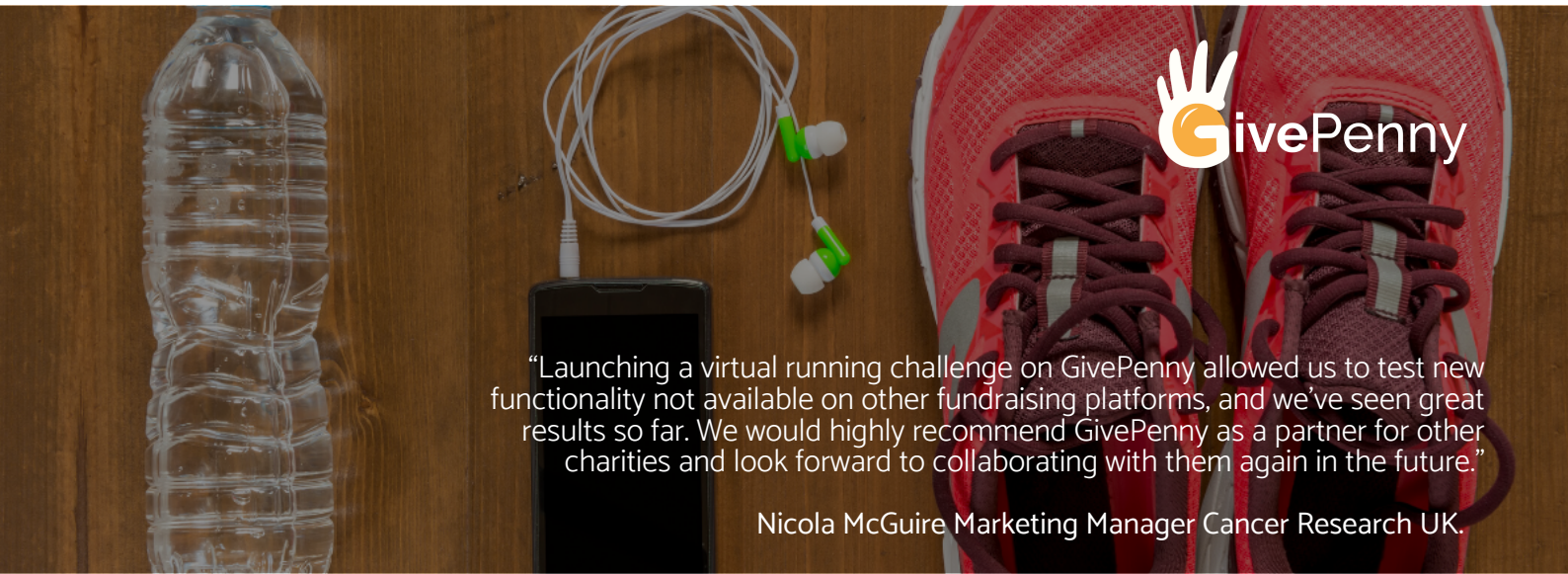


How GivePenny's #ConnectedGiving platform generated over £100k in 30 days and produced benchmark-beating engagement.



“Launching a virtual running challenge on GivePenny allowed us to test new functionality not available on other fundraising platforms, and we've seen great results so far. We would highly recommend GivePenny as a partner for other charities and look forward to collaborating with them again in the future.”

Nicola McGuire Marketing Manager Cancer Research UK.

Engaging a variety of different audiences with relevant campaigns & messaging during COVID-19

As a tech for good platform, which has both DIY and fully bespoke connected giving solutions, Givepenny's platform is used by a wide swathe of charities. The twelve new campaigns that we launched in June were a combination of our different capabilities. The three we focus on here are;

- The Nation's Playlist a collaborative playlist made to inspire the nation, built on an independent microsite and fully integrated with Spotify and Twitter.
- The Marathon Month challenge a virtual endurance event built on our DIY platform but with a fully branded and integrated registration form and email journey.
- Challenge 13, an innovative replacement for the Great North Run dreamed up by St Oswald's Hospice and hosted completely on our DIY platform.

Visit home.givepenny.com/contact to learn how other good causes have successfully met their online fundraising objectives using the GivePenny connected giving platform.

Problems Faced

- How to continue to engage fundraisers and donors during COVID-19.
- How to provide unique alternatives to the ongoing wave of event cancellations.

Solutions Proposed

- Offer accessible & engaging events to inspire support.
- Improve ROI by maximising fundraiser and donor interaction with app integrated virtual events.
- Connect email journeys and social integrations to campaigns to increase engagement.
- Include Interactive donation features such as playlist & selfie giving.
- Take advantage of increased screen time by offering more pre recorded and live streamed content.
- Streamline the donation process by asking for minimal details from donors.

Results

- Over 2500 fundraisers raising in excess of £110,000.
- Fundraisers linking an app raise 3.6x those who do not.
- Average returner raise of £150+.
- Average email open rates exceeding industry benchmarks by more than 3.5X.
- Average email engagement rates also 30% above industry benchmarks.

As Featured On



Encouraging donations with interesting donor pathways

One of the unique features of GivePenny is the ability for donors to involve themselves in the fundraising efforts in unique and interesting ways. The Nation's Playlist was a perfect example of this as donors could choose a song on a national playlist 'In Return' for a donation.

GivePenny has always had a mission to make donations more engaging than the traditional 'One Off Donation', common in online peer to peer fundraising. However, 'In Return' donations, which playlist fundraising is just one example of, is only one of the 3 unique donations types offered. Both 'Milestone' and 'Per X' giving have helped push the average per person fundraising amount up. Milestone giving allows fundraisers to make a pledge to donate when a fundraiser hits a certain target (i.e. completing a marathon in a month). This incentives fundraisers to complete their challenges and removes a barrier to donation for the donor. The other Per X donation type allows donors to donate pennies per mile rather than just a single amount all at once.

The success of this feature was proved during 2020 with over 50% of donations on the platform coming through a means which wasn't just a one off donation.

Stewarding succesful fundraisers through better engagement

A real highlight of July was the success of attaching fully integrated email journeys to campaigns. Supporter emails linked to donation and distance milestones had open rates of 70% and click through rates of over 40%.

Stats from the Study

3/4 **66%**

Of fundraisers who began registering went on to raise.

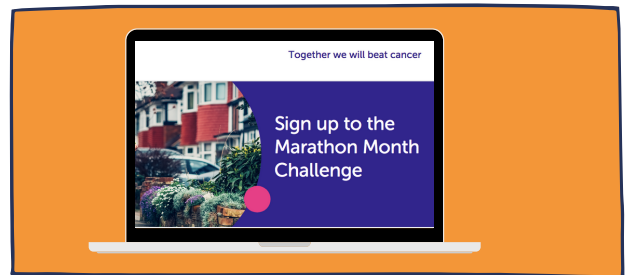
Opted in for Gift Aid even with simple donation process

3x **4**

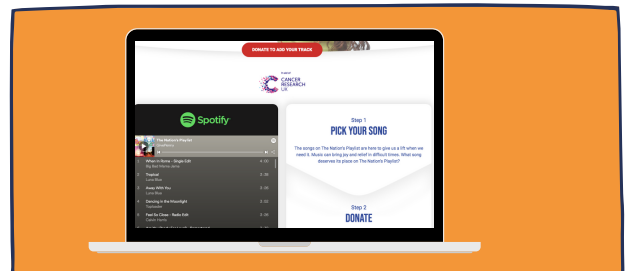
As many donations on app linked vs a less interactive page.

Unique types of donation account for over 50% of the raise on GivePenny.

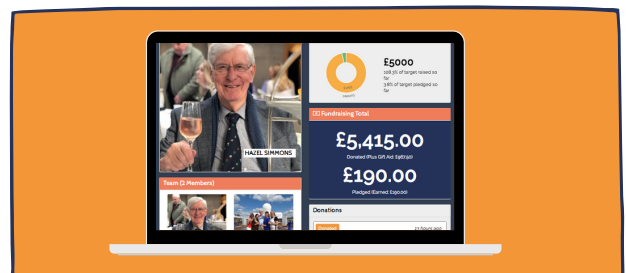
See The Campaigns



The Marathon Month Challenge



The Nation's Playlist



Challenge 13

“A partnership with GivePenny has been of significant value to Shelter. We're proud to have been one of the charities to lead the way with a charity gaming product, Level Up for Shelter, which was shortlisted for an innovation award, as well as securing its place as a mainstay in our fundraising calendar. With such a wide range of fundraising tools for charities to offer that help make virtual events, challenges and appeals stand out from the crowd, we would highly recommend charities of all sizes partner with GivePenny.”

Eoghan Beecher
Digital Fundraising Manager
Shelter.