



End of Year Wrap-up

Looking back at an intense year

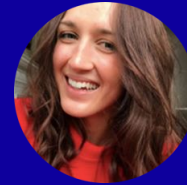
Your speakers today



Brendan Rodgers
Marketing Director
Funraisin



Emily Clayton
Marketing Director
Massive



Fi West
Marketing Manager
Macmillan Cancer Support



Questions in the Q&A Tab!



Looking back at 2020

Agenda

1. Welcome
2. What a year.
3. How has the sector weathered the storm
4. Even established events decided to pivot
5. Fi West: Raise A Mug
6. Q&A

What a year



Brendan Rodgers
Marketing Director
Funraisin

The Fundraising market was tough

Digital Fundraising was an appeal, or a 5k.

Lots of evidence out there, reports etc that can point to that innovation was coming from a few organisations, and that peer to peer fundraising was in decline potentially due to fatigue.

The solution for this was always going to be creativity, next generation ideas, and new technologies.



COVID...well...It has been intense...!

9 April 2020, 10:52 | Updated: 9 April 2020, 14:08



Outdoor exercise could be banned if Britons continue to flout social distancing rules

The Health Secretary said pictures of packed parks on Saturday were "unbelievable" and warned the Government was prepared to "take action"

Will the Government ban outdoor exercise?

6 April 2020, 10:52 | Updated: 6 April 2020, 14:08



Coronavirus: Outdoor exercise could be banned if Britons



Covid: Second national lockdown possible, says top UK scientist



We have seen growth in people fundraising from 2019 to 2020

But... the mix has changed!

40%

Fundraising Projects
were Dedicated Virtual
Challenges

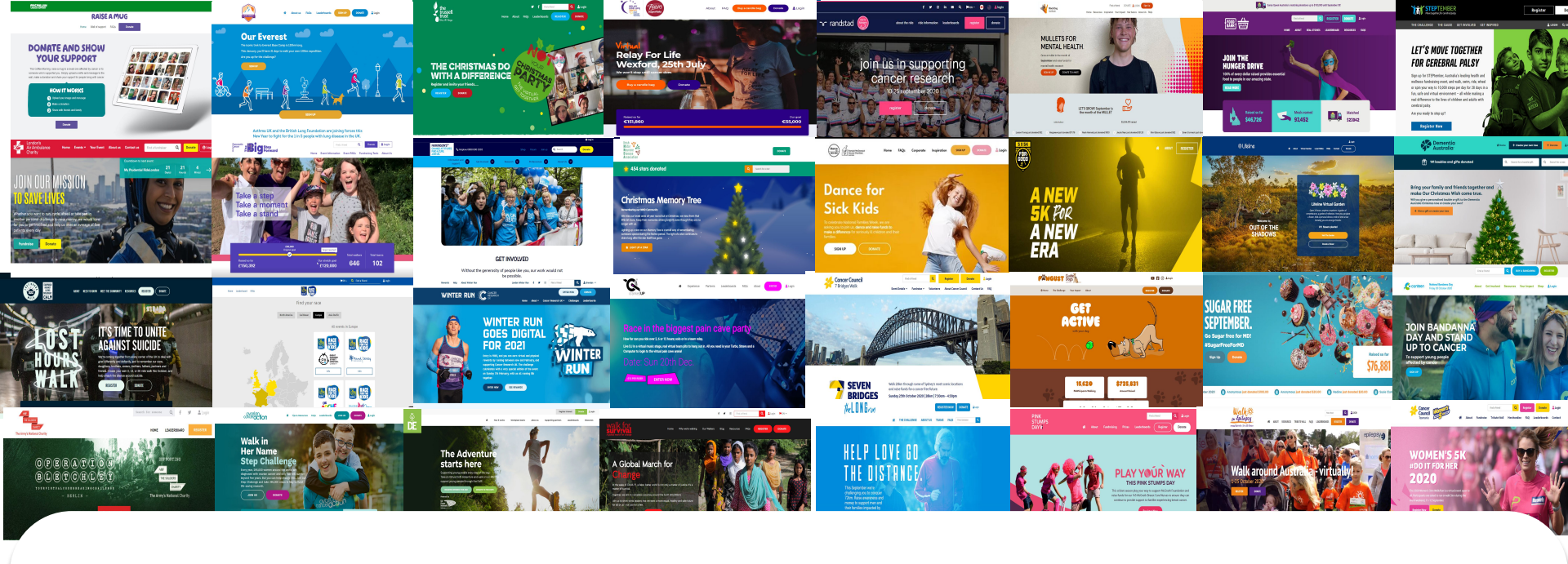
32%

Fundraising Projects
were DIY/Community
Fundraising

18%

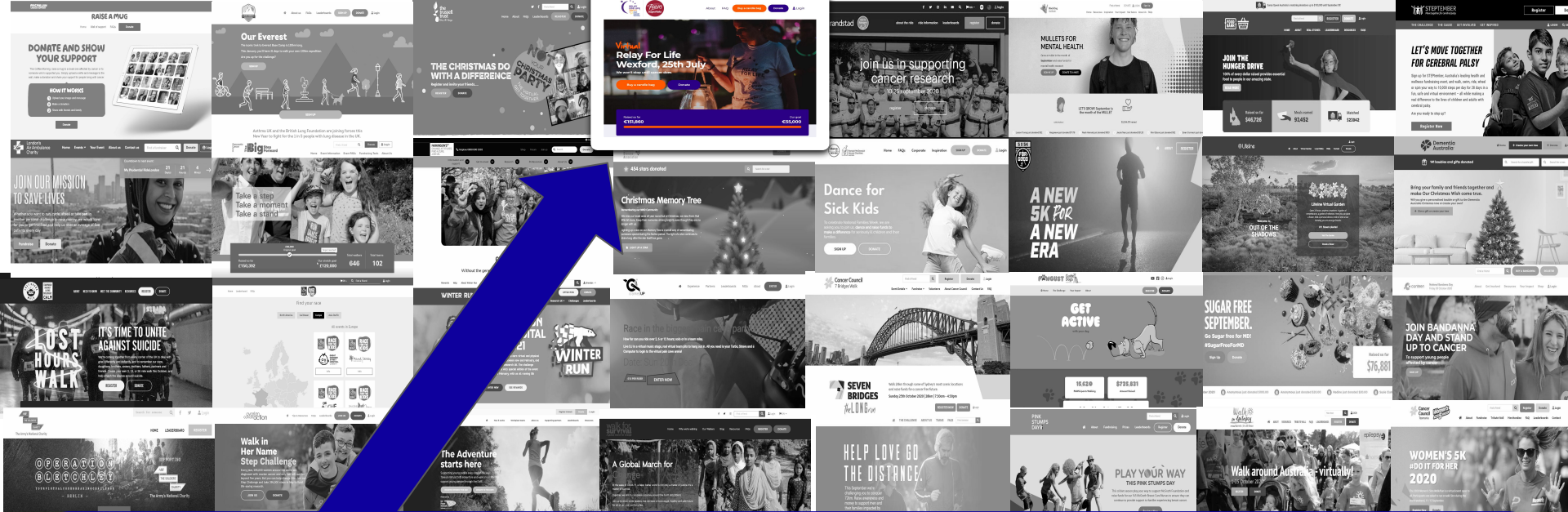
Fundraising Projects
were Physical events

Generosity is stronger than ever
Creativity has been a strength



Look what you've achieved

The variety, the creativity, the impact



Wexford *Virtual* Relay for Life

Country: Ireland Target: €55,000 Size: Volunteer group

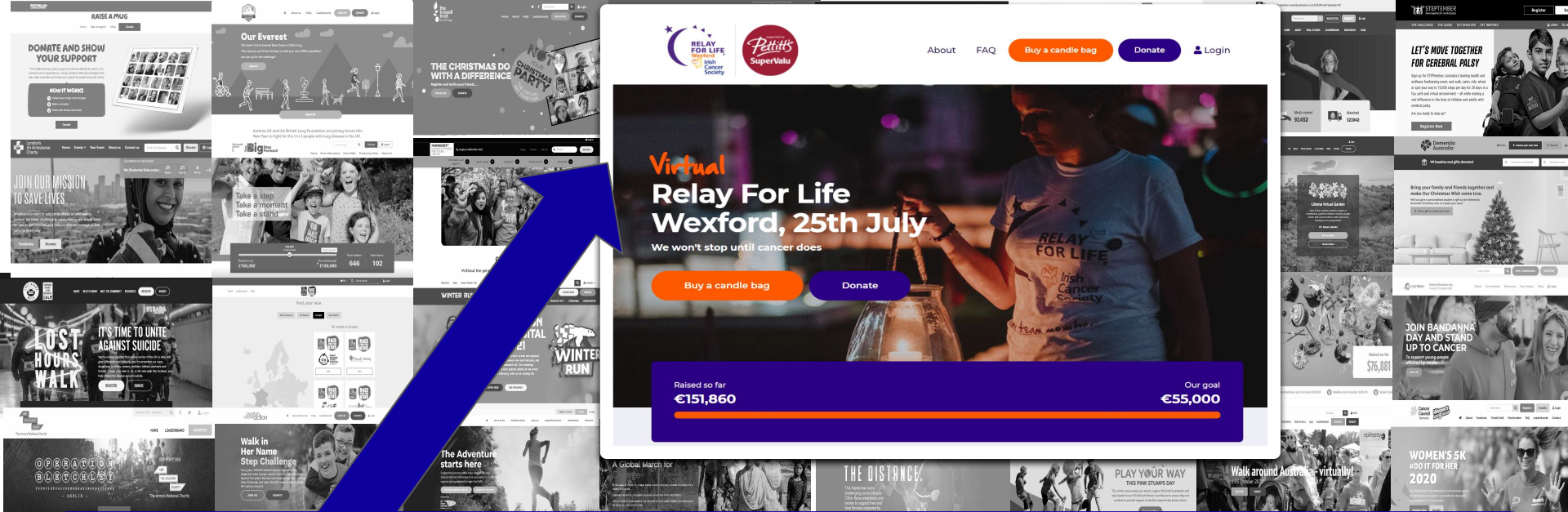


Actual: **€155,860!**

“We feel the €55k goal is more realistic given the continued restrictions due to COVID”

“We have not used similar platforms in the past”

“When we announced our pivot to a virtual event, they looked at the website and thought “oh yeah that’s us -this is where we belong”. These people are really dedicated fundraisers and to go offline this year, **we really had to prioritise that community feel**. The ease of use was great - no one needed any help!”



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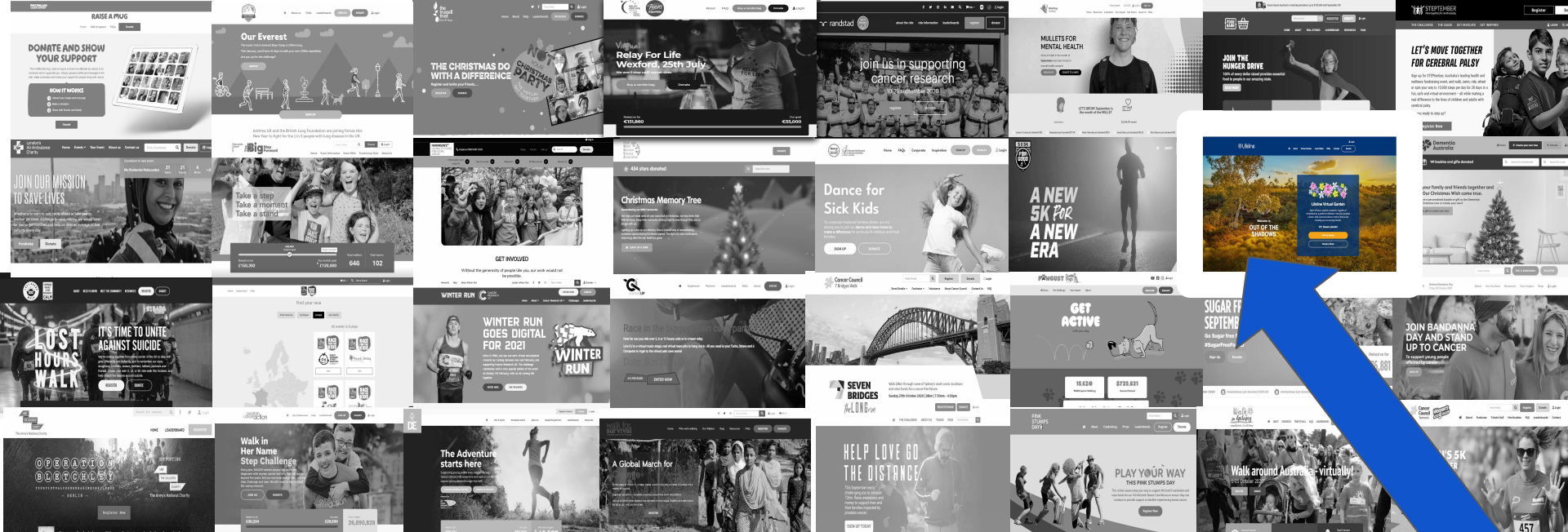


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Out of the shadows

Country: Australia Size: Large



Actual: Over 860 'Flowers' planted

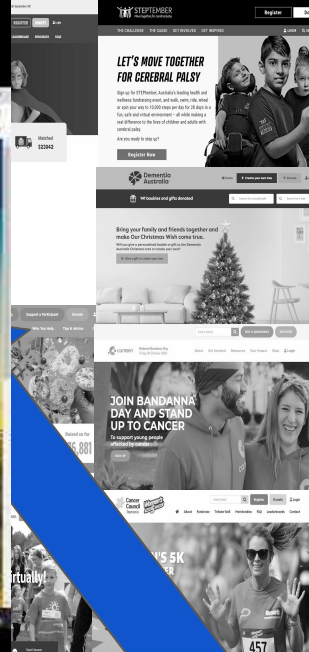
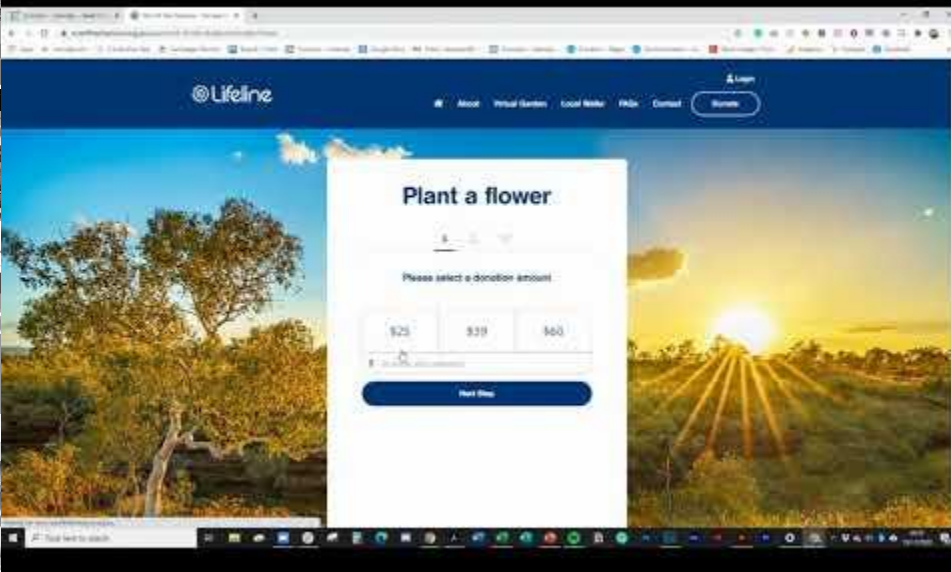
A Virtual Remembrance Garden

Real walks (Social Distanced)

Custom Donor flow ("Plant 1 of 4 Flowers")

Animated Garden

Community remembrance project



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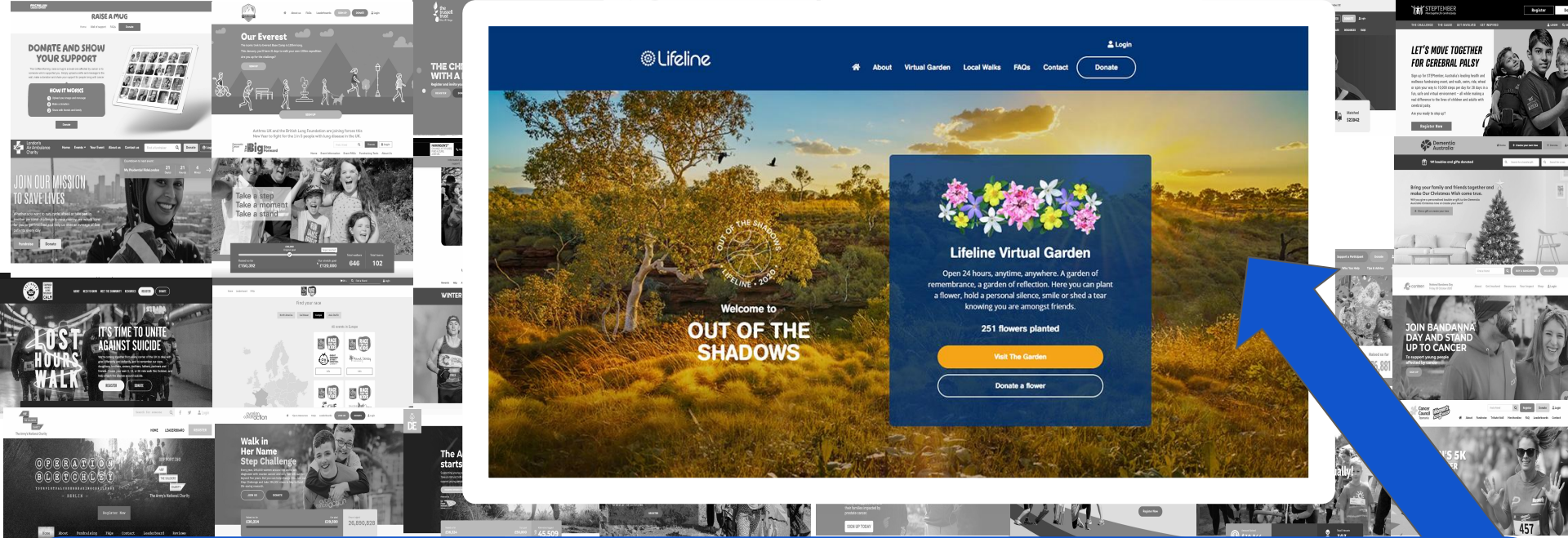
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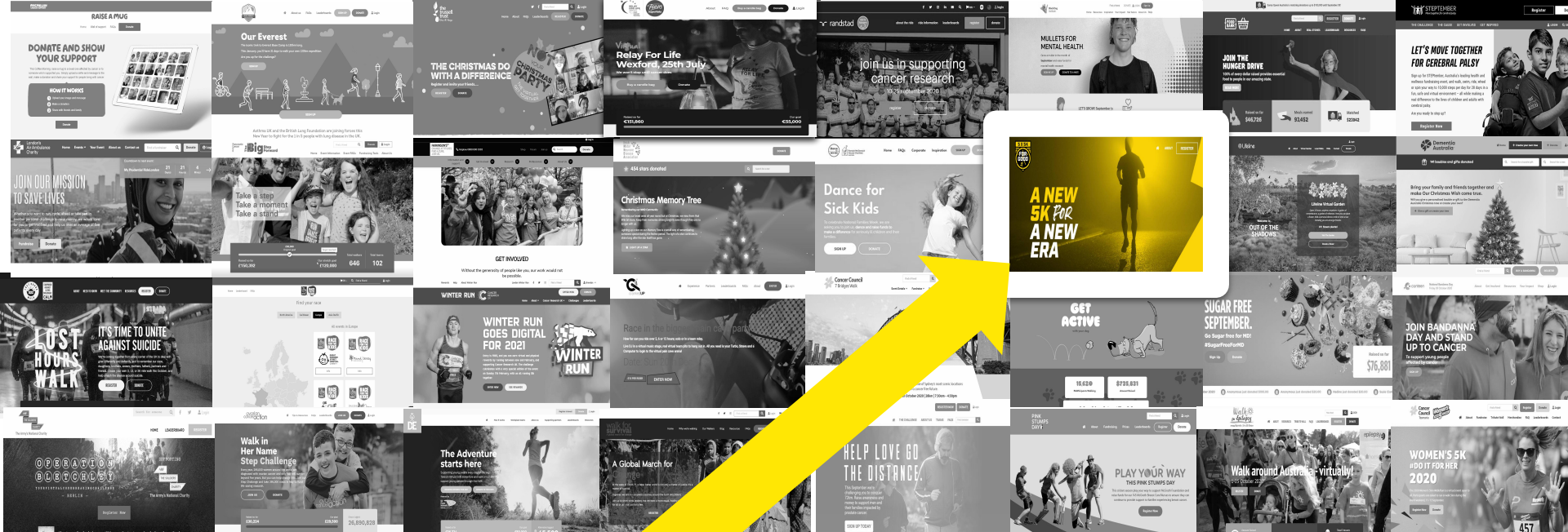
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5x5k For Good

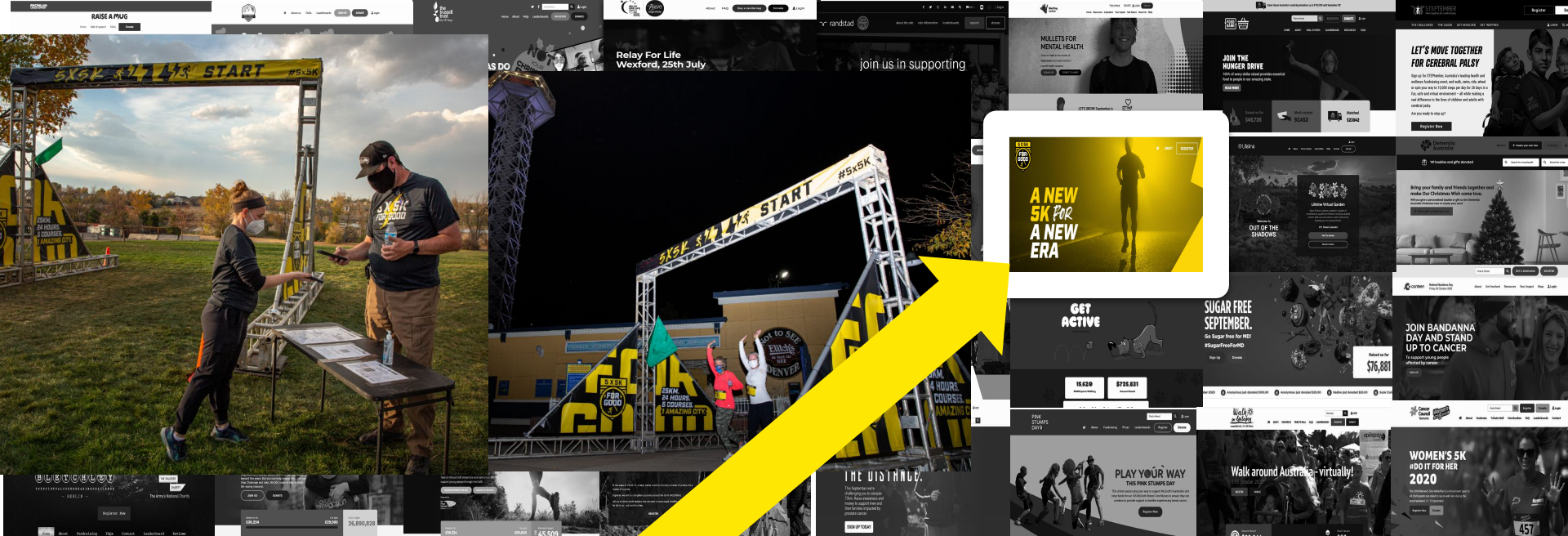
Country: USA Size: Multi-charity event

5 different 5k runs in 24hours

Physical locations with QR Codes and directions via RunGo app

Tracked with Strava

Gave people a way to do something together even though they had to stay social distanced



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**The Non-profit sector
has united people**

So yeah, what a year.

Causes have probably experienced 5 years of digital adoption and acceleration in one year!

So in many ways, it's good news.

But to keep the momentum going we must put supporter experience first - and meet them where they are with our events, products and campaigns.

Innovate, act fast, and see where it goes!

Next up: Emily & The Virtual Fundraising Monitor



How the sector has weathered the storm



Emily Clayton
Marketing Director
Massive

THE VIRTUAL FUNDRAISING MONITOR

In depth data from 150 virtual fundraising events and campaigns

- 2m fundraisers
- £60m of income

45% New campaigns

38% Virtual pivots

16% Existing virtual campaigns

PIVOTING IS A CHALLENGE

40%

Average % of people who transferred to the virtual version of their physical event

44%

Saw income stay the same or fall when they pivoted to virtual

36%

Managed to use opportunity to grow participation in their events

VIRTUAL Vs. NON-VIRTUAL

£229

Value of average non virtual
fundraising runner

70%

Av. Non-Virtual Runner
Remittance Rate

£128

Value of average virtual
fundraising runner

45%

Av. Virtual Runner
Remittance Rate

WHAT GOOD LOOKS LIKE

Connection

Cause

Simplicity



Even established events need to pivot



Emily Clayton
Marketing Director
Massive

WORLD'S BIGGEST COFFEE MORNING

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NOTHING STOPS A COFFEE MORNING

Every penny raised will help Macmillan do whatever it takes to be there for people living with cancer and provide the support they need, right now.

DO WHATEVER IT TAKES



Expanding the proposition

In order to attract as many fundraisers and donors as possible in 2020, each with their own unique circumstances, we recognised the need to offer multiple propositions under the Coffee Morning brand.

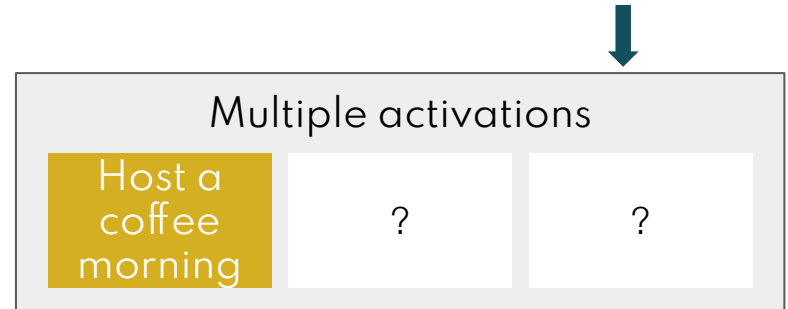
This also offered an opportunity to test new ways of supporting and fundraising for Macmillan via the Coffee Morning brand.

To achieve we needed to **shift the central proposition to facilitate broader participation**, without losing the core principles of Coffee Morning.

Current



Ideal for portfolio



Building a portfolio

Host a coffee morning

- A range of different host types and environments (esp. for social distancing)
- Appeal to new hosts from existing and new audiences
- Potential to re-engage lapsed hosts with new ways to do so

Join a coffee morning

- Engage those who can't host this year but want to take part
- Find and appeal to new audiences who would never host

Do something for coffee morning

- Appeal to a new audience of do-ers rather than hosters
- New offers for lapsed fundraisers

Contribute to coffee morning

- Ensure contributions from a mass audience when there may be fewer hosted coffee mornings
- Drive value from those who wouldn't otherwise host or do but are cause-connected

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RAISE A MUG

We're rallying together this September to raise a mug and change lives

WAYS TO RAISE A MUG



Host Physically

Set out your coffee morning stall and invite people to drop by



Host Virtually

Get people together online to donate and raise a mug



Coffee Morning Live

Donate to join a live coffee morning experience



Coffee Challenge

Dedicate a personal challenge to someone you love



Dedicate

Raise a mug to someone you love on our wall of support

Raise a Mug



Fi West
Marketing Manager
Macmillan Cancer Support

Macmillan's Coffee Morning



- Macmillan's Coffee Morning is our biggest fundraising event held across the UK bringing friends, family, colleagues and communities together.
- In 2020, the lockdown and social distancing measures meant we needed to re-think our approach, fast.

Nothing stops a Macmillan Coffee Morning

- Shift the existing Coffee Morning proposition and broaden who and how people could participate for 2020
- Six propositions were developed and tested to fit within the Coffee Morning product portfolio

All propositions underpinned 'a moment for the UK to come together, raise a mug and change lives'

- We considered 4 types of audience, that expands that of our typical hosts, to provide more opportunities for more people to support.

Raise A Mug

What is it?

A virtual wall of support, where people can give a donation, write a message of support, celebration or memory and upload a selfie.

Who is it for?

- People that are supportive of Macmillan, but wouldn't host a Coffee Morning
- People who have previously held a Coffee Morning, but are unlikely to do another
- People who would usually host but are unable to this year

How it worked

MACMILLAN
CANCER SUPPORT

RAISE A MUG

[Home](#) [Wall of support](#) [FAQs](#) [Donate](#)

DONATE AND SHOW YOUR SUPPORT

This Coffee Morning, raise a mug to a loved one affected by cancer or to someone who's supported you. Simply upload a selfie and message to the wall, make a donation and share your support for people living with cancer.

HOW IT WORKS

- 1 Upload your image and message
- 2 Make a donation
- 3 Share with friends and family

Donate



DONATE



ADD YOUR PHOTO



Upload Photo

YOUR MESSAGE OF SUPPORT

Leaving a message of support is completely optional. Please make sure a message about yourself or your loved one doesn't disclose any sensitive information that you or they would want to keep private.

Characters left: 100

Your donation

Skip message and photo, I'll just like to donate

Who was using it?

RAISE A MUG

Home Wall of support FAQs Donate

WALL OF SUPPORT

Search for a supporter

SEARCH BY NAME



View more

THANK YOU FOR TAKING PART

Total raised on the Raise a Mug wall of support

£16,441

Number of days this could fund a Macmillan nurse

69

Donate

For our Dad, Eddie Bloor SUPERSTAR
Thank you to all who gave toward this donation in his memory x
Eileen

In recognition of all the support I received when going through cancer and in memory of my dad.
Heather

Cheers in lieu of my usual Tea Party. In memory of Carol, Steph, Mum & all affected by cancer xx
Tessa

Thanks to everyone supporting cancer patients at such an important time
Brett

Macmillan - you were there when I needed you. Thank you xx
Jan

Happy to raise a mug for Macmillan Cancer Support, and make a donation in memory of
Tricia
Brian

MACMILLAN
CANCER SUPPORT

Results

MACMILLAN
Cancer Support

WORLD'S BIGGEST
COFFEE MORNING

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NOTHING STOPS A COFFEE MORNING

Every penny raised will help Macmillan do whatever it takes to be there for people living with cancer and provide the support they need, right now.

DO WHATEVER IT TAKES

Sign up  There's still time to join!

Pay in  Pay in your coffee morning donations

Donate  Make a one-off donation

RAISE A MUG AND DONATE



Raise a mug  Show your support with our message mug

[Find out more](#)

- A simple, easy way to support Macmillan
- Supporters could visually see they were a part of something meaningful
- Developed a new product within a matter of weeks, that was pivotal to our 2020 offering
- Product development potential for future
- £16,441 raised



Q&A Session

Please ask questions **via the Q&A tab** at the bottom of your screen



**The
us&us
collective.**

**A quick thank you to everyone
in the collective**



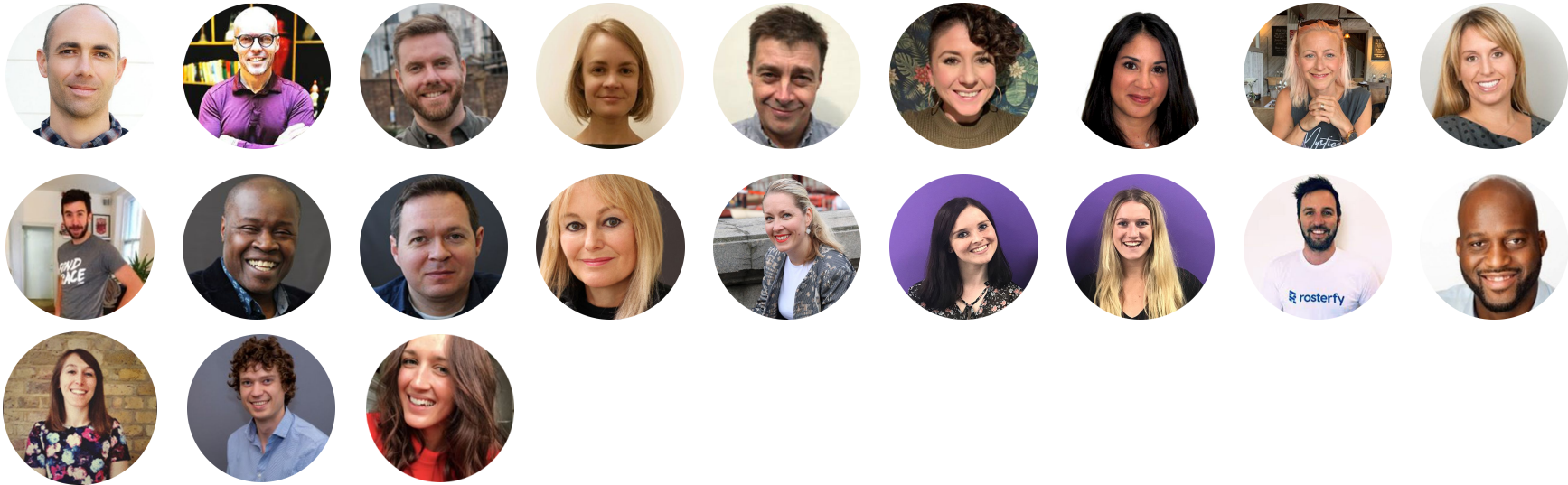
Thank you to all of you.

For joining us

For the work you do

For filling out surveys

For being inspirations!



We are a community

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