



Magnetic Attraction



Inspiring People To Give to Healthcare NOW!



Today's Panel

Kimberley Blease

EVP
Blakely

She/Her



Rachel Hunnybun

Director Strategic Solutions
Blakely

She/Her

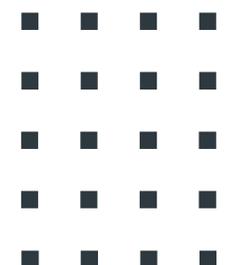


Louise McCathie

Director of Fundraising,
NHS Charities Together

She/her





Louise My Story

- My experiences
- NHS Charities Together

At **Blakely**, we believe in the fearless pursuit of **change that transforms**. We...

Create ideas. **Stronger ones.**
Make connections. **Lasting ones.**
Build relationships. **Meaningful ones.**
Hit goals. **And then some.**

With insight and empathy,
we build bespoke solutions that...

Connect people. **To create new audiences.**
Optimize programs. **To drive retention.**
Inspire donors & teams. **To do more.**



When your mission really matters, **Your strategic partners do too.**



Digital-first
fundraising &
marketing



High Value
Giving



Donor
Experience



Insights



6 Micro Sessions on Inspiring people to give now!

1. Where are we at now?
2. Proposition
3. Digital giving
4. Lifetime value & retention
5. Donor Experience
6. Growth

Action Planning for 2024

There are a lot of questions fundraisers and marketers are asking!

- Will my 2023 campaigns be successful?
- What will drive stability and growth in our fundraising programs now?
- Will the economic downturns affect our ability to raise money?
- What can we do to optimize our acquisition, retention and migration strategies?
- Where will growth for my healthcare organization come from?

Insights driven **answers...**



We looked at actual **performance & results** – what did we expect people to do from what they told us, & what did they do? Transactional information is Canadian.



We looked at the **information that almost 40+ affinity surveys** have told us – some fascinating trends, motivations and emerging needs.



We looked at the 4 **waves of donor attitude research** in Canada and the US, conducted with Aber, that gave us the pulse of how people were feeling & giving.



We undertook **5 large scale donor attitudes research projects including a specialized mid value survey** with Leger Research, to better understand what the information was telling us and uncover new insights for both Canadian & US markets.

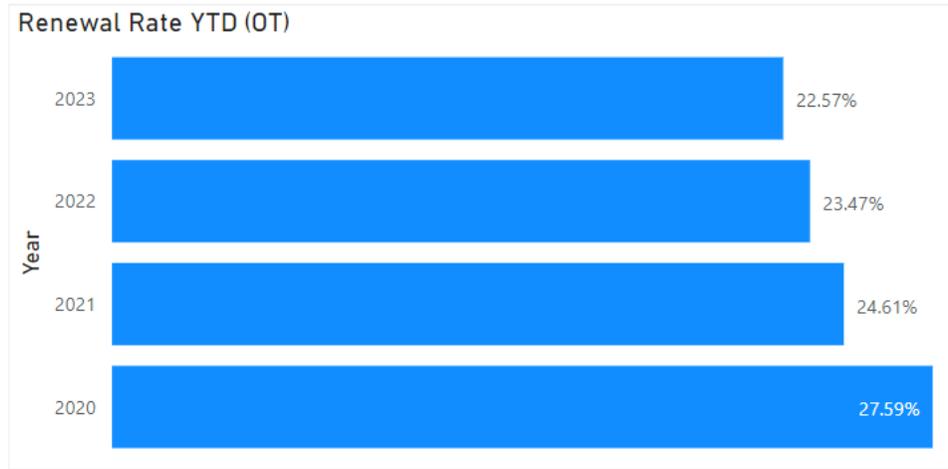
You matter! And so do your insights & experiences, so we are using **slido** today to get your input!

slido.com

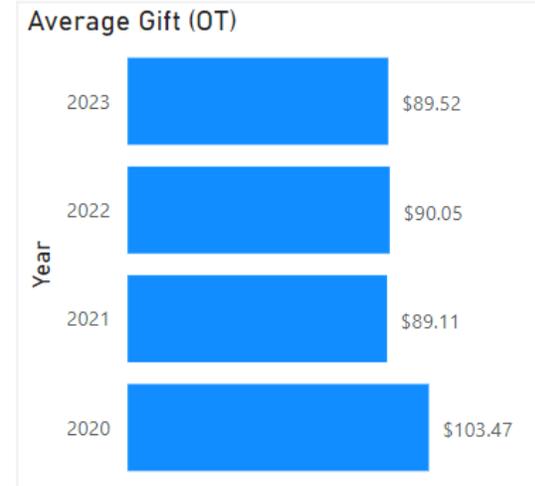
Micro Session 1:

Where donors are
at now matters...

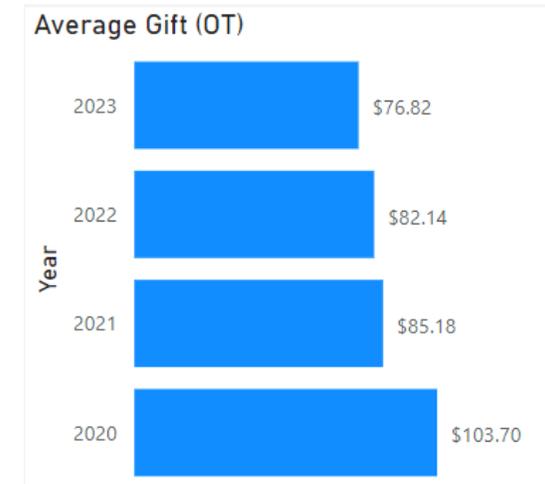
Improvements to RR for Healthcare in 2023 YTD



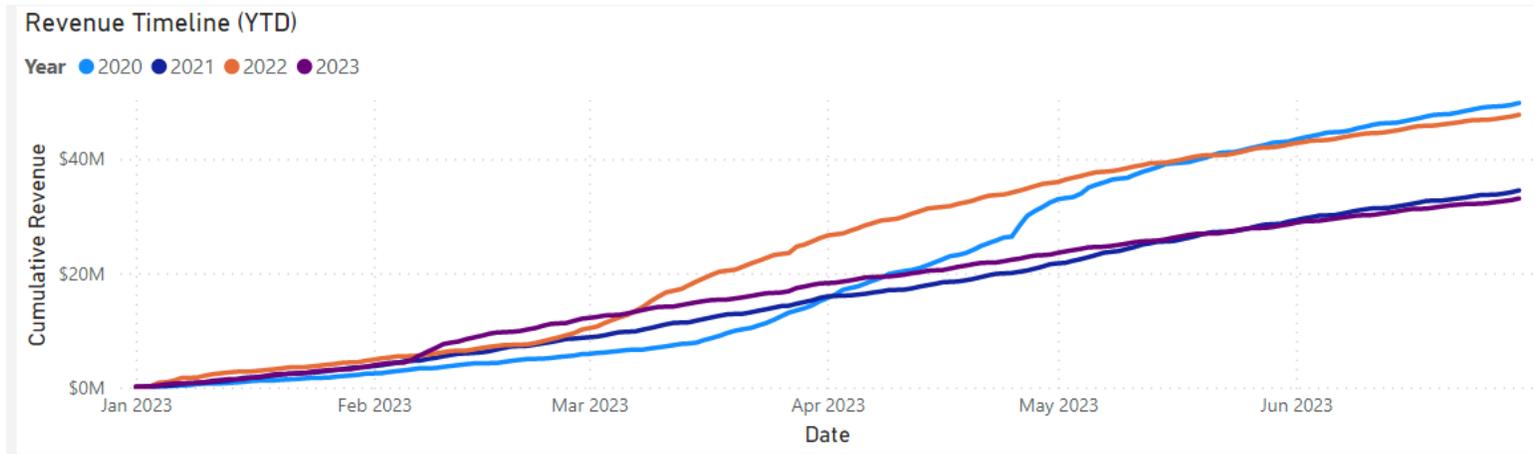
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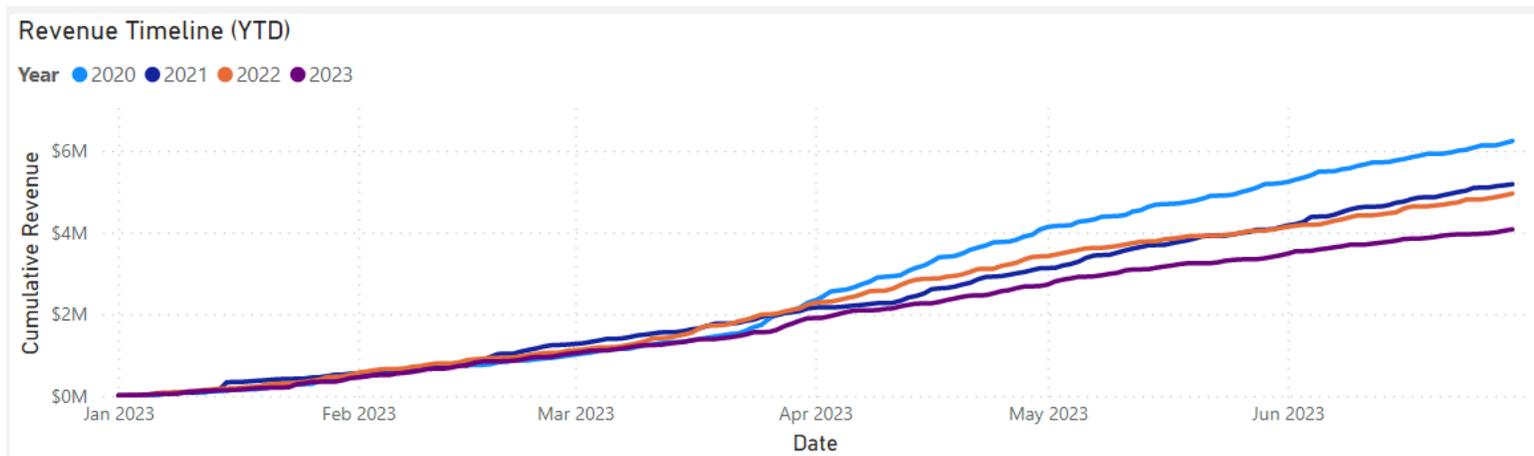
Healthcare
(hospitals &
health
organizations)



Overall revenues are trending down – with healthcare impacted

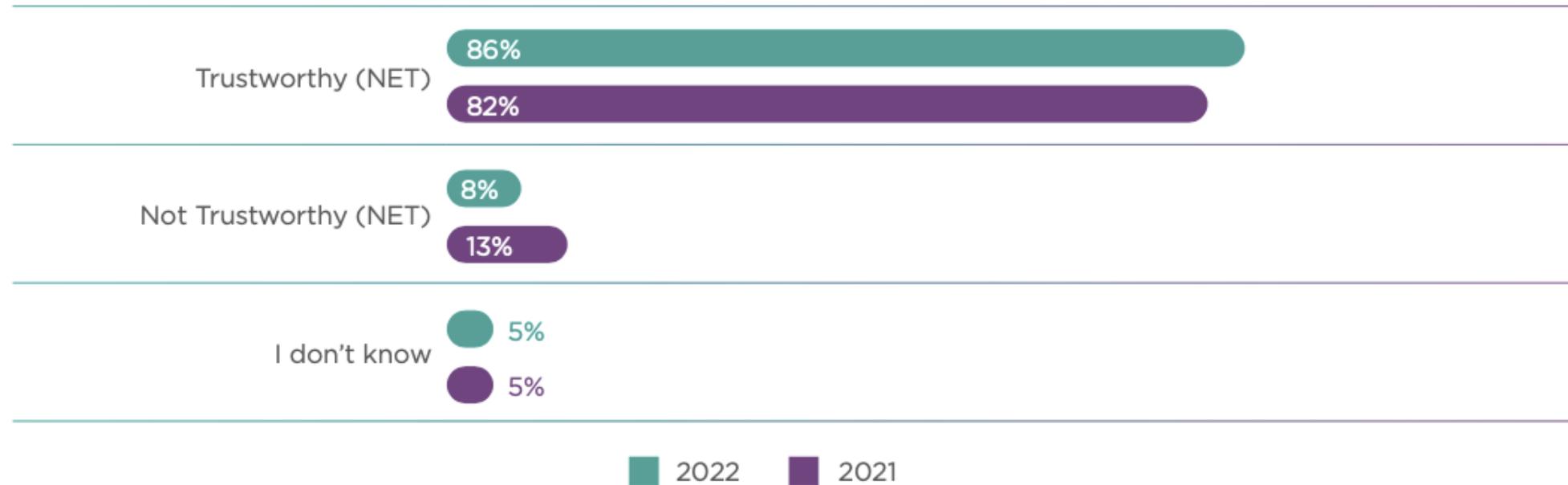


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Healthcare
(hospitals &
health
organizations)

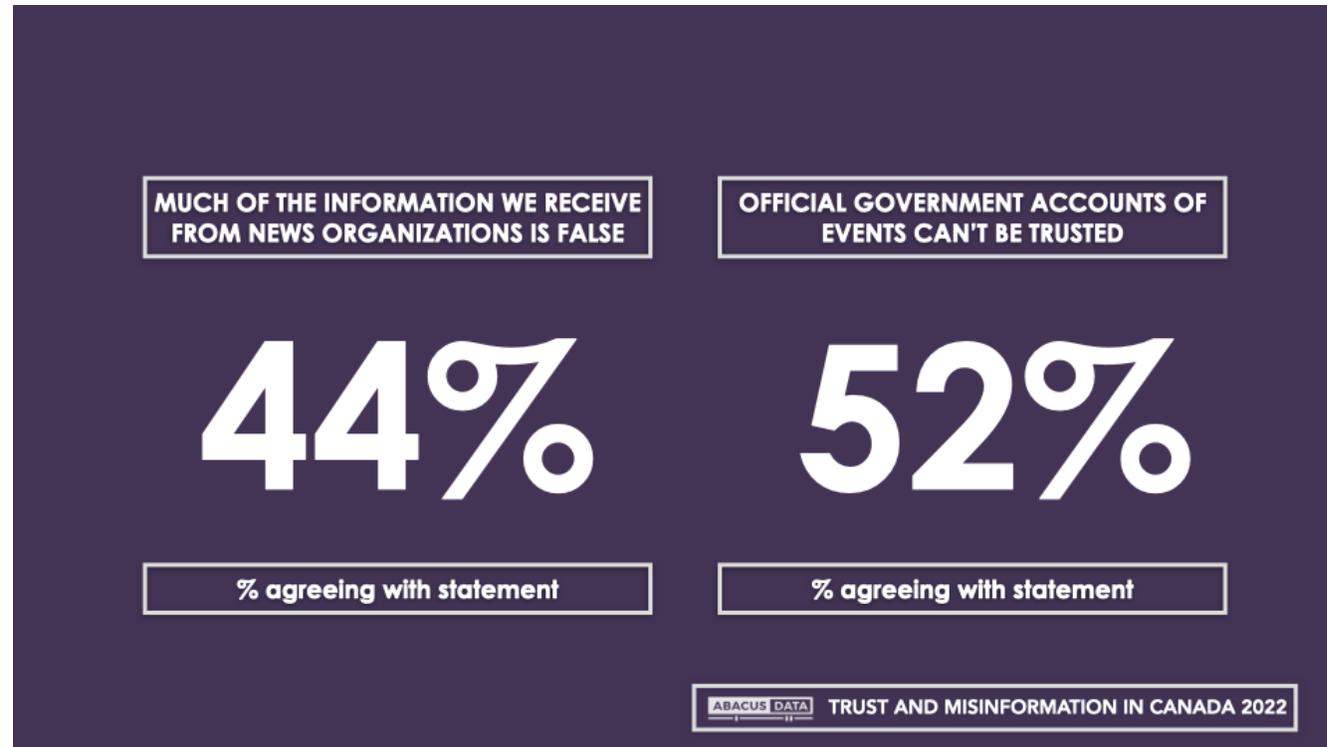
But.... the good news is that **Trust** in the sector **is increasing**



A young child is being held up by two adults, one on each side. The child is smiling and looking upwards. The background is a blurred outdoor setting, possibly a beach or a field. The entire image has a warm, pinkish-orange color overlay.

Why is this increase in trust
right now so critical to
engaging donors?

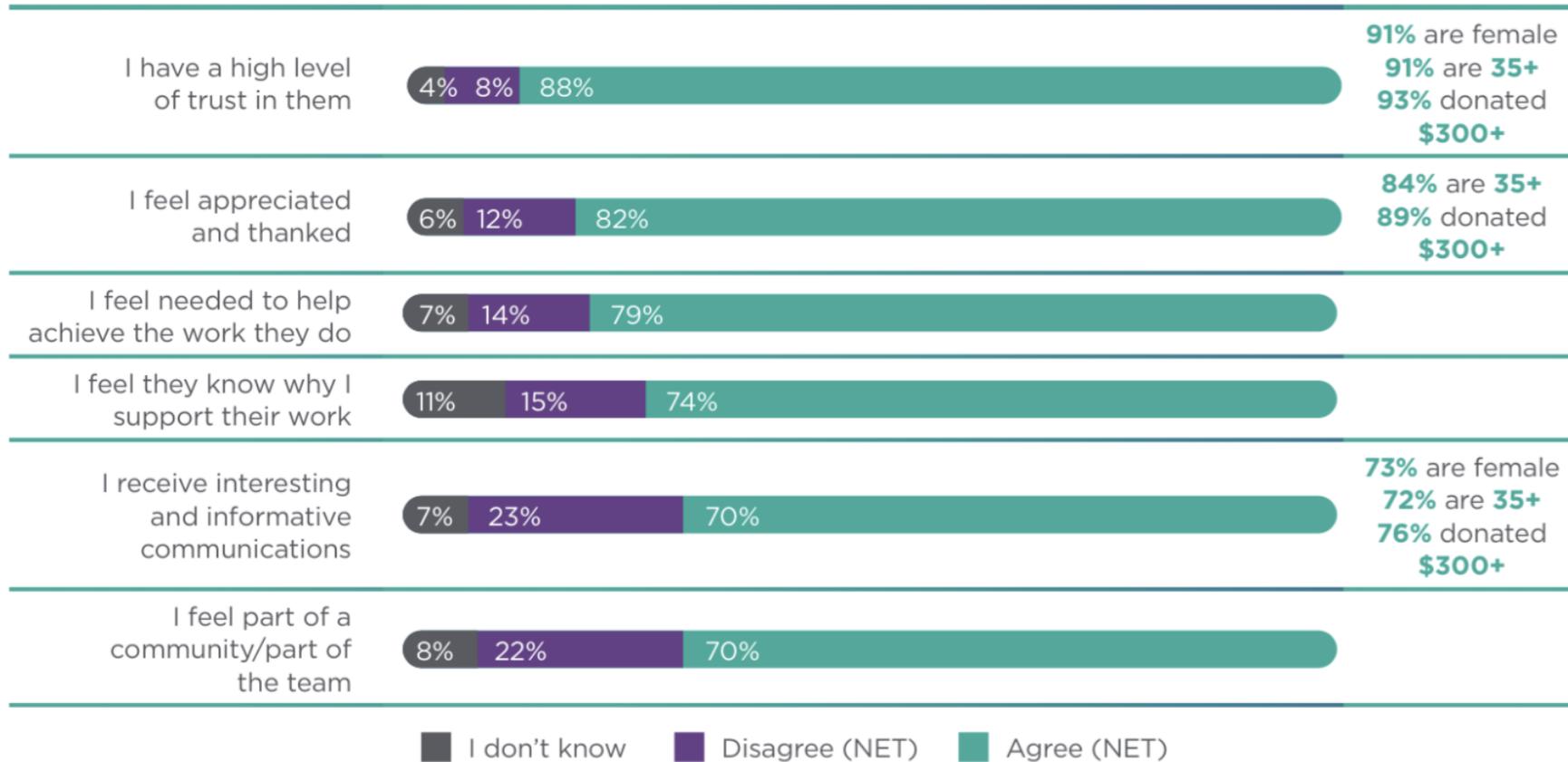
We are living in a world that is increasingly harder to trust...



I would hope that they are doing what they say but since covid and all of the lies pushed surrounding it, I lost confidence in many institutions including charities.

In our research, we found that trust was more important than anything else...even thanking!

Agreement with the following statements as it pertains to favourite charity:

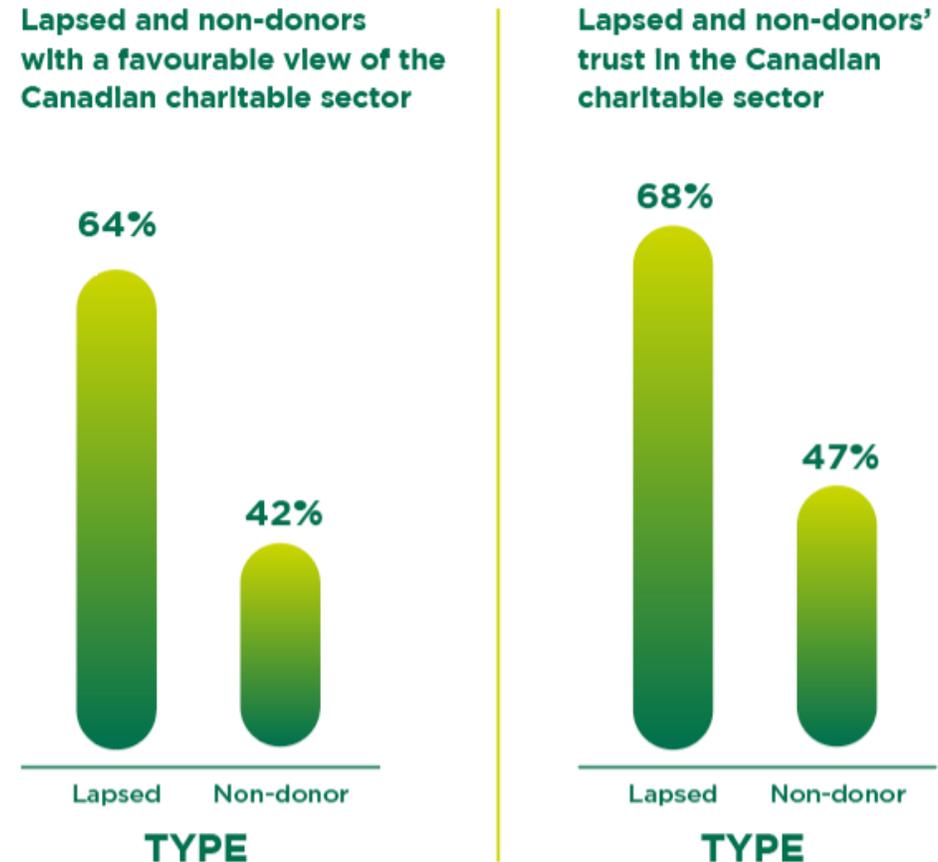


We know that a LACK of trust causes lapsing...

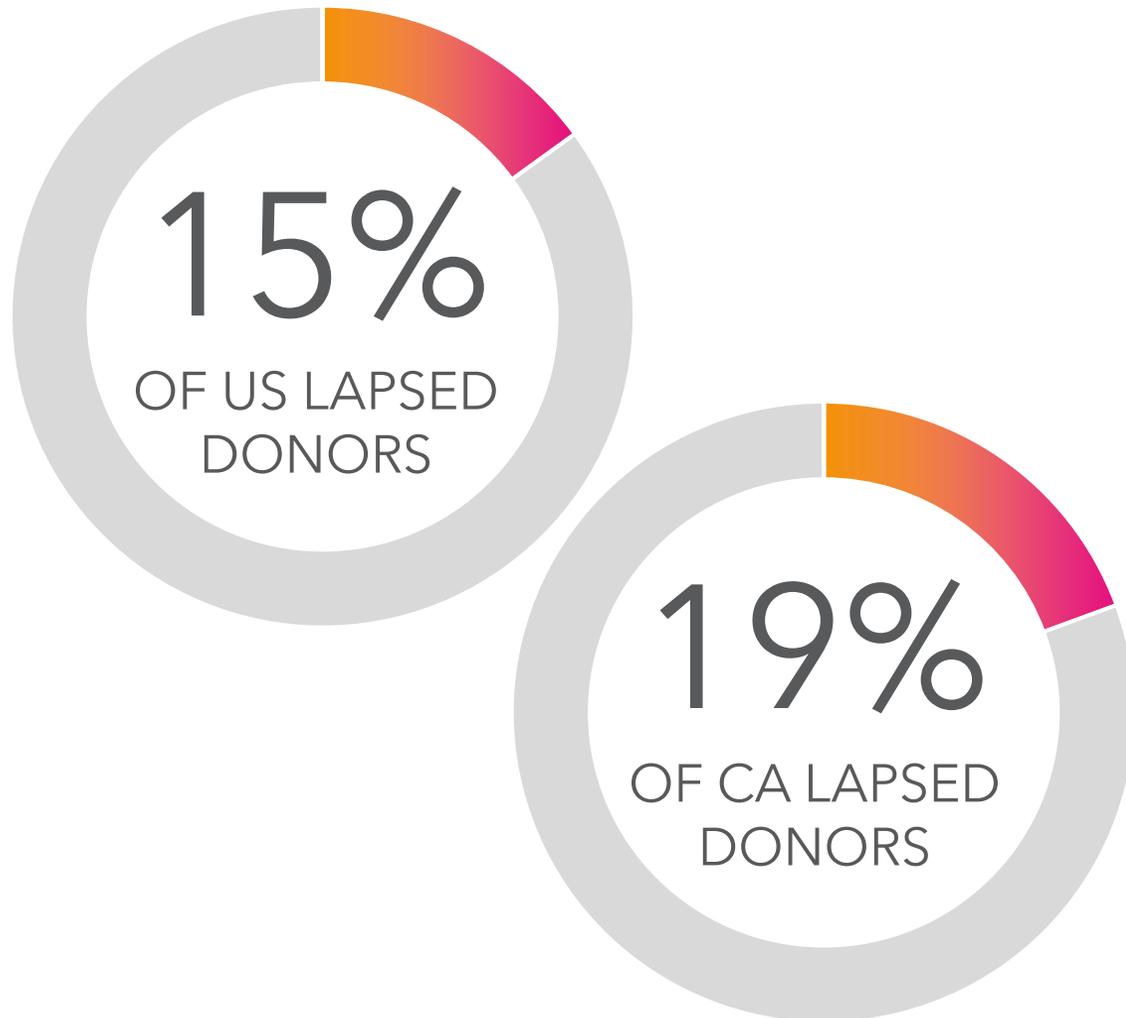
Lapsed and non-donors have a less favourable view of the sector than active donors

In previous donor research, we found 84% of **donors** had a favourable view of the Canadian charitable sector. But in our non-donor and lapsed research, we saw a considerable difference.

The same applied to trust scores – donors were far more trusting of the sector than lapsed and non-donors.



Cost of living in 2023 has been a big subject, and while it will be **B** accounting for some soft results, is it really totally responsible?



In our recent lapsed research, only **15%** of American and **19%** of Canadian lapsed donors cited financial challenges as the reason they stopped giving.

So if financial reasons are not the whole issue...what else might it be contributing?



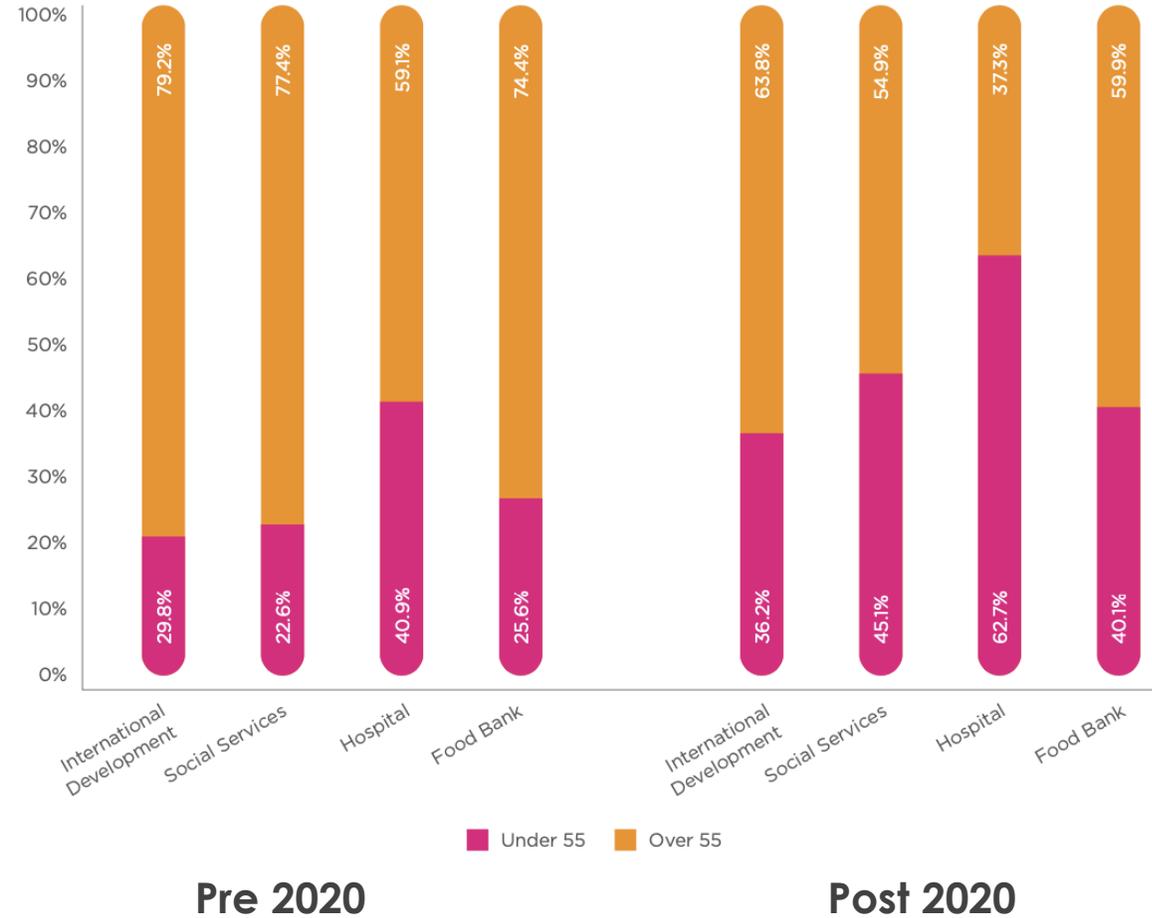
One clue could be that we are finding that age is one of the biggest differentiators of donor needs.

This is a shifting line in the sand: Right now we are using **over/under 55**, but it will go to 60 as the Baby Boomers age and take their unique needs and motivations along the journey.

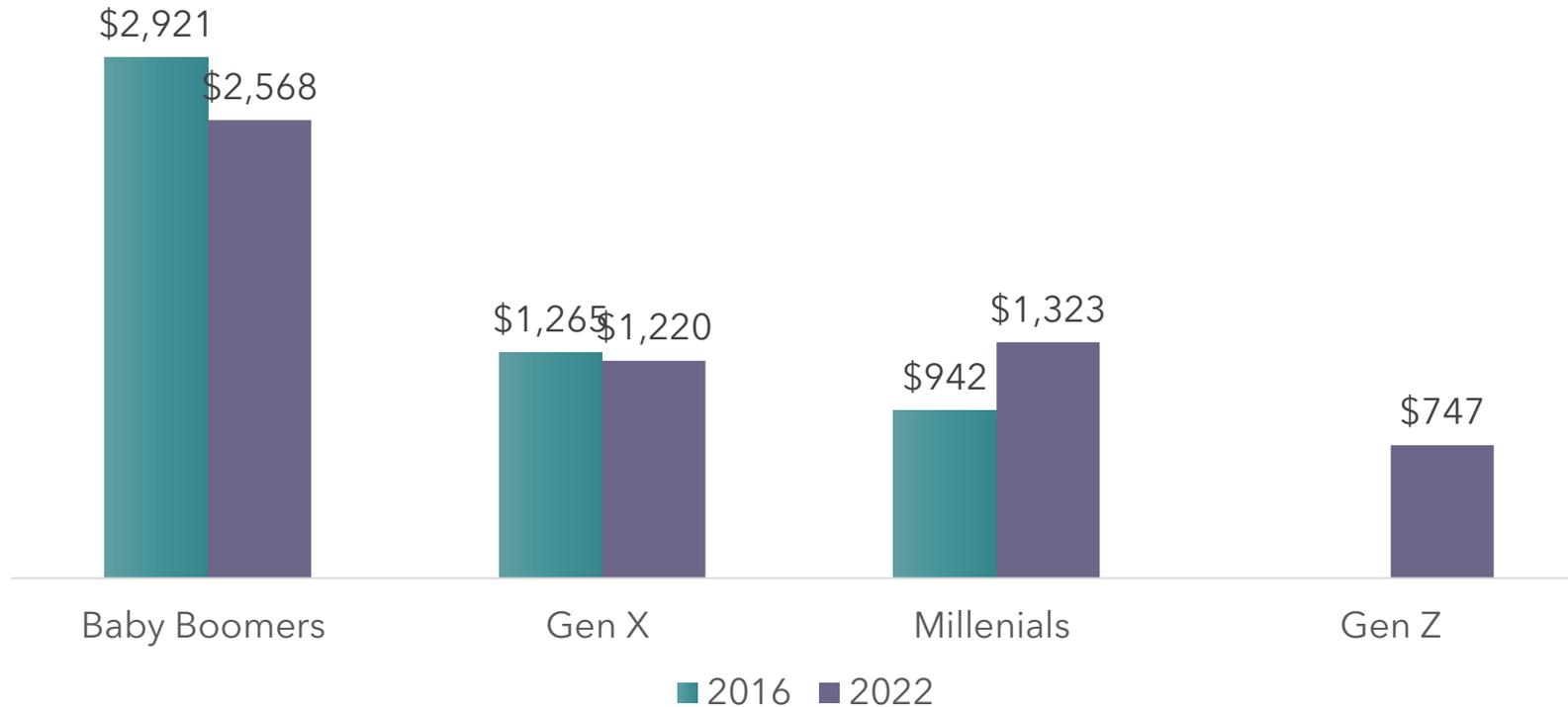
Gen X, and older millennials make up the lion's share of the under 55's, but we are seeing younger millennial and Gen Z (Zillennial) donors having even more diverse needs.

Why is this important?

More young donors (under 55) in new donor files post 2020 – particularly in health care



In fact, in the US, Millennial households were the only generation to **increase** giving since 2016.



²¹ Source: Giving USA/Dunham+Company.

Younger donors are different!

What do they want?

We've observed some interesting trends here.

Younger donors are more likely to:

- Be giving for the first time
- Have a bigger appetite for contact
- Place more importance on values and diversity
- Be happier to get digital versus mail communications
- Give favourite charity status
- Have a higher interest in legacy and monthly giving

If we don't give them what they need, are they more likely to lapse? Is this the reason that we are seeing softer renewals?

Young donors are more likely to donate

Number of causes supported (split by age)

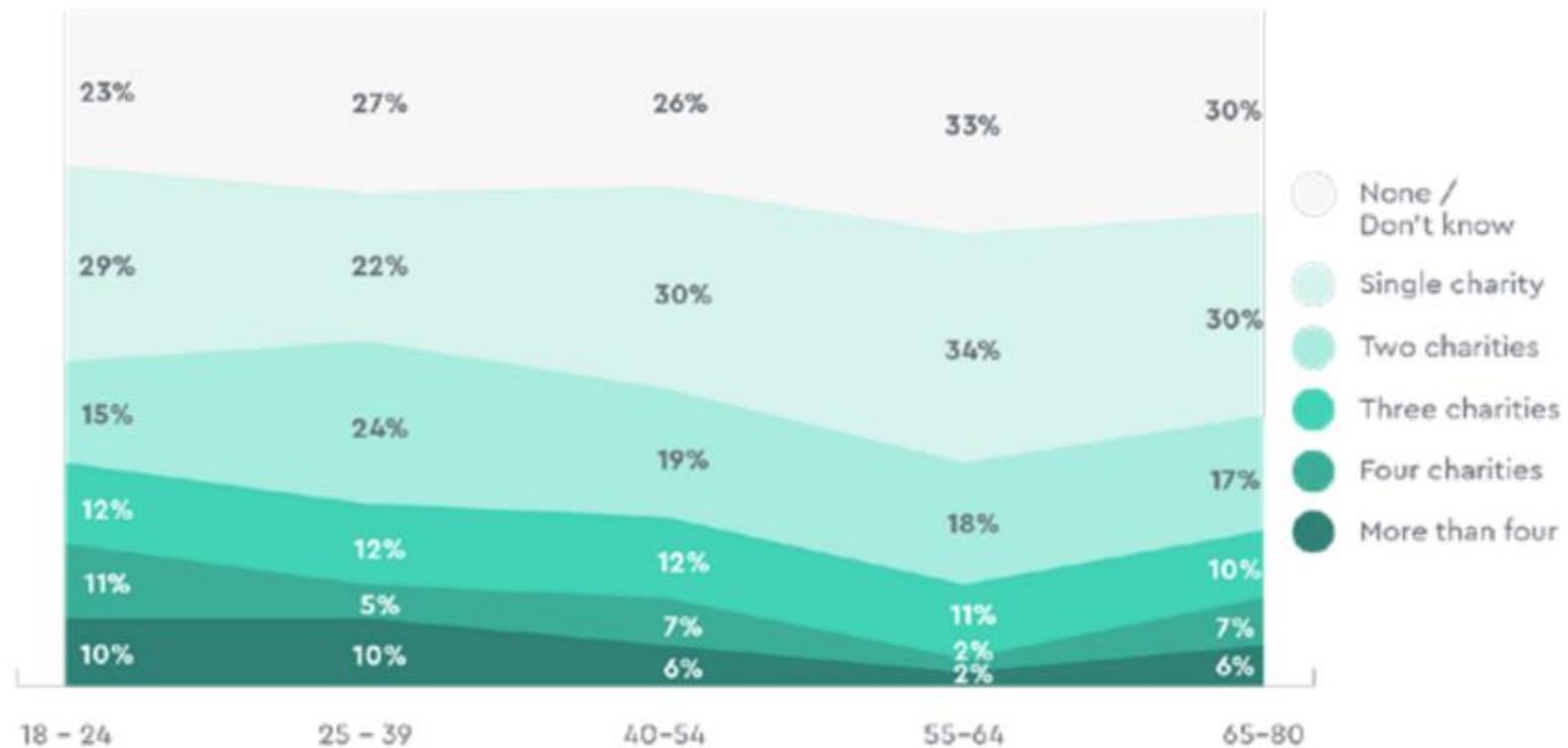


Figure 4: Percentage of the public who have donated to multiple charities over the last three months (split by age group)

Applications

- **Building business cases** for new investment into **insights & audience understanding** - where are your donors at now? What are the new trends in your own file from early 2023 and how will these effect fundraising moving into 2024?
- **Building trust** in your journey touchpoints by demonstrating you are doing what you said you would and trusting your donors
- **Looking at ways to collect or assess age** in your key donor groups - the more you understand the better able you are to build great strategy that meets needs

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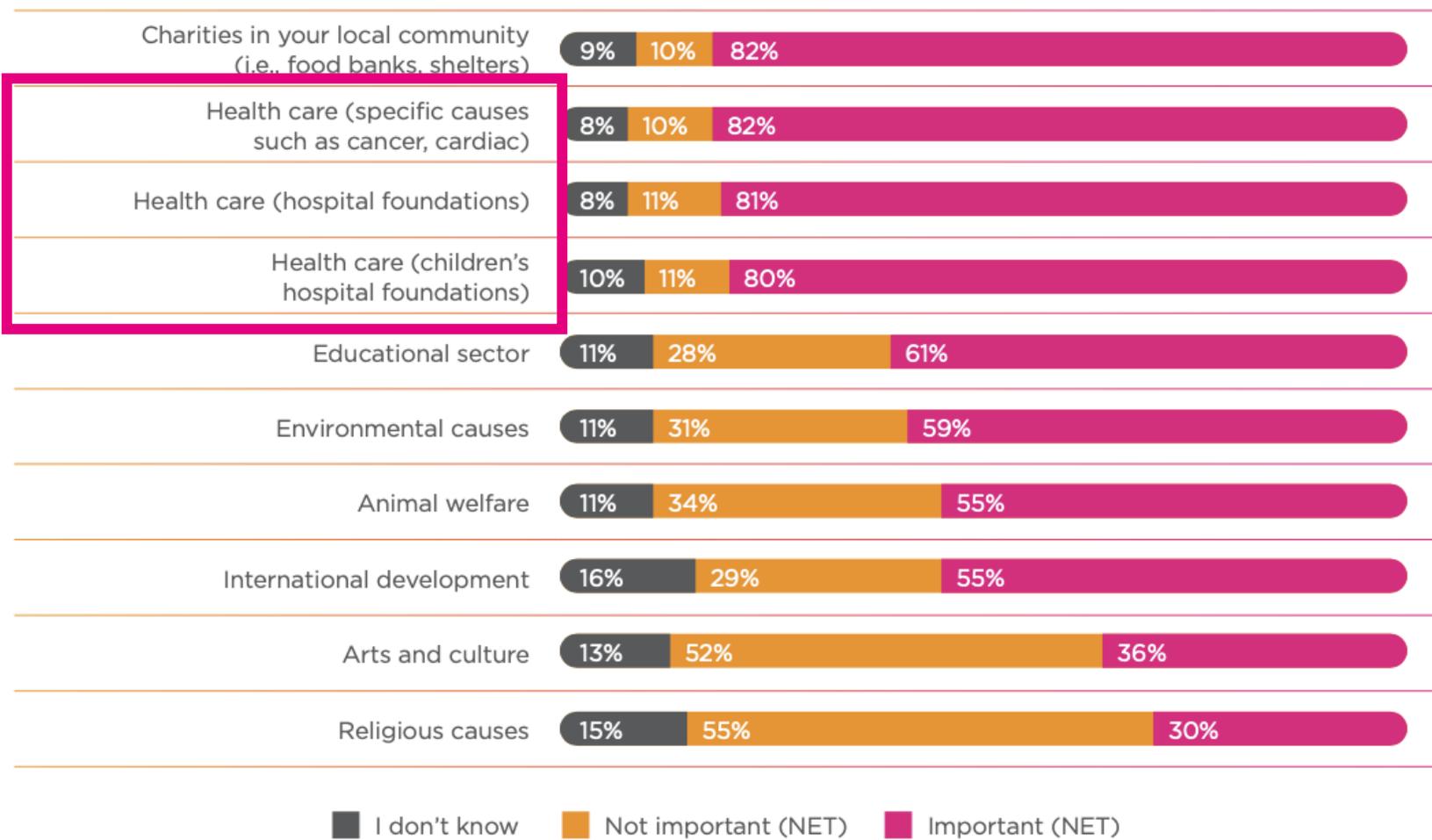
Have you seen a shift in age of donors in the last 3 years?

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Micro Session 2:

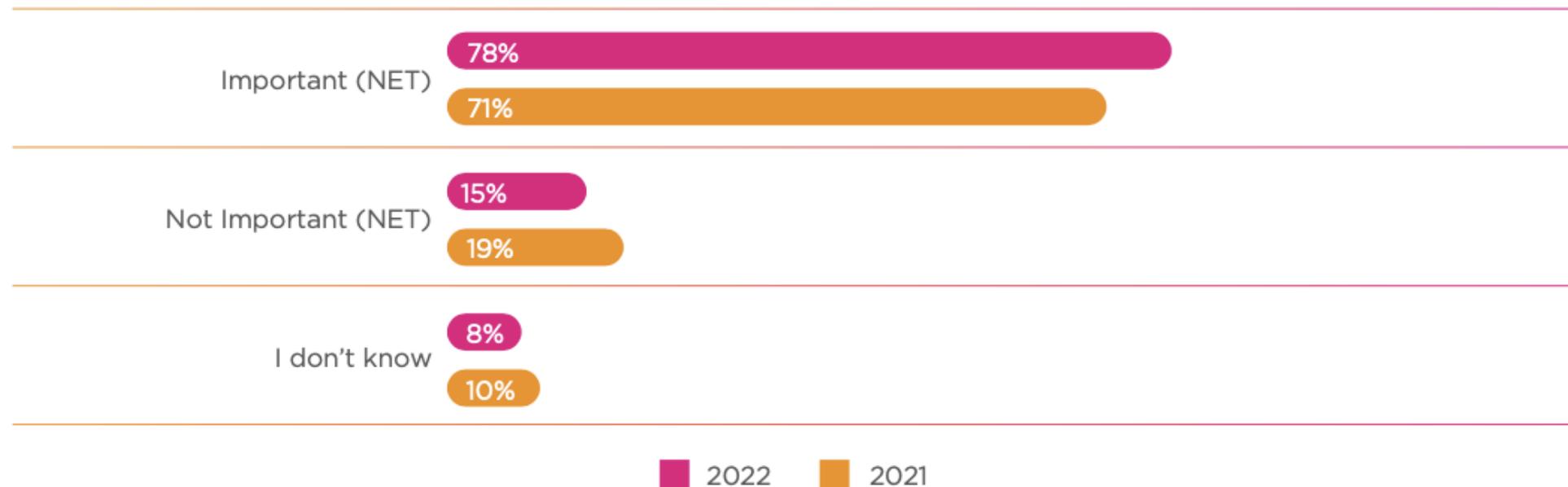
The Proposition Matters

The big opportunity is that **local & healthcare** charities dominate the focus of what people are looking to give to.



More people in 2022 felt that charities will be important post pandemic than in 2021.

Eight in 10 donors (78%) feel charities will be important in solving some problems arising from the pandemic over the next few years.





Ben Swart
@benswart



And there you have it. Show me the problem. Show me the devastating real state of the problem. And I will be moved to support in ways I could never imagine.

Evening Standard  @standardnews

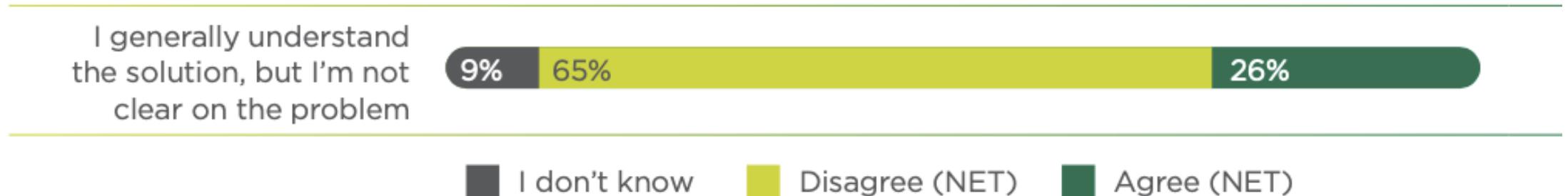
A second billionaire has pledged to donate 200 million euros to help repair the Notre Dame Cathedral bit.ly/2loaTuh

People give donations to solve problems.

If there is no problem to solve, there is no reason to give.

In our research 26% of people engaging with charities don't understand the **problem**.

This increased to 31% for donors under 55.



A clear proposition isn't just about inspiring giving... it's a tool for building trust

Charities that had a fundraising proposition that clearly articulated the high-level problem they were solving in a simple way, had donors who had a higher level of **trust** overall.

They were charities who were clearer about their **WHY** than their **HOW**.

These charities also had a much higher level of donors who were happy to give where the need was greatest vs designation.

The importance of knowledge rather than assumptions

People want to know what impact this charity is making on the NHS



Kick start the NHS to get operations going again?



Pay staff a deserved wage?



Counselling/ extra support for staff?



Recruiting staff?



Paying for home visits / care in the community?



Funding research?



Additional services?



Better patient facilities?



Funding post-pandemic mental health crisis?



More money for the NHS?



Day-to-day NHS funding?



Buying equipment?

The starting point for a case for support

Detail is needed from the off

Barriers

- Not knowing exactly what NHS Charities Together does; who are they?
- Wanting to support a cause directly
- Distribution of funds has the potential to be unfair
- When supporting a local charity you know exactly where the funds are going and more likely to witness the local impact
- Is it a conspiracy by the government? The pre-phase to privatisation of the NHS – don't want to fund the NHS through charity
- Cynicism
- Fear
- Passion for the NHS

Possible motivators

- The potential to raise large amounts of funds via a national campaign
- Supporting staff (especially nurses)
- Out of desperation for the NHS – NHS is in dire need and needs your support via this channel
- If it could benefit me personally/ my family/ my local area
- If asked by a friend

Applications

- **Ensure your propositions have a clear problem and solution** - really try and ladder up your solutions to the core problem that you are solving.
- **Review all your current propositions** to look for relevance and new opportunities to engage audiences, especially in high value giving areas like corporate, mid-level, legacy or monthly.
- **Post-pandemic issues** that need solving in healthcare are motivating to people!

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Are you including post pandemic problems/solutions in your propositions in 2023?

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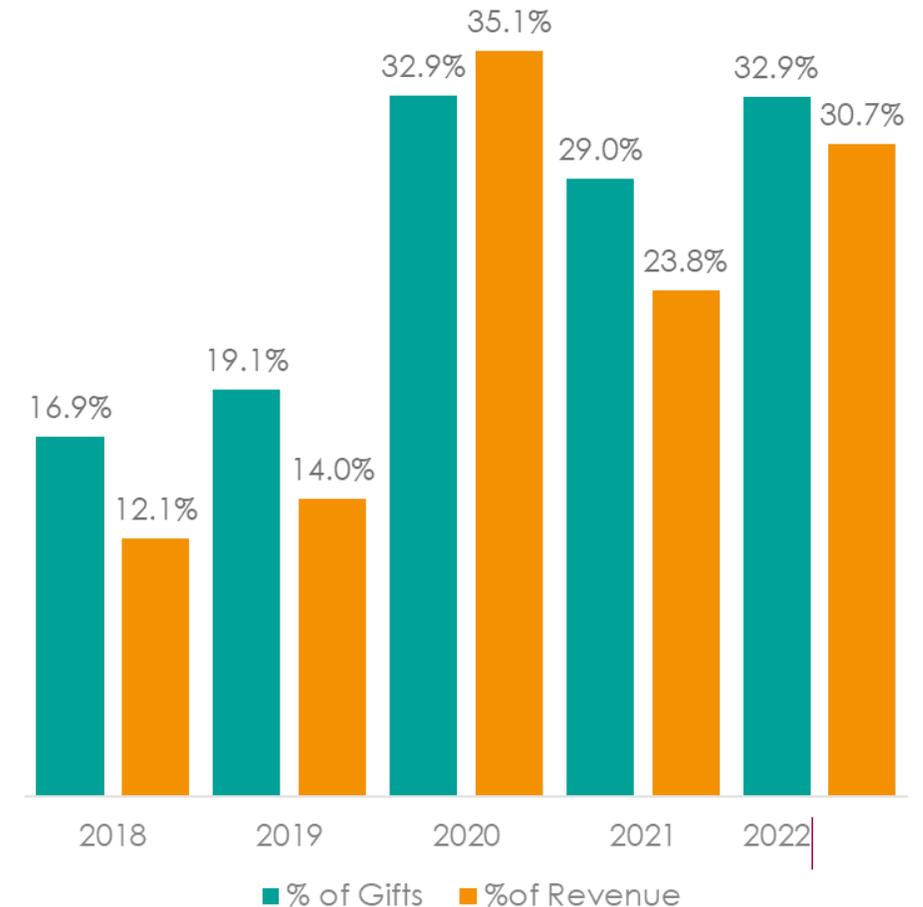
Micro Session 3:

Digital Giving Matters

Online Transacting

- A major trend that we observed during the Pandemic was a significant shift in the proportion of donors choosing to transact with charities online.
 - *Note: these are gifts made via a donation form, not necessarily attributed to an online appeal code.*
- In the years leading up to the Pandemic we had seen a 2-5% increase in the proportion of gifts made online. In 2020, this surged to one third of all gifts being transacted online.
- Since that time, we have seen this proportion remain high, not quite where it was in 2020.
- In addition, the growth has continued into 2022 after that initial drop in 2021 from the COVID peak.

Online Transacting Trends



Digital New Donor Engagement – Healthcare vs All



New Donors by Source (OT) - Top 5 Channels

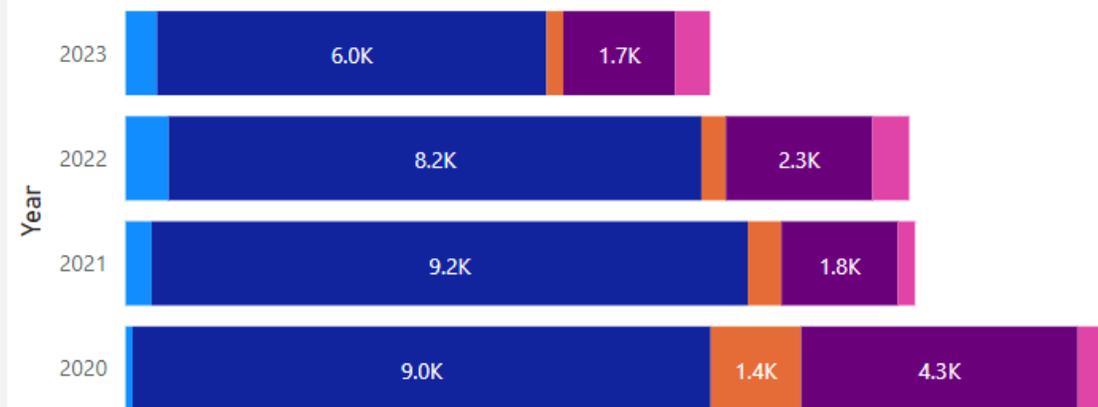
Source ● Digital Media ● Direct Mail ● Door/Face ● Other Online ● Unsolicited



All

New Donors by Source (OT) - Top 5 Channels

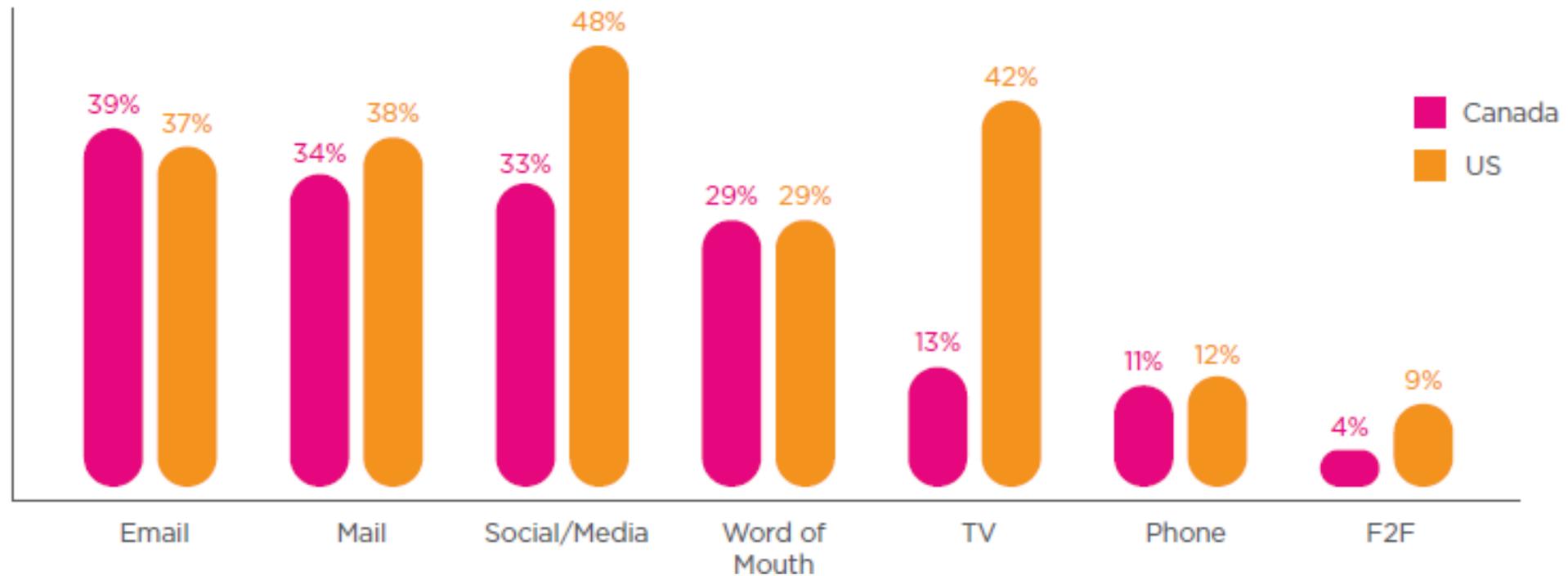
Source ● Digital Media ● Direct Mail ● Email ● Other Online ● Unsolicited



Healthcare
(hospitals &
health
organizations)

Integration is vital to driving more online giving

What is driving the online gift?

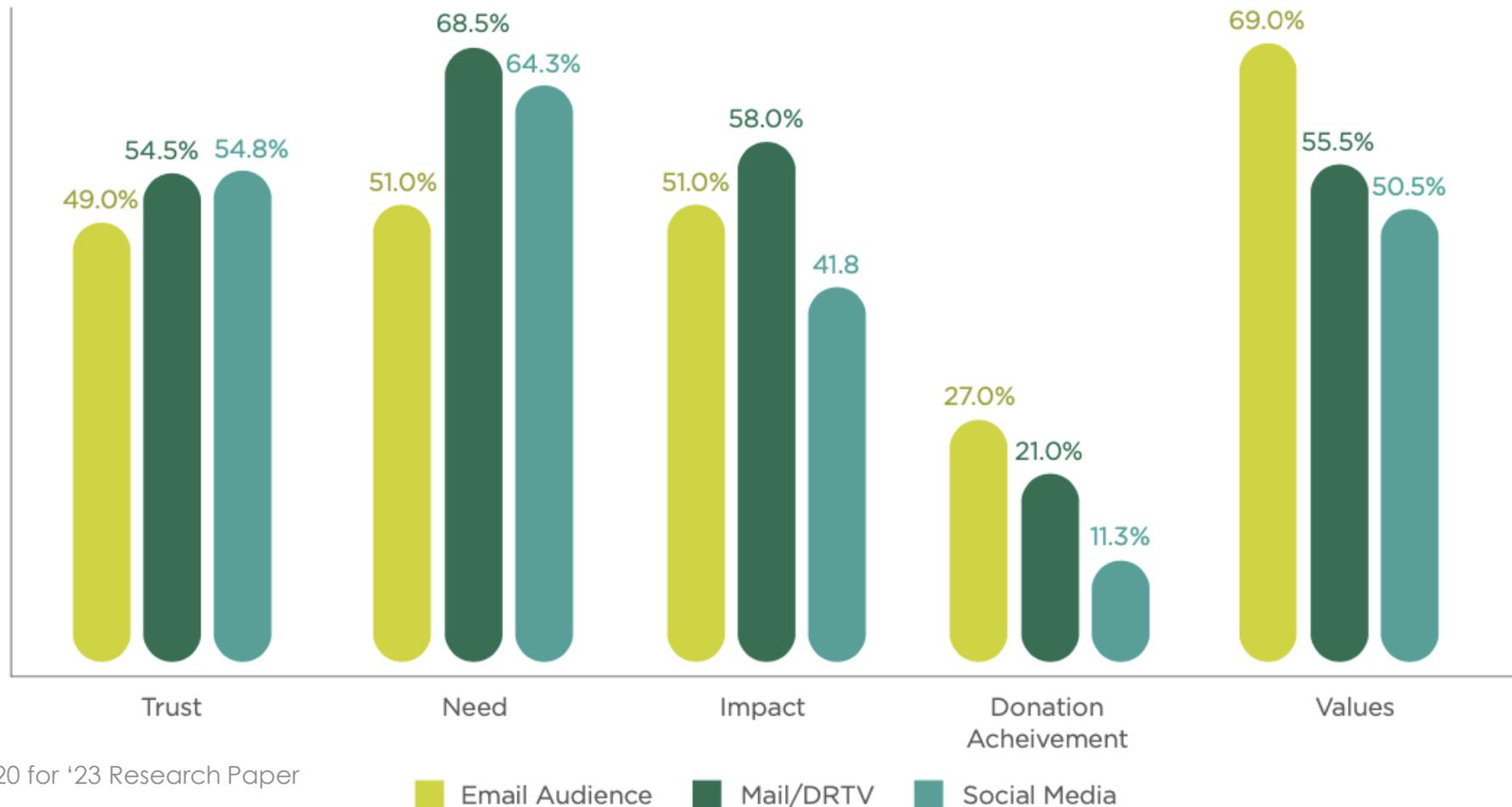


The Renewal Rate Delta!

10%

Difference in renewal rates between online only donors & integrated donors who are receiving both online and offline renewal

Why? In our affinity survey work, we found a difference in the quality of the donor experience delivered across acquisition and communication channels.





“Digital is not a tactic – it’s the core to our entire strategy”

Louise McCathie

Applications

- **Building business cases** for new investment into digitally lead strategy and channel execution – not just for acquisition.
- **Look at your own digital revenue and attribution** to see where you were in 2019 and where you sit now. (hopefully you see real growth)
- **Look at how you are using integration and multi-channel giving** to inspire people to do more, surround them and engage them especially for renewal.
- **How are you using digital to create urgency?** Thinking differently about including a digital first approach based on your audiences and cause.

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Describe in one word your digital fundraising programs at your charity!

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Micro Session 4:

Lifetime Value & Retention Matters



Once you've inspired people to give – the next task is retention.

And one of the biggest tools in your retention box, is also one of the simplest...

When we asked what is important when making charitable decisions, nearly all respondents said that **being informed** and having a clear sense of what the charity does is a critical factor.

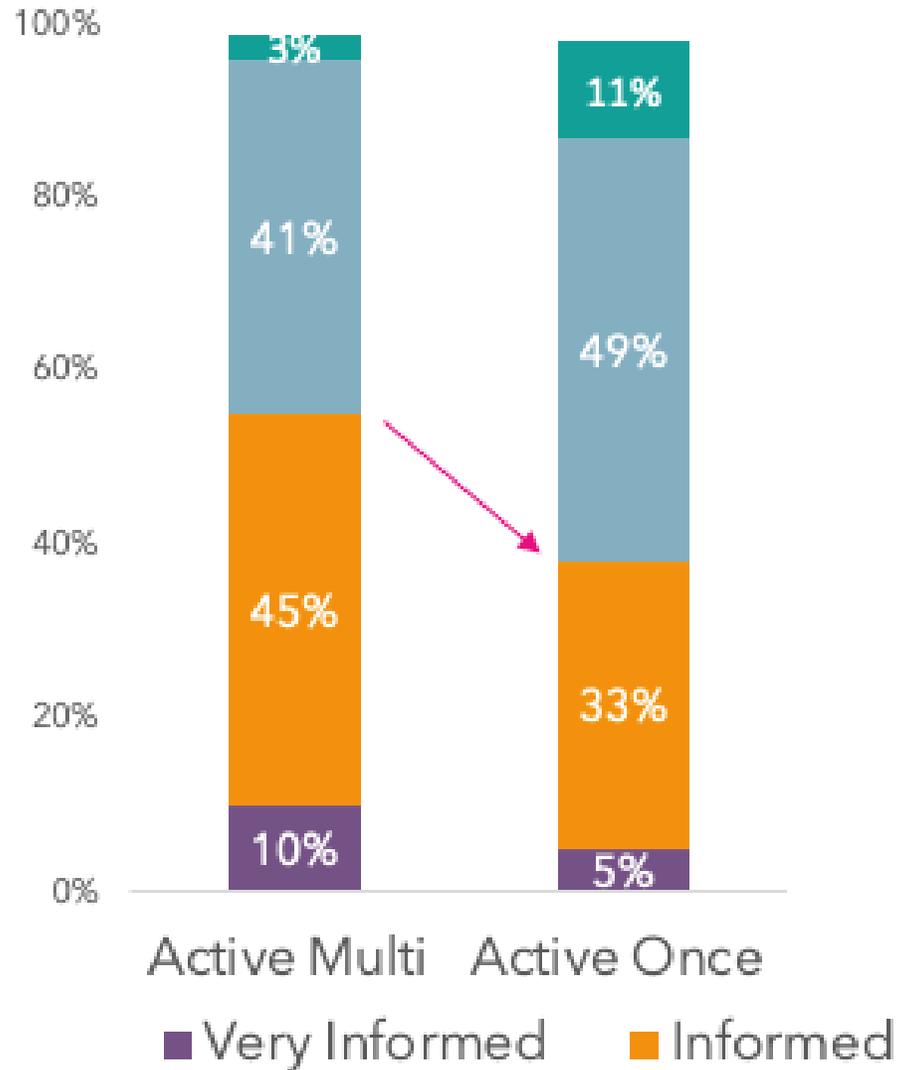
The charity gives me a clear sense of what they do

96%

I am informed about the charity

6%

94%



Donors who were more informed, were much more likely to donate multiple times.

Those less informed were more likely to be found in the single gift file.

We found this across all types of giving – including mid level and legacy. The more informed, the more loyal and the higher lifetime value.



How do we know
our messages are
getting through?

Are they relevant
and interesting
enough to be
opened and
consumed?

The most effective way to get information across is in short bites.

100% of surveys in 2021/22/23 agreed!



The importance of testing what your donors engage with

AVERAGE EMAIL OPEN RATES: 39%					
Subject line:	Thank you for supporting NHS Staff	Celebrate the 75th birthday of our NHS!	NHS 75 Westminster Abbey Service Invite	NHS staff & Mental Health Awareness Week	Introducing your new eNews
Content:	Stewardship/thank you	Ask/history of the NHS	Ballot for chance to attend service	Ask/NHS staff wellbeing story	Soft ask/impact updates
Open rate:	46.70%	44.20%	44.90%	42.50%	39.6% (70% Click through to flip book)
Header image:					
Example Content:			<p>Did you know...</p> <ul style="list-style-type: none"> 20% of NHS staff have requested intensive therapy for trauma support 24% of NHS staff have reported depression 49% of NHS staff have experienced physical exhaustion <p>With your help, we've already funded amazing projects which help look after the mental health and wellbeing of NHS staff. But with 1.5 million staff in total, there's still a long way to go. Please help us be there for incredible workers like Jack.</p> <p>"Being a paramedic is harder than it's ever been. Since the pandemic, we haven't got back to normal. There is still huge demand on our services and we're noticing patients are getting sicker. Sometimes, when I start a shift, I'm going out to patients who called over eight hours earlier."</p>  <p>PLEASE DONATE TODAY</p> <p>Your donation could help provide wellbeing zones, counselling services and...</p>	<p>https://online.flippingbook.com</p> 	

Applications

- **Review how you are informing donors,** both new and existing, about what you do. Are there ways that you can simplify or create additional snapshots in an easy to digest way?
- **Identify key knowledge and infuse it** throughout the journey e.g., what are the 3 things you would want every one of your donors to know about your organization?
- **Make informing donors one of your Donor Experience priorities** – consider a KPI up against this.

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Do you have formal on-boarding strategies for all donor audiences (ie mid value, sustainers, legacy, tribute etc)

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Micro Session **5**:

Donor Experience Matters



Two things that we've found really **really** matters in donor experience...

- 1. Donation Achievement**
- 2. Aligned Values**

Definition of Impact

*The overall impact of the work that the **charity** has delivered, on both beneficiaries and in solving the problem at hand.*

Definition Of Donation Achievement

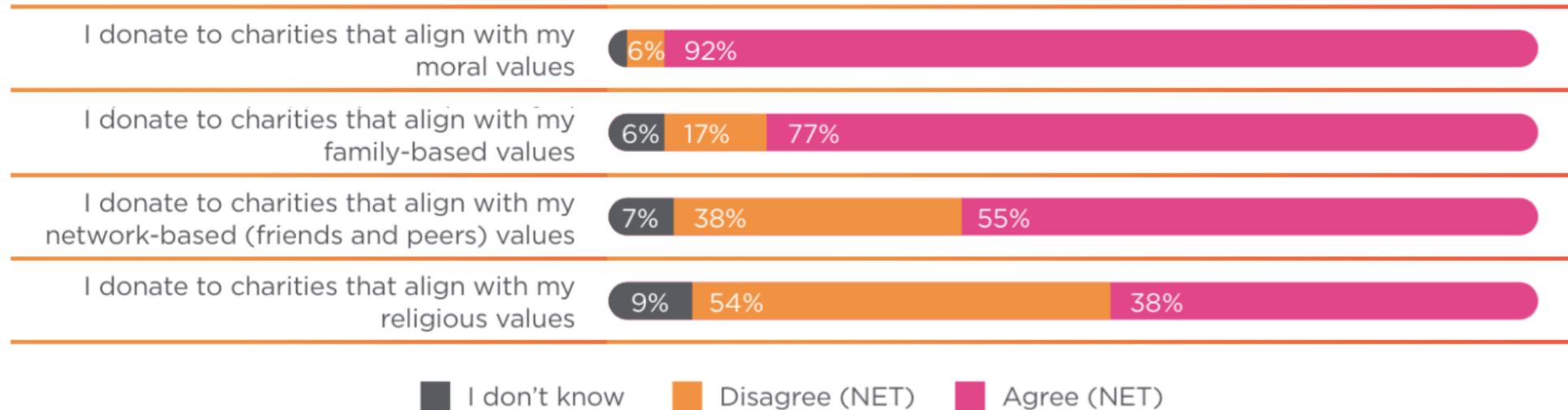
*How **my** donation or regular support has helped deliver that work - either as an individual or a collective*

There is a subtle difference, but we have seen those who understand how **their** donation is being put to work, and what it achieved, are generally having a better experience and ultimately more valuable in the long run.

Our affinity results often say impact is shown, but not as many donors feel that they know what their donation **achieved.**



We are also seeing that aligned values are important – but are all values the same?



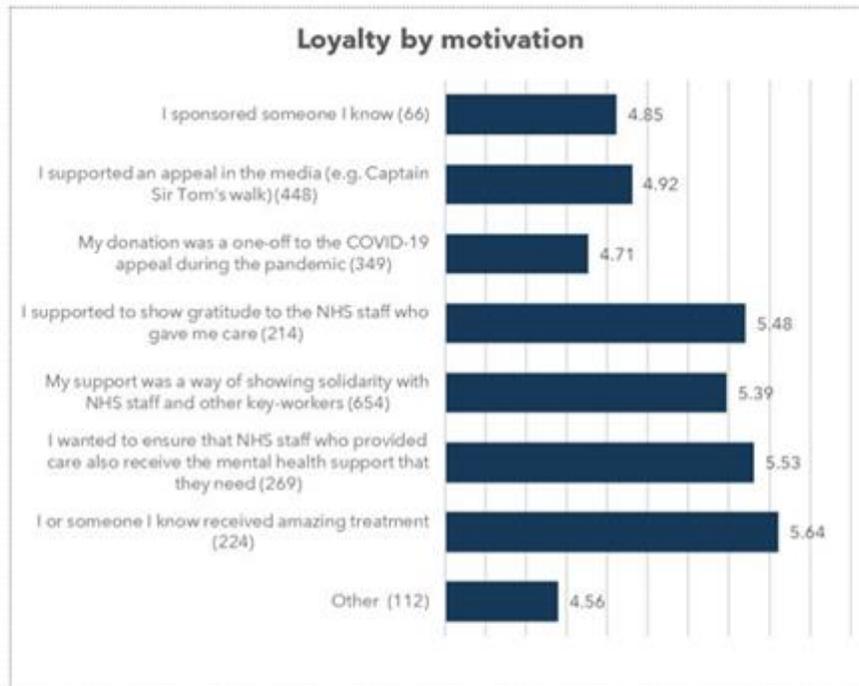
More under 35s (66%) than over 35s (52%) donated based on networks – this is an important consideration moving forward; the younger generations are far more network centric. **Giving is part of their personal brand.**

Understanding donor motivation

Loyalty by motivation



Those motivated by NHS staff have high loyalty



The highest loyalty is amongst those people who received, or know someone who received 'amazing' treatment.

But the next three loyalty scores are from those people that gave because of some connection with NHS staff. The motivation to show solidarity in one of these high scores, as well as being the most common (as we saw before).

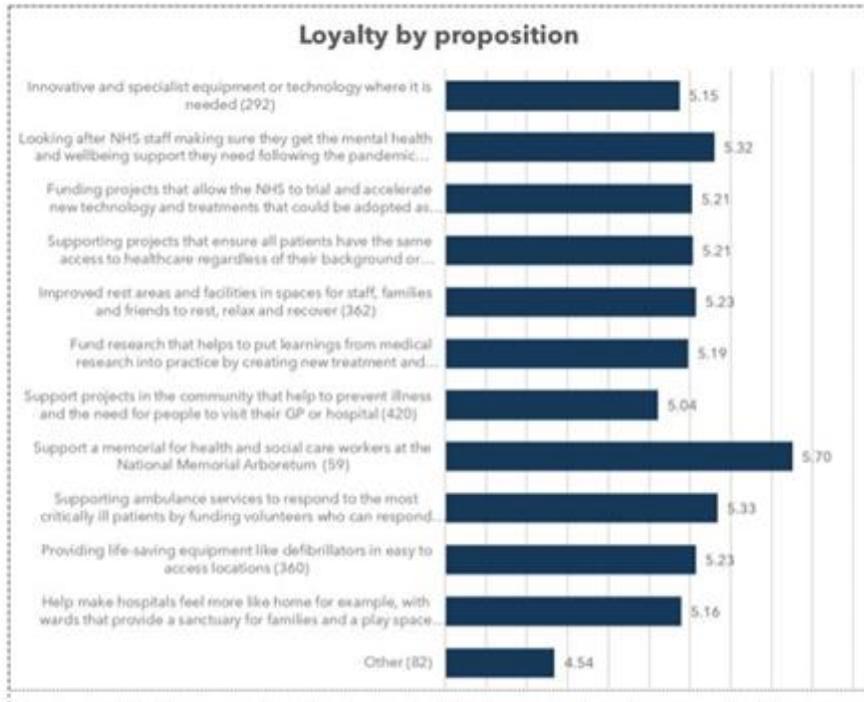
All responders

Understanding donor loyalty

Loyalty by proposition



A lot less variation by the specific ask



There is a lot less variation between people who selected different topics to support. This implies that the motivation to support is less about the specific work, and more about that sense of solidarity and support that we have seen already.

All responders

Applications

- **Explore ways that you can demonstrate donation achievement** by increasing donors' knowledge about how you spend donations or reporting back on specific campaigns/funds.
- **Start thinking about how you can articulate** your organizational values as part of your communications.
- **Now is the time to refresh your donor journeys and experience,** invest in understanding what your audiences need and want, and rebuild based on your refreshed KPIs.

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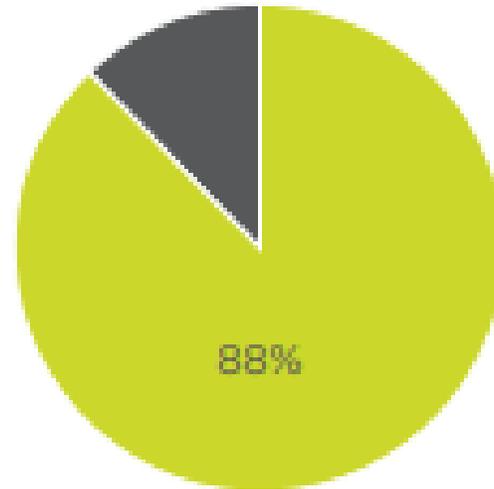
Do you articulate your organization's values clearly to donors (i.e., actually communicate them)?

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Micro Session 6:

Growth Matters

Monthly programs are seeing a year-on-year increase of 7-10% and the majority of sustainer/monthly donors intend to continue to support in 2023



**Likely to renew
monthly contribution**

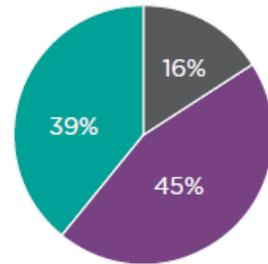
Almost a third of donors' plan to continue their monthly giving in 2023 because they believe in the cause!

Legacy

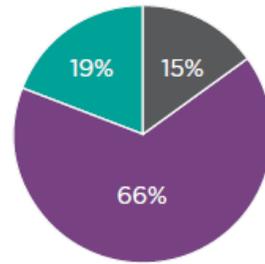
Why are we not seeing major investments in legacy giving based on LTV?

Two In five donors are likely to leave a legacy donation in their will for a charity they regularly support.

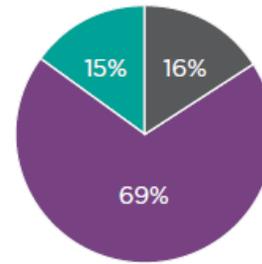
LIKELIHOOD OF LEAVING A LEGACY DONATION



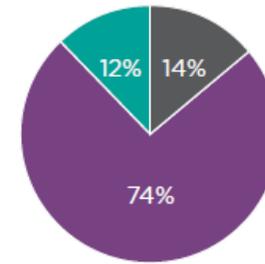
A charity that I donated regularly to



A charity I donated to occasionally



A charity I never donated to but support/admire



A charity I made only one donation to

■ Likely (NET)
 ■ Unlikely (NET)
 ■ I don't know



\$300 + donors say they are 50% likely to leave a legacy donation to a charity they regularly donated



more men than women showed an interest in all giving categories

In Memory

Sometimes we're seeing up to a third of donor files (with in-memory donors removed), self-select as having first given in memory or in tribute of someone. In some instances, lapsed files are up to 10% more likely to have given in memory.

	FULL FILE
Because I believe it's the right thing to do	33%
Because I may need them in the future	15%
In memory of a loved one	32%
In thanks or gratitude	16%

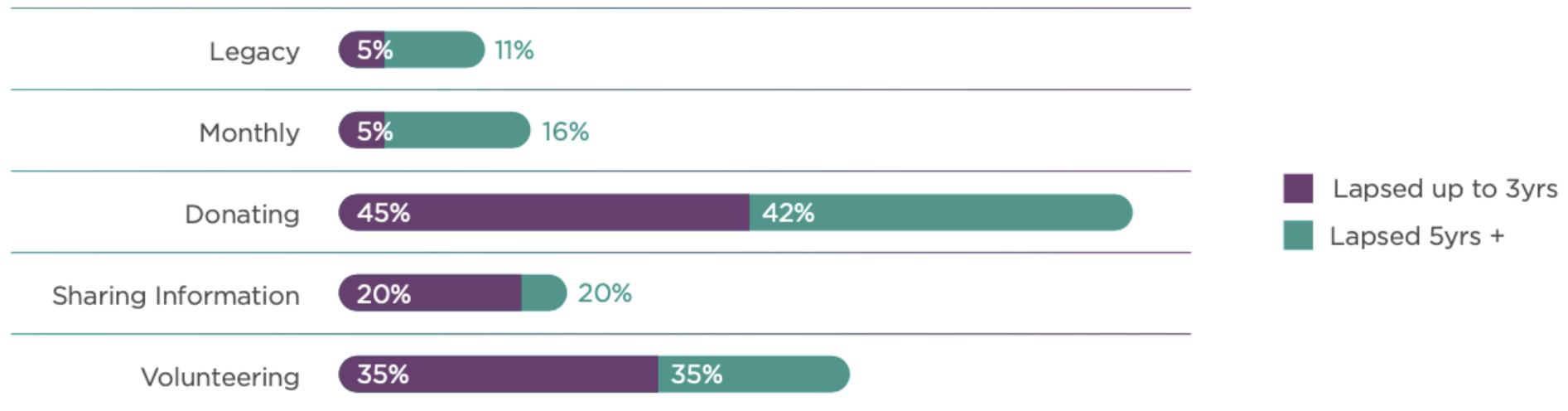
Mid Level Donor Growth

Mid Value donor volumes **are continuing to be a growth area**

	2018	2019	2020	2021	2022
Donors per Client	866	875	918	1,430	1,470
Renewal Rate	76.5%	76.8%	79.9%	72.1%	74.4%
Maintenance Rate	62.2%	63.7%	67.1%	57.0%	59.9%

but retention is **still slightly down on pre-pandemic levels**. We are often finding that mid level donors – especially higher mid level – are unsatisfied with their experience.

Lapsed donors are open to financial re-engagement



Investing in Long-Term Growth: Legacy



Why focus on legacy giving right now?



Because it will take 50 years and 2 million more London Marathon runners to raise as much as is donated through Gifts in Wills, every year.



UK legacy income

£3.9
billion

It accounts for **15%** of voluntary income and **7%** of total income for UK charities

For the top 1,000 NHS charities, **23%** of voluntary income comes from legacy income

6% of deaths result in a charitable will...with an average of **3** gifts/will

NCVO Civil Society Almanac

The legacy market is huge. And there is a large transfer of wealth about to happen as the Boomers die. Experts are predicting an upsurge in legacies worth up to £40 billion over the next decade.

Now is the time to invest, and continue investing, in legacy marketing to ensure that NHS charities get a larger “slice of the pie”.

Legacy: A National Campaign



A selection of the digital assets



NHS Charities Together Sponsored

Did they rush your daughter to specialist care just in time? Did they help your mum keep in touch in hospital? Did they help you recover better and faster? NHS charities help our NHS do more for patients, staff and communities. You can say a forever thank you with a gift in your Will.



SAY A FOREVER thank you

nhscharitiestogether.co.uk
Leave a gift in your Will [Learn more](#)

Like Comment Share

NHS Charities Together Sponsored

It's so important to say a proper thank you. My grandson, Jack wouldn't have survived meningitis without the extra support you give to help the NHS go further and do more. That's why I'm writing a forever thank you into my Will to NHS Charities Together.

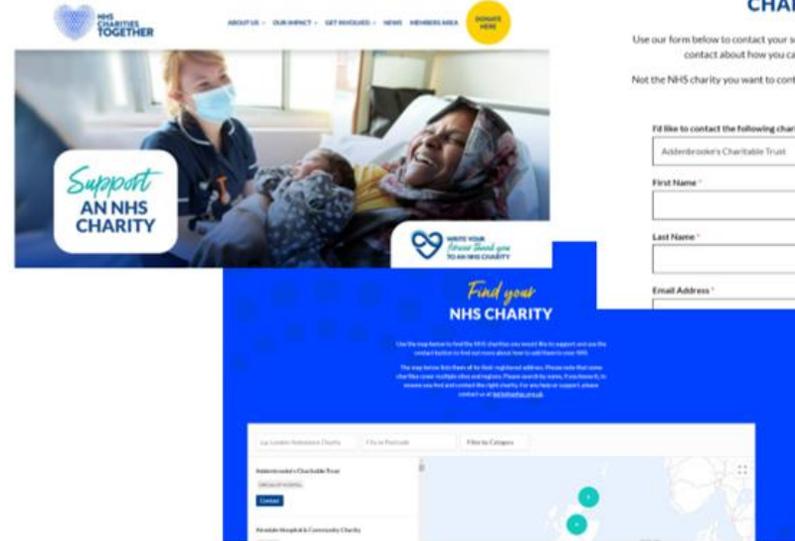


I WANT TO SAY A PROPER thank you

nhscharitiestogether.co.uk
Leave a gift in your Will [Learn more](#)

Like Comment Share

Campaign landing page



Support AN NHS CHARITY

Find your NHS CHARITY

Use the search bar to find the NHS charity you want to support and see the charities that are closest to you. You can also filter by location, type of charity and more.

Search: Asterbrook's Charitable Trust

Location: London

Filter by Category: All

[Learn more](#)

<https://nhscharitiestogether.co.uk/forever/>

Contact YOUR SELECTED NHS CHARITY

Use our form below to contact your selected NHS charity and they'll be in contact about how you can add them to your Will.

Not the NHS charity you want to contact? [Go Back](#) to the NHS charity list.

Fill in to contact the following charity:

Asterbrook's Charitable Trust

First Name *

Last Name *

Email Address *

Download your free NHS CHARITIES TOGETHER WILL GUIDE

Thank you for wanting to download more information on leaving a gift in your Will to NHS Charities Together. Please complete the details below to access your free Will Guide.

First Name *

Last Name *

Email Address *

[Download NHS Charities Together Will Guide](#)



slido



Where do you see top growth opportunities in your organization?

ⓘ Start presenting to display the poll results on this slide.

In conclusion



1. Build **increased trust**, pride and generosity into your journeys
2. Strengthen and clarify your **proposition & offers** for greater engagement
3. **Cross sell** other ways of giving for increased lifetime value
4. Infuse **short content** that increases understanding of charity work into your journey
5. Increase your **evaluation of donor experience** and build loyalty in the process
6. **Invest in knowing your audiences** – especially mid value, monthly, tribute & legacy, and tailor the journeys that these key groups are on – make them relevant!
7. **Lead with digital marketing** and deliver what people want and need!
8. Do more to enhance your own **audience insights!!**
9. **Invest in Legacy, mid value, tribute & sustainers – they will support growth!**

Louise, your last thoughts....





Thank you! Questions?

Scan here to enhance your strategies for new and lapsed donor engagement (by reading our latest research paper)!

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