

## Contact and Engagement

**Scenario** - Lauren and her family donate at least once a year and occasionally look for new organisations to donate to that align with her values. As a full-time working mom, Lauren juggles many priorities, so isn't always time savvy and needs reminders to do non-essential things. As an occupational therapist, she sees the effects of poor nutrition in her clients. Lauren wants to find a place she can trust; otherwise, she will discontinue the donation.

## **Expectations**

- · Communication channel
- Emotional connection
- Social Proof

## Having donated and **External communication /** Revisiting the website **Initial Find and Impression** not yet ready to donate actively continuing engagement Lauren makes time to revisit the FEA website Lauren finds out about FEA through word of Lauren would like to keep interacting with FEA Lauren makes a donation and would like to mouth in her community but isn't ready to donate vet. to check creditability and decide whether to keep interacting with FEA to see how her money is spent and contribute further. The purpose and values of FEA resonate with While searching the website Lauren has difficulty finding current events and Compared to other charities Lauren finds FEA Lauren receives a receipt for her donation but has a strong mission but lacks easy to find information on partnerships, registrations, feels disappointed there isn't additional details on how donations are currently being opportunities for engagement. Lauren is excited to learn more and be able to contribute to a worthy cause but doesn't endorsements and testimonials used, or links that she can go through related Lauren feels a bit overwhelmed and wonders to donations and other opportunities such as currently have the time. if there's an easy way to get the basic info she volunteering. Although wanting to make ongoing donations, Working in health, Lauren is curious how FEA differs from other food related charities, and for ease. Lauren decides to use the donate button to make a once off donation, at least As an advocate for food education, Lauren Lauren often subscribes to newsletters to get would love to be able to share FEA with family, updates. She receives them regularly and due to her life-pace it helps her to monitor FEA's activities when she has time to check email. why she hasn't heard of them sooner. friends, members of the community and her ork, however it's tough for her to know what Lauren would like to become more engaged By searching for FEA through a search engine to say and what resources she can give them. with FEA, by gaining access to resources that Lauren comes to the website and decides to she can share, seeing videos/posts and being follow FEA on social media. After a few weeks of following FEA on social Since Lauren works with people in the community including those who are ageing or have a disability, she would love to get them media, Lauren is disheartened that there isn't much interaction to or from the FEA page. updated on events or upcoming occasions. Working in health, Lauren finds transparency engage with FEA but isn't sure how accessible in money use essential. If she were to donate regularly or through direct debit she would feel more attached to FEA by receiving their website or social media will be. updates on were money is being used/given. "I can see myself engaging with this organisation, their mission really resonates with me, I would "I'm excited to learn more about FEA! "After the donation I haven't had many updates, I wonder just like more clarity on their what has been going on... I wish there was a way for me process and transparency on I hope they have a simple website and I can keep an their funding." eye on what they're doing' to stay connected." 00 "I'm a little frustrated, it's hard to find their recent work I'd like to receive updates on what they're doing. " Maybe I can get more information from their social media.' "I can't tell if there are any upcoming events or fundraising opportunities I a cause that I relate too. I should know about. have to share it with more people! Awareness Consideration Decision Lovalty

## **Oportunities**

- Targeted ads to be able to reach the right audience
- The strategy of the website to make it well organized, yet contain necessary visualise info for Lauren
- Explain how FEA is different from other organisations and where the money from donations goes to
- Events and partnerships on front page for credibility
- Video/pictures to scan easily (time poor)
- Regular newsletters to remind FEA
- Opt-in/contact form to be able to submit instead of email
- Newsletter subscription button
- Icons to stand out, social media accounts to be more present
- Live updated data (donations, money fundraised for causes)
- FAQ

- Easy to scan achievements
- Easy to find certifications/ credibility
- Easy Navigation buttons
- · Videos shows their activity
- Testimonial social proof
- Well designed History page with recent updates or upcomings
- FEA Personalised/focused receipts
- Subscription donations
- Automatic direct debits
- Visibility of donator money contributed
- Statistics on where/how donor money is being spent
- Mail/email to see how money is being spent
- Flyers/ info packs to share
- Suggestions and feedback