

A young girl in a purple school uniform is performing a handstand on a rope, with her legs raised high and arms outstretched. She is smiling and looking towards the camera. A crowd of other children, also in school uniforms, are gathered around her, watching and cheering. An adult man in a dark shirt and red cap is standing behind her, holding the rope. The scene is set outdoors on a dirt path under a clear blue sky.

# From Interruption to Immersion

Optimising interruption... in a  
world that avoids it

# F2F is Under Pressure

CPA



Agency Capacity



Pressure on expectations from F2F



Engagement



Pressure on Compliance



ROI/ LTV



Pressure on Brand Awareness



Confidence in Door & Street



Pressure from SLT



Budgets Door/Street > PS



# Interruption

to

# Immersion

Stopping by calling out



Donors approaching the stand by curiosity

Your words as your dialogue



Having an sight, smell, audio and a physical structure to compliment your dialogue

Donors having a functional sign up experience



To donors asking if they can put their sign up on Instagram

Moving your donors logically



Moving your donors hearts and minds



ext

next

World Vision  
Every child tree from fear

SAY HELLO TO DATA

INCLUDES: AREA LIST

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



next



World Vision staff members interacting with visitors inside the booth.



# Why we're letting our donors down...

1

## **No Value Exchange**

We asking for precious time but offering nothing in return.

2

## **Low Engagement Experience**

Fast sign up process, with limited props and visuals

3

## **Little to No Emotional Connection**

Fundraisers have to work so hard with so little – doing a great job. But how can we deepen this?

# Lessons Learned

Pizza for losers...









PUMP WATER HERE

Closer look at  
our **Water Pump** so  
people can  
better  
understand  
how the  
family collects  
clean water



A simple bed draped with a white mosquito net is **a symbol of hope** and a reminder of how simple acts of generosity can have life-changing impact. Such nets save lives.

# Recipe for Success

## 1 **Story at the Heart**

The experience need to revolve around a story  
not the other way round

1

2

## 2 **Experiential Elements**

Sight Sound Smell Audio Feel – bring to life the  
story

3

## 3 **Enhance their dialogue not replace**

Fundraiser is central to the experience. This is all about  
helping them

4

## 4 **Story Flow**

The way people flow through is crucial, design,  
shape, story curation

5

## 5 **Curiosity**

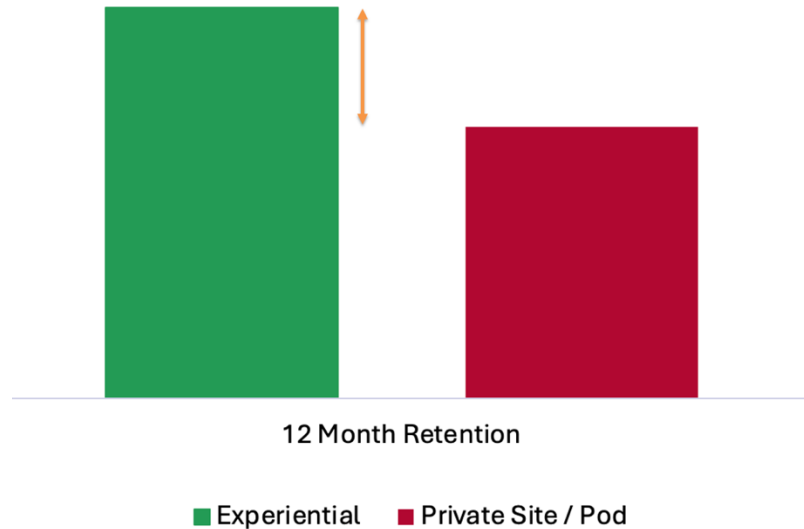
When it's so interesting the public will stop and ask the  
fundraisers if they can have look. Turns the interruption  
dynamic on its head

# Why are doing all of this?

12%

higher retention rate for donors at the end of 12 months

Retention Curve –Experiential vs PS



# FREE 1 HOUR EXPERIENTIAL SESSION

Happy to talk, discuss, and share pictures, videos, images, and data on how we built our experiences, processes, and designs. Anything you'd like to know more about 😊



Scan QR code to book a chat