

Stepping up your Fundraising.

**The
us&us
collective.**





We are a community

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

Your speakers today



Brendan



Charlotte



Emily



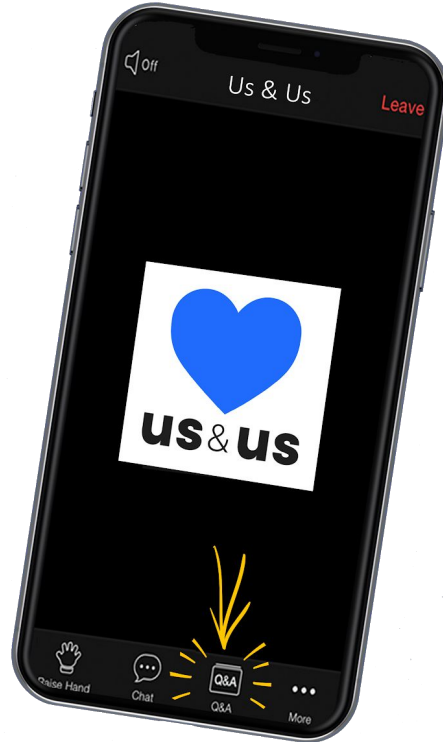
Steve

Stepping up your Fundraising

Agenda

1. Welcome
2. What has 2020 shown us so far?
3. Transitioning to Virtual
4. Quick wins in adopting virtual
5. Supporter Care
6. Q&A

Questions in the Q&A Tab!



2020: What we know

The new giving normal continues



Brendan



COVID-19 changed fundraising

Goes without saying! We've all seen so many charity virtual challenges pop up in the past few months. What we may not have expected however, was the national sports events to do it too.

- The London Marathon - gone virtual!
- The Prudential RideLondon - gone virtual!
- Boston marathon- gone virtual!



Virtual fundraising comes in two extremes

- **Bespoke**, tailored-to-audience fundraising challenges, such as MS International Federation 's The May 50k
 - Advanced supporter drivers
 - Tailored to your people
 - Built for your cause
 - Your event – total control.
- **Sector-wide**, pre-made events such as The 2.6 Challenge, MyPrudentialRide and Virtual London Marathon.
 - Accessible, ready to go
 - Low maintenance
 - Public domain (pretty much)

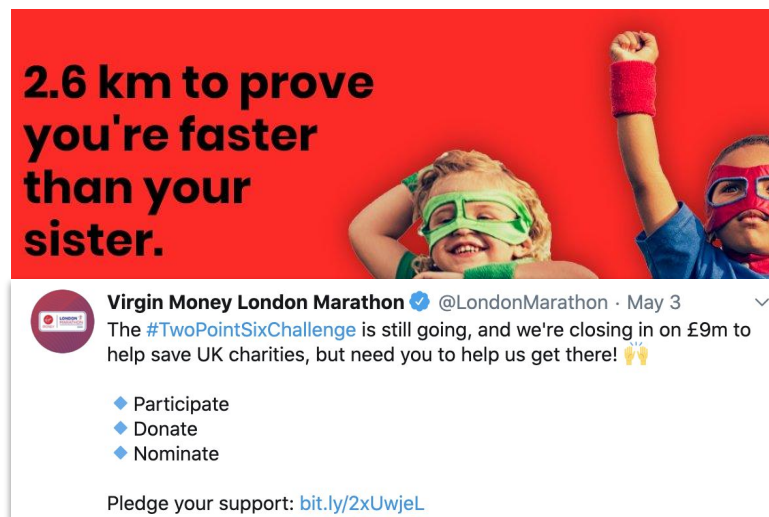


WE'VE RAISED
\$6,648,433.60

Kiss Goodbye to MS @KISSGOODBYEAUS · Jul 2
!! ANNOUNCEMENT: The May 50K 2020 final result !!

We're PUMPED to announce that together we've raised a gobsmacking \$6,648,433.60 for vital MS research in #TheMay50K! 🥳🎉🍷🍾

THANK YOU for your commitment to help leave MS where it belongs, behind us. ❤️ #KissGoodbyeToMS



2.6 km to prove you're faster than your sister.

Virgin Money London Marathon @LondonMarathon · May 3
The #TwoPointSixChallenge is still going, and we're closing in on £9m to help save UK charities, but need you to help us get there! 🙌

- ◆ Participate
- ◆ Donate
- ◆ Nominate

Pledge your support: bit.ly/2xUwjeL

Free White paper:
funraisin.co/2.6beyond



The 2.6 Challenge

An engaging, vibrant national fundraising campaign to “Save the UK’s charities”

The supporter had creative freedom. Anyone of any ability and background could take part in any activity, in any manner as long as they tied it back to 2.6.

- 26 selfies taken
- 2.6 km walked/ran
- 260 km cycled
- 2600 steps per day

Thousands of charities took part, the event was accessible and it was “people powered”.



LEAVE YOUR
LIMITS BEHIND.

THE MAY 50K

Visit the UK campaign
TheMay50k.com

**“I’M WALKING TO LEAVE
MS WHERE IT BELONGS,
BEHIND US”**

THE MAY 50K

The May 50k

Possibly the biggest single-charity virtual fundraising run in the world.

A simple ask – Run a sponsored virtual 50k, in the month of May.

- Raised incredible sums – Almost £700,000 in the UK alone. AU\$6million+ worldwide.
- Allowed MS Research & MS International to tailor the supporter journeys depending on when and how they met important milestones.
- Encouraged people with bespoke dashboards, gamification badges and communications.

The charity owns the campaign, generates advocacy through providing sharables, incentives and more.

Be bold, be agile.

BEFORE:

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

AFTER:

“We are totally blown away by it [total raised]. Not only have we actually met the same amount [£130k] raised as our 2019 live event, but had we not done this, we might have lost the connection with many of our fundraisers.”

Wexford relay for live transitioned their event with clear and careful comms with their supporters.



Wexford Relay for Life

These campaigns understand their supporters

Sector-wide: 2.6 Challenge

Creative freedom for the supporter where **the supporter creates the personalised experience** through defining their own take on the event.

Builds ownership & advocacy.

Tailored: The May 50k

Immersion is built by the charity to create an enhanced personalised experience that utilises behaviour-based comms and triggers.

Drives participation & activation.

Transitioned: Wexford Relay for Life

Transition from live event to virtual carefully managed. Made the most of virtual toolset, and engaged users at their level.

Continues participation and develops trust and activation.

Despite being very different events!

Virtual Fatigue

“Don’t be put off by fatigue.

Virtual is still a viable solution, to the issue of lost face-to-face fundraisers. It is also harder than it was 4-6 months ago...but this fatigue can be broken!

Charities should break away from the **limited perceptions** around virtual. Virtual fundraising is much more than a strava 5k, or a fitbit marathon. Technology has evolved. It can be a dance off, a readathon, a cook-off or a pet challenge - **just keep the idea simple, meaningful and fun.**

In a way, not much has changed from the past two years- we are still battling a form of giving fatigue. However, the **smart, creative, adaptive** and **bold** charities that **know their audiences**, will thrive. Nothing has changed, it still comes back to providing a meaningful experience and cause

We must not stay in survival mode. We must plan to thrive.”



Keith Williams
COO
Funraisin

Brendan's final take-away

Virtual Fundraising needs to be in tune with your audiences

Virtual is a very real solution to in person event closures and postponements. However, with virtual fatigue becoming a thing; it is important to **ensure your challenge is designed for your people**. Excite and delight them - and you will cut through the noise.

The method of attuning to your people, can help achieve cut-through in the crowded market.

Transitioning to virtual Ovarian Cancer Action



Charlotte

ovarian
canceraction

What we had planned



walk in her name
ovarian
cancer action

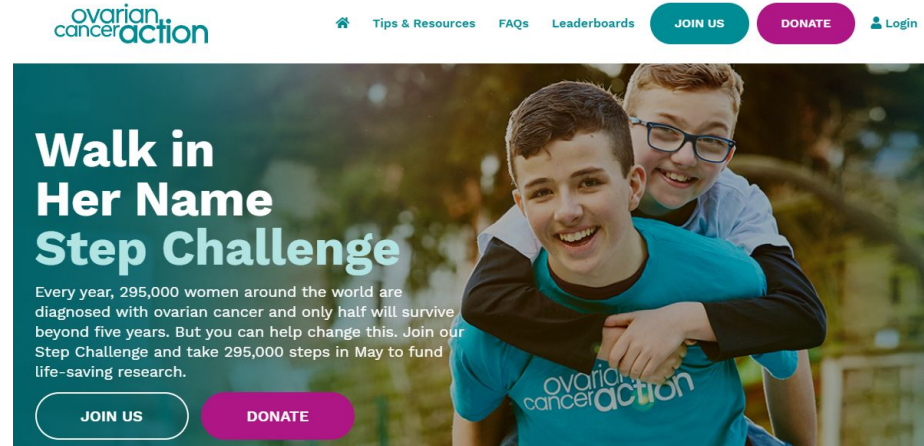


Walk in Her Name: Step Challenge



What went well?

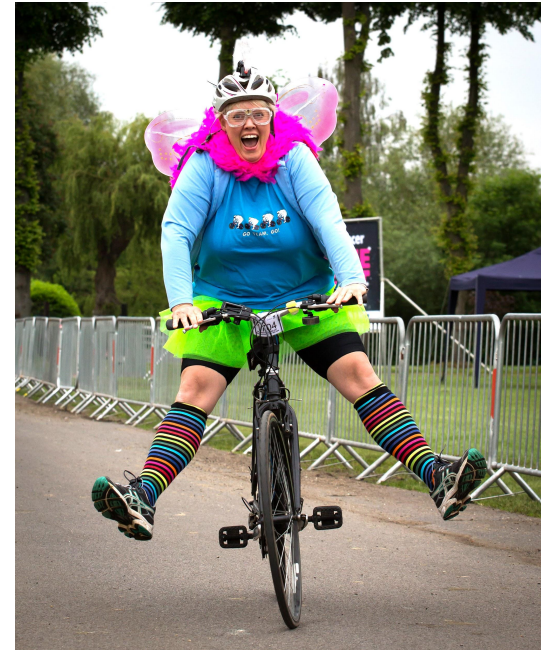
- We changed and adapted, but kept key principles
- We listened and were sensitive to how our supporters were feeling
- We kept it simple



Women V Cancer Ride the Night – 100k Your Way



- Flexibility was key
- An opportunity for engagement
- Teamwork!



Staying virtual

- It is accessible for small charities
- There is an appetite for it amongst our supporters
- It opens up new potential for us



Join the Research Relay

How far can you go to keep ovarian cancer research moving?

This August, ride, run or walk to raise funds that will get ovarian cancer research back on track. Pick a distance between our research locations, log your miles, raise funds and discover research you're funding across the UK along the way.

JOIN THE RELAY



women v cancer 100k your way

24 July - 2 August

No one should have to face cancer alone. Challenge yourself to conquer 100km in 10 days and raise funds for women facing cancer across the UK.

Join the 100k Your Way challenge and help our three amazing charities at a time when they need your support more than ever. Ride. Run. Walk. The choice is yours.

JOIN US

DONATE

Charlotte's Key take-away

**My final piece of advice is when
transitioning to virtual, you don't need to
reinvent the wheel**

**But you do need to start with your context, your cause and
your supporters**

Virtual Fundraising Quick-wins



Emily

The quickest wins

What does success look like?

1. **Agree success criteria**
2. **Prioritise**
3. **Measure**

Success Factor 1

Success Factor 2

Success Factor 3

Prioritisation is key!

The quickest wins

Developing the idea

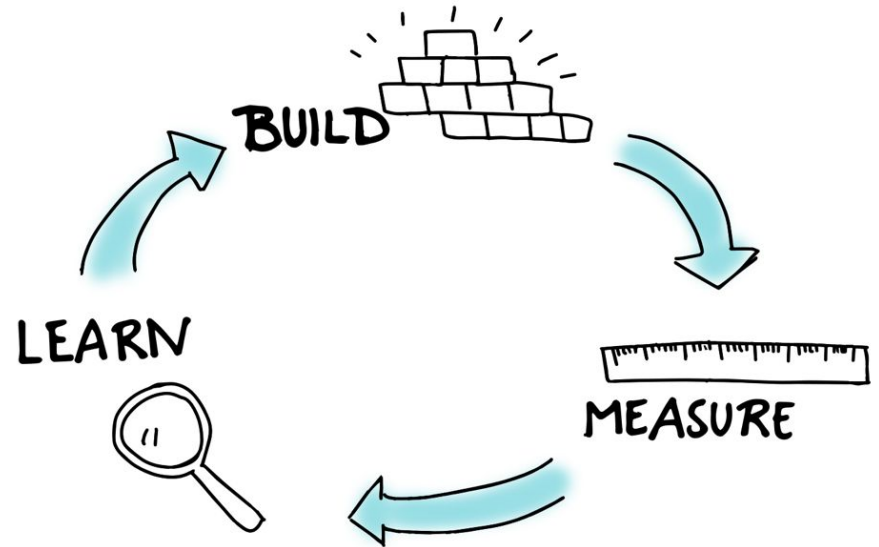
1. **Know your audience**
2. **Cause**
3. **A simple ask**



The quickest wins

Launching the idea

1. MVP
2. Review what's happening
3. Iterate



Supporter Engagement

ABF The Soldiers' Charity

- Formed in 1944 as the Army Benevolent Fund, rebranded in 2008
- Traditional audience is retired Army Officers, National Service generation
- I joined in 2010 when there was no events team
- Now a team of 8 and annual bespoke events income of £1.5m (pre-covid)



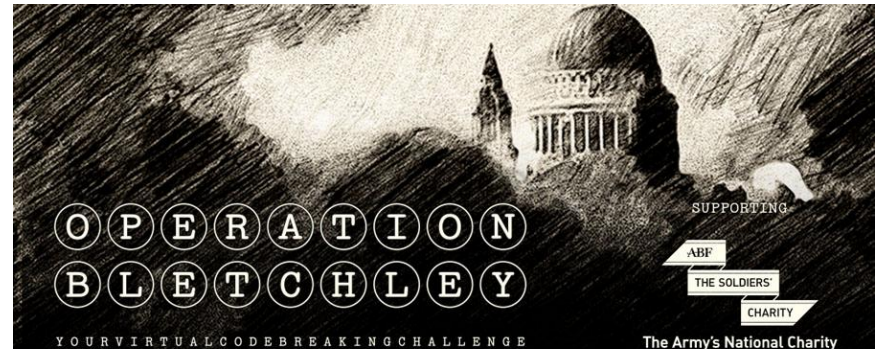
Steve

Walking events

Participant experience is king

Created strong event brands that people really engage with

- Three walking events
- Different audience profiles
- Commitment to brilliant rewarding supporter experience



THE
FRONTLINE
WALK



Tattoo Corner



It's bloody hard to recruit people to events

Range of brilliant events that appeal to different audiences

- How do we encourage people to come back?
- How do we encourage people to try a different event?
- How do we recognise and reward loyalty?



Fundraising Army

Pan events recognition and reward scheme

Operates on an event by event basis with promotions lists every week and certificates reflecting 'rank' achieved.

Now working across events

Target is to increase retention and cross event promotion

Just the start - regular giving, volunteering, corporate engagement



Steve's Final Takeaway

My final piece of advice is just because it is virtual doesn't mean you can't delight someone.

Questions

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

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