



Level: Intermediate / Advanced

Transforming Engagement – How to personalise the supporter experience

Improve conversion and retention of your supporters to grow the revenue and impact of your cause. This workshop takes you through the pillars of designing an exceptional supporter experience. Our goal is to keep people longer and enable them to give more. We'll get to the heart of their WHY and design the journey that connects with their heart and mind. The session is based on neuromarketing and sociology covering the 6 Cs:

1. *Connect* the Why
2. *Construct* the journey
3. *Compose* the conversation
4. *CX Drivers!*
5. *Create* Memories
6. *Champion* the message

What you will learn

By the end of the day you will:

- Know how to design 2-way engagement with your supporters at scale
- Have designed a conversational omnichannel marketing solution for one audience and channel
- Understand the key drivers of exception CX – Personalisation, Ease, Trust & Expectation setting
- Have a methodology to track and measure improvements in engagement and the correlation with revenue
- Have innovated to design a memorable moment for each and every supporter

Who is this course for?

- Fundraisers wanting to take their approach to the "next level"
- Anyone with responsibility or interest in conversion, retention and cross-channel pathways.
- Fundraisers aiming to take a customer experience approach to their organisation.
- Those new to the fundraising sector looking for valuable context and insights
- CEO's or Directors who want to take a customer first approach to their strategy and seek greater organisational cohesion to deliver a consistent experience with their entire organisation.

Course Duration

- One-day workshop

Course Schedule

8.45 am:	Arrival / Tea & Coffee
9:00 am:	Start & Welcome
10.30am – 10.45 am	Morning Tea
12:30 pm – 1.15 pm	Lunch
3:00 pm – 3.15pm	Afternoon tea
5:00 pm	End of Day

NB: Break times are indicative dependent on course activities throughout the day

Course materials

Course materials and handouts will be provided. Please bring a notepad and pen to take notes. BYO device optional but not expected.



*Full participation in **Transforming Engagement – How to personalise the supporter experience** is applicable for up to 7.5 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*