

ENCC

From a Standing Start: Building a Digital Operation

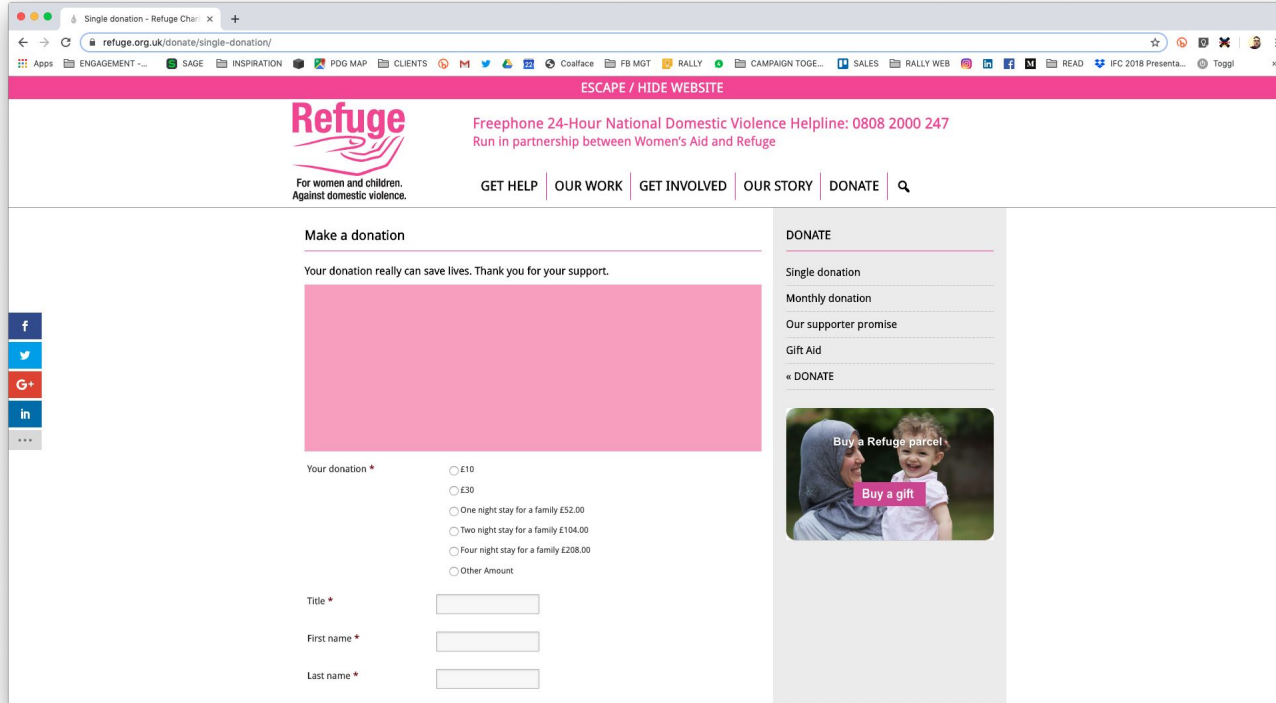
Wednesday 25th May

Speakers

Anna Chowcat
Digital Manager, Refuge



Where did we come from?



The screenshot shows a web browser window with the URL refuge.org.uk/donate/single-donation/. The browser's address bar and tabs are visible at the top. The website has a pink header with the Refuge logo and navigation links. The main content area is titled 'Make a donation' and includes a large pink rectangular placeholder for an image. Below this, there are radio button options for donation amounts: £10, £30, One night stay for a family £52.00, Two night stay for a family £104.00, Four night stay for a family £208.00, and Other Amount. There are also input fields for Title, First name, and Last name. On the right side, there is a 'DONATE' sidebar with links to Single donation, Monthly donation, Our supporter promise, Gift Aid, and a 'Buy a gift' button next to a photo of a woman and a child.

Single donation - Refuge Char... X

refuge.org.uk/donate/single-donation/

ESCAPE / HIDE WEBSITE

Refuge
For women and children.
Against domestic violence.

Freephone 24-Hour National Domestic Violence Helpline: 0808 2000 247
Run in partnership between Women's Aid and Refuge

GET HELP | OUR WORK | GET INVOLVED | OUR STORY | DONATE | 🔍

Make a donation

Your donation really can save lives. Thank you for your support.

Your donation *

☐ £10
☐ £30
☐ One night stay for a family £52.00
☐ Two night stay for a family £104.00
☐ Four night stay for a family £208.00
☐ Other Amount

Title *

First name *

Last name *

DONATE

Single donation
Monthly donation
Our supporter promise
Gift Aid
« DONATE

Buy a Refuge parcel

Buy a gift

Where did we come from?

The draft Domestic Abuse Bill

In January of this year, the Government released a draft of the Domestic Abuse Bill that aims to improve the overall response to domestic abuse and address the attitudes that allow gender inequality and domestic violence to persist in society. [Read our response](#)

Working with Government on Universal Credit

Refuge continues to campaign and work with the Department of Work and Pensions to change the welfare system so that it better meets the needs of survivors. We want to see separate payments by default, survivors exempted from repaying benefit advances and the two-child limit to be ended. [Read more](#)

Prevention of future violence through education, training and awareness-raising



MY HUSBAND, MY LOVER

What does he love about me?
My 'cute little face'
He is punching
Above
His weight
When we're in bed
It is hard
Not to lose control
He is so desperately keen
For a lover
Leaving racy messages

Event urging men to join domestic violence conversations

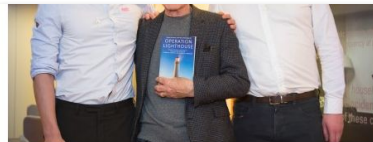
Sir Patrick Stewart and Luke and Ryan Hart shared their personal experiences of domestic abuse to raise awareness of the causes and impact of violence against women and girls (VAWG). [Watch their discussion](#)

Reversible poem campaign

Last winter Refuge launched a campaign to raise awareness of the different forms of domestic abuse. The reversible aspect of the poems highlights the often hidden nature of VAWG. Read the latest Valentine's Day [poem](#)

Refuge highlights in the news

- Our response on the Domestic Abuse Bill was covered by print, online and broadcast media; with CEO Sandra Horley, Director of Operations Jane Keeper and survivor Eileen Hope appearing on Sky, ITV, BBC News and Woman's Hour, and Channel 5. Our press statement was also featured in over 70 national and regional radio and print/online news outlets such as [The Guardian](#), [Stylist](#), [CNN](#) and [Metro](#).
- The launch of our Reversible Poems campaign over Christmas saw a readership circulation of over 566 million, with coverage in [The Independent](#), [Cosmopolitan](#) and [The Sun](#), amongst others. The Valentine's Day poem also reached over 47 million, appearing in [Metro](#), [Her](#) and others.
- Comedian Richard Herring's awareness raising initiative for Refuge on International Women's Day achieved nearly 400 mentions in local and national press, including [Evening Standard](#), [Radio Times](#) and [The Independent](#) and saw more than £150,000 raised in 24 hours.
- Our campaign on recognising financial abuse was covered by [Moneywise](#), [The Sunday Times](#) and [The Scotsman](#).
- Our campaign on spotting the signs of abuse was covered by [Huffpost](#) and [The Independent](#).
- Our [statement supporting Sally Challen](#), convicted for murdering her abusive husband, was covered by [The Independent](#), [Evening Standard](#), [The Times](#), and others.



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Useful Refuge website links

[Refuge homepage](#) | [Our work](#) | [Get help now](#) | [Help someone you care about](#) | [Get involved](#) | [Jobs and volunteering](#) | [News and blogs](#)

Registered office: 4th Floor, International House, 1 St Katharine's Way, London E1W 1UN. Registered charity number 277424. Registered in England and Wales. A company limited by guarantee. Company number 1412276.

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Where did we come from?

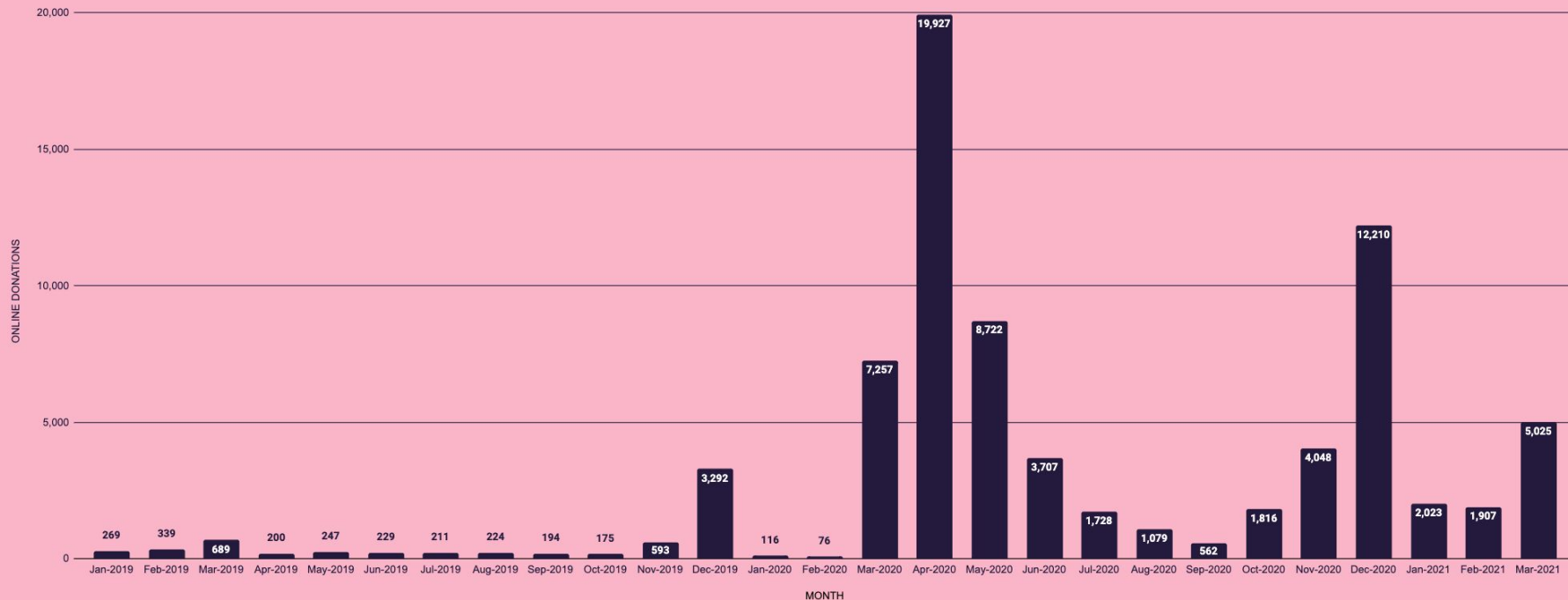
- 1 Digital staff member
- An over populated and busy monthly newsletter that didn't engage supporters
- A clunky donate page that was almost hidden on our website
- No digital mobilisation plans in place beyond social media content
- No supporter campaigns that mobilised scale at large

What happened next?

- Cross-team (fundraising, digital, database) group formed to develop a digital engagement strategy
- Onboarded with Engaging Networks and worked with Forward Action to create new donate pages and our first email supporter journey
- Got buy-in from CEO to test new pages and journeys
- Christmas 2019 was our first big test...

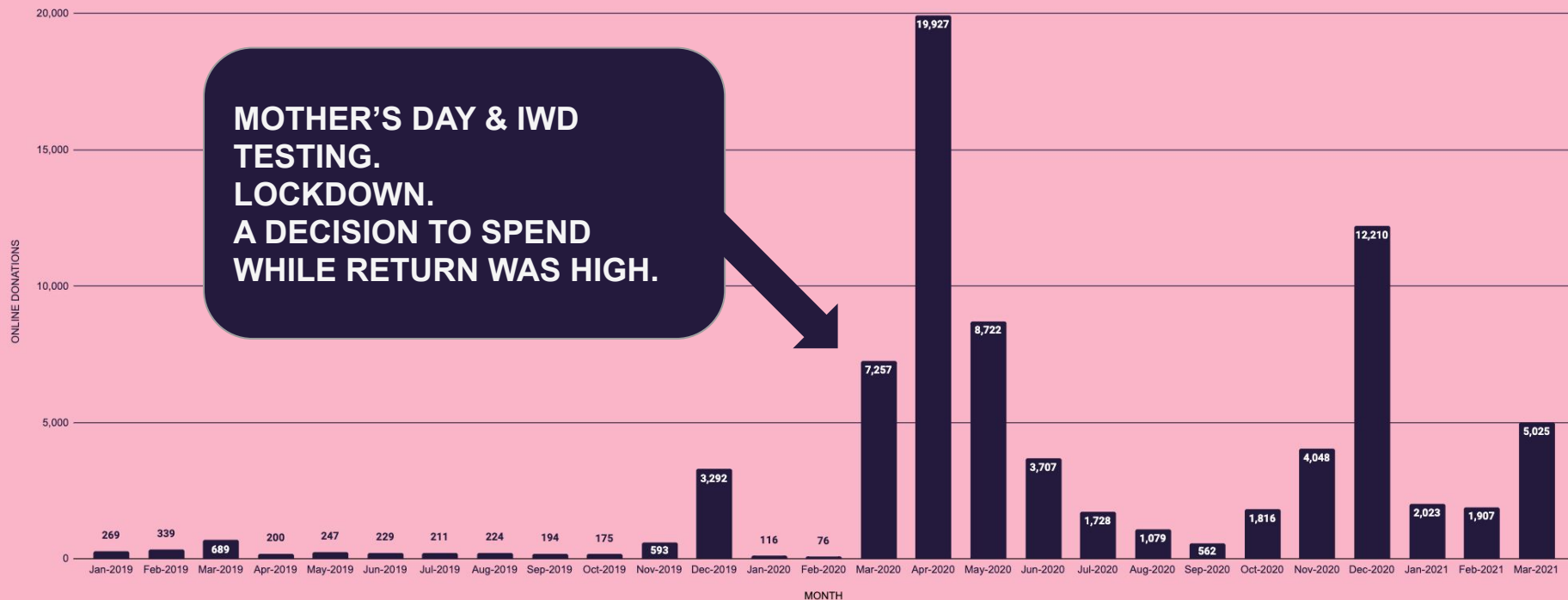
Initial success...

NUMBER OF ONLINE DONATIONS BY MONTH



Initial success...

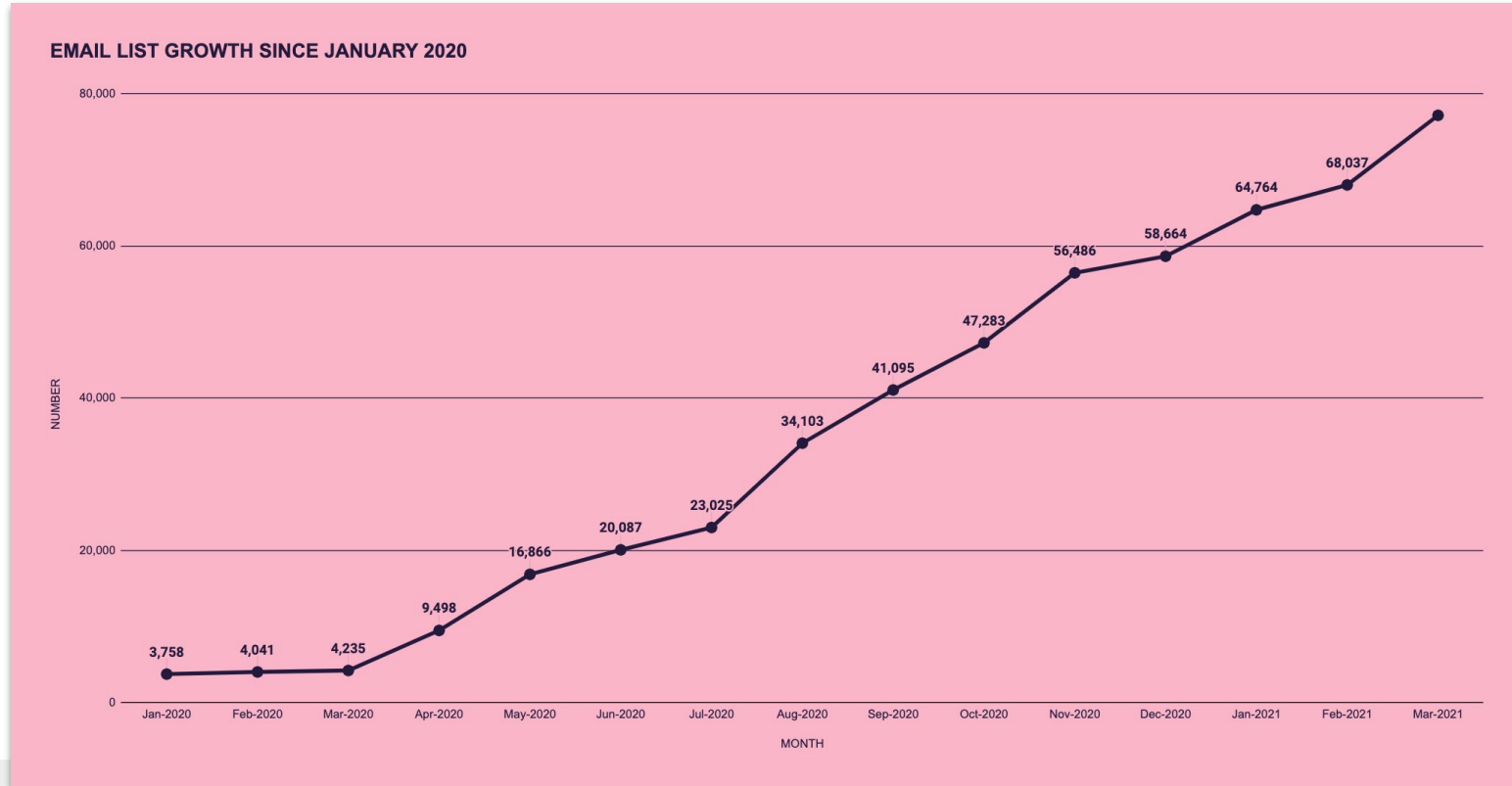
NUMBER OF ONLINE DONATIONS BY MONTH



Testing, testing, testing...

- We tested everything we did
- Email split tests, Facebook advert copy/images, button copy, tone of voice: negative or positive.
- You name it, we tested it
- Internal stakeholders could see results and buy in

Growing the list...



Growing the list...

- Email was key - setting up supporter journeys
- Weekly emails, 1 CTA
- Very little segmentation of list
- MORE TESTING!
- Handraisers led to more growth..

Growing the list...

Stand With The 1 In 4 Who Experience Domestic Abuse and Help Us Shape a Safer World For Women – Add Your Name.



We all want a world where every woman is safe. But when 1 in 4 women will experience domestic abuse in her lifetime, there's so much still to do. That's why we're asking you to join us.

Together we'll continue to keep women safe, with specialist services like our 48 refuges and 24/7 National Domestic Abuse Helpline. We'll push to change laws and attitudes – and end violence against women for good.

Stand shoulder to shoulder with survivors and create a world where every woman can live free from domestic abuse – add your name to join us.

No Woman Should Live In Fear In Her Own Home: Add Your Name If You Agree




We should all feel safe in our homes. Yet every year in the UK, 1.6 million women experience domestic abuse. Together, we can change that.

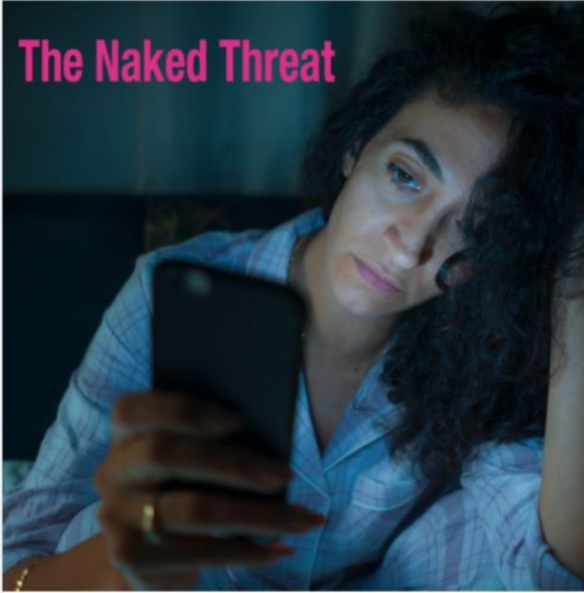
At Refuge, we give women the support they need to find safety and rebuild their lives after domestic abuse – and we shape laws and attitudes to end abuse and violence against women for good.

Domestic abuse is not an individual problem, it's a societal problem. That's why we need everyone involved if we're going to build a world where no woman lives in fear of abuse, threats or violence from a current or ex partner. Will you join us?

Mass mobilisation campaigning

**Refuge**
Sponsored • Paid for by Refuge
ID: 271962303876617

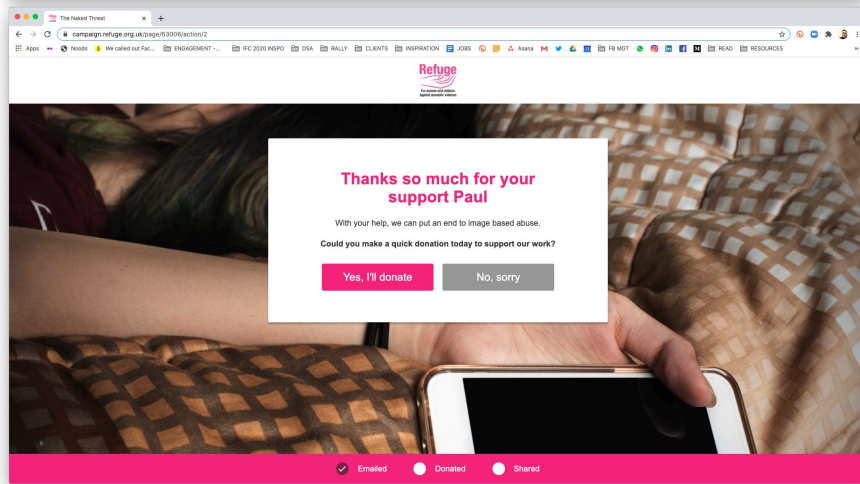
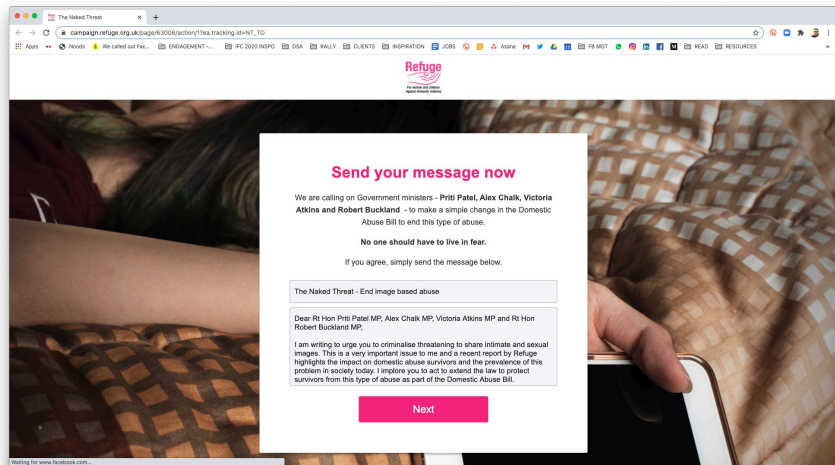
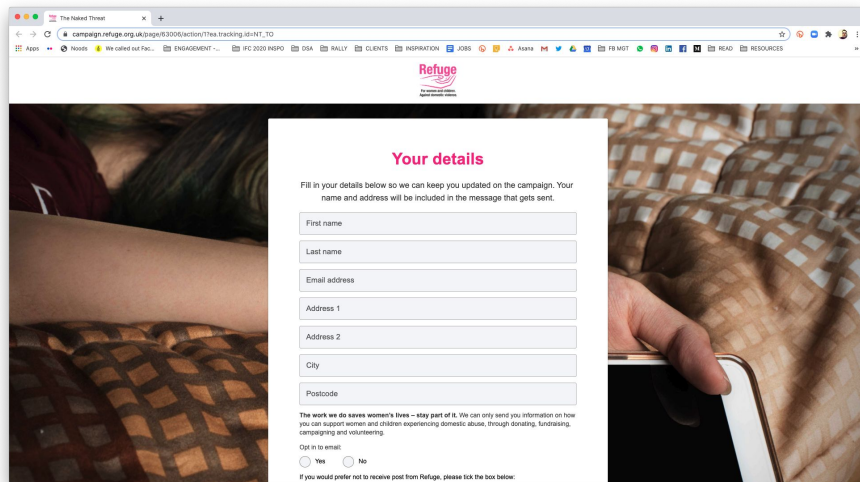
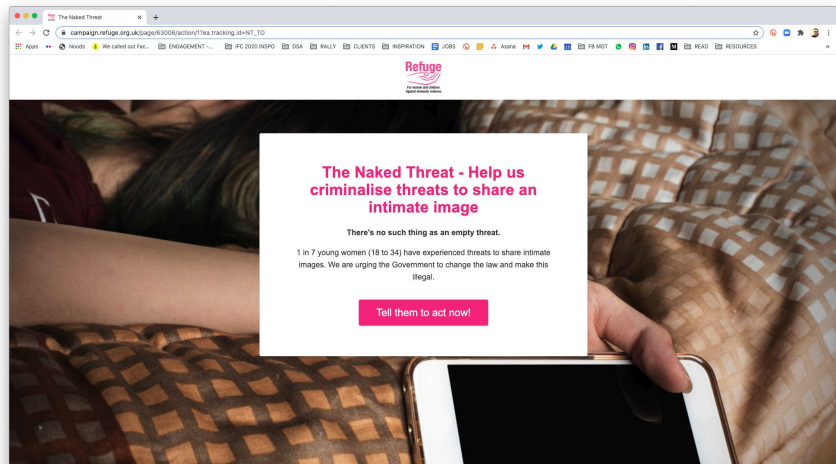
👉 It takes only 50 seconds to join our campaign to make threatening to share intimate images a crime. 👉



The Naked Threat

CAMPAIGN.REFUGE.ORG.UK
Help us change the law
The Naked Threat, end image and video based abuse

Mass mobilisation campaigning



Mass mobilisation campaigning

- 45k Actions taken
- C.30k New supporters with C.13k Opt Ins
- C.1.5k Donations & 220 Direct Debits
- C.45k Income
- £11k Spend

Don't put supporters in boxes - they will engage with you in different ways at different points of their journey!

What have we learnt?

- Cross-team working is KEY
- Don't put supporters into silos, this isn't how we behave
- Always look back at results
- It's ok to fail - not all our advocacy campaigns have been successful
- Choose the right partners

Where are we now?

- Growing our digital capabilities in-house
- Upskilling to work in an agile way
- Fully fledged digital engagement strategy for next few years with more £££
- Investment in a new website - coming soon!
- Regular use of engagement tools like quizzes

Thank You.

Anna Chowcat

anna_chowcat@refuge.org.uk