

11a

Campaigns that strengthen relationships with donors

Project 11a. Mass media

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For senior management and trustee boards, this project will:

- Help their understanding of how fundraisers use insight to develop fundraising propositions, products and promises.
- Introduce them to the key components of a successful mass media advert.
- Explain why the first donation is only the beginning and how it pays to invest in the ongoing donor journey.
- Show why emotion is at the heart of successful fundraising appeals.

For donors, this project will:

- Increase opportunities for donors to be inspired and moved to give by emotionally compelling mass media appeals.
- Reassure donors that, when they see a mass media fundraising advert, it will be a true representation of the problem, be respectful of the beneficiary and deliver on the fundraising promise.

Project introduction

The Commission for the Donor Experience set out to consider how mass media fundraising can engage donors to give them a great experience. Our focus is to ensure fundraising flourishes long-term and is focused on long-term results. We are also considering how we can work better as a sector to deliver best practice guidance so the charity sector can adopt the principles laid out to deliver effective donor recruitment and a satisfied donor.

To do this, we have drawn on a range of experiences of practicing and putting in place best practice mass media fundraising campaigns from industry professionals. We have also spoken to donors and reflected their views where appropriate.

We need to consider that mass market media does not lend itself to a one-size-fits-all best practice guide. The brand position, budget, fundraising product and area of work will greatly determine the approach your charity takes.

Summary guidance

The summary breaks down the area of mass market fundraising down into six elements which are listed below with some key bullet points. There then follows more detail in the report. These steps should be followed with the four below principles in mind to guide the overall project:

- Honesty of presentation of the problem
- Honesty of the ask
- Respect for the beneficiaries
- Fulfil a supporter promise

Six steps for delivering mass market appeals with a good supporter experience

1. *Insight*

- Researching both internally and externally into your charity and the work you do
- Audience research: what motivates the groups you are trying to reach?
- Is your cause right for mass market or would below the line for other fundraising methods work better?

2. *Proposition, Products and Promise*

- Establish and test a fundraising proposition
- Create a donor promise that shows the work the donation is doing. For example, adopt a tiger for £3 per month and we'll send you updates on our conservation efforts. Please note, donor promise is used here in a different way to a donor charter, i.e. we promise not to share your details with third parties.
- Identity a proposition and create a product

3. *Materials and Media*

- An advert that grabs the attention and is compelling
- Creative checklist
 - Make eye contact
 - Tell a story
 - Show need and solution
 - Set up the donor promise
 - Disrupt the audience
- *Media*
 - Target the right audience in the test
 - Refine and repeat to deliver value

4. *Planning the Donor Journey*

- Plan of communications to the donor
- Starts with the first contact
- Thank people regularly
- Focus on retention more than upgrades

See CDE project 5 – *The supporter's journey*

5. *Use of emotion and imagery*

- Show reality but avoid being exploitative
- Carefully consider the tone of voice and visual approach for your appeal and the balance of positivity and negativity

See CDE project 6 – *The use and misuse of emotion*

6. *Measuring Donor Experience*

- Value the retention of supporters
- Focus on donor satisfaction, measuring positive responses, lack of complaints and engagement with the charity

See CDE project 3 – *Satisfaction and commitment*