more onion

StMungo's

Case Study: How St. Mungo's accelerated their online fundraising

About More Onion

We are the mobilisation agency.

We work with charities like St. Mungo's to deliver impact in the areas of fundraising, campaigning and supporter engagement.

www.more-onion.com

WORLD ANIMAL PROTECTION
CONCERN worldwide
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GREENPEACE
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THE HUMANE LEAGUE
INTERNATIONAL TIBET NETWORK
FOUR PAWS
Save the Children
the trussell trust
AMNESTY INTERNATIONAL
Our Fish

100+ clients

Questions?

Florian Engel

Co-founder & Managing Director
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St. Mungo's digital fundraising acceleration

Scaling up and optimising their digital fundraising work

“I really value the expertise that More Onion brings to the table, and the collaborative way of working. They feel like part of the team; it's a great way to work. We’ve all learned loads working with More Onion.”

Amy Jarvis

Head of Individual Giving

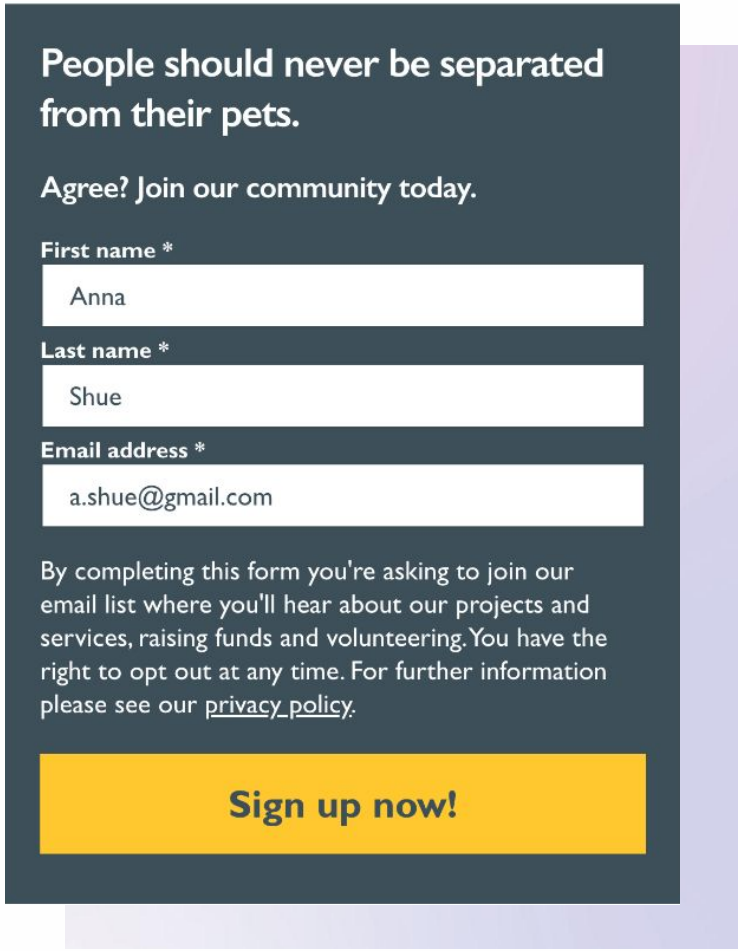
St Mungo's

The challenge

1. Ambitious new program
2. Rather small email list
3. Online donations are low
4. Technology stack wasn't fit for scale
5. Clear need for internal capacity building

What we did for new audiences

1. Developed growth strategy
2. Creative sessions to design four new list signup actions
3. Designed and built the actions
4. Establish robust tracking
5. Result analysis and next step planning

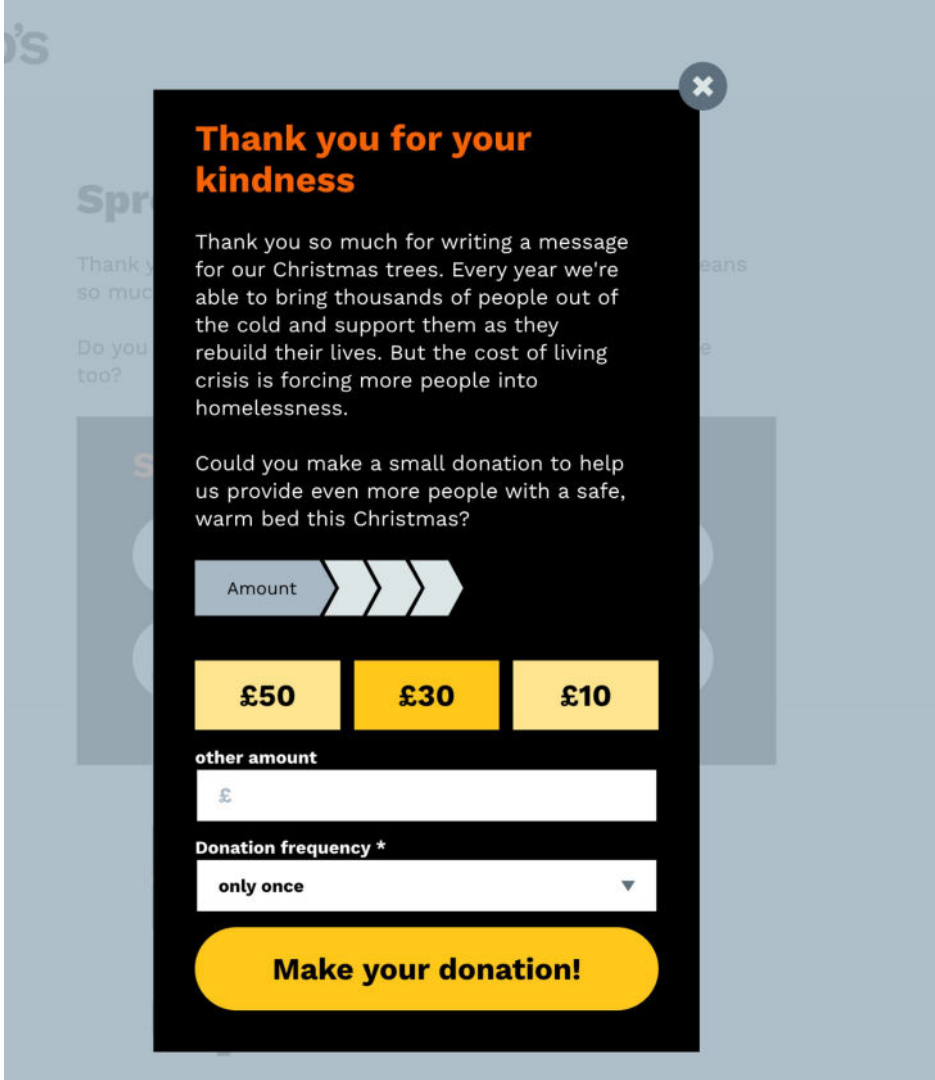


26,894

new email opt ins and 2,643 phone number opt ins*

*not everyone saw the phone opt in for this round as it was being tested. We achieved 54% phone opt-in for people seeing the field.

After signing up to the email list, supporters were redirected to a thank you page with a donate ask.



>1,000 new donors

4% donated right away on the sign-up action's thank you page

What we did to engage supporters

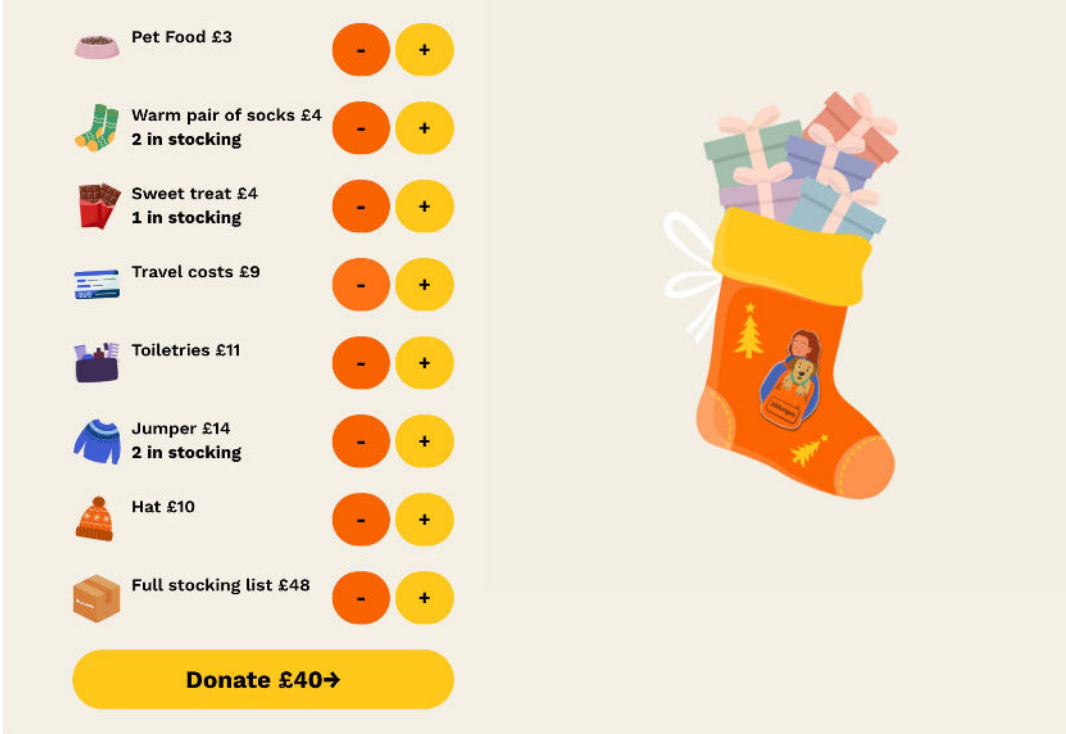
1. Designed a **fundraising supporter journey** for the Christmas period including creative **engagement actions**
2. Delivered a significant **increase in donation rates** compared to previous years

StMungo's

Creative donation experience

Instead of a regular donation form, we developed a “Virtual Stocking”.

Supporters can pick items and donate the total amount.



“The creative ideation sessions were beneficial for us internally as well as for the outputs themselves. Even the stuff we didn't use got the creative juices flowing and brought teams together.”

Amy Jarvis

Head of Individual Giving

St Mungo's

Our ongoing partnership

1. Welcome journey project to boost individual giving
2. Supporter journeys training
3. Copywriting training
4. Technology platform Impact Stack + Integrations

What other clients are saying about us

“It’s been great working with More Onion, we’ve learnt loads… We’ve just launched our new welcome journey we developed with More Onion and are really pleased with the initial results.”

Elly Crump

Head of Data, Digital and Technology Transformation at Amnesty International UK

“We really appreciated that More Onion’s guidance and advice was always backed up with evidence and explanation. I've worked with agencies who are much more 'just do what we say' without really backing that up or sharing expertise. Working with More Onion I always felt we were learning and supported to develop our own skills.”

Sally McCormack

Digital Marketing Executive,
Concern Worldwide

“It is always a real pleasure working with More Onion. They're the absolute definition of how an agency should work: expert people who you really feel are on your side”

Eve Jackson

Former Activism Campaigns Manager at Mencap

Thank you!

Feel free to share the slides with your colleagues.

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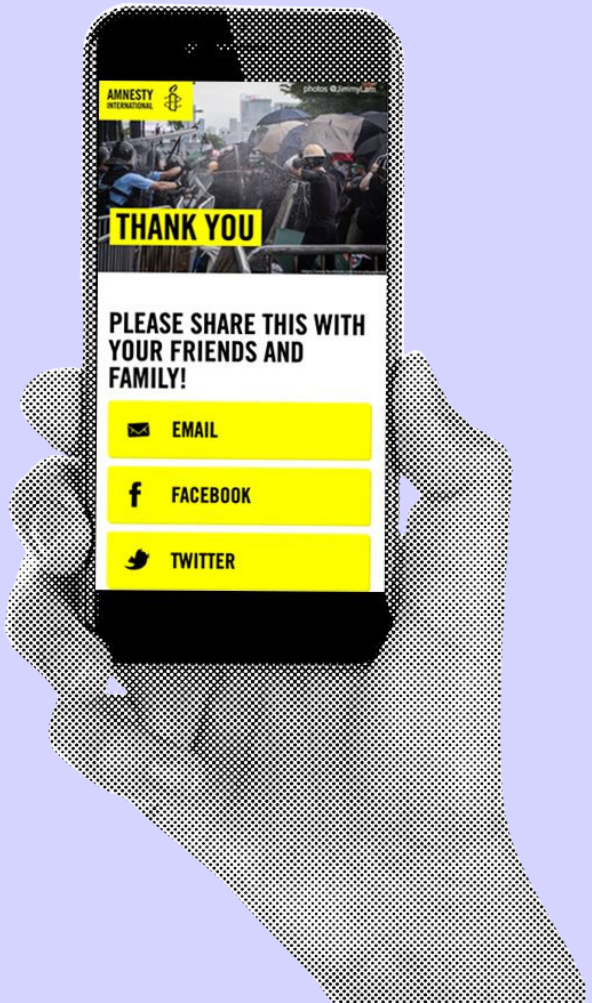
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