



## Superstars!

How Starlight scored #1 for supporter satisfaction (and you can too)

**July 2025** 

Prepared for

**Fundraising Everywhere** 

R)

Steven Dodds

Managing Director
steven@beautifulinsights.com

Founder & CEO paul@beautifulinsights.com

**Paul Seabrook** 

Joan Middleton

**Digital Fundraising Manager** Joan.Middleton@starlight.org.uk

Powered by

thesafeindex

satisfaction and future engagement





- 1. Starlight's SAFE Index results
- 2. Joan's "make me care" test
- 3. Starlight's brand breakthrough
- 4. Beyond clicks: measuring 'the supporter experience'
- 5. Your key takeaways

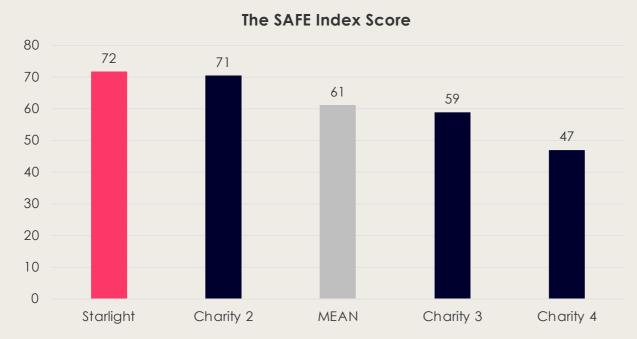


## What gets measured, gets managed...

insights



## Starlight tops the SAFE Index



### The SAFE Index (max score = 100):

Communication effectiveness (33%)
Average of 'any agree' scores for communications

+

Emotional impact (33%) % choosing 1st place emotion

+

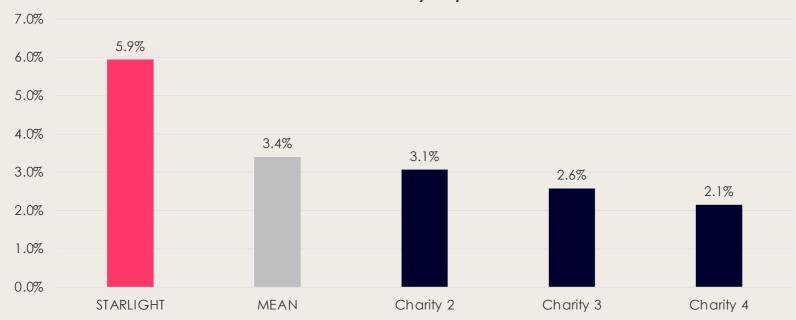
Future intention (34%) % scoring 9-10





## Response rate success

#### SAFE Index - Survey response rate







## Supporter communication excellence

% agreeing with each statement (somewhat + strongly agree)

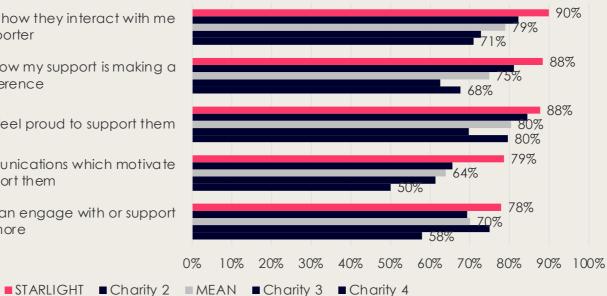
Overall I am very satisfied with how they interact with me as a supporter

> They clearly show me how my support is making a difference

> > I feel proud to support them

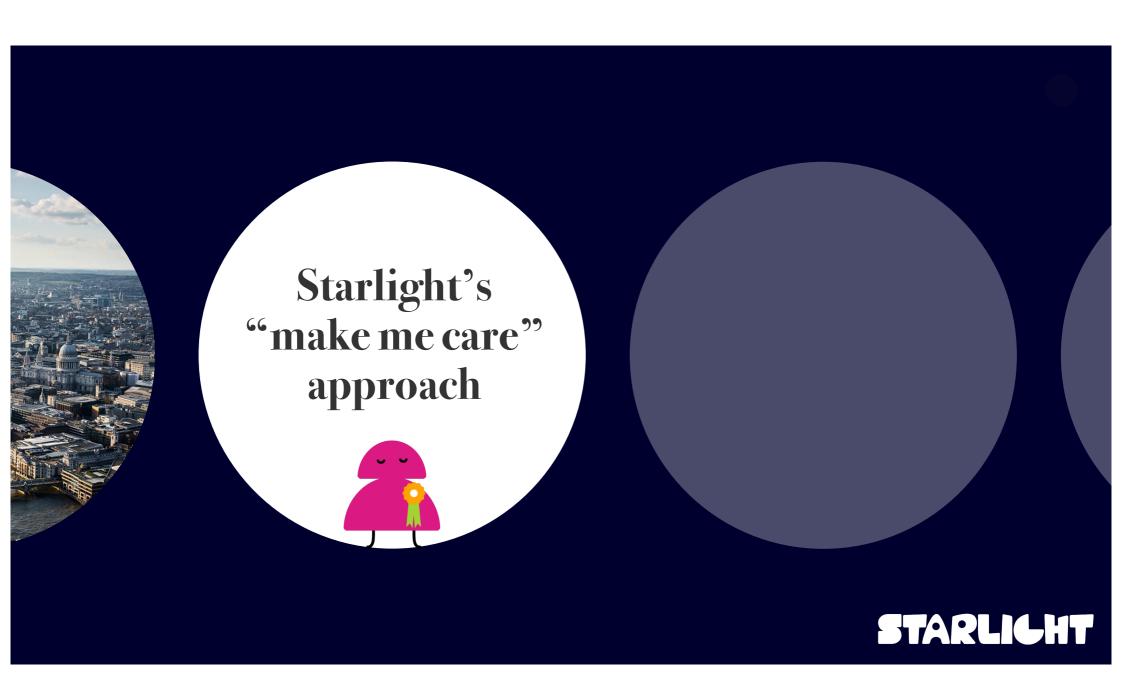
They have compelling communications which motivate me to support them

I have a clear idea of how I can engage with or support them more



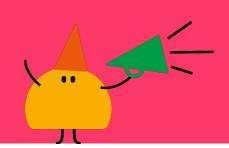






# "At the end of the day people won't remember what you said or did, but they will always remember how you made them feel."

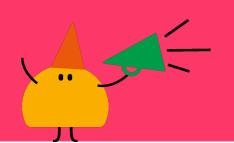
Maya Angelou





## From 'broadcaster thinking' to 'supporter first':

"Do not address your readers as though they were gathered together in a stadium. When people read your copy, they are alone. Pretend you are writing to each of them a letter on behalf of your client."



**David Ogilvy** 



Subject Line: Important research request from << NAME OF CHARITY>>

Dear <<NAME>>,

At <Name of Charity> are committed to <type of support>. To help us achieve this we would greatly value your input in shaping how you are kept informed about our work and the impact of your support.

Our supporter survey should take no more than 10 minutes to complete and you can take it now by clicking here. The survey closes on xx/xx so please make sure you reply in time.

Please be assured that this research is being carried out under the Market Research Society's Code of Conduct by independent market research agency Beautiful Insights. You can take the survey anonymously and your personal information has not been shared with the research company or any other third parties. You can read Beautiful Insight's privacy policy here.

We really appreciate you taking the time to read this and hope you'll be able to find the to participate. By listening to supporters we can make better decisions and do more to support <br/>beneficiary group>.

With sincere thanks for your support.

Name.

PS – Remember the survey closes on xx/xx and your opinion matters to us. Please don't miss your opportunity to let us know your views.











#### Dear Friend,

As you know, at Starlight, we are committed to making sure that children have more access to play in hospital.

To help us achieve this, we would greatly value your input in shaping how you are kept informed about our work and the impact of your support.

#### **Take Our Supporter Survey**

- Time Required: No more than 10 minutes 🌑
- You can take it now by clicking here
- Deadline: The survey closes on 18th March please make sure you reply by then.

#### **Your Privacy Matters**

- This Survey is Conducted By: Independent market research agency *Beautiful Insights* and is carried out under the Market Research Society's Code of Conduct
- Anonymity and Data Security: You can take the survey anonymously. Your
  personal information has not been shared with the research company or any other
  third parties.
- More Info: Read Beautiful Insights' privacy policy here

#### Thank You

We really appreciate you taking the time to read this and hope you'll be able to find the time to **participate**. By listening to you, our supporters, we can make better decisions and do more to support children experiencing traumatic times in hospital.

With our sincerest thanks for your support,

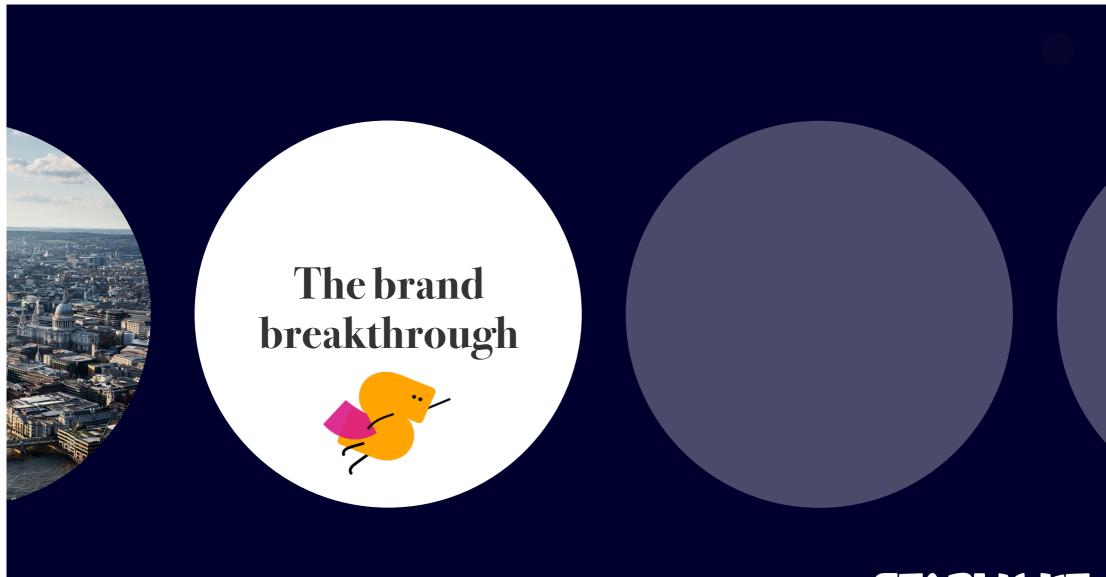
Joan Middleton
Digital Fundraising Manager

**P.S.** – Remember the survey closes on **18 March 2025** and your opinion matters to us. Please don't miss **your opportunity** to let us know your views.

TAKE THE SURVEY







STARLICHT

## Consistency builds trust

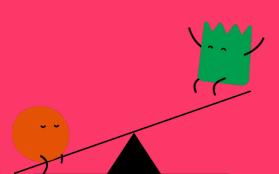






## From play-focused to trauma-reduction focused:

Bright-hearted trailblazing ... and the importance of anchoring tone and language for each audience





#### **Professionals Audience**



#### Dear Friend.

Welcome to your first edition of Play Times!

We are continually building capability and best practice for anyone working within children's health. Promoting the importance of health play professionals and producing evidence to influence NHS policy makers is part of what we do to get play on the agenda.



<u>University of Cambridge report confirms play</u> reduces trauma

Academics are calling for play and playful approaches in children's healthcare because it 'humanises' the experiences of child patients.



#### Dear [First Name],

What if play wasn't just something children did in their free time... but a vital part of healing?

We believe that play is more than fun—it's medicine for trauma. And when we bring play into hospitals, treatment rooms and waiting areas, we make space for children to feel less scared and less traumatised by their treatments.

We hope these updates will keep you inspired, informed and connected to the impact your support is having.

#### How does play ease trauma in hospitals?



STABLISH & PARAL-

Our health play specialists are more than play practitioners - they're everyday unsung heroes. They work with children who have long and short term conditions, as well as children who have needlephobias and everything in between. Invasive treatments can not only be traumatising but can leave long term mental health scars and resistance to treatment. We know that play can make things better.

Research from the University of Cambridge backs this up: play not only reduces trauma, improves recovery, it also, yes—saves NHS resources!

Read the report here

## Warm Supporter Audience



The Supporter SAFE Index

## One we got wrong...



#### TRANSFORMING CHILDREN'S HEALTH THROUGH PLAY

#### Ahoy Friend,

Arrr, me hearty! Talk Like a Pirate Day be fast approachin' on September 19th and we at Starlight be settin' sail on a grand quest to bring a bounty of joy to young buccaneers in hospitals and hospices who are ill and be needin' more play to reduce their trauma.



We be plannin' to deliver a treasure trove of play boxes. But to make this quest come to life, we need a hearty crew of supporters to pitch in.

Your generous pieces of eight will help us gather supplies needed to create fantastic resources and we can spread more pirate cheer far and wide.

#### Are ye on board? Here's how ye can join the crew:



#### Every doubloon helps!

To add yer treasure to our chest, visit  $\underline{The\ Playstore}$  or call us on the Jolly Roger Talker 0207 262 2881.



#### Shout it from the crow's nest!

Share our mission with yer mateys and crews and help us rally more support. The more, the merrier!



### If ye run a business or be part of an organisation...

...We'd be thrilled to have ye partner with us for this grand adventure!

With yer help, we'll bring a splash o' pirate magic to their days and show 'em that they've got a crew of supporters behind 'em.

Thank ye for joinin' us on this Talk Like A Pirate day to help play make pain walk the plank!

May yer heart be as bold as a pirate's and yer spirit as generous as the sea.

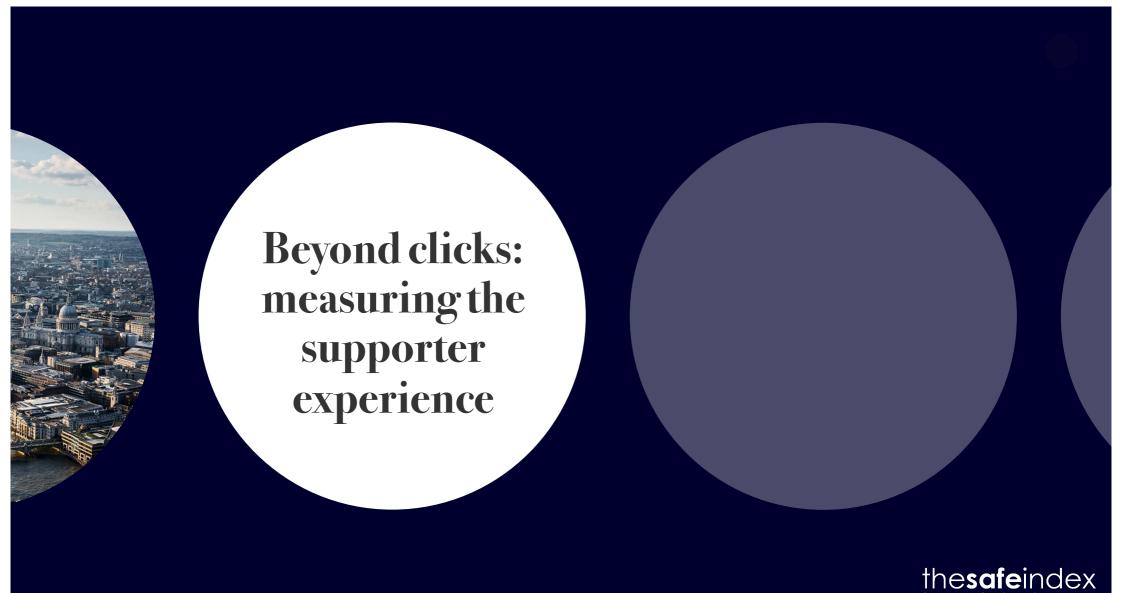




## Actionable metrics



STARLICHT



## Starlight's key emotional response is 'caring', the joint highest score of this cohort

Does supporting <charity> make you feel any of the following? Please tick all that apply:

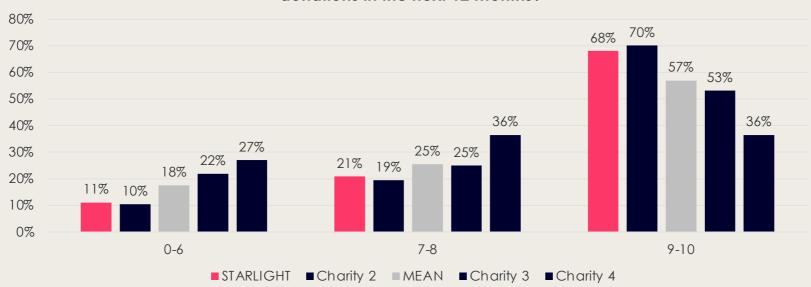
Value	<b>STARLIGHT</b>	Charity 2	Charity 3	Charity 4	MEAN
Caring	68%	55%	61%	44%	57%
Useful	58%	68%	55%	39%	55%
Informed	38%	42%	18%	34%	33%
Involved	37%	50%	15%	32%	34%
Proud	34%	47%	18%	22%	30%
Connected	31%	40%	12%	39%	31%
Committed	24%	35%	15%	25%	25%
Nostalgic	7%	7%	3%	5%	5%
None of the above	4%	2%	0%	14%	5%





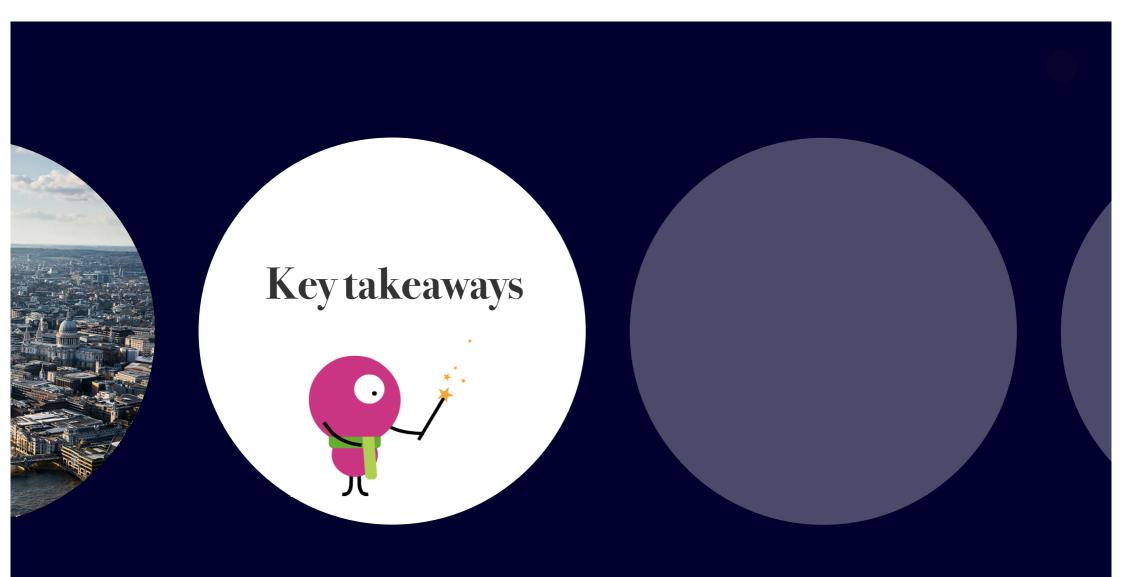
### The result:

On a scale of 0 - 10, how likely are you to continue supporting <charity> with donations in the next 12 months?













## The SAFE Index helped us:

- 1. Move beyond usual metrics
- 2. Prove emotion leads to deeper support
- 3. Actionable results



- ✓ Are you broadcasting, or engaging?
- ✓ What do you want supporters to do and how do you want them to feel?
- ✓ Trust, surprise and delight?
- ✓ Would you care?



"For me, it's about making people feel something ... Everyone wants more of that in their day."

Joan Middleton,
Digital Fundraising Manager, Starlight



## What gets measured, gets managed...

insights



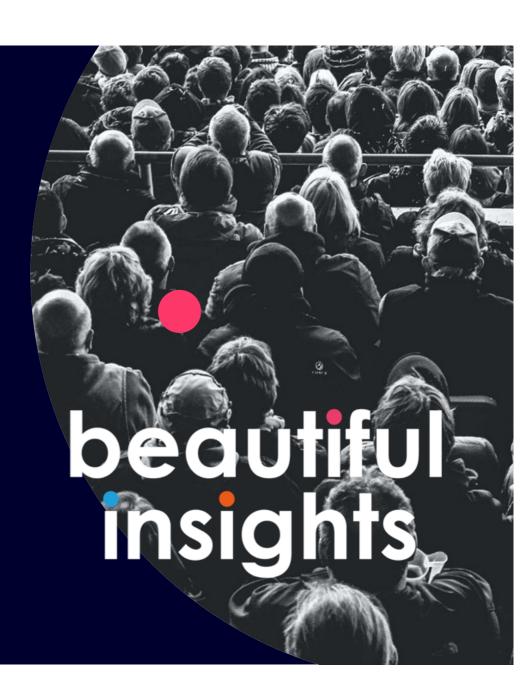
## thesafeindex

satisfaction and future engagement

## Gift voucher 10%

#### Terms & conditions

- 10% discount on your 1st SAFE Index participation
- Confirm involvement by 31st August 2025
- That's it!





### For more details, contact:

Steven Dodds
Managing Director
steven@beautifulinsights.com

Paul Seabrook Founder & CEO paul@beautifulinsights.com

www.beautifulinsights.com/safe-index/

