

FIA Conference 2023

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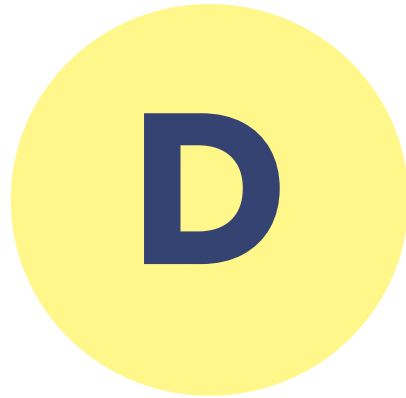
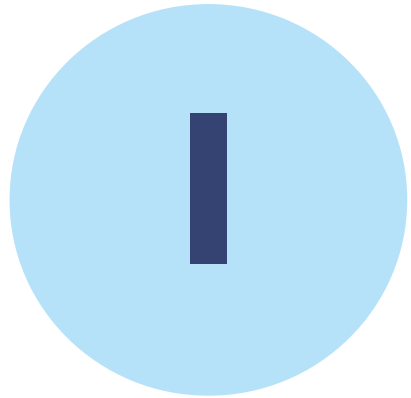
Data Drives Decisions: 5 Must Knows for Community Fundraising

COMMUNITY & EVENTS

Megan Maya and Karen Armstrong

More Strategic

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INSIGHT

DESIGN

ENGAGE

ACT

SIGNALS

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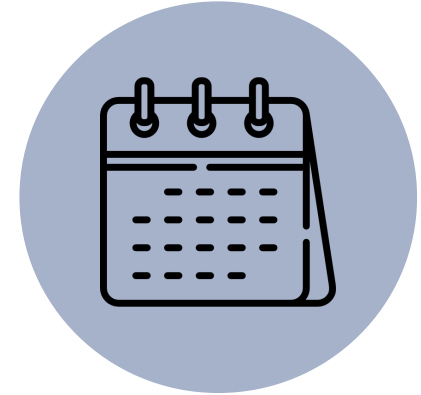
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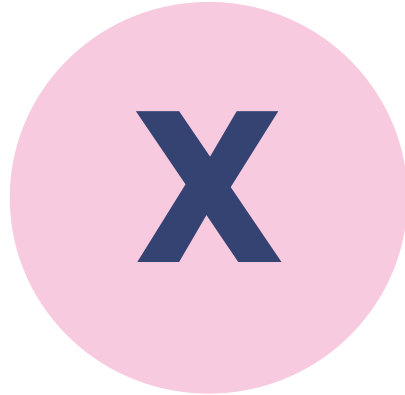
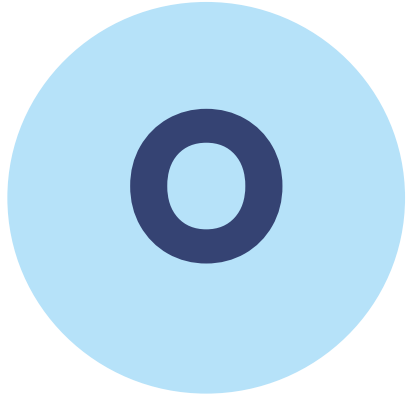
Low trust in data
and systems don't
speak to each other



Hard to understand
what is driving
results and what to
prioritise



Resource heavy
and limited
downtime to
optimise and reflect



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INSIGHT

We believe that ALL supporter activities must be based on sound insights about why people do what they do.

More Strategic Public Research: November 2022 + previous years

Sample Size: 1,959

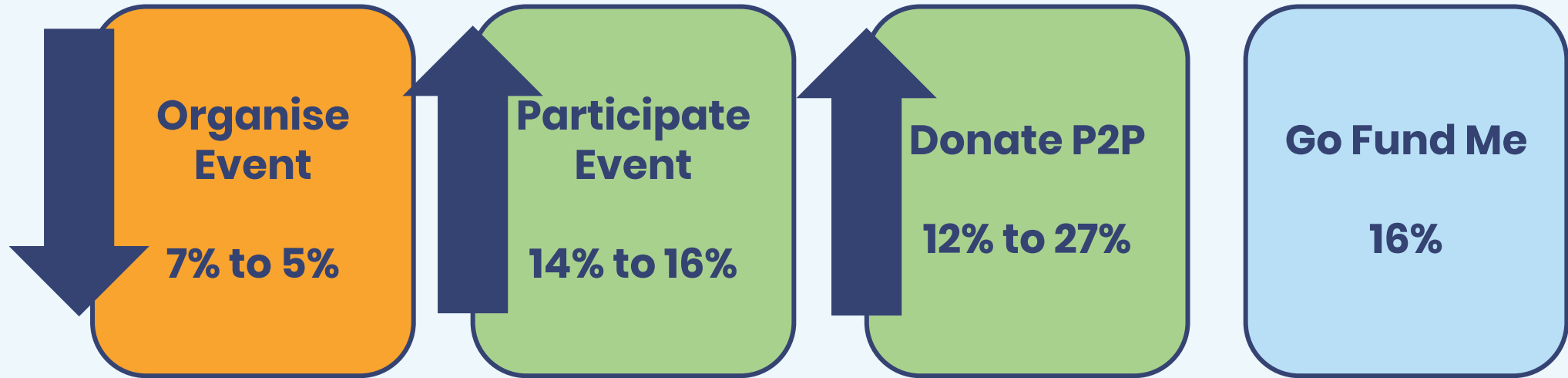
**In the past year, in which of the following ways
have you supported charities?**



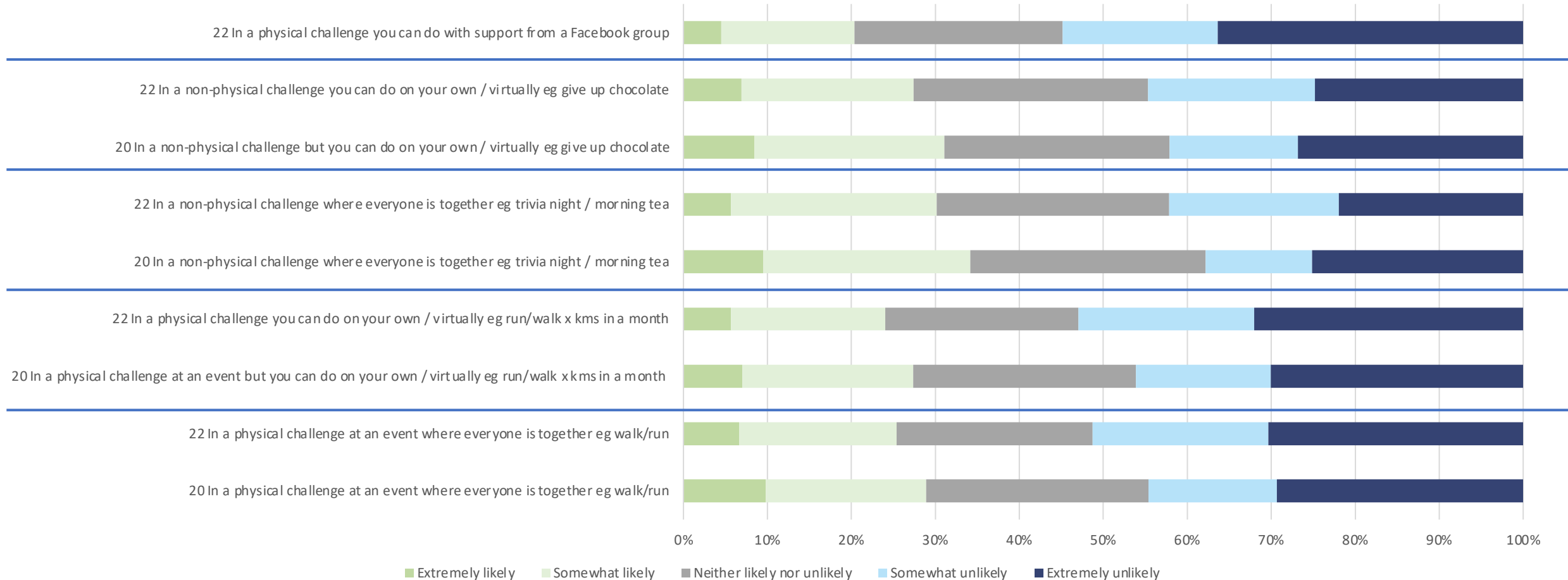
**In the past year, in which of the following ways
have you supported charities?**



This was different in different categories



Community Fundraising Intentions



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**Organise
Event**

**Participate
Event**

**Donate
P2P**

Go Fund Me

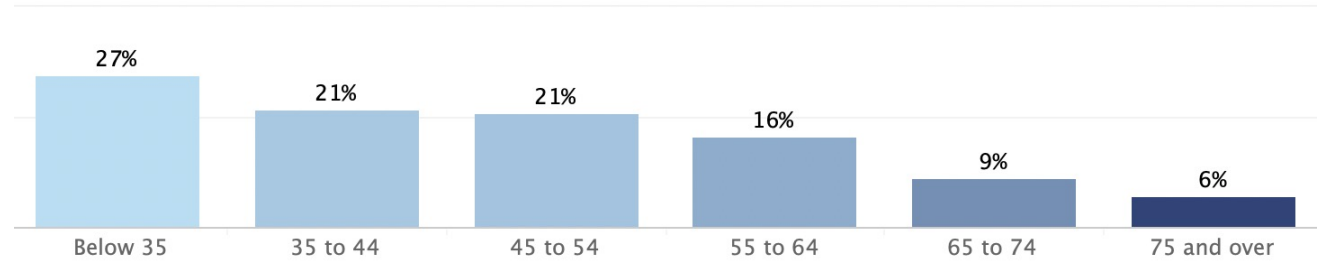
**Regular
Giver**

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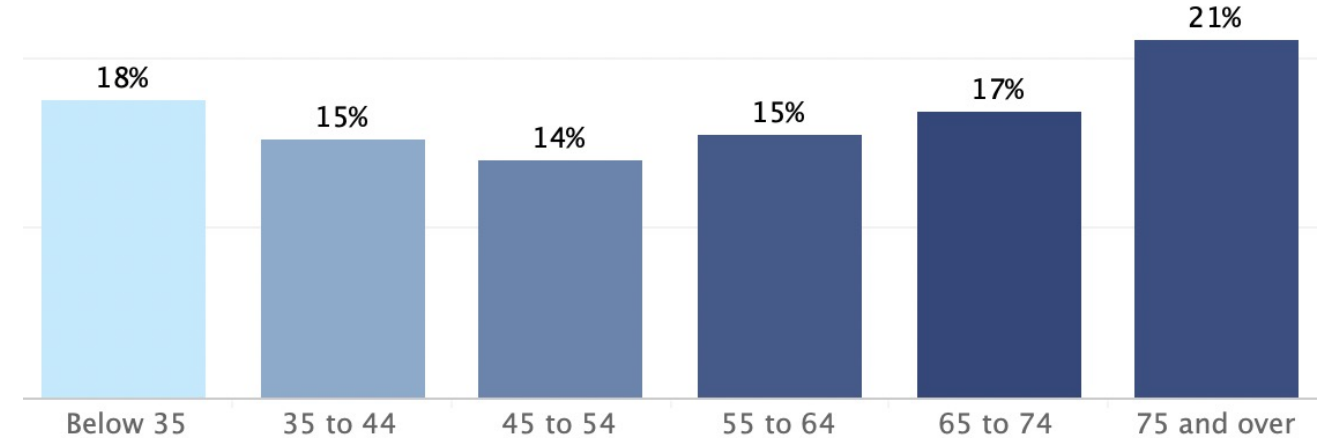
Who are our fundraisers and P2P donors?



Demographics

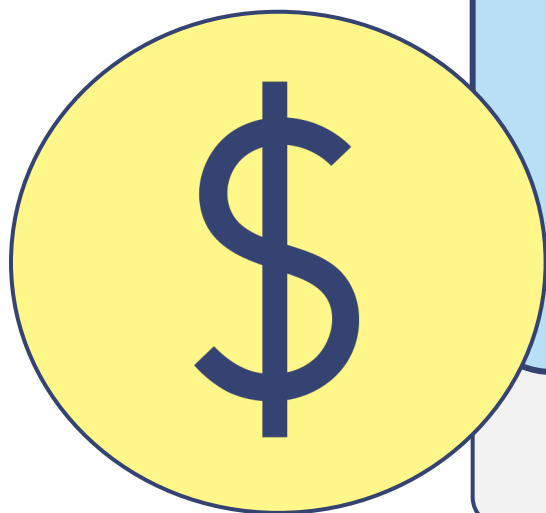


CFR



Active donors

| | Organise Event | Participate event | Donate P2P | Go Fund Me | RG |
|--------|----------------------|----------------------|------------|-------------|----------|
| Gender | | | Female | Female | Female |
| Age | Under 30 30-54yrs | Under 30 30-54yrs | 30-54yrs | Under 30yrs | 30-54yrs |



Event Organisers are more likely to be “**Very loyal**” and our **P2P donors** “Not at all loyal”

Giving

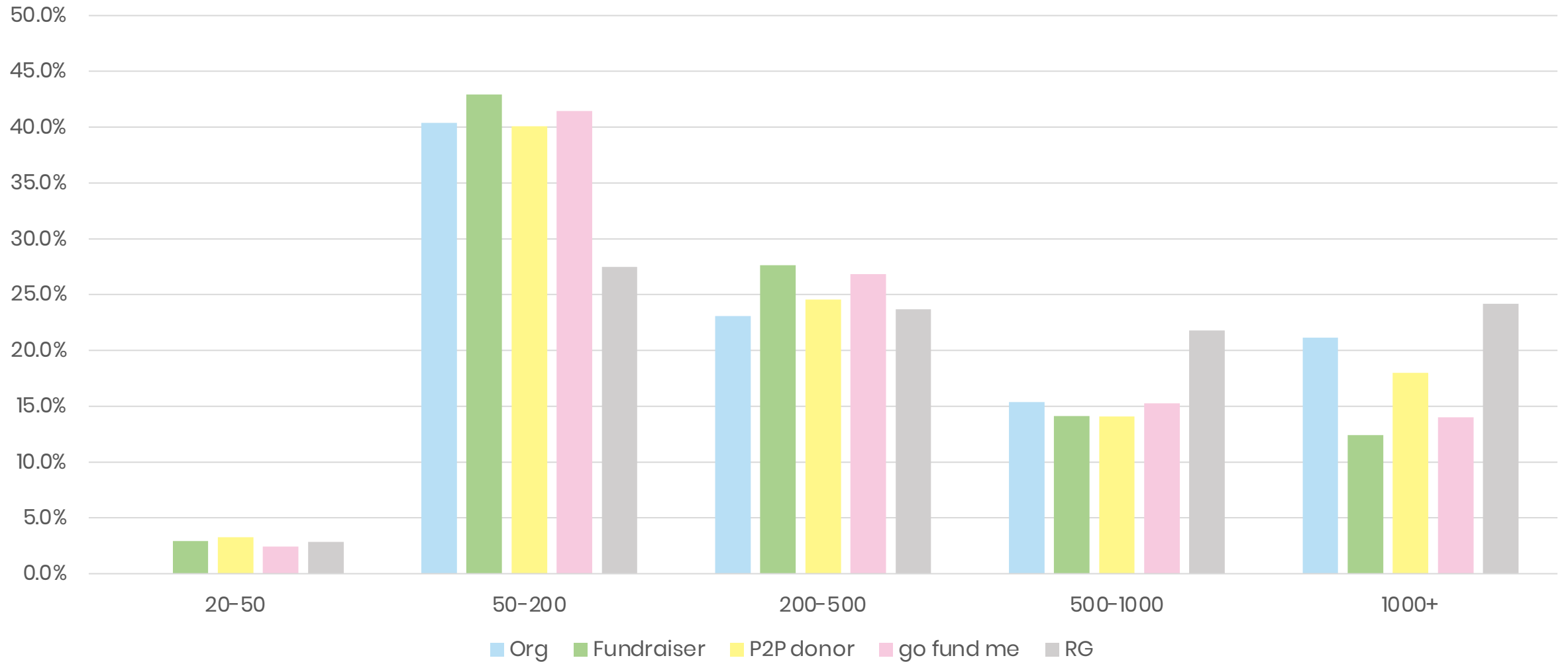
| | Organise Event | Participate event | Donate P2P | Go Fund Me | RG |
|--------------------------|----------------|-------------------|------------|------------|-----|
| No. Charities (median 2) | 3 | 3 | 3 | 2 | 2 |
| Median gift \$150 | 200 | 200 | 200 | 200 | 360 |

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More Strategic Public Survey Nov 22 n=1,031

Giving bands

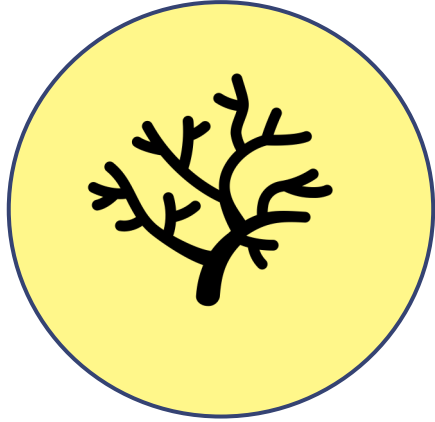


More Strategic Public Survey Nov 22 n=1,031

Together, unlimited.

Event Participants and **P2P donors** are more likely to believe the **economy**
“Will get a little worse”

P2P donors are more likely to believe **their financial situation**
“Will get a little worse”



Life Experience



Immediate

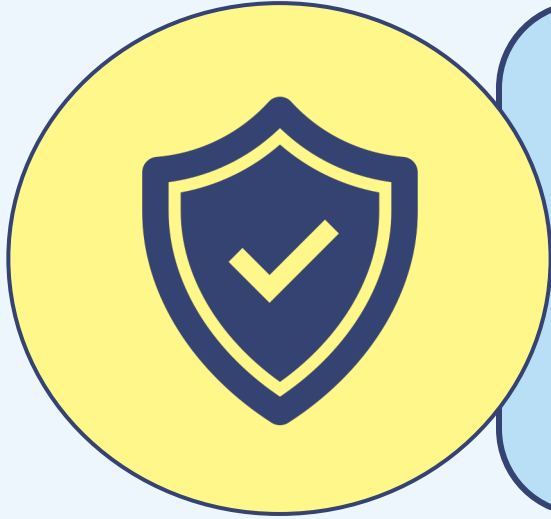
More Strategic Public Survey Nov 22 n=1,031

Together, unlimited.

| | Organise Event | Participate event | Donate P2P | Go Fund Me | RG |
|-------------------------|----------------|-------------------|------------|------------|----|
| Cancer | ✓ | ✓ | | | |
| Heart Disease | | | | | ✓ |
| Stroke | | | | ✓ | |
| Vision | | ✓ | | | |
| Mental Health | | ✓ | ✓ | ✓ | |
| Dementia | ✓ | ✓ | ✓ | ✓ | |
| Intellectual disability | | | | | |
| Physical disability | | | | | |

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Event Organisers and RGs have high trust in charities with only RGs having high satisfaction.

| | Organise Event | Participate event | Donate P2P | Go Fund Me | RG |
|---|----------------|-------------------|------------|------------|----|
| It reinforces what is important to me | ✓ | | | ✓ | ✓ |
| It strengthens a sense of connection | | ✓ | | | |
| It reminds me how fortunate I am | | ✓ | ✓ | | ✓ |
| It provides purpose and meaning | | | | | ✓ |
| It expresses my gratitude for the commitment and efforts of others to create change | | | ✓ | | |
| It helps me feel informed about issues I care about | ✓ | | | | |

More Strategic Public Survey Nov 22 n=1,031

Together, unlimited.

| | Organise Event | Participate event | Donate P2P | Go Fund Me | RG |
|---|----------------|-------------------|------------|------------|----|
| I am speaking up for the voiceless | | | ✓ | ✓ | ✓ |
| I am part of a team or movement creating change | ✓ | ✓ | | ✓ | |
| I am creating opportunities and empowering people | ✓ | ✓ | | ✓ | |
| I am making the world fairer | | | ✓ | | |
| I am helping people get back on their feet | | | ✓ | | |

More Strategic Public Survey Nov 22 n=1,031

| | Organise Event | Participate event | Donate P2P | Go Fund Me | RG |
|-----------|----------------|-------------------|------------|------------|----|
| Facebook | | ✓ | ✓ | ✓ | |
| Insta | ✓ | ✓ | ✓ | ✓ | |
| WhatsApp | | | ✓ | ✓ | |
| Messenger | | ✓ | ✓ | ✓ | |
| LinkedIn | ✓ | | | | |
| Tiktok | | ✓ | ✓ | ✓ | |



DESIGN

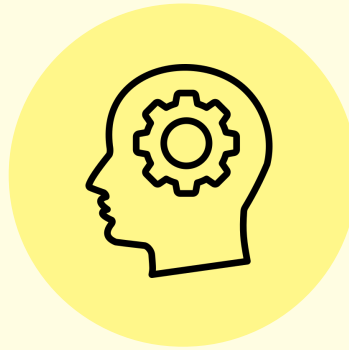
We design engagement journeys using principles of delivering the best supporter experience, behavioral economics and FAST data.



Create
relationship



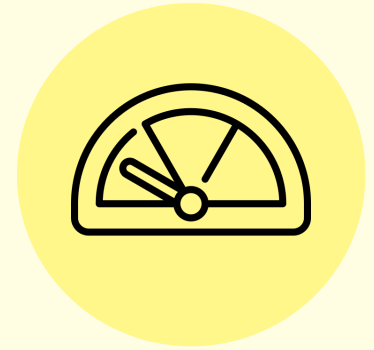
Create
memorable
experience



Leverage
'nudges' to
shift attitudes



Create
engagement
and active
participation



Engagement
scoring

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FAST Surveys

Post Surveys



**Identify 5 Golden
Questions to ask at the
beginning or during
your campaign.**

Don't wait until the end
to gather insights!

Proximity

Motivation

Confidence

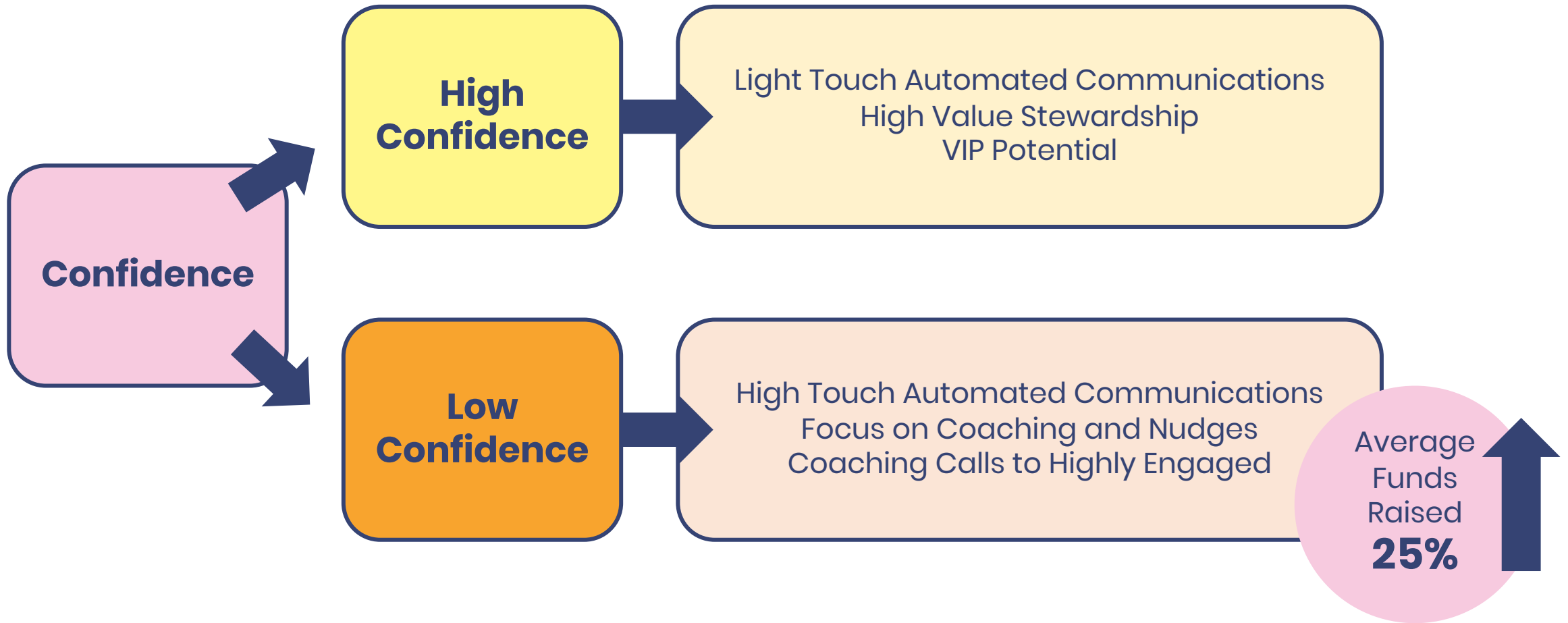
Importance

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| | | |
|---|--|--------------------|
| | On a Scale of 0–10, how committed are you to work of the Salvation Army? | |
| On a scale of 0–10 how confident are you about doorknock for the Salvation Army? | Priority 3: Increase confidence of doorknocking detractors to increase completion rate | |
| | Priority 1: Improve confidence via coaching | |
| | Priority 2: Increase commitment to TSA | VIP Identification |



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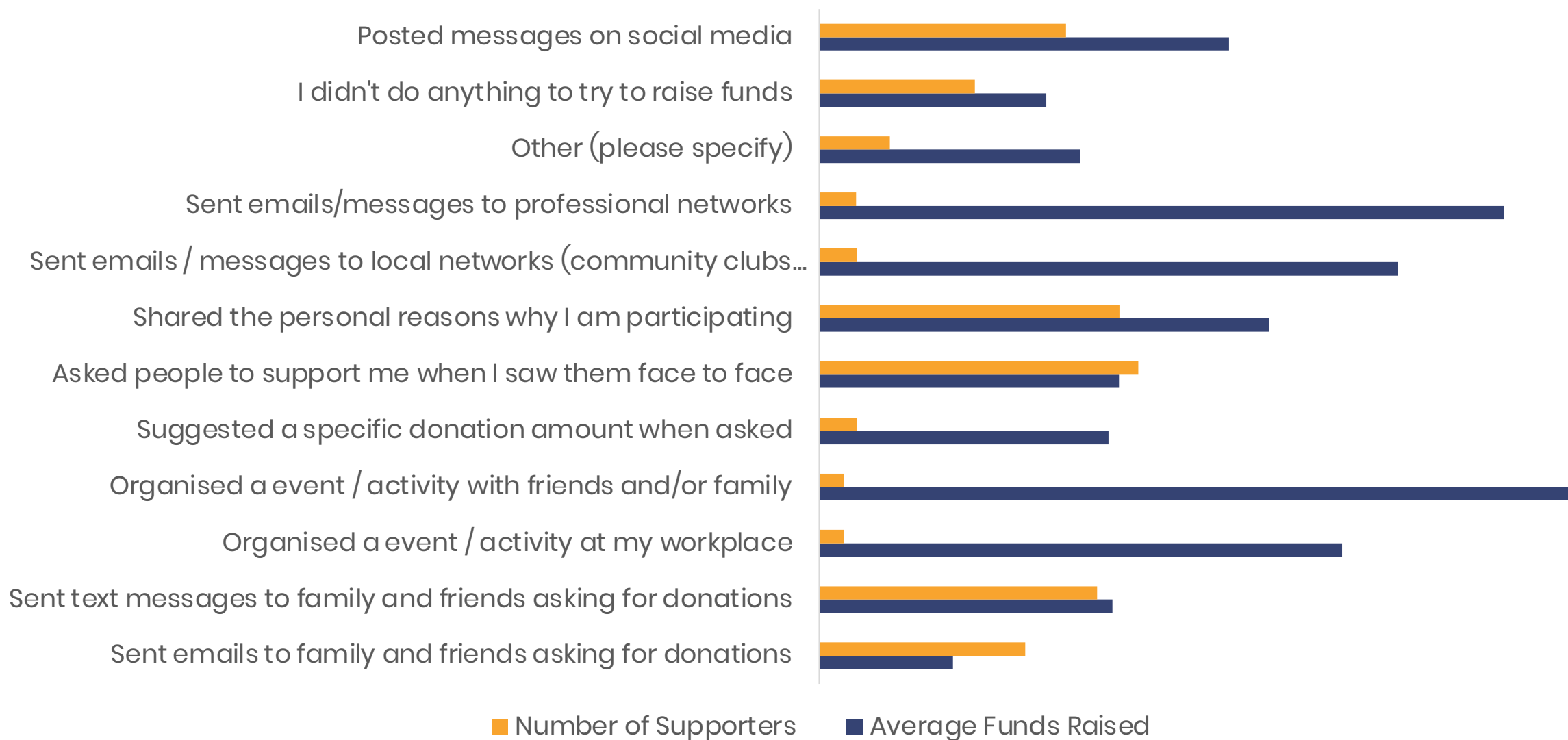


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**Here's how to use your
Post Campaign
Surveys to design your
journeys.**

Ensure it isn't just a
tick box activity!



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What increases the odds of raising money?

1.

**Posted
messages
on social
media**

2.

**Asked
people when
I saw them
face to face**

3.

**Sent text to
family and
friends**

4.

**Sent emails
to family
and friends**

What drives high levels of income?

1.

**Organised
an event
with family
and friends**

2.

**Sent
emails to
professional
networks**

3.

**Posted
messages
on social
media**

4.

**Shared the
personal
reason I'm
taking part**



ENGAGE

Engagement is the cornerstone to ensuring maximum lifetime value.

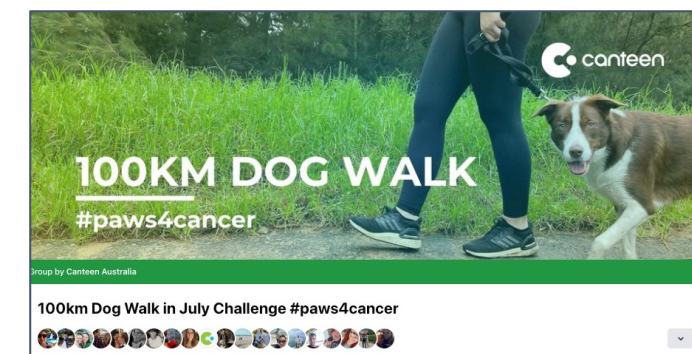
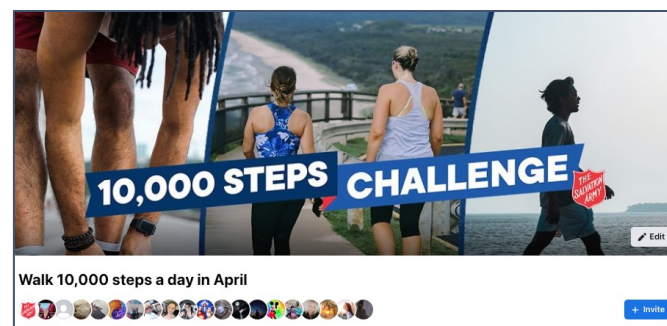
Passive to active marketing, we believe in creating conversations and driving two-way engagement.

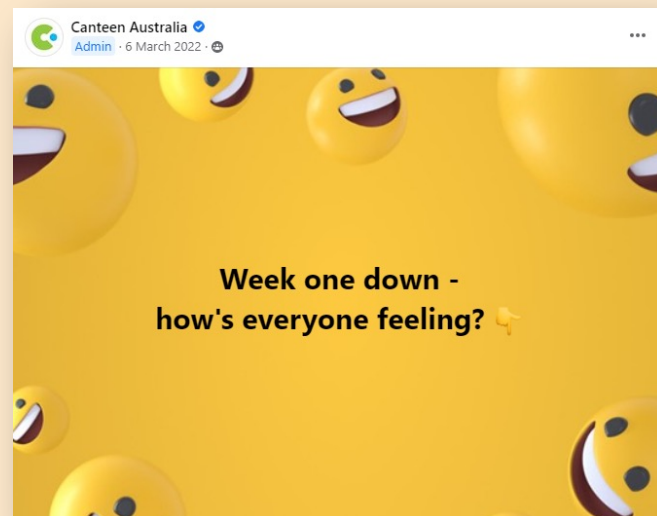


The rise of the Facebook group... is it worth it?

8 Charities
13 Facebook Challenges

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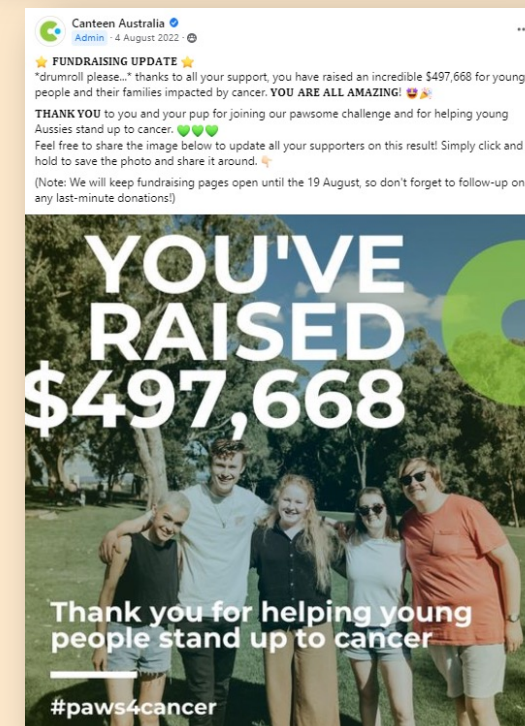
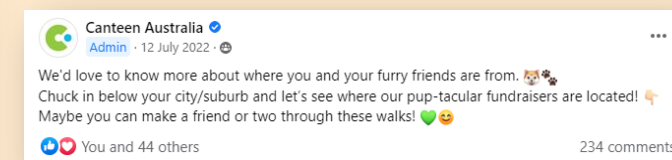


Canteen Australia Admin · 7 July 2022 · 🌐

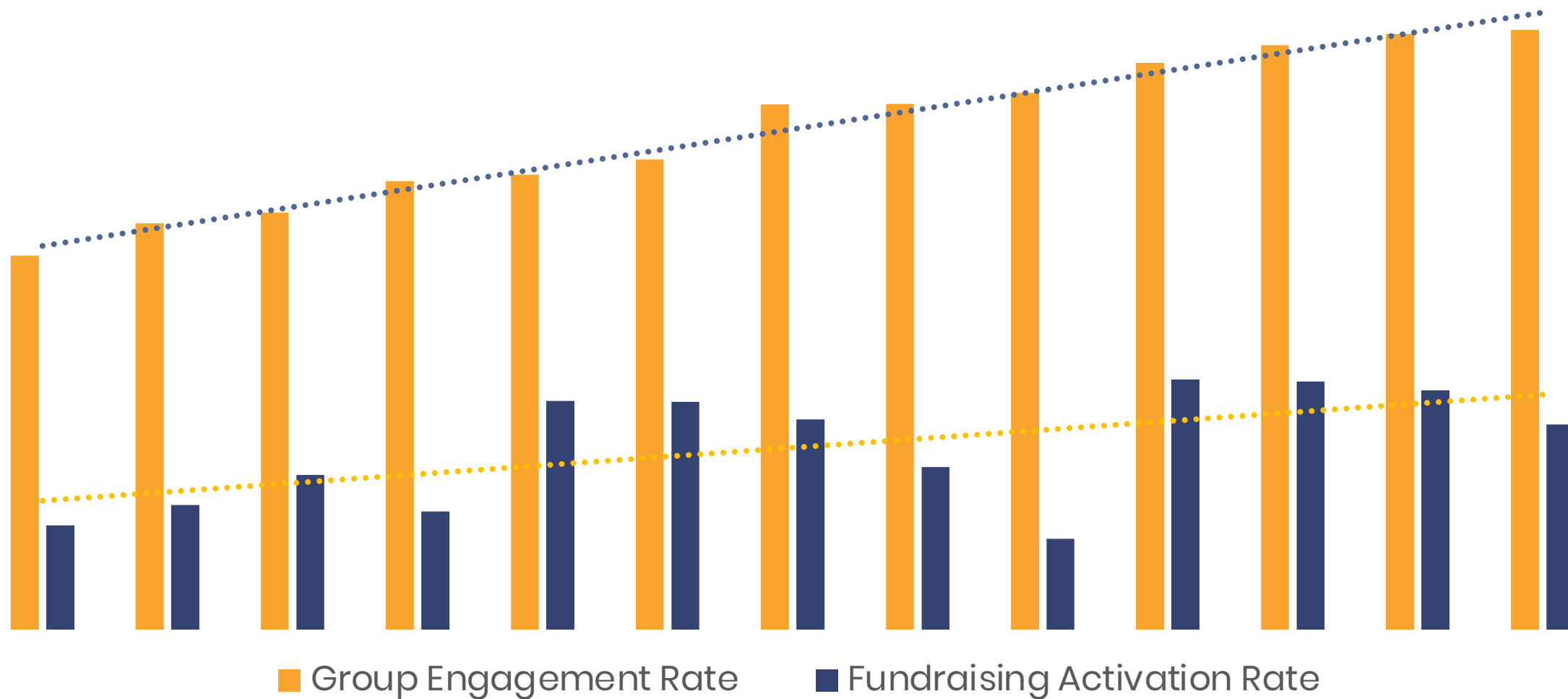
We'd love to hear more about your furry friends who are taking on the challenge with you! What breed are your pawesome pups? 🐾 We've put some starter options into the below poll, feel free to add on any that we've missed (make sure your breed isn't already in the list, so we don't have multiple of the same). 🍀

| | | |
|---|-------|---|
| <input type="checkbox"/> Border Collie | 11% > | ✕ |
| <input type="checkbox"/> Labrador | 4% > | ✕ |
| <input type="checkbox"/> Greyhound | 2% > | ✕ |
| <input type="checkbox"/> Staffy | 8% > | ✕ |
| <input type="checkbox"/> Golden Retriever | 2% > | ✕ |

See All (166)

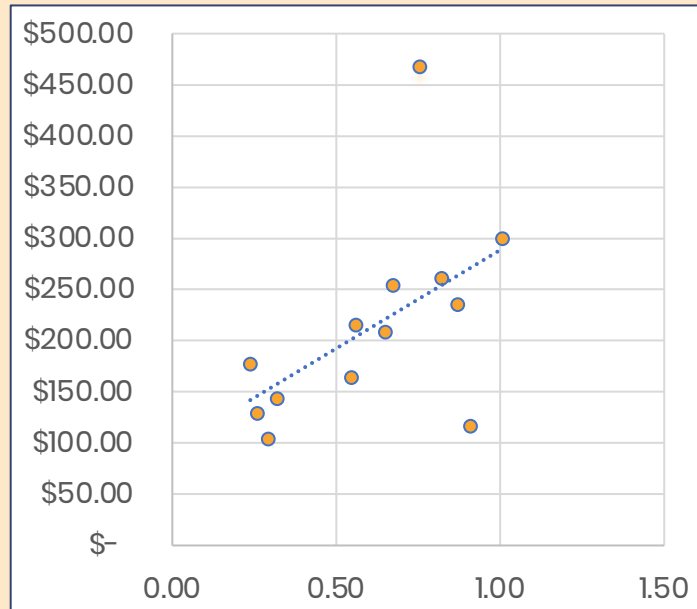


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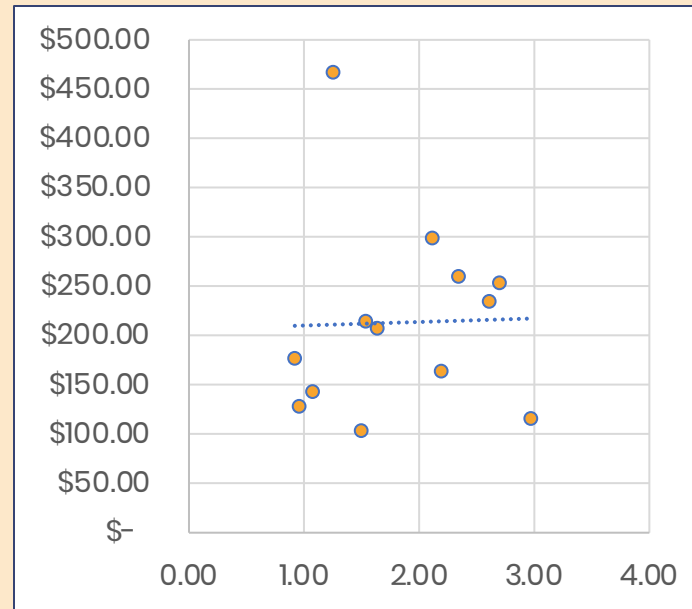


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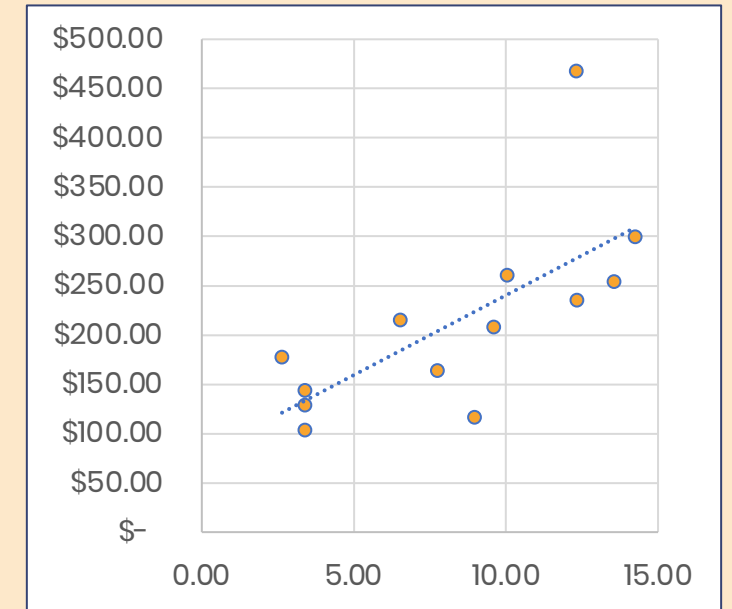
Types of Group Engagement x Average Funds Raised



Average Number of Posts
from a Group Member



Average Number of Comments
from a Group Member



Average Number of Reactions
from a Group Member



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ACT

Ask when the time is right,
with the right message,
through the right channel.

Quality conversion
strategies will provide you
with a sustainable
pipeline of supporters.

What actions do we want supporters to take?

1.

Register

2.

**Start
Fundraising**

3.

**Raise
More**

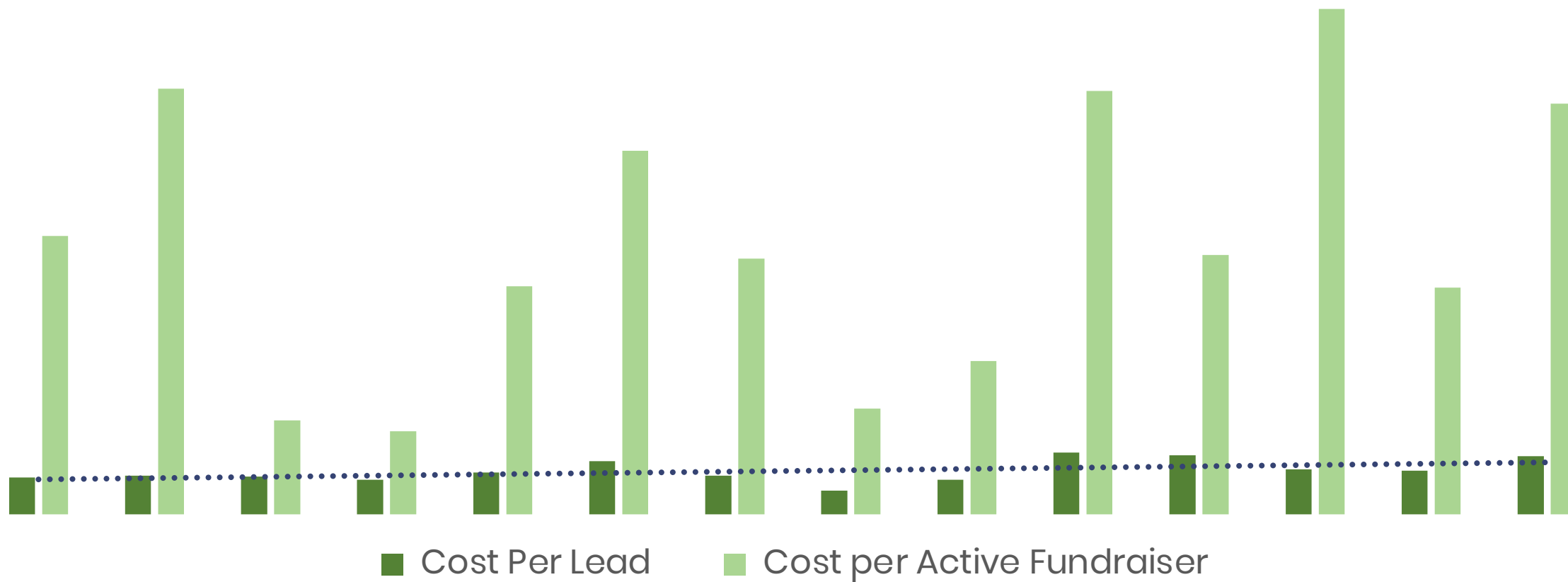
4.

Retain

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Facebook Challenge Benchmarks: Cost Per Lead vs Cost Per Active Fundraiser

Cost Per
Registration

The diagram consists of two circles. The left circle is light green and contains the text 'Cost Per Registration'. A dark blue arrow points from this circle to a second, darker green circle on the right, which contains the text 'Cost Per Active Fundraiser'.

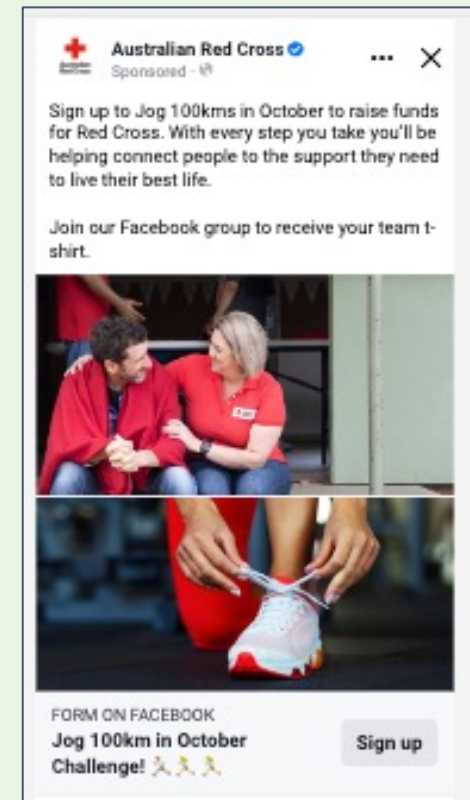
Cost Per
Active
Fundraiser



**Challenge
Focused**



**Incentive
Focused**



**Cause
Focused**

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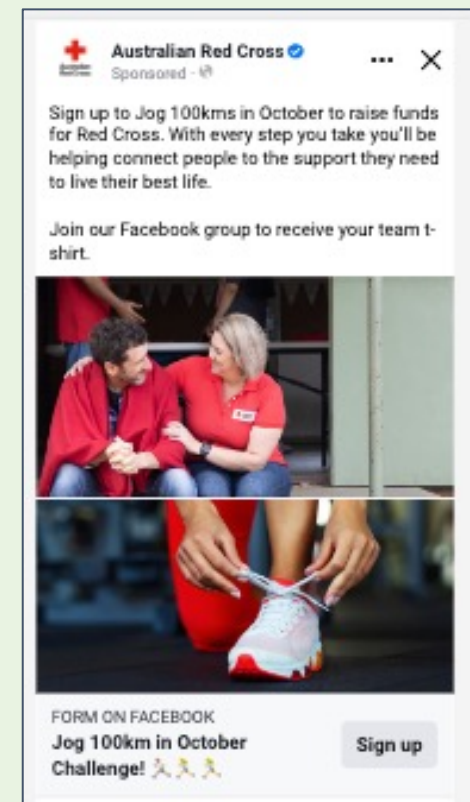
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CPL: \$2.75



CPL: \$2.15



CPL \$3.90

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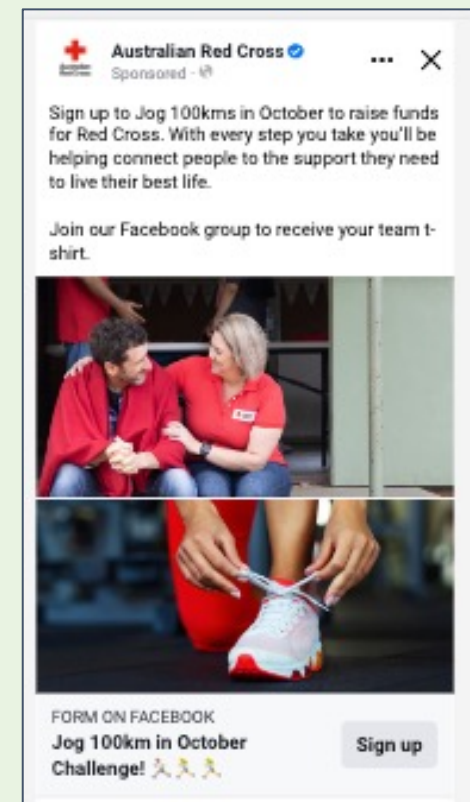
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CPAF: \$22.65



CPAF: \$20.43



CPAF: \$19.43

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55%



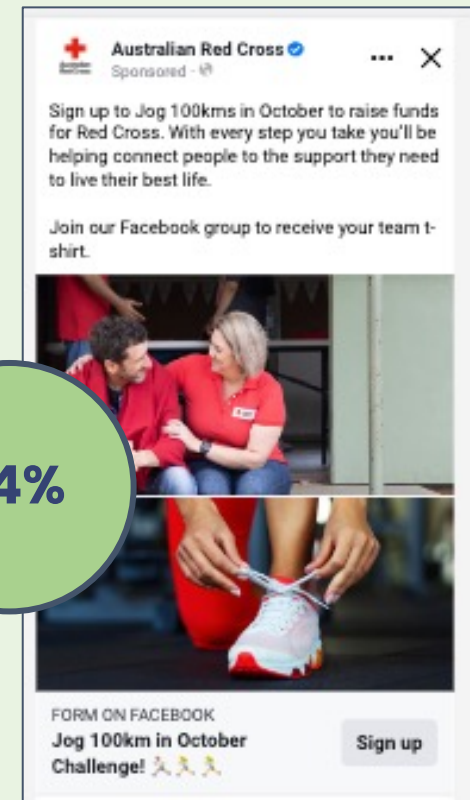
CPAF: \$22.65

47%



CPAF: \$20.43

64%

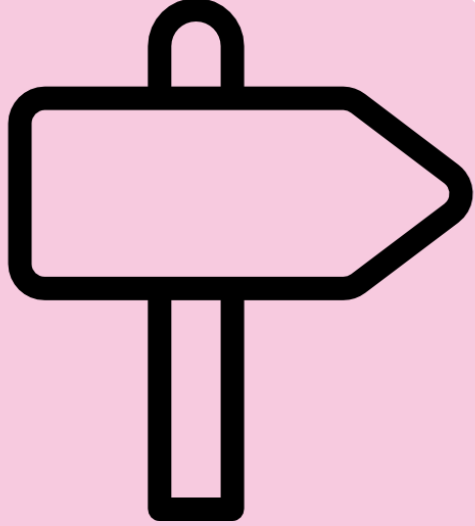


CPL \$19.43

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SIGNALS

What happens in the journey informs our next move!

We can use journey insights to optimise a supporter's next move driving lifetime value and retention.



**Are my comms
working?**

**Am I over
communicating?**

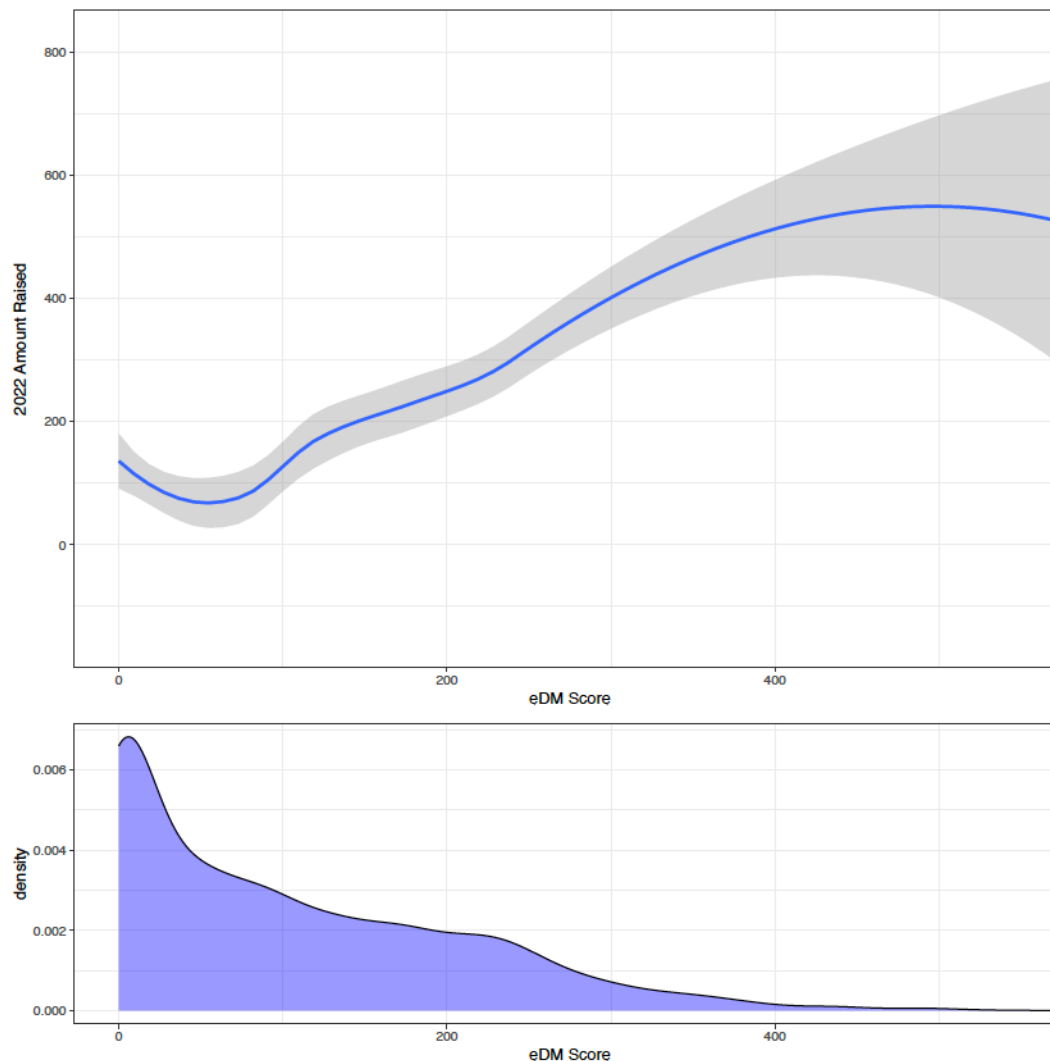
**Where do I focus my
resources?**



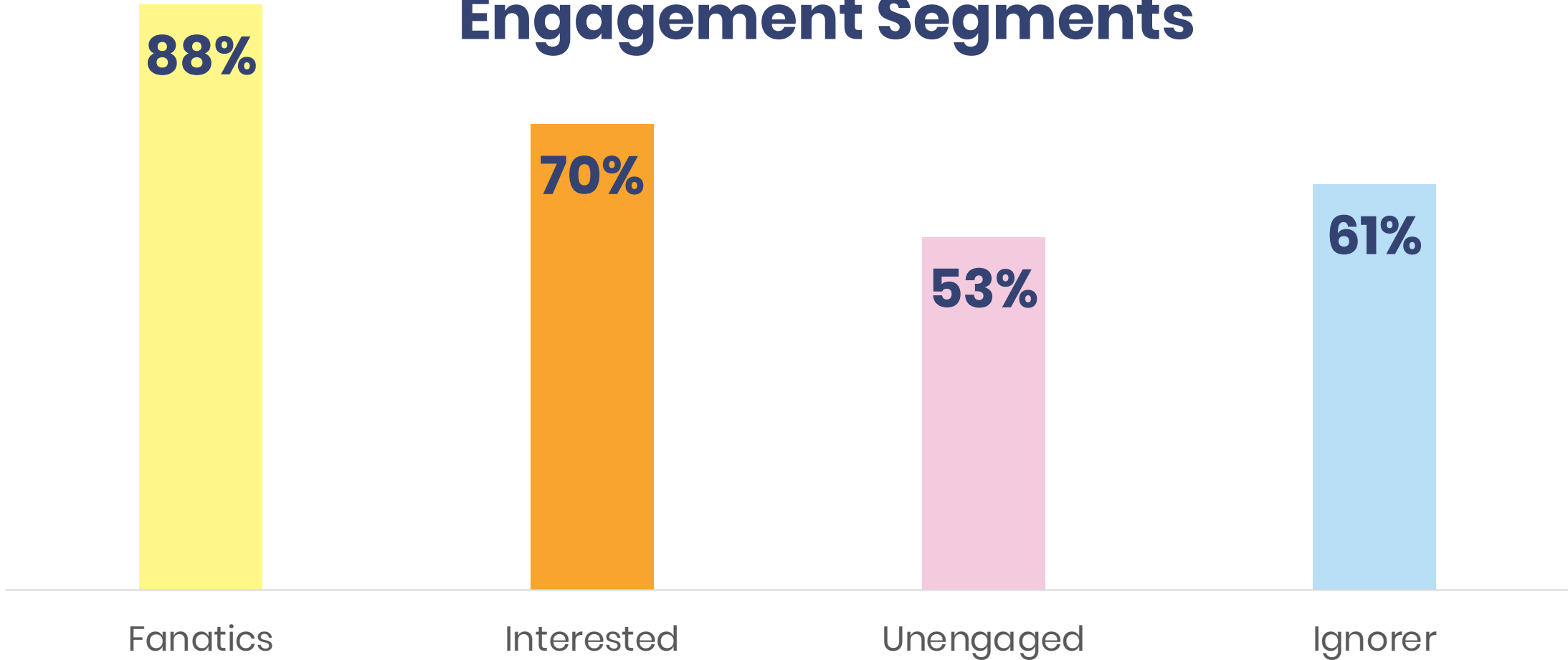
STRIDE⁴
STROKE

**Positive correlation
between email
engagement and
amount raised by a
fundraiser.**

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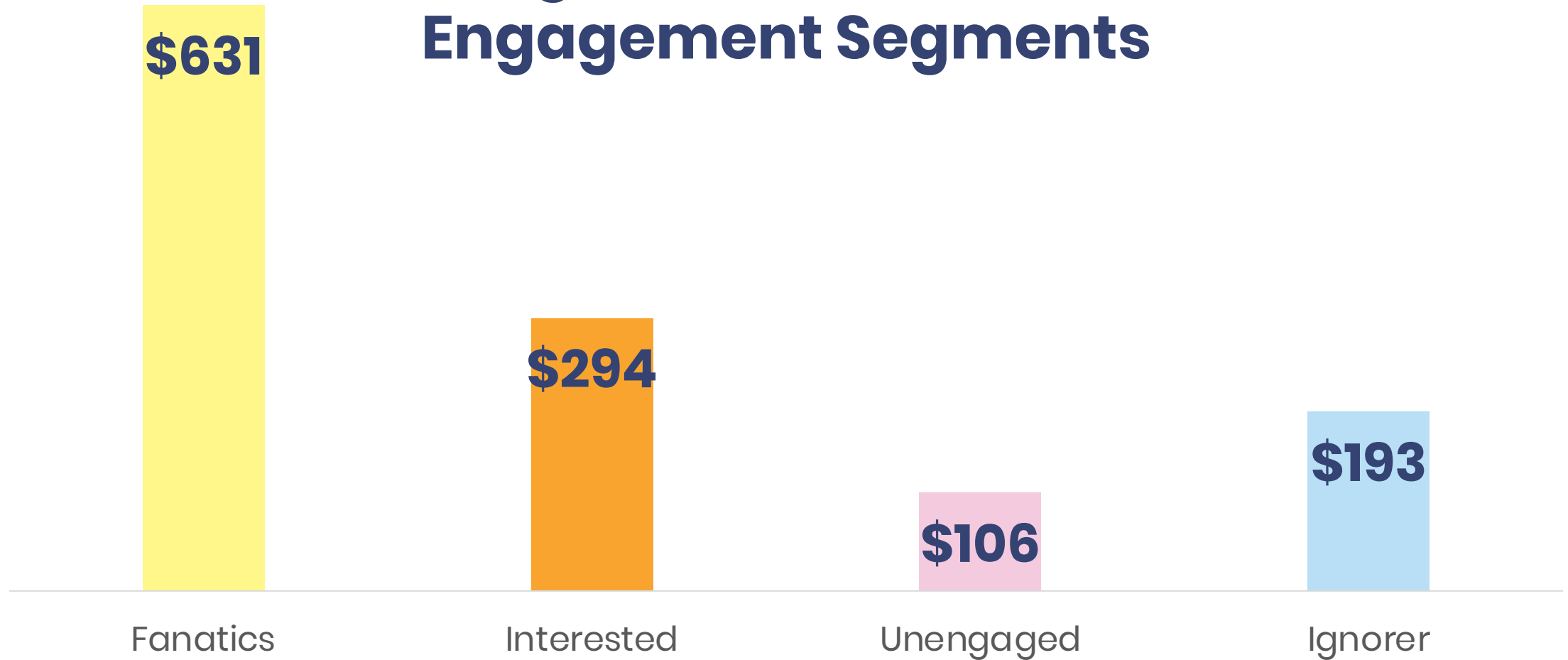


Activation Rate x EDM Engagement Segments



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Average Funds Raised x EDM Engagement Segments



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Predicting Supporter Value

Register

Fundraise

Raise more

Odds Ratio

Regression Analysis

What drives registration?

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In a Team

2X***

Team Captain

0.4***

What increases the odds of raising money?

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In a Team

5X***

Added a Photo

3X***

Shared Page

4X***

Changed Target

2X**

Changed Default Blog

3X***

Team Captain

0.4X***

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What drives higher levels of income?

Together, unlimited.

Changed Default Blog

\$91***

In a Team

\$41***

Shared Page

\$82***

Changed Target

\$22

Added a Photo

\$77***

Team Captain

-\$13

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What's next?

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This is Beyond.

Together, unlimited.

With the current economic climate, the biggest opportunities are with your warmest supporters.

UK charities have formed a collaborative testing and learning program, led by Julie Roberts More Strategic UK.

Working together to:

- 1. Optimise end to end journeys**
- 2. Identify best journey for audiences to convert to regular givers and increase LTV**



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5 Must Knows using IDEAS

INSIGHT: CFR is social – leverage your influencers

DESIGN: Use FAST data for personalised journeys & be ready to leverage signals

ENGAGE: Your engagement ROI can be measured and during campaign tracked to pull the right levers for success

ACT: Cost per active fundraiser is your most important metrics

SIGNALS: Understand the signals that count and incorporate 'nudges' in your journey design



Thank you

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