



PHILANTHROCRAT

User Group for Fundraising, Social Marketing & CSR
Professionals



Chicken Soup for the Fundraiser's Soul

Virtual support group for clients, associates & friends

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Co-presenters

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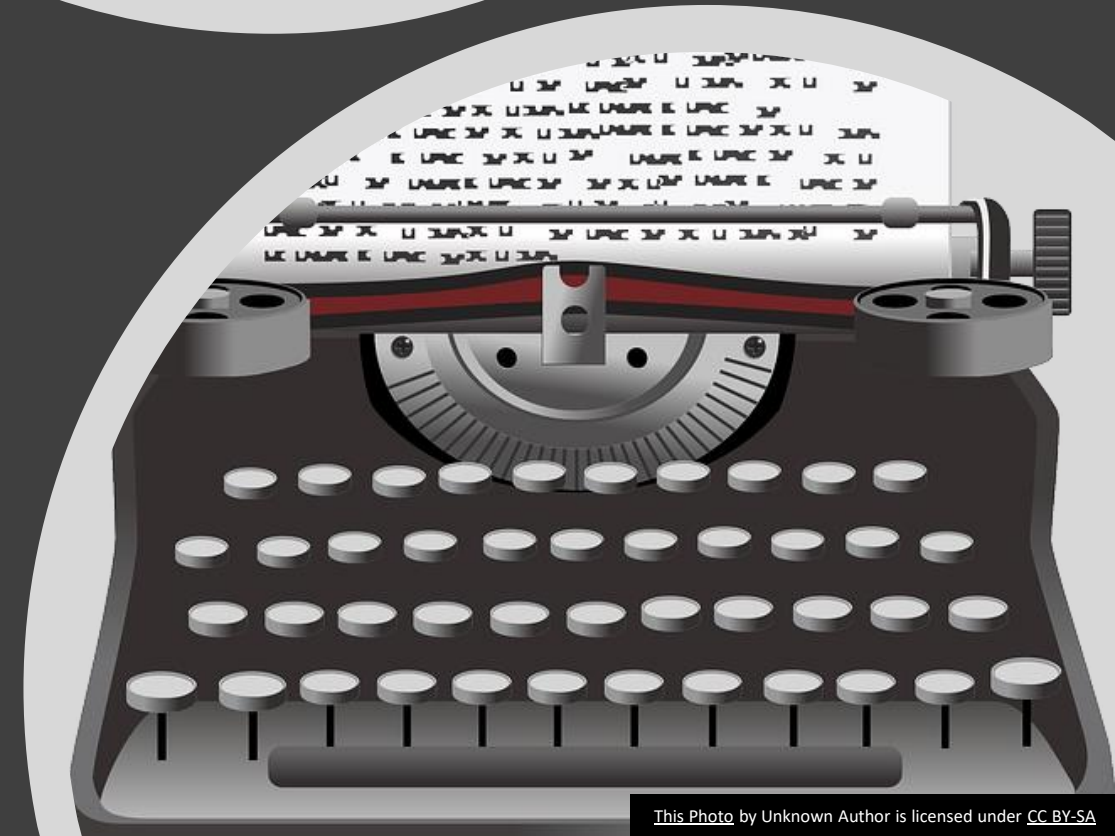
QUT Business School
The Australian Centre for Philanthropy
and Nonprofit Studies



fundraising

Setting the scene - the local COVID-19 fundraising situation

- Insufficient sector wide data but strong clues and insights from recent campaign results etc.
- Learning from 2020 Tax/EOFY/Winter Appeals ie F&P survey & agency updates
- Tax campaign
 - Response rate
 - Average donations
 - Net income





Setting the scene

- Donor acquisition
- Online fulfillment
- Emergency messaging



Setting the scene

Looking Ahead

- Spring campaigns
- Christmas/Festive campaigns
- Scenario planning

Katherine Raskob
Chief Executive Officer
Fundraising Institute
Australia



Richard
Spencer



Roger
Lawson





PHILANTHROCRAT

A User Group for Philanthropy, Fundraising, Social Marketing & Corporate Social Responsibility Professionals

Dr Jo
Sneddon,
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Human and
Cultural
Values, UWA



Louise
Woods,
Appeals and
Acquisitions
Manager,
The Smith
Family

Chicken Soup for the fundraiser's soul #10

Roger Lawson and Richard Spencer

About Loyalty

2nd September, 2020

Why supporter loyalty has never been so important



Who are we?



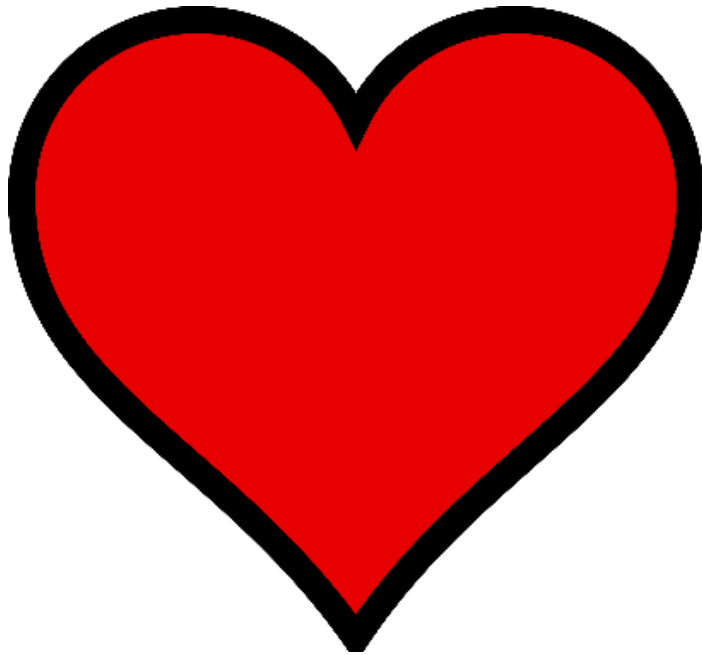
Roger Lawson



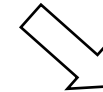
Richard Spencer

What is loyalty?

A feeling of support or allegiance to a cause or charity



Emotional loyalty



Behavioural loyalty

About Loyalty: growing donor loyalty





The impacts of COVID-19

UK context

The spread of COVID-19

January 21 st	WHO confirms 1 st human-to-human transmission
January 25 th	First cases in Europe
January 31 st	First case in UK
February 22 nd	First death in Italy
February 28 th	First Briton to die (on the Diamond Princess cruise ship in Japan)
March 5 th	First person to die in the UK
March 11 th	COVID-19 is declared a pandemic by the WHO
March 12 th	The Cheltenham Festival and Liverpool Athletic Madrid went ahead

March 19th COVID-19 Sentiment Tracker launched

A complete transformation in a matter of weeks

March 16 th	Prime Minister told people to avoid non-essential travel, work from home where possible and avoid crowded places. Cancellation of sporting fixtures followed
March 17 th	Chancellor announced package to support businesses: furlough staff
March 20 th	Pubs and bars ordered to close and schools closed
March 23 rd	Prime Minister announced full lockdown
March 26 th	#ClapForCarers
April 5 th	HRH addressed the nation

1: Donors are amazing

Courageous: Tom Moore in uniform and, front centre, during war service

\$4M CAPTAIN FANTASTIC!

War hero Tom, 99, goes on charity walk around his garden every day ... and raises fortune for NHS

By Andrew Levy

HE decided to mark the approach of his 100th birthday by raising £1,000 for the NHS to repay the dedication of the doctors and nurses who treated him. But Captain Tom Moore's ten-day charity walk around his garden has captured the hearts of the nation so much that he has already raised an incredible £4 million.

The Second World War veteran, who uses a wheeled walking frame following hip replacement surgery, began his first 20-minute (20) laps a day at the start of last week. He had intended to stop this week after completing a total of 2,500 metres - more than 1.5 miles - but now says he will carry on as long as the money counts and he is fit to do so.

Retired civil engineer Mr Moore, who turns 100 on April 30, was named to watch as the amount pledged to NHS Charities Together soared during the day yesterday.

As the total soared past £1m, he posted on Twitter: "No words left. I just thank you. I salute you all. I am not walking in my garden to raise money but this is the British public's contribution. Thanks for joining me on this mission for our heroes and for the very challenging and addressing time in the world. We stand united." He added: "When you think of who it is all for - all those brave and super doctors and nurses we have got - I think those names enter my mind."

Mr Moore launched his online fundraising page on April 6, pledging to do daily walks around his garden in Merston, Montrose, Bedfordshire, as a thank-you for the "invaluable" NHS care he received during his hip operation and treatment for who cancer on his head.

In the last night, more than 150,000 donors had contributed. Messages included: "What a hero. Absolutely brilliant what you're doing for our NHS." His daughter Hannah Ingram-Moore, who set up the page for him, has had to increase the target three times - from £1,000 to £100,000, then £250,000 and £500,000. As even that figure was surpassed, she tweeted: "We are overwhelmed by the response. So extraordinary. We remain proud and humbled."

Mr Moore was selected for officer training in 1940 and rose to the rank of captain. He was posted to India and fought in the Dunkirk Campaign of 1942-3, when the Allies pushed back against the Japanese in Burma. After the war he became an instructor at the Armoured Fighting Vehicle School in Hove, Sussex.

He has three children, a daughter and two sons. He has lived with his daughter, Hannah, and her husband and their two children for 12 years.

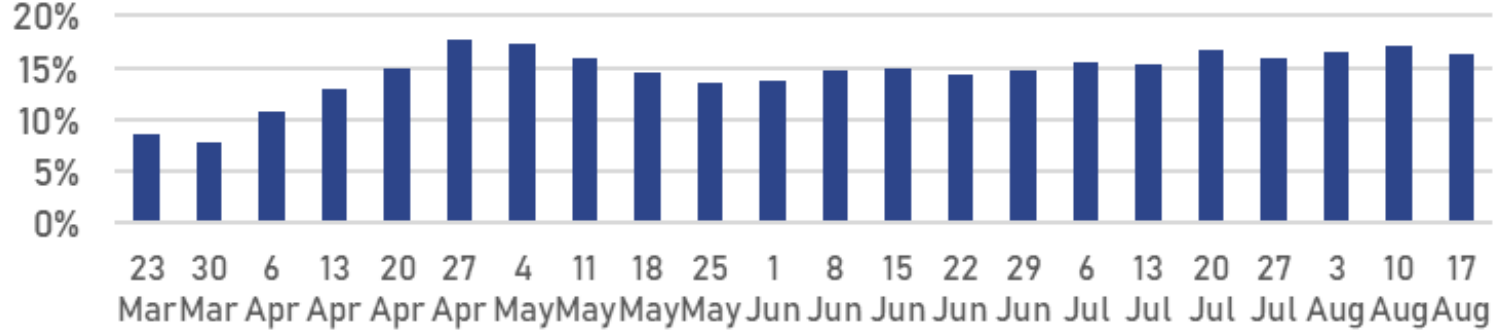
Speaking previously about the appeal, Mrs Ingram-Moore, a business school-educated Mr Moore, originally from Rochester, Kent, said: "He turns 100 on April 30 and my sister and I had been planning a huge party for him but obviously we can't do that now. But he told us he wanted to do 100 lengths of the garden before he turns 100. We were watching him the other day walk down the driveway and I just thought, 'Wouldn't this be a really cool thing for him to do?'"

The money is going to NHS Charities Together, the national membership organisation for health service charities spring support for front line workers.

Among other things, it will provide wellbeing packs for staff. Contact at www.nhs.uk/charities or charities@nhs.uk or www.nhs.uk/charities.

Inspiring: Mr Moore on his daily stroll and, left, with daughter Hannah

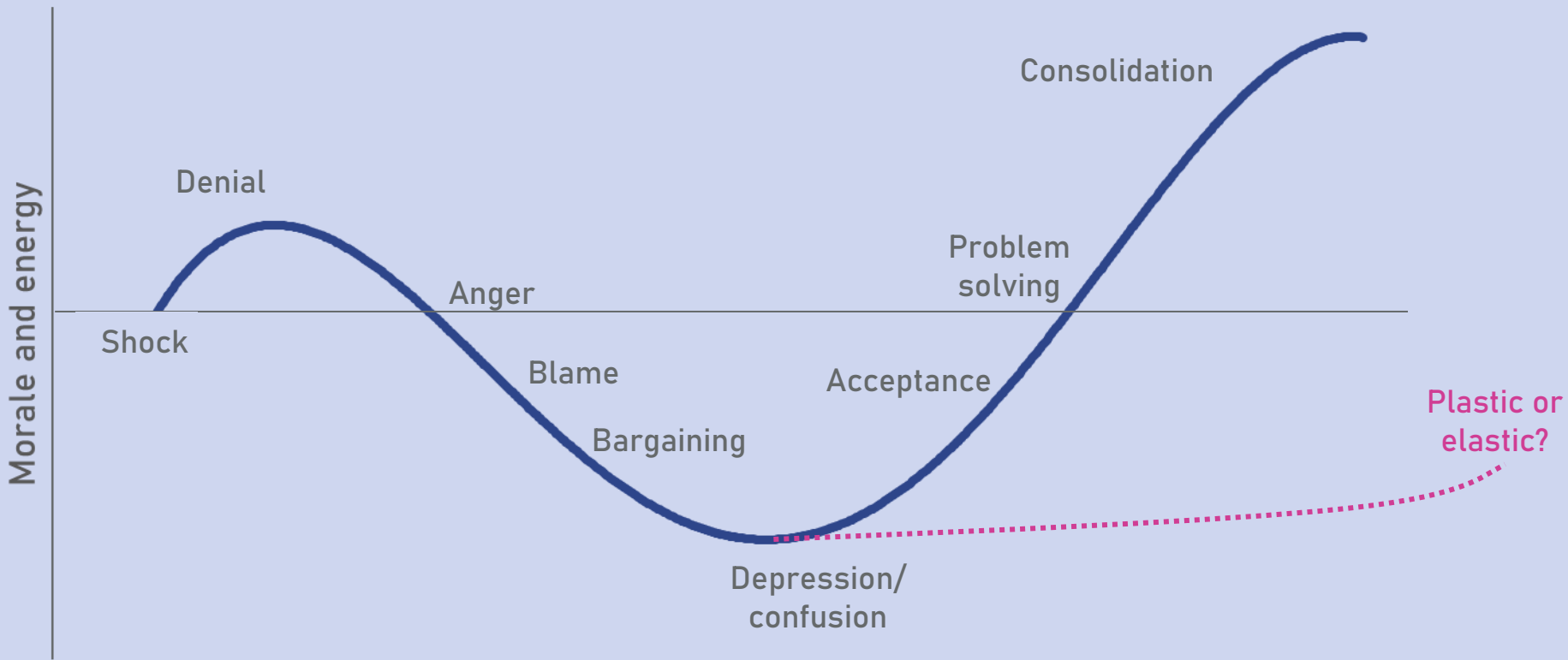
Have you donated to a charity in the last seven days?

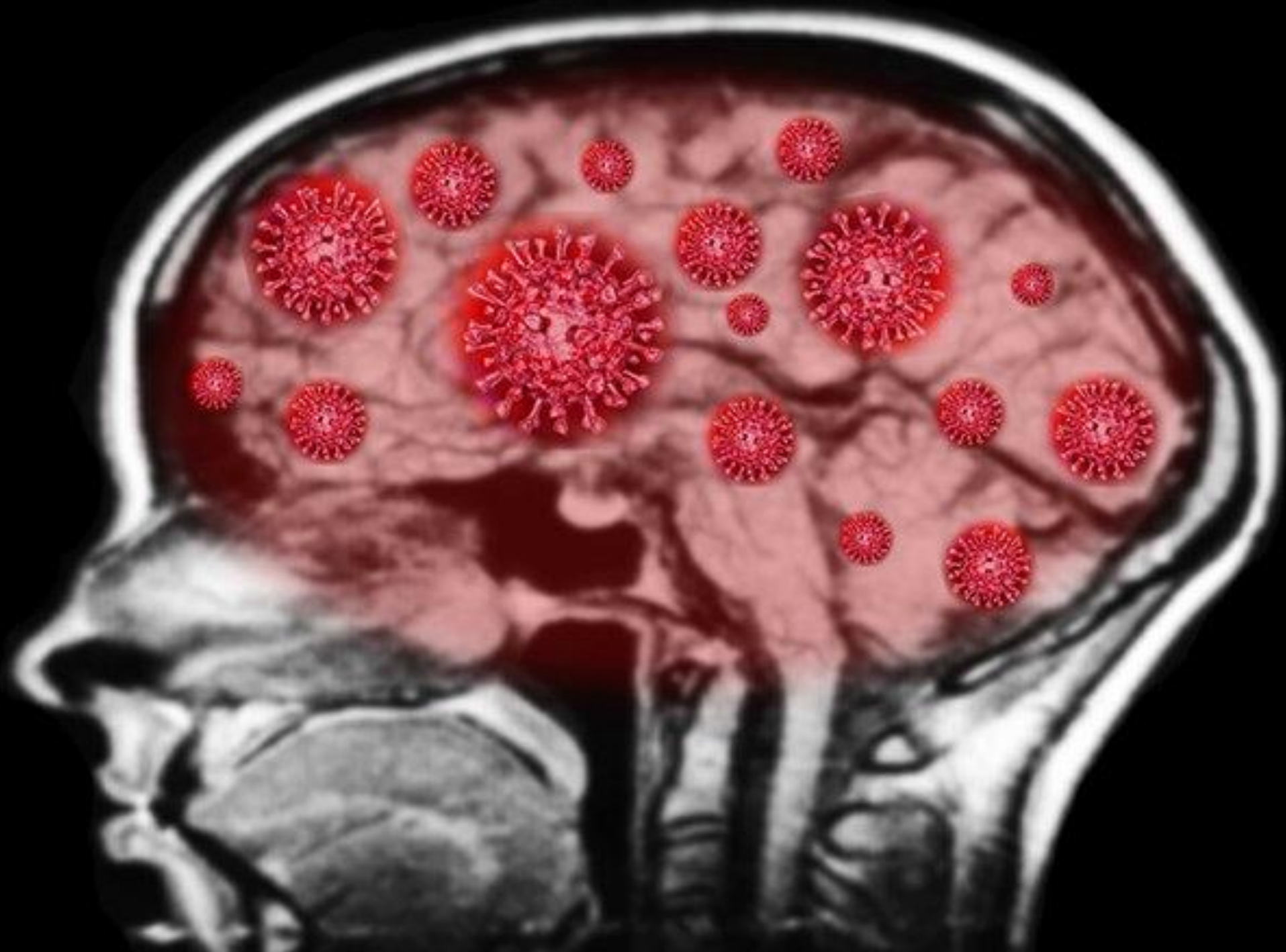


Source: Q24 About Loyalty COVID-19 Sentiment Tracker

Giving is good for the donor too

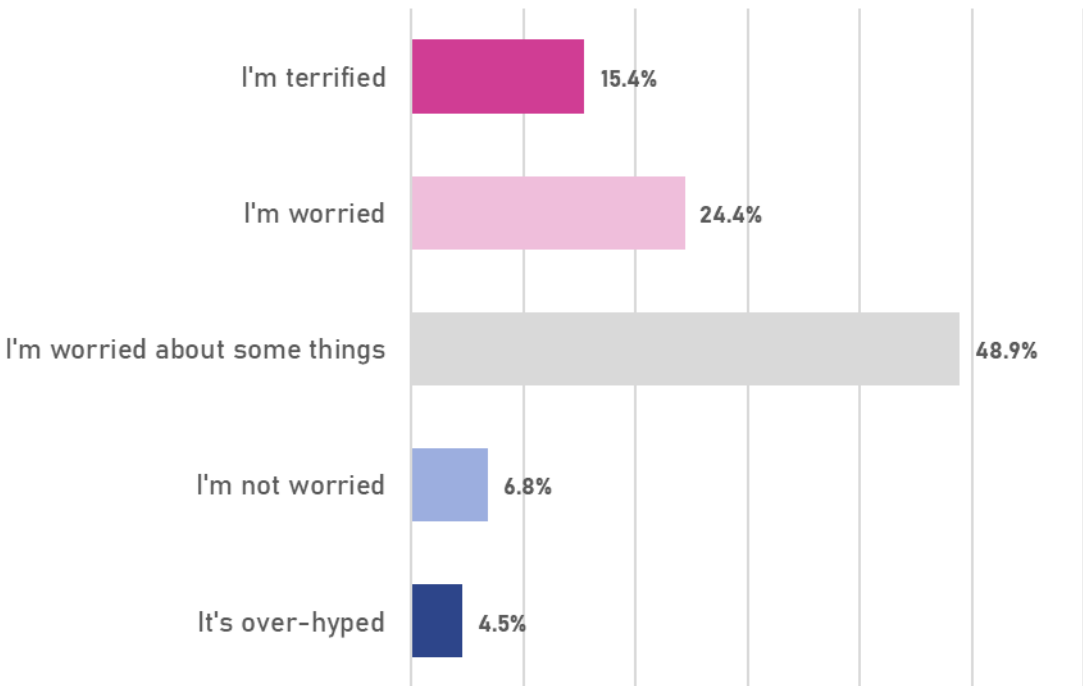
2: We've seen massive change – and some change is here to stay





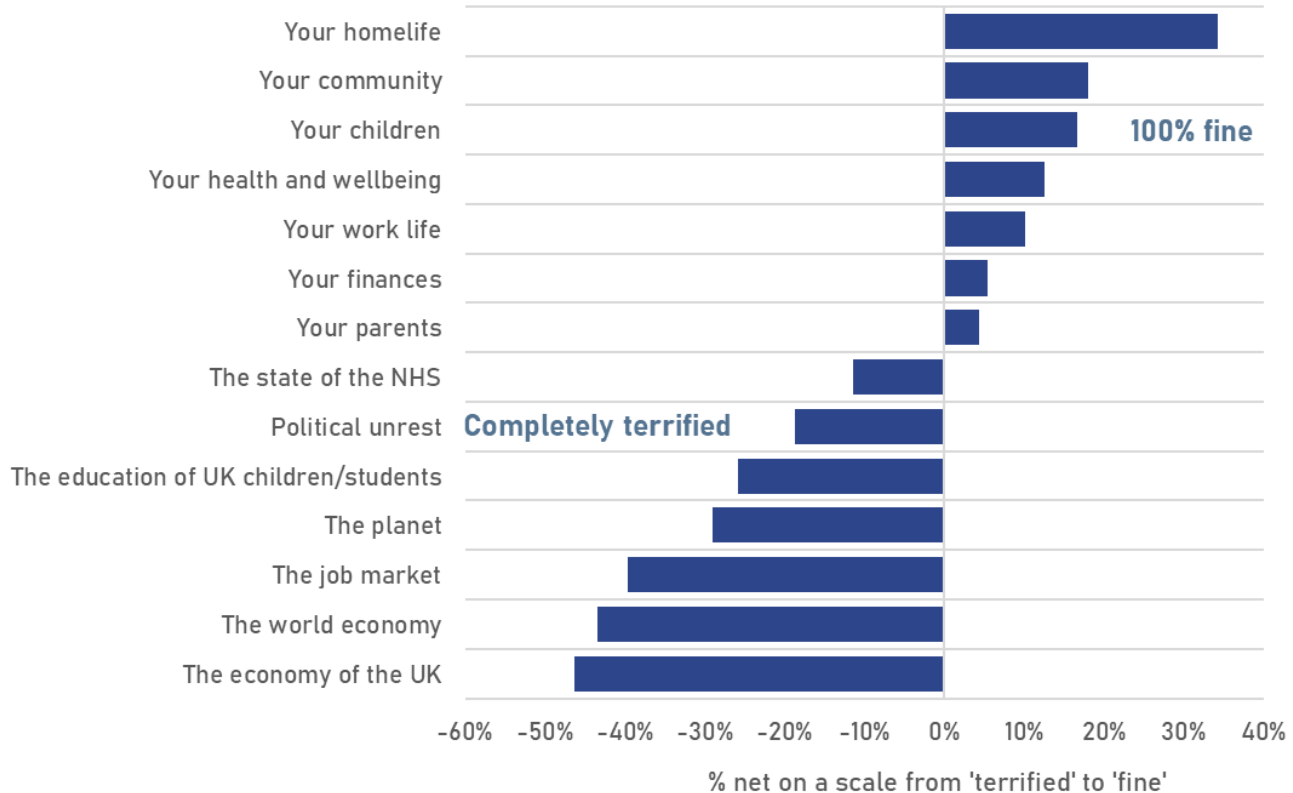
3: The COVID-brain is in control – it needs hope

Fear of COVID-19 at 17th August, 2020



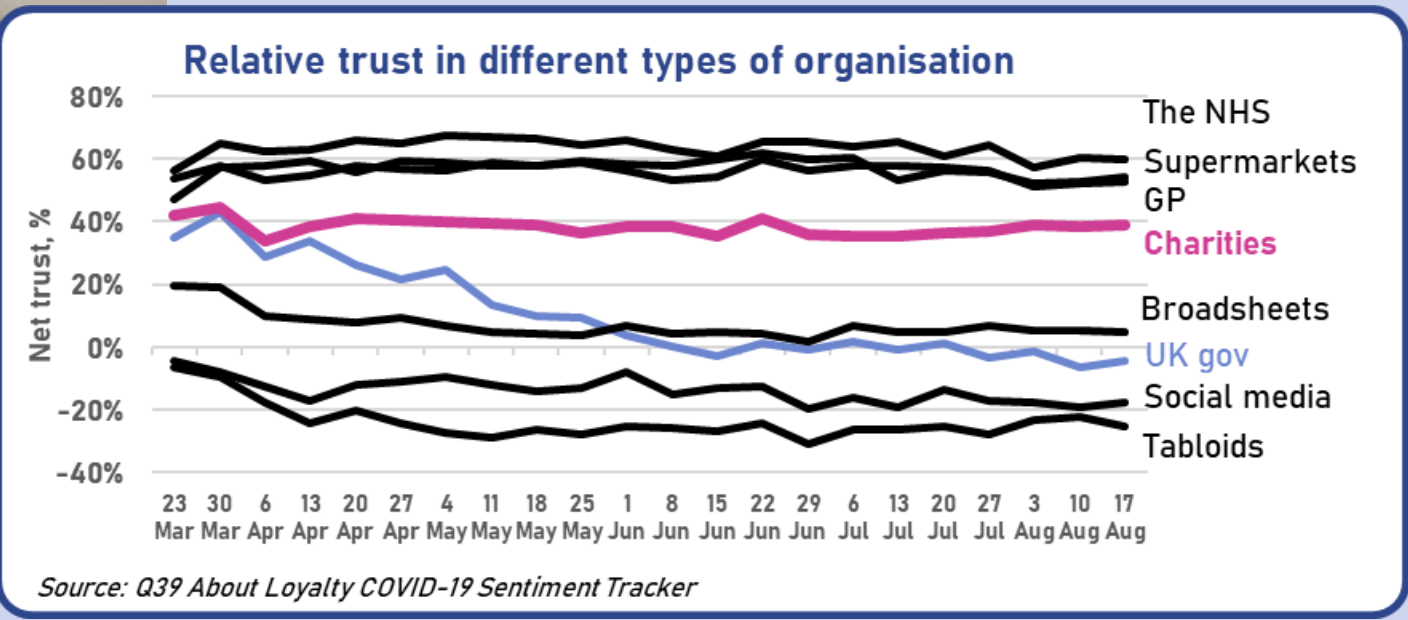
Source: About Loyalty COVID-19 Sentiment Tracker

How do you feel about COVID-19 in relation to these aspects?



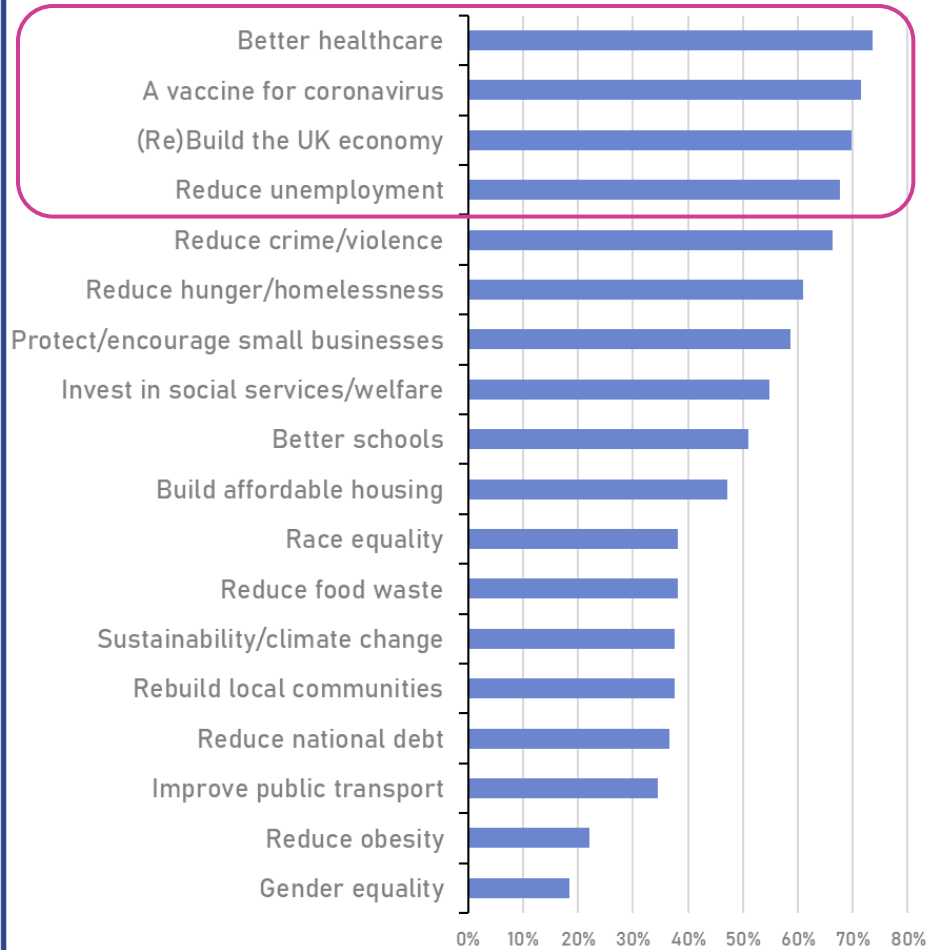
Source: Q17 About Loyalty COVID-19 Sentiment Tracker

4: People are looking for leadership



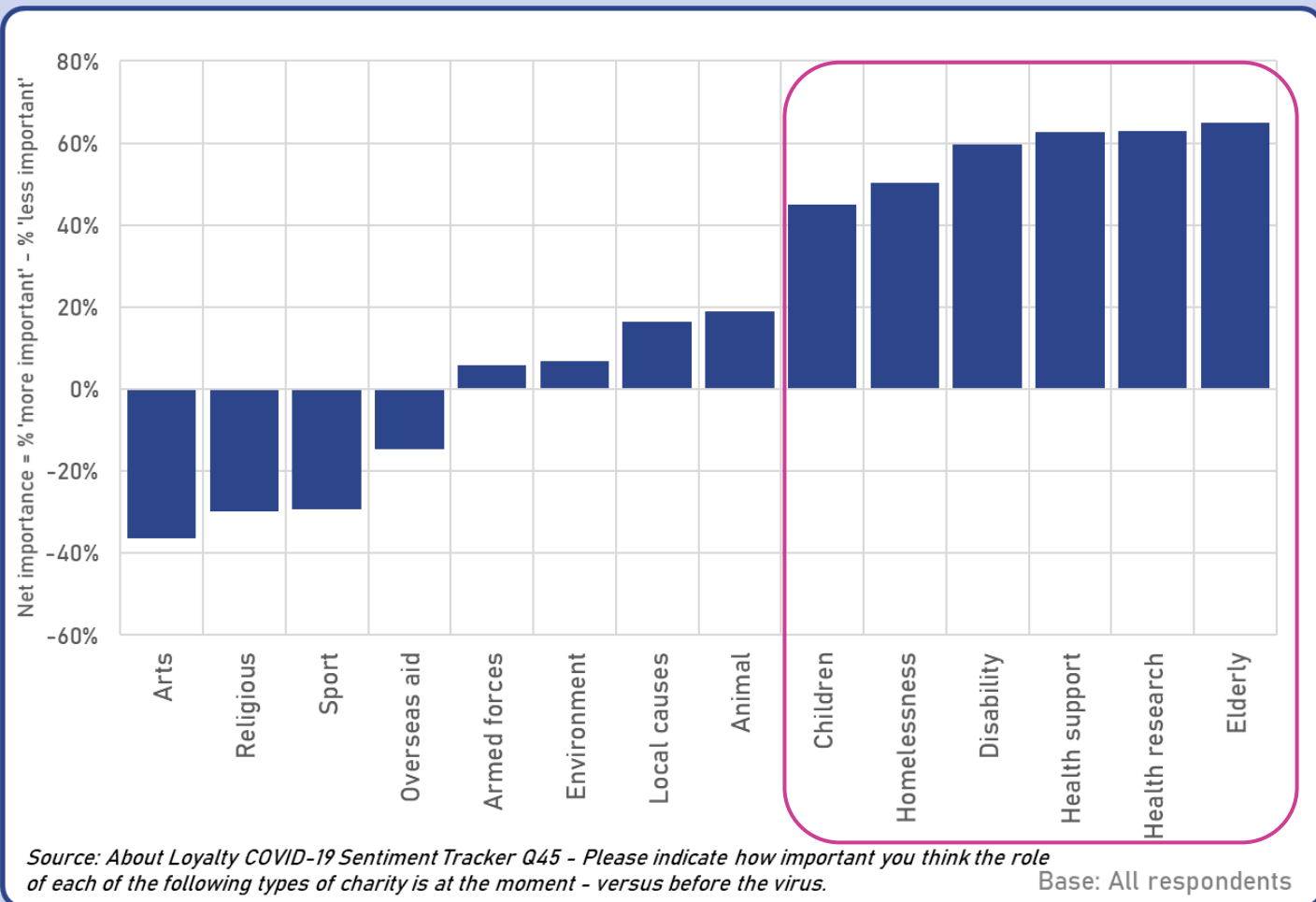
5: Plastic change

If you were prime minister, how much would you focus on each one?



Net % score on a scale from 'top priority' to 'wouldn't bother'

Source: Q19 About Loyalty COVID-19 Sentiment Tracker

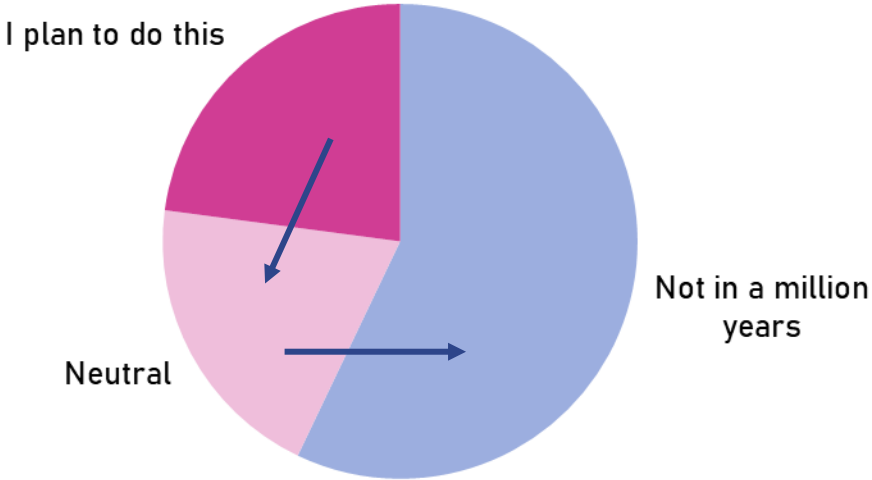


Source: About Loyalty COVID-19 Sentiment Tracker Q45 - Please indicate how important you think the role of each of the following types of charity is at the moment - versus before the virus.

Base: All respondents

6: A recession will be hard – for your donors and for you

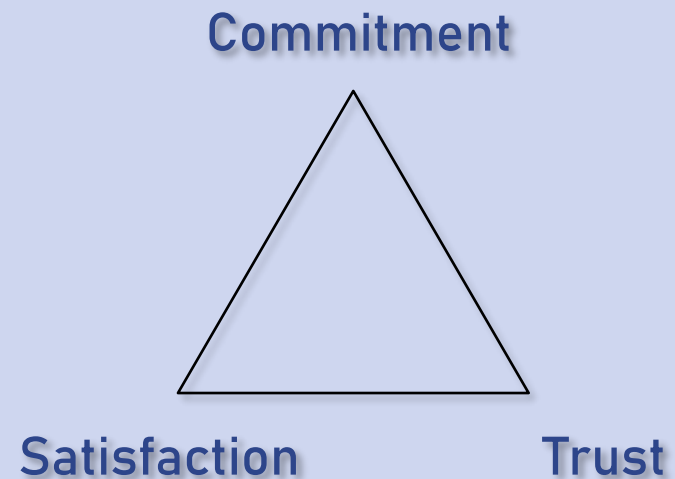
Plans for things to do in a recession: Stop any charitable donations



Source: Q56 About Loyalty COVID-19 Sentiment Tracker: Active regular givers only

“Our warm supporters will pull us out of this. If we get the experience wrong for them now, then we're dead.”

Director of Fundraising, UK Top 50 Charity





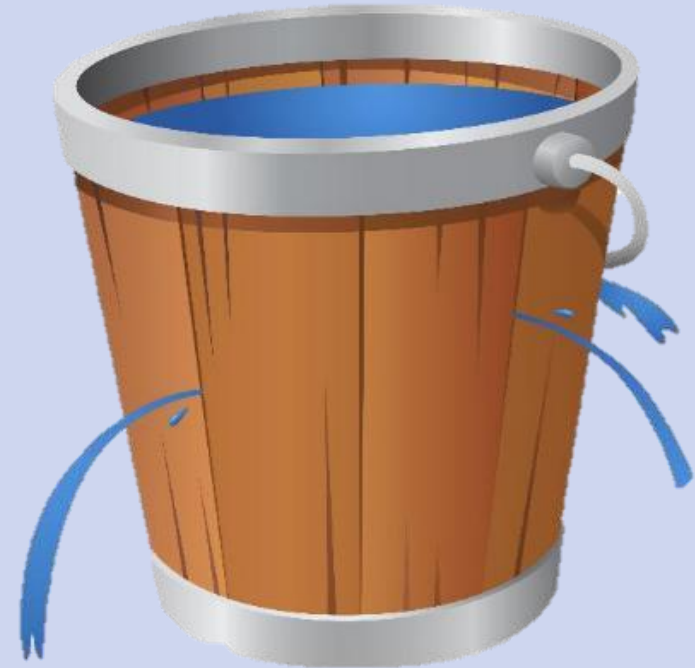
Growing loyalty

Emotional Loyalty

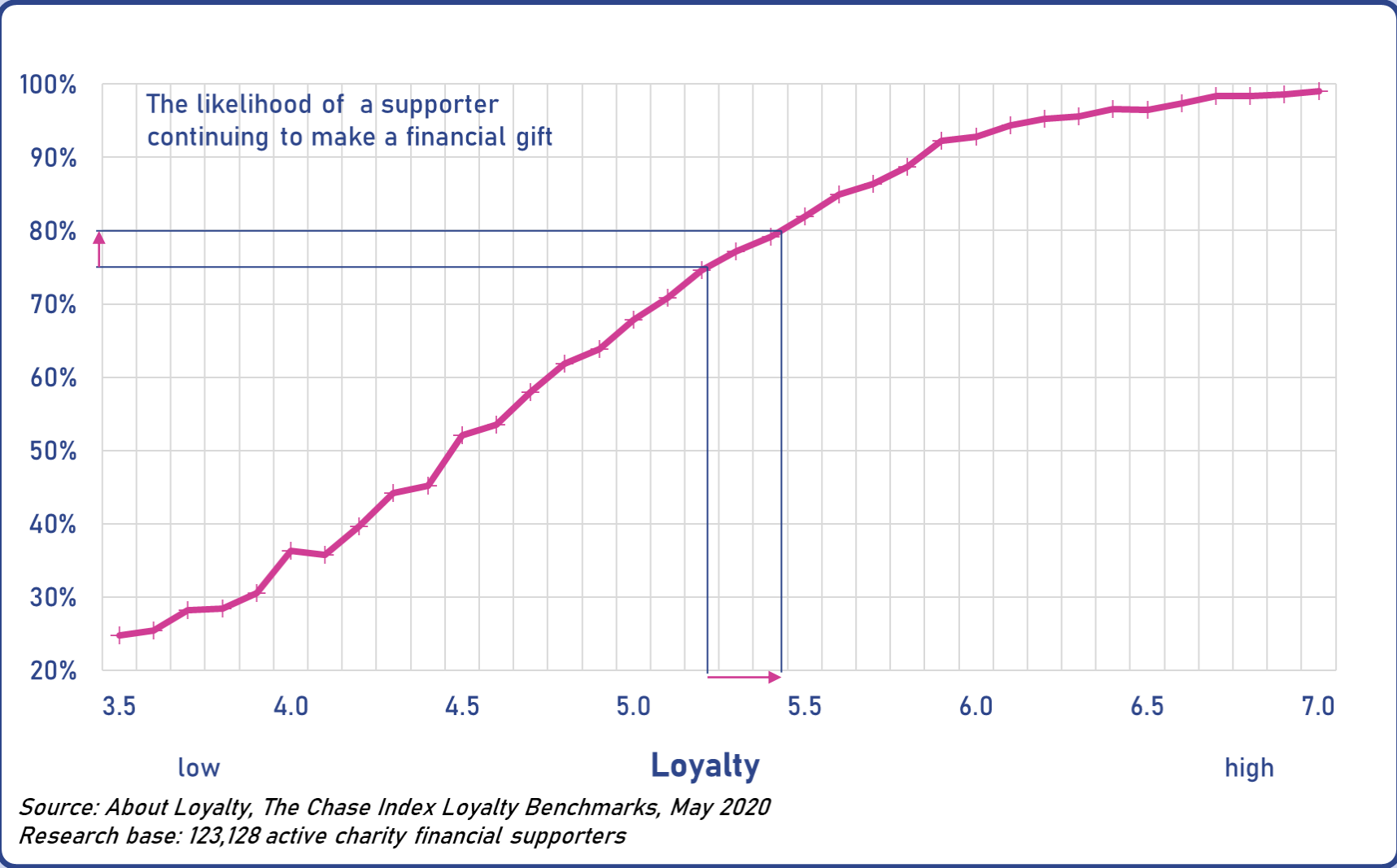
A feeling of support or allegiance to a cause or charity



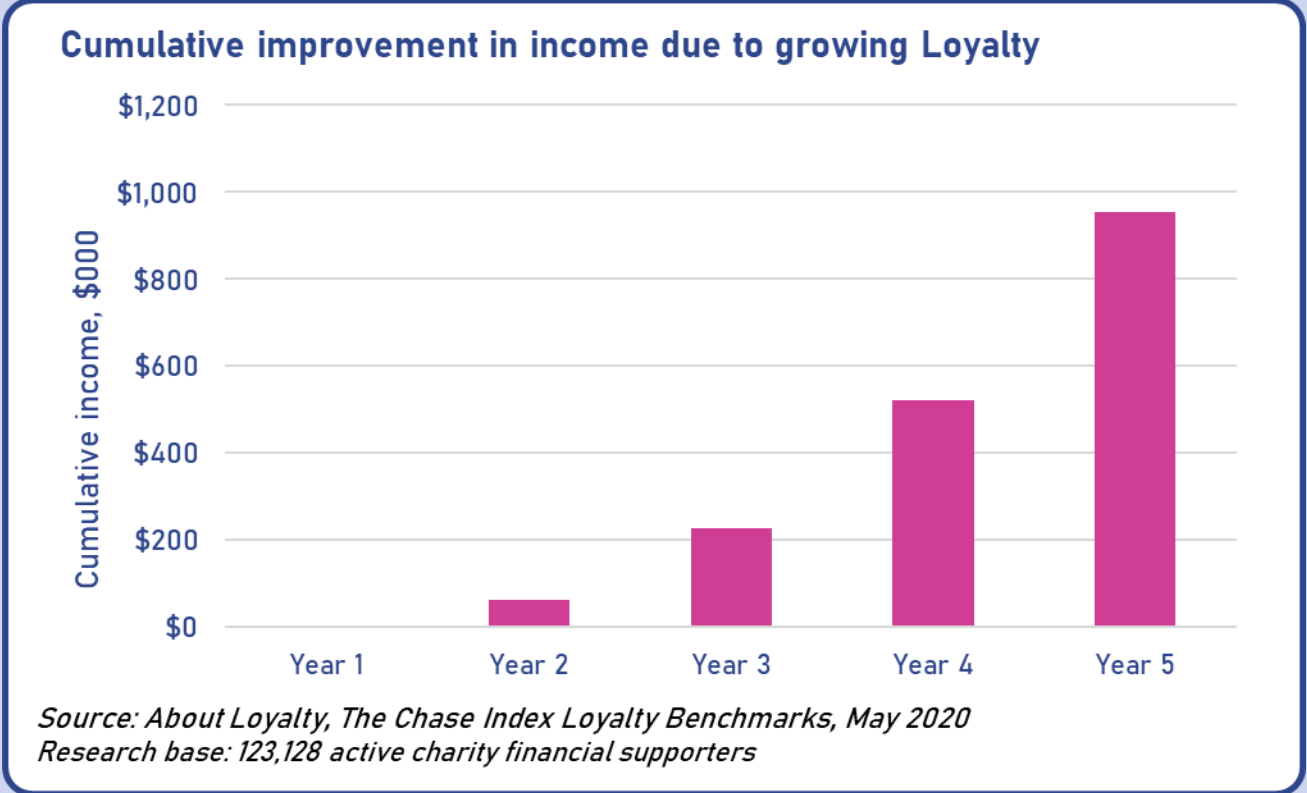
Supporter behaviour



Not just a vanity measure



A commercial imperative



Note: using a baseline of 25k supporters each giving \$50 a year and assuming 5% improvement in retention.

Cause and effect



Personal connection



Familiarity



Perceived performance



Shared values

Passionate about your cause



Commitment



Engagement



Social capital



Identity

Trust you to do what you promise

Happy with the way you talk to me



Satisfaction



Communal orientation



Knowledge

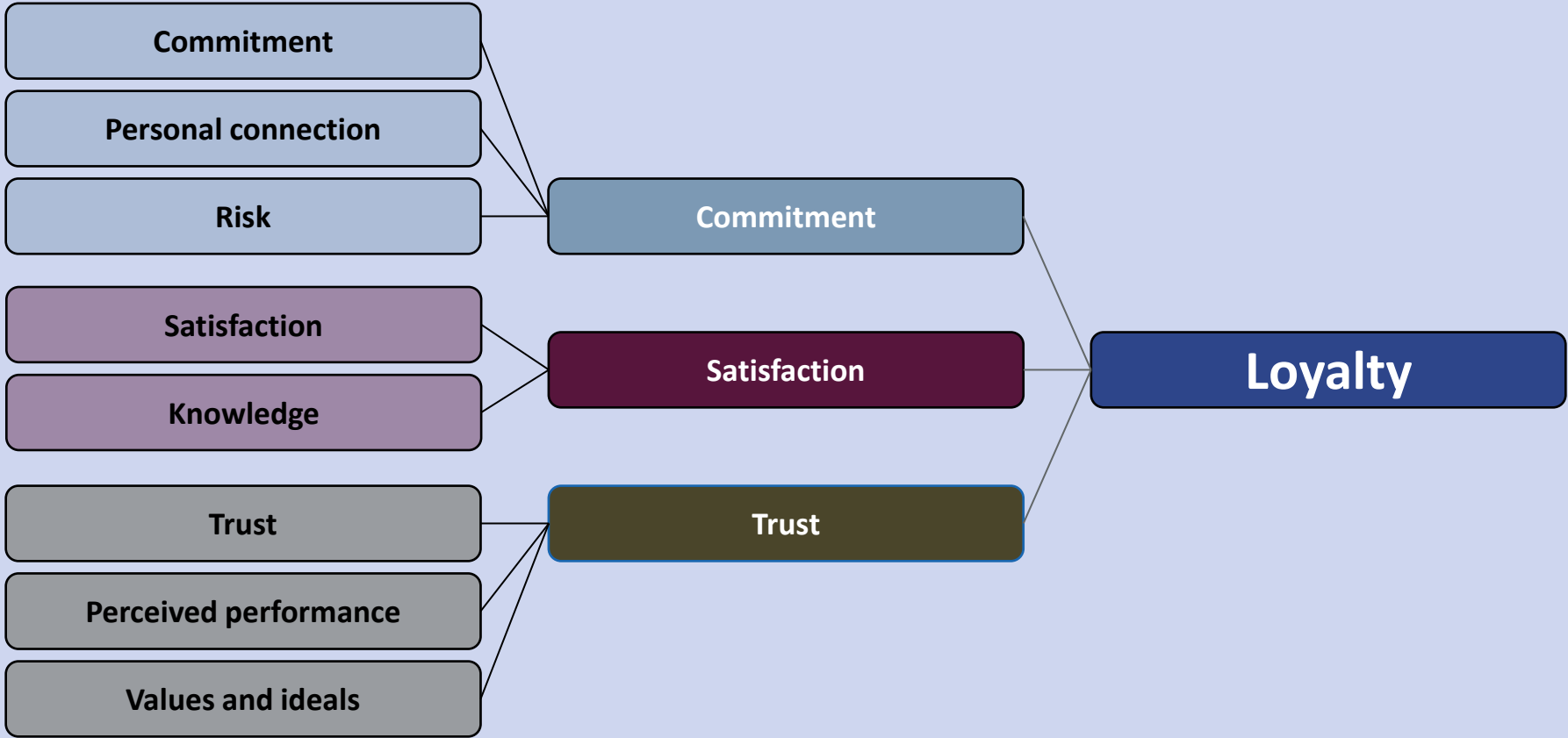


Trust

An objective benchmark



Digging deeper



What you can do now

- Put commitment, satisfaction and trust at the heart of your communications.
- Evaluate every communication and every touchpoint.
- Provide leadership. Give supporters a journey that takes them beyond today.
- Don't sacrifice long-term loyalty for short-term fundraising targets.





We're here for you...

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