

Institute of
Fundraising
INSIGHT IN
FUNDRAISING
AWARDS 2018

WINNER

Most Powerful Use of Insight in Mass Fundraising

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Head of Mass
Participation
Events





How in one year to triple the
dough with the same
number of registrations



Payer audience led approach: understanding our audience is everything

Suburban Renters



18% of CC Regs (-3.7% vs 2016)

14% of UK Population

Registrations

£

Regular Families



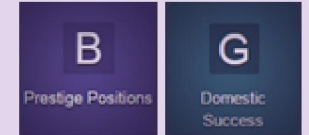
24% of CC Regs (+2.9% vs 2016)

20% of UK Population

Registrations & Payers

£ £

Domestic Success



13% of CC Regs (+2.5% vs 2016)

16% of UK Population

Payers

£ £ £

Marketing channel optimisation – Channels work better together

Channel		Introduce		Aware		Engage		Convert
Display Prospecting	↑	695	↑	690	↔	27	↔	7
Display Retargeting	↔	23	↔	26	↔	2	↔	10
Email	↓	0	↓	1	↔	10	↑	41
Partnership	↔	12	↔	14	↓	2	↓	0
Programmatic Audio	↑	40	↔	40	↓	1	↓	0
Search	↓	2	↔	2	↔	35	↑	139
Social	↔	27	↔	28	↑	498	↑	603

Supporter Journey Improvements – It's Personal!

<u>Previous Activity</u>	<u>Uplift</u>
Previous Participants	-£9.66
New Supporters	-£0.14
Existing Supporters	+£9.19

<u>Location</u>	<u>Uplift</u>
Home	+£8.95
Other	+£6.25
School	+£10.73
Work	+£0.34

<u>Age</u>	<u>Uplift</u>
Under 30	+£1.47
30 to 50	+£2.09
Over 50	+£6.17

The Results...



The background of the slide is a vibrant green color. It features several abstract, hand-drawn brushstrokes in various shades of green, creating a dynamic and artistic feel. The strokes are thick and have a slightly textured appearance, suggesting they were made with a marker or paintbrush. One prominent stroke curves from the bottom left towards the center, while another curves from the top right towards the center. There are also some lighter, more diffused strokes scattered across the background.

THANK YOU

A solid, dark blue rectangular box is positioned in the bottom right corner of the slide. It has a uniform color and no text or other elements inside it.

Any Questions?