

Today



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1. Who we are

Today



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2. The digital landscape and why lead generation works

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2. The digital landscape and why lead generation works
3. The humble handraiser (*which you should all be doing!*)

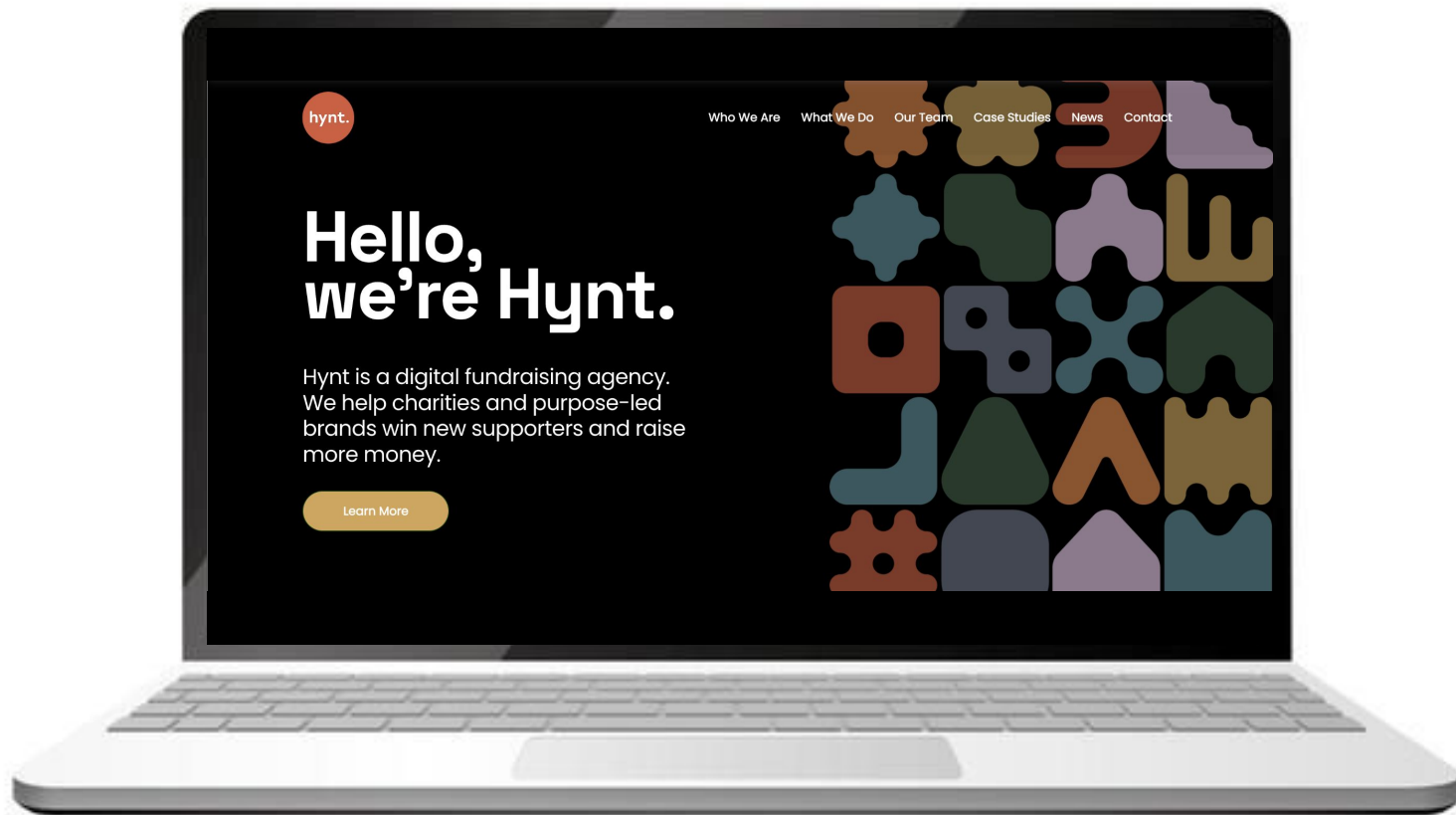
Today



1. Who we are
2. The digital landscape and why lead generation works
3. The humble handraiser (*which you should all be doing!*)
4. Applying the model



hynt.



We're operating in different times

OLD DIGITAL FUNDRAISING MINDSET

Aligned with your direct mail cycle



NEW DIGITAL FUNDRAISING MINDSET

We align with the real world events, audience expectations
and shared values with the cause

We need to be audience led

OLD DIGITAL FUNDRAISING MINDSET

Aligned with your direct mail cycle

We focus on traditional creative development:
brand-first, and strict



NEW DIGITAL FUNDRAISING MINDSET

We align with the real world events, audience expectations
and shared values with the cause

A cross-team approach that starts with values, and an
audience-led approach



And we need to provide lots of ways to engage

OLD DIGITAL FUNDRAISING MINDSET

Aligned with your direct mail cycle

We focus on traditional creative development:
brand-first, and strict

Piecemeal and ad hoc comms,
broadcast on digital channels



NEW DIGITAL FUNDRAISING MINDSET

We align with the real world events, audience expectations
and shared values with the cause

A cross-team approach that starts with values, and an
audience-led approach

Strategic, conversational comms, focused on action, with a
number of ways to engage

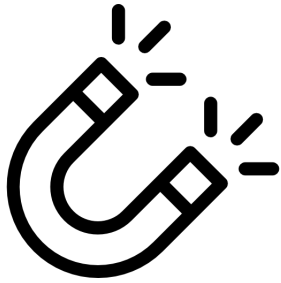
But also do it all while Mark Zuckerberg plays havoc with our platforms...

Meta plans crackdown on health-related user data

The changes, which come amid ongoing scrutiny of Meta ad tools, could be “catastrophic” for certain advertisers, one marketer said.



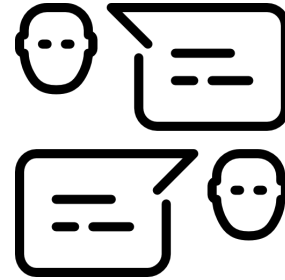
The mobilisation model in action



Attract people who share
your values

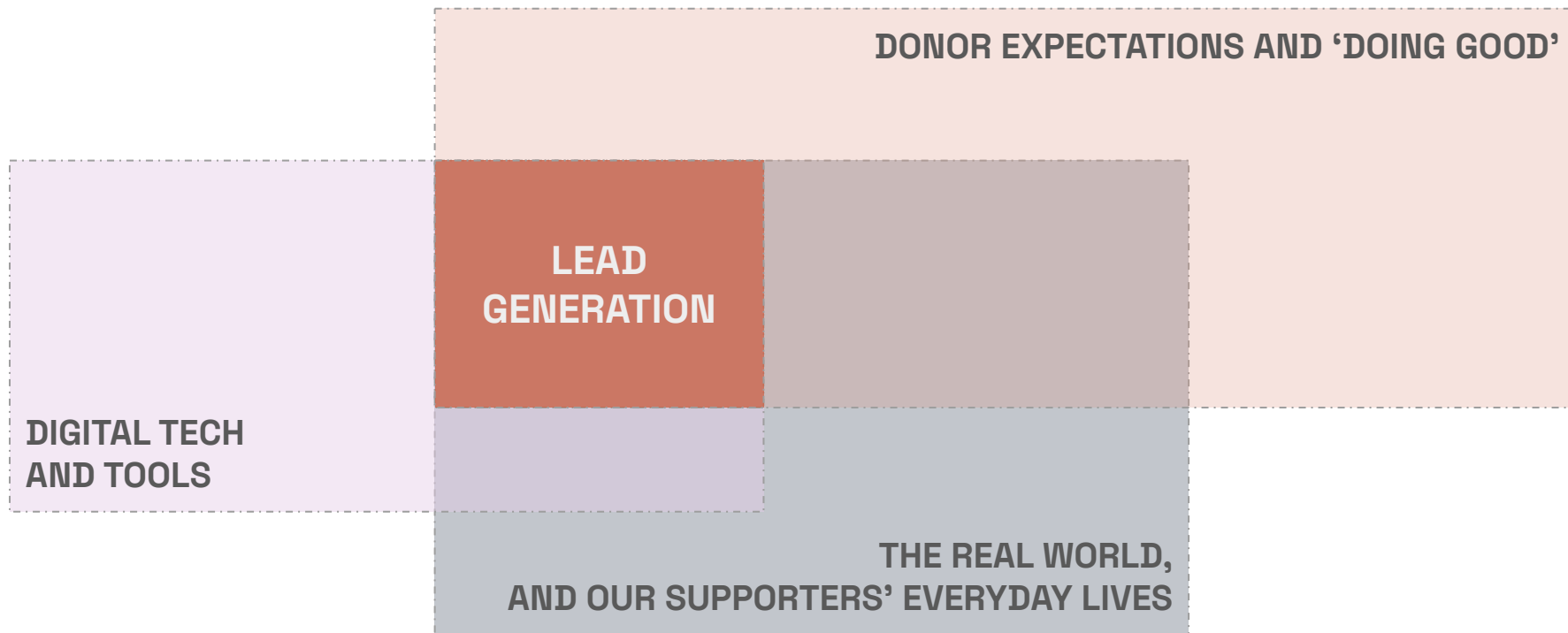


Make it easy for them
to **take action**



Keep in touch with
meaningful actions for them
to do, and **drive impact**

Lead gen brings together your donor, the real world they live in, and the new digital landscape



Driving low cost leads on topical news, by speaking to the *actual* headlines

'Extreme' US anti-abortion group ramps up lobbying in Westminster

The UK branch of the Alliance Defending Freedom has increased its spending and is forging ties with key MPs

A rightwing Christian lobby group that wants abortion to be banned has forged ties with an adviser to the prime minister and is drawing up policy briefings for politicians.

The UK branch of the US-based **Alliance Defending Freedom (ADF)** has more than doubled its spending since 2020 and been appointed a stakeholder in a parliamentary group on religious freedoms in a role that grants it direct access to MPs.

£0.28 / €0.33
CPL



The image shows a Facebook advertisement for MSI Reproductive Choices. At the top, it says 'MSI Reproductive Choices' with a verified badge, followed by 'Sponsored · Paid for by MSI Reproductive Choice...'. The main text reads: 'Have you seen the headlines about the rising threat to abortion rights in the UK? An extreme US anti-choice group has spent over £1 million to influence our MPs. We can't stay silent! Add your name to help defend abortion access and support women's rights >>'. Below this is a section titled 'About this ad' with a small 'i' icon. The main visual is a black and white photo of a building, likely Westminster, with a torn paper effect. Overlaid on the photo is the text: 'The Observer Abortion' in small red font, followed by the headline '‘Extreme’ US anti-abortion group ramps up lobbying in Westminster' in white. At the bottom, it says 'OPENS FORM' and 'Raise your voice for the right to choose. My body. My choi...' with a 'Sign up' button.

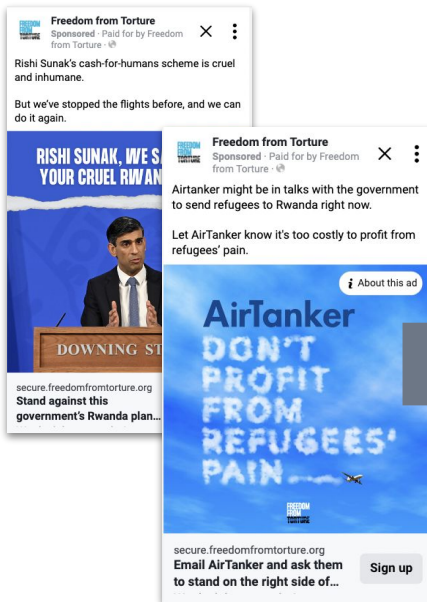
Being present in everyday moments to lobby a group can create *real* change

UK government in talks with charter airline over Rwanda deportation flights

AirTanker revelation comes amid government confidence that deportations will start soon

Government 'operationalising' Rwanda flights amid reports RAF Voyagers could be used

The government has not denied reports RAF jets could be used as part of the controversial deportation scheme after the Home Office failed to find an airline to charter the flights.



£0.43 / €0.50
CPL

**TELL AIRTANKER TO RULE
THEMSELVES OUT NOW**

89,954

**89,954 emails have been
sent.**

Help us get to 100,000.

You can take timely action, AND drive income

In one vulgar swoop, Suella Braverman has humiliated every single migrant in the UK
Nesrine Malik

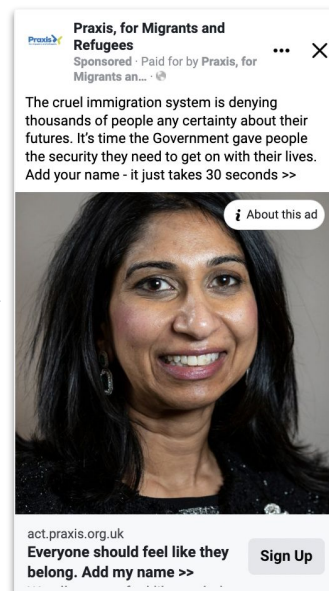


Suella Braverman claims 'hurricane' of migrants on way as she vows to close asylum hotels

UN rebukes Suella Braverman over her attack on refugee convention

UNHCR defends 1951 convention after UK home secretary's speech on 'uncontrolled and illegal migration'

£0.51 / €0.60 CPL

A Facebook advertisement for 'Praxis, for Migrants and Refugees'. The ad features a portrait of Nesrine Malik. The text in the ad reads: 'Praxis, for Migrants and Refugees', 'Sponsored · Paid for by Praxis, for Migrants an...', 'The cruel immigration system is denying thousands of people any certainty about their futures. It's time the Government gave people the security they need to get on with their lives. Add your name - it just takes 30 seconds >>', 'About this ad', 'act.praxis.org.uk', 'Everyone should feel like they belong. Add my name >>', and a 'Sign Up' button.

Praxis, for Migrants and Refugees

Sponsored · Paid for by Praxis, for Migrants an...

The cruel immigration system is denying thousands of people any certainty about their futures. It's time the Government gave people the security they need to get on with their lives. Add your name - it just takes 30 seconds >>

About this ad

act.praxis.org.uk

Everyone should feel like they belong. Add my name >>

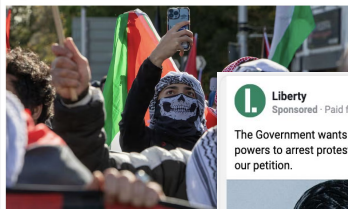
Sign Up

0.7% RR to Cash
0.60 ROAS

Moving quickly and efficiently, you can respond to news *as it breaks* each and every week

Masked protesters could soon face arrest, says Home Office

Rights groups say proposed police powers for England and Wales are pandering to 'culture war nonsense'



People take part in a march in Manchester calling for a freeze in Gaza. Photograph: Gary Calton/The Observer

Protesters who wear masks could face arrest, up to a £1,000 fine under proposed measures that human rights groups say are pandering to "culture war nonsense".



Sponsored - Paid for by Liberty · X · ⋮

The Government wants to give police even more powers to arrest protesters. We say NO. Sign our petition.

About this ad



WEARING FACE MASKS IS NOT A CRIME!

FORM ON FACEBOOK

Add your name >>

Sign the petition to say NO.

Sign up

6

2 comments



Like



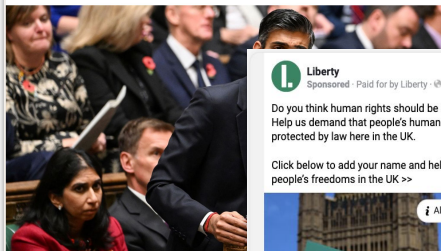
Comment



Share

Rishi Sunak's threat to pull UK out of the ECHR

Pledge to leave convention if new laws blocked at 65,000 Channel migrants predicted this year



Rishi Sunak and Cabinet Secretary, Sir Mark Sedwill, with Home Secretary, Kwasi Kwarteng, on a visit to the Channel Tunnel.



Sponsored - Paid for by Liberty · X · ⋮

Do you think human rights should be protected? Help us demand that people's human rights be protected by law here in the UK.

Click below to add your name and help protect people's freedoms in the UK >>

About this ad



FORM ON FACEBOOK

ADD YOUR NAME. Help

protect rights for everyone.

Sign up



Like



Comment



Share

NEWS

Home | Israel-Gaza war | Cost of Living | War in Ukraine | India Election | Climate | UK | World | Business | Politics

Politics | Parliaments | Brexit

Rwanda Bill: Peers continue scrutiny of deportation plans

14 February



REUTERS

Legal challenges meant the first Rwanda flight was cancelled on 14 February.



Sponsored - Paid for by Liberty · X · ⋮

BREAKING: The Government's cruel Rwanda Act has passed. Add your name and help defend human rights.

About this ad



STOP SUNAK'S CRUEL DEPORTATION PLANS

FORM ON FACEBOOK

ADD YOUR NAME. Help defend

human rights.

Sign up

120

47 comments 9 shares



Like



Comment



Share

hynt.

Hand-raisers are...

- ☒ Quick and easy to produce
- ☒ Values-led and impossible to deny
- ☒ No fulfilment

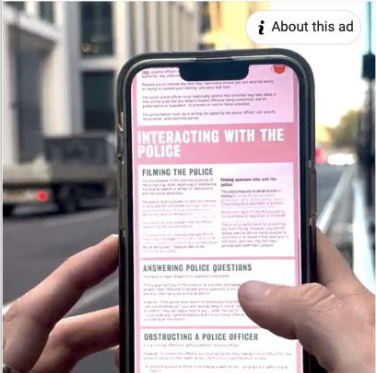
Digital Val-Ex

Liberty's Practical Protest Guide

**Liberty**
Sponsored · Paid for by Liberty ·  

Do you know how to stay safe on the streets? Download the Liberty Practical Protest Guide so that you know what to wear, how to stay safe and who to call if you get into trouble when you're exercising your right to protest.

 About this ad



OPENS FORM
Get your Practical Protest Guide >> 


Liberty

Get your free Practical Protest Guide from Liberty

From your wardrobe to your rights, Liberty's Practical Protest Guide covers everything you need to safely take to the streets and make yourself heard.

Get your free Practical Protest Guide. Know your rights. Know the risks. Stay safe.




Liberty

DOWNLOAD YOUR PRACTICAL PROTEST GUIDE

Check your inbox to download Liberty's Practical Protest Guide. Know your rights. Know the risks. Stay safe.

Our work to protect protest rights and defend democracy depends on support from people like you.

In the last few weeks, hundreds of people have become Liberty members for the first time to support our fight.

Will you join them and become a Liberty member?



LIBERTY'S PRACTICAL PROTEST GUIDE



WHAT SHOULD I BRING WITH ME?

 **EMERGENCY**  **A MOBILE PHONE** 

Praxis' guide for changing minds on migration

Praxis, for Migrants and Refugees
Sponsored · Paid for by Praxis, for Migrants and Refugees ·

Lead with Empathy, Win with Facts. Sign up for our expert guide to change minds on migration, one conversation at a time.



GET YOUR FREE GUIDE TO CHANGE MINDS ON MIGRATION

act.praxis.org.uk
Get your free guide - unlock the power of conversation >> [Sign up](#)

Praxis, for Migrants and Refugees
Sponsored · Paid for by Praxis, for Migrants and Refugees ·

Ready to tackle misinformation? Get your free 7-step guide on having persuasive conversations about migration with your friends and family.



WANT TO CHALLENGE HATEFUL LANGUAGE ABOUT REFUGEES?

GET YOUR FREE GUIDE TO CHANGE MINDS

act.praxis.org.uk
Get your free guide - unlock the power of conversation >> [Sign up](#)

THE ESSENTIAL GUIDE FOR CHANGING MINDS ON MIGRATION

01 ASK THEIR OPINION
Ask them what they think and show no judgement.
Give them your full attention - actually listen, don't just think about what your response will be. Do not discount the other person's feelings and hold back any fact-checking instincts!

02 SHARE PERSONAL STORIES ABOUT MIGRATION
Ask: "Do you know anyone who has migrated here? May I ask what you know about their story?"
If not, you could ask: "Did you grow up here in (insert place name)?" Listen as they share their story.
Then share your story of migration or the story of someone you know (with their consent). Next ask if there is anything within the story that they can relate to.

03 SHARE PERSONAL STORIES ABOUT A HARD TIME
Ask: "When was a time somebody showed you compassion when you really needed it? Maybe a time when you were having social, emotional, financial hardship."
Ask follow up questions such as: "What was the situation? What did you do? How did that feel? Did

Praxis' guide for changing minds on migration



for migrants and refugees

Sign up for the essential guide to changing minds on migration

Get your free guide and turn challenging conversations about migration into impactful ones that really matter.

Too often the conversation about migration is full of harmful language and dangerous misinformation.

That's why we've crafted this free resource to equip you with the skills and knowledge on how to have meaningful and persuasive conversations about migrants and refugees in your everyday life.



Get your free 7 step guide straight in your inbox

First name *

Last name *

Email address *

Ready for more impactful actions and resources like this one? Join us and become a vital part of the movement for migrant rights.

☐ Yes

☐ No

[DOWNLOAD YOUR FREE GUIDE](#)

G B 70 days ago

Jess K 50 days ago

Laura L 3 days ago

Fiona M 2 days ago

Alasdair G 2 days ago

Christine M 3 days ago

Thank you for your support! Now let's work together to ensure this invaluable resource reaches more people

By talking and listening to the people in your life, you're doing your bit to fight for migrant rights. **Will you go one step further?**

Help us share this free resource with more people who desperately need it. **Donate now.**



Donate today to help us counter hate towards migrants and refugees.

People who have lived and worked in our communities for years are being made to feel unsafe and unwelcome by our politicians and our media.

But together, we can change that. Will you chip in so we can challenge hate and misinformation, one conversation at a time?

Our goal is to reach £5,000.

We've already raised £3,405. Will you help us raise another £1595?

Amount: 2 3 4

[£20](#) [£50](#) [£125](#)

other amount

£

Donation interval: one-off

If you are a UK taxpayer your donation could be worth 25% more at no extra cost to you.

Yes, I want to Gift Aid my donation and any other donations I make in the future or have made in the past four years to Praxis. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. [Find out more about Gift Aid.](#)

[MAKE YOUR DONATION!](#)



for migrants and refugees

Hi Reader,

Welcome to Praxis. Together, we fight for a world where everyone can live with dignity and free from poverty, no matter where we're from or how we got here.

You are absolutely key to everything we do - so we would love to know more about you. We have a few short questions, here's the first one:

What best describes your reason for getting involved with Praxis?

- [1. Anger at the government](#)
- [2. Personal experience](#)
- [3. Helping my community](#)

People move, always have and always will. **Since 1983 Praxis has welcomed and supported migrants and refugees.** Today we do this through expert legal advice, community groups, and campaigning for change. We're the largest provider of free immigration advice in London, assisting more than 2,500 people every year.

St Martin Charity's home decór guide

 **St Martin in the Fields Charity**  
Sponsored · 

Make your living room a cosy retreat for you and your loved ones. Add soft lighting and decór that speaks to your heart, turning it into a snug space where cherished memories come alive.

Sign up to get your essential guide to make your home feel safe, cosy and like home. Because everyone should have a place to call home.



OPENS FORM
Get your free home decór guide >>

Sign up

 **St Martin in the Fields Charity**  
Sponsored · 

BATHROOM DECÓR TIP: Plants naturally purify the air, promoting a clean and toxin-free environment. MONSTERA DELICIOSA thrives in humid bathrooms, adding a lush, jungle-like vibe to the space.

Sign up to get your essential guide to make your home feel safe, cosy and like home. Because everyone should have a place to call home.



FREE GUIDE

OPENS FORM
Get your free home decór guide >>

Sign up

 **St Martin in the Fields Charity** 

How to:

Sign up to get your free guide

Get your free guide to make YOUR home, with everyone feel safe, cosy and like home. Because everyone should have a place to call home.

Brought to you by:


St Martin in the Fields Charity

Check your email inbox for your free home decór guide

We just sent you your free guide to make your home feel like YOUR home, with plenty of tips to elevate each room in your house. Here's one to get you started: "BATHROOM DECÓR: Plants naturally purify the air, promoting a clean and toxin-free environment. MONSTERA DELICIOSA thrives in humid bathrooms, adding a lush, jungle-like vibe to the space." Because everyone should have a place to call home.

If you successfully submitted your responses.

Learn more about our work

 **St Martin in the Fields Charity** 

How to: make your home your home

Your essential guide to home feel safe, cosy and like home. Because everyone should have a place to call home.

BROUGHT TO YOU BY:


St Martin in the Fields Charity

BATHROOM

PLANTS

Plants naturally purify the air, promoting a clean and toxin-free environment. MONSTERA DELICIOSA thrives in humid bathrooms, adding a lush, jungle-like vibe to the space.

SCENTS

Ensure your bathroom features light, fresh fragrances like cotton, linen or eucalyptus to instantly refresh and rejuvenate, giving a relaxing, spa-like ambience.

Mines Advisory Group's dynamic quiz

 **MAG (Mines Advisory Group)**
Sponsored · 

Half of all casualties from landmines and unexploded bombs are children. This is not right. No child should pay the price for war.

Take our quiz today to understand how easily an innocent child could encounter a deadly weapon.



Could you spot a bomb?

TRY THIS QUIZ!

maginternational.org
Could you spot a bomb?
Quiz yourself!

Play game



CAN YOU SPOT THE HIDDEN EXPLOSIVE?

Our team of experts find and destroy landmines and unexploded bombs. It takes a keen eye, a steady hand and a lot of training.
Could you help spot the explosive?

START



FIND THE HOTSPOT

Can you find the hidden landmine?

Click where you think the item might be hiding, you have limited guesses...

TRIES **X X X**

FOUND 



TRIES **X X X**

FOUND 



Digital Value Exchange



No fulfilment



Sent out via email welcome journey



Mobile-first

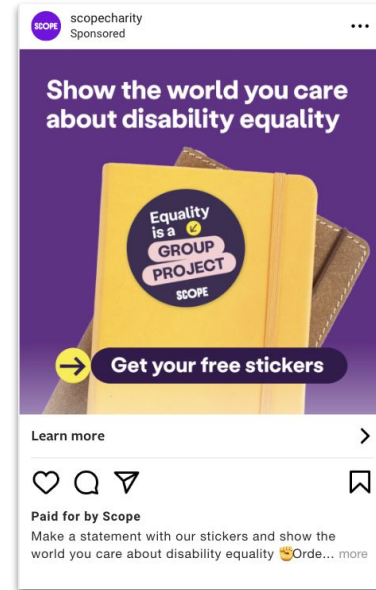
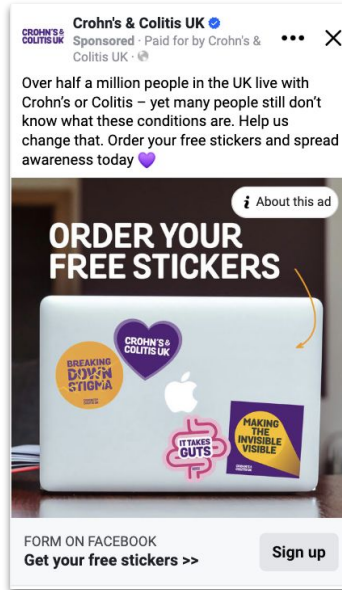
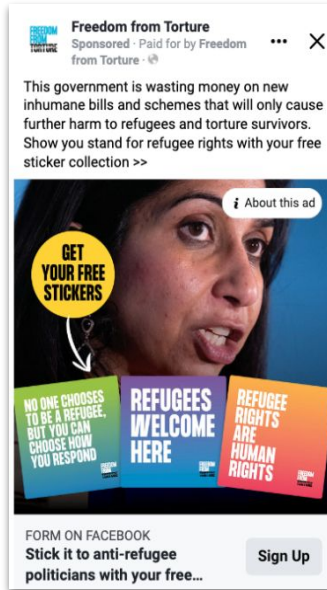
Physical value exchange

Move over tote bags...



hynt.

Physical items that are valuable to your supporter, and to your brand



Testing between digital versions of physical items

FareShare
Sponsored · 🌱

... ✕

In the UK, we throw away a shocking amount of good food. That's why we're here to help you cook delicious, waste-free meals with our collection of recipes.

Discover nutritious, seasonal dishes that turn leftovers into culinary delights. Help us fix the food system and order your recipe cards today!



FREE low-waste recipes

Tomato & Basil Soup

FORM ON FACEBOOK
Get your **FREE** low waste recipes >>

Sign up

FareShare
Sponsored · 🌱

... ✕

In the UK, we throw away a shocking amount of good food. That's why we're here to help you cook delicious, waste-free meals with our collection of recipes.

Discover nutritious, seasonal dishes that turn leftovers into culinary delights. Help us fix the food system and order your recipe cards today!



FREE recipe cards

FORM ON FACEBOOK
Get your **FREE** low waste recipes >>

Sign up

FareShare
Sponsored · Paid for by FareShare · 🌱

... ✕

Wondering how to make a bigger impact, starting right at home? Discover how smart storage, creative cooking, and using every last scrap can transform your daily habits.

Help us fix the food system and sign up for your free food waste guide today!



About this ad

START WASTING LESS

Sign up for your free food waste guide >>

FORM ON FACEBOOK
Order your **free** food waste guide >>

Sign up

FareShare
Sponsored · Paid for by FareShare · 🌱

... ✕

Wondering how to make a bigger impact, starting right at home? Discover how smart storage, creative cooking, and using every last scrap can transform your daily habits.

Help us fix the food system and sign up for your free food waste guide today!



About this ad

Sign up for your free food waste guide >>

BEYOND THE BIN
reducing food waste

FORM ON FACEBOOK
Order your **free** food waste guide >>

Sign up

Value Exchange

- ☒ Physical items to wear or use with pride
- ☒ Higher TM conversion rates
- ☒ Legitimate reason to call

The best lead magnets are relevant. They're rewarding.

And they make the supporter feel good.

First, what's **your objective?**

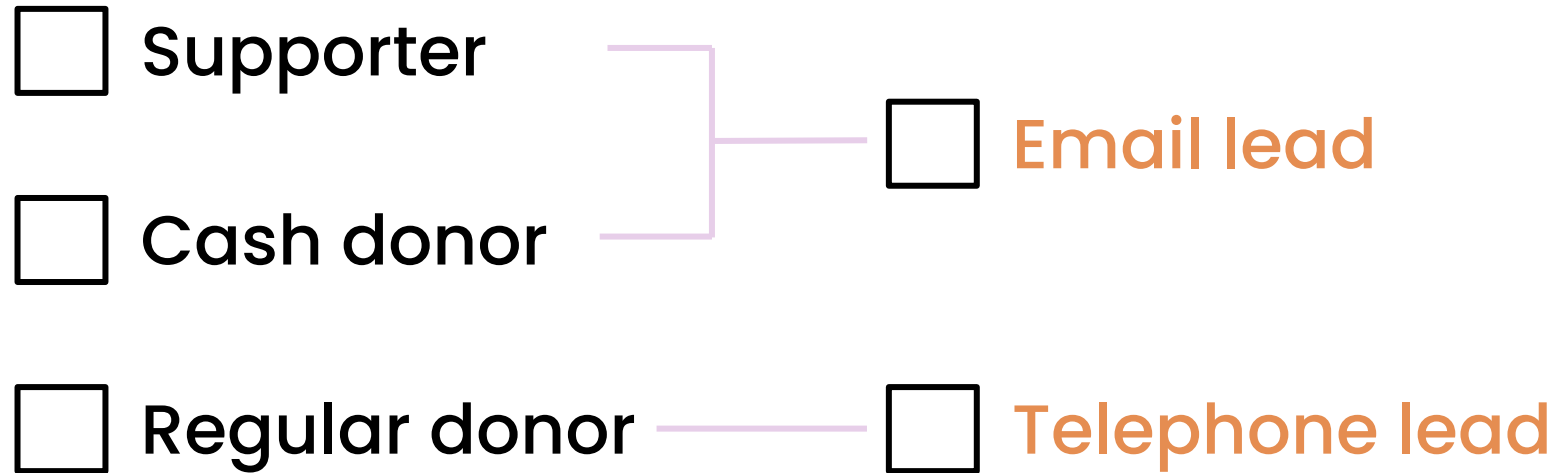
What kind of supporter do you want to attract to your cause?

☐ Supporter

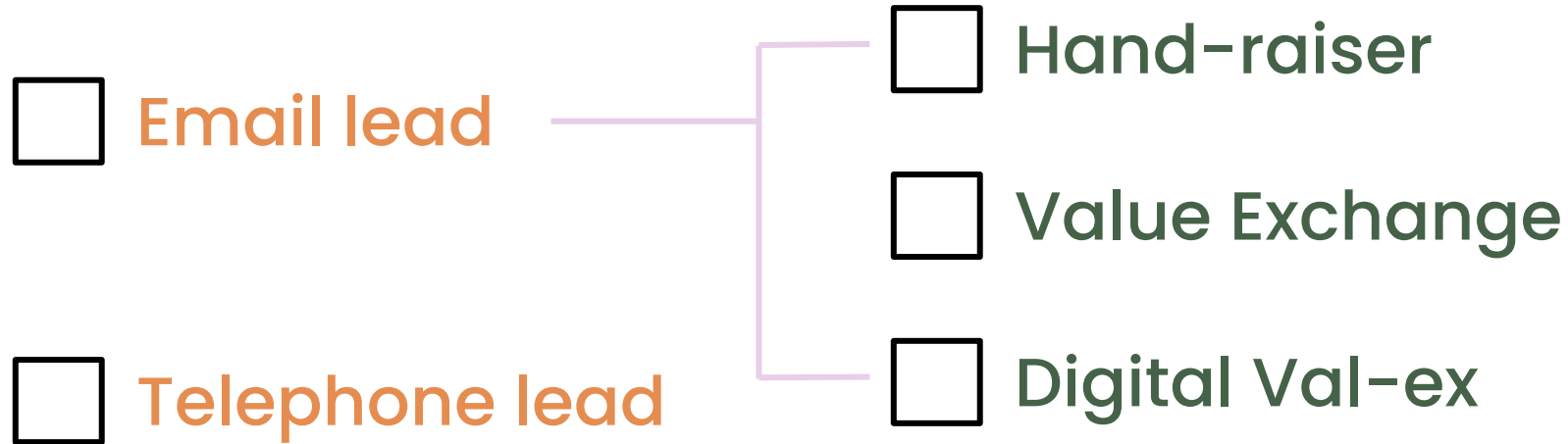
☐ Cash donor

☐ Regular donor

So, what kind of lead do you need?



What kind of lead magnets should you create?



What kind of lead magnets should you create?

☐ Email lead

☐ Telephone lead

☐ Hand-raiser

☐ Value Exchange

☐ Digital Val-ex

Next, think about **your story.**

What are the core themes of your charity story, or the types of stories you tell?



What are the core themes of your charity story, or the types of stories you tell?



Policy
Human Rights
Legal
Safe Protest



Welfare
Security
Support
Home

Now, think about **your audience.**

What part of your story or cause is most accessible to your audience?

The logo for LIBERTY, featuring the word "LIBERTY" in white, bold, sans-serif capital letters on a solid green rectangular background.

LIBERTY

Policy

Human Rights

Legal

Safe Protest



Welfare

Security

Support

Home

What part of your story or cause is most accessible to your audience?



LIBERTY

Policy

Human Rights

Legal

Safe Protest



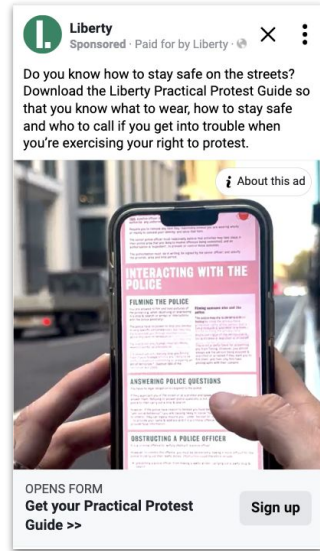
Welfare

Security

Support

Home

How can people connect with your brand story in a way that excites, delights or benefits them?



Safe Protest



Home

Do you have everything you need to create your first lead magnet?



Content



Data flow



Automated email
welcome journey



A tangible
fundraising ask



TM Agency
(optional)



Item production and
fulfilment
(optional)

Now it's your turn: scan here for your free
Lead Gen worksheet and resources >>



(Or get in touch: hello@hynt.studio)

hynt.