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# Beyond the Map: Successes and Setbacks in Supporter Experience

Fundraising Everywhere Supporter Conference

22 May 2025

## SPEAKERS



**Paresh Patel**  
Chief Client  
Relationship Officer

**20+ Years Charity  
Experience**



**Gary Kenealy**  
Business Insights  
Solution Consultant

**10+ Years Charity  
Experience**



**Type your questions  
into the chat and we'll  
answer them at the end!**



**Mentoring session  
1-2pm Fri 30 May  
Scan the QR code  
to register**

# Agenda

- **Background**
- **Supporter Journeys 101**
- **Your Organisation's Supporter Journey Maturity**
- **Euler x NSPCC - From Sign-Up to Show-Up: Personalising the Volunteer Journey at the NSPCC**
- **Euler x WWF – Reinventing the Animal Adoption Journey to Boost Fundraising**
- **Evolving Your Supporter Journeys**
- **Final Reflections**



**Established in 1990**

**A quality database of UK company contacts, hence Qbase**

**Over the 30 years of trading Qbase's service offering has evolved in line with technology advancements**

**In December 2019 there was an MBO**

**Euler.**

ON SEPTEMBER 15, 2022, QBASE BECAME EULER

# Euler.

To mark our new identity, we wanted a name that reflected our **core values** of being **curious**, **resourceful** and **progressive**. Appropriately, our rebrand was inspired by Leonhard Euler, one of the greatest and most influential mathematicians of all time.

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# Some of our clients

**NSPCC**

**ageUK**  
Love later life

**Lifeboats**

**Alzheimer's  
Society**  
United  
Against  
Dementia

*Sue Ryder*

**RBL**  
ROYAL BRITISH LEGION

**breast cancer  
now**

**WWF**

**MACMILLAN  
CANCER SUPPORT**  
RIGHT THERE WITH YOU

**mind**  
for better mental health

**PROSTATE  
CANCER UK**

**BROOKE**  
ACTION FOR WORKING  
HORSES AND DONKEYS

**DementiaUK**

**RSPCA**

**WOODLAND  
TRUST**

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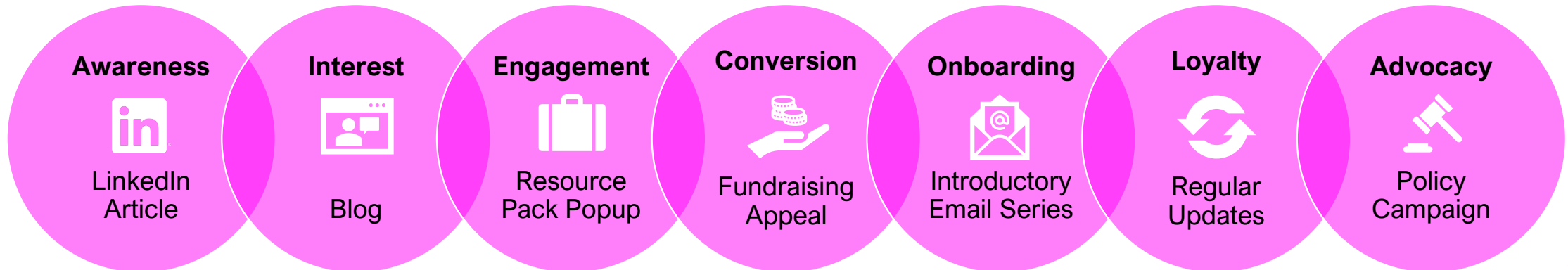


01

# Supporter Journeys 101

# Definition: What is a supporter journey?

A **supporter journey** is the step-by-step experience someone goes through from the moment they first discover the cause, all the way to becoming a loyal, engaged supporter (like for example a donor, volunteer, advocate).





# Key Terms

## Single Channel

- *'We only talk to you in one place'*
- One method of communication.
- Straightforward but risks missed engagement.

## Multichannel

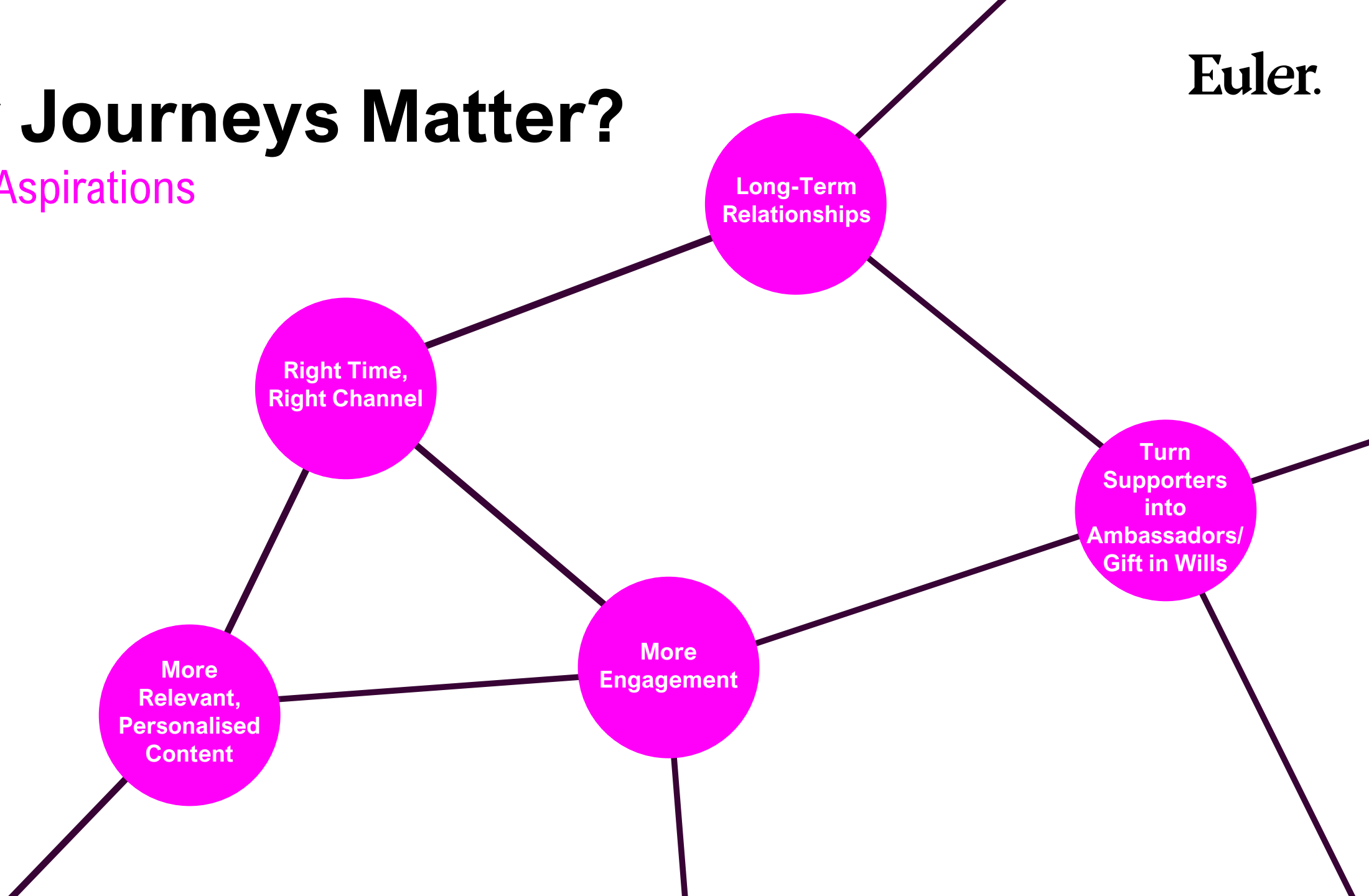
- *'We're on multiple platforms, but they aren't connected'*
- Multiple communication methods used, but often in silos.
- Each channel may have different messaging or timing, resulting in a disjointed experience.

## Omnichannel

- *'We're everywhere, and it's seamless'*
- Communication across various platforms in a strategic and connected way.
- Builds stronger relationships & encourages deeper engagement.

# Why Journeys Matter?

Charity Aspirations



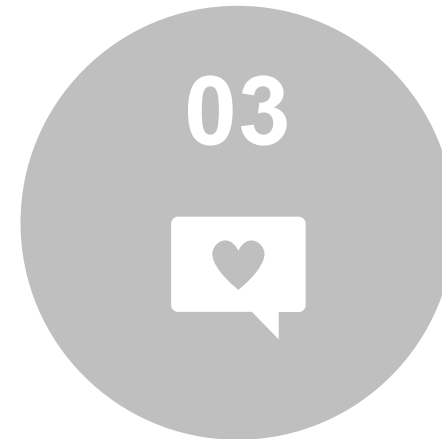
# Supporter Expectations



Hyper Personalised  
Experiences



Transparent Data  
Governance



Real-time  
Engagement



Donors are  
**400%**  
more likely to give  
again if thanked  
within 48 hours of  
giving – **Charity  
Digital**

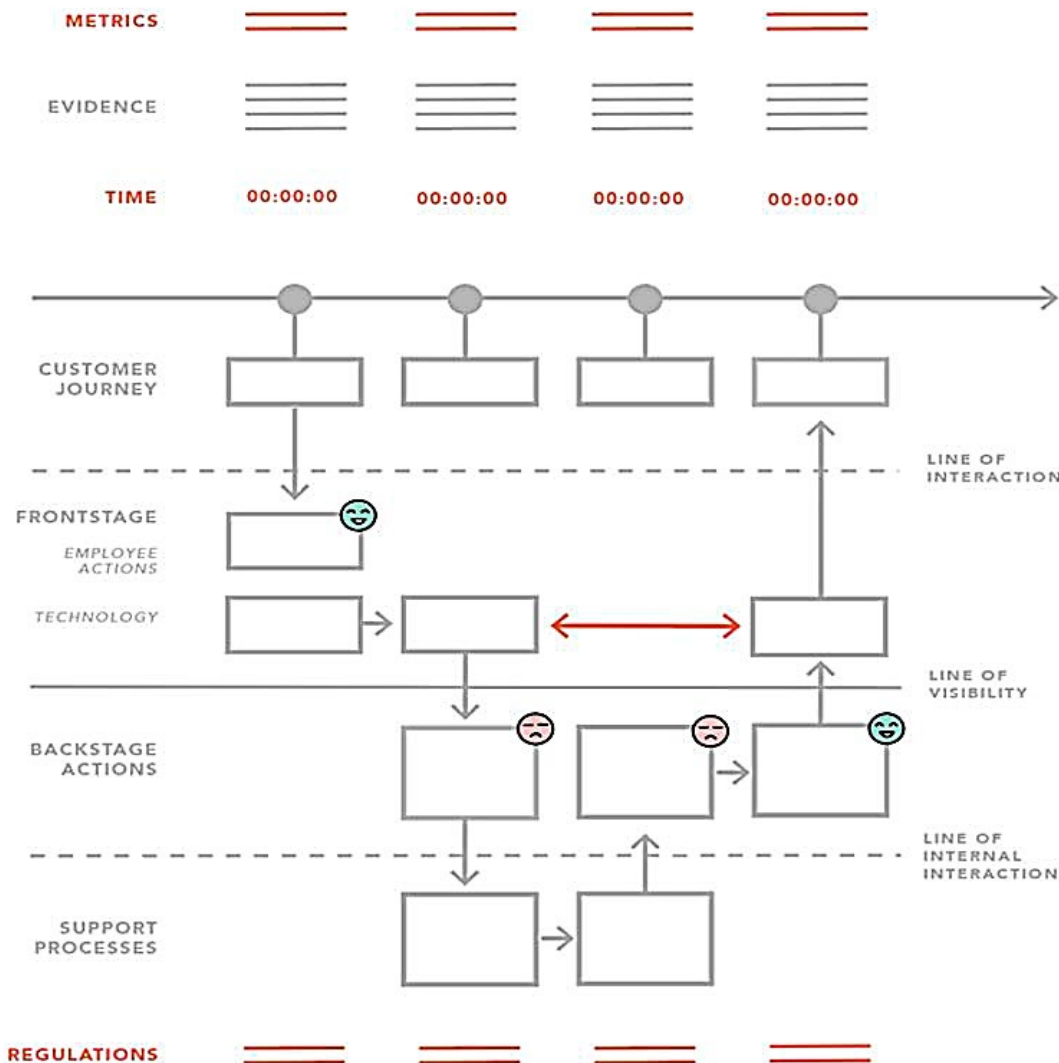
**88%**  
of all none-profit  
funds come from  
just 12% of donors  
(major donors) -  
**Donorsearch**

According to [Forbes](#). When you personalise your supporter experience, it can have a huge impact on your reach and donation amounts, and to maximise your major donor fundraising efforts, it is crucial to know which of your donors are most valuable.

# Supporter Journey Blueprint

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- There are many layers to a supporter journey



**Blueprint** Service brings together the customer journey and interactions both human and technology, triggered or scheduled.

**Metrics-** to measure goals- time spent, customer participation

**Evidence-** can be physical exchange with including processes and actions, front and back-stage

**Time-** Estimated duration of each customer action

**Line of interaction-** interaction between customer and organisation

**Arrows-** dedicate relationship and dependency

**Front Stage-** physical interactions done by the customer

**Line of Visibility-** separates all service activities that are visible to the customer from those that are not visible

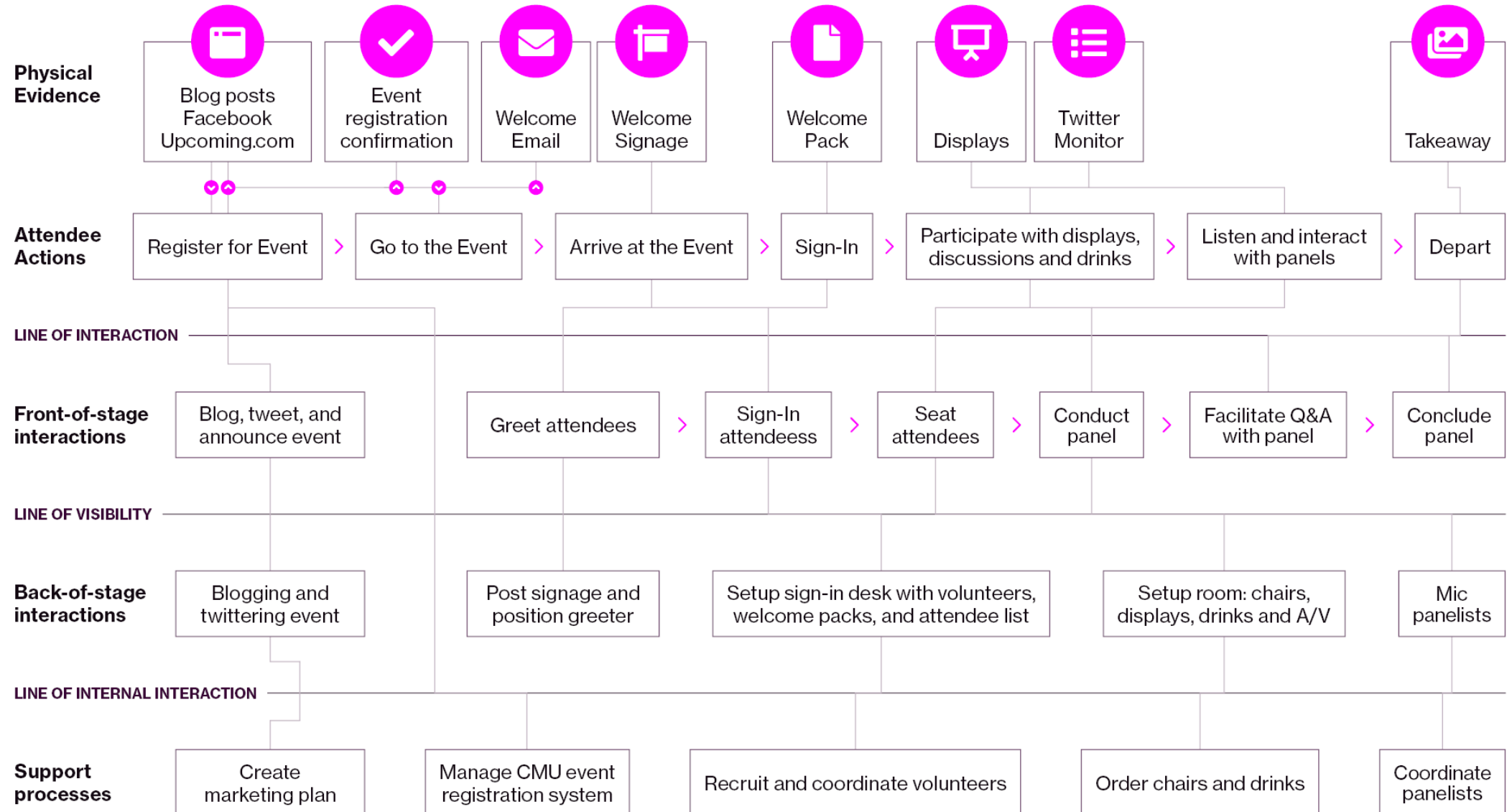
**Back Stage-** actions done back office not visible to customer

**Support Processes-** facilitate interaction and action across front and backstage

**Regulations-** dictate how processes are completed

**Emojis-** dictate points delights or frustrations, focus on design process and locate pain points

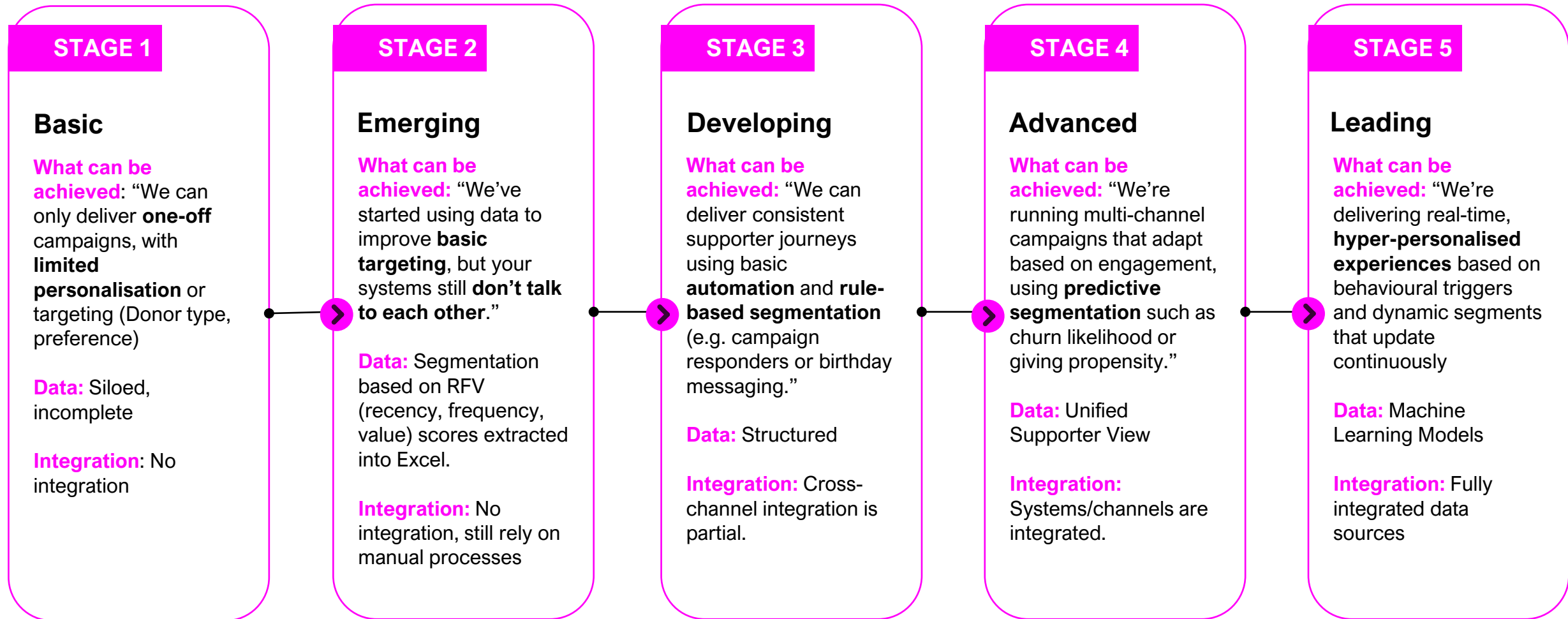
# Charity Event Example (Blueprint)



02

# Your Organisation's Supporter Journey Maturity

# Where do you sit in Journey Maturity?





# What's Holding Charities Back?



Outdated technology / CRM limitations



Limited resource



Lack of digital & data skills



Poor data integration



Cultural resistance to digital change

# Channel Use Among UK Charities

Engagement Approach	Approx. Share of Charities (UK)	Description
Single-Channel Focus	~20–30%	Primarily one channel used (e.g. only mail or only email). Tends to be smaller charities or those slow to adopt digital.
Multi-Channel (Basic)	~50–60%	Multiple channels in use for supporter comms (e.g. email, social, mail, events) but not fully integrated.
Omni-Channel (Integrated)	~10–20%	Highly integrated, data-driven journeys across channels. Mostly larger/national charities achieve this level.

## *Insights:*

- Health & international aid organisations lead in adoption
- Arts & community organisations still often go under-resourced.

03

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childhood day

From Sign-Up to Show-Up: Personalising  
the Volunteer Journey at the NSPCC

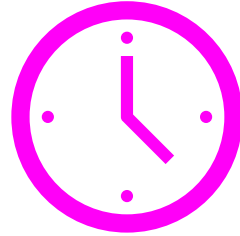
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# The Brief



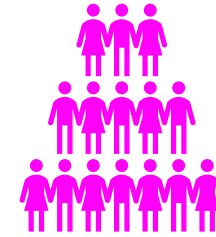
## Logistics

- 100+ collections
- Lead times
- Cancellations
- Multiple shifts



## Current Resource

- Lengthy processes
- Manual emails
- Disjointed data flow



## Tailoring

- More personalisation
- Collection-specific details
- Regionalised content
- Responsive to behaviour

# The Evolution of Automation

2018-2021

Example Firstname, thank you for volunteering to support Childhood Day 2019 in Example Location Registered Childhood Day!

We can't wait to hit the streets with you and raise as much money as we can to protect children and prevent abuse.

Your local fundraising team will be in touch with you regularly up until your volunteer day, with finer details of what to expect from the day, what to bring with you, and answering any questions you may have.

If you need to get in touch, your local office is: [northernirelandappeals@nspcc.org.uk](mailto:northernirelandappeals@nspcc.org.uk), 020 9035 1135.

Joining us on the streets will be great fun, you will get to meet lots of new people and you will really be making a difference to the lives of local children and young people.

Thank you for your kind support to the NSPCC. Together, we can protect children and prevent abuse.

Catherine, NSPCC

Personalisation

2022



Example Firstname, whether you're new to the NSPCC or already support us, we're excited to have you join our team of volunteers this Childhood Day!

Strong communities keep children safe, thousands of individual people coming together to do what's right. That's why we created Childhood Day. It's a day where all of us can come together to keep children safe from abuse.



#### We'd love to hear from you

Your local community fundraising team are here to help you with any questions you might have. Look out for an email nearer to your collection date.

In the meantime, if you have any questions, check out our [FAQs](#) or get in touch with us at [CHDVOLunteering@nspcc.org.uk](mailto:CHDVOLunteering@nspcc.org.uk) or give us a call on 0203 772 9287.

Join the Childhood Day Facebook group

Regional conditional content

2023



Hello Example Firstname, we're excited to have you join our team of volunteers this Childhood Day!

The details of your collection are below. If any of these are listed as "TBC" you will receive further information about these one week before your collection is due to take place.

#### Details about your collection

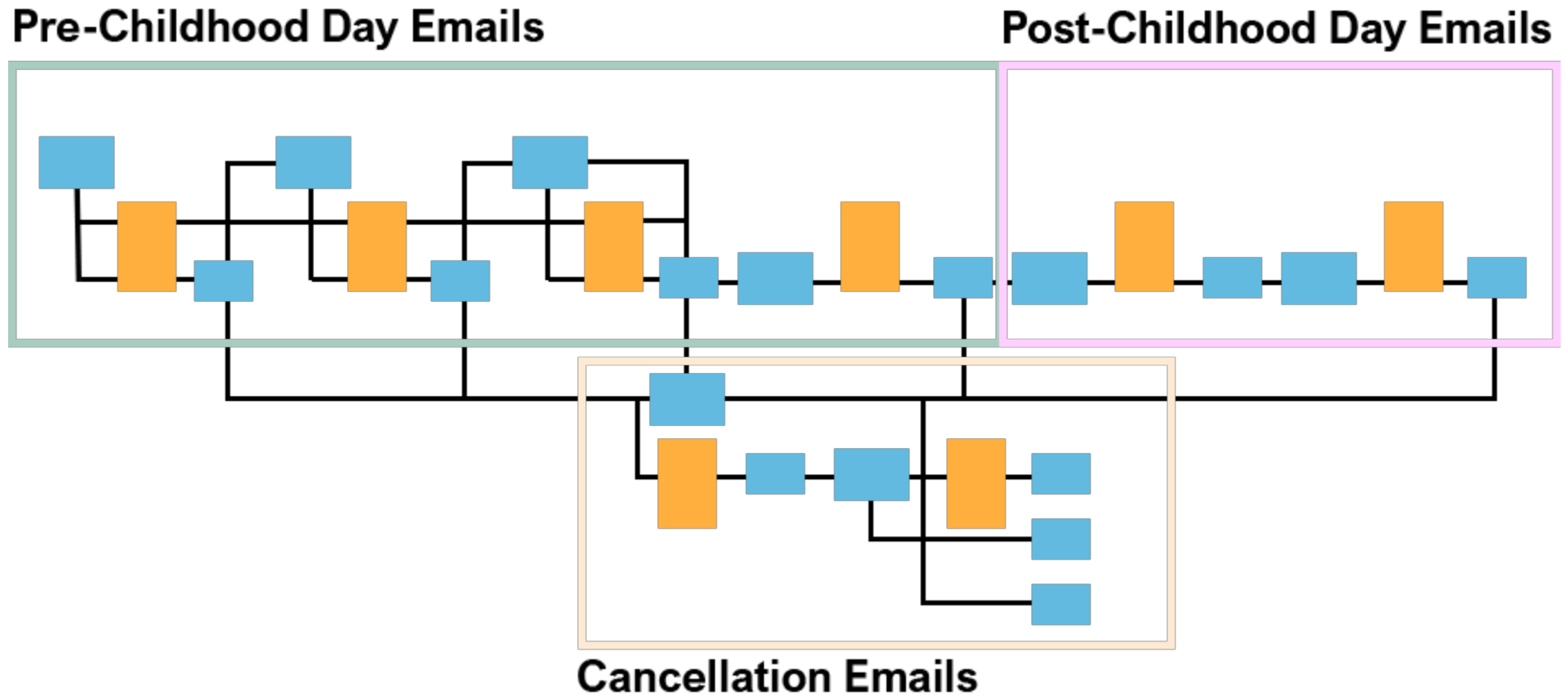
- Collection location: Example Collection Location
- Meeting point: Example Collection Base
- Collection slot: Example Collection Shift
- Your collection lead is: Example Collection Lead 1

#### What if I need to change my collection?

We understand that plans can change, so it's OK if you need to change your shift. It's just important that you keep us updated, so we can make sure we have enough volunteers for the day. To amend your shift follow the 'manage my registration' link in your confirmation email or refer to our [FAQs](#) for further details.

Personalised collection details

# The PeopleStage Journey



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# Timing

## Timing & Relevance

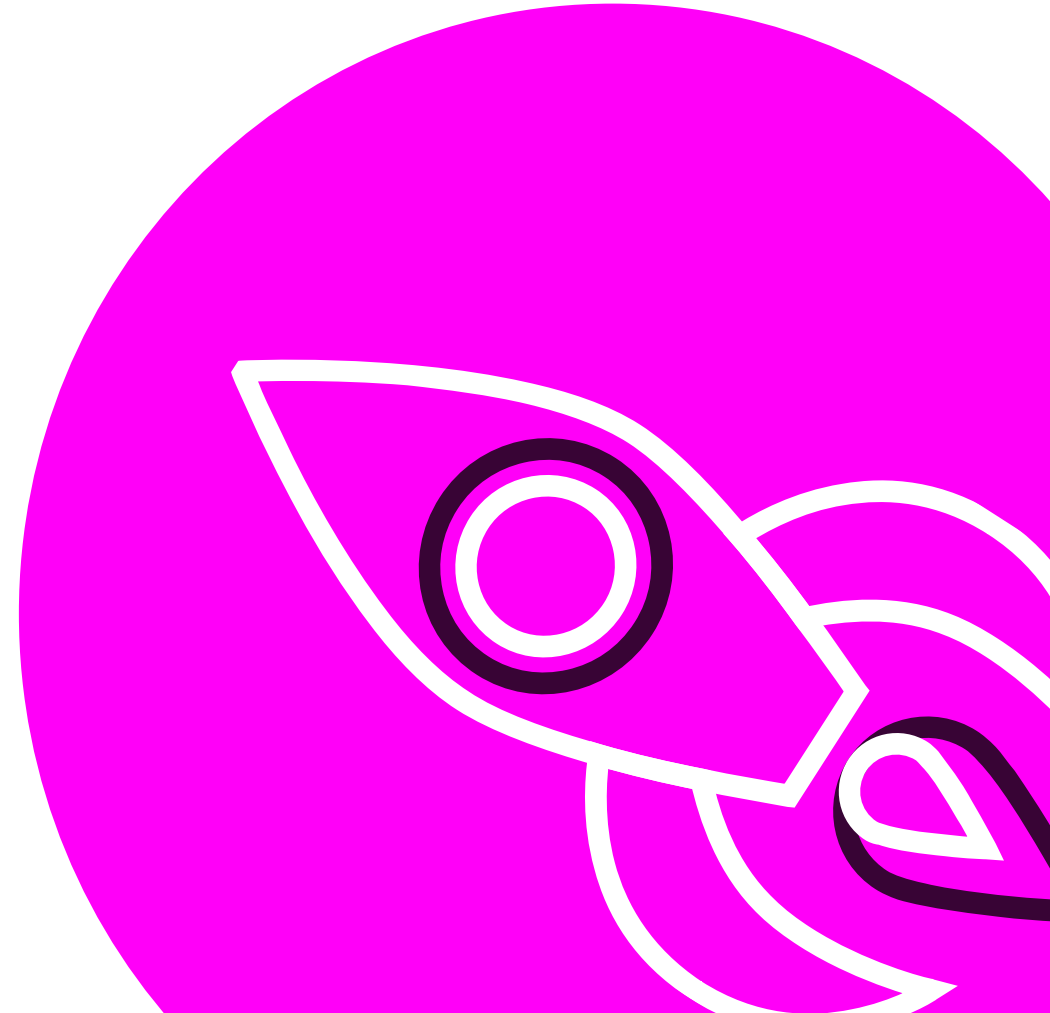
Volunteers received collection info only when it was most relevant, avoiding overload, especially for those in multiple collections.

## First-Time Focus

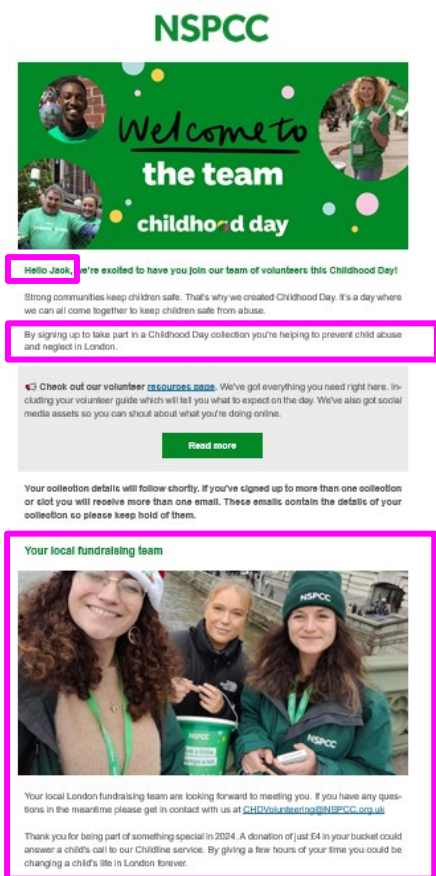
Special messaging was triggered *only* for a volunteer's **first** collection, regardless of how many they signed up for.

## Dynamic Audience Selection

Advanced logic and real-time data were used to tailor comms across the journey.



# Creative - Personalisation



Thank you Jack, for playing your part to keep children safe.

Your Childhood Day collection is taking place shortly. We wanted to get in contact and make sure that you have everything you need. We've included your collection details below.

To help you get the most out of volunteering we've included some top tips for having a great collection. You'll also find links to your [volunteer guide](#) and [safe fundraising guidance](#). Please make sure that you read these ahead of your collection.

## Details about your collection

- **Collection location:** Victoria Station - London - Wed 5th June
- **Meeting point:** Inside Victoria train station at the seating area in the main concourse near the ticket office by the toilet. London Victoria Station, Victoria Street, SW1V 1JU
- **Collection slot:** Wednesday 5th June 2pm-4pm
- **Your collection lead is:** Emma, 07123 456789



[Volunteer Guide](#)



[FAQs](#)



[Safe Fundraising  
Guidance](#)



# Creative - Cancellations



Hello Jack, we're sorry that you aren't able to attend your Childhood Day collection as hoped.

Child abuse has no place in childhood. And the only way we can keep all children safe is if we all come together now. Strong communities keep children safe. Thousands of individual people playing their part and doing what's right.

[Sign up to another collection](#)

We want to improve our volunteers' experience of Childhood Day. Please could you spare a couple of minutes to [complete this anonymous poll](#) and let us know why you were unable to attend your collection.

Hello Jack, we're sorry that you weren't able to attend your Childhood Day collection as hoped.

Child abuse has no place in childhood. We can all play our part in helping to keep children safe. That could be by taking part in a Childhood Day collection, the Childhood Day Mile or volunteering in another way.

## Other ways you can play your part

- ✓ [Find volunteer roles near you](#)
- ✓ [Do your own fundraising or join a local fundraising group](#)
- ✓ [Make a one off or regular donation towards our work](#)



# Performance Metrics

## Impact Score

>4	Exceptional
2.5-3.99	Good
1-2.99	OK
<1	Poor

## Main Journey

Year	Impact score
2024	4.73
2023	4.13

## Cancellation Journey

Year	Impact score
2024	3.64

## Meta Journey

Year	Impact score
2024	3.22

# Volunteer Experience



**56%** would be interested in leading a collection next year



**100%** of corporate volunteers found the collections enjoyable



**88%**

**88%** found their experience enjoyable



**90%**

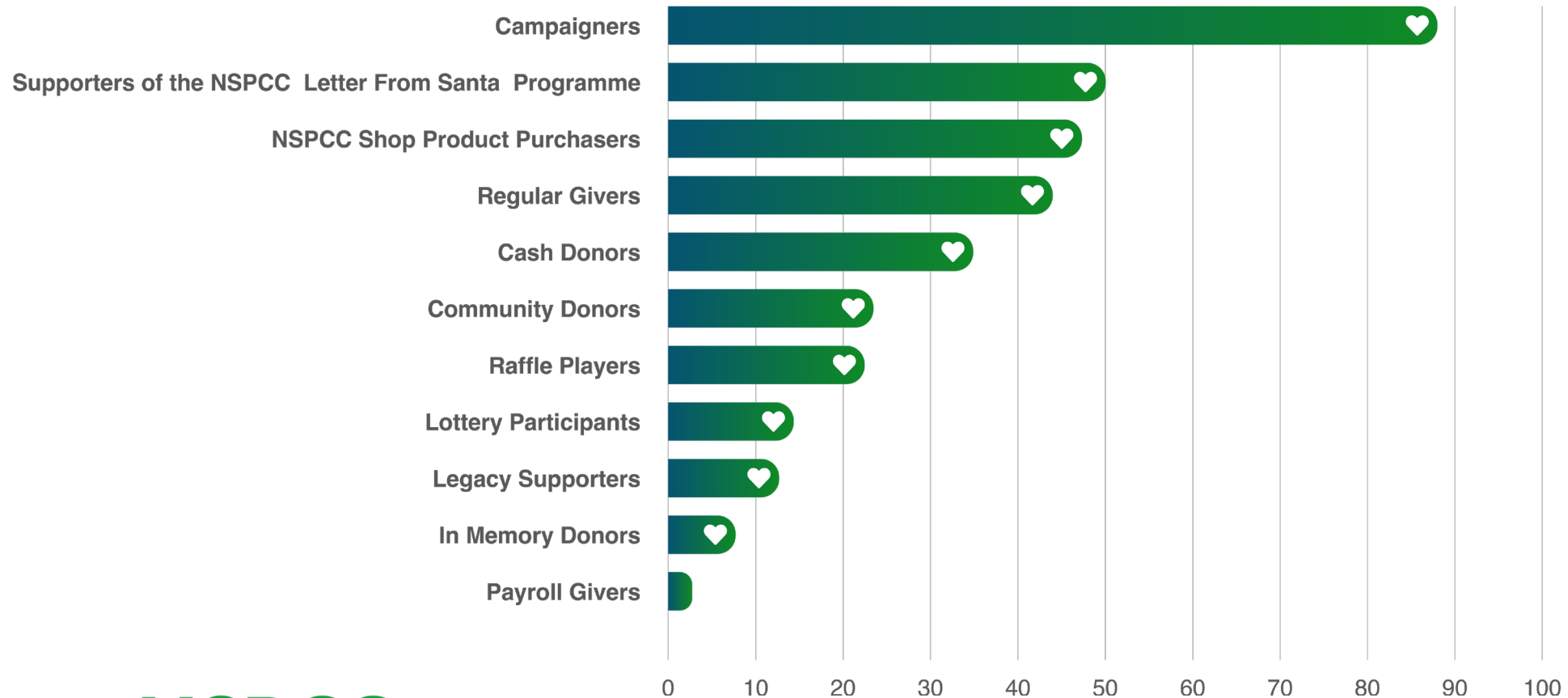
**90%** would take part next year

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# Volunteers Beyond Childhood Day

## Childhood Day 2024 Other NSPCC Engagements



04

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## WWF Reinvents the Animal Adoption Email Journey with Euler to Boost Fundraising

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Established in 1961, WWF work in nearly 100 countries.

They collaborate with people around the world at every level to protect communities, wildlife, and their habitats.

Euler. x



# Old Journey Adoption

- Cluttered marketing calendar
- Complex internal process
- Large comms crossover to supporters
- Low levels of personalisation
- Low levels of interaction







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# The Dream

- Personalised, multi-stage customer journey
- Interactive and engaging content
- Surprise and delight supporters
- Learn more about members
- Cross-sell recommendations
- Renewal prompts
- Cancellation handling

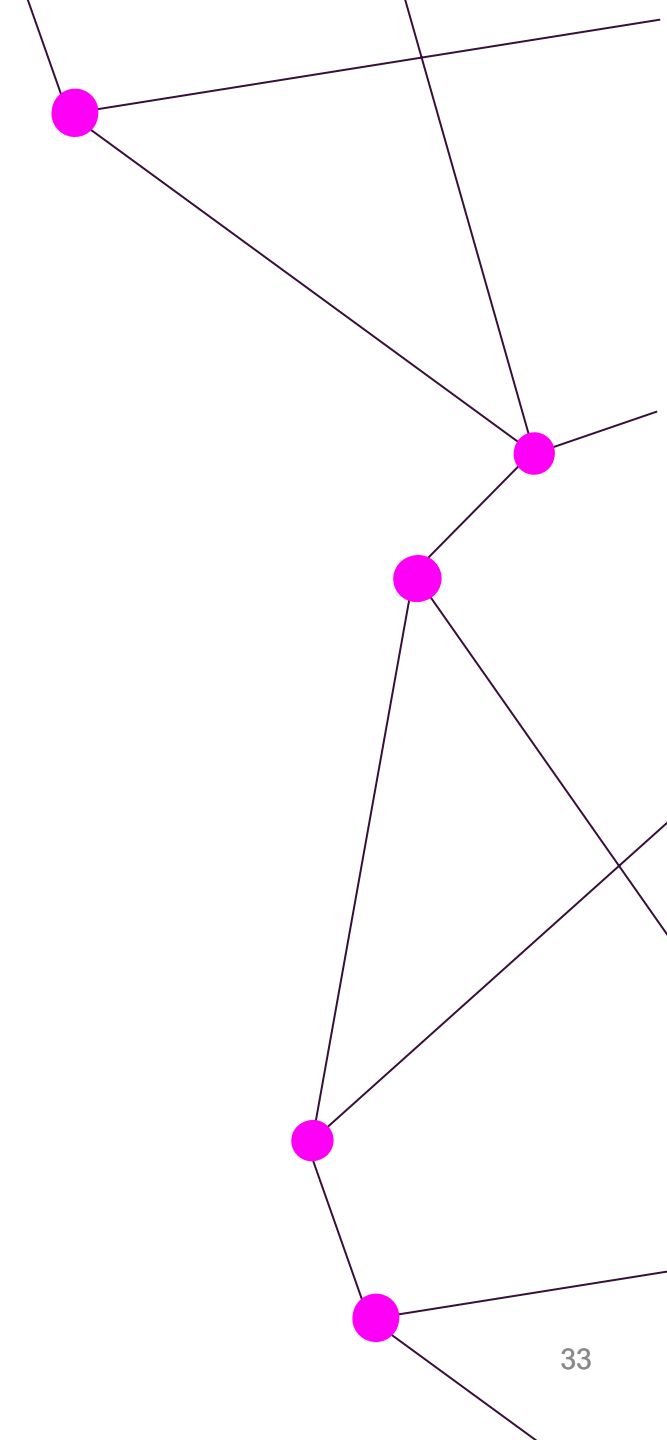




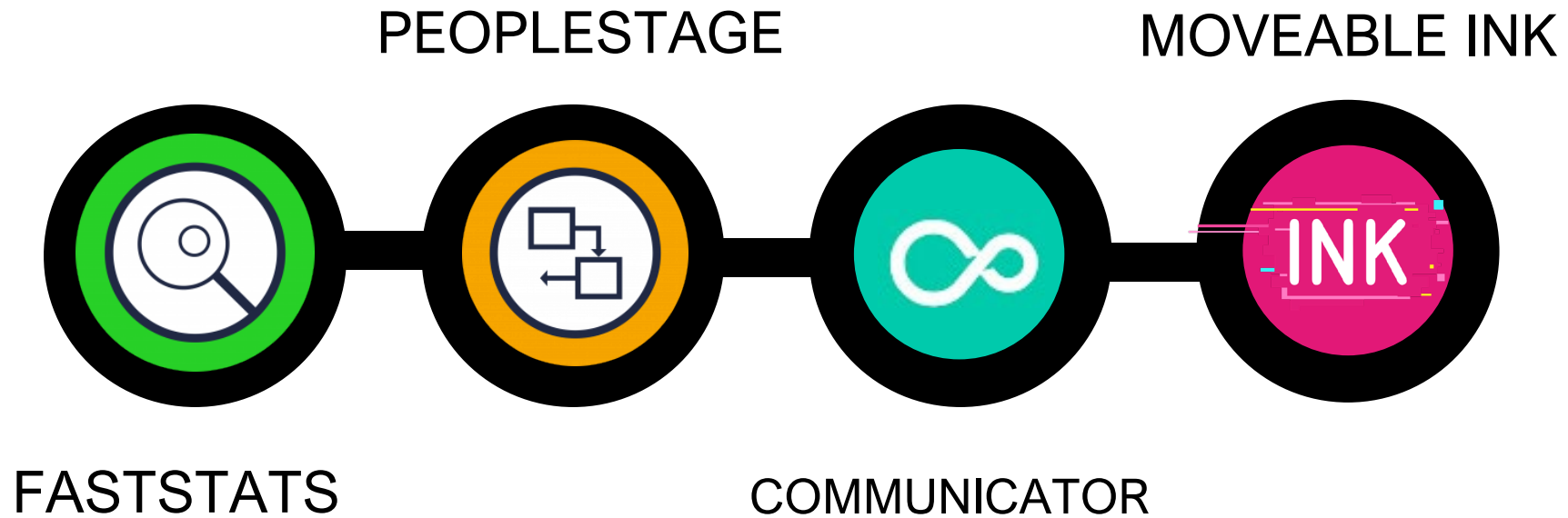
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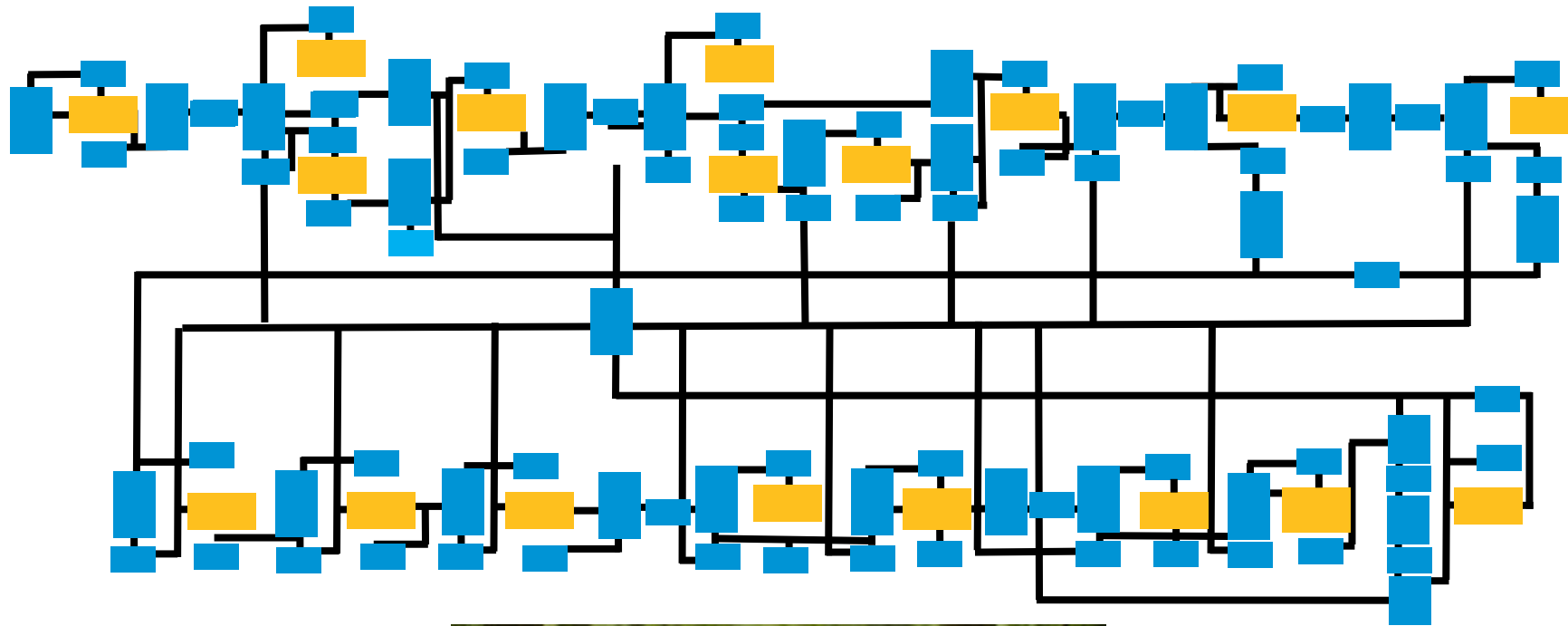
SOLUTION



# Infrastructure

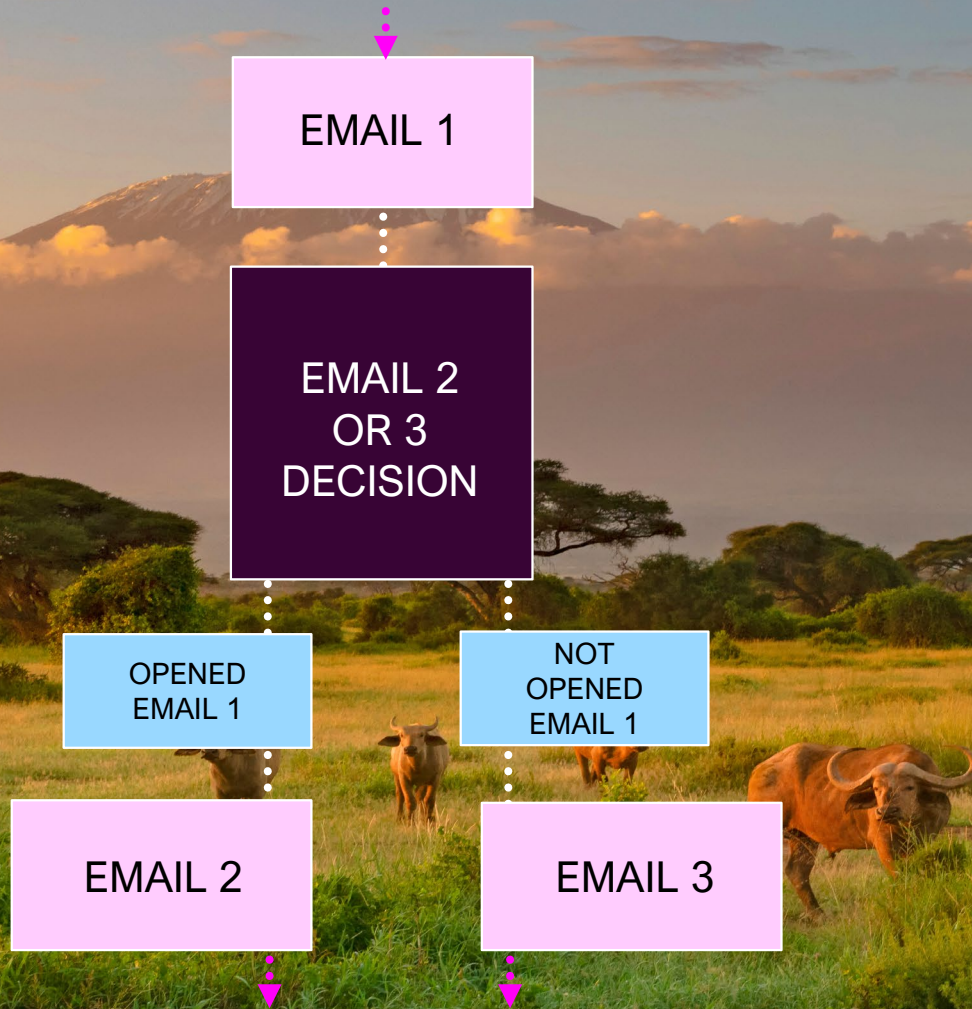


# Personalised Journey



# Dynamic Content

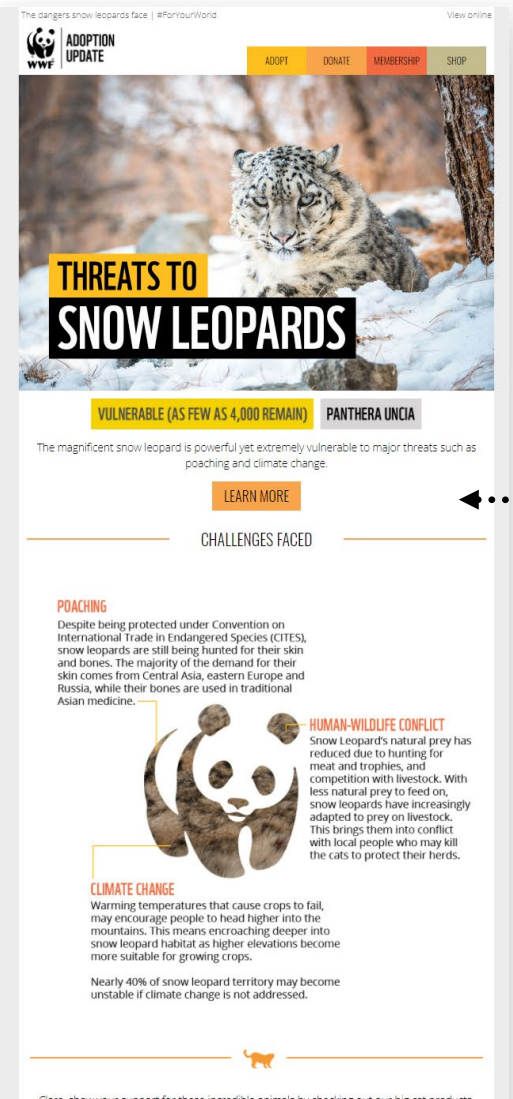
- Serves most relevant content to individuals based on their behaviour -
- Which emails opened
- Which animal adopted
- Preferences captured by polls
- Next Best Action
- A/B TESTING SUBJECT LINES





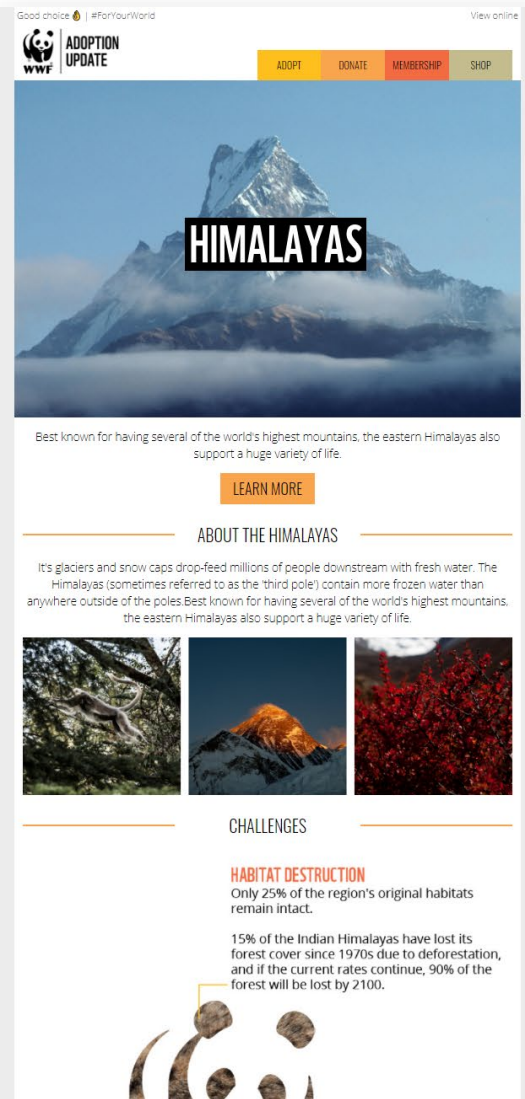
# Polls

EMAIL 4



EMAIL 5

EMAIL 6



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# Next Best Action

V1



V2



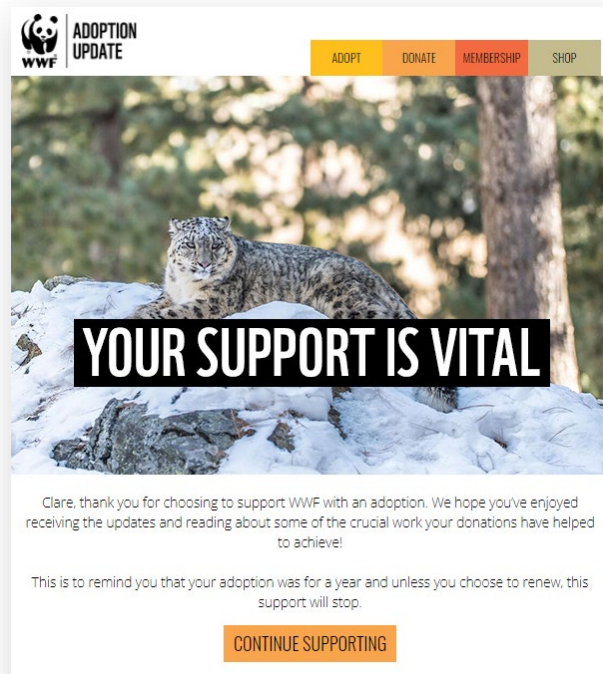
V3





# Renewals

[...SGY101014&sid=519879132&oid=123456&sku=ADOPTION-SP-36...]



PERSONALISED  
RENEWALS LINK

40%  
RENEWAL  
RATE

Your Supporter number and Payplan number can be found in the email or on the renewal letter you received in the post, but don't worry if you don't have it to hand, we can still process your renewal.

SUPPORTER NUMBER - OPTIONAL  
519879132

PAYPLAN NUMBER - OPTIONAL  
123456

WHO'S THE RENEWAL FOR?

☒ ME ☐ A GIFT

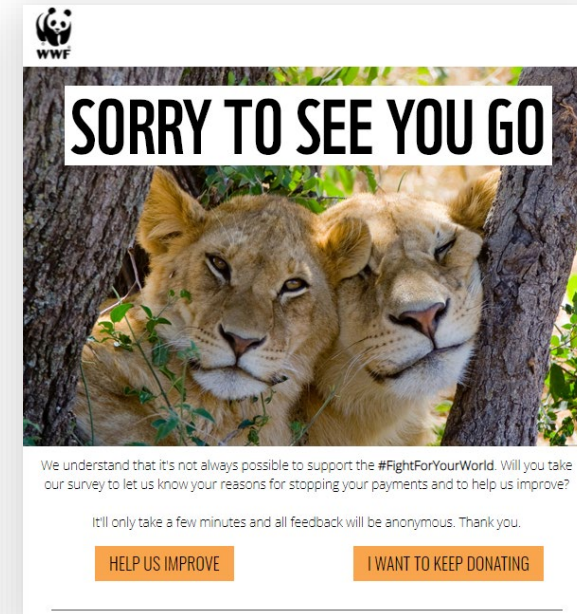
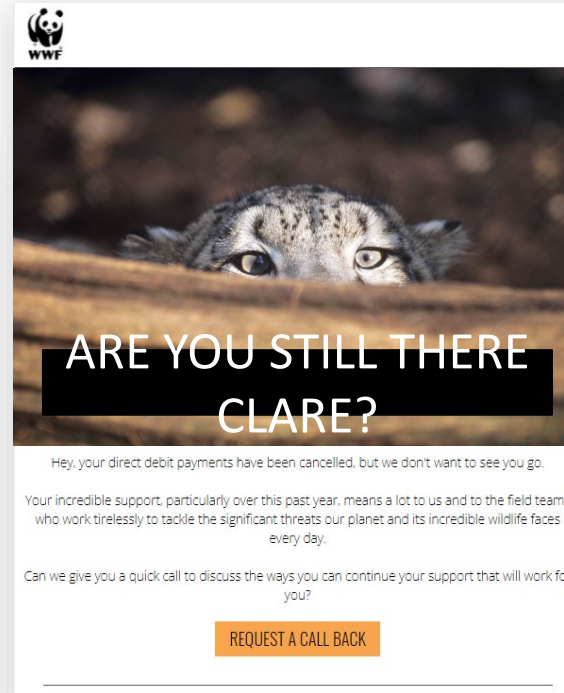
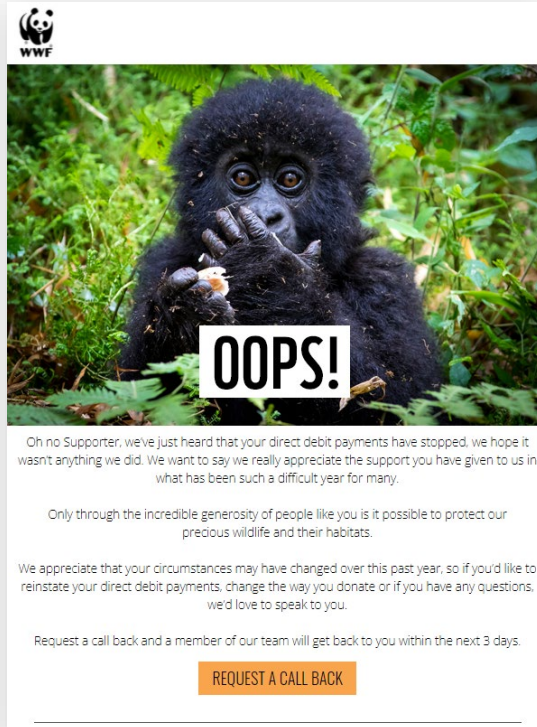
CHOOSE A ONE-OFF PAYMENT

- ☒ £36.00
- ☐ £60.00
- ☐ £120.00
- ☐ ENTER YOUR OWN AMOUNT  
£ 0.00

Your money could go further if you pay by Direct Debit: this supports our long-term planning and helps to keep our administration costs down.  
Prefer a [monthly amount](#)?

# Cancellations

FLEXIBLE  
OPTIONS



SURVEYS

ENCOURAGING  
PEOPLE TO GET  
IN TOUCH

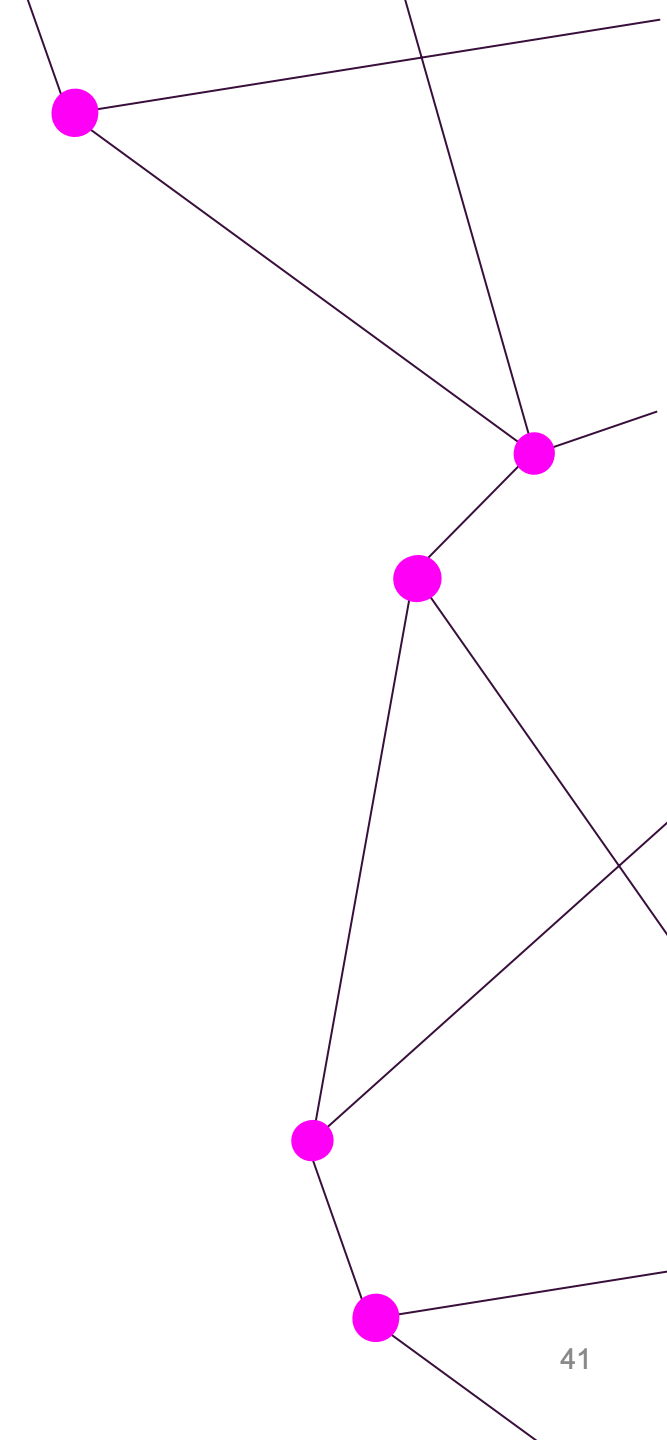




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## RESULTS





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# For the Supporter

- Vastly improved supporter experience
- A journey for every adoption
- Renewal notifications with easy renewals
- Alternative options when cancelling
- More choices for what they receive
- Interactive and engaging content

# For WWF

## FINANCIALS

£30,000 uplift in attrition

£33,000 additional revenue

Renewal increased 3% to 10%

## ENGAGEMENT

46% open rate

100,000 website visitors

15% less likely to cancel

## OPERATIONS

35% more renewals served

Changes take 1 day, previously 1-2 weeks

Paved the way for other enhanced, automated journeys charity-wide



05

# Toolkit: Evolving Your Supporter Journeys

# Common Pitfalls & Core Ingredients for Journey Success

## *Ingredients*

- Clear goals & objectives
- Leadership buy-in & vision
- Allow for more time than you need
- Togetherness with all stakeholders
- The correct skills, tools & capabilities
- Review & recalibrate
- Realistic targets
- Accountability
- Monitoring and reporting

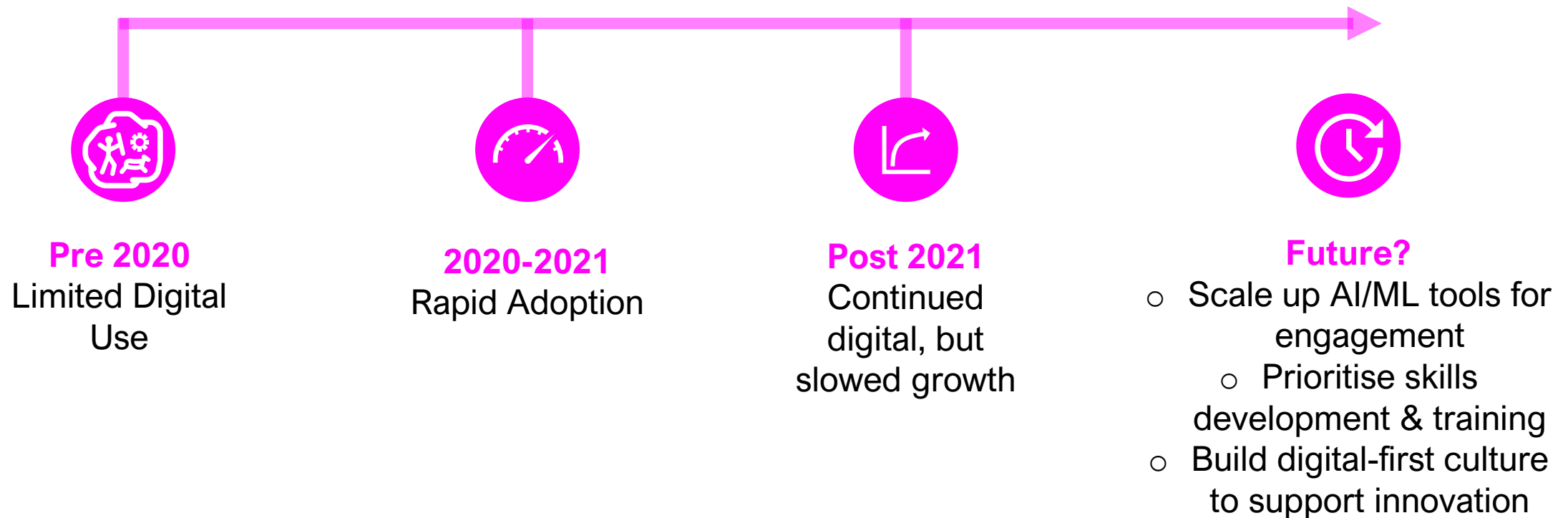
## *Pitfalls*

- Data Quality
- Not thoroughly checking a journey before launch
- No journey reviews
- Lack of ownership, skills & expertise
- Manual processes
- Missing tech integrations
- No clear goal or vision

07

# Future Trends & Final Reflections

# What's Next for Supporter Journeys?



## GET IN TOUCH



**Paresh Patel**  
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**01925 644800**



**Mentoring session**  
**1-2pm Fri 30 May**  
**Scan the QR code**  
**to register**





**Euler.** Thank you

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