

# Legacies and loyalty

The long-term impact of an excellent supporter experience

25<sup>th</sup> September 2025



# Hello!



Kay Harrison

Community and Content Manager

About Loyalty

[Kay@About-Loyalty.com](mailto:Kay@About-Loyalty.com)

[www.linkedin.com/in/katherine-r-harrison/](https://www.linkedin.com/in/katherine-r-harrison/)



Victoria (Vix) Friar

Head of Supporter Services

Air Ambulance Kent, Surrey and Sussex

[Victoriafriar@aakss.org.uk](mailto:Victoriafriar@aakss.org.uk)

[www.linkedin.com/in/victoria-friar](https://www.linkedin.com/in/victoria-friar)



Hello!



*“What is a legacy?”*

*It’s planting seeds in a garden  
you never get to see.”*

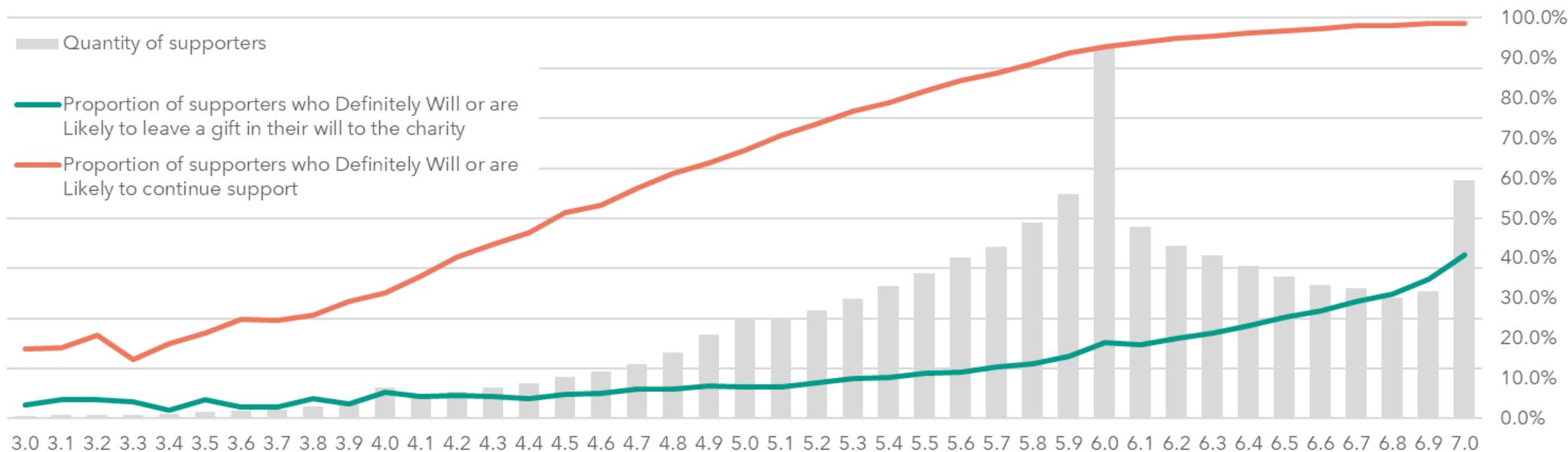




# Legacies and loyalty

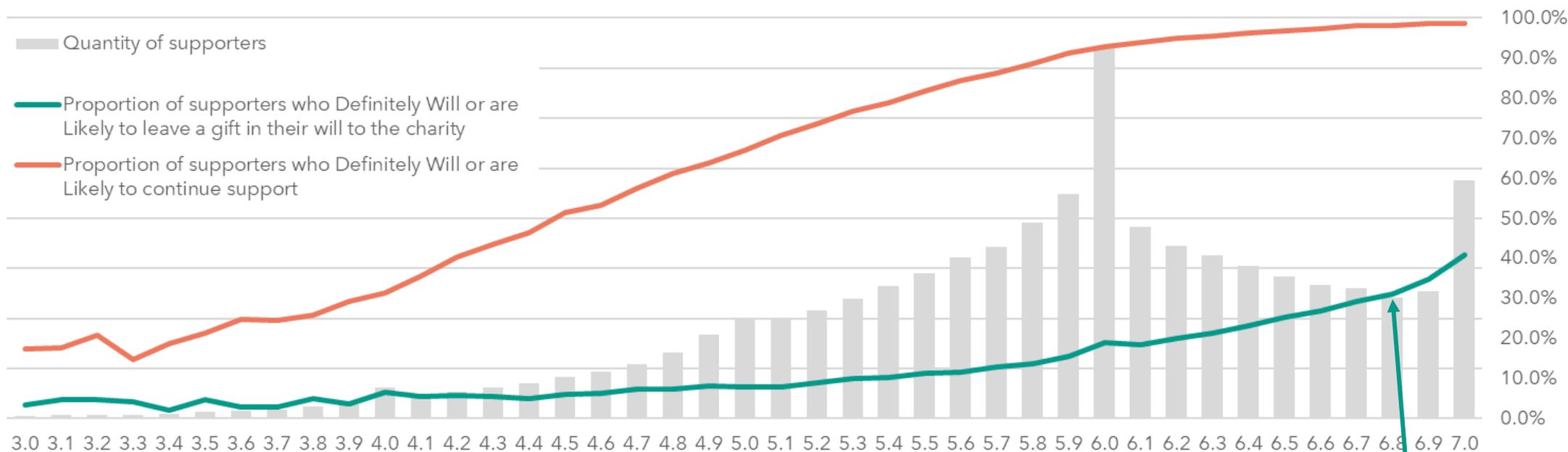


# The importance of loyalty for gifts in wills





# The importance of loyalty for gifts in wills

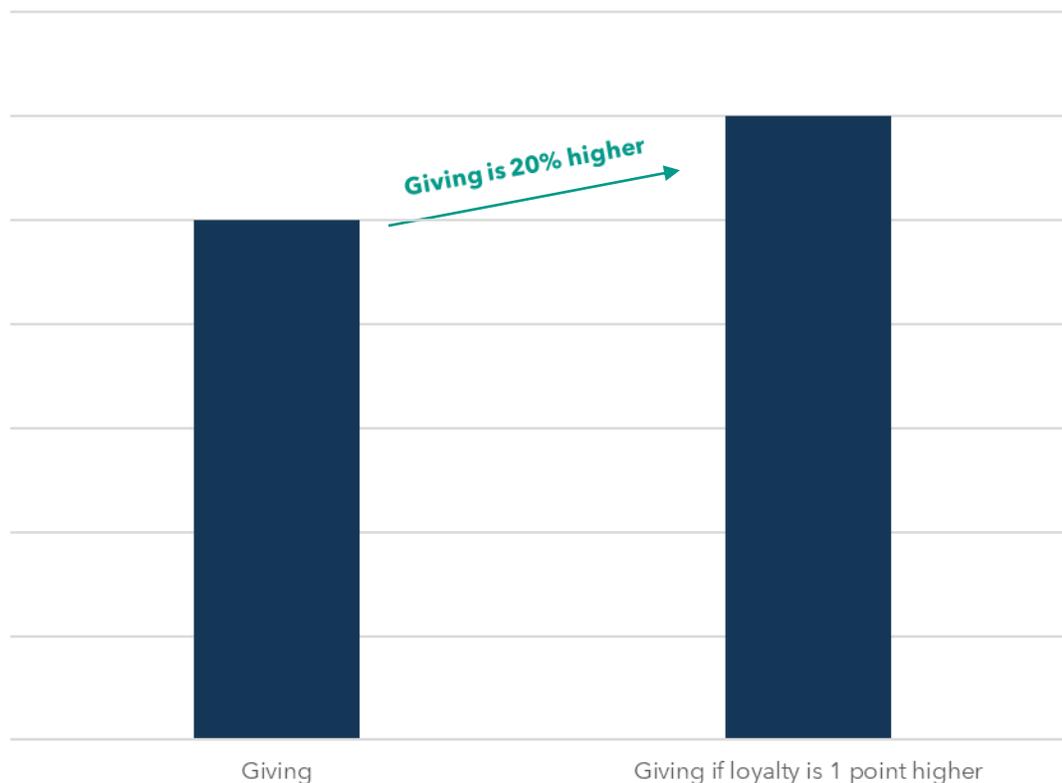


The biggest impact on gifts in wills is growing very high loyalty



# The importance of loyalty for gifts in wills

Value of giving over three years



For every +1 on the Loyalty Score...

- 15% more donors **continued to give** after three years
- Because more loyal donors also gave more, 20% more income after three years
- **9% increase in the number of people wanting to include you in their will**

A graphic with three rounded rectangular callouts on a teal background. The first callout is orange and says '15% more donors continued to give after three years'. The second callout is dark blue and says 'Because more loyal donors also gave more, 20% more income after three years'. The third callout is green and says '9% increase in the number of people wanting to include you in their will'.

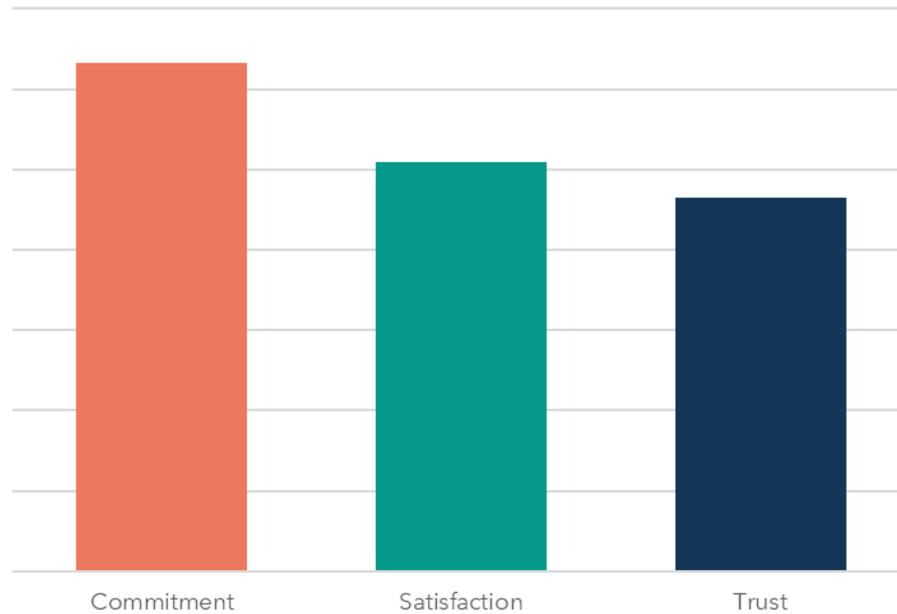
## How do you measure a feeling?





## The drivers of loyalty

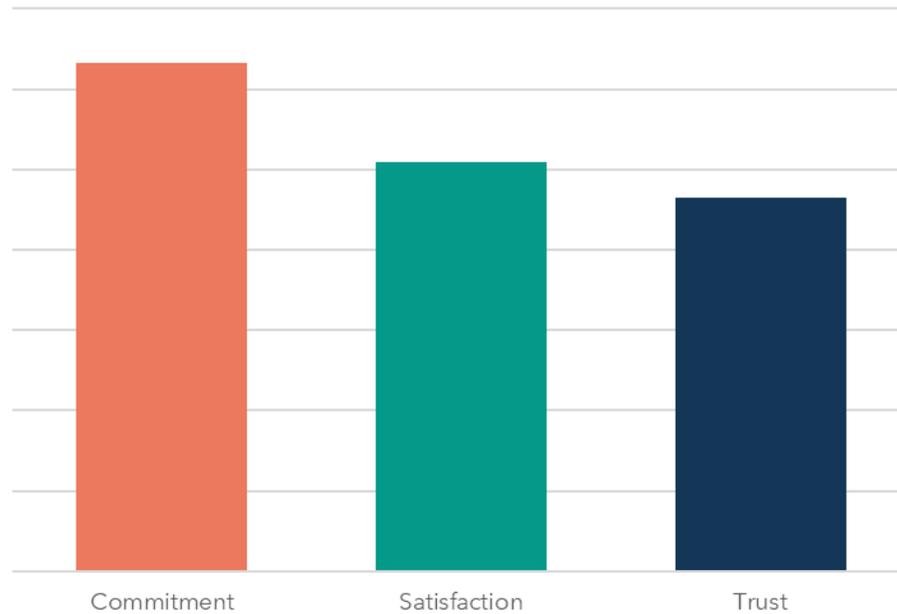
Relative importance of variable in predicting Intention to leave a GIW





## The drivers of loyalty

Relative importance of variable in predicting Intention to leave a GIW

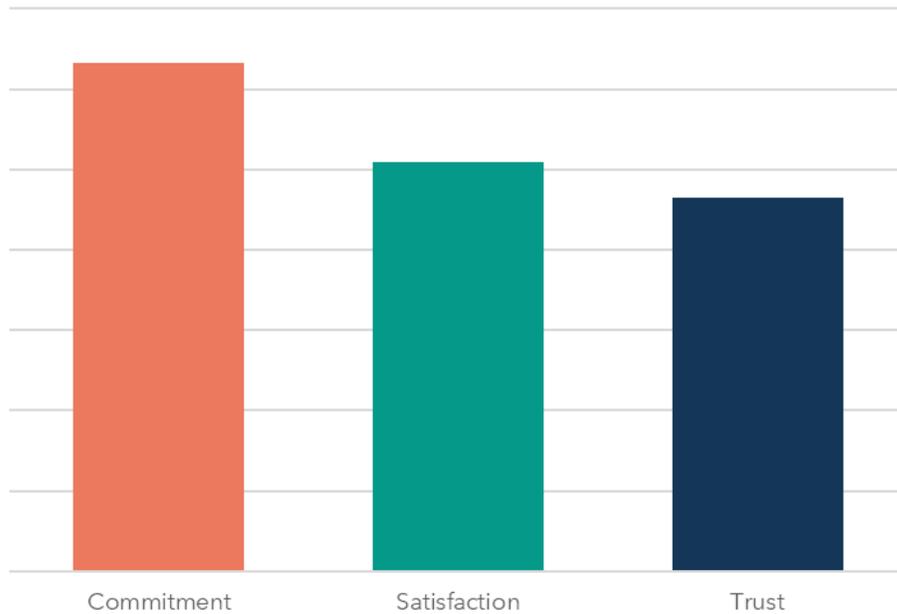


**Commitment:** the fire that burns in a supporter's heart when they feel that your cause is *their* cause.



## The drivers of loyalty

Relative importance of variable in predicting Intention to leave a GIW



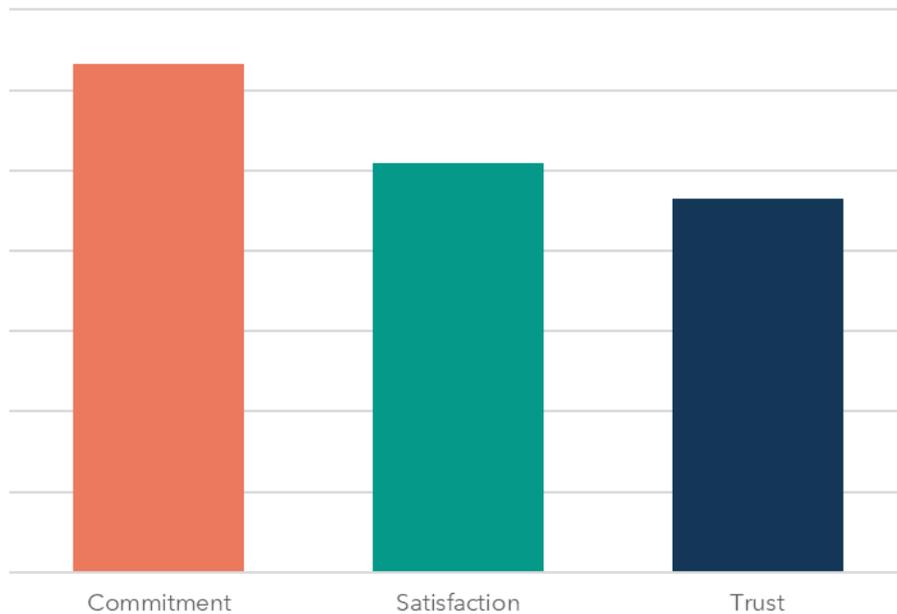
**Commitment:** the fire that burns in a supporter’s heart when they feel that your cause is *their* cause.

**Satisfaction:** a sense of wellbeing, pride, happiness. The deep feeling that they are seen, valued, and truly making a difference.



# The drivers of loyalty

Relative importance of variable in predicting Intention to leave a GIW



**Commitment:** the fire that burns in a supporter’s heart when they feel that your cause is *their* cause.

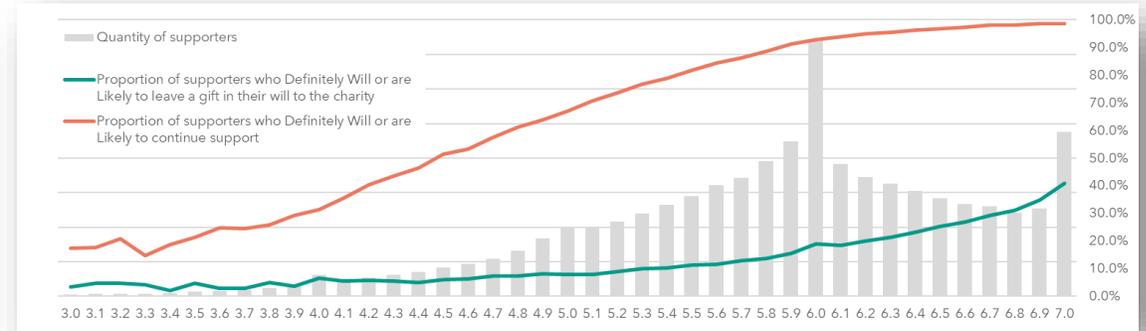
**Satisfaction:** a sense of wellbeing, pride, happiness. The deep feeling that they are seen, valued, and truly making a difference.

**Trust:** the belief that a charity will turn a supporter’s generosity into meaningful change, and do so with integrity.



# Legacies and loyalty

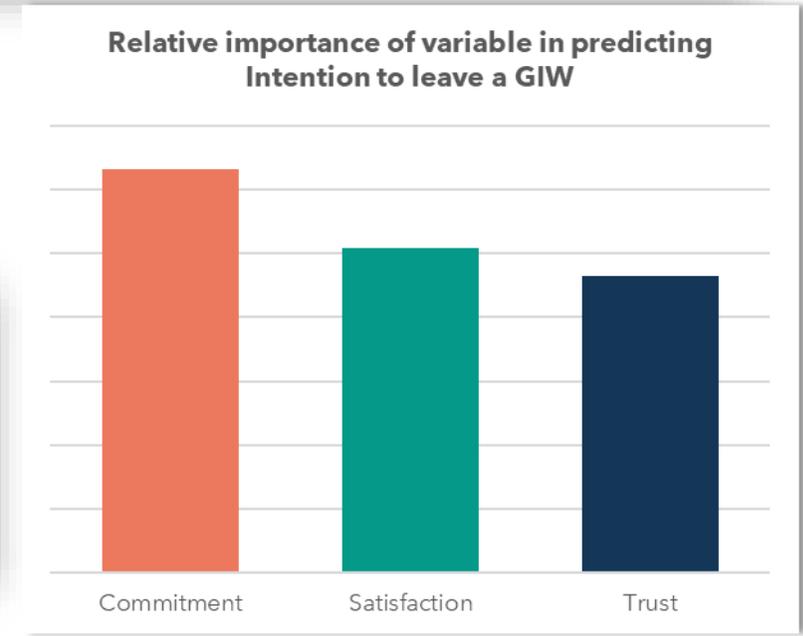
- Growing supporter loyalty will grow the number of supporters who intend to leave a gift in their will - **9% more over three years.**
- Measuring how people feel about you provides an insight into their future giving behaviour.
- The feelings which have the greatest influence on supporter loyalty are commitment, satisfaction and trust.



**15%**  
more donors  
continued to give after  
three years

Because more loyal  
donors also gave more,  
**20%**  
more income  
after three years

**9%**  
increase  
in the number of people  
wanting to include you  
in their will





## Legacies and loyalty



# Tŷ Hafan

CHILDREN'S HOSPICE  
HOSBIS I BLANT

*“Across the charity sector, we know that legacy giving is built upon trust, connection and long-term commitment.*

*By improving the supporter experience, making it more personal and responsive, **we’re not just improving engagement, but cultivating long-term relationships** which we hope will lead to increased legacy giving in the future.”*

**James Davies-Hale, Head of Fundraising (Events & Supporter Care), Tŷ Hafan**



**AIR AMBULANCE CHARITY**  
KENT SURREY SUSSEX

# **Building supporter loyalty: The foundation of legacy giving**

Victoria Friar  
Head of Supporter Services, KSS

# Why loyalty matters



Engagement

KSS  
welcomes you

Alignment

KSS  
understands you

Loyalty

KSS  
needs you

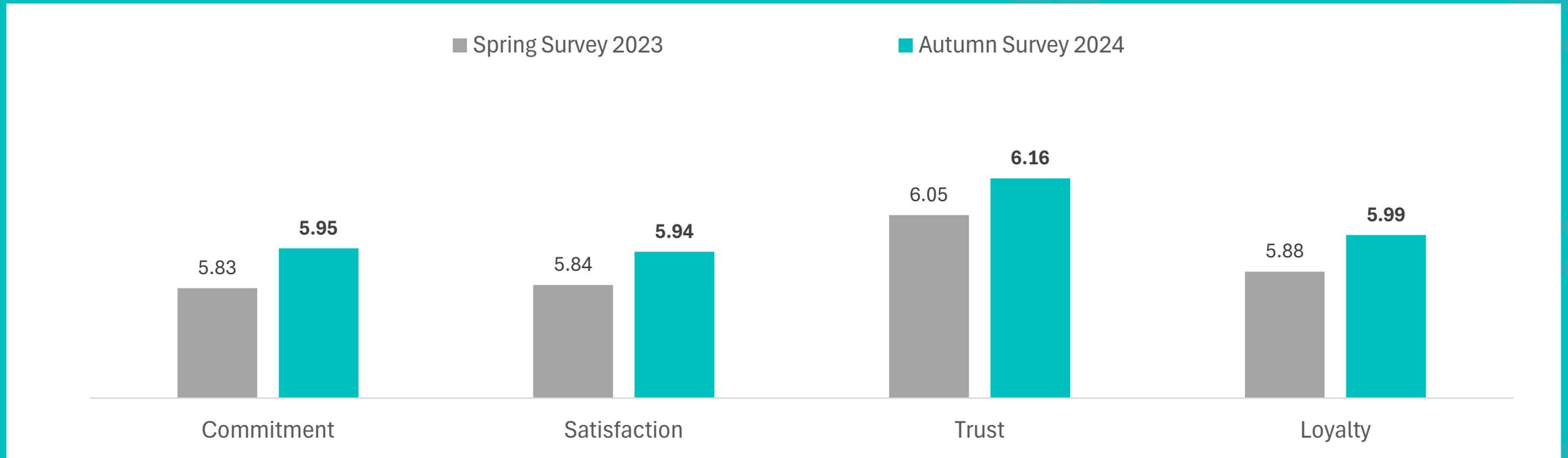
# Understanding KSS supporters

## Chase Index survey insights:

- Increases across all areas between 2023 and 2024
- Prioritising Lottery players - lowest loyalty score in 2023; largest improvement in 2024
- Prioritising Commitment:

*“KSS works to achieve a goal I feel passionately about”*

*“KSS understands why I support”*



# Showing the love: Monthly Mission Update e-newsletter

## Big steps

- Active promotion - Subscribers increased from 52k to 72k over 2 years
- Quality over quantity
- Internal processes
- Platform upgrade
- First tracked legacy marketing

## Next steps

- Welcome email
- Inviting feedback
- Data optimisation
- Modernising content



# Showing the love: Bi-annual Above & Beyond magazine

## Big steps

- Reducing pages from 32 to 28
- Less words, more images
- Driven by Mission Update insights
- Available online
- Segmentation, recognition, KSS goals
- Targeted mailing = fewer complaints
- Patients & families sharing stories
- Legacy bookmark

## Next steps

- Developing online version & website support
- QR code tracking
- Legacy case study and call to action
- Investing in personalisation



# Showing the love: Annual Thank-a-thon

## Big steps

- From 8k cards in 1 month to 13k
- Staff, volunteers, patients, families, supporters
- Emotional engagement – inspiring loyalty
- Lottery as priority 2025 audience
- Mission Update call to action

## Next steps

- Maintain scale
- Deepen segmentation
- Online campaign
- Corporate support



Landing page QR

**KSS** **35** SINCE 1989 **AIR AMBULANCE CHARITY**  
KENT SURREY SUSSEX

In 2024, you helped us respond to over 3,000 incidents

To find out more about the lifesaving difference your support makes to people's lives, visit [aakss.org.uk/thanks](https://aakss.org.uk/thanks)



Pictured (left to right): HEMS Doctor, Kevin Fong, HEMS Paramedic, Al Crawford, HEMS Doctor, Fiona Moore, HEMS Doctor, Jonathan Leung, HEMS Paramedic, Laini Marshall, HEMS Captain, Kev Goddard, HEMS First Officer, Sujeeva Newte, HEMS Chief Pilot, Nick Bramley and HEMS First Officer, XXXXXX

01634 471 900 hello@aakss.org.uk aakss.org.uk

Air Ambulance Charity Kent Surrey Sussex (KSS). Registered office: Rochester City Airport, Maidstone Road, Chatham, Kent ME5 9SD. A registered charity in England and Wales (No. 1021367).

You fund our li

Thanks to you, we can re

Surrey and Sussex whe

It costs **£56K a day** to ru

And most of that is fund

Your support r

save lives when eve

There's no crev

THERE'S  
**NO CREW**  
**WITHOUT YOU**



*Thank you*  
for your continued support

Space to  
handwrite

# Playing the long game

Engagement

KSS  
welcomes you

Alignment

KSS  
understands you

Loyalty

KSS  
needs you

Legacy

KSS  
will always  
need you

# Key takeaways



Grow your audience



Know your audience



Invest in processes, content and people



Continuous improvement



Play the long game



## Growing loyalty (and legacy giving!)



## Growing loyalty (and legacy giving!)

- 1. Commitment.** Listen to your supporters. Find their *why*. How does it align with yours?



## Growing loyalty (and legacy giving!)

- 1. Commitment.** Listen to your supporters. Find their *why*. How does it align with yours?
- 2. Satisfaction.** Know your legacy touch points. Does every team know how to handle a legacy conversation?



## Growing loyalty (and legacy giving!)

- 1. Commitment.** Listen to your supporters. Find their *why*. How does it align with yours?
- 2. Satisfaction.** Know your legacy touch points. Does every team know how to handle a legacy conversation?
- 3. Trust.** Share the emotional story of your impact - the change you're making in the world together.



# Thank you!



Kay Harrison  
Community and Content Manager  
About Loyalty

[Kay@About-Loyalty.com](mailto:Kay@About-Loyalty.com)

<https://www.linkedin.com/in/katherine-r-harrison/>



Victoria (Vix) Friar  
Head of Supporter Services  
Air Ambulance Kent, Surrey and Sussex

[Victoriafriar@aakss.org.uk](mailto:Victoriafriar@aakss.org.uk)

[www.linkedin.com/in/victoria-friar](https://www.linkedin.com/in/victoria-friar)

