

# Developing A Tiered Stewardship Model To Save Time

Amber Satterthwaite

Community and Events Manager

Blue Cross





# Community Fundraising Bingo

- **Calendar pushing** – ill look at the strategy once I've emptied the inbox
- **Mailbox filler** – calling the same supporter 4 times before they are able to speak
- **Toil warrior** – you've got enough TOIL to take the whole summer off
- **The £100 champion** – the event you attended raised less than your petrol there
- **One more email** – is your response to grabbing lunch
- **Outreach - Reactive work** doesn't leave time for proactive
- **Opportunist** – everything has the potential to be huge



# Your scorecard

## **0-1 – the mythical one**

Your achieving the dream balance

## **2-3 – the circus act**

You are somewhere floating in the middle  
– ready to achieve big things

## **4-7 – the fundraising flair**

Your deep in the fundraising fire and it  
may seem like its going well – until it  
isn't



# The challenge

- **Inconsistent stewardship**
- **Reactive working**
- **Decision fatigue across teams**
- **Growing numbers of DIY fundraisers**
- **Limited team capacity**



# Challenges to solve

- **High value supporters sometimes under supported**
- **Low value activity became resource heavy**
- **Teams spent time making judgement calls**
- **Supporter experience was inconsistent**

# What data did we assess

- **Number of supporters per £100 segmentation**
- **Number of repeat fundraisers**
- **Average fundraising value of repeat fundraisers**
- **Estimate time spent on average supporter activity**
- **If amount raised correlated with them contacting us before activity**



# Our solution

## Introducing a Tiered Stewardship Matrix:

- Gold – £10k+
- Silver – £5k+
- Bronze – £1k+
- General Support

## Key focuses:

- Defined supporter journeys
- Planned contact points
- Better prioritisation



# What did this look like?

## Gold

co-created, relational, bespoke

- **Weekly check ins**
- **In person attendance to events**
- **Bespoke recognition such as pawprint cards**
- **Joint media opportunities**
- **Site visits**
- **Tailored stewardship**
- **Invites to events**

## Silver:

guided and supported

- **Site tour**
- **monthly check ins**
- **Volunteer ambassador attendance to events**

## Bronze:

enabled and recognised

- **Lighter touch support**
- **Self serve resources**
- **Standardised recognition**

## General supporter:

automated and responsive

- **Trigger based stewardship**
- **Income thresholds for contact**
- **Digital recognition**
- **Self serve resources**

# Impact

Positive impact

Income remained the same

Freed up staff time

Capacity to focus on growth



# Next steps

- **Develop automation further – self service portal with merchandise**
- **Review tiers and if adjustments need making**
- **Develop a new business strategy in line with matrix**
- **Monitor key stats – especially around repeat supporters**
- **Bring in a supporter survey to monitor changes**
- **Develop LTV stewardship with supporters being automatically moved onto most relevant journey based on reason for fundraising**



# Key learnings

- Not every supporter needs identical stewardship
- Recognition still matters at every level
- Consistency matters more than over personalisation
- Flexibility is still important



# Thank You

**Saving time isn't about doing less for supporters. It's about creating more capacity to focus on the moments that matter most.**

**One thing to take away:**

**Map your supporters, define what 'good' looks like at each level, and stop leaving stewardship decisions to chance**

**Amber Satterthwaite**

**Community and Events manager**

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**Got Questions? - Find me on LinkedIn**

