



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

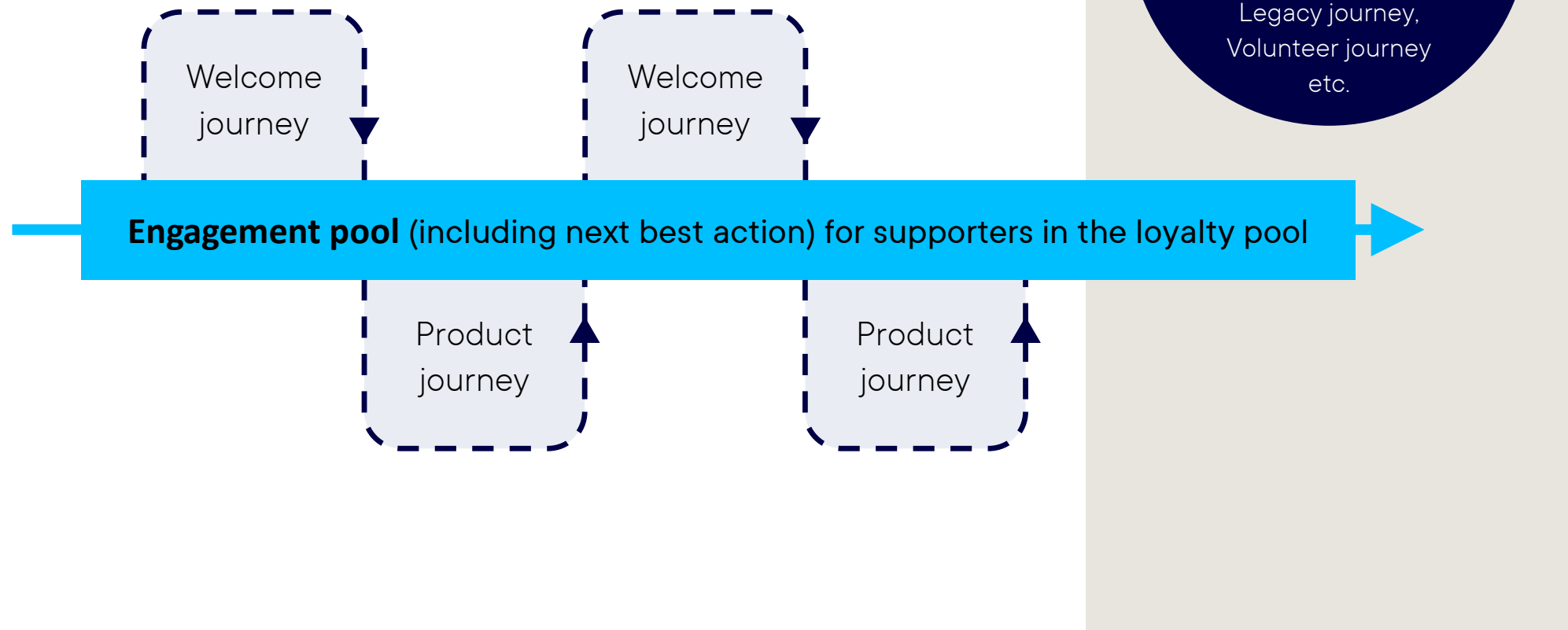
No.1

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



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

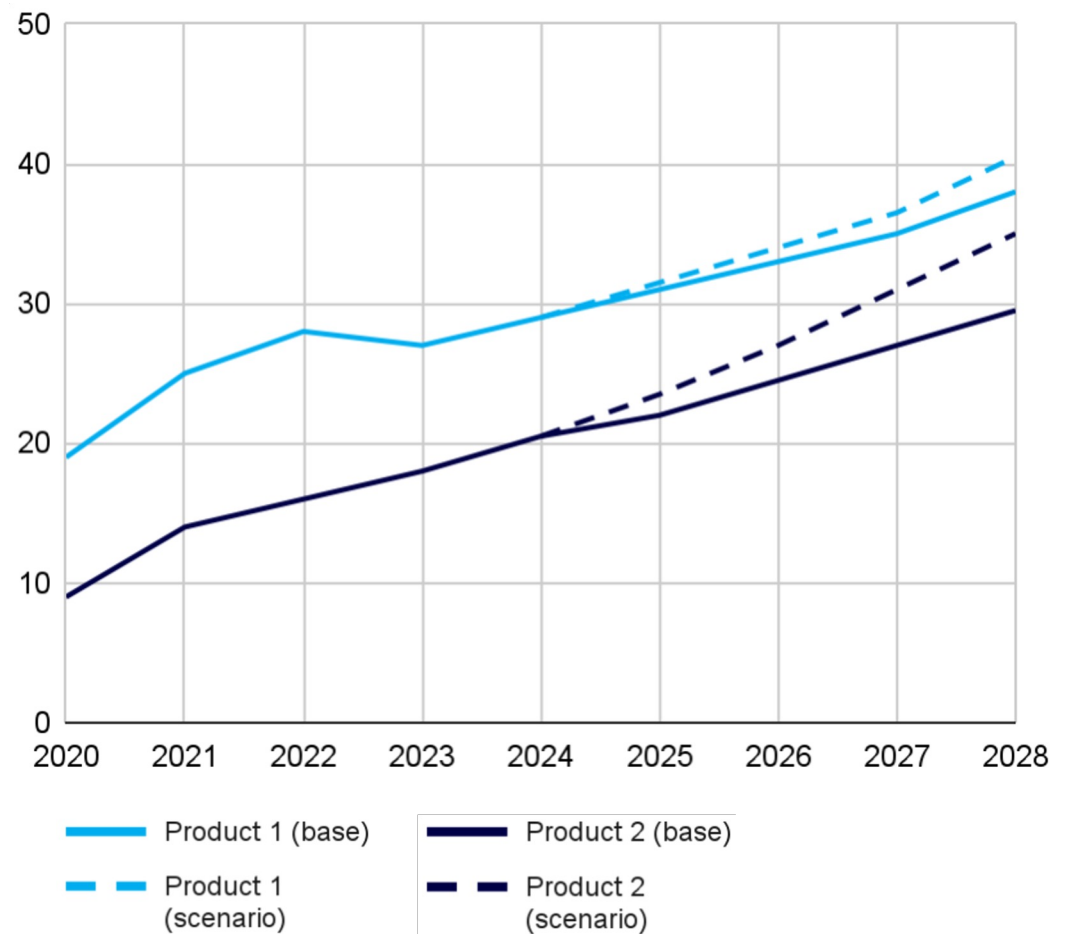
3

Translate goals to measurables

Ask questions and follow-up
on the responses

Evaluate
growth
opportunities

Income projections 2025-28



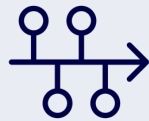


Parkinson's UK and Signal

1 Supporter Experience Journey & Key Communication Re-Design



Current State
Journey Map

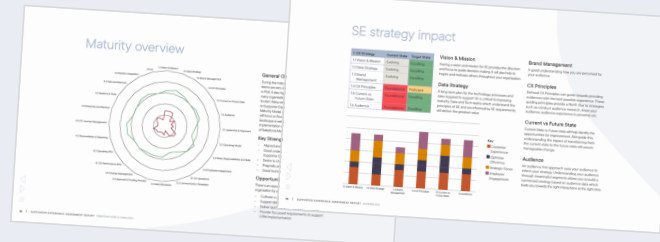


Design Future
State Journey
& Key Comm

2 Supporter Experience Organisational Maturity



Maturity
Model



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



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