

Events Team - Website

Wed, Nov 13, 2024 12:33PM 12:27

SUMMARY KEYWORDS

social squares, leukemia care, event branding, website updates, fundraising packs, email signatures, template creation, brand awareness, user experience, short term fixes, long term planning, patient feedback, website control, event promotion, fundraising identity

SPEAKERS

Speaker 3, Speaker 1, Speaker 2

That we need to be more

aware social square that Laura just made for, I think London, London to Paris. I love that. And then I've got one for Hackney. Half, remember the one pack me half, that's one person. And I love that. And I love that. We always do that. So that's like, synonymous, to me, with leukemia care fundraising, we have those sort of images, but the social squares, for instance, that we've we've got recently, I mean, I'm finding it's just absolutely love that, and I think they're the things that I look at, and I think we need those for all of the events. She says confidently, and now can't find it, but and it says what I'll hear is, and it says what it does, let me get it up on my screen, and I'll share it. I yeah, let me just share my screen with you. See so

yeah, and see that. So we wouldn't necessarily, if it was on the website, I think wouldn't necessarily have the bit at the bottom, but that, I just love it. And I just think it speaks London to Paris, the London Eye and the ice. I really just think it's simple. And there he is in his his new style cycling top, which is our new colors, and it's fabulous. So you know, if then we could have that as the square on our web page, and then all of the any promotion that goes for London to Paris follows through that social square. So it's like, it's like its own logo that is London, yeah,

if we have them that all

go together, or that match for the different events, yeah,

you know, then we'd have one off, you said, the marathon, whatever we had them, we had something similar before, where, remember when the Sheikah set them up and each and we have that quirky

writing, and each event had its own social square. Remember that?

One with the writing. I think Nicole did that for the website, but now it's that we've we changed it, and then so

I'm looking at short term fixes the website and long term fixes maybe we brought with a style identity the next fundraising we set it and as part of the planning cycle for 2025 we create a whole set of images that all look, yeah, in the same style, but obviously event by the event. And we could update the website in one house, and we can roll it all out. And then, actually, yeah, obviously we can slot into the diary of let's just knock out all the graphics in one go. I'm also thinking this because I'm really silly for resources, but it's another one. For people taking part, if we created on Canva on based on that style, like email signatures for people, so they could download them and put them in their email with and put them in their email with their links. They're just giving all the little things like

that, Marathon, yeah, yeah. We just have the templates that we can change for every event. So

template it all up. You spend a period of time every single year templating everything, get it all ready for the next year, or even the year after that as well, and then we know what we're doing with it, getting all that crap in place. But yeah, I think squares on the website all two different at the minute. They all jump from

different styles.

But remember that one? That's not the one I remember. I know what you mean. Yeah, those ones.

And we had every, every single one every single event had she had a

Yeah, I think they might have been for England, yeah.

And then,

yeah, anyway, so yeah, every, every event had them. And I don't know why they're not opening, but they're not, probably because they're old. I think we go, but they all have them. So, yeah, I don't know what you think about that, but having something that's that's not the same, but the same without being the same. So she then has its own identity. But when you see it immediately, thing gets leukemia care, because on the website, it's on any promotion. We can even use it on the just giving

pages for the campaign, things like that. So it's like, it's a brand. Is a brand per event, and in just it's that sort of familiarity, isn't it? It's like, oh, you know, and people that are already in it see it and know what it is. It's like, oh yeah, that's, that's the event I'm in, you know, just creating that sort of like brand awareness, really, I don't know,

because at the minute, like, I obviously do make my own like email banners and like the Facebook group thing and like thing that we put on the just giving campaigns. But really it should all look like the same. It should all and you

might be thinking that, but I like that. You know, I like my like that. It's like, it's like an identity, and each event will have one, each event will have an identity, but it's the same, but completely different, because the visual like London to Paris is just, I love it. And then there was one that you did for, I don't know if you did it Zoe or if Harriet did it, the the half one,

yeah, because I used,

I used one I did, used one that you did, you know, for the London Marathon adverts, where it had, like, it had like black and then it had, like, the text boxes, yeah, I think we Use that for a social square, just to sell places, but it does look slightly different. So, yeah, I think it's more especially on the website. When you see, like the list, we just need to make sure it all kind of looks right together, yeah. And at the minute, yeah, there is obviously a certain format, because, like, there is, it does block some of the images and stuff. So I think short term solution, we find something that works for now, and then we look at long term how we lay it out, yeah, it would be important for it.

We've got five minutes left on the meeting time. Is there anything else that you want to say about website? Generally, you can say whatever you like.

Yeah, it was gonna say about the, you know, the forms that people fill in that are there that are just, like, request a fundraising path, yeah, stuff like that. I think there are also random ones that people have just googled before, and they might have found, like, an old form. And then, yeah, oh, where did that come from? So I think sometimes, like, Yeah, I think maybe we could try and see what forms exist. Because I think there was a really old one that someone filled in that was, I can't remember, and we did at one point, if, like, if it was a generic request to fundraising pack, we had to add it in where it's like, are you already doing an event? So that then we knew who was asking for it. But I think that could be looked at a bit more to do it, so that there's a form that makes sense for everyone, whether they're doing a specific event or their own thing.

Yeah, just remember there being loads of variation.

So yeah, I mean, from my perspective, I'm going around every department, and there's a few weeks gap after this week because of people being a holiday and stuff. But what I'm doing is going around everyone, if I make sure everyone at the charities listen to Bucha. I'm gonna compile absolutely everything to a document. So it'll be about what bigger picture things that people are all saying, the problems, like navigation, all that sort of stuff, and things that we might do to address it. And then we'll probably have a section on short term fixes as well. So like, yeah, bits of imagery that they're gonna try and fix in the meantime. But I want to, like, share it out with everyone to make make sure everyone knows that everyone sort of talk about the same things, which is really good. We're not hearing anything that's really a shock to us, but it's good that everyone is on the same page, which is a really good starting point. But I want everyone to have to read what we're all saying so we're all on, we can work out what bits of information we're missing internally, and then work from there. It's one hell of a job at this point. The more pick it, the more I'm like, Oh God, I wish I started this job. But I mean, the

kind of world tree, yeah, really? And I think, you know, I mean, I'm not telling you how how to do it, but I think, like, I say, I look at loads of different websites, because I'm, like, looking to see how much they're charging, what their fundraising is, what their story, they're saying, and what they're using. And I've gone through sort of like, cure leukemia, because Barry hog day, when he was on one of his events abroad, he met a team of guys that were were cycling for cure leukemia. And that's when he came to me about London to Paris. And I said, Well, we do we have it, and that's how that conversation came about. And so then, of course, I was straight on to curly Kiwis website, then looking to see what they were doing and what's going because they were saying, Oh yeah, we're doing it next year. Blah, blah, blah, so, so, and it's really interesting, but I know we know what we're looking for, so we know where we're clicking. So that's sort of like half the battle really, but it's really interesting looking at other people's websites and seeing how easy and and how what they highlight and what they don't. I mean, that's only from an events point of view.

The key thing that we get to do, obviously, although we're like a Portland stakeholder and all that, we're not, we're not the end user. This isn't aimed at us. So I want to do the same sort of conversations with patients, bring together groups of people and talk about how they would physically do it. Yeah. And then when we do get the stage where we're building new things, like, testing is just as important as anything else, and we need to test, test, test, test, change, tweak. Like we can't just go right, we're going to build this and then test it on people, because you people, because useless. We've got make sure it works. And like, people are going to use it in the same way that we're thinking and like, language and how would you refer to things? One however process. But I think the fact we're doing it this way means it should be a lot, lot more practical by the end,

will we be more in control of the website? Will you be more in control of the website

in terms of part of the building brief? We could say, because we've had so many problems with we can't edit that, we can't edit that, we will be able to say from the beginning, we have to be able to edit that, and we have to have more flexibility with that so we can breathe it in from the beginning. I think when we did last time, it was such an unknown, we just sort of went along with what we were told, where we can be a bit more like, yeah, quick fix, get it done like, whereas now we can say, well, we need complete control on that, templates for that, or it's all those sorts of things. I

mean, we need to update it as and where, yeah, you know, as an asset, then sell out. Do you know so when an event sells out already, put a waiting list for the next year, that type of thing, we need to be able to go in there and update things when we want to not

which is what we doing this afternoon with

de la to micro sign in a

different Yeah the delight Microsoft. So we're.