

INSIGHT IN FUNDRAISING ANNUAL CONFERENCE 27TH NOVEMBER 2017



PLENARY SESSIONS

Anita Yuen – Facebook	<p>Fundraising with Facebook: making the most of new opportunities</p> <p>Social media has redefined engagement, putting power in the hands of individuals to drive change and having a major impact on the charity: supporter relationship. Facebook is aiming to help the sector make the most of the opportunities this provides through its suite of fundraising tools, launched in the UK this year. In her much-anticipated session, Anita Yuen, its Head of Strategic Partnerships Social Good, explains the thinking behind these products and how they help individuals create social impact, and gives an insight into how charities are already successfully using them to better engage with supporters.</p>
DMA & IOF	<p>GDPR Panel Q&A Session</p> <p>We have key figures from both the DMA and IoF serving on a GDPR panel, who will address the ever moving legislative and advisory landscape of the basis of permission and consent by which we engage with our supporters. They will be able to draw on the latest guidance and understandings as the 25th May 2018 approaches; please submit any questions you would like put to them.</p>
Adrian Sargeant	<p>Relationship Fundraising 3.0 : Our sector is awash with technique. Data and new insights are powering a plethora of refinements to maximize response and grow giving. And the prevailing wisdom seems to be if it works, or works better, then by definition donors must love it and want more. But do they? And are we really making people feel good when we communicate? Alongside the conversations that we have about messages and technique, how long do we typically spend reflecting as a team on how we will make our donors feel today. In this session we'll explore some of the learning from social psychology on how to build more meaningful supporter relationships by deliberately engineering communications to meet the higher order needs of supporters. And we'll share our new data that speaks to that very issue!</p>

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STREAM 1 – WHO?

<p>Matt Porter – Qbase Lee Gisbourne – Help for Heroes</p>	<p>Charity Context Benchmarking Report: Last year Qbase released its Charity Context Benchmarking Report helping charities understand their KPI performance relative to other organisations in the sector at Qbase Tribes event. Qbase is doing the study this year which has 10 charities involved.</p> <p>Based on the debrief from last year’s context participants and prospects, we are going to introduce a digital bench marking piece that looks at email activity across the sector, open, clicks etc. by message type i.e. retention vs ask... so that we can start to understand what the email engagement landscape looks like. Currently we look at common income generating products across charities together with channel contactability and reachability.</p>
<p>George Milne – Audience FC Wayne Murray – Audience FC Matt Cassini – Orbis</p>	<p>Most Powerful Insight through Research Award Winner - Case Study: Find out how Orbis created ‘Operation Sight’, a multi-channel fundraising and communication campaign spanning 2 years. Hear how we gathered audience insight through in-depth qualitative research and how the team at Orbis became integral to the process and we’ll tell you how the development of pen portraits shifted the strategy. Hear how this insight led to an organisational proposition that has resulted in significant increase in income and engagement. One year on into the campaign we can share with you the outcome of the research and what lessons Orbis took and applied into their programme.</p> <p>The presentation will take you through all key aspects of the research and how this lead to the creation of Operation Sight, sharing what went well as well as the obstacles we faced.</p>
<p>Jo Cutler – University of Sussex</p>	<p>Neuroscience: Decisions on whether to donate are influenced by a wide range of factors, many of which donors may be unaware of. By studying what goes on in the brain and body during these decisions, we gain insight into why and how donors give. Too often this insight remains buried in academic journals or is misreported by the mass media. In the Neuroscience session you will learn what brain scanning can (and can't) tell us about giving from someone currently researching this topic.</p>

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John Grain – John Grain Associates
Michael Dent – Alzheimer’s Society

Mystery Shopping: In April this year John Grain Associates launched the Secret Giver scheme with the ambition and intention of providing the sector’s most comprehensive mystery shopping and benchmarking. Since then, they have been tracking close to 40 charities, both scheme members and non-members, evaluating every communication they receive from appeals to newsletters to thank you letters to e-bulletins and everything else in-between, and carefully assessing each one for quality, engagement, accuracy, speed and compliance.

As well as measuring the volume, diversity and quality of communications they are comparing supporter journeys, data protection and GDPR approaches and within the first six months have already gained some fascinating insights, identified some brilliant initiatives and seen some terrible examples of relationship fundraising. Our members get detailed, specific reports but we would like to share some of the broader findings and insights within the sector.

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STREAM 2 – WHAT?

Centrepoint with Wood for Trees	Econometrics at Centrepoint Looking at the effect of various external factors on their RG programme, specifically from DRTV campaigns. The Evening Standard partnership last year was an area of particular interest.
Symon Russell – Barnardo’s	Using analysis to develop a strategic approach to our cash and raffle programs: Barnardo's and Wood for Trees will also be presenting their case study on the steps taken to develop a new analysis based approach to their cash and raffle programs which resulted in them generating £300,000 net income more than budgeted for the year. They will explain how they deployed the analysis from an operational stand point and were able to forecast response rates to an accuracy of 95% and what made their award-winning approach different. Including how they extended the size of their cash appeal programme by nearly 15% with a view to gaining consent to continue mailing these supporters.
Rachel Kelly – Parkinson’s UK	Digital Award Winner - Case Study: Parkinson's UK will explain how it combined and analysed its datasets for webshop traffic to track associated income gain. They will explain how the reduction of the existing audience from 120,000 people to nearer 30,000 did not substantially harm traffic to the webshop, and the charity went from inconsistent and sometimes negative uplift to consistent income uplift driven by the e-communications to smaller targeted audiences with relevant messages.

STREAM 3 - HOW?

Steve White – Marie Curie	Engagement: OUT with traditional value measures, IN with engagement At Marie Curie, analysis has shown a downward trend over the last few years in the number of active supporters giving to cash appeals. Many factors have contributed to this gradual fall and it’s arguably impossible to isolate the impact of each factor. Individual Giving (IG) at Marie Curie had reached a tipping point as the acquisition of high volume but lowly engaged supporters were no longer topping up the leaky bucket of lapsing donors. In January 2017, an IG Summit was held with the management team to explore ways of recruiting more highly engaged supporters but also with a greater focus on retaining those
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	<p>valuable supporters we already had. 19 strategic projects were agreed under the umbrella goal of LOVE – Legacies, Offers, Value and Efficiency.</p> <p>Whether we call it LOVE or engagement, this talk gives several practical analysis examples of making the most of your in-house database; to understand your supporters from both a giving behaviour but also engagement point of view, recognising their overall value and loyalty over many years. To then use such insight to communicate with them appropriately. In summary this talk explains how to broaden the definition of financial value to also include engagement and human elements.</p>
<p>Nick Mason Mark Lumby – Oxfam Jonathan Moxham – British Red Cross Bob Francis – BHF Sarah Potter - Save the Children</p>	<p>Teams, Structures, Ways of Working: Agile/waterfall? Is your "team" a one man band? How do you grow and sustain teams of different sizes. Hear from some of the best in the sector as to how they engage with colleagues and customers.</p>
<p>Julian Berry - Berry Thompson</p>	<p>Getting to a Single Customer View: Martin Harvey, founder of Bio-Gard, and Julian Berry, founder of Berry-Thompson, are both seasoned direct marketers with a mission to get the right technology to support it. In this talk Martin explains what a customer data platform can do to enhance marketing effectiveness, and how this has played out for his company. Julian looks at several of the core functions that successful single customer view technologies need to provide (without even mentioning GDPR). This also covers some of the analytics and reporting that needs to come with it.</p> <p>You will come away with a much clearer view of why you need this kind of technology, and what you should look out for when commissioning it.</p>
<p>Nick Mason – Insight SIG Chair</p>	<p>Visualisations We Love: They say a picture is worth a thousand words, and certainly beats a messy spreadsheet. Visualisation is a key component of data analytics, as a data discovery tool and for communication of findings. For this session we have crowd-sourced from fundraisers a number of visualisations that engage, and really communicate a message.</p>