CREATING A PERSUASIVE CUSTOMER EXPERIENCE
ABOUT US

Strategic partnership
Specialised skillsets
Lived experience
Sector experts
5 QUICK WINS

• Try use your website
• Review your data for insights
• Test with your users
• Create personas
• Prioritise your challenges
INSIGHTS & IDEAS

1. Humanising
2. Transparency
3. Powerful imagery
4. Informative statistics
5. Mobile-first
HUMANISING THE DIGITAL PROCESS

- UNDERSTAND MOTIVATIONS
- MAP OUT THE EMOTIONAL JOURNEY
- USE DESIGN TO REASSURE & AFFIRM
Why are you making this donation?

- A general donation
- A donation in memory
  - Making a donation in memory of a loved one is a positive way of commemorating a life, while helping us to save thousands more
- A donation in celebration
  - Asking for donations instead of gifts is an inspiring way for family and friends to mark your special occasion and help our life-saving work

Details of the person you’re remembering

Name of the deceased

Next of kin details

We will inform the next of kin that you have made a donation but we will not give the amount

Title: Please select

First name

Last name

Relationship of the next of kin to the deceased: Please select
Swedish Red Cross (Blood Service)
UNDERSTANDING WHERE THE MONEY GOES

- Donors demand transparency
- Wary of admin expenditure
- Need reassurance of meaningful impact
We’re fighting cardiovascular disease through world class research. Help us keep more hearts beating.

I would like to give
- £5
- £10
- £25
- £50
- Other amount £10
- DONATE

81p of every £1 donated goes to fund our life saving research.

Because our board of directors pay for all administrative and fundraising costs
100% OF EVERY DOLLAR YOU DONATE TO ROBIN HOOD GOES DIRECTLY TO FIGHTING POVERTY.

For information on how to donate via Wire transfer, Stock transfer or ACH payment, please contact Lisa Careccia at careccia@robinhood.org.

WHAT CAN YOU GIVE?

- $100
- $250
- $500
- $1,000
- $2,500
- $ Other amount

WHAT YOUR DONATION CAN MAKE POSSIBLE

$250 provides 300 meals to hungry New Yorkers.

To donate by check, please make your check payable to "Robin Hood" and send it to Robin Hood, 826 Broadway 9th Floor, New York, NY 10003
MAXIMISING YOUR MOST POWERFUL CONTENT

- IMAGES TELL STORIES. ELICIT EMOTION.
- PROVIDE CONTEXT
- DRIVE ACTION BY STRIPPING AWAY THE CLUTTER
BRINGING YOUR STATISTICS TO LIFE

- AN INSTANT REVELATION
- EMOTIONAL POWER
- PERSUASIVE
- EYE CATCHING, COMPELLING & SHAREABLE
Statistics to build trust

1,000
Girls rescued from sex trafficking

19,000
Malawian children fed

67,000
Meals served locally to the hungry

15,000
Hearing God’s Word every weekend

675
Broken marriages healed

6
Churches constructed throughout Guatemala and other locations

3,600
Saved and baptized in Gilbert

1000+
Freed from addictions, hurts, and hangups

PLEDGED
$4,114,995 of $11M

FUNDED
$1,268,777 of $11M

DAYS ELAPSED
241 days to go

MVT

39%

12%

610

Circles
Timeline
MOBILE FIRST RESPONSIVE DESIGN

- UNDERSTANDING CONTEXT OF USE
- DESIGNING FOR THE MOBILE EXPERIENCE
Desktop First vs Mobile First

DESKTOP FIRST vs MOBILE FIRST
Q&A