

# **From community donor to loyal supporter:** **how to encourage ongoing support**

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**Champion**  
**Fundraising**

# Hello, Goodbye

**50% of UK adults  
donated in 2024,  
down from 58% in  
2023**

**5-10x more to  
recruit than retain**

**Community  
supporter  
retention 29%**

# Five Pillars

Recognition



Connection



Hope



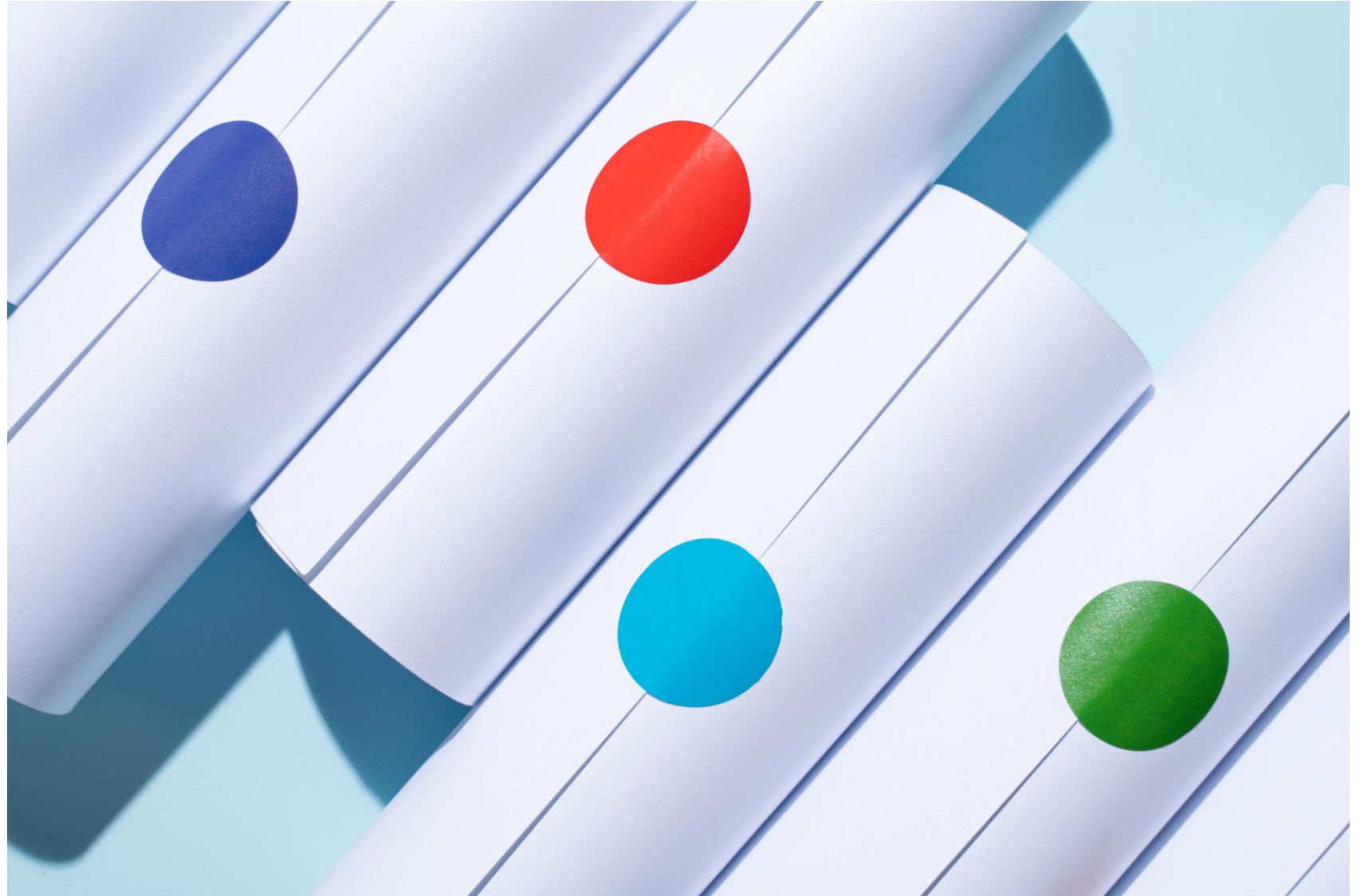
Belonging



Agency



# Pillars: Recognition



# Pillars: Connection



# Pillars: Hope



# Pillars: Belonging



# Pillars: Agency



# Five Pillars

Recognition



Connection



Hope



Belonging



Agency



Fundraising

**Get Ready**



**Get Ready**



**Champion  
Fundraising**

# Loyalty is the goal, not the starting point

- Show your supporters that you see their effort
- Human connection for the win
- Tell more hopeful stories
- Build a community (not a list)
- Let donors make decisions
- Challenge your stories
- Remove friction
- Monitor changes

Let's  
keep  
talking

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