

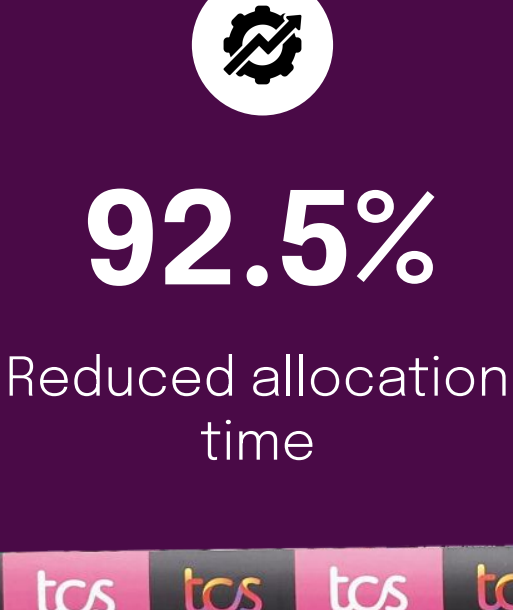


**Smarter Journeys, Stronger Supporters:
Reimagining the London Marathon
Experience at Children with Cancer UK**



+ £1m

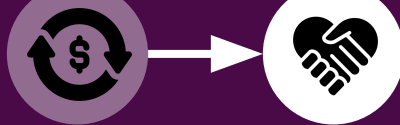
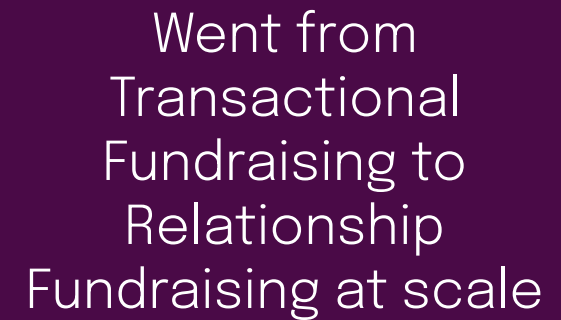
Increased income



92.5%

Reduced allocation
time

tcs tcs tcs tcs



Went from
Transactional
Fundraising to
Relationship
Fundraising at scale



Who am I?

I've been in the charity sector for over a decade in the UK —including roles at Macmillan, WWF-UK and the Royal British Legion

Specialised in supporter acquisition and stewardship, using data-driven approaches to grow audiences, deepen engagement and build long-term supporter relationships.



Alex Hayward
Head of Mass
Participation
Fundraising

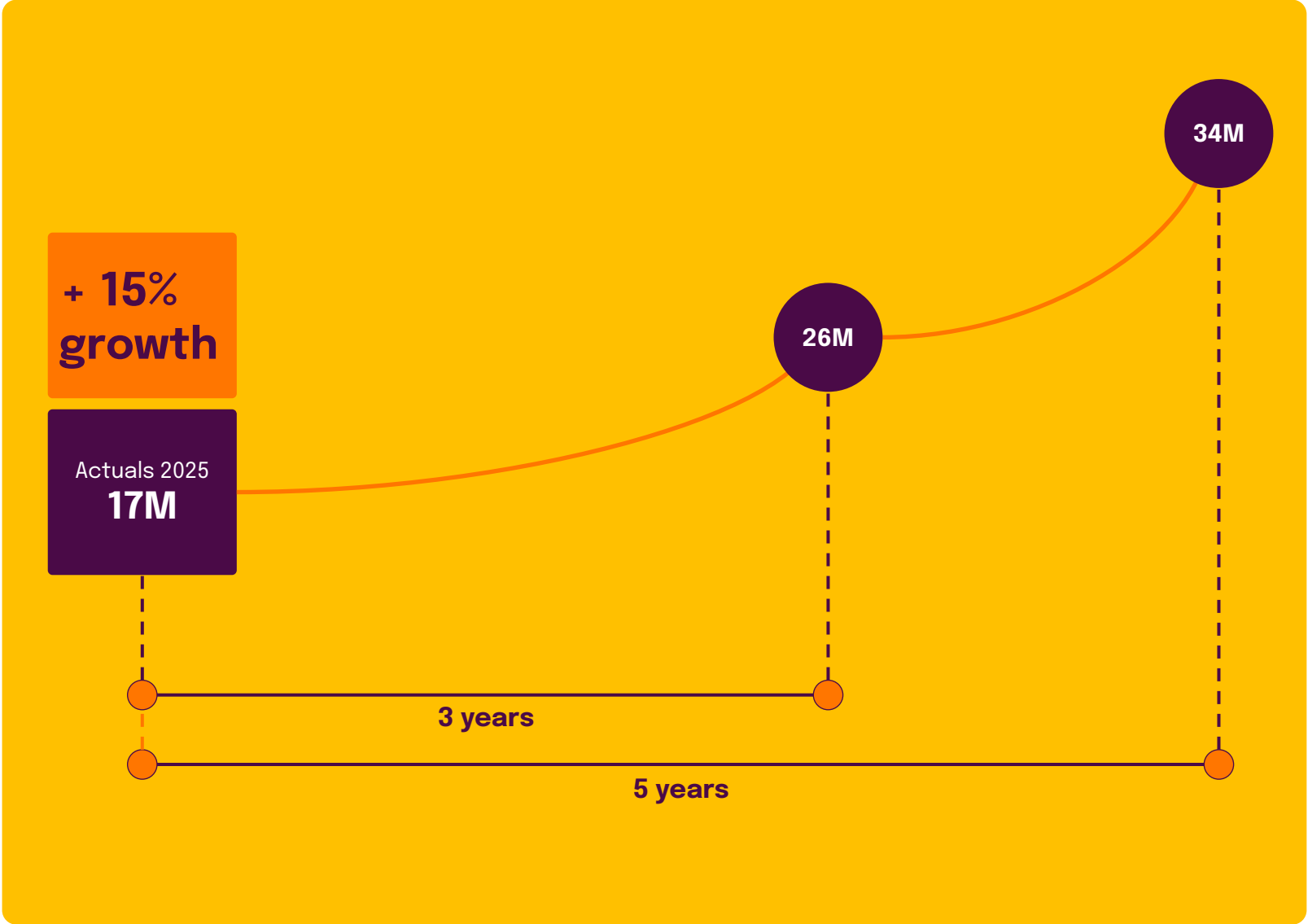
We want to create
a world where



every child and
young person
survives cancer

Organisation Goals

We want to grow our revenue by a minimum of 15% year over year



In a changing world



AI takeover

The big technical revolution of our time.



Cost of living crisis

Cost of living has increased dramatically, and shows no signs of stagnating.



Hard to attract talent

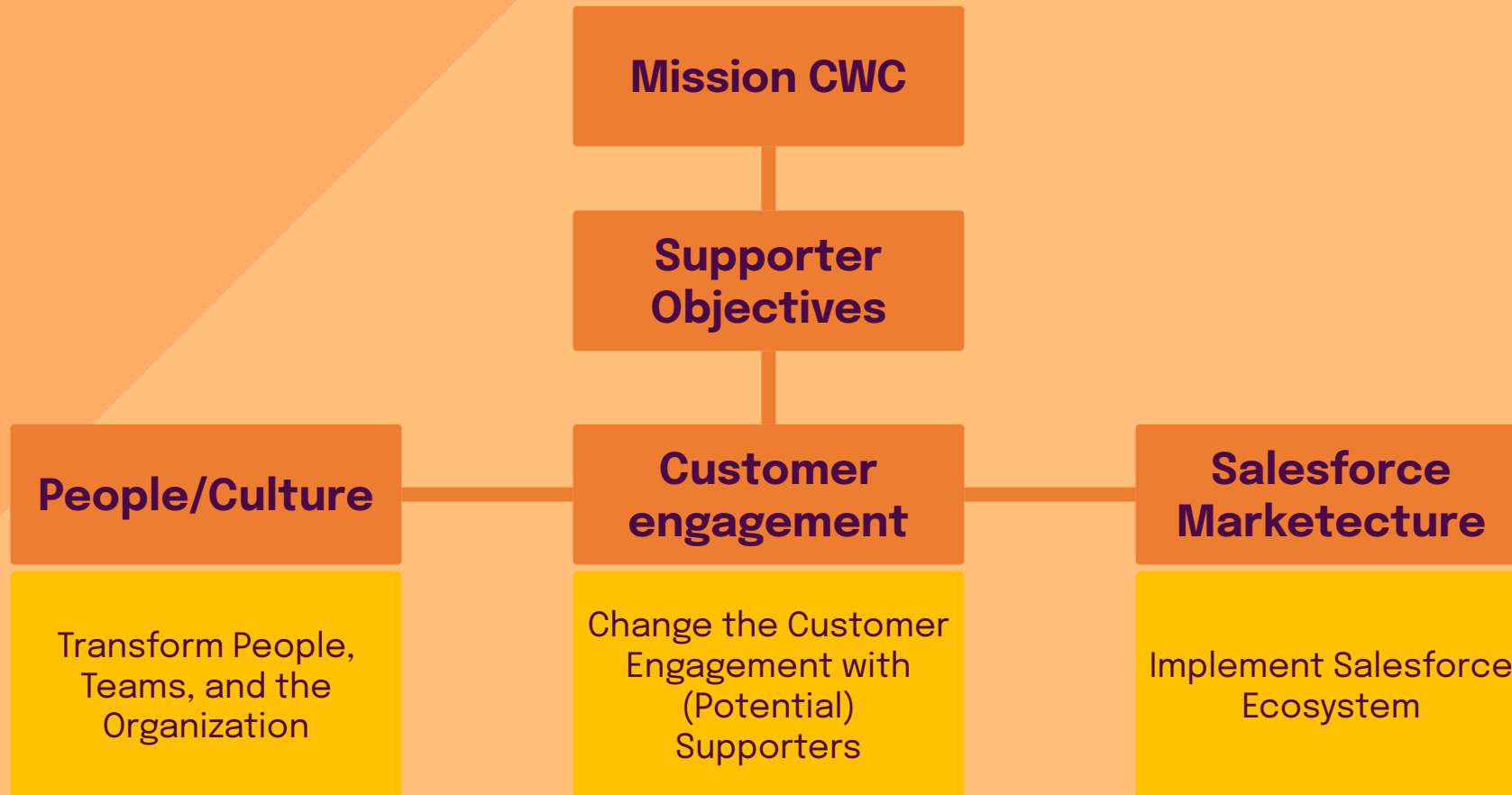
It's becoming increasingly difficult to find the right people for the job.



War and conflict

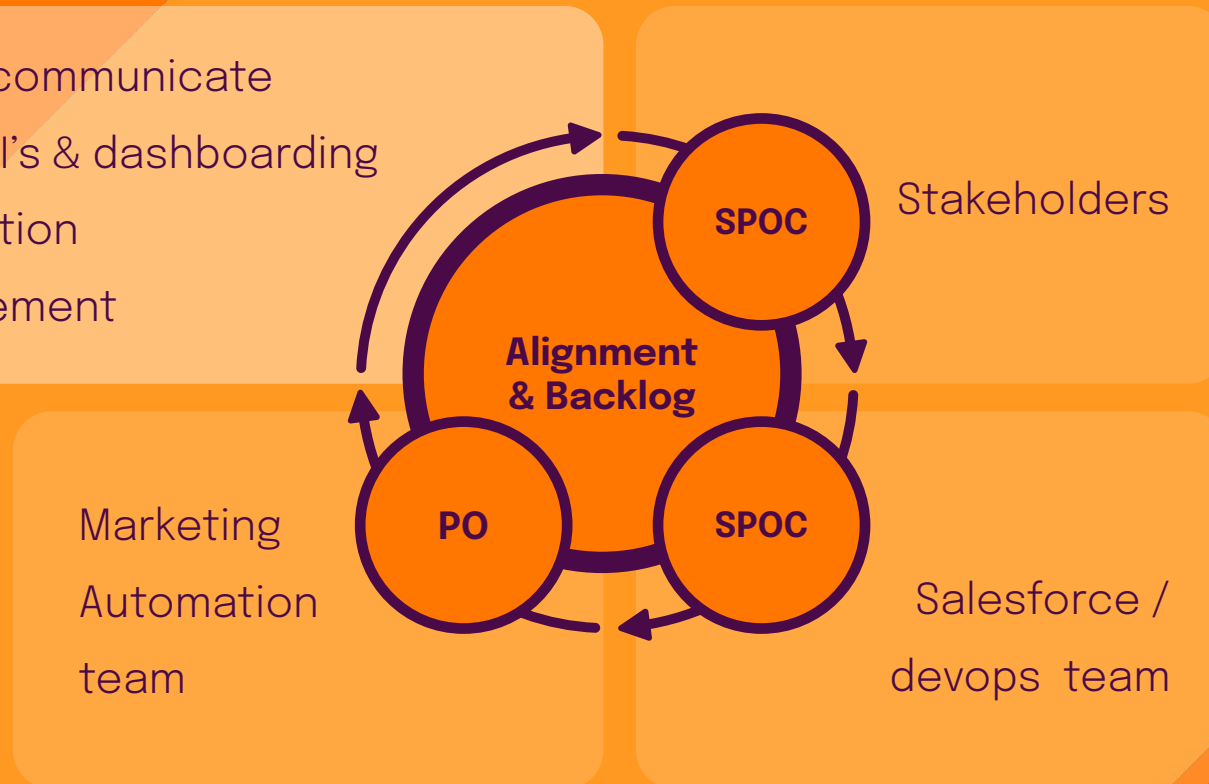
A long list of countries that are at war, impacting everyone on earth.

Digital transformation process



How we work together

- How we prioritize & communicate
- How we track our KPI's & dashboarding
- Internal communication
- Stakeholder Management



Project approach

Way of Working for all projects

Step 1

Kickoff & Discovery

In this step we start the project and collect all the necessary information.

General kick-off & Discovery 1st journey:

Deliverables:

Blueprint Journey / Project



Step 2

Implementation

When the Discovery phase is completed, GM will start working on creating the first journey

Start implementation:

Deliverables:

First journey / automations



Step 3

Testing & Delivery

During this phase, GM & CWC will extensively test the journey flow.

Start testing:

Deliverables:

Approved journey and ready for Go LIVE



Step 4

Go Live

During this phase GM & CWC decide when the journey is approved and goes live. This includes checks during first runs

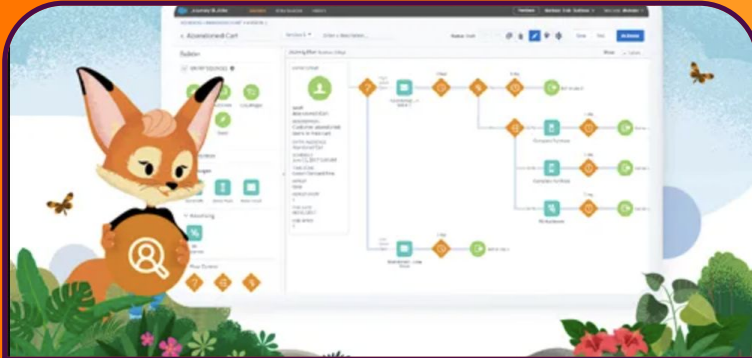
Go Live date:

Deliverables:

Technical Design for CWC.



A reminder



**Smarter
journeys**

=



**Stronger
supporters**

**Reimagining the London Marathon
Experience at Children with Cancer UK**

What the London Marathon is



Key Figures



50.000 ⁺

Runners take part in
the London Marathon



1.000 ⁺

We have the largest
team



£2m ⁺

Biggest single
challenge event
revenue

Reality



Single shot
emails

No automations,



No
Personalization

Everybody gets
the same
content,
regardless of
profile



Manual
Labour

A lot of manual
tasks, **and**
constant
repetition of
these tasks.



Heavy
Lifting

Time spent
focusing on
transactional
fundraising



Limited
Appeal

50 vs 1000+



Fragmented
Data

No single point
of truth for data

Massive resource allocation



400⁺
hours

Spent viewing
applications as part
of allocation process



323⁺
emails

Separate emails were
sent in 2024



46
days

Spent on ensuring
emails are being sent.
With no
personalisation. Basic
stewardship

Objectives



Efficiency



Data (quality)



Personalised



**Activation &
Engagement**



**Relationship
fundraising**

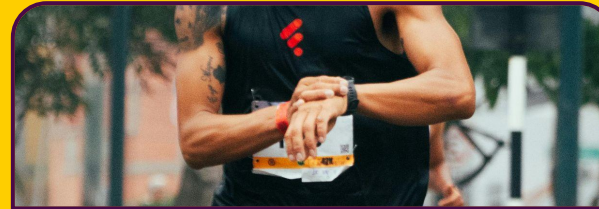


Improve
Across the board

Five things achieved



Centralisation



Automation



Personalised



**Activation &
Engagement**



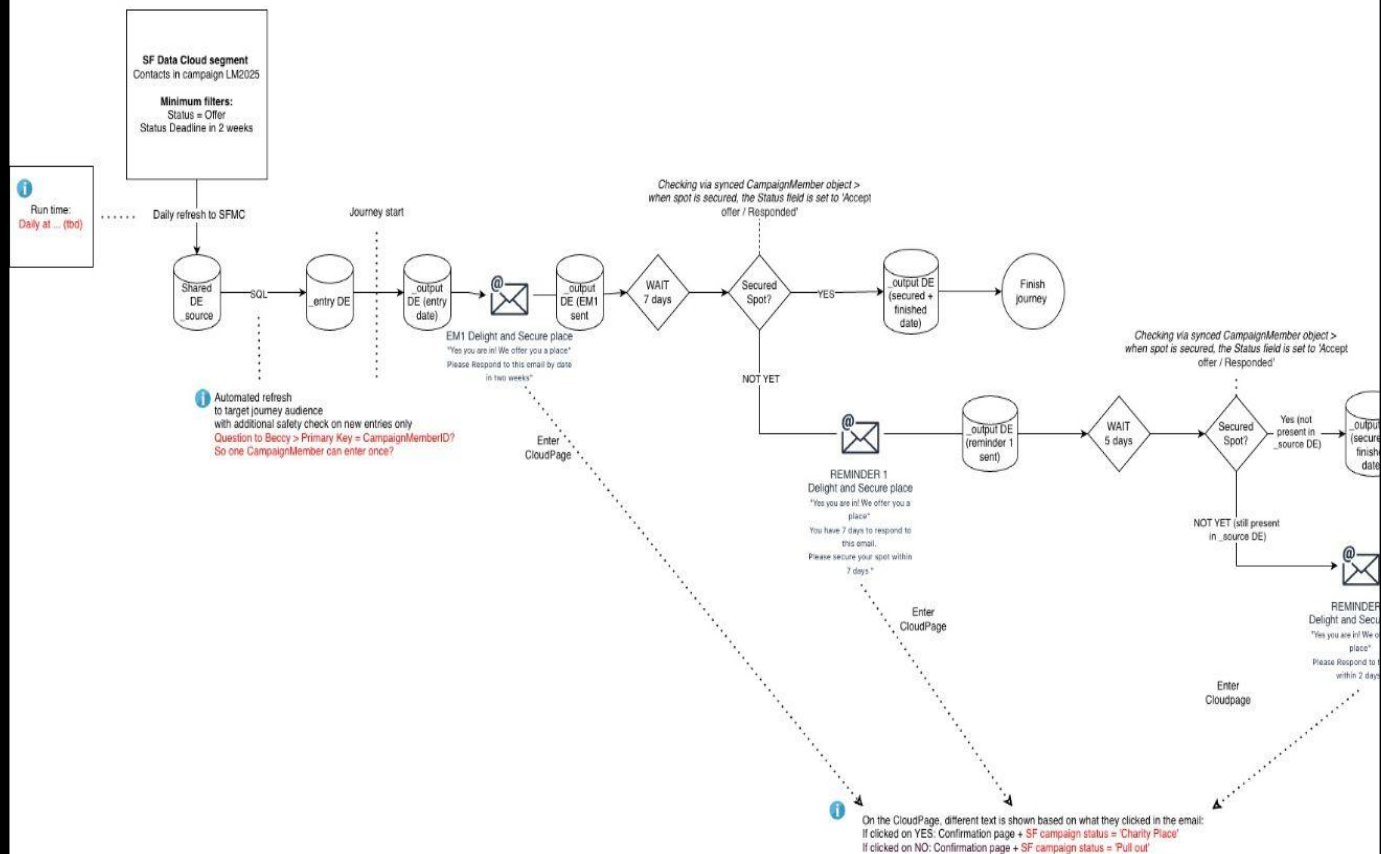
Allocation

Centralisation

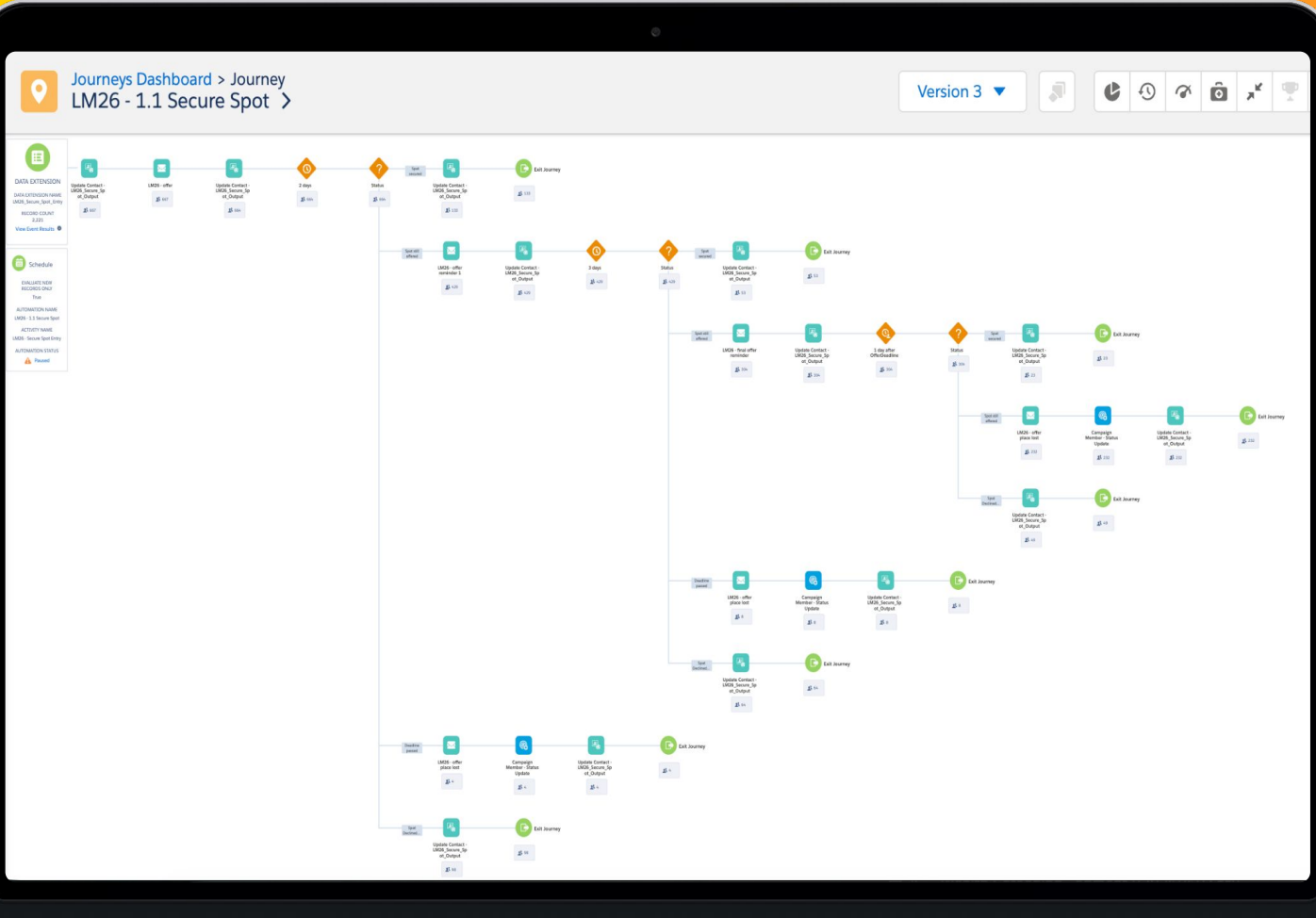


Automation

1.1. Secure spot flow



Automation



Automation

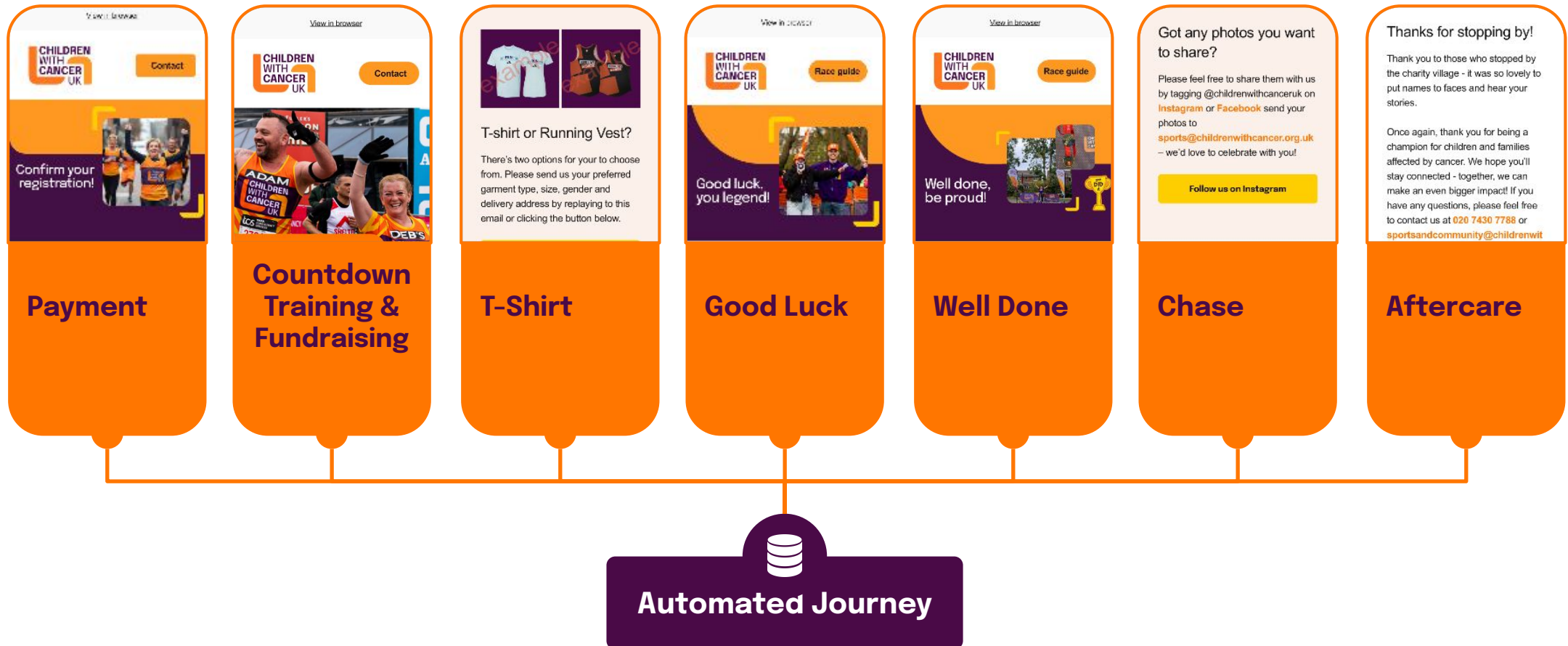
Journey Name	Journey Activity Name
LM26 - 1.1 Secure Spot	LM26 - final offer reminder
LM26 - 1.1 Secure Spot	LM26 - offer
LM26 - 1.1 Secure Spot	LM26 - offer place lost
LM26 - 1.1 Secure Spot	LM26 - offer reminder 1
LM26 - 1.2 Confirmation Spot Secured	LM26 - Coopah code survey
LM26 - 1.2 Confirmation Spot Secured	LM26 - welcome CP - no reg fee
LM26 - 1.2 Confirmation Spot Secured	LM26 - welcome CP - SJBF
LM26 - 1.2 Confirmation Spot Secured	LM26 - welcome v2
LM26 - 1.3 Chase payment	LM26 - final reg fee reminder
LM26 - 1.3 Chase payment	LM26 - reg fee place lost
LM26 - 1.3 Chase payment	LM26 - reg fee reminder 1
LM26 - 1.3 Chase payment	LM26 - reg fee reminder 2
LM26 - 1.4 Payment Confirmation	LM26 - reg fee confirmation
LM26 - 2.1 Training Days - RSVP Flow	LM26 - training day save the date
LM26 - 2.1 Training Days - RSVP Flow - Brighton	LM26 - training day save the date - Brighton Marathon
LM26 - 2.1 Training Days - RSVP Flow Reminder 1	LM26 - training day reminder 1
LM26 - 2.1 Training Days - RSVP Flow Reminder 2	LM26 - training day reminder 2

2.2 Training Days - Confirmation Spot Pay Fee	LM26 - training day reg fee link
2.3 Training Days - Confirmation of Paid Fee	LM26 - training day payment confirmation
2.4 Training Days - Chase Unpaid RSVPs	LM26 - training day place lost
2.4 Training Days - Chase Unpaid RSVPs	LM26 - training day reg fee reminder 1
3.1 Top Confirmation	LM26 - top confirmation EM1
3.1 Top Confirmation	LM26 - top confirmation EM2
3.1 Top Confirmation	LM26 - top confirmation EM3
4.1 Zoom Invites	LM26 - Zoom call invite
4.3 Zoom Recording	LM26 - Zoom call link
Newsletter fundraising targets	LM26 - Fundraisers below £999
Newsletter fundraising targets	LM26 - Fundraisers between £1,000 - £2,249
Newsletter fundraising targets	LM26 - Fundraisers who reached the target
LM26 - Newsletter fundraising targets	LM26 - Fundraisers with Enthuse but no fundraising
LM26 - Newsletter fundraising targets	LM26 - Fundraisers without registration portal complet
LM26 - OP confirmed welcome journey	LM26 - OP welcome
LM26 Application received	LM26 - application TY



London Marathon touchpoints

From June – September (15 months)



Personalisation and Activation



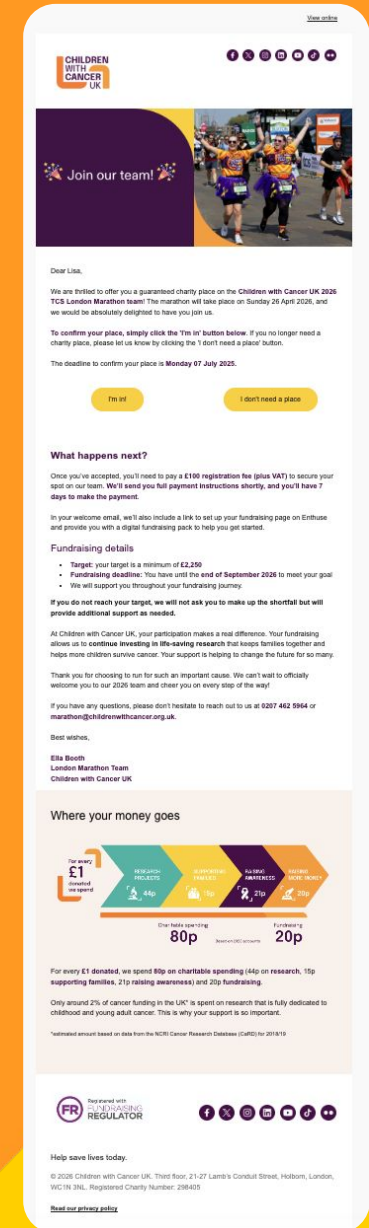
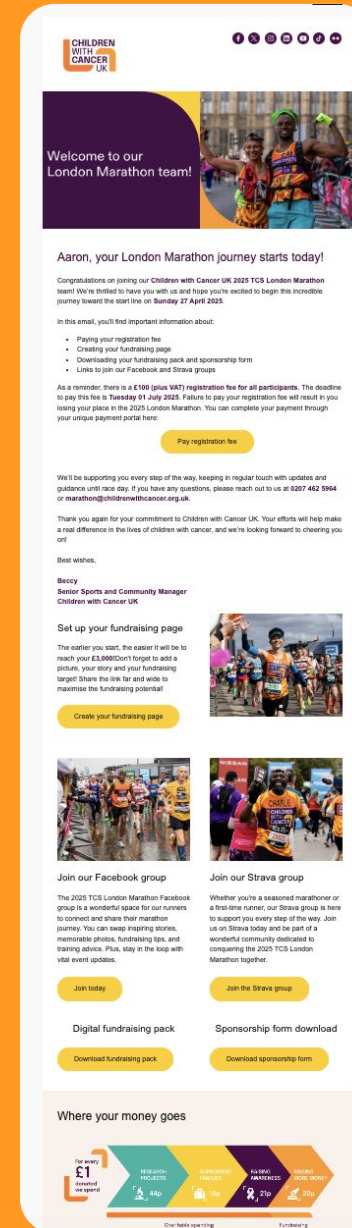
+14%

Online Giving
Activation Increased



+52%

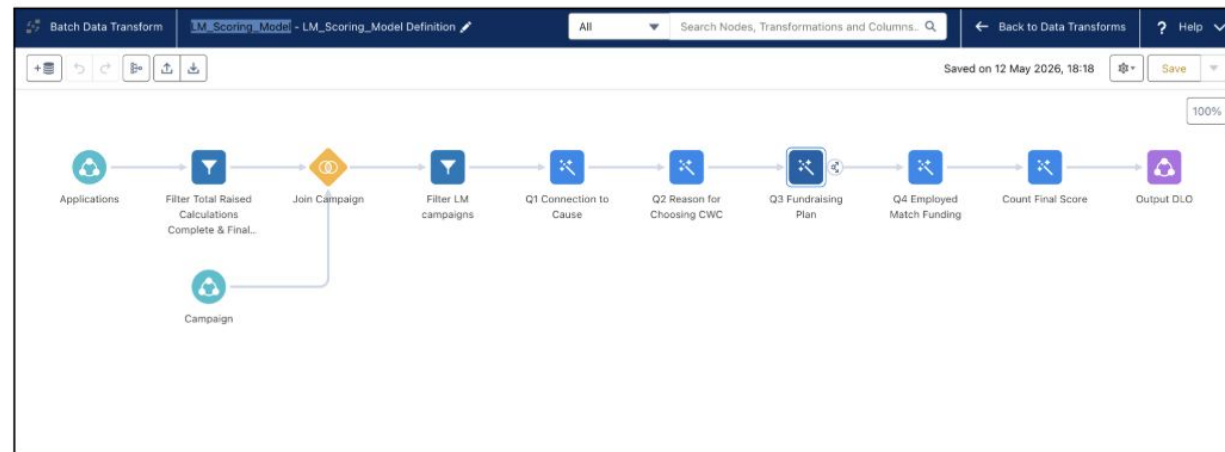
Increase in average
gifts



Allocation – Scope and Creation

Data Transform

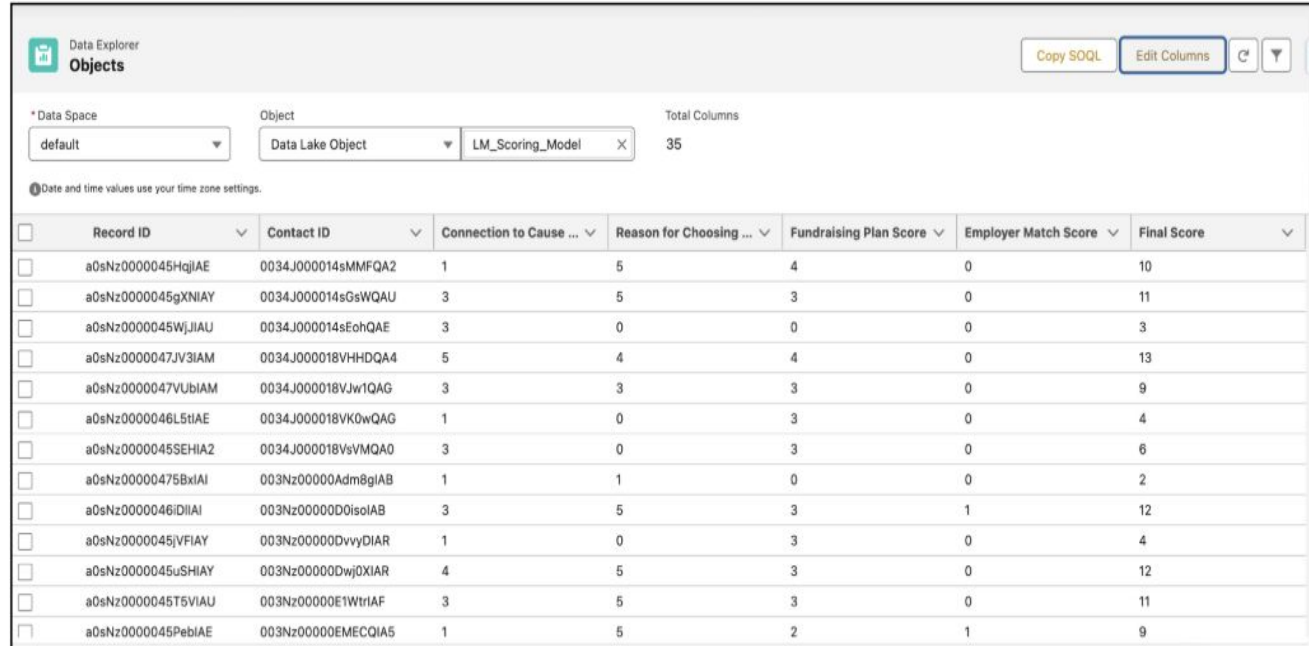
A data transform has been set up called **LM_Scoring_Model** which can be found in Data Cloud in the Data Transform tab.



The output of the transform is stored in the DLO **LM Application Scoring Model** which is mapped to the DMO **LM Application Scoring Model**.

Allocation – Scope and Creation

Within Data Explorer the results can be seen. See example here:



The screenshot shows the 'Data Explorer' interface with the 'Objects' tab selected. The interface includes filters for 'Data Space' (default) and 'Object' (Data Lake Object), and a 'Total Columns' count of 35. A table displays 15 rows of data with columns for Record ID, Contact ID, Connection to Cause, Reason for Choosing, Fundraising Plan Score, Employer Match Score, and Final Score. Each row has a checkbox on the left for selection.

	Record ID	Contact ID	Connection to Cause ...	Reason for Choosing ...	Fundraising Plan Score	Employer Match Score	Final Score
☐	a0sNz0000045HqjIAE	0034J000014sMMFQA2	1	5	4	0	10
☐	a0sNz0000045gXNIAY	0034J000014sGsWQAU	3	5	3	0	11
☐	a0sNz0000045WjJIAU	0034J000014sEohQAE	3	0	0	0	3
☐	a0sNz0000047JV3IAM	0034J000018VHHDQA4	5	4	4	0	13
☐	a0sNz0000047VUbIAM	0034J000018VJw1QAG	3	3	3	0	9
☐	a0sNz0000046L5tIAE	0034J000018VK0wQAG	1	0	3	0	4
☐	a0sNz0000045SEHIA2	0034J000018VsVMQA0	3	0	3	0	6
☐	a0sNz00000475BxIAI	003Nz00000Adm8giAB	1	1	0	0	2
☐	a0sNz0000046IDlIAI	003Nz00000D0IsolAB	3	5	3	1	12
☐	a0sNz0000045jVFIAY	003Nz00000DvvyDIAR	1	0	3	0	4
☐	a0sNz0000045uSHIAY	003Nz00000Dwj0XIAR	4	5	3	0	12
☐	a0sNz0000045T5VIAU	003Nz00000E1WtrIAF	3	5	3	0	11
☐	a0sNz0000045PebiAE	003Nz00000EMECQIA5	1	5	2	1	9

Allocation – Scope and Creation

Copy Field Enrichment

A Copy Field Enrichment has been set up to sync the scores to the Application records.

The screenshot displays the Salesforce Setup interface for a Copy Field Enrichment. The left sidebar shows the Setup menu with options like Setup Home, Salesforce Foundations, Salesforce Go, Service Setup Assistant, Service Cloud Reports, Hyperforce Assistant, Release Updates, Salesforce Mobile App, Lightning Usage, AgentExchange Offers, Integration Definitions, Sales Cloud Everywhere, Digital Wallet, ADMINISTRATION, and PLATFORM TOOLS. The main content area is titled "Data Cloud Copy Field Enrichments" and shows the configuration for the "LM Application Scoring Model default". The "Sync Status" is "Sync inactive" and the "Sync Date Time" is "None". The "Field Mapping" tab is selected, showing a table with 5 fields mapped. The table has columns for "Data Cloud: LM Application Scoring Model" and "Application". The rows show mappings for Final Score, Reason for Choosing CWC Score, Employer Match Score, Connection to Cause Score, and Fundraising Plan Score.

Filter Criteria	Key Qualifier
Campaign ID == 701Nz0000p5Hb2IAE AND Final Score is not NULL	None

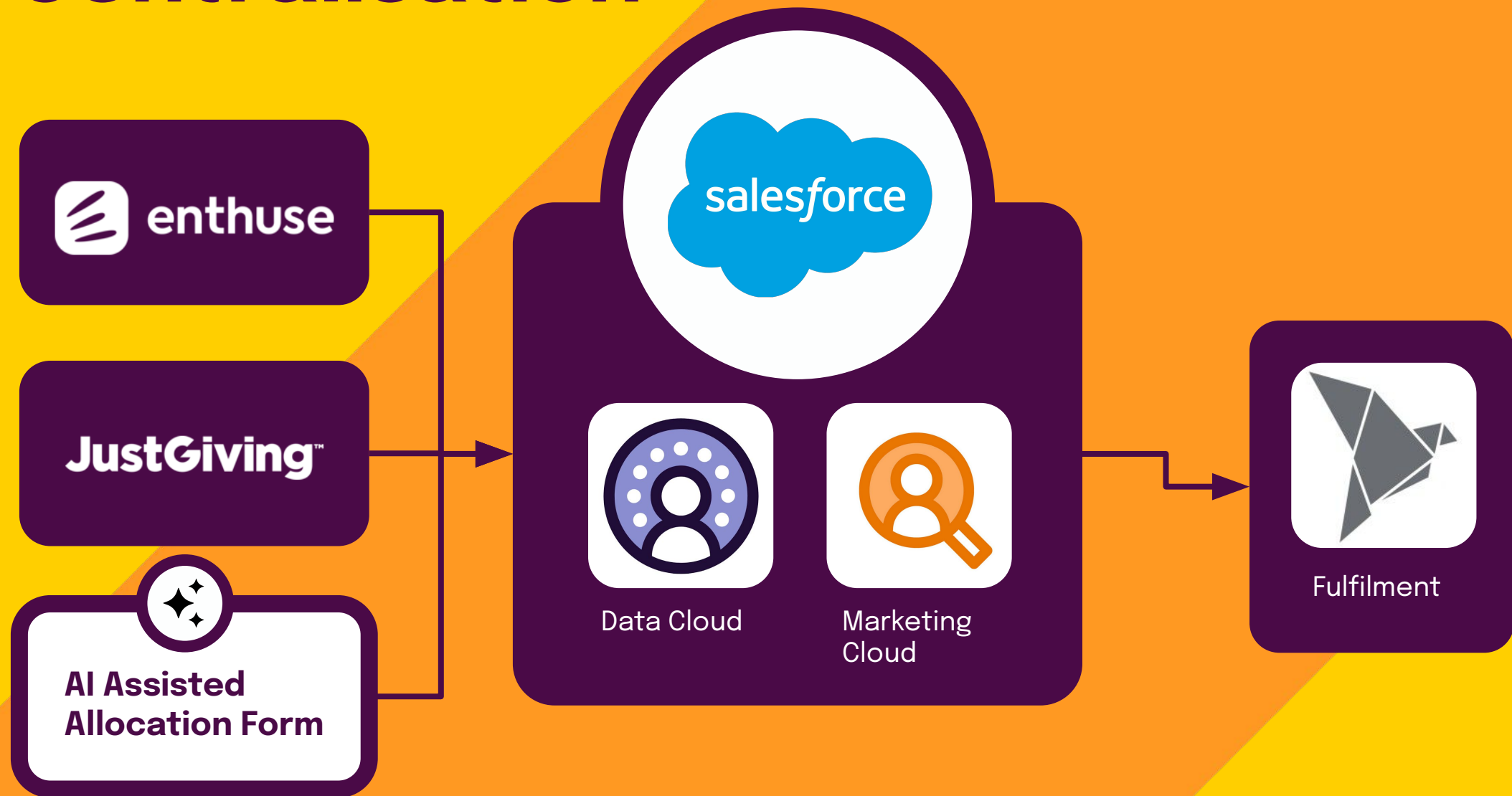
Data Cloud: LM Application Scoring Model	Application
# Final Score Final_Score__c	# Final Score Final_Score__c
# Reason for Choosing CWC Score Reason_for_Choosing_CWC_Score__c	# Reason for Choosing CWC Score Reason_for_Choosing_CWC_Score__c
# Employer Match Score Employer_Match_Score__c	# Employer Match Score Employer_Match_Score__c
# Connection to Cause Score Connection_to_Cause_Score__c	# Connection to Cause Score Connection_to_Cause_Score__c
# Fundraising Plan Score Fundraising_Plan_Score__c	# Fundraising Plan Score Fundraising_Plan_Score__c

Example of Application record

The screenshot shows an example of an Application record in Salesforce. The record is titled "Application Scoring (LM only)". It has two fields: "Final Score" with a value of 12 and "Rating" with a value of 1. The record is shown in a list view with a search bar and a filter icon.

Final Score	Rating
12	1

Centralisation



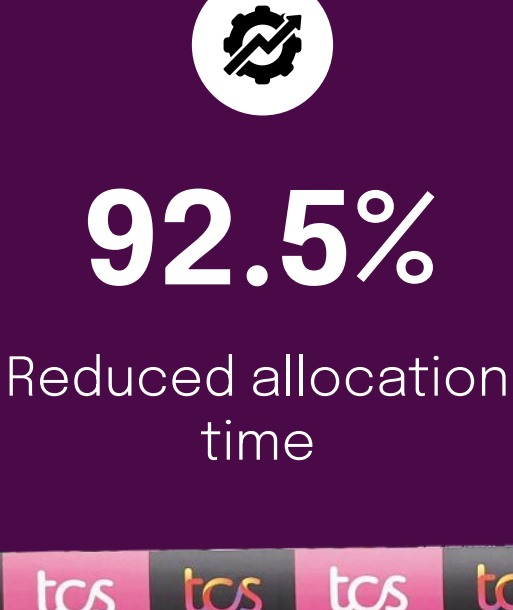
What we spend our time on

Before	Allocation Sending transactional emails Personal Fundraising
After	Allocation Sending transactional emails Personal fundraising



+ £1m

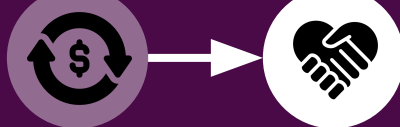
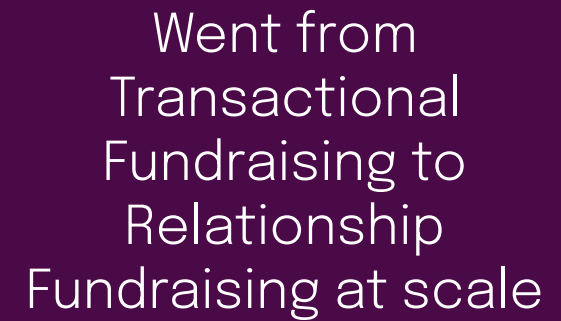
Increased income



92.5%

Reduced allocation
time

tcs tcs tcs tcs



Went from
Transactional
Fundraising to
Relationship
Fundraising at scale

tcs tcs tcs tcs tcs



What's Next



Enrich

The journey with
milestone emails



Allocate

(drop outs -
reallocation)
15% to 8%



Scale

Great North Run and
other sports events



Thank you

Any questions?