UNHCR
UNHCR
The UN Refugee Agency

Agenda

- About UNHCR
- Why symbolic giving?
- Site demo
- 7 steps to success
- Group brainstorm
- Wins/challenges
- Questions

UNHCR
The UN Refugee Agency

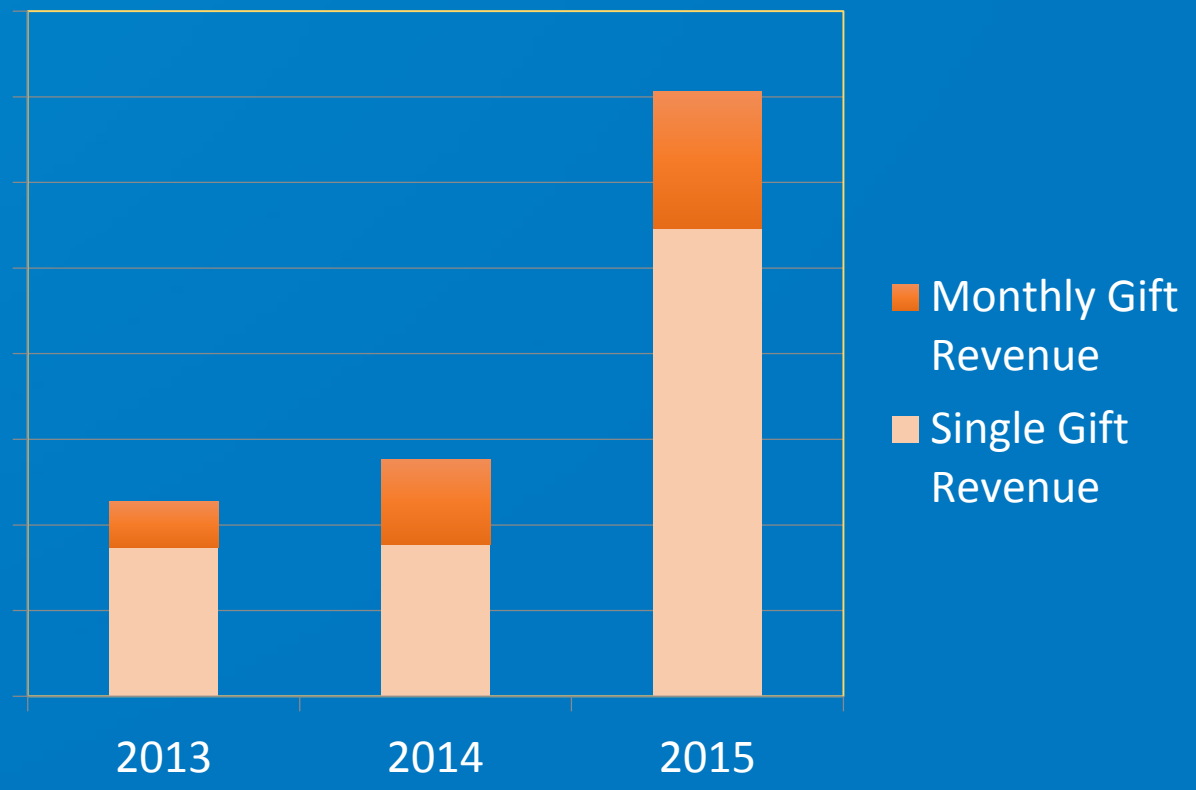
Wherever you find refugees, UNHCR is there

- Leading international agency protecting refugees and people forced to flee
- Delivering life-saving support
- Safeguarding fundamental human rights
- Finding solutions for a better future

UNHCR
The UN Refugee Agency

UNHCR Fundraising

- Fundraising in Canada since 2001
- Team of 4
- Global focus on “digital first”
- Multi-channel and integrated approach
- 2015 emergencies



UNHCR
The UN Refugee Agency

Context

- Data stands alone
- Revenue up to Dec 31, 2015
- Symbolic giving defined
- Established in Canada
- Limited statistics

UNHCR
The UN Refugee Agency

Why Symbolic Giving?

- Concept well established in Canada, low risk
- Large numbers of new “emergency donors”
- Give existing donors new ways to give
- Appeal to different demographics
- Cross-sell, second gift
- Social proof

UNHCR
The UN Refugee Agency

Why Shopify?

- Challenge: Fundraising platforms adapted for e-commerce use
- Wanted a great customer experience
- E-commerce / CMS platforms missing necessary functionality
- Evaluated platforms and talked to other charities
- First glance, Shopify out of reach
- Valued a partner/site that could grow with us and stay up to date
- Final decision: Shopify + Ben Crudo Consulting

UNHCR
The UN Refugee Agency

DEMO

shop.unhcr.ca

UNHCR
The UN Refugee Agency

Step 1: Choose Your Platform

Explore and list your “must-have” and “nice-to-have” features

- Shopping cart
- E-cards & email notifications
- Payment gateway compatibility & low processing fees
- Data export
- Tax receipts
- Dedicated customer support
- Dynamic suggestions / recommendations**
- Abandoned cart email**

UNHCR
The UN Refugee Agency

Step 2: Choose Your Gifts

- Internal shopping list
- Identify how many products to offer
- Validate with internal program team
- See what other charities offer / leverage internal experience
- Write gift descriptions
- Source images

Step 3: Find Your Market Positioning

- Saturated market, how do you differentiate yourself?
- New individual product vs sub-brand / endorsed brand

UNHCR
The UN Refugee Agency | GIFTS

- Leveraging the strength and trust of existing brand
- Pros and cons vary by charity

UNHCR
The UN Refugee Agency

Step 4: Design Your Website

Working with design partner / agency:

- Walk through user experience, gift purchase process
- Determine content pages
- Provide detailed creative brief
- Rounds of feedback
- Test, test, test!

UNHCR
The UN Refugee Agency

Step 5: Consider Apps, APIs & Add-ons

- How will the e-cards deploy?
- How will tax receipts be issued?
- How does the data export? Will your database be able to upload in this format?
- Google Tag Manager scripts
- Facebook tracking pixel

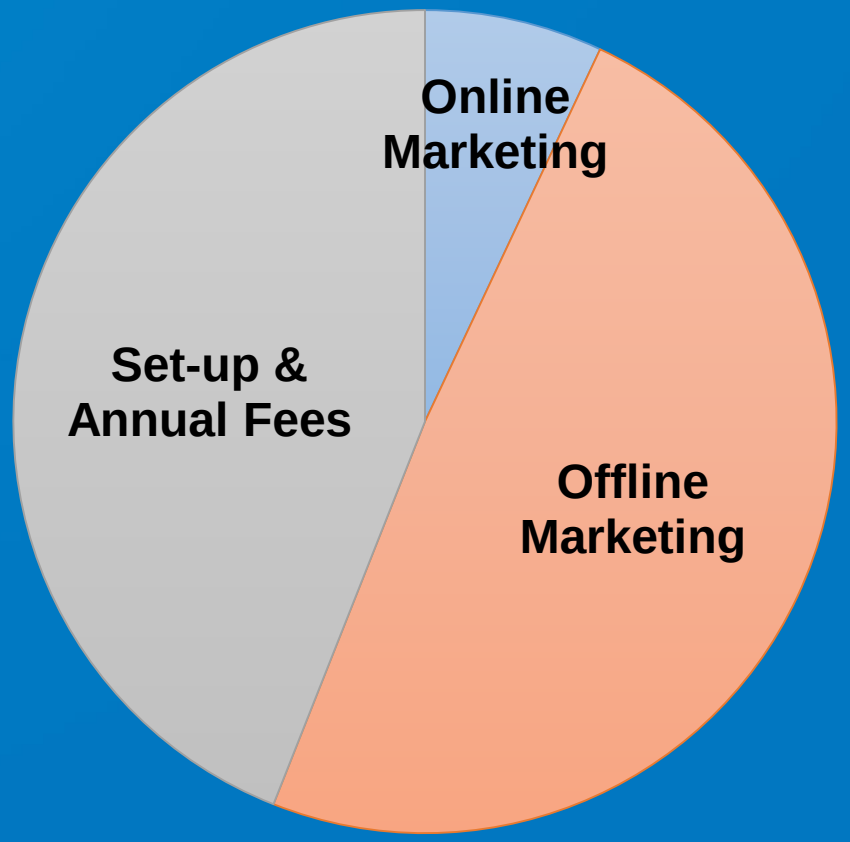
UNHCR
The UN Refugee Agency

Step 6: Paper Card Fulfilment

- Source print shop
- Design cards and personalized message
- Data transfer to print shop
- Pre-printed vs on demand printing

Step 7: Marketing

- Website button and banners
- Mail (Teaser / non-traditional catalog)
- Emails (2)
- Organic and paid social posts
- Search retargeting / dynamic campaign



Expenses by type

UNHCR
The UN Refugee Agency

UNHCR | CANADA

Dear Amanda,

This holiday season, give a gift of humanity to people who truly need it. When you choose a UNHCR Gift from our **online catalogue**, you're giving a refugee a warm blanket, a place in school, a roof over their head and life-saving medicine.

Your gift of these essential resources also comes wrapped in an invisible but very real envelope of humanity—a wonderful way to honour all of the people on your gift-giving list.

Warm blankets & mats $25

Now that winter is here, people desperately need blankets—for many refugees, this is their only protection from freezing temperatures.

SHOP NOW

Classroom supplies $45

Fleeing their homes mean many children are unable to attend school. For $45, you can give a child a desk, a chair and a year's supply of school books and stationery.

SHOP NOW

New mother's bundle $100

Simple gifts for new mothers and babies dramatically improve their chances of survival. A new mother's bundle provides essentials like nutritional supplements, baby blankets and baby clothes.

SHOP NOW

It's fast and easy to choose a gift.

Browse our **gift shop** and choose from 20 gifts, from a family tent to life-saving vaccines to therapeutic food.

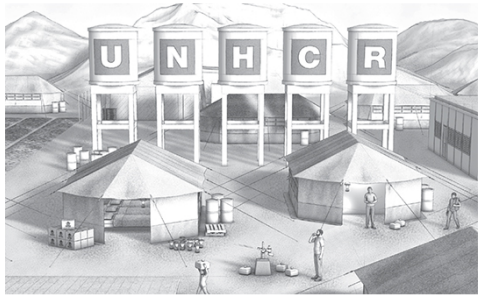
Then dedicate one of our beautiful paper or e-cards to your gift recipient, letting them know you've made a gift in their honour. Your gift will then be put to work immediately, delivering essential help and humanity to refugees around the world.

Gratefully,

Furio De Angelis
UNHCR Representative in Canada

Donate Now Learn More Questions? Contact Us

UNHCR | CANADA



Giving meaningful gifts has never been so fun

Dear Amanda,

There's nothing like the satisfaction of choosing the perfect gift—something that shows how well you know the people in your life and how much you care about them. This year, **choose from one of 20 UNHCR Gifts as a meaningful present** for your loved ones and know that your gift will help the world's most vulnerable refugees.

Explore our interactive refugee camp to see how UNHCR Gifts are used to help refugee families. Or, download and print our origami gift guide and have fun folding—and choosing—gifts in honour of your friends and loved ones.

When you choose an item from our gift shop you're ensuring that refugees have access to vital resources—including shelter, medical care, education, nutrition and clean water. **Not only will your gift deliver the essentials of life but you will be able to send one of our beautiful paper or e-cards to let someone know that you've made a gift in their honour.**

From all of us at UNHCR we wish you a happy, healthy holiday season for you and your family.

Gratefully,

Furio De Angelis
UNHCR Representative in Canada

P.S. Order before December 20th at midnight to ensure you receive your greeting cards in the mail before Christmas. Or choose an e-card to be sent to your recipient on a day you specify.

Donate Now Learn More Questions? Contact Us

UNHCR
The UN Refugee Agency

Financial Results

ROI (Includes Set-up Costs)	ROI (No Set-up Costs)	Conversion Rate	Avg. Gift
0.76	1.35	9%	$109

**Includes November 9th – December 31st 2015*

UNHCR
The UN Refugee Agency

Group Brainstorm

Question 1: What do you like about online shopping? What technology/features could we add to further engage users or improve their experience?

Example: Gift registry

UNHCR
The UN Refugee Agency

Group Brainstorm

Pass your card to someone on the opposite side of the room. Using the answer from question 1 on your card, answer question 2.

Question 2:

- How can you bring this technology/feature to life? Ie development or marketing tactic.

  Example: Mommy blogger

UNHCR
The UN Refugee Agency

Group Brainstorm

Pass your card again to someone on the opposite side of the room.

Rank the idea on a scale of 1-5

- 1 - not so great, 5 – awesome

UNHCR
The UN Refugee Agency

Wins

- Launched comprehensive and customized tool in 6 months
- Specialized vendor/partner who knew Shopify
- Leveraged internal experience
- Site branding and design, functional and clean
- No technical complaints
- Testing due diligence
- Great resource of images and gift ideas
- Bootstrapped

UNHCR
The UN Refugee Agency

Challenges

- Delayed launch as a result of European refugee crisis
- Data issues
- Assumptions on what the site would include / out of scope
- No CMS with custom theme
- Custom domain headaches
- Get agencies / vendors involved earlier

UNHCR
The UN Refugee Agency

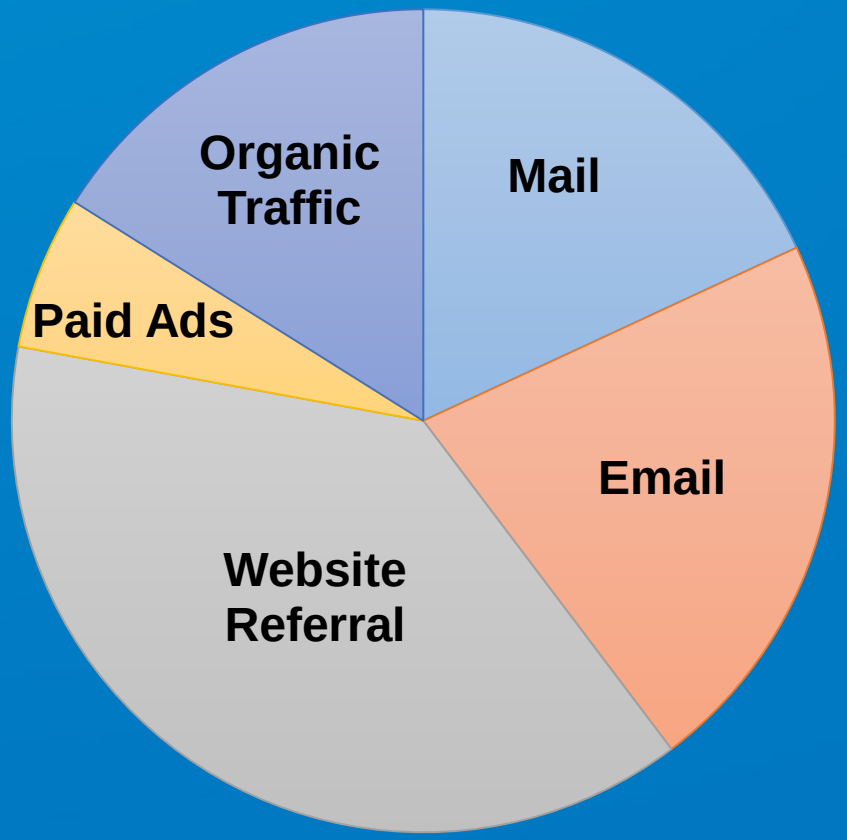
Questions?

- Contact info:

Amanda Powell
powell@unhcr.org

UNHCR
The UN Refugee Agency

Other Results



Number of Transactions by Marketing Channel

UNHCR
The UN Refugee Agency

Other Results

Top gift by transactions

Warm Blankets & Mats

$25.00

Top gift by revenue

Teacher's Salary

$80.00

UNHCR
The UN Refugee Agency

UNHCR Gifts help transform the lives of refugees and are the perfect way to honour someone special this holiday season.

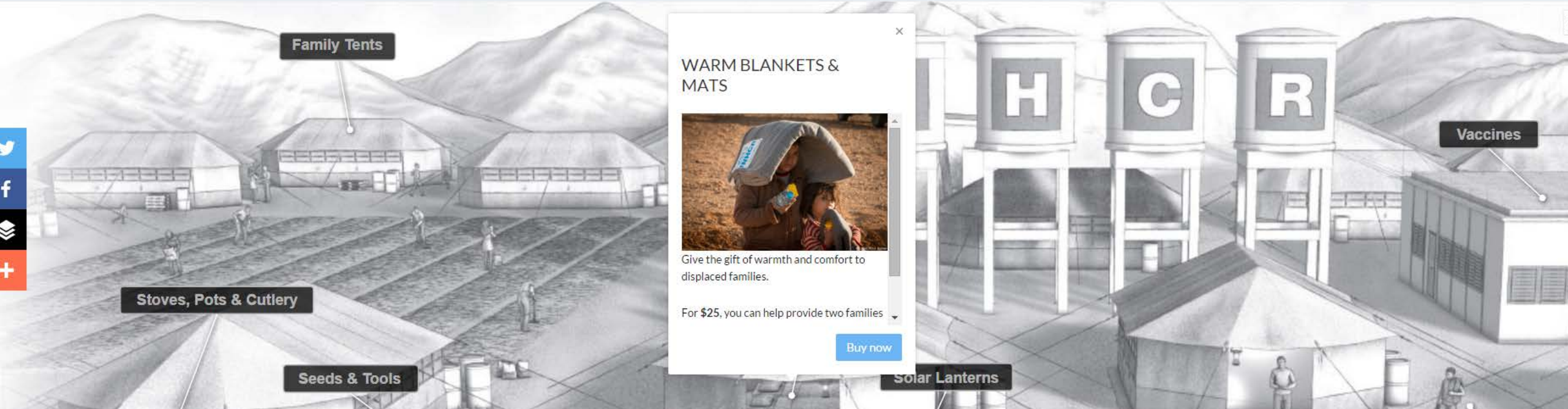
When you choose an item from our gift shop you're ensuring that refugees have access to vital resources—including shelter, medical care, education, nutrition and clean water. Not only will your gift deliver the essentials of life but you will be able to send one of our beautiful paper or e-cards to let someone know that you've made a gift in their honour.

Explore our interactive refugee camp below to see how UNHCR Gifts are used to help refugee families. Or, **download and print our origami gift guide** and have fun folding—and choosing—gifts in honour of your friends and loved ones.

UNHCR Gifts help transform the lives of refugees and are the perfect way to honour someone special this holiday season.

When you choose an item from our gift shop you're ensuring that refugees have access to vital resources—including shelter, medical care, education, nutrition and clean water. Not only will your gift deliver the essentials of life but you will be able to send one of our beautiful paper or e-cards to let someone know that you've made a gift in their honour.

Explore our interactive refugee camp below to see how UNHCR Gifts are used to help refugee families. Or, **download and print our origami gift guide** and have fun folding—and choosing—gifts in honour of your friends and loved ones.



WARM BLANKETS & MATS

Give the gift of warmth and comfort to displaced families.

For **$25**, you can help provide two families

Buy now

You've received a UNHCR Gift! Charity Emails x

UNHCR donorcare@unhcr.ca via pm.mtasv.net 11/6/15

to me

UNHCR
The UN Refugee Agency

YOU'VE RECEIVED A UNHCR GIFT!

In emergencies, contaminated water can be a huge health hazard. Transporting and storing clean water is just as important as access to water itself. Your gift has provided refugees with 10 water jugs to fill with this life-saving resource.

Dear Amanda,

Test

Test

UNHCR
The UN Refugee Agency

Give a gift. Save a life.

Welcome to UNHCR's gift shop—where giving gifts can save lives. When you choose an item from our catalogue, you're ensuring that refugees have access to vital resources—including shelter, medical care, education, nutrition and clean water.

Your gift delivers the essentials of life, as well as hope for the future.

LEARN MORE

Water

Water Jugs
$20.00
SELECT

Water Filter
$40.00
SELECT

Water Distribution System
$425.00
SELECT

Share this product

WATER JUGS

$20.00

DETAILS

In emergencies, contaminated water can be a huge health hazard. Transporting and storing clean water is just as important as access to water itself. For $20, you can provide refugees with 10 water jugs to fill with this life-saving resource.

- 1 +

#1

E-card | Print card | No card

Recipient's Name

Jane Smith

Recipient's Email

jane@example.com

Personal Message

Happy Birthday!

Your Personal Signature

Love, Mom

Email Card

Immediately | Specify Date

BUY

My Cart

CONTINUE SHOPPING

Item	Price	Quantity	Total	Remove
Water Jugs Card for	$20.00	1	$20.00	
Seeds & Tools No card	$95.00	1	$95.00	

Include a donation? $0.00

My gift is on behalf of a business or organization No

Total Price $115.00

UPDATE | CHECKOUT

UNHCR GIFTS

1-877-232-0909
donorcare@unhcr.ca

Cart > Customer information > Shipping method > Payment method

Customer information

Email

Shipping address

First name | Last name

Company (optional)

Address | Apt, suite, etc. (optional)

City

Country: Canada | Province: Quebec | Postal code

Phone

< Return to cart

Continue to shipping method

1 Water Jugs
Type of Card: E-card
Certificate Recipient's Name: Jane Smith
Certificate Recipient's Email: jane@test.com
Certificate Message: Happy Birthday!
Certificate Sender's Signature: Love, Mom
Certificate Delivery Format: Immediately
$20.00

1 Seeds & Tools
Type of Card: No Card
$95.00

Subtotal	$115.00
Shipping	—
Taxes	$0.00
Total	CAD $115.00

All rights reserved UNHCR