

How Postal Updates Inspire and Engage Supporters

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Sumatran Orangutan Society





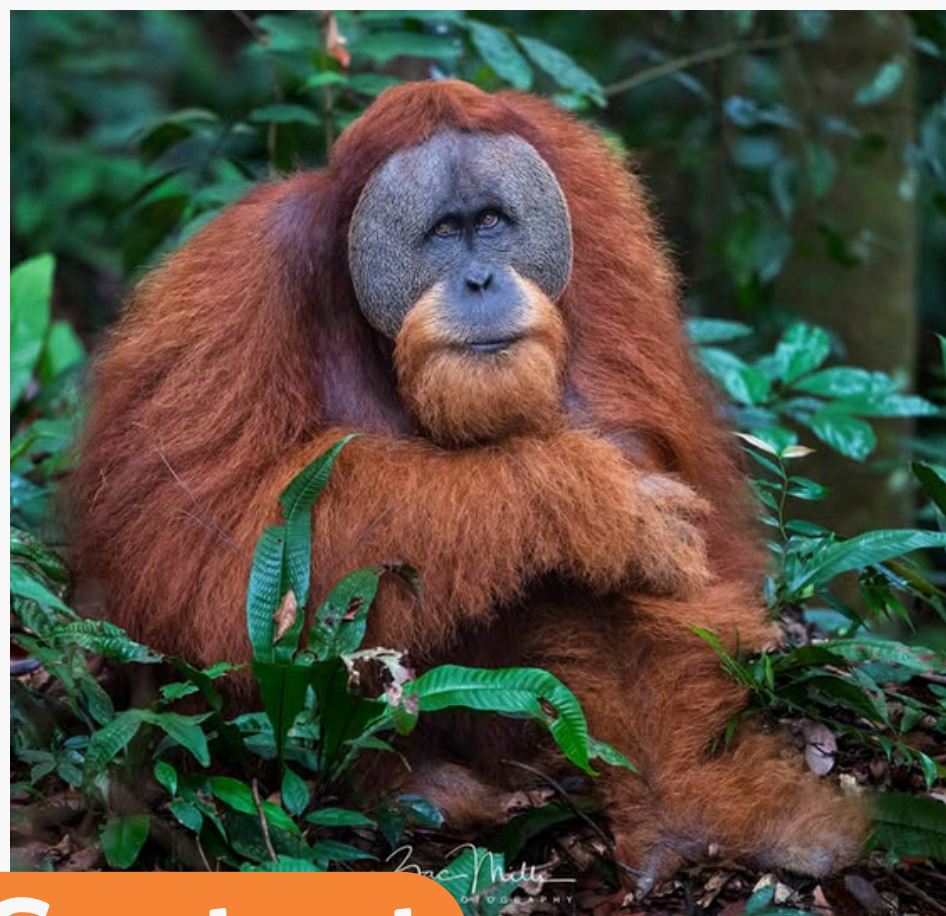
Our Mission is to protect wild orangutans, their forests and their futures.



Sumatran and Tapanuli orangutans are critically endangered because of humans.

Protecting their rainforests helps us all.





A Little Context

SÖS Sumatran
Orangutan
Society

**IG Income:
£150k approx.**

Postal appeal: 2%

No. supporters: 7k

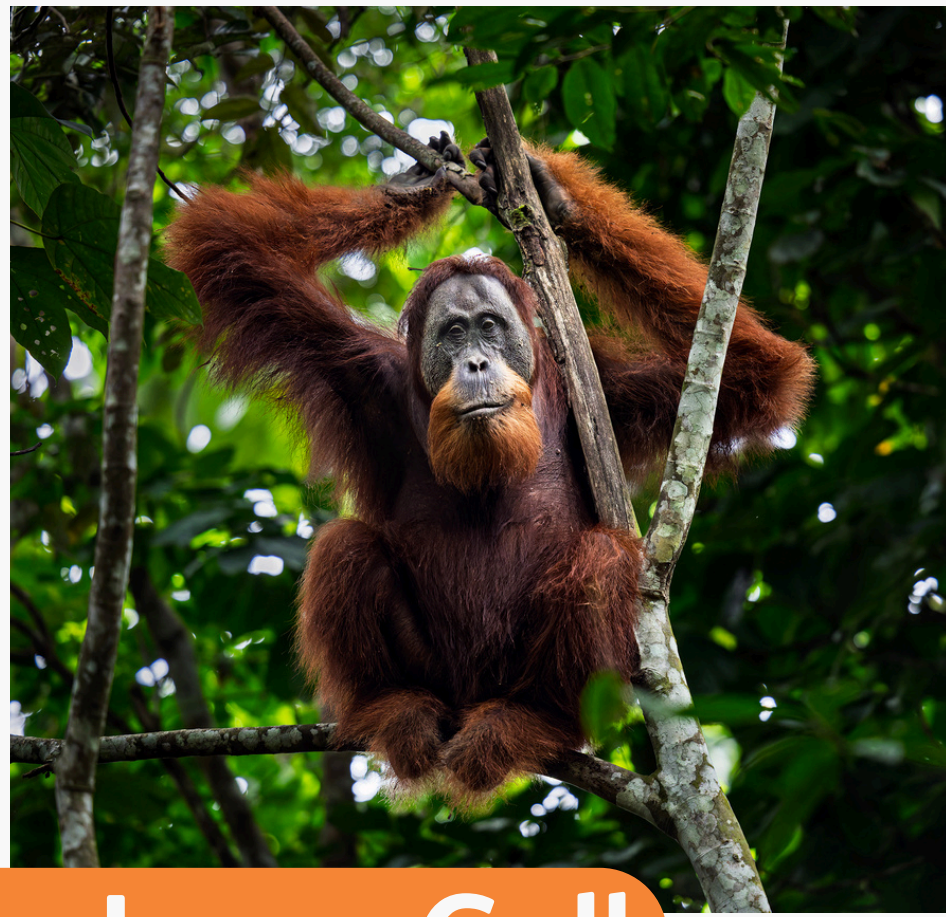
Mailing sent to: 2k



Our objectives:

1. Bring the beauty of Sumatra into supporters' homes
2. Share honest, inspiring stories about impact
3. Offer transparency through clear financials





Bringing The Long Call to Life



- Written and curated in-house
- Photography by Ambassador Zac Mills
- Designed pro bono by volunteer Nicola via Reach Volunteering
- A collaborative, whole-team project

The Power of Connection

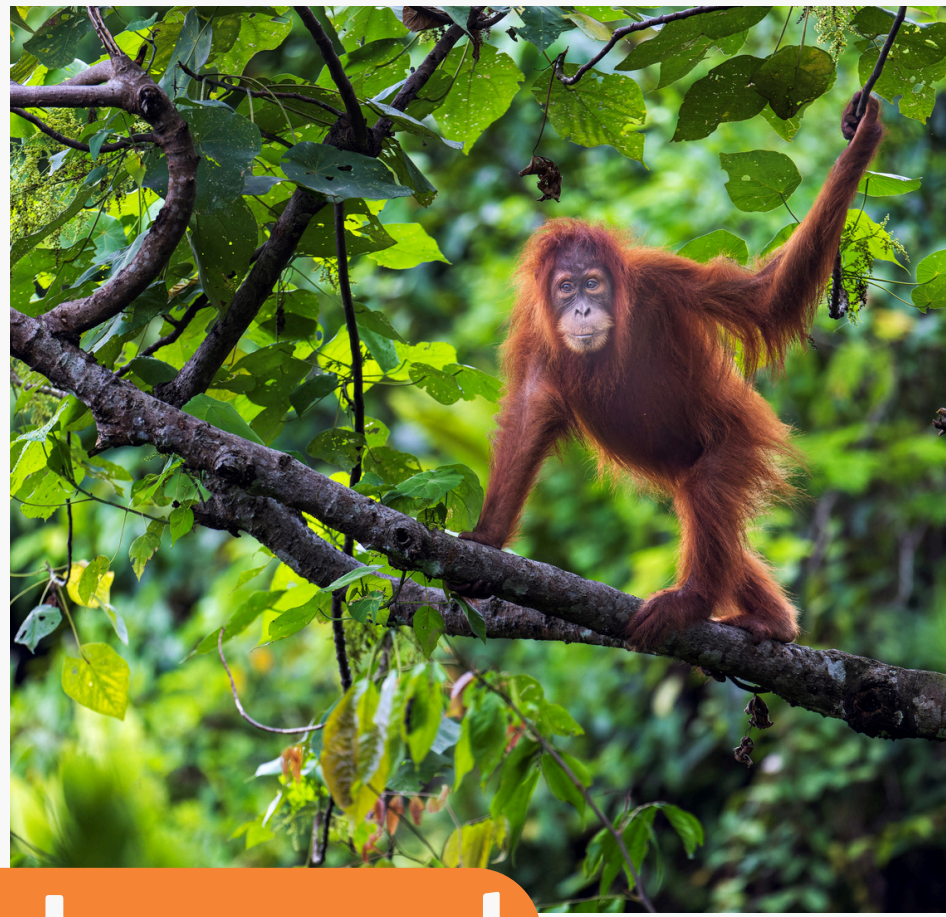
💰 67% increase in
income

✉️ Response rate up
from 3.3% → 7.9%

🌱 Average gift nearly
doubled

📈 £2.95 raised per
£1 spent





What We Learned



- Supporter experience uplifts fundraising
- Supporters tell you what they want – if you listen
- Multi-channel engagement builds stronger relationships
- Transparency builds trust
- Small teams can create ‘wow’ moments



**When we invest in supporters,
we invest in impact.**



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