

IFC2023

**Long-term supporter
mobilisation**



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Hello



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Agenda

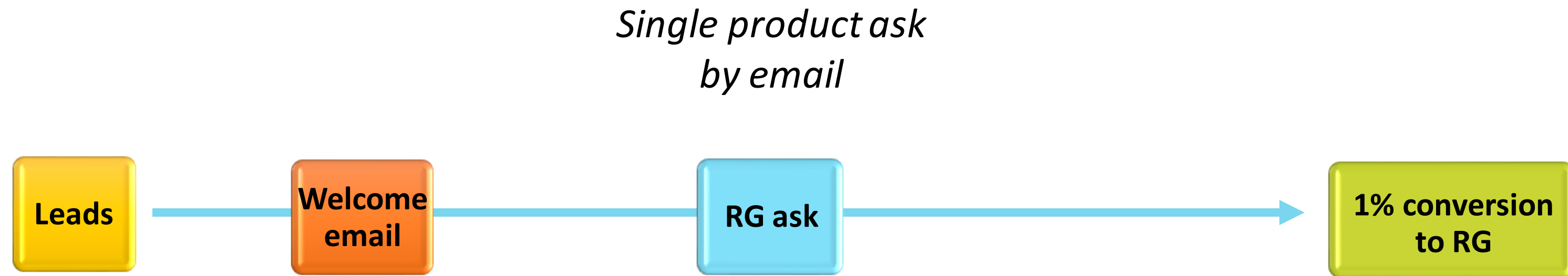
1. What is long-term supporter mobilisation, and why is it important?
2. How do we get there?
 - Collaboration
 - Data led journeys

Long-term mobilisation



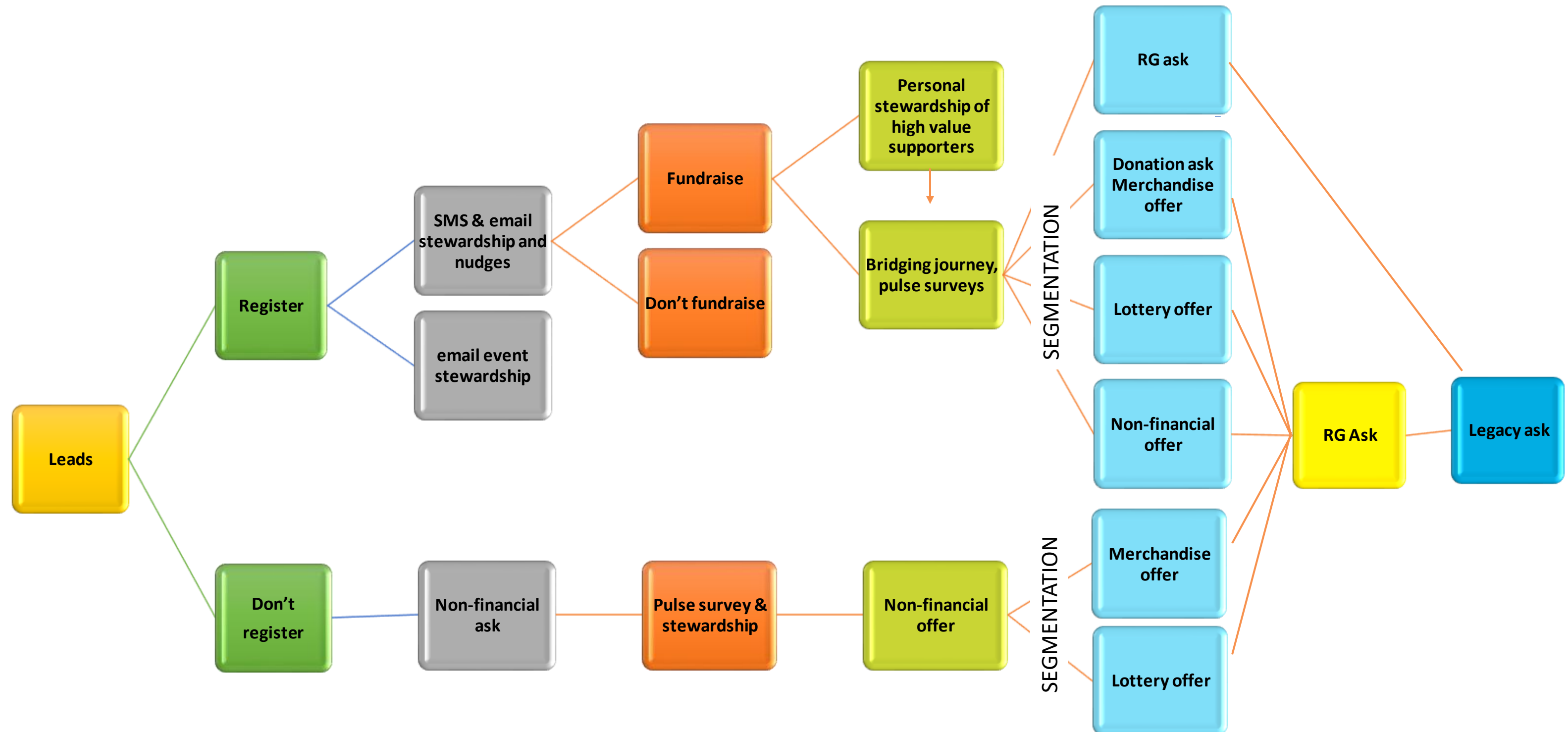
**PEOPLE
POWER**

Product focused journeys



- *Limited or no segmentation*
- *No audience insight*
- *No choice*
- *No dialogue*
- *Single channel*
- *Short term ROI view*

Data led journeys

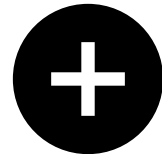
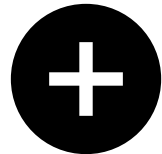


The missed opportunity

Nothing is more expensive
than a missed opportunity.

H. Jackson Brown Jr.

This is Beyond



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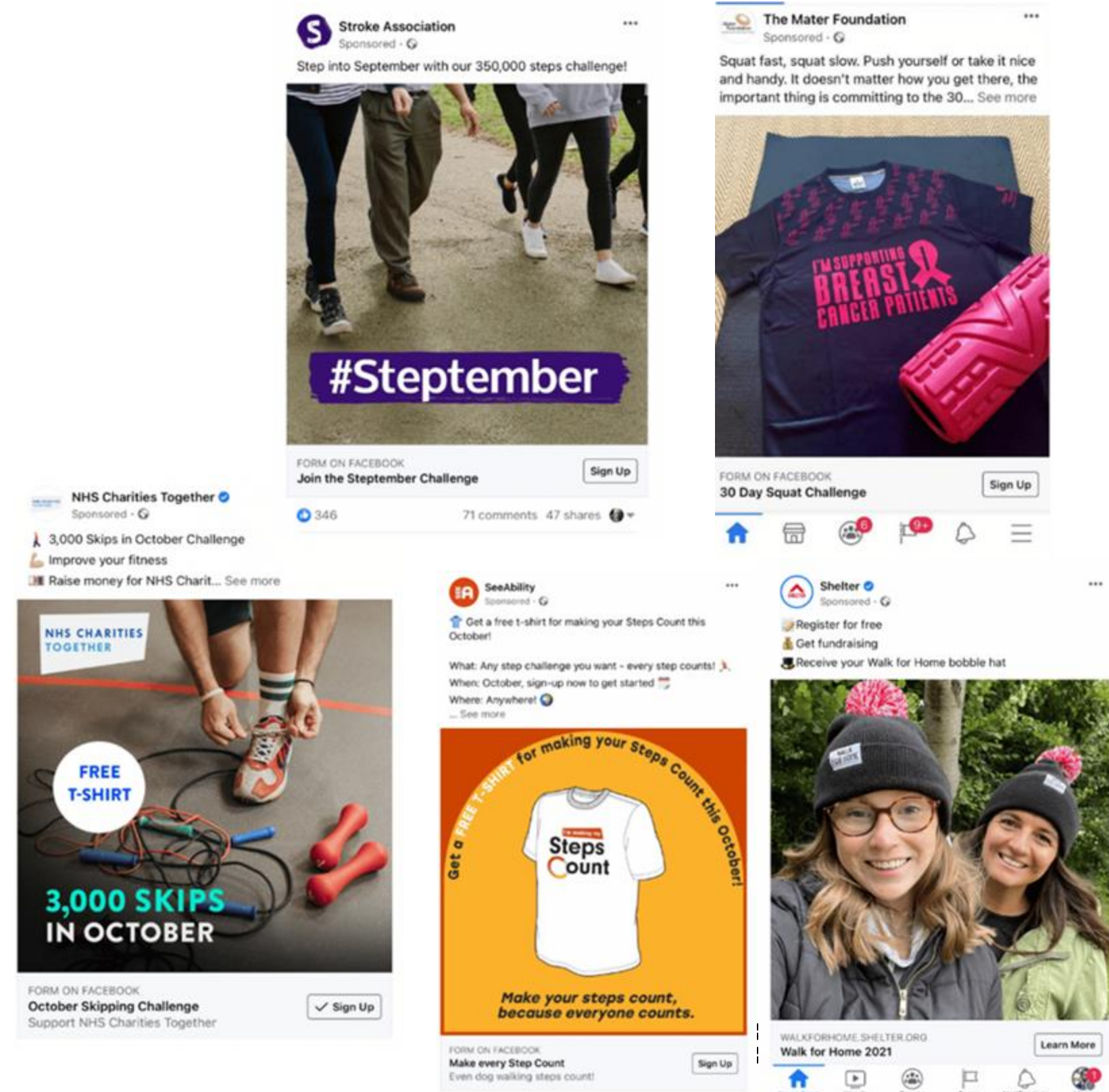
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Virtual challenge events

- 100's of events per year
- *Est. €1,000,000,000 raised to date*
- Over 7.7 Million fundraising participants
- Highly engaged supporters

**Source: How to Raise 100 Million for Charity, Adrian O'Flynn ebook. No. of participants extrapolated from GivePanel 2022 benchmark report [£112 avg gift]*

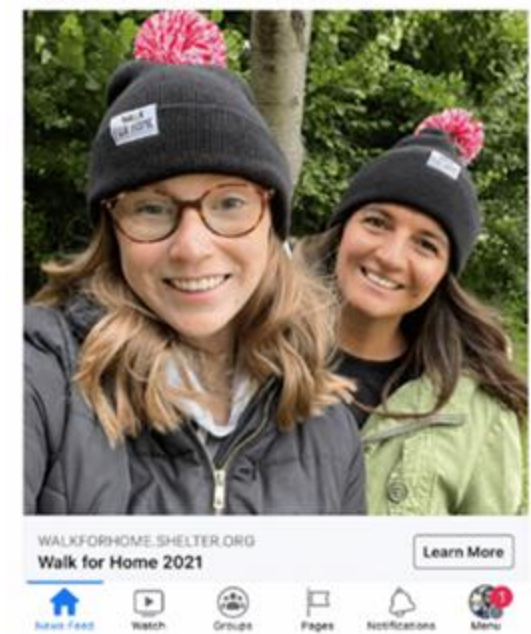
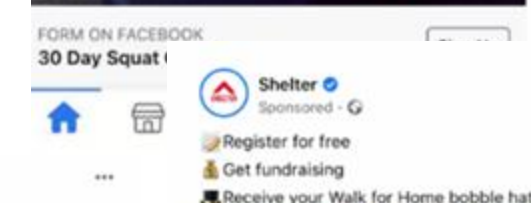
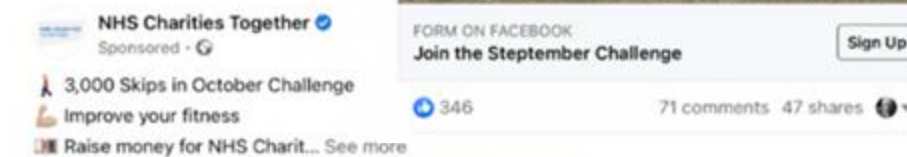
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The missed opportunity

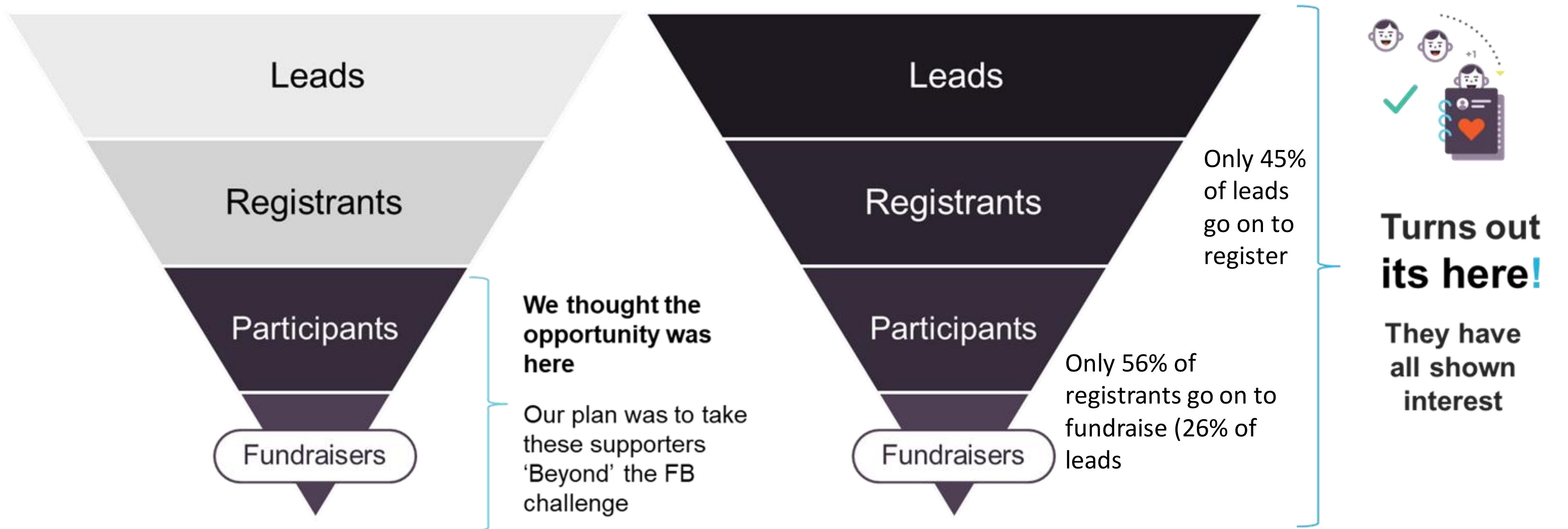
- Very few go on to take part in another event
- Or go on to support the charity in any other way
- The Facebook event page is closed two weeks after the event and the 'community' is lost

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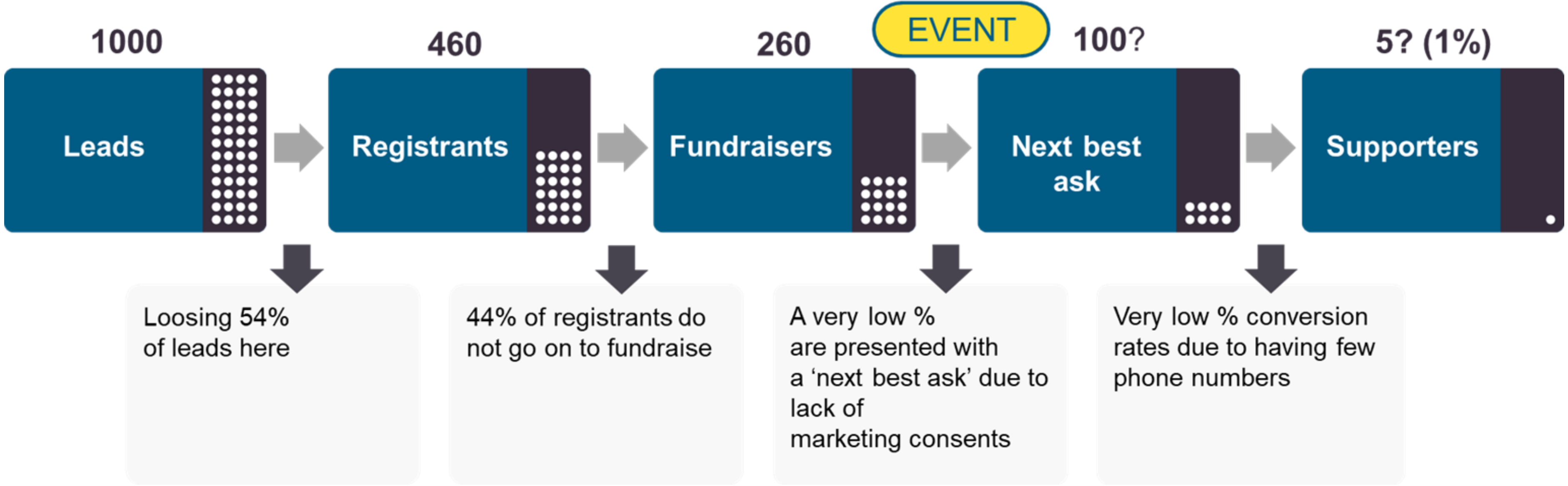


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The potential is even greater!



We're leaking large volumes of supporters along the journey



So why aren't we there yet...



Why are we still working in silo's?



Collaboration is crucial



Cross functional project planning

People

Who do we need in the core team?
Full time, part time or fixed period?

Who needs to support them?

Who is sponsoring the project?

Headline goal

What is the overarching goal for the work that the whole team must focus on?

Skills

What skills is the project going to need?
Which do you have and which do you need?

Budget: expenditure and income

How much is this project going to cost?
How is that going to be funded?
What opportunities are there to raise these funds?

Costs

Funding

Critical insight

What single piece of information makes this project so critical?

Timing

How long will the project run for?
When should it start?

How will the team be working?

What are the guidelines you follow as a team? What does your process look like?
How will you make decisions? What balance of virtual/IRL will you need?

How will the project be governed?

Constraints and risks

What constraints or boundaries are around the project?
What risks are there for the team or the project?

Involving your audience

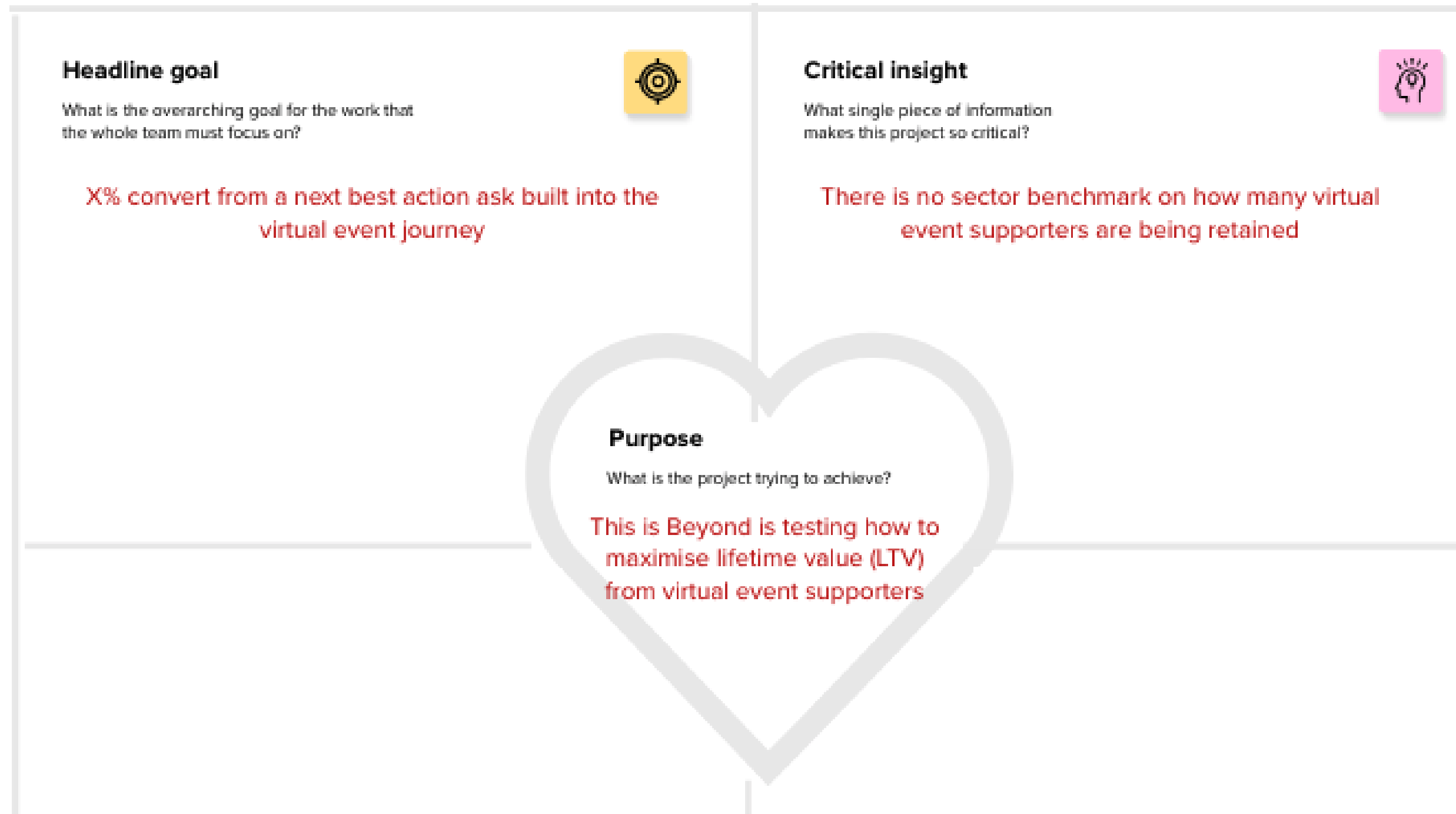
What is the appropriate approach to involving end users in the work?
Who is responsible for that happening well?

Purpose

What is the project trying to achieve?

Let's put this into
practice.

Creating a common goal and purpose



What skills are missing?

Skills

What skills is the project going to need?
Which do you have and which do you need?



Who's on your team & why?

People

Who do we need in the core team?
Full time, part time or fixed period?

Who needs to support them?

Who is sponsoring the project?

Headline goal

What is the overarching goal for the work that the whole team must focus on?

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Costs

Funding

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How will the team need to work?

How will the team be working?

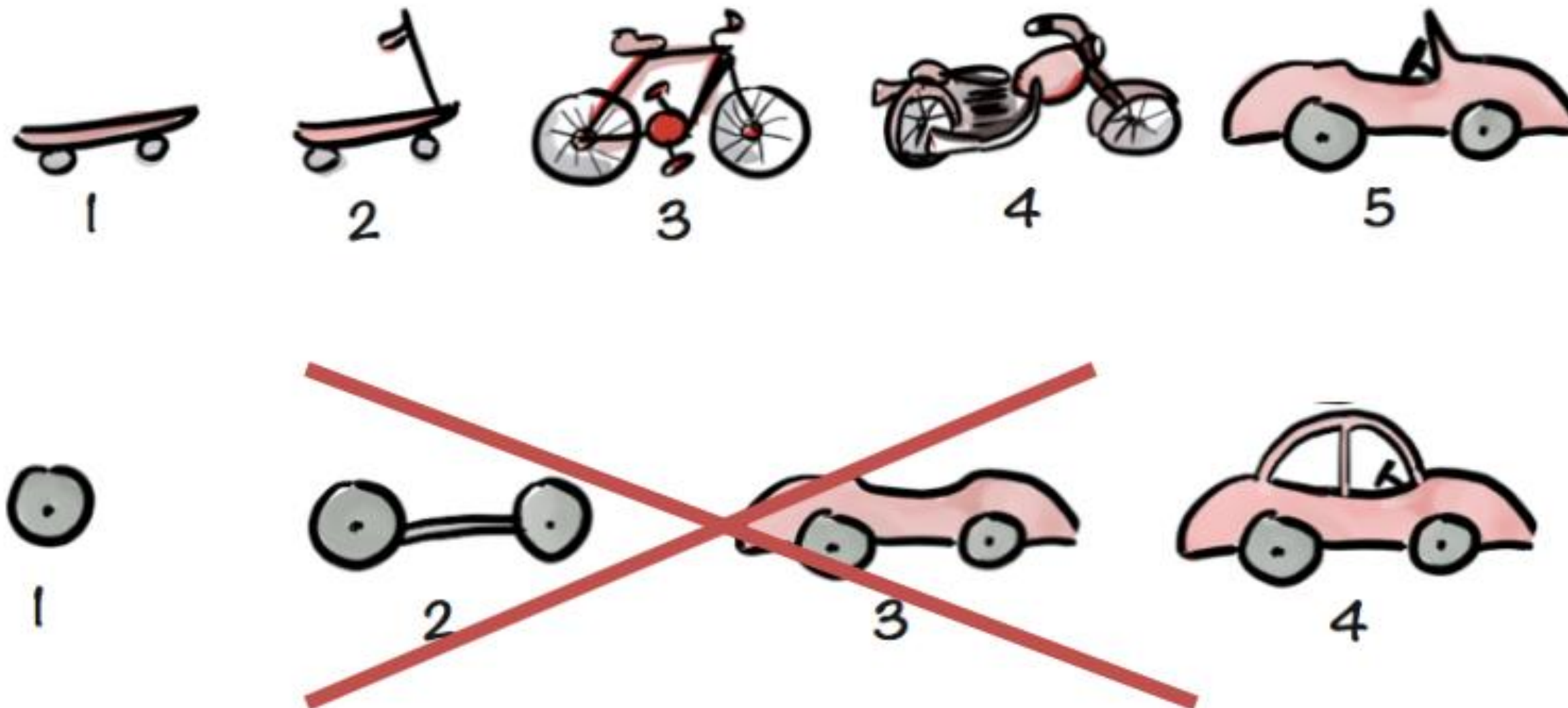
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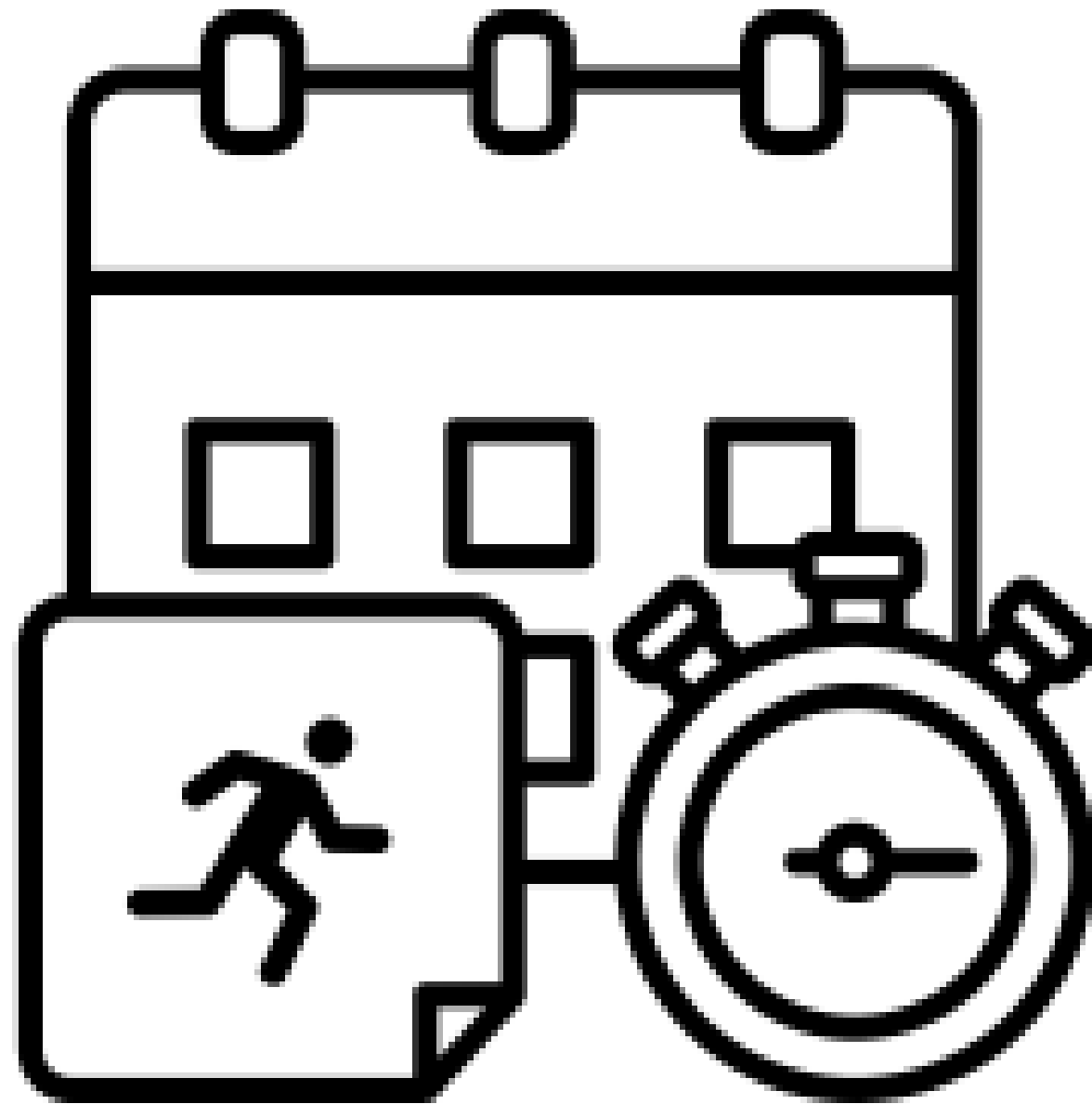
Timing

How long will the project run for? When should it start?

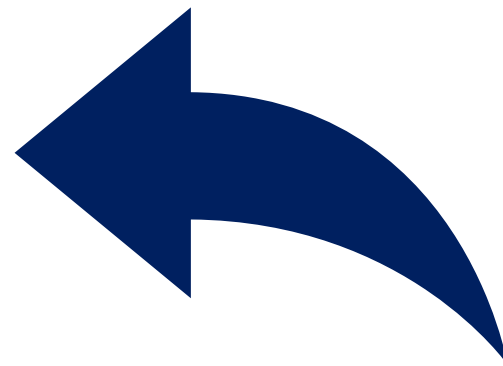
Iterative approach



Sprints



Working in the open



Design thinking



Empathize
Understanding people



Define
Figuring out the problem



Test
Refining the product



Ideate
Generating your ideas



Prototype
Creation and experimentation



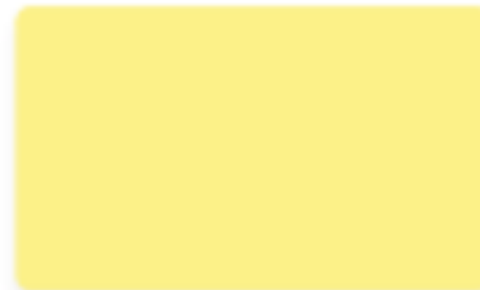
What about your audience?

Involving your audience



What is the appropriate approach to involving end users in the work?

Who is responsible for that happening well?



Final considerations...

Budget: expenditure and income



How much is this project going to cost?
How is that going to be funded?
What opportunities are there to raise these funds?

Costs



Funding



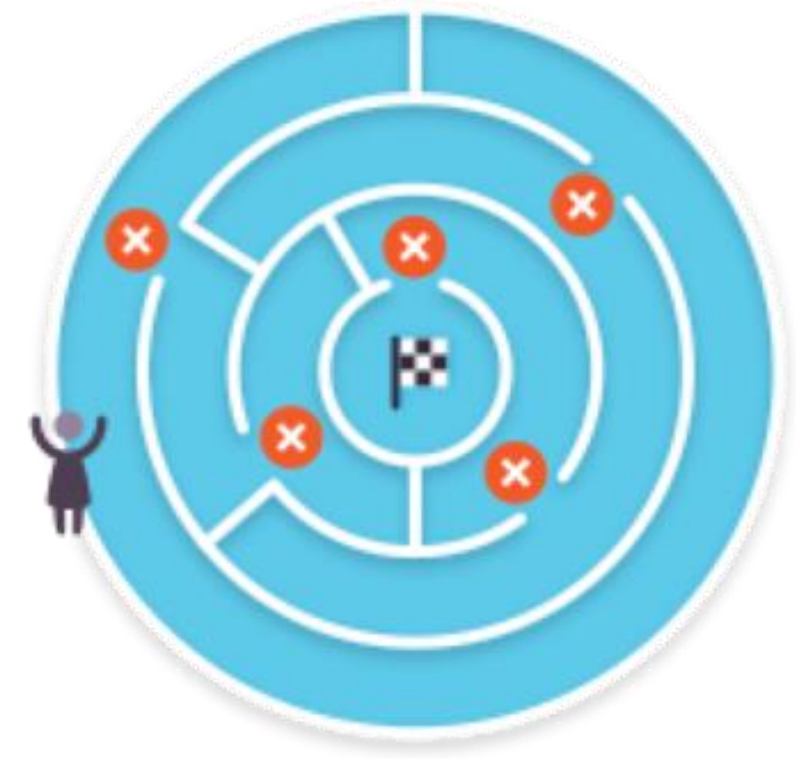
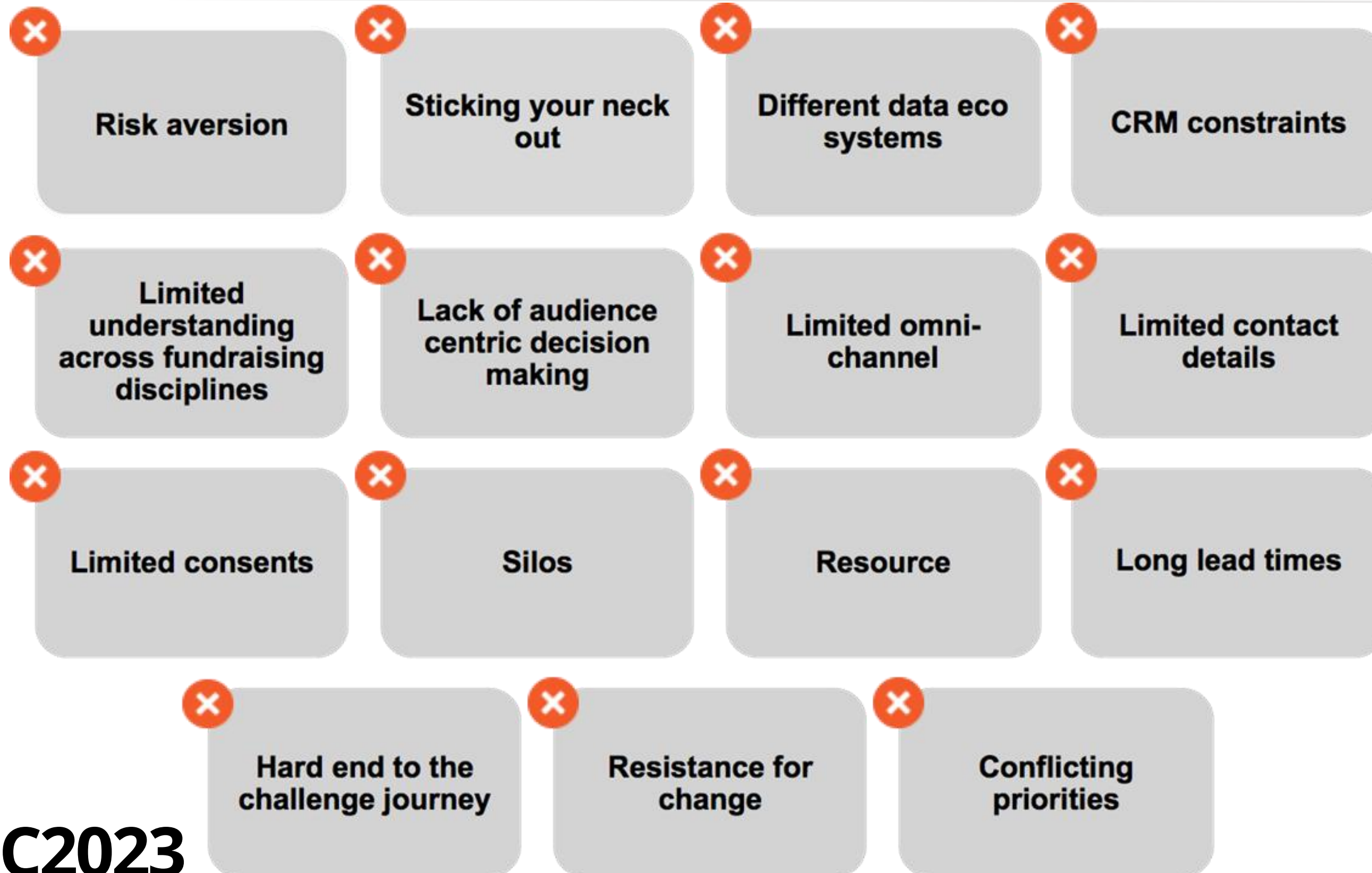
Constraints and risks



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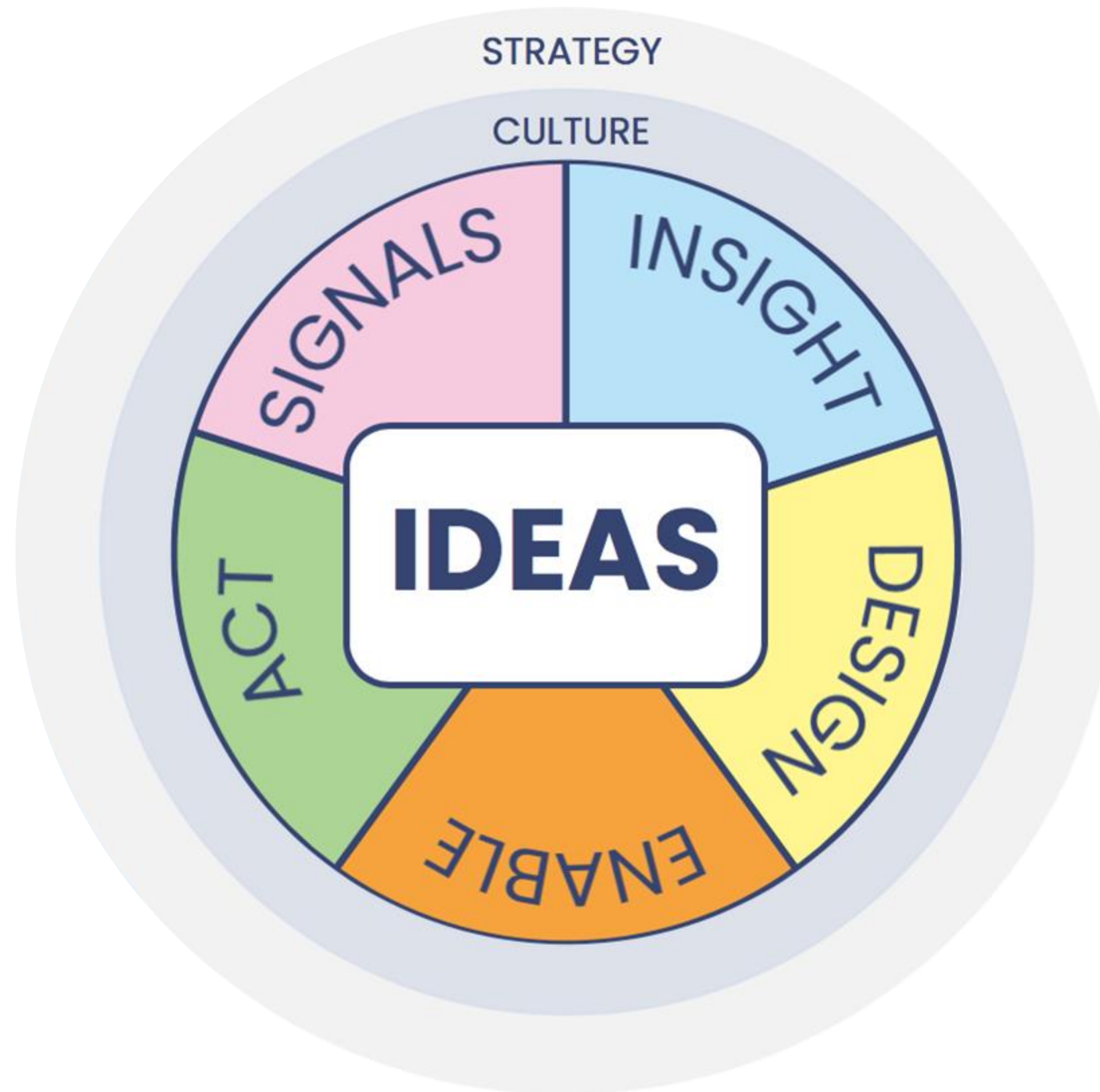
What are the constraints?



Designing data led journeys

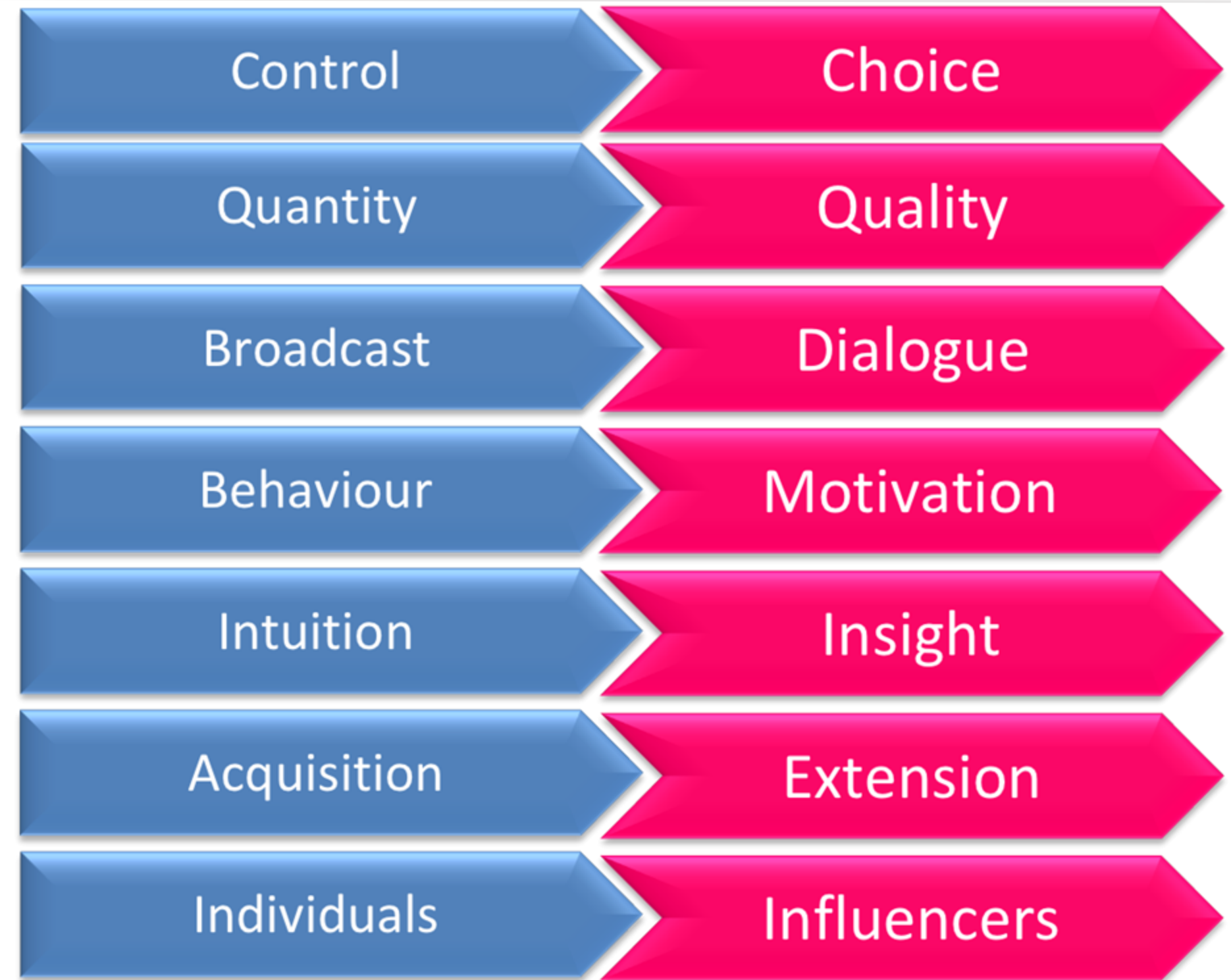


What else is involved?



7 shifts in fundraising

- When giving is meaningful, they will give more and longer
- Offer choice and extension opportunities



Don't make assumptions



Operational
Data



Experience
Data



Motivation
Data



Publicly
Available
Data

Supporter engagement stages

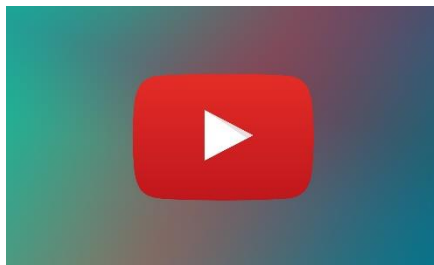


Nudges



Utilising the strength of each channel

Social



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Email & SMS

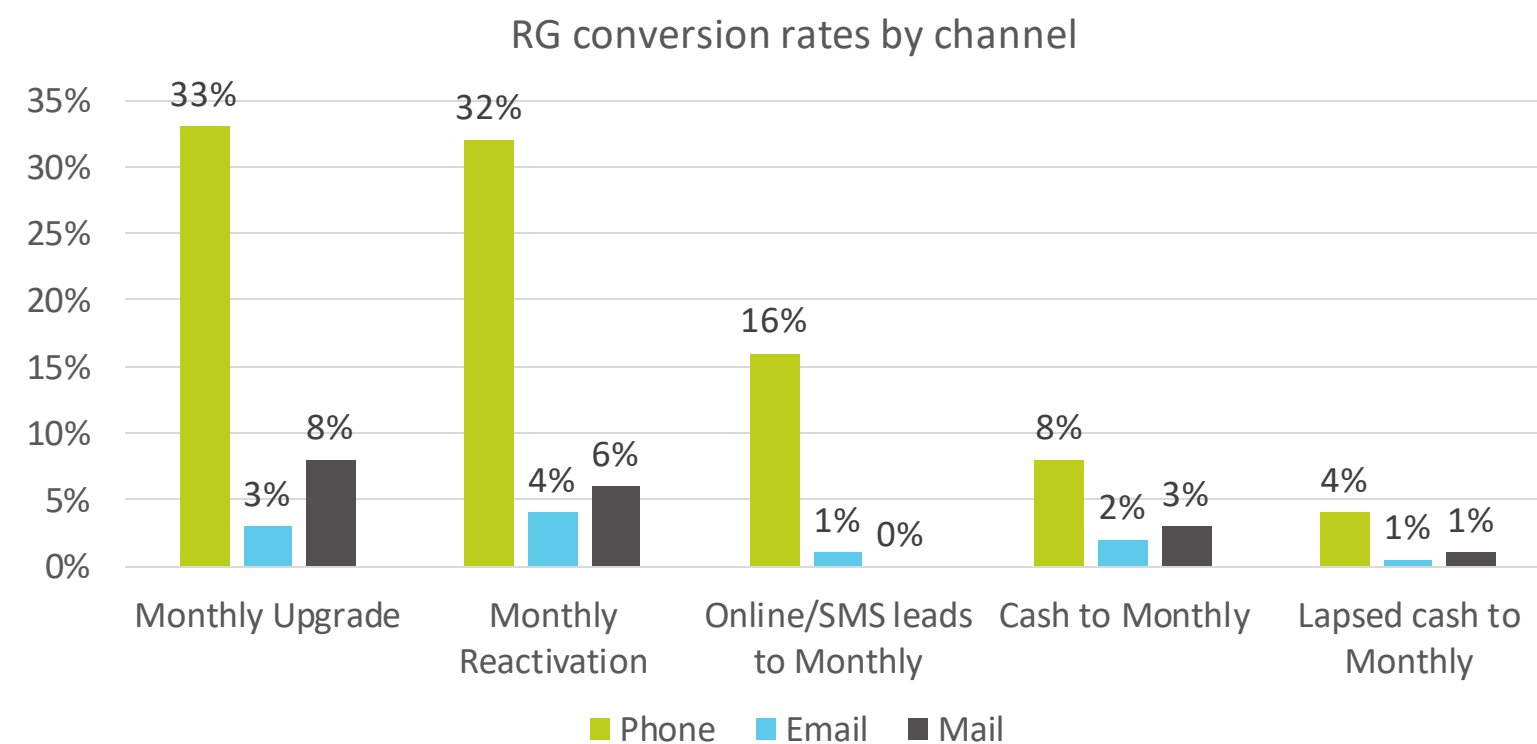


Phone



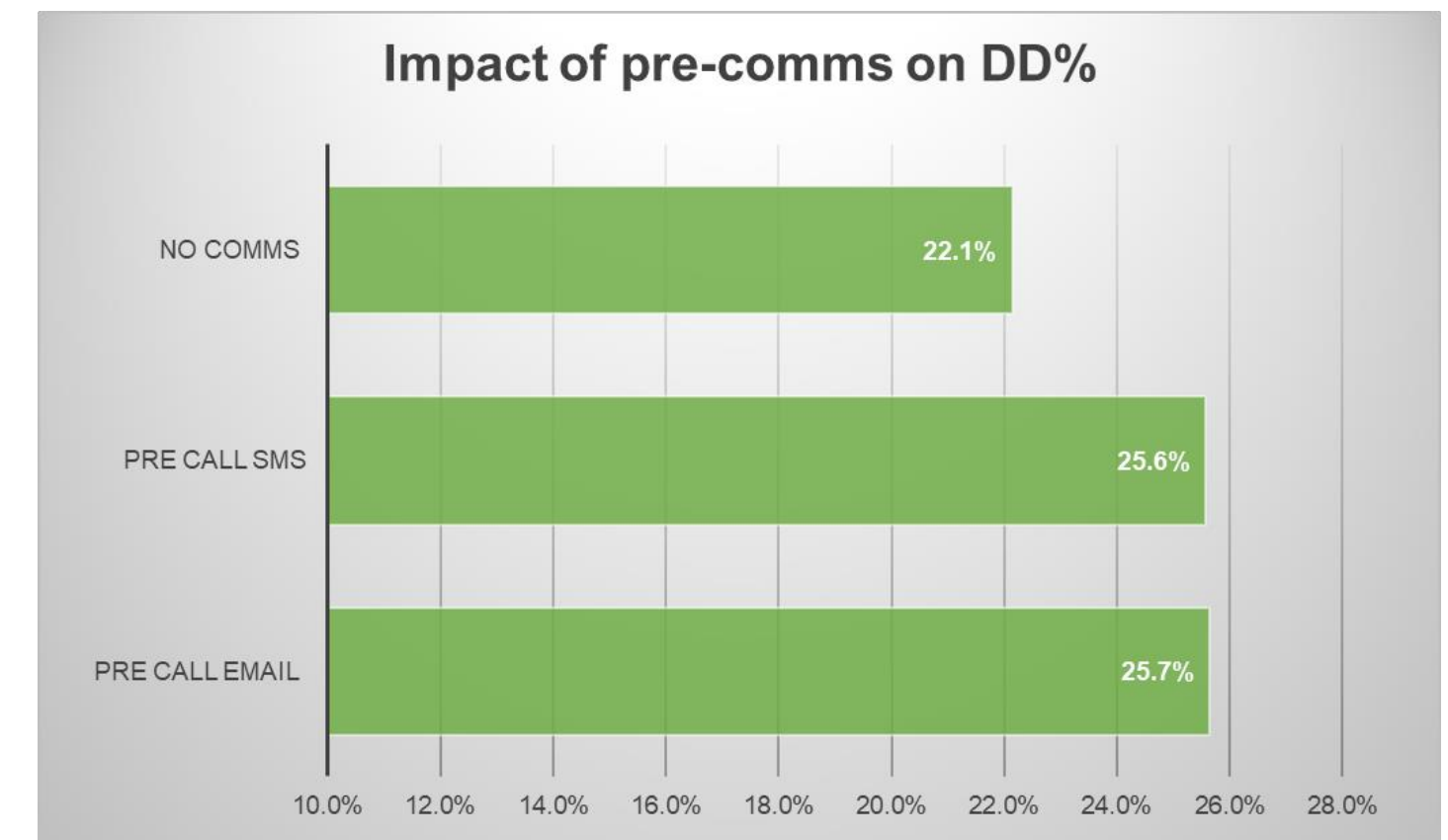
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...Using the right channel



SMS open rate 96% vs email 30-40%

...and multi channel



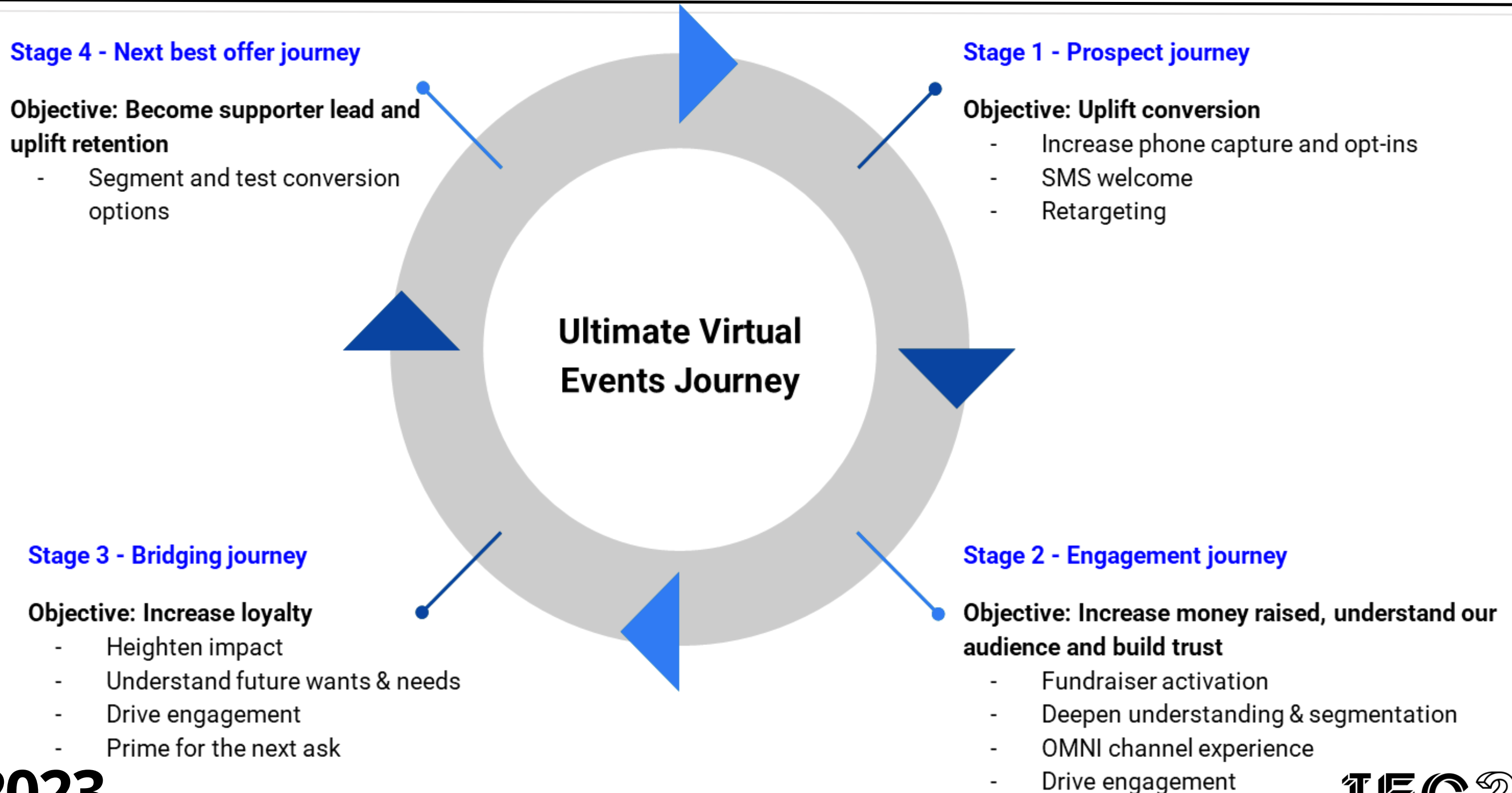
Optimal stages of supporter engagement



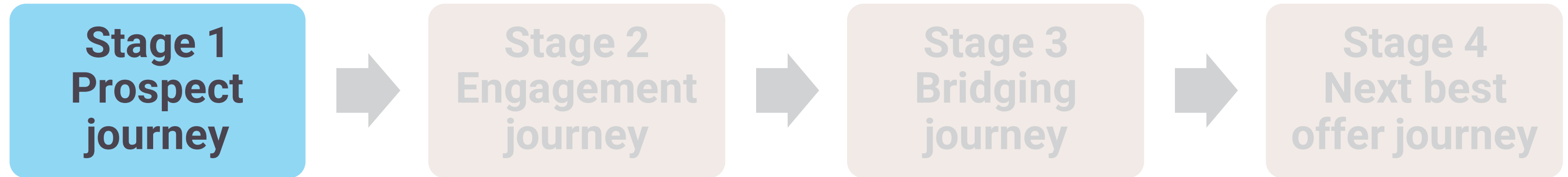
Typical Challenge Event supporter journey



4 stages of the Journey



Stage 1: Prospect journey



Objective

- Uplift conversion
- Move more supporters through the funnel

Problem

- Loosing 54% of leads
- No data capture other than email
- No consent for future contact
- No re-targeting

Solution

- Increase phone No. & future consent capture
- So we can;
 - Retarget with alternate offers (at non-registrant stage through to post event stage)
 - Increase no. of supporters moving through the funnel
 - Omni channel stewardship
 - SMS welcome & stewardship

Critical data capture for optimization

	NO phone box on lead gen form	WITH phone box on lead gen form
Leads	2500	2250
leads with tel no and opt in	0	2228
CPL	£ 2.00	£ 2.68
SMS registration/welcome/engagement journey	N	Y
registration rate	40%	40%
% registrants that raise money	40%	68%
Avg amount raised	£ 80	£ 88
Amount raised	£ 32,000	£ 53,856
lead cost	£ 5,000	£ 6,030
cost of SMS		£ 2,228
spend	£ 5,000	£ 8,258
net income	£ 27,000	£ 45,599

Phone capture at registration form/t-shirt/via survey/meal	30%	n/a
leads with tel no and opt in	300	2228

Conversion to Lottery (post event)

Phone @12% conversion	13	94
email @1.5% conversion	11.25	10
SMS @1% conversion	1	7
TOTAL RGs	25	110

total program income yr 5	£ 44,220	£ 108,381
total program net income yr 5	£ 38,395	£ 93,998



Capture phone here



Even if it increases CPL



Because then you can raise more here, in event (through SMS journey)

69% increase in net income from event



And here, post event (through phone conversion)

145% increase in net income

Stage 1: What we learnt

Phone capture

- Lead gen form critical
 - 95%+ phone no. capture of ALL Leads
 - vs 80% capture of registrants only
- FB lead form more reliable numbers
- Little of no impact on CPL
- Phone number = more engaged leads

Consent capture

- Lead gen form critical
 - 26% phone consent capture of ALL Leads
 - Vs 3-7% of registrants only



Stage 1: What we learnt

Retargeting

- **Same (challenge) ask**

Can see higher ROIs than other target audiences

- **Financial asks**

Limited/no success (SMS or email, one-off or RG)

- **Reciprocity**

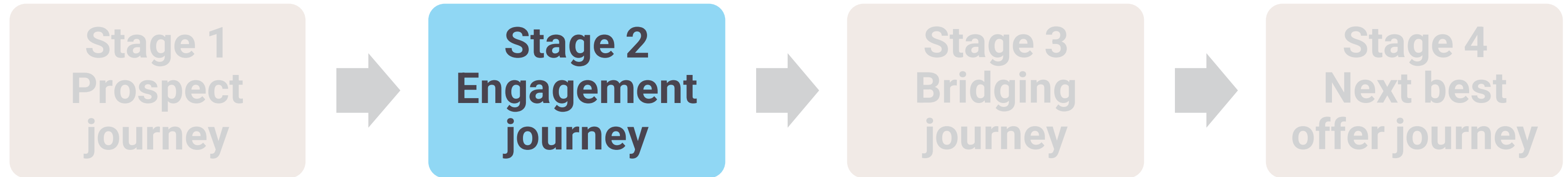
Val-exchange (pin-badge) with RG ask drives conversion (x2 response rate as other warm audiences)

- **Engagement/non-financial:**

8.2% conversion to a petition



Stage 2: Engagement journey



Objective

- Increase money raised / fundraiser activation
- Understand our audience
- Build trust
- Drive engagement

Problem

- 44% of registrants don't fundraise
- Single channel stewardship
- Limited audience data
- Not data led/ no segmentation

Solution

- Nudges for non-fundraisers
- Through multiple channels
- Collect data (motivation and connection)

Stage 2: What we learnt

SMS stewardship

- Challenge income + 69%
- 2-way texting
 - Increased fundraising page activation by 8%
 - Event income by £87k
 - Survey completion by 11%



Stage 2: What we've learnt

Increase Money Raised

- 'Final push to register' email (-5 days to event): limited impact
- 'Final push to activate' email to registrants (-2 days to event) : +130 page activations, +£16k



Stage 2: What we've learnt

Drive Engagement

- High engagement and open rates (45%)
- 'High value' participant personalised stewardship: +10% avg sponsorship.
- 'Well done' calls: supporters asking, unprompted, how they can support further



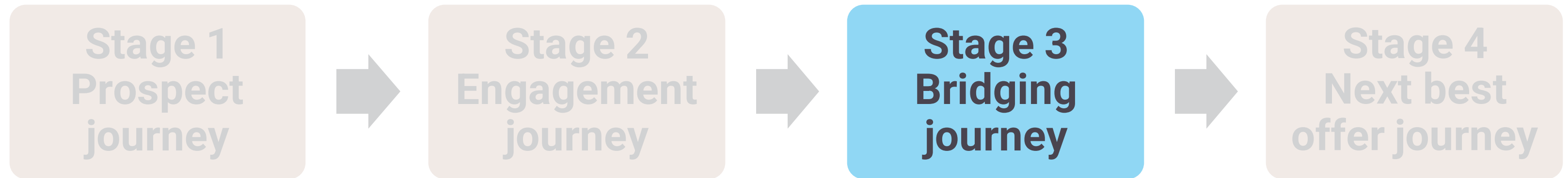
Stage 2: What we've learnt

Audience insight

- Broad mix of motivation
- % Connected vs not, and motivation type varies by org
- £ raised not indicative of personal wealth
- Reciprocity high interest/ driver in conversion
- 100% capture of motivation and connection at registration



Stage 3: Bridging journey



Objective

- Increase loyalty
- Understand future wants & needs
- Drive engagement
- Move from cause to brand loyal
- Prime for the next ask

Problem

- Most dialogue & engagement delivered via FB which is closed 14 days post event
- Engagement with challenge, but not cause/charity
- No loyalty tactics / thinking about long term relationship

Solution

- Start to build dialogues and relationship outside of FB page
- Start to segment and target comms based on behaviour, interests, connection
- Understand relationship to cause
- Build brand loyalty (not just cause loyalty)
- Build commitment / prime for ask

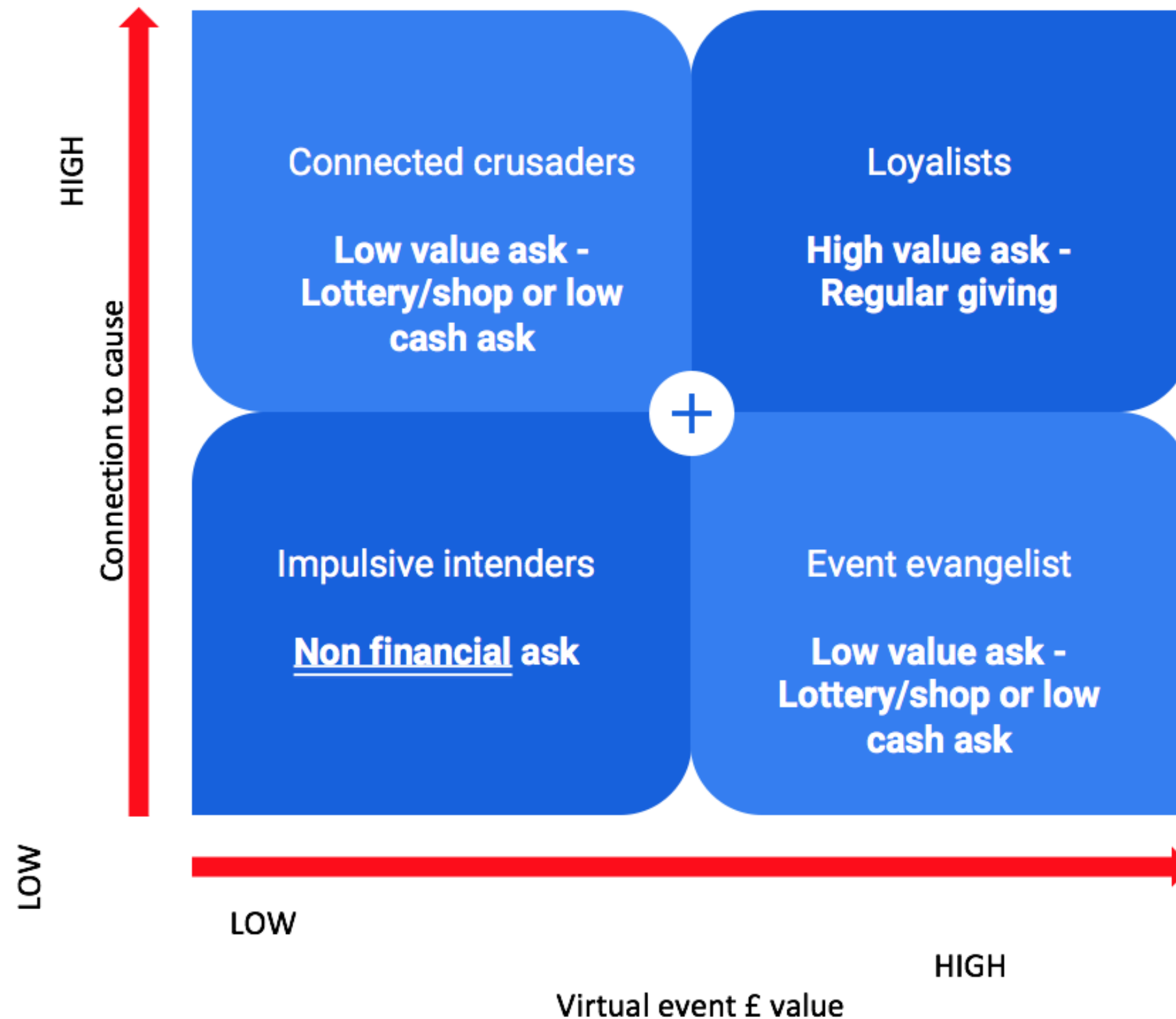
Stage 3: What we learnt

Bridging Journey

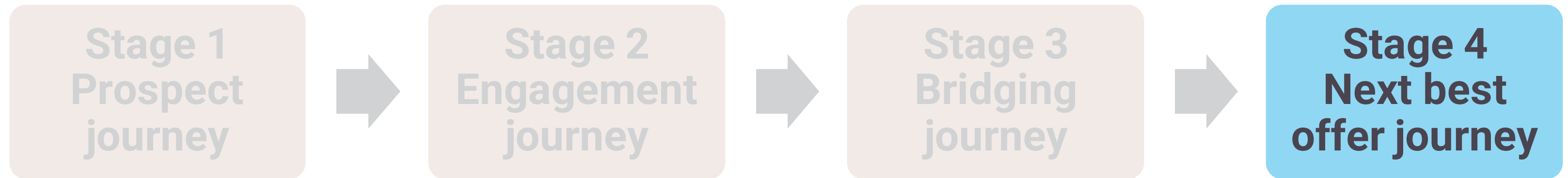
- Limited testing
- limited volume
- ‘In-between products’ part of the journey: who owns it?
- Wanting to jump straight to the asks/income



Stage 3: What we need to think about



Stage 4: Next best ask



Objective

- Become supporter led and uplift retention

Problem

- No next best offer
- Low conversion rates due to passive channels
- Organisational (need) led, not supporter led
- Not enough data to inform what the next best offer might be
- Not enough data to run A/B tests

Solution

- Increase contactable supporters coming through the funnel
- Use most effective channel for the conversion ask
- Understand what the next best ask is
- Test diff asks for diff segments
- Test timing of the ask

Stage 4: What we learnt

Next best offer

- Can't do stage four unless we get stage one right!
- Reciprocity is a driver
 - Conversion to RG, c.4% (phone).
 - Incentivized (val-ex) conversion to RG 6% *by email*
 - Lottery conversion, 12% (phone).



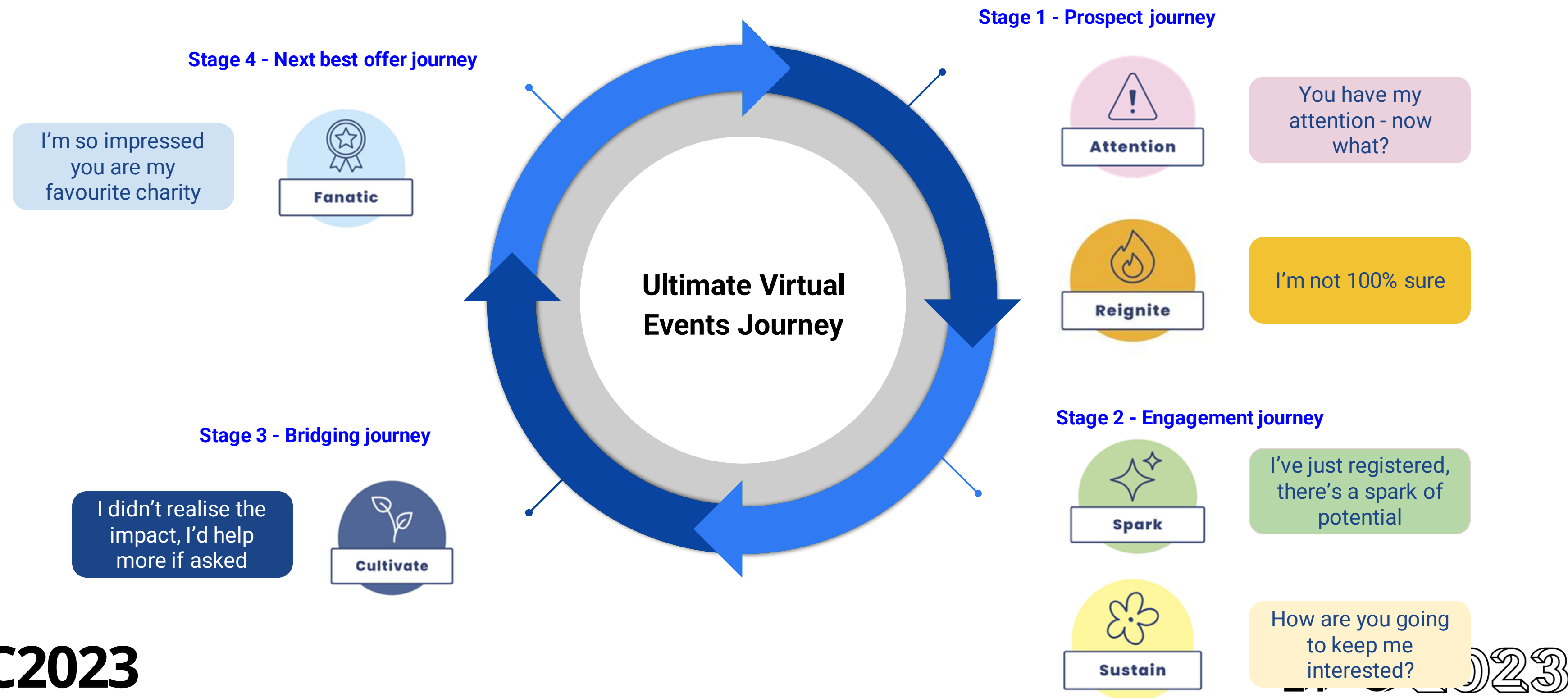
Summary



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Supporter relationship opportunities



Key Takeaways

1. Work cross functionally - your supporters see you as one organisation
2. Identify an owner for each part of the journey
3. Start at the top of the funnel, thinking about where you want supporters to go and how you will get them there
4. Use data insights to understand why people do what they do
5. Set yourself up for omni channel approach - each channel has a different role to play (opt ins)
6. Keep asking 'why'
7. Apply a test and learn approach
8. Growing loyalty & creating fanatics takes time

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feedback survey

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