



Signal

Setting up for Supporter Experience Success

May 2025

What do we mean by
Supporter Experience?



Where is the **sector** on Supporter Experience?

Just 1 in 4

Organisations have timely access to data insight to inform and continuously improve supporter experiences

Only 20%

Have a clear way to measure supporter experience improvements

No.1

Breaking down silos and collaborating more with other teams is the top focus for improving supporter experience



Parkinson's UK and Supporter Experience

Supporter journey model and framework



PRODUCT JOURNEYS INCLUDE:
Regular Giver journey,
Member journey,
Events Stewardship journey,
In-memory journey,
Legacy journey,
Volunteer journey
etc.

Parkinson's UK Data & Insight



Role of data & analytics

1

Measurement built in from the start

Success measures need to be developed alongside project objectives

2

Embedded Analysts

Immerse with Supporter Experience teams to learn the shared language

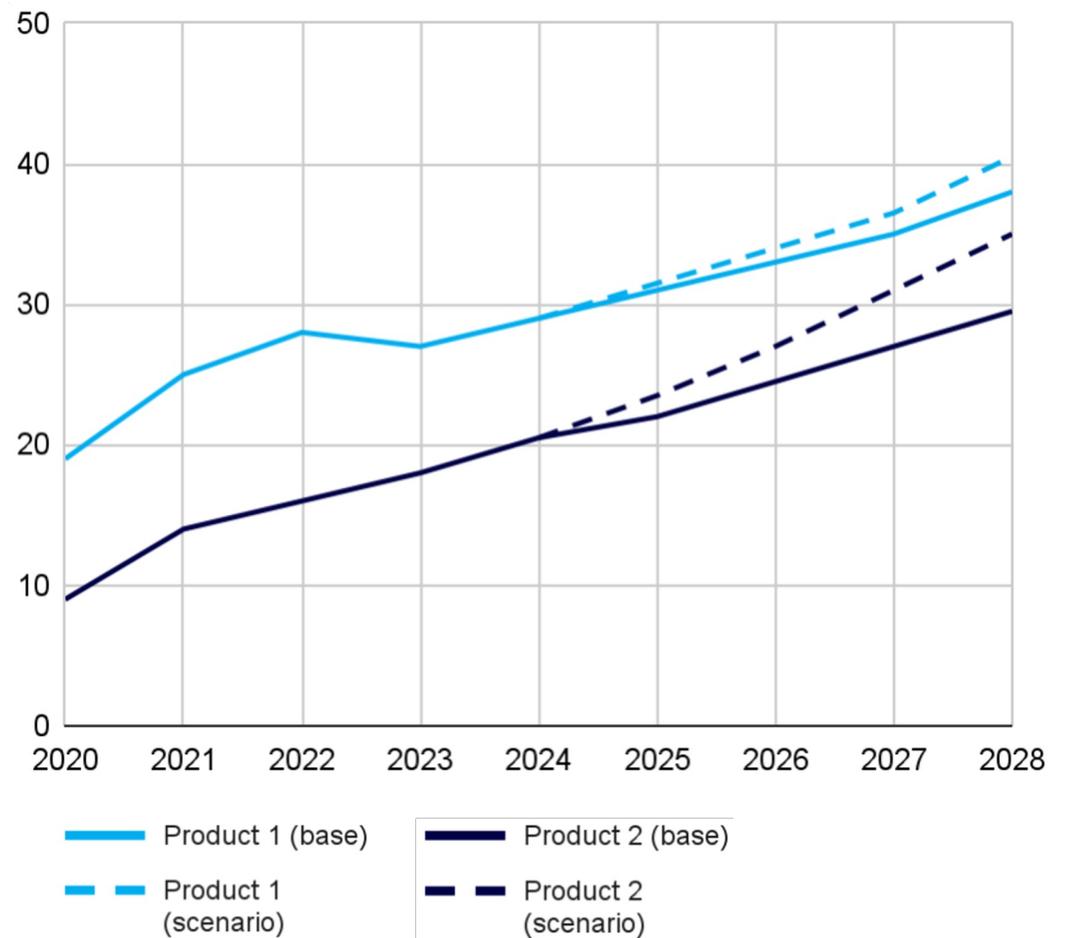
3

Translate goals to measurables

Ask questions and follow-up on the responses

Evaluate
growth
opportunities

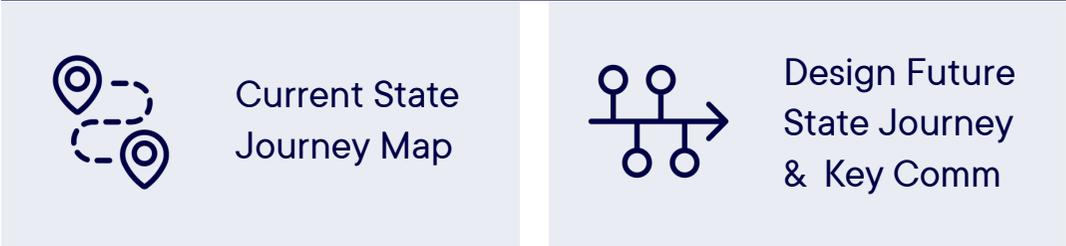
Income projections 2025-28





Parkinson's UK and Signal

1 Supporter Experience Journey & Key Communication Re-Design



2 Supporter Experience Organisational Maturity



3 Playback Findings



Assessment Report with
Prioritised Initiatives

6-8 weeks

1



A defined vision for Supporter Experience provides **clear direction**

2



Insight and **projections** are key for leadership support

3



Cross-functional working is the key to **sustainable change**

4



Design experiences with **insight**, **capability** and **continuous improvement** at the centre

5



Starting with a **focused use-case** makes supporter experience change practical

Questions? Contact us here



KEY CONTACTS

Emily Sturdy – Head of Supporter Experience

esturdy@parkinsons.org.uk

www.linkedin.com/in/emily-sturdy/

Lance Lee – Analytics & Insight Lead

llee@parkinsons.org.uk

<https://www.linkedin.com/in/lance-lee-8052a9a3/>

Signal

KEY CONTACTS

Mark Collins – Charity Practice Lead

mark.collins@signal.co.uk

<https://www.linkedin.com/in/mark-collins-40ab6b16/>

Mistie Roskelly – Client Engagement Partner

Mistie.Roskelly@signal.co.uk

<https://www.linkedin.com/in/mistie-Roskelly>

