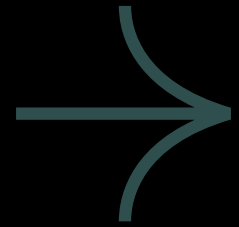


WHAT DIGITAL SKILLS FUNDRAISERS ACTUALLY NEED IN 2026

aka posting more on Instagram” is not a strategy





HELLO!

I'M QUARINA

Digital strategist working across fundraising, campaigns, audience engagement, accessibility and customer journeys. I help organisations create digital experiences people actually want to engage with, without sounding like corporate robots online.

I'VE DONE STUFF

- digital fundraising
- supporter journeys
- accessibility
- campaigns and engagement
- ethical storytelling
- audience psychology



**THE INTERNET
CHANGED.
FUNDRAISING OFTEN
DIDN'T.**

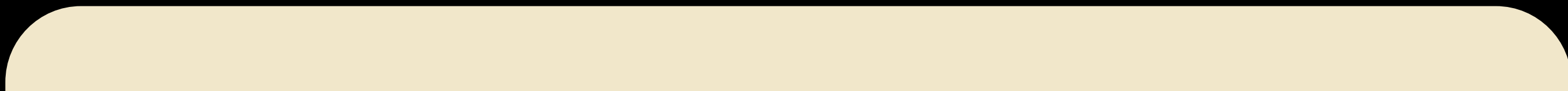
EMAIL



SOCIAL



VIBES



THE INTERNET CHANGED. FUNDRAISING OFTEN DIDN'T.



BROKEN
JOURNEYS,

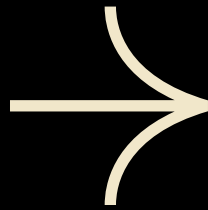
CONFUSING
WEBSITES

FOLLOW-UP
EMAILS

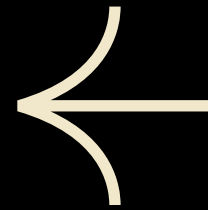
DONATION
FORMS

**SUPPORTERS
EXPERIENCE
ORGANISATIONS IN
ONE EMOTIONAL
JOURNEY**





1: UNDERSTANDING HUMAN BEHAVIOUR

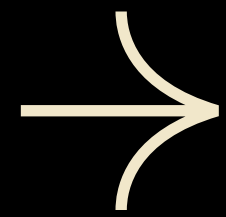


Why do people trust?

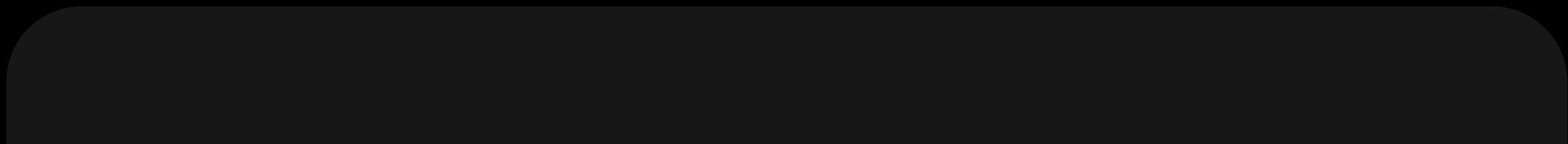
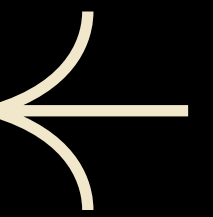
Why do they hesitate?

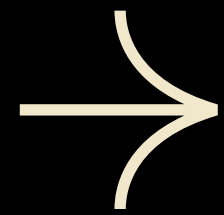
Why do they donate once
and disappear forever?

Why do some journeys feel
reassuring while others feel
emotionally exhausting?

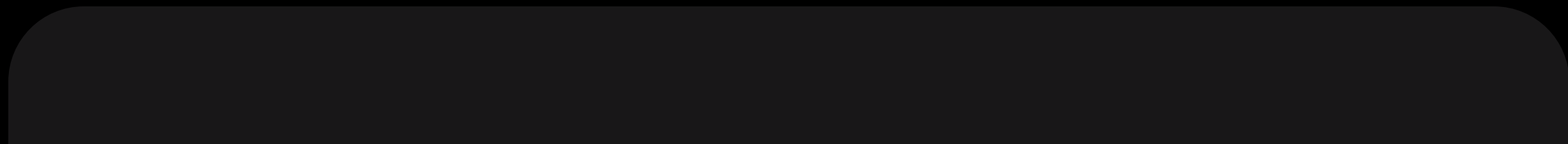
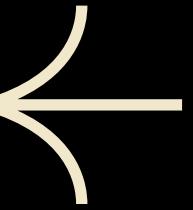


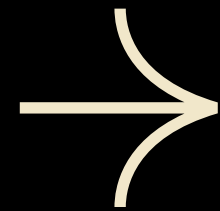
2: JOURNEY THINKING



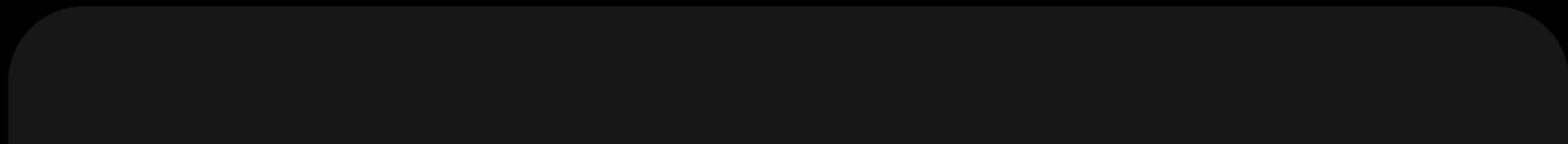
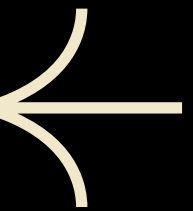


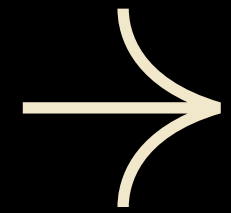
3: WRITING LIKE A HUMAN



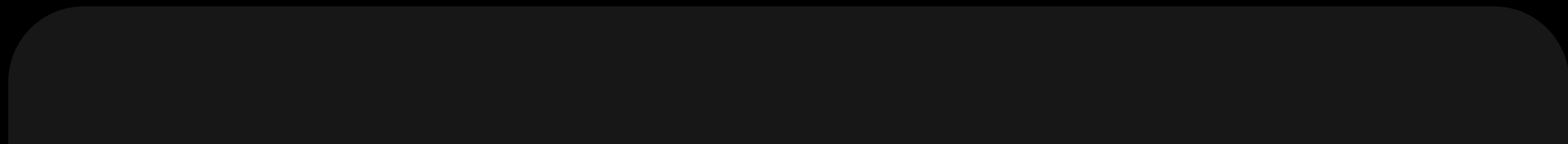
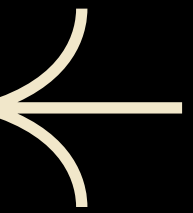


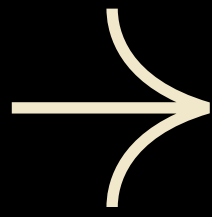
4: DATA LITERACY WITHOUT LOSING COMMON SENSE



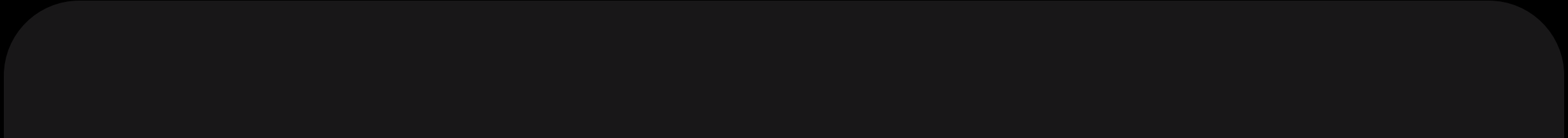
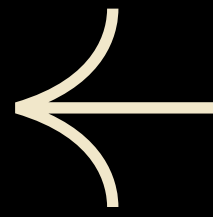


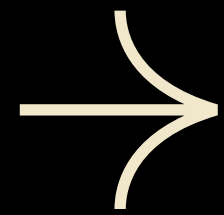
5: ACCESSIBILITY



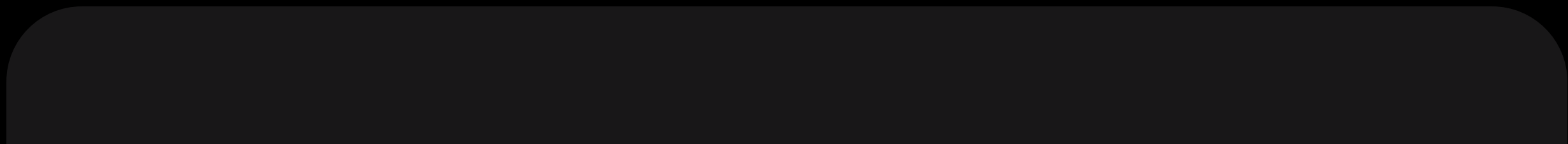
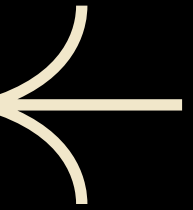


6: COMFORT WITH TECHNOLOGY





THE REAL SKILL: ADAPTABILITY



CONCLUSION



Thank you
for being
absolutely
bloody
brilliant.

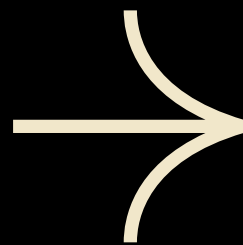
SUMMARY

Ultimately, supporters remember how organisations make them feel.



THANK YOU!

QUARINA@
QANDCO.UK



Quarina Sultana

Freelance Communication & Marketing | Helping
teams fix comms that looks right but doesn't work...

