

FUNDRAISING EVERYWHERE · SUPPORTER EXPERIENCE CONFERENCE · 21 MAY 2026

Getting it right for different audiences

A practical guide to inclusion in fundraising

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Matt Radford · Vulnerability Managers

GOOD STARTS

How we make this session work for everyone.

Camera

Keep it on or off — your choice.
No explanation needed.

Leave

You can step away at any time.
No explanation needed.

Theme then detail (TTD)

We will introduce the theme of an area before we talk about any detail. If you're asking questions, do the same.

Sensitive content

This session covers disability, Long Covid, and lived experience of digital exclusion.

After this session — free 30-minute 1:1 with Matt

For everyone. Use it to repeat, question, or go deeper on anything covered today.
Book at: calendly.com/v-managers

What this talk covers

1

The universal frameworks approach

Design one baseline that reaches the widest audience.

2

The BDA model — Before, During, After

Organise any action across the three stages of time.

3

The ESP model — Empower, Support, Protect

Choose between three types of action, and balance all three.

THE PROBLEM WITH 'MOST PEOPLE'

Charities know they should engage every audience well.

The problem is we often pick solutions that work for most people — instead of solutions that support everyone.

25%

of the UK
population has
a disability

(≈16 million people)

1 in 3

people will be in
vulnerable circumstances
at some point

(FCA, 2022)

Most

charity communications
are designed for
the 'average' donor

Who doesn't exist.

Design for everyone, not for ‘most people’

The problem

- Inclusion work often names groups and builds a separate fix for each.
- This is majority modelling — prioritising by headcount, so the most complex needs are deprioritised.
- The result is cumulative exclusion: small gaps that compound over time.

The universal approach

- A universal framework is designed for the widest range of people from the start.
- The baseline: plain language, multiple channels, flexible timing, accessible formats.
- It removes the barrier — the circumstance. It doesn't label on a person.

One baseline includes more people by default — and is simpler to sustain than many parallel pathways.

Universal first, targeted second, individual third

1 · Universal

Design the baseline for the widest possible audience.

2 · Targeted

Add adjustments for needs the baseline genuinely cannot meet.

3 · Individual

Assess unique circumstances one case at a time.

This mirrors the Equality Act 2010 duty: general provision first, then specific, then individual.

BDA organises any action into three stages

Before

Prepare and prevent

Staff trained. Policy clear.
Risks identified. Tools and
channels ready before
anyone needs them.

During

Respond

What we do in the moment:
our options, our actions, and
how we support the person
and ourselves.

After

Learn and improve

Follow-up, recording, and
reporting — and feeding
what we learn back into
Before.

ESP names three types of action — all three are needed

Empower

Give choices

Offer genuine options; ask what the person needs. The person decides. This honours their agency.

Support

Add resources

Use organisational resources to help: staff time, referrals, specialist contact, follow-up.

Protect

Limit or remove risk

Deliberately limit or remove options to reduce harm. Build prevention into the system itself.

The common failure is doing only one — usually Empower. All three are needed.

Map ESP across BDA to find the gaps

Plot all three actions across all three stages. Most effort clusters in one cell; the gaps show the work.

	Before	During	After
Empower	—	Most effort sits here	—
Support	—	—	Common gap
Protect	Common gap	—	—

The three frameworks fit together

What you build

Universal frameworks

A baseline designed for the widest audience.

When you act

The BDA model

Across Before, During, and After.

How you act

The ESP model

Empower, Support, and Protect — kept in balance.

Used together: a universal baseline, planned across time, with all three types of action.

Inclusion isn't always about doing more. Sometimes it's just about doing it better.

✗ Wait until a supporter contacts you to say they're struggling.



✓ Design with campaigns with clear support options built in from the start.

✗ Log complaints after the campaign closes and write a report.



✓ Capture real-time signals during the campaign. Schedule a learning review. Feed findings into the next brief.

✗ Offer one channel and list alternatives on the website.



✓ Offer channel choice at the start of every supporter relationship. Make alternatives genuinely easy to access.

In one line



One baseline, planned across time, with all three actions

If you change one thing

Include **BDA** and **ESP** into your briefs.

Identify where you're doing well.

Identify where you can develop.

THE BDA DISTRIBUTION AUDIT

Where is your organisation's effort sitting across 30 areas?

Organisational Area (10 of 30 shown)	Before	During	After
Strategy and planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Process design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication and content design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data management and CRM (Customer Relationship Management)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complaints and feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safeguarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDI and accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research and insight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART TWO

WCAG in practice.

What Web Content Accessibility Guidelines look like through the BDA and ESP frameworks — with lived experience.

Amy Butterworth · Accessibility Consultant

@LongCovidRockstar

WHO IS THIS ACTUALLY FOR?

The people your digital content excludes aren't niche — they're most of us.

2m

people living with
sight loss

3m

with Colour Vision
Deficiency (CVD)

RNIB and Colour Blind Awareness

10%

people have
dyslexia

6%

have dyscalculia in
the UK

British Dyslexia Association

2m

people live with
Long Covid
in the UK

Oxford University, 2024

These aren't separate groups. Many people sit across several of these categories at once.

£274 billion

The Purple Pound, 2023

Two questions:

What has stopped these changes in the past?

What's one thing you need from today?

WHAT IS WCAG?

Web Content Accessibility Guidelines (WCAG 2.2)

The international standard for accessible digital content. Not just websites — emails, documents, social posts, forms, apps.

PERCEIVABLE

Can every user perceive the content?

Not just by sight — by hearing, touch, or screen reader.

OPERABLE

Can every user operate the interface?

Not just with a mouse — keyboard, voice, switch access.

UNDERSTANDABLE

Can every user understand the content?

Plain language, consistent layouts, no sudden changes.

ROBUST

Does the content work with assistive technology?

Screen readers, magnifiers, voice control.

Accessibility isn't only a **During** action.

BEFORE

Accessibility designed in from the start

- Website, Marketing and Comms audit
- Training of staff
- Budget!
- What are your metrics for success?
- Accessibility statement

- Alt text
- Plain English
- Screen Reader test
- Captions
- Touch targets

DURING

Accessibility in active campaigns and content

- Keep open for feedback from different communities...
- ...and adjusting accordingly

AFTER

Reviewing what didn't work — and feeding it back

- Accessibility audit
- Updated accessibility statement
- Learning shared across teams — not siloed in the web team

Which WCAG standards are Empower, Support, or Protect?

EMPOWER	<p><i>Standards that give users choices and control</i></p> <table border="1"><tr><td data-bbox="479 444 937 658"><p>Text resize (1.4.4)</p><p>Users can scale to 200% without losing content</p></td><td data-bbox="963 444 1421 608"><p>Multiple channels</p><p>Offering email, phone, and chat</p></td><td data-bbox="1447 444 1905 608"><p>Inclusive language</p><p>Decolonised, no jargon, Plain English</p></td></tr></table>	<p>Text resize (1.4.4)</p> <p>Users can scale to 200% without losing content</p>	<p>Multiple channels</p> <p>Offering email, phone, and chat</p>	<p>Inclusive language</p> <p>Decolonised, no jargon, Plain English</p>	<p>'Global majority', SWANA, 'under-served' or 'marginalised'.</p>
<p>Text resize (1.4.4)</p> <p>Users can scale to 200% without losing content</p>	<p>Multiple channels</p> <p>Offering email, phone, and chat</p>	<p>Inclusive language</p> <p>Decolonised, no jargon, Plain English</p>			
SUPPORT	<p><i>Standards that reduce barriers actively, using your resource</i></p> <table border="1"><tr><td data-bbox="479 792 937 986"><p>Captions (1.2.2)</p><p>Human-quality captions, not just auto-generated</p></td><td data-bbox="963 792 1421 1008"><p>Alt text (1.1.1)</p><p>Meaningful description of what the image conveys</p></td><td data-bbox="1447 792 1905 986"><p>Error identification (3.3.1)</p><p>Tell people what went wrong and how to fix it</p></td></tr></table>	<p>Captions (1.2.2)</p> <p>Human-quality captions, not just auto-generated</p>	<p>Alt text (1.1.1)</p> <p>Meaningful description of what the image conveys</p>	<p>Error identification (3.3.1)</p> <p>Tell people what went wrong and how to fix it</p>	<p>"Please write your email in the red box"</p>
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PROTECT	<p><i>Standards that deliberately limit harm by design</i></p> <table border="1"><tr><td data-bbox="479 1140 937 1335"><p>No seizure risk (2.3.1)</p><p>Nothing flashing more than 3 times per second</p></td><td data-bbox="963 1126 1421 1335"><p>Warnings before session timeout</p><p>Plenty of time and clearly presented</p></td><td data-bbox="1447 1140 1905 1349"><p>Content warnings</p><p>Alert users to topics that may be confronting for them</p></td></tr></table>	<p>No seizure risk (2.3.1)</p> <p>Nothing flashing more than 3 times per second</p>	<p>Warnings before session timeout</p> <p>Plenty of time and clearly presented</p>	<p>Content warnings</p> <p>Alert users to topics that may be confronting for them</p>	<p>"This campaign makes reference to child harm and poverty"</p>
<p>No seizure risk (2.3.1)</p> <p>Nothing flashing more than 3 times per second</p>	<p>Warnings before session timeout</p> <p>Plenty of time and clearly presented</p>	<p>Content warnings</p> <p>Alert users to topics that may be confronting for them</p>			

Accessibility BEFORE your campaign

Text in images

WCAG
1.4.5

Text on images.

Low contrast

Fix:

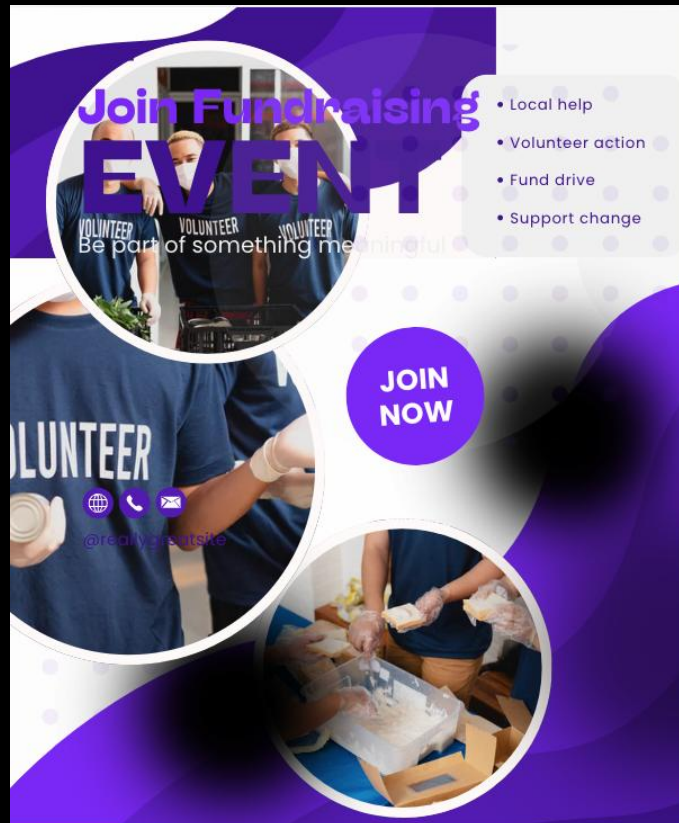
High contrast.

Block colour behind text.

Accessible font. 1.5 spacing and

Sizes 12-14.

#CamelCaseHashTags



- Arial
- Helvetica
- Comic sans
- Tahoma
- Calibri
- Verdana
- Times New Roman
- Century Gothic
- Dyslexie

Accessibility DURING your campaign

Forms and transactions

Welcome feedback

If someone struggles to access your content or actions, listen and respond.

Clear error messages and timeouts

Tell people what went wrong and exactly how to fix it (WCAG 3.3.1)

Ask about access needs

You can make the forms more accessible, as well as gather valuable data

Supporter contact

Multiple contact routes

Email, phone, and online chat — not just one. Make all equally prominent

No audio-only information

Never leave a key message in a voicemail with no text alternative

Plain language responses

Avoid jargon in automated emails. 'Your gift has been received' not 'Transaction confirmed'

Accessibility **AFTER** your campaign

Will you let the same barriers show up in every campaign?

1

Post-campaign accessibility audit

Screen reader checks: alt text, captions, donation form, high contrast, Plain English?

2

Review complaints for accessibility signals

Look out for: Incomplete forms, high exit rates from donation pages, vanishing supporters

3

Feed learning into the next Before

What failed? what worked? what changed?

WHAT YOU'RE TAKING AWAY

Three questions:

What is one change you can make today?

What would be the impact of that change?

AND WHAT IS THE IMPACT IF YOU DON'T?

Thank you.

Inclusion isn't always about doing more.
Sometimes it's just about doing it better.

Amy Butterworth

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