



 LIVE DISCUSSION

How to dramatically increase your event performance

Paul Parker, Digital Growth Manager &
Victoria Read, Senior Customer Success Manager





Agenda

1. Topline metrics to obsess about
2. Benchmarks
3. Strategies to improve your KPI's
4. Q&A



Session Aims:

We hope you take away



- Performance benchmarks and insights
- Ways to remove friction points across the user experience
- Tools to acquire and activate more pages
- Ways to evaluate and how to raise more per page
- Solutions to build loyalty for the long run



Funraisin is a full service digital agency and digital fundraising platform.

- ✓ Team of 85+ worldwide (30 in UK-EU)
- ✓ 5000+ campaigns & events each year
- ✓ Raised over 1.5 billion since launch
- ✓ We are an **all in one** fundraising platform with developer tools
- ✓ Every charity has their own dedicated platform (not sharing templates or databases)
- ✓ 100% fully charity branded

The platform



Events



DIY



Appeals



Corporate



In Memory



In Celebration



Assets



Leaderboards



Rewards



Raffles



Live streaming



Ticketing



Matched giving



Facebook
Fundraising+



Shop



Fitness Apps



Brand sites



Gamification

What you focus on

Total Amount Raised



We obsess about Three Key Levers:

1. Activated pages

Increase the number of
**Activated Fundraising
Pages**



2. Number of Gifts

Increase Number of
**Donations, Raffle
Tickets, Merchandise
and all transactions**



3. Value of Gifts

Increase **Average
Transaction amount**





Let's take a traditional funnel and benchmarks



Benchmarks - Unoptimised

8% of site/ad traffic/impressions **acquired**

70% Reg **converted**

70% **page creation** rate

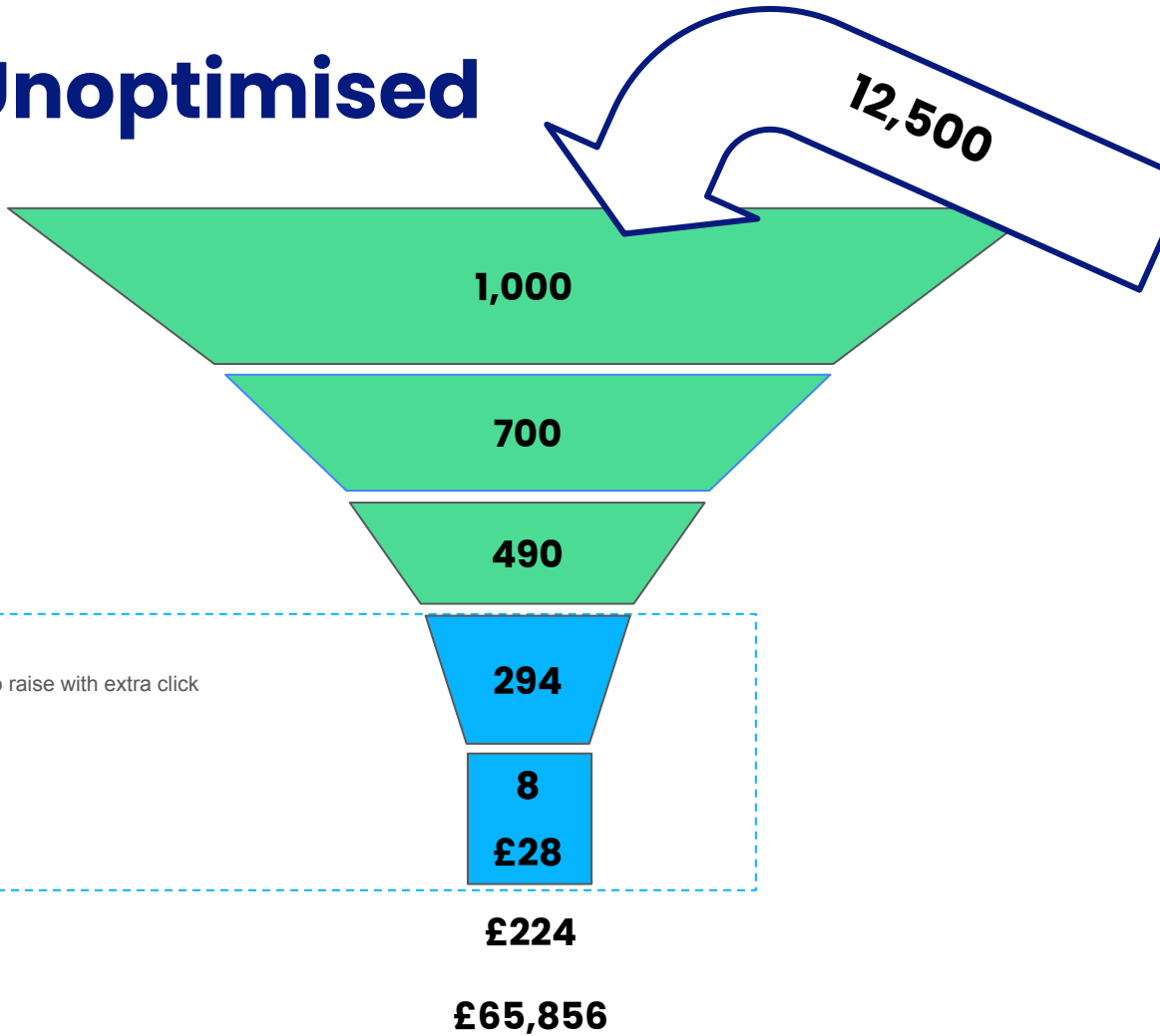
60% **Activation** rate More biased to raise with extra click

No of page **Donations**

Average Gift **Donation £**

Average Page

Amount raised



Benchmarks - Optimised



12% of site/ad traffic/impressions **acquired**

90% Reg **converted**

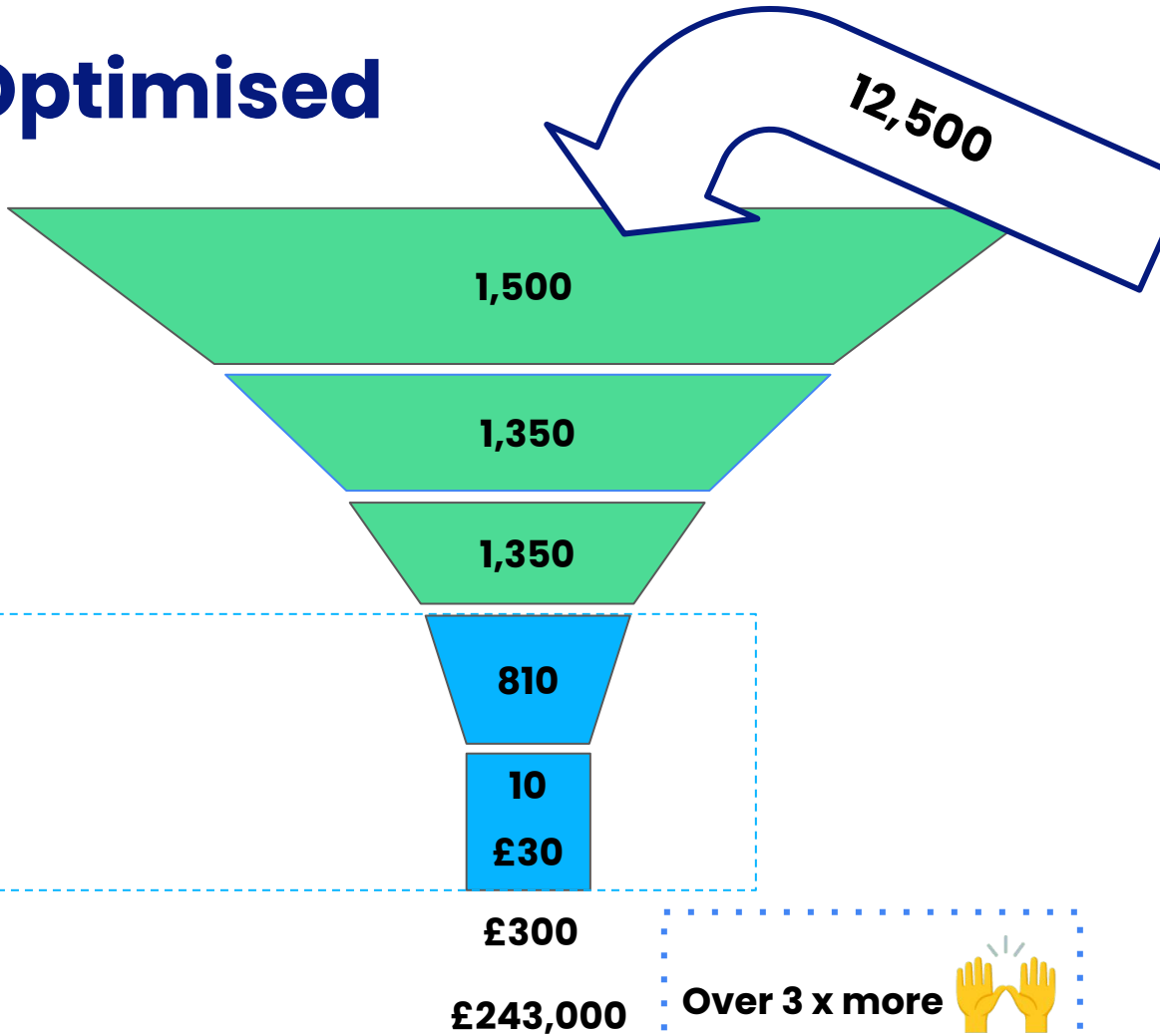
100% **page creation** rate

60% **Activation** rate

No of page **Donations**

Average **Donation £**

Average Page
Amount raised



Paul's Polls



How?

We will show you



- ✓ Reduce friction points in the acquisition and registration conversion flow
- ✓ Create and **activate** more pages
- ✓ Get **more donations** per page
- ✓ Increase the **average donation**



Acquisition and conversion





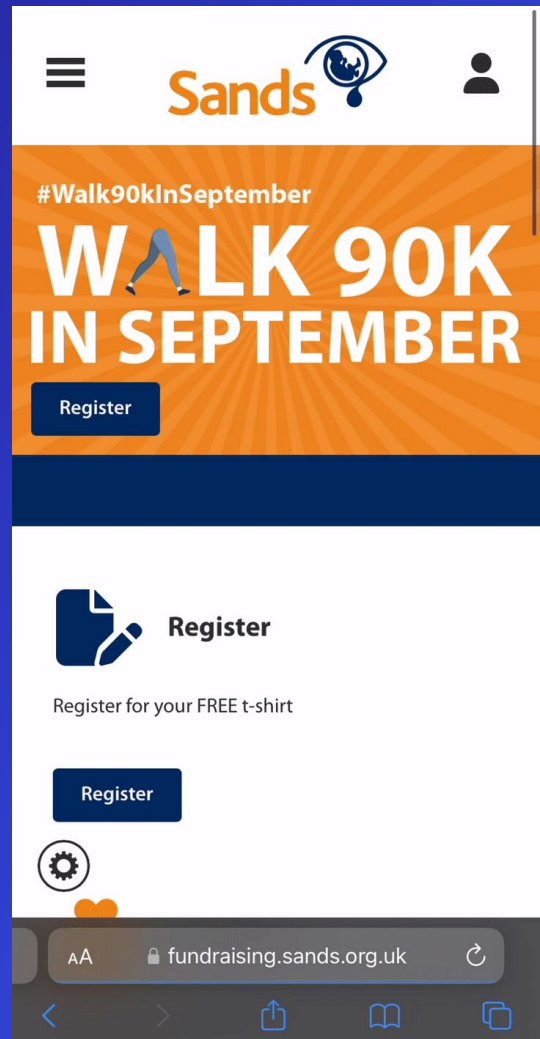
Acquisition and Conversion

Interacting with and/or completing registration

Problem & friction point	Tactic
<ul style="list-style-type: none">Registration drop off - 1st Step	<ul style="list-style-type: none">Personalised Acquisition PageRemove Account Creation / GuestAsk data later on in Next Steps or Dashboard/WebformDedicated Mobile- Facebook & Social Flows (90 second rule)Incomplete messaging sequence
<ul style="list-style-type: none">Registration drop off - Step 2/3	<ul style="list-style-type: none">Step and Field LabellingTake out one element/field at a time
<ul style="list-style-type: none">Cost of acquisition	<ul style="list-style-type: none">Invite & Challenge a FriendShort URLs to track best channelReview Best time day and time people are signing up

Refined registration flows

On average, each additional question
can reduce conversion by 2%



Invite others

- No cost per acquisition as the supporters are doing that for you
- High quality fundraisers
- Raise more
- And...it is free!



24%


Are referred by family and friends

My friends

[Send reminders](#)

3/6 registered

50%

 Invite friends

 REGISTERED 3



Mike Dennis

\$1,500



Indi Jones

\$856



Pamela Toms

\$378

 INVITED 3



Paul Kelly

[Send reminder](#)



Bowie D

[Send reminder](#)



John Smith

[Send reminder](#)

Page activation

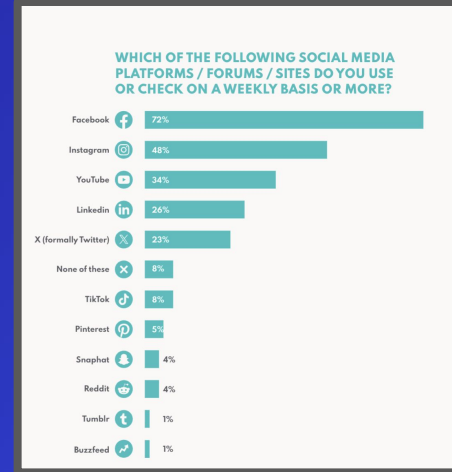
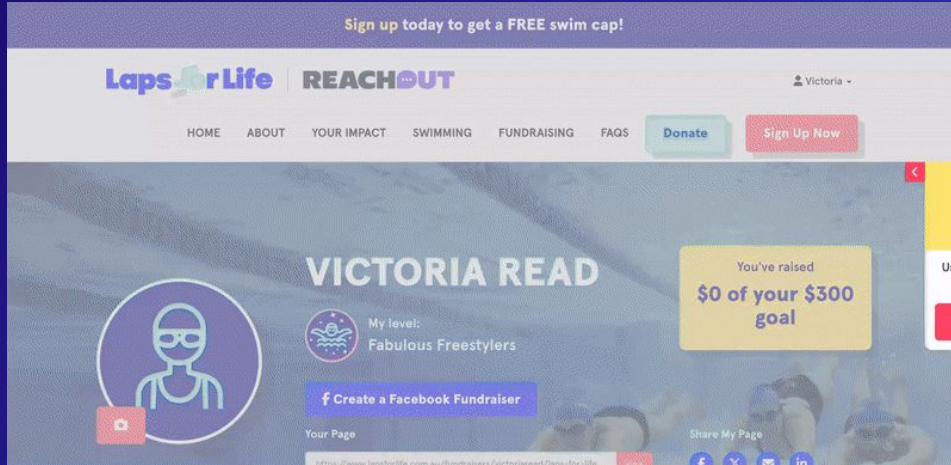




Activating Pages

Problem & friction point	Tactic
<ul style="list-style-type: none">• Activation time Lag	<ul style="list-style-type: none">• Facebook Fundraising CTA and set up messaging triggers• Create Self Donation in the reg flow, Targets, or personalisation• Personalise page from reg and emails (Dear Paul and Pooch)• Integrate SMS trigger• Page Tour
<ul style="list-style-type: none">• Not Engaging with Fundraising Page	<ul style="list-style-type: none">• Join Facebook group CTA to drive nudges & Community• Exclusive Content & Partner Offers• Personalised website message banner to “check page out”• Random acts of kindness - giving day• Connected Fitness App with broadcast features• Review Page Engagement Data and Filter personalised behavioural comms/inc SMS

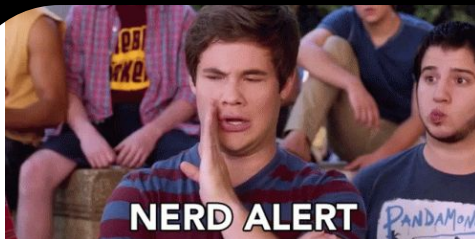
Page tour and Facebook



72%

Get updates from event Facebook Group

Campaign data and insights



Added Blogs

9 6.82% download

Added Profile Pics

56 42.42% download

Increased Goal

2 1.52% download

Self Sponsored

100 75.76% download

Shared Page

3 shares download

Sent Thanks

9 6.82% download

Logins

42 31.82% download

Reached Goal

20 15.15% download

£155.58

AVERAGE RAISED

1.45

AVERAGE # DONATIONS

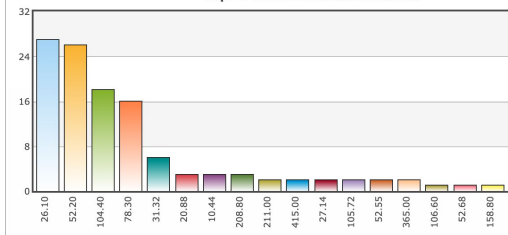
48

PROFILE VIEWS

156

VIEWS FROM SHARES

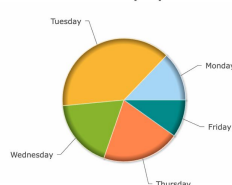
Top 20 Online Donation Amounts



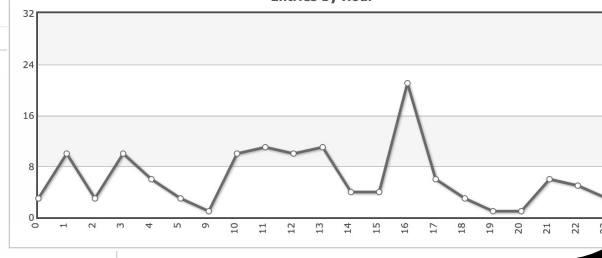
Insights

Below are some insights from fundraisers so far

Entries by Day



Entries by Hour



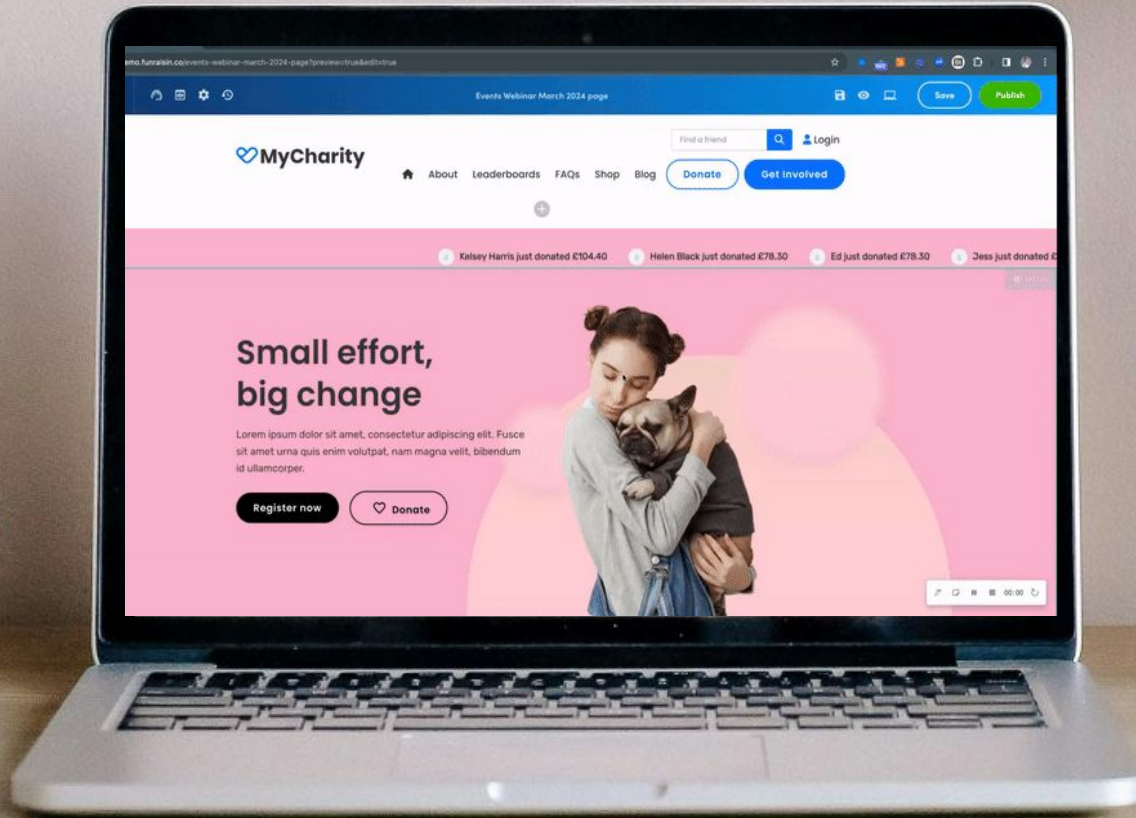
More donations

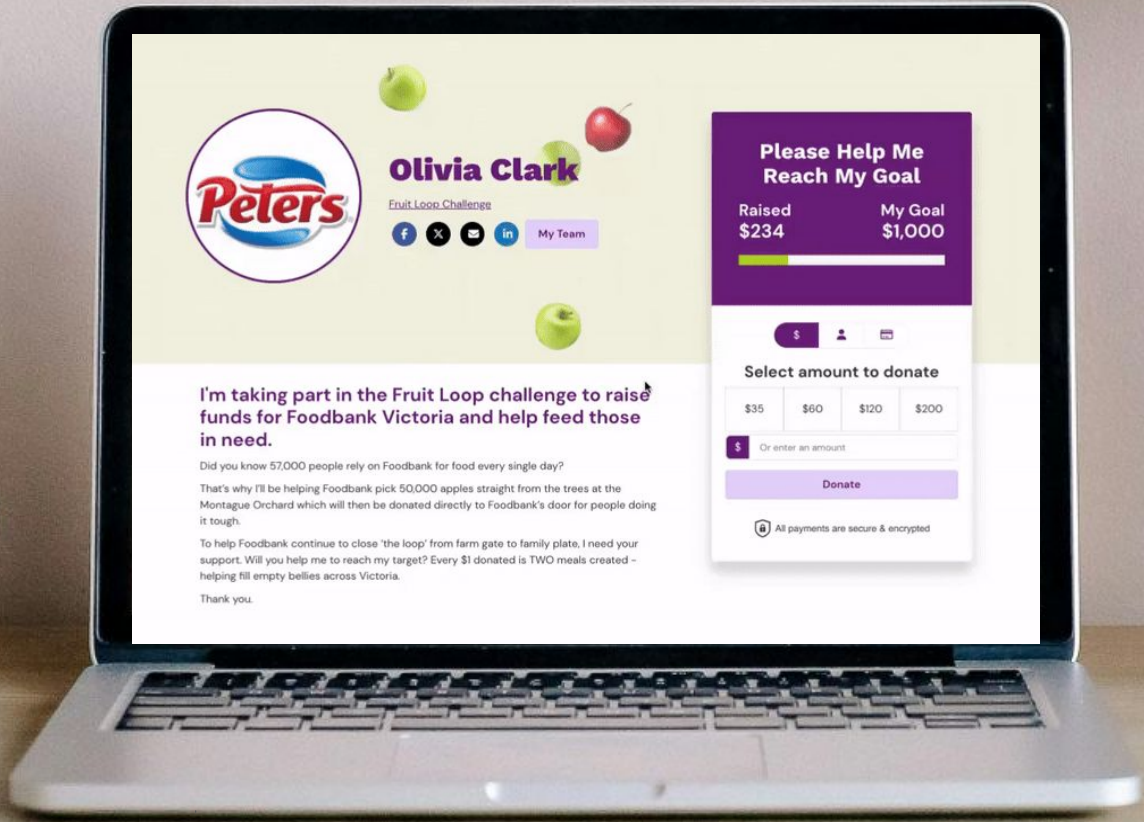




Getting more donations

Problem & friction point	Tactic
<ul style="list-style-type: none">Fundraisers and Donors not engaged with Hitting Targets	<ul style="list-style-type: none">Creative targets (£1=4 meals) and focus on specific audiencesSmart Merchandise Levels & TiersCreate VIP upsellsDonation nudges for donors
<ul style="list-style-type: none">Giving Transaction Conversion Rate	<ul style="list-style-type: none">Test wording, flowsAdd Apple Pay and Google PayUpsell regular giving
<ul style="list-style-type: none">Low amount of donations per page	<ul style="list-style-type: none">Sharing CTA Layout by mobile vs desktop vs ipadCreate and test share copyGiving DayReview best time of day and align marketing





Olivia Clark

Fruit Loop Challenge

f x m in My Team

Please Help Me Reach My Goal

Raised **\$234** My Goal **\$1,000**

Select amount to donate

\$35 \$60 \$120 \$200

Or enter an amount

Donate

All payments are secure & encrypted

I'm taking part in the Fruit Loop challenge to raise funds for Foodbank Victoria and help feed those in need.

Did you know 57,000 people rely on Foodbank for food every single day? That's why I'll be helping Foodbank pick 50,000 apples straight from the trees at the Montague Orchard which will then be donated directly to Foodbank's door for people doing it tough. To help Foodbank continue to close 'the loop' from farm gate to family plate, I need your support. Will you help me to reach my target? Every \$1 donated is TWO meals created - helping fill empty bellies across Victoria. Thank you.

PLEASE HELP ME REACH MY GOAL

RAISED **\$158** MY GOAL **\$500**

PLEASE HELP ME REACH MY GOAL

RAISED **\$158** MY GOAL **\$500**

Please Help Me Reach My Goal

Raised **\$158** My Goal **\$500**

Bonus Tactic!

54%



Security concerns

45%



Not offered payment method

31%

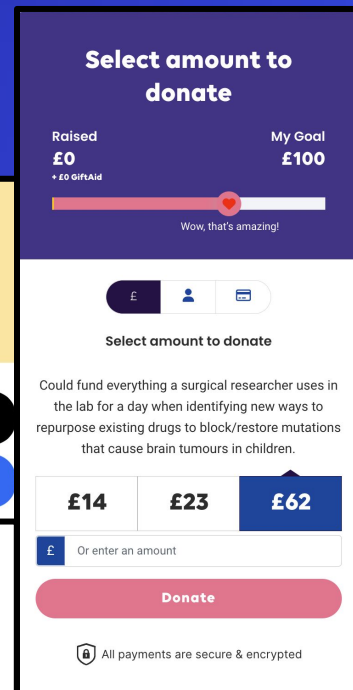
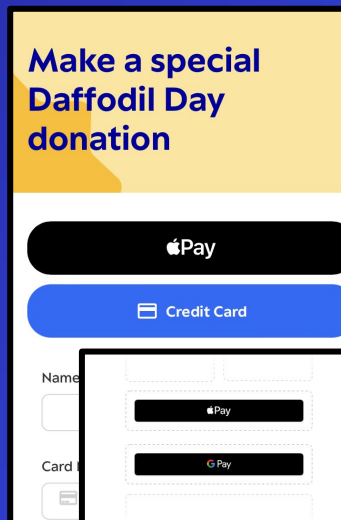


Share details with 3rd party

29%



Complex checkout process



21%

Digital wallets will reach 21% share of UK transaction volume by 2026

Increase average value





Increase the gift value

Problem & friction point	Tactic
<ul style="list-style-type: none">• Low average donation amount	<ul style="list-style-type: none">• Create bespoke service values• Most Popular• Service Values per audience and campaign• Review data of owned amount• Google & Apple pay increases average purchase• Send PURLS• Donation Nudges



Business Leader Page

Victoria Read

Organisation: X
Position: Senior Customer Success Manager
Limerick - King John's Castle

Share my page

[f](#) [X](#) [✉](#) [in](#)

Please Help Me Reach My Goal By Donating To My Page Below

Raised: €0 My Goal: €5,000

Select amount to donate
Make an Exec Level Donation

- €750** Could help place one family with children in long-term accommodation.
- €500** Could help provide housing and assistance to young people exiting foster care and at risk of homelessness.
- €220** Could help provide crucial support for children in emergency accommodation.
- €125** Could help provide one week of training and educational supports for a young person.

Or enter an amount

Donate to Victoria

...e fundamental belief that homelessness is wrong. ...ed support to avoid becoming homeless and who ...nce of homelessness and move into a safe and ...ginning, their work has been rooted in deep ...out the problems and risks they face and pointing

...ep Out Against Homelessness as part of Focus ...upported by Bord Gáis Energy. By sleeping out, I ...t homelessness and help raise vital funds to

...istic; it's a heart-breaking reality for far too many ...who lack the basic security and comfort we can ...amilies can spend up to two years in a one- ...accommodation, which has a significant impact ...and child development.

...d to support those who need it most and help them ...ssness and towards a better future.

...ght fundraising page and play your part in the ...y contribution makes a difference.

General Public Page

Victoria Read

Share my page

[f](#) [X](#) [✉](#) [in](#)

Please Help Me Reach My Goal By Donating To My Page Below

Raised: €0 My Goal: €250

Select amount to donate

- €220** Could help provide crucial support for children in emergency accommodation.
- €125** Could help provide one week of training and educational supports for a young person.
- €70** Could help provide a family with children the day-to-day case management they need to find a home of their own.
- €40** Could help provide a family with the first vital support session once they become homeless.

Or enter an amount

Donate to Victoria

...e fundamental belief that homelessness is wrong. ...ed support to avoid becoming homeless and who ...nce of homelessness and move into a safe and ...ginning, their work has been rooted in deep ...out the problems and risks they face and pointing

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Recap of the tools



Acquisition & Conversion

- Bespoke Registration flows with Next Steps
- Invite a Friend

Increase Page Activation

- Page Tour
- Insights Tab

Driving More Giving & Donations

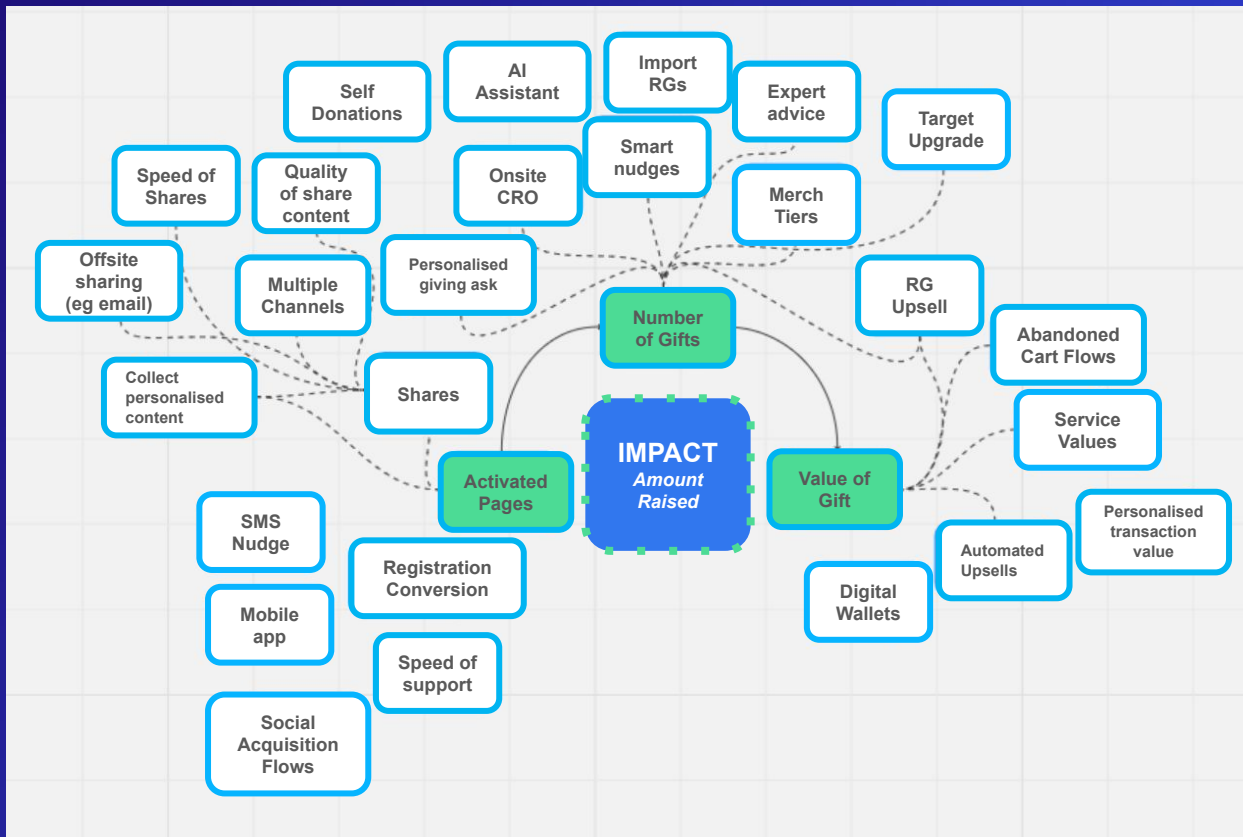
- Mobile Experience
- Donation Nudges
- Digital Wallet

Increase Giving Value

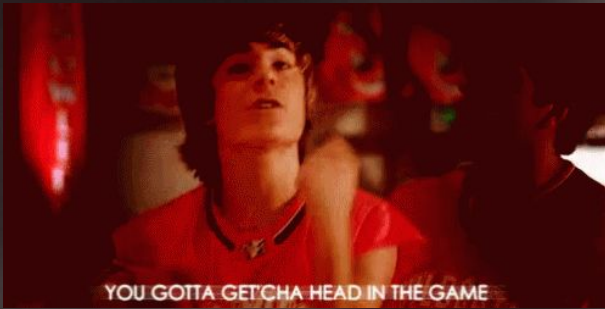
- Bespoke Service Values



Bonus - Other Quick Wins

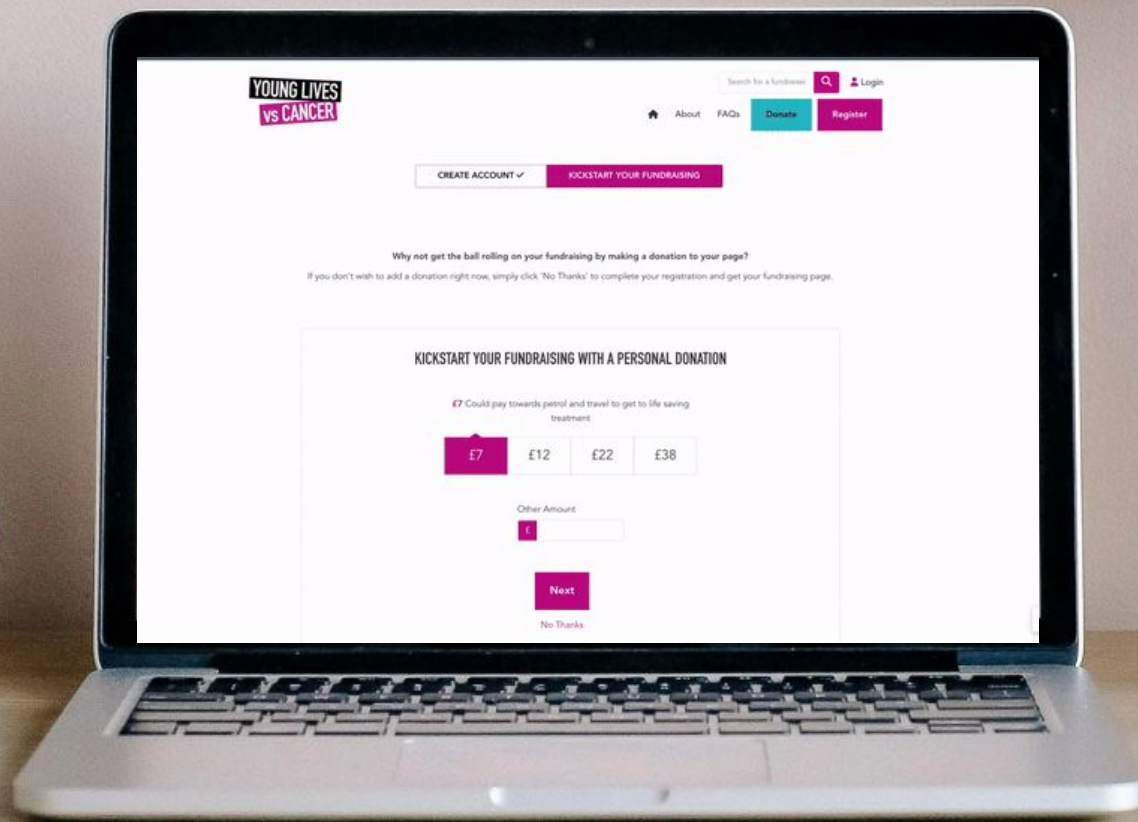




Vic-trivia Pursuit



How much
more do self
donators
raise?





 **Self donators raise
3x more!** 

Paul's Polls



Summary



To dramatically improve your event performance, we recommend that you...

1. **Measure** all performance throughout fundraising funnel
2. **Review** performance regularly
3. **Optimise** based on low effort, big reward tactics
 - **Activated pages**
 - **Number of Gifts**
 - **Value of Gifts**



Share your feedback



Question time



Thank you 🙌

Keep an eye out for the full recap and recording in your inbox early next week!



paulp@funraisin.co

Chat with Paul



victoria@funraisin.co

Chat with Victoria

