

Chat Summary: Room 2 — Digital Fundraising Conference 2026

Hosted by Nikki Bell (Fundraising Everywhere)

Session 1: Combining Digital and Offline — A Multi-Channel Mini Builds Case Study — Ilyaz Hajat, St Mungo's

This session presented a LEGO-inspired regular giving product — physical "mini builds" sent to donors giving £12 a month, with four builds arriving roughly four months apart. Retention has followed a fairly standard curve so far, with most drop-off happening around the second month; the real test comes as the first cohort completes their full build cycle. The product currently targets three audiences — Adult Fans of LEGO, a more typical older charity donor base, and (in future, pending compliance work) parents with children. One of the bigger operational challenges discussed was timing: getting follow-up emails to land at the right moment relative to when the physical build actually arrives, once Direct Debit setup, fulfilment, and postal delays are all factored in. The build itself was described as a meaningful investment (low five figures) but achievable in-house or with the right partner, with audience insight cited as the key ingredient for success.

Session 2: The 6 Email Tactics That Make Supporters Fall in Love With Your Cause — Anya Muir Wood, Forward Action

This session focused on getting supporters to take one clear action per email, even when there's a lot to say. The advice: repeat the same call to action more than once within an email (for example, in the body and again in a P.S.) rather than diluting focus across multiple asks — this makes the intended action unmistakable rather than repetitive. On email frequency, "at least" one email a week was the suggested baseline during an active campaign, with several emails a week entirely justified around a live or urgent appeal (five to seven emails in a single week isn't unusual for a time-limited appeal).

Session 3: Beyond Hand-Raisers — Quizzes, Digital Value Exchange Guides and More — Sarah Crowhurst, Hynt

This session explored how to convert low-commitment digital engagement (quizzes, guides, and similar value-exchange content) into donors. The clearest steer: ask for a donation immediately after someone engages, rather than waiting to build a relationship first — people have just shown they care about a specific issue, so that's

the moment to act, even if not everyone converts straight away. On channel strategy, email lead generation tends to suit cash giving best, while telemarketing lead generation tends to convert better into regular giving; email lead gen can also come in at a lower cost per acquisition than direct acquisition. On regulation, the session clarified that the UK doesn't share the EU's restrictions on political advertising, though rules around health, immigration, and housing status data still apply.

Resources shared:

- A related free webinar on navigating Meta's advertising policies for fundraising.
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Session 4: Pixels, Postbacks and Pizazz — Eoghan Beecher, iRaiser

A pre-recorded session covering technical tracking and attribution for digital fundraising.

Session 5: WhatsApp vs. SMS — Simon Varley, Conversr

This session compared WhatsApp and SMS as supporter communication channels, with a related resource on soft opt-in consent shared alongside it — particularly relevant for charities using SMS.

Resources shared:

- A free related webinar on soft opt-in consent, with a focus on SMS.
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Session 6: Tackling Hate and Misinformation Online — Helen Alderson, SocialAF

This session addressed how charities can handle hostile or misinformed comments on social media, especially around emotive or misunderstood causes. It prompted a candid, practical exchange among attendees about real moderation experience.

Notable tips shared by fellow attendees in the chat

- One attendee, from a wildlife conservation charity, shared a detailed real-world approach to handling a wave of hostile comments on a post about diversity and inclusion in their sector: remove the worst individual comments, but don't take

down the post itself or disable comments altogether. Editing the post to add a brief call for kindness helped shift the tone of the conversation over time, even though it also drew a further round of comments.