funraisin

WEBINAR

Authenticity beats perfection

A human touch that builds trust in an AI world



Your Funraisin team today

Eden Brown
Customer Success Manager

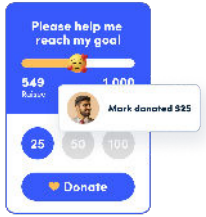


James Francis
Charity Development Lead

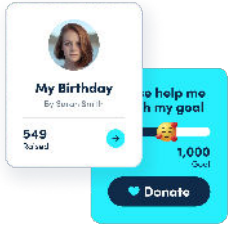


Product snapshot

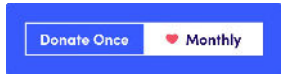
- Our fundraising engine increases generosity, reduces friction and automates campaign excellence
- Completely flexible, enterprise grade fundraising tools
- Out-of-the-box native integrations with leading CRM, social, analytics and marketing automation tools
- Live insights, user-friendly editable dashboards, and reporting tools to optimize real-time fundraising



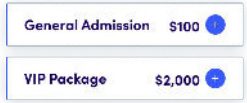
Peer to Peer
Advanced suite of speciality P2P fundraising features



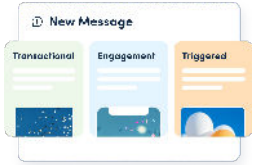
DIY
Special occasions, in-memory, workplaces, schools, fitness



Appeals and RG
One-time and recurring, self serve portal, optimized retries



Ticketing
Gala balls, VIP categories, merch upsell, promo codes



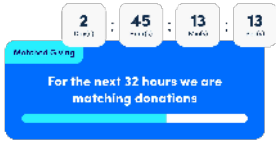
Messages
Automated journeys, triggers, drag and drop builder



Raffles
Automated ticket fulfilment, recurring packages, purchaser login portal



Social Giving
Facebook Challenges, one-click acquisition, DIY entirely in Facebook



Giving Days
Matched giving, bonus rounds, team fundraising, personalized URLs



Virtual Gifts & Shop
Merch sales, virtual gifts, capital campaigns, stock levels, category pages

A shift in AI usage for charities?

2x

Teams reporting revenue growth were twice as likely to be using AI tools to take administrative tasks like content development and manual reporting off their plate.

85% of charities support human-led AI for personalised supporter experiences

State of Fundraising

Scan the QR code to access the guide



More digitally connected.
Less personally connected?



AI and digital noise



A world of perfect, ‘polished’ content

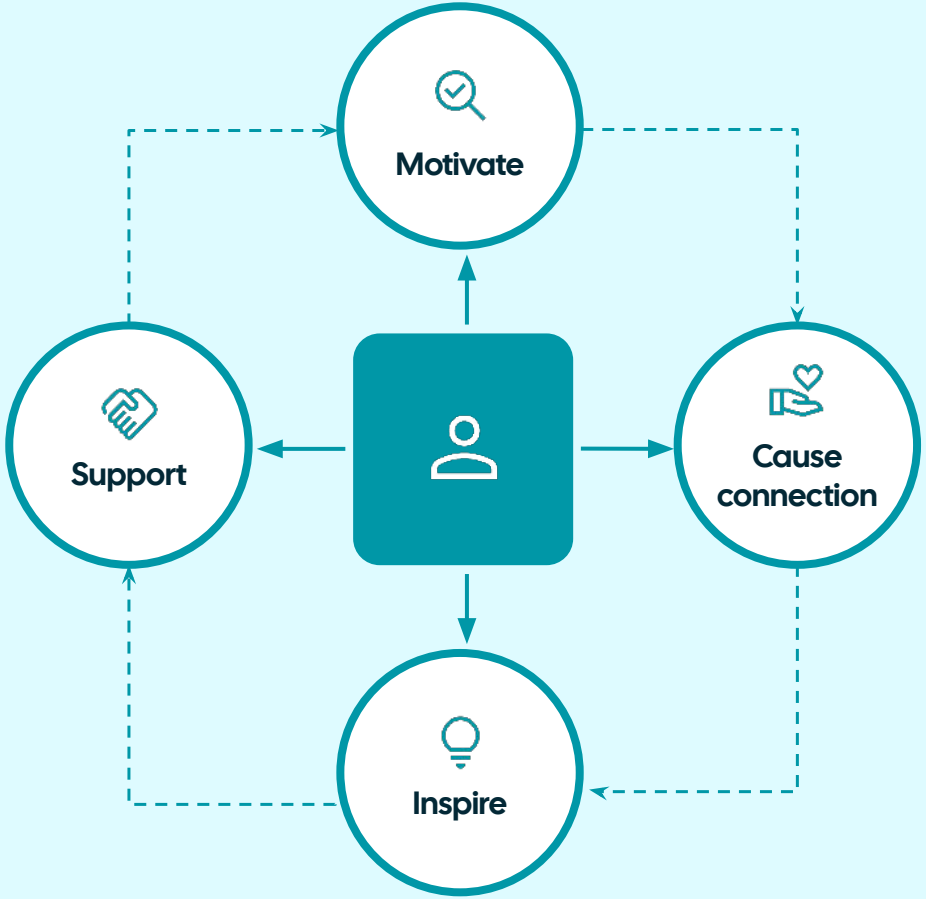


Growing scepticism



Trust is harder to earn

Creating meaningful connections



Consider the fundamentals



Head

Design for clarity



Heart

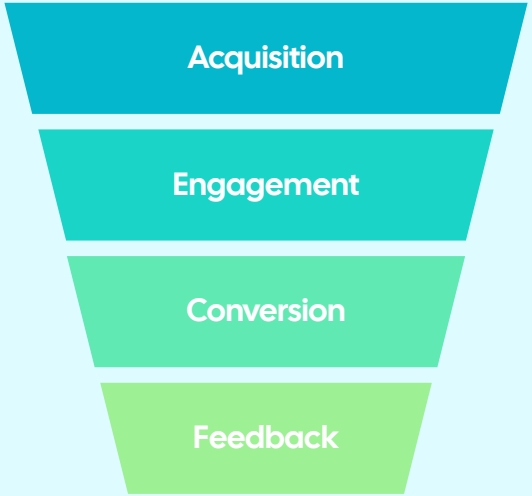
Design for empathy

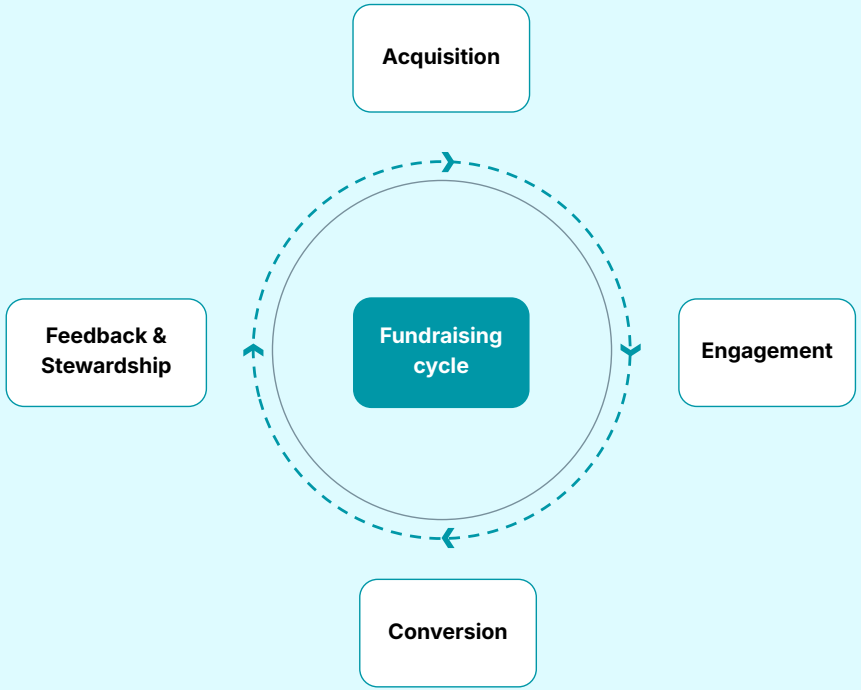


Hand

Design for action

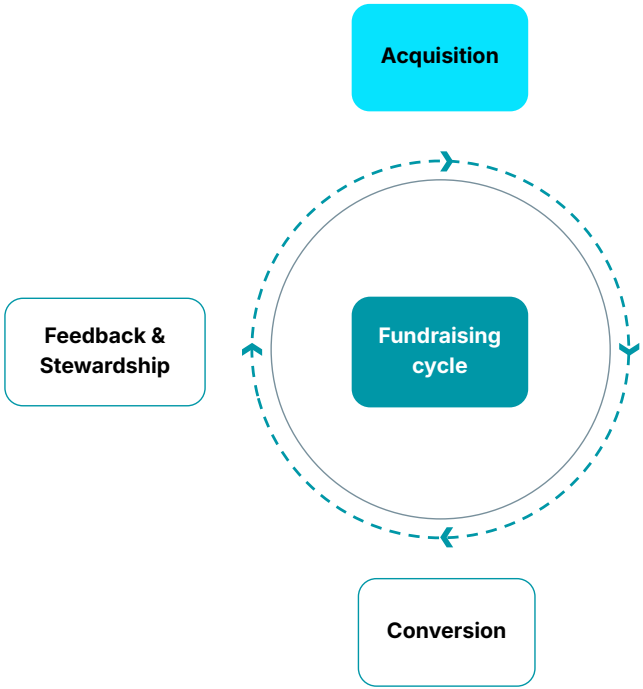
Fundraising is a relationship, not a transaction





Acquisition

Know your audience and secure them



Start with what you already know

Who has shown an interest in particular types of activities?

Who has taken part in similar challenges in previous years?

Who has taken part multiple times?

Who regularly donates but has never participated in an event?

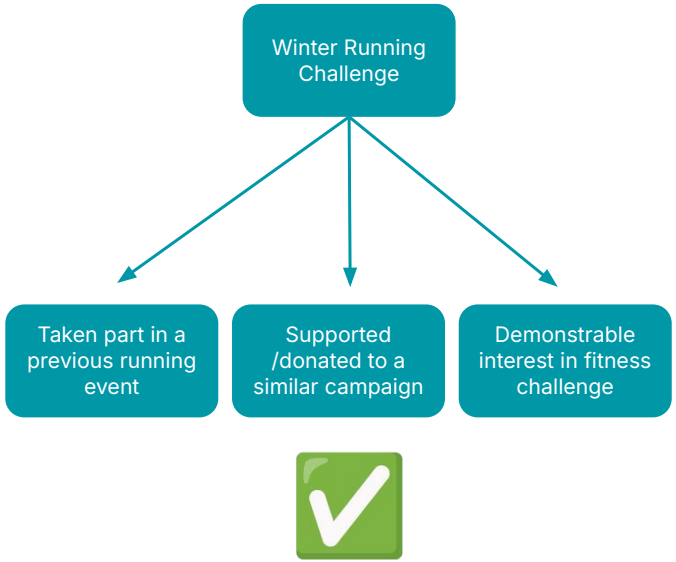
Who has previously fundraised for a particular area of your cause?

Start to move away from a one-size-fits-all approach

Example

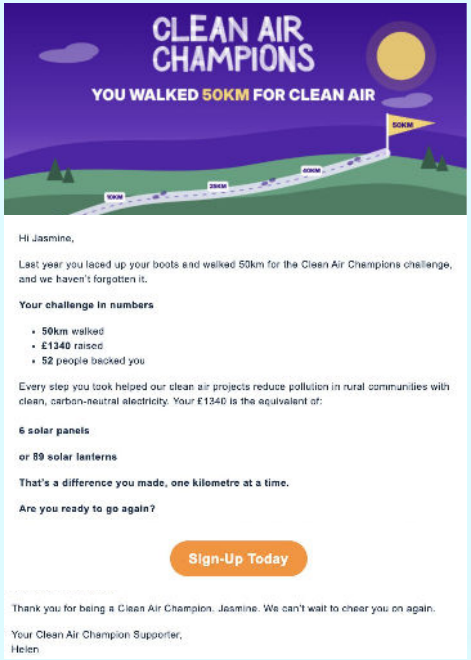

Winter Running Challenge
Entire Email Database

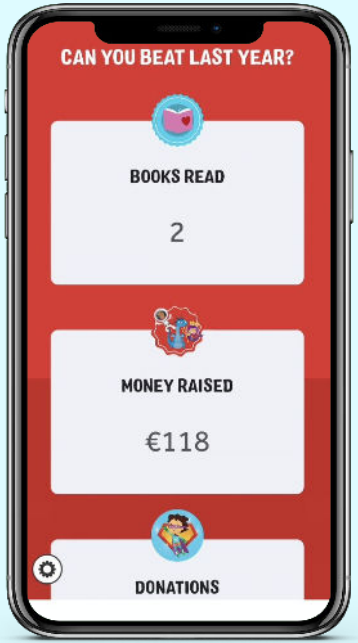
vs


Winter Running Challenge
Taken part in a previous running event
Supported /donated to a similar campaign
Demonstrable interest in fitness challenge

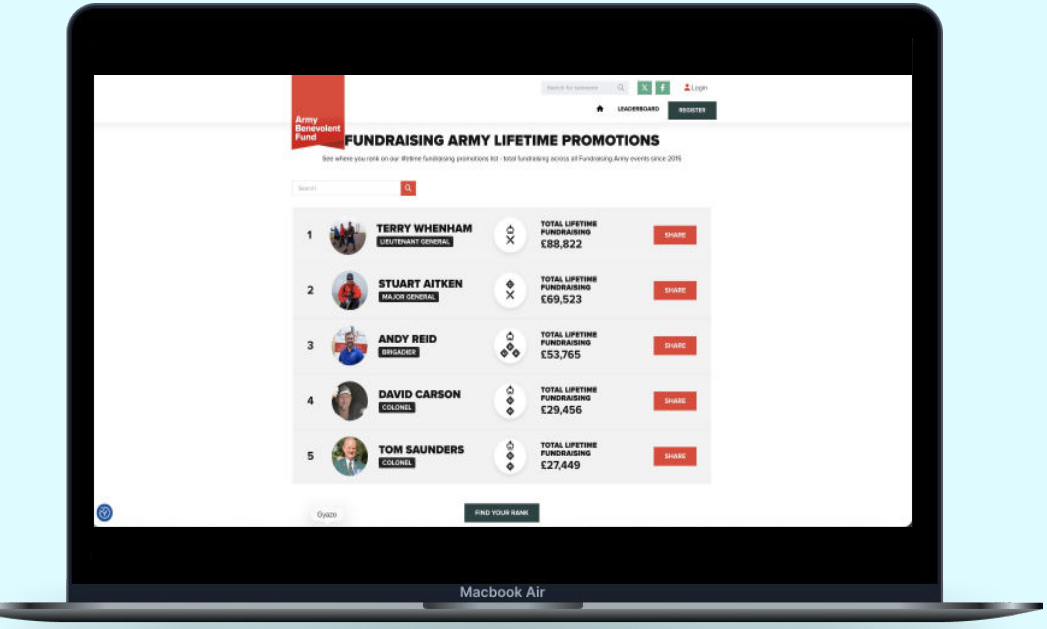
Personalisation

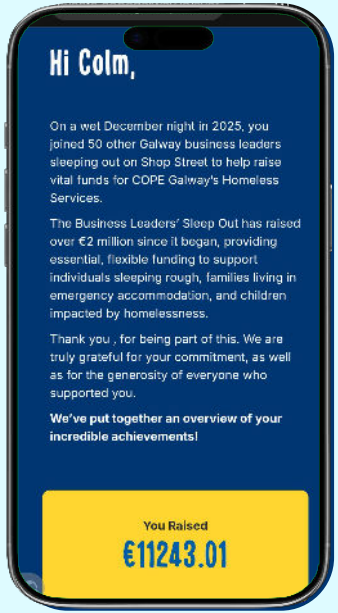
- Go beyond just personalising their name
- Recognise past engagement, acknowledge their contribution and create a sense of being part of something ongoing
- Relevant messaging based on the nature of their relationship with your organisation





Personalisation





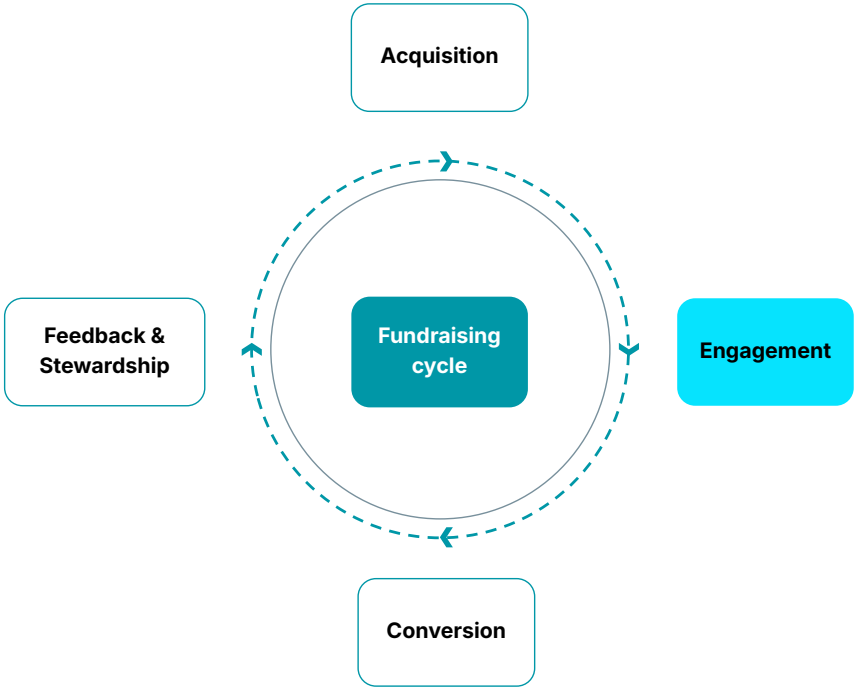


Don’t start with what you want to tell your audience.

Start with what you already know.

Engagement

From registration to commitment

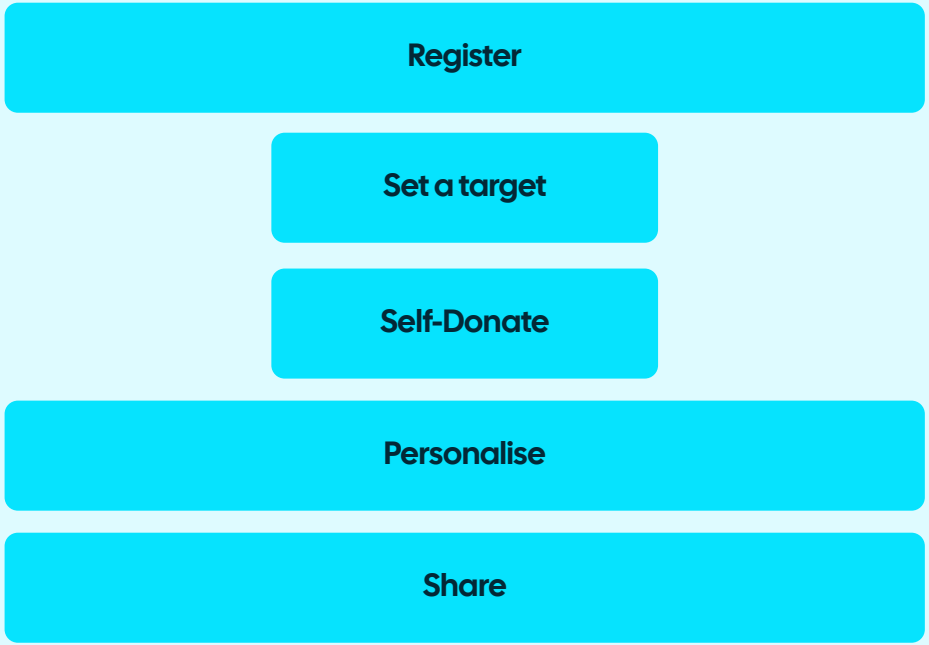


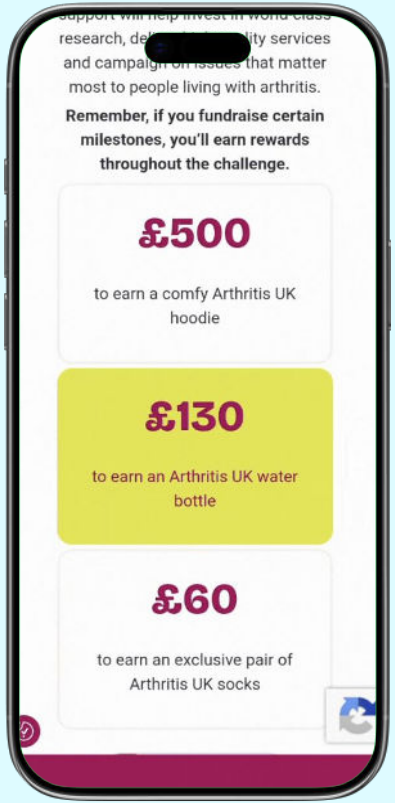


Head

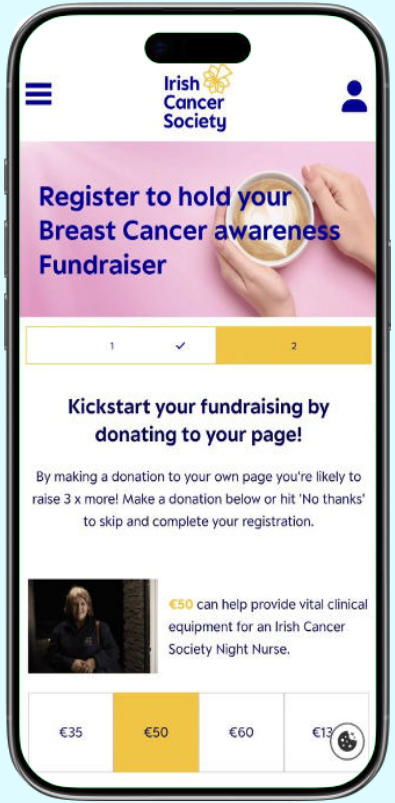
Design for clarity

They're in. What's next?

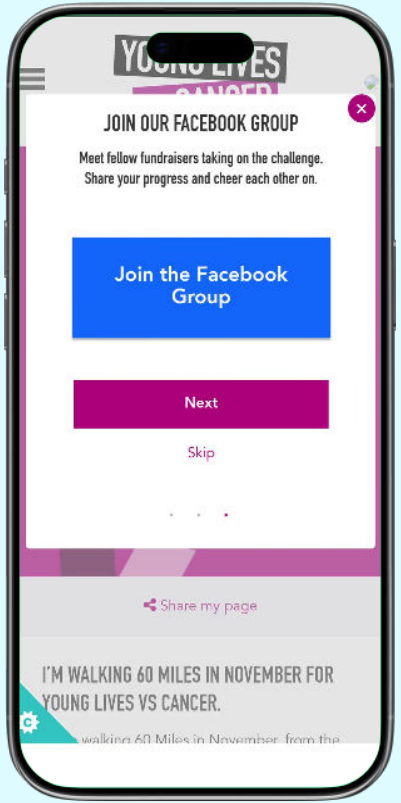




Set fundraising target



Self-Donate



Personalise & Join Community

Segmentation

Moving away from the simple is/isn't fundraising distinction

- Tailoring communications to a particular segment's next best action
- Automated and triggered communications
- Reinforce calls to action with proof of their impact

Participant A

£0 Raised

Page personalised

Shared Page

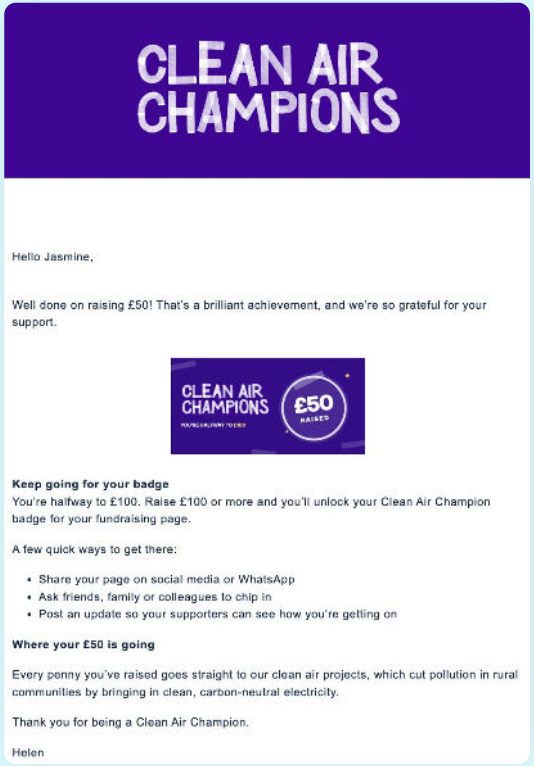
Participant B

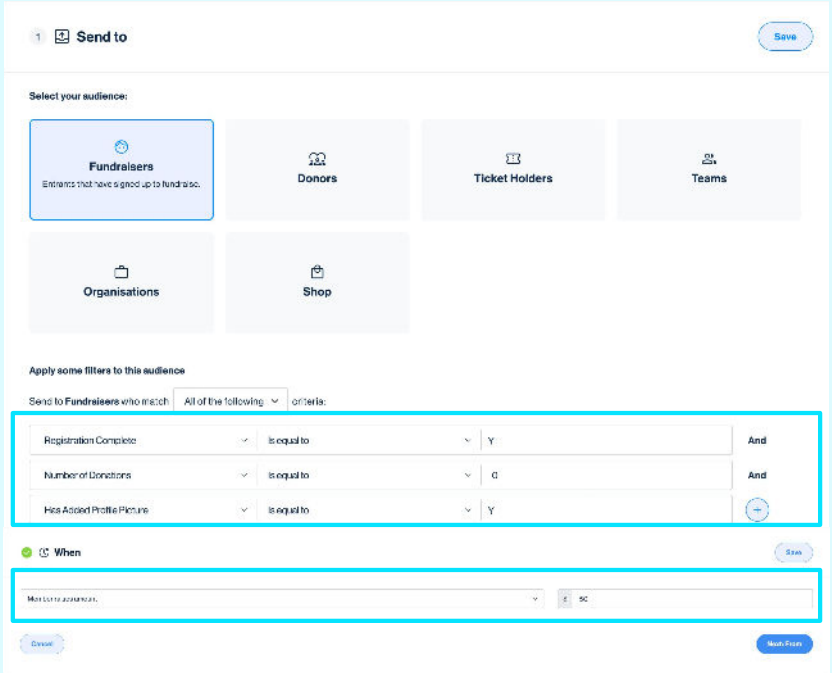
£100 Raised

Page not personalised

No activity

Automated communications

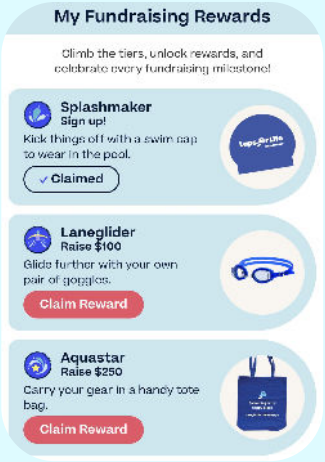


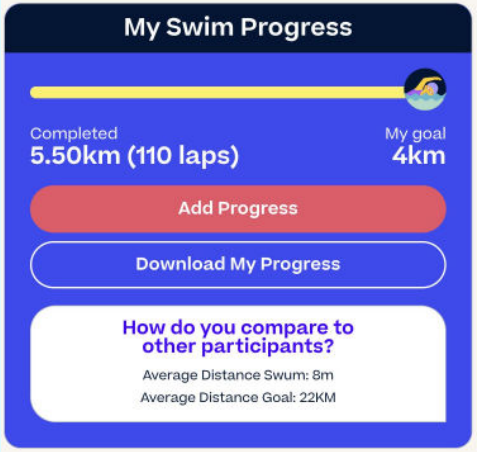


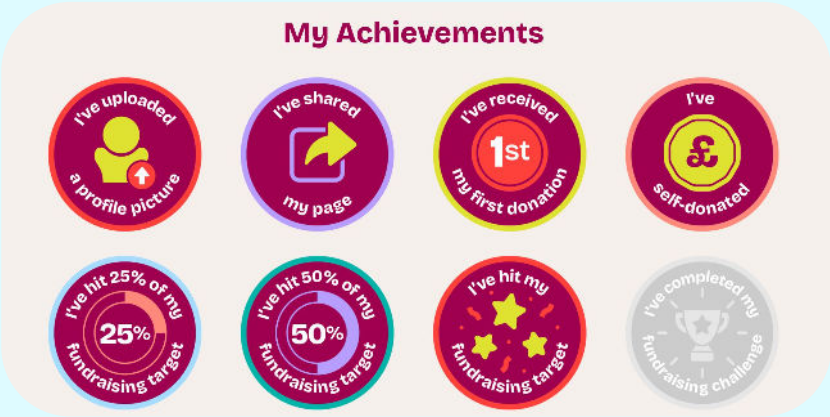
Reward and celebrate

- Digital badges
- Milestone messages
- Acknowledgement of previous participation
- Merchandise that unlocks at certain goals

It's about creating moments of excitement, recognition and belonging.







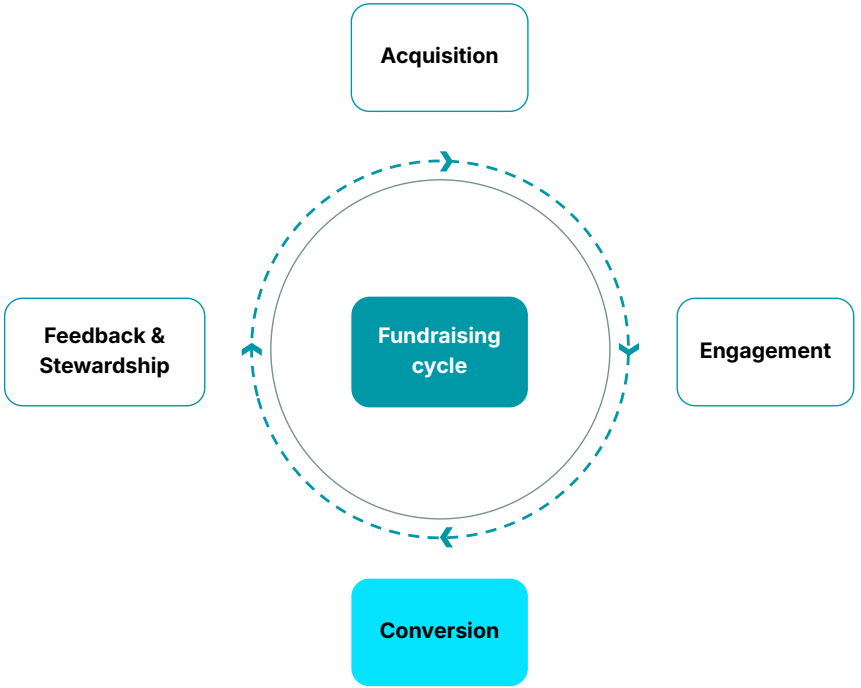


Heart

Design for empathy

Conversion

Turning engagement into income



Opportunities

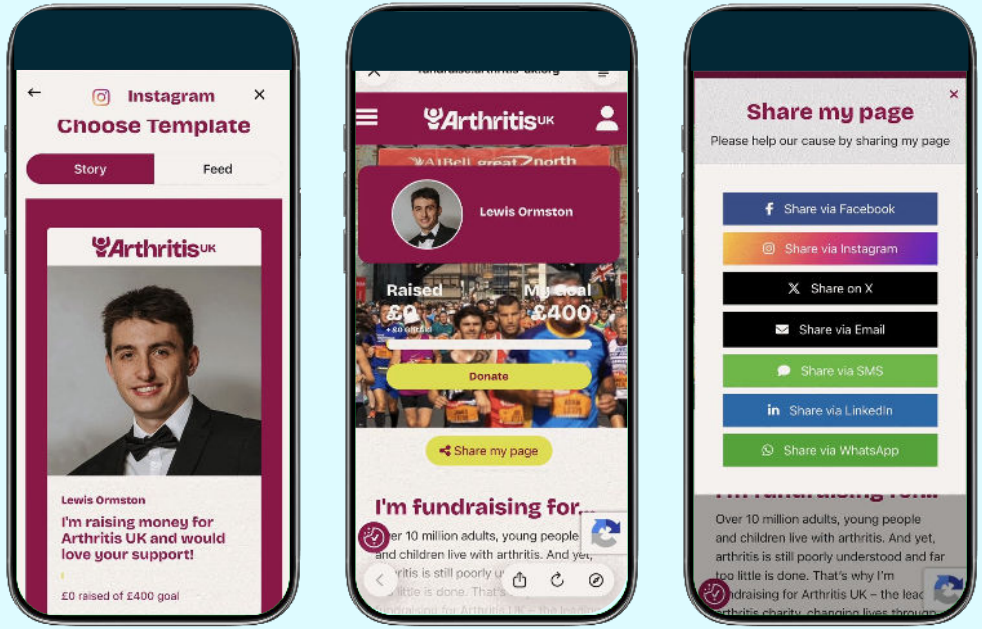
1. Recognise and tailor for audiences

2. Make suggested amounts meaningful

3. Use behavioural insights to improve fundraising

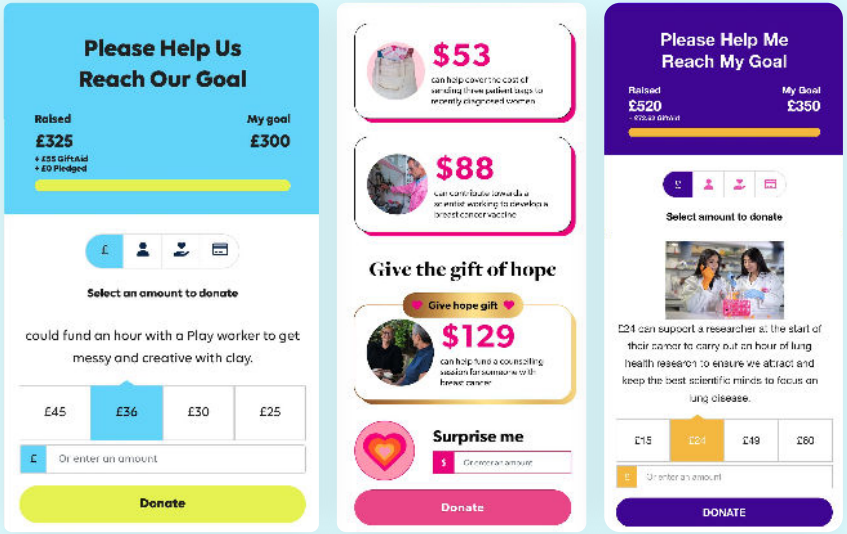
Tailoring for audiences

- Opportunities to encourage financial support through the journey
- Understand the ways people give
  - Participants
  - Their friends and family
  - People who discover the campaign on social media
  - Cause-connected supporters
- Different audiences = different messages resonate



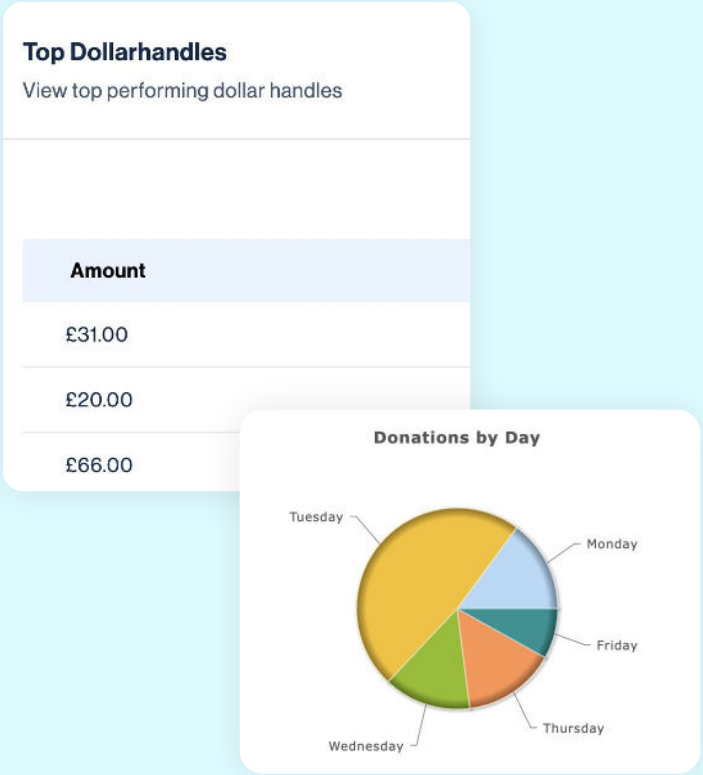
Amounts with meaning

- Communicate what certain donation values could help influence the cause
- Use relevant imagery to visually aid these statements
- Use your existing donation data to avoid pitching too low
- Smart values can improve overall average donation value

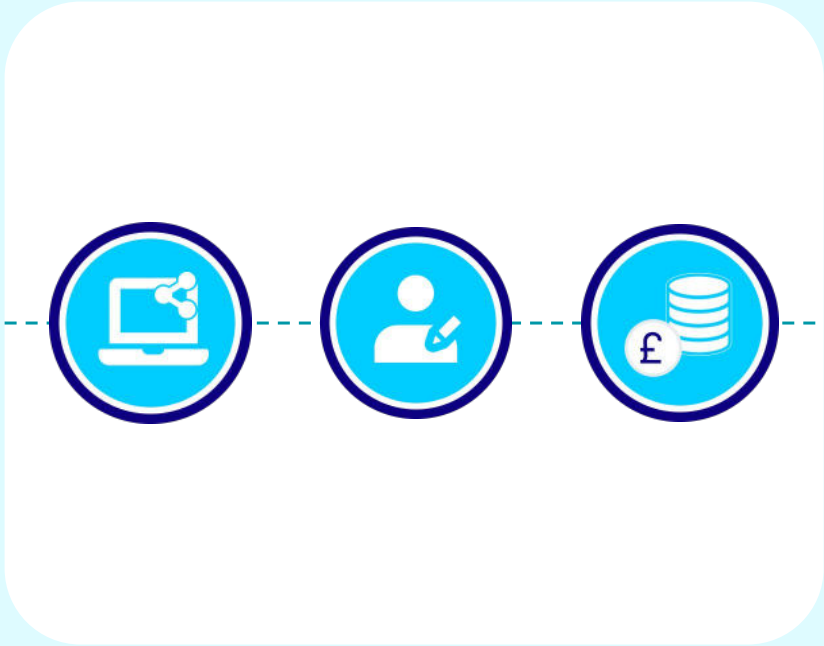


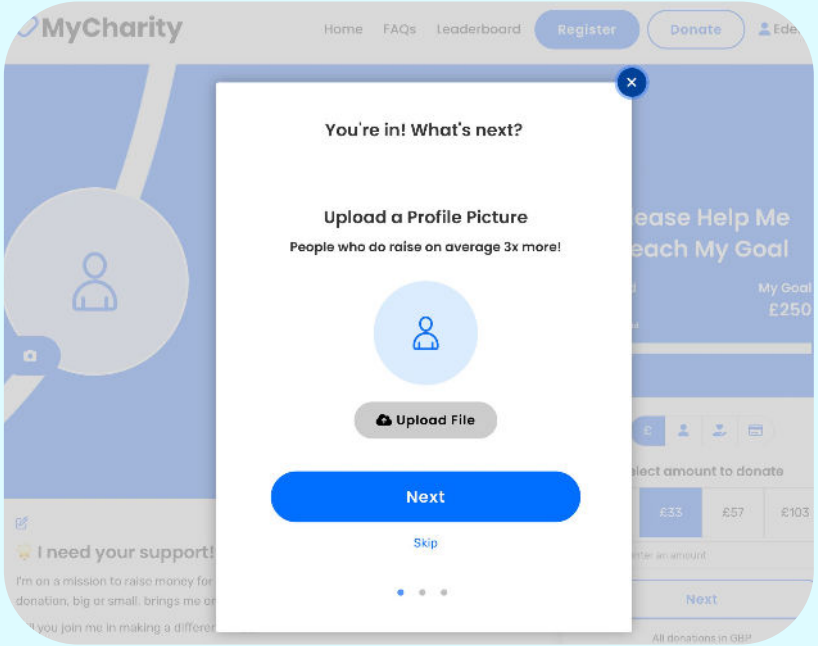
Behavioural insights

- Are donors responding to particular amounts?
- Are fundraisers who self-donate favouring a certain amount?
- How does this align with the statements put forward on the amounts?
- When and how are people donating? (e.g. Mobile vs desktop)



The impact of the action

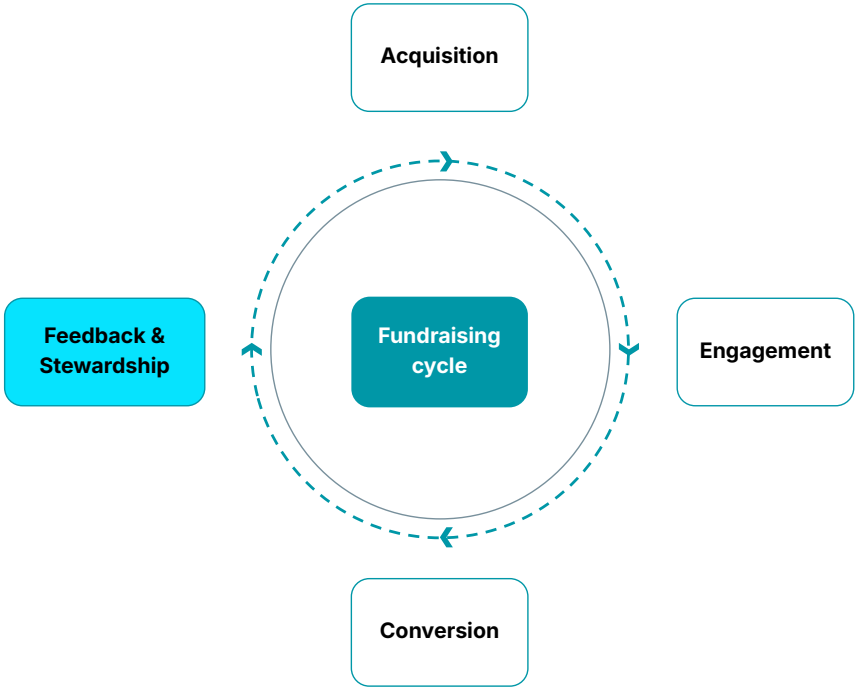




Don’t just ask for more. Help people fundraise better.

Feedback

Making data work harder



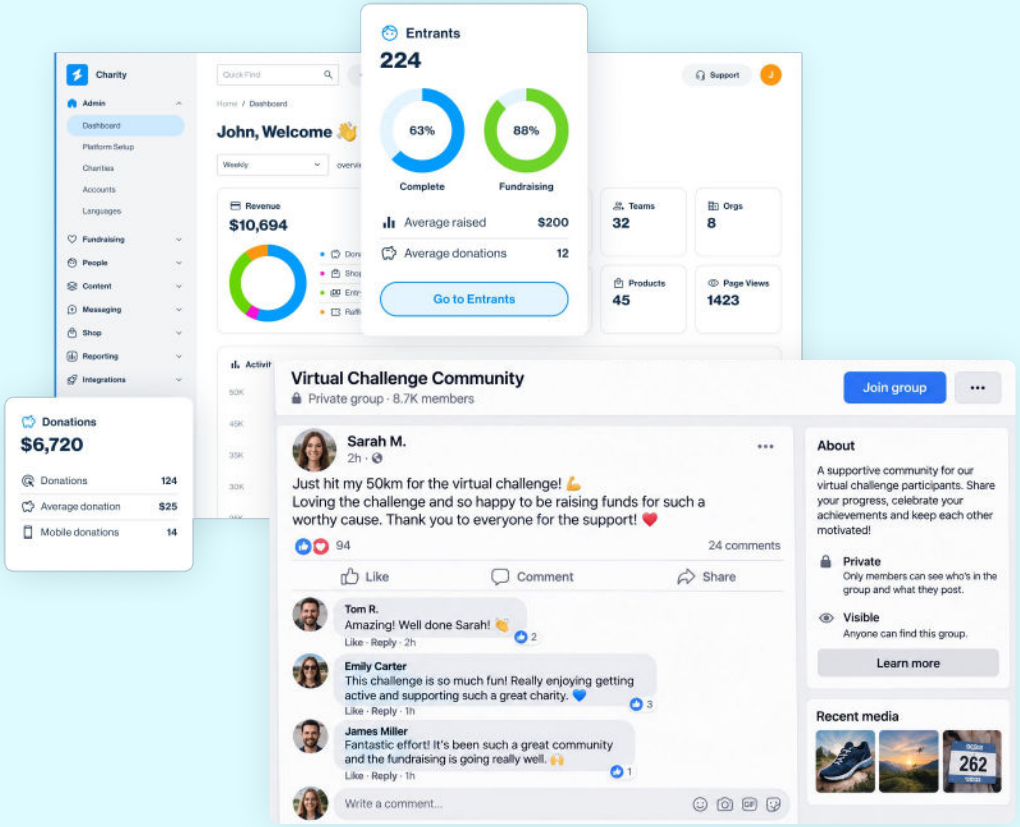
Measuring what matters

- Make campaigns smarter
- What's working and what isn't - in the moment
- Proactive improvement

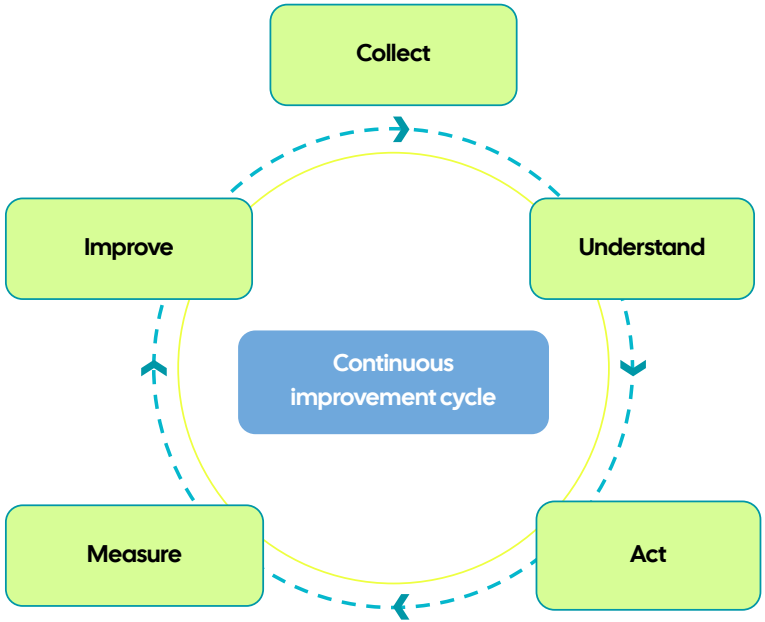
We need to be evaluating as we go.

Measuring what matters

- Data is only valuable when it drives action
- Quantitative metrics - what do the figures tell you?
- Qualitative metrics - what are people saying?



Start to connect the cycle



Remember: Not all data is useful data!

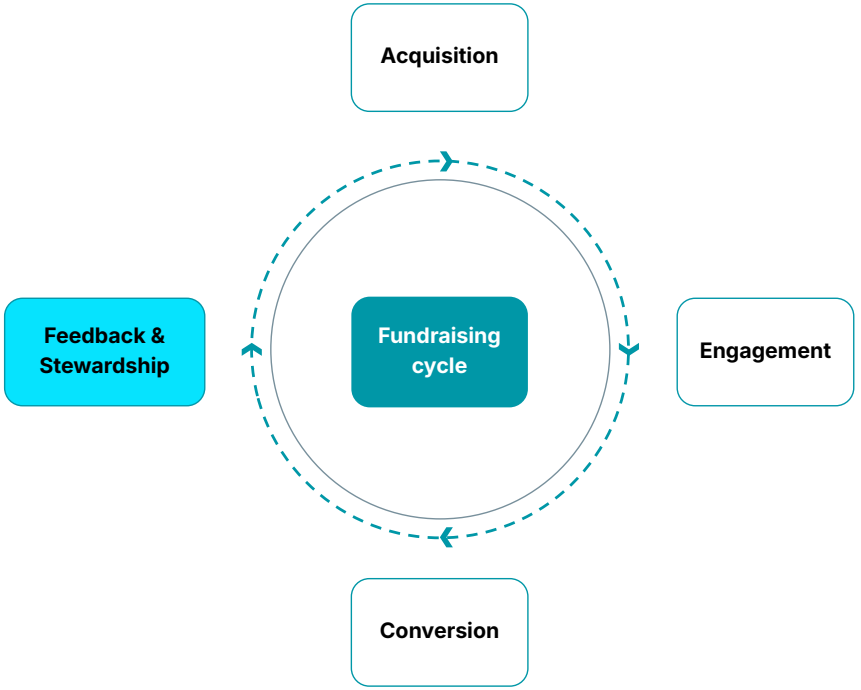
Smarter data, smarter decisions

1. What behaviours are most closely linked to successful fundraising?
2. Where are supporters dropping out or losing momentum?
3. Which communications are actually driving action?
4. Which segments are performing particularly well, and why?
5. What can we change right now to improve the experience?

Then act on what you find.

Stewardship

Authentic impact and meaningful stewardship



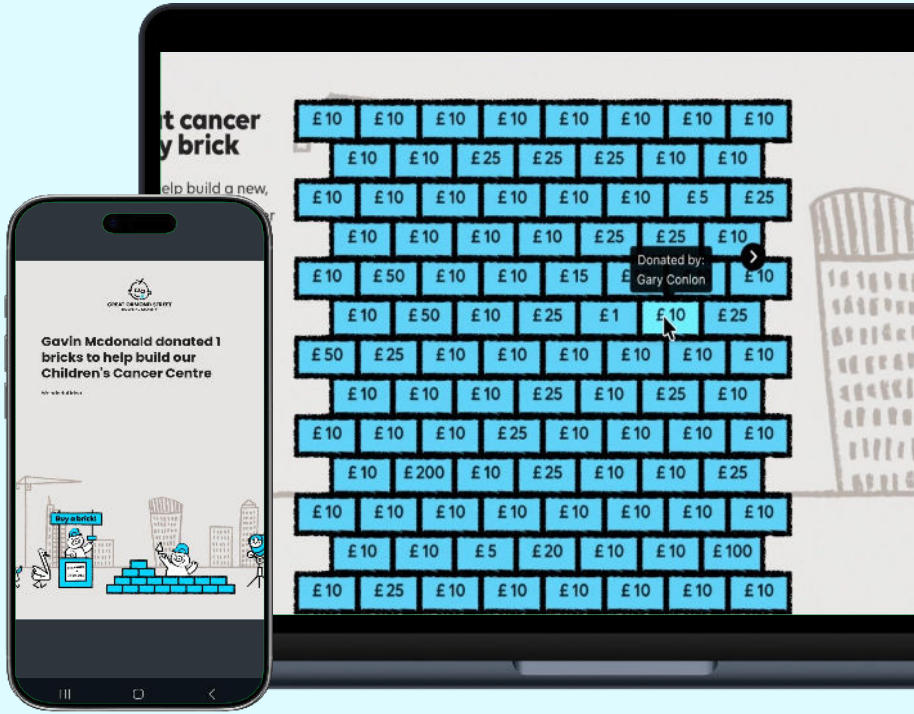


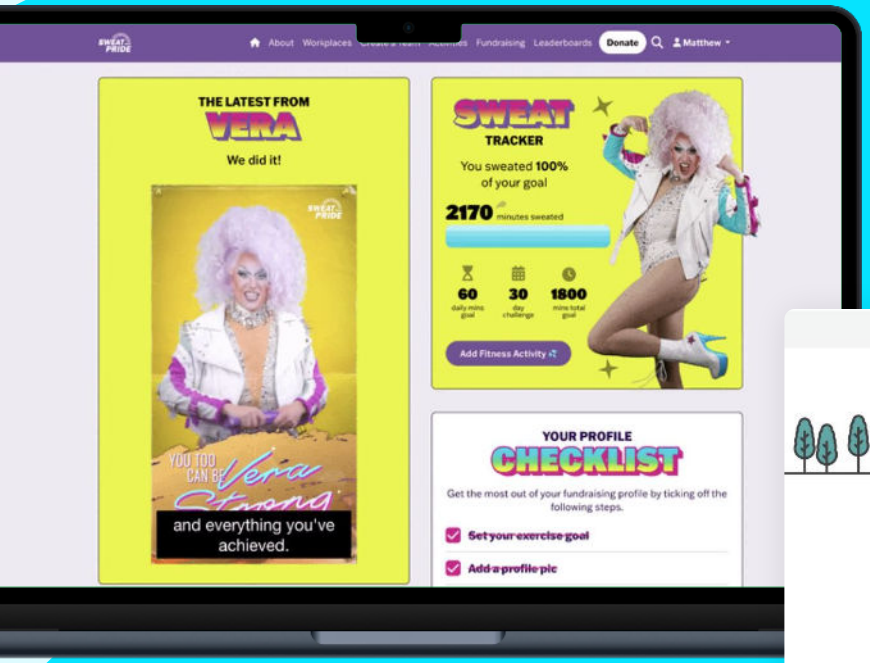
Hand

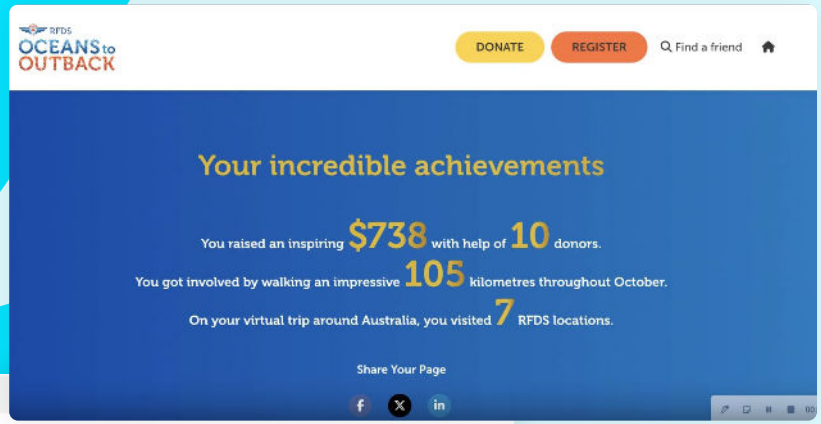
Design for action

Action, contribution & tangible impact

- Essential when thinking of trust and authenticity
- “Closing the loop”
- Multitude of ways to portray
- Connect the effort to the impact
- Moving from a one-off experience to something longer-lasting



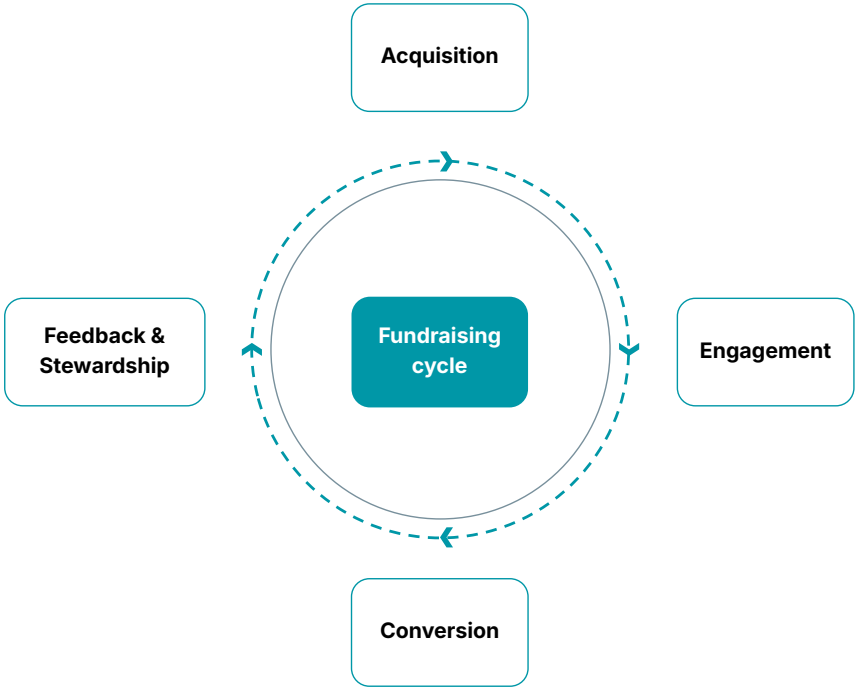

About
Workplaces
Fundraising
Leaderboards
Donate
Matthew
THE LATEST FROM
VERA
We did it!
You too can be Vera Strong and everything you've achieved.
SWEAT
TRACKER
You sweated 100% of your goal
2170 minutes sweated
60
30
1800
Add Fitness Activity
YOUR PROFILE
CHECKLIST
Get the most out of your fundraising profile by ticking off the following steps.
Set your exercise goal
Add a profile pic


RFDS
OCEANS to OUTBACK
DONATE
REGISTER
Find a friend
Your incredible achievements
You raised an inspiring $738 with help of 10 donors.
You got involved by walking an impressive 105 kilometres throughout October.
On your virtual trip around Australia, you visited 7 RFDS locations.
Share Your Page


ALZHEIMER'S RESEARCH UK
£ 541,364
OVERALL...
4,945
families, friends and colleagues joined us at an event
15,038
hours of essential lab time funded for our amazing scientists
25,250
total KMs walked for a cure
Share the event

Recap

Let’s bring everything together





Head

Design for clarity



Heart

Design for empathy



Hand

Design for action

It's the human connection that makes people care, take action and come back.

Art of Fundraising

Scan the QR code to access the guide



Get in touch



James Francis
Charity Development Lead
Jamesf@funraisin.co



Eden Brown
Customer Success Manager





funraisin

Authenticity beats perfection

Thank you



