





## The Fairtrade Foundation: What we do

- Fairtrade is about better prices, decent working conditions, sustainability, and fair terms of trade for farmers and workers in the global south.
- We campaign for a better deal for farmers and workers around the world, and they set our priorities.
- We work with businesses, consumers and campaigners.
- Our main core business is certification of Fairtrade products, and the promotion of products in the UK

This session will cover how public fundraising became part of our **ways of support**, and how our engaged supporter base has helped kick off our **new fundraising product**.



## Investment in public fundraising

- Reduced income (certification)
- Loss of income (Govt/trusts/grants)
- Balance risk through diversifying our portfolio

## Benefits of public fundraising

- Flexible funding (unrestricted funds)
- Sustainable
- Scalable



# Fairtrade's 'ways of support'

BUY,

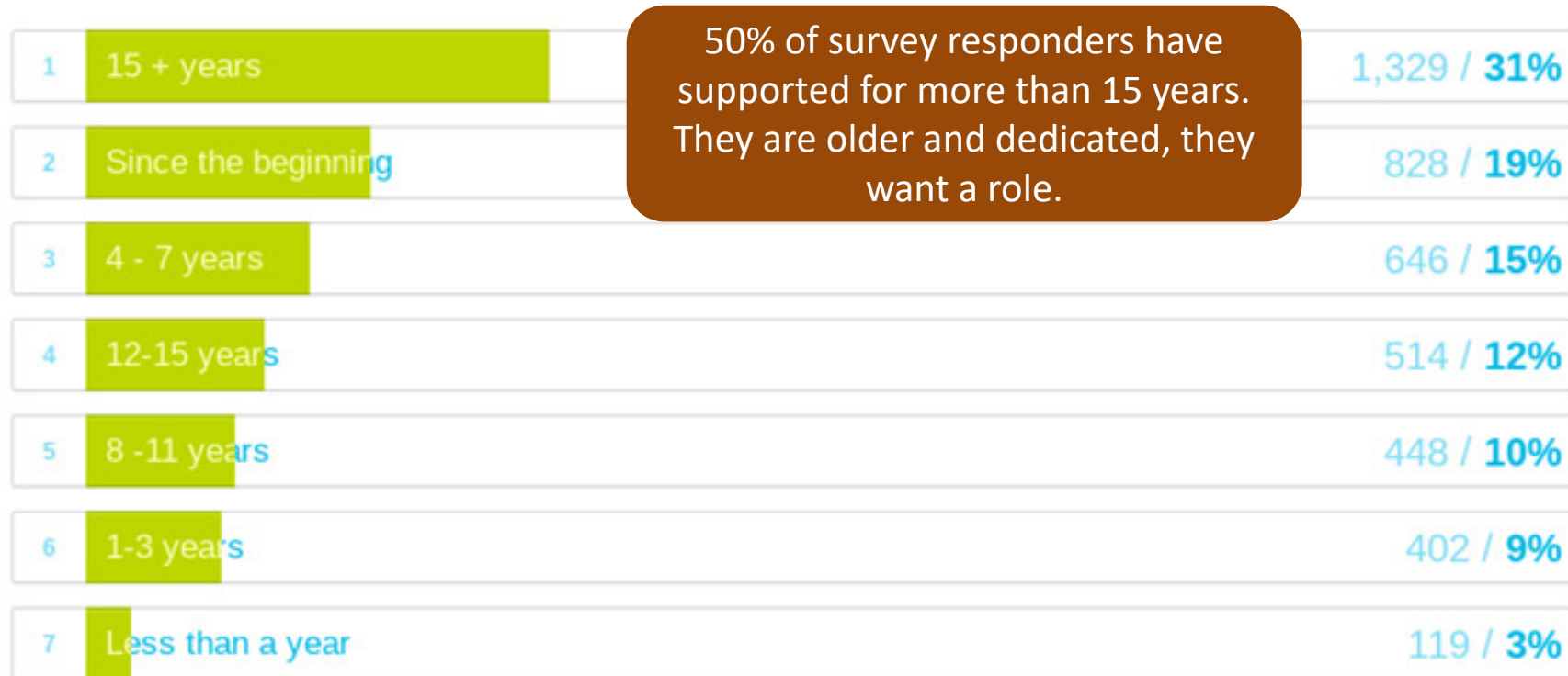
ACT,



**GIVE.**

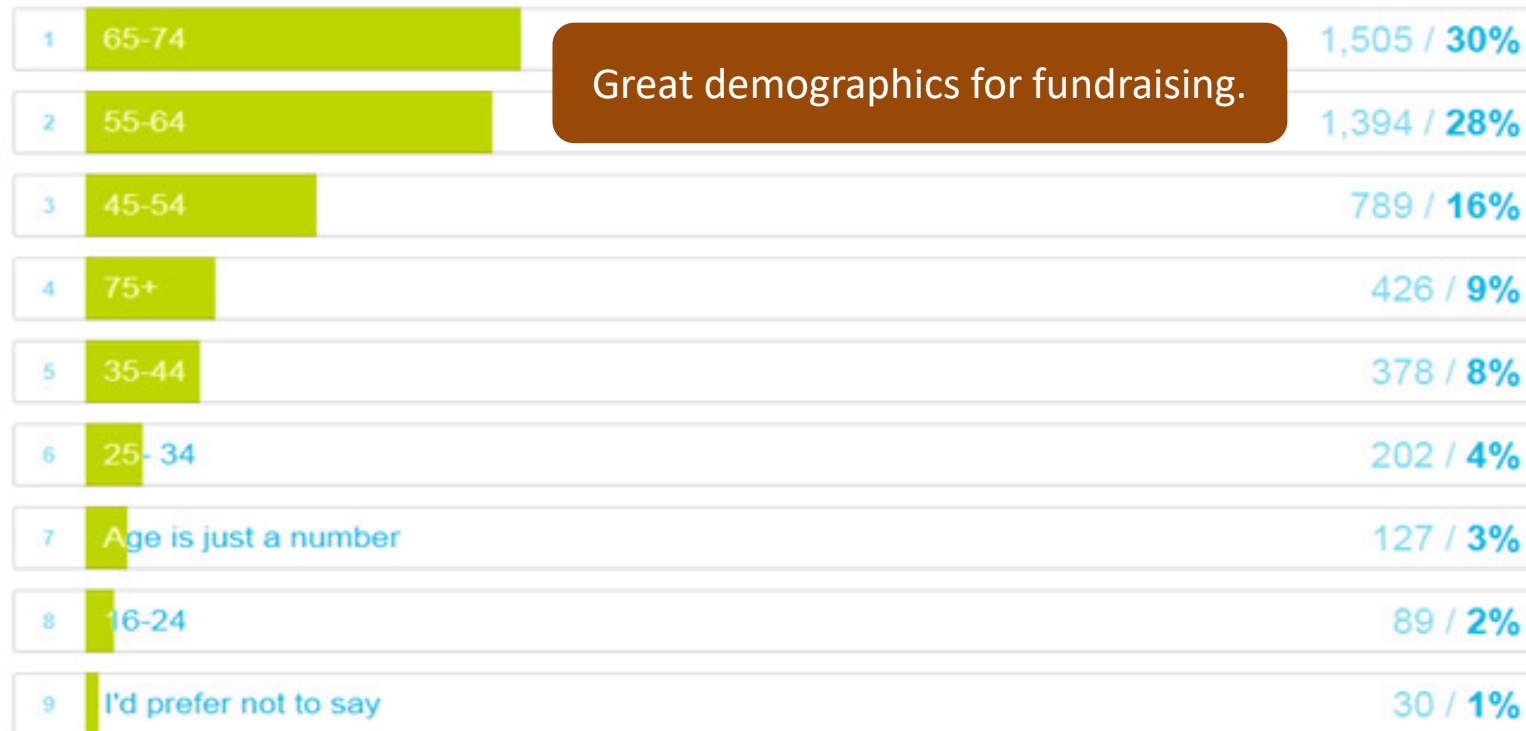
Introducing giving (donating) as a new way that an individual can support Fairtrade outside of buying and acting (campaigning/mobilising) for Fairtrade meant **changing the mindset** of our most dedicated supporters.

## How long have supporters supported Fairtrade?



**Key learning:** our supporters are all long standing since the beginning!

## Supporter age bracket:



**Key learning:** The majority of supporters are over 55 years old

# How did public fundraising/IG evolve?

2017

- Giving **not** included as way of support
- Groups/schools donated **without prompting** for Fairtrade Fortnight

2018

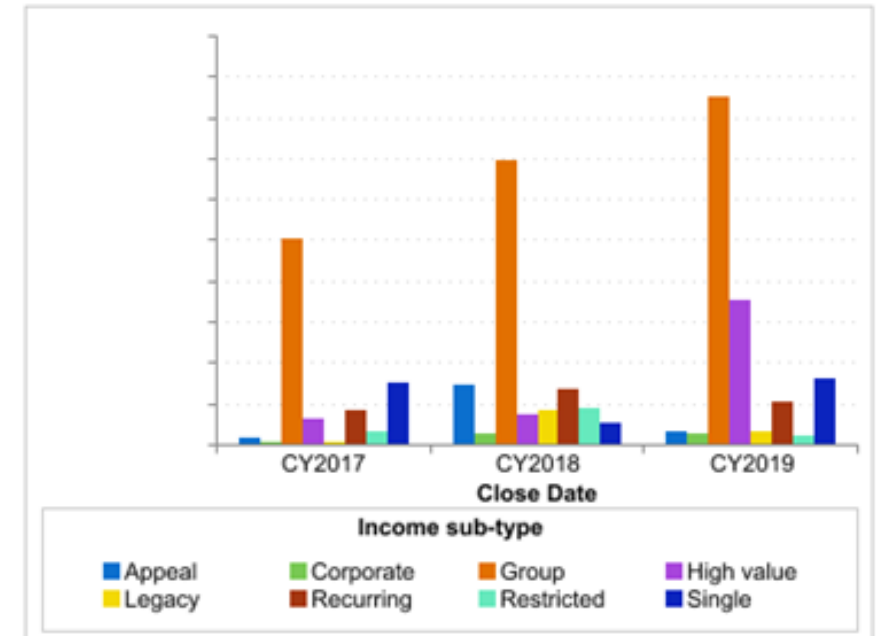
- Giving actively **promoted** as way of support
- Testing individual giving (**appeal**) during Fortnight
- Tactical **testing & learning** to drive development of new fundraising offer

2019

- **Optimising** fundraising **during** Fairtrade Fortnight
- Embedding **culture** of giving to supporters and wider public
- Developing **sustainable fundraising offer**

# Impact and insight

- Events fundraising continues to make up majority of public income
- Income has doubled since launch of public fundraising strategy
- Income has continually grown across all sources
- High value donors making up 20% of overall income.
- The number of single 'cash' givers has grown
- Evidence shows giving is now very much embedded in 'buy, act, give' ways to support.





The next step:  
Developing a regular giving product

# The process

- Research and insight of supporters
- Workshops – what could we fund?
- Develop fundraising propositions
- Shortlist propositions
- Create adcepts
- Test propositions

# The winning adcepts:

1st -  
'Dorothy donor'



27%

2nd –  
"I can do more"



17%

3rd -  
Campaigner



16%



- **Personal connection ('Mary')**
- Acknowledges existing efforts (you already buy)
- Doesn't mention monthly gift
- Warm and positive
- Create more FT farmers



- Sets out the problem (limit lives)
- Therefore has need
- Still linked to farmers
- **'Stand-Up' appeals to campaigners**
- Direct



- People love the slogan!
- **They want the 'tips' – reciprocity**
- The ask is in the title – directness valued
- Concept of 'fairness' is very powerful

What do people want?

- Be upfront about fundraising
- Named beneficiary (farmer) case study / signatory
- Reference what they've already done
- Establish need – What is the problem we are solving?
- Offer something in return

# Key areas we needed to address:

**'I don't really understand from this what the money will be used for.**

I understand the Fairtrade premium and how that works so is this appeal to help fund the foundation?'



**Tangible impact**

Helping **more farmers** in the Fairtrade scheme sounds really good as it means you are helping more and more people'



**More farmer support**

'To support the organisation beyond buying their products I need a reason. **I need to know what projects** they're working on.'




**Programme focus**

A large orange circle on the left side of the slide, partially cut off by the edge.

# Creating a product for Fairtrade

## **Product requirements:**

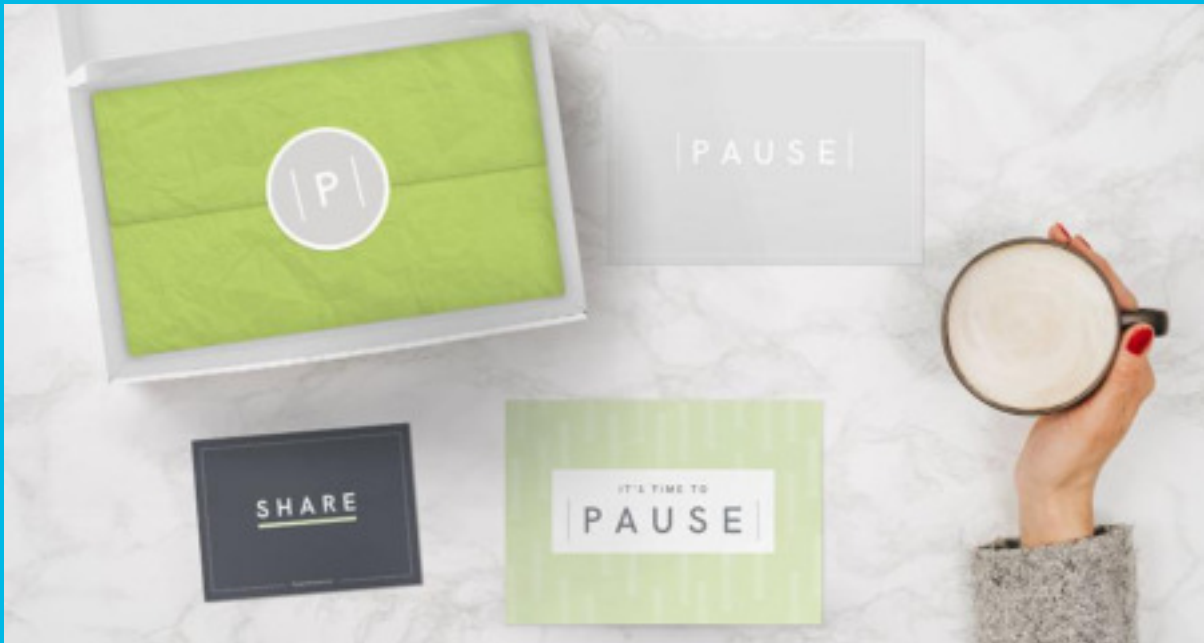
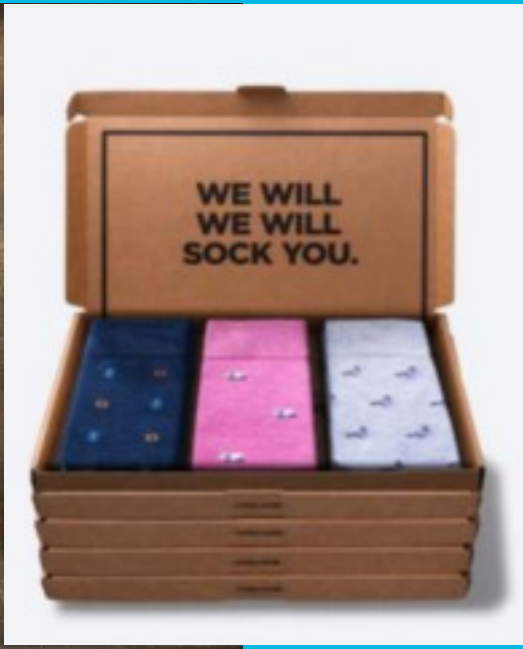
- Works with our core offering – ‘Buy Fairtrade’
  - Hook for new audiences
  - Appealing to existing supporter (campaigners/advocates)
  - Leverage corporate partnerships
  - Have cut-through in saturated market
- 
- A series of five yellow curved dashes in the bottom right corner, arranged in an upward-curving path.

# Reciprocity is the first principle of persuasion

A waiter increased their tips by 3% after diners were given a free mint.

Tips were increased by 14% when given two mints.

If the waiter left one mint with the bill and returned quickly to offer a second mint, the tips increased by 23%.



THE PRODUCT....



‘LIVE FAIR.’

## **LIVE FAIR.**

A regular giving offer consisting of a quarterly box of Fairtrade treats, tips, and insight into the lives of farmers you're helping. Everything you need to live a little fairer, while supporting hard-working family farmers worldwide. Buy fair, give fair, live fair.

## **CALL TO ACTION**

Live a little fairer by signing up and donating to Live Fair. You'll receive a quarterly box of Fairtrade treats and tips and – crucially – information on the hard-working farmers you're supporting through your subscription.

Self-definition  
pieces



Introduction to Live Fair

Box fits through door

Project information

Recipe cards

Top Fairtrade tips

Samples

Producer letter and photo





## Timing

- Recruitment in 3-month windows
- Box sent every quarter
- Launch in August 2019
- Fulfilment of first box in November

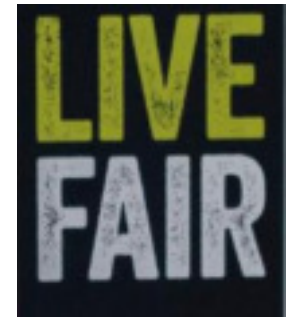
## Forecast

- Testing £8 p/month donation
- Target 300 donors by end of 2019 (3 months from launch)
- Regular givers on average give for 3-5 years
- Goal - £29k in Y1, LTV of 144k (Y1-Y5)











































What makes Fairtrade supporters



Become Live Fair donors?



So we  
needed to  
do *a lot* of  
testing

			SC: Live Fair AS2 S2	17/10/2019	
			SC: Live Fair OS4 S2	17/10/2019	
			SC: Live Fair AS1 S2	17/10/2019	
			SC: Live Fair TF2 R2	17/10/2019	
			SC: Live Fair TF1 R2	17/10/2019	
			SC: Live Fair OS3 R2	16/10/2019	
			SC: Live Fair OS2 R2	10/10/2019	
			SC: Live Fair OS1 R2 evening	09/10/2019	
			SC: Live Fair OS1 R2	08/10/2019	
			SC: Live Fair TS AS R2	08/10/2019	
			SC: Live Fair TS R2	01/10/2019	

And not just our  
current  
supporters



Fairtrade Foundation  
12 October 2019 · 🌐

Live Fair is more than a box of goodies – it's a way of life and a statement of what you believe in. Your monthly donation will help Fairtrade stand up for farmers and workers around the world, who aren't getting a fair deal. 🌍📦

Your donation through Live Fair will also support Growing Women in Coffee, a programme seeing men giving coffee bushes to their wives, allowing women to grow their own brand of delicious Fairtrade coffee, earn their own income, and take control of their lives. 🙌

Step up your giving game and join Live Fair today → <http://bit.ly/LiveFair-fb>



👍 68

7 shares



Like



Comment



Share





Is it all about  
the products?

Is it all about  
the cause?

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Is it all about  
Fairtrade?



Is it all about  
the news  
agenda?





Is it all about the  
presents?

What  
happened?



**ETHICAL LIVING, BOXED!  
SIGN UP TO LIVE FAIR**

Dear ,

Will you be one of the first to [Join Live Fair?](#)

**What is it?**

A new way to support Fairtrade, plus **live a little fairer** in your everyday life.

Want to make choices that **protect the planet** and **tackle exploitation** across the



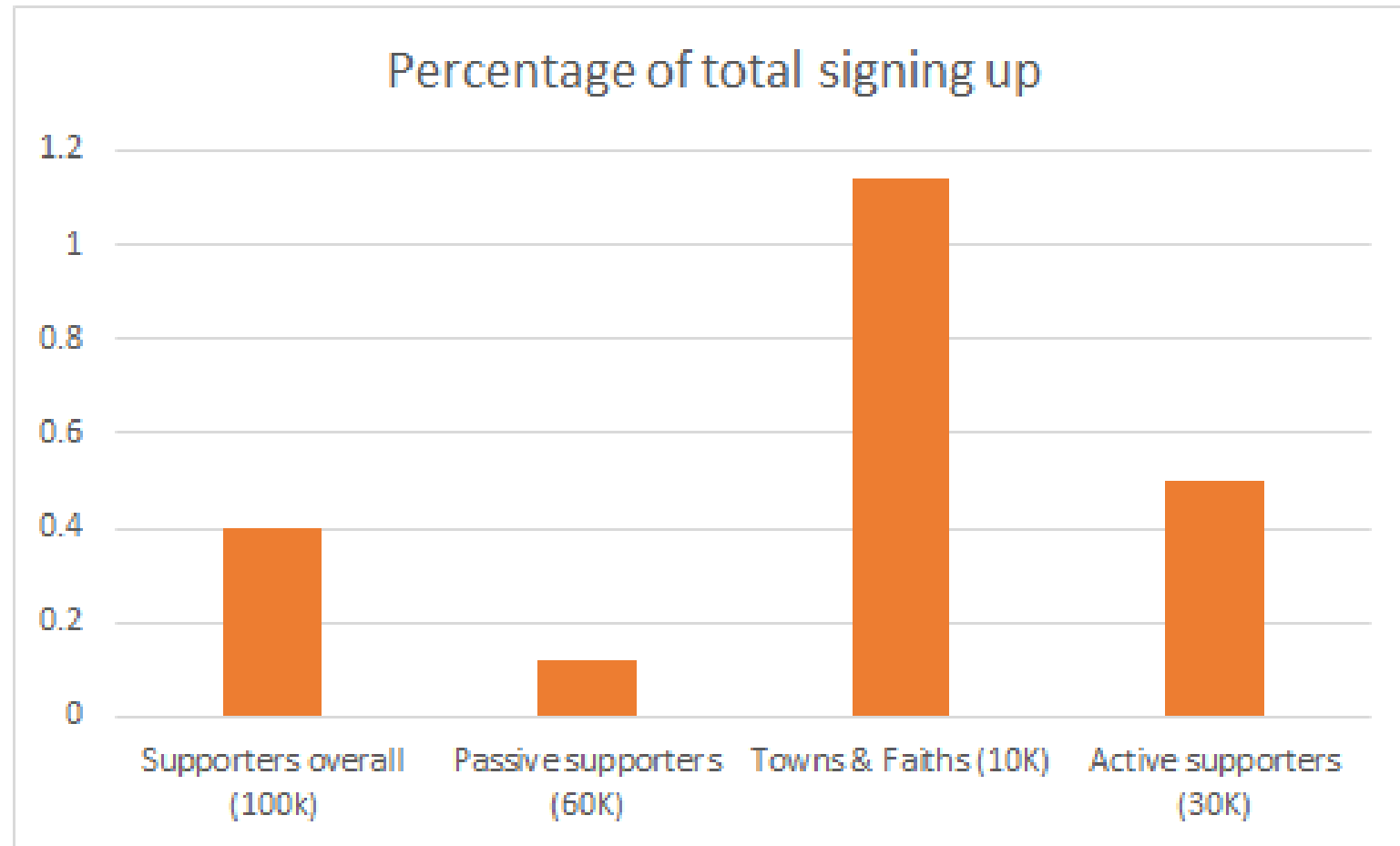
Focus on box and it's contents preformed strongest across all segments

# Other findings from email recruitment

## What happened?

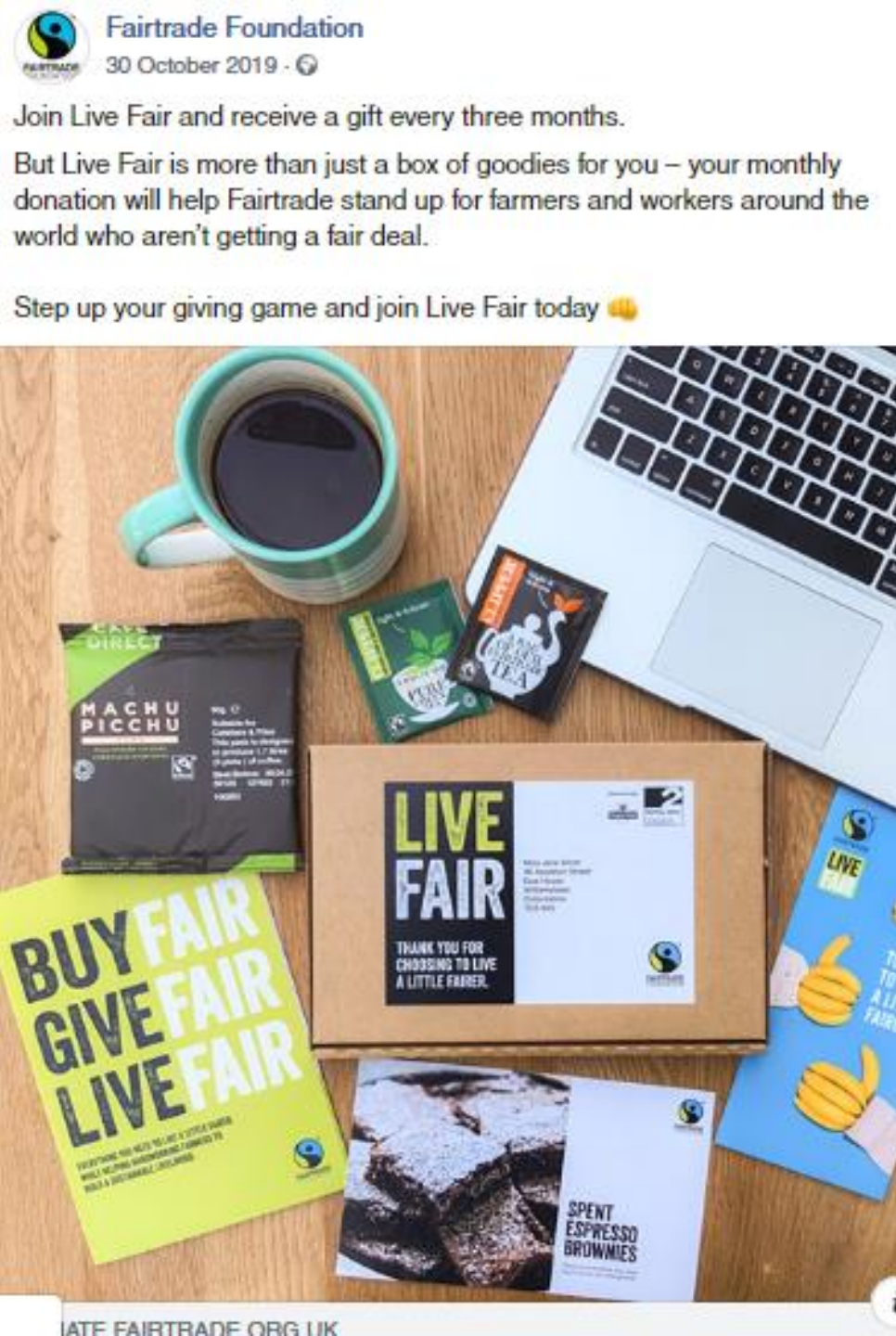
- Longer emails consistently performed better – so long as plenty of opportunities to click out
- Around **7:30PM** seemed optimum time to send
- Sending a '**last chance**' email shortly before deadline to get first box, especially targeting previous openers, saw a big boost in sign-ups. This messaging also worked well on social media.
- Focusing on the **premium bit of content** in the box – a branded coffee scoop – also saw boost in sign-ups

Who signed  
up from  
existing  
database?



# Recruiting on social media

- Initial best performing ad
- Facebook by far best recruitment channel
- Open box, product visible



- In later testing, this image out-performed previous

- 'Last chance' to get box again boosted sign-ups

 Fairtrade Foundation  
3 February · 🌐

Last chance to get our latest 'Live Fair' box! Join the mission for Fairtrade and get your quarterly delivery of ethical living tips, recipes and – of course – Fairtrade treats.

Join Live Fair before 4th February and get a bumper box featuring great Fairtrade goodies from Tony's Chocolonely, Divine, CRU Kafe and Greggs.

Give Fair. Live Fair today 🍌



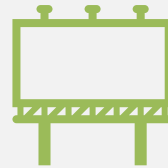
[DONATE.FAIRTRADE.ORG.UK](https://DONATE.FAIRTRADE.ORG.UK)  
Give Fair. Live Fair.

[Learn More](#)

# Other recruitment techniques



Magazine inserts were tried - not cost effective



Google ads failed to generate any conversions




Marketing through partners – difficult to set up and get commitment. Only one did it properly in the end and delivered no conversions

Facebook

Join the Live Fair

Join the Live Fair

uktrade.livetrade.org/Loginsignup/APP/1516/initial.html



LIVE FAIR

DETAILS

INFO

CONFIRMATION

Preferred date of first discussion

15 June 2020

Accessed tickets

Ticketperson 1


Please enter 8-digit code without spaces

Bank account number





Please enter your 6-digit web code without numbers or special

Web code

# Page layout using Advanced Rows



## Live Fair Gifting - LIVE

DoneX


Pages: Page 1 Page 2 Page 3 Page 4 +

Our regular box of Fairtrade treats, tips, recipes and news is available from £8 a month. Your family and friends will love our regular deliveries of exclusive ethical tips and brilliant Fairtrade product samples.

And farmers and workers around the world will deeply appreciate the support your gift provides.


Jump to form button

Jump to form button




### YOU GIVE

This year, your gift can make a **real difference**. Your £8 a month will help farmers fight for a fairer deal in a market stacked against them, and stand up to exploitation.



### THEY RECEIVE

The lucky person getting the gift of Live Fair receives a **Live Fair box** every three months, packed with Fairtrade treats, tips, recipes and info. And they'll have the chance to get more regular email updates.



### WE ALL LIVE FAIR

Not only will your gift help farmers fighting for a better deal - you'll be helping spread the word that we can all live fairer and build a better world together. **You can't say that about a pair of socks!**

Jump to form button

Jump to form button

# Code blocks for extra features

Our regular box of Fairtrade treats, tips, recipes and news is available from £8 a month. Your family and

Code block: Jump to form button

Description

Jump to form button

```
1 <div style="text-align: center;"><button class="jump-to-form" type="button">Sign up now</button></div>
2 <style>
3   button.jump-to-form {background-color: #000000; color: white; font-family: Venera; padding: 10px 10px 10px 10px; font-size: 16px;}
4 </style>
5 <script>
6   $(&"button").click(function() {
7     $('html,body').animate({
8       scrollTop: $('#live-fair-form').offset().top},
9     'slow');
10  });
11 </script>
```

Live Fair Gifting - LIVE

Pages: Page 1 Page 2 Page 3 Page 4

10 MUNEY, I WAS POOR. NOW THAT I'VE

Text block

Text block styling

☒ Custom class names live-fair-form greybackground

☐ Font colour #000000

☐ Background colour #000000

☒ Padding

Top	40 px	Right	0 px	Bottom	10 px	Left	0 px
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☐ Margin

Top	0 px	Right	0 px	Bottom	0 px	Left	0 px
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☐ Border

Top	0 px	Right	0 px	Bottom	0 px	Left	0 px
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☐ Border radius

Top Left	0 px	Top Right	0 px	Bottom Right	0 px	Bottom Left	0 px
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GIVE THE GIFT OF LIVE FAIR

YOUR DETAILS YOUR GIFT CONFIRMATION

## Loqate for address lookup

If you're giving Live Fair to someone else as a gift, you'll have a chance to enter their details in a minute. First, please add your own details below.

Title

First name

Last name

Email address

Address  
 [Enter address manually](#)

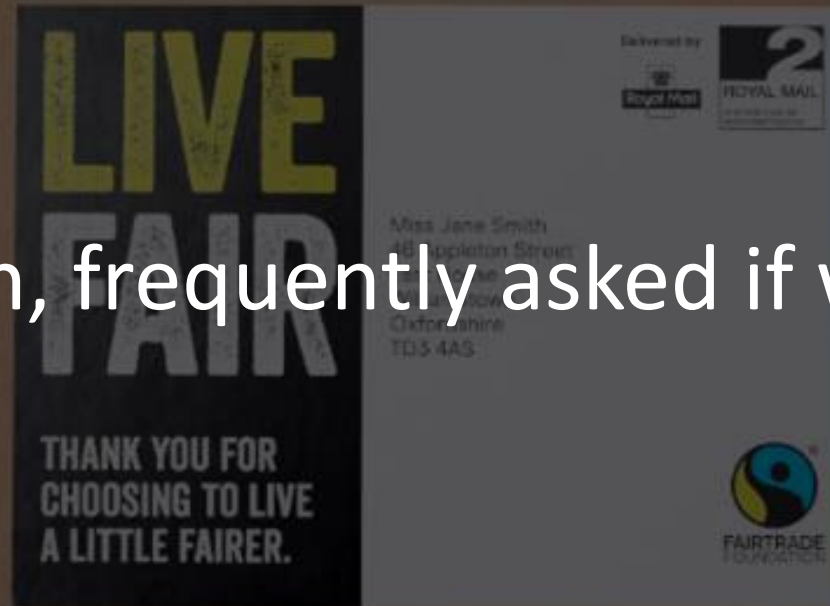
How did you hear about Live Fair?

Would you like the person getting your Live Fair gift to receive the Live Fair box every three months? ⓘ ☒ Yes ☐ No

**NEXT**

# Gifting – Live Fair at Christmas

- After initial launch, frequently asked if we could do a gifting version
- For Christmas, we launched a gifting version

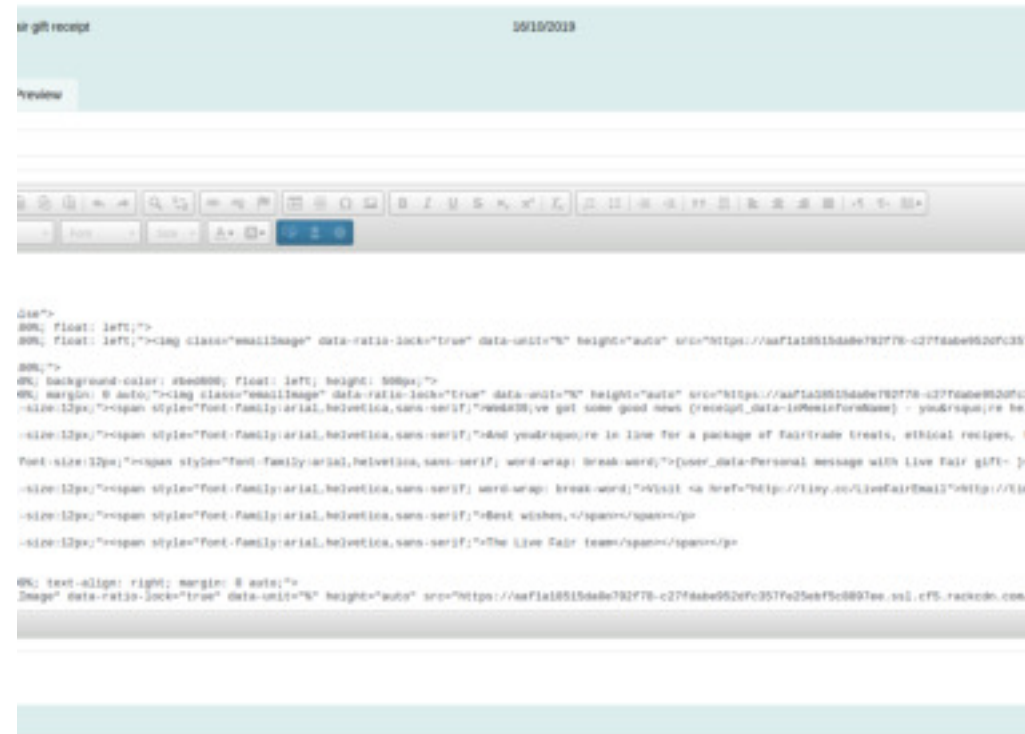


# Used receipt functionality for gift receipt

The screenshot displays the Engaging Networks user interface. At the top left is the Engaging Networks logo. The top right navigation bar includes links for 'Hello Glyn', 'Legacy tools', 'Job monitor', and 'Support'. Below these are buttons for 'Pages', 'Email', and 'Data & Reports'. The main content area is titled 'Components' and features a sidebar menu on the left with categories like 'Images and Files', 'Templates', 'Web pages', 'Text blocks', 'Code blocks', 'Form blocks', 'Questions and Opt-ins', 'Thank you emails', 'Display widgets', 'Tickets and Receipts' (which is highlighted), 'Convert legacy opt ins', 'Next Suggested Gift', 'Origin Source', 'Product Management', 'Manage Tracking', and 'Manage Channels (beta)'. The main panel shows a 'New Template' button and a search bar. A table lists templates with columns for ID, Name, and Created. One entry is visible: ID 12985, Name 'Live Fair gift receipt', and Created date 18/10/2019. Action links for 'View' and 'Delete' are present for this entry. A 'Show rows' dropdown is set to 10.

ID	Name	Created	View	Delete
12985	Live Fair gift receipt	18/10/2019		

# Used receipt functionality for gift receipt



Used receipt functionality for gift receipt



## Gift recipient details as part of the form

Recipient first name

Recipient second name

Recipient address line 1

Recipient address line 2

Recipient town or city

Recipient post code

Is this address in the UK, Channel Islands or Isle of Man?

☐ Yes ☐ No

Want to add a personal message to your Live Fair gift certificate? (Optional)

**SEND**

What happens next?



**LIVE  
FAIR**

TO JANE

WELCOME TO YOUR FIRST LIVE FAIR BOX. ENJOY YOUR TREATS,  
AND SEE HOW YOU'RE MAKING THE WORLD A FAIRER PLACE.



**BUY FAIR  
GIVE FAIR  
LIVE FAIR**

YOU NEED TO LIVE A LITTLE FAIRER.  
BY SUPPORTING HANDWORKING FARMERS TO  
IMPROVE THEIR LIVELIHOODS.



**LIVE  
FAIR**

TOP TIPS  
TO LIVE  
A LITTLE  
FAIRER



**SPENT  
ESPRESSO  
BROWNIES**

These brownies are a great  
way to use up your coffee grounds.



**SEE HOW YOU'RE HELPING WOMEN  
COFFEE FARMERS TO THRIVE**

Your support this year is funding  
Growing Women in Coffee, an  
innovative programme that tackles  
inequality in Kenya, and helps  
Kenyan women make a living by  
growing exceptional coffee.

**YOU'RE GIVING WOMEN THE CHANCE  
TO OWN THEIR OWN COFFEE BUSHES**

In Kenya, women often aren't allowed



It takes care, skill  
and expertise to  
bring you the best  
Fairtrade coffee.



STEP 1

Planting and harvesting  
Coffee cherries are red when they  
can be used to make new bushes,  
with each bush taking time in four  
years to bear fruit.



**CLASSIC  
TIRAMISU**

This killer dessert is a great example  
of Fairtrade coffee and cocoa.



# Lessons

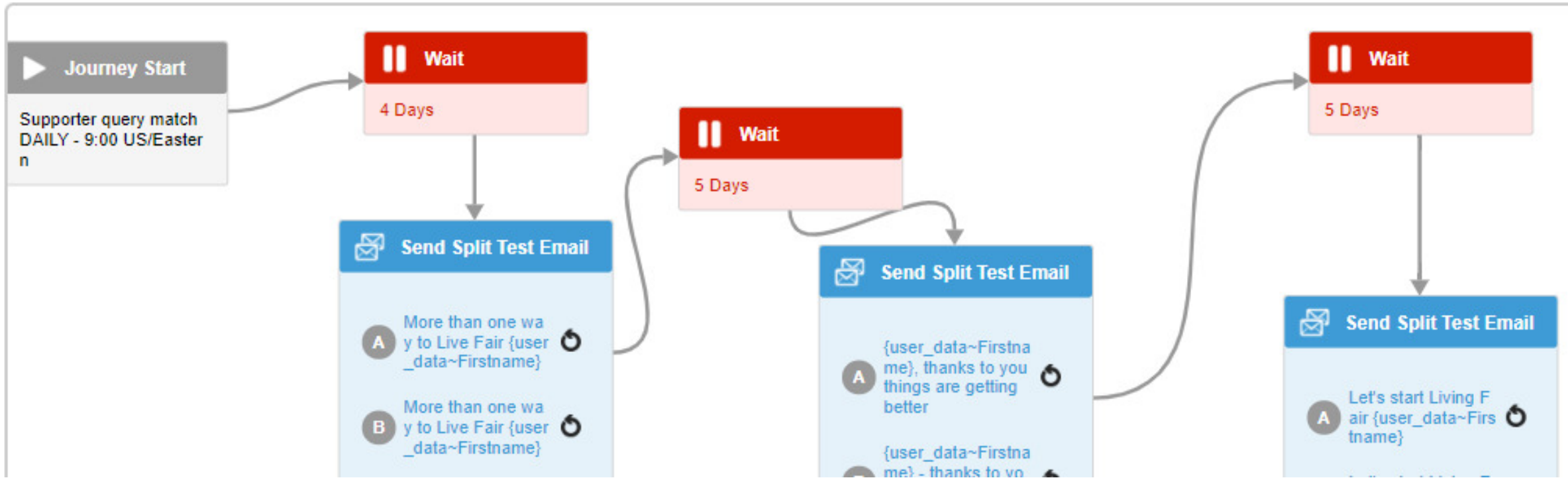
Multiple CRMs and  
payment processors

Manual cancellation  
processes

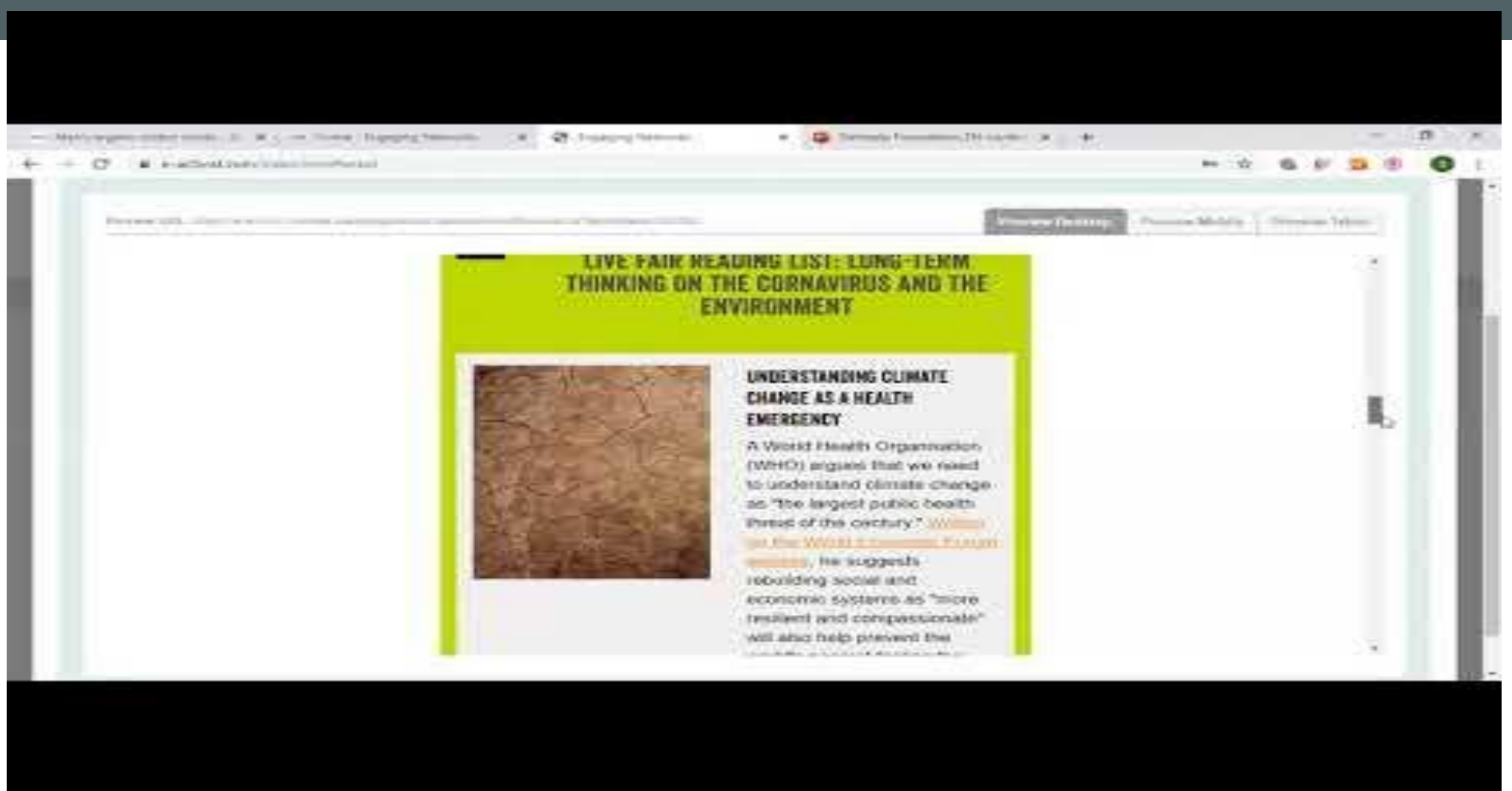


High admin time

Knowledge  
management  
challenges



# Stewardship – welcome journey



Stewardship – regular email updates

# Challenges

- Resource heavy – creative, admin if internal (external costs)
- Scaling up / recruitment
- Forecasting – is it sustainable?
- Resource – internal capacity and budget
- More troubleshooting – identify a few issues we found
- Way Engaging Networks stores data – address field use



# Testimonials

**"I LIKE THE FREE SAMPLES! IT IS GOOD TO SEE NEW FAIRLY TRADED GOODS."**

**"I LIKED THE BOX YOU SENT WHICH HAD A PHOTO OF SOME OF THE WOMEN AND CHILDREN IN KENYA BEING HELPED BY THE FAIRTRADE COFFEE SCHEME. WE PUT IT ON OUR FRIDGE DOOR SO WE CAN SEE THEIR FACES AS PART OF OUR DAY AND TO REMIND US WHY BUYING FAIRTRADE IS SO IMPORTANT."**

**"IT'S LOVELY TO GET A WEE GIFT FROM THE POST EVERY NOW AND THEN, AND TO KNOW THE MONEY IS HELPING SOMEONE X"**

**"THE COFFEE SPOON IS ACE! SOMETHING I WILL USE FOR YEARS TO COME - PRACTICAL AND STYLISH."**

## Results so far

- 2019 target of 500 sign-ups met
- (at £8/month = £50k per year)
- Cost per donor ~£25/year (box fulfilment)
- Cost per acquisition ~Average £75 - some ad sets as low as £22
- Breakeven after Y1
- Initial feedback on boxes and comms – 98% positive
- Attrition rate of around 10 per cent

Questions?