

Supporter experience isn't  
a nice to have...

**It's a need to have.**

A still from the movie Toy Story showing Woody and Buzz Lightyear. Woody is on the left, looking concerned. Buzz is on the right, wearing his green and purple space suit, looking excited with his arms outstretched. The background is a simple room with a door and some toys on the floor.

**DATA...**

**DATA...EVERYWHERE...**





**SCOPE**

**hynt.**





PUBLIC  
TRANSPORT  
MEANS  
ME TOO!

National Westminster Bank

88  
HARDY'S ARCH

52



**0808 800 3333**



# Scope has a BIG mission:

Grow income amidst  
increasing competition  
and declining traditional  
fundraising methods

Have meaningful impact in  
the lives of disabled people  
across the country



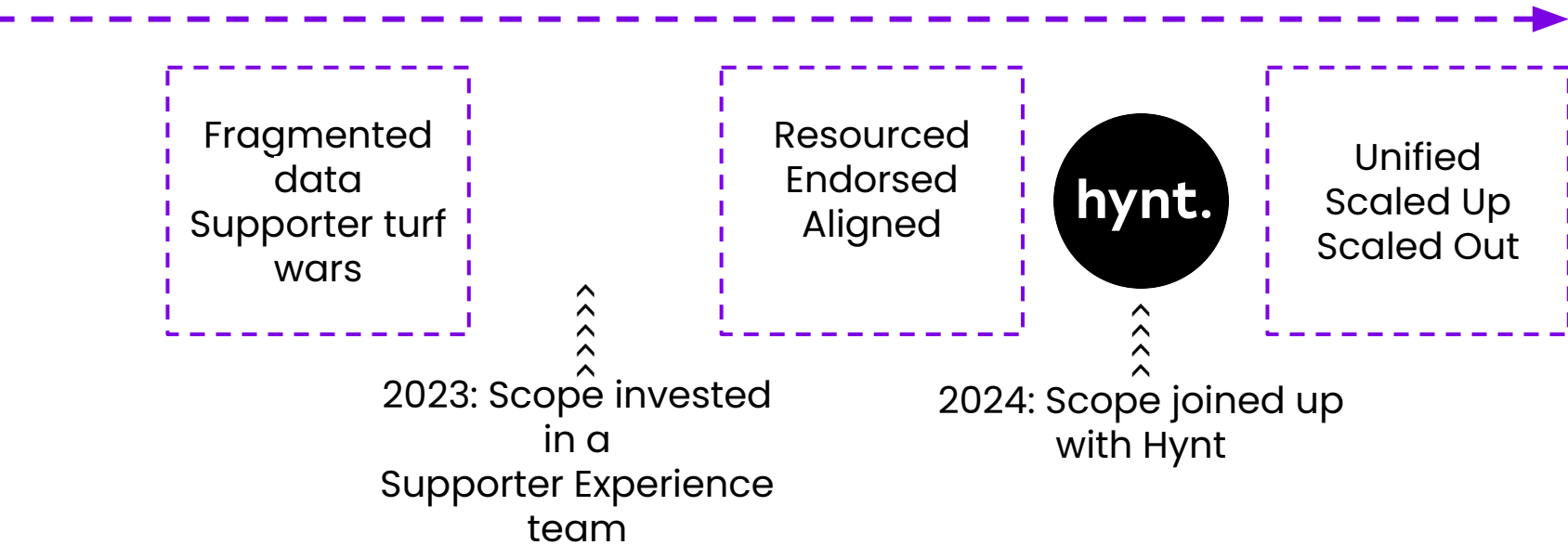
Manage risk associated  
with the changing digital  
advertising landscape  
(cookie deprecation,  
Meta's restrictions etc.)

# Scope has a BIG mission:



Navigate the transition from **Services to Rights-led**, keeping existing supporters actively engaged and giving them more ways to support disabled people in their community

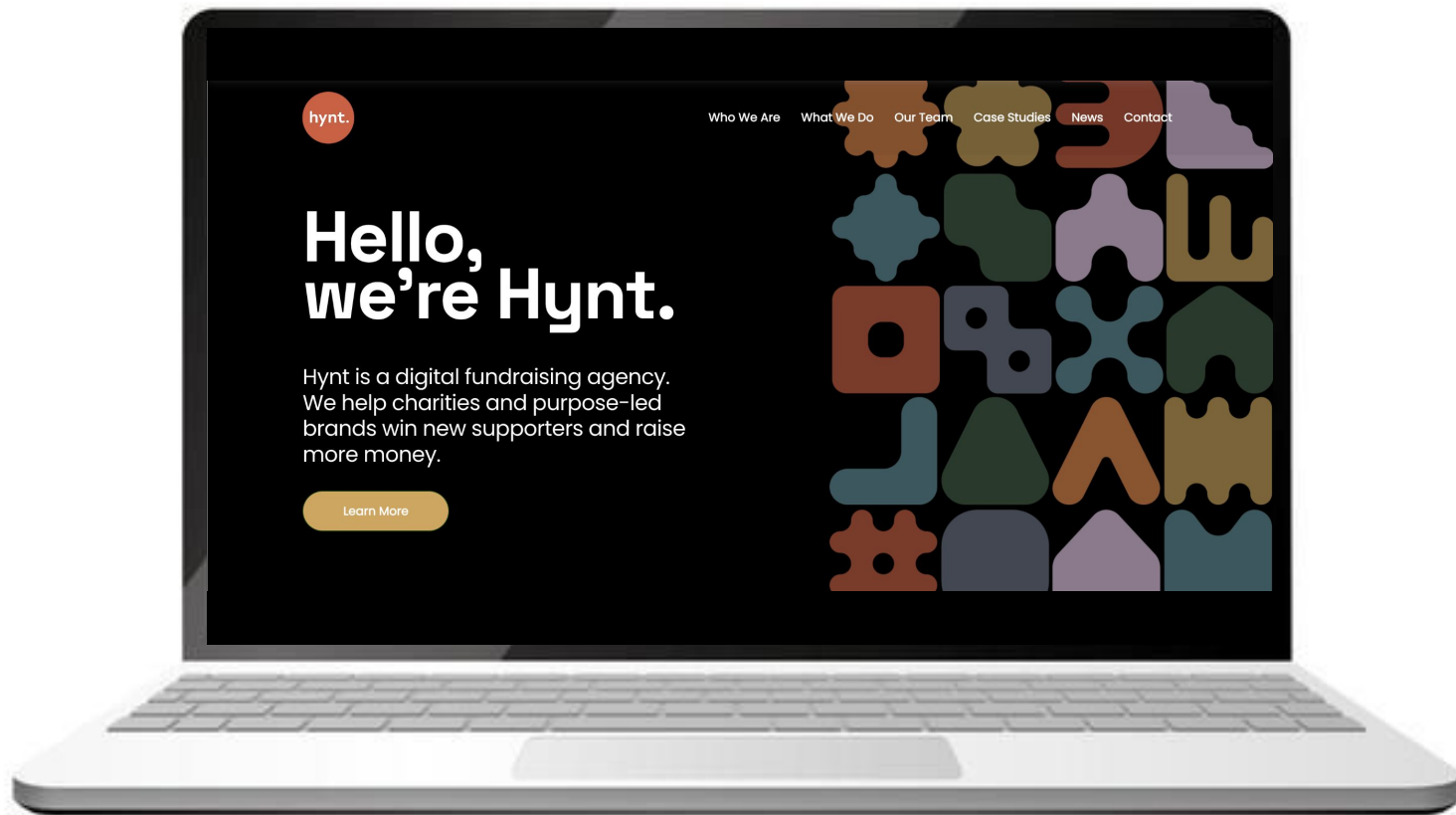
# Scope has been on a journey...





**hynt. SCOPE**





# What we do

Read more

## 01 Digital Fundraising

We help you create a masterplan for online fundraising success. We'll create a blueprint that's totally tailored to you.

Turn your team into a digital powerhouse

## 02 Campaign Delivery

We deliver dynamic strategy, creative and delivery for email, Meta and TikTok campaigns. Need a knockout campaign?

We're here for it

## 03 Training and Coaching

Our training and consultancy gives teams the skills and tools to confidently navigate the digital landscape and deliver powerful results.

Talk to us

## 04 Innovation and Diversification

Ready to experiment with new channels, tactics and creative ideas? We'll help you stay ahead of the curve and future proof your fundraising.

Inject some fresh thinking

# It started with a technical review of Scope's email marketing programme

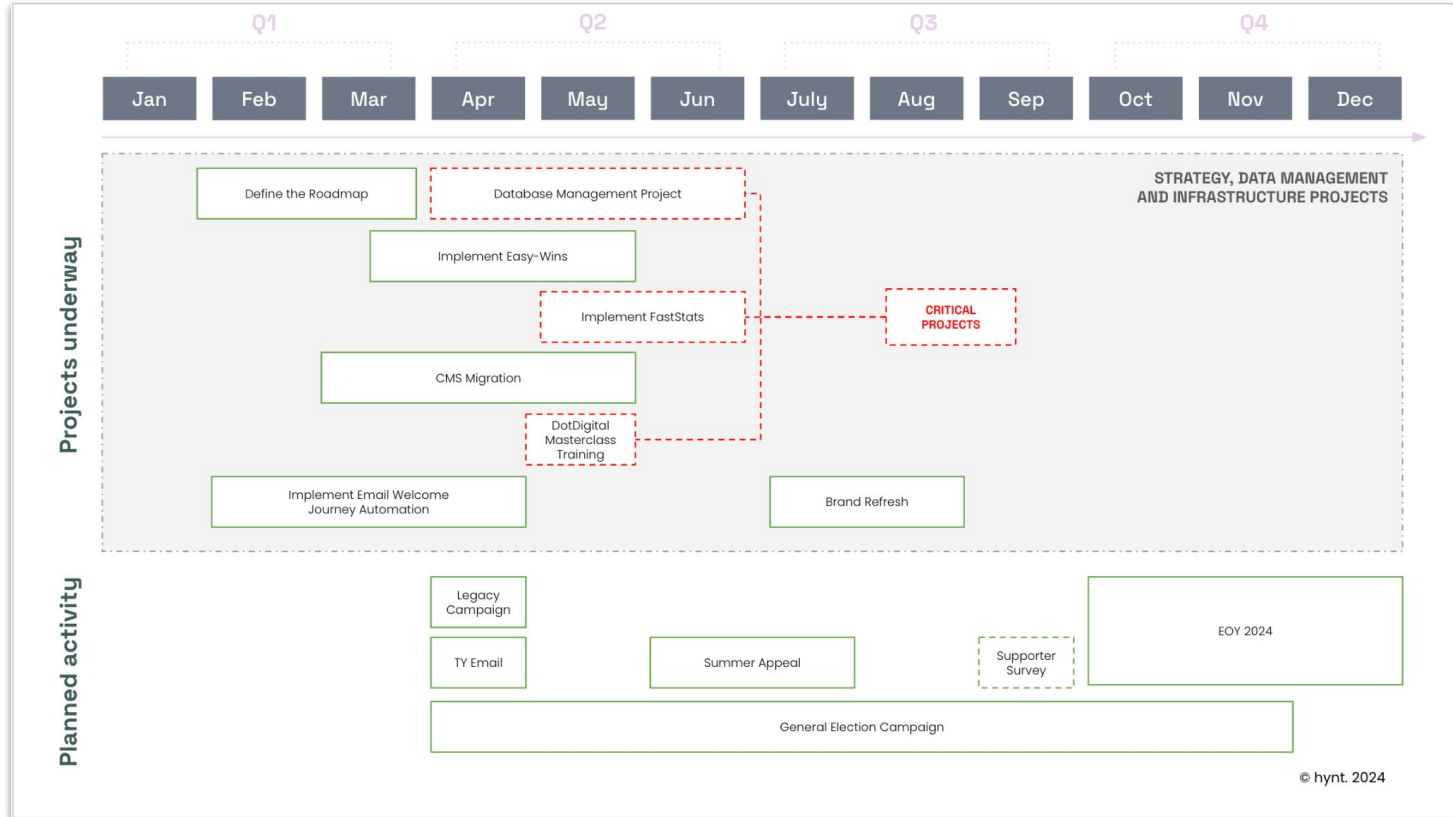
Made it clear that we  
needed to get Scope's  
"engine room" in order >>>

## Review of Scope's email marketing ecosystem and suitability for fundraising

Findings and Recommendations

May 2023

# So we wrote a roadmap, and a plan

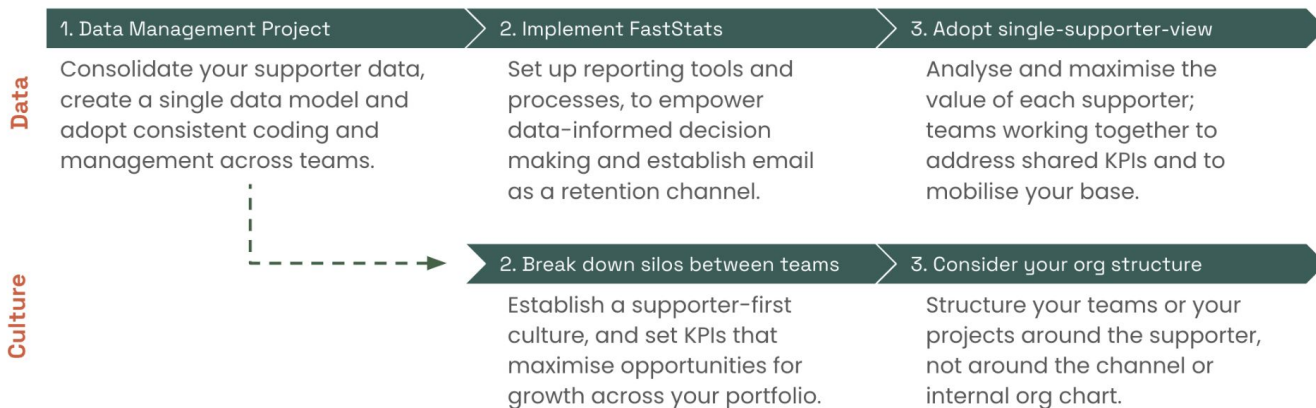




# ... and we *really* focused on data and culture

## Your 2 critical path to success

We have identified 2 critical paths that will need to be address – in this order – to make this project feasible. The data path relies on a significant database project in Q2 2024, and the culture path relies on a new approach to supporter engagement across teams, and could require a new approach to team inter-dependencies.



hynt.

© hynt. 2024

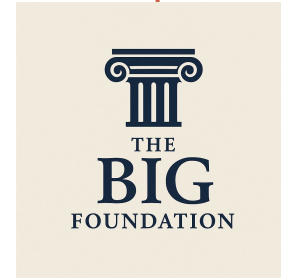
Supporter experience isn't  
a nice to have...

**It's a need to have.**

# Supporter Experience comes in all sizes...



Small but mighty budgets,  
nimbleness, creativity and  
buy-in



Big budgets, investment,  
resources and dedicated  
teams

# 5

## things you can do today!

(and why)



# 1. Make Supporter Experience a priority



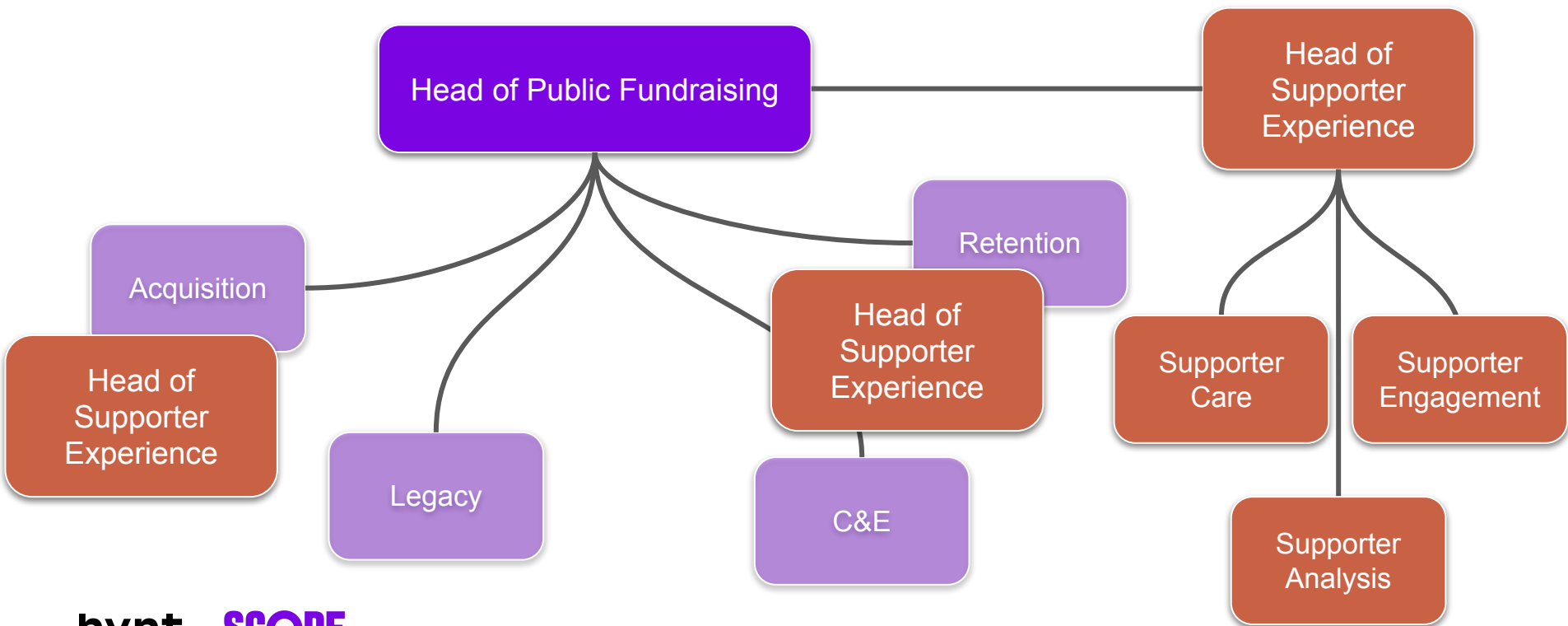
Steering Groups formed  
across Fundraising,  
Comms and more



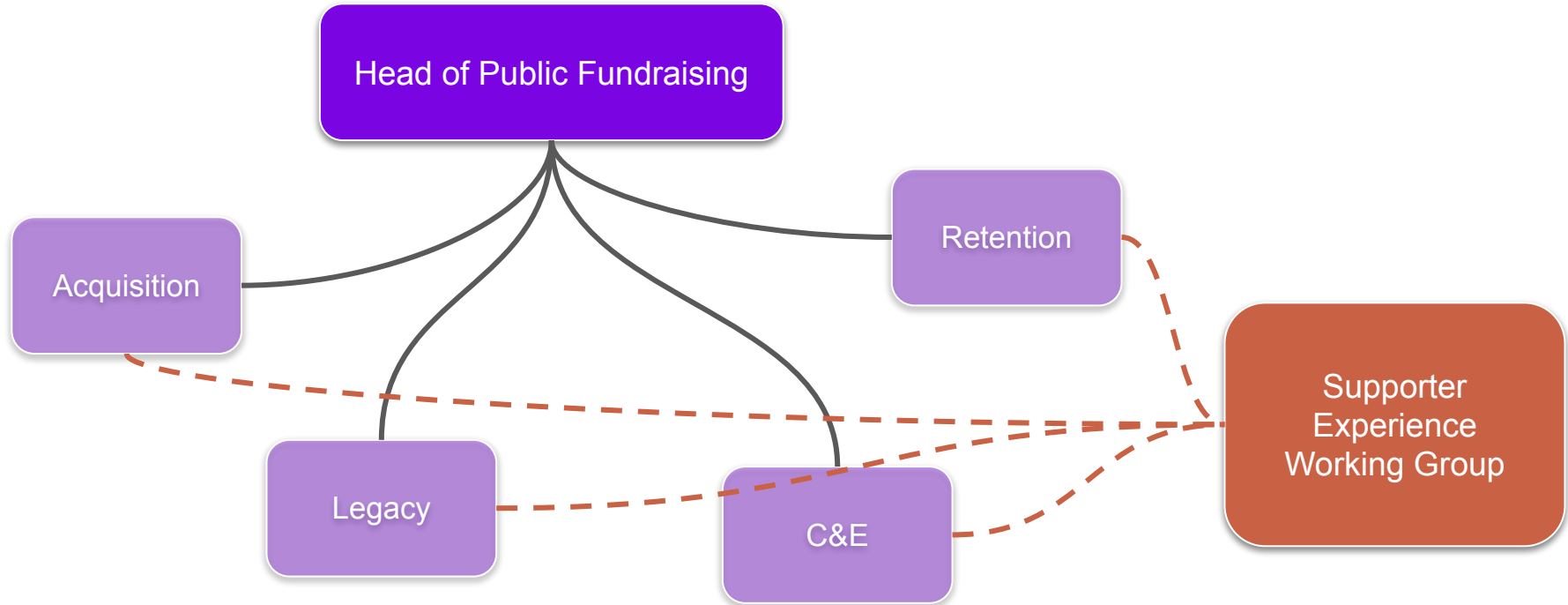
An empowered and  
resources Supporter  
Experience team

Head of  
Supporter  
Experience

# audience-led, not brand-led or budget-led



# There's always a way to be supporter-first



## 2. Join up your data model



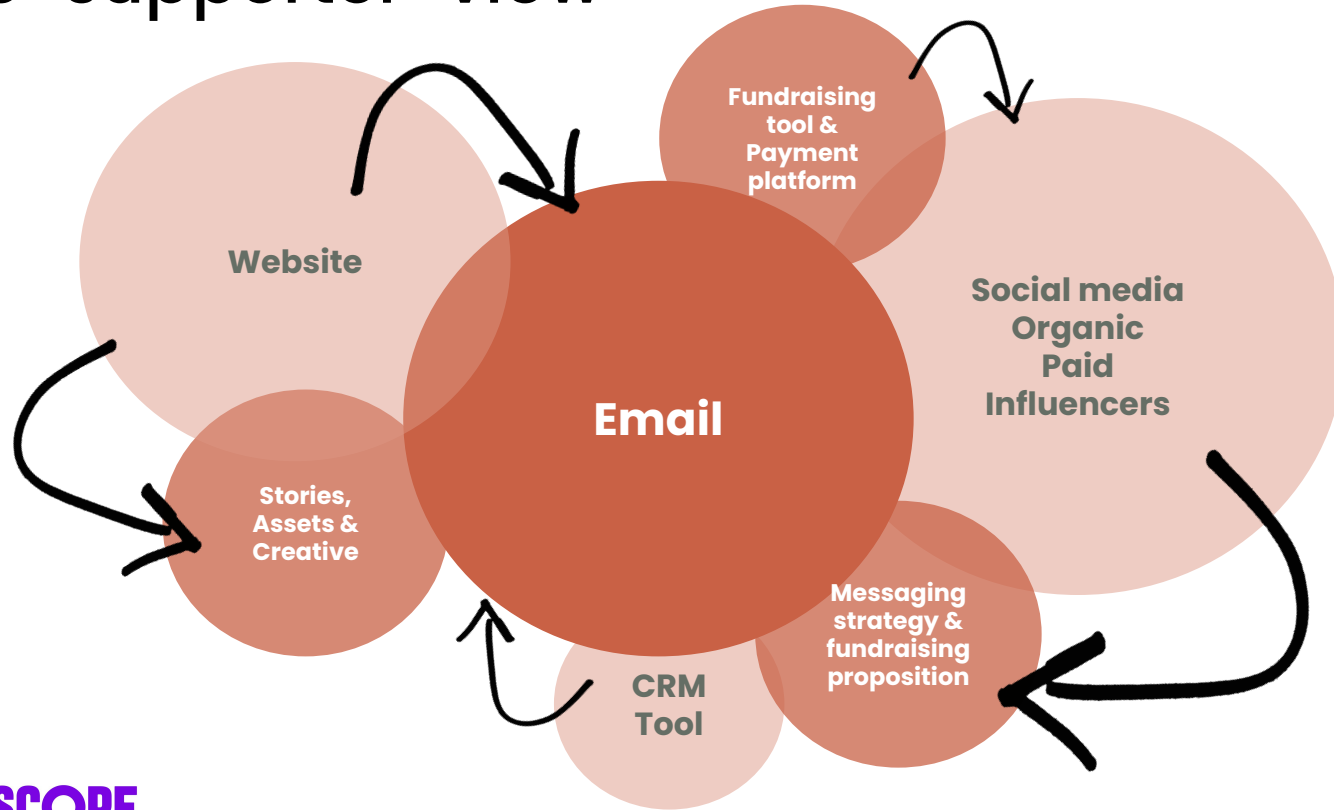
Get it all in into the same  
place, clean it up, secure  
it, look for easy wins



Adopt a single-supporter  
view, deep-dive analysis,  
shared KPIs



# We started with an aligned data model and a single-supporter-view



Which means we can get these amazing Faststats Cubes!

[illegible]

# QUIZ TIME!



# Thinking about Active Regular Givers, which other way are they most likely to be engaging with Scope?

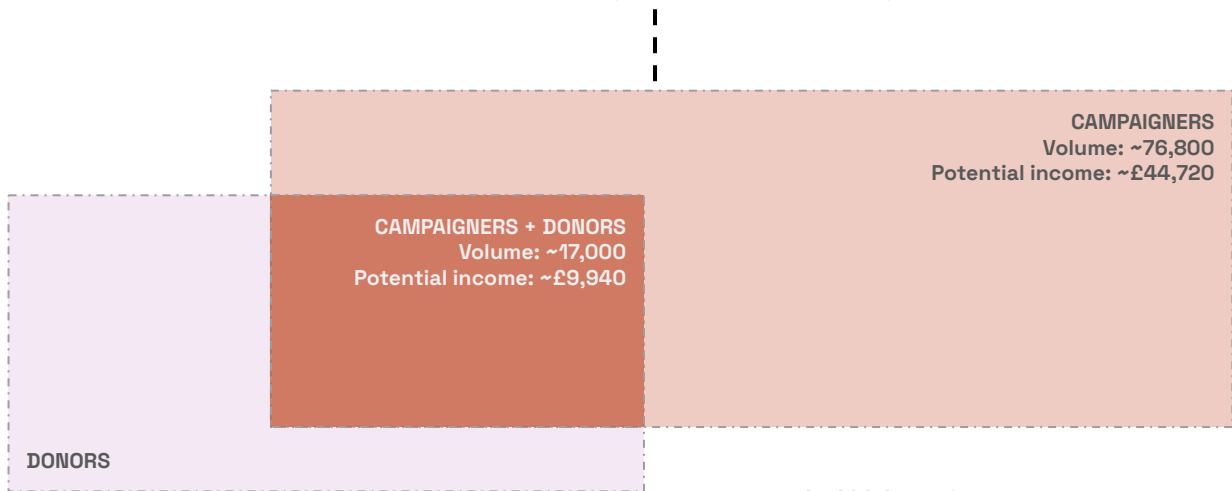
☒ Signing your Campaigns

☐ Giving extra Cash gifts

☐ Pledging a Legacy gift

# The lost value of NOT joining up your data

Let's look at an example of the value of the single-supporter-view and a focus on the supporter: Scope's Fundraising and Campaigner files.



There are ~93,800 Campaigners that are currently not being sent fundraising emails. The total lost income is ~£54,660.

Figures are approximate.

# The potential value of a single-supporter-view

Your Benchmarks		Benchmarks 2023
6.62%	Advocacy Click-through Rate	2.1%
0.09%	Advocacy Response Rate	1.3%
0.83%	Fundraising Click-through Rate	0.54%
0.08%	Fundraising Response Rate	0.09%
—	Change in Online Revenue	-4%
\$40.50	The amount raised for every 1,000 fundraising emails delivered	\$90

Figures are approximate. Benchmarking done with M+R Benchmarks  
<https://mrbenchmarks.com/#benchmark-yourself>

### 3. Send more email, more often



Fun facts, top tips, impact stats, posts from social media, news of the week



Automate workflows and journeys, dynamic and variable content



# Email marketing transformation

We're now sending more email than ever before >>>

Email is driving income, and promoting our products >>>

hynt. **SCOPE**

**SCOPE** = Equality for disabled people

[View this email in your browser](#)

**Life costs MORE for disabled people.**

Hi,

Disabled people's voices must not be ignored in the 2024.

**We've created the Local Disability Data Map. It's**

- extra cost of disability
- disability employment gap
- proportion of disabled people who've experienced discrimination
- number of disabled residents

**Explore what life is like for disabled people in your area**

**Local Disability Data Map**

This map details the experiences of disabled people by local area.

The interactive map highlights some of the main issues currently facing disabled people. Put in your postcode below to see localised data and quotes from your area.

Your postcode or constituency name

e.g. E15 2JW or Watford

**SCOPE** = Equality for disabled people

**Local Disability Data Map**

This map details the experiences of disabled people by local area.

The interactive map highlights some of the main issues currently facing disabled people. Put in your postcode below to see localised data and quotes from your area.

Your postcode or constituency name

e.g. E15 2JW or Watford

, disabled people weren't mentioned once during Rishi Sunak and Keir Starmer's recent debate. Now is the time to make disabled people a priority. Could you **give £5** to help us fight for an equal future?

**Yes, I'll give £5**

With your support, we'll lobby the new government to commit to putting disabled people at the top of the agenda.

Thank you,

Sian  
**Scope**

Please note any replies to this email will not be seen or responded to by Scope immediately. If you have any personal welfare concerns, please contact Scope's helpline on [helpline@scope.org.uk](mailto:helpline@scope.org.uk) or 0808 800 3333 for advice. If you need to talk to someone urgently about how you're feeling, please call Samaritans on 116 123.



# QUIZ TIME!

By how much has Scope increased the annual total # Gifts by email in the first 9 months of this new strategic approach?

☐ 94%

☐ 123%

☒ 200%

# We transformed email marketing

We're trying to activate more of our supporters and audiences, to grow our file of engaged supporters who have a meaningful connection to Scope.

⋮

Metric	Difference
Donations via Email	+200%
Income via Email	-6.94%
Average Gift	-68.98%

# Quarterly planning has been our secret sauce

Aim to plan about 75% of your content ahead of time. Big theme days, holidays and other known events, as well as content series and other owned events...



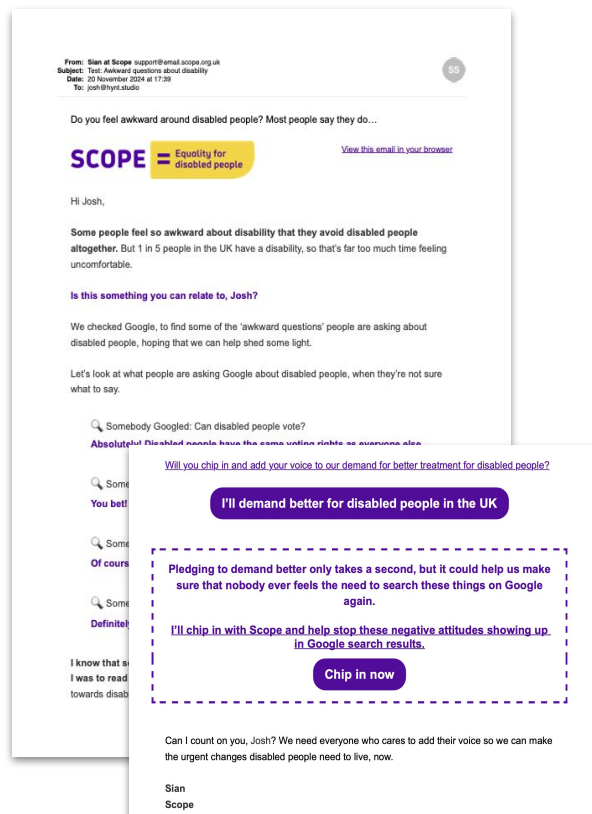
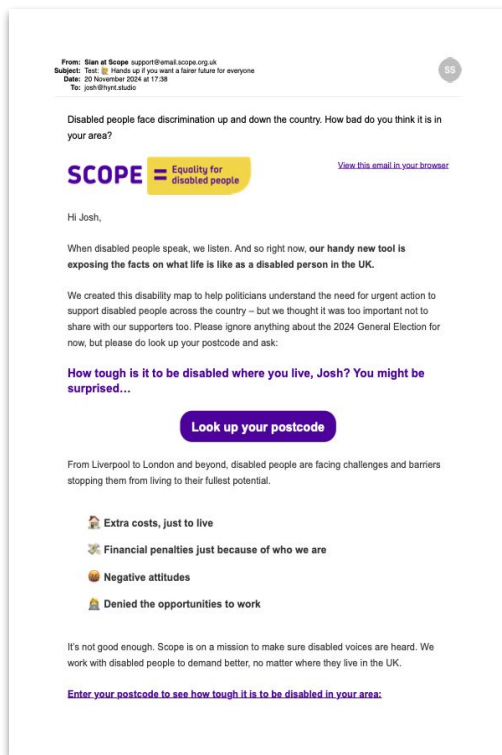
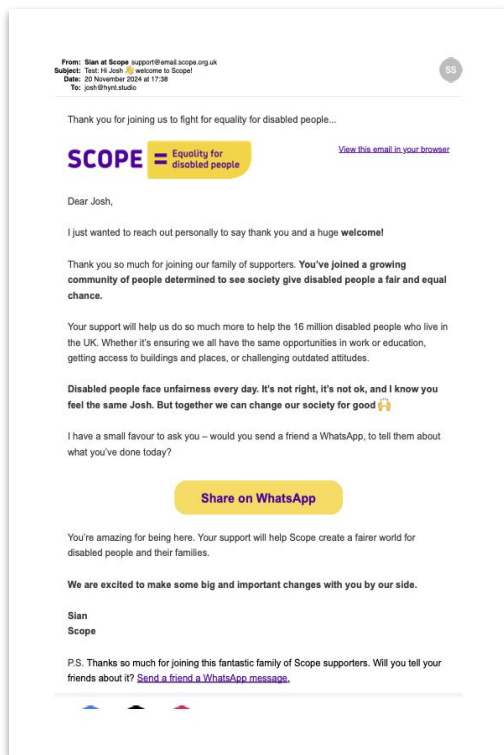
**Planned Content**

**Reactive Content**

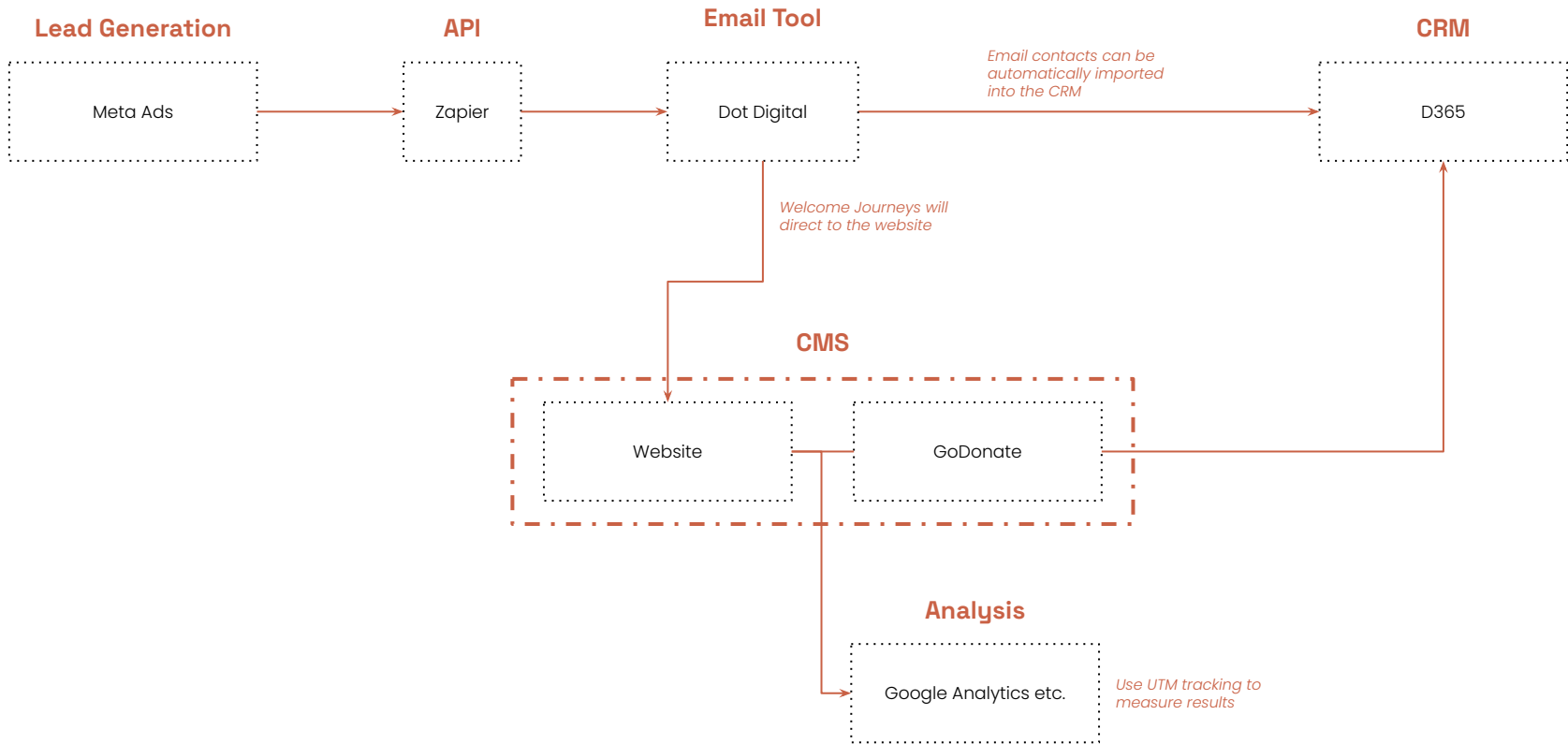


...which leaves you free to be reactive with the other 25% of your resource. React to current affairs, on-platform trends and respond to your community.

# Building donor journeys



# Building donor journeys, and building dataflows





# Fill your email comms plan with engaging actions

Your email comms need to have a lot of different types of actions to engage people, all of which will be of different value, and are harder or easier to do. Frequency is important in email; aim for an email every 2 weeks at first, and build up to every week. These are some examples of actions you can include in your email campaigns.



Low barrier			High barrier	
Top 5 facts/tips	Take an action	Survey	Cash gift	Regular gift
Share on social	Quiz	Create a facebook fundraiser		
Watch a video	Feedback/impact			

## 4. Collaborate across teams

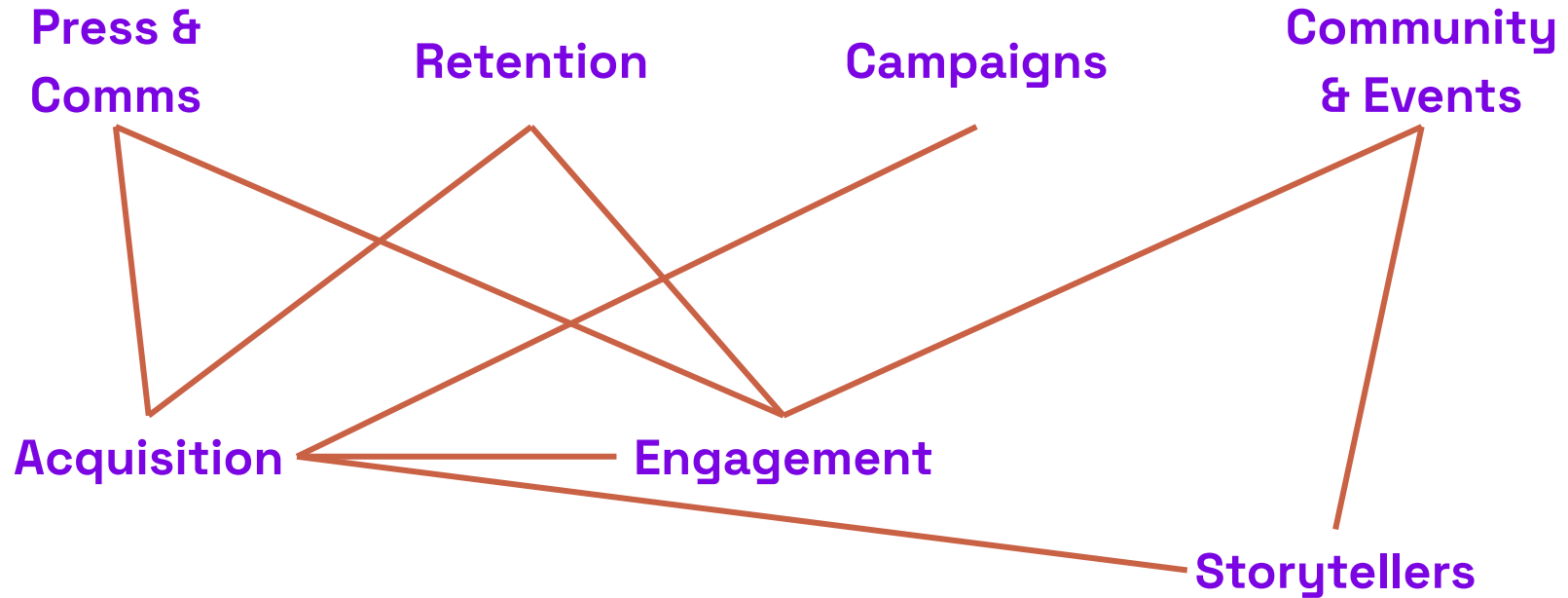


Close collaboration in  
small teams, use this as  
your superpower



Connect press, comms,  
organic, paid, acquisition  
retention -  
single-supporter-view

# A culture of collaboration and innovation



# Cross-team collaboration and supporter-first focus – it unlocks income!

Good morning,

Here are all the latest news stories:

**Scope**

- [I want to keep working but I've been waiting 200 days for the DWP's help](#) (Metro)
- [DWP warns PIP claimants could be missing out on millions due to simple error](#) (Mirror)

**Accessibility**

- [Disabled woman's visit to Alton Towers 'ruined' because she wasn't issued with accessible tickets](#) (ITV)
- [Deafblind charity officer called disabled telephone line 800 times in bid to get Oasis tickets with 'no success' - as he slams 'thoroughly disappointing' experience](#) (Daily Mail)
- [Improving disabled access to UK's public transport 'almost impossible'](#) (Guardian)

**Benefits/Financial Security**

- [DWP says there's 'more learning to do' as every MP given book on deaths of disabled benefit claimants](#) (Big Issue)

**Sophie Howard** (she/her)  
Media and PR Assistant

**Scope**  
Here East Press Centre,  
14 East Bay Lane, London, E15 2GW  
020.8036 4810

**SCOPE** = Equality for disabled people



**S= Scope** Sponsored · Paid for by Scope · ✖ ⋮

Don't be a bystander to bigotry. Add your name and join the call for better rights for disabled people.

**THE**

The harmful ableist language you unknowingly use

Some of our most common, ingrained expressions have damaging effects on millions of people – and many of us don't know we're hurting others when we speak.

FORM ON FACEBOOK  
Everyone deserves respect.  
Add your name >>

Sign up

👍 🗨️ 🔄 1.9K 682 comments 314 shares

👍 Like 🗨️ Comment 🔄 Share

**S= Scope** Sponsored · Paid for by Scope · ✖ ⋮

Don't be a bystander to bigotry. Add your name and join the call for better rights for disabled people.

**Disabled woman, 19, told she isn't allowed in pub without a parent** METRO

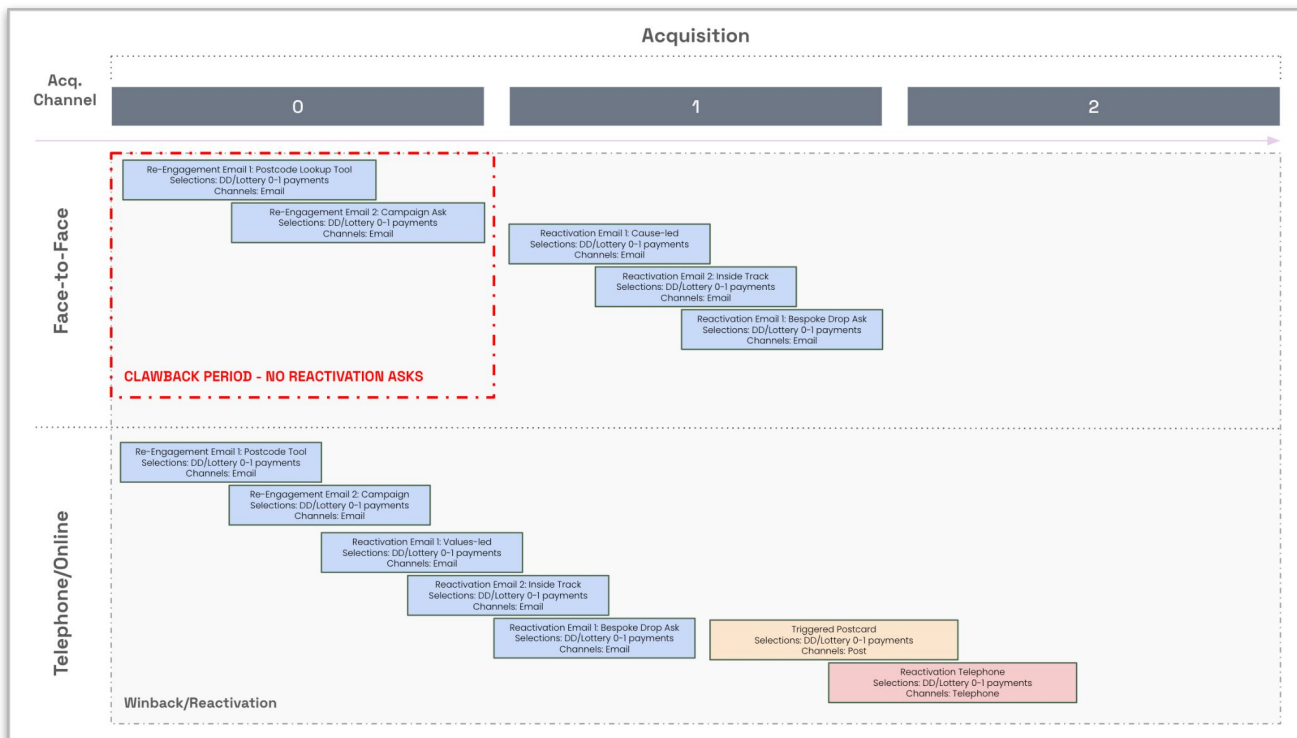
FORM ON FACEBOOK  
Everyone deserves respect.  
Add your name >>

Sign up

👍 🗨️ 🔄 1.8K 639 comments 286 shares

👍 Like 🗨️ Comment 🔄 Share

# Cross-team collaboration and supporter-first focus – it unlocks income!



## 5. Be more Digital-First or “Digital Friendly”



Lean into the nimbleness  
of small teams and digital  
channels



Use digital to scale up and  
scale out; invest in tech,  
tools, data, training and  
skills



# Your chip shop order is:

1

Make Supporter  
Experience a priority

2

Join up your data model

3

Send more email, more  
often

5

Be more Digital-First or  
"Digital Friendly"

4

Collaborate across teams



Supporter experience isn't  
a nice to have...

**It's a need to have.**

You **can** make Supporter  
Experience a priority...

**No matter the size of your  
budget or your team.**



**SCOPE**

**hynt.**