Silver Linings – what Covid taught us about what really matters

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Overview

- New to fundraising – grand plans and how they didn’t happen 2018 - 2020
- What did happen in 2020 – and what we learnt
- How the pandemic fundamentally changed how we income generate
- Does the direction of travel resonate with you? What are your thoughts/ideas/doubts?
- Explore some real examples of what we might all do in 2022.. 2023.. 2024… 2025
This session’s objectives

• By the end of the session I want us to:
  • Understand the key changes we might make to how we fundraise and why
  • Be clear about what this or other directions of travel might mean for our own hospices, and
  • To have had the opportunity to discuss some real-life opportunities
Question...

What does fundraising mean for us?
Fundraising at St Oswald’s is the mirror image of our care
Going the extra mile to make our supporters feel amazing
## Financial Year Forecast 20/21...

<table>
<thead>
<tr>
<th>Event</th>
<th>Forecast Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Participation</td>
<td>↓ £275k</td>
</tr>
<tr>
<td>External Events</td>
<td>↓ £155k</td>
</tr>
<tr>
<td>Great North Run</td>
<td>↓ £135k</td>
</tr>
<tr>
<td>Mass Participation</td>
<td>↓ £55k</td>
</tr>
<tr>
<td>Ball</td>
<td>↓ £45k</td>
</tr>
</tbody>
</table>
What else happened in 2020?

Emergency Appeal
Lottery income
What else happened in 2020?

- 700 Check-in and chat calls
- Light up a Life at Home reached 6,000 families
- Everybody shared the load
Direction of Travel 2021 onwards

Supporters First
Focus less on campaigns and events more on supporters.

Do Fewer Things, Better
Focus on Net £100k+ and ROI 1:5 or better
Direction of Travel 2021 onwards

**Increase direct connections**
Between supporters and patients and their families

**Invest in Digital**
Accelerate our efficiency, reach and ability to individualise comm’s
What’s your Direction of Travel?
Supporters First
Do fewer things, better
Invest in Digital
Increase direct connections
Something else?
What does that mean on the ground?

**Supporters First**
- New supporter stewardship business plan
- Replace letters with calls for first time donors
- On-boarding emails
- Student project to review thanking process

**Invest in Digital**
- Moved two marketing team members from Comm’s to Fundraising
- New Email Marketing Officer
- New CRM (2023)
- Power BI dashboards

**Do Fewer things, Better**
- Hampers, ball, merchandise, mass participation all taken out (finally!)
- Light up a Life, Christmas market reimagined, higher ROI
- Events to ‘qualify’ to be included

**Increase direct connections**
- New Content Officer (in Comm’s Team)
- Appeals all led by service users and supporters
- Giving Day March 2023