

FundraizingHero and UK Sepsis Trust

What were the main challenges your fundraising team faced before using FundraisingHero?

As a fully remote charity team without a head office, sending out fundraising merchandise to our supporters can take some time. FundraisingHero has allowed us to not only offer exciting, colourful materials that can be personalised to suit a fundraiser's event, but it's a very convenient and simple tool that's as easy for us as sending a link in our welcome email. For a team as small as ours it's helped massively!

Can you describe how your supporters get to your FundraisingHero pages and how you have integrated it into your supporter journey?

The link to create a FundraisingHero pack has been integrated into every welcome email we send. Since the supporter can personalise the materials themselves (both graphics and text), it really does suit everyone, and we find that the most engaged people will create a pack within a few hours of receiving the link.

How has FundraisingHero improved the efficiency of creating and distributing fundraising packs for your supporters?

FundraizingHero ensures consistency in our messaging, maintaining our professional branding across all materials. Plus, the ability to easily share digital packs with supporters means they get the information they need promptly – overall it's made the merchandise process smoother and more efficient.

Can you share any quantitative metrics or results that demonstrate the impact FundraisingHero has had (e.g., increased supporters, time savings)?

Last Christmas, we encouraged our supporters to hold a Christmas Jumper Day to raise funds for UK Sepsis Trust. Having the FundraisingHero jumper day pack made it easy for us to do so, as we shared this directly with our warm supporters so they had everything they needed in a click of a button. We had a significant number of supporters register which made a difference to our December/January revenue.

In what ways has FundraisingHero helped your fundraising team engage with supporters more effectively?

FundraizingHero has really helped us connect with supporters in a more effective way by making everything easier, more creative, and consistent. It's a great tool that saves us time and lets us focus more on building relationships. Supporters have also told us they love the fundraising packs!

Have you noticed any changes in supporter satisfaction or engagement since using FundraisingHero?

We have seen our resources shared on social media and to know they look professional from the outset is very reassuring and really helps our brand in being consistent particularly when shared on social media.

How has FundraisingHero contributed to your charity's overall growth and success?

FundraisingHero has made our supporter journey much smoother, and it's helped us simplify how we communicate with supporters. We spend less time on creating bespoke solutions to resource requests and we encourage the supporter to create what they require – this has freed up valuable time.

What additional benefits or unexpected outcomes have you experienced since implementing FundraisingHero?

FundraisingHero has sometimes given us more insight into why our supporters are fundraising, which helps us connect with them on a more personal level. We can also see the exact date of their events or activities, so we can reach out and wish them luck ahead of time – something supporters really seem to appreciate.

Are there any specific features of FundraisingHero that have been most beneficial?

One of the most beneficial aspects of FundraisingHero is how responsive and adaptable the team has been to our needs. For example, I recently reached out to see if it would be possible to introduce a custom graphic that we can share with supporters participating in our 'Step Up To Sepsis' challenge. Alice was incredibly helpful and implemented it in the space of a few days, and I hope this feature is now beneficial to other charities/users of the platform.

Are there any specific features of FundraisingHero that you don't use?

I think as a team, we could definitely spend more time analysing the data that FundraisingHero provides. There's a lot of useful information available that we haven't fully looked into yet, and taking the time to dig deeper could help us better understand our supporters and improve our overall strategy.

What would you love to see added in the future that could help you or your supporters?

Nothing comes to mind – I'll always flag with the team if something comes up!

Lastly, If someone wanted to fundraise for you where should they go?

<https://sepsistrust.org/support-us/fundraise/>