

In Their Name

*How Mind created its first tailored
stewardship journey for in memory
supporters*

Introduction to Mind & In Memory Giving



Mind In Memory Journeys Roadmap

Year 1 (25/26)

Consolidate and prove value of In Memory

Build on successes, and make activity more efficient

- Re-test in memory cash acquisition to understand income potential.
- Strengthen stewardship for cash donors through dedicated journeys.
- Benchmark and increase second gift rates across in memory giving.
- Build foundations for CRM integration to support future growth.

Year 2 (26/27)

Optimise

Refine products ready for growth

- Refine cash donor proposition using insights gathered in year 1.
- Test and optimise cash journeys with tailored content and timing.
- Collaborate across teams to improve data use and supporter experience.
- Introduce automated journeys for tribute fund and cash donors.

Year 3 (27/28)

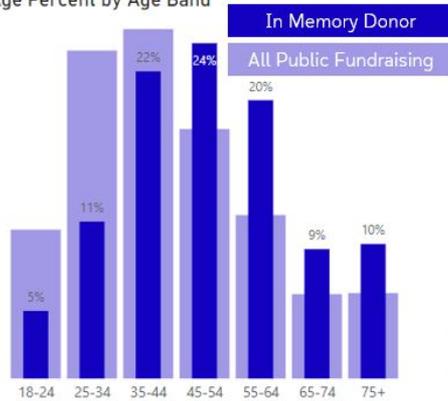
Scale up

Audience-led optimisations at scale

- Expand tailored stewardship to new in memory donor segments.
- Implement audience-led improvements at scale across cash stewardship.
- Increase conversion rates by layering multi-channel approaches (email, post, phone).
- Embed cross-team collaboration to deliver consistent, sensitive supporter journeys.

Audience Insight & Strategy

Age Percent by Age Band



Male	Female
33%	67%

Household Income



Average (after tax) **£49.2k**
 Rank: 7 of 28

% Net Disposable **45%**
 Rank: 4 of 28

House Tenure



Owned Mortgage **38%**
 Owned Outright **38%**

- Large house luxury
- Townhouse cosmopolitans
- Prosperous suburban families
- Asset rich families
- Well-off edge of towners
- Wealthy countryside commuters
- Affluent professionals



In Memory Insights

Psychological

- Giving is motivated by the desire to honour loved ones.
- Younger individuals (18-44) are more likely to continue giving/fundraising in memory.
- Emotions around grief are complex and may lead to reluctance in discussing them openly.
- Support from Mind is valued for its services and empathy.
- Supporters are open to frequent contact from Mind.



Behavioural

- There is high engagement with the Mind donation form and the concept of giving in memory.
- Comfort with digital communication channels.
- Preference for ethical and quality products.
- Strong likelihood of responding to targeted appeals after the initial grieving period.

In Memory Motivations

Marks the loved one's name or life	Keeps the connection to the loved one present	Keep the loved one's values alive	Sends a message to the loved one / others	Fulfils religious duty
Create a focus or distraction	Aids personal grief	Facilitates support of the wider group	Shows gratitude	Fulfils desire to make the future easier

Why We Needed an In Memory Cash Journey

Gap:

- No dedicated emotional follow up
- High risk of one off donations

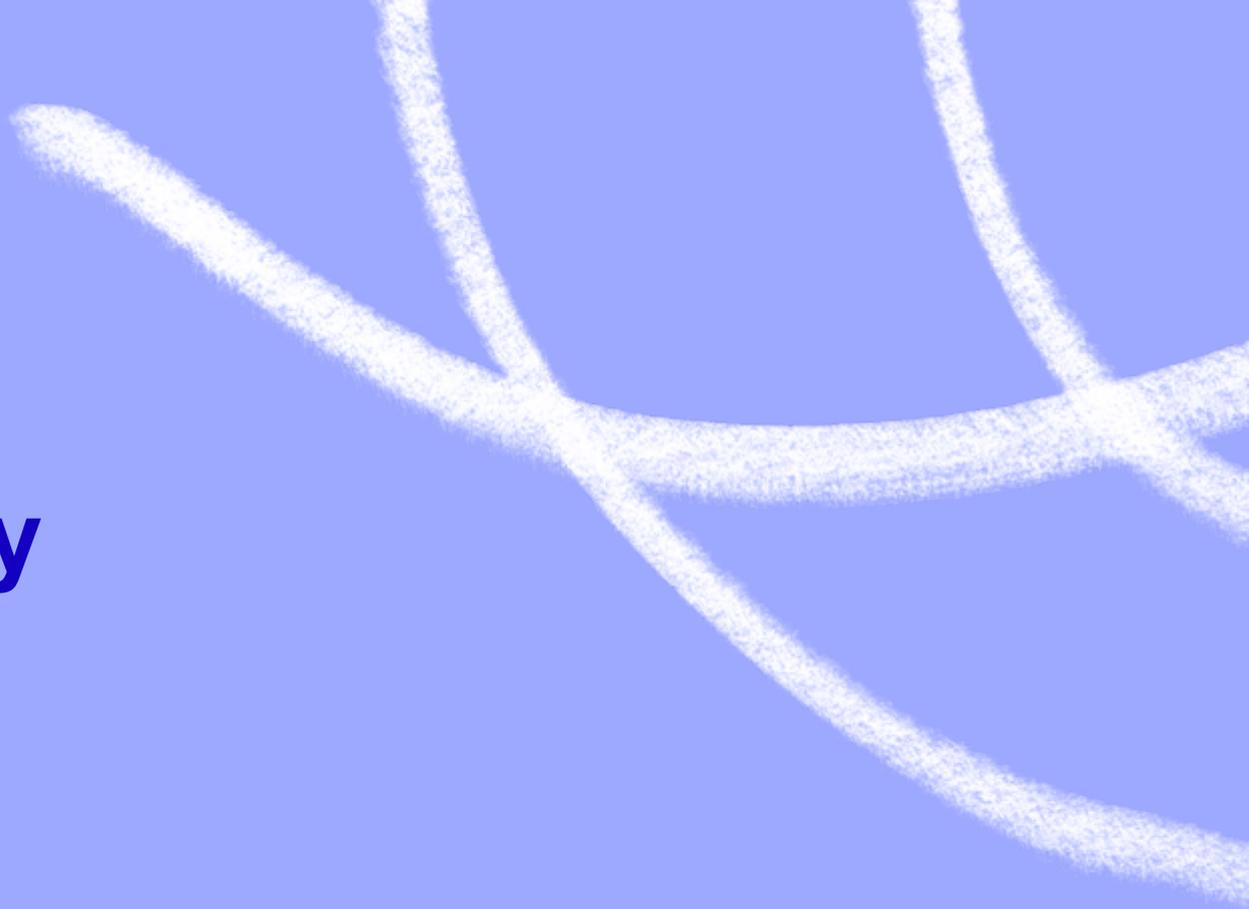
Previous Comms:

- Impact mailings
- Appeals
- Generic stewardship

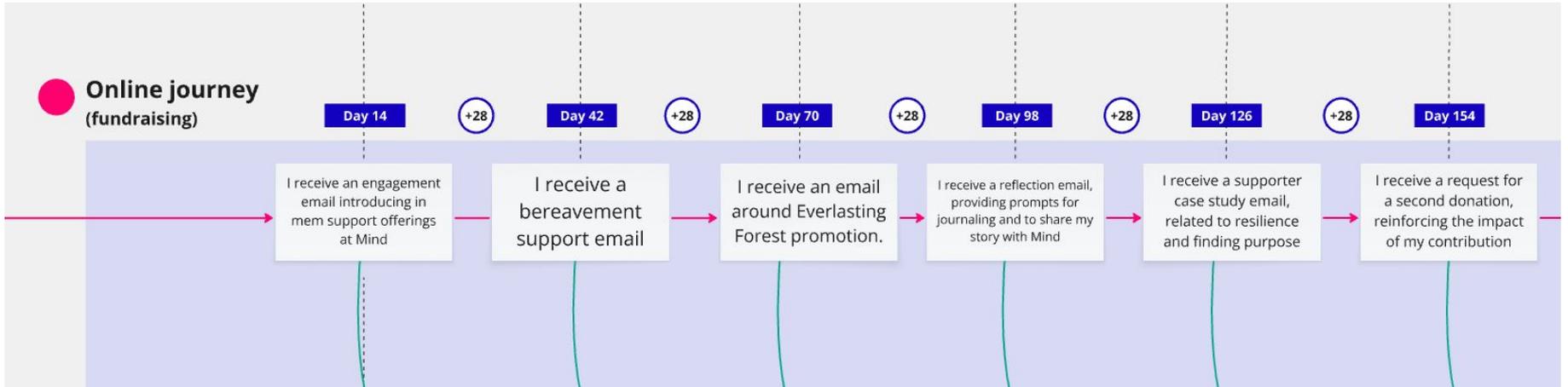
Aim:

- Create more engaged relationships
- Increase second gifts
- Grow income

The Journey



Designing the Six-Part Email Journey



Email Journey Overview

1. Thank You

Thank you so much for supporting us in memory of your loved one



2. Amy's Story

"Mind mean a lot to me. They mean support. They're like friends now. They've just been there when nobody else was."



3. Everlasting Forest

Plant a virtual tree in Mind's Everlasting Forest



4. Journalling Prompts



5. Chloes Story

"If you feel alone, there are places that you can reach out to."



6. Cash Ask

Their love can live on.



Results Overview

Email Summary Stats

Total Entered
Journey

186

Overall open rate

64%

Total Unsubscribes

7

Total made 2nd gift

7

Overall opt outs

25

Total comms sent

~680

41 finishers

Open Rate and Click Rate



Email Results Commentary

Email 1

- Strong performance with the highest open rate (86%) and a solid click rate (8%).
- Very low unsubscribe and bounce rates - shows high engagement at the start of the journey.

Email 2

- Open rate drops to 51%, almost half of Email 1.
- Click rate is very low (2%), while unsubscribes spike to 2.5%, suggesting content may not fully meet supporter expectations.

Email 3

- Open rate improves slightly (57%), showing subject line/positioning worked better than Email 2.
- Click rate recovers to 5%, stronger than Email 2 but still far below Email 1.
- Unsubscribes remain low (0.7%).

Email Results Commentary

Email 4

- Open rate steady at 54%, but 1% CTR.
- Unsubscribes creep up again (0.9%), indicating lack of content relevance or engagement opportunity.

Email 5

- Open rate rises to 64% - strongest since the Thank You email.
- However, still low CTR, with unsubscribes (1.2%) edging higher.

Email 6

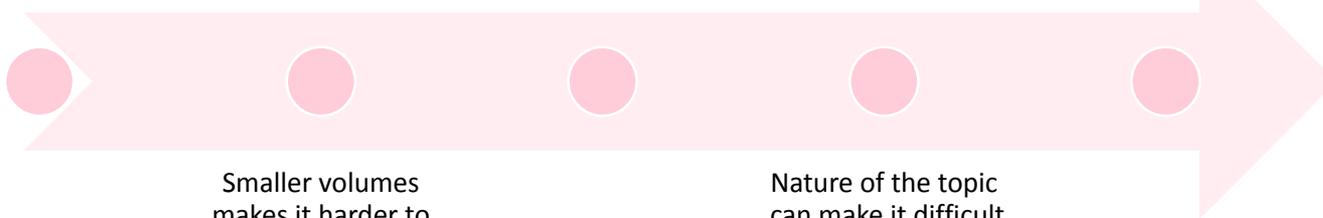
- Lowest open rate (46%)
- Unsubscribe rate rises to 2.4%, suggesting this is the least engaging part of the journey and may turn people off.

Challenges

Email opt in - in last 6 months only **23%** of qualifiable supporters enter journey due to consent.

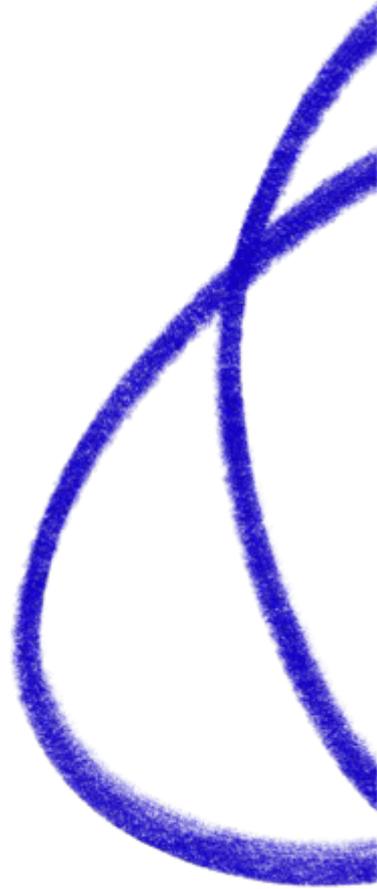
Issues with consents getting on out CRM as quickly as we'd like

Too early to tell if email 6 is working due to the small amount of supporters on the journey



Smaller volumes makes it harder to test & develop the journey.

Nature of the topic can make it difficult to get engagement.



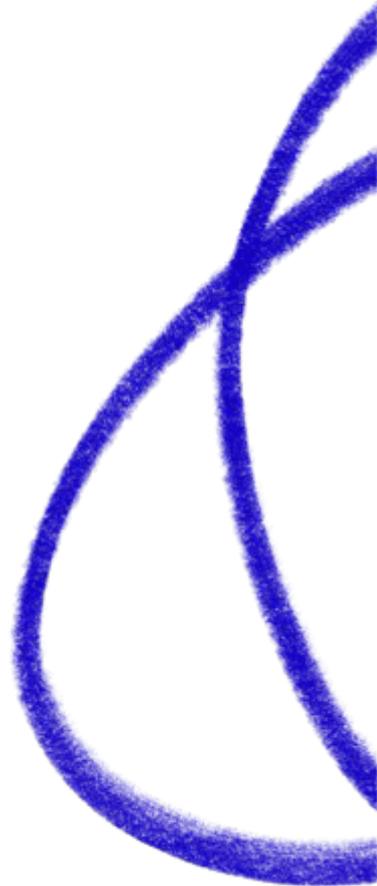
Positives

Email 1 performing excellently. **86%** open rate and **7%** click rate.

7 supporters made a 2nd gift

Incl 2 supporters who set up an RG plan since their donation. Both for £20 a month + GA.

1 signed up for a DYOT event in memory.



Optimisations and Next Steps

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Testing thoughts...

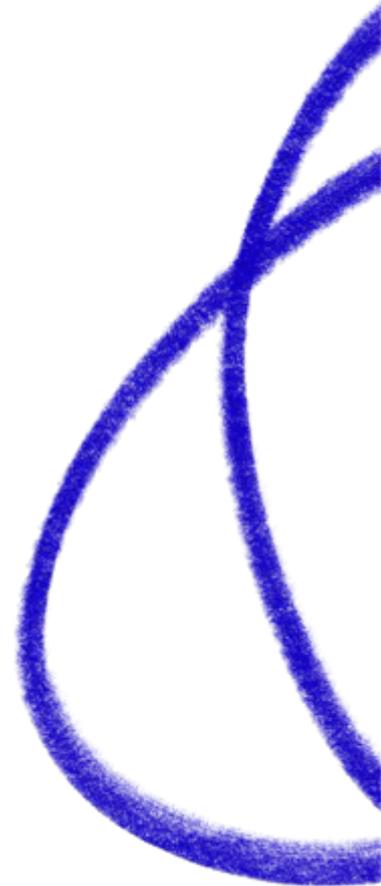
Test introducing an ask earlier around 3 or 4 months?

Introduce Subject Line testing after email 1?

Most people unsubscribed at email 2 also lowest open rate at 50%.

The content of this one could be quite triggering – change this story? Or change subject line?

Test a shorter journey?



Key Learnings and Next Steps

- **Key Learnings**

- Audience insight is essential – design journeys around what supporters need and value.
- Stewardship in memory must balance sensitivity with a personal touch.
- Performance data should guide improvements – e.g. second gift rates and click-through trends.

- **Next Steps**

- Segment by audience type (gift size, channel, frequency).
- Build towards automation and CRM integration for scale.
- Roadmap:
 - Year 1: Consolidate and prove value
 - Year 2: Optimise and refine
 - Year 3: Scale up activity



The background features a light blue gradient with several thick, wavy, light green lines that curve across the frame, creating a sense of movement and depth.

Thank You

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