

**How To captivate NGO
supporters to achieve
True ROI for appeals
and campaigns**



A bit about me



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Background to CA (and DEC) Emergency appeals

- Christian Aid launches emergency appeals to respond quickly and effectively on the ground
- Appeals raise funds to provide essential supplies and long-term support to help communities rebuild and recover



Getting to market



Disasters Emergency Committee

<https://www.dec.org.uk/appeal/turkey-syria-earthquake>

Turkey-Syria Earthquake Appeal 2023 | Donate Now | DEC

Donations to the DEC's **Turkey-Syria Earthquake Appeal** have reached £100 million in just a fortnight as the two countries continue to grapple with a vast ...



Red Cross

<https://donate.redcross.org.uk/appeal/turkey-syria-earthquake>

Turkey-Syria earthquake appeal | British Red Cross

Donate to the **Turkey-Syria earthquake appeal** and help us provide vital aid and support to people affected by the earthquakes.



Islamic Relief

<https://www.islamic-relief.org.uk/giving/appeals>

Turkiye and Syria Earthquake Appeal - Donate

Islamic Relief teams are on the ground right now responding to the disaster in both Türkiye (**Turkey**) and Northern **Syria**. Alhamdulillah, with your generosity so ...



UNICEF

<https://www.unicef.org.uk/Donate-to-UNICEF>

Türkiye and Syria earthquake appeal: Donate now

Massive earthquakes have struck Türkiye (**Turkey**) and **Syria**, killing thousands. Donate now to our Türkiye and **Syria** earthquake **appeal**.



Human Appeal

<https://humanappeal.org.uk/appeals/turkey-and-syria-earthquake>

Turkey and Syria Earthquake Appeal

When you give through Human **Appeal**, your charity will reach **Syrian** earthquake survivors in **Turkey**. We've had a strong presence in the region since 2015. Last ...



Save the Children

<https://www.savethechildren.org.uk/emergencies/turkey-syria-earthquake>

Turkey-Syria Earthquake | Donate

A 7.8 magnitude earthquake has struck south-eastern **Turkey**, near the **Syrian** border. Please donate now to provide urgent help.



Christian Aid

<https://www.christianaid.org.uk/appeals/emergencies>

DEC Turkey-Syria Earthquake Appeal

Prayer for the **Turkey** and **Syria** Earthquake **Appeal** ... God of time and space, we cry to you for your children - our neighbours - in southern **Turkey** and northern ...



Muslim Aid

<https://www.muslimaid.org/appeals/turkey-and-syria-earthquake>

Turkey and Syria Earthquake Appeal

Renewed focus

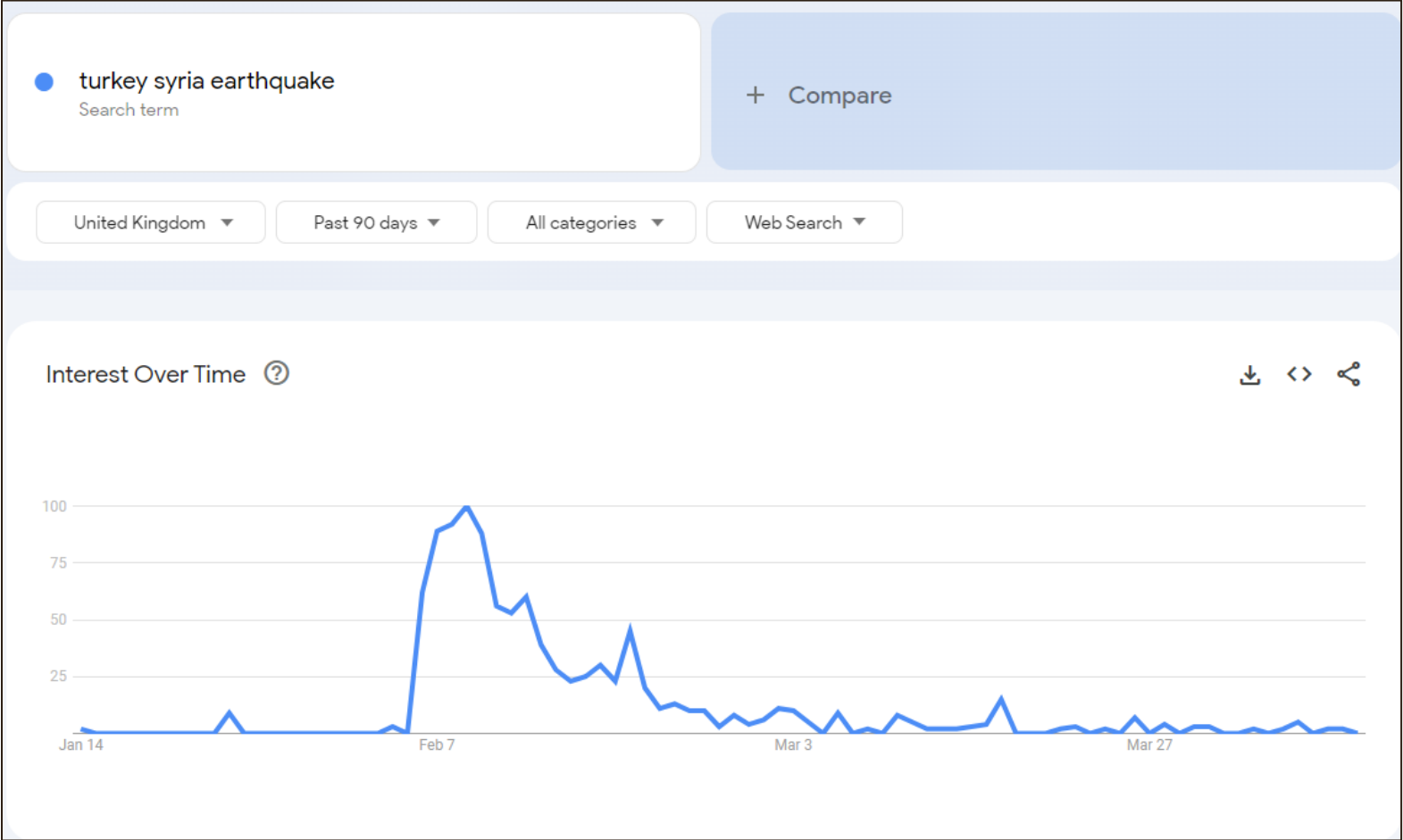
1. Building emotional connections
2. Providing tangible results
3. Engaging supporters through multiple channels
4. Leveraging partnerships
5. Responding to feedback
6. Focusing on impact
7. Getting quicker to market

News announcement



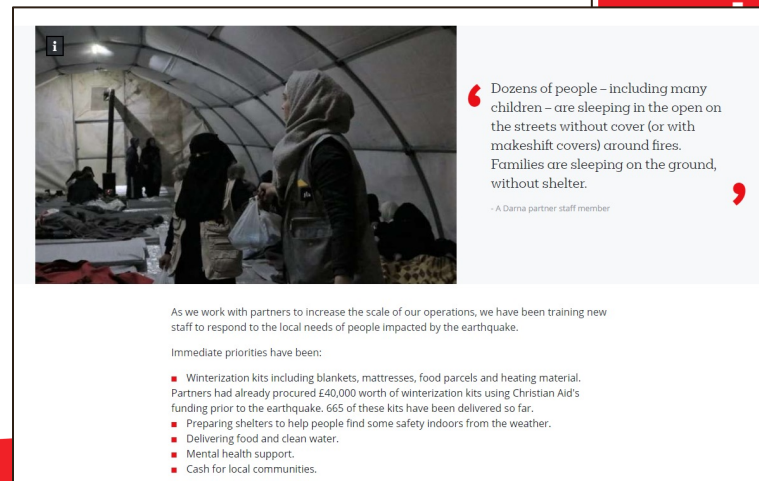
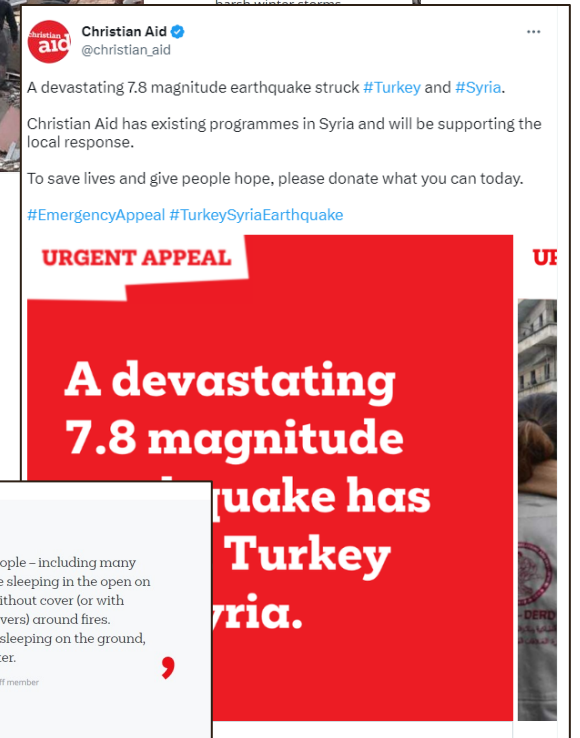
Turkey / Syria Earthquake
February 6th 2023

Search intent



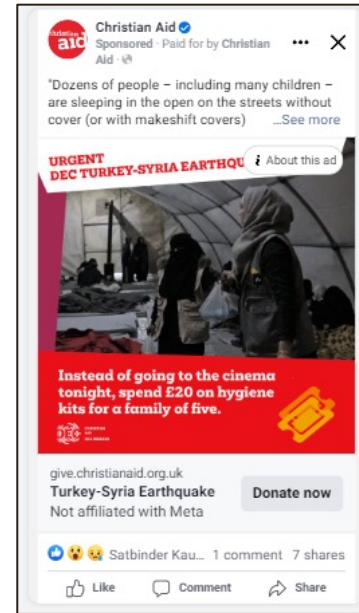
What we did

- Emergency landing page live within 30 minutes with donation ask
- Messaging and content ready for owned social media
- Content from Syria within 24 hours for use across channels
- Email to all supporters on day 1

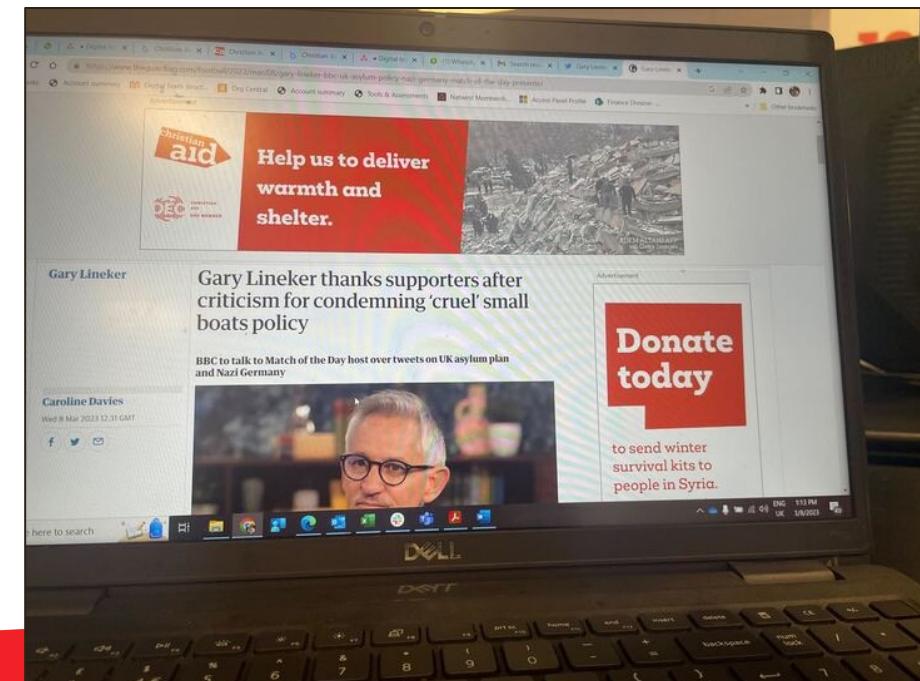


Scaled up response – day 2

- Specific costings in the web ask to drive reassurance
- Paid Search live – following DEC's lead (we can't outbid them!)
- Paid Social media campaign live
- Email campaigns to all audiences
- Ongoing content from the field telling supporters how their money is being spent
- Display advertising

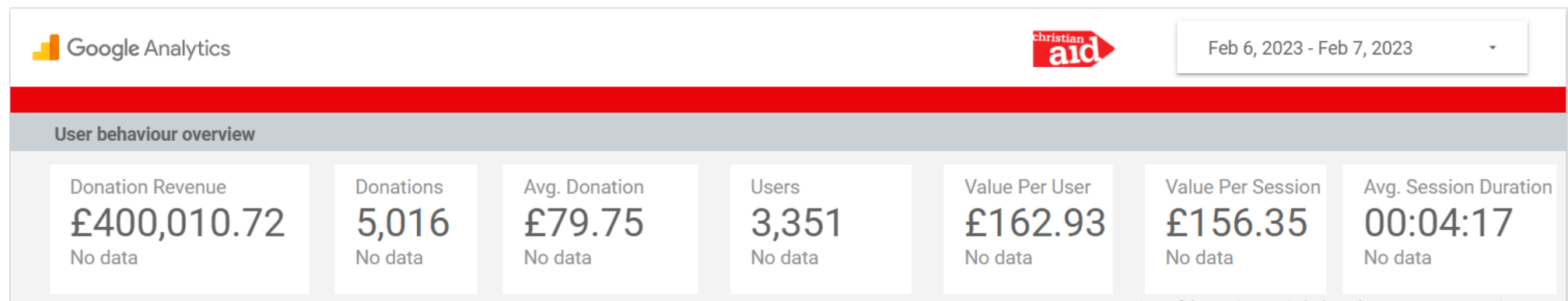


| | | |
|--|---------|-----|
| Single | Monthly | |
| 30 | 50 | 109 |
| could help local partners to remove debris and organise rescue efforts | | |
| Amount | | |
| Donate £109 | | |



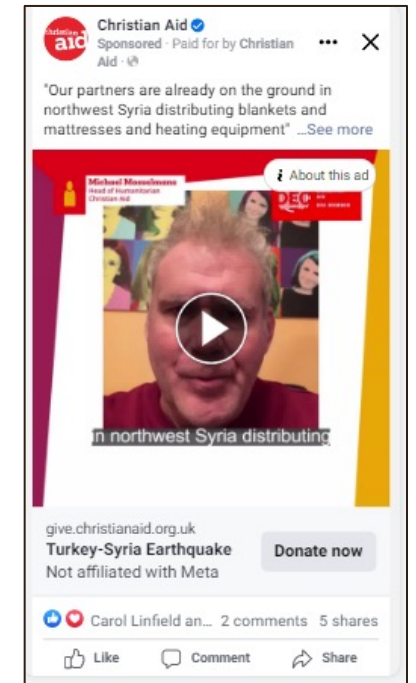
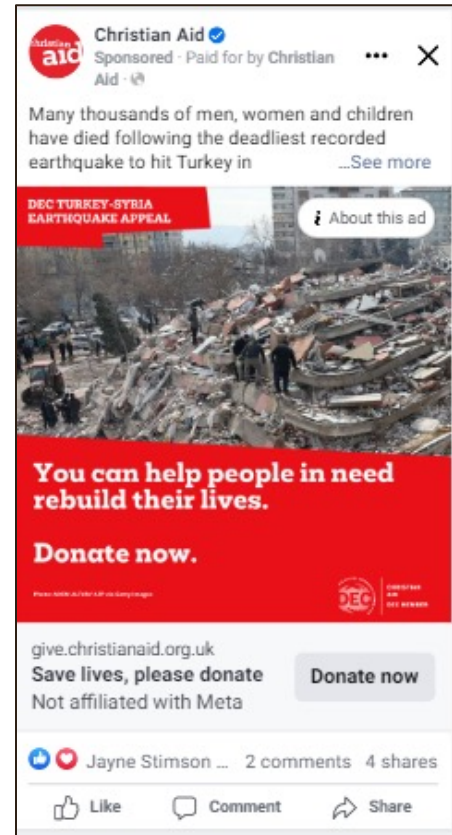
Results

- £400,000 donations on first day
- Highest ever average gift donation for an appeal (nearly £100) for duration of appeal
- Total income just under £1.5m
- 2nd highest CA appeal (on day one)
- 3rd highest DEC appeal income



Following up / stewardship

- Latest updates from the field including the impact of second earthquake
- Follow up email blasts to donators and non donators including video content test via email and paid social
- Daily review of data and analytics
- Test and learn approach to CRO



What we can still improve on

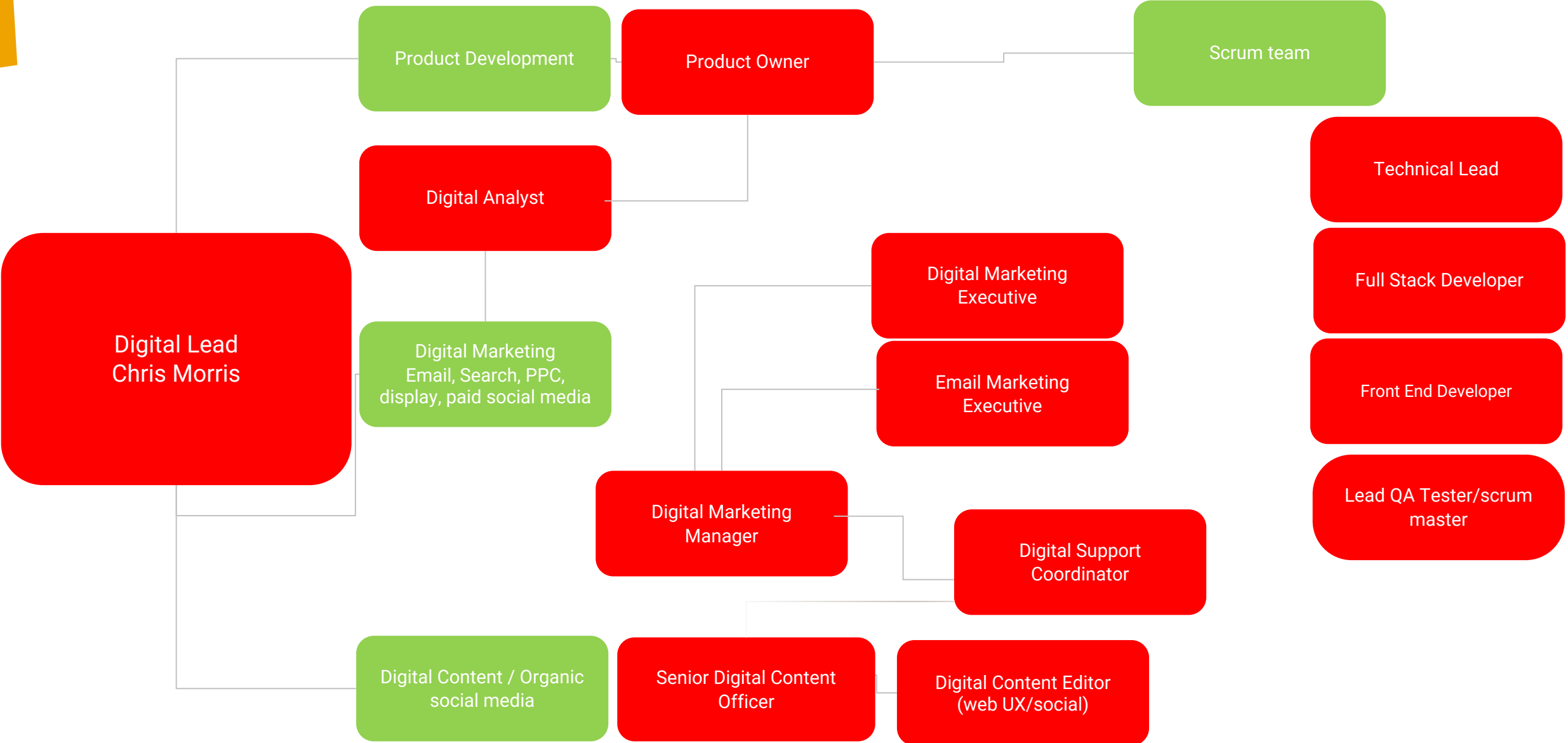
- The right kind of content being rapidly sourced from the field (its tricky!)
- More of a local face to the comms
- Gathering and communicating content at each stage of the response
- A renewed content gathering approach



Christian aid partners are distributing protection kits to support people through the winter – 665 of these kits have been delivered so far and temporary shelter, food parcels and heating materials. This includes protection for children, mental health support and cash for local communities.

Dozens of people – including many children – are sleeping in the open on the streets without cover (or with makeshift covers) around fires. Families are sleeping on the ground, without shelter. Our teams are trying to help these people and provide them with heaters, heating materials and some food. Without shelter though, in these cold and harsh conditions, it won't be

How Digital supports all campaigns



'Digital First' progress over 5 years

- CA digital has matured through COVID and beyond
- A clear, visible agile approach, digital strategy and roadmap that has influenced planning across fundraising dept.
- Delivered:
 - a new donation platform,
 - a virtual gift shop,
 - bespoke digital fundraising products
 - Digital envelope generated over £500k



As a result of growth and agile adoption, digital income has grown 400% in 3 years

Digital Transformation: our next steps



Jen's story

Jen is determined to give her children a great future.

Donate

Jen, a loving mum in Malawi, dreams of her children being able to have the education they deserve.

A video thumbnail featuring a woman, Jen, sitting in front of a brick wall. She is wearing a blue and white patterned top and a necklace. The text "Jen's story" is in a red box, and "Donate" is in a red box below it. A white text box contains the sentence "Jen is determined to give her children a great future." Below the video, a white box contains the text "Jen, a loving mum in Malawi, dreams of her children being able to have the education they deserve."

Thankyou
Any questions?

