

Spotify Wrapped for Charity Supporters

ENCC

Wednesday 25th & Thursday 26th May

Speakers



GLYN THOMAS: Director, Root to Branch Communications



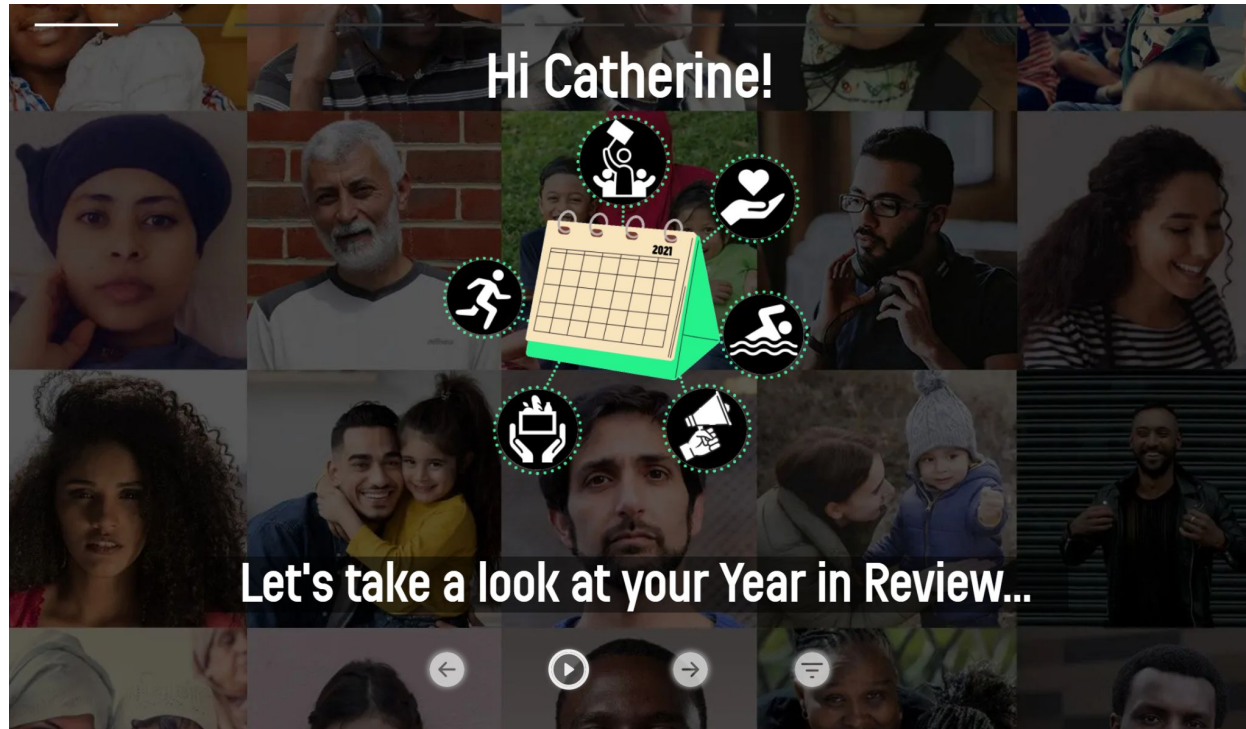
HANNAH WINTER: Digital Communications
Manager, Refugee Action

What did we want to do?

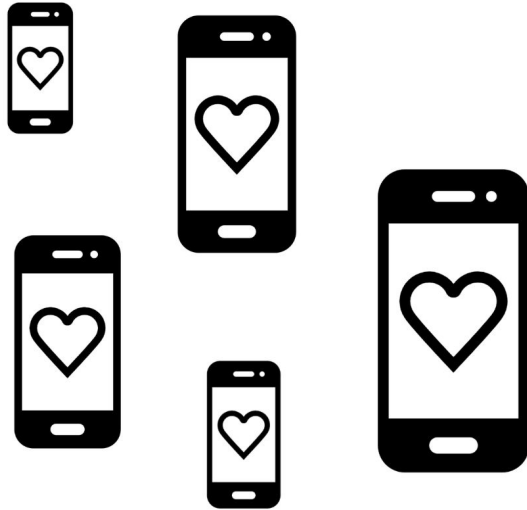
**The goals:
engage,
entertain,
innovate,
appreciate**



Introducing: your Year in Review



Introducing: your Year in Review



You donated to give refugees essential support

You generously donated £20 in the last year, which means you have helped provide a month's worth of mobile data to a refugee. This essential support has meant they're able to stay connected with their loved ones, and access essential information and support safely online.



Introducing: your Year in Review



How it works

Year in Review

Refugee Action

[Home](#) [Searches](#) [Screens](#) [Data fields](#) [Account](#)

Home

Searches

Select users by searching against different criteria, to use for screens

Searches

Screens

Build up different screens from searches, design your content

Screens

Data fields

See imported fields, and check out example values and stats

Data fields

Year in Review app that runs alongside Engaging Networks

Data from Raiser's Edge imported into Engaging Networks

Data from Engaging Networks imported into the app

How it works

Year in 
Review
Refugee Action

[Home](#) [Searches](#) [Screens](#) [Data fields](#) [Account](#)

Screens

Create different screens that will be shown to different users.
They will be shown in the order below - drag and drop them to change the order.

Total supporters from Engaging Networks 70,906

► How many supporters match how many screens?

[All screens preview](#)

Order Screen name

Supporters matched

⬇⬆ Welcome screen for all users ⬆⬇ 70,906 (100%)

✓ Setup

Design



⬇⬆ Welcome screen for all users pg 2 ⬆⬇ 70,906 (100%)

✓ Setup

Design



Editing interface

An editing interface in the app specifically for creating the screens for the Year in Review

How it works

✓ Screen setup

Screen name (just for internal reference)

Donation impact

Searches

Match...

- ☐ All users
- ☐ All the searches ticked below
- ☒ Any of the searches ticked below


- ☐ Asylum interview quiz
- ☐ DIY fundraiser
- ☒ Donated
- ☐ Emailed MP - Anti-Refugee Bill
- ☐ Emailed MP - Close the Barracks
- ☐ Emailed MP - any
- ☐ New plan for immigration consultation - took action on first day
- ☐ Race4Refugees
- ☐ Signed petition - Anti-Refugee Bill
- ☐ Signed petition - Refugee resettlement
- ☐ Signed petition - SUFA
- ☐ Signed petition - any
- ☐ Tweeted - any
- ☐ Welcome message

Who sees which screen


- All users
- Or select from the options below
- Each of those is matched against data pulled from Engaging Networks


How it works

Welcome screen for all users

Background 













Image

Brightness 100% 

Contrast 100% 


✓ Save screen


Screen size (zoom: 66%)

Desktop - landscape            

Small (1280 x 720)

Preview data

Preview timings 



Image

Alt text goes here

Width (%) 29 Top (%) 15 Left (%) 35

1 secs No animation

✓ Show to everyone who sees this screen

1 0.5 Hi {field} First Name...

3 secs after last item appears

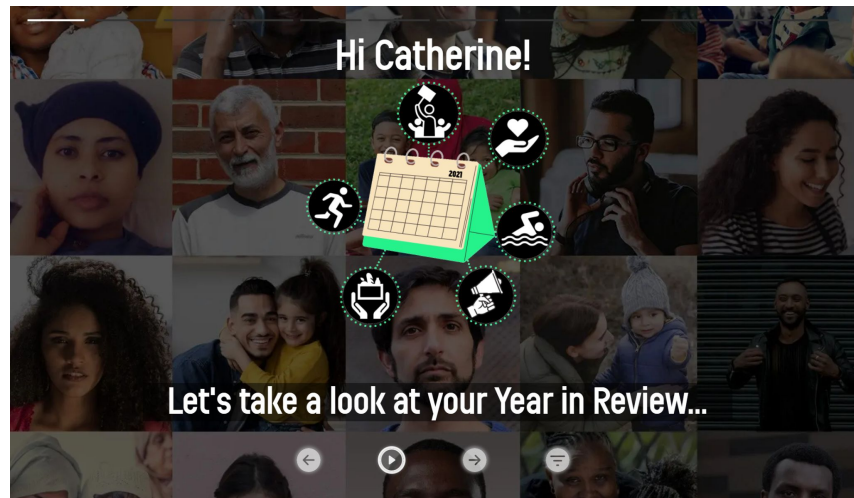
Add Copy Screen...

Adding the content:

Images
Text
Colours
Animations
Dynamic content

Test different
screen sizes

How it works



Each supporter has a unique ID number in Engaging Networks

This number is included in the link in the email sent to supporters

Sent to a landing page in Engaging Networks containing a widget which loads the screens created in the Year in Review app which match the supporter's activity

Results: the numbers

Take a look back on everything you did for refugees in the UK this year.



Hi Hannah,

As we enter the final weeks of 2021, we've been reflecting on how much you've been there for refugees over the last 12 months.

Hannah, you might not even realise just how much you've done this year - that's why we've pulled together your Year in Review. It's your individual round up of all the amazing ways you have shown support and solidarity with people seeking safety in the last year.

HANNAH'S YEAR IN REVIEW

Email open rates:

12% higher than average for Year in Review content, 16.6% higher than projected for follow up appeal emails, consistently 3%-6% higher than average since

Results: the numbers

You generously donated £358 in the last year, which means you have helped train twenty volunteers so people seeking safety can receive vital and personal support



Donations: Christmas appeal

Projected rate: 0.13%

Results: 0.20%

Average gift projected: £20.40

Actual: £37.61

Results: supporter feedback

Thank you. This was a brilliant email and idea that inspires me to do more next year.

Dear Hannah & Refugee Action,

Thank you to all that you guys do. It's genuinely proper...

So touched by this little video. Seriously I feel I've done so little - I am so enormously grateful for what you are doing, and want to thank you from the bottom of my heart for your determination & courage on behalf of Refugees in the teeth of great hostility & inhumanity from our current administration.. I'm going to set up a regular donation to your organisation - can't afford mega-bucks, but every little helps

With my profound thanks & warmest wishes

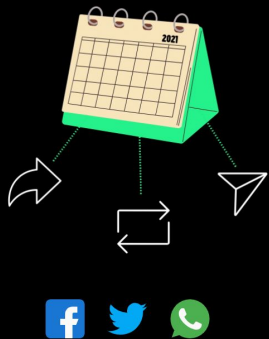
Thank you for this - it's good to see the accumulative effect of small actions. I'll keep looking out for your emails and respond quickly.

Dear Hannah and Friends at R.A

I support nearly 20 charities and often feel overwhelmed by the volume of requests for help from them. Your recent communication with a review of what I have helped you to achieve over the past year gives me some comfort that the little I do does help to make a difference albeit not enough. Keep up the brilliant work you all do which I cannot.

Next time

We hope you enjoyed your Year in Review - you can use the buttons below to share it. One thing's for sure - we couldn't have got through 2021 without you.



- Build throughout the year
- Sharing options: Instagram, individual pages, exclude financial results
- More detailed tracking on EN
- More dynamic content e.g. music and video

Thank You.

Hannah is @nananah on Twitter,
or follow @RefugeeAction in all the normal places

Find Glyn at glyn@glynthomas.com

