

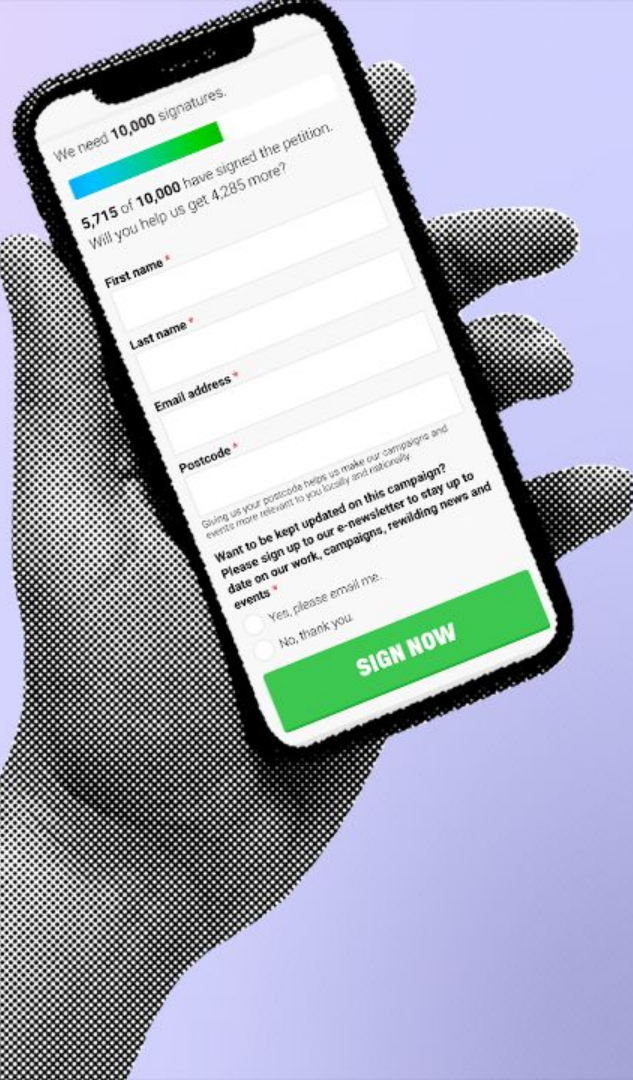
Keep up & stand out

Digital innovation for
richer supporter
experiences





The digital mobilisation agency

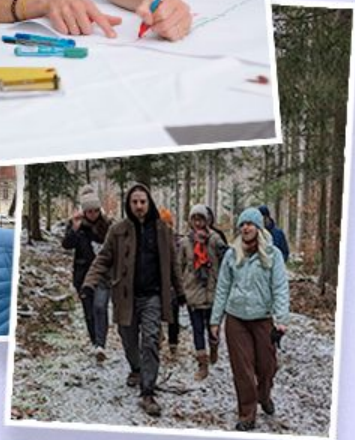




600+ CLIENTS

Team of experts

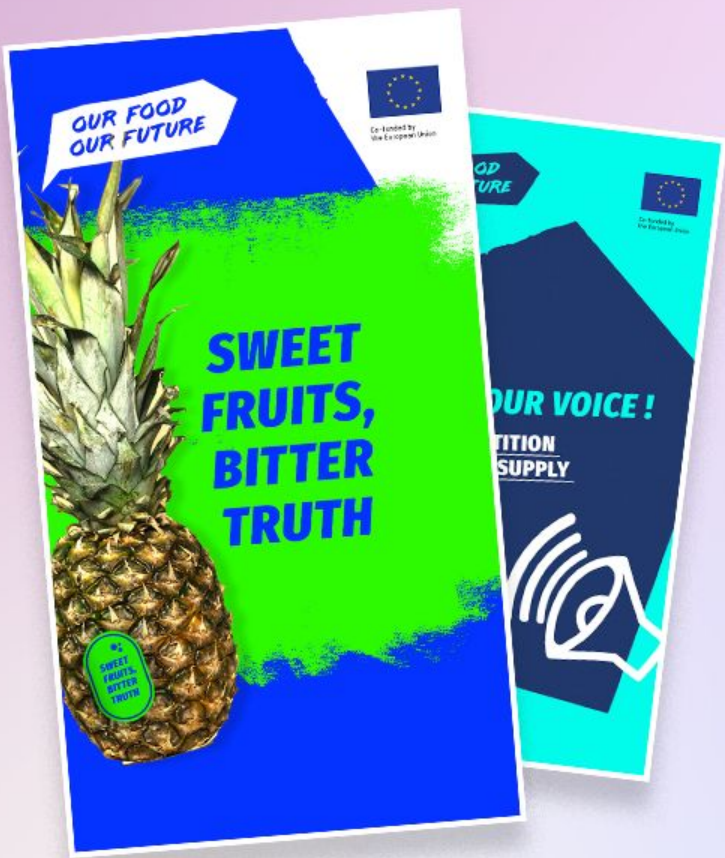
In three key fields





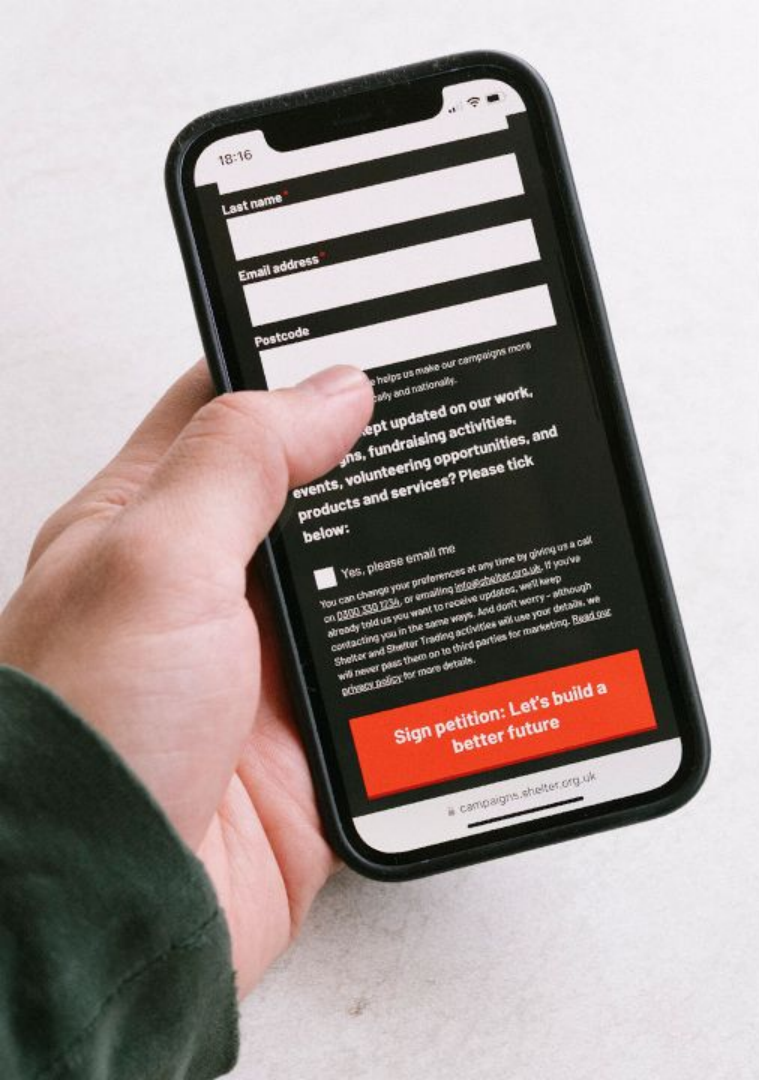
Strategy

For Campaigning
and Fundraising



Creative

Copy, design, testing
and optimisation



Technology

Landing pages,
form optimisation,
Impact Stack

Keep up & stand out

Digital innovation for
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Leadership & Innovation stream at #TSConference



Leadership

Navigating the future
of charities and
upskilling teams for
2024 and beyond



Innovation

prioritising creativity
in marketing
campaigns and
leveraging AI for
impact



Leadership & Innovation stream at #TSConference

You can't have one
without the other.



Leadership

Navigating the future
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Innovation

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about me

- Formerly Head of Digital Mobilisation and Deputy Programme Director at Greenpeace UK
- Formerly Interim Associate Director, Global Digital Organising & Campaigning at 350.org
- Share some learnings at intersection of innovation and leadership



Successful innovation requires effective leadership

- Bringing people together around shared goal
-> bust silos & grow strategy
- Deciding **what not to do**
-> creating space & resource

Leaders at all levels

- We all have access to some potential to lead
- Organisational culture matters
- Bear in mind intersections of oppression/privilege make it easier for some folk to step up and be heard

Some things successful leaders of innovation often do

Making proposals. Organising a discussion.
Asking the tough questions. Especially about capacity.

Making requests. Preparing convincing arguments. Collecting and analysing data.

Listening to people's ideas and fears. Bringing in learnings from outside. Horizon scanning. Connecting project ideas back to core organisational objectives.

Asking open questions that start with "what".
Asking focusing questions that start with "how, who, where, when".



Innovation is change

- Innovation sometimes looks like a new tool. But really it's people, processes, culture.
- Making changes that stick is tough - learn from proven strategies



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Claire will cover practical tips & techniques.

There's a certain allure to innovation...



There's a certain allure to innovation...

But remember.



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Sometimes you need a rainbow horn
for your existing horse.



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Sometimes you need a whole new horse.



There's a certain allure to innovation...

But remember.

Sometimes you need a rainbow horn
for your existing horse.

Sometimes you need a whole new horse.

You always need a plan.





**No one sets
out to take a
non-strategic
approach**

But there are common approaches to innovation that mitigate against strategy.



**Innovation as highly
reactive**

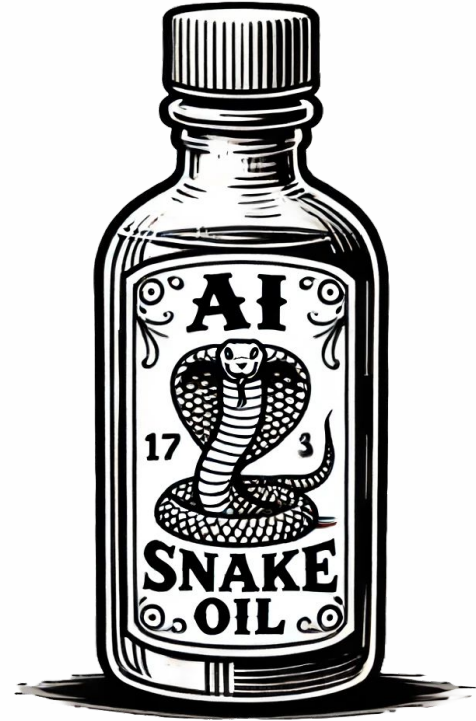


**Innovation as nice-to-have
on top of the day job.**

Shiny bauble syndrome

*** New for 2024! ***

**Innovation as everything
“AI”**



**Innovation must
be a means to an
end**



**Strategic digital innovation
can bring you closer to your
mission - and supporters -
not lead you away**

Figure out what innovation means for you

- Are you providing services, campaigning for change, both?
- How are you funded?
- Your organisational size, structures, strengths and weaknesses
- Your role - PD vs social media officer

Great innovation

- Adapts to your context
- Considers the reactive and proactive
- Remembers the human element
- Puts audiences at centre

Is it worth it? Yes.

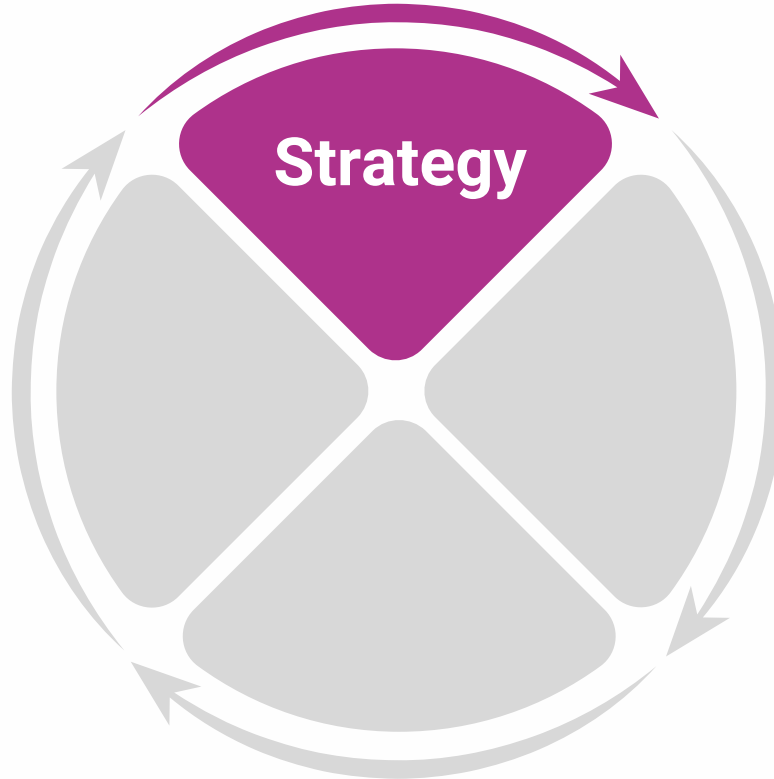
- Help you confront key strategic questions
- Offer more value to supporters
- Creates space for creativity and collaboration (it's fun!)



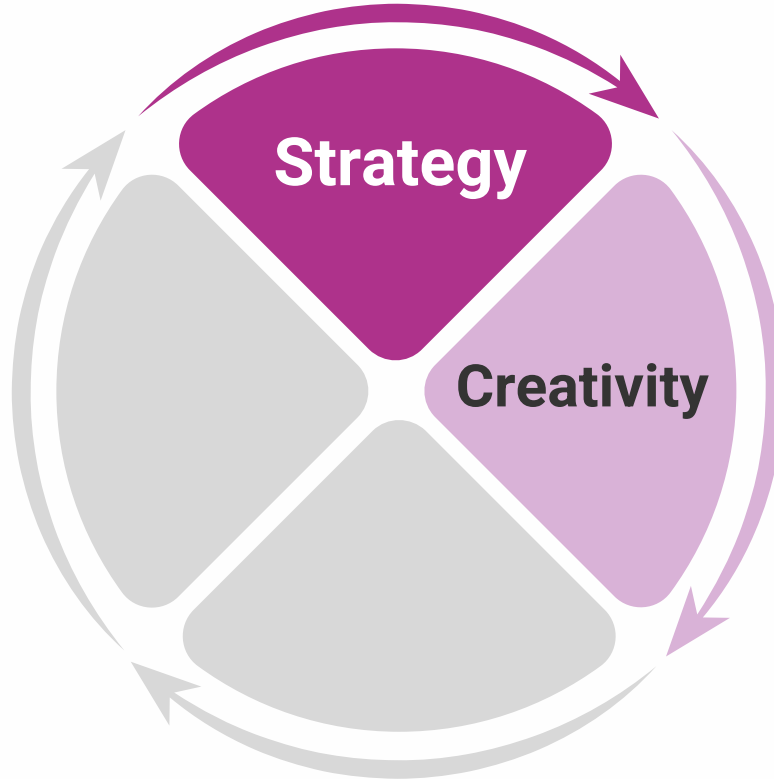
Practical tips

Getting started with innovation

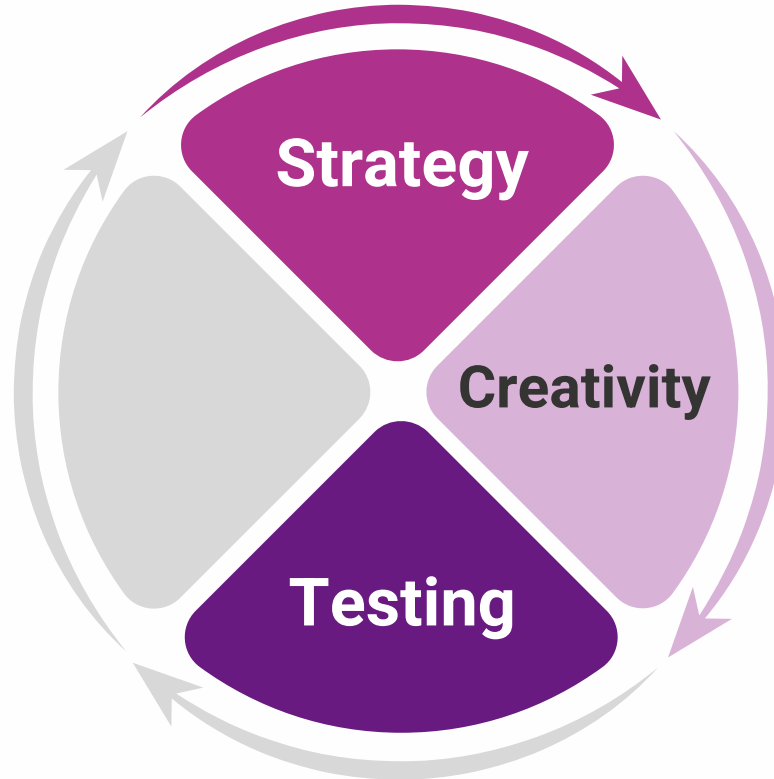
Get started with innovation



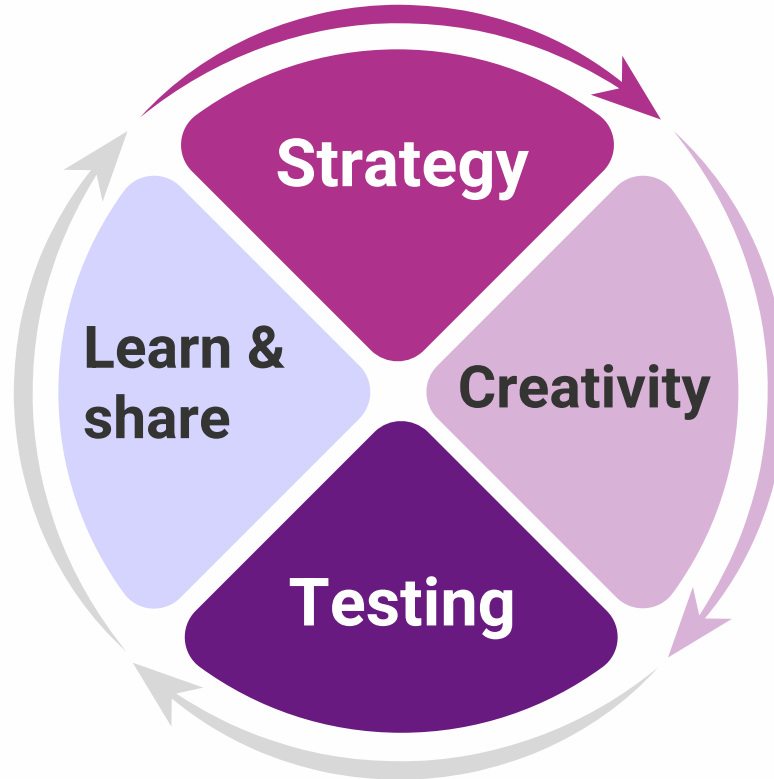
Get started with innovation



Get started with innovation



Get started with innovation



1. Strategy

Know what you're trying to achieve

2. Creativity

Creativity is for everyone!

- Make the time for it

Creativity is for everyone!

- Make the time for it
- Creative time is always worth it

Creativity is for everyone!

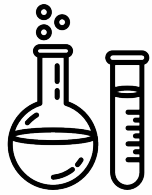
- Make the time for it
- Creative time is always worth it
- New ideas need new contexts (leave your desk!)

Empower 'failing'

- It's OK to 'fail'
- But fail quickly (and cheaply)
- Learn, share
- Fail better

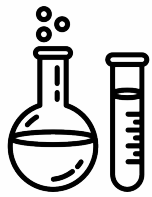
3. Choose the right testing methodology

(They are not mutually exclusive)



Optimisation testing

Know what works



Optimisation testing is...

Test multiple versions of the approach/idea/product/experience to see which is most effective

Optimisation testing is great for

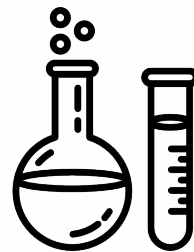
When you need data to show what is working and what isn't

Optimisation testing is great for

When you need data to show what is working and what isn't

Most types of innovation should include aspects of optimisation testing

Types of testing



Quantitative:

- A/B
- A/B rollout

Qualitative

- Session recordings
- Interviews
- Many more

Learn more

Free report

www.more-onion.com/free-reports



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OPTIMISATION TESTING

How to boost your campaigning
and fundraising impact.

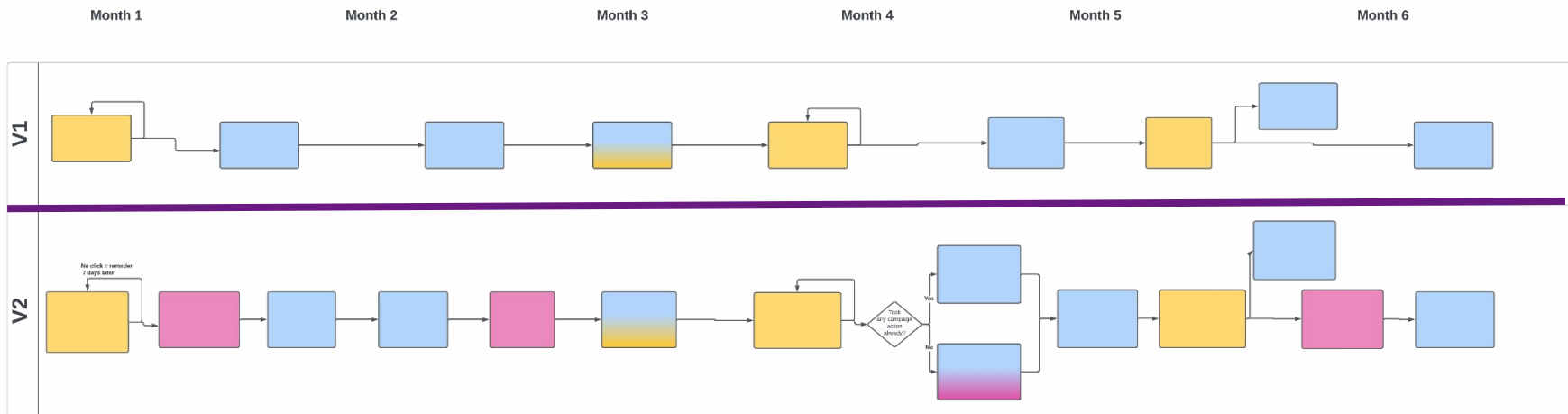


Authors: Claire Donner and Rebecca Turner

Testing example



Do campaign emails help with regular donor retention?





Pilot testing

Try something new without changing everything



Pilot tests are...

Delivering an idea to a high standard

...on a small scale

Pilot tests are great for...



When the idea needs delivering to a high standard to prove it works.



Pilot tests are great for...

When the idea needs delivering to a high standard to prove it works.

Innovations that require cultural or process change.



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When the idea needs delivering to a high standard to prove it works.

Innovations that require cultural or process change.

If there's some nervousness or reluctance about about the change.

Pilot testing example

VERSUS
ARTHRITIS

Challenge:

- Siloed data and ways of working
- Poor donor conversion
- Low rates of second action
- Poor audience insight

Pilot testing example

VERSUS
ARTHRITIS

Solution

- An isolated welcome journeys project to try to address these challenges (work more closely, better engage supporters, learn about supporters)

Pilot testing example

Over 4 years:

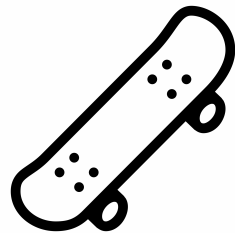
The pilot was a success and was slowly expanded as the charity built on successes and shaped new ways of working

Pilot testing example

VERSUS
ARTHRITIS

Successes:

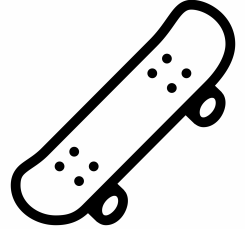
- Journeys are now a strategic priority
- Dedicated Supporter Journeys Manager
- The project insights led to the creation of a new regular giving product with over **400 new regular gifts in the first eight weeks**



Minimum Viable Product

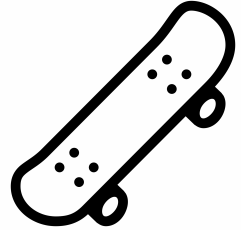
Spend small, learn quickly

MVP testing is great for...



Ideas that are costly (time or money) to implement and you want to sense check before spending, or roll out slowly and carefully.

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MVP approaches are very common with technology development.



END.IT
FOR ANIMALS
PEOPLE
PLANET



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☐ No

SIGN NOW

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- [illegible]

4. Learn and share

Develop and support a culture of testing

- Ideas
- Content
- Learnings

The failings as well as the wins



Come visit our table on the terrace

For free reports and resources



Reach out

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