



INSIGHT-FUL

INSIGHT-INNOVATION-IMPACT

Going beyond what other charities are doing; looking above the parapet for societal trends

What's the next Race for Life, Coffee Morning or Ice Bucket Challenge?

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My best answer: the next big charity participation idea may be “The Great Offline Hour”

Not necessarily that exact name, but an idea built around this simple invitation:

Put your phone away for one hour. Spend it doing something real with someone else. Donate, get sponsored and invite three other people to join in.

People could walk, eat, play a game, visit somebody, volunteer, make something or simply talk. The action remains identical—**one deliberately offline hour of human connection**—but participants choose how to complete it.

The Process in a Nutshell

Spot

Notice the behaviour while it is emerging, not once everyone is talking about it.

Assess

Ask whether it connects naturally with your cause, audience and brand.

Test

Put a simple version in front of real people within days, not months.

Scale

Invest quickly when the evidence is promising—and stop quickly when it is not.

The aim is not to predict the future perfectly. It is to shorten the distance between insight and action.

The five things you need to react quickly to new trends and ideas

1. Good knowledge of your fundraising audience
2. The ability to react quickly
3. Clear decision making authority across ranks
4. A little bit of budget
5. A relaxed brand/comms team.....

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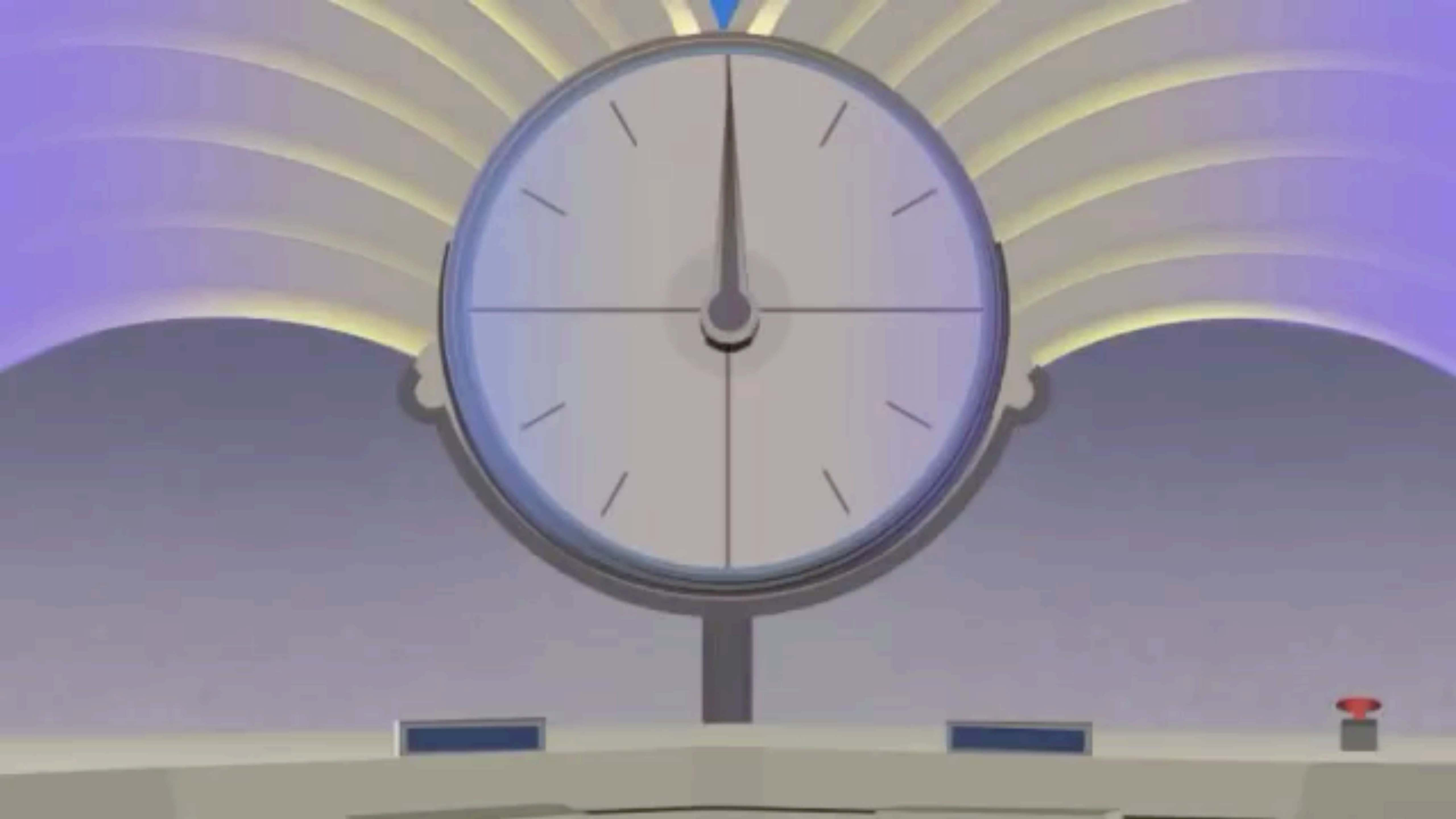
Let's play a game

The Rules

Grab a blank piece of paper, or blank page in your notebook

You have 30 seconds

Write down as many fundraising ideas as you can



What ideas did
you come up with?

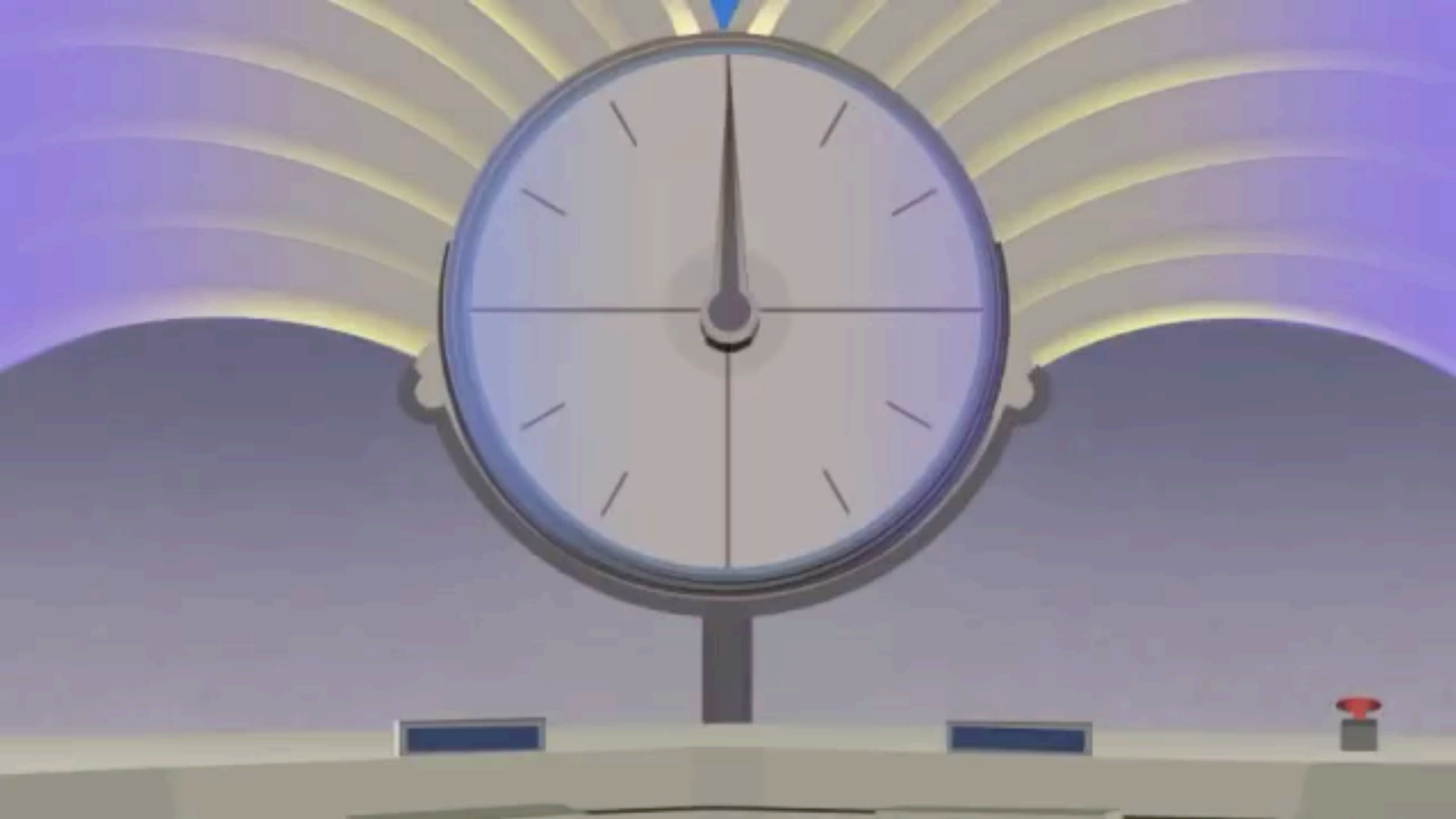
Round 2

Grab a blank piece of paper, or blank page in your notebook

You have 30 seconds

Write down as many fundraising ideas as you can....

For **first time Mums**

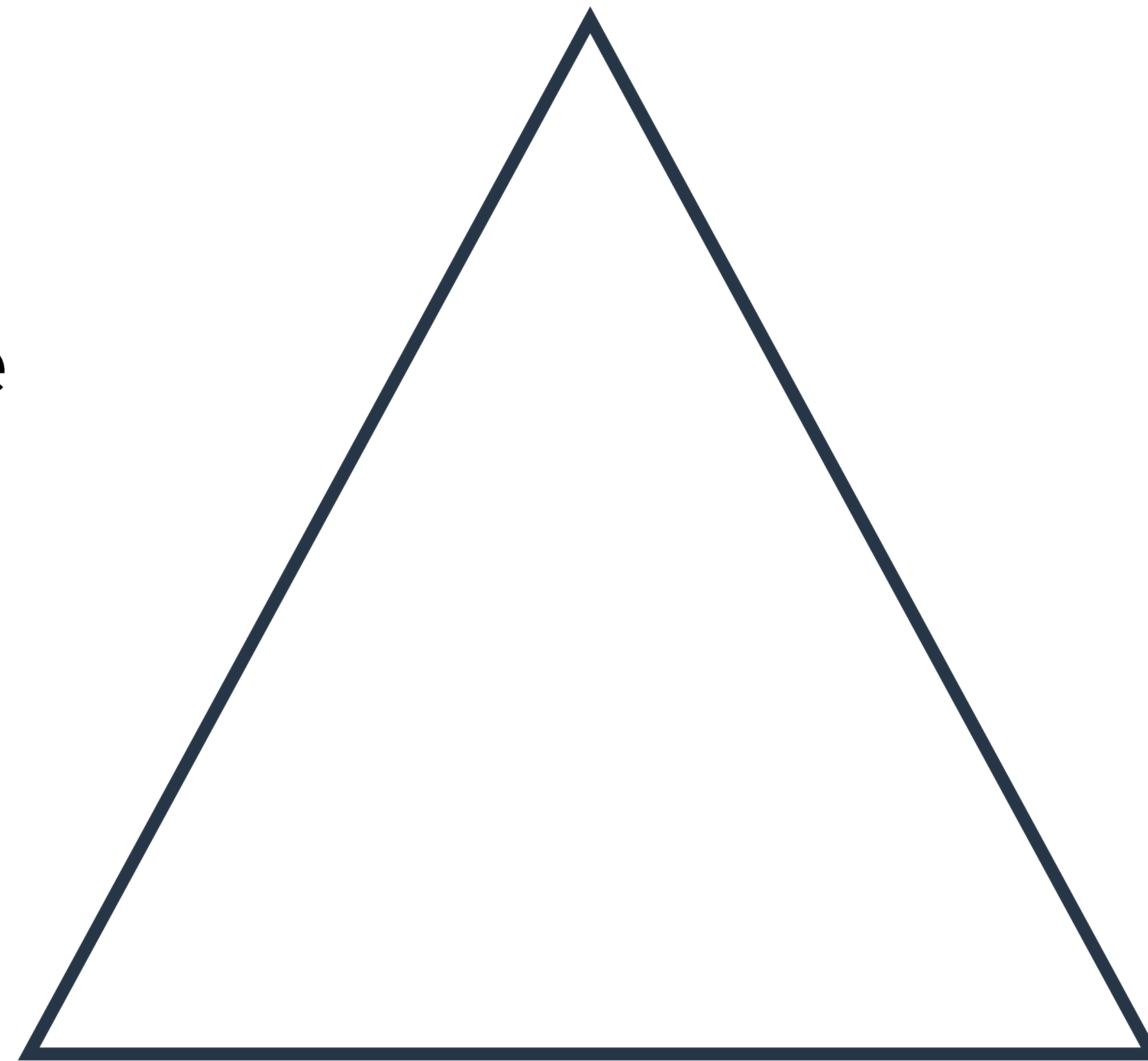


What ideas did
you come up with?

All good things
come from insight

Audience

Channel



Product





OCT 24 - 29, 2022 AND OCT 29 - NOV 3, 2022
LOS ANGELES TO CABO SAN LUCAS & ENSENADA, MEXICO

Prices range from \$1,450 to \$11,740

What Can You Discover About Your Supporters?

Demographics

Interests

Connection to Cause

Wealth

Location

Marketing Channels

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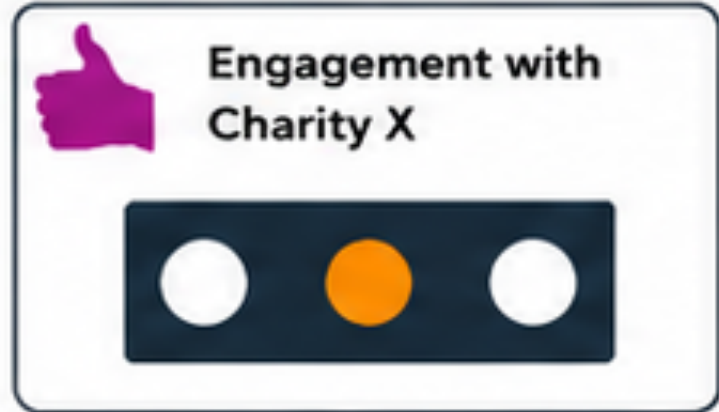
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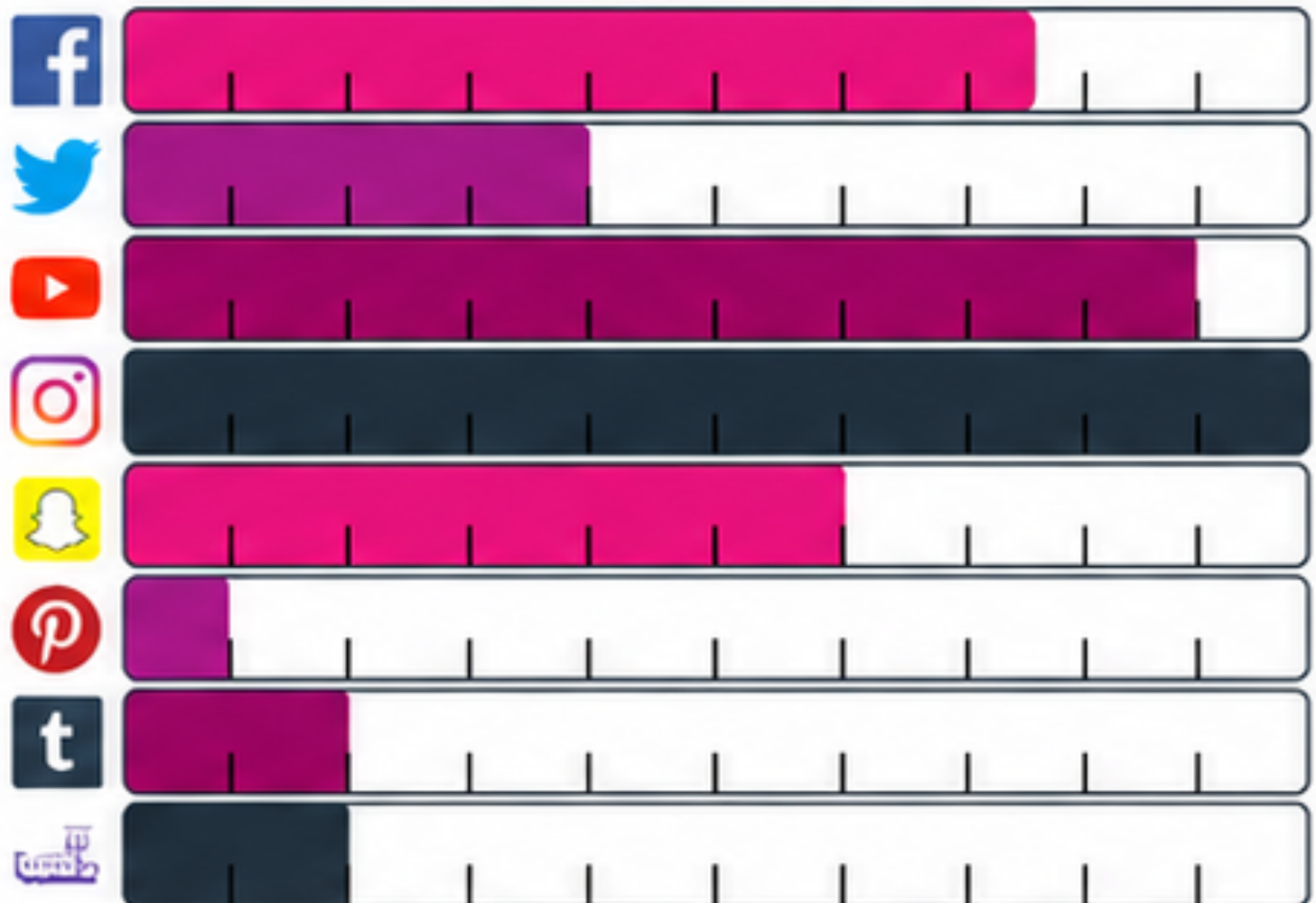
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Katy



Social Media Usage



"We always try to think of new fundraising ideas such as *Spraytan-your-man*"

Age	24
Occupation	Trainee Hairdresser
Family Status	Lives with parents
Years Involved with Charity X	2 years

Biography

Katy works in a beauty salon. She is currently retraining as a primary school teacher. She came across Charity X when she saw an event nearby on social media. Katy started fundraising herself when she made the final of a local beauty pageant. As part of the pageant Katy had to choose a charity to fundraise for and she chose Charity X because of her parents. She has done numerous fundraising activities since primarily focused around her workplace, she has done back waxes, "tan-your-man" events and has raised over £3,000 since getting more involved.

Motivations

- Wants to use her public profile to raise money for Charity X.
- Motivated by working with children.
- Likes to have fun and get involved in and run fun events.
- Wants to be the organiser of the events.

Frustrations

- Has found few people her age seem to be interested in the cause in the same way she is.
- Most of her friends are more motivated by the fundraising event than the charity itself.

Key Messages

- Likes to hear about funny fundraising ideas people have come up with.
- Wants to be given examples of the types of wish would pay for.

Goals

- To work with children.
- To become an ambassador for Charity X or a children's charity.
- To widen her circle of friends and contacts though her charity work.

Most likely to engage with





Katy

Level of Knowledge about Charity X

Engagement with Charity X

“We always try to think of new fundraising ideas such as *Spraytan-your-man*”

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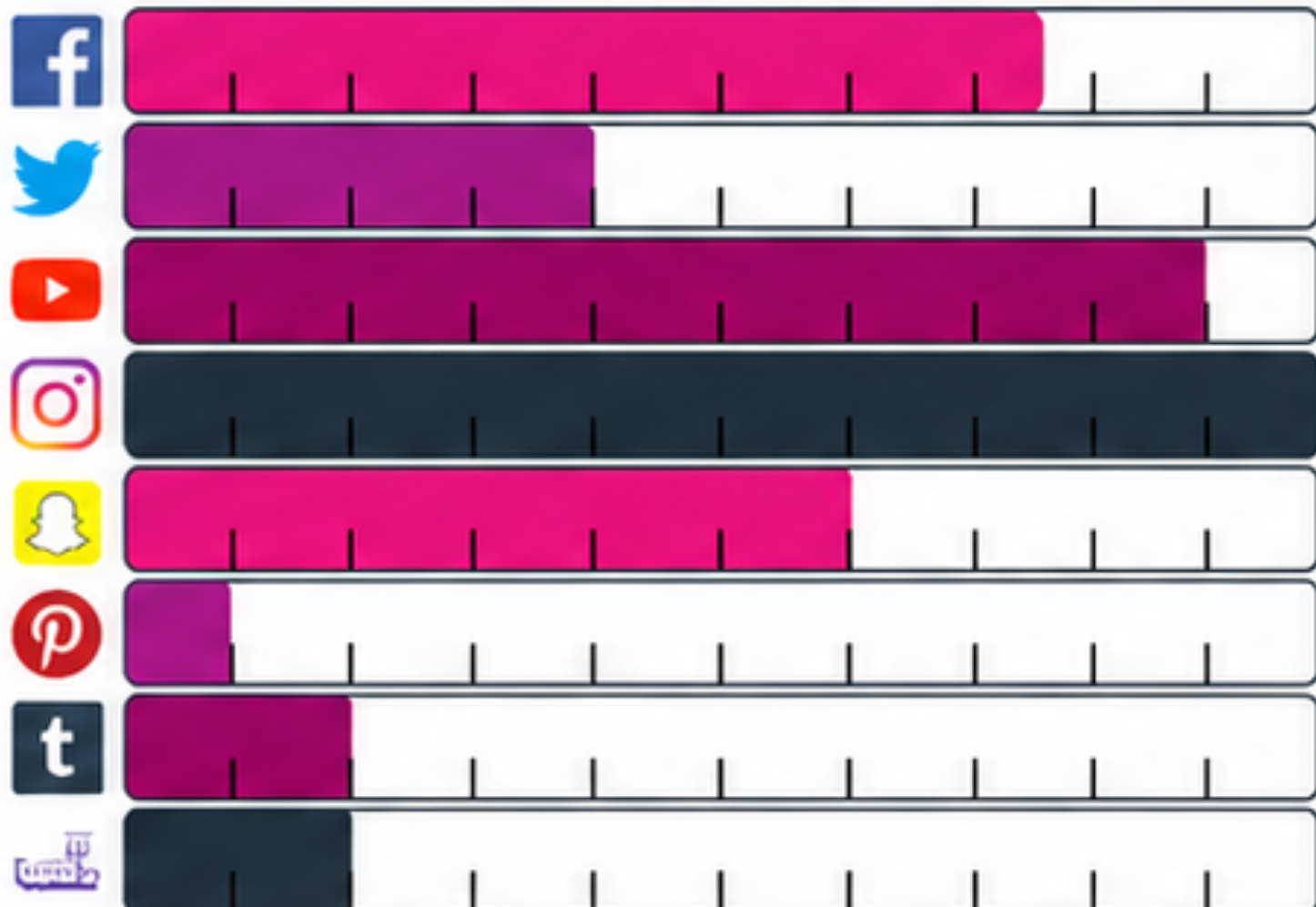
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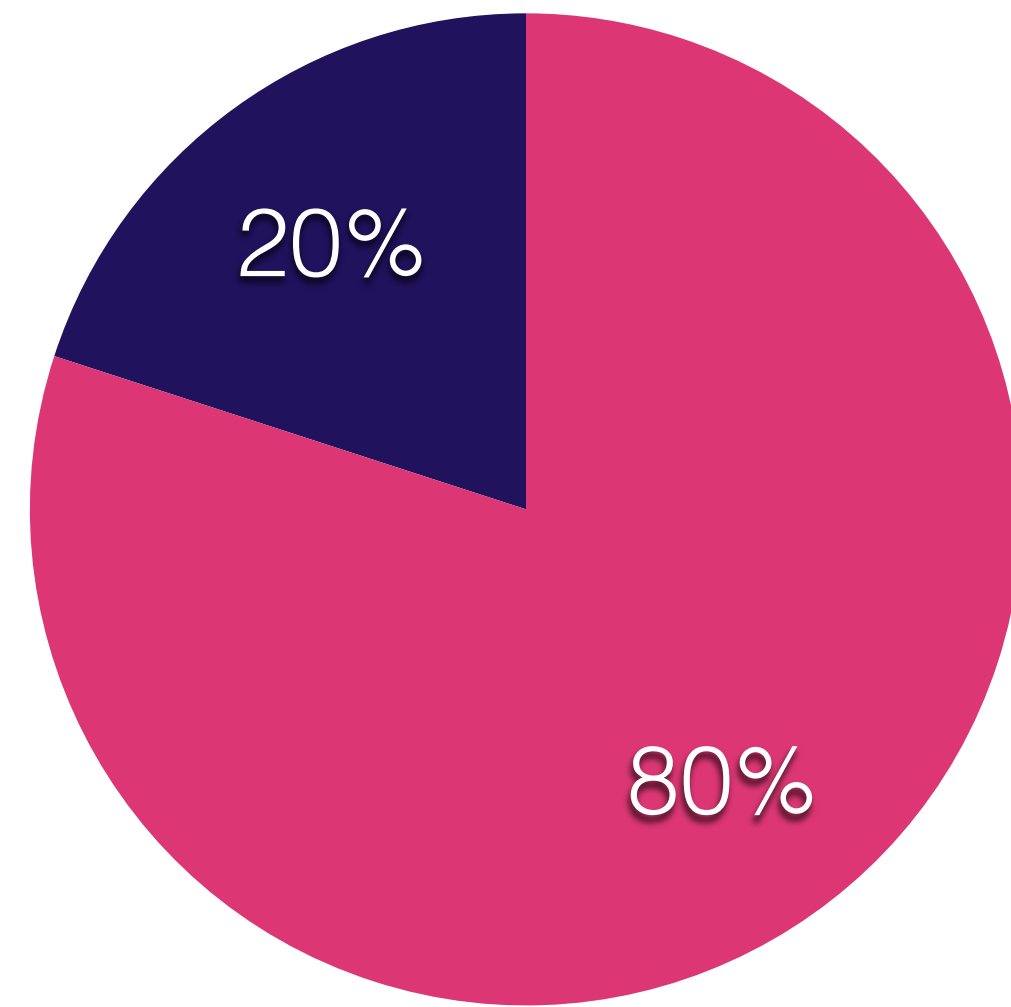
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What are the seven worst words in fundraising?

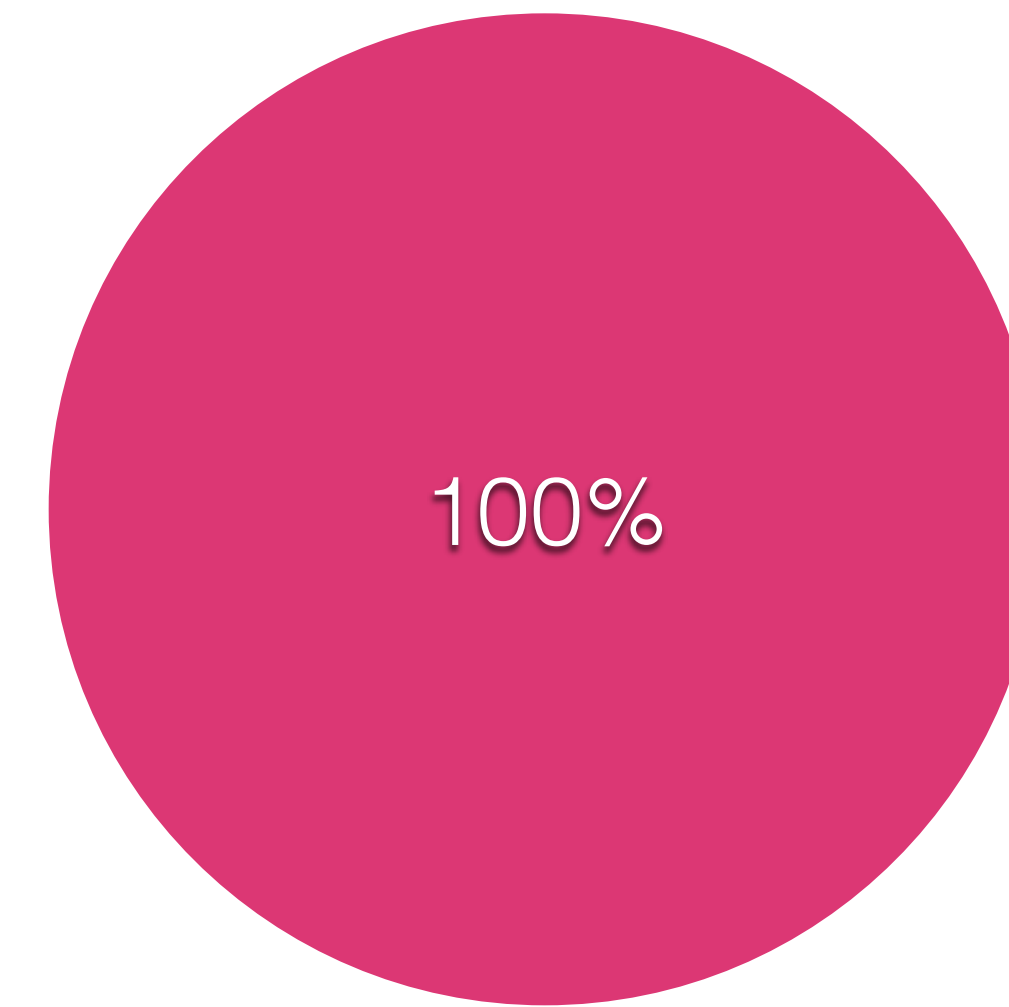
What are the seven worst words in fundraising?

This must be signed off by SMT....

The difference between the private sector and the charity sector...



The private sector gets a product 80% right, launches it and then spends the next two years fixing the 20% that wasn't right at the beginning.



The charity sector gets a product 100% right, launches it and then finds out it was two years late to market.



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For some reason, someone years ago decided that a fundraising budget must at the beginning of the year have **ALL** activities planned for and budgeted for...

Why??????

	A	B	C	D	E	F
1	Fundraising Expenditure Budget					
2						
3	Budget Line	Description	FY24 Actual (£)	FY25 Budget (£)	% of Total Budget	Notes
4	Staff costs	Salaries, NI, pension, recruitment	£92,000	£100,000	50.0%	Fundraising team and support
5	Digital advertising	Paid social, search, display	£28,000	£30,000	15.0%	Meta, Google, LinkedIn, etc.
6	Print	Direct mail, envelopes, inserts	£16,000	£17,000	8.5%	Mailings and materials
7	Events	Venue hire, catering, production	£18,000	£20,000	10.0%	In-person and virtual events
8	Agency support	Creative, copywriting, design	£12,000	£12,000	6.0%	External specialist support
9	CRM / data tools	CRM, email platform, data services	£10,000	£12,000	6.0%	Software and licences
10	Travel	Staff travel, accommodation, subsistence	£4,000	£5,000	2.5%	Meetings and events
11	Admin	Office costs, equipment, supplies	£3,000	£4,000	2.0%	Day-to-day running costs
12	Don't know	Unallocated / contingency	£4,000	£10,000	5.0%	For unknown or emerging needs
13	TOTAL EXPENDITURE		£187,000	£200,000	100.0%	
14						

5% set aside for the unknown



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