

Support available now!

Free fundraising website builds

No set-up costs, no charity platform fees.

Perfect for:

- Urgent appeals
- Virtual Fitness challenges
- Virtual 'DIY' Fundraising challenges
- Social fundraising campaigns

Free 2-Hour fundraising strategy consultations

2 hours of ideation, analysis, strategy.

Perfect to:

- Help you devise the right ideas
- Engage your audiences, the right way
- Support your supporters
- Motivate your participants

The
us&us
collective.

funraisin.co/usandus-support



The us & us collective.

TRIBES, COMMUNITIES AND
AUDIENCE ENGAGEMENT





We are a community

**Together, we can make anything
possible, anywhere.....**

Questions

Please ask questions **via the Q&A**
We will aim to answer as many as
possible at the end.



Panellists



Keith Williams
COO



Julie Roberts
Director/Head of
Mass Marketing
Fundraising



Laura Sutton
Senior Community
Fundraising
Manager



Megan Smart
Community
Fundraising Officer



Emily Clayton
Title

What we're going to cover this morning

1. Introduction – Tribes through the lens of a participant
2. Pancreatic Cancer UK's – latest approach to support their 'tribe'
3. Three secrets on how to engage and drive your community
4. Communicating with your tribe & audiences
5. Q&A



SETTING THE SCENE – consumer behaviour

- 1. HERDS** could be global/national/species: example: **Saving Animals**
- 2. TRIBES** A division of something – example: **Your Animal Charity**
- 3. INDIVIDUALS** a persona connected to a tribe and herd: **you**

THE LENS OF A PARTICIPANT

(Someone who participates in something)



This is **Keith** (*The individual)

His *community and purpose* is connected to **Ironman** (*tribe - the brand belonging)
He says he is a **“Triathlete”** (*herd - the sport belonging)

****Keith loves to belong to Ironman and likes triathlon + other motivations****

So...

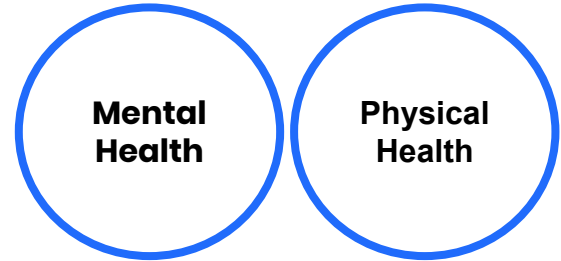
I care about Ironman...

**Let's look at what they
did...**

ORGANISATION LEVEL – THE IRONMAN EXAMPLE

97 events cancelled/postponed

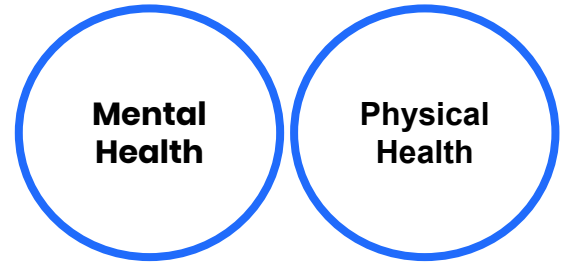
1. **Athletes** (100,000's)
2. **Ironman Team and Partners** (100's globally)
3. **Financials** (£millions impact)



AS A PARTICIPANT (INDIVIDUAL) - IRONMAN (TRIBE)

Event 23rd May postponed - GONE

- 1. Purpose - GONE**
- 2. Structure - GONE**
- 3. Community/Club - GONE**





WHAT IS THE IRONMAN VIRTUAL CLUB?

IRONMAN[®] VR[™]

ANYWHERE IS POSSIBLE[™]

AS A PARTICIPANT – THE IRONMAN EXAMPLE

The screenshot shows the Ironman VR participant dashboard for Keith Williams. The top navigation bar includes: IRONMAN VR, DASHBOARD, EVENTS, IRONMAN+, COACHING, REWARDS, STORE, WATCH, and a user profile for Keith. The main content area is split into two columns. The left column features a profile card for Keith Williams with a circular profile picture and a large background image of him cycling. The right column displays performance metrics for 'This month' and 'This year', which are identical: 2,843 points, 802 km, 14 rides, and 10 runs. Below the metrics is a 'My Achievements - 4' section with four achievement cards: IRONMAN VR3 (won on 19 April 2020), IRONMAN VR2 (won on 11 April 2020), IRONMAN VR1 (won on 5 April 2020), and Time Trial (1 hour x 1, won on 22 April 2020).

Metric	This month	This year
Points	2,843	2,843
Distance (KM)	802	802
Rides	14	14
Runs	10	10

My Achievements - 4

Achievement	Details
IRONMAN VR3	Won on 19 April 2020
IRONMAN VR2	Won on 11 April 2020
IRONMAN VR1	Won on 5 April 2020
Time Trial	1 hour x 1, Won on 22 April 2020



11,050 PAX



23,007 PAX



33,261 PAX

AS A PARTICIPANT – THE IRONMAN EXAMPLE

IRONMAN VR DASHBOARD EVENTS IRONMAN+ COACHING REWARDS STORE WATCH Keith

Rewards

ALL OFFERS MY CODES TOTAL 568

Item	Discount	Points Cost
ROKA Wetsuits	\$100 off	1000
ROKA Swimskins	30% off	800
HOKA ONE ONE Rincan	25% off	315
COMPRESSPORT Half Zips	40% off	400



FINISHER MEDAL + FREE MASK **PLUS \$30**

FINISHER BUNDLE + FREE MASK **\$50 VALUE**

PAIN CAVE RACE WHERE YOU TRAIN ANYWHERE IS POSSIBLE™

IRONMAN VR ANYWHERE IS POSSIBLE™

IRONMAN VR OFFICIAL MERCHANDISE

International Order Confirmation

Order Number: 10347860
Order Date: 07/23/20

Thank you for your purchase with IRONMAN VR.

Your purchase is for your Ironman VR Race. It will be shipped to you within 10-12 business days. Please allow 2-3 weeks for shipping. We will be responsible to you. Please contact us if you have any questions.

IRONMAN VR is a registered trademark of the IRONMAN VR brand.

IRONMAN VR is a registered trademark of the IRONMAN VR brand.

Your Billing & Shipping Information

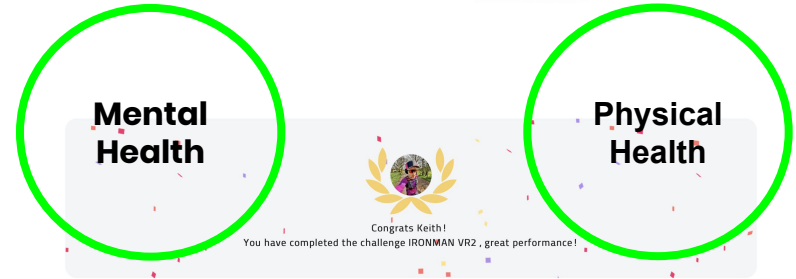
Bill To:	Ship To:
First Name: [Redacted]	First Name: [Redacted]
Last Name: [Redacted]	Last Name: [Redacted]
Address: [Redacted]	Address: [Redacted]
City: [Redacted]	City: [Redacted]
State: [Redacted]	State: [Redacted]
Zip: [Redacted]	Zip: [Redacted]
Country: [Redacted]	Country: [Redacted]

AS A PARTICIPANT – THE IRONMAN EXAMPLE

Community Events back every weekend



1. Purpose – BACK
2. Structure – BACK
3. Community/Club – MORE CONNECTED



Takeaways

TAKEAWAYS – THE IRONMAN EXAMPLE

- 1. They knew who their athletes were, and their needs**
- 2. Ironman put the needs of the athletes and team first**
- 3. They used partners and suppliers to support their objectives and innovate**
- 4. They built new experiences to retain athlete engagement and found themselves adding new revenue streams and a connected community**

FINAL THOUGHTS

Virtual Challenges & events will stay

- 1. People are more set up for standalone Virtual Experience and Challenge**
- 2. People will want Complimentary Virtual Experience to live Events**
- 3. Potential to add new Wallet Share and partner opportunities**

When COVID-19 is behind us, are you left with a your own fully connected tribe(s)?

Pancreatic Cancer UK

Activating their 'tribe'

Challenge 24 - at home

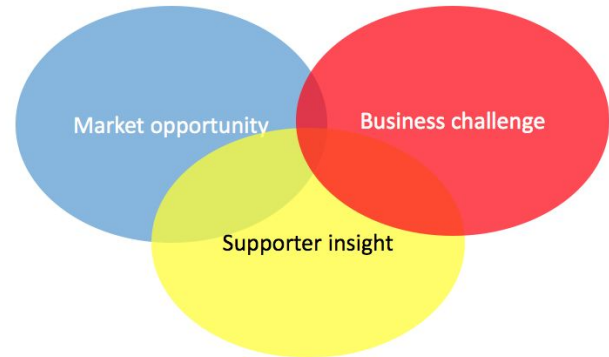
In the UK, 24 people die a day from pancreatic cancer. Take on Challenge 24 and help save lives.



Our fight goes on because 24 people are still dying every day from pancreatic cancer. Take on Challenge 24 at home and help fund life-saving research.



- **Insights**
- **Market opportunity**
- **Test and learn**



Immersive Virtual experience

Pancreatic Cancer UK

About Fundraise FAQs Contact Us Sponsor a friend Get Started Donate

Keith Williams

Share my page

atthirtyeight VIRTUAL IRONMAN OFFLINE

THANK YOU FOR TUNING IN AND DONATING!!

HOPE IT WAS ENTERTAINING AND WE RAISED SOME SERIOUS MONEY!

SHOWING ANYTHING IS POSSIBLE - ANYWHERE

YOUR ONLY LIMITATION IS YOUR IMAGINATION

£27.04 Matthew O'Dea £26 Well done mate keep it Courtney £26 More swimming please!

Please support my fundraising!

Raised £515.12 My Goal £250

Enter an amount

£

Donate

My Activity Tracking

446 miles

My target 112miles

04-02 04-04 04-06 04-08 04-12 04-16 04-19

04-06 miles 128.843873

- Live streaming (TikTok, Twitch, FB live)
- Gamification badges
- Supporter blogs
- 'How to' videos

1. Live streaming/community experience

Immersive virtual experience

My Challenges



My Achievements



Reached 100% of goal

Reached 50% of goal

Shared page

Self donated

2. Gamification badges - Macro and Micro

- Live streaming (TikTok, Twitch, FB live)
- Gamification badges
- Supporter blogs
- 'How to' videos

3. Making fundraising a reality for donors .. from your living room

A screenshot of a Facebook page showing a series of posts from a TikTok challenge fundraiser. The posts are from a user named 'Tik Tok Challenge' and are dated 'Day 3', 'Day 2', and 'Day 1'. Each post includes a profile picture, a title, a text update, and a blue 'Share' button. The text updates describe the progress of the challenge, including reaching £500 and being halfway through.

Tik Tok Challenge - Day 3

[f Share](#)

Tik Tok Challenge - Day 2

[f Share](#)

We have hit £500!

I cannot believe we have already hit £500! You must really love my awful dance moves. Thank you so much for all of your support ... dancing into the final week of Tik Toks now! [f Share](#)

I am halfway there!

I can't believe i am already halfway through my Tik Tok challenge ... i think i am nearly a pro! Thank you so much for all of the sponsorship so far - I can guarantee the videos are going to get even more hilarious going forward! [f Share](#)

From fundraising page to digital tribe

Day 2 of the 24 day challenge ❤️ I have challenged myself to run 3 miles everyday for the next 24 day's ❤️ has anyone else taken the 24 day challenge, and if so what are you doing?
<https://fundraise.pancreaticcancer.org.uk/.../3-miles-per-day...>



Pancreatic Cancer UK
Published by Aysha najair [?] · 17 April at 17:18 · 🌐

We've seen some really creative fundraising from our supporters during lockdown. Catherine signed up to Challenge 24 after sadly losing her mum to #PancreaticCancer and raised an incredible £1,466.
"I set myself a challenge of walking 20,000 steps for 24 days, keeping the number 24 at the heart of my challenge.
To top it all off – a wonderful surprise awaited me at the finish, with a running track recreated in my back garden by the most important people in my life. I feel bey... See more



Total fundraisers	Raised so far
978	£184,882

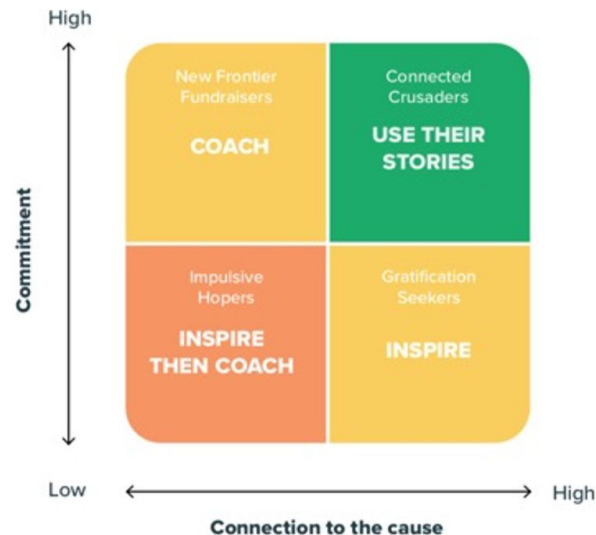
Key learnings

- 1. Use insights to shape campaign**
- 2. Be nimble**
- 3. Functionalities and processes available for digitally immersive experience (live stream etc)**

**Three secrets on how to
engage and drive your
community**

Secret #1 – Supporter Understanding

- Understanding supporters motivations are crucial
 - Impact or experience?
 - Project story or Digital medal
- ‘Nudges’
 - Fundraising drivers
 - Proof: supporter case studies

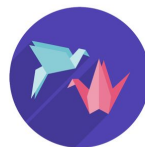


Secret # 2 – Fundraising Drivers

How to drive average raised

- Target setting matters – expression of commitment
- Increase commitment – cause or activity driven?
- Frequent & personalised asks – don't overwhelm & remind them
- Gamification & incentives – nudge them
- Focus on your VIPs – 80/20
- Impact story – what's the USP?

My Challenges



Secret # 3 – Tribal Mobilisation

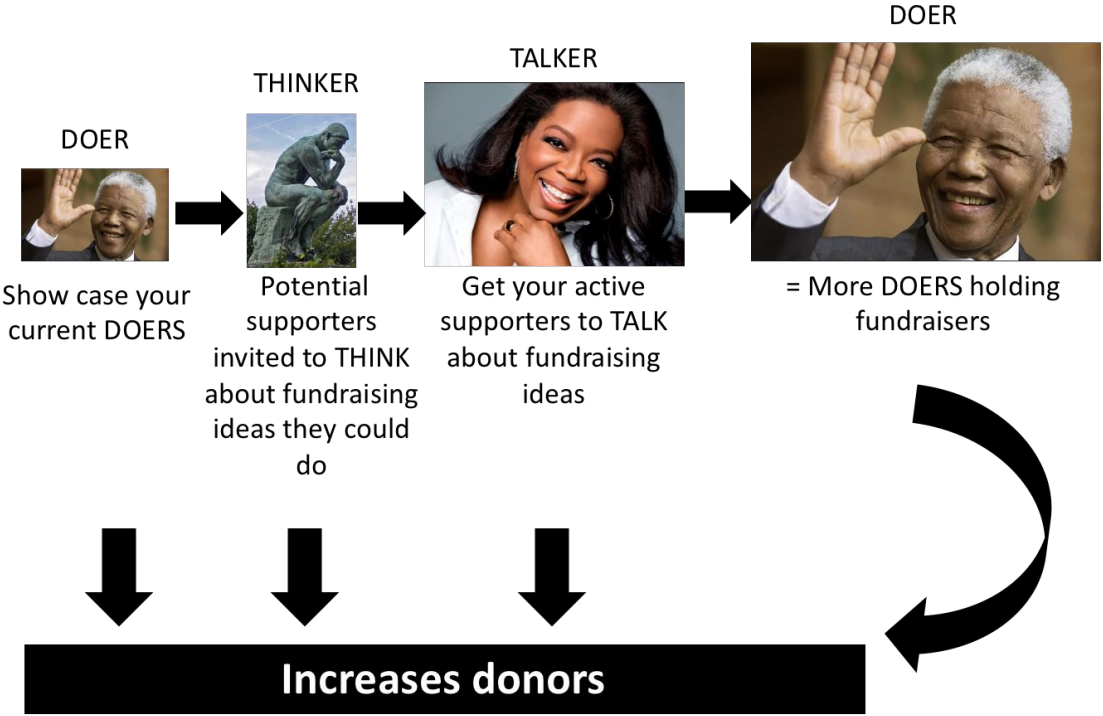
Connect people & make it real

- The “remembering self” is our basic response of our memory
- The “experiencing self” focuses only on the experience encountered
- Focus on the ‘experience’ so we remember the moment
- Create a motivating and immersive experience to commit it to memory
- Focus on the:
 - **Change** they are making
 - **Significant Moments** within the event
 - **Ending**. Create a never-to-be-forgotten ending to help portray what the Tribe has helped to achieve

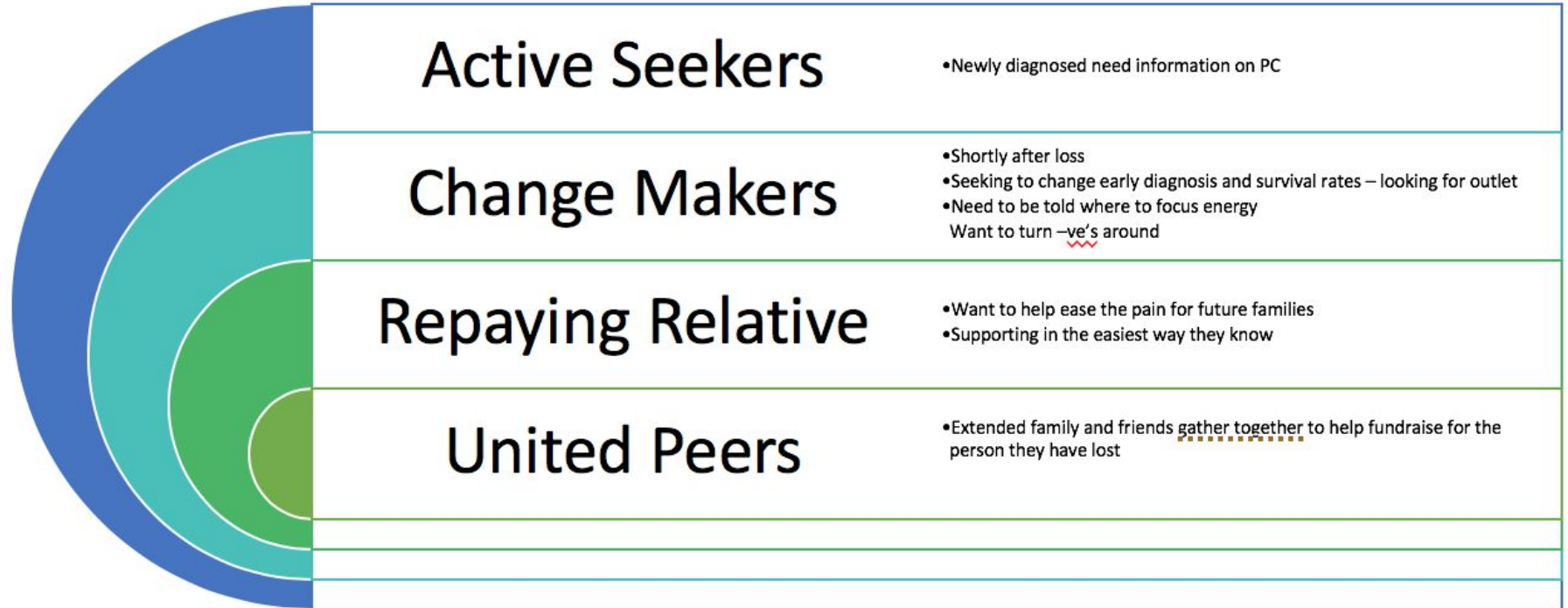


Communicating with your tribe and audiences

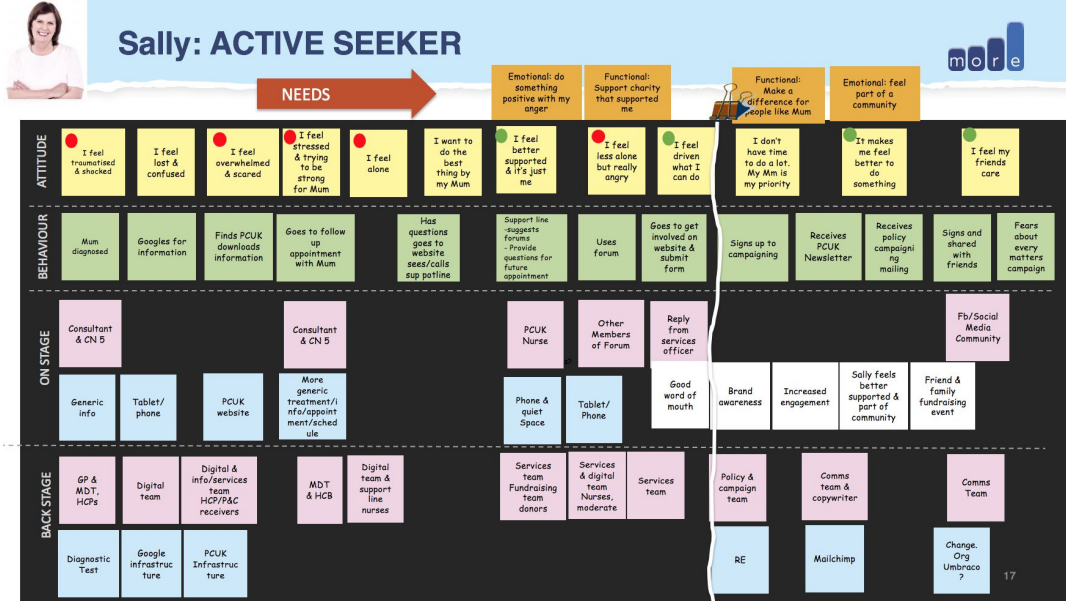
Tribal Product Engagement



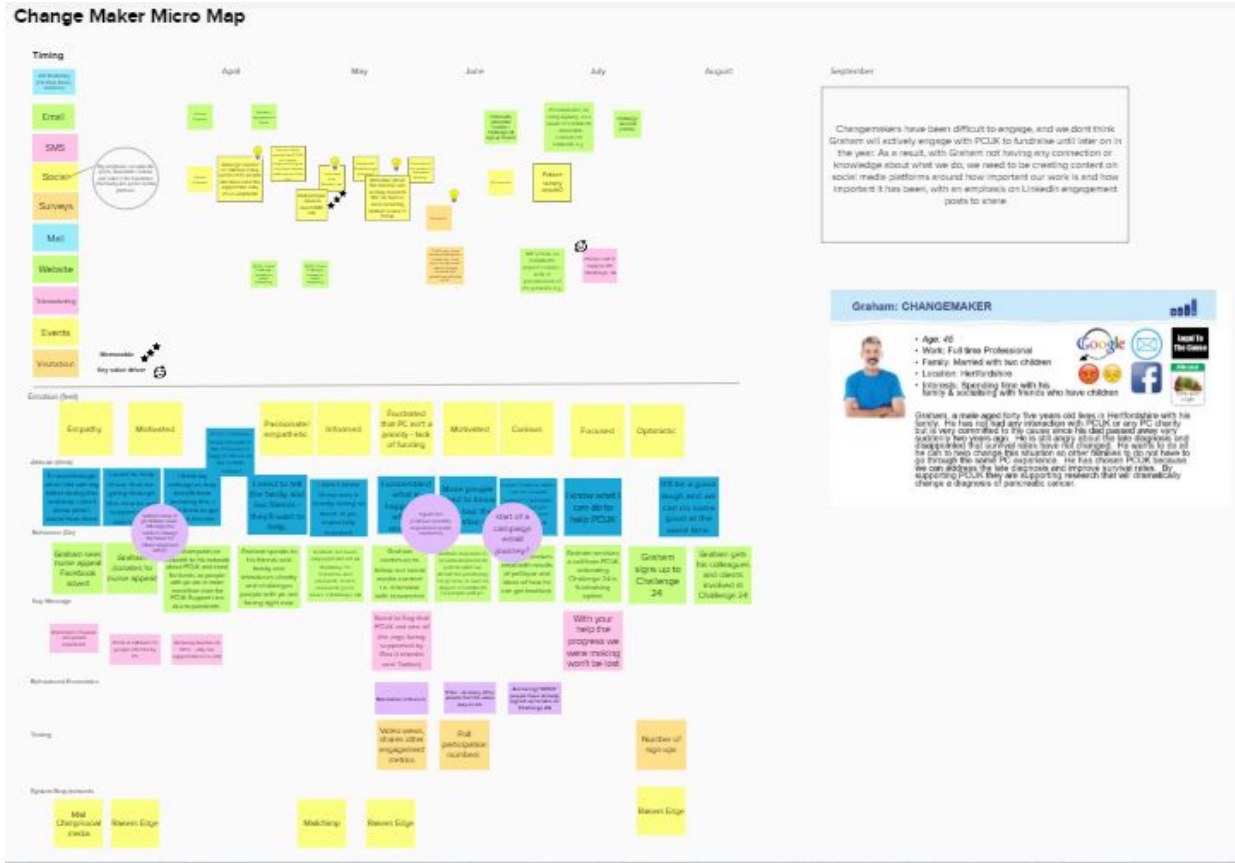
Broader Attitudinal Ongoing Engagement



Personas & Empathy Mapping



Micro Maps



Final Takeaway

Cracking Digital Tribes

Understand supporters **motivations** and **needs**

Enrich your data insights and follow trends that are already occurring

Engage people differently depending on where they are in the registration pipeline (**talkers, thinkers, doers**)

Don't overwhelm them with options – **Focus on top 6 ideas**

Inspire supporters through stories of other fundraisers

Love your tribe – support & praise them publicly for others to see

Use personas to build **empathy maps** – stop thinking like you and create memorable experiences

Questions

Please ask questions via the Q&A



The us & us collective.

UPCOMING SESSIONS:

- funraisin **LIVE**
- Ask US & US Seminar

funraisin.co/usandus-support

Thank
you

Please
stay safe