



Tales from the Secret Giver
Insights from 40 Supporter Journeys



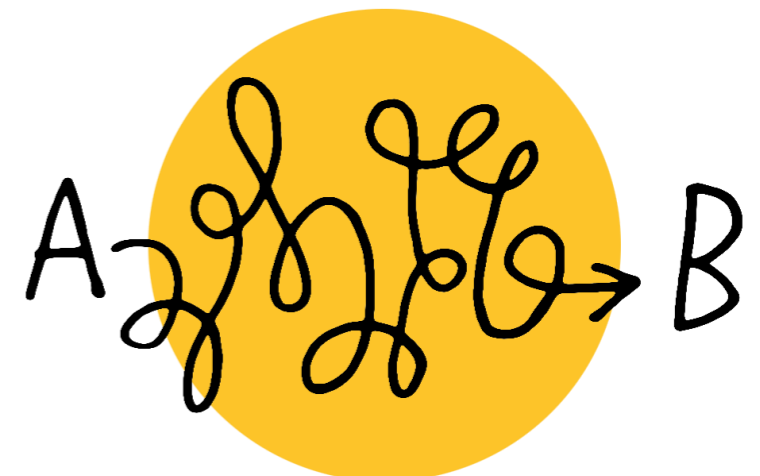
Background

- A year in planning, launched in April 2017
- Membership scheme plus over 30 non-member charities
- Mystery shopping
- Track supporter journeys
- Supporter Care evaluation
- Competitor benchmarking



Background

- Givers are carefully recruited to a specific profile
- Track and evaluate every single interaction
- Measure quality, accuracy, engagements and commitment
- No longer just isolated snapshots of activity
- Overview of entire communications programme
- So far we have recorded and evaluated over 2,500 separate interactions
- Supporter Journeys tracked and tested over twelve months



Some (very) quick headlines

On average an engagement of some kind every 9.67 days...
38 interactions per year

Some even more than this

WEEKLY



68 interactions

52 interactions



Some much less



Lifeboats

14 interactions

6 interactions

**MACMILLAN
CANCER SUPPORT**

Some (very) quick headlines



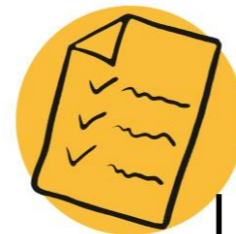
RETENTION
51% of all
interactions were
supporter care or
feedback



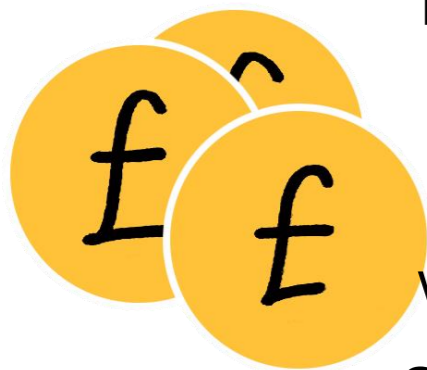
CAMPAIGNING
9% of all
interactions were
campaign focused



TRADING
6% of all
interactions were
sales and
merchandise



LEGACIES
0.06% of all
interactions
were legacy
related



DIRECT ASK
29% of all
interactions
were a direct
ask for money



EVENTS
4% of all
interactions
were event
invitations

Examining The Supporter Experience

Charity A
Medical Research
Top 50 in UK for Income

Charity B
Children & Medical
Top 30 in UK for Income

CHARITY A

2

Automatic thank you
+0 days: Thank you (E)

CHARITY B

3

Automatic thank you
+ 0 days: Thank you (E)
+ 9 days: Thank you
and Appeal (P)

“After feeling good about donating to have a Direct Debit ask spoilt the thank you for me – it isn’t really a thank you.”

Month 2

CHARITY A

2

No contact

CHARITY B

5

+30 days: Trading (E)
+8 days: Appeal (P)



Month 3

CHARITY A

2

No contact



CHARITY B

7

- + 9 days: Thank you & Appeal (P)
- + 5 days: Further Thank you (E)

“I don’t like being thanked in one breath and asked for more in the next. It makes me feel like I haven’t helped enough”

Month 4

CHARITY A

2

No contact

CHARITY B

8

+28 days: Newsletter (P)



Month 5

CHARITY A

2

CHARITY B

9

No contact

+ 28 days: Trading (E)



Month 6

CHARITY A

2

No contact

CHARITY B

9

+ 20 days: Raffle Appeal (P)
+ 6 days: Trading (E)



Month 7

CHARITY A

3

+200 days: Volunteering (E)

CHARITY B

11

+ 20 days: Trading (E)
+ 6 days: Appeal (P)



After 28 ½ weeks of silence our Secret Giver was asked to become a volunteer as “someone suffering from the disease”. They don’t.

Month 8

CHARITY A

4

+22 days: Thank you letter (P)

“Three weeks to send a thank you that doesn’t mention what my gift was for and doesn’t even mention my best friend which was the reason I gave. I thought this was crap.”

CHARITY B

15

- + 10 days: Trading (E)
- + 11 days: Trading (E)
- + 5 days: Newsletter (P)
- + 2 days: Thank you (E)

“A nice update to advise that they have raised enough money through the appeal to buy the equipment they needed. Includes a link to a video made by Sam and his mum to say thank you. It was really nice to know that they hit their target.”

CHARITY A

5

+23 days: Volunteering (E)

CHARITY B

21

- + 3 days: Trading (E)
- + 3 days: Thank you letter (P)
- + 7 days: Trading (E)
- + 8 days: Trading (E)
- + 1 day: GDPR (P)
- + 6 days: Trading (E)



Suddenly interactions have gone from every 16 days on average to every five days

Month 10

CHARITY A

9

+34 days Cash appeal (E)
+1 day Cash appeal (P)
+10 days Cash appeal (P)
+10 days Cash appeal (P)

“There was no mention about the related postal appeal nor if you had already sent a donation. There has been three appeals with no reference to each other.”

CHARITY B

21

No contact



Month 11

CHARITY A

10

+ 8 days: Thank you letter (P)

“It has taken a month for my thank you letter to arrive - and the amount was written as £12.5 - also unimpressive. In the meantime, two more appeals.”

CHARITY B

24

+ 36 days: Trading (E)
+ 7 days: Cash Appeal (P)
+ 15 days: Trading (E)

Month 12

CHARITY A

13

- + 40 days: Cash appeal (E)
- + 3 days: Cash appeal (P)
- + 5 days: Cash appeal (E)

CHARITY B

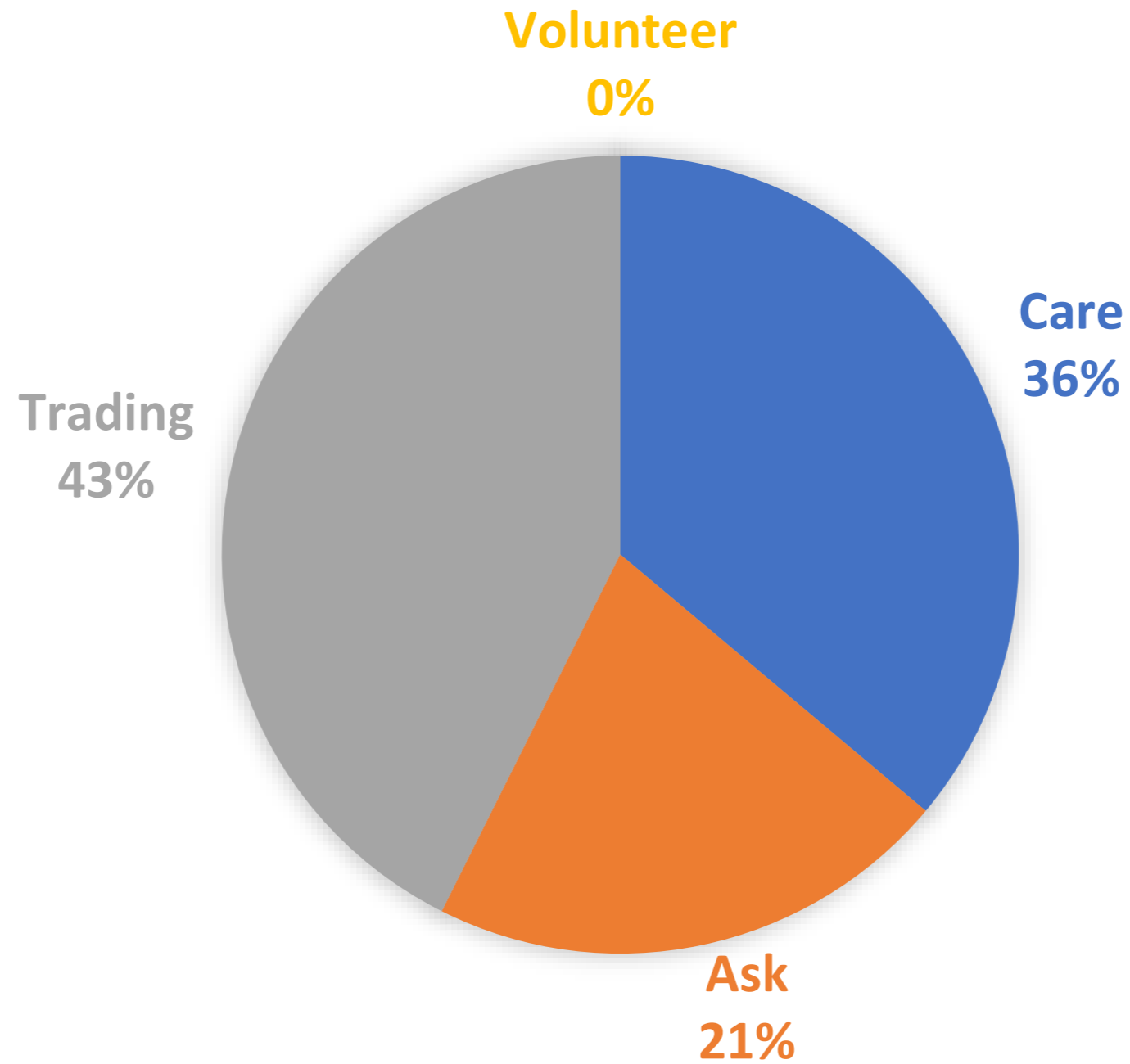
26

- + 21 days: Raffle (P)
- + 6 days: Raffle (E)

CHARITY A: MIX OF INTERACTIONS



CHARITY B: MIX OF INTERACTIONS



Key Learnings

- The first gift response and follow-up sets a tone that can be hard to change. First impressions last...
- Interest and enthusiasm is high at the outset and so are expectations. Communications need to be planned and all content needs to be inspiring and engaging.
- Frequency & quality are very influential factors. Two few contacts and poorly judged content is the worse combination - equates to far lower commitment and engagement ratings

Key Learnings

- We are not yet seeing many examples of well managed multiple engagements across different activities. Our best performing charities for commitment scores are running into new challenges as our Givers engage more.
- Thanking is still a major driver of satisfaction. Many, many more examples of poor thanking than good, leaving our Givers feeling deflated and uninspired.
- Supporter Journeys are (mostly) still in need of a clearer route, better navigation and fewer diversions!

Thank you

