

Naz Sadati: Hello, everyone. Good morning or good afternoon. Depending on where you're joining us from. Welcome to this session is a very exciting session today, and it's focused all around some really amazing platform updates that we are very excited to show you all. So we're going to get started in just a second, we're going to give it a little bit of time for everyone to join in from the waiting room.

Naz Sadati: But we have, in fact, let me check that we have enabled the chat. There we go. I think the chat should be enabled now. So if you'd like to please do say hello in the chat. Introduce yourselves, introduce your organizations. Let us know where you're joining us from. Let us know if there's anything that you're particularly excited about hearing about today share your thoughts with us in the chat.

Naz Sadati: We'll start off just with some housekeeping points as well. I know what we're going to be showing you today. Lots of it is all very new.

Naz Sadati: especially if you're new to social sync. Maybe you're not a platform user yet. So if you have any questions, then please do feel free to share those questions in the Q. And a. With us you'll find the Q. And a button at the bottom of your screen. So if you click on that, you can see that you can send your questions through to us, I will be working through those questions throughout the webinar.

Naz Sadati: So, getting back to as many of those as possible. If we don't get around to answering your question, then please don't worry, because we do have time at the end for a Q&A. And even if we don't get around to it, then

Naz Sadati: we will be saving the chat. We'll be saving the Q. And A, so we'll be going through those after today's webinar. So if we haven't answered your question, then we will contact you directly.

Naz Sadati: So

Naz Sadati: that's the chat. They're the questions. Please don't feel like you need to save the questions to the end of the webinar. Ask them throughout. We are here to answer those. Also, the webinar today is recorded. So

Naz Sadati: don't worry. If you don't have a pen and paper next to you, you can't note things down, or, if you forget, the recording will be sent out to everyone afterwards. And it's also really great. If you have any colleagues that maybe couldn't join today, you can send that webinar out to them

Naz Sadati: afterwards as well. I can see a couple of people have said the chat has not been enabled, so let me just have a look at that and see what we can do. I don't think actually, it's enabled for webinars, so

Naz Sadati: we will leave the chat for now. But if you do have any questions, then the Q. And a function is still at the bottom of the screen. So please do ask those questions.

Naz Sadati: So we've got the Q. And A, we have the recording out of the way. Let's start on. Today's webinar.

Naz Sadati: like I said at the start, we are all very, very excited to have you all join us. It's not just me on the call today. I do have a couple of my colleagues at Social Sync here as well, and we're all going to be

talking to you throughout the course of today. So we'll just start off with some introductions.

Naz Sadati: My name for those of you who I haven't met before is Naz, and I am the support manager at social sync. So I support all of our charities who are on the platform and help them get the most out of the tools that we offer. We offer to charities, and really making sure that charities are maximizing those tools to get the absolute most out of them

Naz Sadati: and enhance performance of their online campaigns.

Naz Sadati: Like I said, it isn't just me online. Today. I'm also joined by my colleague. So I'm going to hand over actually to one of our newest members of the team, Stefan, so he can introduce himself as well.

Stefen Fowler: Hi morning. Everybody 1st things first. I think I need to get a new headshots. You can't even see my face really in that picture just all beard and glasses, but lovely to meet you all. My name is Stefan, so recently joined the team as growth manager last month. I'm very excited to be speaking to charities, have just over 18 months of time supporting charities with tech, new tech adoption.

Stefen Fowler: and prior to that, about a decade and a half experience supporting companies, transition to new tech platforms as well. So social sync is an incredible product to be part of and doing some really amazing work so very much looking forward to speaking to some of our live customers, as well as some potentially new ones in the coming weeks to weeks to come. Thank you very much for inviting me on today, Naz, and lovely to be speaking to you all, and I will hand over to Gavin for his intro.

Gavin McDonald: If you need a new photo, I definitely need a new photo mate. And I used to appear in that photo.

Gavin McDonald: But

Gavin McDonald: the problem is, all my photos have my kids like climbing on me. Or so it's really hard to get a professional photo. And hey, everyone, a bunch of. You have probably seen me rambling on and webinars before. I'm Gavin, co-founder, and CEO of social sync

Gavin McDonald: and a social links. My 3rd baby. So I'm so excited to showcase all the exciting updates that we've got for you today. Answer any questions. And again, there's so much, and we probably won't be able to even scratch the surface in the time that we've got today. So please, anything interesting, ask it in the questions hit up. Naz, Stephan and myself for follow up calls, and Demos.

Gavin McDonald: Thank you back to you, Naz. Keep us on track.

Naz Sadati: Amazing. Thank you, Gavin.

Naz Sadati: so what we're going to do is we're just going to 1st start off by looking at what social sync is who we are, what we do, what makes us such a great and powerful platform? Because I know lots of the people who have joined us today are new to social sync. So maybe they don't have an account yet. Or maybe they are new to the platform. So we really just want to give that full picture as to who we are before we take a look at those updates.

Naz Sadati: Now, at its core, social sync

Naz Sadati: gives you all of the tools that you need to build those really impactful, powerful fundraising campaigns which I know all of you want to do.

Naz Sadati: We also allow you to track performance across your channels as well, and really build a deeper and more meaningful relationship with your supporters and social sync allows you to do all of that. All within one place.

Naz Sadati: So we have the ability to bring together data from multiple sources. And we don't just track activity on your social sync fundraisers. But we pull in data from those external platforms like Facebook fundraising like Gofundme, like just giving. So that means that you get that complete view of how each of your campaigns is performing, no matter where it's happening.

Naz Sadati: So we help you to really move beyond just that that surface level insight.

Naz Sadati: You can also see how your supporters move through your supporter funnel. So from being a lead to registering to then being an active fundraiser.

Naz Sadati: and that journey really gives you clear visibility on what's working, what's resonating with your audience? Or maybe even where there might be some drop off points that that need your attention.

Naz Sadati: And while we give you that bigger picture. We also like you to zoom right in, and you can see individual supporter performance as well, so you can

Naz Sadati: track their fundraising journey. You can better understand how to nurture and how to engage your supporters based on their real behavior and their real actions.

Naz Sadati: Let's talk about one of the most powerful features within social sync. And that's our custom registration forms.

Naz Sadati: Now for every campaign that you run you can create fully branded, fully customizable forms that not only look and feel like your charity, but also capture exactly the data that you need from your supporters.

Naz Sadati: So you can include key key questions. You can include event preferences. You can even include merchandise requests like T-shirt sizes. Whatever information is relevant to your campaign, really

Naz Sadati: and crucially, you can also collect marketing consent from these forms. So you can even continue engaging, continue with engaging that supporter as part of a warm audience for maybe future campaigns down the line, or maybe if you wanted to repeat the same campaign, but next year.

Naz Sadati: But where it gets really exciting is what happens after someone registers now, these forms. What they can do is they can actually automatically trigger the creation of fundraising pages across multiple platforms like those ones that I mentioned earlier, all from one single submission.

Naz Sadati: So your supporter signs up, and within one click they can be live with fundraising pages

Naz Sadati: on the platforms that you've chosen to integrate with.

Naz Sadati: and what's even better is, all of these pages are pulled into their own branded social sync fundraising hub. So it makes it really easy not just for the supporter to create those pages, but for the supported, to actually manage everything in that one place. And I'll talk about those branded social sync fundraising pages in just a second.

Naz Sadati: You also have the flexibility to give support as a choice. So if you don't want, if you don't want that automatic multiple fundraiser creation.

Naz Sadati: You can give them a choice. Maybe they prefer just giving. Or maybe you know that your audience is more active on Facebook. You are in control of that. You can maybe give them the option of just creating one page, if that's what you prefer to do. So you're not only in control, but they are also in control.

Naz Sadati: But we have seen that when supporters use those multiple platforms, they do tend to raise more money, because what they're doing is they're actually giving their donors the choice of where to give.

Naz Sadati: Now I know you know I've got my own platforms that I prefer to use when I'm donating money. So other donors will also have those same preferences. So that's what the multiple fundraiser creation is all about. It's about giving the choice to the donors.

Naz Sadati: Next up we have our social sync, branded fundraising pages which I just touched on. Now.

Naz Sadati: these pages, they're more than just a place to collect donations. They are a fully branded hub where your supporters can fundraise.

Naz Sadati: They can manage, and they can track everything related to your campaign all in that one space.

Naz Sadati: So supporters can share their personal story, maybe share. Why, they're taking part in the campaign. They can customize the page

Naz Sadati: and really start to build that emotional connection with what's going to drive their donations, and we make it really easy for them to tell that story in their own words as well.

Naz Sadati: If you're running a challenge based campaign. Maybe you're running a hike, a cycle or a swim. These pages also allow supporters to log their activity and track their progress, so that helps them to stay motivated, and really gives their friends and their family something to cheer on

Naz Sadati: and behind the scenes. These pages are working really hard for your charity. All of the donations made through social sync fundraising pages go directly into your stripe account, so there's no delay in receiving funds, and you have the full visibility of those donations in your stripe.

Naz Sadati: And what's more.

Naz Sadati: this is the central place where your supporters like, I said before, they can manage all of their connected fundraising pages, whether it's Facebook, whether it's Gofundme, whether it's just giving a mix of all 3.

Naz Sadati: Everything lives in one tidy, branded space, and it makes it easier for your supporters and your team

Naz Sadati: to have that visibility on what's actually happening. So it's simple. It's streamlined and completely custom to your charity.

Naz Sadati: And finally, let's talk about one of my favorite parts of the platform, and something that I talk about very often, which is our behavioral communication journeys.

Naz Sadati: Now with social sync, you can set up automated communication journeys. And this is where it gets really clever

Naz Sadati: that actually respond to what your supporters are doing so. For example, you can trigger messages when someone registers, maybe when they hit a certain fundraising milestone, maybe when they log a certain amount of activity in a challenge.

Naz Sadati: And these emails, they aren't like a 1. Size fits all email. Every message is fully personalized

Naz Sadati: pulling in those supporter details to create that really tailored experience that feels very relevant to the supporter feels very meaningful to them.

Naz Sadati: And it's not just about pushing out messages, either. We also support 2 way stewardship.

Naz Sadati: So supporters can actually reply directly to emails or they can respond to SMS messages. So it gives you that chance to maybe answer questions. Maybe give that encouragement or even offer support in real time.

Naz Sadati: And you could communicate with your audience across email SMS, we offer Whatsapp journeys and also Facebook messenger. So really, you're reaching out to your supporters on the channels that they use, that they use.

Naz Sadati: And really, when it matters most to them. So it's about, you know, building those really strong relationships, keeping those supporters engaged.

Naz Sadati: giving them all the help that they need to keep going.

Naz Sadati: So, in short, that is who we are and what we do. But I'm going to hand over to Gav now to talk us through, and the most exciting part of today's session, which is our V 3, update.

Gavin McDonald: Thank you, Naz. So that was a really great summary of like what we're known for,

what people are using and what people are leveraging in our system already. And and v. 3. And it's more than just like

Gavin McDonald: a a a sticker. What we've really done is

Gavin McDonald: looked at the performance of the hundreds, if not thousands, of campaigns run through our system over the years and our experiences fundraisers. So a lot of our team.

Gavin McDonald: our ex charity sector. We've tried to combine and refine and really focus on the value, add elements of our system, and fundamentally making it easy for you guys to use it yourselves, because a big part of

Gavin McDonald: social sync has been our managed services up until now. So we work with a lot of big partners to help cool, deliver these amazing campaigns. And and we really want to put the power of these advanced features in your hands. And so that's a bit of the narrative around. Why? V, 3, and let's chat about some of the highlights. But again, I'm not gonna be able to cover it all. So heads up I'd love to talk about this. I'll talk about it for hours and hours and hours, so

Gavin McDonald: whenever and cool. So one of the key things and that we've done is we've created a campaign creation wizard.

Gavin McDonald: So we had a version of this in the system in the current version.

Gavin McDonald: But it's a bit clunky, and and there was still a lot of configuration to do after you go through the Wizard to get your campaign live. So we've been working on. This idea is like, how do we make it? As simple as possible for you to build an amazing fundraising campaign with all the components ready to go. All you need to do is publish. So there's this guided wizard that you go through, and a few pages it asks you a few questions. It's powered by social sync AI, which is A

Gavin McDonald: has got adaptive intelligence. So the more you use it the more refined it's gonna be. And I'm gonna be able to showcase this to you today on a live demo hopefully touch, would you know what live Demos are like?

Gavin McDonald: But basically it helps you build a persona for your campaign, and so your brand and your tone doesn't change. But your campaigns appeal to different audiences there for different use cases, and they have different mission alignment. And and then we've also got some really cool things like stock media plugins. But basically, by the end of going through this campaign. Wizard, you will have

Gavin McDonald: a campaign website

Gavin McDonald: registration journey, a registration form all good to go and you just hit launch, share your website, URL, and you're live. And you're raising more.

Gavin McDonald: And so that's a bit quick summary of the campaign Creation Wizard. But I'm going to show you this in detail later.

Gavin McDonald: The other thing is our microsite builder. So we have been using a very simple website microsite for our campaigns for a while. Now, they were really focused on

Gavin McDonald: supporting people in the Facebook challenge sphere with giving them a leaderboard, a totalizer, and a place for people to log into their branded pages. But we've been doing a lot of testing with

Gavin McDonald: sort of more hybrid events. So moving away from the Facebook challenge market, but more towards things like 3rd party branded events.

Gavin McDonald: and Paris Marathon to name, to name one that I know a lot of you are here as a result of. But basically, what you can do is you can build beautiful, branded multi page campaign sites. We've got lots of blocks with lots of configurable

Gavin McDonald: functionality and layouts web responsive mobile responsive designs. And, most importantly, no code is required to get these set up so you can set them up yourself in minutes. And if you really want to. And you're very. You've got a talent for design. You can go deep into these and make them look

Gavin McDonald: really align with your brand and your website and stuff like that and feel almost native. And again, I'm gonna showcase this in a live demo

Gavin McDonald: soon, so we'll we'll come back to this

Gavin McDonald: cool. And then the other thing we've been working on that we've released. We had originally released for Paris, Marathon.

Gavin McDonald: And so now, as touched on our custom forms, they're really like. Build whatever you want, as many custom dropdowns as you want, structure it like this, and

Gavin McDonald: main page and a success page. But what we've been working on is what we're calling. Registration flows.

Gavin McDonald: and the whole idea around this is a bit like our journey builder is. You can design the steps that the supporter goes through. So there's different pages you can enable. It could be a 1 page form. It could be a 4 page form.

Gavin McDonald: and you can decide what happens if somebody clicks this, do they go there, or do they go here? And and most more importantly, we've now got registration fees and tickets, so you can use them to manage places of in person event like registration fees. You can even sort of use that to sell premium places like physical items and merchandise if you wanted to.

Gavin McDonald: And and the other great thing about the new registration flow functionality is we're surfacing some really key analytics. So one of the things we love doing in our managed services team is we build lots of different custom forms. And we put one on tech talk, one on LinkedIn, one on Facebook ads, and then we'd see which

Gavin McDonald: channel had the best activation rate and average value. And but you had to kind of export the data and pivot it to do that. So what we've actually done is built these sort of little dashboards. So if you've got one form on Facebook, one form on Instagram. You can look at what the submission rate is, what the activation rate of people who come through that form is.

Gavin McDonald: And that's a great way to

Gavin McDonald: test. If my call to action on the success pages share versus visit my fundraiser.

Gavin McDonald: and if my, what's the roas of my ads on Instagram versus Facebook from a conversion point of view. And and you can just look at different parts of the funnel. And that's all at a glance which is great

Gavin McDonald: moving on

Gavin McDonald: cool and back to our branded, integrated fundraising. And so one of the questions asked in the Q. And A. Was around. What's better creating multiple objects, giving multiple fundraising pages or giving people the choice.

Gavin McDonald: What we're finding is that

Gavin McDonald: a significant percentage of supporters are using 2 pages and a meaningful number are using 3 different fundraising pages. But the the thing that makes that possible is having the central place to view it all is kind of taking the pain away from the supporter. So if a supporter sees somebody with an Instagram fundraiser and they might go. Oh, I want one.

Gavin McDonald: but then they create an Instagram fundraiser, and the donations aren't allocated to their Paris Marathon registration that creates a lot of frustration for that supporter and also creates frustration and friction for for you guys in house at the charities in terms of allocating data. So the whole point of these pages is to take away those barriers. And what we're working towards is

Gavin McDonald: driving people to their brandy page and empowering them to create the objects that they want. So instead of creating.

Gavin McDonald: just giving Gofundme Facebook and brandy page in one click. What we're doing is we're maybe creating a Facebook and a brandy page in one click.

Gavin McDonald: And then, if the supporter wants to, we're making it really clear with prompts. Do you want to fundraise on just giving? Do you want to fundraise and gofundme? And the interesting thing about that is when they opt in to choose these pages, they activate way better and drive more results, because it's a kind of conscious action of them which is really really interesting. And so we've been building in these prompts to their branded fundraising experience to kind of

Gavin McDonald: coach supporters into doing the value, add things. And again, this is being refined by the evidence and the data that we've got across hundreds of charities and hundreds and hundreds of campaigns. The other thing we've introduced is a really improved donation flow.

Gavin McDonald: So when you click donate now on our branding pages, it's a nice pop up.

Gavin McDonald: and it's easy to get through. We've seen our conversion rate on those forms go up. So we're just shy of 80% of people who start a donation session actually donate, which is really, really solid.

Gavin McDonald: And that's getting better all the time. And then finally, on our fundraising pages, coming really soon, is our team fundraising functionality. So from your brandy fundraising page, you're going to be able to create a team fundraiser, invite. Your friends, have a private team, have an open team, which we hope this is going to take that to the next level.

Gavin McDonald: Crack on. And then here's some other stuff that I

Gavin McDonald: just didn't have time to go on go on about in detail. But email templates that's been out for a bit a while, but it's worth mentioning, because this is getting better and better makes it really easy for you to build your journeys and more efficient and effective. You can save all your emails top performing emails.

Gavin McDonald: We now have a media library. So every piece of media that you upload to the system is saved, and which I'll be able to show you in my live demo. And and the other thing we've brought in is a stock image, Plugin, and a really good one. And it's also adaptive. So the more

Gavin McDonald: you favorite certain stock images, the more likely you are to start getting returned, the ones that you want to use, which is really good. So if you just need a nice banner image for a website or a little image of something for a website to break it up, this Plugin works really, really well, and also conversion tracking. So Facebook copy and pixels alongside those analytics I was telling you about, that's coming as part of V 3

Gavin McDonald: Aiss copywriting. I'm going to showcase to you now. Tickets I've mentioned. But then there's some really good QR code stuff coming

Gavin McDonald: hopefully this week, maybe early next week for fundraising pages and team fundraisers. So that's a whistle. Stop tour. I'm gonna pause. You can ask questions, Naz, definitely, if you want whilst I jump to

Gavin McDonald: screen.

Naz Sadati: I'm gonna stop sharing now. Gav, so you should be able to.

Gavin McDonald: Can you guys see my screen.

Naz Sadati: Yep.

Gavin McDonald: My phone's really clever. I'm getting a phone call and it says, suspected spam.

Gavin McDonald: That's a new one and cool. So 2 main things I'm gonna show you guys today.

Gavin McDonald: So we've got time for Q. And A is our campaign creation wizard. And so this hasn't been released yet. And it's in Beta. My head of development was like head of engineering was like, Tell them it's in Beta.

Gavin McDonald: So now what you do is from your dashboard you hit, create a new campaign, and

Gavin McDonald: the only choice you need to really make that you can't change later is is this a single event campaign or a multi event campaign.

Gavin McDonald: And so single event. Campaigns, you know, run 50 miles in May. And but multi event campaigns could be, you know.

Gavin McDonald: you know, run, run for change. There's a 5 KA. 10 KA. 15 k. You might have a physical event in Glasgow, London, Edinburgh, or

Gavin McDonald: or you might have a corporate partner who wants a dedicated tracking link. And that's a really good use case for multi event functionality. And so it's really easy to build and scale multiple events. But I'm just gonna showcase the single event flow for just now. And this is literally the only thing that you can't change later. Everything else you do in this wizard you can change, and we can manually convert a single event campaign to a multi event campaign if that happens. But

Gavin McDonald: bear that mind. So you give your campaign a title. So I'm gonna use a live campaign water Neuron Disease Association's 15,000 steps a day in August which just went live

Gavin McDonald: day. August.

Gavin McDonald: Gonna give it campaign target 500,000. And then you have to choose the activity type. So this is a walk challenge. And then I'm going to enable activity logging on our branding pages. So 15,000 steps a day is 465,000 steps in the month, and then the units that they're gonna measure their activity in is steps.

Gavin McDonald: So hit, continue.

Gavin McDonald: And then I can choose if it's a virtual event, hybrid event, or a location for my event. And this pulls through to the micro site. So you don't need to worry about

Gavin McDonald: set putting all those settings up. So it would save virtual event or hybrid event. And for location you can actually put in an address, and it's got an address. Look up, and it will show the city and the country as well.

Gavin McDonald: And and you can use this later in the journey. But this is a virtual Facebook challenge event. You can also add tickets here. So if you did want to add sort of, you know individual entry family entry, you can give it a price, you can set the quantity available, and our system will manage it. And and by going through this wizard and creating your tickets will automatically get hooked up to your form. But I'm not gonna have tickets for this event.

Gavin McDonald: Then we've got the campaign duration. So is it an ongoing campaign, you know, it doesn't really have a beginning and end date. So so, for example, like Diy fundraising, let's say you're running a sort of your event style thing campaign. And you're like, just sign up and fundraise for 90 days and do whatever you want. Or you know, it's a single day event like a Marathon or a 5 k.

Gavin McDonald: or in the case of sort of Facebook challenges. It's a multi day event. So I'm gonna do 1st of August

Gavin McDonald: to the end of August.

Gavin McDonald: And again, these dates can be used in your journey, builder. So you can sort of see

Gavin McDonald: 3 days before the event start date. Send this email 2 days after the event end date. Send this email so allows you to sort of program in big elements of your journey.

Gavin McDonald: So this is the AI bit which is really cool. So what we've discovered is that the different campaigns are appealing to different audiences. So we're sort of looking at

Gavin McDonald: mainly, Meta, is how we're acquiring people. And we're saying, build a persona for your campaign.

Gavin McDonald: So for this campaign, we're saying, Okay, it's a steps. Challenge, what's the key target age bracket that we're looking for to help refine the copy and suggest prompts for you later. So we'll probably say steps. Challenge is probably a slightly older demographic, though Mnd appeals to pretty much.

Gavin McDonald: has supporters across the range. What's the primary target gender, same as Facebook's ads targeting. So it's not

Gavin McDonald: exclusive. It's just primary. So this will sort of change the tone slightly of the copy that's suggested for you. And then what are the sort of motivations of participants taking part, so are they cause motivated. Is it an in memory campaign? Are you looking to recruit people who have a professional connection to your cause? Like, do they work in the cancer sphere or the healthcare sphere?

Gavin McDonald: And are you just looking for people who are interested in the challenge, because 15 steps, 15,000 steps a day is fairly meaningful. Challenge.

Gavin McDonald: But then, for example, community might be a motivation for people taking part. So we use that a lot with Facebook challenges as sort of stuff like that. And then you can sort of

Gavin McDonald: give a brand and tone to this campaign, so you'll have your own brand and tone sort of persona and social sync. But what you can say is for this campaign. I want it to be a bit more optimistic focused. Maybe I want it to be a bit bolder and sort of use friendly language. So you sort of toggle these on, and then you hit, generate.

Gavin McDonald: And now it'll generate a default campaign description for you on the right. And so it's

sort of used what's already in the system that we've got for Motor Neuron Disease Association. The prompts that you've put in and it's generated this. But then you've also got custom prompts as well. So I'm gonna say, mention free

Gavin McDonald: exclusive t-shirt when you register

Gavin McDonald: and a medal when you raise a hundred 50 pounds.

Gavin McDonald: also mention you can be part of supportive Facebook and Strava community while taking part.

Gavin McDonald: And the great thing about AI is I'm dyslexic. It doesn't care about my bad spelling, so it'll be able to just

Gavin McDonald: ignore my bad spelling and generate that.

Gavin McDonald: And then you go. Now it's sort of included all those prompts that I've put in and refine that campaign description for me. Now, obviously, you can just delete all this and write whatever you want. You don't need to use it. But we just wanted to get people started and get your microsite populated with some content as quickly as possible.

Gavin McDonald: And the whole point of AI in this instance isn't to do it for you. It's to do the bulk work, and then you do the last 10%, which is the most important percent is getting it to line with you, your campaign, your brand, your tone, and but it's really helpful to get you going and then hit, continue.

Gavin McDonald: And now we've got camping creative.

Gavin McDonald: So again, what we've done here is this stock image. Plugin has actually gone and randomly picked

Gavin McDonald: an image that's associated with keywords that you've already put in, such as it's a walk steps challenge. You can just shuffle this if you want, and and it'll sort of produce other ones there, you know.

Gavin McDonald: Oh, as I said before, over time, the more you pick and commit to certain stock images that you like, the more it will learn. But in this instance, actually. And we've got creative that we've created for this campaign. So I'm just going to upload that. So you open your media library. You can see here. This is a library of every piece of media that we've ever uploaded to the Motor Neuron Disease Association account. And here's our banner image for the campaign. So I'm going to select that.

Gavin McDonald: And then also I can upload some additional images. So we've got, and

Gavin McDonald: an incentive t-shirt, which will be good for our emails and our microsite

Gavin McDonald: and a map image sort of asking people where they are. 1st donation badge which we send in our emails

Gavin McDonald: and the banner image.

Gavin McDonald: Just a nice graphic that we've done. And then a sort of call to action to share your pictures into the group. And we can bulk upload these

Gavin McDonald: hopefully.

Gavin McDonald: my head of engineering is not gonna be happy that I tried to do a bulk upload on a demo. There we go, and they're all getting added to your media library now, so you can re access them later and later, and stuff like that as well and cool. So that's you got your creative in next.

Gavin McDonald: it's still loading all these images. Actually, right?

Gavin McDonald: So now, it's sort of generating your fundraising defaults. So it's taking the banner image put in

Gavin McDonald: and default, setting that as your fundraising banner image

Gavin McDonald: again, if you wanted a different one, or you've got different aspect ratio. Sometimes it's quite nice for your campaign microsite to have real people. But then for a fundraising page, it's quite good to have graphics or something more abstract, because what we find is

Gavin McDonald: when the banner image on the fundraising page people don't identify with it, they tend not to share it as well. So, having something more abstract or illustrative can be very useful for that until they personalize it themselves.

Gavin McDonald: We've also used AI to generate the default fundraiser title for you just to get you going. But you can change that. And again, we've actually used default AI to generate the fundraiser description based on best practice and learnings as well. Now, obviously you would review all of this, customize it, make sure that the AI has produced what you want it to produce and then continue.

Gavin McDonald: And that's me done.

Gavin McDonald: and I've got the setup page. There's a bit of a summary on the right, and this is where I create my campaign, and once I create my campaign, I get dropped

Gavin McDonald: here.

Gavin McDonald: which is the new campaign overview area in your campaign dashboard. So anyone who's familiar with social sync is we've got.

Gavin McDonald: you know, graphs, support records, T-shirt merchandise orders, forms, journey transactions, ads, data. So that's all in your dashboard. But we've introduced this new overview area so that you can kind of

Gavin McDonald: double check everything. You know. We've got income coding that you can attach to

the campaign, and you can hit edit. And it takes you straight to the new edit area, which is really intuitive and friendly. And you've got tickets performance. If you built tickets it will show you how your tickets have sold, how many are left?

Gavin McDonald: It's got your registration flow that you can grab the URL, for it shows you the conversion rate of your flows. But if you want to see more analytics, you can go in there. And again, same as our custom forms. You can build as many Reg flows as you like, but the primary one's been created for you, and it's sitting there.

Gavin McDonald: You've also now got your fundraiser settings, just to make sure that the end dates, and all that stuff is how you want it to be. And then it also shows you the other platforms that are enabled. So by default. Our system will

Gavin McDonald: set the same stuff for Facebook, just giving and gofundme, but you can just go in and make them different. So the fundraiser title and just giving can be different to the fundraiser title on Gofundme, the banner image, the description, everything. So you can

Gavin McDonald: go into that and edit it if you want. But the main thing, what I'm gonna move on to next is microsite. So on the right here, you've got a preview of your microsite

Gavin McDonald: that's been auto created as a result of you going through the campaign creation wizard.

Gavin McDonald: And we're working on some basic templates so that you know not everyone's default micro site is gonna look the same. And but we're gonna output a really simple one with a hero image your campaign description, your totalizer, a leaderboard, and a content block, and then you can go into that, and you can edit it

Gavin McDonald: to your heart's content, and you sort of preview it. Publish it from here if you want to, or you can go straight to the builder. So I'm moving. You guys around and and edit your site. Now, anyone who's used our system before be like, we'll know that we've got for forms and emails and and journey building. It's sort of a buildable object framework. So it doesn't matter. If you're building a form or an email, it's very similar interface.

Gavin McDonald: And essentially, our microsite builder works in the exact same way. So you've got sort of macro settings for your site like your Google analytics, your pixel, your default site header and footer. Do you want this to be a dark footer with a white logo, or do you want it to be white with a color logo?

Gavin McDonald: And and then we've got some high, level styling like font.

Gavin McDonald: background colors and stuff like that. Then you've got pages so you can build as many custom pages as you want. And in this case we've got home. Page, a leaderboard, Faqs page fundraising pack. Then in your pages you've got blocks, so we've got a locked header and footer. We've got a hero block

Gavin McDonald: and the hero block. We've got a bunch of layouts that you can choose from. They'll just quickly reconfigure it so you can do fill with image with a content block.

Gavin McDonald: and you can change the position of that content block. You can do 50 50 with the sort of theme here, cut out if you want or you can do something like this.

Gavin McDonald: and then you could change that theme and have a mask around the image. Really, as the world is your oyster. There's so many ways that there's a bunch of preset layouts, but once you're in the layout you can tweak it massively so you can apply different themes again, you've got access to your media library and shapes that you can put around images and sizing fits all that stuff and text container again. You've got a rich text, editor. You can change the font coloring, scaling

Gavin McDonald: you can disable that if you want, and you can have up to 2 buttons on most blocks. So this is a register button.

Gavin McDonald: and and it's pointing at this form, URL, but you can just quickly grab Urls from other forms and flows and insert them here, or you can, you know, go and get the URL of your Facebook group or your Strava community, and just put post paste that in. And or you can even send people to other sites like campaign sites on other platforms if you needed to, or if you wanted to.

Gavin McDonald: And but then you've got colors.

Gavin McDonald: splits, padding, all the sort of stuff you'd expect. Same for totalizer. We've got different layouts of totalizers and different coloring. We've got stats, blocks where you can sort of insert total miles ran. Total times.

Gavin McDonald: People have logged activity. And then you've got your leaderboards, which can be sort of dual. So you can either have like 2 tabs for your leaderboards or 2 columns, or you can do separate ones. But anyway, we're running out of time, and I'll talk about this forever. But this Site builder is meant to be super easy for you to use and build something that

Gavin McDonald: reflects your website. And we've got lots of blocks with lots of configuration options. We're adding more before the official release of this. So we've been testing this for a while. And if you're using it, and there's not a thing that you want, we can build it for you. So if you want to count down Widget to show when your event starts, or you want a gallery view of a leaderboard or something like that, we can. We can easily spend those up quite quickly.

Gavin McDonald: But I'm going to hand back to you, Naz, because I've been talking for a while.

Naz Sadati: Thanks. Gav, and hopefully, that that was exciting for you all as much as we're excited about it. I'm going to start sharing my screen again. There we go, and, Stefan, I'll hand over to you. To talk us through how you can get in touch with us.

Stefen Fowler: Yeah, absolutely. Blows my mind watching Gav go through some of these new features. Some of them are new to me today, so very excited to start using those with with our customers. So in terms of what's next. And there's there's a lot of people in this webinar today, a mixture of existing customers and and potentially new ones. So

Stefen Fowler: in terms of next steps, anyone that's been using social sync for a little bit of time will be

very familiar with Naz so definitely reach out to her, either through the in-app support functions or directly via her email. That's on the screen. Today, I'm sure we'll drop them in the chat in a moment as well. If you want to click on that kind of thing. I've also uploaded for anyone is potentially new to social sync or wanting to explore some of the

Stefen Fowler: newer. V 3 features that we've demoed today. Either drop me an email up on the screen today, or hopefully, that QR code is scannable and we'll go straight into just my availability in my calendar. If you wanted to go through a bit more of a deep dive, demo and run through of all of the feature sets we've gone through today. So you're very, very excited to hear from you.

Naz Sadati: Amazing. I will leave this screen up in case anyone wants to scan that QR code. But we will move on to some questions. And actually, before we answer those questions, I do have a poll just to run. So if you could

Naz Sadati: answer that poll for us, that would be brilliant, and whilst you are answering those questions, then I will take a look at the questions that we've not gotten around to answering yet. If you still have any questions that you would like to ask, then just pop them in the in the Q. And A. Now, and we'll go through those. But we do have a question here. In fact, this came up a couple of times.

Naz Sadati: is there functionality? Gav, to copy email pathways from previous campaigns to new ones in v. 3. And I'm asking this because I know this is something that has been on our radar, hasn't it? But yeah, I'll hand that over to you.

Gavin McDonald: Yeah, so that is very high up our roadmap. So we've got the functionality to save email templates. We actually have functionality to save form templates, but it's not

Gavin McDonald: widely used, and I think we've hidden it because nobody was using it. And what we're working on at the moment is the ability to save an entire pathway. And so if you've got a really good leads onboarding journey or a registration onboarding journey, you can save that pathway and load it later, and the plan is for the wizard flow is when you go through it you can choose which template you want to insert, and as part of that. So that's a hundred percent planned for later this year.

Gavin McDonald: I'm not gonna get into trouble by telling you when but it's it's coming soon. Keep an eye out, and no doubt when it comes we'll be shouting about it because everyone wants it.

Naz Sadati: Amazing thanks. Gav. We also have a question here from Holly. So Holly has asked.

Naz Sadati: You

Naz Sadati: say that you sign up to London Marathon as part of your official registration. Oh, Gav, are you typing? Because it says you're typing an answer here?

Naz Sadati: No, no, I was gonna type it. But

Naz Sadati: it says, yeah. So you say that as part of London, Marathon, your official registration with them, they automatically set up their own fundraiser. Can the individual then add this existing page to

their fundraiser.

Naz Sadati: I think I understand that, but I'm not.

Gavin McDonald: Yeah. So

Gavin McDonald: putting aside, like London, Marathon specifically. And this is exactly what social syncs designed for. And this is what we're doing with a lot of our big clients like Aruk, and others is.

Gavin McDonald: you might have a you might have a platform that supporters required to use.

Gavin McDonald: And but then the supporter also wants to create a page on just giving, for example, or a page, and gofundme and supporter choice is really at the heart of what's driving social sync is like, we don't think your supporters are wrong. If they want to give you their time and money and effort.

Gavin McDonald: you need to be enabling them not telling them. No, you've got to close that page because you've got to use this one kind of thing, because this is the one we import. So how social sync works is, we can import fundraising data from pretty much any platform

Gavin McDonald: and and pull that into their hub. So it's kind of platform neutral in a way. So their their social sync page is more of their hub for their registration or for that campaign. So a hundred percent. We could take another platform that we don't directly integrate with, upload the donation information and have that in a single place and and help them link to that quicker.

Gavin McDonald: so the answer is kind of yes. But there's certain platforms who are partners like Gofundme and just giving. And Facebook, who we work with really closely, who you can create fundraising pages with. And then there are other platforms that we're working to partner more with. But then there's also just data that we can ingest and facilitate the experiences that you want to deliver

Gavin McDonald: fundamentally helping people raise more. Because if you empower people to raise on the platforms they want. They're more likely to raise more for you. And that's why we don't really position ourselves as a fundraising platform. We're more of a fundraising management solution for the charity and for the support or participant.

Gavin McDonald: And there you go. It's a rambling answer.

Naz Sadati: Thanks. Gav, I've got a couple more here. We have a question from Vanessa asking, can it also use and fuse as an option.

Gavin McDonald: So we don't have an Api to enthuse at the moment to create fundraising pages on enthused but we have chatted to them in the past, and we'll continue to chat to them. And if there's a specific sort of use case that a customer wants to explore, please get in touch, and we can see how we can help you.

Naz Sadati: Thank you. And one last one that I can see here from Charlie. Hi, Charlie, nice to have you on the call. Is there a video or a transcript of the user experience of registering and setting up a

fundraising page? It'd be great to see and understand

Naz Sadati: how the prompts for setting up multiple fundraising pages are phrased. And my answer to that Charlie, is, if you're interested, then please pop me an email because it'll be good to hop on a call, and I can show you that whole process and the same goes for everyone. If you are a current social sync user, then please do just email me, we can jump on a call. And I can show you that whole user experience.

Naz Sadati: Or if you are new to social Sync. Then please do hit Stephen up.

Naz Sadati: We have another question. That's just come in here from Jane, saying we are a very small charity. We have just done our very 1st virtual event, which worked really well for us, but small we are looking at now, doing a step challenge in September, and already have the free plan with social sync, but not used it as yet. I'd be interested to know how we can use it for our next challenge and what the cost would be

Naz Sadati: jay you.

Gavin McDonald: That's a question for Stefan. I think.

Naz Sadati: Yeah.

Stefen Fowler: Yeah, Jane and I are going to become best friends over the next few days. And, Jane, I will. If you drop me an email with or drop me an email. So I've got your contact details. Or I sent a link in the chat to book in with me. Great to go into the detail of that as when you're ready. But

Stefen Fowler: as Gavin shared earlier, although maybe the the legacy of social sync has been supporting larger charities with the the kind of more managed service approach. Social sync is absolutely able to be used for any size charities. And it sounds you've already had a bit of success with, anyway. So yeah, let's jump on a call, and we'll go into more detail. I'll look forward to it.

Naz Sadati: Lovely any other questions.

Naz Sadati: I can't see any remaining.

Naz Sadati: If you do think of any questions afterwards, then you have our contact details, so please do reach out to us. We are always more than happy to help, more than happy to support. So please do reach out. But it was really really lovely to have you all join us today, and thank you as well to Gavin and Stefan for joining us.

Naz Sadati: We do look forward to seeing some of you all in some calls very shortly, but if you have any questions, if you need anything from us, then you know where to reach us. I hope you all have a lovely rest of the day.

Naz Sadati: and we'll see you all very soon.

Gavin McDonald: Thank you. Everyone. Thank you so much. Now.

Stefen Fowler: Everybody.

Naz Sadati: Take care bye.