The challenge:

Driven by an urgent need to modernise the digital experience, British Red Cross was embarking on a Change Programme with an implementation partner, involving the redesign and rebuild of the website. Fundraising needed to build their own understanding and awareness of opportunities so they could contribute to the direction of the programme, so they sought the support of Kivo to define their supporter vision and business goals.

What we did:

We carried out an internal insight piece to develop the digital fundraising vision. Through a series of interviews with the senior leadership team, we identified opportunities to transition to an audience-driven approach and optimise the fundraising digital experience. We developed a number of high level vision statements covering key themes, including the use of insight and building on supporter motivations, through to innovation, scalability, speed to market and a sector leading retail experience.

Through ideation workshops with the fundraising, retail and innovation teams, we then defined possible supporter journeys and known priority changes. We also identified some core organisational decisions and changes that would be required to enable a holistic experience.

The outcome/results:

Our recommendations were passed on to the implementation partner and used in further organisational strategy and planning work.