

# FIA Conference 2023

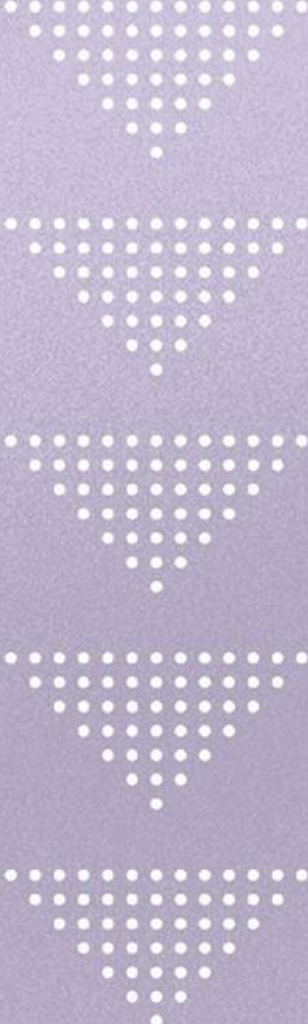
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# World Vision International's global case study of activating millennial donors to give

## INDIVIDUAL GIVING

ELISHA SMALLCOMBE, WORLD VISION INTERNATIONAL  
RICHENDA VERMEULEN, NTEGRITY

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## SPEAKERS



### Elisha Smallcombe

SENIOR ADVISOR, PRODUCT DEVELOPMENT AND INNOVATION, WORLD VISION INTERNATIONAL

Elisha is the Senior Advisor of Product Development and Innovation at World Vision International. She has worked in marketing and fundraising product development within the humanitarian sector for the last 13 years. She is a passionate advocate for communicating for those who need a voice and sharing their stories.



### Richenda Vermeulen

CEO, NTEGRITY

Richenda Vermeulen is the founder and CEO of ntegrity, an award-winning digital fundraising agency of 30+ that works with not-for-profits in Australia and the USA. She has been awarded one of the 25 most influential people in the not for profit sector by Probono Australia and an Advertising Industry Leader by the Mumbrella Awards.





THIS IS THE WORLD WE KNOW





# But what happens when poverty *changes*?

*Two-thirds* of the world's poor will be living in fragility  
by 2030 (The World Bank)











**THIS IS WHAT FRAGILITY  
LOOKS LIKE**

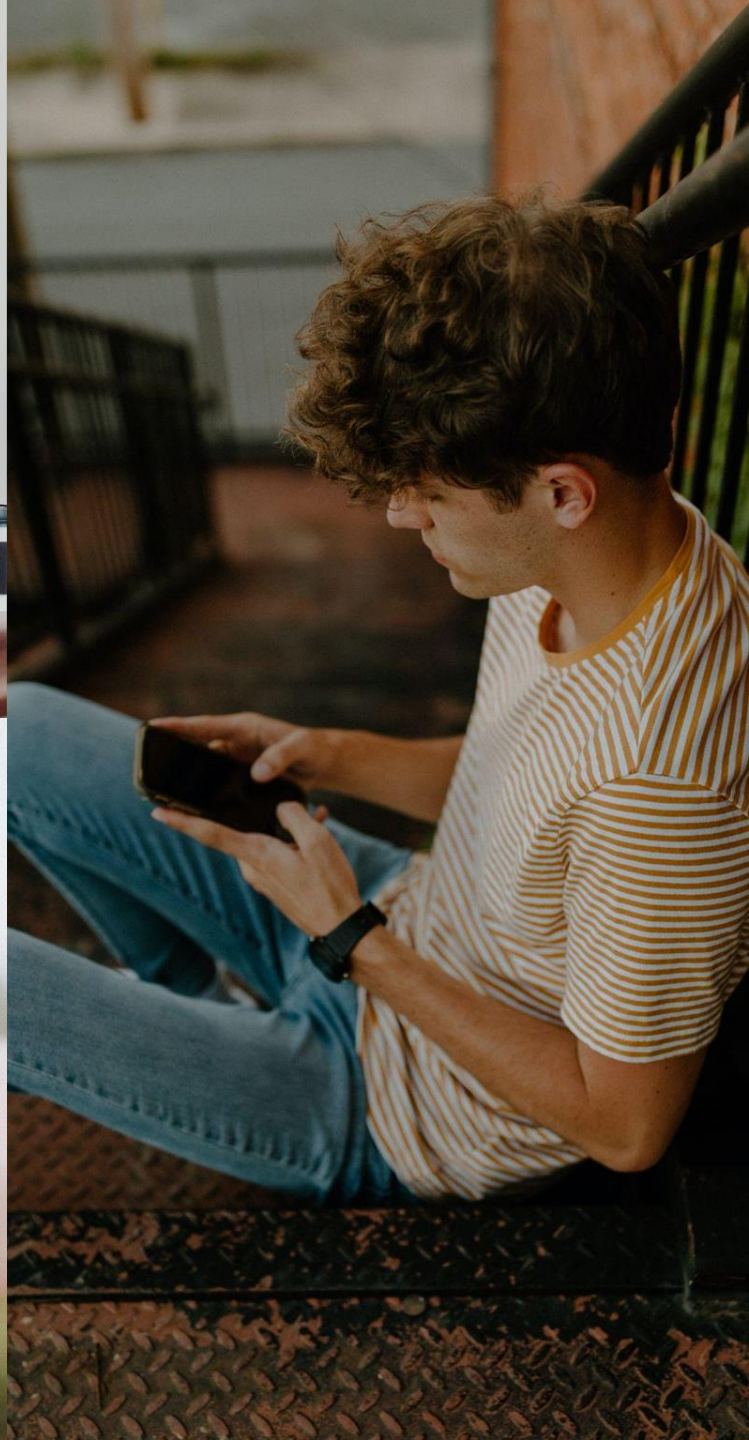
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NTTEGRITY X WORLD VISION INTERNATIONAL



*What do we do?*

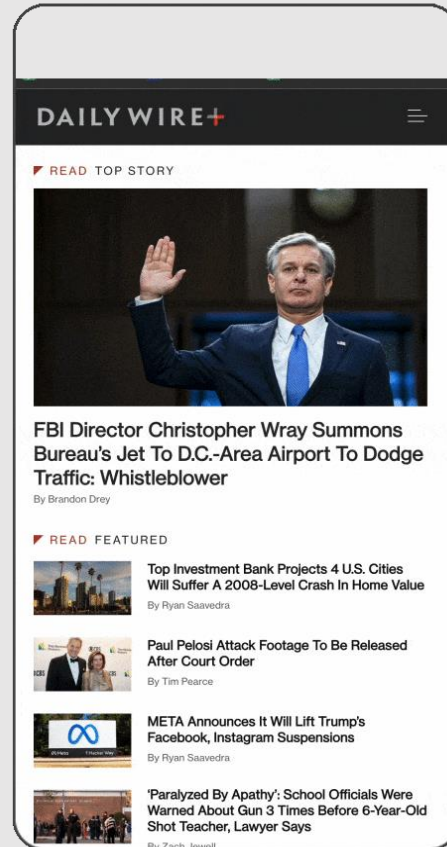




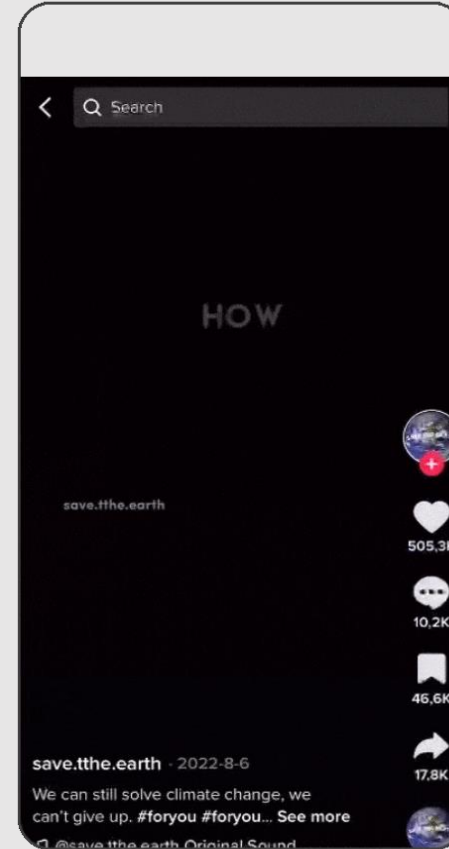
## RESEARCHING AND UNDERSTANDING THIS AUDIENCE IS KEY



SOCIAL IMPACT



DIGITAL NEWS



SOCIAL MEDIA



RESEARCH

## OUR RESEARCH SHOWED US THAT YOUNG PEOPLE VALUED:

A giving experience  
designed to **fit**  
**their lives**

Feeling & seeing the  
**direct impact** of  
contributions

**Trust markers:**  
Innovation, impact and  
inclusivity

Giving on  
their **own**  
**terms**

A **seamless**  
digital  
experience

Feeling  
part of a  
**community**



We built an offering called  
*Childhood Rescue.*



## WHAT NEEDED TO CHANGE?

### Child Sponsorship

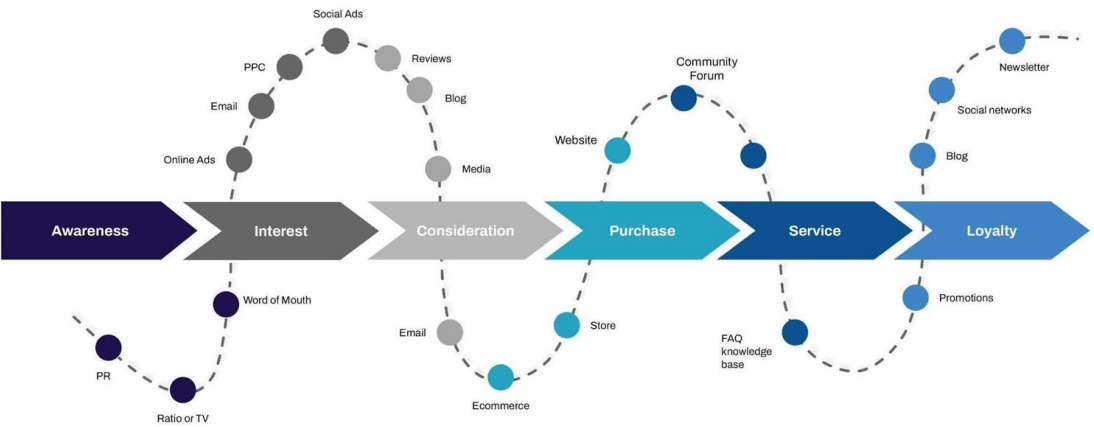
1. Older audience predominately over 40, married with children
2. Transformational change
3. One to one long term experience
4. Pledge giving

### Childhood Rescue

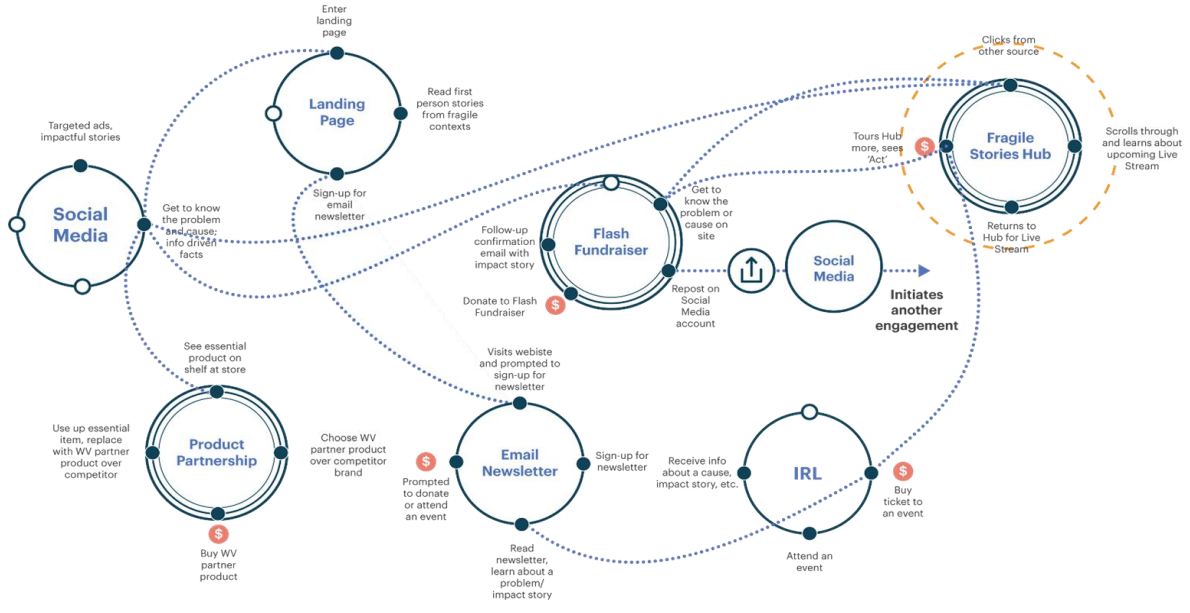
1. New younger audience, under 40
2. Circumstances and environment changes
3. Part of a community/movement
4. Regular flexible giving through experiences and impact



# A GIVING MODEL DESIGNED FOR THE AUDIENCE



The *linear customer journey* is a typical path that marketers use to engage with a supporter from awareness to action through to advocacy.



## HURDLES AND CHALLENGES

### Internal

1. Pushing out a fundraising campaign alongside child sponsorship, that has a different approach
1. How do we show hope in places that are dangerous and complex when our WV brand is built on transformational hope.

### External

1. Making this product relevant to younger donors.
2. The misconception that younger donors don't give.



The *best* line of attack?

## WORKING WITH PARTNERS



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## A new product needed *a different strategy*

1. Digital-first
2. More relatable to how younger people interact online
3. Feel more advocacy and less need-based
4. UVP to balanced multiple messages of need & hope









## TWO FOCUS AREAS



*New*  
Creative  
Approach

*Modern*  
Fundraising  
Funnel

# Unpacking our *creative* approach

1. Cut through and grab attention
2. Drive relevance
3. Increase brand recognition while being flexible





## 01 CUT THROUGH AND GRAB ATTENTION

We needed to *interrupt* the day-to-day, use trends and make the content *relatable*.



## 01 CUT THROUGH AND GRAB ATTENTION

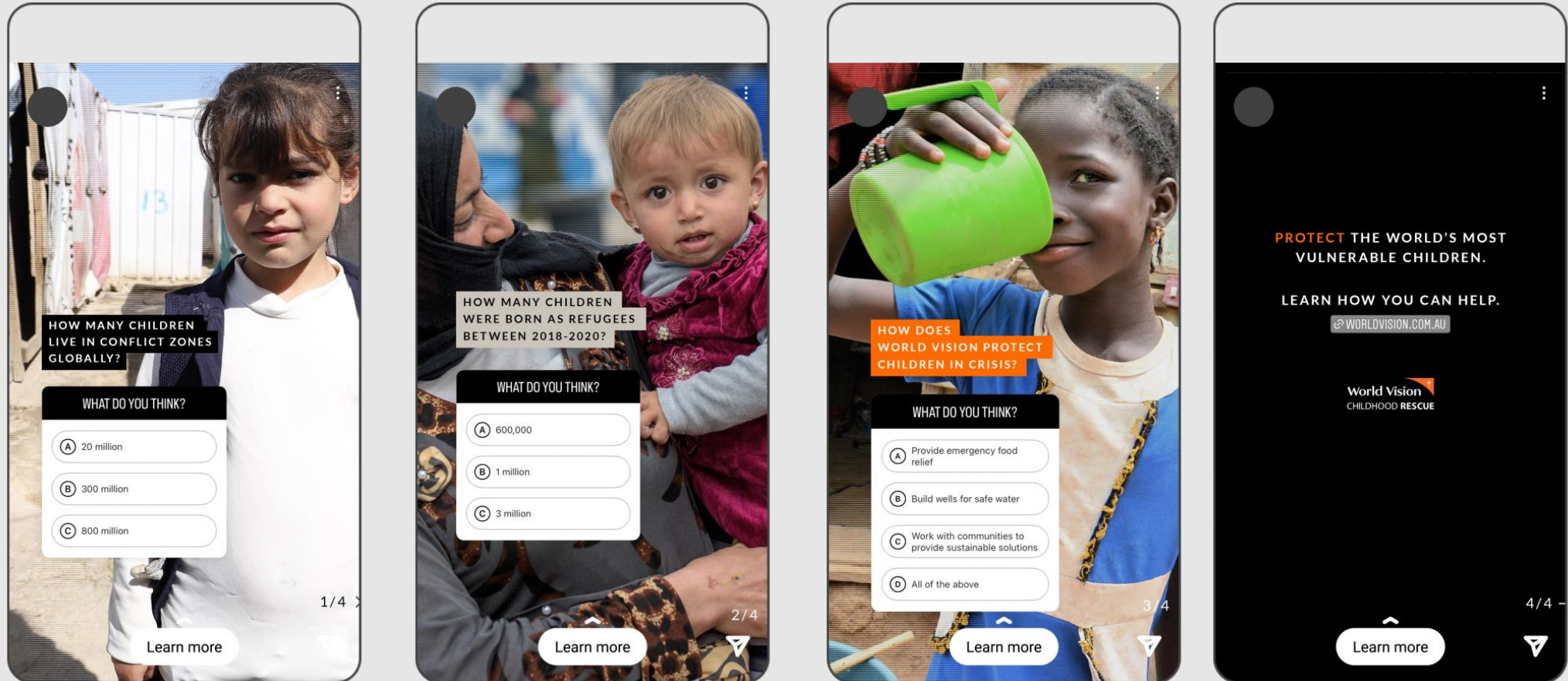
High number of assets across multiple touchpoints.





## 02 DRIVE RELEVANCE

### Using native tools to engage with young people



## 02 DRIVE RELEVANCE

Using relevant timing  
(eg. linking Ukraine to World Food Day)



### 03 DRIVE BRAND RECOGNITION WHILE BEING FLEXIBLE

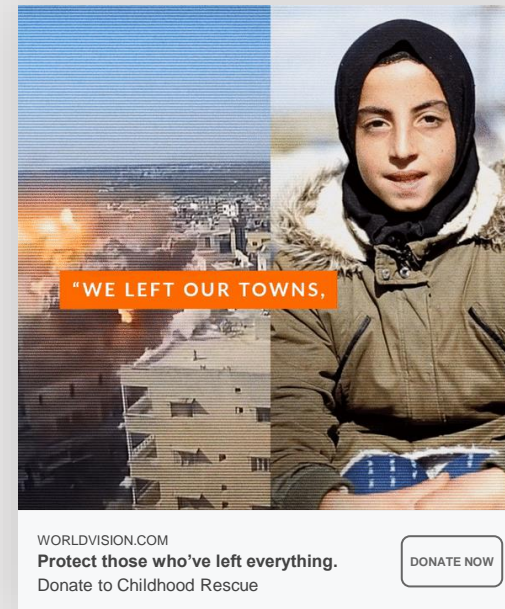
The campaign was aligned through a *flexible, intuitive, and strategic* design system.

#### USING MOTION TO ENLIVEN STATIC IMAGES

Glitches and static textures allowed us to interrupt an image expected to be static.

#### USING STAGGERED TYPE TREATMENT TO BREAK TEXT

Making longer messages more digestible through the use of distinct type treatments.



#### USING MODERN LAYOUT DESIGN

Less traditional layouts made the content feel less like an ad, and allowed us to reach younger audiences.

#### USING FAMILIAR UI ELEMENTS TO BLEND IN

Graphics such as a desktop cursor allowed the content to appear less “ad-like” and more native to the context.



## TWO FOCUS AREAS



*New*  
Creative  
Approach

*Modern*  
Fundraising  
Funnel

## MODERNISED FUNDRAISING FUNNEL

Balance need, hope and impact, and be in the right place at the right time.



### STAGE 1

**Grab attention** with unexpected disruption within the context of online spaces.



### STAGE 2

**Drive need and urgency** by telling emotive stories of the world's most vulnerable children.



### STAGE 3

**Convert donors** by speaking to why donations are urgently needed, and the impact donors can have.



### STAGE 4

**Reinforce the impact of the donor** by demonstrating how we help brave and courageous children recover, survive and build a better future.

What's the reward  
and is it *worth the risk*?



## RESULTS

1.

Increased awareness in understanding poverty in fragile context

3.

100% of these offices indicated the CHR campaign saved time, resources, and costs

2.

Primary goal achieved 79% of offices had increased in social media engagement and awareness

4.

Fundraising results in progress but so far positive



## LESSONS

1.

Tunnel vision isn't good! Don't get stuck in your comfort and miss the changing context.

2.

Test and learn to understand desires for content, supporter experiences and giving

3.

Start future proofing now, not immediate return. trust is key



## KEY RECOMMENDATIONS



Long term ROI model for younger donors



Invest in building audiences



Test on new channels



Evaluate your fundraising landscape



Understand the younger audience, test and invest in building experiences to engage them



Show the wins, even the little ones



# Thank you

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