

Making insight-led fundraising & marketing decisions

Kit Lewis

Partner at Aha Agency

ahaagency.uk



passionate
charity
fundraiser
marketeer



Aha



you always
knew you
wanted to be
a fundraiser

90%

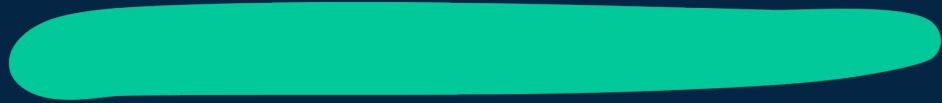
passionate

90%

no desire to

Discern
Interpret
Brilliant decisions

Aha



A problem solving agency

1

Every challenge is an
audience challenge

2

Because right now,
it's really hard

10

*“How can the people
this is for, help me
get it right?”*

Example

Race for Life, CRUK

Tool

Field observation

How

Watch the audience, live.

Any format, any depth,
anywhere.

Channel your inner
Attenborough.

ESCO *express*

lower prices.

lower prices.



ENOUGH SLEEPING ROUGH



Aha

Example

New product, Save the Children

Tool

Closed community prototype

How

Make a low-fi version.

Get a few of the right people.

Watch, ask, probe.



**THIS JULY,
IT'S WHAT'S NOT
INSIDE THAT COUNTS**

Example

Audience strategy, Comic Relief

Tool

Big Quant

How

Understand the audience problem.

Define the study including the sample.

Analyse the hell out of it - to make it *useful*



Aha

Example

Adopt a Red Nose, Comic Relief

Tool

Smokescreen Test

How

Make it look real.

Define the test variants.

Listen to the answer. (And make tough decisions.)



Example

In-memorial giving,
Alzheimer's Research UK

Tool

Guided listening

How

Find the right people.

Active, empathetic
listening.

Work out how your thing
is useful in their world.



Aha

Example

Grandparents United,
Age International

Tool

Card sort clarity

How

Create simple cards
addressing your
assumptions.

Ask the audience to sort,
comment and rearrange.

Reflect on why.

Hello,

**It's an absolute privilege
to share incredible
stories of older people
around the world.**

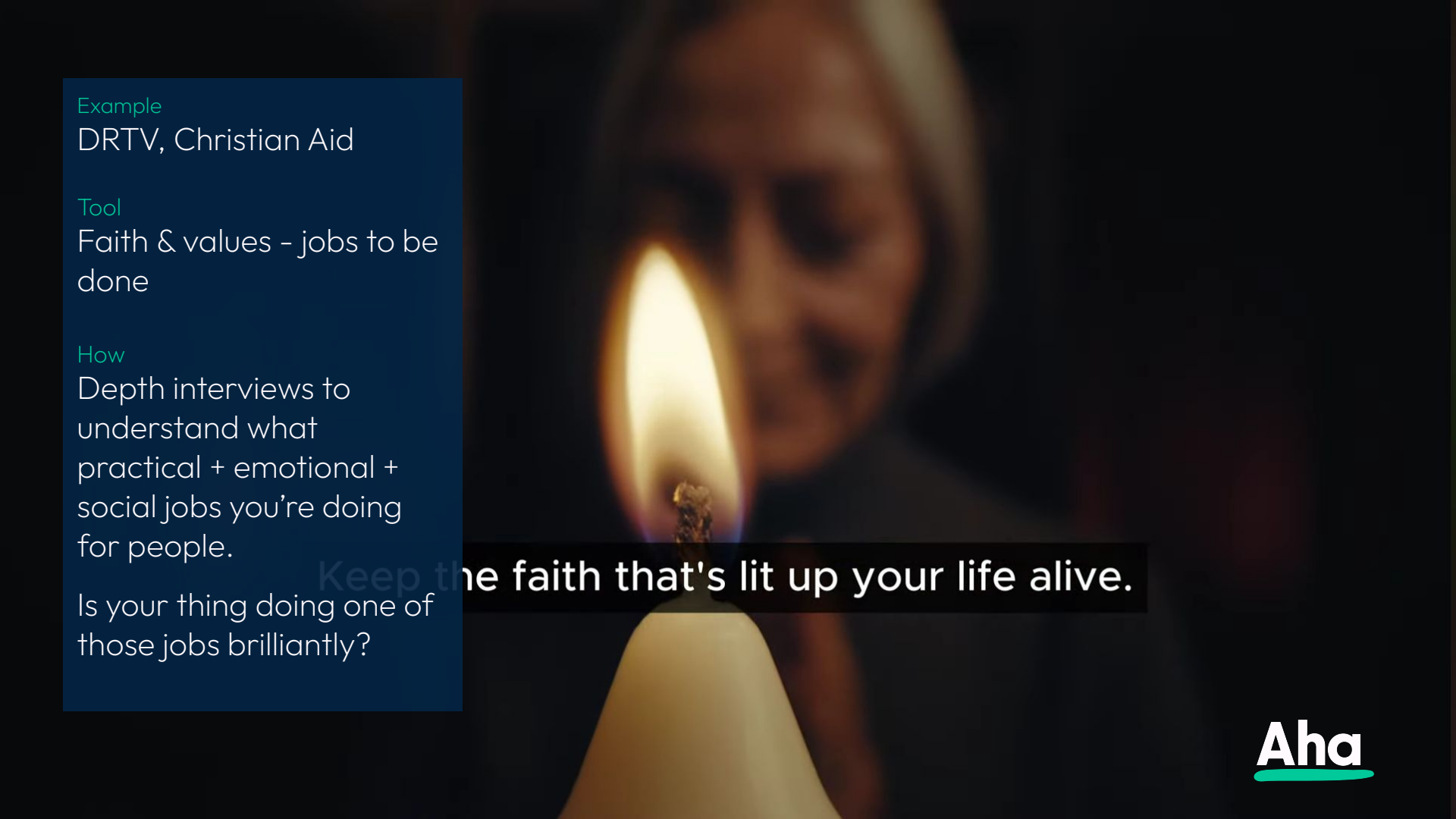
Thank you for your support and
for being an important part of
Grandparent United.

Best wishes,
Amy



Aha



A woman with blonde hair is smiling and lighting a candle. The candle is lit, and the flame is bright yellow and orange. The background is dark, and the woman's face is slightly out of focus.

Example

DRTV, Christian Aid

Tool

Faith & values - jobs to be done

How

Depth interviews to understand what practical + emotional + social jobs you're doing for people.

Is your thing doing one of those jobs brilliantly?

Keep the faith that's lit up your life alive.

Example

Legacy proposition, VSO

Tool

Ignoring people

How

Test messaging with your audience.

Look for emotion and response, not agreement

VSO/Lisa Marie David

Gifts in Wills

Leave a gift in your will for justice, peace and joy for all, not just the few.

Aha

Example

Org strategy, Refuge

Tool

Voice separation

How

Prioritise your audiences.

Show conflict in needs,
motivations, barriers.

Make tough calls.

Together we can provide life-saving
services to help women and their
children escape abuse.

Donate now

inst
OWS
any
SO
ge.



Aha

**Think of a
project you're
working on
right now**

Think of a
project you're
working on
right now

**Who is the
real human
being who will
use / do /
respond to it?**

Think of a
project you're
working on
right now

Who is the real
human being
who will use /
do / respond to
it?

**Have you got a
plan for
understanding
them?**

Insight is your job

FREE CLARITY!

Get your thoughts clearer than clear with a **FREE 60-minute insight assessment with Aha.**

CLICK TO REDEEM

Instructions: Apply to any stubborn project, product, proposition, campaign or comms challenge.

Ingredients: Aha is a full service strategy and creative agency, able to deliver all forms of insight from full audience segmentation, integrating audiences with fundraising strategies, exploring product-led insight, new product development, and appeal/campaign insight. These sessions will help you get the right plan and insight approach for your challenges. Do not mix with mediocre agencies.



Aha

THANK YOU

love you, stay in touch

