

Closing the Engagement Gap: Turn Leads into Donors





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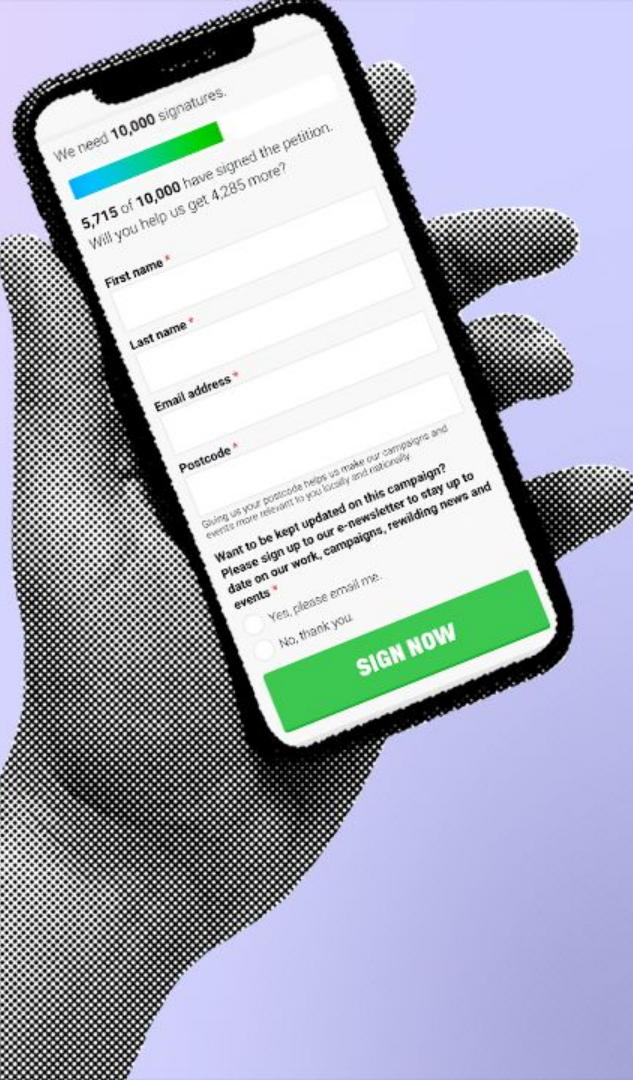
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The mobilisation agency



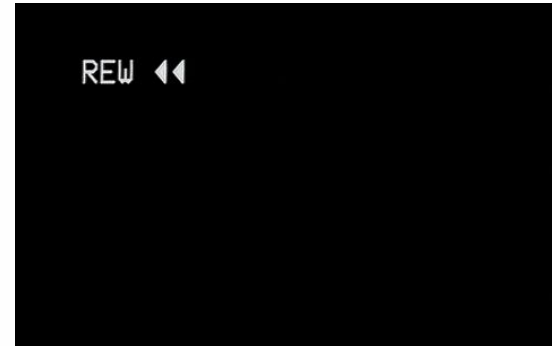
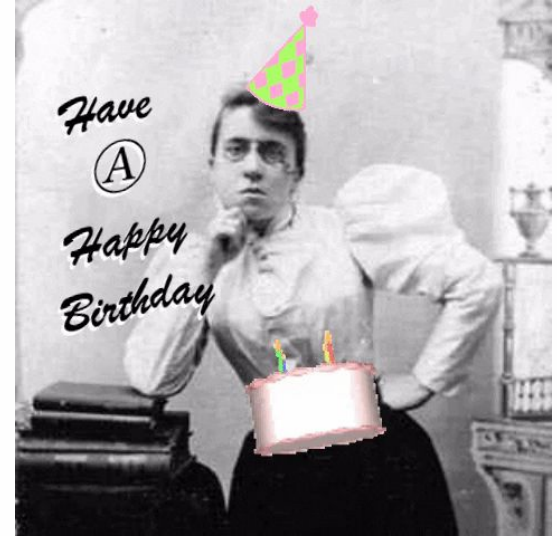
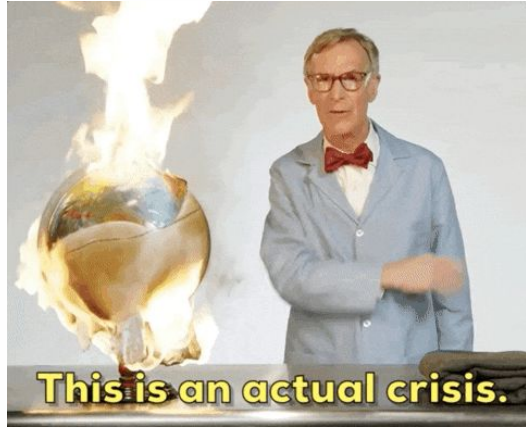


100+ clients

What is the Engagement Gap?

**Warning: Flashing
images ahead**

Attention economy. Fast. Short.

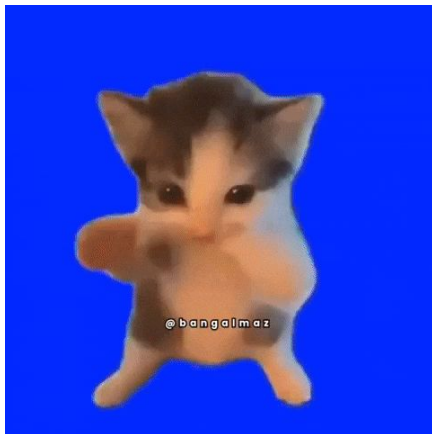




**Most budget is
invested in competing
over attention.**

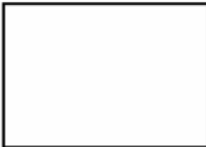


**Cost of paid ads
is up, ROI is down.**



https://kittenfund.com

REGULAR GIFT



€ 23,481

☐☐☐☐

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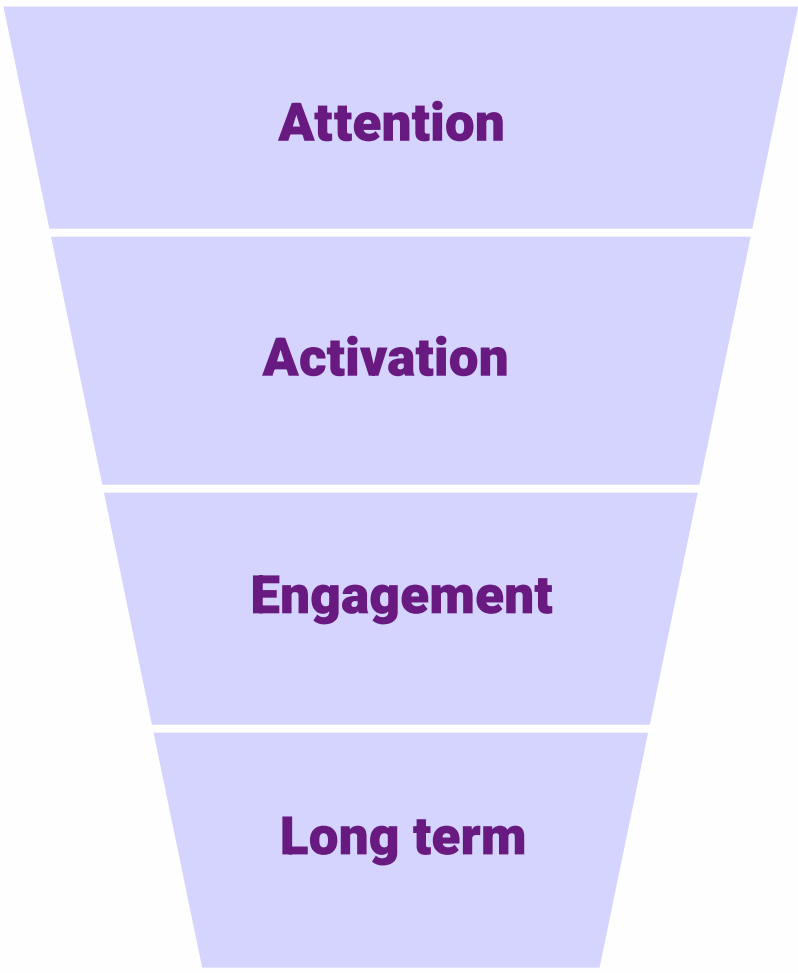
Often, we go from attention to donation asks.

 **For a hand full of
supporters, this works
just fine.**

 **But we're losing
everyone else.**

Look at the problem as a funnel.





Attention

Activation

Engagement

Long term

Attention

Online
Advertising

Social media
comms

Activation

Engagement

Long Term

Monthly Gift



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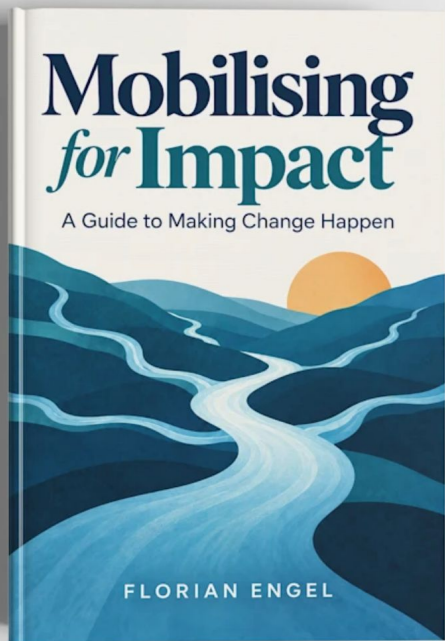
Monthly Gift

**This is the
engagement gap.**





**We don't have a
lot of time.**



SHEILA
McKECHNIE
FOUNDATION



*Scan to sign up and
receive an invite*



www.more-onion.com/fe26

**Let's move from
theory to practice.**



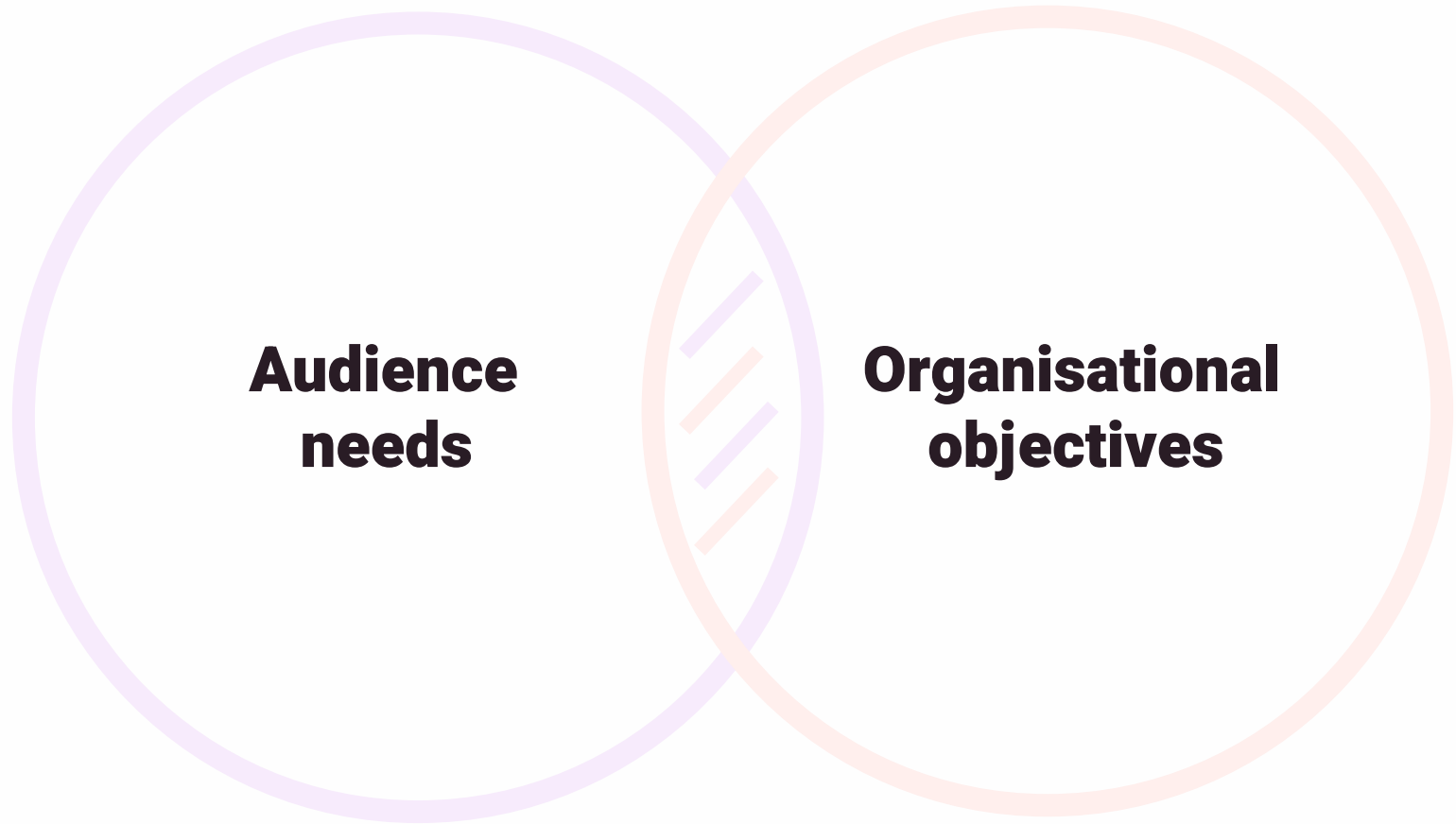
So how can we close the engagement gap?

**Don't just invest in
the top of the funnel**





**Invest in the
relationships with your
supporters**



**Create interactive
experiences and offers
beyond just 'donating'**

3 real-world examples of 'Engagement Actions'

1

**Make your impact more
tangible through a
localised experience**

How many people rely on foodbanks in your area?

Put in your postcode to find out.



How many food parcels were provided to people facing hardship in your local area?

No one should need a food bank to survive, and yet more than 2.6 million emergency food parcels were provided to people across the UK in the past year by food banks in the Trussell community, including over 900,000 to children.

Enter your postcode to see how many parcels were given out locally by the Trussell community.

Postcode *

TR7 2SM

See results



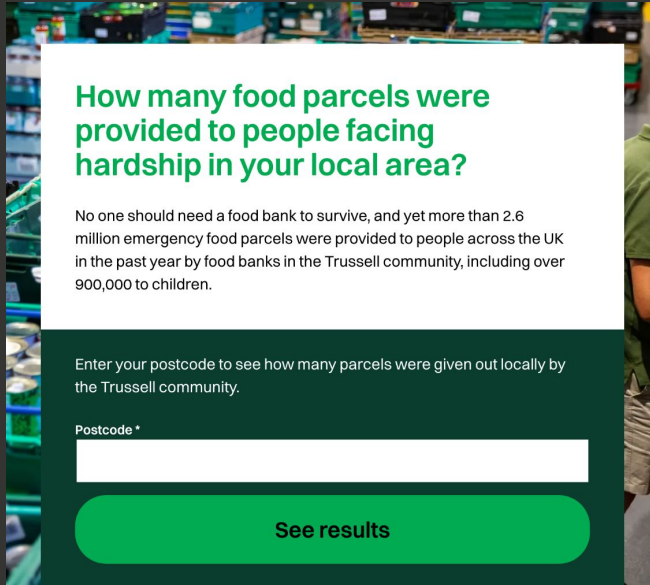
Results

In **Cities of London and Westminster**, food banks in the Trussell community provided



**1,419 food
parcels**

to people facing hardship in the last year. 263 of these were distributed for children.



How many food parcels were provided to people facing hardship in your local area?

No one should need a food bank to survive, and yet more than 2.6 million emergency food parcels were provided to people across the UK in the past year by food banks in the Trussell community, including over 900,000 to children.

Enter your postcode to see how many parcels were given out locally by the Trussell community.

Postcode *

See results

Results

In **Clacton**, food banks in the Trussell community provided

 **3,051 food parcels**

to people facing hardship in the last year. 1,180 of these were distributed for children.

People are being forced to turn to food banks because their income isn't enough to cover the essentials like food, bills and toiletries. This isn't right.

Join the movement



Stand with us as we call for change so that everyone can afford the essentials.

First name *

Last name *

Email *

Postcode *

CO15 1AE

Do you want to receive emails from Trussell?

☐ Yes, please

☐ No, thanks

You can update your preferences at any time by emailing support@trussell.org.uk or calling 01722 980 178. We use information you provide for analysis, research or screening purposes in order to help us understand our supporters so as we can have resources and deliver the best possible service. If you would like to know more about your data protection rights or how we process your data, please take a look at our Privacy Policy at www.trussell.org.uk/privacy

Sign up

people who need a food bank parcel are in receipt of Universal Credit. But

There are call to actions on the page that shows the results.



**What data do you have
that could be localised or
contextualised?**

2

**Supporters can send a
message of hope**

Will you send a Christmas message?

A different kind of gift: show someone that you care and connect with a personal message.



StMungo's

Share some warmth and joy this Christmas

First name *

Last name *

Your message of hope and support

Phone number

If you choose to provide us with your phone number we may use it to keep you informed about our projects and services, raising funds and volunteering. You can opt out at any time.

Email address *

We would like to keep in touch with our latest news and everything we are doing to end homelessness. Please let us know if you would like us to email you about our projects and services, raising funds and volunteering. You can opt out at any time. For further information please see our [privacy policy](#). *

Would you like to receive emails? *

- ☐ Yes
☐ No

Share your message



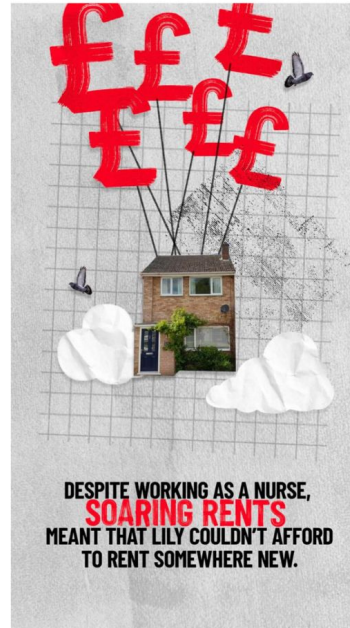
**What is your version of
“Sending hope”?**

3

**Provide rich, personal
content in a new format**

What eviction really means

Turn your stories into an interactive, engaging and tangible experience.





**What could you turn
into a rich format you can
give to supporters?**

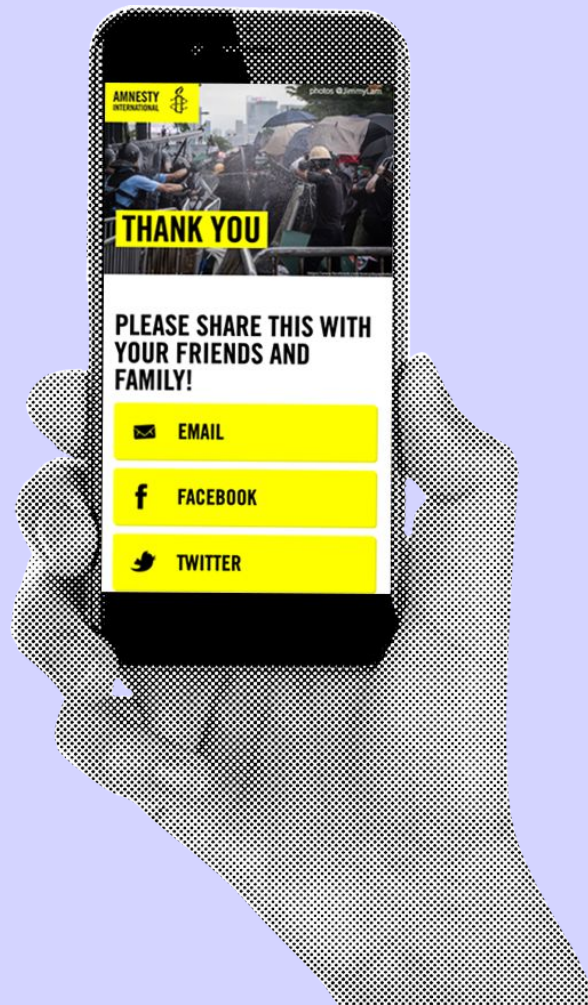
**What will you do to
close the Engagement
Gap?**

Thank you!

Feel free to share the slides
with your colleagues.

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www.more-onion.com





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