

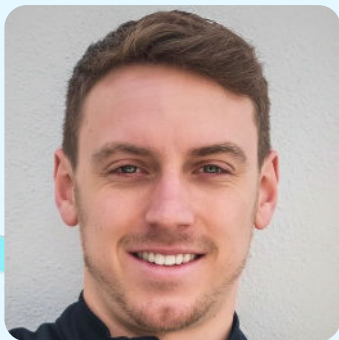


Turn One Supporter Into 10:

**Winning digital strategies
your supporters will love**



Introductions



James Francis
Charity Development Lead

8 Months at Funraisin
4+ years in nonprofit
Formerly of Asthma + Lung UK



Harry Shaw
Customer Success Specialist

7 Months at Funraisin
1+ years in nonprofit
Formerly of Self - UXD expert

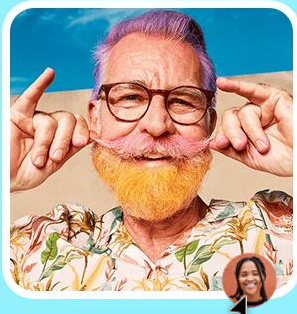


Donor



♥ funraisin

The platform for *creative* fundraising



Charity Admin



Fundraiser





Funraisin is a digital fundraising platform and implementation partner.

We enable nonprofits to unlock people's generosity by creating highly personalized giving experiences, at scale, for their supporters at minimal cost.



2016

Product first released



9 countries worldwide

140+ total staff



24x5

"Follow the sun" weekday support
(general support)



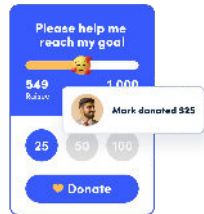
Built on modern technology

AWS, Stripe, Bootstrap

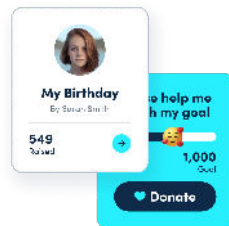


About Funraisin

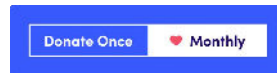
- Our fundraising engine increases generosity, reduces friction and automates campaign excellence
- Completely flexible, enterprise grade fundraising tools for ambitious charities.
- Out-of-the-box native integrations with leading CRM, social, analytics and marketing automation tools
- Live insights, user-friendly editable dashboards, and reporting tools to optimize real-time fundraising
- A solutions orientated team



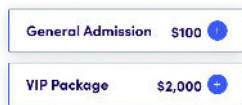
Peer to Peer
Advanced suite of speciality P2P fundraising features



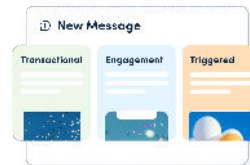
DIY
Special occasions, in-memory, workplaces, schools, fitness



Appeals and RG
One-time and recurring, self serve portal, optimized retries



Ticketing
Gala balls, VIP categories, merch upsell, promo codes



Messages
Automated journeys, triggers, drag and drop builder



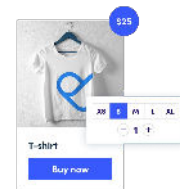
Raffles
Automated ticket fulfillment, recurring packages, purchaser login portal



Social Giving
Facebook Challenges, one-click acquisition, DIY entirely in Facebook



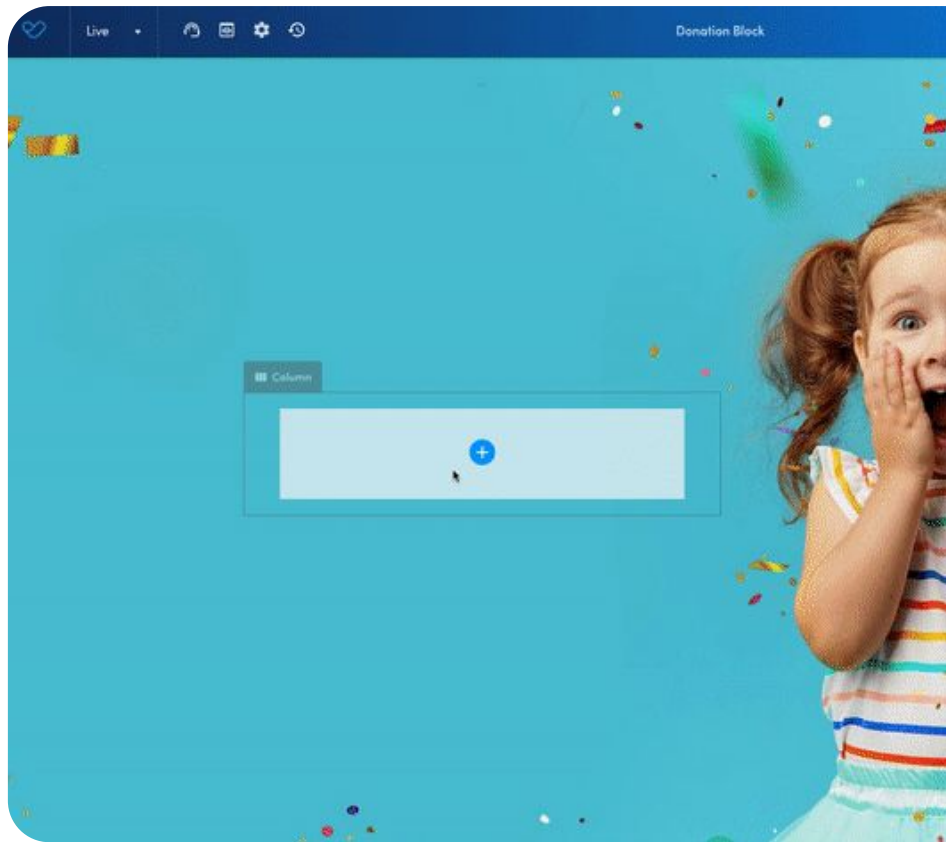
Giving Days
Matched giving, bonus rounds, team fundraising, personalized URLs



Virtual Gifts & Shop
Merch sales, virtual gifts, capital campaigns, stock levels, category pages



Powered by a fundraising-centric CMS





**One supporter into 10:
What do we *actually* mean?**



Head
Design for clarity



Heart
Design for empathy



Hand
Design for action





Organisation asks

100-1000 people

→ 1 donation



Supporter asks

2-5 people

→ 2+ donation





Their motivation to support

Competitive Challenge

Family

Personal

Impact

Feeling good about doing good

Progress

Desire to make a difference

Sharing their story to inspire others

Learning

Healing

Community

Honouring a loved one

Their expectations of you

Secure

Quality

They feel empowered

Trust

Illustration of their story/data

Quality emails & timely communications

You recognise their effort

Quick, easy & efficient

Relationship with the fundraiser / charity only

Outstanding experience with the charity

They can connect & learn



Your supporter



When Head, Heart, and Hand align...

When the Head explains clearly, the Heart connects emotionally, and the Hand makes action easy

Head - *Clarity Builds Confidence*

Aim: Make the Case

Heart - *Connection Creates
Commitment*

Aim: Make it personal

Hand - *Action Becomes Habit*

Aim: Make it Simple



That sounds great 🙌
Show me how 👁️👁️

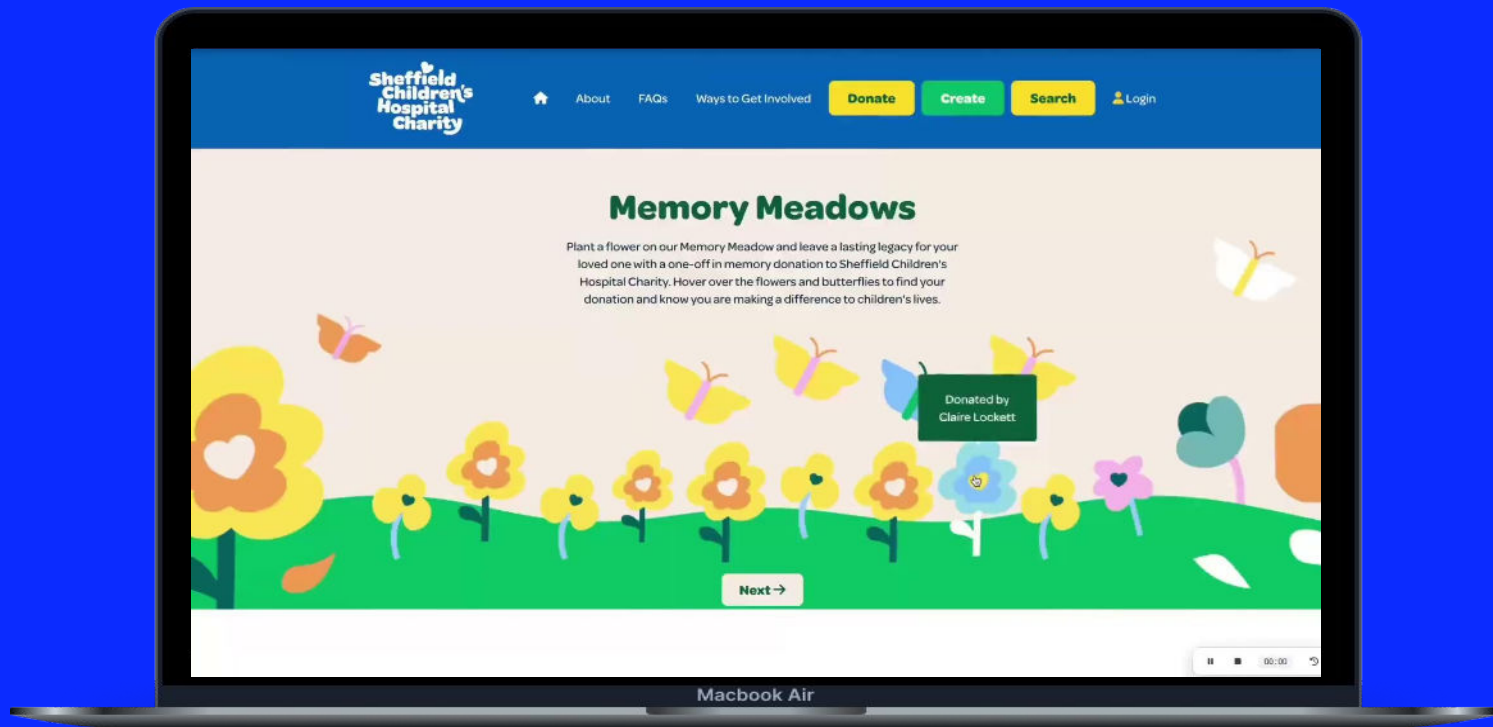


01: Emotional appeal

**It's never just a page.
It's where a supporter's action, care,
and meaning becomes visible.**



01: Emotional appeal



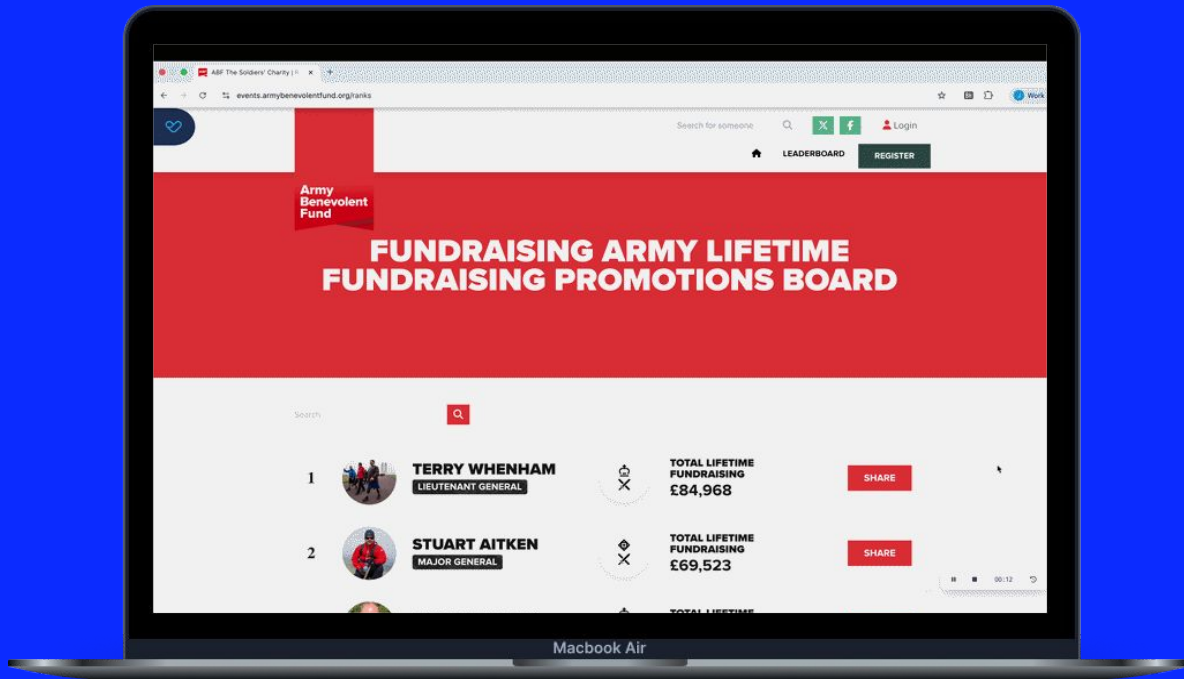
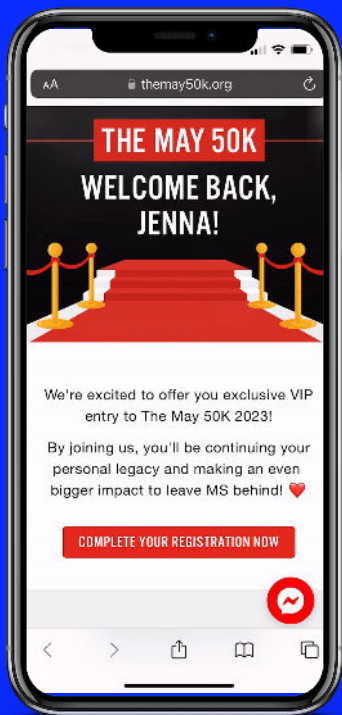


02: Personal recognition

When supporters feel seen, they come back—and bring others with them.

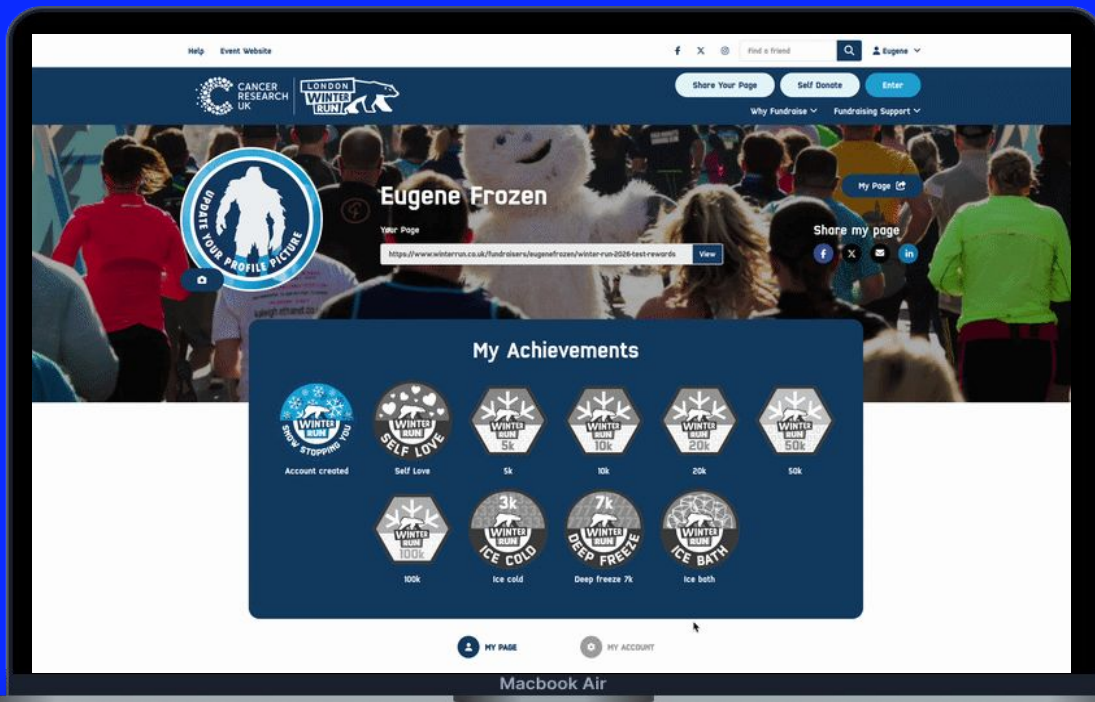


02: Personal recognition





02: Personal recognition





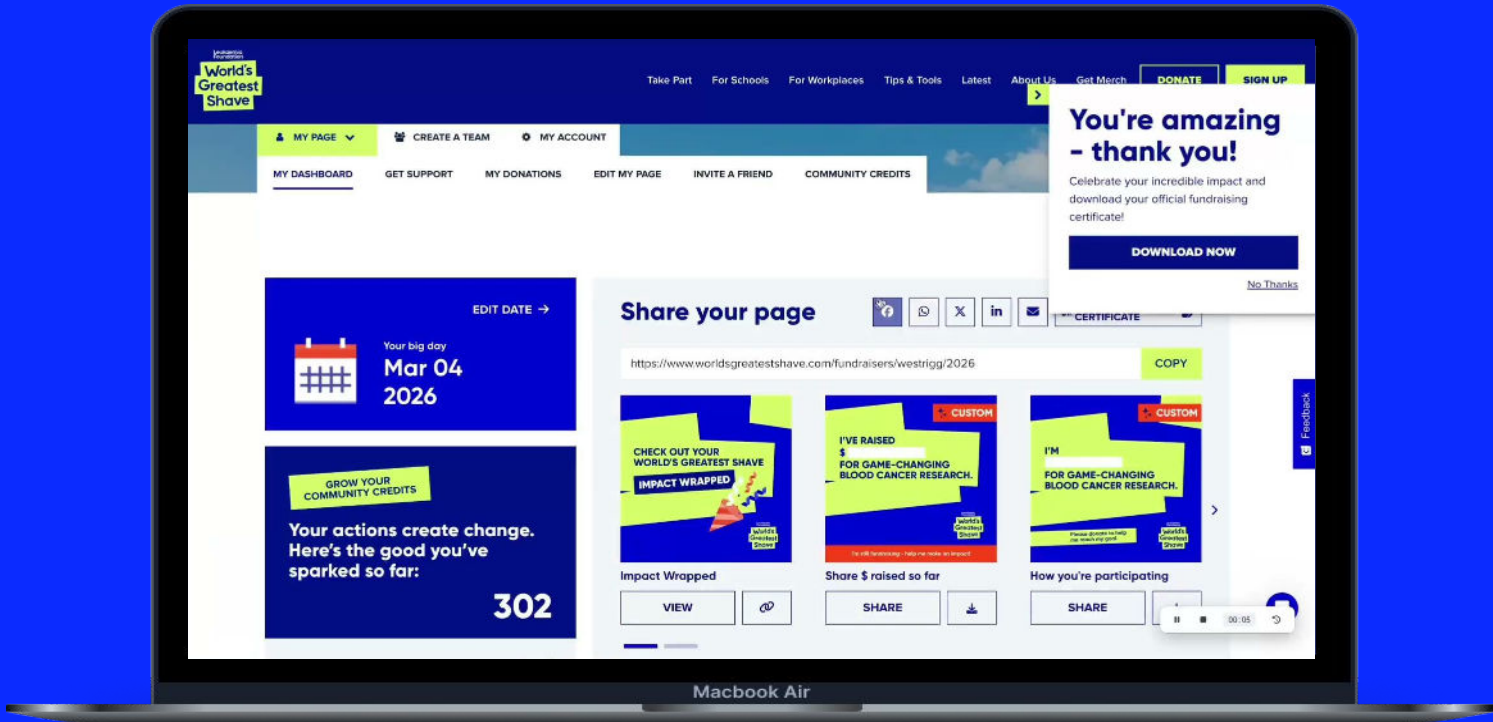
03: Tools to advocate & share

Flip the funnel.

Give supporters the megaphone.



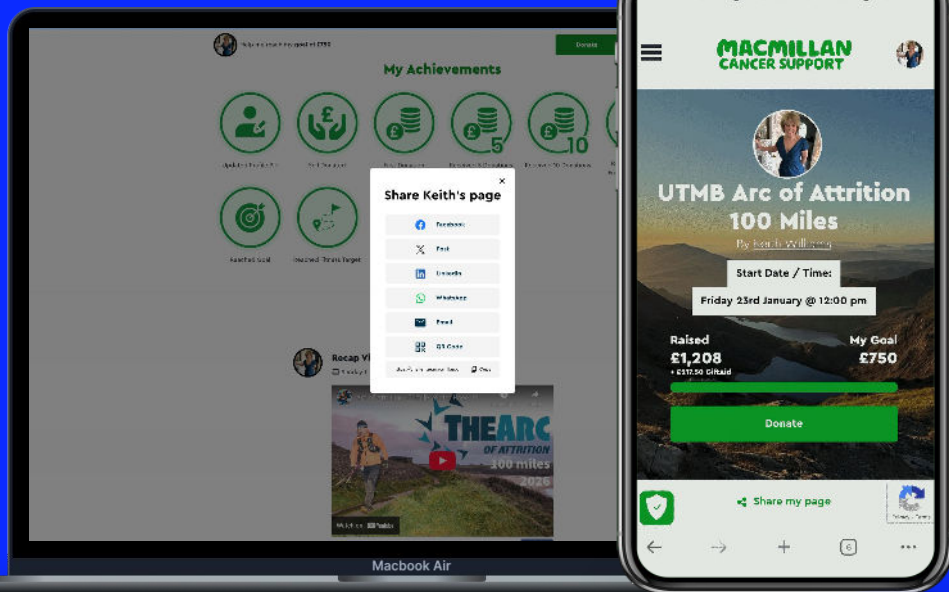
03: Tools to advocate & share





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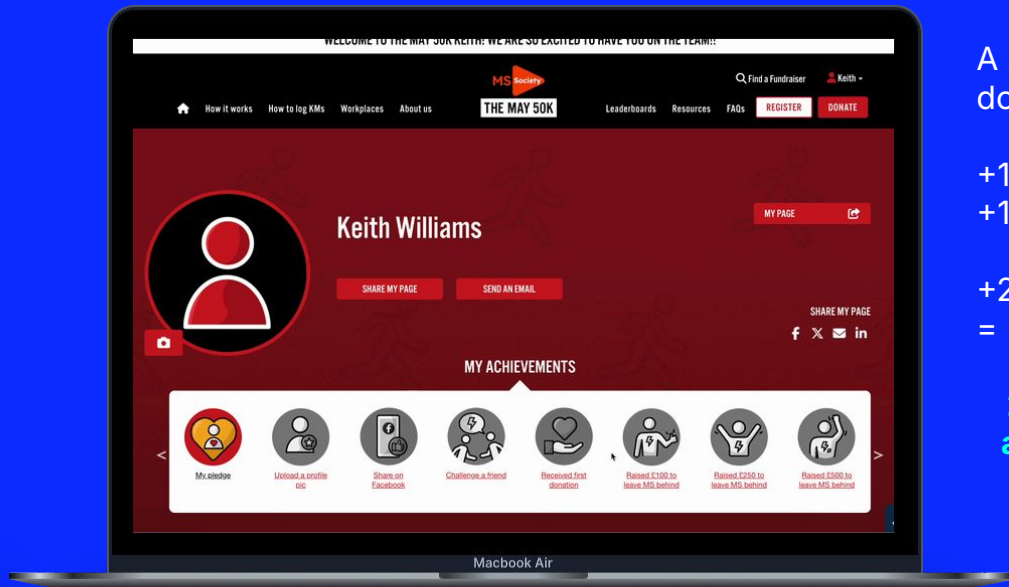
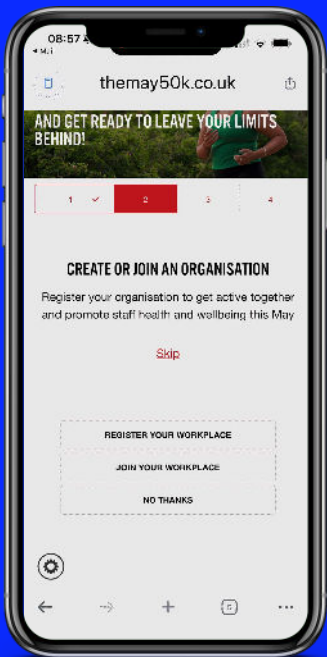
Every social platform audience has a different value, and connection to the fundraiser - make the share count





03: Tools to advocate & share

Get your ambassadors to invite others, create a team, create a workplace and more and let the fundraiser track and get rewarded for being a social champion!



A supporter = 10 donors

+1 Invited supporter = +10 net new donors

+2 Invited supporters = +20 new donors

2 New Fundraisers and 20 new Donors for free 🏆 ✨

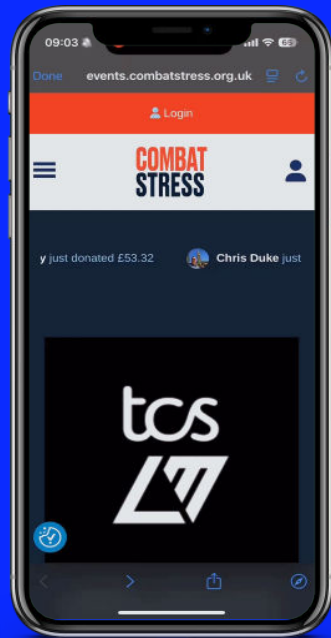
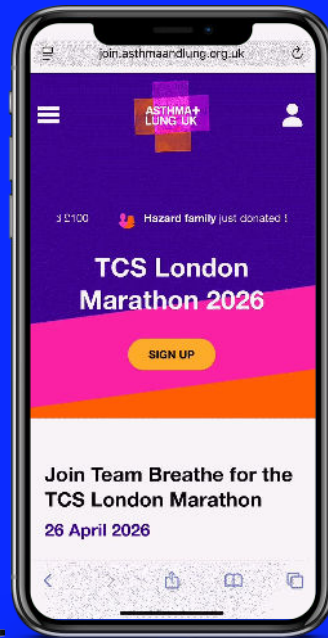
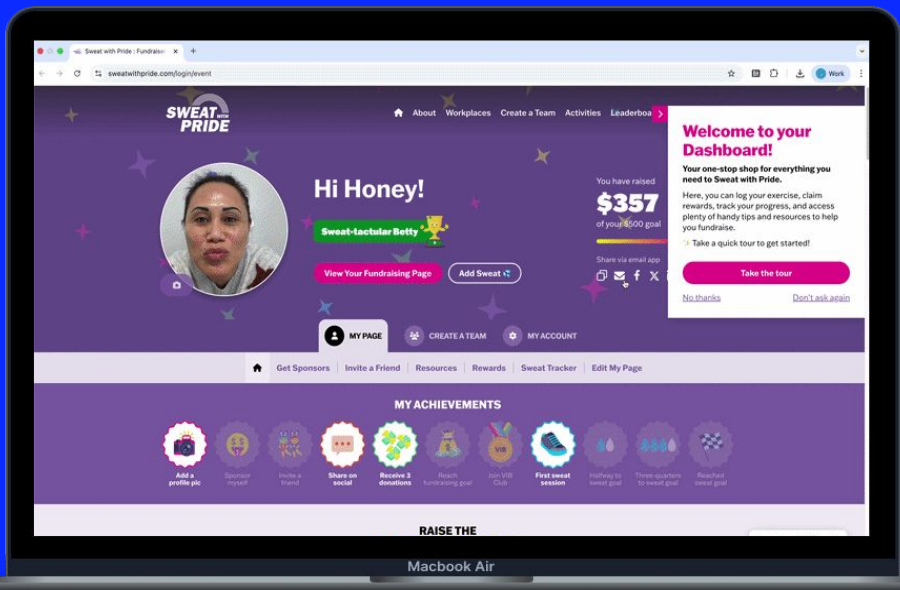


04: Interactive momentum

Nothing about fundraising should be static. Give supporters **new moments to discover every time they return.**



04: Interactive momentum



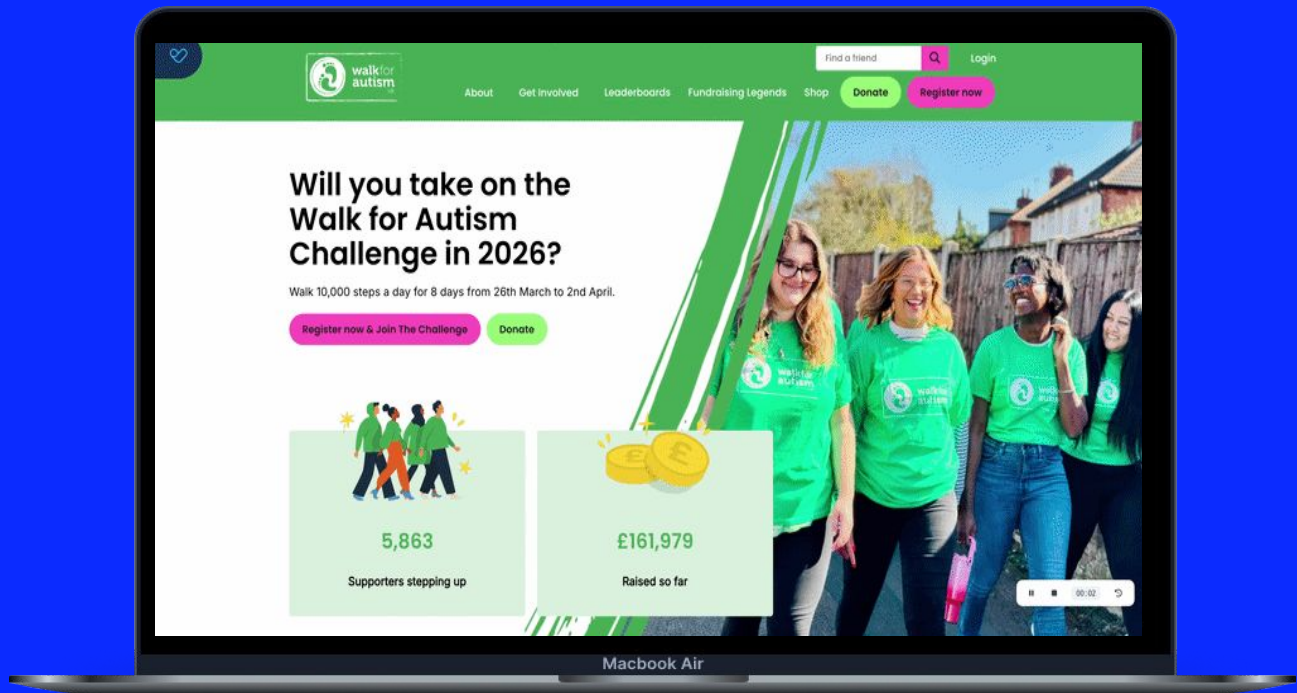
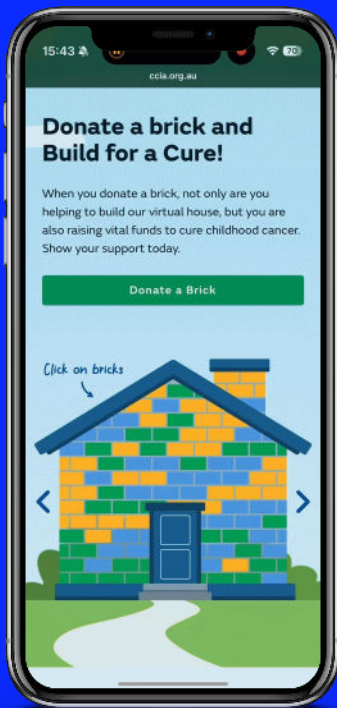


05: Impact Visibility

Don't let generosity get lost in the transaction. Make their impact impossible to miss.



05: Impact Visibility





06: Human Connection

Behind every email send and SMS is a person who chose to care.

Every message is part of the relationship you're building.



06: Human Connection

Building beautiful emails... that drive action!

Strong design draws people in—but clear, purposeful copy is what gets them to act. These simple principles are tried and tested in fundraising, and they work because they focus on what really matters.



One email = one action

Each message should guide supporters toward a single step. If the goal is to get a first donation, stay focused on that. Leave the other advice for another time.



Use social proof

Let supporters know what works and what others are doing: eg: “Over 70% of fundraisers who donate to their own page hit their goal.” or “Most people start by asking one close friend.”



Front-load the value

Start with why this message matters—don't ease into it. The first line should make the benefit or urgency clear.



Keep it conversational

Use simple, direct language that sounds like you're talking to them in a conversation. “Ask your best mate.” or “Or kick it off yourself.”



Use urgency and momentum cues

- “The first 48 hours matter.”
- “Supporters with early donations raise more.”
- “It only takes one donation to get started.”

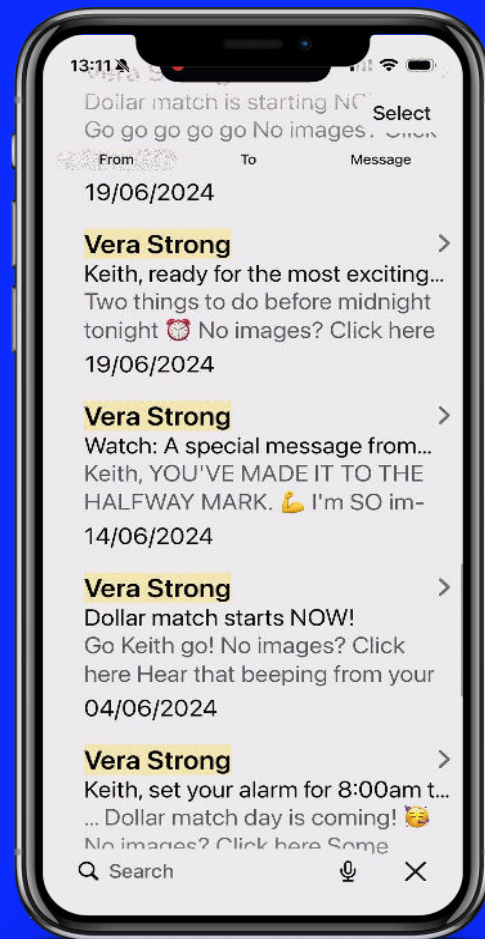
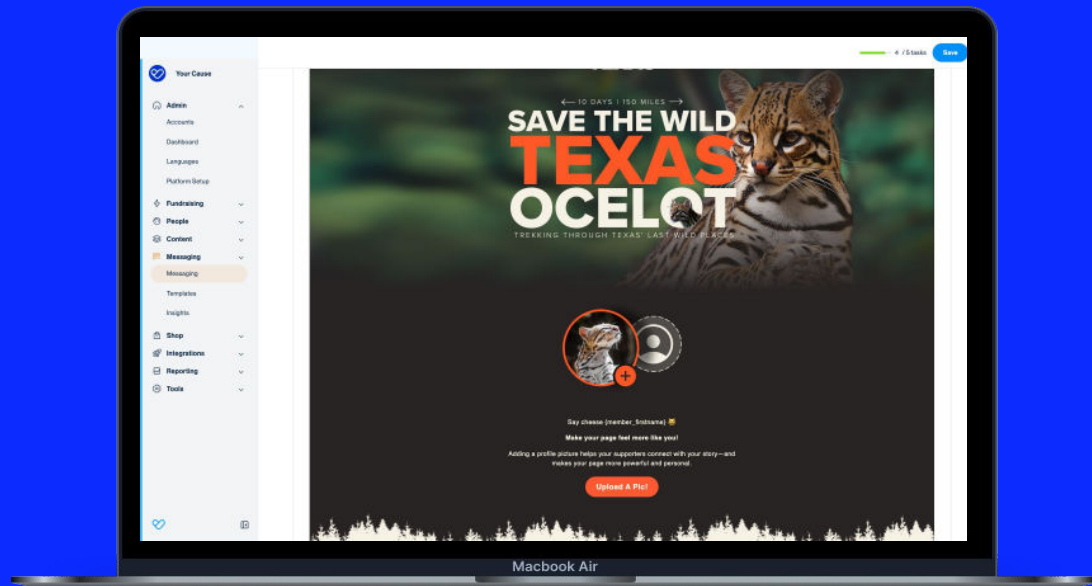


And just remember:

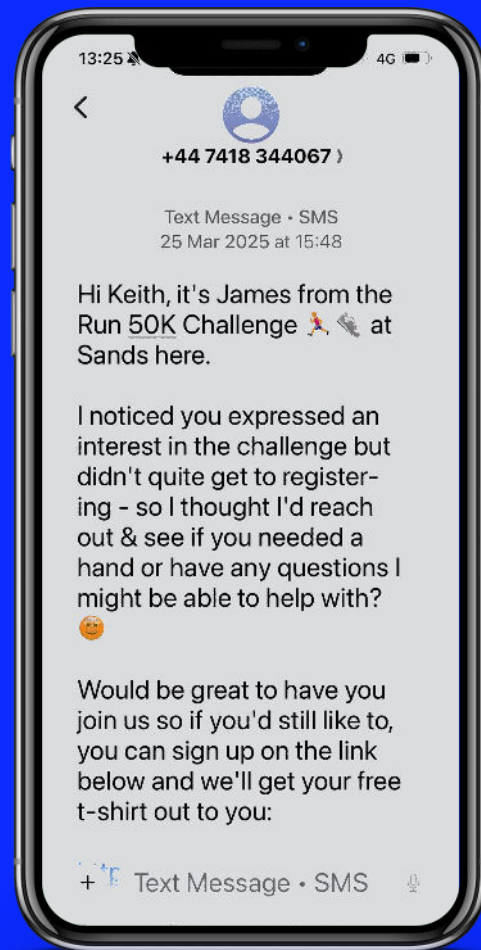
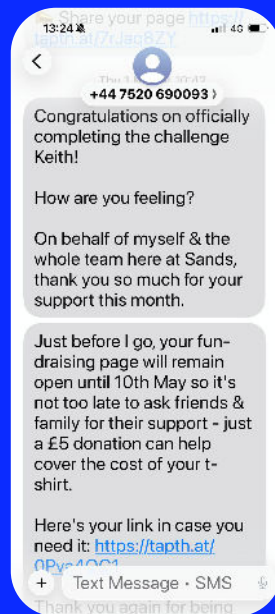
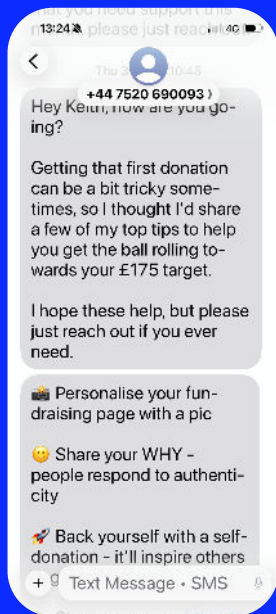
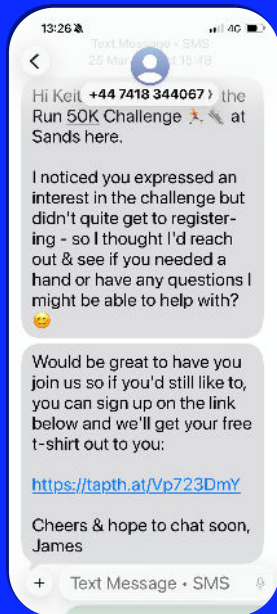
The goal isn't to say everything—it's to say the one thing that gets them to act.



06: Human Connection



06: Human Connection



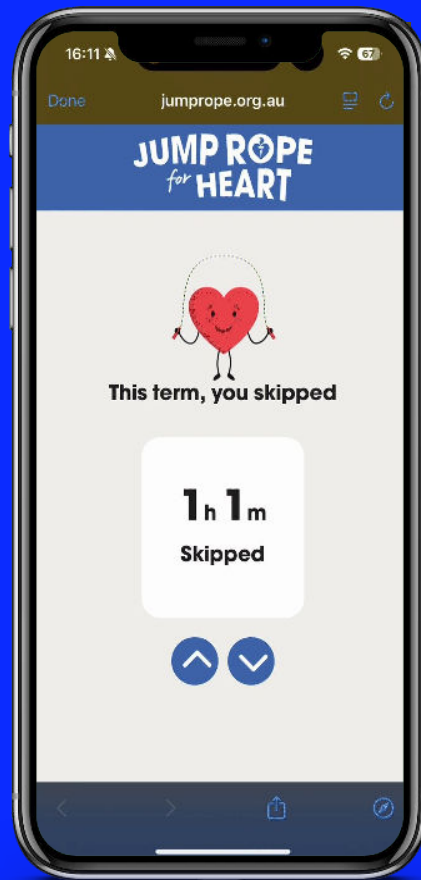
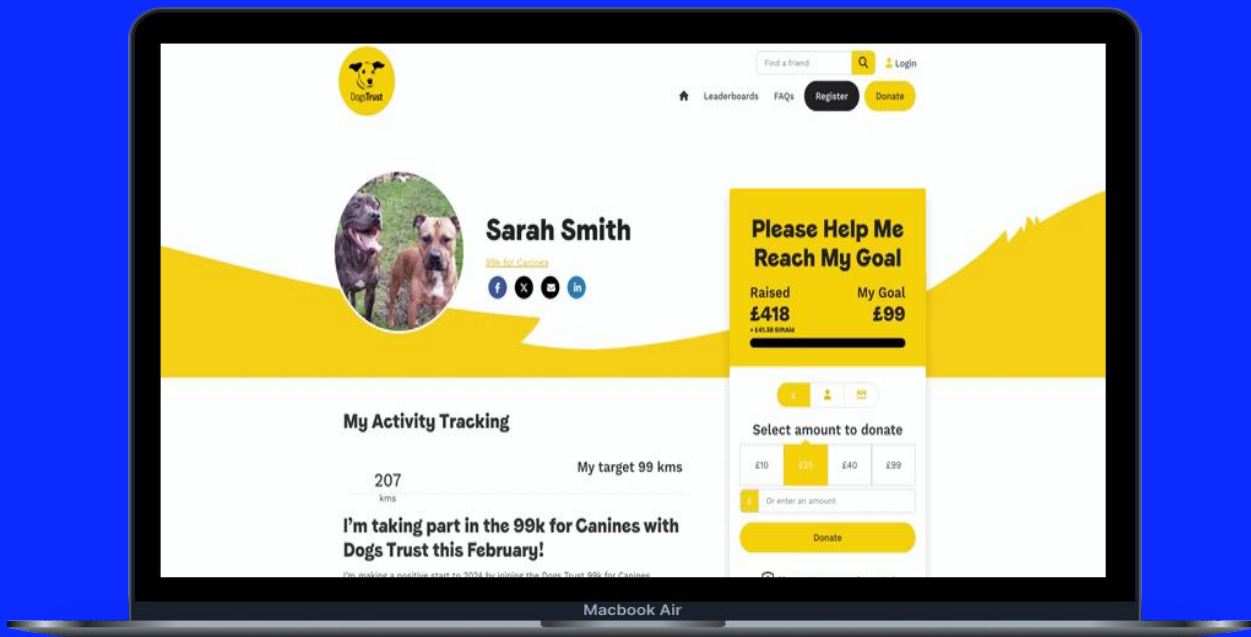


07: Surprise and delight

The moment someone gives is emotionally charged. Small, thoughtful touches can turn that moment into something supporters remember—and share.

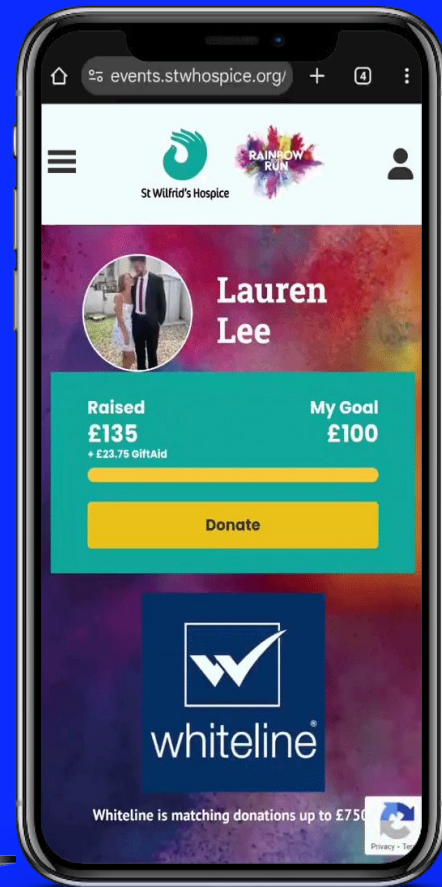
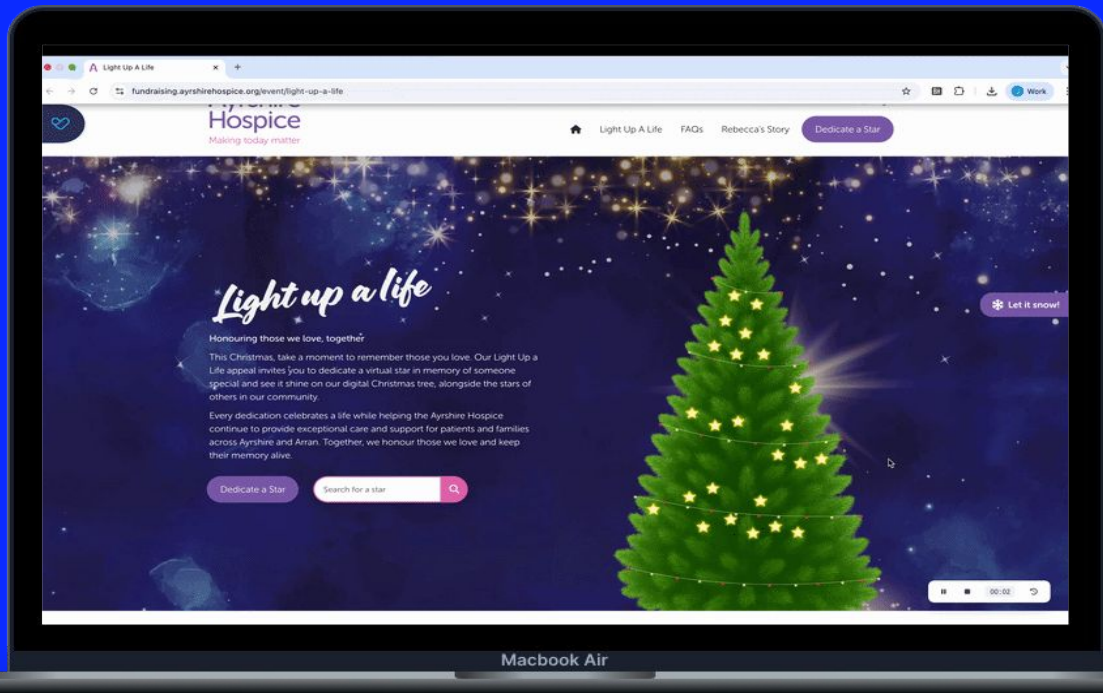


07: Surprise and delight





07: Surprise and delight





07: Surprise and delight





01: Emotional appeal

02: Personal recognition

03: Tools to advocate & share

04: Interactive momentum

05: Visible impact

06: Human communication

07: Surprise & delight



Head
Design for clarity



Heart
Design for empathy



Hand
Design for action





 funraisin

How to turn **one** supporter into **ten**.

Digital strategies your
supporters will **love**.

A practical toolkit for charity
digital & fundraising teams.

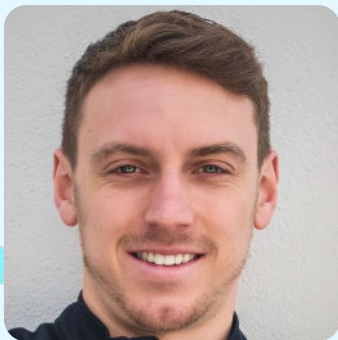


Download the guide





Get in touch



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Turn One Supporter into 10:

Thank You