



GREAT SUPPORTER JOURNEYS

and how to automate them



crafted by www.more-onion.com

Creating great **SUPPORTER JOURNEYS**

A great supporter journey is the backbone of almost all good campaigns and supporter fundraising projects. Though supporter journeys don't need to be automated, doing so allows you to flex timescales to your supporter rather than often arbitrary internal dates.

Whether your aim is to introduce your audience to a new issue, make a political impact or raise money, some common principles apply. Often the best supporter journeys are those that include a wide variety of content types and engagement activities. Some organisations will find this tricky the first time, but it's a great opportunity to help teams to break out of silos and together work towards common goals.

In this report we will:

1

Explore key principles of making a great user journey

2

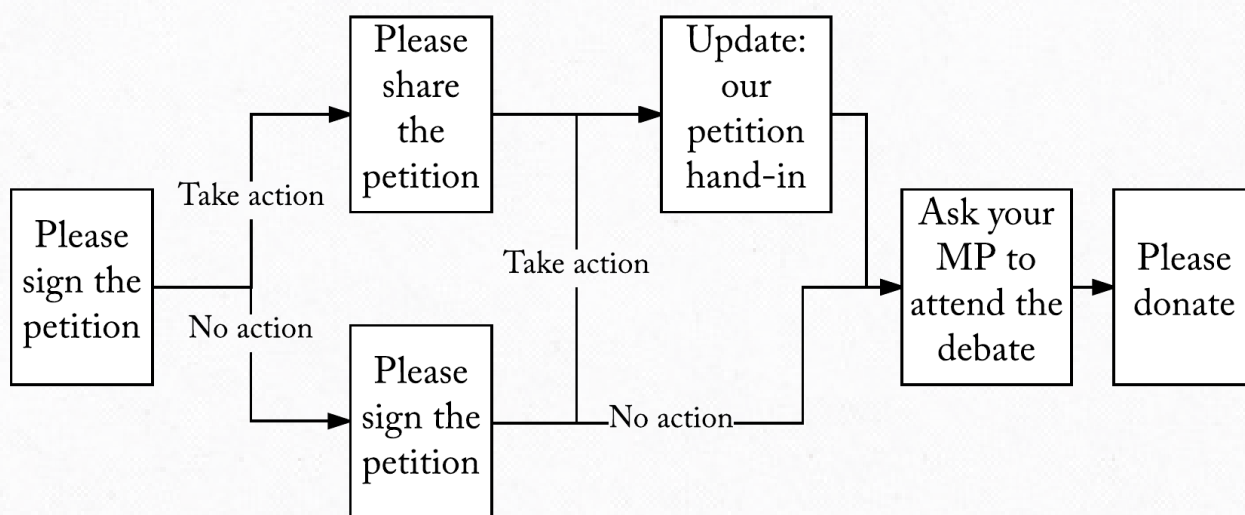
Look at a few case studies

3

Provide a brief explanation of how you can easily set up automated journeys using Campaignion and MailChimp

What do we mean by **SUPPORTER JOURNEYS?**

‘Supporter journeys’ mean different things to different people. For the purpose of this report we’ll be using the term to refer to a series of emails sent to supporters. Of course many supporter journeys will also feature offline communications too, but let’s keep it simple for now.



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FIVE KEY PRINCIPLES

for great supporter journeys

1

Be responsive to your supporters'
**PAST ACTIONS AND
INTERESTS**

Your emails should feel more like having a conversation than being lectured at. They should feel personal and responsive to the supporter and what they've done before. Although it's not possible to compose unique emails for everyone, there are some simple things you can do to make your emails feel a bit more human:

- **Reference past activity.** You can do this using dynamic content in the email, or through segmenting your list.
- **Send further, related actions.** Try to have a series of follow up actions for people who have already taken the main action.
- **Send reminders.** Make sure you never ask someone to take an action they've already taken. But remind people who haven't taken action.

When designing an automated email journey you can be really responsive to your supporters by adding branches to your journeys which respond to user actions (or inactions). A few examples of this are in the case studies on pages eight and ten.

2

Connect your asks into a
COMMON NARRATIVE

Most supporters will see themselves as supporters of your organisation as a whole, not as campaigners or fundraisers specifically. Campaigners often make the most generous and loyal donors and donors are often keen to support the cause in other ways. So for your sake and your supporters', try to connect these asks within your supporter journeys.

You can connect fundraising and advocacy actions through email journeys and on-page, for example with a donation ask on the thank you page of a campaign action. The most important thing here is that you're able to effectively communicate how one connects to the other, so the narrative between asks makes sense.

3

Get creative for
ENGAGEMENT ACTIONS

In addition to campaigning and donation actions, a great supporter journey will also feature general engagement activities. An engagement activity is anything where you get the user to do something beyond reading your email and/or landing page. This might include: signing a pledge, sending a message of solidarity, taking a quiz or survey, attending a 'real' or virtual event.

Engagement actions can help to build knowledge and interest, to deepen supporters' commitment and/or grow your database. Don't be afraid to connect these engagement actions to advocacy or fundraising asks, e.g. on thank you pages

4

GIVE AND TAKE*Offer interesting content and feedback*

Try not to look at your supporters as resources, but as relationships. And it's your job to build and maintain them. The thought of maintaining relationships with thousands of people is probably overwhelming, but a little bit of thought, effort and care can go a long way.

Building relationships requires that you offer something as well as take. This could be as simple as producing interesting content, telling stories, or feeding back on the impact that their actions and donations have had. Maybe this is a short success story, case study, video, or comic book? Remember, people connect with people. Try some first person storytelling rather than relying on just statistics and data.

5

Be prepared to react to
EXTERNAL EVENTS

Once you've drawn up your beautiful journeys and maybe even set up some automations, it can be tempting to protect them from change. But it's really important that you're able to adapt and respond quickly to external events. By carrying on as usual regardless of the wider context, you can look out of touch and it could mean missing out on important moments for engagement, change-making and fundraising.

Although the unexpected is just that, there are things you can do to prepare and improve your ability to respond quickly and powerfully. That could be as simple as creating a checklist for pausing automations or agreeing an emergency sign-off procedure within your organisation.

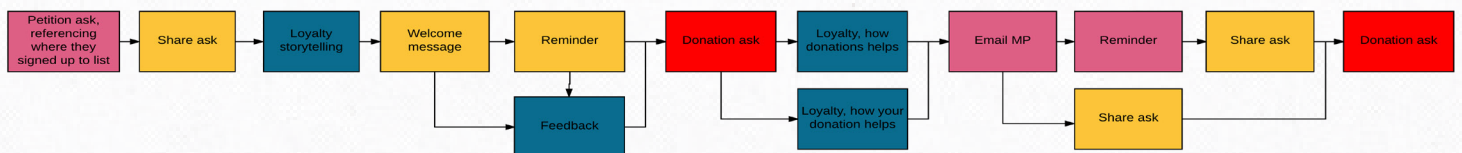
Case study

FREEDOM FROM TORTURE

Freedom from Torture worked with more onion to set up a three to four month 'welcome' journey to take new leads and make them warm supporters and donors.

Common narrative

The Freedom from Torture journeys feature a range of asks and content types, all tied up into one broader narrative of their mission. As each new ask and piece of content is introduced it references and builds on the one before it. Here you can see the range of email content types included. Campaigning actions are pink, blue are loyalty/storytelling (such as the comic book shown below), yellow are engagement asks and red are donation asks.



Evin is Kurdish and grew up with a lot of violence and threats, and her family were attacked.



Evin went to university to study Biology and met lots of new people.



Age 20, Evin and her university friends were arrested for being part of demonstrations standing up for human rights.

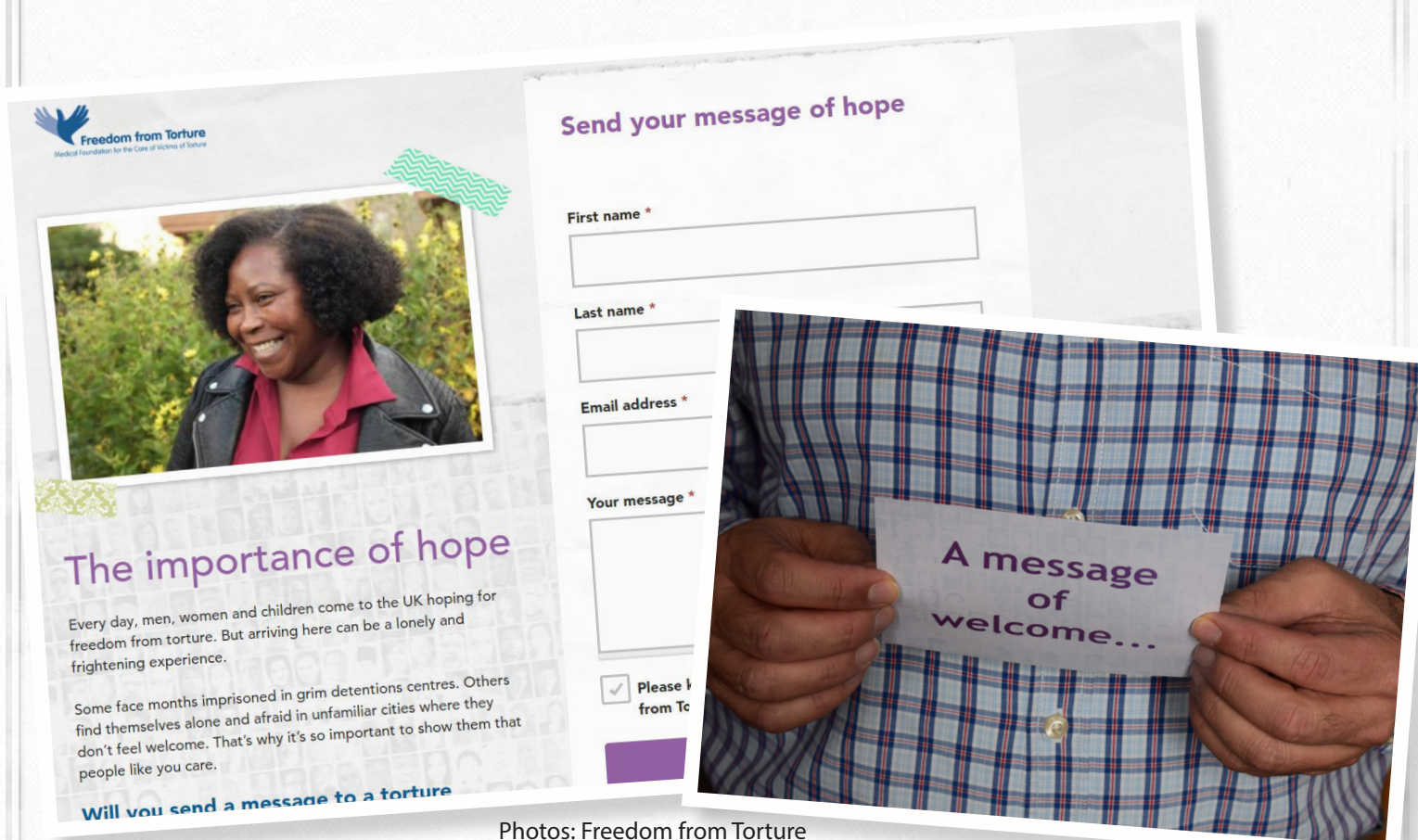


Case study **FREEDOM FROM TORTURE**

The give and take, engagement actions

One of the engagement asks in this journey was to write a message welcoming a survivor of torture to the UK. The feedback loop was critical to successful engagement. Once people had sent their message, they received an email approximately three days later from a real survivor of torture who thanked them for their message and told them just how much these messages mean.

These thank you emails generated a number of beautiful replies from supporters who had been moved by the sense of a connection with an individual survivor, and with Freedom from Torture. A donation form on the thank you page of this action was really successful at generating both single and monthly donations. The messages were passed on to Freedom from Torture's caseworkers and shared with survivors.

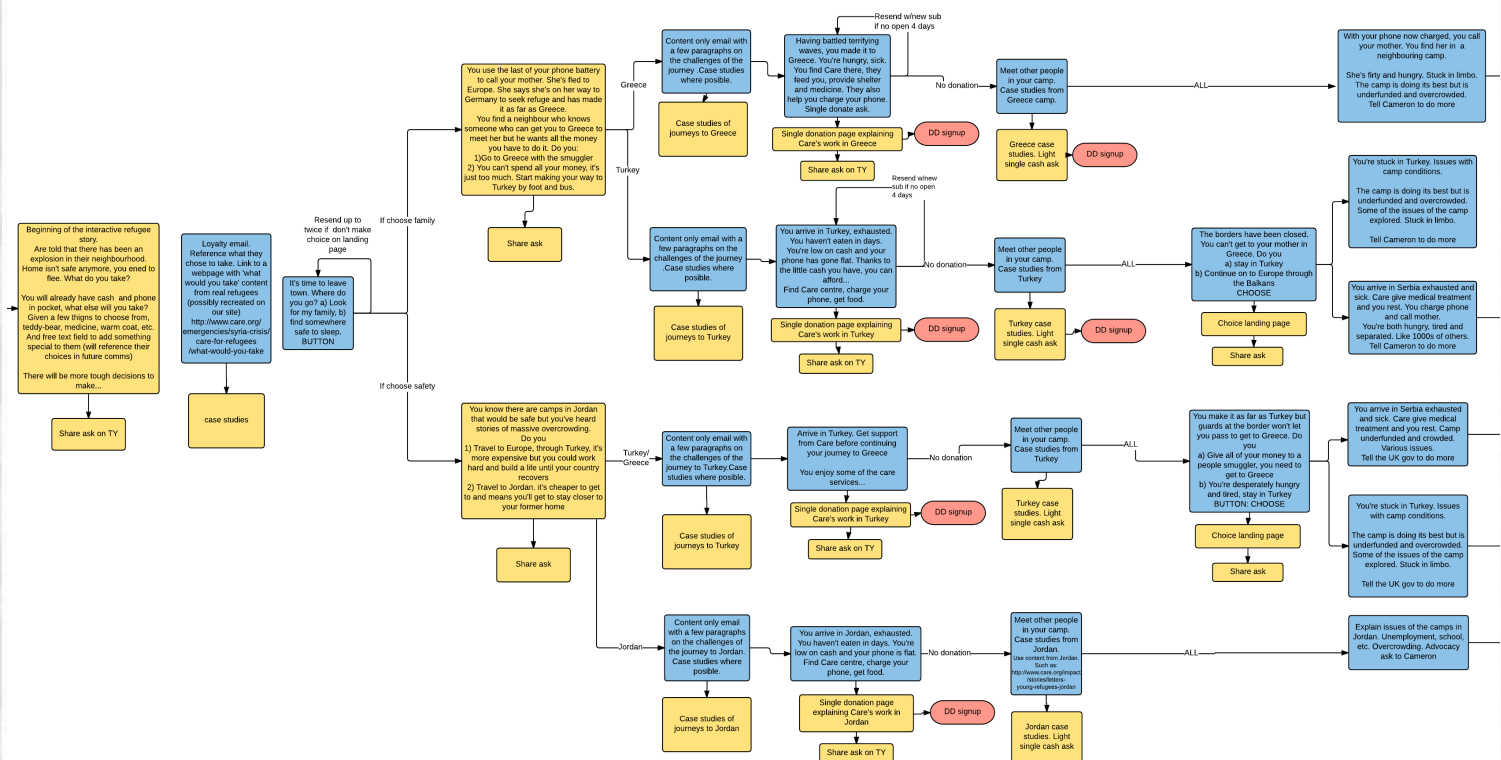


Photos: Freedom from Torture

Case study
CARE INTERNATIONAL UK

As a part of a project with more onion, CARE International UK wanted to develop a journey that engaged users with the refugee crisis. To achieve this, a three/four month email journey was developed with emails being sent to supporters every three to five days.

As one part of this larger journey we wanted supporters to better understand the difficult decisions that refugees have to make and to develop a deeper understanding and empathy for the people CARE worked with. To make this happen we developed a narrative that could be wholly shaped by supporter decisions.

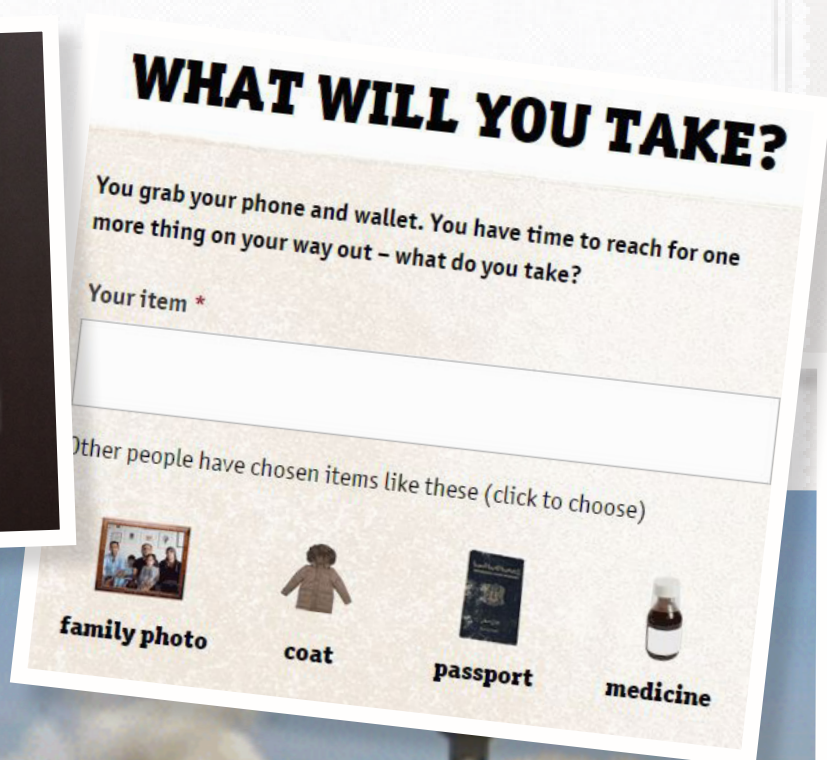


Case study **CARE INTERNATIONAL UK**

Setting the stage

Users were taken to a landing page where a narrative unfolded. A bomb had fallen near their home, they had to leave. Right now. What do they grab as they leave their home behind?

In a follow up email users were told stories of real refugees who made this decision linking to a blog explaining what they took and why.



FOR MANY REFUGEES,
*the decision to flee is taken in a split second. A bomb falls, a shell hits or gunfire intensifies, and suddenly their only option is to **run...***

Please scroll



Case study **CARE INTERNATIONAL UK**

Big decisions

The next big decisions: what's the first thing you do? Do you try to reach the rest of your family? Or find somewhere safe to sleep as quickly as possible? Do you pay a smuggler or try to go it alone?

The decisions users made determined which branch of the story they received next in their automated email series. Each week a new tough decision, the narrative evolved around the user and they were introduced to real refugees.

Did you try to make it to Greece alone and get stuck in a border camp in Serbia? In the emails and landing pages you will meet real refugees who made the same journey and learn about the work CARE is doing in that exact camp, with a connected donation ask. Later the advocacy ask will relate to your 'situation' to the broader context and ask you to take action to change political decisions that are trapping refugees.

All of this happened automatically using Campaignion and MailChimp automations, and to the timescale of the supporter, not the organisation.



Photos: CARE International

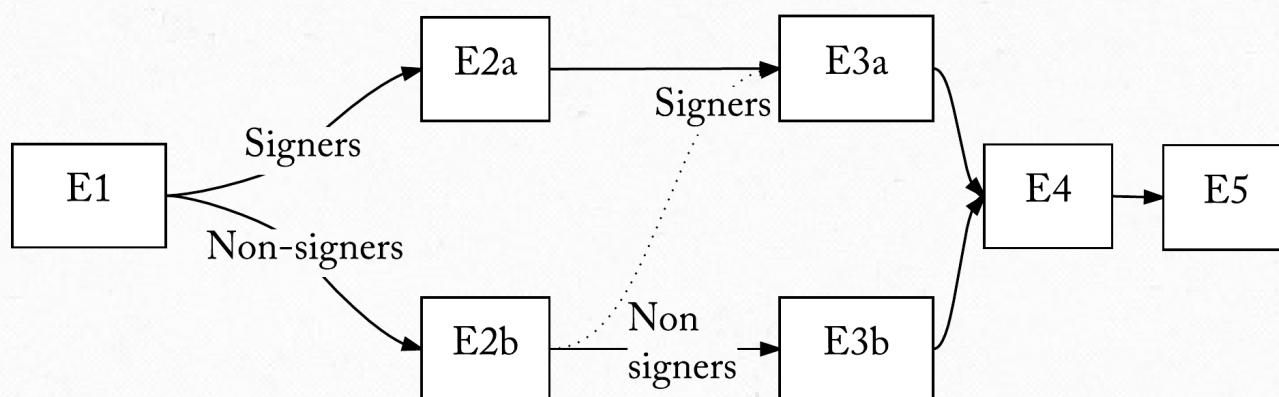
Making automated journeys **WORK FOR YOU**

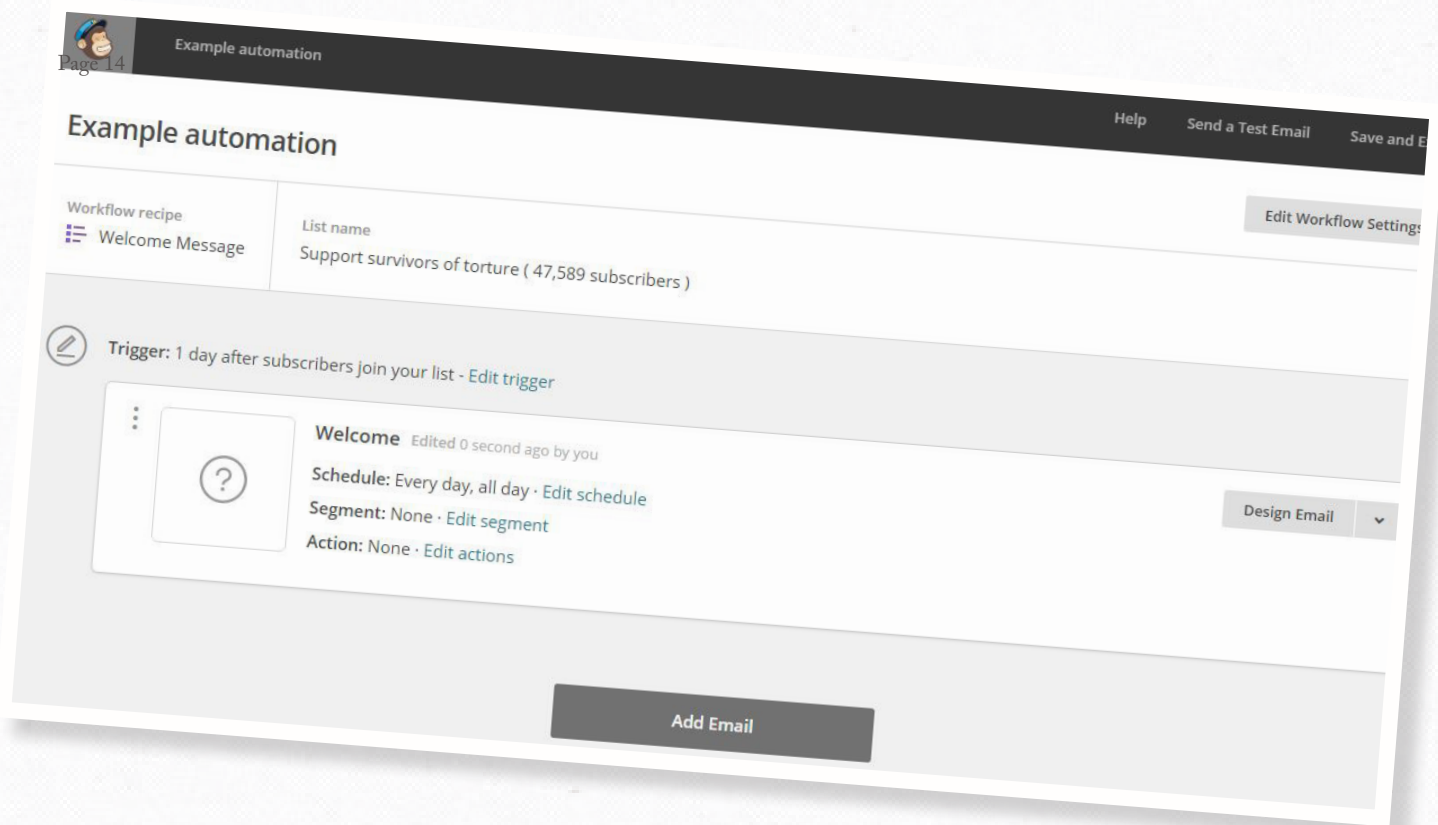
There are lots of different ways to set up an effective automated supporter journey. Below we'll show just how simple it can be to create one using MailChimp and Campaignion, two systems that integrate beautifully, making automations a breeze.

Campaignion is a campaigning and fundraising toolset that allows you to swiftly create powerful and easy-to-use actions (petitions, email to target, email protest etc) and donation forms.

Before you start

Before you get started in MailChimp it's important to have a clear idea of what you're trying to achieve with the automations, so we recommend you create a diagram of what the automated journeys will look like and how they will function. Tools like Lucidchart can make this quick and easy, but there are loads of other ways to do this too. It's usually helpful to give your emails codes to make it easy to match emails in your diagram to those in MailChimp.





The anatomy of a MailChimp automated email

Emails in a MailChimp automation all have three parts:

A trigger and delay - a trigger is what causes the automation to start for a particular user. For example, the user joining your list, another email having been sent, or a field changing to 'yes' (indicating they have taken a particular action). The delay allows you to carefully time your emails, e.g. so that a user gets a particular message a certain number of days after the trigger.

Conditions - a supporter must meet these requirements to receive this email. You can add exclusions, for example excluding people who are already regular donors from a regular fundraising ask.

Action - this is a thing that happens to the supporter's record after this email is sent, e.g. join a specific group. This can be really helpful when connecting automations together.

Have a look through the MailChimp website and support pages for more information.

MailChimp restrictions to be aware of

- Each automation can only have one trigger, therefore you sometimes need a few versions of each automation if branching is involved.
- Each field in MailChimp has a maximum capacity of 255 bytes, that's the equivalent of 255 characters, including spaces and commas.
- There is a maximum of 60 groups per MailChimp account, so make sure you clear out old ones that aren't needed anymore
- Without a 'pro' account, you can only segment data using five conditions applied using and/or criteria (but not both). This also applies too to the conditions in the automations. But once you go pro you can use more detailed and complex segmentations.

Campaignion

Campaignion has a number of really handy integration tools with MailChimp that make managing your automated emails really easy.

Once your Campaignion account is connected to your MailChimp account, data will automatically sync between the systems. Supporters can subscribe to a MailChimp list within your Campaignion form, you can also assign tags to action takers within Campaignion and add supporters automatically to MailChimp groups.

We hope this report was helpful

If you'd like to know more about Campaignion or would like some support with your campaigns, please get in touch. Whether it's creative, strategy, or technology, we're here to help!

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