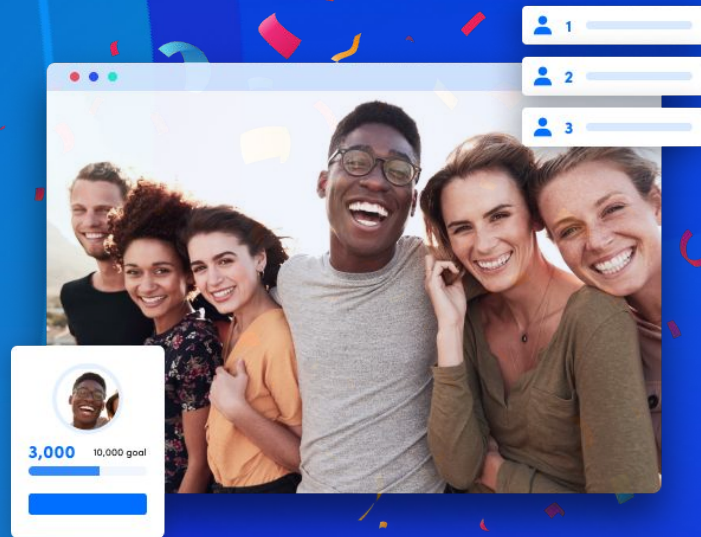


Emotive Fundraising Journeys



Housekeeping

- Welcome!
- Today's session features:
 - Theory
 - Case studies
 - Exercises
 - Solutions
- **Please can everyone introduce themselves in the chat** so everyone can see who's here!
- Please be sure to ask questions - it may benefit someone else too.
- Questions in the Q&A tab, and upvote ones you want to hear!

Introductions



Julie Roberts

Director
More Strategic



Ciara Cakebread

Senior IG Manager
Pancreatic Cancer UK



Keith Williams

COO/CMO
Funraisin



Luka Meratic

Tech Solutions
Funraisin

Agenda

How can you influence behaviours?

Pancreatic Cancer UK's Double Donations Appeal

Putting it into practice: Workshop exercise

Q&A

Strategy

Influencing Behaviour

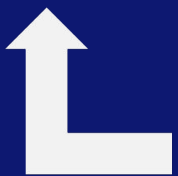
 funraisin


morestrategic



Why deliver meaningful experiences?

attitudes drive behaviors deliver results



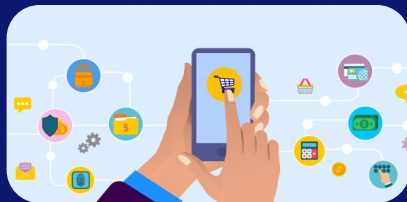
influence

experiences



Influencing Behaviours

Customer
Experience Design



Behavioral
Economic Nudges



Philanthropic
Psychology



Appeal showcase

Double Donations

Double Survival



DOUBLE
DONATIONS
DOUBLE
SURVIVAL



Double Donations Campaign

Matched funding appeal

8th – 13th March 2021

Early diagnosis research focus

Emails, paid & organic social media, direct mail



Why did we do this?

URGENT APPEAL

Name
Address Line 1
Address Line 2
Address Line 3
City
Country
Postcode

2nd November 2020

The more research we do, the more lives we can save. So please support our Research Innovation Fund projects today.

Dear <salutation>

My wife Louise was my soulmate. We had the perfect life: two lovely young children, good jobs and a beautiful home. We had everything we wanted. But that all changed the day Louise was diagnosed with pancreatic cancer.

I'm sharing our story this winter because things can't go on like they are. If you've been affected by the disease, or you've lost someone to it, I'm sure you know what I mean. Pancreatic cancer shatters lives. And research into the disease – which was overlooked and underfunded for so long – is the only way to stop people like my wife from dying.

But right now, the coronavirus pandemic is putting Pancreatic Cancer UK's vital research at risk. They've come to us. But now they've got just five months to raise the money they need for more life-saving Research Innovation Fund projects.

So we have to act now. If we don't, pancreatic cancer research could be set back years, and even more families could lose a loved one. We can't afford to let that happen... please send a gift of «ASK» today.

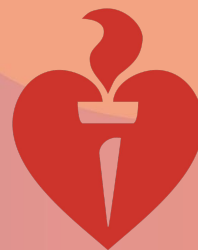
<salutation>, I know you already do so much for Pancreatic Cancer UK. I can't thank you enough for remembering them in your Will. Gifts like yours have helped them fund some amazing research.

In the leaflet enclosed, you can read about a project at the University of Oxford which is developing better diagnostic tests that recognise

please continue >>

020 3535 7090 support@pancreaticcancer.org.uk pancreaticcancer.org.uk/fundresearch 

LUSTGARTEN
FOUNDATION™
PANCREATIC CANCER RESEARCH



Heart
Foundation



Influencing Behaviour

Window
50mm x 90mm
23mm Left
60mm Up

Between **8th-13th March**
your gift will be doubled.
**The clock is ticking.
ACT NOW.**

Pancreatic
Cancer
UK


X2 DOUBLE
DONATIONS
**DOUBLE
SURVIVAL**



Scan here
to donate
now





£207,338
Raised of £210,000 goal




£  

Please select a donation amount

£29 becomes £58 and could fund 2 hours of research, getting us closer to a test

£11 **£29** £50

£ 

Next



Ann and her son Robert

"Being diagnosed early could have saved my son's life.


His pancreatic cancer was diagnosed too late.

He died at the age of 26. 4 months after being diagnosed.

The opportunity to double our donations is one we simply cannot afford to miss in our fight."

A big thank you to our Supporters
The real heroes who are kindly helping us achieve our goal


£200



Mary


To say thank you Because if it wasn't for the care and expertise from the cancer consultants and nurses at Morriston and Singleton Hospitals my sister would not have been in a position to have received treatment and operation for pancreatic cancer.

£20




Penny Phillips

£21




Genevieve Ann Arlidge

£11



Kelly Green

£491



Influencing Behaviour

623 people have had
their donation

DOUBLED!



“Kind-heartedness”
“Compassion”
“caring”

£11 becomes **£22**



and could help
researchers grow
cells for experiments

£29 becomes **£58**



and could fund
2 hours of research,
getting us closer
to a simple test

£50 becomes **£100**



and could fund
1 day of early
diagnosis research

Pancreatic Cancer UK



DOUBLE DONATIONS
DOUBLE SURVIVAL

My name is
Shaughna Phillips

0:00 / 0:54

Pancreatic Cancer UK



DOUBLE DONATIONS
DOUBLE SURVIVAL

Too many
people are

0 / 0:53

Pancreatic Cancer UK




DOUBLE DONATIONS
DOUBLE SURVIVAL

My name
is Megan

0:01 / 0:52

Pancreatic Cancer UK



DOUBLE DONATIONS
DOUBLE SURVIVAL

I can't save Robert.
I can't save him, he said.
We've just got
him too late

0:04 / 1:19

The Results



Channel	No of gifts	Total gift	Average gift	Response Rate
Direct Mail	1,193	£64,188	£53	11%
Email	1,198	£66,116	£55	0.88%
Paid for social media	1,710	£39,422	£23	
Organic social media	322	£9,583	£30	

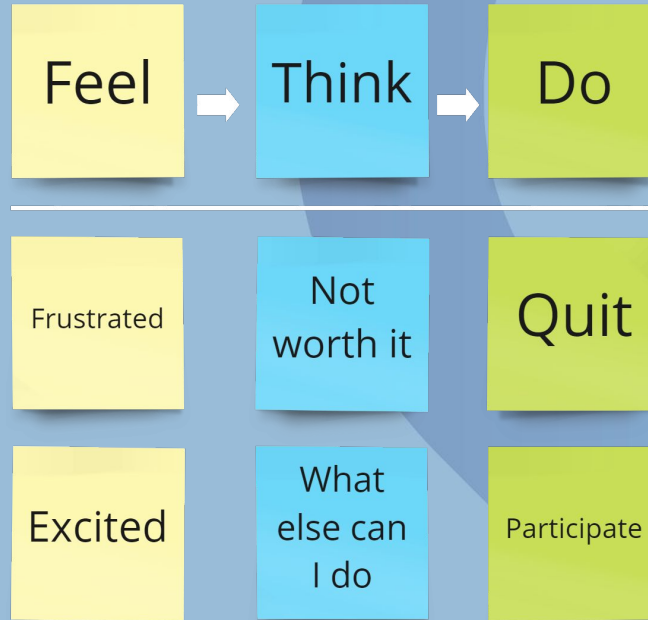


Exercise

Putting it Into Practice



Empathy Map



Empathy Map

FEEL

Excited

Pumped

Frustrated

Enthusiatic

Resentful

Delighted

Agitated

Exasperated

Moved

Proud

Nervous

Enthusiastic

Joyful

Proud

THINK

I think that looks good

I want to do this

I thought this would be quicker

I must register for that

I need time to do this

Its real now

I need to do that

I need to do that now

I'm pleased I've completed that

I hope people donate

I hope i'm ready

I can't wait now

I really enjoyed that

I'm so happy I did that

DO

See FB ad

Clicks on FB ad

Goes through to events website to find out more

Reads about event and wants to register

Clicks register now

Sees long form and leaves

Sees FB ad again

Goes to registration page and completes (no longer any financial asks)

Receives confirmation email with fundraising page link

Flags email to set up fundraising page

Receives reminder email to set up fundraising page

Goes to fundraising page and added a few personal elements

Posted page on Fb

Receives email about event day

Receives good luck email

Completes event

Gets TQ email

Workshop Exercise

- A challenge event that usually raised £100,000 has been running for 5 years is seeing some worrying trends.
- Higher CPA with lower ad performance & Decline in the site conversion (site visitors converting to sign up)
- They used a WordPress site, a registration platform and sent deep links and are now trying to get the registration and fundraising platform to build a good seamless experience. A Decline in sign-ups overall
- They moved from an entry fee to a free event and saw a lower amount of activation and lower page average value. Generally noticed a Low page engagement issue.
- They had a low number of self donations
- No visibility of central data of how the funnel is performing.

What behaviours do you want to drive through your Emotive Fundraising Journey?

Emotional
Affinity

High Value
Donations

New
Audiences

Lots of
Donors

High
Participation

Lots of
Fundraisers

The moment that matters

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Problem 1

Conversion

**Higher CPA
(Lower ad performance)**

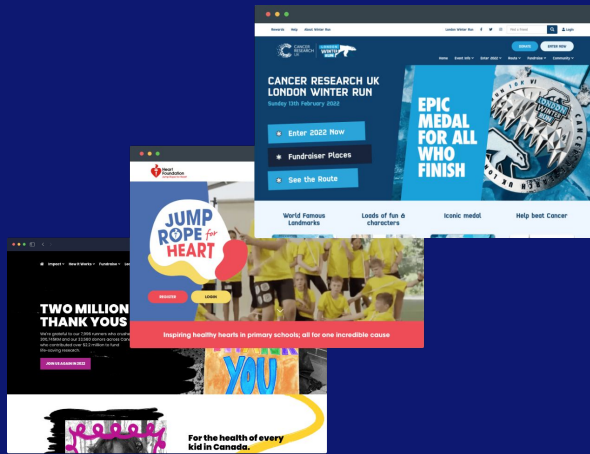
+

**Decline in site conversion
(Site visitors not converting to sign up)**

The User's Mindset



Frustrated
(This isn't relevant to me!)

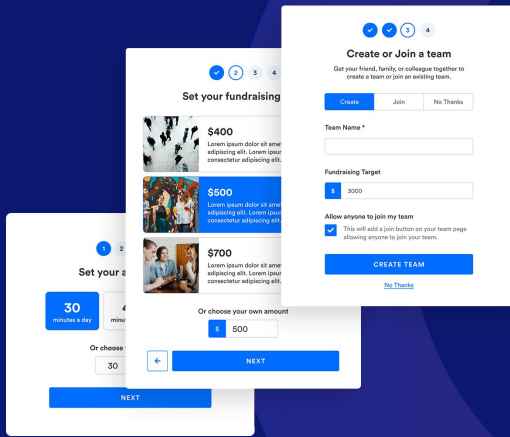


Branded sites & experiences

Beautiful brand sites that immediately hold attention

Present your Call to Action through perfected UI

Control your brand entirely



Funraisin Registration flows

Custom and simple flows that convert page/ad viewers into signups

Include self donations, team creation, and collect the data you need.

Immediately create fundraising pages

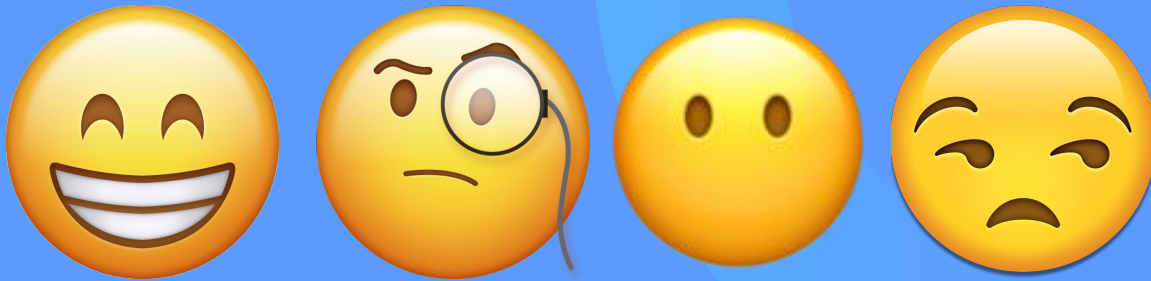


Facebook Fundraising+ One click Acquisition

Acquire supporters with a single click from Facebook ads or social posts

Land supporters directly on their Facebook fundraising event, or your branded profile page on your site

The User's Mindset



**What do you think it is?
(POLL)**

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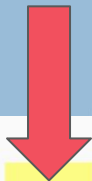
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Problem 2

Nonprofit had a low number of self donations

The User's Mindset



No Personal Investment
(I'm cool – being seen to do a good thing)

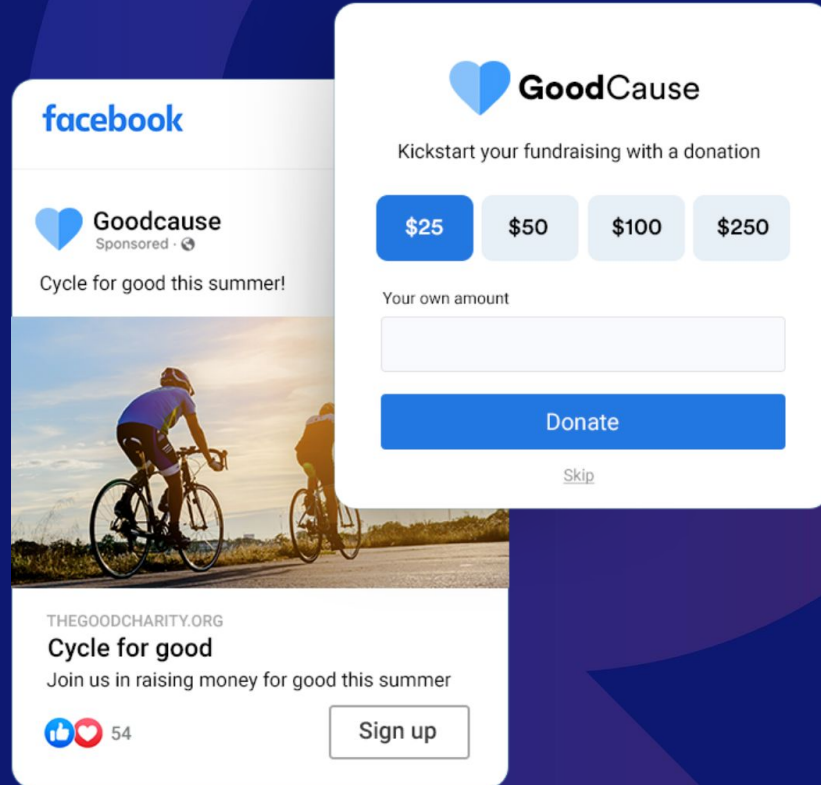
Self Donations in web & facebook

We know that those who donate to their own fundraising pages typically go onto raise 200% or more on those who don't.

Let's get them to put their money where their mouth is!



Self Donation Experiences

- Keep it in-Facebook
- Keep it in branded site
- Reward with Gamification
- Share on Social
- Tailored Trigger emails
- Segment to those who have, and those who haven't

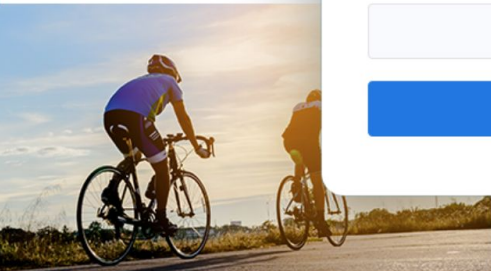


The image shows two side-by-side fundraising interfaces. On the left is a Facebook post for 'GoodCause' with the text 'Cycle for good this summer!' and a photo of two cyclists. Below the photo is a 'Sign up' button. On the right is a GoodCause donation page with the text 'Kickstart your fundraising with a donation' and four preset donation buttons: \$25, \$50, \$100, and \$250. Below these is a text input field labeled 'Your own amount' and a 'Donate' button. A 'Skip' link is at the bottom right of the GoodCause interface.

facebook



 **GoodCause**
Sponsored · 

Cycle for good this summer!




THEGOODCHARITY.ORG

Cycle for good
Join us in raising money for good this summer

  54

[Sign up](#)

 **GoodCause**

Kickstart your fundraising with a donation

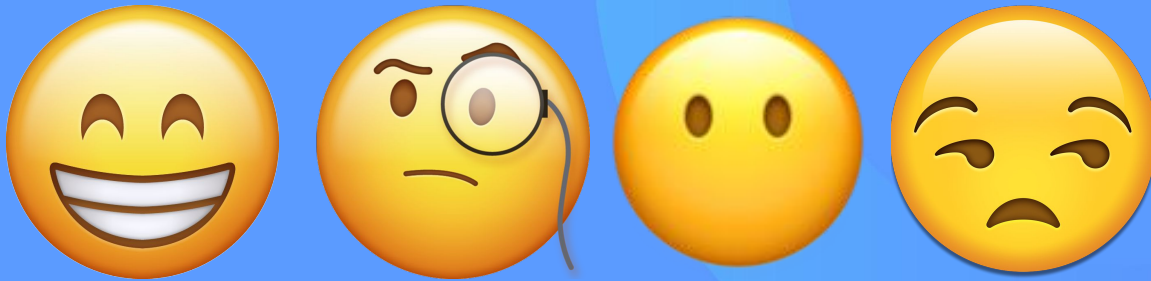
[\\$25](#) [\\$50](#) [\\$100](#) [\\$250](#)

Your own amount

[Donate](#)

[Skip](#)

The User's Mindset



**What do you think it is?
(POLL)**

The moment that matters

FEEL

Excited

Pumped

Frustrated

Enthusiatic

Resentful

Delighted

Agitated

Exasperated

Moved

Proud

Nervous

Enthusiastic

Joyful

Proud

THINK

I think that looks good

I want to do this

I thought this would be quicker

I must register for that

I need time to do this

Its real now

I need to do that

I need to do that now

I'm pleased I've completed that

I hope people donate

I hope i'm ready

I can't wait now

I really enjoyed that

I'm so happy I did that

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Problem 3

They saw a lower amount of activation and lower page average value.

Overall noticed a Low page engagement issue.

The User's Mindset



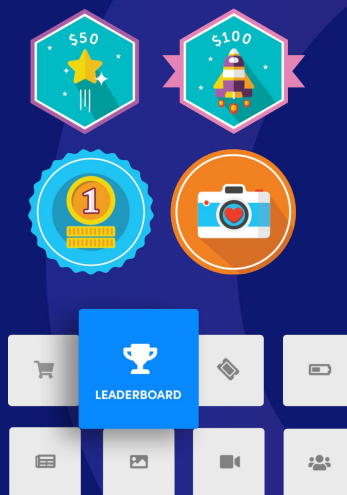
Bored
(I'm not *that* bothered)



Fundraising Dashboards*

Incredible custom dashboards keep the fundraising experience tailored to the user and their team, organisation or efforts.

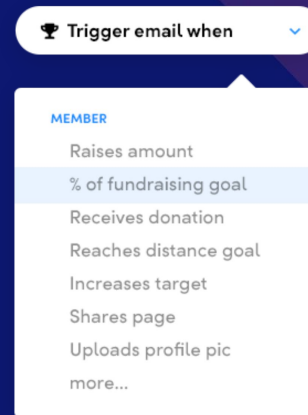
*Example shown features custom work



Gamification

Stats show participants who achieve more rewards, raise more.

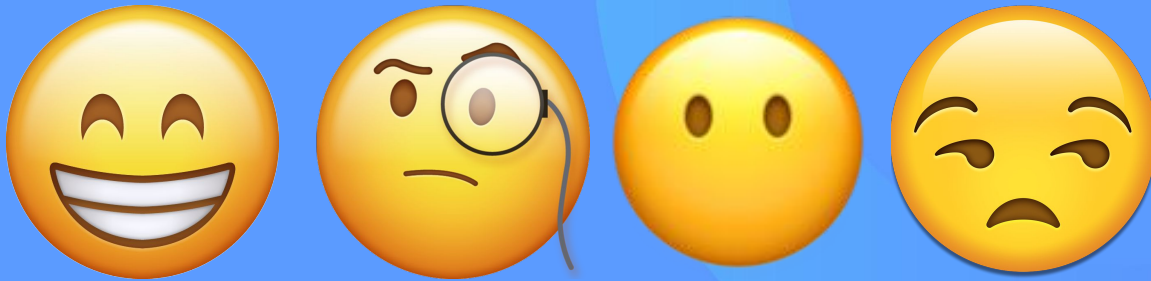
Utilise the inbuilt gamification badges and multi-tier leaderboards to maintain supporters active fundraising in the lead up, during and after the campaign.



Tailored Trigger Emails

Drive engagement with real time triggers based on supporters interactions with their pages, and keep fundraising in focus throughout their journey.

The User's Mindset



**What do you think it is?
(POLL)**

Fundraiser's Challenges

Nonprofit used lots of services

WordPress site, paired with a **registration platform**.

Sent **deep links** and hooking together the **Registration** and **fundraising platform** to build smooth data flow.

Resulted in a decline in sign-ups overall

No visibility of central data of how the funnel is performing.

Resulting in no optimisations, fixes or upgrades

Charities don't like limitations!

All in One Fundraising

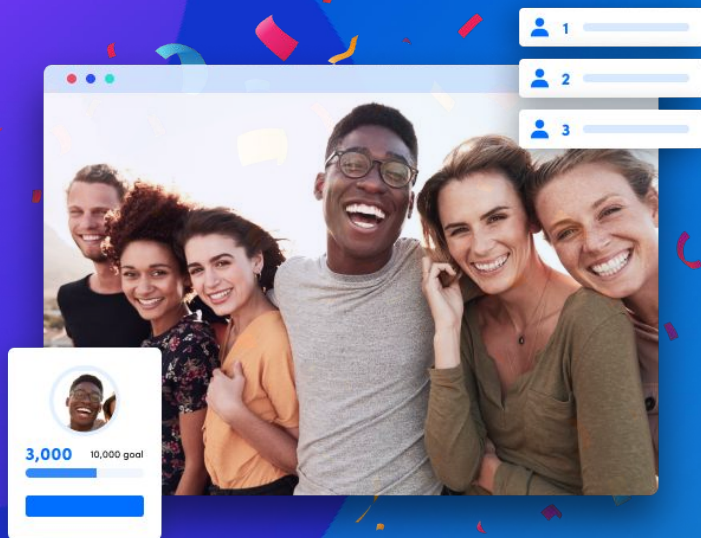
- Branded sites
- Registration
- Fundraising
- Marketing
- Supporter management

Data

- You Own It
- No limitations on access
- All supporters in one system.
- CRM, Marketing, Data integrations



Q & A



Thank you



Funraisin Team

Product tours: funraisin.co/demo

Contact us: funraisin.co/contact



Julie Roberts

julie@morestrategic.co.uk

@Julie_Roberts1



Ciara Cakebread

ciara.cakebread@pancreaticcancer.org.uk

Product tours:

