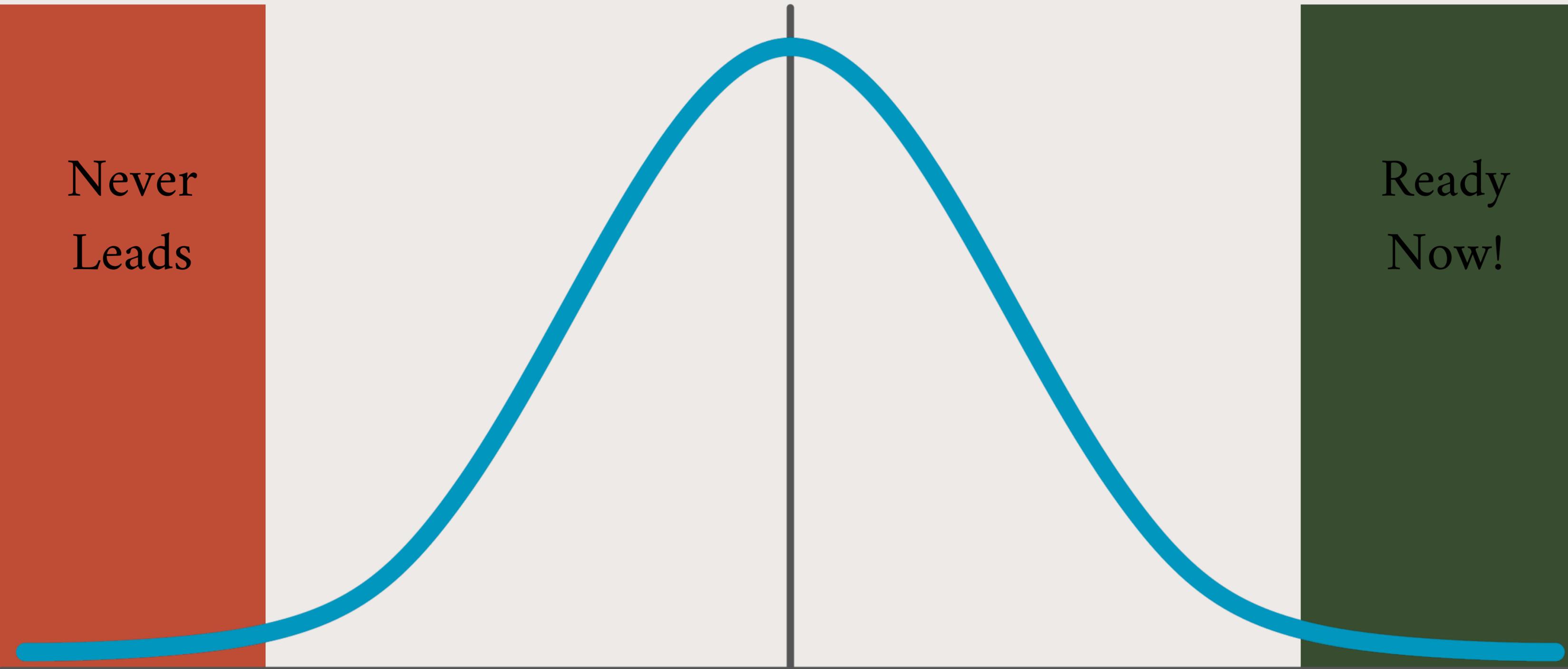
proposing on a
first date...



Now / Later / Never Lead Distribution

Never
Leads

Ready
Now!



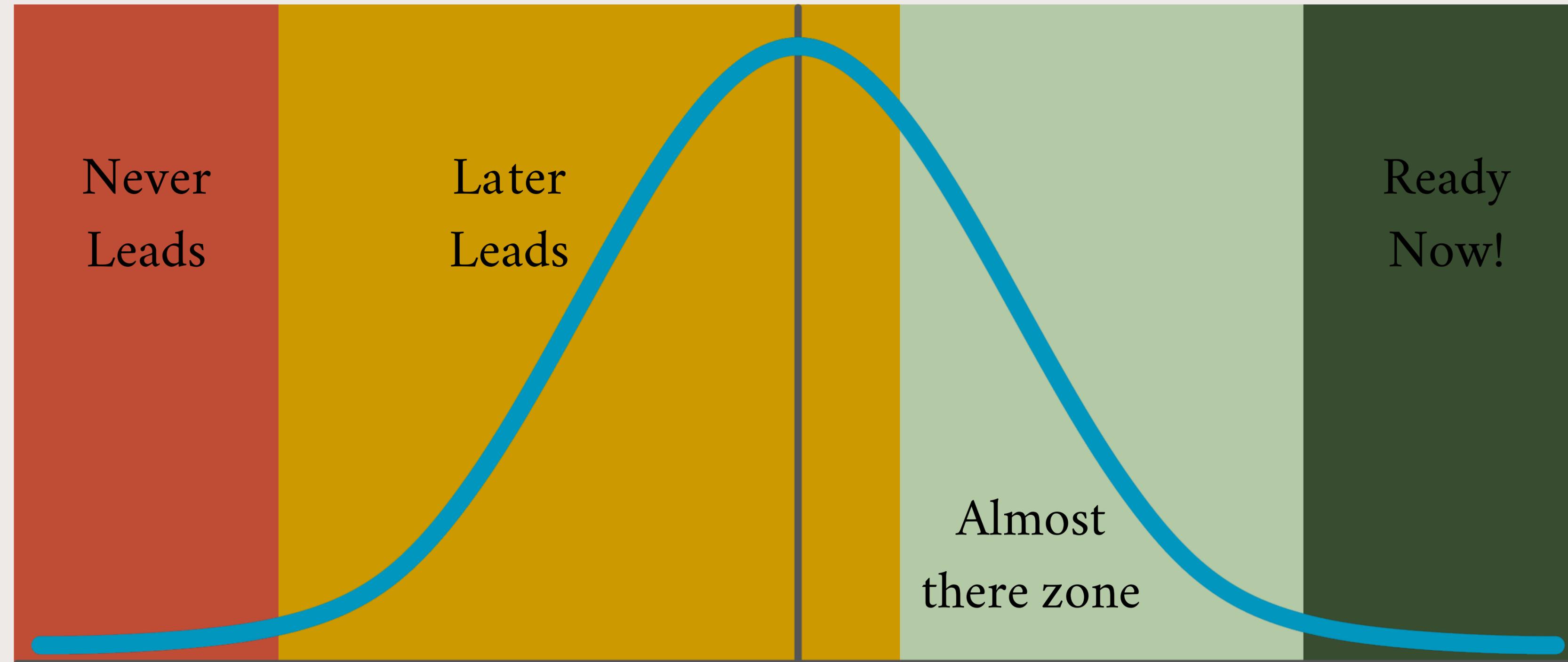
Now / Later / Never Lead Distribution

Never
Leads

Later
Leads

Ready
Now!

Almost
there zone



Need to ask when time is right for the supporter, but...

...the people ready to give changes every day

- Inspiration
- Saliency
- Lifestyle
- Something they've heard or seen
- Good or bad news
- An anniversary or important personal moment
- Etc, etc

If we treat everyone as 'ready now'...

...then this is where the popcorn comes in!





Some pop straight away...

Some need time to warm up...

Some never pop...

...and some might burn if you heat them
too quickly!

Generating a consistent flow of new supporters is NOT just about converting a higher percentage of new leads, it's also about identifying the supporters who are already in your audience who want to help NOW.

Ready now questions

Has some
you love been
affected by X
cause
recently?

Did you see
something
in the news
that made
you want to
take action?

Have you
donated to
another
charity like
ours in the
past?

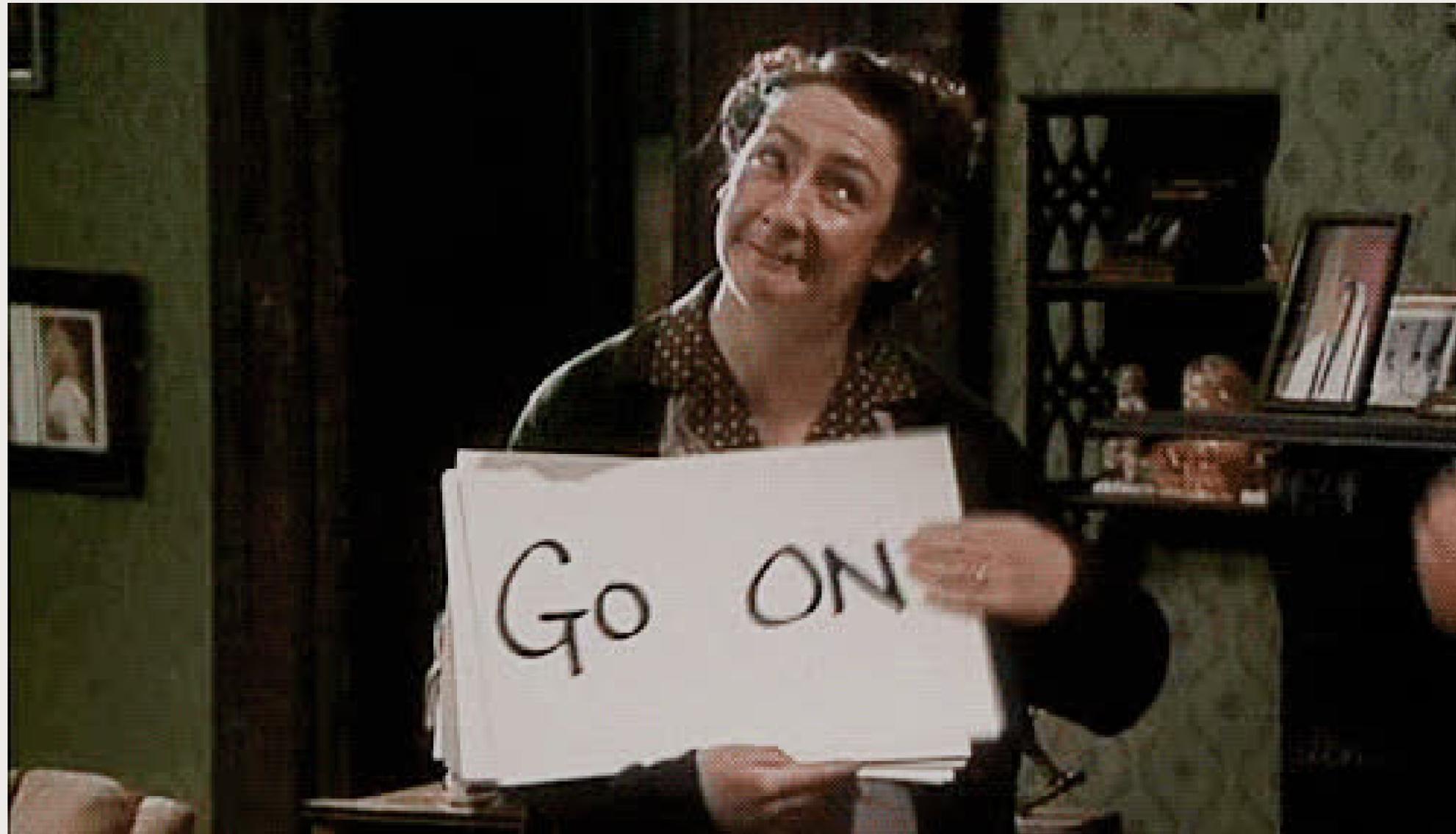
Would you
like to mark
an
anniversary
/special
date?

Would you
like to
make a
difference
in under a
minute?

Want to see
your
impact
instantly?

Can we
text you
updates as
things
happen?

Applying the right amount of heat...



The Mrs Doyle error: You will, you will, you will.....

Mistake 1: too much, too soon

Applying the right amount of heat...

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Ask	Ask	Ask	Content	Ask	Ask	Ask	Ask	Content	Ask	Ask	Ask	Content	Ask

Turn up heat too quickly and for too long and you'll "burn out" your best leads

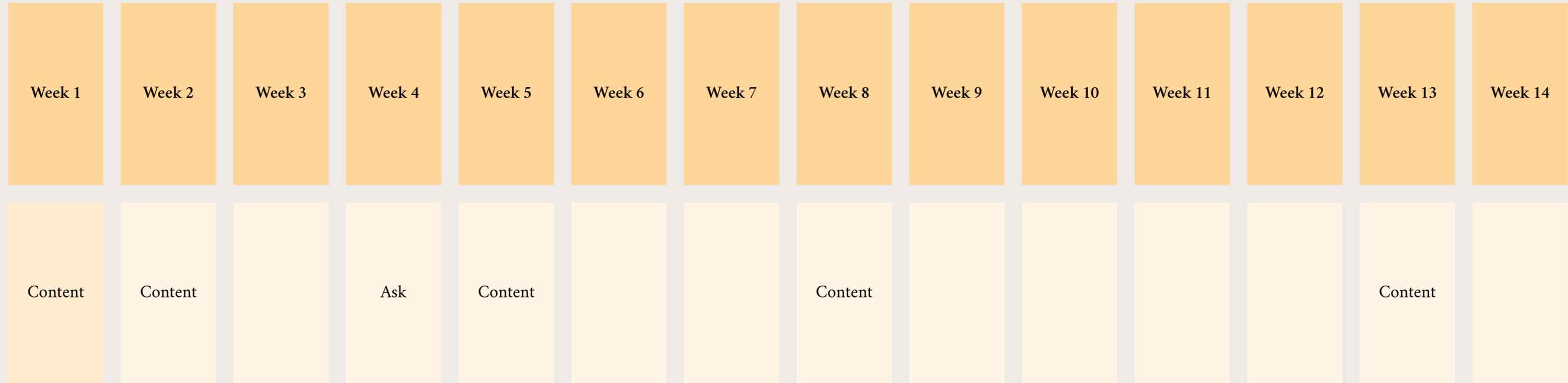
Applying the right amount of heat...



The tumble weed approach.....

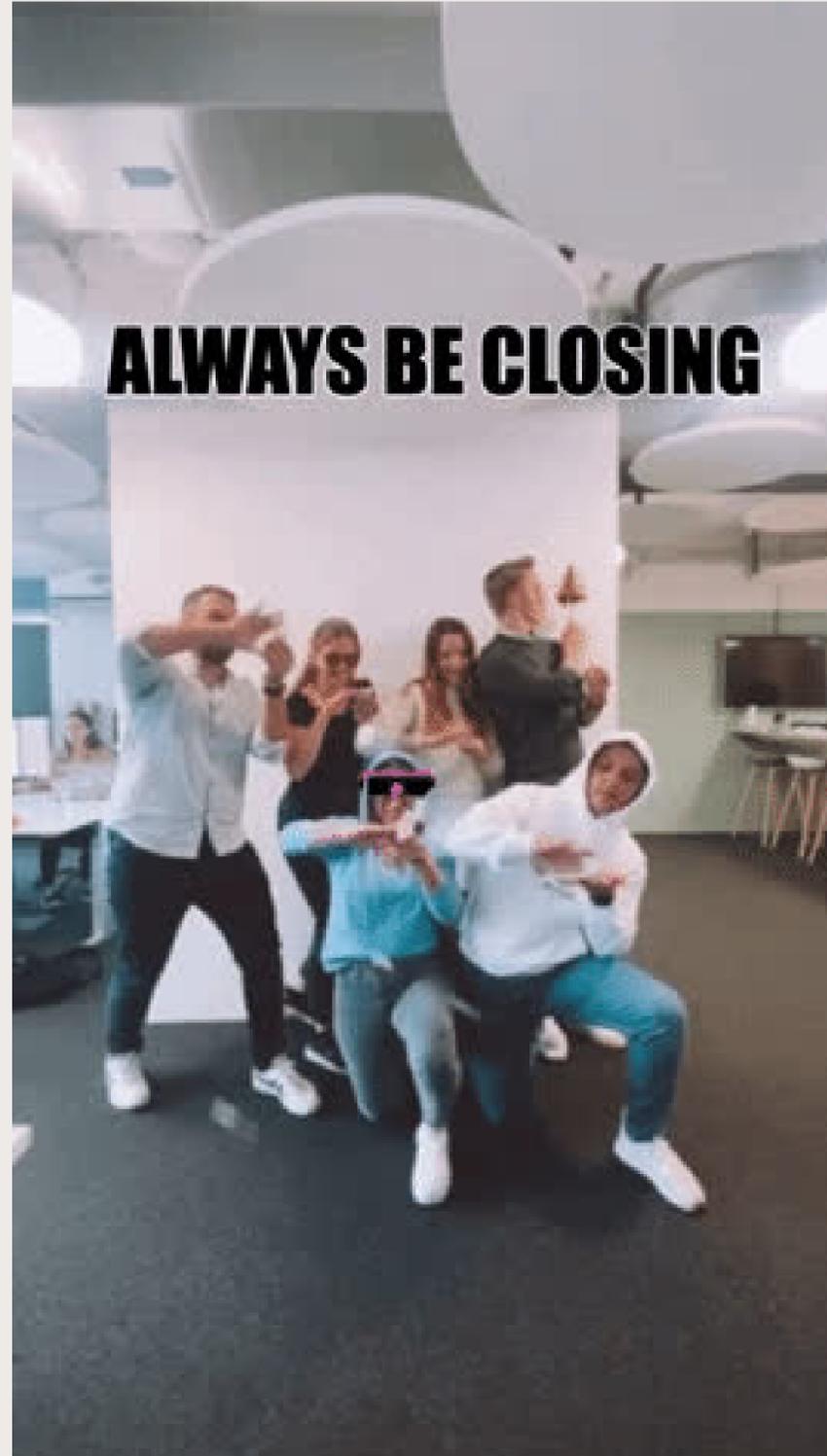
Mistake 2: turn down the “heat” and your best leads never pop.

Applying the right amount of heat...



Turn up heat too slowly and your leads will forget about you.

Want donations every day / week / month?



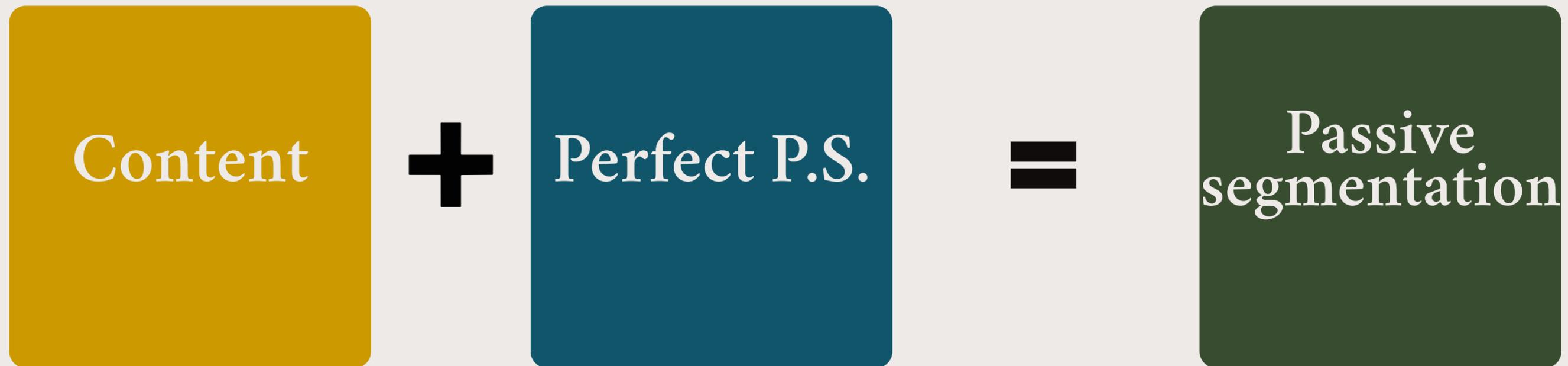
Adding some flavour to your popcorn...



Passive
segmentation
and asking



The perfect PS



A pre-written P.S. that subtly lays out in detail other ways supporters can take the next step to engage or give when they are ready to 'pop'

The perfect PS

The Guardian use this to brilliant effect- consume content then get asked to support their work.

11:26

43

Article count on

*Congratulations on being one of our top readers globally - you've read **1495 articles** in the last year*

Now is not the time to look away

It's the Guardian's job to keep a close focus on events in the Middle East for our global audience.

With reporters sharing live updates around the clock, including from inside Gaza, we're well-placed to provide comprehensive, fact-checked reporting to show the world what is happening in the region. But we can't do it without your support.

We rely on the generosity of our readers, whose support helps to keep our correspondents on the ground and our reporting free from commercial or political influence.

We appreciate that not everyone can afford to pay for news, but if you can, [can we count on your support?](#) Here are three good reasons to make the choice to fund us today:

- 1.** Our quality, investigative journalism is a scrutinising force.
- 2.** We are independent and have no billionaire owner dictating what we do - your money directly powers our reporting.
- 3.** It doesn't cost much, and takes less time than it took to read this message.

Choosing to back us on a monthly basis makes the most impact, meaning we can continue to cover the story from every angle: the conflict, the plight of those affected and what it all

The perfect PS

Under pressure, undeterred

The urgent threats facing the free press today would have been unimaginable for most of the Guardian's 204-year history. With big tech, billionaires, and authoritarians seizing more control of the world's news and information, our independent journalism needs your support. **We value whatever you can spare, but a monthly subscription makes the most impact, enabling greater investment in our most crucial, fearless journalism. Thank you.**

Support £4/monthly



Recommended

Support £12/monthly

- Unlimited access to the Guardian app
- Far fewer asks for support
- Ad-free reading
- Exclusive newsletter for supporters
- Unlimited access to the Feast app

Support with another amount

Continue →

The perfect PS

P.S. Last spring, the bluebells were breathtaking. Next spring, they could be gone. Here's how you can help stop that.

Spread the word: Print our poster and share the forest's story in your window.

Speak up: Send a short note to your MP asking them to protect what's left.

Keep it growing: Become a monthly Friend of the Trust and give the forest a future, not a deadline.

Re-registration Campaigns

Delivers tasty content flavoured to the interest of certain supporters.

Ask your leads and supporters to temporarily opt-in to additional content and deep dives. Move from one flavour to multi-flavour and only serve to those who are interested.

Re-reg content ideas

Inside stories
or behind the
scenes with
front-line
colleagues

Webinar and
additional
content on a
specific area
of your
work

Additional
stories and
content

Deep dive
into your
impact and
the difference
the supporter
makes

Breaking
news alerts
via SMS or
WhatsApp

Gratitude
series - feel
good
stories of
impact

E-course
on an
aspect of
your work

Putting it all together



Migrant Help - lead gen

What kind of Local Welcomer are you?

Solidarity Starter? Advocate?
Community Ally? Hope Sharer?



Take our 1-minute quiz

Discover your
refugee-welcoming
style... and what
you bring to your
community in London.



Migrant Help - lead gen

Take Our Quiz and Discover Your Welcoming Style

❤️ "I'm ready to welcome a neighbour."

✅ What kind of Local Welcomer are you?

Take our 1-minute quiz to find out.

You'll see your results and badge at the end — plus hear inspiring stories from people near you.

This free quiz is brought to you by Migrant Help — we support refugees and people seeking safety in the Scotland.

When it comes to welcoming refugees, what matters most to you? *

- 🛠️ Offering practical, hands-on help
- 🤝 Making people feel safe and supported
- ⚖️ Standing up for fairness and dignity
- 🧒 Helping children feel safe and welcome
- 🤍 I just care, I want to do something

What role do you usually take in your community? *

- 👂 I'm a listener and quiet supporter
- 🗨️ I organise and bring people together
- 🧑‍💻 I prefer to help behind the scenes
- 💬 I speak out and share what matters online
- 🌱 I haven't done much, yet, but I want to start

← PREV

NEXT →

Migrant Help - lead gen



Craig, You're a Nurturer From Scotland.

You are the kind of person who leads with care, making children and families feel safe and supported.

Want to help welcome people in your community and make a donation?

Yes

No



Everyone gets emails tailored to their quiz answers.

Migrant Help - lead gen

**Add your name
to take a stand
against hate**



**Don't Let the far
right divide Us**

1. Join the Movement
2. Bridge the Divide
3. Build Unity

Add Your Name now



Migrant Help - lead gen

Yes, I'll add my voice and welcome refugees in my community



Refugees are being targeted with lies and fear. But caring and compassionate people like you are pushing back with welcome.

Last year, over 5,000 people signed up to our anti-racism guide.

Why not join them and add your name. Together we can show what solidarity looks like.

Our free guide is full of tools to counter misinformation, challenge prejudice, and stand up for what you believe in. Thanks for signing up.

9829

Help us get to 10000

Add your name to stand with refugees.

First Name *

First Name is required

Email *

Email is required

I'd like to be emailed stories of hope and other info from Migrant Help on how my support makes a difference. *

- Yes
 No

Are you sure? If you click 'Yes', we can update you on the impact and how you can help us.

- Yes
 No

Yes, I'll add my name

Migrant Help - lead gen

Thanks, Craig! You'll get your Welcome Guide soon.

Would you consider a small monthly gift?

Yes

No

You just took a stand. Now meet Layla.

Layla fled war with her two children. She thought they'd be safe in the UK. Instead, they were placed in a hotel where far-right protestors gathered outside — shouting abuse and throwing stones. Her children are now too scared to leave the room.

"We escaped violence, only to find it again," she said.

Your voice helps push back against this hate.

Now, will you take the next step?

Your donation could provide warm clothes, toys, and trauma support for children like Layla's.

Chip in £5 to help families like Layla's feel safe again

Migrant Help - ready now and re-reg



Dear Craig, a loud minority is spreading hate. But across the UK, people like you are showing what we really stand for — unity, compassion, and welcome.

Most of us want to live in peace and support one another, no matter our background.

Your voice proves that hate won't define our communities.

Will you send a message of solidarity to refugees — to let them know they're not alone?

[SEND YOUR MESSAGE OF SOLIDARITY](#)

Thank you for being part of this movement. Together, we're stronger.

Best wishes

Arjun

My name is Patience, and I've called Glasgow, Scotland, home since July 2022. It's here — amidst challenges and change — that I'm building a new sense of belonging.

On my first day at a health centre in Glasgow, I was scared, unwell, and had almost lost all hope. I wore a pink scarf that day, and a nurse noticed it immediately.

"I love the paisley print on your scarf," she said. "Did you know this will be your new home now?"

That moment felt like a small sign from the universe — a feather on my shoulder. Maybe, just maybe, I could be safe here.

Migrant Help supported me with shelter, food, clothes, and, most importantly, care. They gave me access to counselling and a safe place to heal.

Later, they encouraged me to join their Lived Experience Advisory Panel — a group of people like me using our stories to shape better services.

Since then, I've co-created a podcast for New Scots, run workshops, and begun a degree in community development at the University of Glasgow.

Migrant Help made me feel like I matter.

[Yes, share more stories of hope](#)

Thank you for standing with people like me,

Migrant Help - perfect PS

P.S. Whenever you're ready, here are three ways you can learn more and get involved in helping to promote community harmony and support refugees and people seeking asylum.

- 1. We work with refugees every day. People who have faced unimaginable hardship — and are now rebuilding with courage. Would you like to hear more stories of hope? Click [here](#) and we'll send you an extra selection of curated stories.*
- 2. Our resource library is a curated list of [interesting articles, links and inspiring stories](#) of how people and communities are rallying round to welcome and support migrants.*
- 3. Step up and join hundreds of others who show solidarity by [making a regular gift to Migrant Help](#). Every donation helps us provide services, support and safety to people facing the toughest of circumstances. Sign up [here](#) and join the movement.*

Re-reg content

Refugee
film watch
along

Deep dive
into
trafficking

Anti-
racism e-
guide

Meet the
team -
Q&A
webinar

Additional
stories on
topics

Personalised
comms
based on
survey/quiz

Results

Leads from
39p to
£1.01

74% email
optin

0.8% initial
donation

24% asking
for
additional
stories

Conversion
rate in first
6 weeks of
1.8%-4.1%

Cost per
new donor
<£30!

Want to apply the popcorn principle in your fundraising?

Check out our work:

threadfundraising.com

Get in touch if you have follow-up questions or would like to explore working together:

hello@threadfundraising.com

Special offer to try our Thread Supporter Journey, Lead Gen and Experience Platform in the delegate pack.

The logo for Thread Fundraising is a yellow rounded square containing the text 'THREAD' in a large, white, serif font, with 'Fundraising' in a smaller, white, sans-serif font below it.

THREAD
Fundraising

What do we do?

THREAD
Consultancy

THREAD
Insight

THREAD
Digital

THREAD
Experience

THREAD
Learning

+ Custom
solutions