

Welcome to

The Essentials of Individual Giving

Delivering Campaign Success

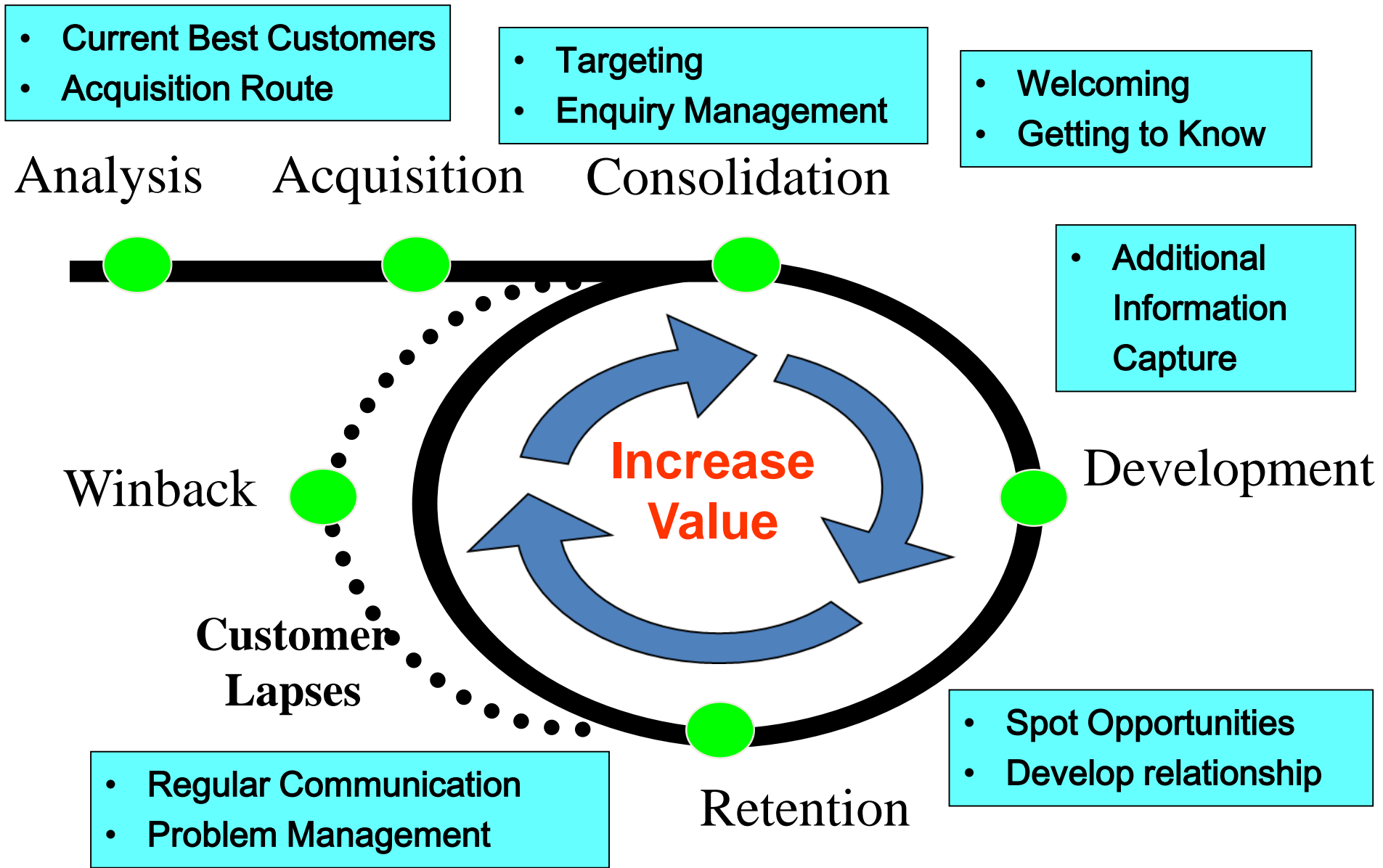
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Key Topics for today...

- Data management, list brokers and profilers
- Creating effective print marketing: direct mail, inserts and off-the-page
- Creating effective content for digital channels: email, web and social media
- Top tips and key considerations for achieving integration across the marketing communications mix

Relationship Marketing



Relationship Marketing

“No one will protect what they don't care about; and no one will care about what they have never experienced.”

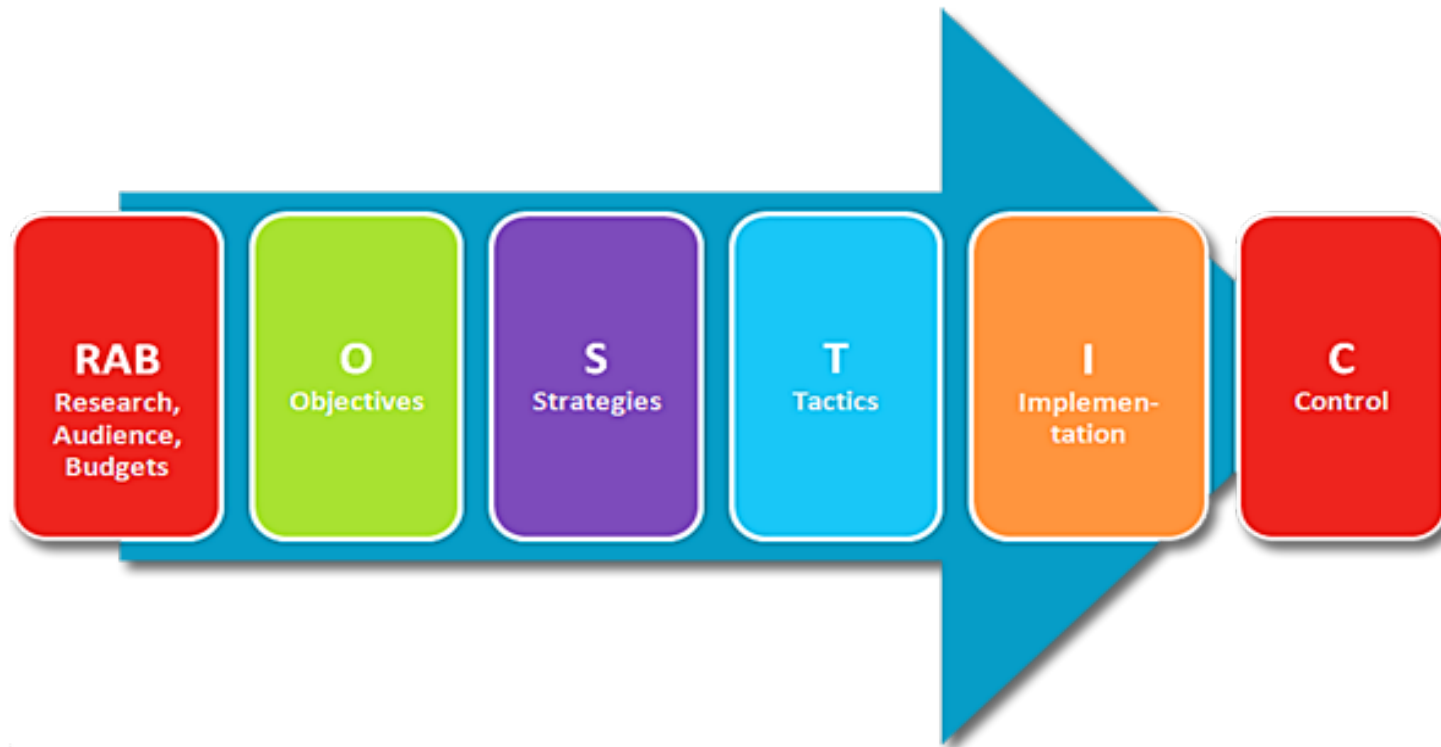
David Attenborough



Planning for Campaign Success

Using RABOSTIC

Campaign Planning Model



Research

- **Research** is the phase that is often missed, but if you don't check back at what you've done before, look at what others are doing and what's happening in the wider marketplace, then you might not identify all the threats and opportunities.

Research



Target Audiences

- **Audience** understanding is vital to success. Rather than trying to please everyone, focus on those who really matter!



Target Audiences

- What do they look like?
- What are their interests?
- What matters most to them?
- What communication channels do they like best?



Target Audiences

Your proposition should be able to address:

- What problem will it solve?
- What do I expect from the charity?
- What benefit do I get?
- Why should I choose this over an alternative?

Budget

- **Budget** appropriately. Consider what communication channels are best at reaching your target audience and work out realistic costs for each.



Budget

- How much can you spend?
- What resources do you have available?
- Who can help you?
- Contingency?



Objectives

- **Objectives** are essential to be able to measure your results and help you focus your campaign.

Objectives – 5S model

- **Sell** – increase income
- **Speak** – create dialogue
- **Serve** – add value
- **Save** – time & money
- **Sizzle** – create excitement



Strategy



Strategy: Think

- Part of the **cognitive phase** where we think about things in a **rational** way
- Make people **aware** of your proposition through a range of media, including:
 - **Advertisements** either on or offline
 - **Search Marketing**
 - **Public Relations**
 - **Direct Mail**
 - **Doordrops**

Strategy: Think

- Part of the **cognitive phase** where we think about things in a **rational** way
- You build **knowledge** by clearly communicating the key **features**, **benefits** and **advantages** of your charity
- This is about enabling **informed** decision making and can be delivered through:
 - **Web landing pages**
 - **Email**
 - **Direct mail**

Strategy: Feel

- Part of the **affective phase** where we think about things in a **emotional** way
- You can create a **liking** with great storytelling and testimonials delivered through various channels, including:
 - **Website**
 - **Emails**
 - **Social Media**
 - **Direct Mail**

Strategy: Feel

- Part of the **affective phase** where we think about things in a **emotional** way
- You can create a **preference** by tailoring messages and referencing influence groups through various channels, including:
 - **Social media**
 - **Blogs**
 - **Direct Mail**

Strategy: Do

- Part of the **behavioural phase** where we take action
- **Conviction** is created by referencing honesty and trustworthiness through personalised direct marketing channels, including:
 - **Email**
 - **Text**
 - **Direct Mail**

Strategy: Do

- Part of the **behavioural phase** where we take action
- **Donation** is secured by ease of processes and encouragement through:
 - **Efficient checkout process**
 - **Email confirmation and updates**
 - **Text confirmation and updates**

Tactics

- **Tactics** enable you to convert your strategy into components that should all fit together and deliver a consistent campaign.

Tactics: the mix



Tactics: the message



Tactics: the message

- **Attention** – the right media, good visuals and thought provoking headline
- **Interest** – address the things you've identified as important to your audience and make it relevant to them – they don't need to know everything!
- **Desire** – make them want to act
- **Action** – make it clear what you want them to do and how they do it

Implementation

↓

		Budget	Comments	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Design	Action 1	XXX													
	Action 2	XXX													
Search Engine Optimization	Action 1	XXX													
	Action 2	XXX													
Blog	Action 1	XXX													
	Action 2	XXX													
Social Media	Action 1	XXX													
	Action 2	XXX													
E-Mail/News Letter	Action 1	XXX													
	Action 2	XXX													
Analytics	Action 1	XXX													
	Action 2	XXX													
Total		XXX													

Control

Avoid vanity metrics and focus on meaningful interactions and goal completions and conversions

Databasics

Key GDPR Responsibilities

GDPR

- The European Union (EU) **General Data Protection Regulation** (GDPR) brings data protection legislation into line with new, previously unforeseen ways data is now used
- Supersedes the **Data Protection Act 1998**
- Makes data protection rules more or less identical throughout the EU
- Gives EU citizens more control over how their personal data is used

GDPR: the basics

- All 'Controllers' and 'Processors' of **personal data** need to abide by the GDPR irrespective of where in the world they are based
- Personal data must be processed **lawfully**, transparently, and for a specific purpose
- Once that purpose is fulfilled and the data is no longer required, it should be deleted

GDPR: the basics

6 lawful reasons to process data:

1. **Consent**
2. Contract
3. Legal obligation
4. Vital interests
5. Public task
6. Legitimate interest

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>

GDPR: the basics

You should ensure when gathering customer and prospective customer **data for marketing purposes**, that:

- Appropriate **consent** has been given
- The **date** and **method** through which consent was given should be recorded
- Data sourced from third parties, such as mailing lists, complies to the above

GDPR: the basics

Appropriate consents include:

- ‘**Opt-in**’ box a person has to proactively tick, rather than pre-ticked!
- A **clear statement** along the lines of... “By providing your details you consent to the receipt of marketing communications by email...”

Privacy and Electronic Communications Regulations

The **Privacy and Electronic Communications Regulations** (PECR) give people privacy rights and covers:

- Marketing by **electronic means**, including marketing calls, texts, emails and faxes
- Use of **cookies** or similar technologies that track information about people accessing a website or other electronic service

PECR: the basics

A **cookie** is a tiny little file that's stored on your computer. It contains the address of the Web site and codes that your browser sends back to the Web site each time you visit a page there. Cookies don't usually contain personal information or anything dangerous; they're usually innocuous and useful.

PECR: the basics

- You must tell people if you set cookies, and clearly explain what the cookies do and why
- You must also get the user's consent - consent can be implied, but must be knowingly given
- There is an exception for cookies that are essential to provide an online service at someone's request (e.g. to remember what's in their online basket, or to ensure security in online banking).

Database Implication

- A consent field on the database
- An ability to prove that consent has been given

Databasics

Using external data sources

List Industry

- **List Owner** = The owner of the copyright or database right.
- **List Manager** = appointed by list owner to market and sell the list
- **List Broker** = Buying agent between the manager or the owner. Works on behalf of the end user!

Using lists for acquisition

- **Rent** – the most usual choice
- **Lease** – if you need access for an extended period
- **Purchase** – only if you are really confident in the quality and relevance to you

Briefing a List Broker

- Campaign objectives
- Campaign components
- Target market
- Budget
- Timing
- Communications mix
- List format

List Broker Proposal

- Name of list & description
- Source, age, accuracy & GDPR compliance
- Population of fields:
mail | phone | email | mob
- Previous users
- Cost per thousand
- Delivery date

Using Profilers

- Existing data is **standardised** and then **matched** against a universal source of market information to enable:
 - Existing customer insight to be enhanced
 - Quality prospects to be identified

Profiling benefits

- Greater ability to **retain** and **develop** existing customers by being better informed about them and communicating in more **relevant** and **appropriate** ways
- Find quality new customers that display similar profiles to your **best existing** customers

Profiling service providers

- CACI
 - Paycheck – incomes against postcode
 - ACORN – A Classification of Residential Neighbourhoods
 - <https://www.caci.co.uk/products/bu/integrated%20marketing>
- Experian
 - Mosaic
 - <https://www.experian.co.uk/marketing-services/products/mosaic/mosaic-interactive-guide.html>

External Data Sources

1. Use reputable suppliers:

- https://dma.org.uk/connect#s_connect

2. Check GDPR compliance:

- <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/rights-related-to-automated-decision-making-including-profiling/>

3. Check GDPR compliance:

Getting the right campaign media mix



3 key media considerations:

1. Which tools and media are the audience most **comfortable** and **familiar** with?
2. Which tools and media are most **suitable** to convey the message?
3. Which tools and media are most **cost effective**?

Media costs

Costs are typically made up of:

- **Creative** – graphic design, images etc.
- **Production** – printing, recording etc.
- **Delivery** – postage, air time etc.

Very approximate media costs

Per unit costs might be:

- Direct Mail marketing = 30p – 75p
- Email marketing = 5p – 10p
- Doordrops = 10p – 15p (consider delivery)
- Inserts = 20p – 25p (consider publication)
- Pay-per-click = 50p – 300p (varies a lot)
- Telemarketing = 300p – 500p

Very approximate media costs

Other media **space** costs:

- TV = £10,000 +
- Radio = £1000 per week
- National Press = £30,000 full page colour
- Local Press = £250 ¼ page

Print Media



Direct Mail Marketing

Direct Mail Campaign Planning

Elements to consider:

- Prepare the brief and get approval to invest the money
- Preparing the data
- Creative Design and Copy
- Production of Visual elements
- Artwork production
- Printing
- Enclosing and mailing
- Delivery
- Response handling

How long it could take!

Date	Brief	Data Processing	Design & Copy	Visual Elements	Artwork	Printing	Mailing & Enclosing	Delivery	Response Handling
04/04	Brief starts								
10/04	Brief ends								
11/04		Data starts	Design starts						
24/04		Data ends							
01/05			Design ends	Confirm Budget	Confirm Budget	Confirm Budget	Confirm Budget		
02/05				Visuals starts					
15/05				Visuals ends					
16/05					Artwork starts				
29/05					Artwork ends				
30/05						Printing starts			
06/06							Brief Mailhouse		
12/06						Printing ends			
13/06							M & E starts		
19/06							M & E ends		
20/06								Mail Date	
22/06									Brief Response Handling
29/06								Delivery	
07/07									Response Handling Starts

Developing direct mail to get results...

Developing creative

- The Envelope
- The Letter
- The Brochure or Leaflet
- The Call to Action
- The Response Device
- Website landing pages

Envelope

- Only 7 seconds to make an impact
- Provocative message
- If you deal with them already, let them know who you are!
- Be creative - size and shape can increase impact!

Making Your Letter Interesting

- Top Of Page – Who's It From ?
- Address – Check It's For Them
- Skim Letter – Pick out key points to establish why the letter has been sent to them
 - Personalise
 - Use Headlines & Sub-Heads
- Signature – Eye drawn to signature
 - Make Signature Legible & Use P.S.
- Decide To Read In Detail
 - Use Appropriate Fonts

What does your signature say about you?



Making Your Letter Interesting

- Short Sentences with minimal punctuation
- Short Paragraphs – Just 1 thought & open with main offer or question
- Vary pace and use link words and phrases
- Be single-minded and use active rather than passive based words
- Be warm and friendly – use **YOU** more than **WE**

Brochure/Leaflet

- Great Opportunity to Reflect Your Brand
- Adds Impact
- Power of Pictures (with testimonials..?)
- Needs to Work With the Letter...
- ...and Other Advertising.

Response device

- Don't hide it!
- Make it as easy as possible:
tick boxes, pre printing information..
- Offer multiple response channels
- Ask some questions

Activity: Direct Mail in action

- How does the letter perform?
 - Use of YOU v. We
 - Active or passive
 - Skim test
 - Ask
 - Signature and PS

Print Media



Off the page advertising & inserts

Paid For Space

- Local publications will have rate card, but ALL are open to negotiation!
- Find out the closing dates for future publications and prepare to take advantage of **distress selling**
- Find out the advert sizing for each publication so you can have ads ready to go at the **last minute**

Everyone hates inserts?

‘They fall out all over the floor...so I just shake them straight into the bin..’

But...

- Only a small % fall out prematurely
- Most are glanced at before taking action

Advantages

- High volume of enquiries
- Very cost efficient way of building database
- Creative flexibility
- High impact
- Detailed information
- Good testing opportunities
- Reasonable targeting ability
- Can be better than off-the page and provide more flexibility
- Draw immediate attention and usually deliver a much higher response rate than display ads

Disadvantages

- Long lead time – up to 3 months
- Needs careful campaign planning and management
- Jan/Sept/Oct are v busy months for the market and availability can be an issue
- They do fall out and some retailers have bins at the ready!

Achieving Success

- Planning – lots of restrictions on presentation unique to each publisher – don't assume, **CHECK**
- Ask for a **Certificate of insertion** – don't pay the invoice until you have one

Print Media



Doordrops

Advantages

- Good as stand alone medium
- Can be integrated with TV/Radio/Press regions
- From about 5p per item
- Flexible and responsive
- Targeting opportunities
- Fewer GDPR considerations

Targeting

- Geo-demographic enables targeting of neighbourhoods sharing similar attributes by postcode – ACORN, Mosaic, Super Profiles
- Geographic options enable targeting to match postcode area TV/radio region etc

Disadvantages

- Minimum charge
- Good slots get booked up early
- Needs very careful campaign management – a lot to co-ordinate
- Dumping – you might have to clear it up!
- Often perceived as highly wasteful
- Very long lead times compared to other choices

The Choices

- Royal Mail
<http://www.royalmail.com/business/services/sending/specialist-services/door-to-door>
- Free Newspaper delivery network
- National Distributors
- Regional & Local Distributors

Free Newspaper Network

- 85% coverage
- Highest volumes, no exclusivity
- Most hold a VFD certificate
- Back checks – face to face and by telephone

National distributors

- Undertake co-ordination, planning, scheduling, booking and pricing
- Act as access point in to Royal Mail and the free newspaper network

Regional & Local Distributors

- Local businesses offering the opportunity to access a network of distribution personnel offering alternative to Royal Mail or free newspapers

Cautions and tips

1. You are paying for a quantity to be delivered in an agreed area.
NOT distribution to EVERY household
2. Not all items will be delivered as it's impossible to prevent 'dumping'
3. Judge on response and conversion
4. Can be very stressful and contingency plans are essential!
5. Book and plan early, whoever you use
6. Choose a printer with experience in this area

Planning Checklist

- Objective
- Budget
- Targeting criteria
- Distribution areas
- Methods of distribution
- Independent validation
- Back check procedures
- Design and print
- Size, weight, quantity of material
- Packing
- Dispersal
- Repeat activity
- Evaluation

Digital Media



Email Marketing

Getting it to your audience

- <http://www.charityemail.co.uk/>
- <http://www.dotmailer.com>
- <http://www.mailchimp.com>

To read or not to read...

- Is it from **someone** I want/need to hear from?
- Does the **subject line** get my attention?
- How is it **personalised**?
- Is there items of **interest**?
- Can I **act** on something?

Who is it from?

Save The Children and emailinform <email@eform4.com>

Kevin Degenhard - RSPCA <supportercomms@mail.rspca.org.uk>

WWF <news@email.wwf.org.uk>

Does the subject get my attention?

Nicholas, help inspectors like Trevor save animals' lives today

Nick, every moment counts

Request your complimentary Will Writing Guide

Our position on badgers and bovine TB and fracking

Does the subject get my attention?

Nicholas, help inspectors like Trevor save animals' lives today

RSCPA

Nick, every moment counts

CRUK

Request your complimentary Will Writing Guide

Save the Children

Our position on badgers and bovine TB and fracking

Does the subject get my attention?

- What's in it for me? (WIIFM) Make it relevant
- Ask a question
- Offer a teaser
- Use 5-10 words or 40-60 characters
- Make your recipient feel like you're speaking directly to them
- Should encapsulate the **core proposition and key benefits**

Not so good subject lines...

- Scientists conduct cell transplant experiments
- News update from our CEO
- Charity Newsletter #407
- Welcome to our newsletter

Test subject lines

Want to self-test your subject lines? Try these handy headline analysers:

<http://subjectlinegold.com/>
<http://coschedule.com/headline-analyzer>

Personalisation

- Dear 'First Name' is the protocol
- Possible to personalise in the subject line and other areas
- Great care is needed because if you get wrong it's very visible and noticeable...

Personalisation

- Even those who should know...

What will you spot?

No pictures? See this email in full



Dear ,

This is the best time of year to get started with nature recording for spring. We've already started to see the early signs of spring; there are lots of birds showing breeding behaviour near Woodland Trust HQ in Grantham. And the mild weather some of us are still

Personalisation

- Make the content relevant to them
- Segment lists using geo-demographics e.g. region, gender etc.
- Segment based on behaviour and interests

Preview pane

If you have problems viewing this email please follow the below link to view it in your web browser:

<http://www.smartbulletins.co.uk/view/bulletinfinal/982>



VIEW YOUR ECARD

DONATE NOW

WEBSITE LOG IN

Tamba

Saving lives, supporting families

Preview pane

- Reinforce/establish who you are
- Summarise the proposition
- Remember it's a snapshot!

Attention grabbing headlines

- Classic 'How-to'
- Identify and Solve a Problem
- Strike A Note Of Controversy
- Shorter Titles Are Great
- Ask Questions

Power Words

180+ Power Words From Copywriter Karl Stepp

FOR WRITING **EMOTIONAL HEADLINES**

free
sale
new
professional
guaranteed
special
tested
improved
immediately
limited
simplistic
powerful

focus
wanted
absolutely lowest
interesting
challenge
lifetime
highest
expert
advice
the truth about
compare
colorful

remarkable
obsession
surging
revisited
unique
bargain
hurry
daring
pioneering
destiny
unsurpassed
genuine

confidential
sizable
wonderful
delivered
secrets
scarce
alert famous
strong
unusual
outstanding
energy
instructive

Telling great stories

- How does your work relate to real people?
- Stories, accounts and case studies work well... especially if told in the first person.



RNLI Life

November 2015

[News](#)



[Magazine](#)



[College](#)



[Donate](#)



'It was the most difficult rescue I've been on'

When Andrew McGeown saw Arnold, his 2-year-old Staffordshire bull terrier, vanish off of the side of the sea wall, he instinctively went in after him. What happened next sparked a tragic chain of events that would severely test the crew of Scarborough's inshore lifeboat and would become a defining moment for the close-knit seaside community.

[Read more about the award-winning rescue](#)



DONATE NOW



Find your local PDSA

**TAKING CARE
OF YOUR PET**

**VET
SERVICES**

**GET
INVOLVED**

SHOP



Dig Deep Appeal... the story so far

Thanks to supporters like you, building work is coming along nicely at our Birmingham (Oldbury) PDSA Pet Hospital, The Marian and Christina Ionescu Centre of Surgical Excellence.

The roof for the new hospital is now in place, and we're beginning to clad the walls. When our new hospital is finished it will be able to treat more than 100 pets every day.

Click Through...

- **Relevance** and **dialogue** is key to achieving a click through – you must give a good reason to!
- Use **headlines**, **indents**, **images**, interact: What do you think about...?

Get them to take action



**Your last chance to
sign up**

February 2016


Get them to take action



[Donate Now](#)

Get them to take action

We must have £121,534 in hand by midnight to keep a strong Christian voice!



Premier. **Final Reminder**

Dear Chari,

Our financial year-end deadline is here - and we must receive **£121,534** in order to keep Premier a strong Christian voice in the year ahead!

[So thank you for giving generously by midnight to ensure that we remain a strong Christian voice for so many across our nation.](#)

And please pray with me that God would move many to respond in these final hours.

AMOUNT STILL NEEDED: £121,534

> MY BEST GIFT TO CLOSE THE GAP

Improving landing pages

- Be clear about what the **point** of it is!
- What was the **call to action** again?
- **Consistency** of appearance
- People are easily distracted on the web
 - stay **focused** on the reason they clicked through
- **Test** it first if you can

Digital Media



Website

Activity: Email in action

- How could you improve:
 - The subject line
 - The preview pane
 - The calls to action

7 Steps to Great Website Content

1: Audience

- Think about the supporters you want to attract and design for them – you can't please everyone and trying to is pointless!
- Put target supporters at the heart of all decisions

7 Steps to Great Website Content

2: Clear goals, purpose & messaging

- Be extremely clear with what the charity is, what it does, how it can be supported and the benefits that support will bring
- Have clear, standout calls to action using stand out font sizes and colours

7 Steps to Great Website Content

3: Consistency

- Visitors like consistency in layout and style as it gives them the confidence to use the site – especially important if you are taking donations online
- Multi-device responsive is expected

7 Steps to Great Website Content

4: Visual stimulation

- Use pictures, video and audio to showcase what the charity is all about.
- Research suggests that donations to charity websites can be significantly increased by using short educational films
- Visuals should make the visitor “feel something”

7 Steps to Great Website Content

5: Make donating easy

- Make donation a very simple and clear procedure but don't try and do this too fast. You need to convince people first and take them on the correct journey through your site - do not be too eager!

7 Steps to Great Website Content

6: Open up direct marketing channels

- Offer the option to receive updates and email sign up. It may take several weeks of courtship and customer education before they are prepared to donate to your charity
- Follow GDPR rules!

7 Steps to Great Website Content

7: Use the statistics

- Installing an analytics package gives you useful information about what's popular and working and what is not.
- Online visitors vote with their feet!

Great NFP websites

- <https://www.charitywater.org/>
- <http://breastcancernow.org/>
- <https://www.worldwildlife.org/>
- <http://understandingdementia.org.nz>
- <https://www.charityandbiscuits.com/blog/analysing-best-charity-websites-2018-look-top-100-uk-charity-sites/>

Digital Media



Social Media

Develop a strategy

- **Reactive:** Respond and engage accordingly
- **Proactive:** Approach social networking with a targeted rationale

Develop a strategy

- **Who** do you want to talk to?
- **Where** are they engaging in a social space
- Who are the key **influencers**
- **What** are they discussing
- **How** can you influence this

Building social proof

1. Be **current** – only set up those you have time/resource to manage
2. Be **consistent** – relies on user's developing habits so fit with that
3. A distinctive and consistent **personality** will give you standout
4. Use your current **supporter base** – get them committed to your media choices

Building social proof

5. Be prepared to **invest** a lot of time and effort before you expect results
6. Engage **proactively** – to both good and bad comments
7. Good **manners** and etiquette are important – you are representing an organisation, not yourself!
8. Manage **expectations** to what you can deliver

Building social proof

9. Encourage people to **share** – with prompts and calls to action
10. Encourage **dialogue** – no one likes someone who only talks about themselves!
11. **Integrate** with other media via plugins, media logo + id etc.

Shelter Scotland – #SocialMediaSanta

- Shelter Scotland supports hundreds of children, aged 6 months to 16 years
- People and companies donate gifts for Christmas by becoming Social Media Santas
- The campaign has been running annually since 2012

Shelter Scotland – #SocialMediaSanta



Breast Cancer Now – #WearitPink

- Wear it Pink day has been going since 2002 and has raised more than £30m to fund research into breast cancer.

Breast Cancer Now – #WearitPink

- Last year, [Breast Cancer Now](#) wanted to bring in a fundraising relationship approach to this mass-participation event by sending supporters personalised video content on Twitter to say "thank you" for taking part when they tweeted using [#Wearitpink](#).

Breast Cancer Now – #WearitPink

- The charity worked with EchoMany to create video assets that could then be personalised by bringing in a user's name, profile picture and any picture they included in their tweet.

Breast Cancer Now – #WearitPink

- It sent out 267 video replies throughout #Wearitpink day: nearly 50 per cent of the recipients retweeted their videos and almost 80 per cent liked them. This means that those videos then reached more than 77,000 people on Twitter.

Breast Cancer Now – #WearitPink



Movember & Unmute – Ask Him

- ‘Unmute – Ask Him’ is a campaign that uses the metaphor of muted videos on social media. It involves three subtitled videos, which on the surface appear to show men demonstrating simple tasks such as making a fishing rod or changing a flat tyre.

Movember & Unmute – Ask Him

- However, when the user unmutes the video, they can hear what the men are really talking about (their underlying personal worries and concerns).
- <https://youtu.be/j72YKZsdDRM>

Online and offline integration



Achieving online & offline integration

Integrated Branding:

- It is “the promise you keep” in all customer experiences
- Integrated branding includes
 - Messages
 - Visual branding
 - Tone and manner
 - Employee and management actions (across the organization)

Achieving online & offline integration

The 4 Cs Of Integrated Campaigns:

- **Coherence** – Are all aspects of your campaign logically connected?
- **Consistency** – Do all messages and connotations support (and not contradict) each other?
- **Continuity** – Are the communications of your campaign connected and consistent across platforms throughout all the campaign?
- **Complementary** – Does the whole campaign add up to something better than the sum of its parts?

Achieving online & offline integration

Social Nurturing:

- Social media has a great deal more resources which can be used to provide consumers with all of the information which they might require. And it allows for engagement.
- Use offline to drive audiences to social media to continue the journey
- # HASHTAGS make it easy and engaging

Achieving online & offline integration

Driving to website:

- Your website is the hub, but people don't expect to have to work hard to continue the journey...
- Custom URLs make it easy to drop at appropriate landing pages and enable you to track performance
- Create custom, shortened URLs
<https://bitly.com/>
- Publish QR Codes <http://www.qrstuff.com/>

Achieving online & offline integration

Create teasers and reminders:

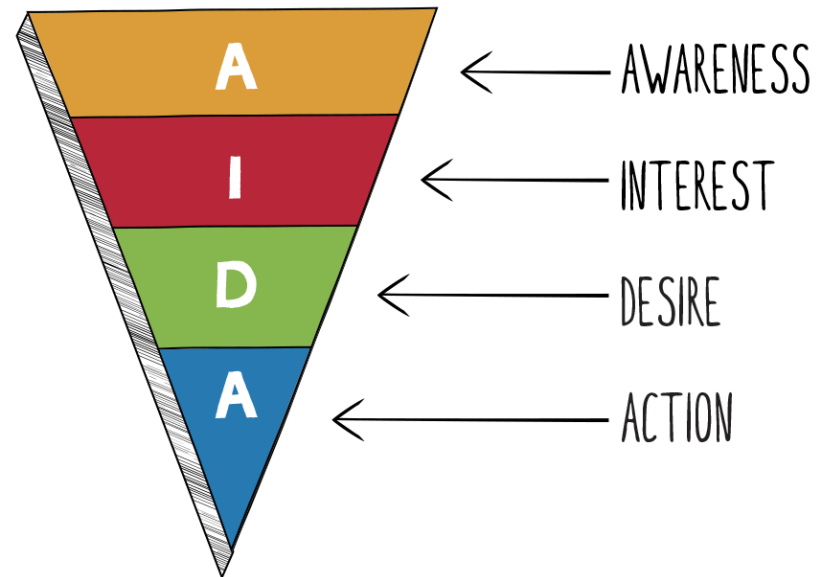
- Use cheap, low cost digital tools to build awareness and tease about big budget campaigns
- After the main campaign use digital to remind people to respond to the call to action – we are all busy and need several nudges before we act!

Achieving online & offline integration

Clear calls to action:

- Make sure you complete the journey

THE AIDA MODEL



Some Further Case Studies

Harrison's Fund,
Friends of the Earth

Harrison's Fund

<https://dma.org.uk/awards/winner/2015-gold-charity>

I wish my son was a dog

dsc
directory of social change

helping you
to help others



**Would you give £5 to
save Harrison from
a slow, painful death?**

Harrison suffers from a disease called Duchenne Muscular Dystrophy. It will gradually disable him and eventually kill him. There is no cure, no treatment and very little hope. Harrison's Fund is dedicated to raising money to fund research into a cure or treatment so that we can buy him and others like him some time. This isn't Harrison by the way, this is a picture of a dog I found on the internet. Harrison is my eight year old son. I used this image because people in Britain are more likely to donate to save an animal than a child with Duchenne. Sorry if you feel tricked, my son is dying and I'll do whatever it takes to save him.

Please help us by texting 'Make24 £5' to 70070



Overview...

- Harrison is an eight-year-old boy dying from a disease called Duchenne Muscular Dystrophy (DMD), which affects around one in 3,600 boys. Harrison's Fund is a charity set up to raise money to fund the research that might buy him some time

Overview...

- Up against high-profile charities with big budgets, the organisation knew it needed to **raise awareness** of the plight of children with DMD in an innovative way.
- With one simple advert, Harrison's Fund managed to generate huge attention and debate around the world, as well as prompt all-important donations.

Strategy...

- You would think that raising money to save dying kids would be relatively easy...
- In the UK, more people choose to give their hard earned money to **charities that care for animals**
- The team wondered if it would be easier to raise money for Harrison if he were a dog

Strategy...

- By drawing public attention to the priority given to **animal welfare over human care**, the campaign aimed to stir awareness and debate that would lead to a change in behaviour.

The idea...

- Two online adverts, identical in every way bar the image, were run on the same media network with the same weighting
- One showed Harrison; the other a picture of a dog taken from the internet.
- Of the 350,757 impressions, **Harrison's advert received 111 clicks compared to 230 for the dog**

The idea...

- Press ad asking ‘would you give £5 to help save Harrison from a slow and painful death?’ with the dog’s image
- The ad copy explained that this dog wasn’t actually Harrison and went on to tell the story of the boy with DMD

The results...

- Attracted newspaper coverage, public attention and donations from around the world, with **awareness rising by up to 20%**
- Facebook reach increased by more than 30% and **engagement by almost 60%**
- Harrison's Fund raised **£410,000 in 2014** compared with £190,000 in 2012

What we can learn...

- The idea matters more than the budget
- A great idea can rapidly grow from small beginnings...make sure your Public Relations team is ready to act!

Friends of the Earth

Bluefrog/Open/
Nonsense/Listen
Media: Multi



Background...

- The objectives were to raise money and **win new supporters to save Britain's Bees**
- Secondary objectives were to test an integrated approach, establishing new channels and audiences

Background...

- Previous campaign activity revealed that taking action for bees **doesn't equate to support for wider environmental issues**
- Messaging donors often say they feel daunted and powerless about environmental issues, so the **strategy was to empower**

The idea...

- **3 incentivised cash asks** for different channels (£3, £15, £100+)
- Incentives included wildflower seeds, a Bee Saver Kit and the opportunity to fund a local Bee World

The idea...

- A virtual wildflower was planted in recognition on the online UK map; this **interactive tool allowed donors to share Bee Saver stories**
- **Multi media:** inserts, press ads, cold direct mail, online advertising, outdoor, email and telemarketing reached over five million people.

The results...

- Raised **£281,000**
- **8,000 new donors**, increasing the donor base by 20%
- **Member-get-member** elements generated over £20,000 in extra income and delivered hundreds of new cash donors

What we can learn...

- Presenting challenges that seem too big or complex can easily disconnect from audiences
- Creating **small scale, personal projects that donors can relate** to can dramatically increase income