How did we engage our supporters with our campaign?

The Christmas Challenge 2017 was our first time partnering with The Big Give and also our first time using a match funded model. One of the most pleasantly surprising aspects of the campaign was the huge learning curve that we unexpectedly embarked on! The campaign has left us with bags more confidence in key areas such as planning, online fundraising techniques and using creative methods to engage with our supporters.

Acceptance onto The Christmas Challenge coincided with our desire to use more online communication methods to engage with supporters. Our starting point (Summer ’17) was a supporter database which we had to date used to send simple text emails to supporters on an ad-hoc basis, a Facebook page which we rarely used and a website which badly needed updating. We benefitted greatly from the support provided by The Big Give, particularly the webinars and workshops provided.

As a result of our learning we constructed an online communication strategy which included:

- Rebuilding our main website www.altel.org.uk
- Creating a new website specific to the WAF project www.wafcommunity.com
- Creation of a regular e-newsletter (Mailchimp)

What creative marketing approaches did we use?

We used our shiny new e-newsletter as the primary way to communicate with our supporters and combined this approach with personal emails and phone calls targeted to specific individuals.

We went slightly ‘old school’ and planned a sponsored swim event, timed to take place during the live campaign. This event opened up new supporters to us and gave us loads of fun pictures to push out via social media.

We made our first ever video, which we produced in-house on a shoe string budget and featured some of our beautiful mums who have benefited from the WAF project. We pushed this video out via social media and our newsletter on the 1st day of the live campaign. The learning we received from this creative endeavour has been excellent and as a result we are planning to produce another video soon with more involvement from our wonderful mums. Thank you for partnering with us in our campaign and for helping to equip us!