Gifted Webinar 4 | Fundraising communications Transcript

Amy: Welcome everyone, thank you for joining us again. I know some of you have come back from previous webinars and we've got some new attendees as well so welcome to you all. My name is Amy Stevens for those of you that don't know me. I'm chief exec at gifted and I'm joined here by Leigh Titman who is our comms and design specialist. And today we're talking about communications strategies and how they fit in your fundraising mix and why now they're more important than ever really. We will be recording the webinar as usual so that'll be uploaded to the website and you can visit our previous ones as well, they're all up there. Questions please do put questions in the Q&A Panel, and we'll address those at the end of the presentation. And Yes, so leigh is here with me Leigh is our comms expert. Leigh has an incredible way of taking my brain dumps of things that I tell him that I want to want something communications-wise to look like and transforms it into something that the donor will want to see so we're lucky to have his guidance with us here today. So, let's get started. Fundraising communications.

What does that actually mean for us fundraisers? And I think we do have a challenge as fundraisers that quite often as fundraising professionals if you are the only person or one of a small number of people in a fundraising team, you're also expected quite often to be communications experts as well. And I do think it's very important that as fundraisers we learn about comms and how it works in the bigger picture because then when you are in a bigger team as well and you might have a comms director who obviously is a specialist in marketing and comms you can still give your viewpoint from that fundraising perspective understanding what the donor needs or the potential donor needs. And in terms of communicating that with them. So, let's think about how we communicate. Lots of different target audiences that we might communicate with as fundraisers so obviously there's your current givers those people who are already supporting the organisation; potential givers very different message there obviously to those who are already engaged. Internal and by that we mean either within the charity itself or perhaps, let say you were a hospital charity how do you communicate across the hospital team? And then of course that outward wider media.

And obviously then there are all the different means to consider so, how what methods do you communicate through whether website, social media printed, literature, overall brand etc. And quite often I think as fundraisers we think "yeah I communicate with my donor absolutely" but really now is the perfect time to drill down and think "are we communicating to these groups in the right way?" And an example which I learned which I found really interesting from, at a conference from somebody who was at a wildlife charity and they were finding that their individual giving was dropping off at around the 6month and the 18month mark. No idea why … that regular monthly giving so they filmed videos they got their park rangers to film videos just little selfie videos saying "thank you this is what your gift has done at your local park" and that was sent as a thank you at that drop off point in the giving so at the 6month and the 18month, to the different regional groups so donors within that region and it actually had a massive impact on stopping the drop off rate. So actually, really thinking about it and trying a more personal approach had a massive impact in actually the income and how that worked so really interesting I think that we really drill down and think about all these different groups and how we actually communicate with them.

A good thing to do to help you understand that is a communications audit. Now nobody should be afraid of a communications audit, so if you appoint a company or you know, whoever to deliver this for you, a communications audit isn't about coming in and saying you're doing this wrong, that wrong etc, it's about looking at the whole picture and trying to make you more efficient and hopefully more effective with your communications. And so why would you do it? You can define with your brand and your message is consistent! And sometimes it kind of takes somebody else to look at that and say "well hey you've got your logo in this position in these documents and in this position on these documents and it's kind of diluting your brand". It could be that you're preparing for a major fundraising campaign which I know many of you will be – capital campaigns or bursary programs or what have you, legacy programs – and thinking "how does that campaign and the communications that will occur around that fit into your day-to-day communications?" Really important that the two ties together they overlap nicely, they dovetail and don't repeat each other. It also helps to make sure you produce only the materials and tools that you really need so it keeps you spend within budget. Making sure that actually you've got the right tool for each element that you need to communicate and you're not producing things because "well maybe we should have a leaflet for that" actually: do you need that? Should it be a download etc? obviously It can help increase your profile, your visibility and your effectiveness and ultimately achieve your goals! Both your communications goals and your fundraising goals. So, I'm going to pass to Leigh to talk through what a communications audit should look like. Leigh will go through lots of various scenarios and all the different elements. But to reassure you a communications audit is highly unlikely to say, "you need to rewrite and rebrand and redo everything that you put out there" Highly unlikely. We're just going to talk through all the various elements that could be contained but likelihood is that the outcome is that you need to tweak X and you maybe need to do XY and Z and just to reassure you that that a communications audit shouldn't kind of be overwhelming and mean a rewrite of everything that you do. So, I'm going to pass to Leigh now to talk us through some of the key elements.

Leigh: Thanks Amy. Yeah so what you're looking at here is a flow diagram showing some of the elements of communication audit. If I talk through the parts here line by line so that the green line at the top there is really what we'd do to start with, so we'd assess the day to day materials. Look what there is and that's done really to ensure that there's consistency that it already exists. If there's not, that would be some advice we could give. From there or orange line talks of defining the existing brand and in doing so that enables us to work out what if any elements would be best carried through into the campaign in terms of materials. Now that might be as simple as colour it could be your current brand has blue and silver for instance and in creating a look and a feel and a logo for a campaign, we recommend sticking with the blue but maybe have a gold highlight or something that goes with it. I think you can see already from what Amy and I have said when designing campaign materials for a major fundraising campaign. It's crucial like with any branding to build in elements that your audience is familiar with or at least keep consistency there, so it doesn't look to random. The pink line, that's where we work out what actual materials are going to be needed and define a strategy budget for that and then when all's done we can go into a valuation review and it may come as a surprise but often when we've worked on campaign materials, we've done an audit, ran a campaign, and everything is done with it is often from this process that the campaign is the last set if you like of new design materials and its often in that design

process that there's some things that are done that can then be brought back into day-to-day use. I'll talk more about some examples of that later on. So here we've got elements of a communication audit that we actually look at when you think of your overall communications you may straight away think "right well, we've got some leaflets, we've got a website, we've got a logo" but here as you look round this diagram you can see there's a whole host of stuff from display promotion banner stands to what typeface what imagery. Does our imagery have a certain style to it etc? and while a lot of this may be tied up in some brand guidelines that you've got, or maybe not, the whole point of the audit is just to regroup on everything and from my experience even some of the bigger companies that have really tidy brand guidelines real sort of in depth ones they may have been last updated a few months ago and it could be that the last campaign happened or promotion or leaflet moved things on a little and have new elements in that aren't any brand guidelines so again it's another point of why do an audit? To start approaching any major fundraising? So here just throw out a bit of clarity to what we've just looked at here's a content if you like or a structure of an audit and I'll just talk you through it from left to right. We've got number one and two under audit which are the categories we tend to use for the elements we look at. I've mentioned logo, identity, typeface, stationery, with things like brand elements and brand usage they're quite all-encompassing titles that can cover a lot of things more than materials that are used etc. So, it's quite a sort of abbreviated order that you see here. Number two is the major fundraising campaigns that have happened in the past. If you haven't had any then nothing will appear there but it's important when looking at any new fundraising materials that we're aware of what's gone out to the audience in the past. So, then the second part here "findings" that where we talk about what we've found so is the typeface working well? Is it consistent throughout? What's the stage really like? The brand elements? And really, it's the findings it's how we find things. Same with previous campaigns how they worked how they tied in. Then we take all that and as part of an audit give recommendation on not only day-to-day in number one there but number two the fundraising campaign that it maybe is planned. What that would entail? Whether it needs a logo? If so, along what lines? What elements could be carried through from existing etc? And as Amy said it may be that your day to day, perfectly sound as it is, doesn't need anything doing, maybe needs a slight tweak but the whole point of this is to familiar whoever's going to do your fundraising campaign material design, it is to familiarise them with what you have already to make sure that the fundraising stuff is as effective as it can be. And that is then covered as you can see on the right column there into a strategy as part of the audit. What the elements are, what the materials will be, as requirements.

And then we've got here a table of the fundraising materials that we tend to propose not all at once, it depends on the individual client but here is sort of the main mix of stuff. You can see at the top there the online tools highlighted so in recent years we've done a lot more, a lot more emphasis has been put on to online tools in the foremost and then offline and events just to supplement. I suppose it's no different to a normal company. Your website is the core of your marketing and everything else sort of supports that so, certainly for a quite a number of campaigns we've gone and produced a separate microsite. It's fine to put campaign information onto your existing site, maybe have a campaign page, but often it's not enough and having a separate microsite really does give the campaign it's best chances and you can see here there's some additional things that we've developed like live gift trackers etc. that are campaign specific, online giving that we can provide as part of that. The offline material part, that of course has some overlap and traditionally offline

would have been more what we would have created so scale of giving, gift card etc. Giving programme, and what we're finding is that we still do those, but they end up as downloads within the website for instance unless an event is held and then they're printed out for those.

Amy: I'd just add here as well you know we're talking a lot here about lots of different materials whether on or offline but it's really important that you think about the whole bigger picture of the charity especially if you're going into a campaign so that you can use this process to think about what it is you really do need so we said earlier you know produce only those things that you do need so think about the whole picture which this helps with. And then you can produce those things that actually will give best benefit for you. Thanks Leigh.

Leigh: Okay so I've got three more slides to take you through with some examples which I think will be helpful given all what we've just talked through. So, slide one of three here is giving some campaign logo branding examples. It may be your existing logo has a tagline under it or a slogan and that slogan could easily be changed to be the name of the campaign, but we've found in our experience often to create a bespoke campaign logo can be quite a helpful way forward. Of these three examples the middle one there cathedral isle of Mann that was a complete rebrand for the cathedral and in that instance, we felt that the logo itself was enough to launch the campaign with and didn't require further complication. Just talking through them, the one campus plus logo there if you look at the second word. And this goes with any logo. Often a logo, people just regard as a logo and that's it but certainly the ones that can be more effective are the ones that have a bit more to them – a double meaning often I suppose it's referred to – and the one campus plus one is no exception where the P plus word has a little bit of cleverness about it but then in that image there as you can see the P has been used for some campaign specific titles and slogans like Potential here relating to this was a campaign for a school for sports, sports equipment etc. The cathedral of Mann one we put it in, been trying to work out what's in the middle there, it's a little blurry but basically the swishes relate to a sculpture to Archibald Knox, I think was his name Amy correct me if I'm wrong.

Amy: Yep.

Leigh: And his works are quite well known in the Isle of Mann well known internationally Brad Pitt was a collector I believe, and the swirl is really recognisable. It's his work so it's partly how it ended up as the cathedral logo. The cathedral houses quite a collection of the stuff. But we broke it down into different elements of swirls which are described there as I mentioned not to clear to see but there's the G of St. Germans which was the original name of the church etc.

Amy: I think, the swirl Leigh that was really important for us on that project of getting people to connect with the new brand because it was completely renaming the cathedral as cathedral isle of Mann so it had had many names the cathedral church St German Peele cathedral etc and actually using that breakdown gave elements which would connect different people to it. So, it was important that we did explain that logo in the rebrand and the launch of the campaign.

Leigh: Yeah, definitely. And on the right there the lime tree campaign we used obviously a picture of the tree there but you can see in the middle it's zoomed into a bit more so we used it as quite an abstract shape in places which makes it more than just a logo, it I suppose what I'm describing is that it becomes more part of the branding so with all these three examples at the bottom, you can see that the logo's there but the branding as I call it has more elements to it. The one campus plus which has a sort of silver tone and swish to it that became an element of branding their deep swishes swirls with the cathedral isle of Mann in the top there next to the logo that's got more of a stamp approach. And with lime tree the tree symbols are quite a major part with the background colour but at the same time there's some seasonal images there with sketches over which I'll talk through on the third slide which added to their brand.

So, just for slide two here to demonstrate some consistency which is also key in campaign branding as it is with any branding, this here shows the home page of the mic-site top left campaign brochure cover. Top right, then we've got a scale of giving which has got the swish repeated there but inside of the campaign brochure and some banners and other materials there but I think overall consistency with branding and design is really important with fundraising and I often use the example of a well-known bank. Their branding and logo is always well thought out, clear, consistent, it gives a sense of confidence and security and with fundraising it's no different. If a logo is just knocked out that's not the right standard or inconsistent or the materials aren't what you see here, when people are dealing with money and with campaigns quite significant amounts of times, it's so important that all of this mirrors if you like, the same approach that the national banks take. And then slide three we've talked about this a little bit already but there's a full of keywords that we introduced for the one campus plus campaign. We did a photo shoot onsite and achieved these individual photos to represent each area of that particular campaign. And then down the bottom and I mention the seasonal images. With the limetree campaign, it's a hospice that basically had photos of carers with patients etc but for their campaign we wanted to make it more – trying to think of the word Amy – we wanted to enable it so that everyone could relate to it. Often with photography when you show a picture of a person – maybe of a certain age – it's quite common for just that age group to relate to that picture, that person. So here to get around as well the patient picture type confidentiality issues, we came up with this illustration idea. So, you've got here a couple. It probably would be patient and relative and you've got the couple on the left walking. That could be a couple of relatives and they're basically just depicting across the four different seasons, so all the year round, what this particular organisation and to help both patient and relative. And you can see there the curves there, that word can describe that.

Amy: Yeah, I think its especially imagery in a hospice setting sometimes. And we touched upon this in our legacy webinar when we spoke about the imagery used in legacy leaflets for quite often hospices and hospitals you know can be old people and carers looking onto sympathetically and that's not really the message we wanted to give. We wanted to give that message about the good work that happens, and this was the perfect solution to that.

Leigh: Sorry Amy, if I can just add, I mentioned earlier about how campaign design can go on to affect and be of help to day-to-day materials and the Lime Tree campaign is a primary example where be it these four seasonal images, perfectly lend themselves to be adapted as generic adverts or sections on the website or areas where will benefit to this typical hospice

demonstrating the grounds they have that just a branding theme that they could pick up and use for day-to-day. It can be seen, yeah.

Amy: Absolutely, and, you know it's hard quite often as fundraisers to get investment in this kind of material – you know, we all know going to a board of trustees and saying, you know, I need X amount to develop the brand and what have you can be a challenge. But I think when you really look in depth as Leigh said, that image of trust and professionalism for a charity is really important. And really thinking in depth about your branding can help that so hopefully some of these examples have just helped kind of focus the mind a bit and think about where your charity is and where your materials might be or maybe already. So, the next thing I want to talk about is online giving and for me particularly, personally, it's a bit of a challenging one for me because I have always worked predominantly in major gifts. So online giving you know is not generally where your major gifts come from. However, especially during COVID-19 and the fact that more and more things have gone online, think online giving is becoming more and more important, having that way of engaging people when you can't gather mass numbers of people in locations etc. And making it easy for people to give. So, to clarify, we are not remotely suggesting that an online giving program should replace any of your other giving systems, but you really should think of it as part of your communications, as part of your overall package. And we do want to make it easy for people to give. So, you know if you go onto a website and you've got to click through this and then there's you know you go to another page and another page and oh then can you print and send us this gift aid form? People most of the time will click off so we need to make sure if you have an online giving system it is one that is really easy for the donor to navigate through. So, the benefits. The obvious data capture. There are ways through using just giving and virgin and other platforms that you can get some of the data from your donors obviously there are registration and fees that apply there so the benefits of having your own bespoke online giving is that you get that data capture, you're then able to communicate with those either new or repeat donors as you go forward in a GDPR compliant manner. It has the options for or should have the options for both one off gift but also those monthly gifts so actually instead of somebody going onto a platform and sending £20 might they sign up to £20/month with the right persuasion? And there can be minimal fees involved. These platforms do not have to be incredibly expensive. It gives obviously that impression and the belief that you are professional and trusted, that it's there on your site and its within your brand and what have you. And they can be designed for different sectors so you know it will work an online giving program will work in different ways for all the different sectors. Leigh before we go onto how does it work, anything to add from your perspective on the bespoke?

Leigh: I think you covered it there Amy it's just linking back to what I've gone through already, it's consistency, it's you've got someone on your website that's gone to the giving page or donate page and then they're being bounced to a generic one like virgin giving, it just isn't very brand consistent. Sure, where they're going to is trusted, but of the bigger charities that tend to have the all built in bespoke online giving at the moment, that you have a better feel, it is more seamless. I think of all the reports, tests, etc that are done with online activity, it's always when you have to click too many times or go through to different looking websites etc or virgin giving etc that people drop off. It just makes it too difficult for

them. And that's before we get into how if we have to do different things to sign up gift aid etc.

Amy: And in terms of a communications audit Leigh, am I right in thinking that you know this is something that actually would form part of that and if there wasn't a system in place you would address that as a part of a comms audit and if there was you would look at perhaps the effectiveness of it and any tweaks that might need to be made.

Leigh: Yeah very much so. A company's website is something that's looked at within the audit and its online giving ability of course comes into that particularly if we're looking at putting recommendations in place for an upcoming fundraising campaign.

Amy: Ok thanks leigh. So, Leigh is now going to talk through a system that we've created so you can get an idea of, from our perspective, what an online giving system should look like. So, I'll pass to you, leigh.

Leigh: Sure, so to just to give you a bit of an introduction we came up with this system because we're aware that with a lot of charities out there they're existing web providers were asking a lot of money to bespoke create them a better online giving system. So, we thought why we don't create one and then we can basically provide at a cost to clients and it helps them because everything is then seamless, and donations can come in and it was with COVID-19 that particularly speeded up our approach to this. And this is the system that we've got that's really affordable and fits the bill exactly and also from a branding point of view. So, when we talk through them, these sort of features and benefits slide by slide, just go back for a sec Amy. That first slide: quite a good demonstration of the structural layout of the system. Obviously, you're just seeing the top of the landing page there but we've designed it so it can be tailored to look like your existing branding. So, at the top there you can see where it says 'logo' that's where your logo would sit. The colour let's have a look, the brown colour, the goldy colour, that would change to be your colour. The imagery, that would change to be your pictures or pictures of what you do and the titles there and the text all that will change to be relevant. But, the basic structure within this system would be set. So, where the boxes appear, they would appear that way, but their shape can be altered so at the moment they're square at the moment you'll see that the actual amount buttons are round, but they can be square etc. so we've got quite a lot of flexibility. It's not like it's an off the shelf template system. We've actually made it and we've made it so that we can change it. So, within reason we can make it look really seamless. It's hosted by us so it sits alongside your existing website but the benefit of that is you don't have to get your existing web guys involved. It literally from your donation page you go straight, well the donation button would go straight to our system. And because it's bespoke, designed to match here, it gives that seamless approach that keeps the trust and consistency there. But once you're in it, it does everything that we needed to do. This is a sort of page diagram. Again, it will be a bit blurry you won't be able to read it in detail, but If I talk you through it, the two pages on the left there that's showing a mobile layout and a desktop layout and the pictures there, the girl and the forest. Then across the top row is if you were to want to give a one-off payment and that takes you through all your details, GDPR. The next screen is gift aid, then there is payment confirmation and you'll pay by PayPal account or credit card through PayPal and then there's two black screens are there. PayPal screens which are

standard and then a thank you and confirmation at the end there that allows you to move on elsewhere in the website. The middle row is if you were to want to pay by standing order. It takes you to the same contact details GDPR and then do you want to pay by standing order? And when you select that it then takes you to a thankyou page which we will cover in a moment. All that provides the standing order details for the donor. And then the bottom row there, sorry Amy, just finishing… the bottom row there is hopefully everyone is following my directions here of what's on screen but the bottom row with the two black screens is PayPal monthly and then thank you again.

So yeah this more a close up of the contact details page. It confirms the amount here we've got monthly donation, you can see the circles there, in this example I think its £120 that its picked. Then we've got usual contact details, address etc – how did you hear about us? Under that, keep in touch, your options there and then some privacy data stuff, data protection.

Here is a close up of a monthly donation payment summary and you could see their pay by PayPal option which includes credit card or standing order. And it says there on the standing order set up me on online banking. And it's when you click that it takes you through to the thank you screen with the details. Obviously for a charity that I'm sure you're all aware it's that's the preferred route because that's the one when you get the money and no commission is taken by credit, in this case PayPal, or say if you were already using virgin giving there will be commission but yeah, the standing order is the one here.

So on the next slide we've got gift aid and this is one of the major reasons why we created this system as an affordable one because at the minute if you've got gift aid added onto your website and it's not got a system that's complete like this, you are relying on potential donors to find it and click on it and do it separately and that obviously is a lot of income so here it's all built in to the system.

And then here we've got an example of how the PayPal screen works. The PayPal screens have complete confidence because they're not created by us, they are PayPal's but we've made it so they position over the online giving system. You can see that in the background greyed out. People are used to these screens but where the Xs are at the top there, and indeed in some of the smaller middle part there. That's where your charity name appears so It's all properly coded in PayPal. So yeah, it's really no fear of it looking spammy or scam like at all.

And then the final screen here is an example of the thank you for a one-off donation. And you can see this works also for monthly donations you can see we give here the standing order details and also most importantly a payment reference. And the reason for this in the system is that if someone sets up says they want to give like in this example £15 and they want to do it by a standing order, the point here is if they were to set that up for themselves you would have a payment in £15 but you wouldn't necessarily know who had made it and here the reference allows you within the system to then go right we've had a payment in £15 the reference on the bank statement is XY… and you can then marry that to the information you've been given here from someone completing a donation. So, you can marry the person up and do the things that Amy spoke about earlier, the follow ups etc.

Amy: Excellent, thanks Leigh. So, I think, hopefully that explanation has kind of got thinking a bit more about you know all those different communications elements online giving etc that you might need to consider for your charity. And with the online giving just to add, you know, we've seen really different examples through the pandemic of people organisations

who never previously might have considered online giving to now really feeling they need that. So, for example churches who rely heavily on that weekly plate giving, you know haven't been able to worship for three, four months. And so, they've been looking at ways that actually people virtually can sign up then for the regular giving their weekly or their monthly giving to the church in order to maintain that and make it a bit more sustainable in the long-term. In case you know another situation arises where people can't be within the church itself. So online giving maybe something to consider for your organisation or may not.

So why communicate now? Has COVID-19 changed the way we communicate? I think it has, I think it's made us all think a lot more carefully about the way we communicate with our donors and potential donors. And supporters as charities as fundraisers. Do people want to hear from you? Actually, we're hearing that actually they really do. Now is the time to communicate. Your supporters want to know what's happening with the organisation. They care about the organisation. And you know so our advice would be: be honest with your supporters. If your organisation is facing challenges because of the last few months and you may have been closed or you know had all the challenges. Be honest about those and be clear about how you plan to address them and move forward and what you see for the future. And how supporters can help. A really nice example of how we communicate and how that's changed: one of my former colleagues who now works at an arts organisation they were closed obviously, and asking supporters to gift their ticket fees to you know keep the organisation afloat which they had huge success with and she personally picked up the phone to every person who had done that and gave them a personal thank you. And I think that was an incredibly smart move, the right move to make, you know those supporters feel even more part of the organisation now. So, thinking about those small things we can do at this time to really connect with our supporters as fundraisers is hugely important. In looking at your communications strategy now, you know, we've talked a lot in our webinars about you know now is the time for strategy let's not waste this time while everything is kind of a bit quieter for a lot of charities. Get ahead of the game, get you communications in order ready to you know get out there again and launch any potential campaigns that you may have coming along. And as always, focus on relationships. So, like I said with my colleague former colleague reaching out and making those phone calls, focus on those relationships and really take time to build them over this period.

Now, we're going to move on to some questions if I can have a look in the Q&A bear with me. Leigh, Fiona is asking: could you do a one-off payment by bank transfer using the system?

Leigh: Yes, the example we've given just shows standing order and PayPal but we can add in a direct debit form without question, yeah. And it works very similar.

Amy: Excellent, and Fiona is also asking, which I think I know the answer to: What if you want to arrange online giving perhaps for general funds but also for a restrictive fund or a speci- excuse me – specific campaign? Could that be organised within the system as well?

Leigh: I don't see why not. I mean at the moment the system is just generic. So, its: would you like to give a one-off payment or a regular payment?

Amy: I think on one of our client examples we have you know you could give to project A or project B on there. Is that right?

Leigh: That's right so the boxes on – we didn't show them too clearly on the presentation here but – if you go onto the gifted website into communications as a service, and onto online giving, you can look at these screens in detail and take a demo so you can walk through each screen. And you'll see the two payment boxes quite clearly, the one-off payment and the regular payment. But we've designed it so there could be more of those. So, there could be one for I don't know giving towards the gardens, of a cathedral, or giving towards a meeting campaign so yes, we could have any number really, four, five, six different areas rather than just generic. Yeah.

Amy: Excellent. Any more questions anybody coming in? Those the only two questions we've got at the moment. As always, you know, do get in touch with us if you have any thoughts after the webinar. Any questions my details are on there. Also, our colleague Julie if you would like a complimentary copy of our book, Gifted Fundraising, drop Julie a line and she'll post one of those out to you. I don't think there's any more questions coming in. Thank you everyone once again for logging one. We hope that that's been helpful, and you know just to help to think a bit more about the huge picture that communications are when it comes to fundraising in everything the different things that that may involve. So, yeah. Thank you everyone for logging on. Any more questions? Get in touch and hope you're all well and we get to see you soon! Take care. Thank you. Bye bye.