

More than a thank you: creating thankathons that spark long-term loyalty

Thursday 21st May 2026





Hello!

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A bit about us...



We start with the heart.

*It's about how your supporters **feel**, not how they behave.*



We know what works.

40 million data points from 600,000+ supporters.



We connect the dots.

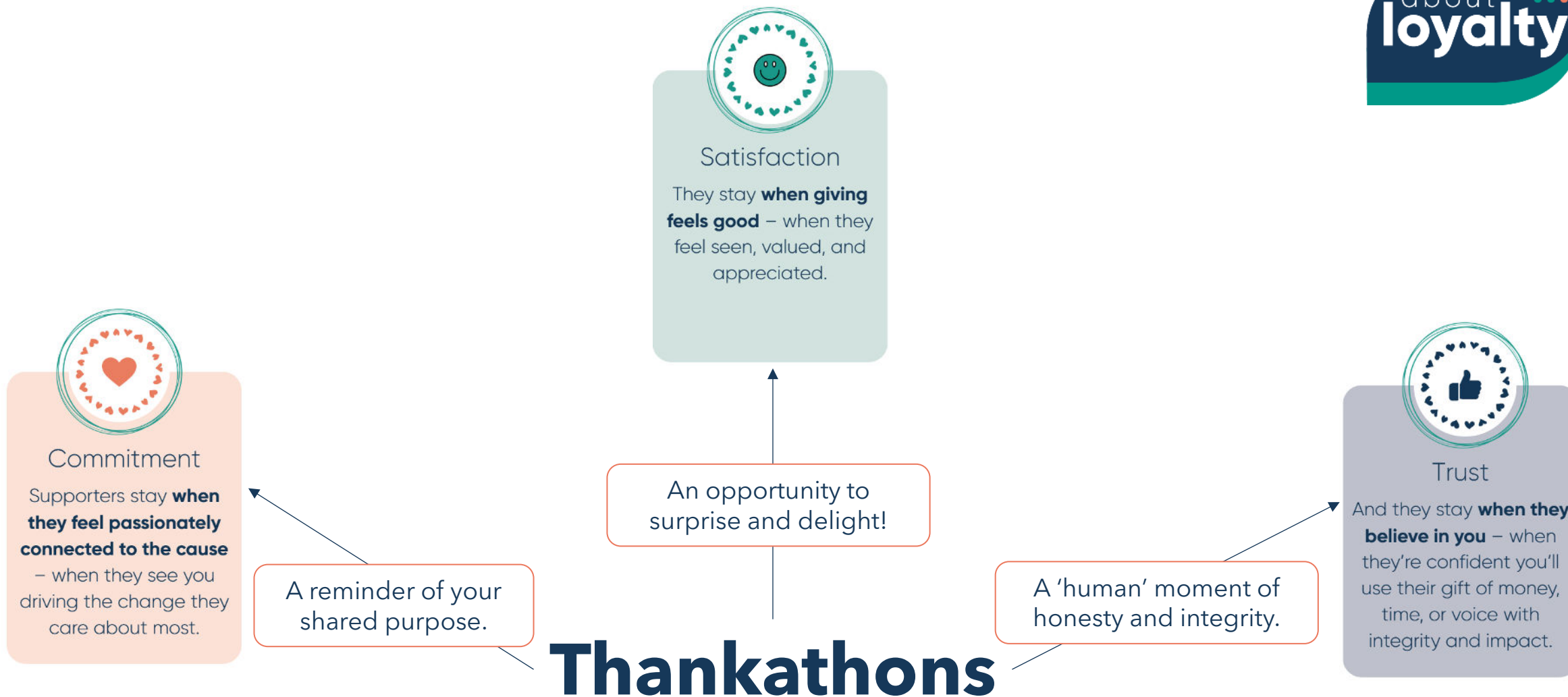
A global community of charities turning insight into action.

...and our community



Measuring your supporter experience is critical







Time for a poll!

Great for...

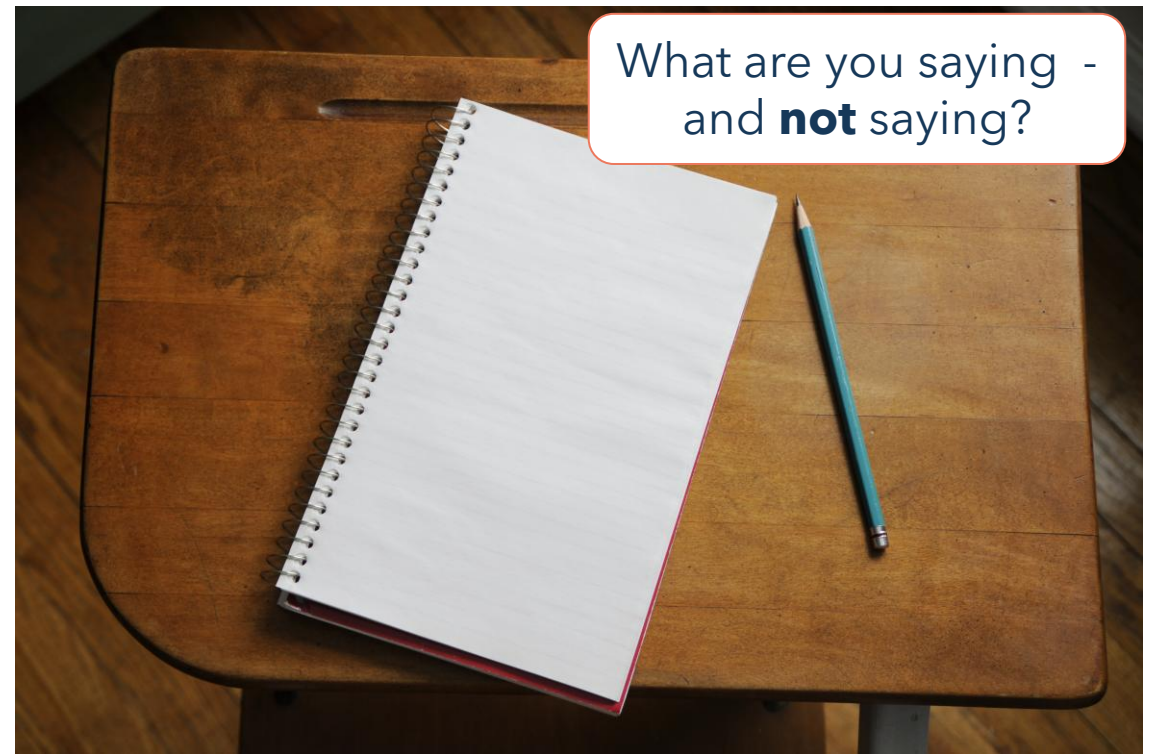
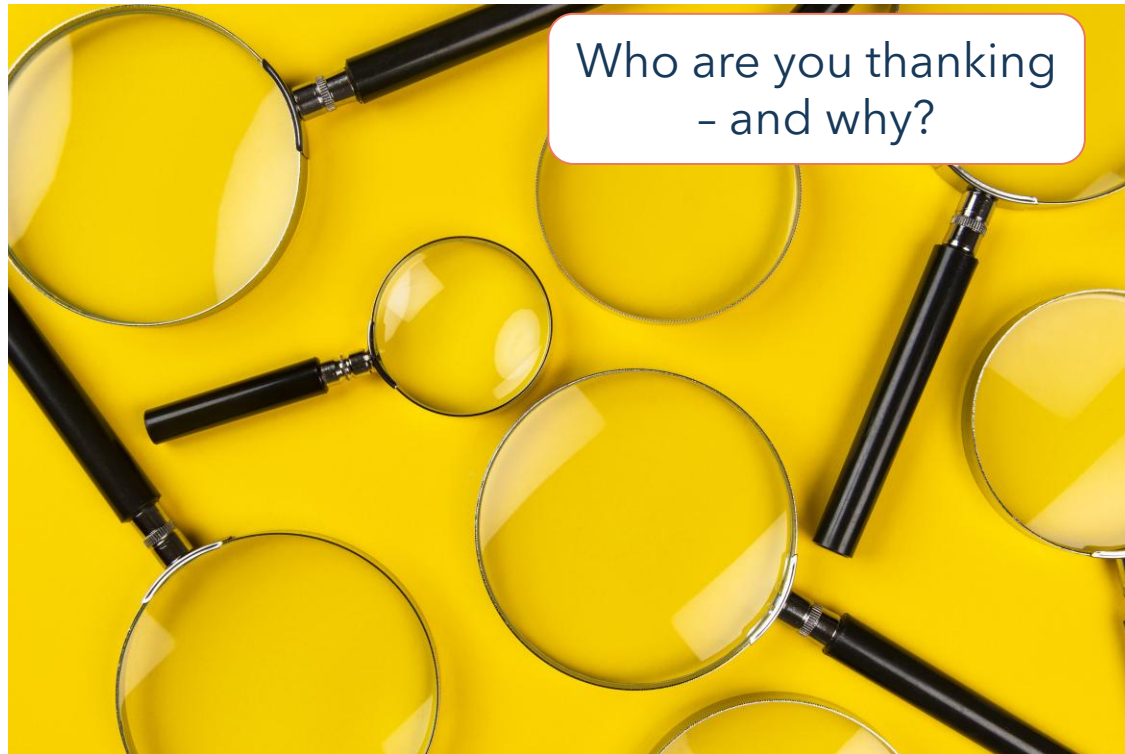
A collection of numerous small, three-dimensional wooden human figures in various colors including natural wood, orange, dark brown, light blue, and red. They are scattered across the frame, representing different groups of people.

Staff

Supporters!

Senior leadership

Before you start...



Before you start...



Changing the culture...

Change happens faster than you think!

- Make it **fun**.
- Make it **easy**.
- Make their impact **visible**.





The Leprosy Mission

Debra Chand, Senior Supporter Experience Advisor



Debra Chand | 21 May 2026

The Leprosy Challenge

- Leprosy - diagnosis every 3 minutes
- Lasting nerve damage if untreated
- Prejudice, exclusion, lost livelihoods



The Leprosy Challenge

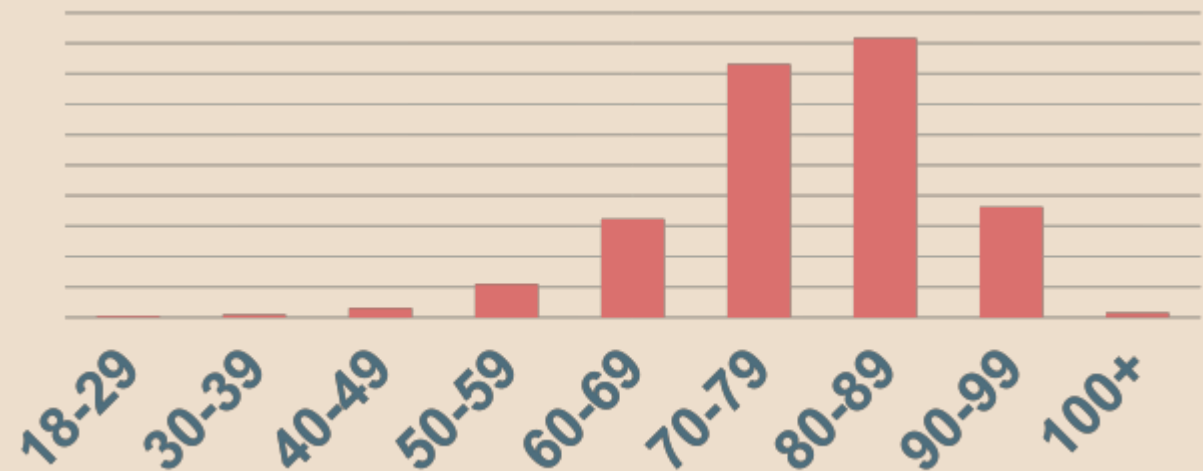
- International Christian development charity
- 150 years, 9 countries in Africa and Asia
- Provide the cure and care services - surgery, prosthetics, psychosocial, community, advocacy
- 'Triple Zero' goal: to end leprosy in our lifetime



Think about your supporters...



- Broad, 50+ age spread
- Faith based and social action
- Growing number of regular givers
- Like to be appreciated, and to hear about their impact, but low cost
- January can feel a bit flat for supporters who live alone - darker, shorter days...



Why do you want a Thankathon?



- Event to show supporters how valued they are
- Our staff survey showed that:
 - Only 64% staff were involved in 2025
 - “too busy”*
 - “is it my job?”*
- Writing cards at desks felt a bit isolated
 - “it feels a bit lonely”*

Who are your 'Dream Team'?



- ❖ Who would you love to plan your event with?
- ❖ What do they bring? (Energy, expertise)
- ❖ How do they benefit? (Development, fun, meaningful contribution)
- ❖ Our cross-team planning group of five included fundraising (partnerships and community, including a church pastor), programmes, supporter experience and a partner from About Loyalty.
- ❖ Make sure you involve segment lead(s)

Who will you thank and how?



- Challenge: to design a culturally appropriate event which thanks supporters and shows staff how valued they are
- Agree segment(s) – Regular Givers
- Fit with your values – compassion, justice, integrity, inclusion, humility
- ‘Measures’ – staff involvement and ‘buzz’, supporter feedback
- Voluntary or mandatory? – All staff, morning
- Timing – end January
- Link to management and Regular Giver lead
- Guided process – pre-event updates, and optional card and phone scripts

The Thanking Retreat

Thank
you!



You're
changing
lives!



Morning event for all staff, at a local church:

- ❖ Welcome / coffee and thanking wall
- ❖ Music and worship sessions
- ❖ Joint card writing cards and phone calls
- ❖ A Winter Barbeque
- ❖ Online 'teams' meeting

Afternoon event for fundraising, open to all:

- ❖ Blessing one another

What we discovered...




- ❖ The worship focus set a positive tone
- ❖ Cards (with script) felt easy to do. There was a wonderful buzz!
- ❖ Calls had the deepest engagement: we ran out of numbers to call!
- ❖ Involving the Regular Giving lead added reassurance / guidance
- ❖ Supporters loved the Online meeting
- ❖ Winter BBQ proved a hit
- ❖ Staff felt appreciated and loved being involved, especially 'back office' teams

What we discovered...




- ❖ Senior buy-in vital, and managers were key enablers
- ❖ Great way to raise awareness and build a culture of thanking as part of a wider programme to deepen loyalty
- ❖ Give yourself time to prepare and follow up – data, contact lists, confidentiality, thanking resources, guidance, online meeting, follow up
- ❖ Busyness – there's never a right time!
- ❖ Go for it!


Social media opportunity

 **leprosymission**
Fri 30/1/2026 13:57 GMT


This week, we set aside a special time to write thank you cards, make phone calls and give thanks to God for you!...



(3,094 VIEWS)

 **The Leprosy Mission Gr...**
Fri 30/1/2026 13:57 GMT

This week, we set aside a special time to write thank you cards, make phone calls and give thanks to God for you!...



Views **2,357**

THANK YOU to you guys who are driving this amazing mission and giving countless people a hope for a better future. Without you guys doing what you do, it would be so very difficult to reach out with the resources at our disposal. Your integrity precedes you and makes giving so much easier. May you all be showered in Gods rich blessings. 🙏🙏🙏🙏

Deepening loyalty



“Very informative... I’ll now set up a monthly DD...”

“What a joy to see and hear the people behind the wonderful work...it made the organisation real...”

“It was good to see you all and to hear about Peter’s experiences [in India]”

“It is heartening to hear you have your prayer meeting...”

“What a blessing this online session was this morning”

“So wonderful to hear once again how much The Leprosy Mission is improving the lives of people in such desperate need”

It’s lovely to be thanked and not just asked for money.



Thank you!

If you have any questions, or want to talk about how we can help you measure and improve your supporter experience, please contact:



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