

Supporter Experience Accelerator

22 January 2026



Agenda overview

Introduction

- Supporter experience - setting the scene

The Accelerator

- Divided into three sections
- One on each of the key foundations of supporter experience
- Insights and case studies
- A focus on taking action at your charity

Summary

- Checking in on lessons and actions to take away

Ground rules

- Cameras on if you're comfortable!
- All questions welcomed - we'll be monitoring the chat
- Step away from your day to day...



What emotions and feelings come to mind when you think about supporter experience?

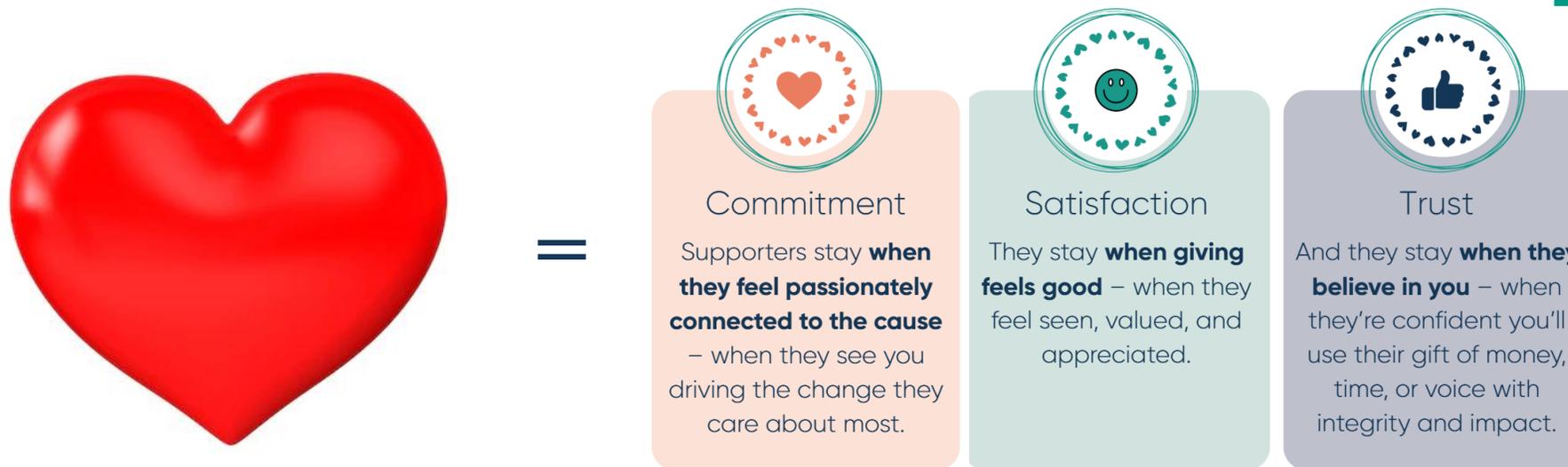
What supporters experience from you as a charity has *deeply emotional and personal* value to them



Your
charity

Every interaction is an opportunity. A chance to create a really powerful, emotional engaging connection.

Measuring your supporter experience is critical



Loyalty

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

Your Finance Director
should be as excited by this
as you are!



Commitment





What does commitment mean to you?



When your supporters share your passion for your goal and work – that's commitment



Commitment

Supporters stay **when they feel passionately connected to the cause**

– when they see you driving the change they care about most.

It's about **love**

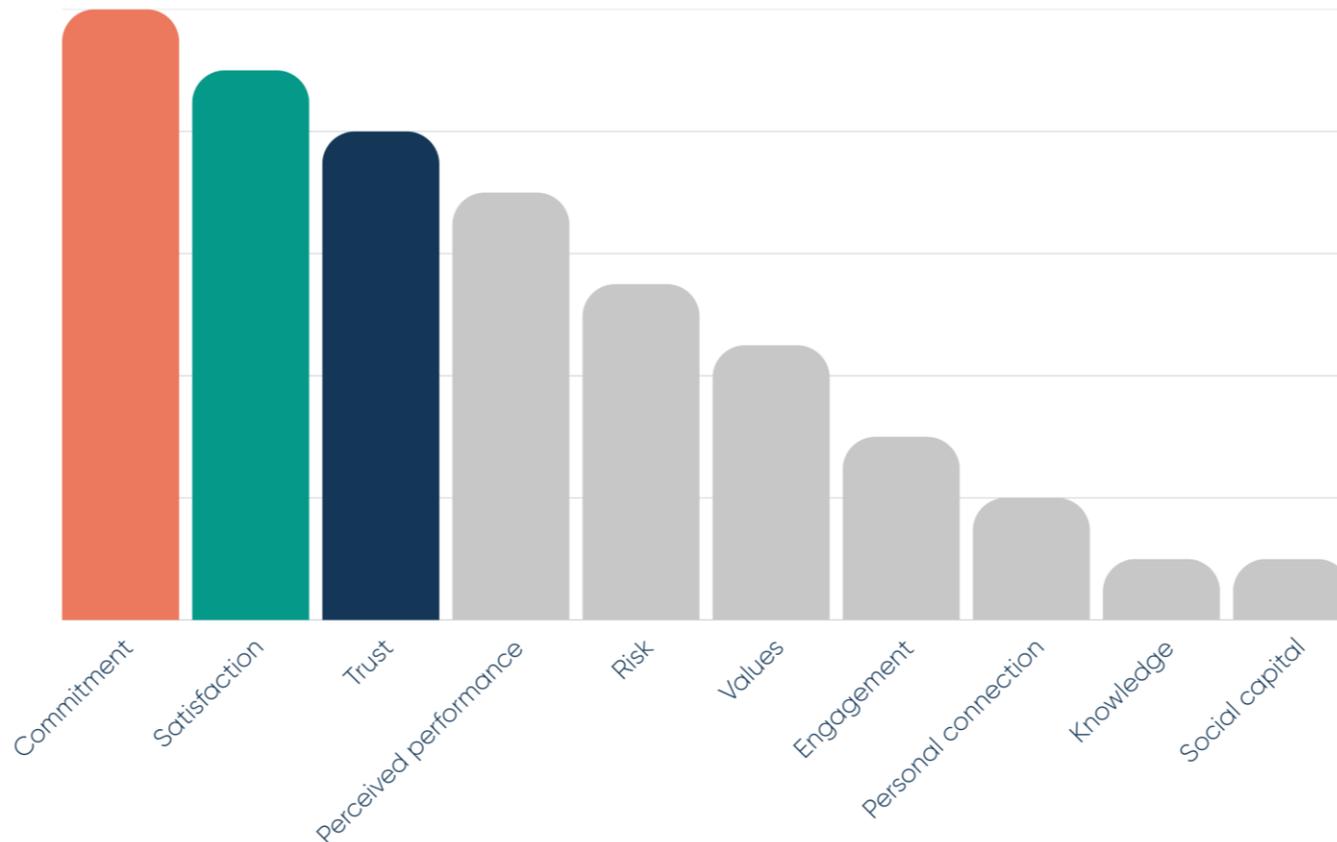
It's about **passion**

It's about **shared purpose**

It's when supporters realise that they can do something about what they care most deeply about, and that you're the people to help them do it



Commitment sustains a lifetime of giving



About Loyalty research, 2015-2020

- Growing commitment, satisfaction and trust all matter for a great supporter experience
- But of all the drivers we've tested, commitment has the strongest relationship with intention to continue giving
- The difference is even greater when it comes to intention to leave a gift in will
- And sense of **relationship** is the most important driver of long-term giving

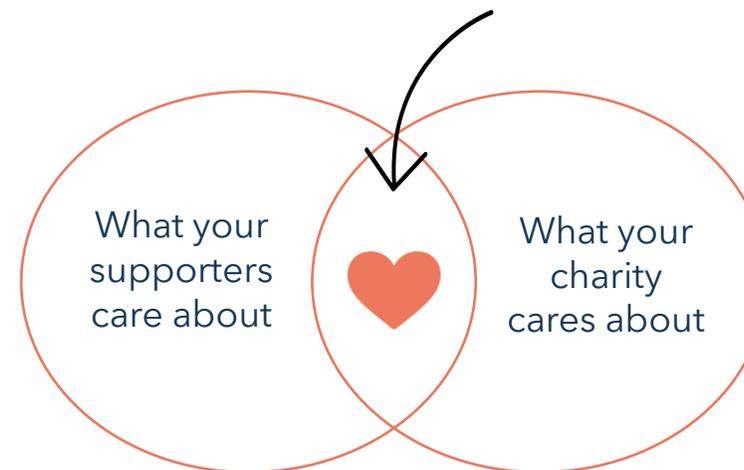


The building blocks of commitment

When supporters talk about commitment... they talk about themselves

- Personal connection** "Mum suffered from [Condition], and it affected all the family. To find a cure, or make recovery possible is so important"
- Personal values** "Because I believe no one who put their life on the line for others should ever be homeless and hungry."
- Identity** "I need to know there is an organisation championing the needs and views of people like me."
- Hopes & fears** "I am extremely concerned about the climate emergency. And [Charity] provide part of the solution."
- Faith** "[Charity's] whole approach makes me feel very much a member of the church family and part of the drive to eliminate [Cause] one life at a time."

This is the space to grow commitment



Your goals (ambition)

Your work (the actions that you take that make the difference)



Our vision: A world where no one faces dementia alone – where everyone gets the specialist support they need

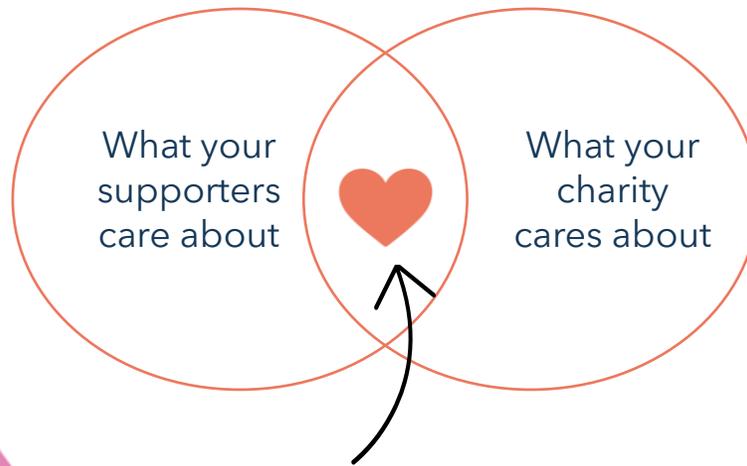




Our vision: A world where no one faces dementia alone – where everyone gets the specialist support they need







Our vision: A world where no one faces dementia alone – where everyone gets the specialist support they need



The graphic consists of two overlapping orange speech bubbles. The larger, front bubble is on the right and contains the text 'Break out 1' in white. The smaller bubble is behind it to the left.



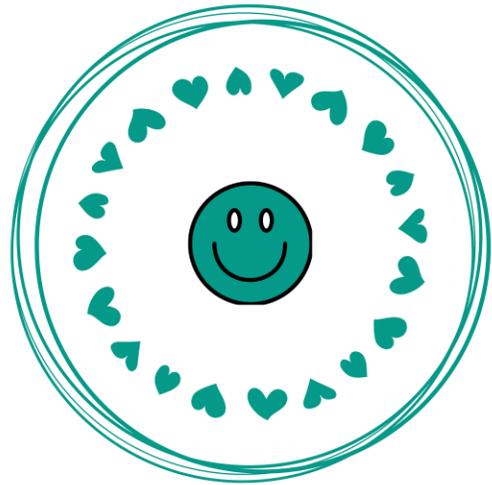
Reflecting on commitment

- What have we learned
- **Top tips for unleashing commitment:**
 - Be clear about your purpose; your charity's 'why'.
 - Be clear about your supporters' motivations, the reasons they decided to stand with you.
 - Work across teams to ensure that your communications bring this to life clearly, consistently and with focus.





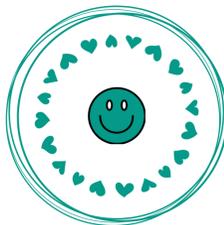
Break 1



Satisfaction



What does satisfaction mean to you?



Satisfaction is about giving feeling good.



Satisfaction

They stay **when giving feels good** – when they feel seen, valued, and appreciated.

- **It's when your communications and interactions give supporters a sense of wellbeing, pride, happiness**, and the feeling that they are truly making a difference
- **Satisfaction is not just a transactional feeling** – it's an emotional reward and the glow a supporter feels when their giving feels meaningful, appreciated, and impactful
- **It's the joy of being seen, valued and having their needs met.** Supporters feel satisfied when they're recognised not just as donors, but as partners in change.



When something feels good , people want to do it again

- **Satisfaction is the second most important driver of long-term giving.** But it's consistently rated lower than commitment and trust by supporters
- **First impressions count:** the average satisfaction score changes the most within the first year of giving - and then hardly grows
- Only 31% of supporters make second gift*. A great experience matters at any point - but that **first, great experience really matters**

Average satisfaction score across tenure



This is where we see the biggest change in satisfaction score (and where charities see the biggest drop-off in support)

0-6 months	6-12 months	12-24 months	24-36 months	36-60 months	60-120 months	120+ months
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About Loyalty Research: average satisfaction ratings from >50,000 supporters from >60 charities

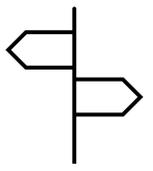
*Sequoia analysis of 2 million first time donors, 2020-2024

The building blocks of satisfaction

Know who you're talking to

and give them...

Relevant information & asks



In ways that suit their needs



That makes them feel valued



And recognises their motivations

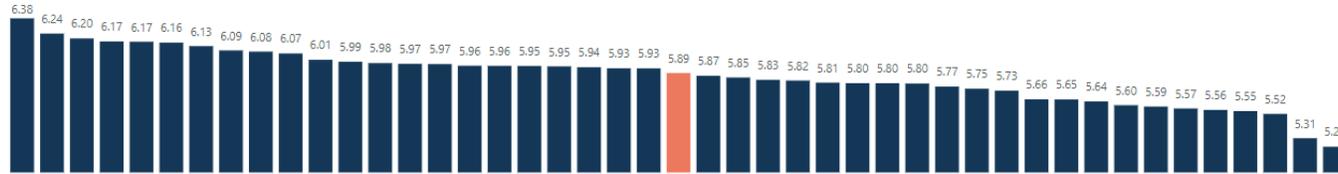


It needs to feel personal. And it needs to feel authentic

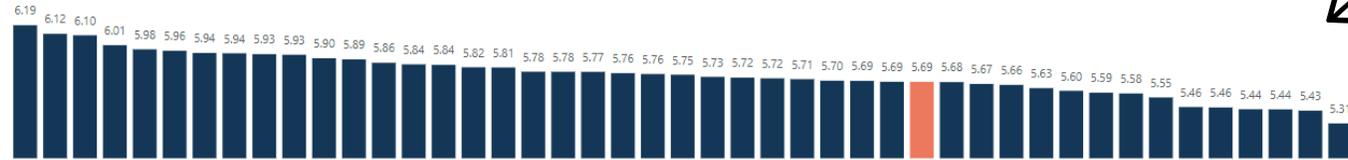


Results from The Chase Index

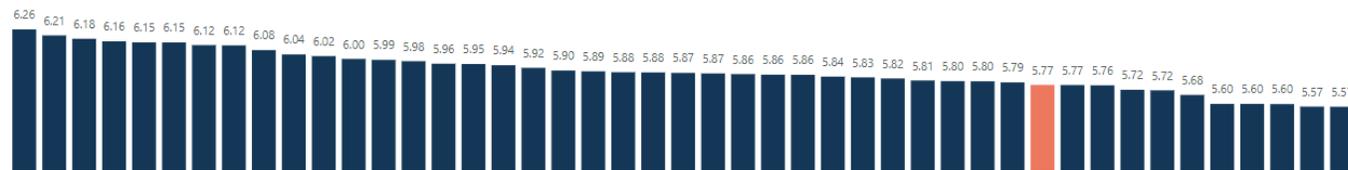
Commitment



Satisfaction



Trust



These results highlighted **satisfaction** and **trust** as key opportunities to improve the supporter experience at Friends of the Earth.

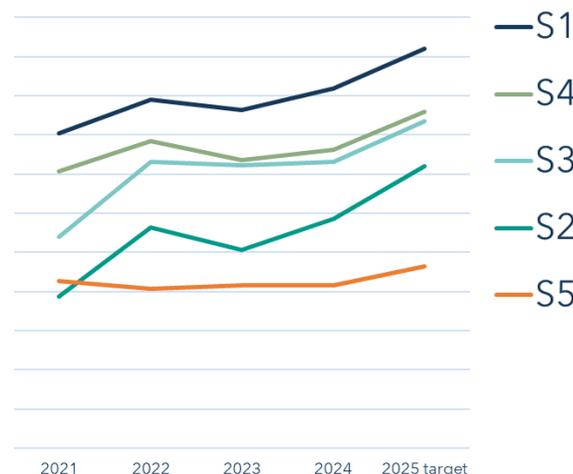
The team chose to focus on satisfaction... so what happened next?

Base: All online supporters with at least one financial transaction, 2024 data



Satisfaction in action

1. Set **targets for improvement** using KPIs from The Chase Index.
2. Launch at an **all-staff lunchtime session** to introduce supporter loyalty, explain why it's vital to Friends of the Earth's organisational goals, and secure buy-in.
3. Run 3 x **interactive workshops** to unpack insights, celebrate successes, explore future ambitions - and generate ideas for a clear, prioritised action plan.



S1 - Overall, I am very satisfied with how Friends of the Earth treats me as a donor.

S2 - Friends of the Earth's communications always meet my needs for information.

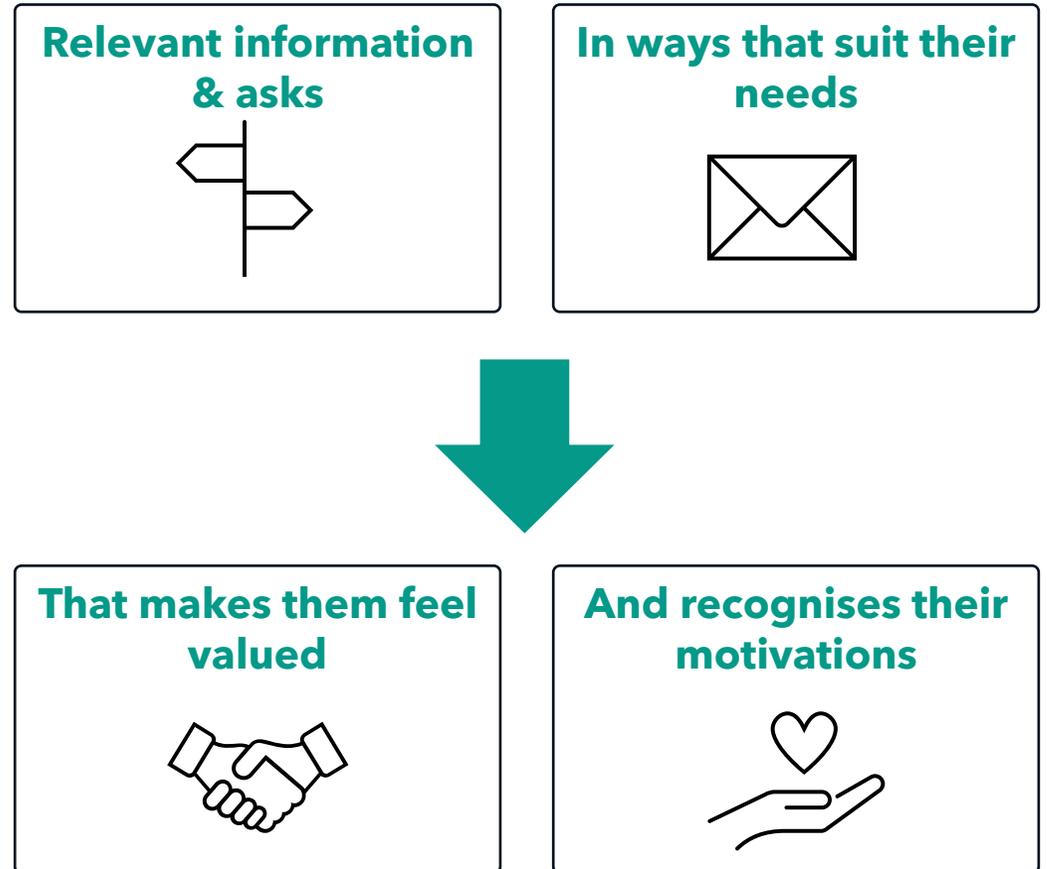
S3 - Friends of the Earth's fundraising communications are always appropriate in style and tone.

S4 - I am always thanked appropriately for any gift to Friends of the Earth

S5 - I feel Friends of the Earth understands why I offer my support

Satisfaction in action

- Deliver a **range of detail** in communications
- Focus on **explainer content** to give more information on every aspect of campaigning work
- Create a **shared content hub** of information which all teams can pull from
- Vary **thank you messages** for repeat donors
- Personalise **campaign updates** to reference someone's specific support
- Acknowledge **why supporters give** and reflect their motivations for doing so
- Implement **Philanthropic Interests** for mid-value donors



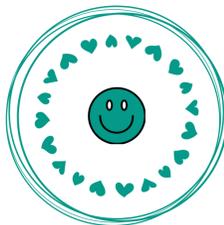


Break out 2



Reflecting on satisfaction

- What have we learned
- **Top tips for improving satisfaction:**
 - Know who your supporters are, respect and value what matters to them.
 - Review how you thank your supporters and start making small changes and improvements.
 - Seek out the opportunity to deliver magic moments and be memorable for the right reasons.



Break 2





Trust





What does trust mean to you?



Trust is the belief that you'll use supporter's donations wisely and well, to deliver what you've promised



Trust

And they stay **when they believe in you** – when they're confident you'll use their gift of money, time, or voice with integrity and impact.

When supporter recognises a charity that acts with integrity, stays true to its mission, and reflects the values they hold dear, they feel a deeper connection and a powerful desire to keep giving.

- It's the belief that a charity will turn a supporter's generosity into meaningful change, and do so with integrity.
- It's about proving you're faithful to the cause, and to the people who care about it.
- It's about emotional assurance.

Why trust matters

“A donor might give once out of empathy or impulse, but **they will only continue to give if they trust the organisation to be effective and honest.**”

Trust in philanthropy means a donor believes in the non-profit’s **integrity** and **competence** – essentially that **the charity will do what it promises with the donor’s money**”

- Cherian Kosey, *Neurogiving: the science of donor decision-making*

The building blocks of trust

The difference that you make



Open, honest communication



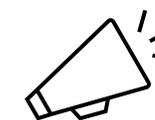
What your people say and do



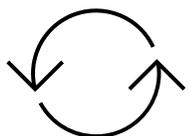
Your shared values



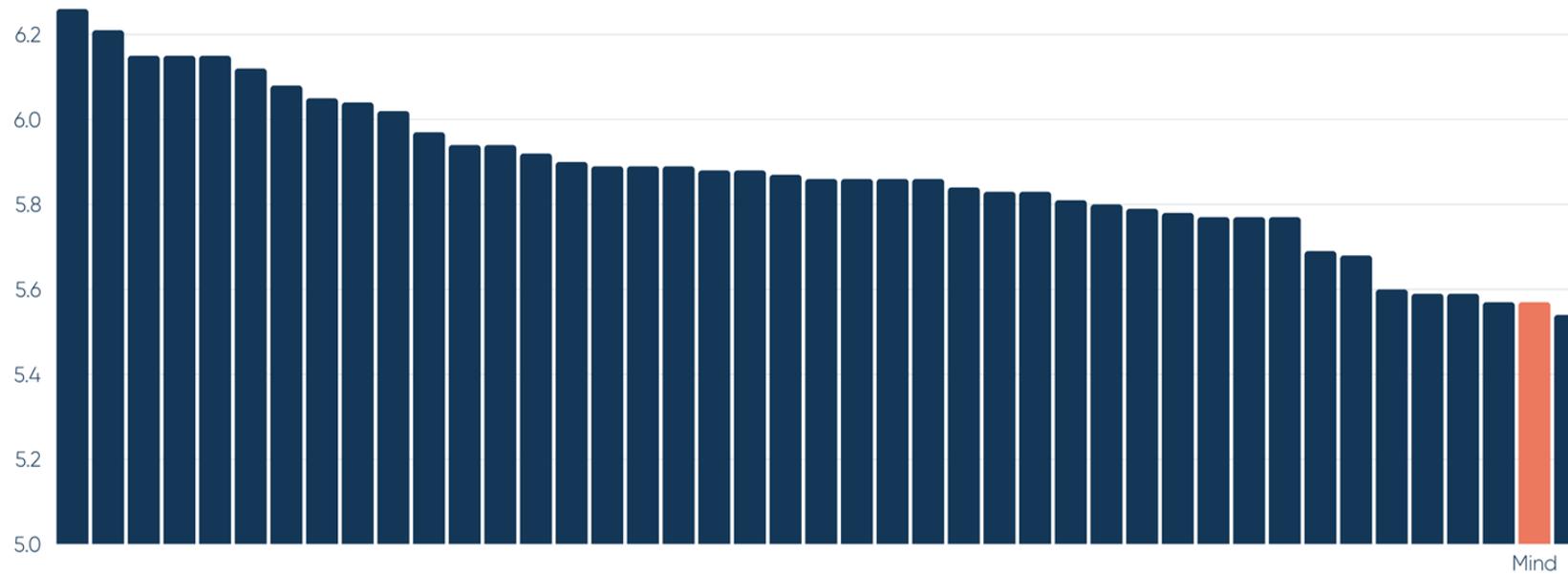
Your (and other charities') reputation



This is about stories, not stats!

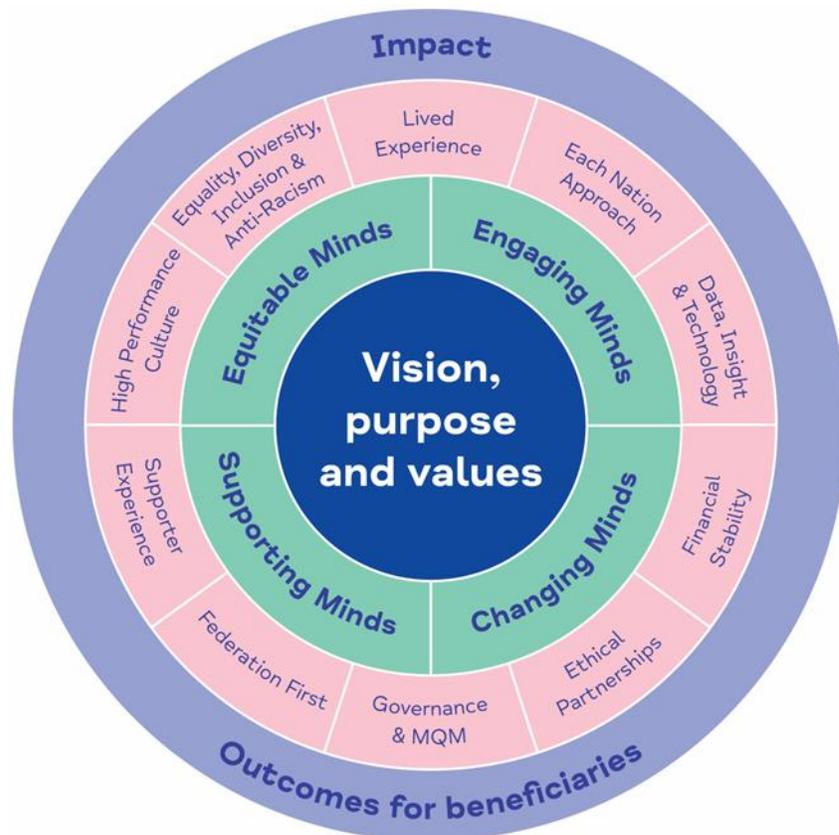


Underpinned by familiarity - your repeated, consistent actions and behaviour over time



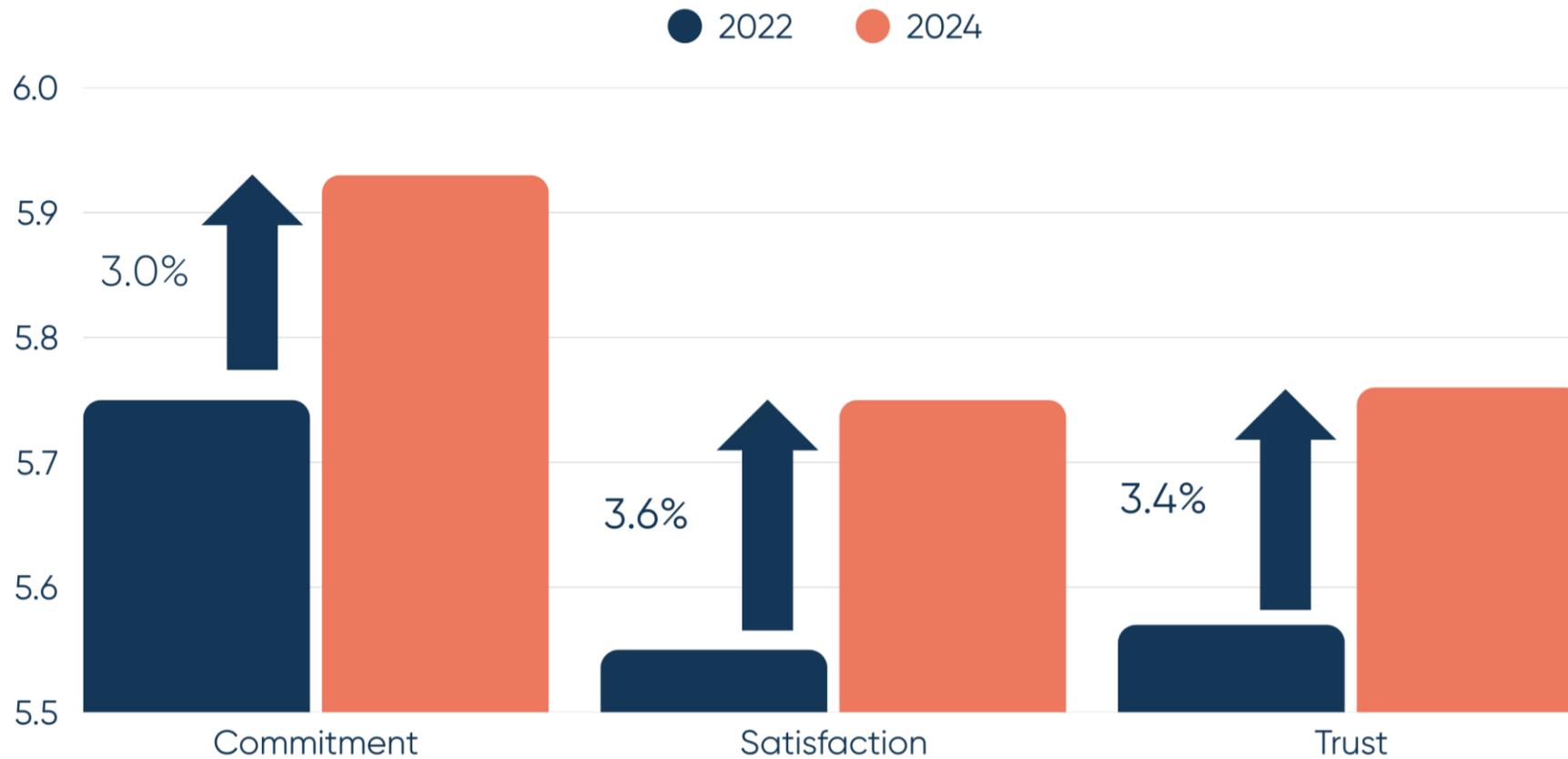


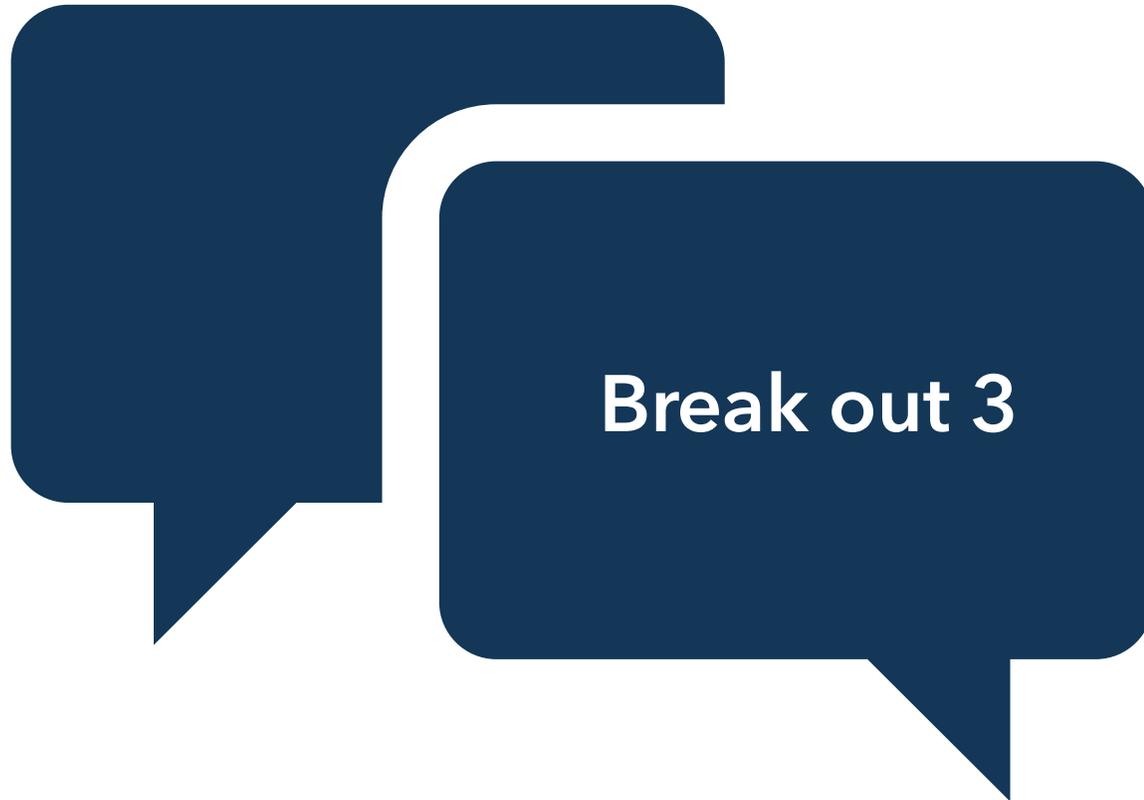
Increase trust and satisfaction scores by 3% by April 2026



Measuring supporter experience consistently across all product journeys

Delivering impact and story telling content focused on mental health 'moments'





Break out 3



Reflecting on trust

- What have we learned
- **Top tips for nurturing trust:**
 - Use emotion to demonstrate the difference you are making in the world.
 - Don't start with the stats. Use numbers where they build on the emotional story.
 - Share your *whole* story, the ups and downs. Your charity's journey is the supporter's journey.
 - Be consistent - building trust takes time and familiarity.





Summary and wrap up

Measuring your supporter experience is critical





What are you going to do next to start improving your supporter experience?



Working together to grow income



Join our mailing list



Let's talk!



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