



Case Studies

St Mungo's | Driving fundraising income through integration

The Brief

Launch St Mungo's first ever fully integrated fundraising campaign, create a step change in year on year income and drive awareness of St Mungo's and their work.

The Challenge

St Mungo's brand and fundraising departments were siloed, and weren't used to working together. They hadn't run an integrated campaign before, but understood it could be the key to a vital increase in YOY income. Public awareness of the brand was also low, and their audience lacked an understanding of what St Mungo's did.

The Solution

After clarifying objectives I conducted a series of stakeholder interviews, reviewed analytics and paid digital media performance, and poured through reports. I utilised this research, along with YouGov, to develop and segment audience personas and gain insight to build a campaign strategy and creative territory.

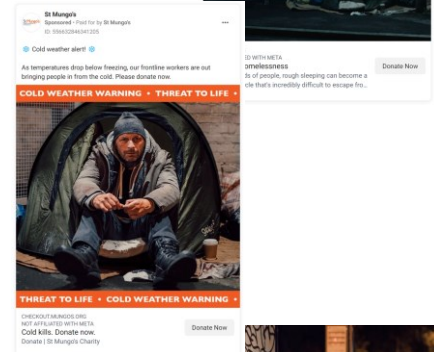
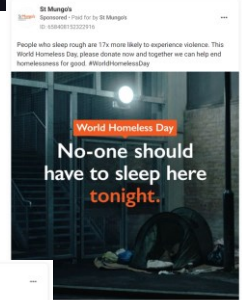
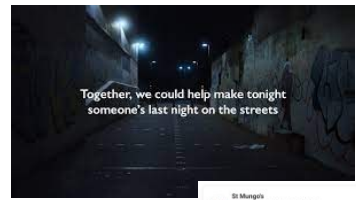
St Mungo's is one of the only large homelessness organisations with frontline workers who go out every night to help to get people who are sleeping rough to safety - this is their USP. However my research found that their audience and the wider public aren't aware that they play this role, even though they were much more likely to donate when they did - so we decided to make it the focal point of the campaign.

I developed a fully integrated campaign strategy which outlined the objective, audience, creative territory, strategy, the role each team would play, suggested traditional and digital media channels, timings and budget weightings. I then developed a detailed campaign plan, donor and email journeys, and topline media plan. I elected for DRTV as the hero channel, supported by paid social, search, PPC and programmatic display, native in app advertising, email, SMS, mail, radio, print, PR, OOH, and door drops.

I also wireframed campaign landing pages, and worked with the development team to design and implement a new checkout and add Stripe and Payal to the site. I oversaw the project from end to end along with client services and a creative director from Open. This also involved signing off on creative, leading stakeholder calls and working with the clients media agency throughout the campaign.

The Results

- St Mungo's launched their first fully integrated campaign "Last Night on the Streets", beating their target to raise over £1 million.
- Improved brand awareness and understanding of St Mungo's work
- Campaign hero film nominated for a 2023 Charity Film award



Guy's and St Thomas' Charity | Fundraising for staff wellbeing with paid social

The Brief

During the pandemic, Guy's and St Thomas' Charity developed wellbeing spaces for staff to decompress after a long shift, access psychological support, seek advice or simply take a break. It was mine, and the team at Opens' task, to find new donors to fund this vital work.

The Challenge

Guy's and St Thomas' had a great case for support – the general public understood the need to support frontline healthcare workers during the pandemic. They had an income target, but only had a limited budget to work with – so we had to devise a campaign plan that would not only reach their ready to give warm audience, but also convert cold audiences who didn't know the charity.

The Solution

By digging into analytics, CRM and Facebook data I determined that Guy's had a loyal warm audience who were ready to give. They just needed to be asked in the right way, with a clear message and case for support! This analysis, along with further desk research, suggested that because Guy's predominantly serviced the area it was located in, those most likely to give to Guy's were located in the Greater London region. Those who had previously interacted with the hospital – either as a patient or family – no matter where they lived, were also likely to give.

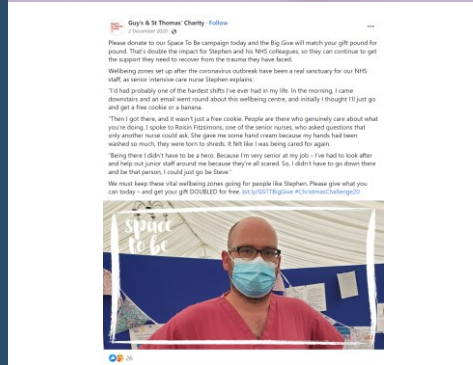
To maximise a limited media budget I elected to use Facebook and Instagram. I set up one campaign for the warm audience so budget could be managed separately – as I anticipated a much lower CPA. I then set up a separate conversion campaign for cold audiences, and utilised campaign budget optimisation to let the algorithm do its thing! The campaign had multiple ad sets, each targeting a different cold audience. These included a range of lookalike audiences, and broader cold audiences targeting those 25+ in the Greater London area. I utilised different messaging for warm and cold audiences to maximise engagement. It was also important to limit the number of ad sets, and avoid the budget being spread too thin.

To help convert the warm audience, the campaign plan also included direct mail and email.

Creatively, I briefed the team to keep the campaign as human as possible, using Humans of New York content as inspiration. We also needed the ask to be direct, and make it clear that donations would be utilised to fund a space for staff wellbeing, and outline why that was important. "Space To Be" was the chosen concept. It showcased real stories from hardworking frontline staff – highlighting why they needed 'space to be' alone, to be themselves or to be around a network of individuals who could give them the support they needed.

The Results

- With the help of matched funding, the campaign smashed its fundraising target in just three days!
- Guy's were able to develop multiple wellbeing spaces for staff, which were hugely beneficial



Breast Cancer Now | Acquiring regular givers with value exchange

The Brief

Re-invent Breast Cancer Now's "Touch Look Check" campaign for the digital era, and prove we can acquire new regular givers at scale with a healthy ROI

The Challenge

Breast Cancer Now were struggling to make regular giving acquisition work on digital channels. They wanted to revive their extremely successful 2013 campaign, but PSMS law changes meant the model used then was no longer viable. Medical advice had also changed - ruling out reusing their "5 signs" creative territory from the "Touch Look Check" campaign.

The Solution

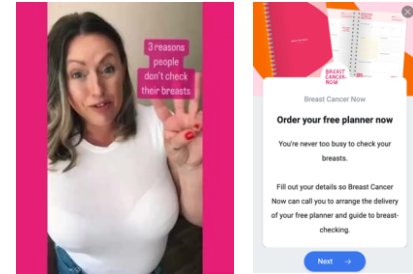
Breast Cancer Now's internal research and YouGov data suggested the target audience, and those most likely to give regularly, were women over 45. However, when digging into analytics and paid social data I found that a high proportion of those engaging and giving via online channels were 25-44 - suggesting both groups should be targeted. Despite different creative and channel preferences, both audiences had one thing in common - they knew it was important to check their breasts, but they were simply forgetting to do so.

I knew the val-ex model could work. I also knew that TM calling was the most efficient conversion mechanic for regular giving campaigns. We therefore required a product that would encourage women to check their breasts, was high value enough to warrant a phone call, and also aligned with the health advice and program goals from Breast Cancer Now's public health team. I took the above insight to the creative team, and together we developed the "never too busy planner".

Building upon my research work, I developed a campaign and media plan with KPIs and modelled targets across paid social (Tiktok, Facebook, Instagram), paid search and organic social. The campaign utilised lead gen ads with a best practice user journey to either convert free planner signups to regular givers online, or in a follow up phone call. I had identified that people and product led creative worked best for val-ex campaigns, so I split tested both to determine what would drive the lowest CPL and CPA. I also took advantage of the "3 reasons" Tiktok trend at the time, and worked with Open's creative team to develop ads for Tiktok and Reels featuring an ambassador extolling the virtues and health benefits of using the free planner. I managed all media, reporting and optimisation.

The Results

- 20,000 leads at a CPL of £1.35 (Leads were 230% to target)
- Over 500 new donors bringing in £125,000 over the next five years



CARE | Developing the world's first ethical carbon offsetting product

The Brief

The world's poorest 3 billion people are responsible for just 7% of the world's carbon emissions. Yet they are living on the frontline of the global climate crisis. As the public becomes ever more aware of the link between the climate crisis and poverty, CARE International wanted to enter the consumer carbon offsetting market with a product focused on its work with poor communities.

The Challenge

CARE International is known for fighting poverty and social injustice in the world's most vulnerable places. Whilst their work in these communities often has a positive environmental impact - they're not well known for it. In addition, carbon offset products already existed in the UK market, and were run by more nimble private companies with deeper pockets. They also faced criticism from the likes of Greenpeace regarding their impact on emission reductions. We needed a product that could demonstrably reduce emissions, with a strong USP to capture market share.

The Solution

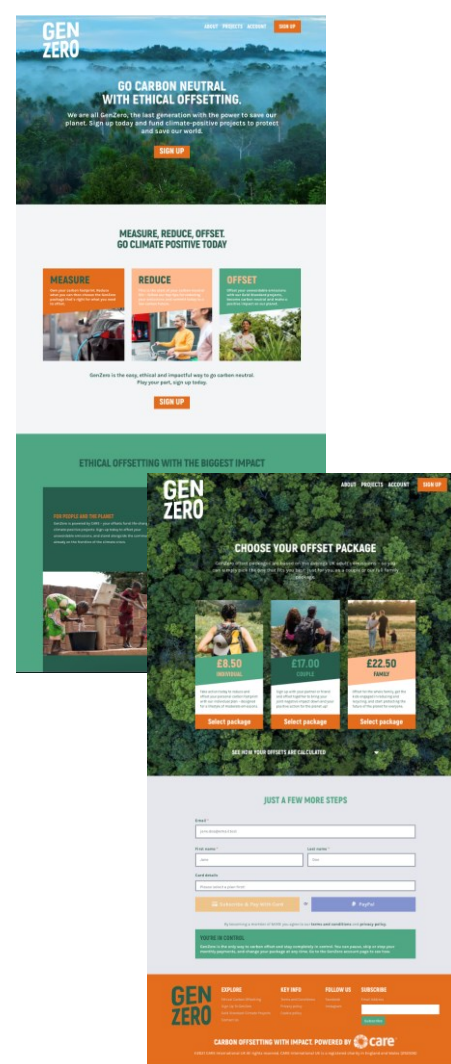
The team at Open had already identified a target audience of environmentally conscious younger millennial and gen-z males. We had also decided upon a USP - the most ethical carbon offset product in the world, using only Gold Standard carbon credits, run by one of the world's leading international development charities. The decision was also made to create a new brand, separate from CARE, to provide clarity of message and avoid confusion.

My role was to lead development of the brand and build the product. Following a tried and tested new product development process, I worked with Open's creative team to create and test multiple brand identities. After deciding on "GenZero", the full brand identity was developed along with a messaging framework which focused on the USP and "Measure, Reduce, Offset" messaging.

I employed a Scrum framework and managed both the design and development teams through a series of sprints. As a first step I agreed on a technical scope of work, feature and functionality requirements and a site map with the client. I utilised Adobe XD to wireframe the site, before working alongside the digital designer to develop mockups which were signed off by the client prior to build. I then oversaw the build, added content to the site, managed user and functionality testing, implemented analytics and ad platform tracking via google tag manager, and took the site through to launch. The site was built on Laravel and utilised tailwind CSS.

I also:

- Designed a new one page checkout to optimise conversion rate, and helped Integrate Stripe, Paypal, Google Pay and Apple Pay
- Developed and implemented an SEO strategy
- Briefed in and oversaw copy and design production for the site and accompanying assets



Mind | Raising millions with virtual challenge event fundraising

The Brief

Develop a virtual fundraising event concept for Mind, and activate it via paid social to drive fundraising income.

The Challenge

Traditional challenge event fundraising was growing stale. Charities were hamstrung by a few key platforms which took a decent cut and provided a clunky user experience. This led to less money raised per fundraiser and a lack of data passed onto the charity. Facebook fundraising tools presented a great alternative. However, any organisation willing to give it a try had to simplify their usual approach and adopt best practice journeys to make it work. The model also required that media be managed extremely efficiently - a high CPL would mean ROI simply wouldn't stack up.

The Solution

I worked alongside Givepanel to implement their fundraising model for Mind. The first step was clarifying objectives and understanding the challenge event audience. I utilised analytics reports, Facebook's own insights dashboard, prior challenge event campaign reports, and tools such as YouGov and google trends to land on a broad and predominantly female audience.

I then developed the event concept. Understanding that simple is best, and that we needed to strike the right balance between achievable and challenging, I landed on "100 miles in May for Mind". A campaign and media plan with set KPIs and modelled targets then followed. Keeping to Givepanel best practice, I built out a Lead Gen campaign across Facebook and Instagram. I employed a broad cold audience, lookalikes, warm audience, and retargeting ad-sets - opting for campaign budget optimisation to maximise efficiency. Budget was weighted towards the first two weeks of the campaign to avoid busy dates and keep CPM down.

I utilised Dynamic Creative Optimisation to allow Facebook to determine which combination of copy, design, and headline asset would drive the highest CTR and lowest CPL. I also worked with Open's creative team to develop a mix of video and static assets. We updated creative regularly to optimise towards best performers, or align with news and drive urgency with countdown messaging. I led regular stakeholder meetings for Open with the event team at Mind, and the community managers who drove engagement in the Facebook group.

I managed all media and optimisation, and utilised supermetrics to feed a custom Tableau dashboard for reporting.

The Results

- Over £1 million raised
- Over 7,000 fundraisers acquired
- ROI smashed targets

