



**Combining Digital and Offline:
A Multi Channel, Mini Builds
Case Study**

Ilyaz Hajat – Acquisition Manager

A bit of background



St Mungo's
Mini Builds



Supporter
(my mum)

What is St Mungo's Mini Builds?

- A regular gift acquisition product.
- Supporters set up a monthly donation of at least £12.
- In return they receive four bespoke LEGO builds per year.
- Each build represents an area of our work and tells a client's story.



The Builds



Mini House



Mini Tea & Biscuit



Mini Dog



Mini Garden

How are we doing?



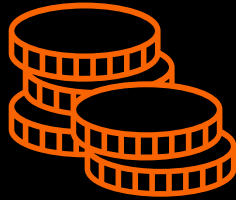
600+

Donors
recruited.



90%

Still active
Givers.

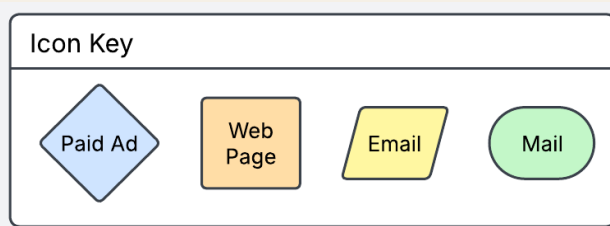
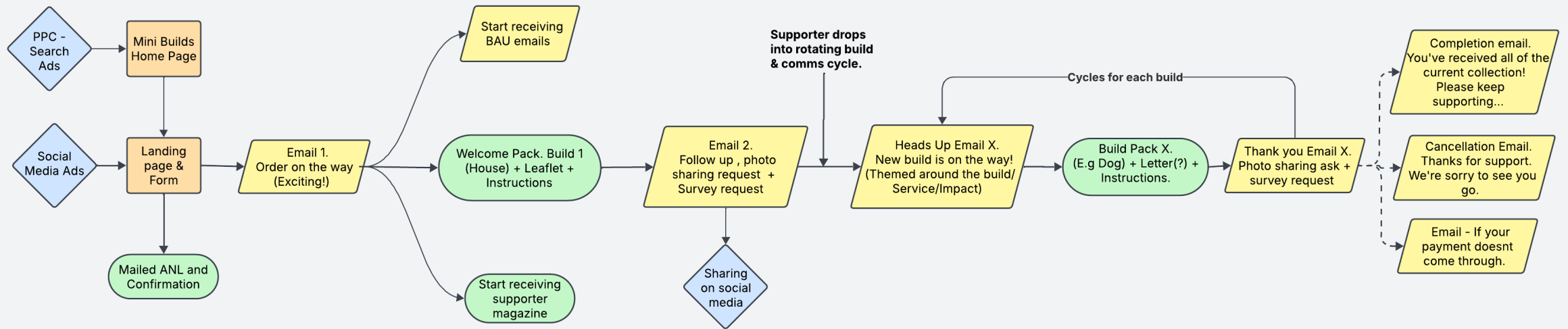


£14.20

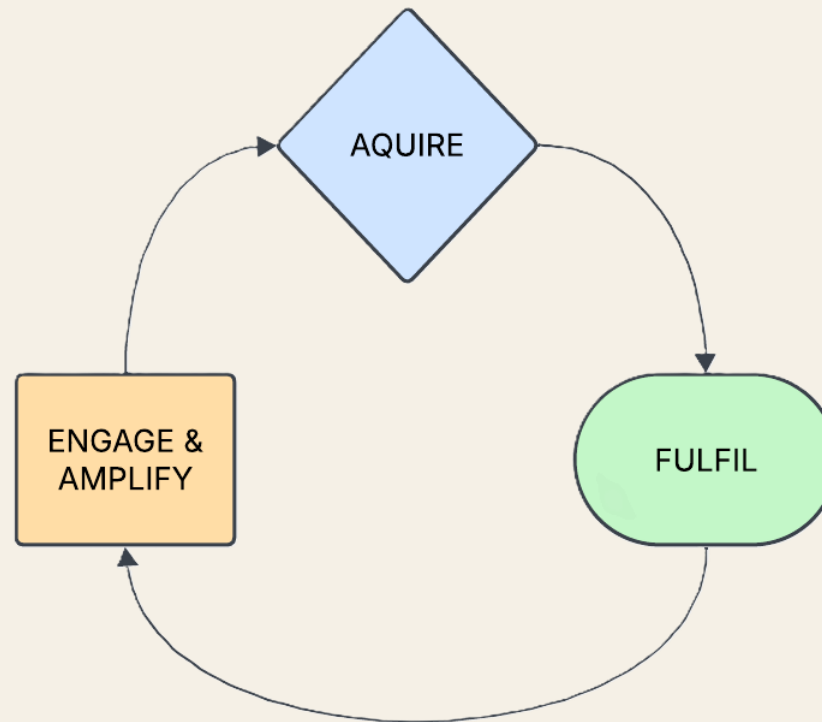
Average monthly
gift.



The Supporter Journey so far...



The Online/Offline support loop



Why the physical bricks are important



Offline Vs Online: A counter intuitive moment

St Mungo's
Ad · 📍

Sign up to St Mungo's Mini Builds and receive four exclusive building kits each year as a thank you for donating monthly.

Each build represents someone rebuilding their life after homelessness.

Collect them all – and help change lives along the way.



StMungo's Mini Builds

action.mungos.org
A small build. A big impact.
mungos.org/mini-builds

Sign up

St Mungo's
Ad · 📍

They're colourful. They're collectable. And they change lives.

When you donate monthly with St Mungo's Mini Builds, you will receive mini building kits that represent real steps out of homelessness.

Join the Mini Builds community today.



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St Mungo's
Ad · 📍

They're colourful. They're collectable. And they change lives.

Mini Builds from St Mungo's are landing across the country, each one representing a real step out of homelessness.

By signing up to Mini Builds, you'll receive four exclusive building kits throughout the year, as a thank you for donating monthly.

Join a community of Mini Builders and start your build journey today.

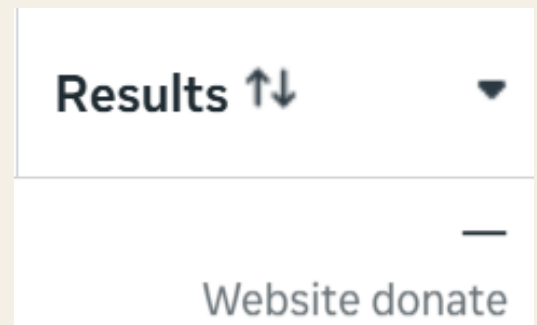


StMungo's Mini Builds

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Sign up

Our hero object made a terrible advert 🙄



Two channels, two sets of problems



Offline

- Supply problems
- Manual fulfilment can lead to some errors.
- Everything has a long lead time and strict deadline.



Digital

- Recruitment costs are still expensive
- Attribution gaps between Meta and reality.
- Lots of work to create good content.

The Cliff Edge

Month 12:
Final Build

Month 13:
Profit



To sum up.....

- What delights supporters offline won't necessarily recruit them online.
- Every channel has its own challenges. Embrace the variety! Sort out your data systems.
- Design for the end of the journey, not just the start, by getting supporters engaged throughout.
- Be creative! A good offline element, thoughtfully combined with an online element, can provide a rich supporter experience.



Thank You!

Any questions?

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