

Breaking the rules

Digital fundraising during a pandemic

26th May 2021

Today

- Digital Fundraising at Liberty in 2020/21
- Care2 case studies: Cats Protection & Fauna and Flora International

Liberty

Liberty challenges injustice, defends freedom and campaigns to make sure everyone in the UK is treated fairly.

Challenges we faced

- Acquisition peaks linked to public profile of former director and external world events.
- Intermittent inserts programme which was unable to exceed annual attrition.
- Small email list, receiving intermittent communications.
- Online forms behind industry best practice standards.
- Online actions not being utilised for membership conversion.

Making the case

- Consistent investment in online acquisition and engagement activities including better forms.
- Testing across online channels: Facebook and Care2.
- Testing a variety of approaches including value exchange and promoting actions etc.
- Well optimised supporter journeys.
- A long-term view rather than the expectation of an instant ROI.


Testing with Facebook and Care2



facebook

Liberty
Sponsored · Paid for by Liberty ·

Facial recognition technology is being used by police on our streets and by private companies in places like shopping centres and train stations. It must be banned. SIGN OUR PETITION NOW.



LIBERTY.E-ACTIVIST.COM
SIGN OUR PETITION NOW
Ban this dangerous technology

by: Russell W. Owen, Steve Hackford and 399 others 168 Comments 233 shares

Like Comment Share

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RESIST FACIAL RECOGNITION

by: Liberty

LIBERTY

1,601 SUPPORTERS

2,000 GOAL

Discriminatory facial recognition technology is being used on our streets and in public places like shopping centres. It's time to ban it.

Facial recognition cameras scan everyone in range to make uniquely identifiable maps of our faces – more like fingerprints than photographs. These maps are then compared to images on secretive watch lists which can be of anyone, whether or not they're suspected of wrongdoing.

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RESIST FACIAL RECOGNITION

by: Liberty

recipient: The Home Secretary

LIBERTY

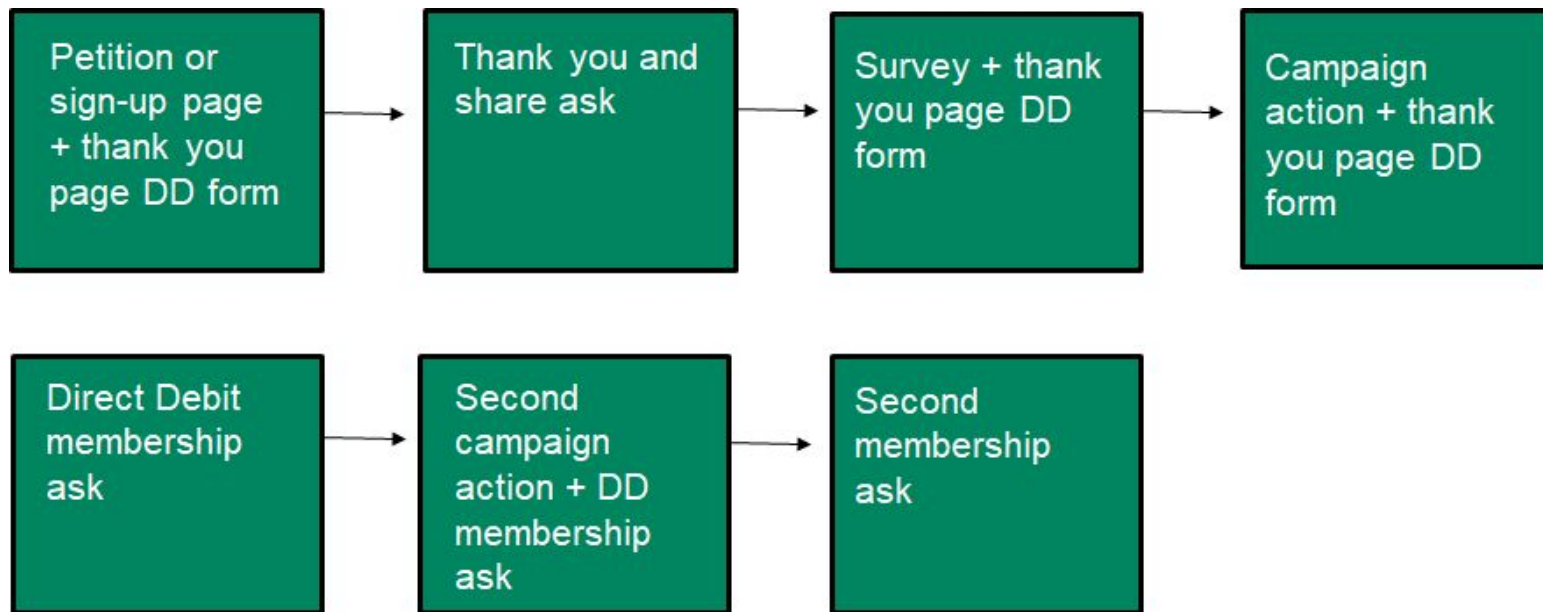
9,107 SUPPORTERS

10,000 GOAL

Discriminatory facial recognition technology is being used on our streets and in public places like shopping centres. It's time to ban it.

Facial recognition cameras scan everyone in range to make biometric maps of their faces – more like fingerprints than photographs. These maps are then compared to images on secretive watchlists which can be of anyone, whether or not they're suspected of wrongdoing.

Liberty, Same supporter journey with both sources



Liberty, Same supporter journey with both sources

Workflow: Facial recognition supporter journey



Summary:

Type: General
Object: Send a series of messages
Activation date: 24/09/2019 14:54 pm
Applies to: People who match the query now and also people that will match the query into the future.
[Show query information](#)

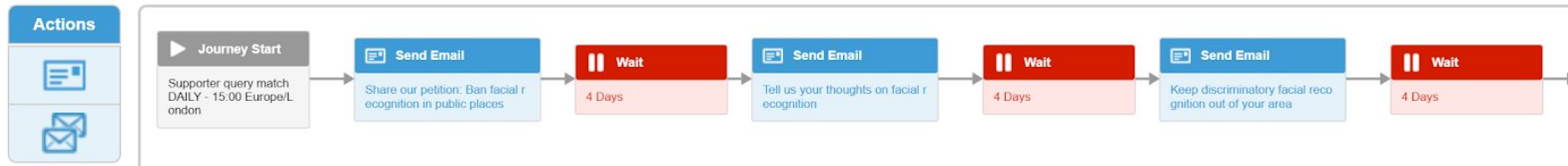


Quick Stats:

Journey Starts: 12907
Avg. Open Rate: 29.4%
Avg. Click Rate: 10.04%

Actions:
Donations:

[View full stats](#)



Results and ongoing strategy

LIBERTY, SUCCESS WITH BOTH PLATFORMS

- **Action based Facebook ads achieve up to 2% conversion in year 1.** Targeted at 1%-1.5%.
- **Care2 leads achieved conversion rates of 1.5% - 2% in a year**
- **Care2 conversion model adapted from FB journeys** (saving time and resource)
- **Drawbacks with Facebook**, campaigns not being approved or taken down, sudden dip in performance, difficulty of maintain consistent acquisition throughout the year. Care2 is used as a complimentary source

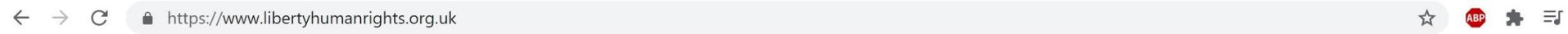
The rules we broke

Planned content.

Minimum donation prompts.

Themed journeys.

£1 Membership Challenge



JOIN LIBERTY FROM £1 A MONTH

We're all making sacrifices to fight coronavirus, but we refuse to lose our human rights in the process.

Liberty is fighting to protect everyone's rights during the pandemic and beyond, but we need your help.

BECOME A LIBERTY MEMBER TODAY

JOIN →

 Search

Donate →

Join →

Scrapping Thematic Journeys

← → ↻ https://action.libertyhumanrights.org.uk/page/77272/action/1

I. LIBERTY
EMAIL YOUR MP

I. SUPPORT PROTECTING EVERYONE

The Government's pandemic response has left people behind and its roadmap out of lockdown does nothing to fix this.

Councils can still cut social care, the Government has tried to ban protests, police have access to people's Test and Trace data and the racist hostile environment is still in full effect.

It's time for a new approach. Liberty's Protect Everyone Bill covers everyday freedoms, housing, education, employment, migrants' rights, disabled

EMAIL YOUR MP

We've built our email your MP tool so you can pick whichever issue covered in the Protect Everyone Bill you are most passionate about.

Simply choose from the selection below and an email with specific asks in this area will be generated for you to review, edit and send.

Choose which issue to email your MP about

Please select

Email address

First Name

Last name

← → ↻ https://action.libertyhumanrights.org.uk/page/78339/petition/1

I. LIBERTY

I. STOP THE POLICING BILL

Sign the petition to stop the Government's dangerous new Policing Bill. It will give police more powers to shut down protest, stop and search without suspicion, and criminalise Gypsy and Traveller communities.

Protest isn't a gift from the State – it's our fundamental right and under human rights law, States have an obligation to facilitate protest, not suppress it.

Yet this is exactly what the Government's new Police, Crime, Sentencing and Courts Bill seeks to achieve.

Not content with all but banning protest during the pandemic, the Government is now using this public health crisis as cover to make emergency measures permanent. Its new policing Bill is an all-out assault on

SIGN THE PETITION

31,422 people have signed already. Help us reach 30,000!

31,422

TO: HOME SECRETARY AND SECRETARY OF STATE FOR JUSTICE

We call on the Home Secretary and Secretary of State for Justice to scrap damaging proposals in the Police Crime Sentencing and Courts Bill including those which:

- Threaten freedom of expression and assembly.

← → ↻ https://action.libertyhumanrights.org.uk/page/77794/petition/1

I. LIBERTY
ADD YOUR NAME

I. STAND UP TO POWER

We all want to live in an equal, just and fair society, where governments and public bodies act in our best interests.

For years, our laws and legal processes have made sure ordinary people can hold the powerful to account when they get it wrong.

They help us stand up to people in power.

But plans are underway to limit and weaken these essential pillars of our democracy.

Join Liberty's campaign to safeguard everyone's rights and freedoms and keep access to justice open to all.

ADD YOUR NAME

Being able to stand up for our rights and challenge governments and other public bodies when they get it wrong is vital if we want to live in an equal, just and fair society.

Right now, we can stand up to power if necessary.

This must not be taken away from us.

Title

Mr

First Name

https://action.libertyhumanrights.org.uk/page/70607/petition/1

I. LIBERTY
CLAIM YOUR FREE GUIDE

I. KNOW MY RIGHTS

Human rights are never more fragile than in times of crisis. And the Government's Coronavirus Act and accompanying regulations have watered down rights in Britain.

It's vital we all know, cherish and fight for our rights.

For 20 years, the Human Rights Act has been used by ordinary people – soldiers, people in care, journalists, LGBT+ people, disabled people, workers, children – to defend their rights and hold the powerful to account.

A whole generation has grown up safe in the knowledge that their rights are enshrined in law by the

CLAIM YOUR FREE GUIDE NOW





Title 1

Please select...


First Name

Last name

Picking the most relevant content

← → ↺ <https://liberty.e-activist.com/page/58589/petition/1> ☆    

I. LIBERTY



I. DEFEND HUMAN RIGHTS DURING COVID19

9,350 people have added their names. Help us reach 10,000!

9,350

First Name

Last name




Email address

I would like to receive email updates about Liberty's campaigns and how I can support your work:

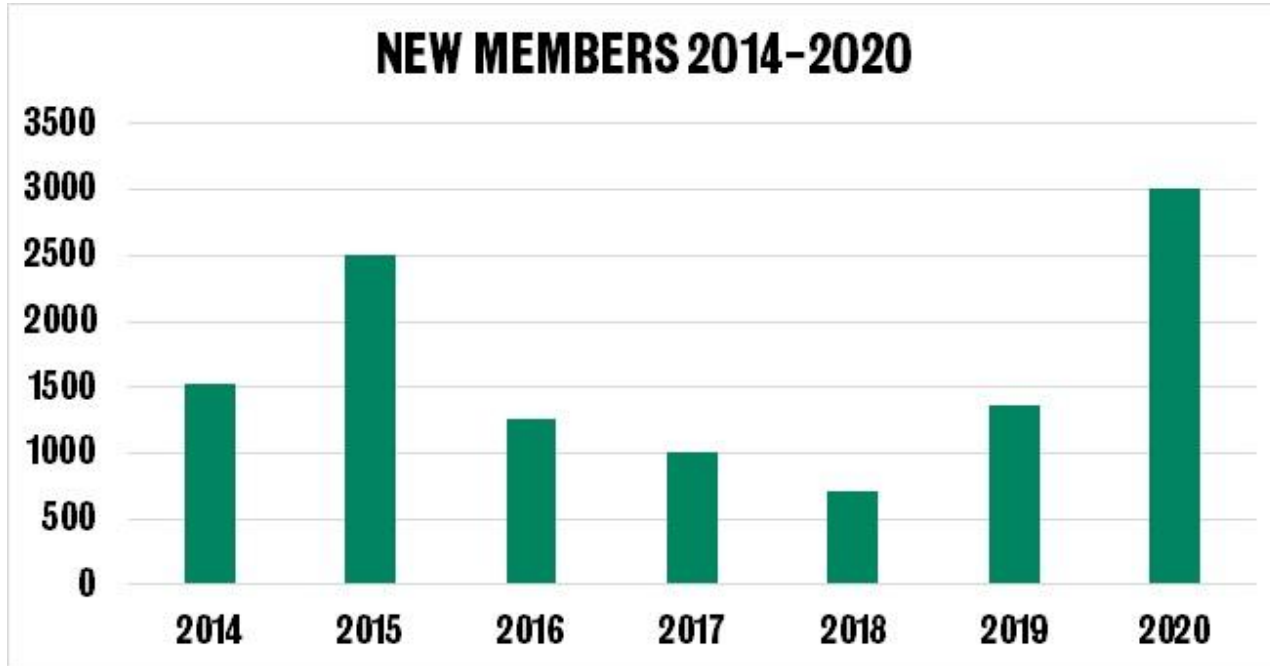
- ☐ Yes please
- ☐ No thanks

[ADD YOUR NAME](#)

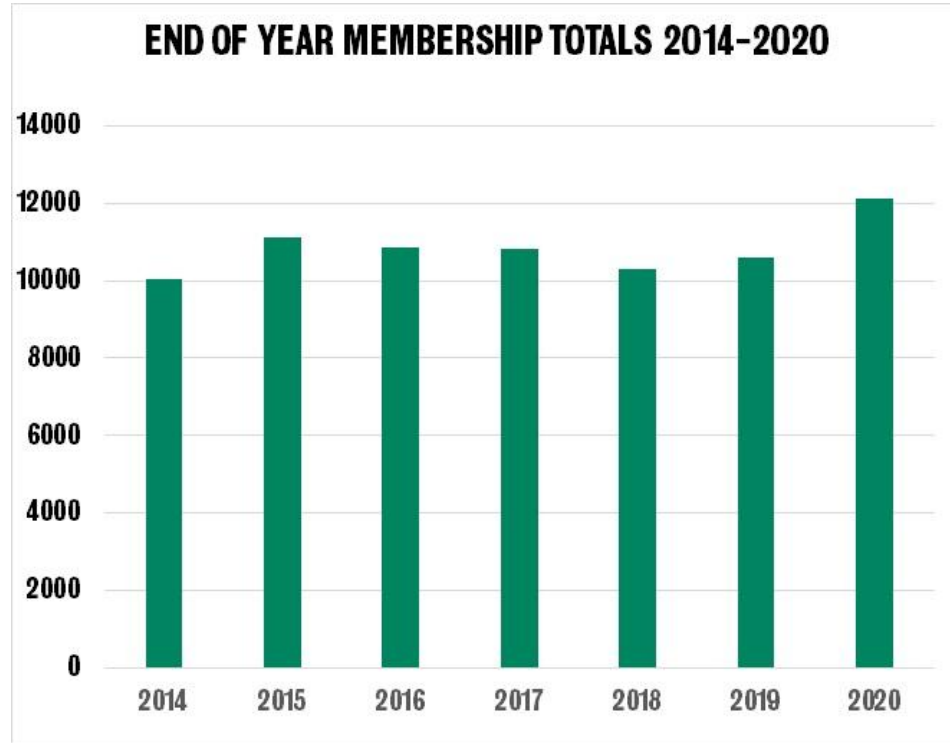
Knowing your rules: Knowing when to break them

Planned journeys		Reactive/current content
Thematic approach		Mix of content/themes
Minimum prompts		Open asks

New members by year



End of year membership totals



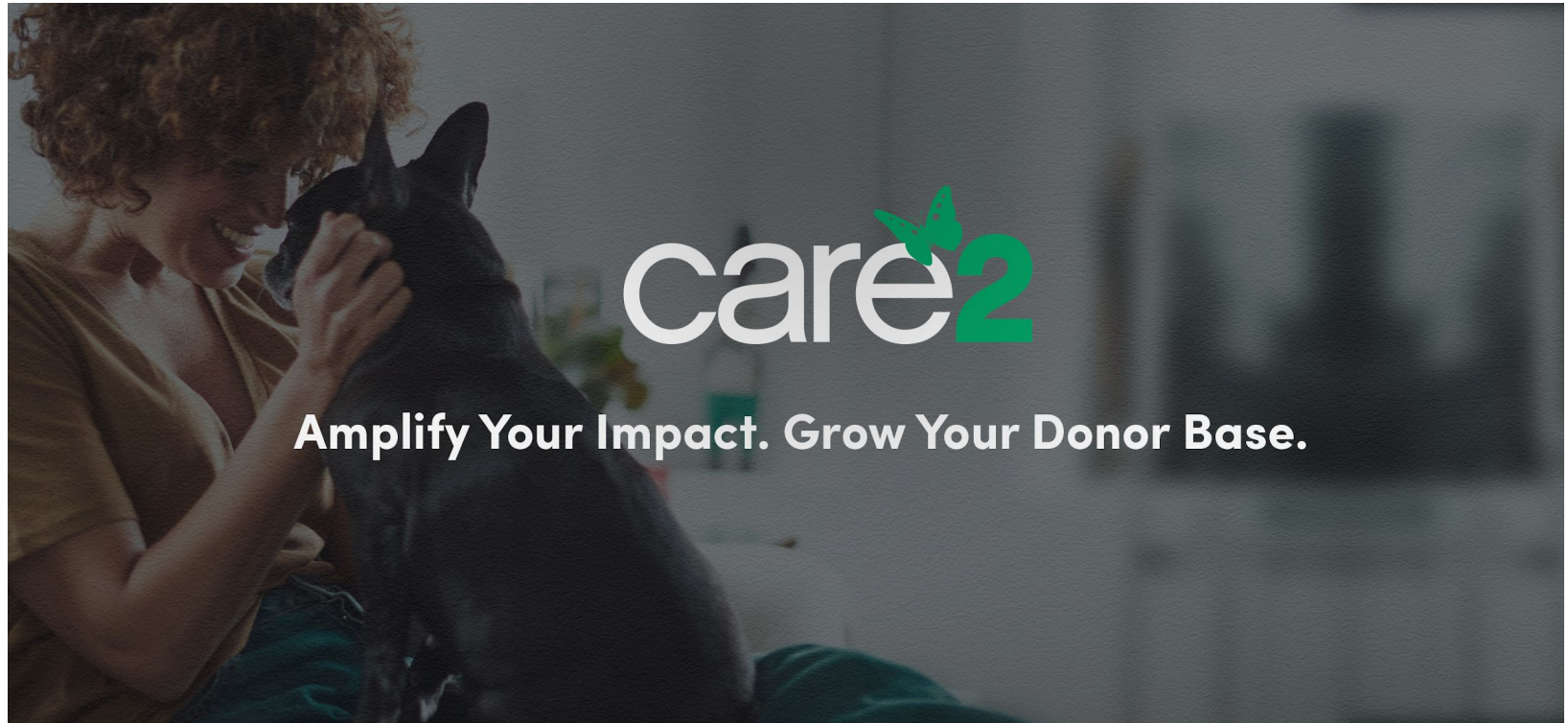
2019 vs 2020

	2019	2020
New members in year	1,359	3,110
Average monthly sign ups	113	251
End of year volume	10,606	12,126
Net gain on previous year	323	1,520

2021 so far

Metric	Volume
Total members at 31 March	13,278
Net increase on end 2020	1152
Total new members so far	1169

Care2.com



engaging NETWORKS

ENCC-X, 25-27 May 2021

Fauna & Flora International

Dec 2019

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Pledge To Save Pangolins: The desperate creatures almost nobody's even heard of.

by Fauna & Flora International

FAUNA & FLORA INTERNATIONAL

9,360 SUPPORTERS 10,000 GOAL

If you're like me, when it comes to animal protection you spend your time holding out for good news stories, whether it's gorilla numbers rebounding or elephant poaching being eliminated, those headlines are the goal we're all in this game for. And I really, truly wish this could be one of those stories. **But it's not.** Because this one's about pangolins.

February 2020

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Coronavirus potentially linked to Illegal Pangolin Trade - this could be disastrous

by Fauna & Flora International


FAUNA & FLORA INTERNATIONAL

17,075 SUPPORTERS 18,000 GOAL

You'd find few creatures **more endearing than a pangolin.** These wonderful mammals were little more than to be left in peace to forage for ants, their only defence being to curl up and wait until danger goes away - a trick that's kept them alive since the time of the dinosaurs.

But what's happened in the last few decades is enough to make you sick to your stomach.

care2 CORONAVIRUS PANGOLIN



Coronavirus potentially linked to Illegal Pangolin Trade - this could be disastrous

by Fauna & Flora International

22,274 SUPPORTERS

You'd find few creatures **more endearing than a pangolin.** These wonderful mammals were little more than to be left in peace to forage for ants, their only defence being to curl up and wait until danger goes away - a trick that's kept them alive since the time of the dinosaurs.

But what's happened in the last few decades is enough to make you sick to your stomach.

They have been ripped from the **other mammal on Earth.** They're being poached and their scales pulverised.

With numbers plummeting and populations plummeting, they're hurtling towards extinction with frightening rapidity.

And things just got worse.

Because now some scientists are suggesting pangolins were the intermediate host

Keep In Touch With Fauna & Flora International

Fauna & Flora International (FFI) works to save animals and plants wherever they are most threatened in the world. Please help FFI to make the most of your support by keeping you up to date on our work with endangered species, and sending you appeals about how you could help.

Would you like to receive emails about the latest progress in FFI's campaign to save endangered species and how you can support our work?

No, thank you! Yes, please!

Through the support of you and other like-minded people, we can make a huge difference for endangered species. If you want to know more about how your details are used by us, please visit www.fauna-flora.org/privacy.

Sign Now

Don't display my name

Privacy Policy

Terms of Service

Having problems signing? Let us know

Fauna & Flora International conversion tactics 2020

- **Cash over RG** - when tested and stretched out over a 6 month period a repeated cash asks provides both stronger LTV and more RGs than a repeated RG ask.
- **Always write evergreen and recycle** - good fundraising copy shouldn't necessarily have an expiration date (excluding disaster appeals and so forth)
- **Do not tailor ask amounts** - controversially after testing FFI base email ask amounts on the lead generation source, not the individual donor. This can decrease income significantly on a single email test, but over an extended period it pushes response rate up to such a level that it ends up being more profitable.
- **They don't send an appeal immediately** - first goal of your automation is to get people reading your emails, so while it's tempting to financially capitalise on the maximised early engagement, it's better to use that to get them reading.
- **They don't include any social share buttons on any emails** - an obvious one but important to repeat, don't mix asks - after testing they've found emails with social share buttons heavily reduce response rates

Results from Care2 leads

- Data as of January 2021
- No RG asks offered to Canadian, Aus or US leads
- Positive ROI in under a year

	2016 UK	2018 UK	2019 UK	2020 UK	2021 UK	2019 USA	2020 USA	2020 Aus	2020 Can
Leads purchased	11000	16095	32537	13356	279	32184	57562	15489	19242
ROI to date	9.72	6.49	2.78	1.33	0.21	1.88	1.22	0.94	0.48
No of donors	1702	3084	4090	1054	21	1075	1129	533	362
No of RGs	200	460	568	171	3	9	8	5	1
Conversion to donor %	15.5%	19.2%	12.6%	7.9%	7.5%	3.3%	2.0%	3.4%	1.9%
Conversion to RG %	1.8%	2.9%	1.7%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%

Cats Protection insights from 2020/21

- A mixture of fundraisers & petitions since 2016



Like 1.6M

START A PETITION

BROWSE

sign in



You signed on December 4, 2020

**Share with friends.
Get More Signatures!**

42,764 SUPPORTERS

45,000 GOAL

f

Share this Petition

Privacy Policy
By signing, you accept Care2's Terms of Service.
You can unsubscribe at any time here.
Having problems signing this? Let us know.

Create a world where every cat is treated with kindness

by: [Cats Protection](#)




42,764 SUPPORTERS

45,000 GOAL

Cats are prolific breeders; just one unneutered female could have 18 kittens a year.

Cats that are neutered later in life, unfortunately, contribute to the number of unwanted or mistreated cats in the UK. Unneutered cats tend to fight more and roam the streets where they are more likely to be injured or hit by cars.

Cats Protection works hard to find good homes for cats in need, support and encourage the neutering of cats, and improve people's understanding of cats and their care.




Like 1.6M

START A PETITION

BROWSE

sign in



SIGN PETITION

Rhiannan Sullivan
London, United Kingdom [Edit info](#)

WHY IS THIS IMPORTANT TO YOU? (optional)
Why do you want to make microchipping compulsory?

☐ Share this petition with friends!


Sign Now

☐ don't display my name

Privacy Policy
By signing, you accept Care2's Terms of Service.
You can unsubscribe at any time here.
Having problems signing this? Let us know.

Microchips reunite: Sign Cats Protection's petition to make microchipping compulsory for owned cats

by: [Cats Protection](#)

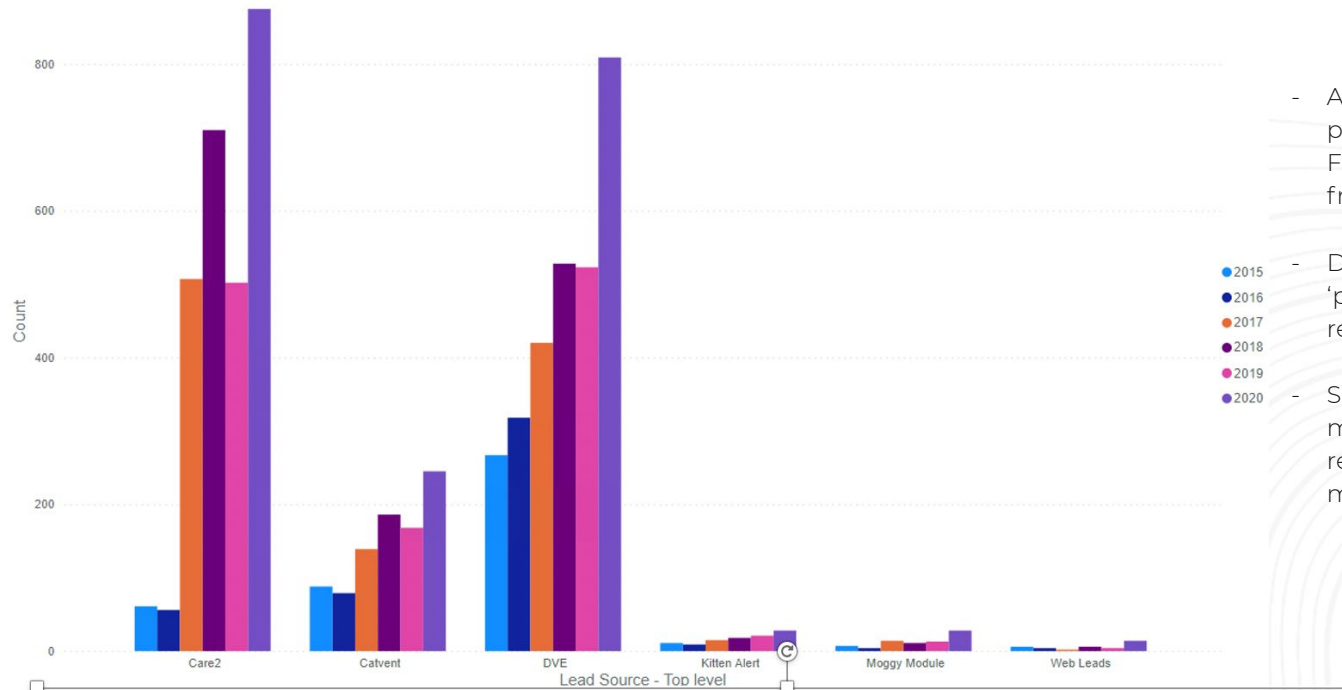


8,525 SUPPORTERS

9,000 GOAL

Please sign Cats Protection's petition calling for compulsory microchipping of owned cats across the UK to help reunite missing cats with their owners.

Cats Protection insights from 2020






- As recruitment has grown throughout the pandemic and 2020, both Care2 leads and Facebook leads have given cash more frequently

- Development of specific pandemic 'products' are now being tested in their regular journey

- Specifically Care2 leads sign an RG mandate around 5 weeks after recruitment and give overall in the first 3 months.

Knowing your rules: Knowing when to break them

Planned journeys		Reactive/current content
Thematic approach		Mix of content/themes
Minimum prompts		Open asks

Thank You.

ANDREW TAYLOR-DAWSON

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