



THAMES VALLEY
AIR AMBULANCE

Balancing personalized stewardship when every supporter matters...

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What's Your Charity Season Score? - Tally up how many of these sound *way too familiar...*

- **Weekend Warrior** – You've worked more Saturdays than you've had lie-ins lately.
- **The Accidental RSVP** – You called just to say hi... now you're bringing cupcakes to their fundraiser.
- **The Justifier** – “But they're so lovely!” is your go-to reason for working at 8pm.
- **TOIL Troll** – You've got enough Time Off in Lieu to take a sabbatical... but somehow never do.
- **The £250 Cheerleader** – You've attended events that raised less than your weekly grocery bill—and still clapped like it was a million.

Your Scorecard...

- **0–1: The Unicorn** 
Who *are* you? Teach us your ways!
- **2–3: The Juggler** 
You're balancing it all like a pro—but maybe sneak in a nap this weekend?
- **4–5: The Fundraising Flame** 
You're on fire! Passionate, dedicated... and possibly in need of a holiday.

WHY DO WE DO THIS TO OURSELVES???

“At it’s core, community fundraising is a celebration of everything good about humanity” – Kevin Delaney

Supporters & Events

- Expectation management
- Say no... nicely!
- Test / trial & evaluate
- FR 'audit'?



BOSTON CONSULTING GROUP MATRIX



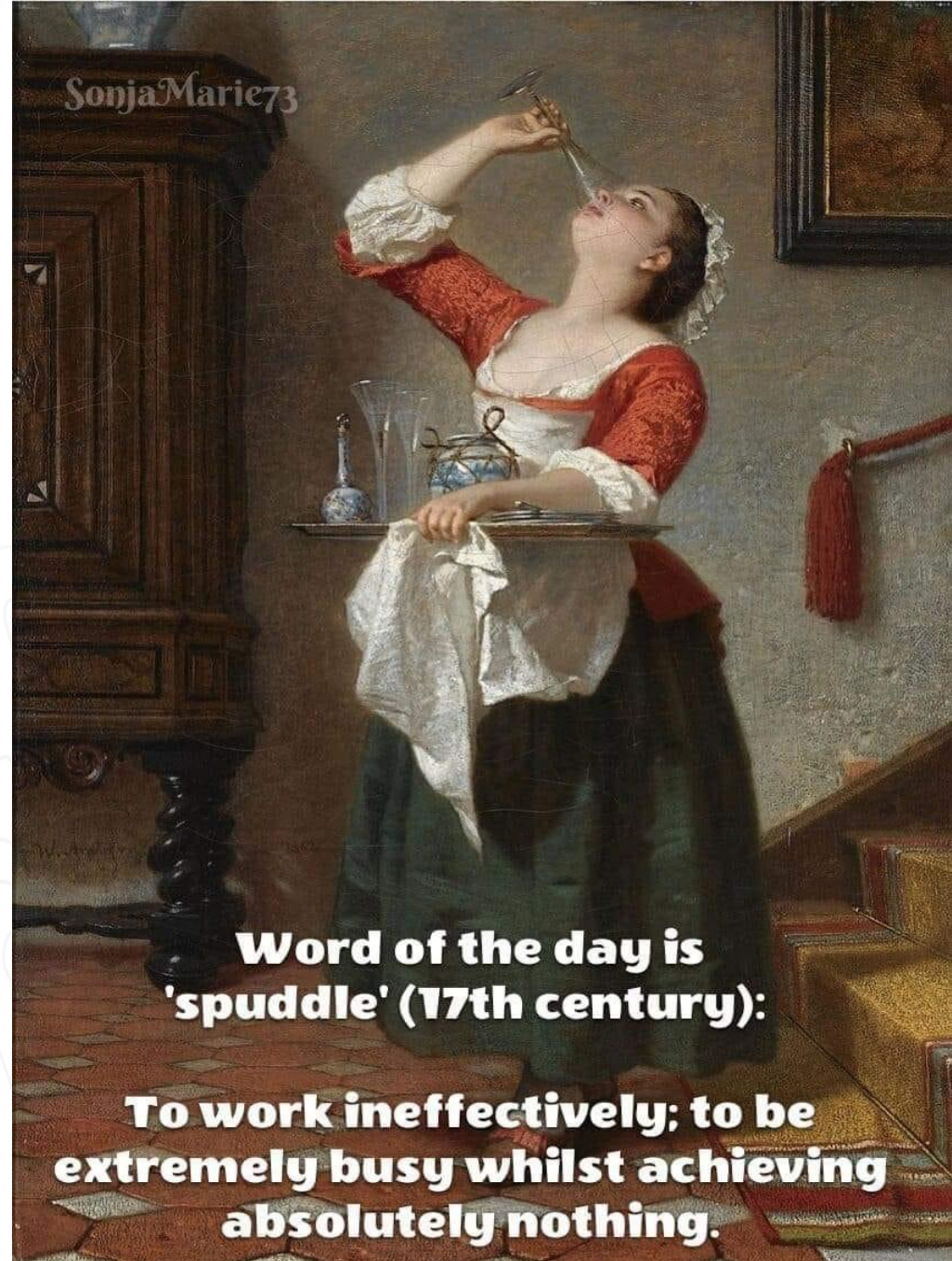
	Beneficiary			Footfall / Reach				Key Audience	Synergy with cause	Future COTY potential
£	Sole	Joint	Not	5,000+	1-5,000	500-1,000	under 500			
£20k+	SSA	SSA	SSA	SSA	SSA	SA	SA	SSA	SSA	SA
£10-20k	SA	SA	SA	SA	SA	SA	VA	SA	SSA	SA
£5-10k	SA	SA	VA	SA	SA	SA	VA	SA	SA	SA
£2.5 - £5k	SA	SA	VA	SA	SA	VA	VA	SA	SA	VA
£1-£2.5k	SA	VA	VA	VA	VA	VA	VA	VA	SA	VA
£500 - £1k	VA	VA	VA	VA	VA	VA	VA	VA	VA	VA
under £500	MO	MO	D	D	D	D	D	D	D	D

	£ marketing / promotion	add to events listing leaflets	social media promo	website
SSA - Senior Staff attendance / poss Trustee	Y	Y	Y	Y
SA - Staff attendance	N	Y	Y	Y
VA - volunteer attendance	N	N	?	Y
MO - Materials only	N	N	N	Y
D - decline	N	N	N	N

Quality vs quantity

- ▶ 50% of average workers time spent on non-productive work
- ▶ 20% of activities get 80% of results
- ▶ Focus on your top 'x' things / people / activities to get results
- ▶ Apply aggregation of marginal goals

"We didn't improve one thing by 100%, we improved 100 things by 1%" - Clive Woodward



Maximising resource...

- ▶ Know your worth
- ▶ Is it worthwhile?
- ▶ Are *you* best fit?
 - ▶ Consider skills / interest / geography
 - ▶ Use of volunteers
- ▶ Tools to help inc. AI...

Above all... don't be a martyr and avoid burn out!!

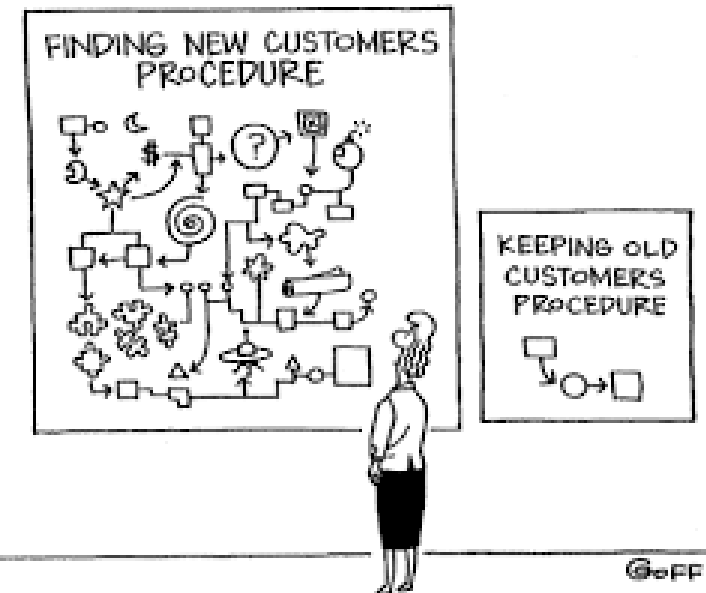


Stewardship

- Value of relationships
- ‘thank you’ is key!
 - Thank you day
- Stewardship tiers
- Reward & recognition – awards?
- Ways to communicate & ‘Old school’ methods

“PEOPLE WILL FORGET
WHAT YOU SAID, PEOPLE
WILL FORGET WHAT YOU
DID, BUT PEOPLE WILL
NEVER FORGET HOW YOU
MADE THEM FEEL”

~ Maya Angelou



		Supporter Led										Supporter Led							
		Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6	Tier 7	Tier 8			Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6	Tier 7	Tier 8
	Gold / Silver / Bronze (CEFT)	Bronze	Bronze	Bronze	Silver	Silver	Gold	Gold	Gold		Gold / Silver / Bronze (CEFT)	Bronze	Bronze	Bronze	Silver	Silver	Gold	Gold	Gold
£ level	Stewardship	> £500	£500-999	£1k-1,999	£2k-4,999	£5k-9,999	£10k-19,999	£20k-49,999	£50k +	£ level	Stewardship	> £500	£500-999	£1k-1,999	£2k-4,999	£5k-9,999	£10k-19,999	£20k-49,999	£50k +
Pre-event / activity support	Fundraising support pack with ideas	✓	✓	✓	✓	✓	✓	✓	✓	Post event / activity / donation	Supporter Care thank you letter	All TY letters to be send from CF team							
	Provide events calendar	✓	✓	✓	✓	✓	✓	✓	✓		Certificate of recognition to display	✓	✓	✓	✓	✓	✓	✓	✓
	Proudly supporting t-shirts		✓	✓	✓	✓	✓	✓	✓		Thank you letter from Fundraising Manager			✓	✓	✓			
	Tech T / Running Vest	N/A									Thank you letter from Head of team						✓		
	Base Visit	N/A									Thank you letter from Director of Fundraising							✓	
	Sim suite tours				✓	✓	✓	✓	✓		Thank you letter from CEO							✓	✓
	Invite to charity office (Stokenchurch)			✓	✓	✓	✓	✓	✓		Acknowledgment of support in newsletter				✓	✓	✓	✓	✓
	Dedicated account management		✓	✓	✓	✓	✓	✓	✓		Acknowledgment of support through #FF		✓	✓	✓	✓	✓	✓	✓
	Phone call ongoing support	✓	✓	✓	✓	✓	✓	✓	✓		Cheque presentation with volunteer	✓	✓	✓					
	F2F meeting with staff member - single		✓	✓	✓						Cheque presentation with staff				✓	✓	✓	✓	✓
	F2F meeting/s with staff member - multiple					✓	✓	✓	✓		Meeting CEO					✓	✓	✓	✓
	F2F meeting with Head of/FR Director						✓	✓	✓		Meeting Trustees					✓	✓	✓	✓
	F2F meeting with senior staff (Ops/CEO/Trustee)					✓	✓	✓	✓		Invitation to annual TVAA donor thank-you event		✓	✓	✓	✓	✓	✓	✓
	Bespoke events (for eg with their staff)	N/A									Invitation to corporate events (networking/TVAA organised)	N/A							
	Bespoke events with sponsorship opportunity	N/A									Invite to other TVAA special events					✓	✓	✓	✓
OTD	Support materials - basic e.g. literature, stickers, giveaways (postable)	✓	✓	✓	✓	✓	✓	✓	✓	Ongoing relationship	On first gift enter new supporter welcome journey when in place	N/A							
	Support material - inc. merchandise, banners, gazebo, tablecloth (delivered)		✓	✓	✓	✓	✓	✓	✓		e-newsletter (if opted in)	✓	✓	✓	✓	✓	✓	✓	✓
	Attendance at event/activity - Senior staff inc. G1 / Trustee level						✓	✓	✓		Newsletter mailed	✓	✓	✓	✓	✓	✓	✓	✓
	Attendance at event/activity - crew / ops					✓	✓	✓	✓		Newsletter emailed	Is this not the same as Row 48?							
	Attendance at event/activity - staff			✓	✓	✓	✓	✓	✓		Monthly meeting with FR Manager	These are more relevant for MG team - it is more common to meet supporters a few times before their events, and then plan a bi-annual/annual catch-up							
	Attendance at event/activity - vols		✓	✓	✓	✓	✓	✓	✓		Quarterly contact (£ report)								
	Event details on website		✓	✓	✓	✓	✓	✓	✓		Quarterly meeting with Fundraising Manager								
Use of TVAA 'proudly supporting' or 'in aid of' logo on supporters website, & literature	✓	✓	✓	✓	✓	✓	✓	✓	Bi-annual acknowledgment of FR income										
Support organisation / event through social media channels (add £ symbol for paid posts)									Annual acknowledge of FR income (TY) with impact stories										
Promotion / Marketing	Social media promotion - Facebook			✓	✓ -£	✓ -£	✓ -£	✓ -£	✓ -£		Bi-annual meeting with Fundraising Manager								
	Social media promotion - LinkedIn			✓	✓ -£	✓ -£	✓ -£	✓ -£	✓ -£		Annual call/meeting with Fundraising Manager								
	Partnership launch	N/A									Bespoke end of year impact report								
											Send/email copy of Annual Review								
											Send/email TVAA impact report								

Planning top tips

- Know what you want to achieve
- Less is more...
- Focus on top performing
- Be flexible
- Celebrate success!





THAMES VALLEY
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THANK YOU

TVAIRAMBULANCE.ORG.UK

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Registered with
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