



**DELIVERING
LOVE & CARE
SINCE 2010**

bluestep

DESIGN | MERCHANDISE | STORAGE & FULFILMENT

HOW TO FIND & RECRUIT NEW EVENT PARTICIPANTS

RECRUITMENT IS GETTING HARDER

EXTERNAL PRESSURES:



THE IMPACT OF THE COST-OF-LIVING



DECLINING REACH AND RISING ACQUISITION COSTS



INCREASED COMPETITION FOR ATTENTION



SHIFT FROM "SUPPORTER-LED" TO "VALUE-LED" PARTICIPATION

RECRUITMENT IS GETTING HARDER

ORGANISATIONAL FACTORS:



BUDGET
DECREASES

**LIMITED TIME OR SPACE
TO STEP BACK AND ASK...**

**“HOW CAN
WE EVOLVE
THE MODEL?”**

LEVERAGING DATA AND INSIGHTS

GOOD RECRUITMENT STARTS WITH GOOD INSIGHTS

FIRST-PARTY DATA:

LAPSED SUPPORTERS

EVENT
NON-CONVERTERS

MULTI-EVENT
PARTICIPANTS



GOOD RECRUITMENT STARTS WITH GOOD INSIGHTS

BEHAVIOURAL SIGNALS:

PREVIOUS CHALLENGE COMPLETION

FUNDRAISING PAGE CREATION

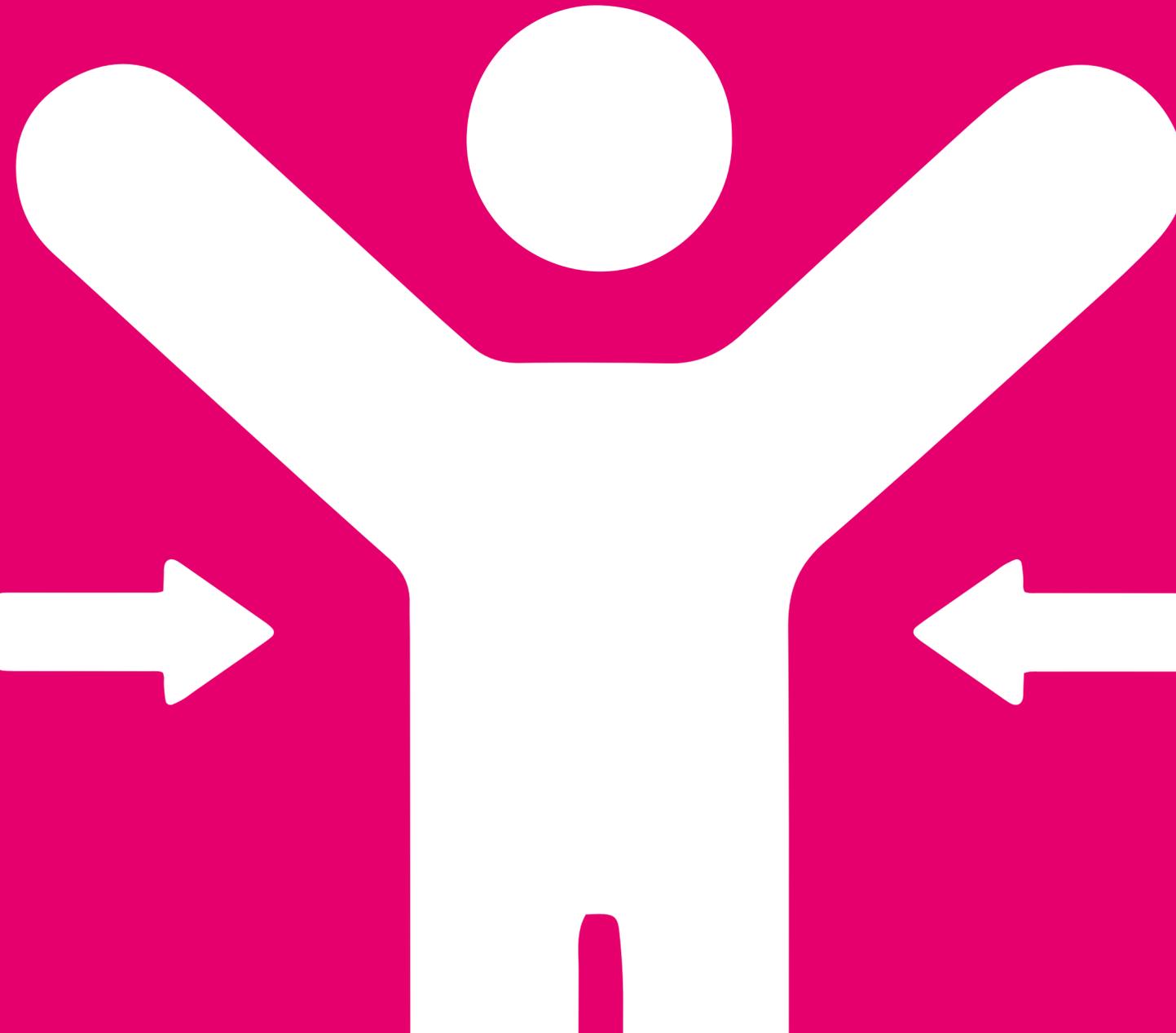
ENGAGEMENT DEPTH, NOT FREQUENCY



WHAT GOOD LOOKS LIKE

PROFILING YOUR IDEAL FUNDRAISER

DEMOGRAPHIC
DATA



EVENT/
BEHAVIOURAL
HISTORY



THE VALUE EXCHANGE

PUT VALUE AT THE HEART OF YOUR RECRUITMENT STRATEGY:

EMOTIONAL VALUE

- MEANING
- CONNECTION
- PURPOSE

PERSONAL VALUE

- FITNESS
- WELLBEING
- SKILL
- ACHIEVEMENT

SOCIAL VALUE

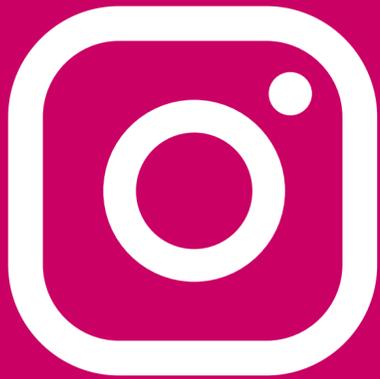
- BELONGING
- VISIBILITY
- COMMUNITY

PRACTICAL VALUE

- CONTENT
- TOOLS
- ACCESS
- CONVENIENCE

CHANNEL SELECTION

∞ Meta



GOOD RECRUITMENT STARTS WITH GOOD INSIGHTS

	Funnel Influence	Strength	Weaknesses
	Full funnel	Scale and reach Segmentation Powerful remarketing	Expensive at scale Ad fatigue Lower intent
	Top of funnel	Strong reach <35s High engagement Lower CPC	Lower intent Needs native content
	Top/mid funnel	Very high intent Good for creative-led causes	Niche audience Low UK adoption
	Mid/Post funnel	Boosts retention Strong community	Lower intent Needs native content
	Bottom funnel	Very high intent High Conversational potential	Low volume Can be expensive Needs significant spend
	Awareness & PR	Real-time engagement	Low CTR & CVR Declining engagement Brand reputation

KEY TAKEAWAYS



META

Remains king for scale and conversion, especially if you layer in retargeting



TIKTOK

Is ideal for reach & creative experimentation



STRAVA

Boosts fundraising totals and retention - perfect for fitness challenges experimentation



X

Is best for amplification - not action



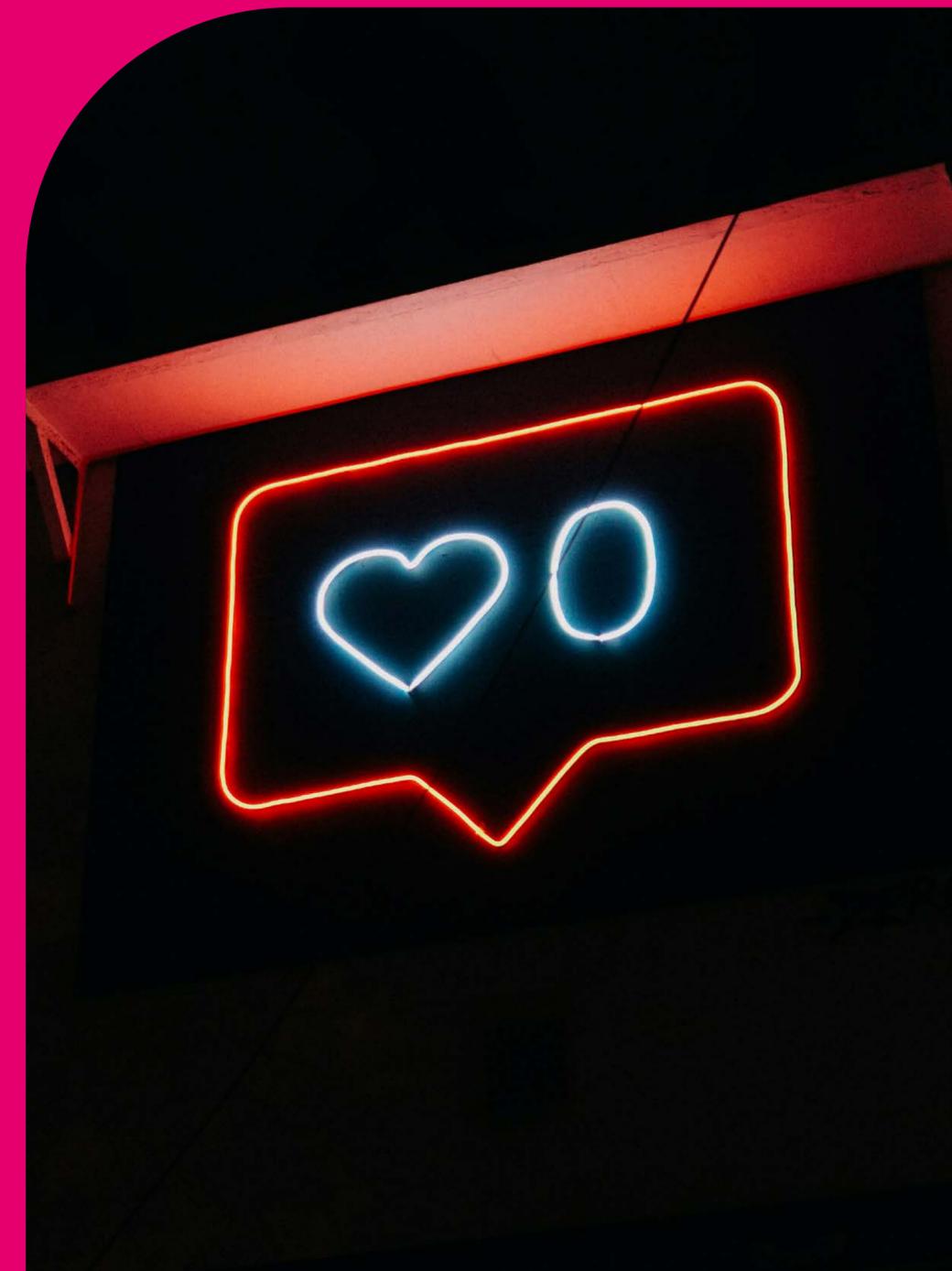
PINTREST

Is very niche but great for visual, creative-led causes



GOOGLE

Is high-intent gold, but won't always drive volume



FULL FUNNEL OPTIMISATION

TOP OF FUNNEL CONSIDERATIONS

TOP OF FUNNEL

Audience: Cold + Lookalike

OBJECTIVE: LEADS

Tactics

Utilise Advantage+ placements

- Maximises reach
- Cost efficient

Refined Targeting

- Core audiences - Cold and lookalike
- Audience retargeting

AD CONSOLIDATION

- Improved optimisation
- Faster learning
- Cost efficiency

MITIGATE CREATIVE FATIGUE

- Phased ad delivery
- Ad refresh after 2 weeks

FORMAT MIX

- Reels, single image and carousel

TOP OF FUNNEL

MID FUNNEL

BOTTOM FUNNEL

MID FUNNEL CONSIDERATIONS

MID FUNNEL (MOFO)

Audience: Cold + Lookalike

OBJECTIVE: CONVERSIONS (GROUP, REGISTRATIONS)

Tactics

Refined Targeting

- Core audiences - Cold and lookalike
- Audience retargeting

WARM SEGMENTS

- Registrations

FORMAT MIX

- Reels and Stories

TOP OF FUNNEL

MID FUNNEL

BOTTOM FUNNEL

BOTTOM OF FUNNEL CONSIDERATIONS

BOTTOM OF FUNNEL - HIGH-INTENT RECOVERY (BOFU)

Audience: Cold + Lookalike

OBJECTIVE: CONVERSIONS

Tactics

Refined Targeting

- Retargeting
- Lookalike audiences

FORMAT MIX

- Carousels and reels

TOP OF FUNNEL

MID FUNNEL

BOTTOM FUNNEL

KEY TAKEAWAYS

TOP OF FUNNEL BUILDS SCALE AND FUTURE OPPORTUNITY

Broad, cost-efficient reach fills the funnel with new, high-potential audiences and creates the foundation for meaningful retargeting.

MID FUNNEL CONVERTS INTEREST INTO COMMITMENT

Warm audiences and refined targeting turn intent into registrations by focusing spend where relevance and likelihood to act are highest.

BOTTOM OF FUNNEL UNLOCKS VALUE ALREADY EARNED

High-intent recovery and precision retargeting convert near-misses into active fundraisers, maximising return on investment.

THE FUNNEL WORKS BEST AS A CONNECTED SYSTEM

Each stage improves the next — strong TOFU fuels MOFU efficiency, and effective BOFU delivers the real impact.



FULL FUNNEL PERFORMANCE

FULL FUNNEL PERFORMANCE

ENGAGEMENT & CONVERSION PERFORMANCE

- Retargeted visitors are 3X more likely to click on ads than non-retargeted audiences, compared with cold display traffic. *(Gitnux)*
- Retargeting can boost overall conversions by 30 - 50% on average when layered into campaigns alongside cold traffic ads. *(Marketing LTB)*

3X more likely to click on ads than non-retargeted audiences



FULL FUNNEL PERFORMANCE

COST AND EFFICIENCY

- Cost-per-acquisition (CPA) tends to be 20–40% lower when warm audiences (e.g., engagers, site visitors) are targeted with tailored creative compared with cold traffic campaigns. *(Marketing LTB)*

Cost-per-acquisition (CPA) tends to be **20–40%** lower when warm audiences



FULL FUNNEL PERFORMANCE

DRIVING INTENT

- Warm and retargeted fundraising audiences typically convert 2–3X better than cold audiences and can account for 30 - 50% of final donations in multi-stage campaigns, particularly when re-engaged within the first week.
(Meta campaign best practice)

Account for **30-50%**
of final donations



FULL FUNNEL PERFORMANCE

HIGHER ENGAGEMENT & CONVERSION

- Warm Custom Audiences - such as site visitors, engagers, and email list segments - **often convert at 2 - 4 X** the rate of interest-based cold audiences in Meta campaigns (industry benchmarks). *(AdStellar)*
- Email-list-based Custom Audiences are typically among the best performing warm segments due to stronger prior intent. *(AdStellar)*

RETARGETING IMPACT

- Short-window retargeting (3-7 days) can **improve conversion performance by 20 - 50%** compared to longer retargeting windows, depending on audience and campaign type. *(Marketing LTB)*

FULL FUNNEL PERFORMANCE

2 THINGS TO STOP DOING

**FOCUSING ON
THE ASK BEFORE
THE VALUE**

Stop leading with “donate” or “sign up” without showing what participants get out of it.

**TREATING VIRTUAL
FUNDRAISING AS
ONE-OFF**

Stop seeing each campaign as isolated; low retention and weak lifetime value results from siloed campaigns.

FULL FUNNEL PERFORMANCE

3 THINGS TO START DOING

LEAD WITH THE PARTICIPANT'S VALUE

Emphasize personal, social, and emotional rewards upfront, not just impact.

BUILD FULL-FUNNEL JOURNEYS

Use TOFU/MOFU/BOFU thinking: awareness - engagement - conversion - retention.

USE DATA TO INFORM ACQUISITION

Track behaviors, not just clicks; retarget high-intent audiences and test lookalikes for scale.

FULL FUNNEL PERFORMANCE

1 MINDSET SHIFT THAT UNLOCKS GROWTH

- **Shift from asking people to “join an event” to offering something that aligns with their values, habits, or desires.**
- **Focus on why someone would participate, rather than only what the charity wants them to do.**