

Small Steps, Great Leaps

Developing a digital programme to recruit and retain supporters

THURSDAY 21st MAY 2020



engaging NETWORKS

VIRTUAL U.K. COMMUNITY CONFERENCE 2020



About Refuge

Refuge opened the world's first safe house for women and children escaping domestic violence in Chiswick, West London, in 1971.

We are committed to a world where domestic violence is not tolerated and where women and children can live in safety.

Since the lockdown we have seen a 50% increase in calls and contacts to our free 24/7 helpline

Refuge Fundraising Team

2019

- New team
- Limited budgets
- Small supporter base (5k)

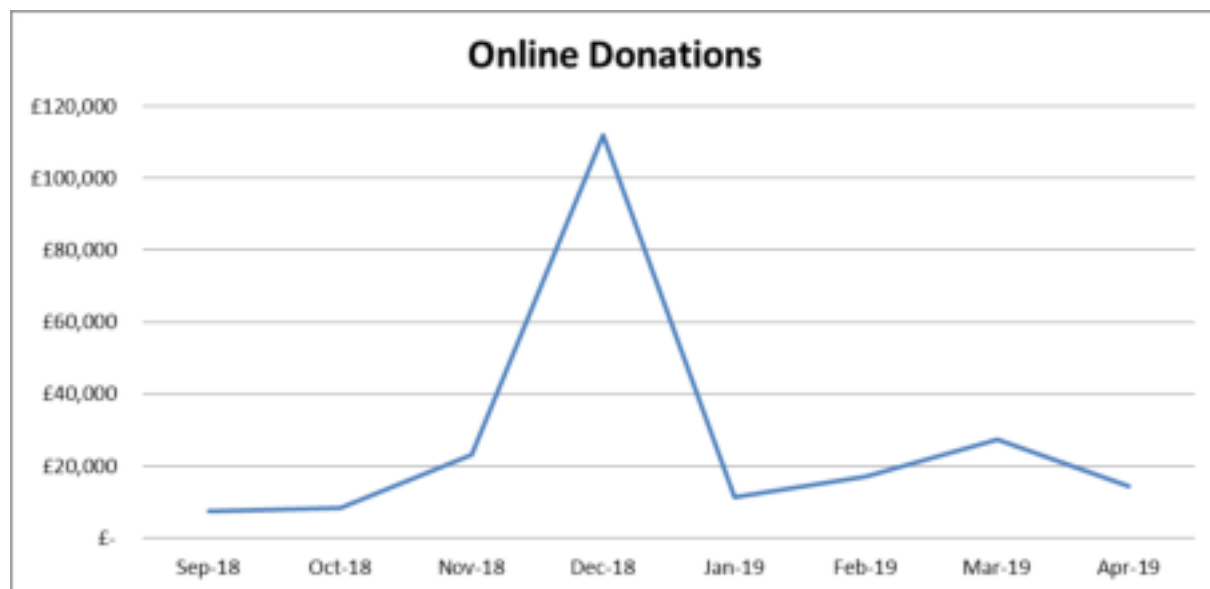
But...

- Huge potential
- New Director of Fundraising with a clear vision which was data and digital led
- Just started working with Rally on building a digital movement

Individual Giving

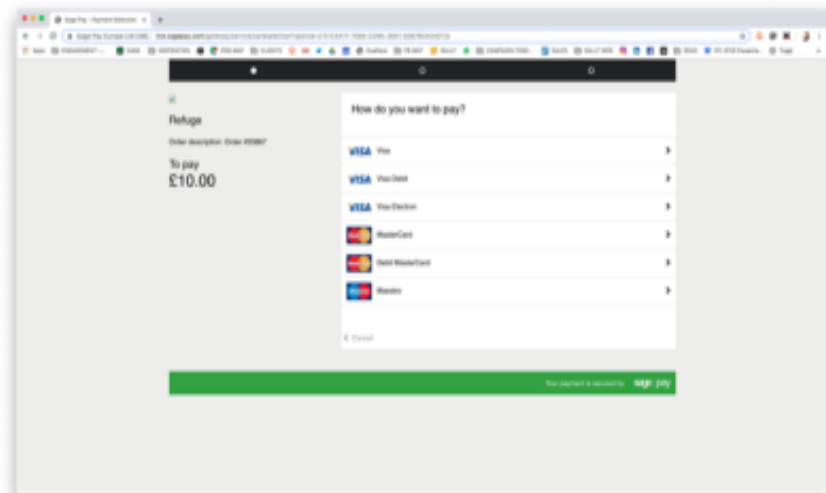
March 2019

No team, limited budget, small supporter base...where to start?



Individual Giving

Key Issue - existing donation pages & email platform



Individual Giving

Step 1 – Implemented new online donation pages



With your donation we can save lives, and get one step closer to a world free from domestic abuse.

At Refuge, we support thousands of women and children who turn to us when they're trying to escape domestic abuse. Help us be there for every woman and child who needs us, by donating today.

1) Amount 2) Details 3) Payment

Monthly Just once

£1 £5 £10

£15 £20 £50

Other amount £

£5 a month could provide emotional support to a child.

80% of domestic abuse happens in the presence of a child. Your regular gift could help children to overcome the trauma of witnessing or experiencing domestic abuse.

£20 a month could give a woman her independence back.

Women are often forced to stop working by their abusers, or they have to leave their jobs when they escape abuse. Your regular gift could provide employment and financial advice from our trained staff, to help give a woman back her independence and support her back into work.

£10 a month could provide an emergency pack for a woman arriving at a refuge.

Every day, women escaping life-threatening situations seek safety in our refuges. Many arrive with little more than the clothes they are wearing. Your gift could provide toiletries, food and clothing to help a woman through her first night.

Continue



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1) Amount 2) Details 3) Payment

Complete your £5 donation

My donation is

- In memory of
- In celebration of
- Paying in a collection or sponsorship

Personal donation

To

uk

First name

Last name

Email address

Phone number

Address

City

County

Postcode

Country

United Kingdom

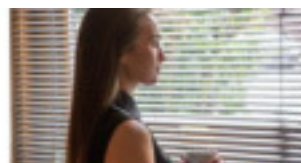
Make sure that you've made a difference! We'll let you and us know when you've made a difference. You'll see your name and a change notice if you've made a difference. We'll let you know when you've made a difference.

Can help to support our refuge

Yes No

Can help to support our refuge

Yes No



With your donation we can save lives, and get one step closer to a world free from domestic abuse.

At Refuge, we support thousands of women and children who turn to us when they're trying to escape domestic abuse. Help us be there for every woman and child who needs us, by donating today.

1) Amount 2) Details 3) Payment

Complete your £5 donation

Card Payment PayPal

Mastercard Visa American Express

Payment Type

Please select...

Credit card number

Expiry

CVV

OR

Please don't tick this box unless you're making a gift in memory of someone who has died. This makes a difference.

I'm making a gift in memory

Donate

Individual Giving

Step 2 - Christmas 2019 – Go Live – Lots of Testing & Learning

The screenshot shows the Refuge website's 'Buy a gift' page. At the top, there is a header with the Refuge logo and contact information. Below this is a main heading: 'Send a gift to a woman or child at a refuge this Christmas'. A sub-heading reads: 'Buy a gift for a woman or child escaping domestic abuse this Christmas'. The page features a grid of gift categories: 'Woolly Hat' (£3.00), 'Crayons and colouring pencils' (£3.00), and 'Teddy Bear' (£18.00). Each item has a 'Quantity' selector. A 'Secure Donation' icon is visible in the top right corner of the page.

The screenshot shows a social media post from Refuge. The text of the post reads: 'This could be the best gift you give this Christmas: a safety package, for a woman or child escaping domestic abuse.' Below the text is a photograph of a young girl with long brown hair, wearing a red jacket, sitting in front of a Christmas tree. At the bottom of the post, there is a call to action: 'DONATE REFUGE.ORG.UK Give An Urgently Needed Refuge Parcel This Christmas >>>'.

Individual Giving

Ste 3 - Mother's Day 2020

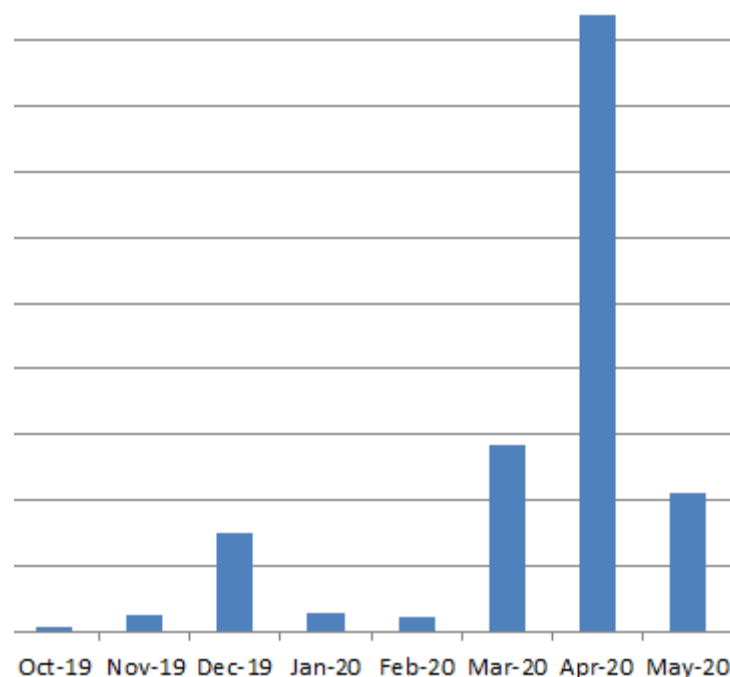
Plan to build on testing

Then Covid-19 happened...

Used previous learnings

Adapted adverts

Sent emergency emails



Individual Giving

Key learnings

- Look at existing online/digital activity; identify where you can add value
- Small changes, incrementally add up
- Work across teams to ensure you can move quickly when you need to – key to maximising opportunities when they arise
- Include the Database team at every stage of planning
- Ensure you track everything – test and learn
- Always more to do – we are just at the start...

Fundraising events go virtual

In 2019 we offered only a handful of events for supporters, all based in London

- London Marathon
- London Landmarks Half
- Royals Parks Half
- Ride London



Fundraising events go virtual

Analysis of current programme, including focus groups, surveys and external analysis of the market

TARGET AUDIENCE

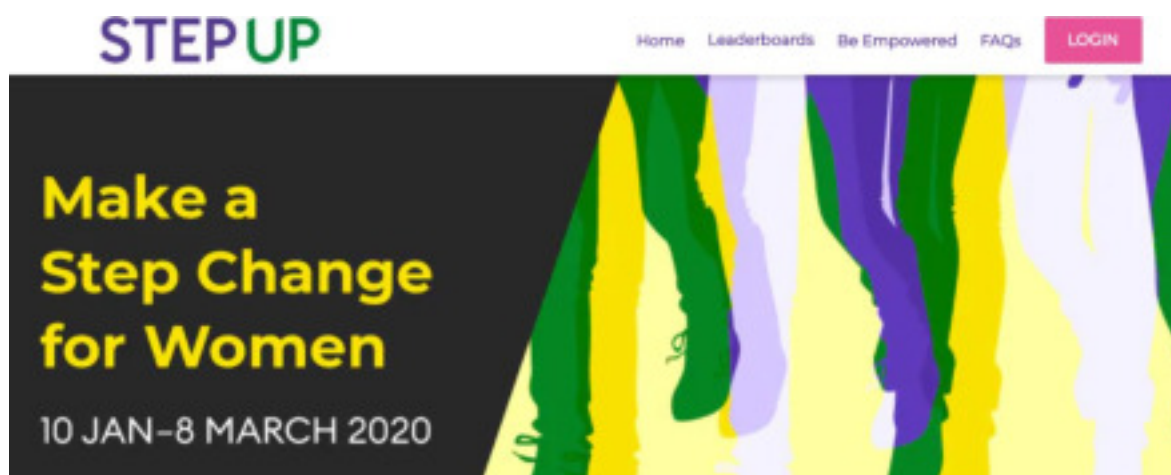
- Identified as a feminist
- Aged 25-45
- Enjoyed walking and running
- Keen on history and politics

Fundraising events go virtual

Step Up- January 2020

We launched our pilot virtual event Step Up, 50K or 100K virtual walking challenge

- 381 fundraising pages
- 131 active pages
- £82.20 average raised
- £12,500 raised
- 80% new audience



The image shows a screenshot of a website banner for the 'STEP UP' event. The banner features the text 'STEP UP' in large, bold, green and blue letters at the top. Below it, the main headline reads 'Make a Step Change for Women' in yellow and white text. At the bottom of the banner, the dates '10 JAN-8 MARCH 2020' are displayed in white. The background of the banner is a stylized illustration of two women's profiles in profile, facing each other, with their hair and clothing rendered in vibrant colors like green, yellow, and purple. In the top right corner of the website, there are navigation links: 'Home', 'Leaderboards', 'Be Empowered', 'FAQs', and a pink 'LOGIN' button.

Fundraising events go virtual

Step Up New Audience

- New audience across the UK
- The need for national events



Fundraising events go virtual

Facebook virtual events

- Facebook fundraising expert pitch
- Virtual Events through Facebook fundraising
- June 2020

Covid 19

All mass events were cancelled or postponed so we brought event forward to April 2020



Fundraising events go virtual

100 squats a day for 30 days

- 6 days turnaround
- Launched 1st April
- 5,038 community
- 1,050 fundraising pages
- £96,000 raised in 30 days
- £91.00 average raised
- 1,300 t-shirts and packs

The screenshot shows a Facebook group interface. At the top, the group name is '100 Squats a Day for 30 Days' with a sub-label 'Private group'. The profile picture is a pink circle with a white figure. The cover image features the text '100 squats a day for 30 days challenge' in white, slanted font over a dark background. The left sidebar contains navigation options: About, Discussion, Announcements, Members, Events, Videos, Photos, Files, Group insights, Moderate group, and Group quality. Below the sidebar is a search bar and a list of shortcuts, including '100 Squats a Day for 30 Days' and 'Refuge'. The main content area shows a 'Write post' section with a text input field and options for 'Photo/Video', 'Live Video', and 'More'. Below this is an 'Announcements' section with a post from 'Refuge' dated 31 March, which reads: 'Thanks to all of you who have completed or are still going on your 100 squats a day for 30 days challenge! We would love your feedback to help us make our next event later this year better!'. On the right, there are sections for 'GROUP BY' (Refuge, 34,450 people like this), 'CATEGORY POSTS' (with a '+ Create Topic' button), and 'WITH MEMBERS' (with an 'Import' button and a search field).

Fundraising events go virtual

Key Learnings

- Need for a national event
- Increase acquisition
- Quick turnaround vs longer planning
- Be reactive
- Build a programme of future virtual events

Next Steps

- 3x Facebook events for 20/21
- Step Up year 2

Thank You.

Any Additional Information

YOUR CONTACT INFORMATION