Putting the human touch back at the heart of fundraising

think

Many donors have fallen out of love with charities

They regard us as distant, faceless and not connected to their values anymore

See comments on: London offices, CEO salaries, admin levels…

think

Tough growth targets in an ultra-mature market

Digital made communication cheap and easy but some human engagement was lost along the way

Some poor execution; chasing income trumped donor experience

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Charities need to bring back the human touch!

1. Understand supporters properly
2. Communicate to them appropriately (this is more than obtaining consent!)
3. Tell stories about people – what has changed for the better?

1. Understanding donors properly

Ask the right questions

1. Who are they – gender, age / life stage, relationship status, employment type, location?

2. How did they hear about us?

3. What connects them to the cause?

4. What parts of your work are they interested in?

EDUCATION as a route out of **POVERTY**

You helped us to change the lives of 8,096 children and their families through our FAST programme in 2014, working with parents, schools and the wider community to support the emotional and academic development of disadvantaged children. Addallah and his family are just one of the families you helped us to reach in 2014, this is how they felt in their own words.

Abdallah' mum Iklima says "I've seen a lot of changes. Abdullah is autistic and he didn't know all the days of the week. He knew what they were, but didn't know where they came from where we were today. Then he came to realise that FAST is on Tuesdays, and then after Tuesday comes Wednesday and so on – he found a way of relating those together. He became much more confident in talking. Before he was an introvert, now he's able to stand up and introduce himself and his brother. Before he was too shy".

Abdullah, 6 says: "I loved doing the drawing and I could talk to people in the FAST family. Now I'm not shy anymore. When I grow up I want to be a giant. Like in Jack and the Beanstalk."

Abdullah's brother Zaakir, 4 says: "I liked going outside. I feel a bit brave now".

WHY FAST?

WHAT IS FAST?
Families with young children take part in eight weekly sessions at their primary school. Activities are fun and interactive helping to improve life skills and confidence in families, and supportive bonds between parents and the wider community

77% of parents felt more able to support their child in his or her education;

Children's behavioural difficulties in school reduced by 20%

Family relationships improved by 16%

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2. Truly great integrated communications

In fundraising language this means building great supporter journeys

These will be multi-channel – so should have a mix of digital and human interactions

They should also have a mix of automated and proactive

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A simple supporter journey

	ACTION	TYPE	WHO	DATE
PROSPECTING	RESEARCH & QUALIFY	DATA	DATA TEAM	DATE 1
	SEGMENTATION	DATA	DATA TEAM	DATE 2
	TARGETING & CHANNEL SELECTION	DATA	FUNDRAISING	DATE 3
	DIRECT MARKETING EMAIL OUT	EMAIL	FUNDRAISING	DATE 4
ON-BOARDING	AUTOMATED THANK YOU EMAIL	EMAIL	FUNDRAISING	DATE 5
	WELCOME CALL & FACT FIND	PHONE	FUNDRAISING	DATE 6
	UPDATE DETAILS AND PREFERENCES ON DATABASE	DATA	FUNDRAISING	DATE 7
	NEWSLETTER SENT OUT	POST	SUPPORTER CARE	DATE 8
STEWARDSHIP	HAPPY CHRISTMAS - YOUR MONEY HAS HELPED US DO X	EMAIL	SUPPORTER CARE	DATE 9
	NON FINANCIAL CALL TO ACTION: HELP SUPPORT OUR CAMPAIGN	EMAIL / SOCIAL MEDIA	MARKETING	DATE 10
	NEWSLETTER SENT OUT	POST	SUPPORTER CARE	DATE 11
	ANNUAL SUPPORTER THANKING DAY	PHONE / POST	ALL	DATE 12
	ANNUAL IMPACT REPORT	EMAIL	MARKETING	DATE 13
	VIDEO FROM THE FIELD	SOCIAL MEDIA	MARKETING	DATE 14
	NEWS - TRAIL BIG EVENT	EMAIL / SOCIAL MEDIA	MARKETING	DATE 15
	IMPACT - WHAT WE'VE DONE SINCE YOUR FIRST GIFT	EMAIL	SUPPORTER CARE	DATE 16
	NEWSLETTER SENT OUT	POST	SUPPORTER CARE	DATE 17
	ETC ETC			

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2. Truly great integrated communications

Think of little ways to reintroduce the human touch such as thanking days and videos from beneficiaries

Authenticity trumps slickness!

People want to help others

The charity is just a vehicle

Frame the ask as: *'We need to do x and that costs £n'*

Regularly report back on the difference you are making

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To talk about people properly you need <u>two things</u>:

1. An authentic and compelling case for support

2. The ability to report back to supporters on what their money has achieved

Case for support

| Need | Solution | Why us? | Outcomes |

Feedback on outcomes

Finance + programmes / services

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More than just financial targets:

1. How well have we understood donors motivations?
2. Do we have great integrated supporter journeys or are they just 'okay'?
3. Do we have some small 'human touch' activities like thanking days planned in?
4. Do we have a strong case for support that is all about changing people's lives for the better?
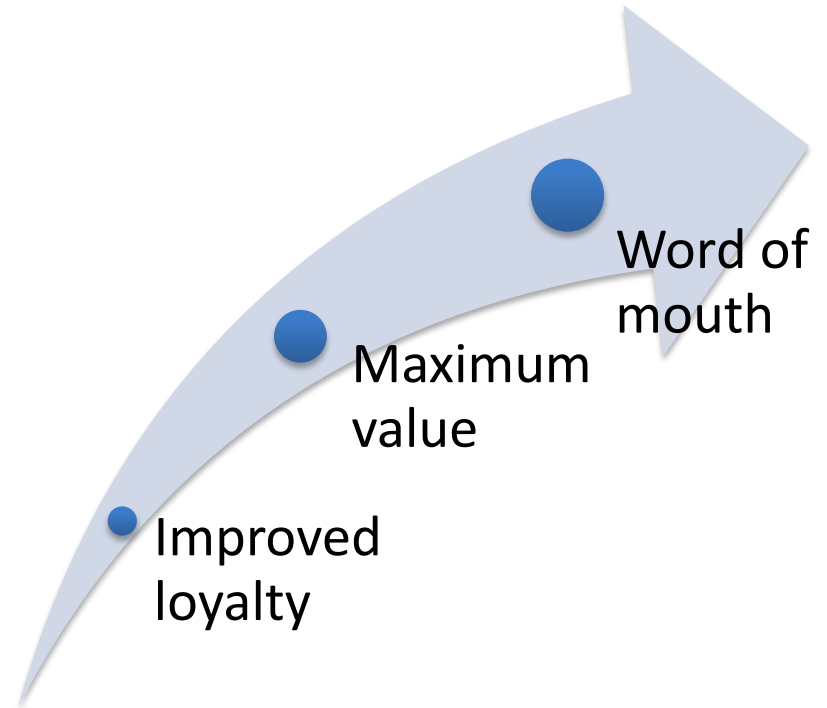5. Do we have a robust way of reporting back on what our supporters money has achieved?

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…then we will have:

Improved supporter retention

Maxmimum value – the more human we appear the more the supporter will want to give

Amplified message – supporters who love you will tell others what a great charity you are

Word of mouth

Maximum value

Improved loyalty

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