

Real Path.

Supporters for life

Why Supporter Experience Matters.

Beyond Donors, Beyond Campaigns

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What is Supporter Experience?



Why Focus on Supporter Experience?



20% more income from that donor over the following three years.

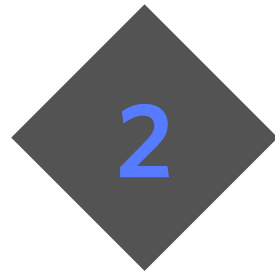
15% more retained donors over the same period.

9% increase in legacy giving intentions.

Key Supporter Experience Skills.



**Mindset &
Curiosity**



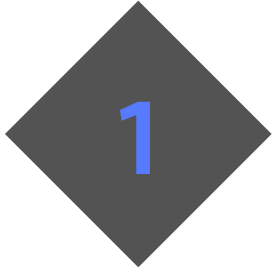
**Data &
Listening**



**Design &
Communication**



Collaboration



Mindset & Curiosity

Think Supporter not just Donor.

Creating and Marketing an In Memory Offering.

National Health Organization

Assumption

In memory supporters don't want to be contacted after their loved one passes; talking about 'life' or others cancer journeys is too painful after someone has died.

Insight

A loved one passing is the most important moment in a supporter's journey with the organization, yet they feel abandoned by an organization that has cared for them and their loved one so well.

Supporter Experience

Defined and executed the fundraising and communication strategy for supporters donating in memory. Created the in memory proposition to align supporters to the 'all about life' brand position.

Results

Identified **45%** of organization's donor base as in memory supporters.

Increased number of donors by 19% in year 1, resulting in an **additional £4.6m** in revenue.

Raised an **incremental £1.2m** from just 343 tribute funds in year 1.



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Data & Listening

What is one assumption your organization makes about supporters?

Understanding Alumni to Develop New Giving Approach.

Higher Education Organization

Assumption

Female alumni will respond to giving asks the same way male alumni do.

Insight

Women are far less interested in asks related to the current team - they respond to asks that reconnect them with their own teammates and position them as part of the team's ongoing legacy.

Supporter Experience

Alumni- led monthly giving program with alum-to-alum ask focused on reconnection community-building, and sustaining the program's legacy.

Results

- 6x YOY revenue from monthly gifts in year 1.
- 8.5x number of monthly donors in year 1.
- Highest attended event in program history.
- Single biggest donation in program history.
- Inspired the first endowed award.
- \$0 used to implement new strategy and tactics.



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Design & Communication

Even simple segmentation
can win hearts.

Winning a Federal Leadership Race.

National Political Organization

Assumption

Potential supporters already understand why politicians need money, some just choose not to give.

Insight

New party donors, especially younger supporters, often do not give because less don't understand the purpose and impact of political fundraising.

Supporter Experience

Twin Talk Tracks for volunteer callers splitting scripts for new versus long-term party members to clearly explain fundraising need to first-time supporters.

Results

- 2x donations in 4 weeks.
- 3x number of donors to the campaign.
- Highest fundraising total of all 9 candidates.
- Candidate elected.



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Collaboration

Who at your organization plays a role in the full supporter experience?

Using News Moments to Deepen Engagement.

National Environmental Organization

Assumption

Supporters would view our commentary on news as bandwagoning and are not interested in our point of view.

Insights

In-the-moment news responses that highlight local 'villains' increase urgency.

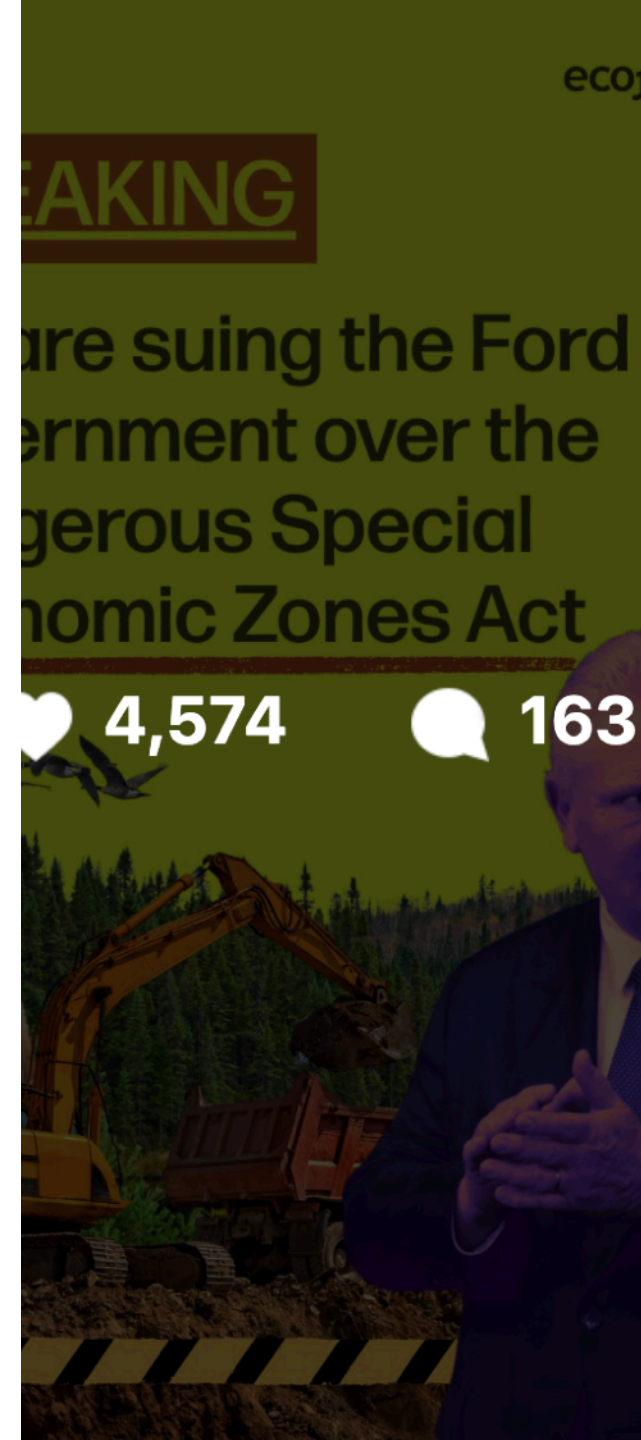
Broadening language to wider issues (for example, democracy) increases reach, improves understanding and deepens trust.

Supporter Experience

Insight-led social posts that respond to breaking news and connect it to past wins and ongoing campaigns.

Results

- +5,000 reactions - roughly double the upper end of typical top-performing posts.
- +180 comments - over 40x typical comment volume, and 2.6x the previous top post, including multiple comments indicating new and monthly financial support.
- 532 shares, 684 sends - representing 72% of all shares from Jan - Apr 2025.



Guest Speakers.

A group of experts in their fields, our speakers provide direct insights and solutions with their varied industry knowledge.



Jessica Pang-Parks
Volunteer Engagement
CEO & Principal
JJP Consulting



Eden Luymes
Advocacy & Campaigning
Conservation Campaigner
CPAWS-BC



Reesa Del Duca
Brand & Marketing
Principal & Lead Designer
Good Thing Going



Dominique Bowden
Communications
Communications & Engagement Specialist
The Nature Trust of BC



Kristy Hayter
Communications
Director of Strategic Communications
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Lauren Venegas
Fundraising
Associate Director of Philanthropy
Ecojustice

Understand People.

Increase Lifetime Value.

Real Path.

Supporters for life

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