

Get Started with WhatsApp

WhatsApp is revolutionising digital fundraising and event stewardship by offering a highly engaging, personal, and trusted communication channel. With 82% message read rates and 65% of participants actively engaging, WhatsApp provides unmatched supporter interaction compared to traditional email or SMS.

Why Choose WhatsApp?

- **Cuts Through the Noise:** Messages are seen and acted upon promptly.
- **Personal & Interactive:** Utilize quizzes, buttons, and direct supporter interactions.
- **Rich Multimedia Content:** Share videos, impact statistics, and event details.
- **Boosts Engagement & Fundraising:** Supporters feel more connected and motivated, leading to higher fundraising success.
- **Convenience & Accessibility:** As the UK's most popular messaging app, WhatsApp ensures supporters receive updates instantly.

Proven Success with WhatsApp Journeys

Increased Event Participation: 40% rise in engagement from event participants.

Higher Fundraising Returns: 20% raised more per head for people engaging via WhatsApp.

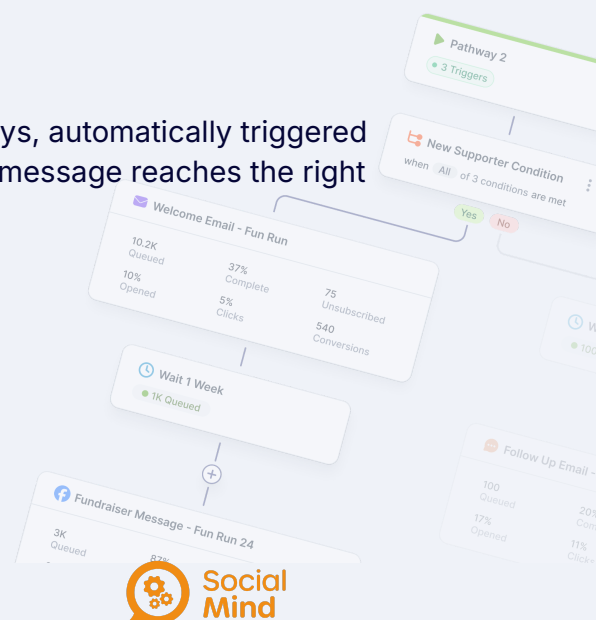
Stronger Community Feel: 90% of users reported an improved event experience as a result of WhatsApp stewardship journeys.

Improved Stewardship: More direct engagement through real conversations, not just one-way updates.

Behavioural Stewardship with WhatsApp

WhatsApp enables real-time, personalised fundraising journeys, automatically triggered based on supporter activity. This approach ensures the right message reaches the right people at the right time, leading to:

- Higher fundraiser activation rates.
- Increased donation values.
- Greater campaign ROI.



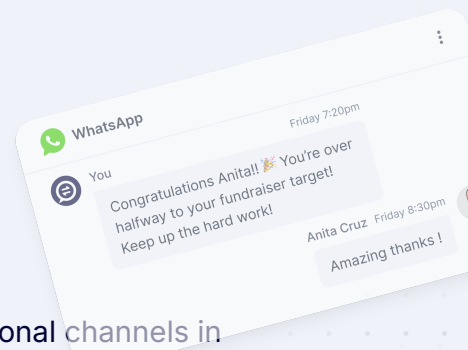
Multi-Channel Integration

While email is effective for registrations, WhatsApp outperforms traditional channels in supporter engagement and fundraising activation. When used alongside Messenger, SMS, and email, WhatsApp ensures a seamless supporter experience.

Overcoming Adoption Barriers

Despite WhatsApp's potential, charities often face challenges in adopting new technology.

- Speak to leadership teams, data teams and compliance teams about why WhatsApp can help you connect with your supporters better and raise more money.
- Leverage automation and integrations to manage WhatsApp communications efficiently and safely.
- Run small-scale pilot campaigns or test sending just a few messages to get started.
- Work with experts like Social Mind & Social Sync to integrate best-in-class WhatsApp solutions.



GDPR Compliance and Best Practices

Ensuring GDPR compliance is crucial when using WhatsApp for fundraising communications. Key considerations include:

Use WhatsApp Business: WhatsApp on your phones is a different thing from using WhatsApp for stewardship. If you use WhatsApp Business, you are the data controller and WhatsApp is just a processor, like MailChimp or DotDigital

Obtain Explicit Consent: Through clear opt-ins for future consent and update your privacy policies.

Ensure Transparency: By informing supporters how their data is used and stored.

Enable Easy Opt-Outs: Allow supporters to access, correct, or delete their data.

By following these best practices, charities can confidently use WhatsApp while safeguarding supporter data and ensuring full compliance.

How to Get Started with WhatsApp for Fundraising

1. Identify WhatsApp's Value

Before using WhatsApp, assess where it fits in your supporter journey:

- Where are engagement gaps?
- Could instant, personal messaging boost activation, participation, or retention?
- Should WhatsApp complement or replace email/SMS?

2. Best WhatsApp Content

WhatsApp thrives on short, engaging, and interactive content:

- Personalized welcome messages & quick tips.
- Motivational updates like leaderboards & impact stories.
- Event reminders, training tips, logistics.
- Buttons & quick replies for interactive supporter journeys.

3. Start with a Small Test

Pilot WhatsApp for one event:

- Pick an upcoming event (e.g., charity run).
- Send key messages (welcome, mid-event reminder, fundraising check-in).
- Measure engagement and refine before scaling.

4. Measure Success

Track KPIs to evaluate WhatsApp's impact:

- Read rates (opens).
- Engagement (clicks, responses).
- Fundraising impact (did users raise more?).
- Supporter feedback (is WhatsApp preferred over email/SMS?).

Take Action

Integrating WhatsApp into your supporter journeys can significantly boost engagement, increase donations, and enhance stewardship. Whether for marathons, virtual challenges, or community fundraising, WhatsApp offers a game-changing solution to deepen supporter connections and drive fundraising success.

Would you like to explore WhatsApp for your next campaign? Get in touch today!

