



How Dignity in Dying harnessed agile working to recruit 1000 new members

Thursday 25th, 9:35-10:00am

Speakers



Dave Pearce

Director of Fundraising &
Marketing
@medavep



Sadie Kempner

Campaign
Communications Officer



Beth Miles

Digital Strategy
Manager

What we'll cover today

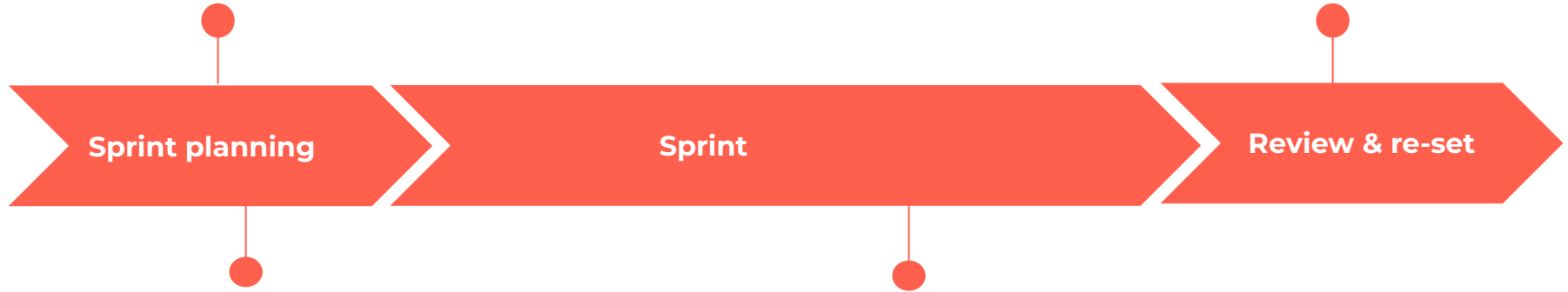
- Agile working
- Our membership programme
- What we did
- Membership framings
- Tools and tactics
- The results
- Some tips!

Agile working

Agree on what we want to achieve and what we need

2-3 week intense work period

Review what we achieved and agree on next focus area



Gather background info before the sprint starts

Ways of working during the sprint:

- Quick standup meetings every other day
- Streamlined signoff and decision-making
- Kanban board with 'to do' 'doing' and 'done'
- Prioritise as we go

Our memberships offer

- Our primary regular giving product
- Can join by cash or Direct Debit, but majority is Direct Debit (68%)
- Members receive 3 printed newsletters a year, an exclusive campaigners' info pack, invitations to our events.
- 87% of all individual giving is from members
- Most gifts in Wills are from members

Our memberships offer



In a nutshell

Our goal was to use agile working to quickly understand what framings motivated people to become members at what parts of the supporter journey, to unlock more memberships and income.



Our game plan

1

Come up with
different framings/
motivators to test

2

Add a
membership ask
to all touchpoints
in a supporter
journey

3

Send lots of
emails in a short
period of time

The touchpoints

Direct to donate ads

Dignity in Dying 
Sponsored · Paid for by Dignity in Dying ·  
We're closer than ever to legalising assisted dying – we can't afford to back down now. Are you ready to play your part?



action.dignityindying.org.uk
Dignity in Dying Needs You: Become A Member Now >>

Handraiser + post-action journey



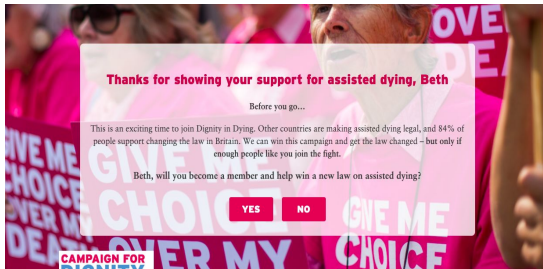
OFFICIAL RECORD OF SUPPORT FOR ASSISTED DYING - ADD YOUR NAME

Terminally ill people deserve the right to die on their own terms, but the UK's current law against assisted dying is forcing people to suffer unnecessarily.

To end this injustice and get politicians to listen, we're building the biggest ever public record of support for assisted dying.

298,736 people have already added their name. Will you help us reach 300,000?

First name *



Thanks for showing your support for assisted dying, Beth

Before you go...

This is an exciting time to join Dignity in Dying. Other countries are making assisted dying legal, and 84% of people support changing the law in Britain. We can win this campaign and get the law changed – but only if enough people like you join the fight.

Beth, will you become a member and help win a new law on assisted dying?

YES **NO**

Emails

Right now, we're gearing up to break new ground with assisted dying bills set to go through parliament in both Scotland and Westminster. {user_data~First name~Friend}, **with your support, we could win new laws in both countries before the next UK election** – but we need to act fast.

I've been doing the maths - **if we're going to pull this off, we urgently need more people on board**. Getting over the finish line won't be easy. Your generosity has helped to get us this far – now we're entering what could be the final stretch we urgently need regular contributions to be sure the campaign has what it needs to win.

To do this we need 300 new members to join this month - {user_data~First name~Friend}, **will you be one of them?**

Join as a member now →

The framings

Commitment to the cause

Show the world you're fighting for terminally ill people's right to a dignified death – become a member today and play a vital role in making assisted dying legal.

We're so close – help us win

We're closer than ever to winning a compassionate law on assisted dying – we urgently need XXX members to add their strength and help make it happen. Become a Dignity in Dying member today and help secure an urgent change to the law.

Seeking a community

Become a Dignity in Dying member and join a community of thousands who believe it's time for a compassionate law on assisted dying.

We're so close – don't let us down

We're closer than ever to winning a compassionate law on assisted dying, but unless we get XXX members this year, that could all be at risk. Don't let us down, become a Dignity in Dying member today.

Don't let us down messaging works

*** BREAKING NEWS ***

For the first time since 2015, **a new Assisted Dying Bill will be debated in the House of Lords**. The Bill is due to have its First Reading on the 26th March and we need to be ready to take on opponents of law change.

Your ongoing support as a member has got us here and will play a major role in our plans to make the most of this opportunity. But for the campaign to be as bold and ambitious as it needs to be to win, our current funding can't take us all the way.

Can you spare a few extra pounds that we can put towards direct lobbying in the House of Lords?

I'll give £50 →

I'll give £25→

I'll donate £5 →

Earlier in the week I told you we needed 300 new members by the end of the month to stay on track with our plans for the future. Some dedicated supporters, just like you, have already stepped up and joined as members - **will you join them** and make sure that together we have what we need to carry out our ambitious plans for law change today?

Yes, I'll join as a member →

You've shown how much you care about assisted dying - **now's your chance to join our community of passionate, committed members and add your strength to the campaign when it's needed most.**

Everyone has a different reason for joining, here's just some of what our members say about this community:

"No person should have the right to deny an individual the right to a

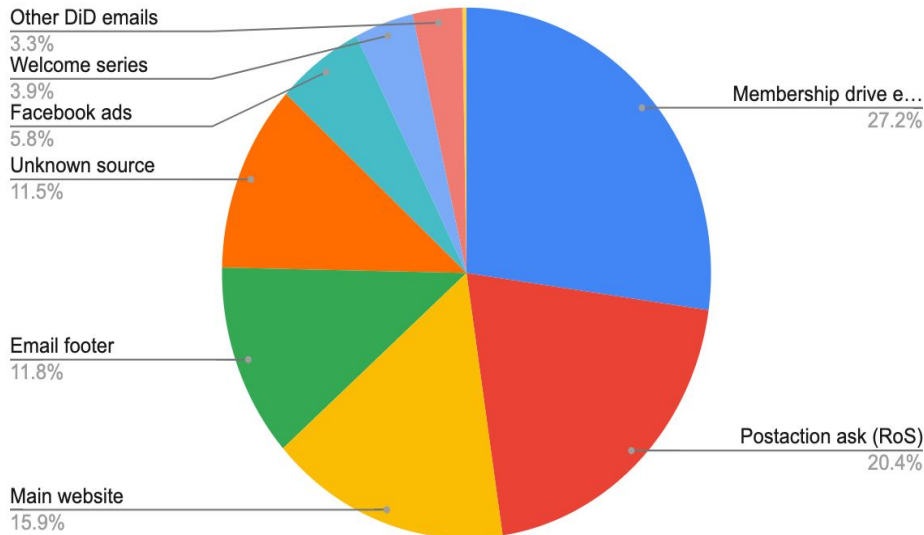
So, how did it perform?

May emails alone drove **1000 memberships** generating a **1-year projected income of over £30,000**.

We generated another 200 memberships from ads delivering a 294% return on ad spend.

Post-action donations accounted for 20% of total memberships we saw in May-July (490).

Memberships



Learnings

- Using agile working can help you **deliver a lot of work in a short time and keeps you focussed**
- **Direct to donate Facebook ads can deliver good results** and a steady stream of donations – especially from a warm list
- **Messages from ‘behind the curtain’** sent by the Finance team, plus **‘don’t let us down’ and social proof** messaging perform well
- Sending a **reminder email** to people who haven’t taken the action can boost your donations dramatically
- Giving supporters the option to donate at **all points in a journey** (but particularly when they’ve aligned their values to yours through signing something) is key

Top tips to getting started

1. Identify donor motivations and test content that speaks to these
2. Assess where in your journeys supporters *could* donate – and add an ask in!
3. Don't be afraid to send multiple emails with the same ask in quick succession
4. Ensure you always plan kicker emails for those who don't take action the first time
5. Test your tactics in a short time period – reflect on what works and then go again!

Thank You.

hello@forwardaction.uk
info@dignityindying.org.uk