

# From newsletters to euros: how to monetise audience engagement

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# Who am I ?

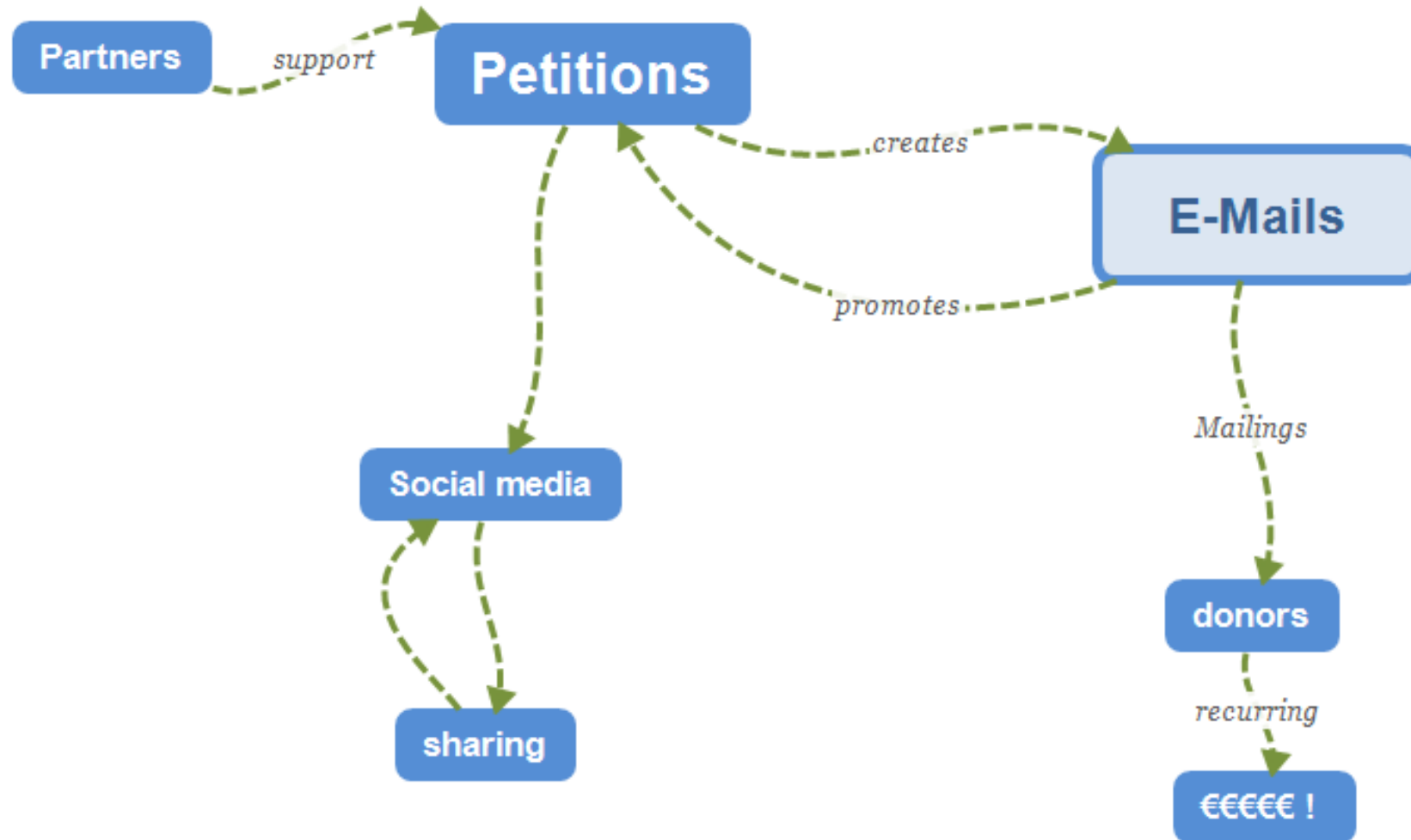
- Executive Director @Investigate Europe (together with the incredible Elisa Simantke) (a.o.)
- Experiences I am talking about from my time as founder & director @WeMove.EU
  - 750 000€ small donations in 2<sup>nd</sup> year online.
- Let's exchange about small donor funding in journalism!
  - [Oliver@Investigate-Europe.eu](mailto:Oliver@Investigate-Europe.eu)
  - <https://Investigate-Europe.eu/applications>

# Why small donor funding?



- Independent.
- It works: Billions of Euros for charities
- (comparatively) Secure & long-term!
- There are other options, but many come down to free giving.

# The WeMove.EU/ 38 Degrees/ MoveOn.org model





# What to expect?

- Donors stay a long time:
  - Digitalcourage.de: 12.3 years (!) -> 830 Euro for a 10€/month donor over 10 years
- Key metric:
  - New recurring donors / 10 000 Mails
  - Online campaigning: 4/10 000 is very good.
  - Experiences Investigate Europe: 40 / 10 000

# The Donor



- Is really nice. We love her.
- Has zero attention span on the donation form
- Is not stupid
- Is different
- Is old. (Median 60 years for online campaigning groups)



# Use recurring donations.

- ~~Ladder of engagement~~
- Almost always: recurring donations bring more



# Fundraising E-Mails 1

- Urgency
- Be blunt
- Be simple
  - Clear
  - Buttons for values, not free texts
- Mailjet





# Fundraising E-Mails 2

- Issue matters
  - -> Test.
- Example:
  - Server funding: 0.5
  - Plastics: 1.0
  - EU-wide civil society: 4.0
- Long is fine.

# Fundraising E-Mails 3

- Social Proof
- Always repeat! ( 80% -100%)





# Donation form

- Fast and Simple
- Offer Paypal, Credit Card, Direct Debit
- Think about your country. But: Direct Debit!



# How to build the list?

- ?
- Freeby for E-Mail.
- Ask Readers



Let's stay in touch!

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- Great job at IE
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