

ROYAL FREE CHARITY PRESENTS

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Diversify Your Events Fundraising Portfolio

- Supporter expectations
- No more 'one size fits all'
- Co-produced models
- Test and learn
- Q&A

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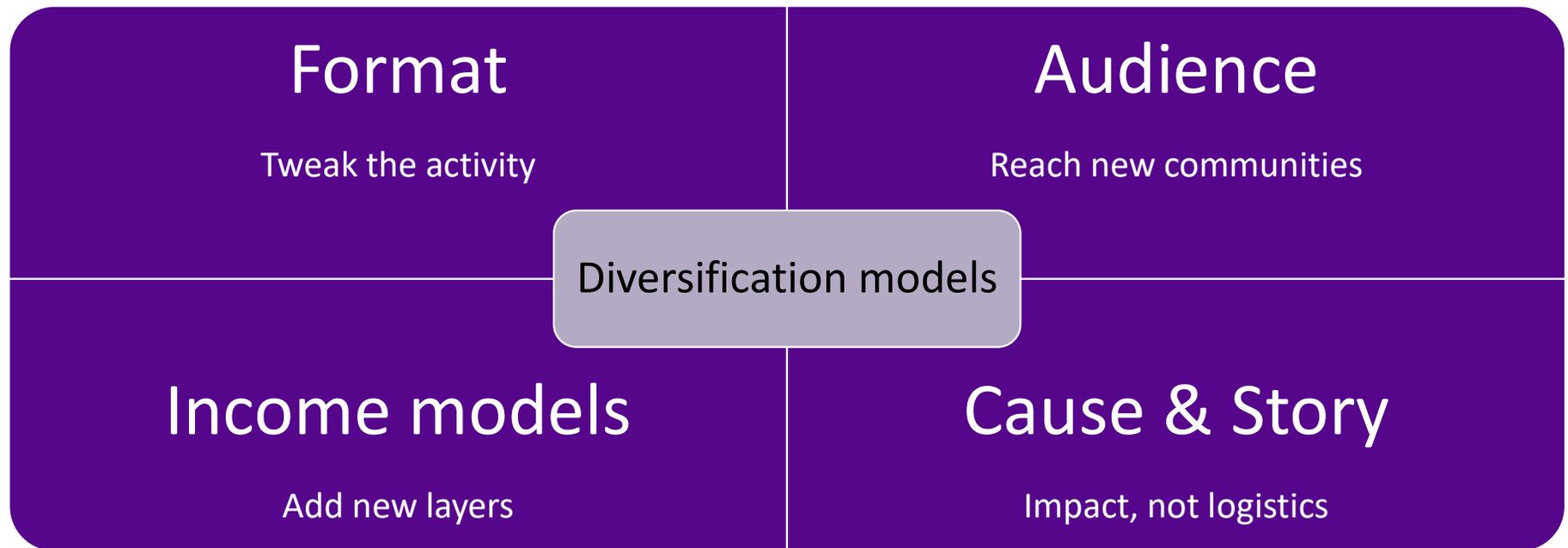
The Evolving Charity Landscape

- The Plateau: Regular donations have stalled ~50% (lower than pre-pandemic)
- The Growth Gap: Enthuse 2025 report shows growth is coming from new activity, not old staples
- The ROI Shift: Move to owned events for better control and return
- What's working now?
 - a. In person is back (88% of mass participation is from in person)
 - b. Local takeovers
 - c. Personalisation is key, particularly with younger demographics, there is a demand for direct impact

Audit Before You Innovate

- Be Brave; Cut the Cord!
- The Audit Checklist:
 - a. Is it reaching your target demographic?
 - b. Effort vs Net Profit?
 - c. Loss Factor: If cancelled, would supporters miss the event or the cause?
- Insight driven strategy
 - a. Wider charity insights
 - b. Meaningful supporter surveys

Diversification Strategy



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The Co-Production Model

- The Shift: Stop designing events *for* supporters; start designing *with* them
- Build Your Menu: Provide the data, branding and tools; let supporters provide the flavour!
- Why does it work?
 - a. Builds deeper brand loyalty
 - b. Ensures the event isn't just a 'pre-defined box'
 - c. Using our four distinct hospital sites to launch bespoke tailored events to local demographics

Testing & The MVP Approach

- MVP: Soft launch to gauge interest
- KPI Shift: From income to insight in Year one
- RFC Abseil: From low cost proof of concept to potential event series in the future

My Challenge to you...

- Start Small
- Listen Deeply
- Test Quickly

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THANK
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