

ENCC

# How we transformed our cash welcome journey

St Mungo's

Thursday 26th May

# Bit of background



**St Mungo's**  
Ending homelessness  
Rebuilding lives



# History of our email programme

## Acquisition: Regular giving

People who have set up a direct debit on our website or through a face to face fundraiser and has consented to email

(last 6 months)

## Acquisition: Cash

People who have signed up to a one-off cash donation through our website and has consented to email

(last 6 months)

## SIT newsletter

Donors (both CASH and RG) that have finished the acquisition journey and has consented to email or have signed up to our newsletter on our website

(2-4 years)

# History of our CASH journey



[Read Frontline here](#)

## Email cash journey:

- Mirrored our offline journey
- Historically no donate ask
- No engaging copy about St Mungo's and the impact of our work

Auto thank you email

Frontline email

Joined newsletter



# During the pandemic

[View this email in browser](#)

**St Mungo's**  
Ending homelessness  
Rebuilding lives

**Donate**

## Important update on the coronavirus



### **This is an unprecedented time for all of us.**

The vulnerable people we work with are facing more uncertainty than ever, which is why I feel it is important to give you an update on how we are protecting our clients and staff from COVID-19 (coronavirus).


As I'm sure you will be aware, the virus is spreading quickly, and as ever, our first priority is the safety and welfare of those who use our services, alongside our staff who support them.

**At time of writing, our services are running as expected in line with our contingency plans. We have not been advised to close our services, and are working with partners on how we can help people rough sleeping or in hostels to self-isolate, if needed.**

**We are following Public Health England guidance closely as we are aware that this is currently still an early stage of this crisis. In line with Public Health England (PHE) guidance, in each service we are putting in place:**

# During the pandemic

Between 2020/2021 we saw:



150% increase  
In donations  
from email

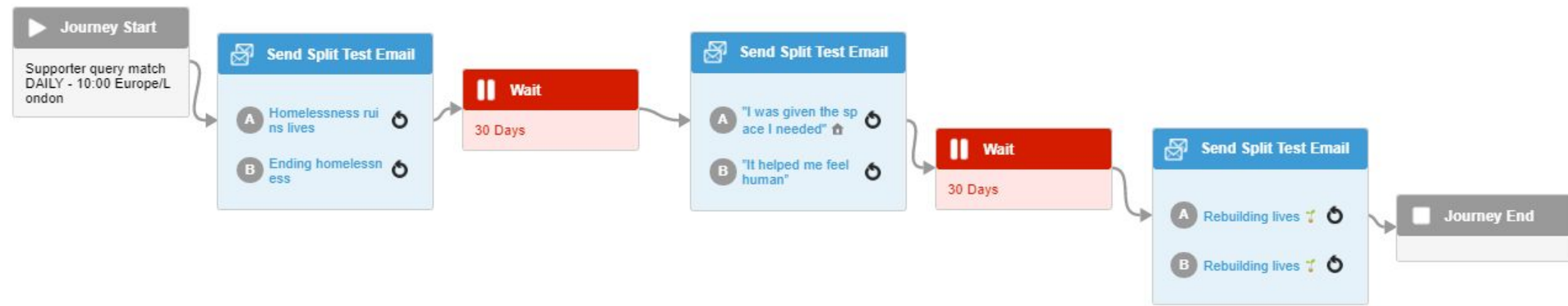
425%  
Increase in  
amount of  
emails sent

Average 40%  
open rate

# What we learnt

- Be quick and reactive
- Don't be afraid to ask for more money
- Split testing results differed between our SIT and CASH audiences and we should think about them differently
- Adding names to subject line increases open rate
- From St Mungo's works better than 'From Nikky at St Mungo's'
- Saturday leads to a much better open rate and more Donations than Friday

# Tailored cash journey



- Marketing automation
- 3 emails - outreach, accommodation and services
- Split testing and review
- Price points
- Fundraising pages
- Case study and impact driven



# Results so far

Launch of marketing automation journey in  
November 2020 until March 2022:



52% open  
rate compared to 32%  
before MA

5% CTR  
Compared to 3%  
before the MA

180% increase  
in revenue

# What we learnt

- Moving the donation box under the intro compared to the bottom of the email increased donations by 62%
- Using the word 'contribute' rather than 'donate' to drive regular gifts generated 500% increase in donations in email 3
- Longer copy generated 92% increase in donations compared to shorter copy
- 'From St Mungo's always led to a better open rate than an individual'
- Sending supporters to a donation landing page generated more revenue (+190%), more donations (+127%) and better average gift (+27%) than straight to a donation form

# Next steps

- Utilise fundraising modules
- Grow our email list and add campaign specific welcome journey's
- Audience insights
- Integration between systems to add more personalisation and segmentation
- Remain reactive and agile. Move away from monthly email newsletter

# Any questions?