



The world of IG: New channels, same principles

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IG workshop - agenda

1. Workshop aims and purpose
2. How can we help you?
3. IG evolution in a nutshell
4. Learning more about your audience
5. Friends of the Earth case study – evolving our donor recruitment programme
6. Task: new opportunities for your IG programme
7. Takeaways and tips
8. Learnings and reflections



Let's start



1. Workshop aims and purpose

1. To understand the recent evolution of Individual Giving
2. To learn how you can develop audience insight that can improve your IG performance
3. To learn how to apply this to your own IG programme



But what about yours?

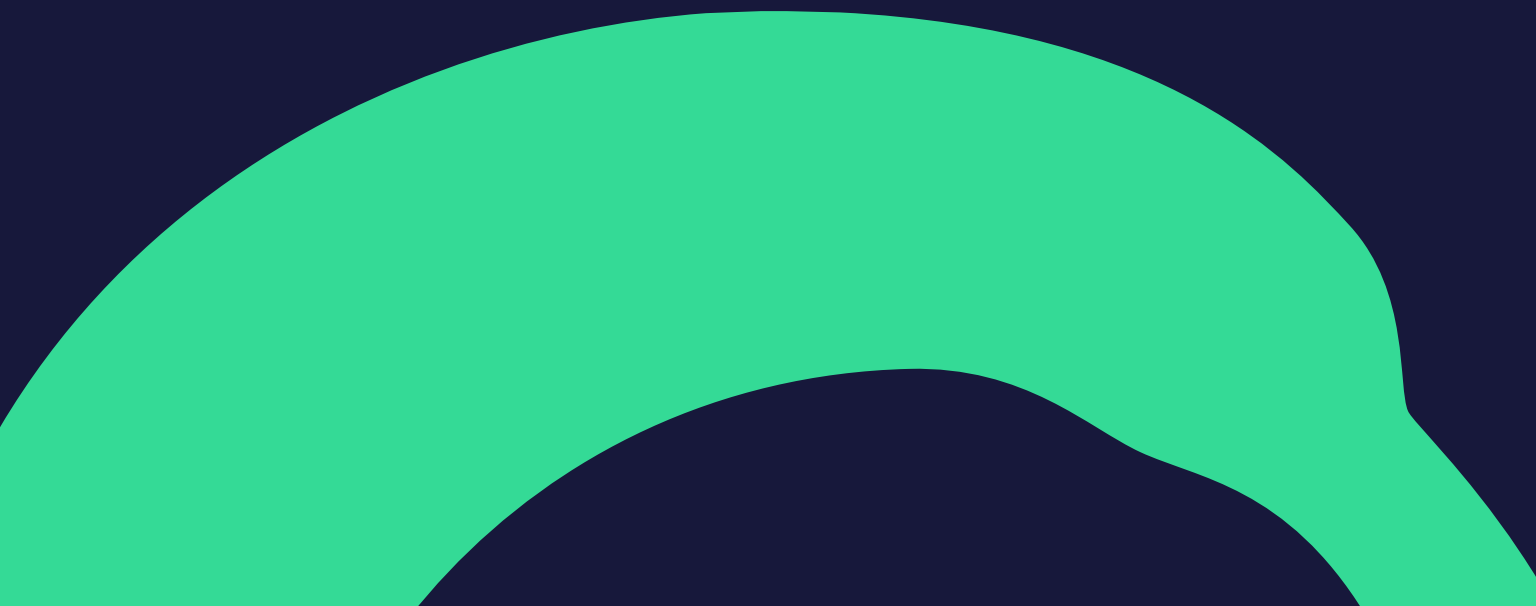


2. How can we help you?

- What would you like to get out of this workshop?
- What is your biggest individual giving challenge?
- What is your annual income from individual giving?
- What is your annual expenditure on individual giving?
- What does your individual programme look like? (i.e. channels used, donor profile, how were most of your current donors recruited?)
- How many active cash donors and active regular givers do you have?



3. IG evolution in a nutshell



Old vs new worlds of IG recruitment



Old world

- Mass volume
- Less targeted
- Straight to regular gift focus
- Interruption approach
- Direct dialogue techniques (Face to face, phone)
- High up front cost (e.g. inserts media)
- High attrition on recruits
- Broadcast approach

New world

- Lower volume
- More targeted and personalised
- Broader selection of 'ways in'
- Permission based
- Increase in digital
- More control over budget
- Stronger engagement and retention of donors
- Peer to peer/sharing/advocacy



Why have things changed?

Regulatory changes

- TPS changes in 2015
- Fundraising Code of Practice changes in 2015
- GDPR implementation in 2018

Impact: Drop in volume

Behaviour changes

- Rise of digital media
- Decrease in print media
- Increased demand for transparency and accountability
- Attention scarcity
- Everyone's a channel

Impact: Old mass volume, broadcast model isn't as effective



What does this mean for fundraising?

- Be relevant
- Understand your audience
- Empower your supporters
- Enable advocacy
- Build a community
- Focus on quality not quantity
- Create inspiring experiences
- Be honest and open to build trust
- Provide communications with value
- Look after your donors



What hasn't changed?



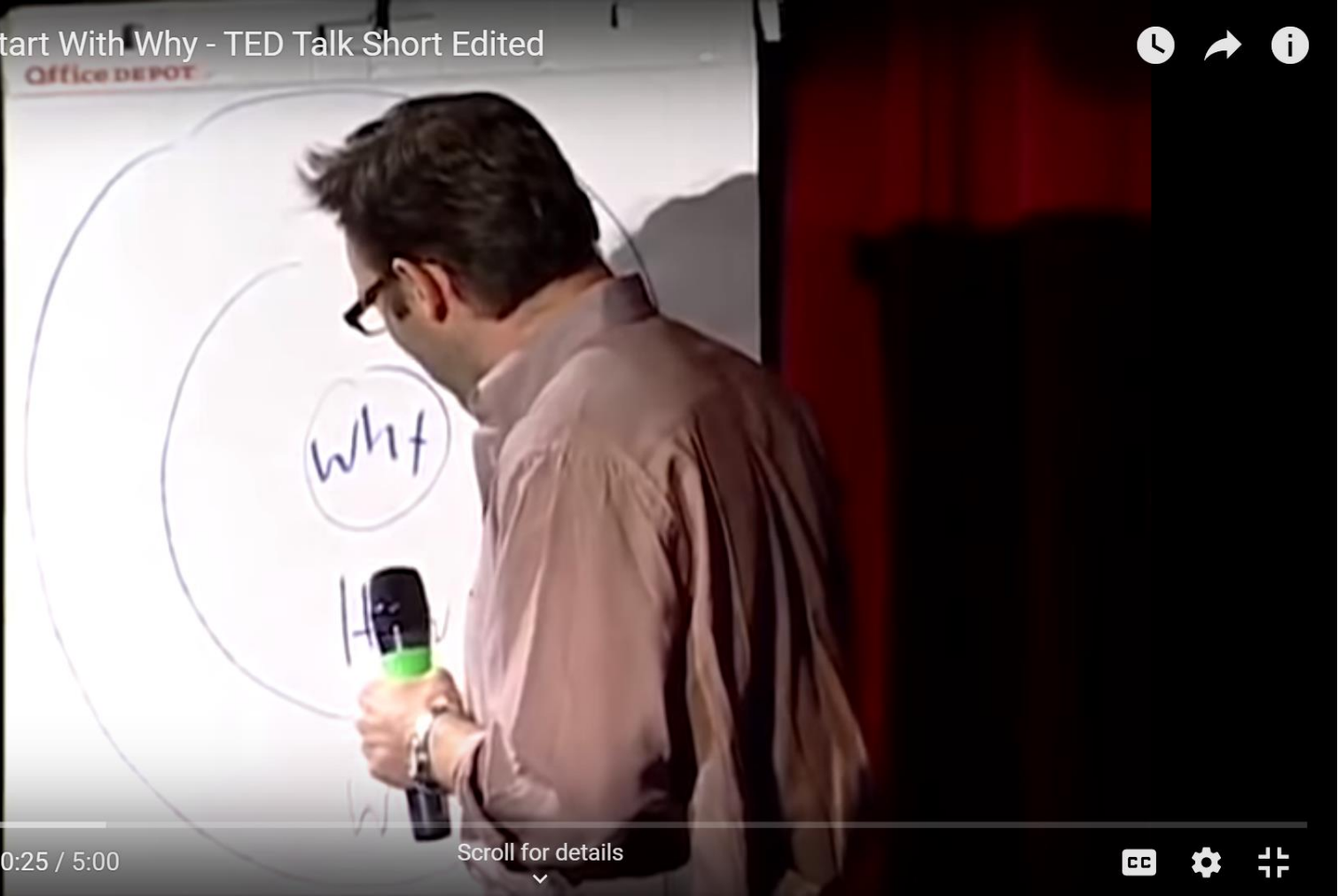
Components of a strong IG programme

- Focus on your ['why?'](#)
- Insight-led
- Balance of channel (based on audience)
- Healthy portfolio of products/asks (Boston Matrix tool)
- Understand your audience motivations
- Create engagement options
- Compelling propositions
- Strong stewardship



Focus on your 'why?'

Simon Sinek - Start With Why - TED Talk Short Edited



Office DEPOT

why

0:25 / 5:00

Scroll for details

CC Settings Full Screen

The image shows a video player interface. At the top left, the title 'Simon Sinek - Start With Why - TED Talk Short Edited' is displayed. The main content is a video frame showing Simon Sinek from the back, wearing a light-colored shirt and glasses, holding a microphone and drawing on a whiteboard. The whiteboard has a large circle with the word 'why' written inside it. The background of the whiteboard has 'Office DEPOT' written at the top. The video player controls at the bottom include a progress bar showing '0:25 / 5:00', a play button, a 'Scroll for details' link with a downward arrow, and icons for closed captions, settings, and full screen. In the top right corner of the video frame, there are icons for a clock, a share arrow, and an information 'i' icon. In the bottom right corner of the overall image, there is a green circular logo consisting of two concentric circles.

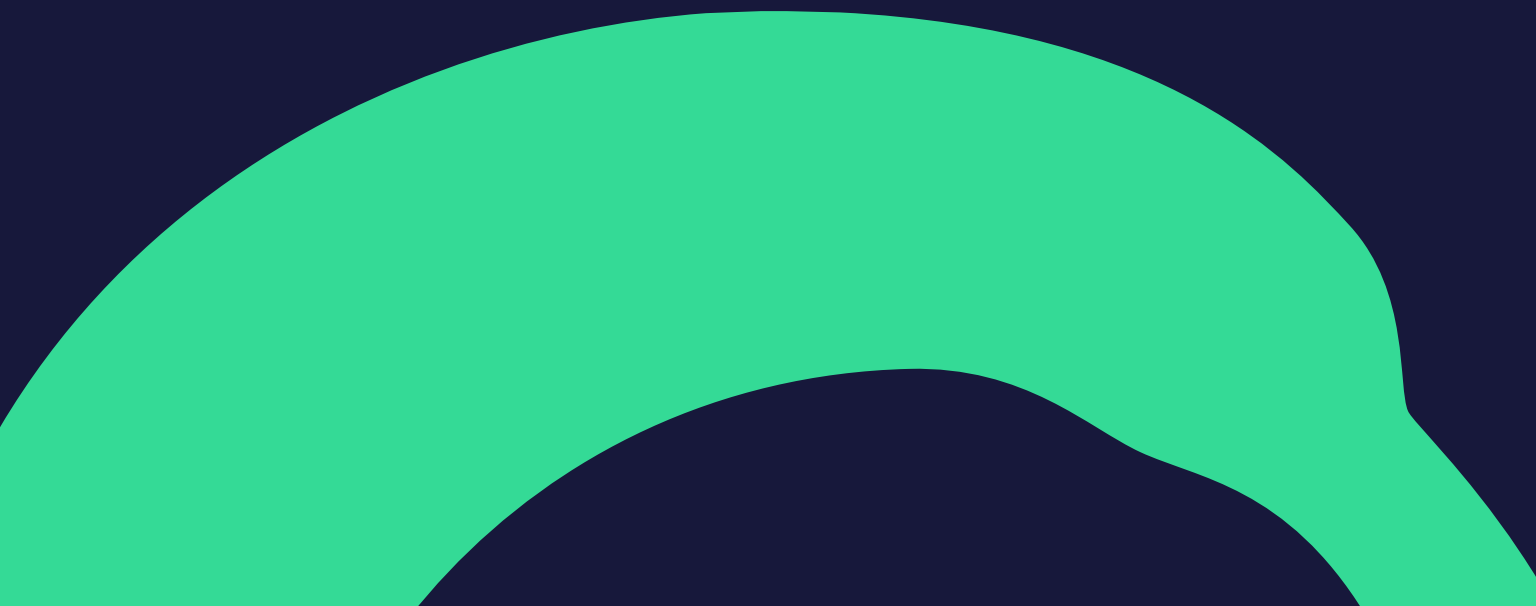


The advantages of being small

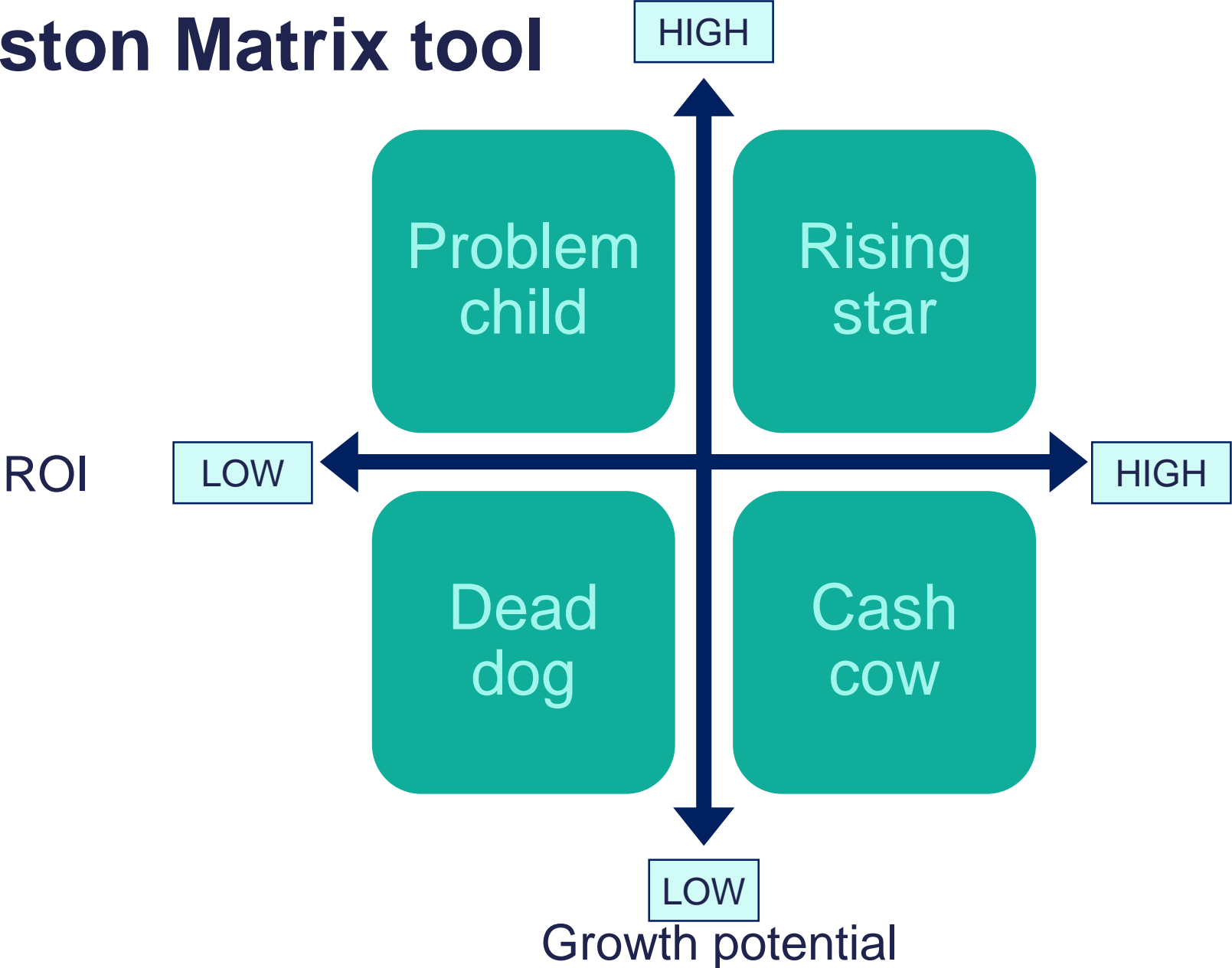
- Value for money
- Bigger impact with small funds
- Direct access to supporter insight
- Powerful local reach and relevance
- Positive reputation with public
- Consistent contact with donors and supporters
- Closer to heart of organisation
- Personal passion
- Tangibility of work



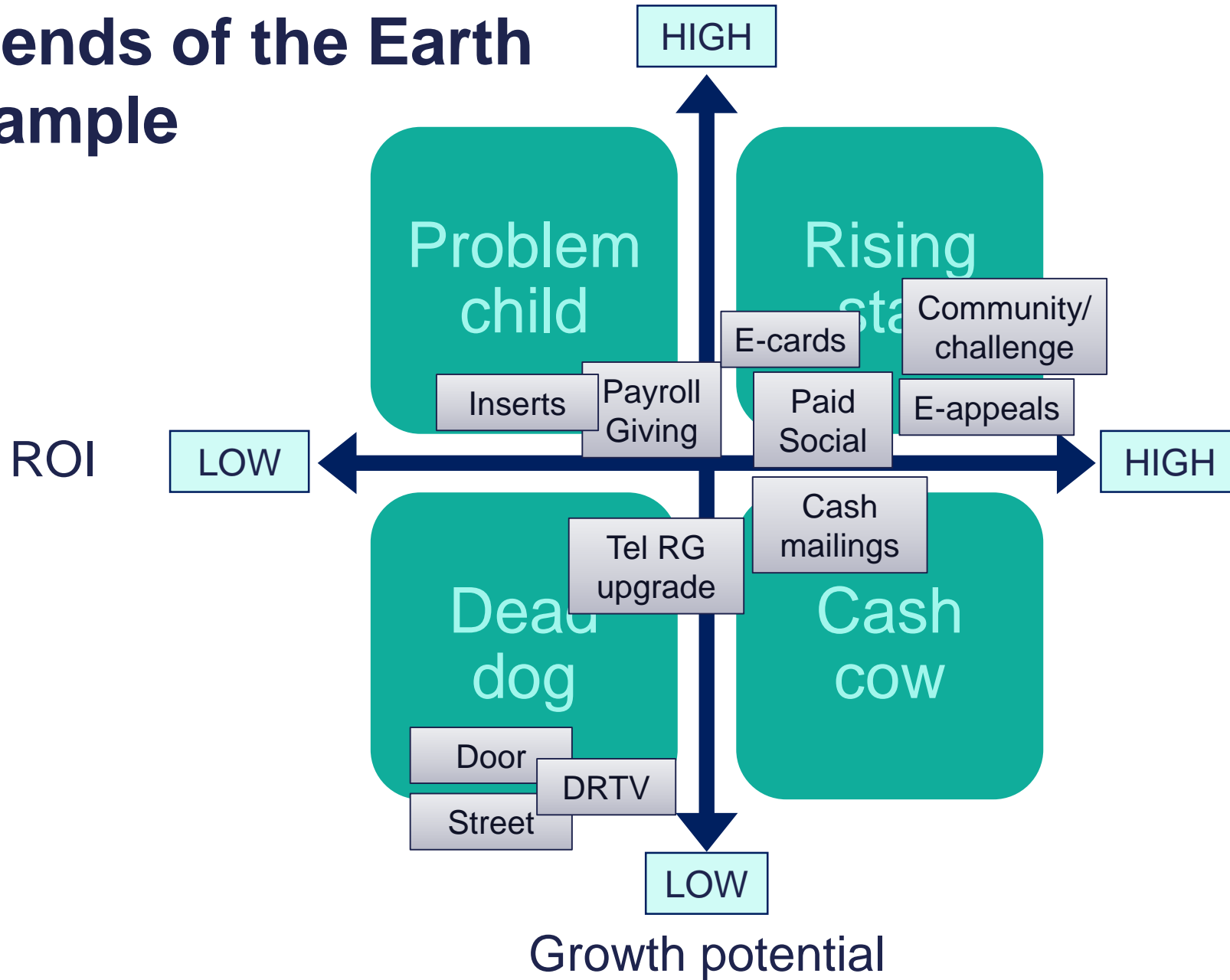
Tools and models to help



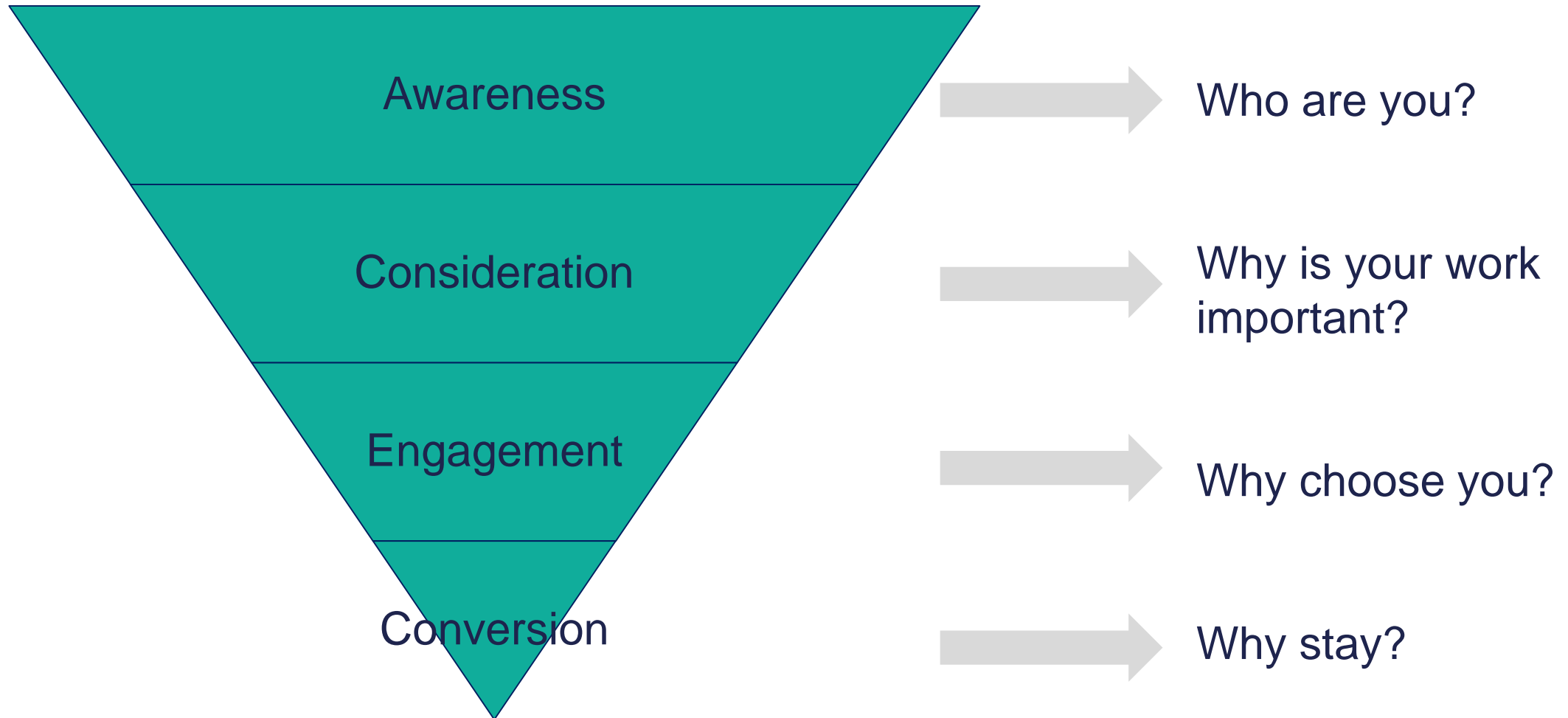
Boston Matrix tool



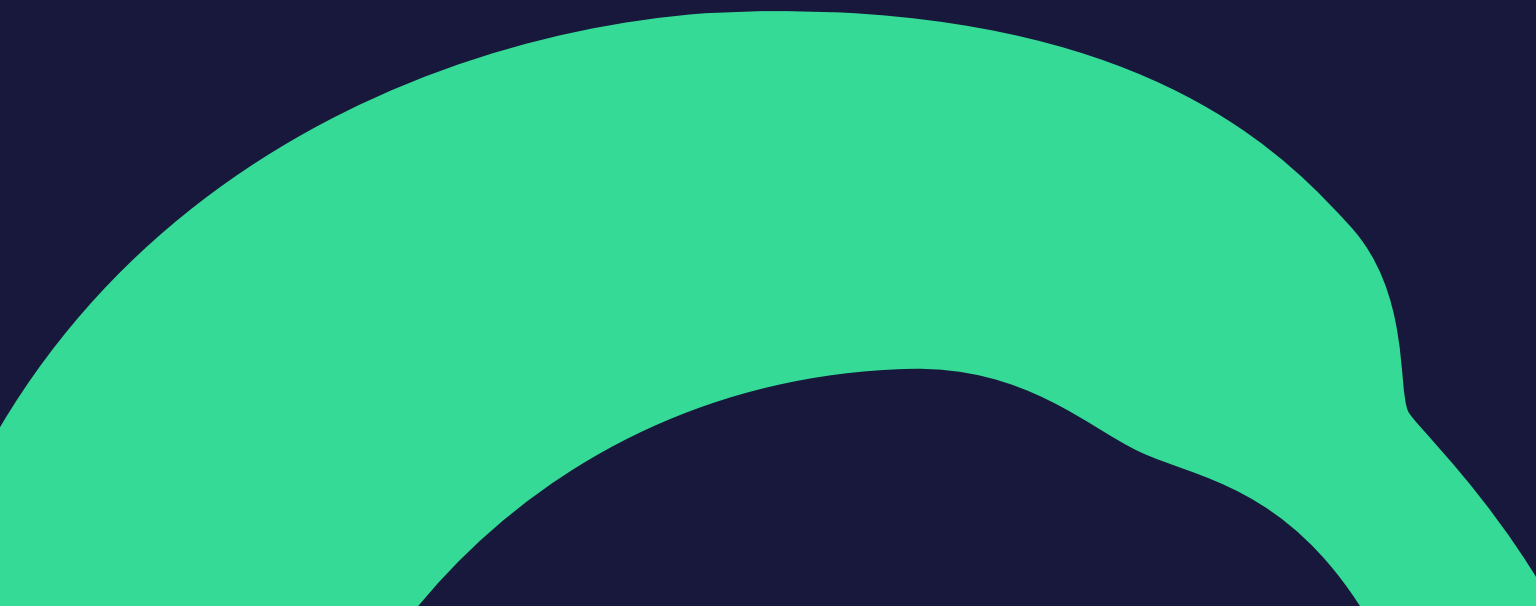
Friends of the Earth example



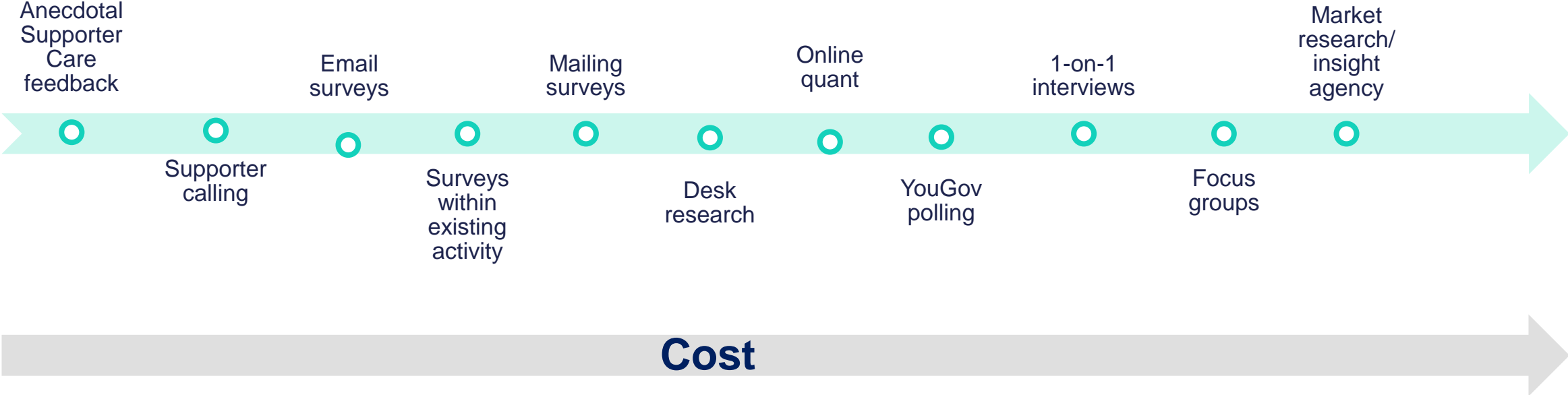
Marketing funnel



4. Learning more about your audience



Audience insight on a shoestring



5. Friends of the Earth case study

Before

- Unbalanced recruitment programme (over-reliant on face to face)
- High volume of regular giver recruits... but high attrition
- Blanket targeting based on site locations
- High risk due to staff, weather, sites booking
- Only recruiting regular givers, very few new cash donors joining
- Manual input of regular gift data from paper forms to database
- Little digital activity, limited email fundraising



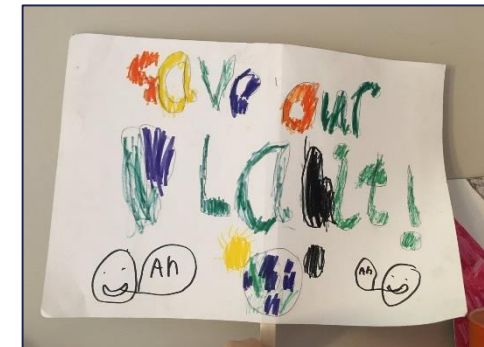
During

- Data and financial analysis of existing recruitment activity
- Closure of street fundraising (previous mass volume recruitment)
- Invested in 2 stage approach: lead generation/cash > regular gift via telephone)
- Telephone reg changes made this model unviable (huge reduction in contactable volume)
- Overreliance on bees campaign, and specifically on Bee Saver Kit cash recruitment product
- Ongoing decrease in new regular givers due to lack of viable recruitment activity
- Dedicated some Supporter Care team time to stewardship of community/challenge fundraisers



After

- Tested and rolled out paid social ads (cash donation for Bee Saver Kit)
- Tested and rolled out cause-led paid social ads (regular gift towards plastics, climate, trees campaigns)
- Seeing increase in organic online regular and cash gifts
- Seeing increase in community/challenge income
- Testing family membership ‘Planet Protectors’
- Testing campaign-based cash recruitment asks
- Better at taking supporters on a coherent journey

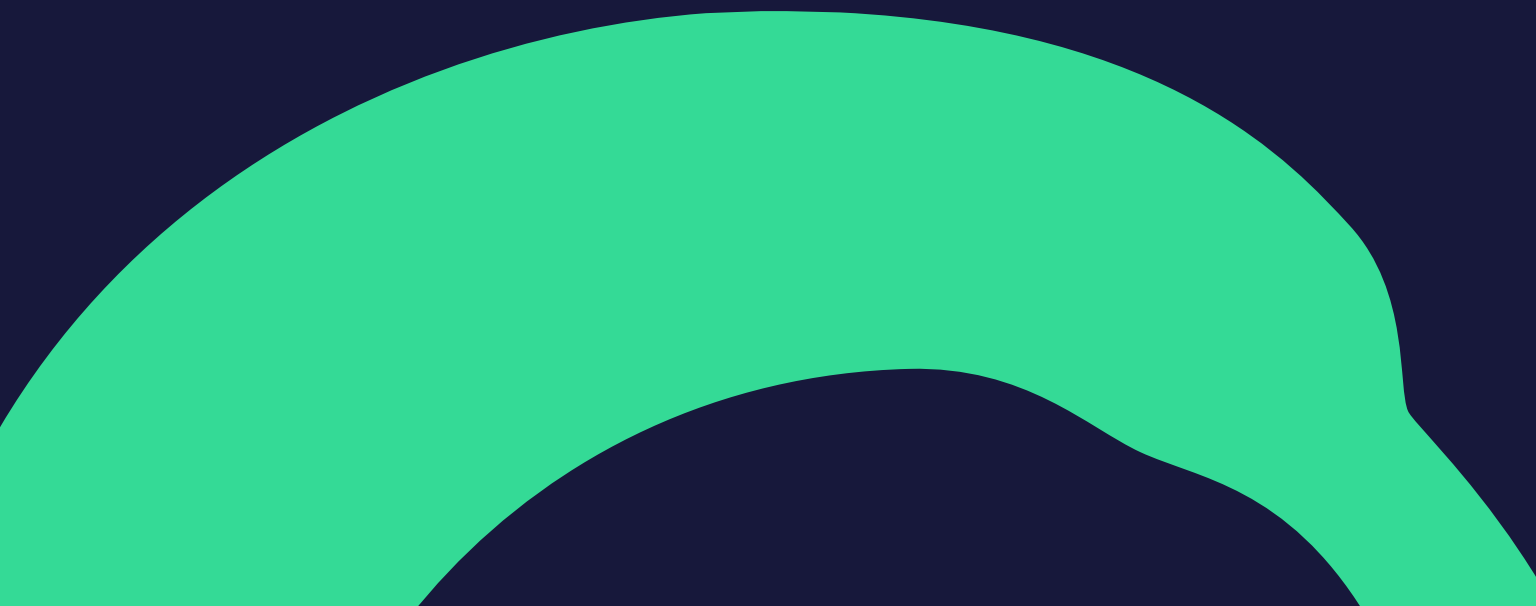


Friends of the Earth case study: what did we learn?

- Keeping an eye on your website analytics can highlight some income growth potential
- You can get valuable audience insight from your Supporter Care team
- Changes in donor comms preferences are a challenge we can overcome
- Riding on audience interest trends will keep your programme relevant
- Consider your communications landscape as an ecosystem - donors won't always respond directly to your ask
- Keeping track of sector and regulatory developments will put you on the front foot for change



6. Task time



6. Task: new opportunities for your IG programme

- Using your own organisation's fundraising situation and context, identify your Individual Giving goal
- Using the tools and tips provided, come up with a plan that will get you to your goal



7. Takeaways and tips

Takeaways and tips

- The landscape may have changed but the principles of strong fundraising haven't
- Keep your 'why' at the heart of everything you do
- Be supporter insight led
- Strive for a balanced programme: asks, channels, themes
- Be authentically you
- Be patient, change doesn't happen overnight
- Think about the long term story you want to tell
- Stay close to your sector friends, we can always learn from each other
- The little things add up



8. Learnings and reflections



Comments & questions?

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