



Catchin' feels

What emotion really does for supporter retention

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Prepared for
Fundraisers Everywhere

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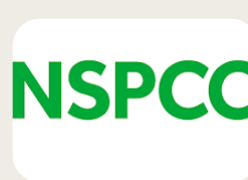


“We are not
thinking machines
that feel, we are
feeling machines
that think.”

Antonio Damasio



The SAFE Index – benchmarks to date



thesafeindex

● ● ● ●
supporter affinity and future engagement

motivation
+
communication
+
emotion

= supporter value

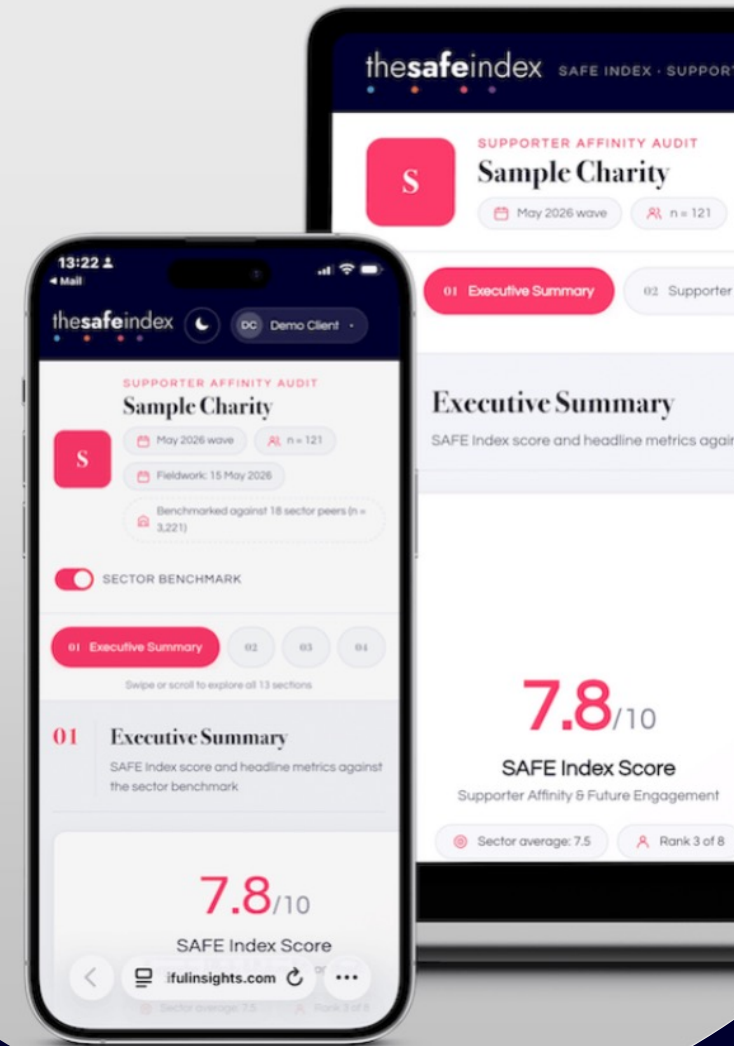
“On a scale of 0 - 10, how likely are you to continue supporting <charity> with donations in the next 12 months?”

“Imagine you had £100 to give to all the charities/organisations you support financially. How much of that £100 would you donate to <charity>?”

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Swipe or scroll to explore all 13 sections

Sector positioning map

● Sample Charity ● Benchmark charities

Future engagement against share of wallet for every charity in the benchmark · Dashed guides = peer averages



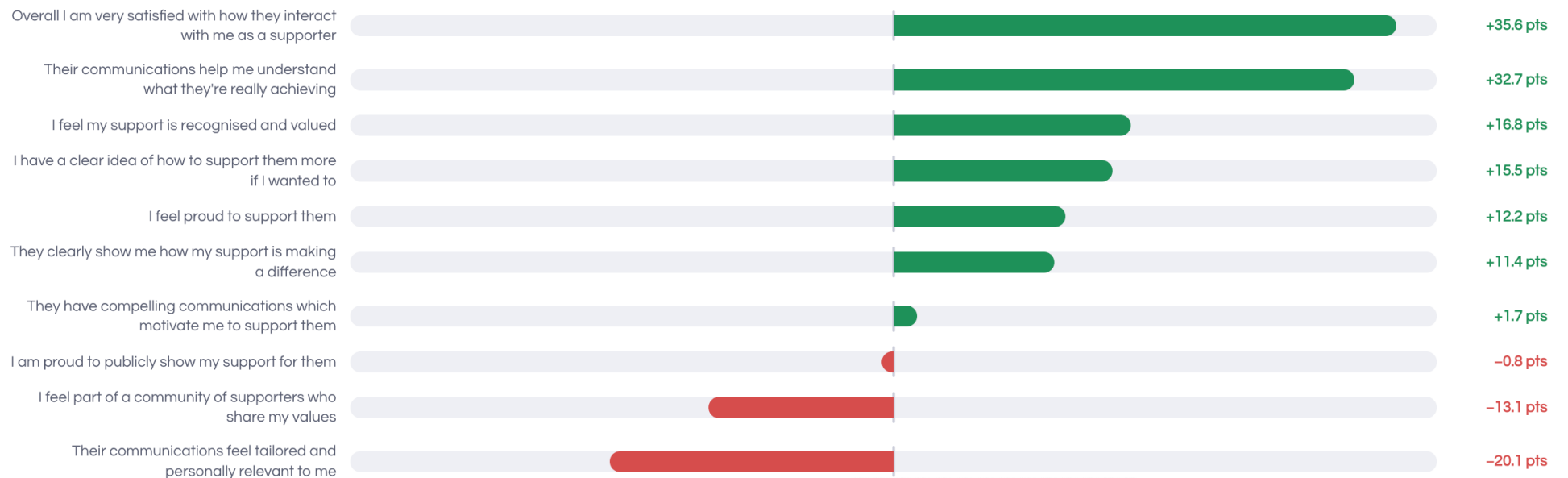
Other charities are anonymised, and shown by their cause sector.

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Agreement gap vs sector

■ Ahead of sector ■ Behind sector

Percentage-point difference in agreement against the sector benchmark, per statement



Their communications feel tailored and personally relevant to me: -20.1 pts vs benchmark

← Touchpoints

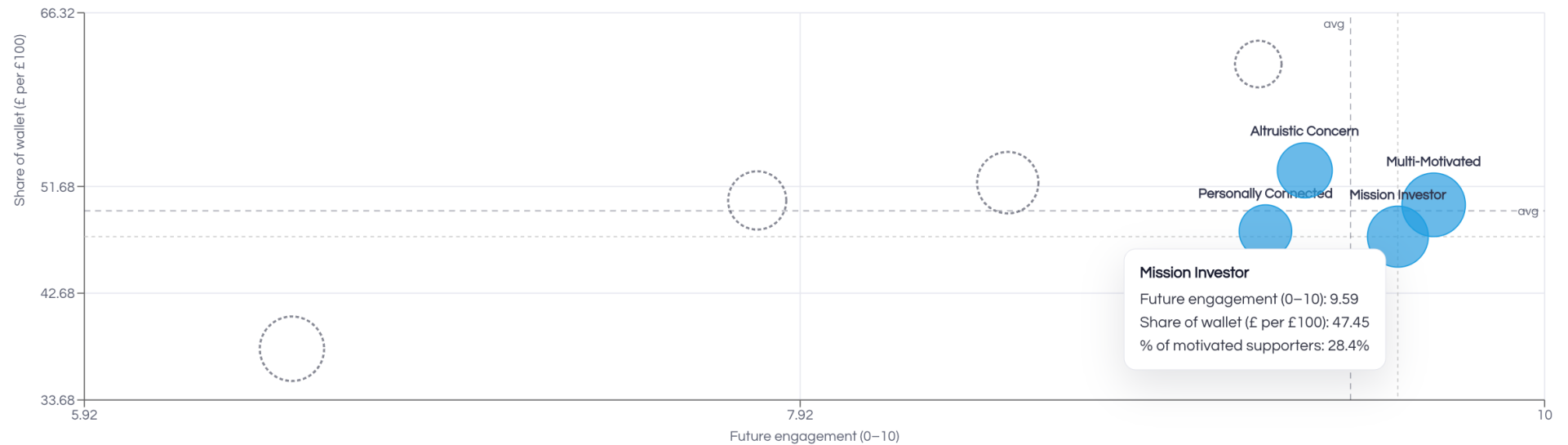
NEXT →
Communications Outcomes

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Motivational segments: size vs loyalty outcome

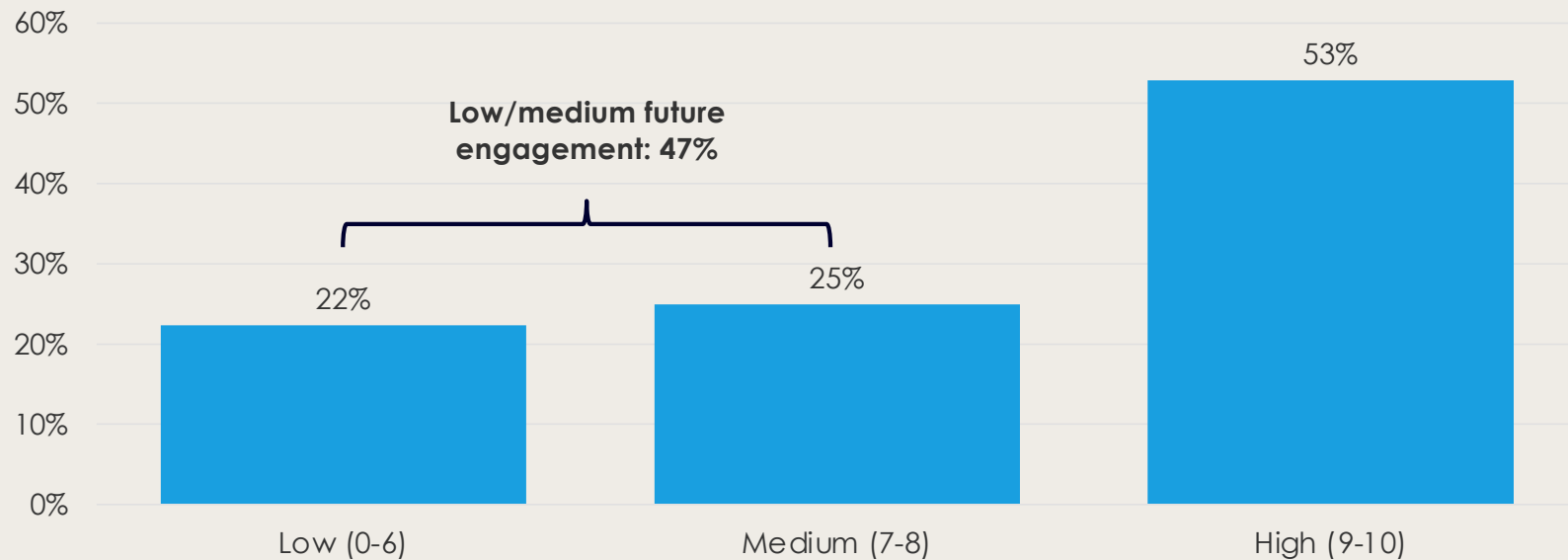
● Client segment ○ Sector benchmark

X = future engagement · Y = share of wallet · Bubble size = % of supporters stating a motivation · Dashed guides = segment averages

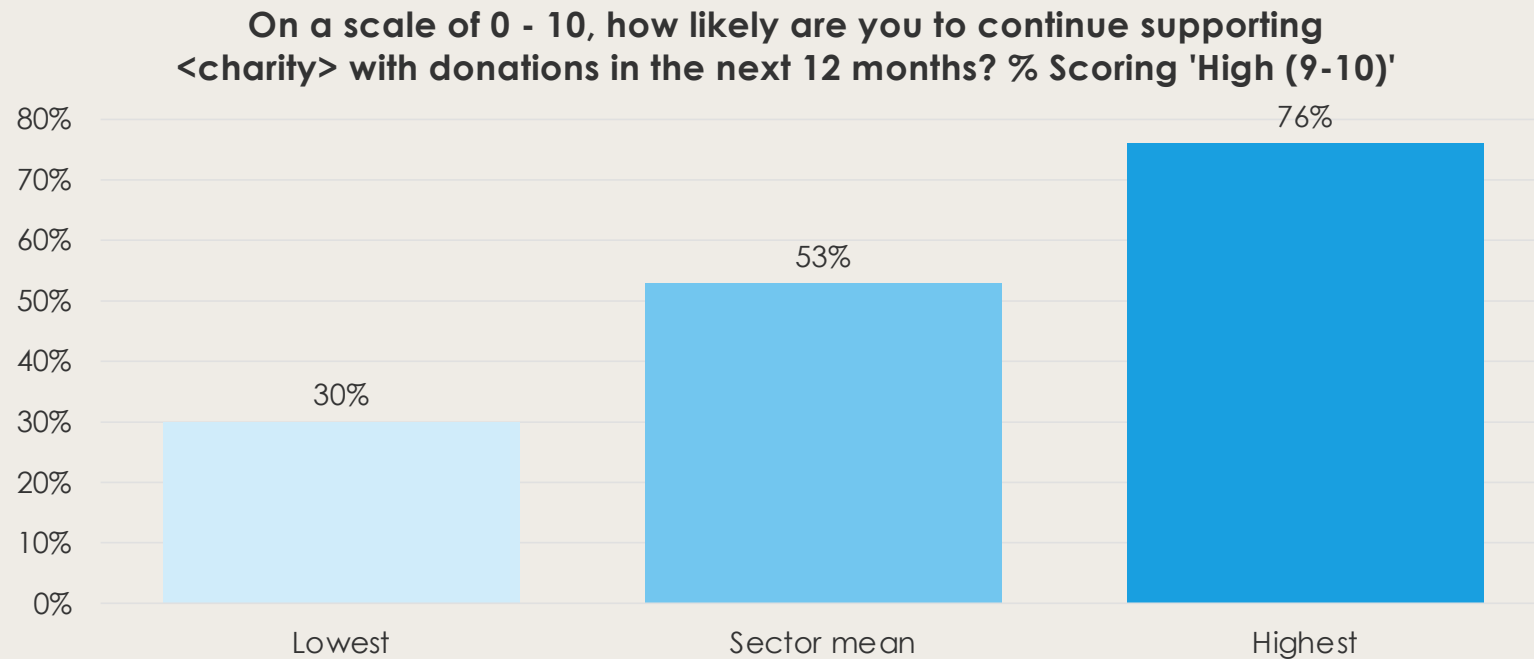


Why bother? Nearly half of supporters are not strongly motivated to donate

On a scale of 0 - 10, how likely are you to continue supporting <charity> with donations in the next 12 months?



Why bother? 200%+ difference between the highest and lowest scoring charities



Not all emotions build affinity, even the positive ones

+38% higher future engagement for proud supporters versus guilty ones



LAPSE INDICATORS

No emotion
Guilty
Obligated
Anxious



POSITIVE BUT NOT IMPORTANT

Useful
Nostalgic

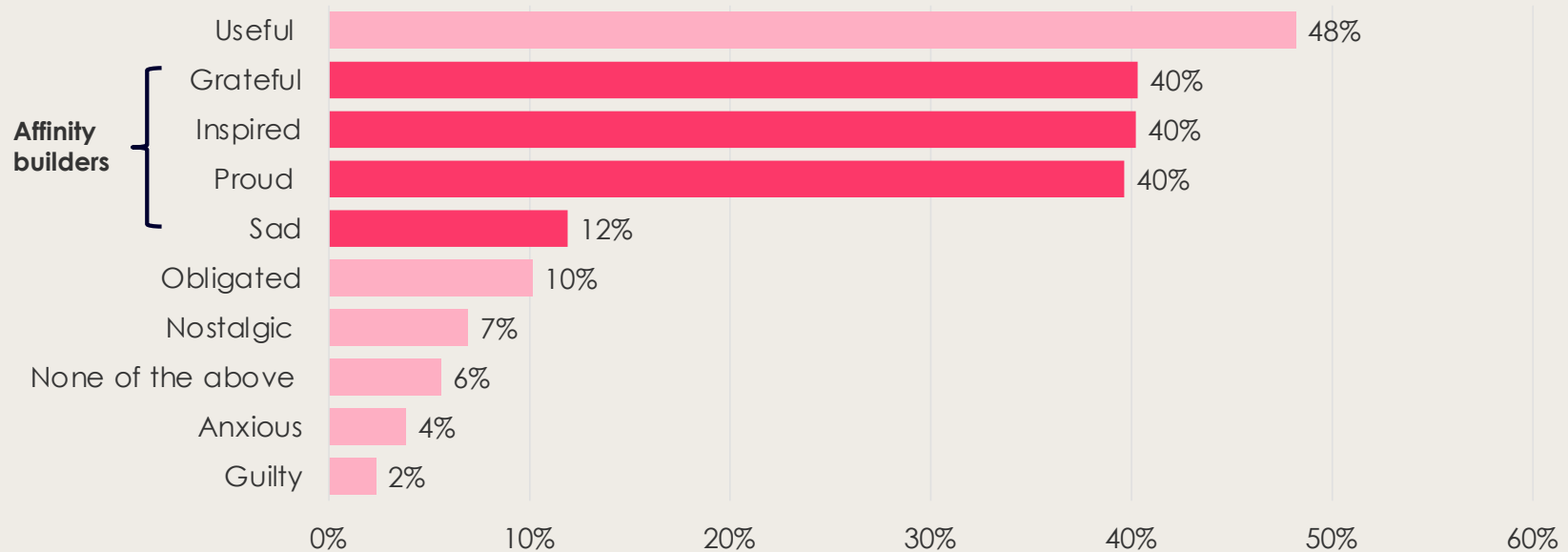


AFFINITY BUILDERS

Proud
Inspired
Grateful
Sad

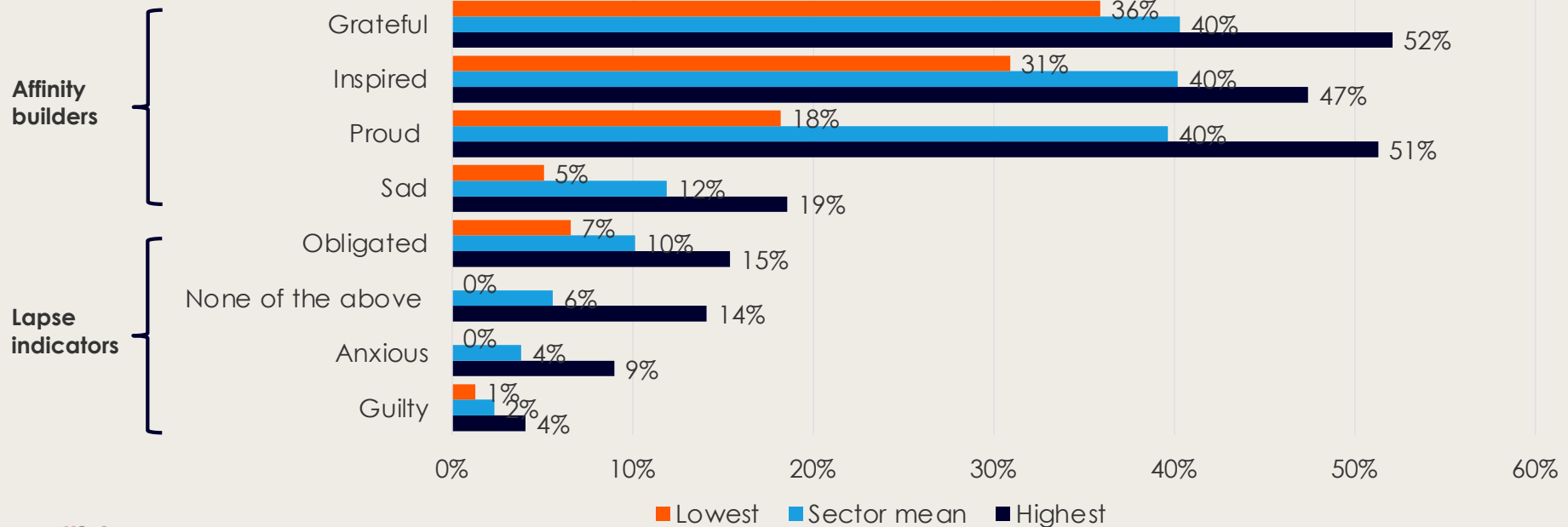
The most common emotion felt by supporters is not a strong affinity builder

Does supporting <charity> make you feel any of the following?
Please tick all that apply. Sector mean.



50 - 180%+ difference in affinity building emotions between highest and lowest scoring charities

Does supporting <charity> make you feel any of the following? Please tick all that apply. Lowest, sector mean, highest.



What you can do

Think of supporter experience as a 'pallet of emotions', not just a ladder of behaviour/action.

How do you want supporters to feel?

E.g. Understand your supporter's 'pride points': what does pride mean to them?

What is it about your charity that creates pride?

Track, and balance, your supporter's emotional affects.

Make supporters feel good.

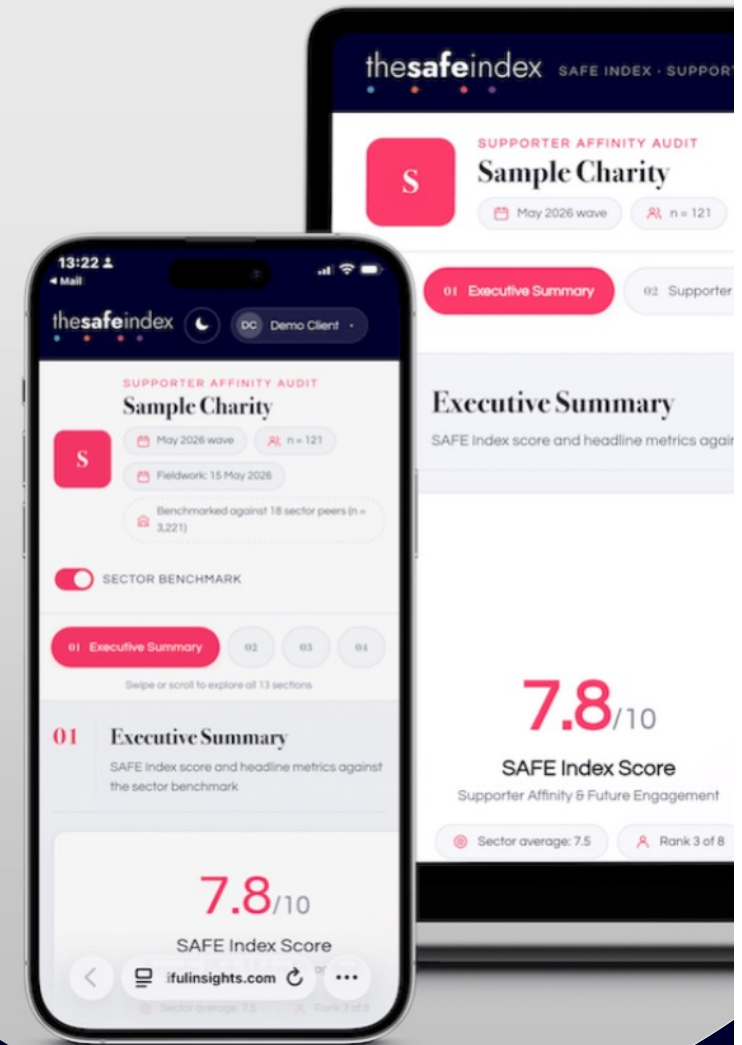
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