

# BRINGING DIGITAL

# INTO THE SPOTLIGHT

A KING'S COLLEGE LONDON  
DIGITAL GIVING STORY

CAMPAIGN COMMUNICATIONS GUIDE

KING'S  
*College*  
LONDON



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## EMAIL COMMUNICATIONS

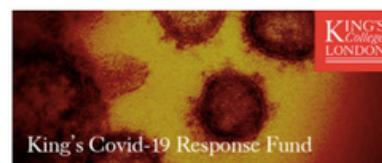
### LAUNCH EMAIL

#### Communication Purpose

First email sent to all contactable alumni and non-alumni donors.

See the Campaign Strategy section of this report for further details.

Having trouble viewing this email? [View online](#)



Dear Jess,

Over the last few weeks our lives have been turned upside down, with governments around the world placing restrictions on movement and social gatherings. I know that many of us are still adjusting to this new reality – be it with childcare, adapting to the social distancing measures, or changes to our working environment.

Countries around the world are facing what may be the biggest global crisis since the Second World War. Here in the UK it means that King's partnership with the NHS is more important than ever. Many of our researchers, clinicians, student medicals and nurses have been extremely hard at work over the last weeks. If you are serving on the front lines of this epidemic, we want to say thank you for all your hard work and that we stand shoulder to shoulder with you and your families in these difficult times. **We are collaborating in a multitude of ways to fight the health crisis surrounding COVID-19.**

Our staff working for King's Health Partners in Guy's and St Thomas', King's College Hospital and South London and Maudsley have been caring for COVID-19 patients since the first appearances of the virus in the UK. **With London being the current epicentre of the UK outbreak, so many members of the King's community are spending days and nights saving people's lives, and our clinicians are best placed to make a difference far beyond our London premises.**



At this time, when confirmed worldwide cases of the virus have surpassed 900,000, we all need to come together urgently as one. As a university renowned for our world-leading experts in fields such as health and biomedical science, **King's has today launched a unified COVID-19 response**, enabling many of the brightest minds in our community to get the funding they need to tackle this crisis.

Will you support us in providing help for all? I know that you have recently made a donation to the university, and for that we are so grateful. At this unprecedented time, would you also consider supporting the King's Covid-19 Response fund? **£100 can make a key difference in funding ground-breaking research that we urgently need.**

Your donations will support work that tackles the crisis in a number of different ways. You can fund:

- Researching life-saving treatments for COVID-19
- Support for our incredible NHS staff and their mental health
- A global response to help developing countries fight the outbreak
- Help for students facing financial hardship as a result of the epidemic

A large number of King's researchers, academics, clinicians and students are collaborating between departments and with other institutions to get the best minds together to lead the UK's response to this global challenge. Your donation will ensure they have the resources and materials they need to make progress faster.

[Donate now](#)

Our community is also leading the effort to support our exceptional NHS and care workers. Many of our lecturers have gone back to their medical professions and large numbers of final year nursing and medical students have been moved to the front line to ensure that every patient is looked after. Your donation can help fund research into mental wellbeing to support our NHS workers at this testing time.

King's is also looking beyond our own community in London and the UK. Together, we were at the heart of the international response to the 2014 Ebola epidemic. Then and now, our world-leading experts stand ready to support marginalised communities across Africa. They are working on ways to support the millions of people who live in countries without a functioning universal healthcare system. Your donations ensure that people suffering from COVID-19 will be given the best possible treatment, no matter which country they live in.

**Will you donate £100 to support King's COVID-19 Response Fund?**

[Donate now](#)

At this worrying time, it is also important that we ensure the wellbeing of our students is cared for. In the past week we have seen a significant increase in applications to the Hardship Fund, and anticipate this continuing for the foreseeable future. Whether struggling to pay their bills due to loss of part-time work, or making the switch to online learning due to lack of a computer or internet connection, your donation will ensure no student is left at a disadvantage.



*If we all come together and play our part in this global crisis, then we will win the fight against COVID-19. Thank you for your support.*

**Professor Sir Robert Lechler**  
Senior Vice President (Health), King's College London and Executive Director, King's Health Partners



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## EMAIL COMMUNICATIONS

### WEEK 1 FOLLOW UP

#### Communication Purpose

Follow up email, sent weekly, to highlight the different areas supported by the appeal. Sent to all contactable alumni and non-alumni donors yet to make a donation.

See the Campaign Strategy section of this report for further details.

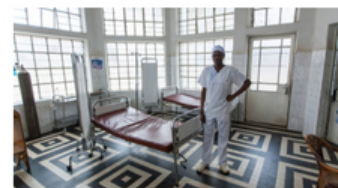


Dear Anna,

Since the launch of the King's COVID-19 Response Appeal on 3 April, hundreds of alumni, staff and supporters have made a donation, raising over £50,000 so far. Thank you so much if you have already given! Thanks to you we can further the important work King's is doing to respond to the global outbreak. From life-saving research into prevention and treatment, protecting the mental health of our NHS staff, ensuring African countries are better equipped to deal with the disease, and helping King's students who are financially struggling due to the pandemic.

You will be kept updated on the progress King's is already making in each of these key areas over the coming days and weeks, as we continue to fight this deadly virus on a number of fronts.

I know that many of you will be working with the NHS or other health care systems around the globe on the frontline response to the pandemic. You may be involved in other essential work to keep our society running and look after our most vulnerable – thank you for all that you do. Today I wanted to share with you one of the projects under our Global Response focus that donations from supporters like you to the King's COVID-19 Response Fund are making possible. This project is taking many of us at King's Global Health Partnerships further away from our own shores to support health care facilities in the Democratic Republic of Congo, Sierra Leone and Somaliland as



As a community, King's is working with the UK government and the NHS on treatments close to home, but we are also looking to support countries who lack a developed healthcare system. During the Ebola crisis in 2014, NHS staff and volunteers from King's worked in the main government hospital alongside Sierra Leonean partners to tackle the deadly epidemic. In fact, around 10% of all Ebola cases in Sierra Leone were treated by the team from King's Global Health Partnerships. We were there at the frontline when they needed us. The impact of the Novel Coronavirus on countries like Sierra Leone where health systems are weak, is likely to be devastating. It is important that we provide them with all the support we can to prepare.

[Support the King's COVID-19 Response Fund](#)

Sub-Saharan Africa is particularly vulnerable and the capacity to provide critical care is the lowest in the world. As we have learnt over the past few months, the key to tackling this health crisis is to make sure the hospitals are prepared and equipped to safely treat people suffering from COVID-19, in particular those patients who are most vulnerable. *Sierra Leone, for example, has a ratio of just three doctors and 50 nurses per 100,000 people – with a population of almost 8 million. In comparison, China has almost 5 times as many healthcare professionals. Oxygen availability in the country is less than 5% of the expected need. Health facilities and medical equipment are just not sufficient for the country's population.*



Building on our long-term partnership in Sierra Leone, our clinical team are now working on the COVID-19 response. Just as in 2014, we have been working with Connaught Hospital in Freetown (the main adult referral hospital in the country), as well as with the Ministry of Health and other hospitals in the area to train frontline healthcare professionals, increase oxygen capacity and prepare the infectious disease unit.

*Together, we are ensuring that hospitals are able to have isolated areas to treat cases and ensure that beds in the infectious disease unit have oxygen supply. We can do even more but we need your help!*

**By donating £25 to the King's COVID-19 Response Fund today, you can fund vital supplies such as personal protective equipment (PPE) for health workers and essential medicine for the most vulnerable patients in the Democratic Republic of Congo, Somaliland and Sierra Leone. Your gift will also ensure local engineers can work 24/7 to increase oxygen capacity to hospitals. You can make sure that frontline staff are trained to safely manage the most-critically ill patients, increasing their chances of survival.**

[Donate now](#)



*Your donation will ensure that through the King's COVID-19 Response Fund we can provide more support to the projects which need it most. Your support will go a long way to ensure that people in Sub-Saharan Africa facing this threat of COVID-19 have a fighting chance. Please help so that together, we can save more lives.*

**Laura Hicks**  
Director of King's  
Global Health  
Partnerships

Thank you.

P.S. £25 really can make a tangible difference and help save someone's life.



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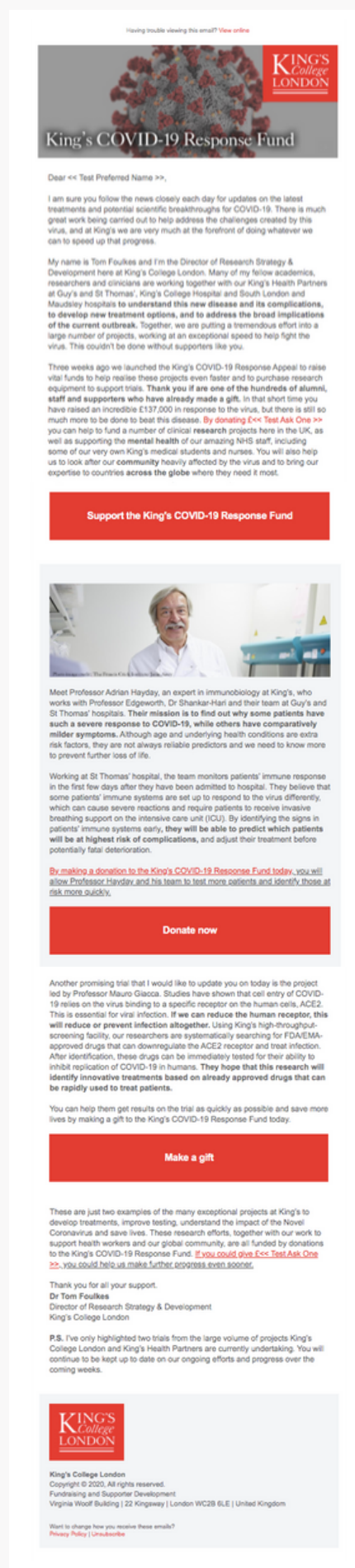
## EMAIL COMMUNICATIONS

### WEEK 2 FOLLOW UP

#### Communication Purpose

Follow up email, sent weekly, to highlight the different areas supported by the appeal. Sent to all contactable alumni and non-alumni donors yet to make a donation.

See the Campaign Strategy section of this report for further details.



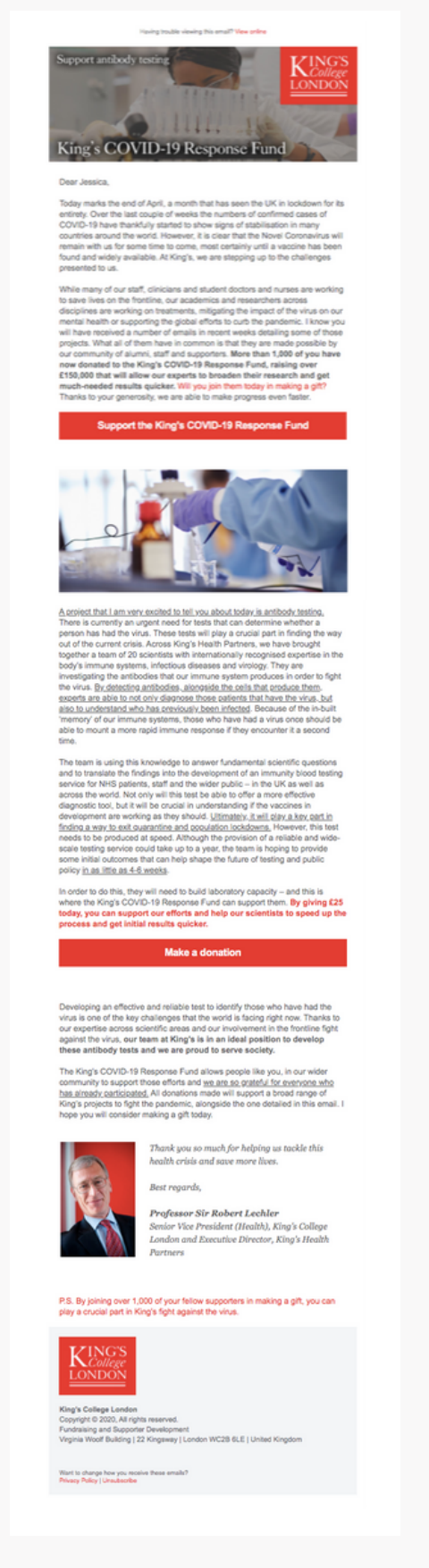
## EMAIL COMMUNICATIONS

### WEEK 3 FOLLOW UP

#### Communication Purpose

Follow up email, sent weekly, to highlight the different areas supported by the appeal. Sent to all contactable alumni and non-alumni donors yet to make a donation.

See the Campaign Strategy section of this report for further details.







## EMAIL COMMUNICATIONS

### WEEK 4 FOLLOW UP

#### Communication Purpose

Follow up email, sent weekly, to highlight the different areas supported by the appeal. Sent to all contactable alumni and non-alumni donors yet to make a donation.

See the Campaign Strategy section of this report for further details.

Having trouble viewing this email? [View online](#)



### King's COVID-19 Response Fund

Dear Anna,

Almost 1,200 of you have now donated to the King's COVID-19 Response Fund, raising an incredible £165,000 to support response projects at King's to fight COVID-19. From clinical research for treatments and testing, modelling to establish which policies will have the most positive impact on society, both in the UK and abroad, to supporting the mental wellbeing of our NHS staff, student medical and nurses and the wider society. Thank you to all alumni, staff and supporters who have already chosen to make a gift.

[Support the King's COVID-19 Response Fund](#)

As many countries around the world begin to consider the next phase of the pandemic, they are searching for ways to ease the lockdown. While some aspects of our lives may begin to return to the new normal, many restrictions are likely to remain for some time to come, and with it, our focus will shift beyond the initial response to the Novel Coronavirus. The spotlight will move to the effects the pandemic and lockdown have had on our society and each and every one of our jobs.

Beyond the economic impact that affects many of our livelihoods we will also sadly see a severe impact on our mental health. While our health workers on the frontline are under extreme pressures, dealing with very real life and death situations, many of us are also experiencing new stresses brought on by this lockdown: isolation, absence of normal routines and anxiety will be impacting many of us far beyond the peak period of the virus.



A full and long-term response to the virus requires action beyond the current urgent needs of supplying PPE and working on treatments. We also need to prepare for life beyond the lockdown and mitigate the longer-term effects of the pandemic.

We must ensure that this pandemic doesn't irreversibly damage our mental health.

Your support of the King's COVID-19 Response Appeal funds just that. It allows our experts to support the physical and mental wellbeing of our NHS health workers, the King's community and wider society. One of the projects funded by you and your fellow supporters, staff and alumni sees Professor Alan Young, ranked as one of the world's leading scientific minds in Psychiatry and Psychology, and his team pushing forward vital research. Based at King's Institute of Psychiatry, Psychology & Neuroscience (IoPPN), they are drawing on the Institute's world renowned expertise and resources to work on mitigating the mental health impact of the pandemic as much as possible, understanding who is most likely to be affected by mental wellbeing issues and informing national policy for the years to come.

Previous studies from smaller epidemics, such as SARS and MERS, demonstrated the negative psychological effects of quarantine and isolation with symptoms continuing months and even years later, particularly when quarantine was so draconian. This means that for some people – be they essential key workers and NHS staff or vulnerable, isolated members of our society – the mental health conditions that manifest during this time are likely to extend beyond the pandemic in potentially severe ways. Using an app to track mental health symptoms, Professor Young's team will develop a response that will improve mental health and resilience as we move forward in this crisis. With your support, our researchers can build a response in real-time as the pandemic unfolds and ensure that our NHS staff and vulnerable members of society receive the mental health support they need in the months and years to come. **Will you give £25 to mitigate the impact of the health crisis?**

[Make a gift](#)

Your donations will also support projects like the mental health survey 'NHS CHECK'. Developed by Professor Sir Simon Wessely, Professor of Psychological Medicine at King's, it is an independent research study, supported by the NHS on staff at hospital Trusts at the forefront of the pandemic response. We know our frontline staff are facing unprecedented pressures. But because we have never faced anything like this before, the effects of these – their nature, intensity, and duration are largely unknown. **NHS CHECK is a unique study of the short, medium and long term effects of the COVID-19 crisis on our NHS staff.** The study collects mental health data from participating staff and allows the team to understand how the pressures they are facing every day are impacting their wellbeing. The project outcomes will be crucial in reducing the negative impact this pandemic has on our frontline key workers. Any donations you can make to the King's COVID-19 Response Fund will allow the team to protect those NHS workers that are working to protect us.

[Donate now](#)



Anna, the response of our NHS in this unprecedented time is something that we all can be truly proud of. Let us not abandon them when they need our help. Instead, let's show our gratitude and appreciation by giving them the support they so sorely need.

**Professor Reza Razavi**  
Vice President & Vice Principal for Research at King's College London & Director of Research at King's Health Partners

**You can help to prevent this physical health crisis turning into a mental health crisis.**

Thank you.



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## EMAIL COMMUNICATIONS


### WEEK 5 FOLLOW UP

#### Communication Purpose

Follow up email, sent weekly, to highlight the different areas supported by the appeal. Sent to all contactable alumni and non-alumni donors yet to make a donation.

See the Campaign Strategy section of this report for further details.

Having trouble viewing this email? [View online](#)



**King's COVID-19 Response Fund**

Dear Anna,


It's 26th May 2019: the libraries across our London campuses are filled with students studying for their exams. Many are meeting in study groups or seeking out their lecturers to clarify some unanswered questions. Others are taking a well-deserved break in the sun before heading off to their part-time job.

What seemed like a perfectly normal day in a student's life just 12 months ago, couldn't be further from reality now. There is no question that the Novel Coronavirus has impacted every single member of our society. For King's students, lockdown has meant that they have needed to rapidly switch to online lectures and seminars, with many students moving out of term-time accommodation in London and instead living with their families for the time being.

While this upheaval is taking its toll on all our student body, unfortunately, it is especially hard on our most vulnerable students. In the last two months, a growing number of students have reached out to us for help when they have nowhere else to turn. For many, going home is simply not an option. Some are students from abroad who are unable to return to their home countries due to travel restrictions or lack of funds, and some will be estranged from their families with no support to rely on. In the meantime, they have no choice but to continue to pay rent for London accommodation, often being unable to leave their confined student rooms due to the lockdown. At the same time, many of them have lost their part-time jobs, unable to find a replacement. With restaurants, campus bars, coffee-shops and retail stores closed, students relying on their part-time income from these industries are now struggling to pay their bills.

Even those who are able to return to their family home are facing ongoing difficulties. Some have found themselves living in overcrowded homes and without the necessary technology, such as a laptop or reliable internet access, to efficiently follow online teaching or to study for upcoming exams. Other students from a multitude of backgrounds rely on the summer break to work and save up vital funds for the next academic year. With most typical summer jobs in the hospitality and tourism industry not available this year, many will be questioning whether they can afford to return to complete their studies in September.

[Make a gift](#)




With help from alumni and supporters like you, at King's we pride ourselves on our efforts to support students in financial difficulties, aiming to give a fair and equal chance to any bright student hoping to complete their studies, no matter their family or financial background. But COVID-19 will place a never-before-seen strain on our Hardship Funds, both in the coming weeks and months, but also in the next academic year and beyond.

This is why we are so grateful to everyone supporting the King's COVID-19 Response Appeal. Together, our King's community has now raised an incredible £226,000, which is supporting a wide range of projects at King's: from research for effective treatments and scientific breakthroughs here in the UK and globally, to mental wellbeing support for our healthcare workers and the most vulnerable in society, to help for our current students here at King's. Their need will continue to become most apparent over the coming months.

It would be a tragedy if this virus means that bright and deserving young people are prevented from attaining a higher education. Dropping out of university would cause irreversible damage to their hopes and aspirations for the future, as well as the impact they would otherwise make on society as future clinicians, leaders and changemakers. Will you help them when their need is greatest?

£25 could make a huge difference to a student who has lost all income and who doesn't know how to pay their upcoming rent.

[Support the King's COVID-19 Response Fund](#)




**Darren Wallis**  
Executive Director,  
Education and Students

*'With the outlook on COVID-19 and its impact on our economy changing every week, there is no way to predict yet exactly how many students will find the need to reach out to us as a last resort to help with funding their studies. What is certain, is that it will be far more students than we have seen before. We need robust funding in place now, so we can ensure that students can confidently decide to return to King's in September. If we don't act now and put safety measures in place, a whole cohort of students might lose out on their higher education.'*

Anna, if you can give to the King's COVID-19 Fund today, you can help us to safeguard students who don't have a support system to fall back on.

£25 could make all the difference and help a young person pay for food and bills until they have found a new source of income. Thank you for your generosity at this most critical time.

Warm wishes,



**Professor Nicola Phillips**  
Vice-President for Education  
King's College London

P.S. Alongside supporting students, you can help fund a range of vital projects to fight the Coronavirus pandemic by donating to the King's COVID-19 Response Fund today.



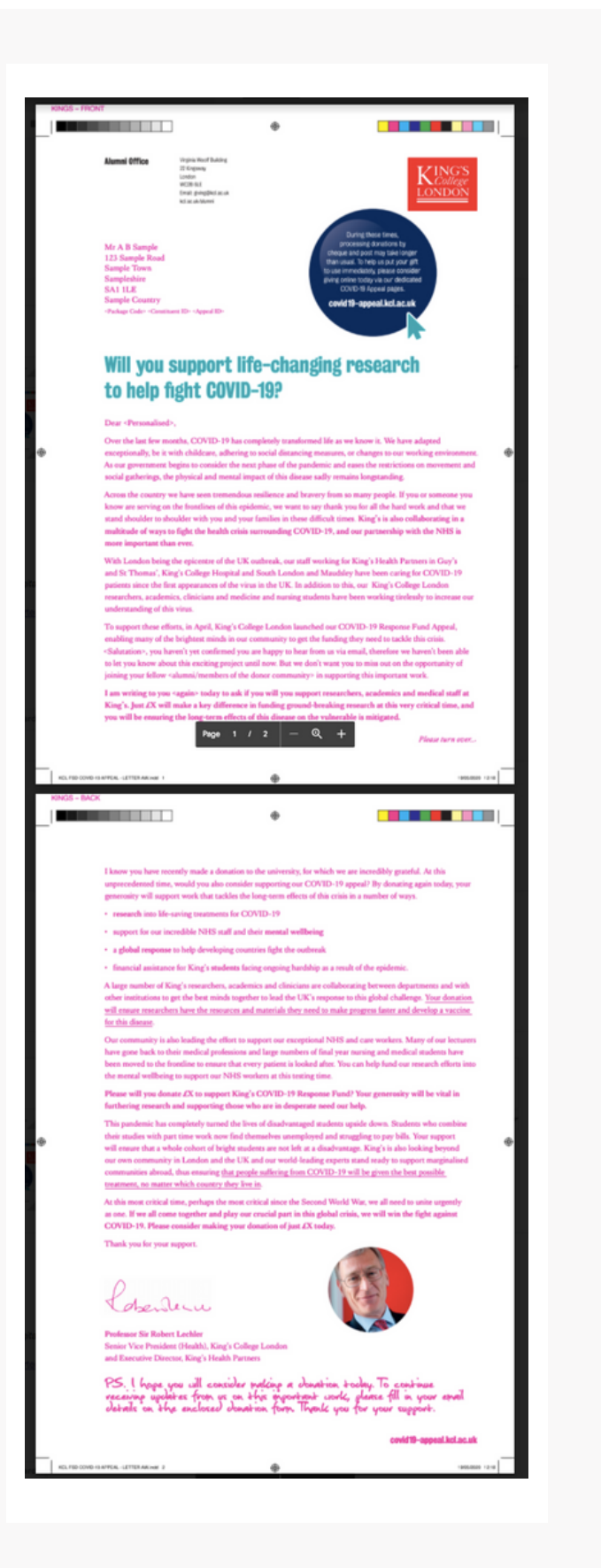
## DIRECT MAIL COMMUNICATIONS

### MAIN LETTER

#### Communication Purpose

Letter outlining campaign needs signed by Prof. Sir Robert Lechler. Sent in early June 2020.

See the Campaign Strategy section of this report for further details.



# DIRECT MAIL COMMUNICATIONS

## INSERT REPORT

## Communication Purpose

Report further outlining the four areas supported by the campaign.

See the Campaign Strategy section of this report for further details.





## DIRECT MAIL COMMUNICATIONS

### POSTAL RESPONSE FORMS

#### Communication Purpose

While donors could make their gift via post, the form included a call out to encourage donations online.

Call out:

*During these times, processing donations by cheque and post may take longer than usual. To help us put your gift to use immediately, please consider giving online today via our dedicated COVID-19 Appeal pages - [covid19-appeal.kcl.ac.uk](https://covid19-appeal.kcl.ac.uk)*

See the Campaign Strategy section of this report for further details.

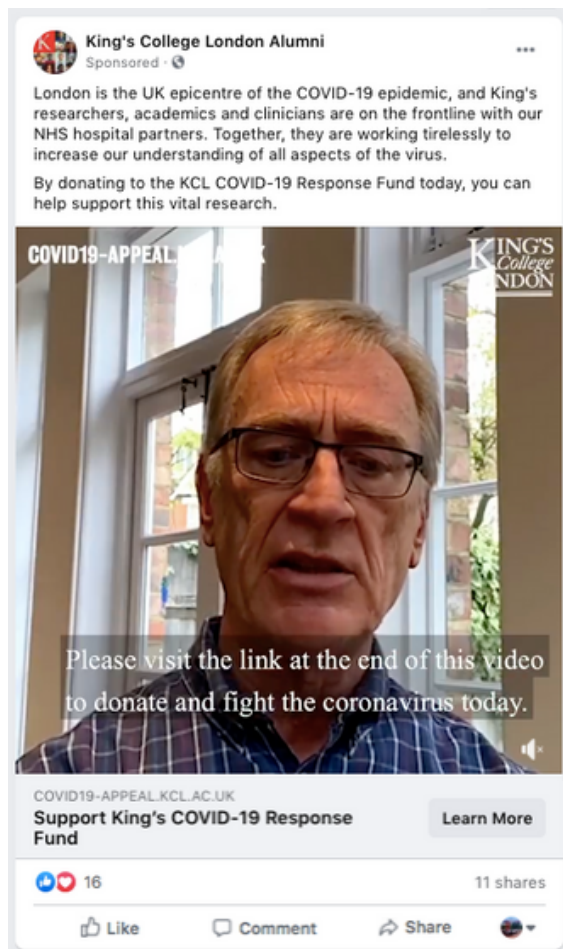
## SOCIAL MEDIA COMMUNICATIONS

### FACEBOOK ENGAGEMENT AD - RESEARCH

#### Communication Purpose

Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.

See the Campaign Strategy section of this report for further details.





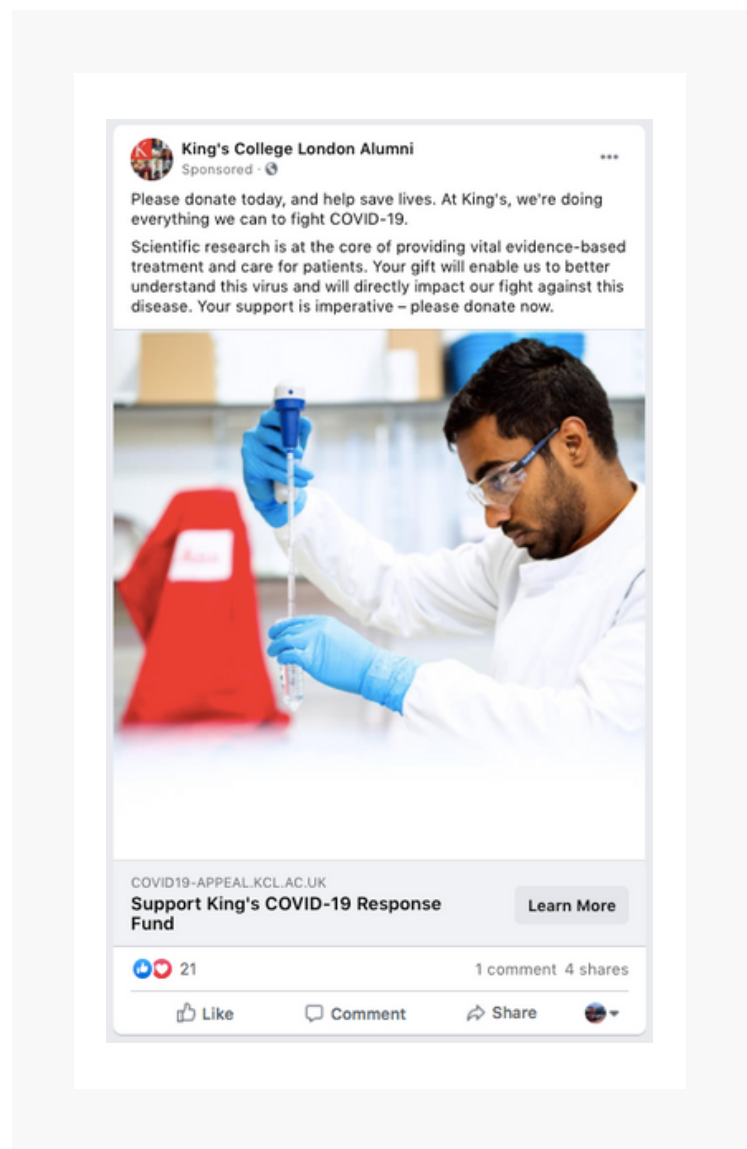
## SOCIAL MEDIA COMMUNICATIONS

### FACEBOOK CONVERSION AD - RESEARCH

#### Communication Purpose

Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.

See the Campaign Strategy section of this report for further details.







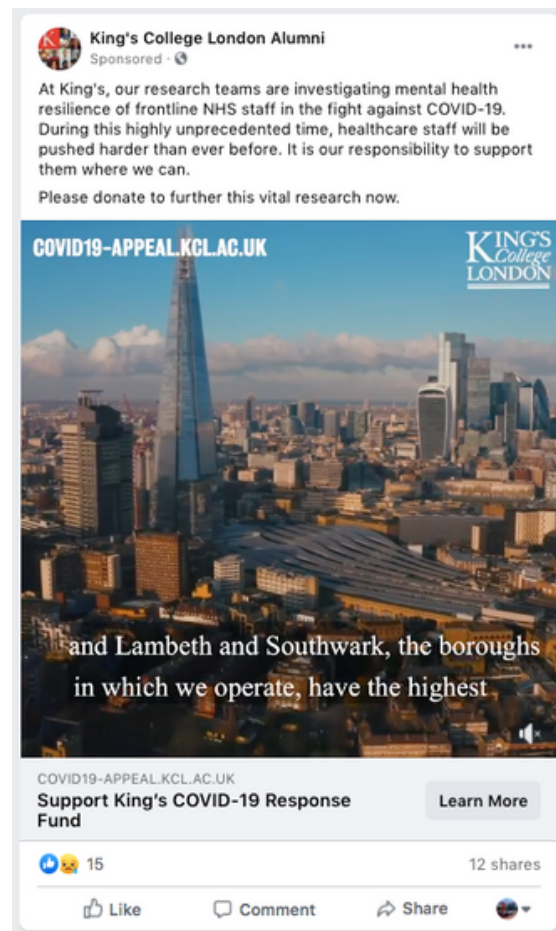
## SOCIAL MEDIA COMMUNICATIONS

### FACEBOOK ENGAGEMENT AD - MENTAL HEALTH

#### Communication Purpose

Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.

See the Campaign Strategy section of this report for further details.





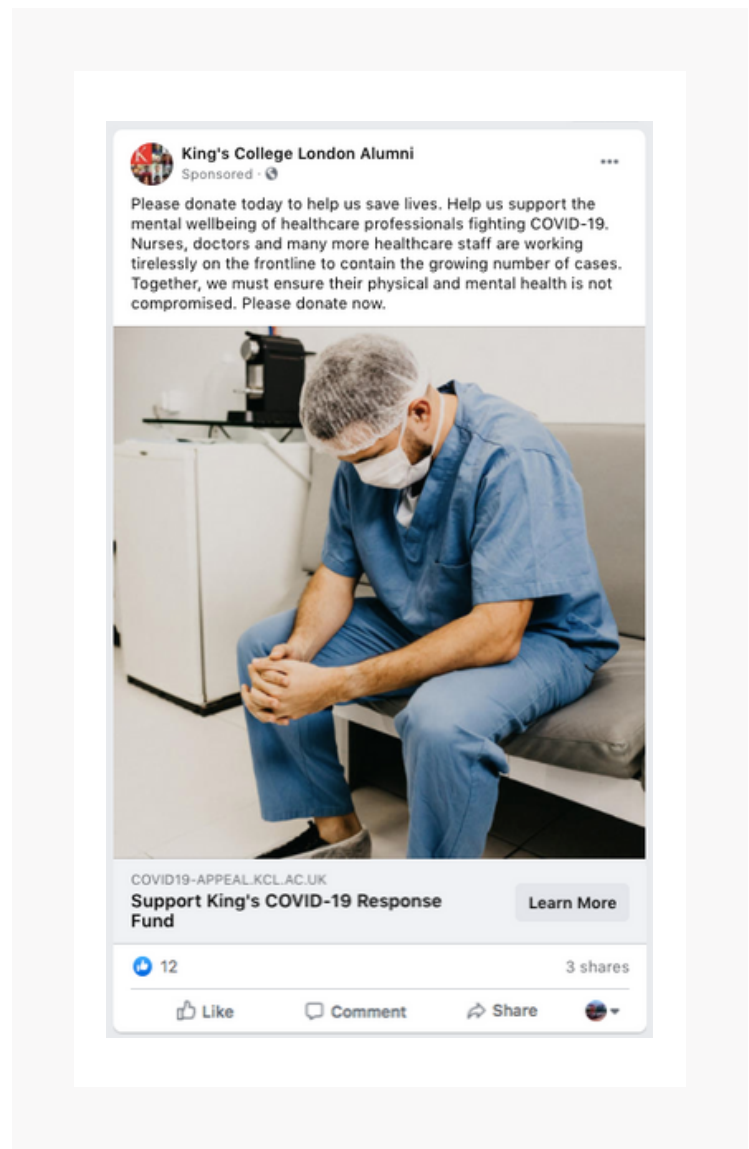
## SOCIAL MEDIA COMMUNICATIONS

### FACEBOOK CONVERSION AD - MENTAL HEALTH

#### Communication Purpose

Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.

See the Campaign Strategy section of this report for further details.



## SOCIAL MEDIA COMMUNICATIONS

### FACEBOOK ENGAGEMENT AD - GLOBAL HEALTH

#### Communication Purpose

Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.

See the Campaign Strategy section of this report for further details.





## SOCIAL MEDIA COMMUNICATIONS

### FACEBOOK CONVERSION AD - GLOBAL HEALTH

#### Communication Purpose


Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.



See the Campaign Strategy section of this report for further details.




## CAUSES PLATFORM

## HOME PAGE



### Support King's COVID-19 Response Fund



£1,241,415 raised

1613 donors


[Make a donation](#)


For almost 200 years King's College London has been at the cutting edge of research-enhanced teaching. The way the university trains and undertakes research has a global impact on health and wellbeing. It is a powerhouse of discovery, maximising opportunities for far-reaching impact and giving the brightest minds opportunities to create innovative ideas.


Working in the heart of London, the UK epicentre of the COVID-19 epidemic, King's and its health partners play an important role in providing crucial, frontline support to the national and global response to the outbreak of COVID-19.

From providing expert research into prevention and treatment, to developing readily available ventilators, and supporting the mental health of our NHS colleagues and students, we are directing our world-leading areas of expertise towards combatting the impact of the virus.

King's was built on an ambition to serve society and that commitment is stronger than ever at this time of global challenge. Your support ensures that our academics, researchers and clinicians can continue to play a key role as we work together to overcome this pandemic.


 50 minutes ago  
Andrew Burke donated

 2 hours ago  
Jacquetta Rodgers donated £100.00


 3 hours ago  
An anonymous user donated £500.00

### Find a cause you're passionate about


King's COVID-19 Response Fund is supporting four key areas of work.




COVID-19 Fund/King's Role




COVID-19 Fund/Research



COVID-19 Fund/Mental Health




COVID-19 Fund/Global Impact




COVID-19 Fund/Student Support

Spread the word on social media



Join the conversation [#KCLCovid19](#)




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 Part of the Hubbub Community



## CAUSES PLATFORM

## DONATION PAGE

### COVID-19 Fund/King's Role

#### Your gift

Pledge amount

Please note, all donations will go towards the COVID-19 Response Fund and will be used where the need is greatest.

You can donate any amount, if you would like to speak about your donation or would like to find out more about making a donation with a receipt, please contact [enquiries@kcl.ac.uk](mailto:enquiries@kcl.ac.uk)

#### Gift visibility

Choose how you would like your contribution to be displayed on our online donor wall

☒ Show name and amount  
☐ Show name only  
☐ Anonymous

This is how your donation is displayed on the donor wall

#### Please tell us how you are connected with the University

Choose one below

☒ Alumni
 ☐ Parents
 ☐ Students

☐ Staff
 ☐ Other

#### Your details

Home Address

#### Notifications

We'd like to keep you up to date about fundraising, news and events via e-mail. Are you happy for us to do so?

☒ Yes
 ☐ No

King's College London will hold your details to process your donation and keep you up to date on fundraising and what's happening at King's College London. If you would prefer not hear from us you can unsubscribe from further communications at any time by emailing [unsubscribe@kcl.ac.uk](mailto:unsubscribe@kcl.ac.uk). For information on how we will use your details please see our privacy policy.

Please note, due to the impact of Covid-19 we are currently unable to update your preferences by telephone.

#### What brought you here?

#### Gift Aid

If you agree to 'Gift Aid' your donation King's College London will be able to reclaim the tax on your donation and receive another 25p from every £1 you donate. To qualify for Gift Aid you must be a UK taxpayer and pay at least as much income and/or Capital Gains Tax as the amount to be reclaimed on all your charitable donations in the appropriate tax year and it is your responsibility to pay any difference. Please inform us if you no longer pay UK tax at any time after the date of this declaration. Gift Aid is gratefully received and is used to support the College where it is needed the most. I would like King's College London to treat all donations that I have made in the past 4 years and all future donations from the date of this declaration as Gift Aid donations.

☐ Yes, add Gift Aid to my pledge

King's College London would like to reclaim the tax from this donation and put it towards the project, less processing fees.

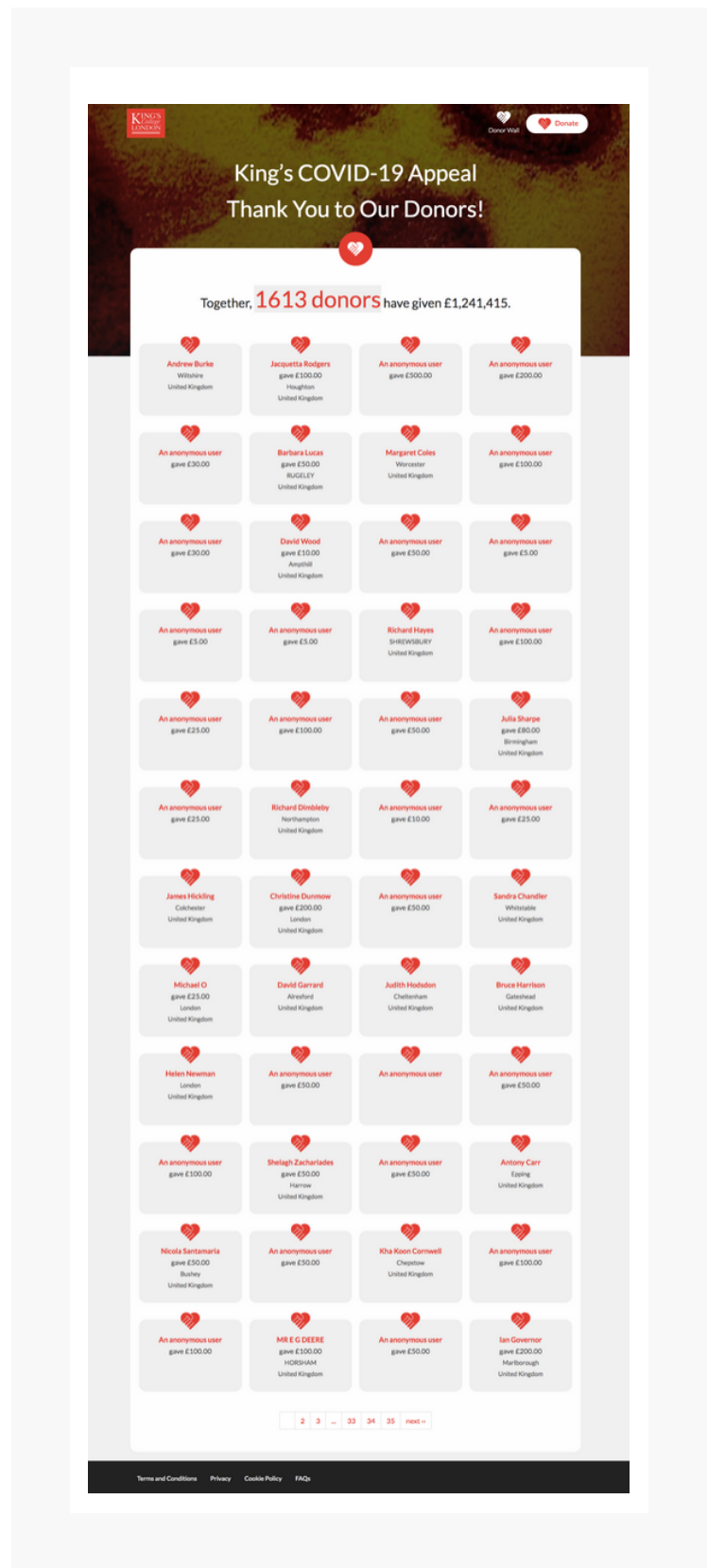
#### Your payment details

By clicking Donate I confirm that the above details are correct and that I have read and agreed to the [Terms & Conditions](#) and [Privacy Notice](#) of this site.

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

## CAUSES PLATFORM

## DONOR WALL





## **TEAM RESPONSIBILITIES**

### **Direct Marketing Team**

- Project lead, including platform setup
- Content collection and sign off with signatories
- Copywriting for video scripts, emails & Facebook ads
- Data strategy
- Email build and send
- Ongoing fundraising communications planning

### **Major Gifts Fundraisers**

- Consolidating research proposals
- Approaching researchers for additional content and sign off

### **Alumni Communications Team**

- Organic social media posts
- Paid advertising strategy
- Video creation, including production and editing



## **TEAM RESPONSIBILITIES**

### **Data Team**

- Email data selection
- Setup of back-end reporting and importing of gift information from Hubbub platform

### **Supporter Services**

- Setup of payment supplier (Stripe)
- Responding to donor enquiries

### **Compliance**

- Approving data compliance of all fundraising communications (email and direct mail)



## **CAMPAIGN STRATEGY**

### **Email**

- Launch email introducing the KCL COVID-19 Fund and outlining the four areas. Sent to all contactable alumni (excluding new grads) and non-alumni donors (total 62,000)
- Five subsequent weekly emails focusing on different areas of the COVID response (sent to those yet to donate)
- Featured in monthly alumni E-news
- Featured in the digital alumni magazine
- Featured in King's all staff email, 'King's Essentials'





## **CAMPAIGN STRATEGY**

### **Social Media & Website**

- Paid Facebook ads to target those who had 'liked' the alumni Facebook page, or had listed King's as an interest or educational institution.
  - These tested three of the propositions: Research, Mental Health and Global Impact. Two stage approach using an engagement ad with a 40 second video, then retargeting anyone who watched 15 seconds of the video with the conversion ad (static and with a more direct ask)
  - Due to restrictions in the cookie policy we weren't able to retarget people who visited the site and didn't donate, or use identifying information about site visitors.
- Organic social media posts and promotion within banner image
- Permanent feature on King's main website



## CAMPAIGN STRATEGY

### Direct Mail (mailed 2nd June)

- Sent to previous donors with a valid address but no email; previous donors who hadn't responded to the emails; small group of non-donors with no email that had been selected as they have a high engagement/propensity to give (overall total 10.5k)
- Included letter, signed by Prof. Sir Robert Lechler, and an insert report outlining the four areas supported by the appeal
- Included a postal response form, with a call out to donate online if possible:
  - Call out: *During these times, processing donations by cheque and post may take longer than usual. To help us put your gift to use immediately, please consider giving online today via our dedicated COVID-19 Appeal pages - [covid19-appeal.kcl.ac.uk](https://covid19-appeal.kcl.ac.uk).*



## **CAMPAIGN STRATEGY**

### **Stewardship**

- All donors received an automated thank you email from the Hubbub platform
- All consented donors continued receive the weekly emails with altered stewardship messaging
- Donors who gave over £500 received an additional personal thank you email from canvasser/DM
- Donors who gave over £5,000 where passed on to MG for follow-up
- Donors set to receive a printed stewardship report in August 2020 to update on each of the four areas



**CAMPAIGN RESULTS  
(AS OF 8TH JULY)**

**TOTAL RAISED: £1,292,279  
TOTAL GIFTS: 1,934**

## **DONATIONS FROM MASS APPEAL**

<b>1,929</b>	<b>1,871</b>	<b>943</b>
<b>TOTAL GIFTS</b>	<b>TOTAL DONORS</b>	<b>NEW DONORS</b>
<b>£150K</b>	<b>£177K</b>	
<b>GIFTS (W/OUT GA)</b>	<b>GIFTS (W/ GA)</b>	

## **DONATIONS FROM MAJOR GIFTS**

<b>5</b>	<b>£1,114,615</b>
<b>TOTAL GIFTS</b>	<b>GIFTS (W/OUT GA)</b>



## ABOUT US

### **Powering good causes**

We work with partners all over the world to create communities centred around all forms of giving. We just happen to have a soft spot for digital giving and engagement.

### **Our vision**

We believe in a world where everyone is able to live their life to its fullest, and humanity has a future we can all be proud of. Our mission is to inspire causes that will shape the future of our planet and everything on it. Whether our partners are creating cultures around support for educational priorities, life-saving research or a variety of other good causes, we're with them every step of the way.

### **Who we are**

We're an imaginative and fast-paced team who are passionate about going beyond digital to empower the world's good causes. For many years we've been partnering with individuals, dedicated movements, educational institutions and nonprofits of varying sizes to build passionate and loyal supporter followings - establishing a sustainable culture of giving and engagement as we collaborate.

### **How we work**

We create giving and engagement strategies so you can focus on what you do best - making our world a better place and looking after your community. We build inspiring technology, encourage radical thought leadership and grow communities through impact. Our solutions enable organisations of all sizes to showcase their passion for social change in order to nurture lifelong supporter relationships.





## OUR APPROACH

### **Donors first, with digital in mind**

We blend our experience of technology and fundraising to help you grow whole communities centred around giving.

### **Building loyal supporter communities**

Our approach is to help you build a passionate and loyal supporter following that's focused on all forms of giving and engagement. We're passionate about encouraging those who we partner with to use digital technologies anywhere they'll add value to your wider organisational needs. And while we're the biggest champions of using digital strategies to advance the good work you do, we're also mindful that it's the donor's overall experience that matters the most.

Our teams are all about constant adaptation and continual progression, combining digital expertise with sector-led best practice. We know that creating a culture centred around giving is a long term aim. That's why we'll work with you to develop, test and iterate a strategy for any digital activity you choose to undertake, making sure that those activities aren't run in isolation but as part of a wider programme. With our guidance and expertise, we'll help you to see measurable results that reach achievable goals.

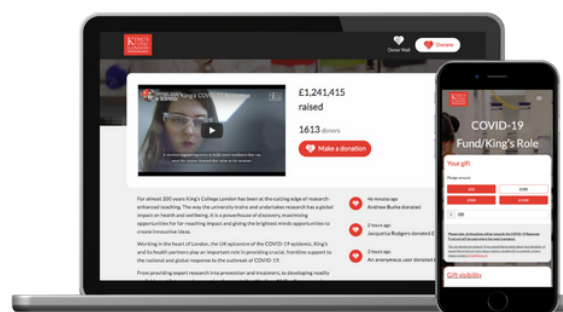
We've been helping educational institutions around the world to develop digital strategies that really drive results. Throughout our experience of partnering with a variety of customers, we've learned that digital giving and engagement works best when it falls into one or more of the following areas.



## OUR PRODUCTS

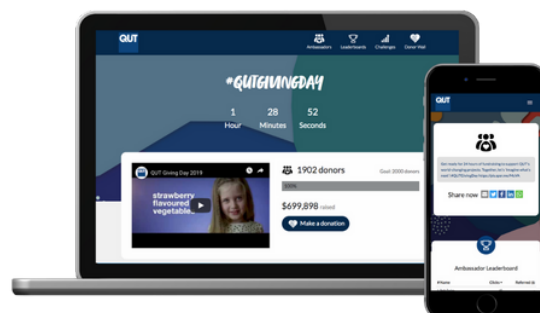
### CAUSES

Our Causes platform is so much more than an online donation form. It puts the donor at the centre of their own giving experience. Growing your community to create a lasting culture of giving.



### GIVING DAYS

Our Giving Day platform gives you the tools you need to create an incredible 24-hour buzz that's centred around highly engaging supporter experiences. Inspire donors and ambassadors to get involved with the causes they care about most - raising as much as they can before the clock counts down to zero.



### CROWDFUNDING

Our Crowdfunding platform takes people powered giving to the next level. It channels the enthusiasm of willing project creators, telling their stories to donors who are equally as passionate. The result - a community united through giving.





## CONTACT

If you'd like to learn more about the KCL COVID-19 Emergency Appeal, please contact Jessica Atherden, Direct Marketing Manager (University) via email at [jessica.atherden@kcl.ac.uk](mailto:jessica.atherden@kcl.ac.uk).

To visit the KCL COVID-19 Emergency Appeal website, please visit [covid19-appeal.kcl.ac.uk](https://covid19-appeal.kcl.ac.uk).

## CONTACT

If you'd like to learn more about how your institution could partner with our team, please contact us via email at [hello@hubbub.net](mailto:hello@hubbub.net).

To learn more about our products and services, please visit [www.hubbub.net](https://www.hubbub.net).