



Supporter Experience Conference 2026: your delegate bag!

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All of the slides from **More than a thank you: creating thankathons that spark long-term loyalty**, with Debra Chand & Kay Harrison.

The full breakdown of the connection between loyalty and long-term income with your free copy of **The definitive case for growing supporter loyalty**.

Even *more* evidence, case studies and practical actions to help you deliver a better supporter experience and raise more income, with About Loyalty's newest report: **Supporter experience: the future of fundraising**.

"It's so important for a charity to understand and improve their supporter experience because **it can ultimately support the long-term income growth and sustainability of an organisation**, as shown by About Loyalty's research."

Giannina Walsh, Supporter Experience Manager, Dementia UK

www.about-loyalty.com/your-delegate-bag/supporter-experience-conference