



"Same Same, But Different"

We've got to talk about copycatting

Shanelle Newton Clapham + Victoria Alvarez

FIA Conference, February 2023

But first...the ultimate copycat quiz

Kahoot!

Log in to your Kahoot! account to add a kahoot to your presentation

Log in



So, what's the problem?

Isn't cypcattng the highest form of flattery?

Use good ideas, don't copy



P2P



Appeals

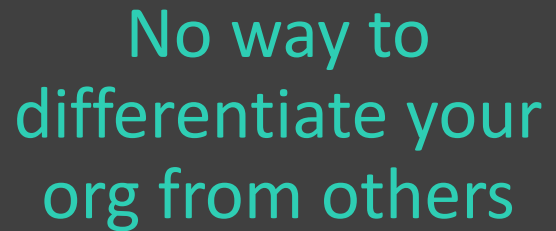


Lead Gen

The problem(s) with copycatting



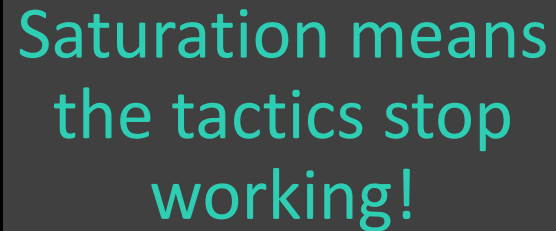
No USP



No way to
differentiate your
org from others



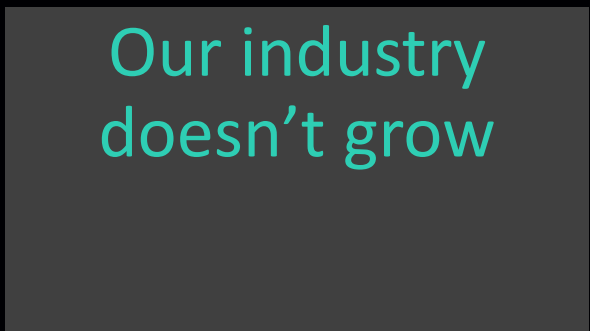
Fatigue



Saturation means
the tactics stop
working!



Not
creative



Our industry
doesn't grow

Use good ideas as...

- Proof of concept/ business case
- Competitive analysis
- A Benchmark
- A jumping off point
- A challenge

...Inspiration!



3 tips to *make it your own*

1. Invest time in your concept + content
2. Build testing into your plan
3. Be creative!





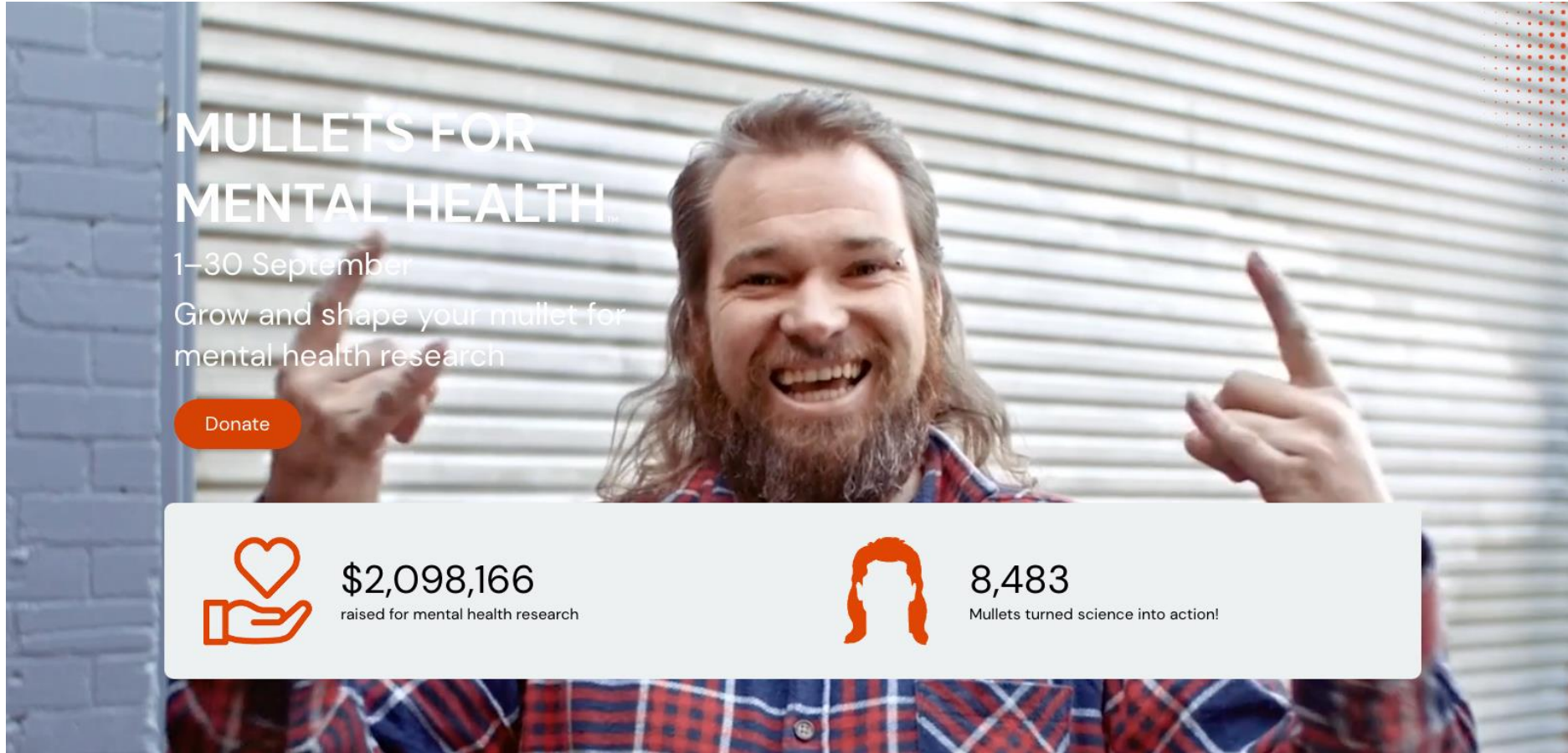
1. Invest in your concept & content

Invest in your concept & content

- Develop audience personas
- Get the name/ concept right
- Give yourself enough TIME
- Align to your brand
- Leverage what's topical
- Tell a story.





Align to your brand



MULLETS FOR MENTAL HEALTH™
1–30 September
Grow and shape your mullet for mental health research

[Donate](#)

	\$2,098,166 raised for mental health research		8,483 Mullets turned science into action!
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Lean into what is relevant and topical



2020 - Mullets for Mental Health

Lock down

Mental health

Home haircuts

Community fundraising

Trends



YouTube

Modern Mullet Self-Haircut Tutorial ...

Who are you asking for help?

Donor Personas keep you focused on your audience

- Who is she?
- What type of content does she engage with?
- Where does she spend her time? Podcasts, news sites, social media.



Ella, 39, Financial advisor, mum of two in primary school, enjoys running

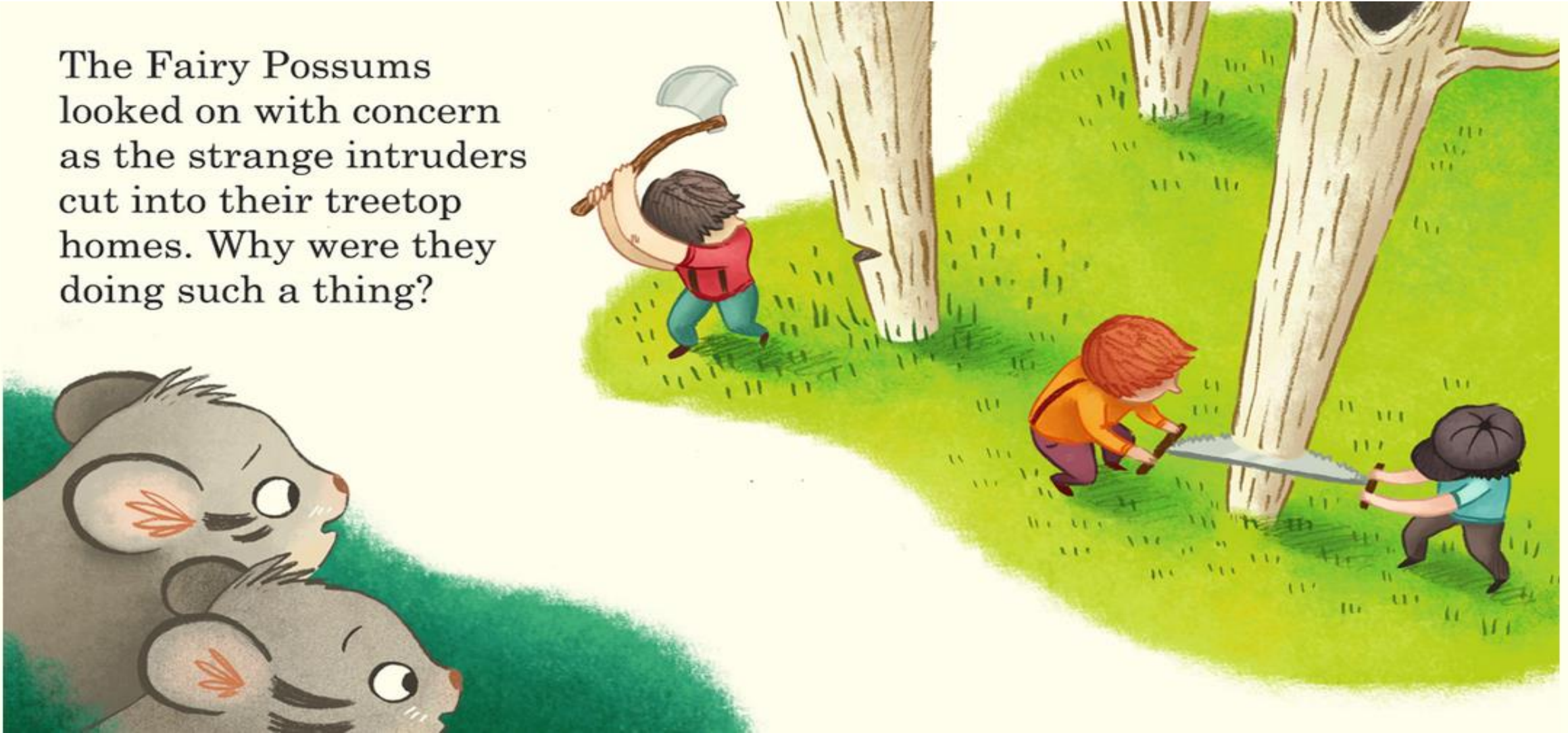
Meet Lisa

- Working single mum, 2 “woke” kids
- She runs, for exercise & to clear her head
- She’s an organiser – friends, work + family
- She has an indoor cat but the kids want a dog
- Romance novels are her guilty pleasure
- Homeowner, has invested in solar panels
- 44 year old woman
- Works in admin, just wants a job that pays the bills
- Lives in a metro city

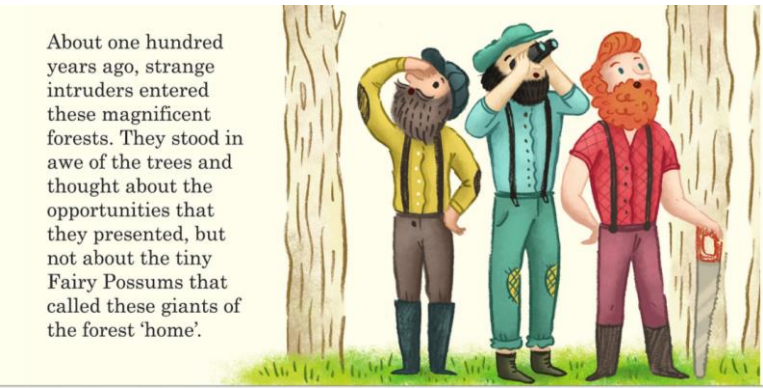
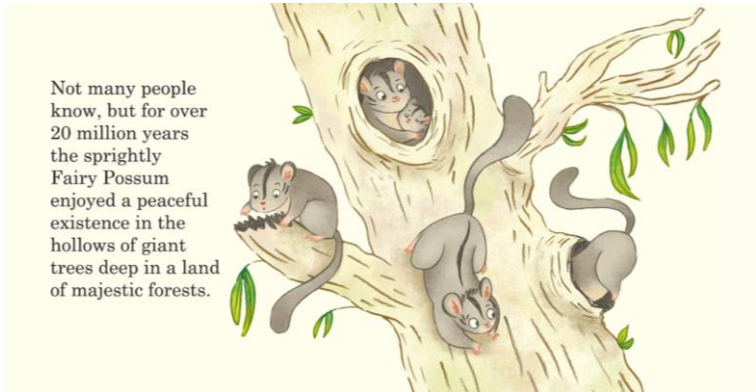


Tell your stories well

The Fairy Possums looked on with concern as the strange intruders cut into their treetop homes. Why were they doing such a thing?



A Fairy Tale



You're right, the Fairy Possum does deserve to live happily ever after!

Minister Hunt needs to step in and be the hero in this fairytale. Fill out your details below and send this letter to the Minister demanding that he help protect the Fairy Possum from extinction by saving its only forest home.

Full name

Email address

Postcode

[Send letter to Minister Frydenberg](#)

Dear Minister Frydenberg,

I am very concerned about the plight of the endangered Fairy (Leahurst's) Possum, but I am confident that you are the man that can help save this species from extinction and deliver the 'happily ever after' ending it deserves as depicted in this fable.

As you're well aware, it's estimated that fewer than 1,000 Fairy Possums survive in their natural habitat in Victoria's Central Highlands, yet this remaining habitat continues to be destroyed by native forest logging.

As Federal Environment Minister, you must abide by your elected role as the protector of our threatened plants and animals.

Authentic stories are YOUR DONORS stories



User Generated Content is GOLD

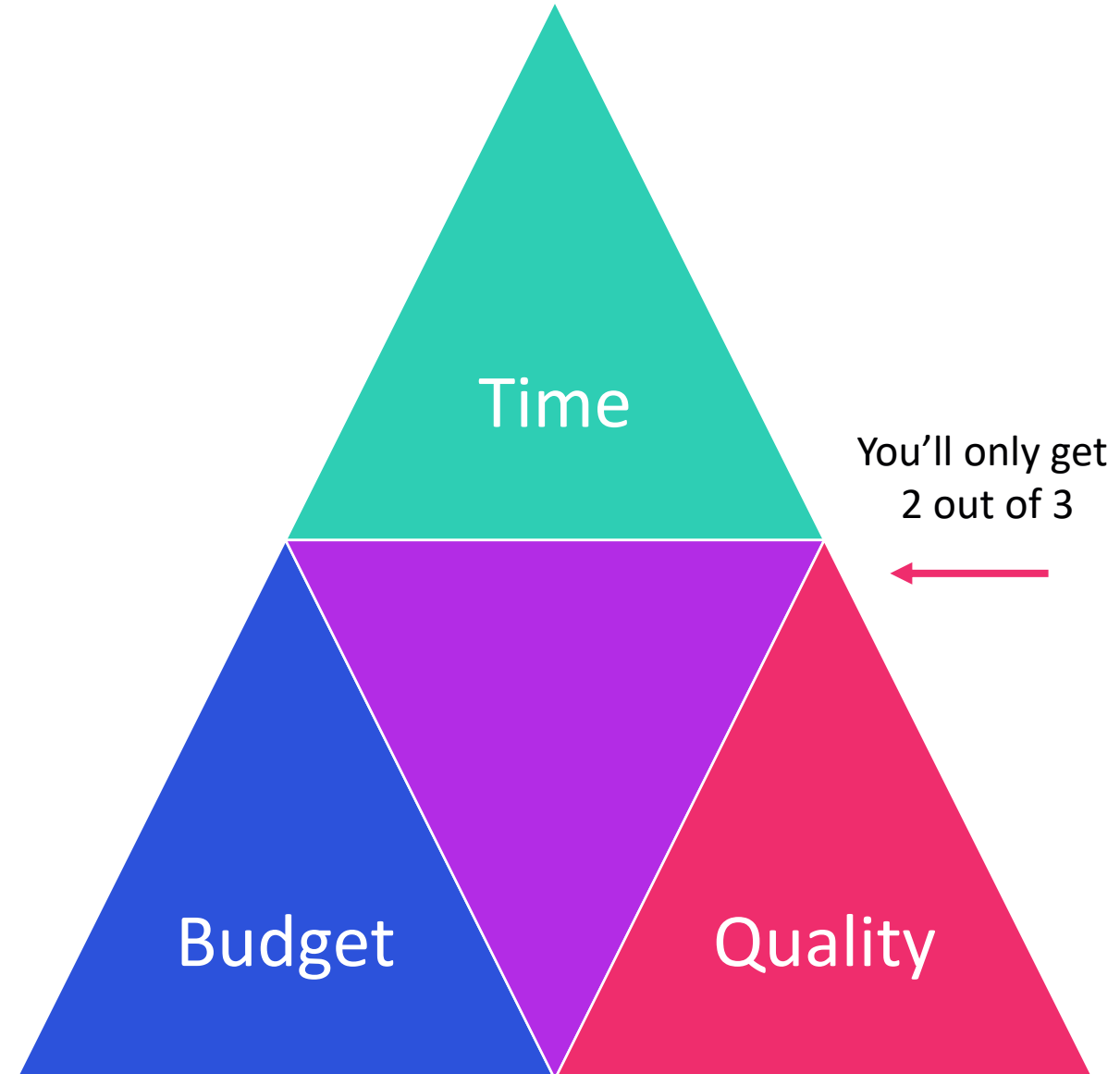


Allow time for greatness



Allow time ...

- For research
- For creativity
- To find partners & prizes
- To create a good donor experience
- To set up the systems & process
- To implement tracking

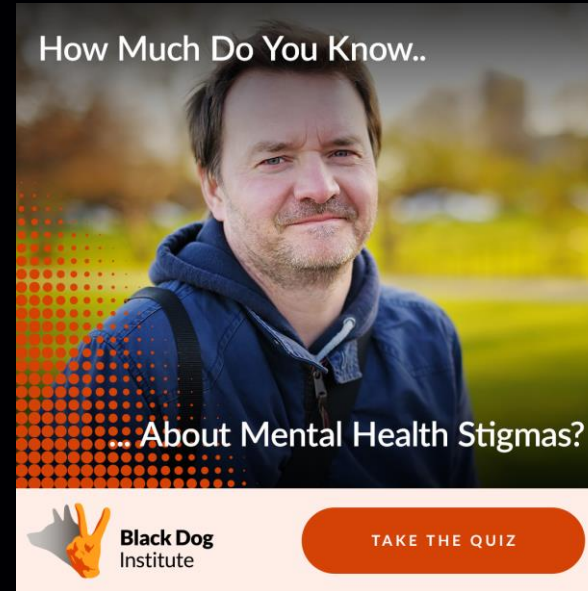




2. Testing is crucial

Why is testing crucial?

- Helps you stand out
- It allows you to optimise
- Gives your audience a voice
- Forces you to try new things
- MVP mindset
- It makes you question everything



eAppeal test plan



		MS Research - Christmas Appeal 2020						
		Element		Metrics	Context	Assumptions & Instructions		
		Tests	A	B	Winning Objective	Hypothesis	Outcome/ Results	Notes
Appeal CONTENT TEST	1	Theme	Emotional Case Study	MS Research (Science focus)	Donations/ Conversion Rate Click through rate of Emails	Longer term MS Research donors and supporters have a closer connection to MS as a disease and are more motivated by the research progress than emotional case studies	Personalise content and ASK by donor segment	<ul style="list-style-type: none">- Overall test is to understand donor segment preferences for type of content.- Test approach by segment in first couple of communications to set baseline- Use THANK YOU message with soft ask as a gentle way to launch the appeal and test content approach with donor segments- Remylation MS Research is the case for support- Using Kaylene as Researcher and AMBER as person with MS case study
	a	eDM1 - THANK YOU	from Person	From Researcher	Open & Click through rate	Test segment preference assumptions	Score response by segment to inform future content	
	b	Very SOFT ask		Donations/ CVR %		People will give off a thank you message - but at a lower rate. More people will click through with a soft ask (hyperlink only, no mention of giving) than with "donate" button CTA	Insight into behaviour	
	c1	Fundraisin Donation Page (CARDS Layout)	from Person	From Researcher	Donations/ CVR %	Longer term MS Research donors and supporters have a closer connection to MS as a disease and are more motivated by the research progress than emotional case studies	Personalise LP and ASK by donor segment	
	c2		50/ 50 Layout	Cards Layout	Donations/ CVR %	See below Test 2/ eDM2	Score response by segment to inform future LP	
	d	eDM2 - YOUR/ DONOR IMPACT	from Person	From Researcher	Donations/ CVR %		Personalise content and ASK by donor segment	
Tactic	2	Donation page Layout	50/ 50 Layout	Cards Layout	Donations/ CVR %	The 50/ 50 Large image layout will work better for an emotional case study The CARDS layout with more copy will work better for a research focused audience	Score response by segment to inform future LP	CARDS Layout has been used for the past 2 appeals and will set CVR benchmark. Testing 50/ 50 layout goes nicely with the emotion vs science test.
		eDM2 - YOUR/ DONOR IMPACT	from Person	From Researcher	Donations/ CVR %			
Tactic	3	Suggested ASKS	No \$ amount	Personalised \$ Asks	Donations/ Conversion Rate Click through rate of Emails	Based on previous testing with other organisations, making a generic ASK TO DONATE without a suggested amount, generated higher ave gifts than when suggesting the gift array amounts based on their last gift	Score response by segment to inform future email + LP tactics & personalisation	Conventional fundraising wisdom (in DM) is that suggested dollar amounts increase conversions - but testing in digital does not confirm this
		eDM3 - URGENT Research timeline						
Tactic	4	Tone & Imagery	LACK	IMPACT	Donations/ CVR %	Less "Happy" imagery and tone that shows the LACK of funding/ the PROBLEM will perform better for Donations and income	Insight into behaviour. Set future fundraising approach & "rules"	Conventional fundraising wisdom tells us that donors give more when the PROBLEM or LACK is more pronounced (than if we show the positive solutions). This can go against MS Research's brand and comms approach and needs to be rigorously testing to set future Fundraising guidelines and philosophy.
		eDM4 - We Need YOU			Email Click through rate	Less "Happy" imagery and tone that shows the LACK of funding/ the PROBLEM will perform better for Email click rates, as well as Donations and income		
Tactic	5	# of emails sent	5 + resends to unopens	3 - resend only on key emails	Likelihood to donate improves	Longer term MS donors will respond better with less communications. However, for the MAJORITY of people in the database - the more asks made/ emails opened, will increase the overall likelihood to donate	Insight into behaviour. Set future fundraising approach & "rules"	2020 Tax Appeal showed that more emails sent / opened increased the likelihood of a person to donate. We want to re-test this, being mindful of insights of more established donor segments not being used to high volumes of comms.
			P2P	MSRA Donors RGs GIW Newsletter Researchers				
Channel TEST	6	SMS			Donations/ CVR %	A "conversational SMS" approach will deliver more donations than the standard broadcast send approach	Validate the opportunity the SMS channel offers to fundraising	SMS has performed poorly in the last 2 appeal tests. By trying a new tactic we want to see if it's a reluctance in the channel, or the approach?

1. Person vs Research
2. Donation page layout
3. Tone & imagery
4. Dollar handles/ Ave \$
5. # of emails/ comms
6. SMS

Donation page layouts



\$

How much would you like to donate?

\$69

\$99

\$127

\$243

\$

DONATE

Your gift will support exciting remyelination research to solve MS

"My research into a treatment that could rebuild the nerve damage of people living with MS is now in clinical trials. This means I could be 5 years away from turning it into a treatment for MS. Generous support from our community means so much. Please donate today because without supporters like you getting behind MS research, I can't see how much further this research will go!"

— Associate Professor Kaylene Young



"Living with MS is an uphill battle for people with the disease, like Amber. She worries about her future every day. Research will mean Amber won't have to for much longer."

— Associate Professor Kaylene Young

Associate Professor Young's research is focused on a process called remyelination. This means repairing the coating of nerve cells known as 'myelin'. Myelin is like insulation for nerves and is their protection. Unfortunately, myelin gets damaged in MS, which causes nerve damage. Associate Professor Young's research uses magnetic brain stimulation to encourage the brain to repair the damage.

What makes remyelination research so exciting?

- Could become an MS treatment in only 5 years
- May stop or reverse nerve damage in some people living with MS
- Is not a drug or invasive treatment
- Has advanced to clinical trials

"We are thankful every day to those who donate to MS research because it not only means our team can continue to do what we are passionate about; it also offers hope for the MS community."

GIVE NOW

Amber and her three children. Amber lives with MS.

Your support will mean remyelination projects, like Associate Professor Young's, will continue to break new ground. With enough funding, these projects can be transformed into a treatment within 5 years. MS scientists, researchers, people with MS and donors share a hope that one day MS will be solved. And with research like Associate Professor Young's, there's big reason to be hopeful.

"Your support means my team can keep doing the... research that will lead us to stop and reverse the effects of MS."

— Associate Professor Kaylene Young

Every dollar you choose to give will fund research to stop MS

\$99

will help run more magnetic brain stimulation tests in an effort to repair cells damaged by MS

\$127

covers the cost of freezing blood samples from clinical trials

\$243

can provide DNA sequencing of one person to help find genes that influence MS


\$

or enter your amount

DONATE

Donations over \$2 are tax deductible. Your donation to MS Research Australia is absolutely secure and will be well spent. Your donation will go to fund research into MS in Australia. [Click to see research projects that donors like you have funded.](#)


Case study + layout

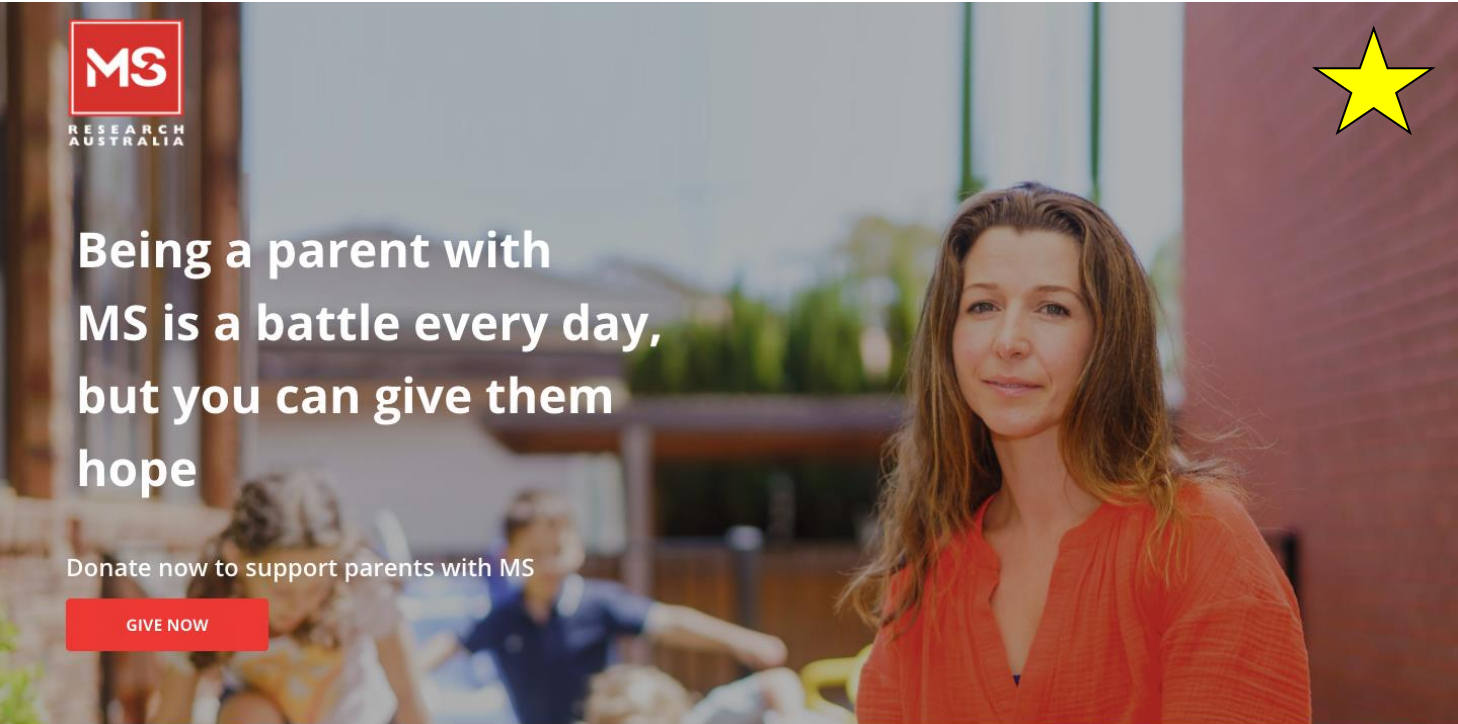


Being a parent with MS is a battle every day, but you can give them hope

Donate now to support parents with MS

GIVE NOW





\$



How much would you like to donate?

\$99

\$127

\$243

\$

DONATE

Your donation will support mums like Amber

"My hope for my kids is that one day their mum isn't so sick and tired all the time. I love being a mum, but parenting with MS isn't easy. My biggest hope is for a cure and I know research is the only way we'll get that. Please donate today because without supporters getting behind MS research, I know my life will only get harder. I don't want to be mum with MS my whole life."

—Amber, mother of three, living with MS for 5 years.



Mother of three, Amber, is fighting a silent battle with MS every day

But you can help. Fund research that will make it easier for MS parents.

GIVE NOW



"My biggest fear is one day not being well for my family. Without a cure for MS, my life is only going to get harder." Amber, 37

Busy mother of three Amber lives with constant nausea, tremors, numbness and tingling in her limbs, and a daily fatigue she describes as "bone crushing". Despite this, she battles through the pain to be the best Mum she can for her three kids. But on some days, she can barely walk. This makes her wonder "how much longer will I be able to push through this pain?"

Amber doesn't want her children to have a mum who is always in pain and fatigued.

Being a parent is challenging - even more so when you live with MS. But I don't have to tell you what it's like to battle MS every day, it's just so hard. And without a cure, nothing will make it easier.

Without MS research initiatives and discoveries, Amber's family may face a future where their mum is:

- Less mobile and even more fatigued
- Missing out on too many important things
- Unable to do her job as a primary school teacher

"Day-to-day, the fatigue is the biggest thing that affects our family life. I call these days, my 'MS days'. And those days make me feel like a pretty bad mum. I'm worried that one day I won't be the same mum as I am now."

Unfortunately, Amber's fears are real - especially not being well for her family if her symptoms get worse. But, like yours her hopes are real as well - that there will be a cure in her lifetime.

HELP PARENTS WITH MS NOW



Amber is calling on the community to help fund more research into MS. With enough funding, researchers say they can stop and reverse MS and improve the lives of parents living with MS, like Amber.

Will you join her today to make a donation to fund more research into MS?

"When you donate to MS research, you are giving me and my kids hope for a future with a healthy mum, free of MS." Amber

\$



Please select a donation amount



\$69

will fund MS research in Australia



\$99

goes towards important lab equipment needed for MS research



\$127

covers the cost of freezing blood samples from clinical trials



\$243

can provide DNA sequencing of one person to help find genes that influence MS

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Dollar handles



\$69

will fund MS research in Australia



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goes towards important lab equipment needed for MS research



\$127

covers the cost of freezing blood samples from clinical trials



\$243


can provide DNA sequencing of one person to help find genes that influence MS

We deleted the lowest \$69 dollar amount from the donation pages.

The average donation for the same eDM (eDM 4) went from \$85 (send) to **\$170 (re-send).**

eDM4 – \$85 ave gift

Every dollar you choose to give will fund research to stop MS




\$99

will help run more magnetic brain stimulation tests in an effort to repair cells damaged by MS



\$127

covers the cost of freezing blood samples from clinical trials



\$243

can provide DNA sequencing of one person to help find genes that influence MS

eDM4 resend (HIGH) - \$170 ave gift

An Appeal, but a bit different

- Make it a PUBLIC CAMPAIGN
- Aim to acquire NEW donors too
- Awareness + Engagement phase first
- Big income growth target
- ASK



1st take ACTION

Stand for

the Greater Glider

The Greater Glider is on the brink of extinction. Sign your name now to pledge your support for threatened species.

GreaterGlider©MattiWright/Faunagraphic



Victoria, I noticed you've been following our work and I wanted to say thank you so much!

From planting trees to improving water quality, Greening Australia is working hard to ensure our unique landscapes are healthy and productive so people and nature can thrive.

Right now, one of our most unique native species needs your urgent help.

Victoria, will you stand for the Greater Glider today? This vulnerable marsupial urgently needs you to [ACT NOW](#).

Yes, I'll stand for the Greater Glider now

Introducing the Greater Glider

Have you heard of the Greater Glider? This nocturnal gliding marsupial has big fluffy ears, a bushy tail and can glide up to 100m!

Sadly, the Greater Glider is on the brink of extinction, due to climate change and habitat loss.

This is why we **MUST ACT NOW** to save them:

- ✓ They're disappearing - populations have declined by 80% in just 20 years
- ✓ They're Australia's largest gliding possum
- ✓ They're unique - their long tail acts like a rudder as they glide through trees
- ✓ They're key to ecosystems - when nature thrives, we thrive

Can I count on you to stand for the Greater Glider?

Yes, I will stand for the Greater Glider

Climate change and habitat loss are driving their disappearance. But we can be part of the solution.

Victoria, it's up to you and me to [ACT NOW](#) and save them!


I know that together, we can ensure the Greater Glider lives on for future generations.

Warm Regards,



Betha Westall
Supporter Engagement Coordinator
Greening Australia

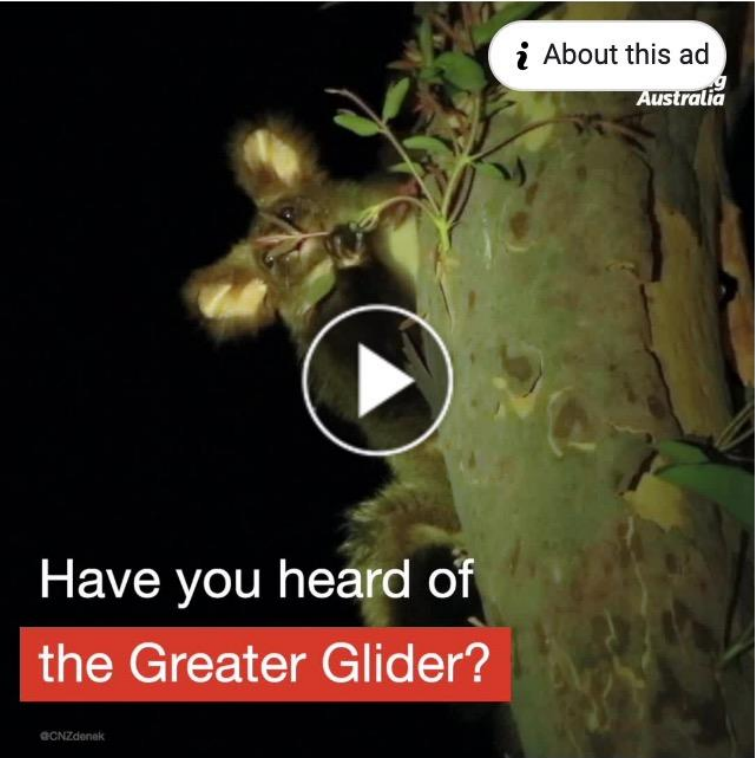
Messaging



Greening Australia ✓
Sponsored · Paid for by Greening Australia · 🌐

...

The Greater Glider is on the brink of extinction! Climate change is driving their decline. We must ACT NOW to restore native ...see more



About this ad

Have you heard of the Greater Glider?

@CNZdsnek

greeningaustralia.org.au
The Greater Glider is on the brink of extinction!

Sign Up



Climate change is driving them to the brink

BuchanVICPostBushfire@firepolice

i.au | 02 9188 4493



Greening Australia ✓
Sponsored · 🌐

...

The Greater Glider is on the brink of extinction - this is why we **MUST ACT NOW** to save them:

- ✓ They're disappearing - populations have declined by 80% in just 20 years
- ✓ They're Australia's largest gliding possum
- ✓ They're unique - their long tail acts like a rudder when they glide through the air
- ✓ They're key to ecosystems - losing native wildlife impacts the web of life

We cannot lose another native animal! Take a stand for the Greater Glider today!



Stand for the Greater Glider

GreaterGlider@MaltWeightFauces@psoc

greeningaustralia.org.au
Will you STAND for the Greater Glider?

Sign Up

Donation page tests

2 donations



Help save

the Greater Glider

You can help restore the homes of threatened species

The Greater Glider is on the brink of extinction.

These fluffy-eared marsupials used to be one of the most common animals in Eastern Australia. Today, you're very lucky if you've ever seen one.

Tragically, because of climate change and land clearing, they're now vulnerable with numbers rapidly decreasing.

Bushfires and deforestation are destroying the trees they rely on for survival.

YOUR DONATION WILL MAKE AN IMPACT!

- \$59 could plant vital native trees
- \$77 could build a nest box
- \$150 could restore habitat

How often would you like to donate?

17 donations



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How often would you like to donate?

The proof is in the pudding

- ✓ Conversion rates between 33 – 49%
- ✓ 52% of gifts were NEW donors
- ✓ 26% MORE donations
- ✓ 24% income growth






Lead Gen – Test **EVERYTHING**

- **Concepts x3**
- Lead forms vs Landing pages
- SMS
- Onboarding journey

Question yourselves



Breast Cancer Foundation
NZ
Sponsored


After enduring three years of a gruelling treatment process, Leehane was devastated to hear that her cancer was back.

To make matters worse, Leehane falls into the groups that are most at risk of dying from breast cancer. THIS IS NOT GOOD ENOUGH!

STAND WITH US to demand **#ZeroDeaths** from breast cancer. We urgently need to:

- ✓ Ensure women receive the best possible support
- ✓ Break down the barriers that prevent women being tested
- ✓ Demand the latest treatments are available to Kiwis




SIGN NOW and say 'YES - **#ZeroDeaths** from breast cancer'



YES - **#ZeroDeaths**
FROM BREAST CANCER

FORM ON FACEBOOK
YES - **#ZeroDeaths** from Breast Cancer


Sign Up



Elaine NT... 146 comments 84 shares

Concept 1 On brand

Concept 2 Something a little different




Breast Cancer Foundation
NZ
Sponsored

Being told you have breast cancer is one of the most difficult experiences anyone can have.




Are you like Urzila and need some pointers on how to support your loved one? What do you say? What don't you say? You don't want make things worse!

Take the quiz and see how you rate as a support bra! Don't worry, we'll offer some pointers so you don't make the same mistakes.




FORM ON FACEBOOK
Need Some Help? Take the Quiz

Learn more



Anne Jami... 42 comments 33 shares

Concept 3 Topical



Breast Cancer Foundation
NZ
Sponsored

Tash was just 23 years old when she was diagnosed with triple positive breast cancer.


Young women with cancer are nearly twice as likely to have large tumours. Tash was one of the lucky ones, she responded to treatment.

But tragically, it's often fatal – we must change this and ACT NOW.

STAND WITH young women like Tash facing breast cancer and DEMAND:

- ✓ Funding for a four-year study to understand why breast cancer differs in young women
- ✓ Development of a tool so doctors can predict survival and choose the best treatment
- ✓ Full access to clinical trials and preventative tools
- ✓ More support for women during their diagnosis




SIGN NOW!



YOUNG WOMEN
HAVE WORSE
SURVIVAL RATES

FORM ON FACEBOOK
Stand with Young Women Facing Breast Cancer

Sign Up



Susan Cas... 61 comments 44 shares

Results by concepts



Metric	Concept 1	Concept 2	Concept 3
Leads	628	411	709
Media Spend	\$ 682.09	\$ 670.97	\$ 687.43
TM cost	\$ 4,532.54	\$ 3,164.37	\$ 4,560.22
Cost Per Lead	\$ 1.09	\$ 1.63	\$ 0.97
Contact Rate (Yes/No)	45.4%	48.3%	41.6%
RGs	15	17	17
RG Conversion	6.41%	10.56%	7.30%
CPA	\$ 347.64	\$ 225.61	\$ 308.69

Concept 2 – Support Bra was the winner with clear evidence:

- Competitive CPL at \$1.63
- Higher Contact Rate and CVR –
- Much lower CPA at \$225.61



**FIND OUT IF YOU'RE THE
ULTIMATE SUPPORT**



TAKE THE QUIZ



**FIND OUT IF YOU'RE THE
ULTIMATE SUPPORT**

TAKE THE QUIZ

Breast Cancer
Foundation NZ

The impact of testing

CPL – \$7 vs **\$3.30 achieved**

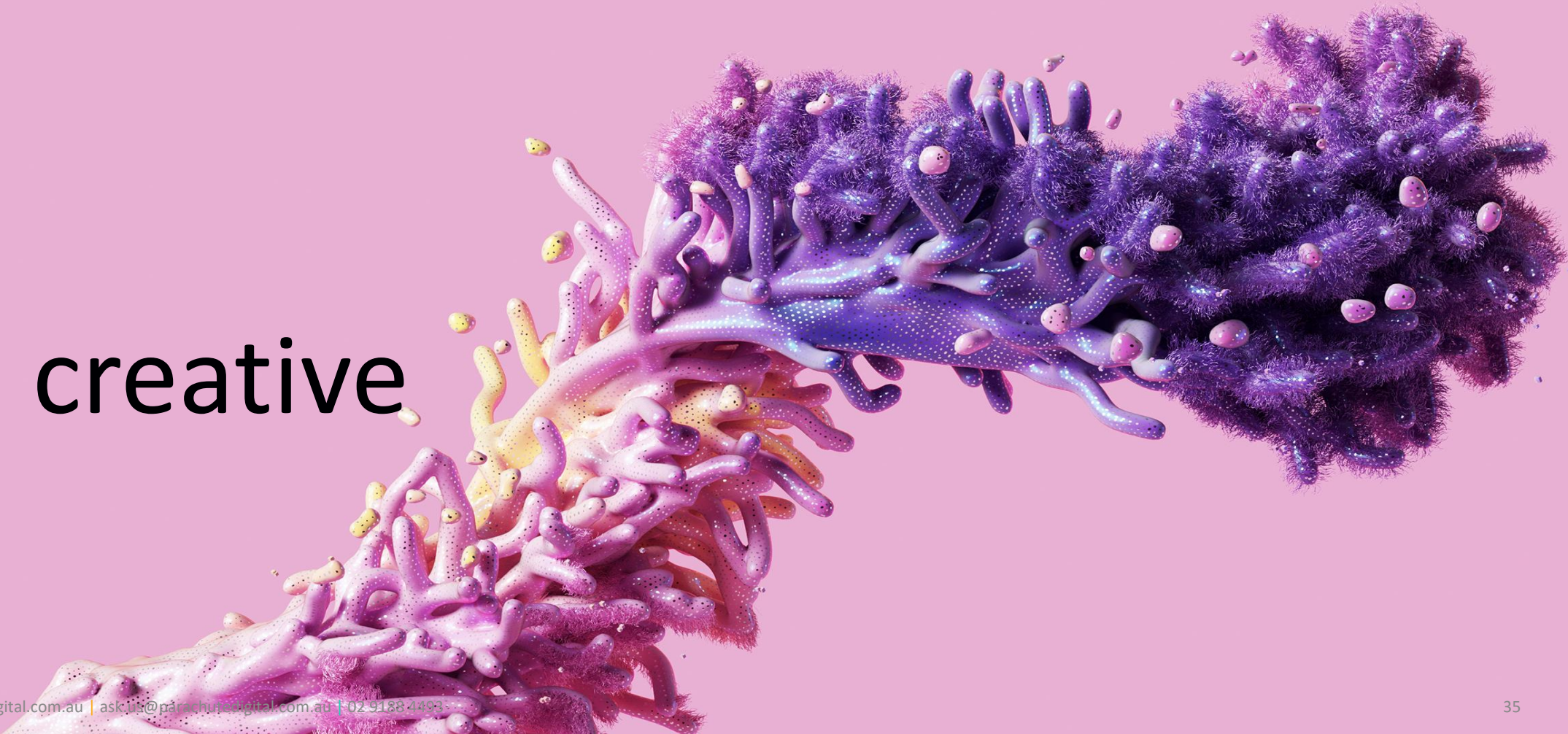
RG - 134 vs **208 new donors**

CPA - \$560 vs **\$313!!**

TM Contact rate – 46% vs **62%**



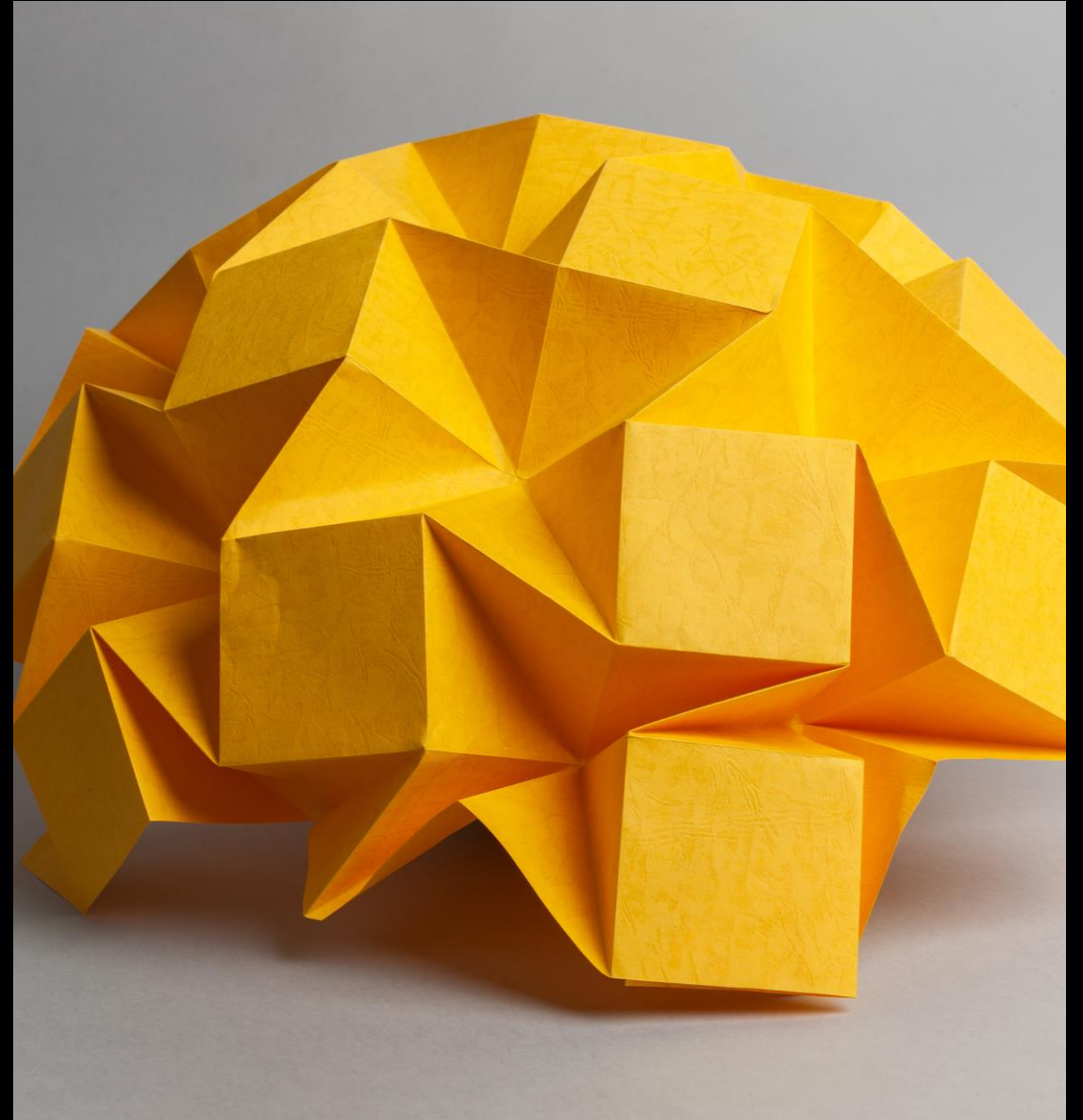
3. Be creative



Creativity is a process

- Develop audience personas
- Collaborate with your opposites
- Get the name/ concept right
- Give yourself enough TIME
- Align to your brand
- Leverage what's topical
- Tell a story.

Creativity loves constraints



Art + Awareness



Align strategic priorities



Subscribe for 2023 Photo Contest Alerts

The 2022 competition may be over—but our global nature photo contest will be back in 2023! Complete the form below to receive an email alert to find out when the contest will open, fantastic prizes, who the judges will be, and more.

First Name

Last Name

Email

☒ I would like to receive email updates from The Nature Conservancy Australia

SUBSCRIBE

[Terms of Use](#) | [Privacy Statement](#)



Sometimes you can tick multiple boxes

- Brand awareness
- Lead generation for fundraising
- Asset creation
- Awareness of the cause

Connection to cause



What can happen when you collaborate with your colleagues

- New QUALITY leads – many organic (free)
- Sustainable, always on lead generation
- 2022 – \$3.87 CPL
- Strong media interest + awareness of both brand and cause
- Massive boost to their media library



The Nature Conservancy
Australia 
Sponsored · 



Do you have a passion for nature photography?
Submit your best photos to The Nature
Conservancy's Photo Contest.



natureaustralia.org.au
Enter the 2022 Photo
Contest Today

[Learn more](#)

Put your best foot forward



- ✓ Dogs + CATS
- ✓ Responsible pet ownership
- ✓ Animal welfare
- ✓ Awareness of the org
- ✓ Do what works best
 - ✓ Low barrier to entry
 - ✓ walking event
 - ✓ Relevant to the audience



BUT don't be afraid to change course



Optimise & grow



2021



2022

Optimise (SIMPLIFY) & grow



PET FITNESS CHALLENGE THE LOST DOGS HOME

Join the Pet Fitness Challenge and become a Fit Fur Family

In March, commit to exercise your pet (and yourself) every day. It's good for them and it's good for you.

Join the fun

1,533	\$15,003	10,533
People signed up	Raised so far	Mins pet's exercised

Stanthelbully \$215 Sarah donated to Stanthelbully 1 week ago

244 participants

MARCH WALKIES for THE LOST DOGS HOME

About How You'll Help Happy Fur Families Win Prizes! Log in SIGN UP DONATE

March Walkies for The Lost Dogs' Home

Get tails wagging this March, set yourself a walkies challenge and help raise vital funds to care for lost and abandoned animals at The Lost Dogs' Home.

JOIN TODAY!

898	\$13,366	3,320.6
people signed up	raised so far	km walked so far

898 participants (with a week to go)

Change the status quo

Authentic case study
Image of beneficiary



IWDA



Turn a problem into a creative challenge



IWDA



Turn a problem into a creative challenge



IWDA



Now you have it!

3 way to *make it your own*

1. Give yourself time
2. Test EVERYTHING
3. Be creative! Don't be lazy.





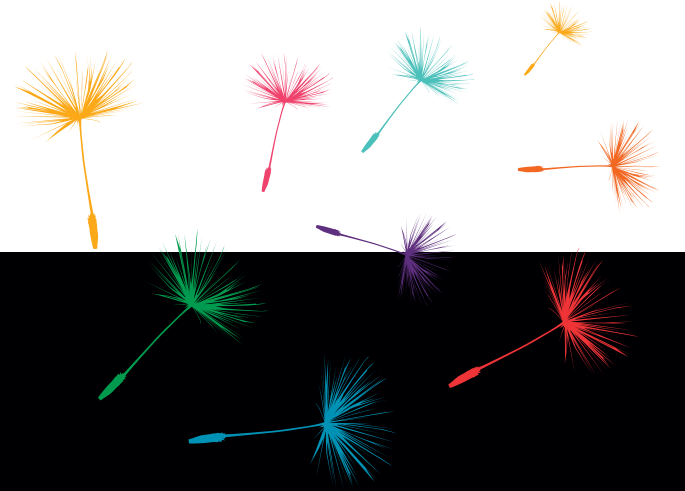
You CAN find new ways to do
& say the same old thing.



“Fundraising has two i’s in it.
They stand for innovation, not imitation.”

Ken Burnett





Thank you 😊

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