



Beyond the ask: Designing joined-up supporter journeys for bigger impact

Ali Walker Davies + Emma Frost

**FORWARD
ACTION**

X



In the next 20 mins...

1. The challenge Oxfam was facing
2. What needed to change
3. A hypothesis for integrated journeys
4. Four examples of journeys in action
5. What does it mean for you?

The challenge at Oxfam

A few years ago:

- * Long-term decline in regular giving
- * Lots of activity across the organisation
- * Work organised largely in silos
- * Success measured through channel-led metrics

The challenge at Oxfam

A few years ago:

- * Long-term decline in regular giving
- * Lots of activity across the organisation
- * Work organised largely in silos
- * Success measured through channel-led metrics

Where we are now:

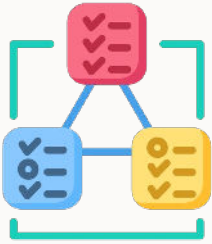
- * A shared framework for understanding supporter relationships
- * Less channel-led thinking; more system-level planning
- * Supporter interactions designed as journeys, not one-off moments
- * Success measured beyond immediate income alone

A new organising principle:

“How much did
this raise?”

“Did this move
someone closer
to Oxfam?”

What needed to be in place



1. A shared framework for engagement



2. Shared language



3. Space for collaboration



4. Permission not to default to fundraising

Oxfam's Action Love Pyramid



Oxfam's Action Love Pyramid

PROPOSITION

There is no them,
just us

LOVE

The reason why: core beliefs
Feel something

**Loyalty brings competitive advantage,
a propensity to choose Oxfam**

WHAT WE DO

We bring people
together against
poverty

ACTIONS

Opportunities to participate in the community
Do something

**Multiple different engagements
drive longevity and value**

The many ways supporters can engage

Campaigner	Community Fundraiser	Email Clicker	Event Registration
Festival Registration	Legacy Pledger	Online Lottery Player	Online Shopper
Online Signup	Registered Interest	Regular Giver	Shops Goods Donor
Single Emergency Giver	Single In-Memory Giver	Single Non-Emergency Giver	Unwrapped Purchaser

My Time

My Money

My Voice

The numbers that back it up



Average gift to appeals based on number of engagements

3 engagement types or more = double donations from a supporter and markedly increased loyalty

What role has Forward Action played?

1. A critical friend to challenge default thinking
2. Translating the ALPs strategy into digital supporter journeys
3. Bringing best practice from across the sector
4. Designing and testing “next best actions”
5. Helping embed new ways of working, not dependency

Our hypothesis for integrated journeys

“If we offer more relevant content and actions to supporters, they will engage more, and ultimately increase their long-term commitment and loyalty to Oxfam.”

Putting the theory into practice



Second hand September: designing for deeper engagement



- * One of Oxfam's biggest integrated "shout moments"
- * Planned months in advance across the organisation
- * Brings people in through values, culture and identity

The starting point: A low-barrier digital action, uniting values and curiosity



Oxfam Great Britain  Sponsored · Not connected to Kai Blue ·  

What colours did the suffragettes wear? Why is the keffiyeh scarf unique? Test your knowledge of fashion with meaning.



WHAT DOES THE
KEFFIYEH SCARF
SYMBOLISE?

TAKE THE QUIZ TO FIND OUT >

oxfam.org.uk
Play the quiz now
Can you get 6/6?

Play game

Oxfam Great Britain  Sponsored · Not connected to Kai Blue ·  

Which rebels wore purple, white and green? What does a red ribbon represent? Play the quiz now to find out:



CAN YOU GUESS WHAT
THEY'RE FIGHTING FOR?

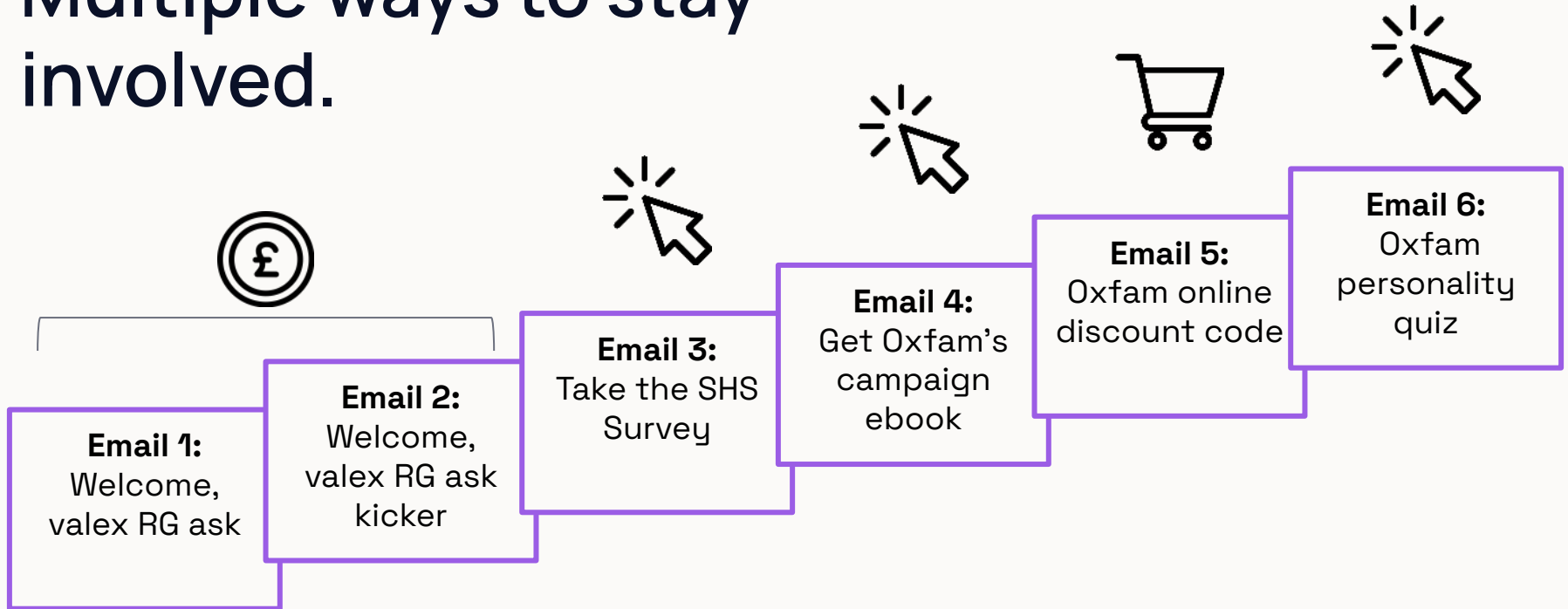
START QUIZ >

oxfam.org.uk
Match fashion moment to
social movement

Play game

If someone connects with Oxfam through fashion, ethics and climate, what's the next best action for them?

One entry point. Multiple ways to stay involved.



Regular Giving Month: When RG *IS* the next right step

**START A REGULAR
GIFT IN FEBRUARY**

GET A **FREE** THANK
YOU ILLUSTRATION



FIND OUT MORE

Integration is an organisational effort

With just 4 months from kick off to launch, Regular Giving Month required coordination across far more than fundraising, even where not every opportunity was realised in year 1.

- **Supporter Recruitment**
- **Supporter Journeys/Email**
- **Creative Hub**
- **Brand**
- **Intcomms**
- **Supporter Services**
- **Web**
- **Insights & Intelligence**
- **Selections**
- **Impact**
- **Campaign Engagement**
- **Retail (OOS/Unwrapped)**
- **Festival & Events**
- **Digital Marketing**
- **Social Media**
- **FSP**
- **Telemarketing**
- **Face to Face**

Creating urgency without crisis



Inviting long-term support, with transparency



DONATE

Julia, you've been part of our community for over 5 years - standing for justice and equality together with thousands around the world.

As Oxfam GB's CEO, today I'm inviting dedicated supporters like you to be a part of something big. We're urgently looking for 594 people to step up with a regular gift this February, to help tackle issues like rising hunger by funding longer-term work.

February is the shortest month - but it could be the time you make your BIGGEST impact. We need 594 people like you to start a regular gift, to keep funding the work communities are doing to tackle issues like hunger.

And, for this month only, you'll get a FREE, unique illustration to say thank you for saying 'yes' at this vital time:

Give £5 a month

Give £7 a month

Give another amount



DONATE

Roland, in the four days that have passed since my last email, an incredible 123 people have stepped up with a regular gift. But we urgently need help to reach our target before the end of this month.

We're looking for 594 people to start a regular gift in February, so more communities can keep doing tackling hunger and the injustices that cause it. Will you help today? Donate now and get a FREE illustration, for this month only:

Give £5 a month

Give another amount

I've copied my original email below, which explains why we're looking for regular donors - and why your support is so critical right now.

Thank you for being with us,

Halima Begum, CEO Oxfam GB



DONATE



Doraya and Halima at a farm pond facilitated by PACIDA, an OXFAM partner, in Marsabit County, Kenya. Credit: Micheal Karuu/Oxfam.

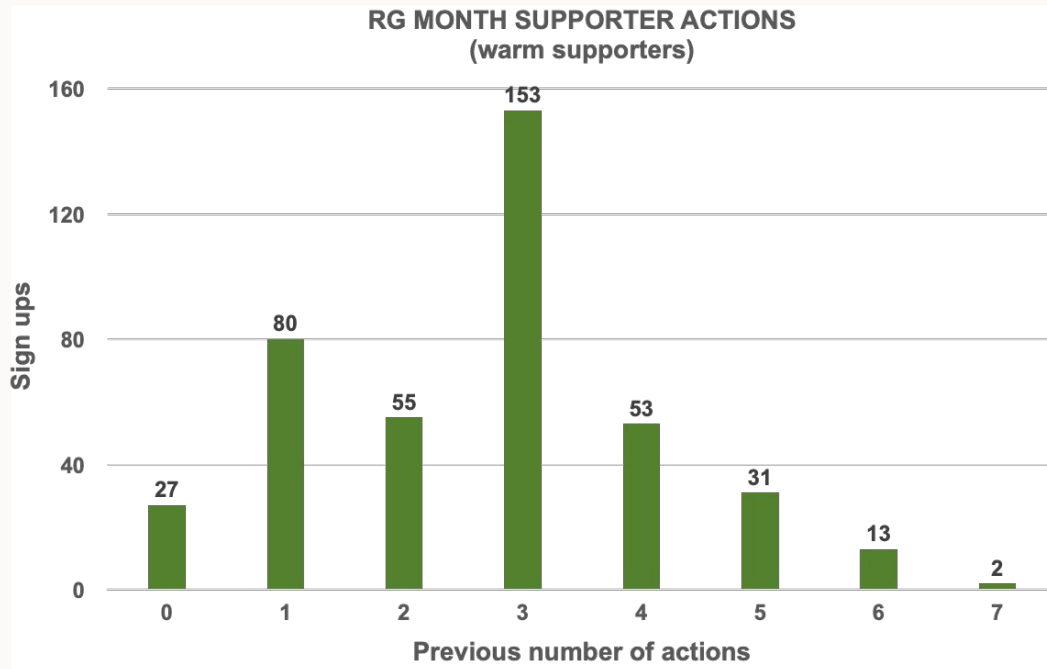
An incredible 310 people have stepped up with a regular gift so far. Can you help us reach our target before the end of this month?

Wow, you may have already heard about our goal to recruit 594 regular givers this February - but this quote from Halima shows why that support matters so much.

// We feel that we can weather the dry season because of the knowledge we now have on proper farming methods and nutrition, we no longer feel vulnerable, we feel empowered. //

The people who have done the least to cause climate change are feeling its worst impacts right now. But, communities like Halima's in Marsabit County, Kenya, are doing everything they can to adapt to extreme weather. This includes finding new ways to grow food as traditional farming methods are no longer working due to increasing floods and droughts.

3 (engagements) is the magic number



Festival Volunteers: Building on a feel-good connection



Every year, thousands of people sign up to volunteer at a festival with Oxfam.

What's the next best thing to ask them to do to build engagement and loyalty?

Design principles for the Festival journey

- * Don't default to a hard ask in email 1
- * Lead with interactive content (quizzes + survey)
- * Offer value (discounts, e-book)
- * Test lower vs higher prompts
- * Keep the journey running beyond festival season

Personality quiz



SELECT ONE ANSWER

FIRST UP - HOW WOULD YOUR FRIEND DESCRIBE YOU?

Always late

Life of the party

Everyone's mate

Cool as a cucumber

NEXT

Packing quiz



SELECT ONE ANSWER

LET'S GO - WHAT'S A MUST-DO AT ANY FESTIVAL FOR YOU?

Being at the front for your favourite band


Discovering a new artist

Joining workshops or talks - I want to learn everything!

Trying out all the food stalls

NEXT

Building digital power: Driving long-term engagement through active campaigning



ADD YOUR NAME

You don't have to give us your email address and/or phone number (including by using autofill), but if you do, you consent to us using them to keep you updated about our projects, fundraising activities and appeals.

First name *

Last name *

Email

Phone number

[You can opt out at any time.](#) Your information is safe and secure with us [read our privacy policy.](#)

Add your name

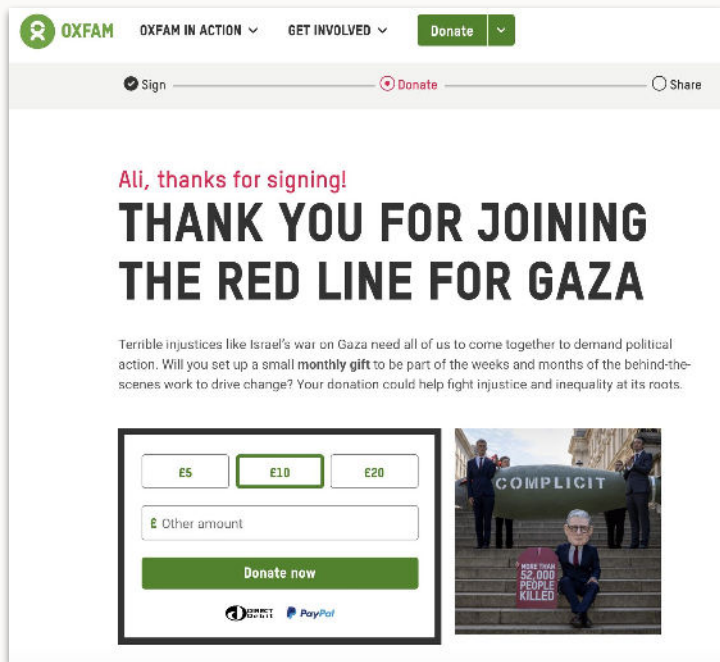
57,859 have signed

JOIN THE RED LINE FOR GAZA

- › Day after day we have watched the horrors in Gaza unfold on our screens as red line after red line is crossed by the Israeli government
- › A ceasefire is only the first step towards accountability, true justice and lasting peace
- › Our government continues to be complicit in these atrocities by providing military, diplomatic and economic support to Israel as it violates international law
- › This is the moment to act. We must all speak out and say: ENOUGH

Now is the time to act together

Daisychains and onwards journeys are a powerful tool for fundraising



OXFAM OXFAM IN ACTION GET INVOLVED **Donate**

Sign Donate Share

All, thanks for signing!

THANK YOU FOR JOINING THE RED LINE FOR GAZA

Terrible injustices like Israel's war on Gaza need all of us to come together to demand political action. Will you set up a small **monthly gift** to be part of the weeks and months of the behind-the-scenes work to drive change? Your donation could help fight injustice and inequality at its roots.

£5 **£10** £20

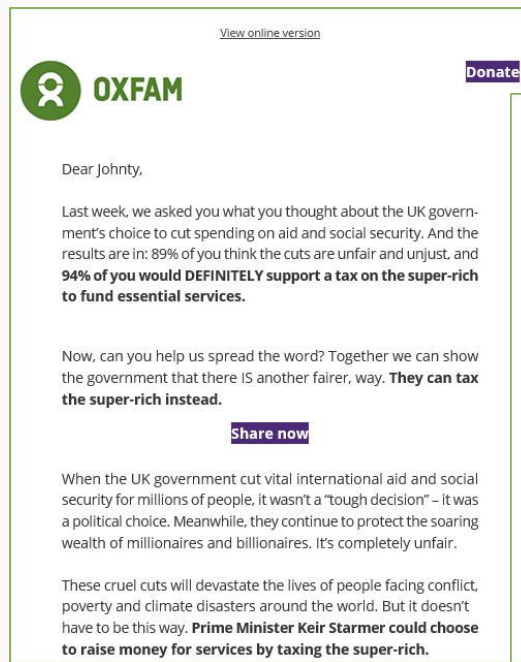
Other amount

Donate now

COMPPLICIT

MORE THAN 52,000 PEOPLE KILLED

OXFAM FORWARD ACTION



[View online version](#)

OXFAM **Donate**

Dear Johnty,

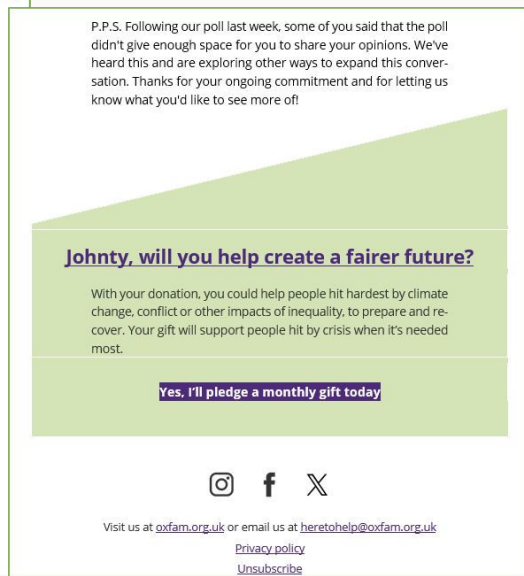
Last week, we asked you what you thought about the UK government's choice to cut spending on aid and social security. And the results are in: 89% of you think the cuts are unfair and unjust, and **94% of you would DEFINITELY support a tax on the super-rich to fund essential services.**

Now, can you help us spread the word? Together we can show the government that there IS another fairer, way. **They can tax the super-rich instead.**

Share now

When the UK government cut vital international aid and social security for millions of people, it wasn't a "tough decision" – it was a political choice. Meanwhile, they continue to protect the soaring wealth of millionaires and billionaires. It's completely unfair.

These cruel cuts will devastate the lives of people facing conflict, poverty and climate disasters around the world. But it doesn't have to be this way. **Prime Minister Keir Starmer could choose to raise money for services by taxing the super-rich.**






P.P.S. Following our poll last week, some of you said that the poll didn't give enough space for you to share your opinions. We've heard this and are exploring other ways to expand this conversation. Thanks for your ongoing commitment and for letting us know what you'd like to see more of!

Johnty, will you help create a fairer future?

With your donation, you could help people hit hardest by climate change, conflict or other impacts of inequality, to prepare and recover. Your gift will support people hit by crisis when it's needed most.

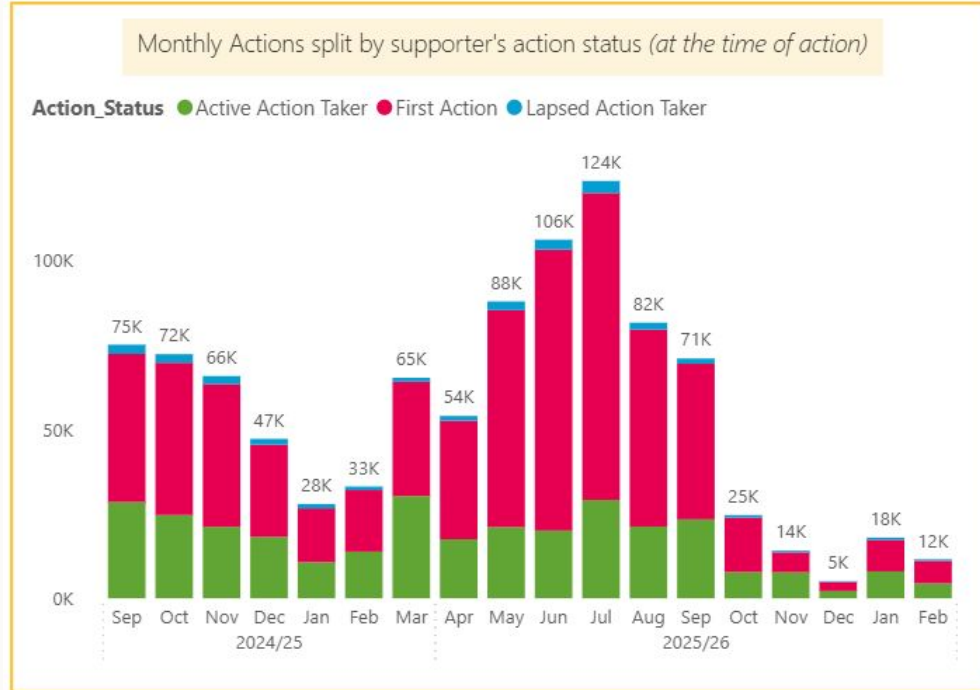
Yes, I'll pledge a monthly gift today

Visit us at oxfam.org.uk or email us at heretohelp@oxfam.org.uk

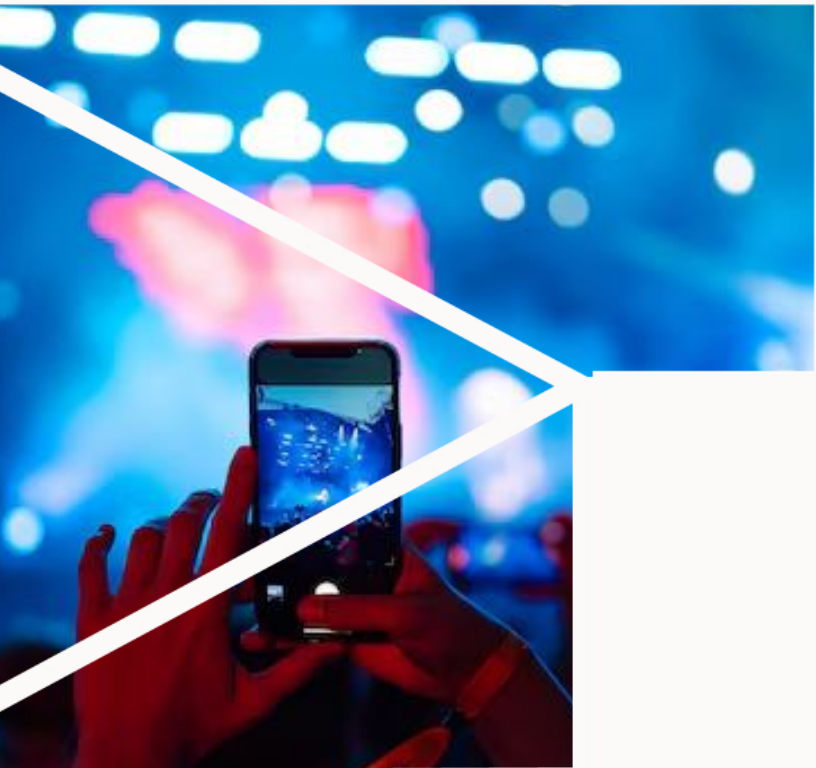
[Privacy policy](#)
[Unsubscribe](#)

The impact of Building Power



A practical checklist for designing joined-up journeys

1. How people can and do already engage with you?
2. Where are their interactions currently stop?
3. Ask the simple question:
What's the next right thing?
4. Who needs to be involved in
creating the best journeys?
5. What's your framework for
recognising progress (before
income)?



Any questions ?

**FORWARD
ACTION**

