

DIGITAL FUNDRAISING:

Raising more money online

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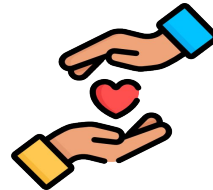
WHAT WE WILL COVER TODAY



Psychology
of donating



Segmenting your
audience



Creating a strong
ask



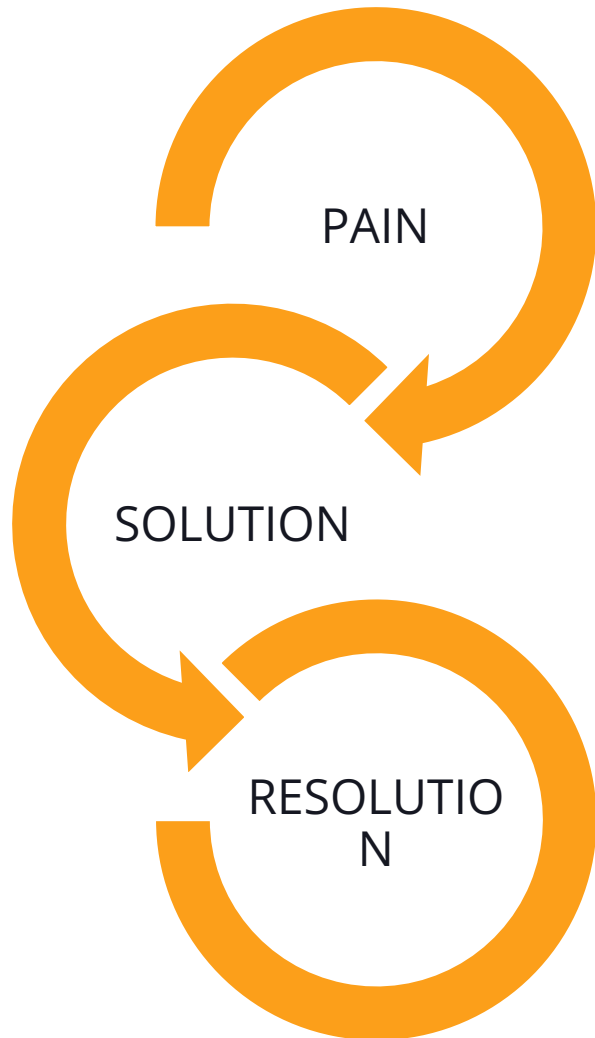
Making your
messaging
compelling



Writing &
designing emails



PSYCHOLOGY OF DONATING



“All around the world, girls face discrimination during their periods.”

“Our women’s groups in Nepal are tackling menstruation taboos and making sure girls have the resources they need to manage their periods with dignity.”

“£3 a month could provide hygiene kits containing sanitary towels for girls who can’t afford them”

Change lives. For good.

act:onaid

[About us](#) ▼

[Get involved](#) ▼

[Blog](#)

Periods shouldn't hold girls back

All around the world, girls face discrimination during their periods. Our women's groups in Nepal are tackling menstruation taboos and making sure girls have the resources they need to manage their periods with dignity.

[Find out more now](#)



How you could help girls like Ishu

A regular gift from you could help vulnerable women and girls manage their periods with dignity.



£15 a month could...

Help fund our outreach work towards ending the practice of chhaupadi

Give £15 a month



£10 a month could...

Help fund workshops to teach girls how to make their own reusable sanitary towels

Give £10 a month



£3 a month could...

Provide hygiene kits containing sanitary towels for girls who can't afford them

Give £3 a month

Or choose your own amount to give...

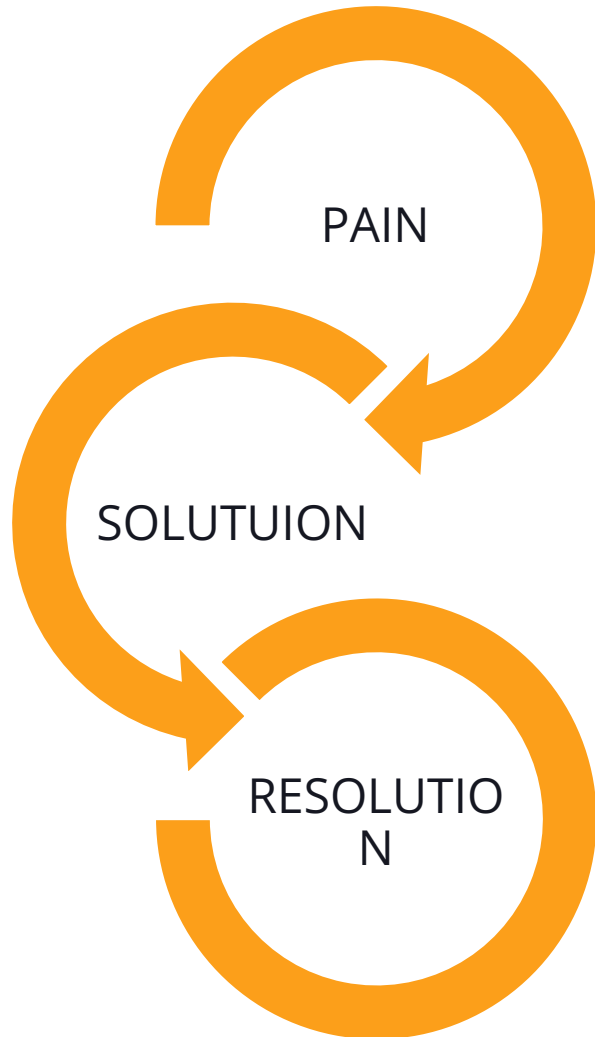


Donate

Or give a single donation



PSYCHOLOGY OF DONATING



“The Tories are throwing everything they’ve got at this election”

“At the last election the Tories only had a majority of 782. We want to knock on 1000 doors to close the gap!”

“Your donation of £20 could pay for enough canvassing materials for your street, that means you will be helping get more of our supporters out to vote”



THREE SCENARIOS

1

A local party fundraising for council elections.

You have been tasked with coming up with fundraising messaging for the party.

2

An MP fundraising for parliamentary elections.

Come up with sentences or paragraphs for each:

PAIN
SOLUTION
RESOLUTION

3

The Federal party fundraising for a national campaign.



SEGMENTING YOUR AUDIENCE



SEGMENTING YOUR AUDIENCE

- We want the **right** people to get the **right** message with the **right** ask.
- Doesn't have to be perfect
- Ways you can segment:
 - Interests
 - Geography
 - Relationships
 - Giving history/ability
 - Voting history



SEGMENTING YOUR AUDIENCE

1. Open People

Dashboard **People** Website ▾ Communication ▾ Finances Nations Settings

Search people...

+ New person + New organization Tags Lists Point people Memberships Import Export More ▾

▾ People Organizations ▾ ▾ ▾ 1 to 30 of 672,462 Actions ▾

Matches of the following:

Add criteria

2. Select the funnel to FILTER

3. Make criteria

Filter



SEGMENTING YOUR AUDIENCE

The screenshot shows a CRM interface with a navigation bar at the top containing 'Dashboard', 'People', 'Website', 'Communication', 'Finances', 'Nations', and 'Settings'. A search bar on the right says 'Search people...'. Below the navigation bar, there are several action buttons: '+ New person', '+ New organization', 'Tags', 'Lists', 'Point people', 'Memberships', 'Import', 'Export', and 'More'. The main content area has a toolbar with icons for people, organizations, filters, and sorting. It shows '1 to 30 of 680,264' results and an 'Actions' dropdown. The filter section is titled 'Matches all of the following:' and contains two criteria: 'Membership_Amount (People) is greater than or equal to 50' and 'and Has donated has not donated'. There are 'Add Group Row' and 'Add criteria' buttons. At the bottom right, there are 'Filter' and 'Save Filter As...' buttons.

Membership amount is over £50 and has made a donation before



THREE SCENARIOS

1

A local party fundraising for council elections.

2

An MP fundraising for parliamentary elections.

3

The Federal party fundraising for a national campaign.

Come up with three segments for these scenarios.



CREATING A STRONG ASK

- **Clear**
- **Simple**
- **Specific**



Creating a strong ask

- A bad ask:
 - If members could perhaps see their way clear to making a generous contribution to our by-election fund, than they can do so by sending a cheque made payable to Any Town Liberal Democrats, to Graham Blogs, 33 Hawthorn Gardens, Any Town, AB1 1AA
- A good ask:
 - Help us stop Brexit, donate £25 now

Give £25 now



CREATING A STRONG ASK

You probably already
have all these.

It's your campaign.



MAKING YOUR MESSAGE COMPELLING

MAKE IT personal

Personalise email content.

Don't just personalise the salutation.

You can use it in the subject line and in links to your donate page.



GIVE A REASON

THE POWER OF

“that means”



MAKING YOUR MESSAGE COMPELLING

ALWAYS USE

“you”

“your”

Check the I/WE to YOU ratio.

If you're saying I/WE more than YOU, you're probably not being donor-centric enough.



MAKING YOUR MESSAGE COMPELLING

Pennies NOT POUNDS

Messaging that talks about “every penny you donate” is statistically more successful than “every pound you donate”.

We don't quite know why.



MAKING YOUR MESSAGE COMPELLING

COMMUNICATE your target

You should already have a target that's visionary but not unachievable.

Make sure you communicate it!

"We want to raise £10,000 so that we can become the main opposition in Bury St Edmunds"

They gambled on our future



and we're all going to lose.

The Leavers who are running the show are all at sea. **They have no idea what they're doing.**

They might have won the referendum - but they're losing the negotiations.

- ✓ Public support for a referendum on the deal is growing.
- ✓ We've defeated the Government thirteen times in three weeks in the Lords.
- ✓ Public confidence in the Government is collapsing.

We've got them on the ropes.

We're winning the argument and there's still time to give all of us the final say on Brexit.

That's why we've launched our largest campaign outside of a General Election.

Will you give £25 (or whatever you can afford) today and help fund our campaign:

I'll give £5 →

I'll give £25 →

I'll give £50 →

I'll give £100 →

I'll give another amount →

Anything you can give will make a massive difference Friend - and a donation of £25 will help us reach more than 8,000 people with online adverts.





WRITING INTRIGUING SUBJECT LINES

**NOBODY WILL SEE YOUR
MESSAGE**

unless they open
the email

Think of 10 and test them
on your colleagues.

A/B test the final two.

WRITING INTRIGUING SUBJECT LINES



SUBJECT LINE	\$ RAISED	-/+ DIFFERENCE
I will be outspent	\$2,540,866	-
Some scary numbers	\$1,941,379	\$599,487
If you believe in what we're doing...	\$911,806	\$1,629,060
Last call: Join Michelle and me	\$894,644	\$1,646,222
Would love to meet you	\$755,425	\$1,785,441
Do this for Michelle	\$714,147	\$1,826,719
Change	\$711,543	\$1,829,323
The most popular Obama	\$659,554	\$1,881,312
Michelle time	\$604,813	\$1,936,053
Deadline: Join Michelle and me	\$604,517	\$1,936,349
Thankful every day	\$545,486	\$1,995,380
The one thing the polls got right...	\$403,603	\$2,137,263



DESIGNING EMAILS

Now you have:

- your PAIN, RESOLUTION, SOLUTION and
- created your SEGMENTATION
- built your ASK
- chosen a SUBJECT LINE

You can design your email!



On the ground, this feels a lot like recent by-elections where we've done brilliantly - from Witney to Richmond Park.

But **we have just two weeks left** to make that feeling a reality.

That means boots on the ground, delivering leaflets, letters and knocking on doors and online adverts, flooding Facebook feeds. And none of that is free.

So we need your help now. Please, **donate £25 to our urgent by-election appeal today:**

ALWAYS USE MULTIPLE BUTTONS



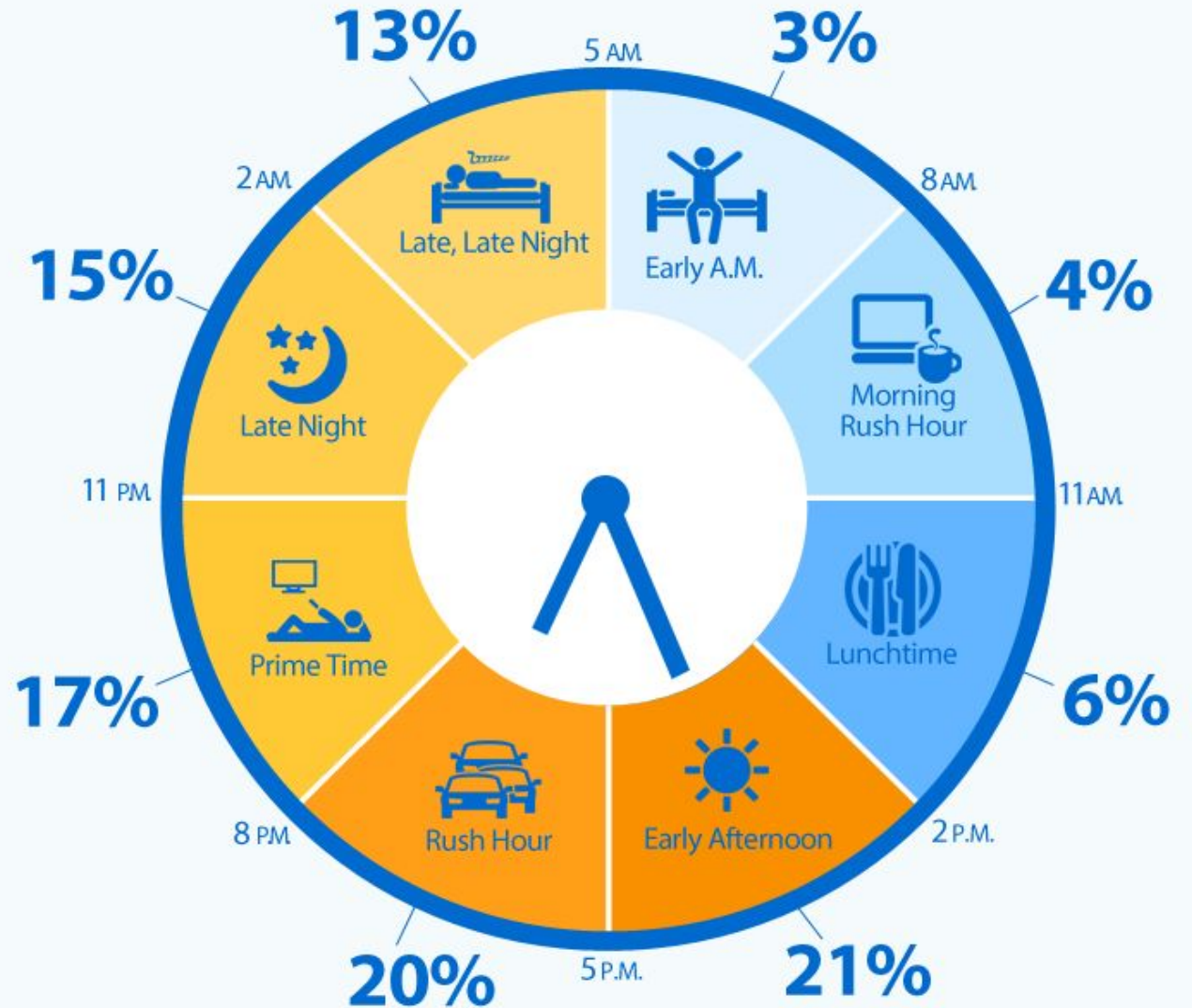
Your segmentation determines your buttons.

We have all of the ingredients in Lewisham for a great result.

We have a fantastic candidate in Lucy Salek, a clear message and we are gaining

Time of day

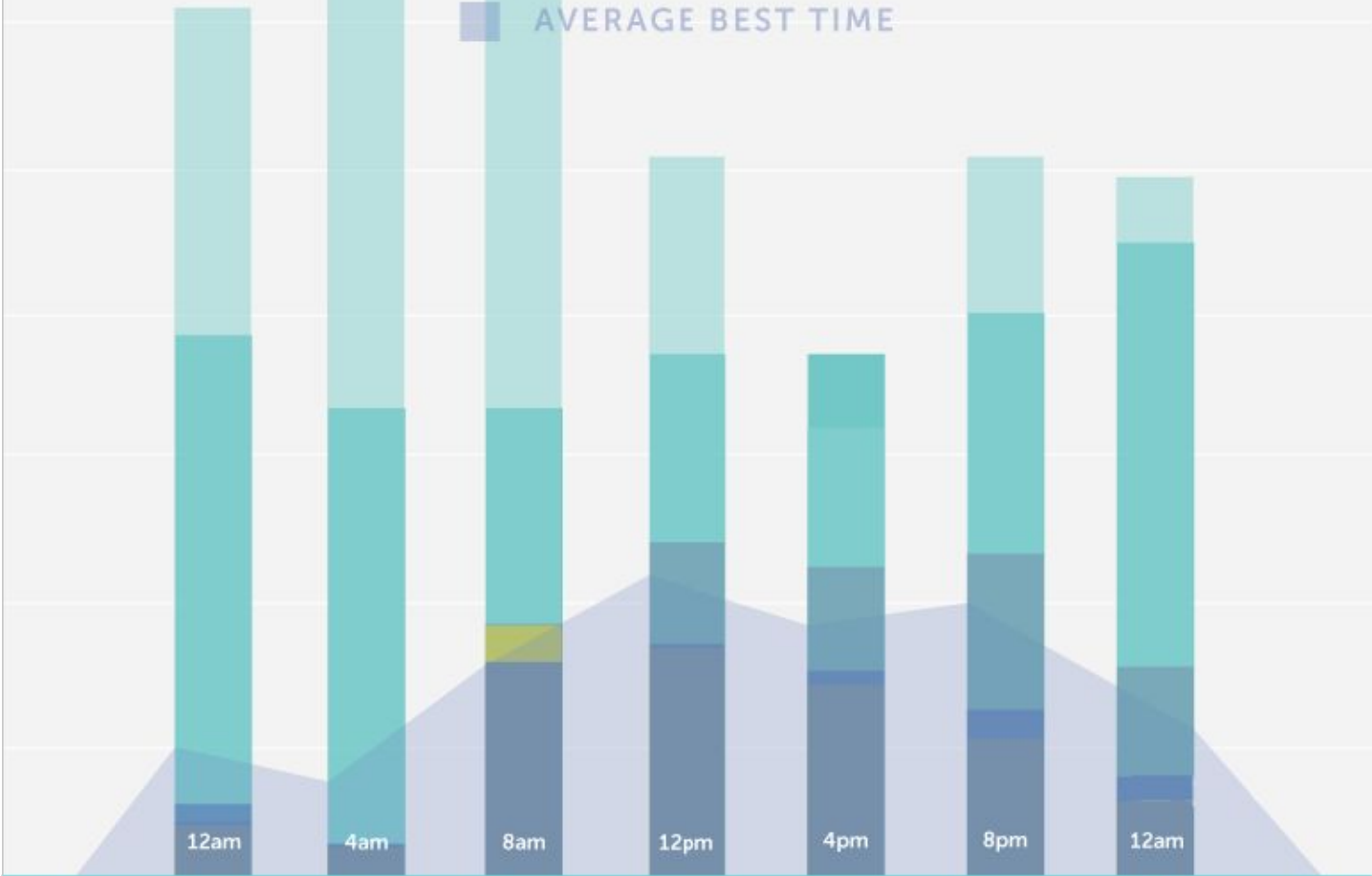
The Most Popular Times of Day to Make a Political Donation



Time of day

WHAT 10 STUDIES SAY ABOUT The Best Time To Send Email

Here's a visual representation of the combined data from multiple studies.





Time of day

- Lib Dems – weekdays between 6-9am and 3-6pm





Time of day

“That's the advice. Now ignore it.”

Use these times as a starting point for sending emails and then look at what works and change where you need to.



Broadcasters

- Make sure your members hear from a few different people. Eg
 - LP chair
 - LP Treasurer
 - PPC
 - Council group leader / key council candidate
 - Person running the campaign/event you are fundraising for
 - A new active member
- Be sure to have a diverse range of broadcasters





DESIGNING EMAILS

- Mobile first.
 - Most of your audience will see this on a mobile device.
- Simple layout
 - You don't know which device or mail client your audience will be using.
 - Email is easy. But email design is hard.
- Make sure you have an appropriate sender.



THREE SCENARIOS

1

A local party fundraising for council elections.

Draw out an email, and input the content we've developed over the session.

2

An MP fundraising for parliamentary elections.

Use Post-It Notes as buttons, taking into consideration your segmentation.

3

The Federal party fundraising for a national campaign.



DESIGNING EMAILS

- Plan your email campaigns ahead.
- Set out to send about three emails, and have a thank you email ready to go.
- Vary your broadcasters.
- Break your target down into emails, so that you can keep track of your progress.

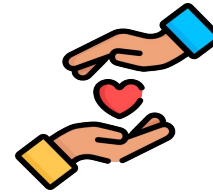


DESIGNING EMAILS

Number	Date	Theme	Segments	Broadcaster	Amount 1	Amount 2	Amount 3	Target
Email 1	14th June	Launch fundraiser	Segment A	PPC	100	50	25	£2,000
			Segment B	PPC	50	30	15	
			Segment C	PPC	20	10	5	
Email 2	18th June	Update on progress and another ask	Segment A	Senior party figure	100	50	25	£1,000
			Segment B	Senior party figure	50	30	15	
			Segment C	Senior party figure	20	10	5	
Email 3	27th June	Reminder and final ask	Segment A	Local party chair	100	50	25	£1,000
			Segment B	Local party chair	50	30	15	
			Segment C	Local party chair	20	10	5	
Email 4	1st July	Thank you	ALL	PPC	No ask	No ask	No ask	No ask



ANY QUESTIONS



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