iR^iser

I Want to Do *SOMETHING!*
Designing community and events journeys for people who want to support, but don't know how.

iRaiser X Charity Digital - November 2023

Who's that guy?

Eoghan Beecher
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- Country Director at iRaiser for 3 years
- Previously working in Digital Fundraising, supporting product development and marketing in the community and events space.
- Experience in performance marketing, product development and data management
- Currently working on growing first party peer to peer and community products

iRaiser is an international fundraising SaaS platform that allows charities to optimise and personalise their relationships with supporters.

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Agenda - Welcome to your new job!

- You are all now working for a new charity: The Noelle Feeney Foundation - Goals for Girls

- Explore fundraising products

- Make the case for a bespoke events journey

- Understand our audience and our opportunity

- Create the logic behind a journey to acquire more fundraisers!

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How?

- We will work interactively through polls and suggestions
- We will use our experience to create the logic behind an events journey
- We will explore decision making and how that impacts journeys
- Prioritising growth into under represented areas
- Understanding how to increase business goals

THE NOELLE FEENEY FOUNDATION
Goals for Girls

"I want to do SOMETHING"

- Some people like events, but other like YOU!

- People like the freedom to do their own thing sometimes

- Not everyone is warm to a specific product

- Direct response ads are "easier" for named events

- Is there a way to reach out to people who want to do SOMETHING?

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Today's goals

- Understand our fundraising opportunities

- Create a journey for supporters

- Understand what products suit what type of supporter

- Expand marketing opportunities for DIY style events

- Raise more money by better understanding our audience needs

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Event led audiences

- Responsive to specific terms
- Easy to define audiences - e.g. people who love cycling are easy to convert for charity bike ride
- Geographic targeting is well defined
- Event popularity does the work for you (e.g. London Marathon)
- Less decision making involved for supporter

Cause led audiences

- Heavier skew towards IG
- Often want to do something that you haven't thought of.
- Sometimes want to do something that they haven't thought of.
- May not fit the traditional audience targeting model
- This limits the success of direct response marketing because products are too niche for a broad audience.
- Our challenge is to create a decision making process.

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Who are we not fundraising to and why?

- Emerging audiences
- People with specific needs
- Community groups that have existing networks
- People outside of our core success audiences

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Question 2 - What's missing

What events don't we have below?

Use the comment section to suggest further fundraising challenges that we can add to our potfolio.
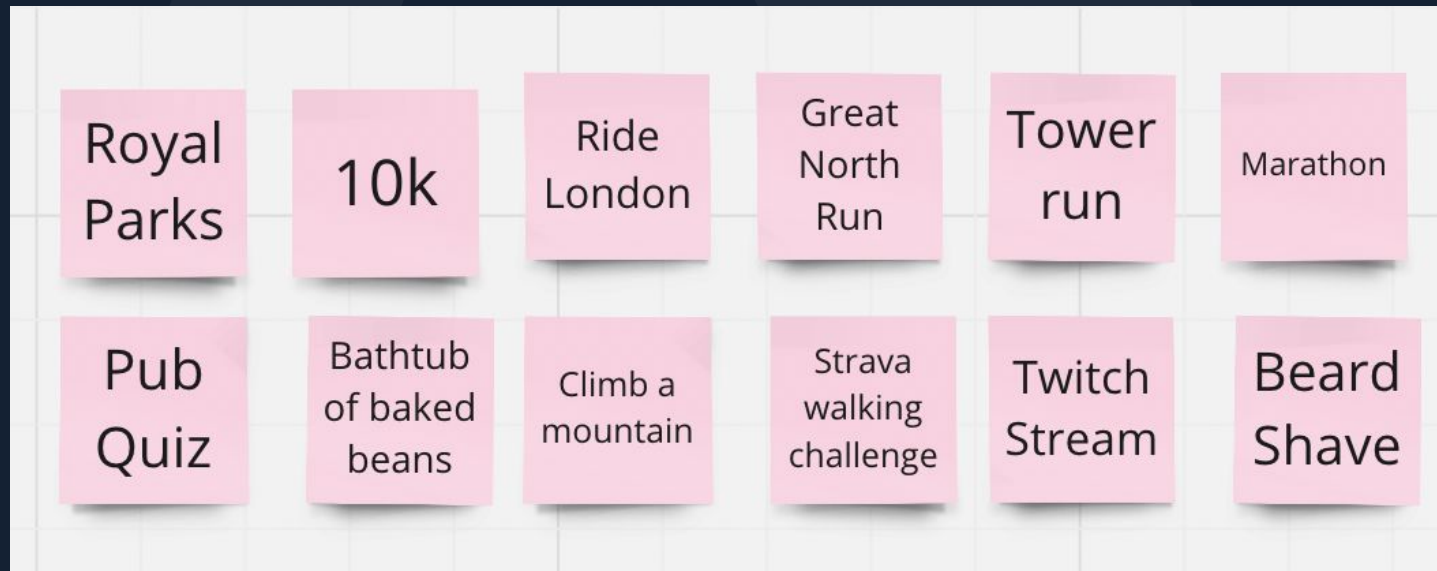
What products are there?

- Third party events

- Bespoke events

- Corporate events

- Seasonal Events

- Group events - Schools, Rotary, Scouts etc....

- DIY Events - People create their own.

How do you create a journey for someone who'll do it themselves? And why?

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What do event types mean for audience segments?

The first challenge is to remove all people for whom participation is impossible. This leaves you with a smaller audience that can potentially participate, based on:

- Location
- Accessibility
- Co-participants

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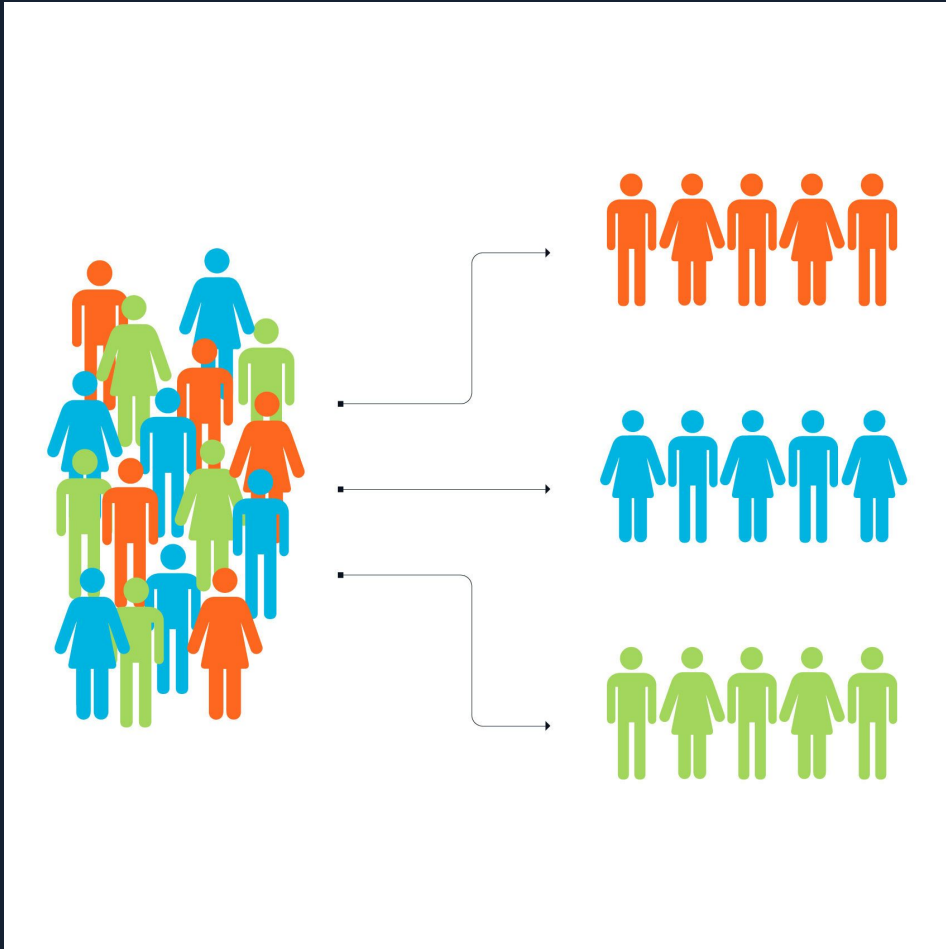
What do event types mean for audience segments?

Once you've removed the barrier of whether some can or cannot take part, the next layer of decision making is based on preference, including:

- Connection to charity or event
- Personal interest in activity
- Likelihood to complete the event post sign up!

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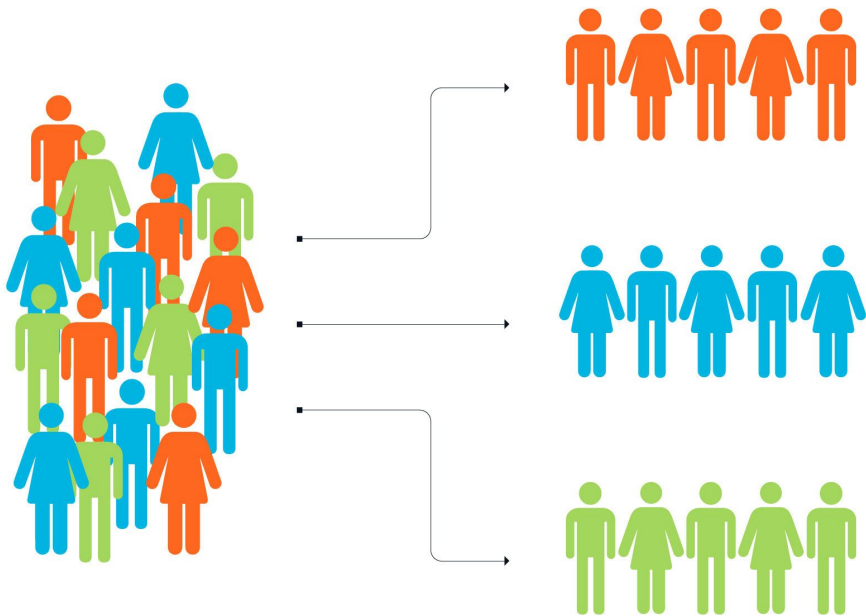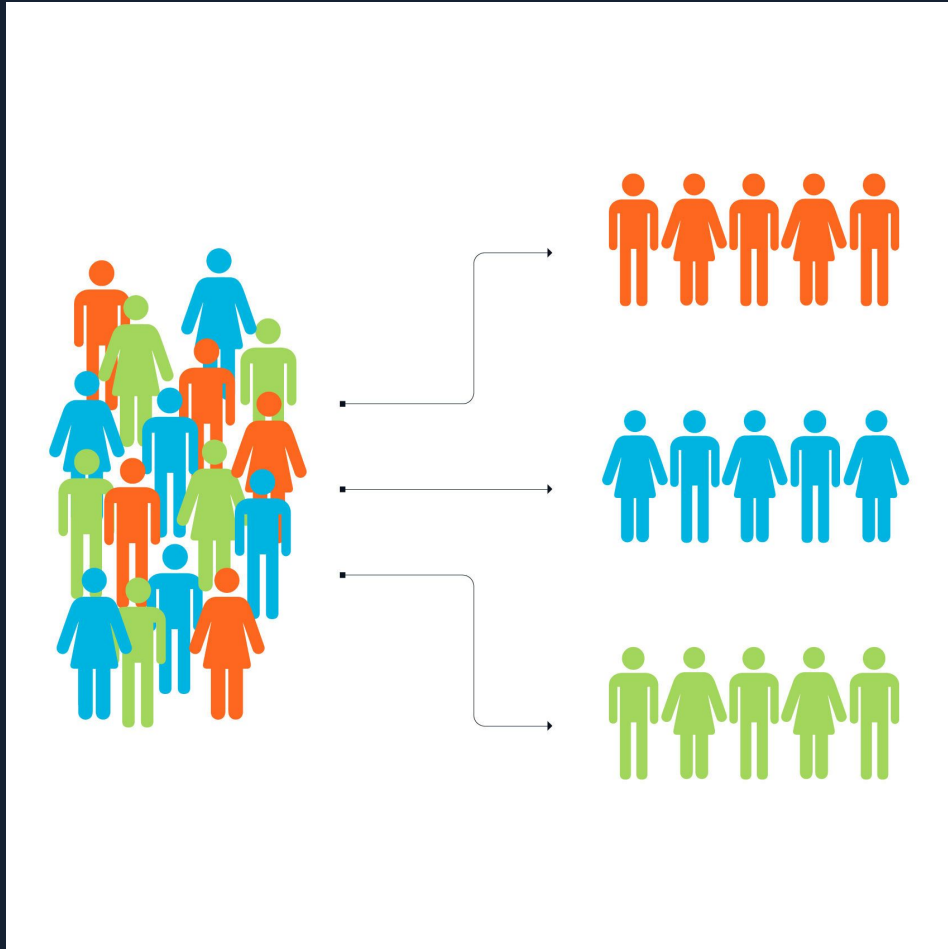
What do event types mean for audience segments?

The biggest risk in fundraising is someone having a poor experience because their event did not raise money. As such, suggesting events and matching them with participants should also consider the likelihood of a good experience:

- Prioritise events with most chance of impact
- Consider fundraisers network and opportunity
- Collate feedback from previous participants

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Question 3 - What is the most important factor when considering audience?

1. Group or Solo
2. Fun or Difficult
3. In person or remote
4. Cause or event led

Answer via Poll 2

Importance of decision making

A process of decision making can help streamline the ask to someone.

- Remove irrelevant events
- Increase personalised feel
- Boost conversion rate
- Boost participation rate
- Increase money raised

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Understanding acceptable loss

Organisations do not have unlimited capacity and occasionally we must accept that we cannot cater to segments without an expectation of return. We are not afraid to:

- Allow niche segments choose their own event
- Duplicate journeys when the segment is too small
- Understand that these journeys are theatre as well as practical engines - Do not break the fourth wall
-

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Question 4

What area are YOU in?

Understanding the population distribution of an audience allows us to prioritise higher impact areas and boost success.

Answer via Poll 3
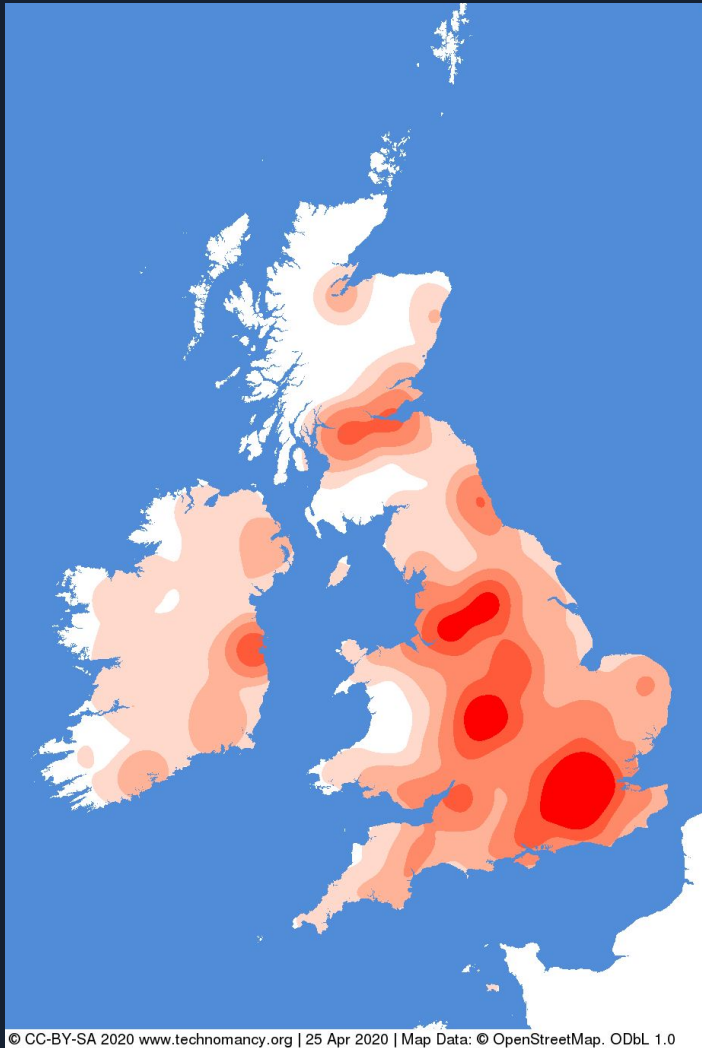
Managing geographic distribution

- Not all supporters live in convenient locations
- Understanding the opportunity to develop more remote opportunities
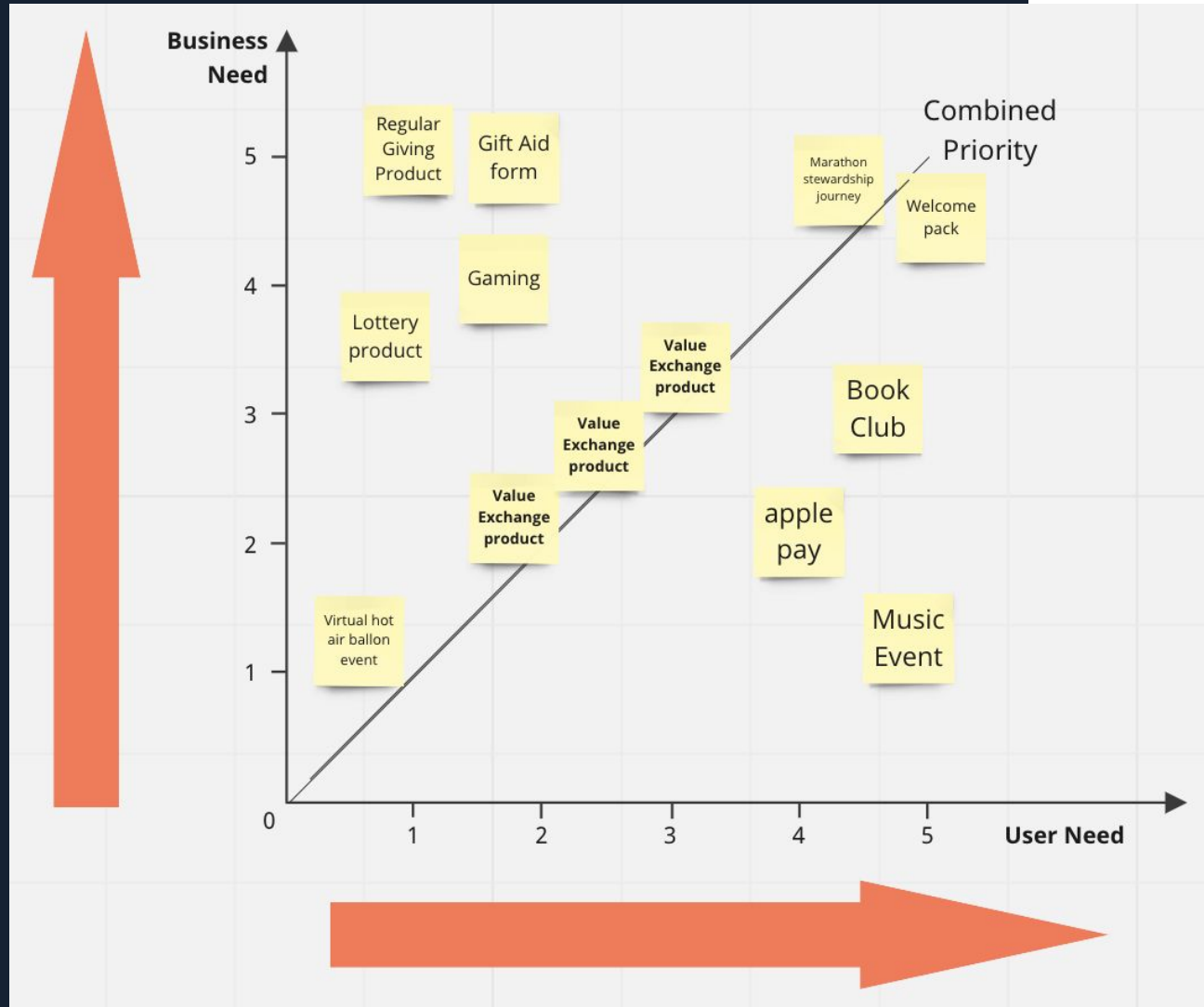- Understanding when developing opportunities is not a valuable use or resources.

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Question 5

What should we prioritise?

1) Income
2) Branding
3) Audience growth
4) Ongoing relationships
5) Future cross sell

Identify Product Viability

- Plot each product on a business/user need graph
- Business need = existing demand from internal stakeholders
- User need = Demand from supporters
- User need MUST exist. It cannot be hypothetical based on future delivery

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A focus on purpose

Things to remember

- This technique is to assist in directing people, not permanently pigeonholing them!

- Understanding audiences can lead to more directed campaigns in future - Don't be afraid to isolate things that start to work on their own.

- There are no permanent states in the digital world.

- Your audience grows and changes. People see themselves differently at different times.....

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People want different things at different times!

Pablo Picasso - Self Portrait
Age 20 (1901)
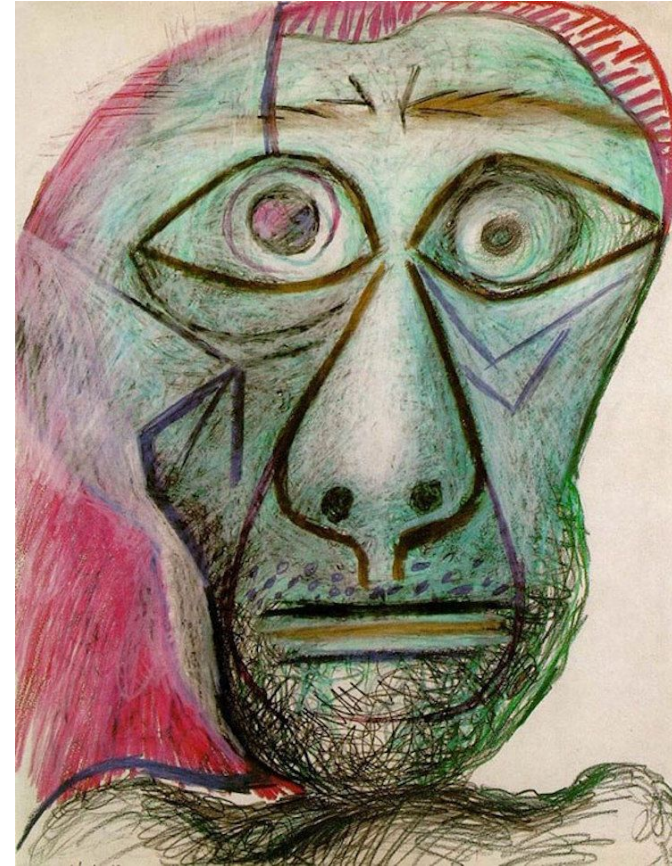
Pablo Picasso - Self Portrait
Age 90 (28th June 1972)

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Thank you

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