Agenda

1. Key Trends in Online Giving
2. Alternative Digital Fundraising Sources
3. Steps to successful digital fundraising
4. Behavioural factors in digital donation
5. Paid advertising and ROI
6. Case study from MJ DeCoteau Rethink Breast Cancer
Webinar Protocol

- Cameras on (if you can)
- Mute when others are speaking
- How to put your hand up
Icebreaker

Name 1 positive digital fundraising change you have made during Covid-19.

Plan A
Plan B
Plan C
Key Trends in Online Giving

- Online giving is growing year on year
- All age groups prefer to give online or by credit/debit card
- Most inspired to give by email or social media
- Mobile giving has increased from 9% in 2014 to 24% in 2018
- Covid 19 has accelerated changes to digital fundraising

Source: Global Trends in Giving Report 2018
10 Digital Fundraising Sources

1. Single Donation Online
2. Regular Giving (direct debit)
3. Text Giving
4. Lotteries & Competitions
5. Matched Giving
6. Social Media Giving
7. Auctions / E-Commerce
8. Crowdfunding
9. Traditional Sponsorship
10. New Covid19 in house ideas
Do you use (or plan to use) any of these fundraising sources or other ideas?
Simple Calculation to successful fundraising
PEOPLE
PEOPLE

(Unique visits, engagement, Post reach)

DECISIONS

(Conversion Rate)

AMOUNT

(Average gift £)

ATTRACT

CONVINCED

CONVERT
Keep testing and learning

BUILD
Test
Build an engaged community

ENGAGE
Test
Engage your community

UPDATE
Test
Tell them what happened next

ACT
Test
Include a Call To Action in every communication

CELEBRATE
Test
Celebrate every victory or share your failures

www.zoeamar.com
1. Proximity to Cause
2. Proximity to Social Judgement
3. Reducing Cognitive Load - Keep it simple

- £5 a month could pay for a goat for two families
- £20 a month could help provide 12 toilets
- £42 could help provide water to 3 villages

Donate now
4. Altruistic Reciprocity

‘He that has once done you a kindness will be more ready to do you another than he whom you yourself has obliged’
Case Study

MJ DeCoteau
Founder and Executive Director
ReThink Breast Cancer
CHALLENGES MID MARCH

- Annual fall fundraiser and cause marketing campaigns at serious risk (combined nearly ½ our annual budget)

- Our community of young women with breast cancer had urgent concerns and needs at it related to Covid-19

- Much of general public wasn’t yet embracing physical distancing and other suggested public health measures to help control the spread of the virus
#STAYHOMEFORCANCER

STAY HOME.
SAVE LIVES.

#StayHomeForCancer

REKNITH
breast cancer
GOALS OF CAMPAIGN

✔ Continue to make a positive difference in the lives of our patients and community during COVID when they need more support than ever.

✔ Activate our highly-engaged IG community of over 100,000 every month who are motivated to use their voice for positive change.

✔ Show women with breast cancer we have their backs, are looking out for their needs and sharing them with our public audience.

✔ Add #STAYHOMEFORCANCER to our roster of successful social campaigns: #nogoodkind #nomattermyage and #bitterestpill and #rethinkingpink

✔ Generate much needed, urgent funds for our organization by asking trusted corporate partners to provide a donation or grant for the campaign and our covid-19 response programming.
CAMPAIGN RESULTS

#STAYHOMEFORCANCER Reach:
Instagram: 650,208
Twitter: 894,587

Campaign Launch IG Post: 4,283
Organic IG Posts Using Hashtag: 679

#StayHomeForCancer Video
Reach:
Instagram: 3,264
Twitter: 502

Partnership Funding Income: $67,500

21,895 31,394 8,262 4,210
From prominent website visibility to inclusion in the digital spring catalogue to email/social, KSP executed a highly visible cause marketing campaign that will support Rethink Breast Cancer’s COVID-response work, which includes programming, support and content.
RETHINK’S EMAIL + BLOG

NEWSLETTER: Rethink promoted the collab through its newsletter email, which goes out to our database of nearly 20K people.

BLOG: Rethink commissioned an authentic first-person story from a woman in our network who has metastatic breast cancer and a love of baking.

Baking The Recipe To My Legacy
Do you have childhood memories of a parent in the kitchen preparing your favourite dish? For Michelle, she fondly remembers her father baking sweetbread. When he passed, she felt a sadness for all the recipes that she never had the time to learn from him. That’s why she’s making sure things are different for her daughter. Read on to learn how Michelle is using baking to regain control during COVID and to leave a legacy for her children.

How Baking Has Become Part of My Legacy

300+ VIEWS
Rethink coordinated a live baking segment with Torri Webster, a local influencer with a following of 281K to highlight the collab with KSP baking items and key messages.

Founder + ED followed along via Rethink’s Instagram.

**RETHINK’S SOCIAL**

9,611 INSTAGRAM IMPRESSIONS

4,400 FACEBOOK IMPRESSIONS

5,132 TWITTER IMPRESSIONS

13,492 OVERALL SOCIAL IMPRESSIONS

$22,950 RAISED!
Thanks for listening. See you next time!

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