

# Real Path.

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Supporters for life

# Essential Supporter Experience Skills for all Fundraisers.

Transactional fundraising to supporter-first experiences

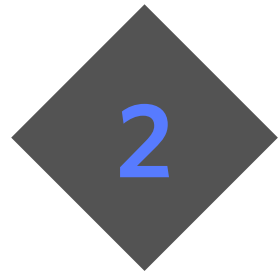
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# Key Supporter Experience Skills.



**Mindset &  
Curiosity**



**Data &  
Listening**



**Design &  
Communication**



**Collaboration**



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## 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.

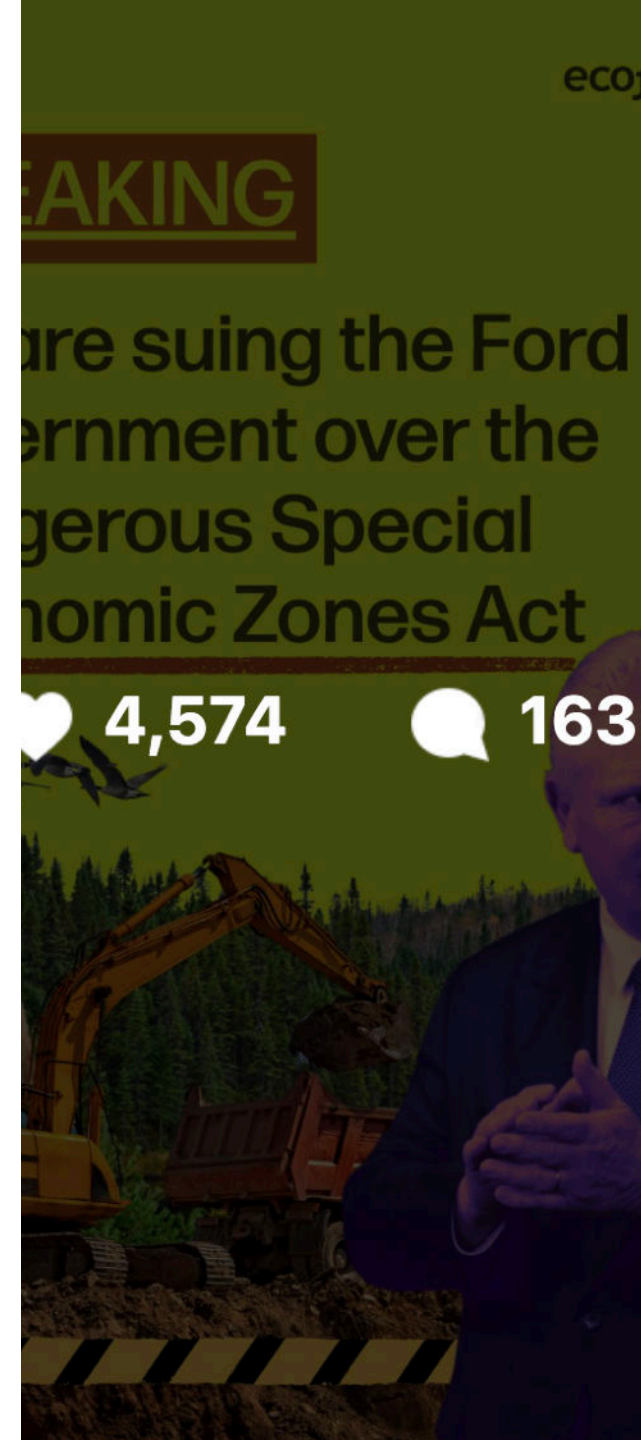
Broadening language to wider issues (for example, democracy) increases reach, improves understanding and deepens trust.

### 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.



Understand People.

Increase Lifetime Value.

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## Supporters for life

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