

IFC 2017

17-20 OCTOBER, THE NETHERLANDS

BUILD A COMMUNITY
AND FUNDRAISE FROM IT

YOUR MOBILE FUNDRAISING MANIFESTO

JO WOLFE

📍 Managing Director - London, Reason Digital

🐦 @msjowolfe

PAUL DE GREGORIO

📍 Director of Digital Engagement, Open

🐦 @pauldegregorio



IFC 2017

17-20 OCTOBER, THE NETHERLANDS

I SOLEMNLY SWEAR TO...

1. Integrate with my wider organisation and digital strategies
2. Get to know my audience/s
3. Understand their behaviours instead of trying to change them (they're perfect just the way they are)
4. Map out my users' needs and journeys on mobile
5. Use a content strategy that fits the medium
6. Develop a USP with impact
(I won't be led by my competitors, honest)
7. Learn the market context – that means regulations, carriers, and other small print
8. Understand the technology, devices, screen sizes and operating systems
9. Measure, learn and improve as my campaigns develop (and remember there's no such thing as an overnight success)
10. Horizon scan for the next big thing – spot future innovations in mobile

