



Social
Mind



Social
Sync

Connected Fundraising: More tools & better stewardship for your supporters

In partnership with

mnda

motor neurone disease
association

Introduction

Today we're going to talk about...

- How data integrations can help you offer a seamless onboarding experience to get more supporters fundraising
- How multi-platform fundraising can extend your supporters' reach to raise more
- How using live data to deliver behavioural stewardship helps drive engagement



75 Mile Dog Walk in October for MND Association

- We chose a dog walking challenge as a way to reach new audiences with a tried and tested proposition
- Planned to use Social Mind's multi-channel journey to drive engagement and income to hit our £100k target
- But then disaster struck...!



75 Mile Dog Walk in October for MND Association



- Just before launch, Facebook announced their partnership with PPGF, which caused issues with fundraiser creation and donations
- We quickly turned on Social Sync branded fundraising and switched the registration flow to accommodate the Facebook issues
- And then we launched!



Overview

- 1796
- 1796
- 100
- 1796
- £100.00

Total Raised: £25,000
Gift Aid: £2.50



Emily Smith ★
(She / Her)
ID: 374639230120

Personal Details

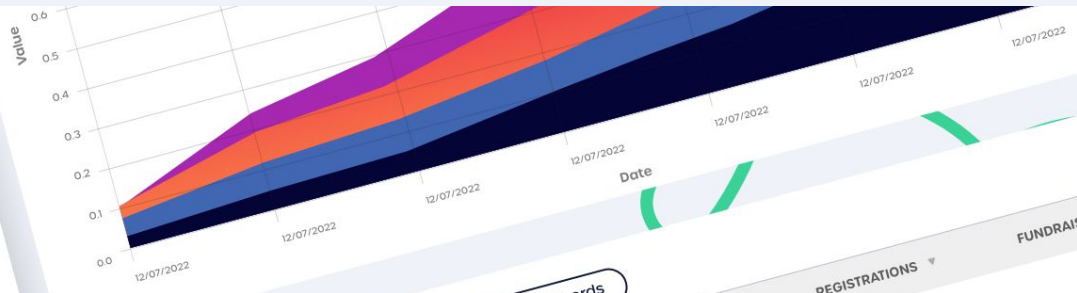
- In Memory
- 1 Jan, 1990
- Emily@socialsync.com
- +44 113 496 0000
- 71 Cherry Court,
SOUTHAMPTON
SO53 5PD
UK

Lifetime Value:

- Gaming For Good
01 Jan, 2022 08:00 **£ 408.70**
- Birthday Fundraiser
18 Mar, 2023 08:00 **£ 258.00**
- Summer Marathon
22 Jun, 2023 08:00 **£ 120.50**
- Summer Marathon
22 Jun, 2023 08:00 **£ 0.00**

Supporter Tags

- Marathon **£250.00**
- In Memory
- [Load more](#)

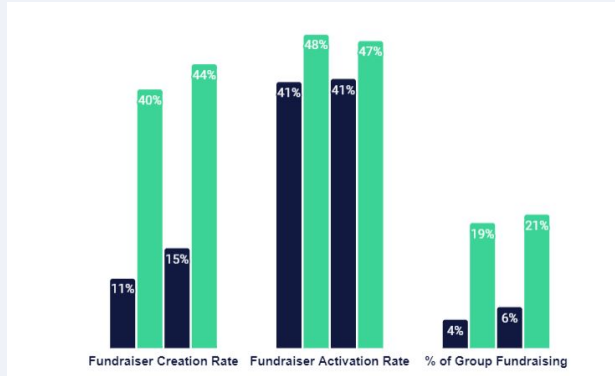


[+ New Campaign](#) [Export](#) **2347 records**

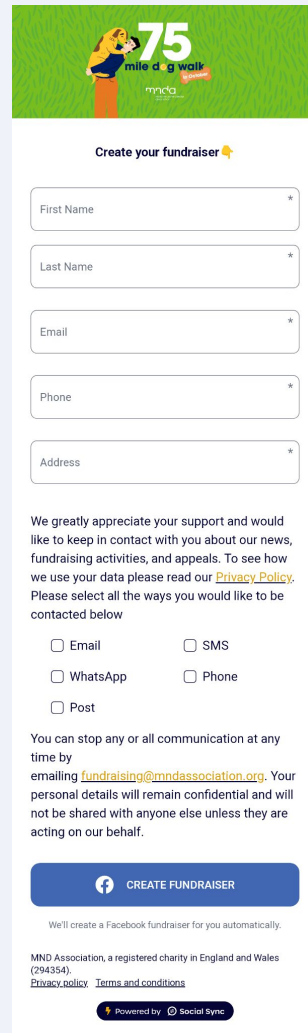
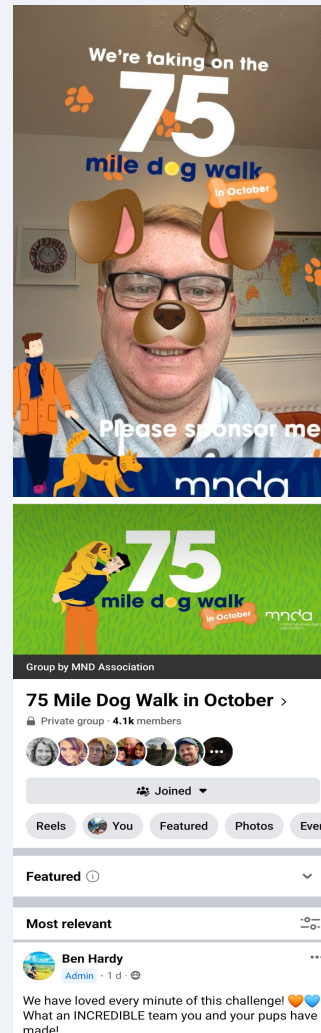
	CAMPAIGN	STATUS	REGISTRATIONS	FUNDRAISERS
	Cycle 2000 	Active	56	80.0%
	Swim for Change 	Active	56456	80.0%
	Summer Ride - 100 Miles 	Active	56	87654F
	Sands 50km 	Active	56456	
	Autumn Marathon 	Active	56456	

Active Fundraisers **↑ 10%**

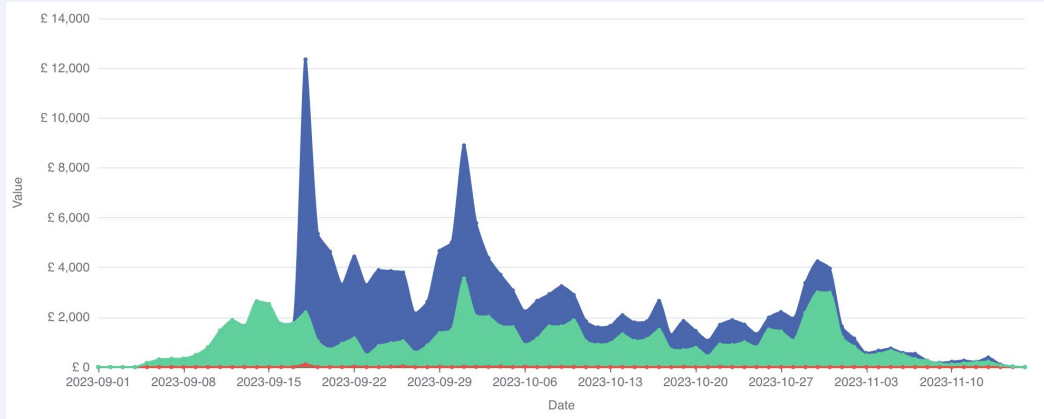
The power of seamless onboarding



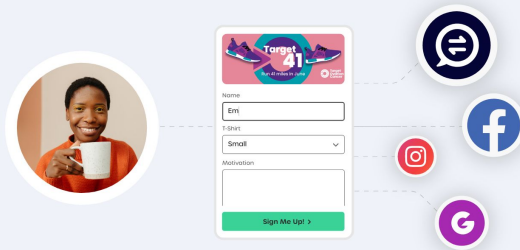
- A single registration form that has the power to create a Facebook fundraiser AND a branded one at the same time
- Live data links to send automated emails and texts inviting leads to register as soon as they've filled in the form
- Supporters were able to carry on fundraising despite the Facebook issues



The power of multi-platform fundraising



- A steady stream of income was generated at the start of the campaign while Facebook was down
- HUGE spike in donations when we sent everyone their new Facebook fundraiser
- 50% raised through branded fundraising pages for the challenge
- £177k raised against £101k target!



Richer experiences

Activity My Details

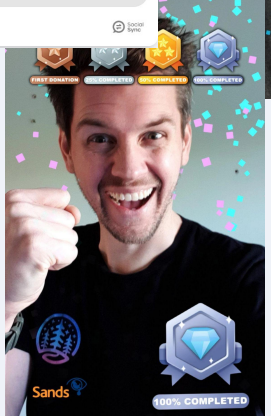
RECORDED ACTIVITY
57 / 100 Kilometers
Walk for Wishes - 100km in May
You're 57% of the way to your target.

LOG ACTIVITY
Log Kilomet **Log**

YOUR LOGS
57 Kilometers
Wed, May 10 2023

Share

Make-A-Wish UK
Charity No: 295672 [Privacy Policy](#)



Fundraising Activity **Login**

CROHN'S & COLITIS UK
RIDE IT
RIDE 300KM IN APRIL

I'm taking on 300KM this April
Ends in 0 days!

C Isaac Mason is fundraising on behalf of Crohn's & Colitis UK

Target £150
£725

DESCRIPTION
I'm riding 300km in April for Crohn's & Colitis UK. I've chosen this charity because their mission means a lot

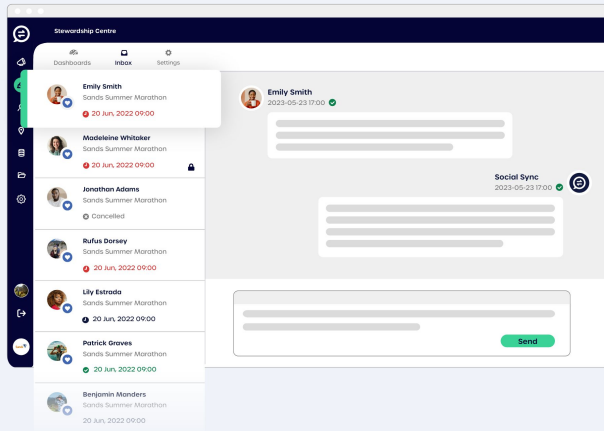
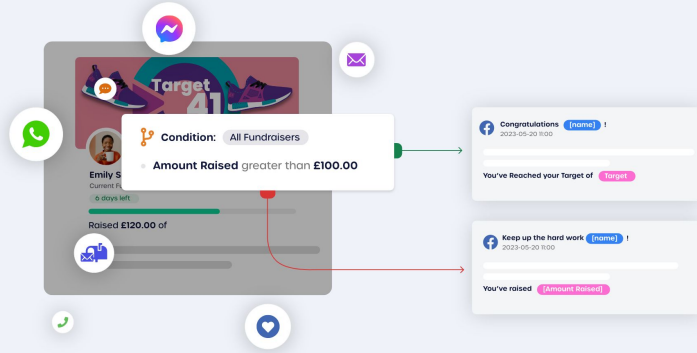
£5 donated by Sofie Littleford	6 days ago
Well done Isaac. Good lad.	
£20 donated by Richard Garfield	1 week ago
Well done Isaac!	
£10 donated by Anonymous	1 week ago
£25 donated by Joanne Pipe	1 week ago
£15 donated by Lynne Murray	3 weeks ago
£10 donated by Kelly Davies	3 weeks ago

Donate **Share**

Crohn's & Colitis UK
Charity No: 111748 [Privacy Policy](#)

- Improve in-campaign engagement with our branded digital activity trackers
- Amplify the experience with digital rewards and filters
- Keep supporters engaged through interactive experiences

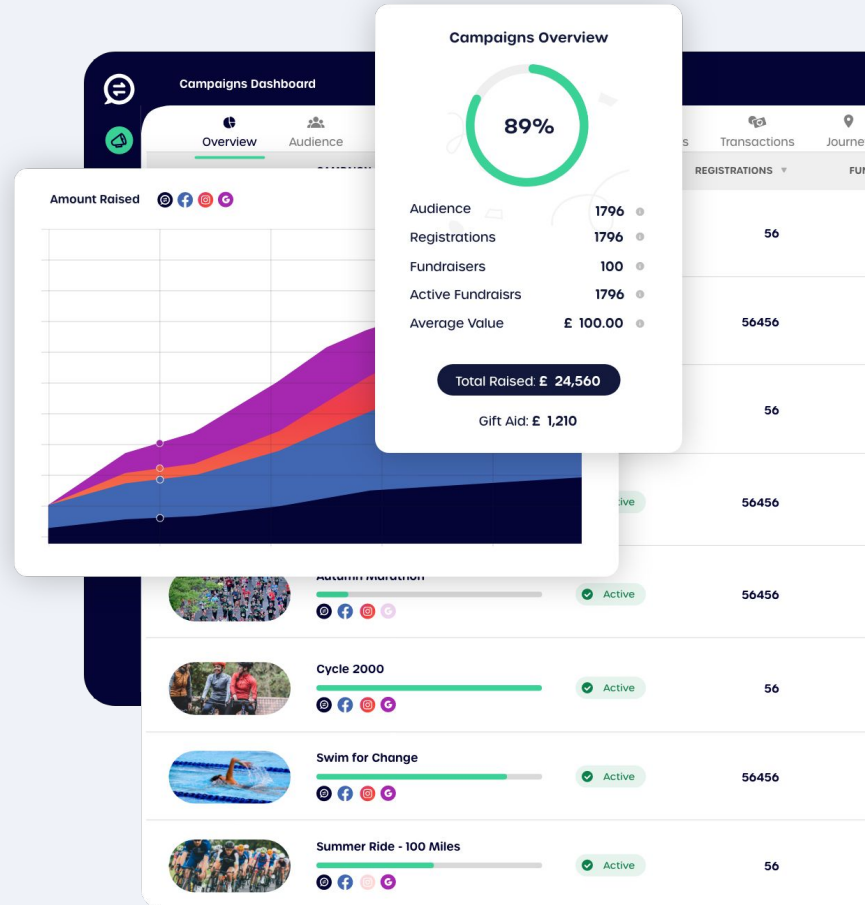
The power of multi-channel behavioural stewardship



- Use data in real time to trigger specific actions via email, SMS and on-page Facebook messages
- Connect live fundraising data and activity logs to deliver tailored messages depending on how supporters are getting on
- Higher activation rates and average values when you make the most of all available channels

The magic tech that drives it all

- **Everything in one place!** Sync all of your Social Fundraising with our powerful new platform.
- **Live data** - make decisions quicker with real-time fundraising dashboards.
- **Easy to use** with a powerful back-end!



Small

Sign Me Up! >



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(She / Her) ★
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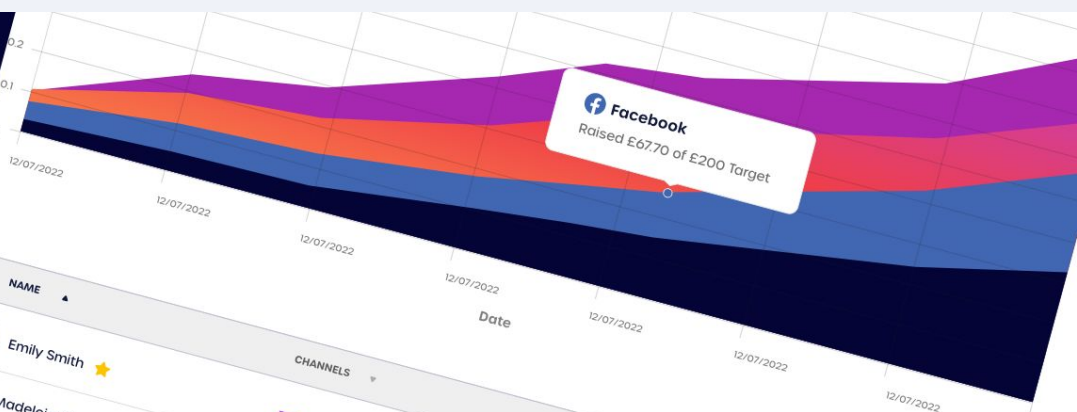
Lifetime Value:

Gaming For Good 01 Jan, 2022 08:00	£ 408.70
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Summer Marathon 22 Jun, 2023 08:00	£ 120.50
Other Tags	£ 0.00









Madeleine Whitaker

Social Sync
2023-05-23 17:00



Facebook
Raised £67.70 of £200 Target

NAME	CHANNELS	DATE ADDED	DATE ADDED	RAISED
Emily Smith ★		2023-04-14 09:10	True	£ 78.00
Madeleine Whitaker ☆		2023-04-12 14:25	True	£ 150.60
Jonathan Adams ★		2023-03-29 17:28	True	£ 30.50
Ayrton Cohen ☆		2023-03-29 08:58	False	£ 105.00
Patrick Graves ☆		2023-03-14 12:44	True	£ 10.00
Darren Schaefer ★		2023-03-12 13:16	True	£ 274.00

Stewardship Centre

Dashboards | **Inbox** | Settings



Our Clients



The power of **Social Sync**

Social Mind have been using this platform to power their campaigns for 18 months, with fantastic results....



£770k

raised from one campaign with just a £20k ad spend



60%

increase in social income from 2022-2023 for one client with multiple campaigns



£2.1m

raised for a single client since moving them to Social Sync

In summary...

Social Mind and Social Sync can help you to...

- Raise more money with branded pages synced to FB fundraisers
- Drive deeper relationships with supporters by providing better stewardship experiences for your organic and challenge fundraisers
- Manage multiple campaigns and diverse audiences at scale
- Get rich data on your digital supporters

