

Hutt St Centre

“Get engaged but don’t elope”



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Engaging people and getting them to stay for the long haul

- Get the guest list right
- Provide the right entertainment
- Keep their attention
- Bring them back to celebrate

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How NFP's benefit from the right engagement opportunities

- Offering opportunities to engage with a charity in a meaningful way is one of the most powerful tools we have to growing our supporter base.

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Let them be part of you.

- See, touch, feel, experience
- Transparency in how their money is spent or the difference their time makes
- Help them to feel good about themselves
- its an aphrodisiac and we want them to love us!

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Case study I



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Angel for a Day



- Top priority for funding
- Large expense
- No income except client donations

We needed a campaign that was:

- Simple
- Transparent
- Engaging

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Angel for a Day



- 300 days : \$300 : 300 donors
- Team of volunteers at breakfast and lunch each day
- Angels could volunteer

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Angel for a Day



- Engage at launch
- Held at Hutt St Centre, celebrity host, client success stories.
- Unique chance to see inside the centre

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Number of annual donors

- Year 1 - 126 donors
- Year 2 – 290 donors
- Year 3 - 289 donors
- Year 4 – 254 donors
- *Year 5 – 201 donors
- Year 6 – 248 donors
- Year 7 – 325 donors
- Year 8 – 299 donors
- *Year 9 – 245 donors

Number of repeat donors

- New campaign
- 133
- 167
- 198
- 149 (split options)
- 187
- 213
- 223
- 183 (current year)

Majority are repeat donors

Who's on the invite list?

- All database
- Previous donors
- Celebrity angels
- Staff
- Board
- Foundation
- Patrons
- Media
- Community groups

What brings them back?

- Loyalty to their chosen day
- Feel good when they help
- Get to know other volunteers
- Roster at the office
- Affordable commitment
- Celebrities they can meet
- Interest in client stories
- Feel part of the family

Keeping them engaged



- Angel for a Day offers engagement with Hutt St Centre, with our clients, with other Angels and with the meals – something everyone gets!

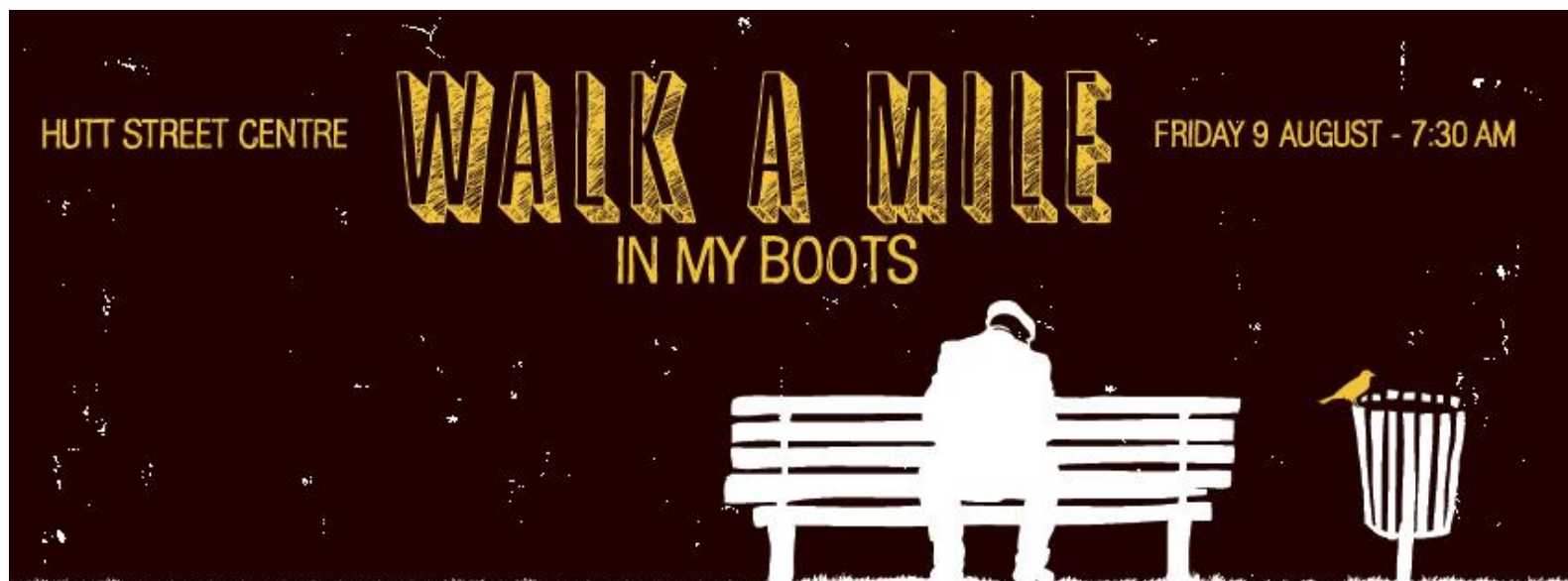
Physical engagement

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Case study 2



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- 
- Walk dvd



walk a mile in my boots

Engaging in that it offers an experience of homelessness.

We take the simple things for granted eg. Toilet, food in the fridge, hot shower, warm bed, family, personal belongings, our own space.



walk a mile in my boots

- Early in the morning in winter
- Walk the streets and parks
- Cold underfoot, maybe raining
- No toilet
- Queue with others for breakfast
- No choices about food, shelter, company
- Little shelter
- Just one among many, no-one more or less important

Experiential engagement



walk a mile in my boots

Participants walk past Hutt St Centre

See clients waiting or greeting them

Personal thanks from people whom they are walking

Emotional engagement

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Capturing the Engaged



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Capturing data

Very important that data is captured so participants are given the opportunity to stay connected.

Try to get name, address, email, mobile number during registration process

- Newsletter
- Invitations to other events
 - Walk again next year
 - Bring others with them

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Engaging is like looking for love

- Find them
- Meet them
- Flirt a bit to get their attention
- Find out what interests them
- Offer them what they like
- Don't scare them off
- Maintain their interest and grow it
- Get them to hang out with you
- Enjoy each other's company
- Respect each other
- Become official
- Sign them up for life

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Once you're married

- Keep the relationship fresh
- Be nice to them
- Stay respectful
- Offer new and exciting activities and experiences
- Take them out sometimes
- Treat them like they're the most important person in the world
- Eventually, they might even include you in their will!

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How can you engage your potential supporters physically, experientially and emotionally?

What are some of the moral, ethical and logistical considerations for you in the engagement process?

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