

Target your communications for better results

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Helping organisations to communicate well



Looseleaf productions

Share your story

- ▶ You have 30 seconds.
- ▶ Tell your neighbour something about your school and your development plans.
- ▶ Stop.

Do it again

- ▶ Take a card from the middle of the table.
- ▶ It tells you a little bit about an imaginary potential supporter.
- ▶ Show your card to your neighbour.
- ▶ They must tell you – the imaginary supporter – about their school and your development plans, in 30 seconds.
- ▶ Swap roles.

Two elements of targeting an audience

- ▶ Pick who you'll focus your energies on – your target audience.
- ▶ Choose your language, message and information according to the audience you're talking to.
- ▶ Both are crucial.

Make-A-Wish's Facebook adverts

- ▶ “When you donate and help grant a wish, you help her fight her illness.”

Make-A-Wish's Facebook adverts

- ▶ “When you donate and help grant a wish, you help her fight her illness.”
- ▶ “You know the heartache of a child diagnosed with a critical illness. When you donate and help grant a wish, you help her fight her illness.”

Make-A-Wish's Facebook adverts

- ▶ “When you donate and help grant a wish, you help her fight her illness.”
- ▶ “You know the heartache of a child diagnosed with a critical illness. When you donate and help grant a wish, you help her fight her illness.”
- ▶ “As a medical professional, you know the heartache of a child diagnosed with a critical illness. When you donate and help grant a wish, you help her fight her illness.”

Fundraising is all about relationships (and data)



Who do you raise funds from?



Defining people by what they did when they were 11



What school they went to ...



The degree they studied ...

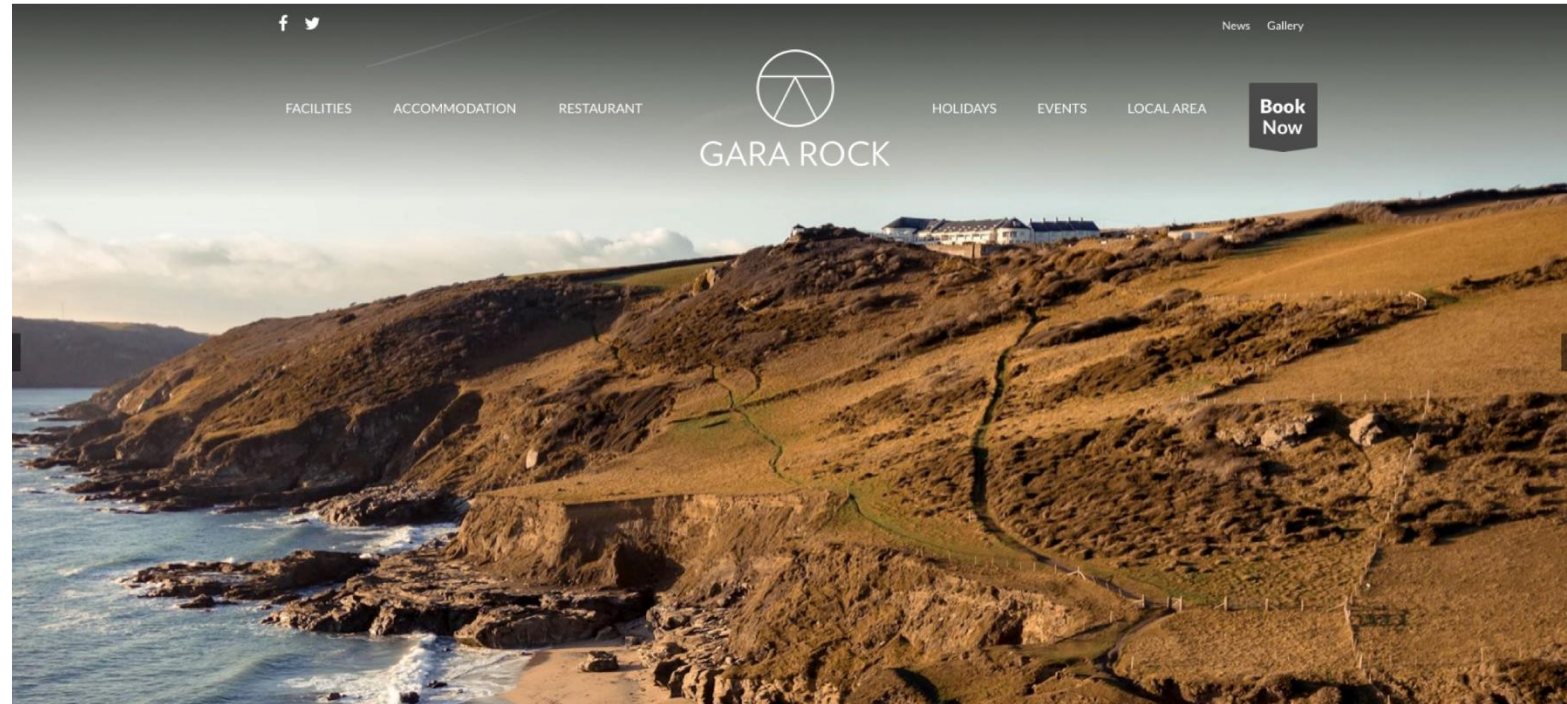


Discover what is most important

- ▶ “Keep it simple, so discover what is most important to your donors and focus on that. There is no substitute for knowing why your donors give and what they need or want from you.”

Commission on the Donor Experience, 2017

Read beyond the facts



Welcome to Gara Rock in Devon

Using an audience profile template

- ▶ Use the template on the table to create a profile of the supporter you were targeting with the materials you brought with you.

Feeling good

- ▶ “Understand that making donors feel good about supporting you is good for them and good for you.”

Commission on the Donor Experience, 2017

Be true to who you are

- ▶ You don't need to be fancy.
- ▶ You do need to be honest.
- ▶ What values and goals will this person respond to?

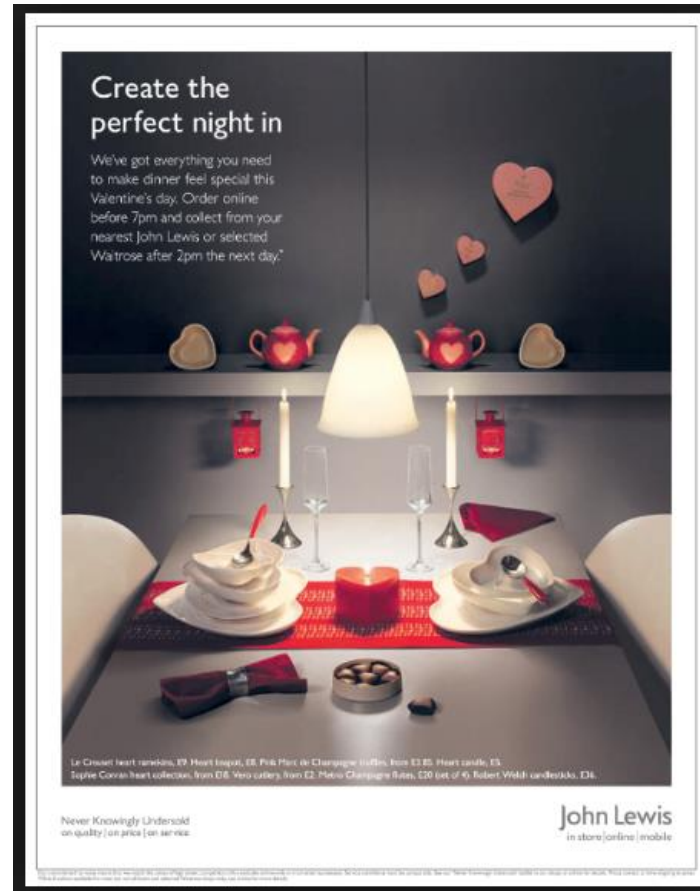
Why aren't they listening?



What do they want from you? (And timing)



Who do you sound like?



St Mungo's

St Mungo's
Ending homelessness
Rebuilding lives

[Homelessness](#) [Our services](#) [Get involved](#) [Work with us](#) [About](#) [Blog](#) [Contact us](#)

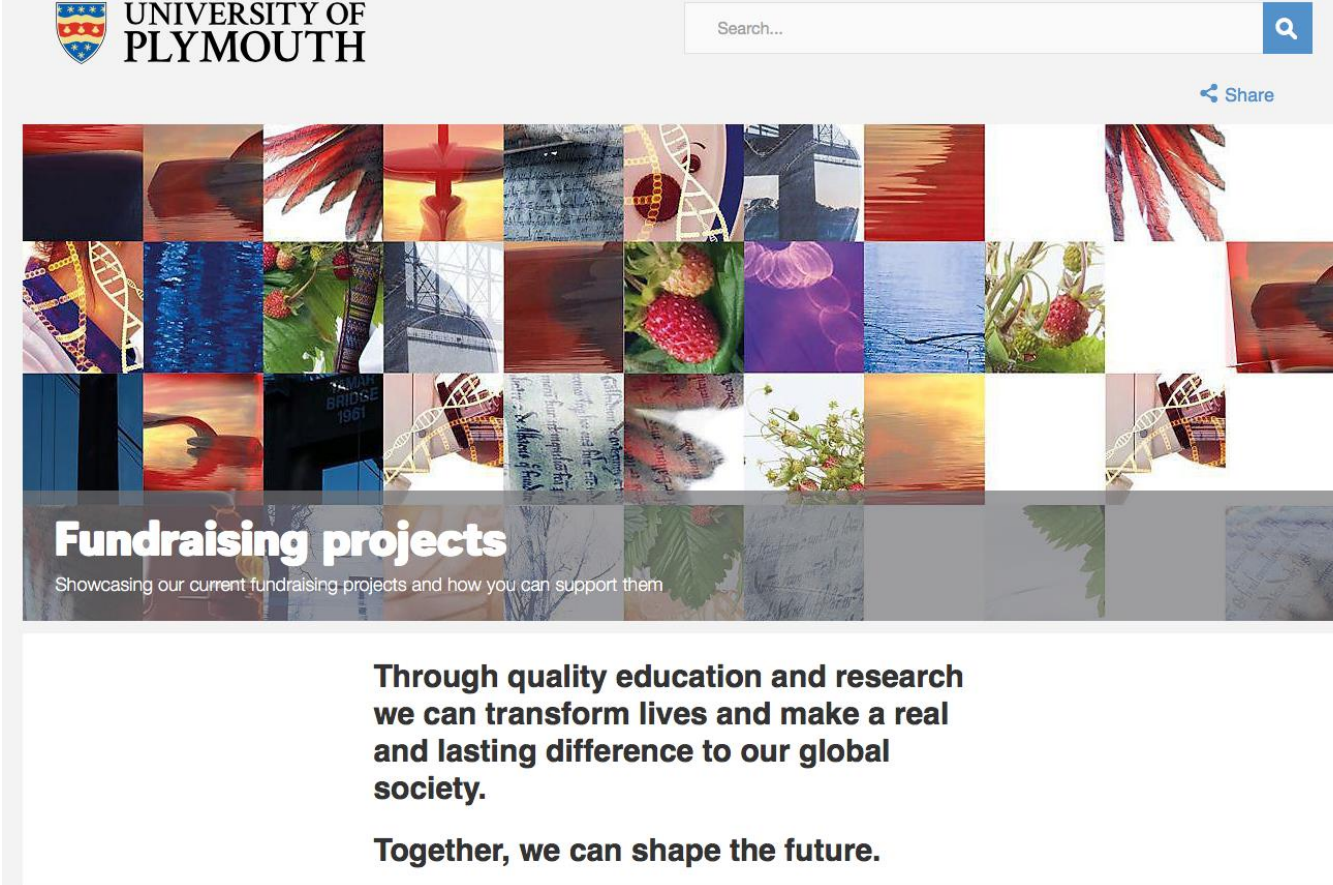
Your impact

Your support has helped transform the lives of people who've experienced homelessness. Through your gifts, time and energy, you've helped people to leave the streets behind and rebuild their lives. Thank you.

In 2016-2017, you donated £9m to support our work to end

IDPE 2018 Annual Conference

Plymouth University



The screenshot shows the University of Plymouth website. At the top left is the university's crest and name. To the right is a search bar and a 'Share' button. The main banner features a grid of 24 small images with various themes: nature (leaves, flowers, strawberries), science (DNA helix, jellyfish), architecture (bridges, domes), and abstract art. Overlaid on the bottom left of the grid is the text 'Fundraising projects' in a large, bold, white font, with a smaller line of text below it: 'Showcasing our current fundraising projects and how you can support them'. Below the banner, there is a white box containing two lines of text: 'Through quality education and research we can transform lives and make a real and lasting difference to our global society.' and 'Together, we can shape the future.'

UNIVERSITY OF
PLYMOUTH

Search...

Share

Fundraising projects
Showcasing our current fundraising projects and how you can support them

**Through quality education and research
we can transform lives and make a real
and lasting difference to our global
society.**

Together, we can shape the future.



NEWS: Neural stem cell placement for student



SUPPORTER FOCUS: Peninsula Medical Foundation



STUDENT SUCCESS: Meet Tamar Engineering Project scholar, Benjamin Bush

With your support we have...



Commenced the build of the Derriford Research Facility, which will transform the medical landscape on the Peninsula



Raised £20,000 for a Thermo Scientific Multiskan GO Microplate Spectrophotometer to support research into Huntington's disease



Awarded four high-achieving Plymouth University scholars with financial assistance and one-to-one industry mentoring through the Tamar Engineering Project



Funded one PhD studentship to work within the Brain Tumour Research team



Beware preconceptions

- ▶ In 1987, 70% of the UK's top business leaders who were educated in the UK went to an independent school.
- ▶ Now it's 34%.

Sutton Trust, Leading People Survey

Top priorities for school fundraisers

- ▶ Relationships
- ▶ Data, data and data
- ▶ “They’re inseparable.”

When you get back to school

To target your audiences better in your communications:

- ▶ Gather really good data about them – ask about the WHY.
- ▶ Use it to decide on your key messages and the language you'll use so you can reach and engage with people.
- ▶ Test your communications – what works well, who you are reaching and who you aren't, what didn't work even for people who are on side. Revise. Test again. Analyse the results. Get more data. Try again. Thank people. Celebrate your successes.