

Channel Crossing:

understanding fundraising performance in a fast-evolving, inter-connected media landscape

09:30 **REGISTRATION AND COFFEE**

Waterfront Suite, RNLI College

10:30 **Conference Introduction**

Janet Snedden, CEO MetaMetrics and Insight SIG Chair

10:40 **SIG supporter tracker insights**

David Cole, Managing Director, fast.MAP

Initial findings from our first Insight SIG tracking study to be presented, highlighting the range of channels that supporters use to engage with charities and perceptions regarding their relevance and appropriateness.

11:00 **How is the rise in mobile impacting fundraising?**

Amanda Neylon, Head of Digital, Macmillan Cancer Support

We all know digital is huge in our lives and changing fast and that mobile has made a big impact - from how we communicate with supporters to ever growing products to encourage donations. So how can it help us as fundraisers? This session will explore how mobile is changing the way we think about fundraising, both now and coming up in the future, and discuss what that might mean to your fundraising strategy, objectives and measurement. The session will cover key digital fundraising trends and stats (mobile, social, etc); what this means for fundraisers if digital will be mainly mobile in the future; new communication possibilities offered/made viable by mobile, examples of ground-breaking/best/good practice and implications of the new possibilities for insight, campaign management and measurement (or any other data applications).

11:35 **The secret to email marketing? Send more email**

Dela Quist, CEO Alchemy Worx

There is a popular myth, created by the media, of the 'inbox overload' that would have marketers believe consumers are constantly worried and deeply affected by the hundreds of emails in their inbox. This has led some marketers to build their email strategy on the concept of sending the right message, to the right person at the right time in pursuit of higher open rates; resulting in sending fewer emails overall. However, this potentially detrimental strategy ignores the effectiveness of email as a brand recognition tool, in addition to being an engagement channel. In his presentation, Dela Quist will explain why non-profits need to acknowledge the impact email has on their subscribers and think like media-planners to maximise their fundraising efforts. Dela isn't one to hold back on challenging statements. Passionate about email marketing and about the value of email as a marketing tool, Dela has all the research and statistics at his fingertips to prove his arguments

12:10 **Using econometric modelling to allocate the impact of the fully integrated media mix for the RSPB's ground-breaking Giving Nature a Home Campaign**

Sean Perkins, Supporter Insight Manager, RSPB & Sam Watts, Analytics Director, MetaMetrics

Great fundraising campaigns are well orchestrated across channels, providing supporters with choice in ways to respond. Highly engaging campaigns executed seamlessly across mobile, digital & traditional offline media have been proven to deliver results, but how can we learn about the relative strengths of elements in the mix if we are to hone future performance? We know that 'last click' attribution is flawed & and must grow our understanding of how multi-channel activities work together to improve fundraising ROI. Focussing on the RSPB's pioneering 'Giving Nature a Home' campaign in 2013, we will share how econometric modelling - in addition to KPI and brand tracking – helped the organisation understand more about which channels delivered a high impact and what learnings were generated to improve the effectiveness of future campaigns.

12:45

LUNCH

13:15 **The Changing Face of Face-to-Face**

Martin Jervis, COO, Fundraising Initiatives

In a fast moving fundraising environment charities are constantly re-appraising their mix of fundraising to be the most effective against budget possible, to be fleet of foot in acquisition and to offer a lifetime path... and today's F2F is doing this through latest technologies that enable end to end processing and measurement. The attrition curves we are used to seeing are changing and new levels of quality are reflected in the PFRA's most recent data announcing 10% uplift across the last year. Here we take a look at how F2F has evolved into a technological and data driven fundraising channel. From Post Code and performance percentile targeting, capturing and verifying data instantly in front of the supporter, iPads in the hand of the fundraiser for better engagement with branded messaging and video, to SMS and Skip Technology for text giving and payment holiday options, all technologies that can be tracked, measured in real time and integrated with a wider channel mix across the fundraising strategy. It's time to reassess the F2F of 2014 that offers new levels of sophistication in acquisition and retention while driving up quality and engagement across all data points.

13:45 **Don't mention the 'c' word**

Santanu Chakrabarti, Head of Insight & Darren Fleetwood, Senior Research Executive, Oxfam

Politics, religion and charity? For all the talk of digital revolutions, many people in the UK see social media for dinner party conversation only. This work by Oxfam describes some of the barriers charities face in engaging people with causes and fundraising on social media in this country. For this piece of research, we wanted to go beyond digital channel analysis to look at what really motivates people to engage on social media and how they talk about charities within this.

14:15 **SaveWave – What happens if you ask the public to donate their social media accounts?**

Luke Williams, Social Media Innovation Officer, RNLI

To raise awareness of their lifesaving work at sea, the RNLI asked the public to donate their social media accounts over the summer of 2013 – what were the campaign objectives? How well did the campaign work? What were the outcomes and lessons learned? This session will also cover how the RNLI is now using the AMEC framework to tie future campaigns into the overall organisational objectives.

14:45 **Closing Remarks**

Insight SIG Committee

15:00

FINISH