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Catchin' feels

What emotion really does for supporter retention

14th October 2026

Prepared for

Fundraisers Everywhere

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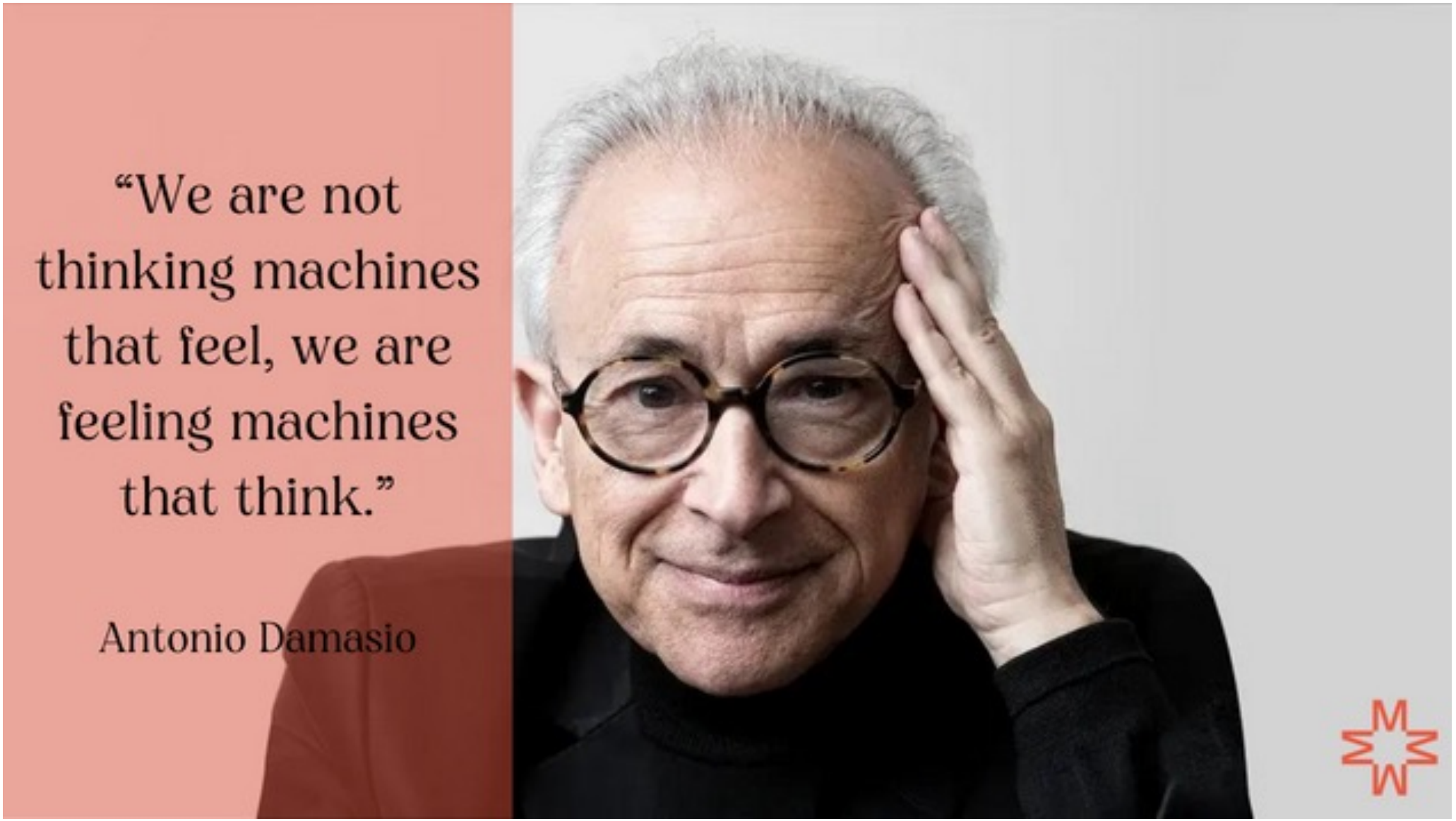
supporter affinity and future engagement


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

The SAFE Index – benchmarks to date

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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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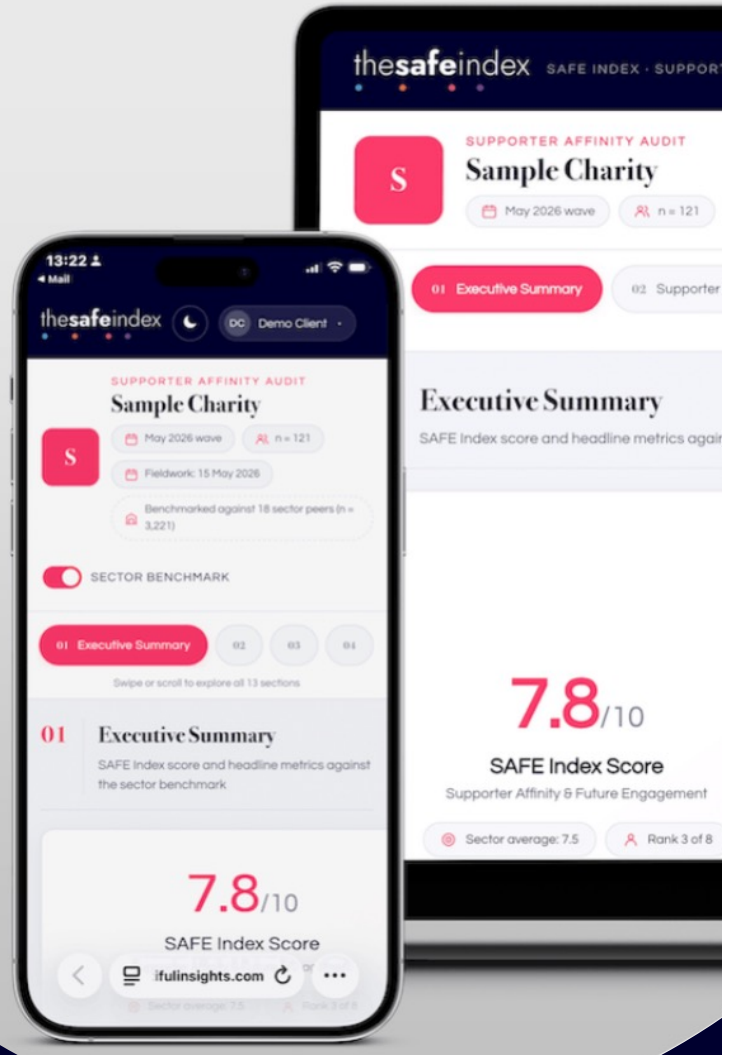

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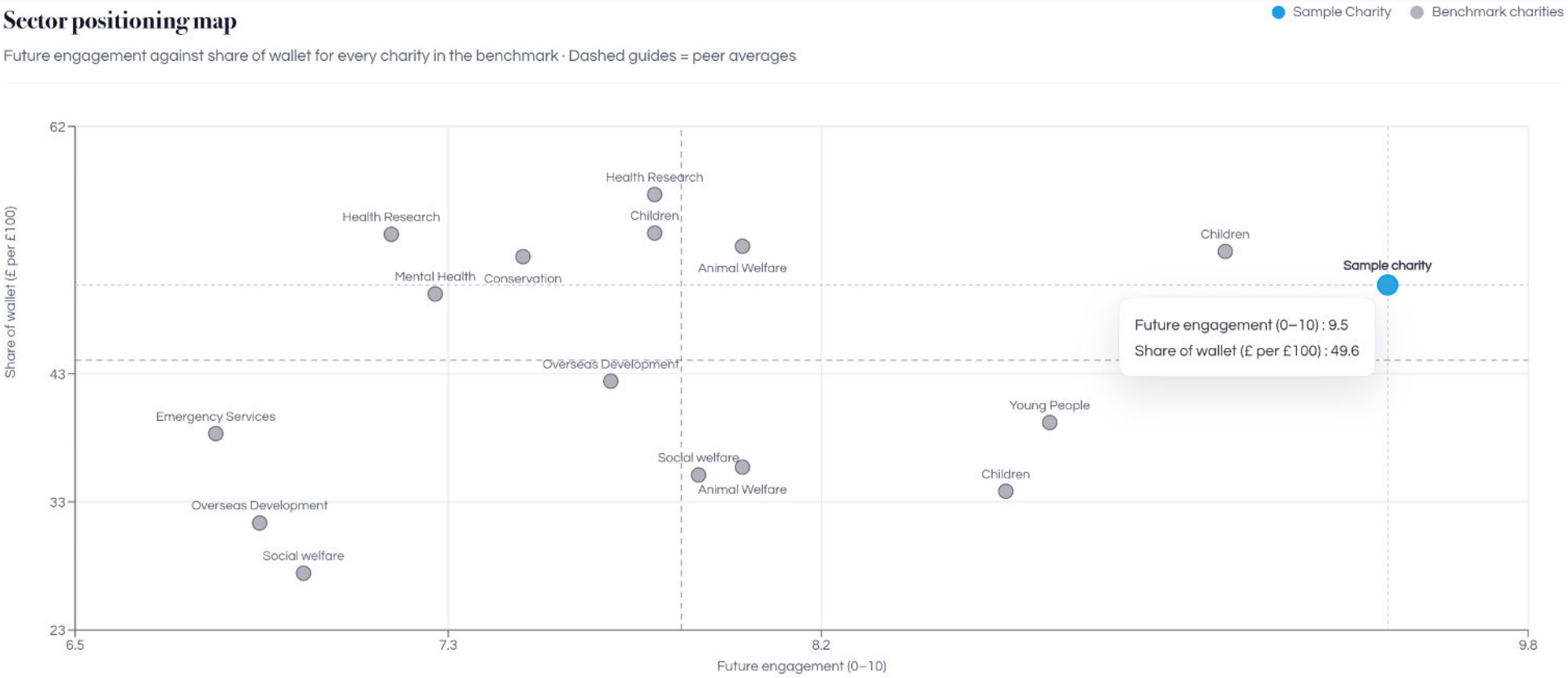
Sector positioning map

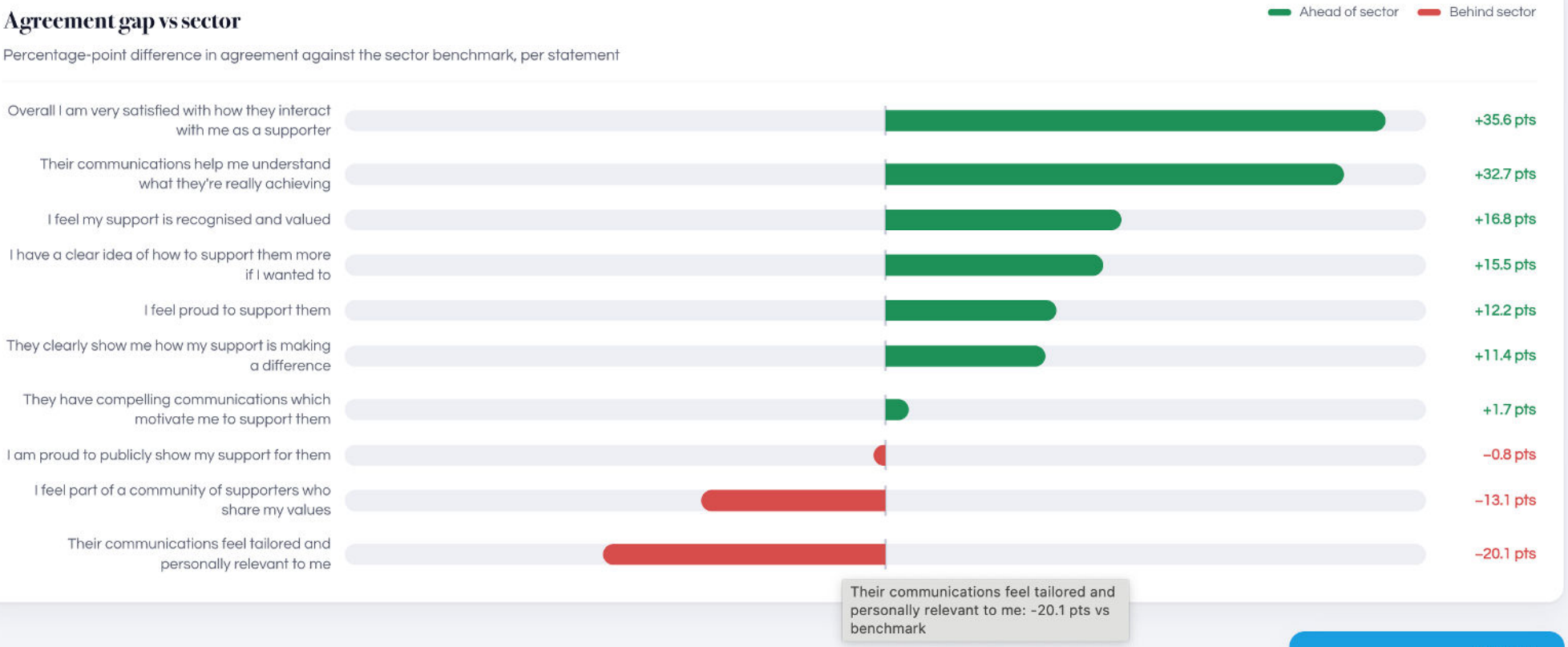
Future engagement against share of wallet for every charity in the benchmark · Dashed guides = peer averages



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

Agreement gap vs sector

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



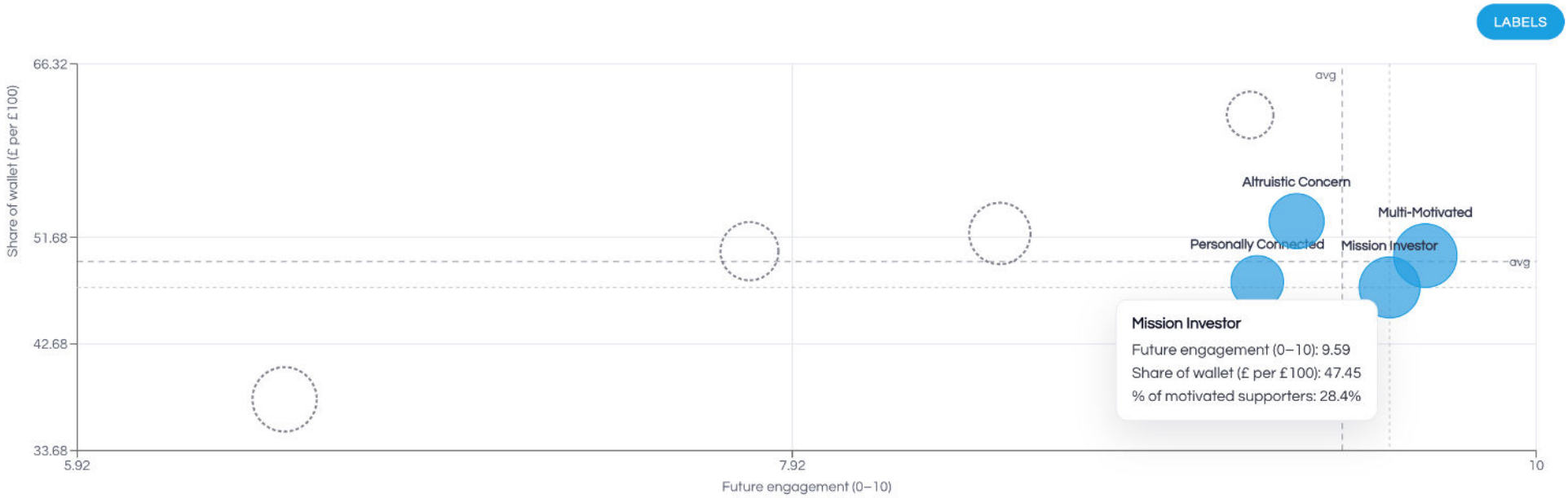
← Touchpoints

NEXT →
Communications Outcomes

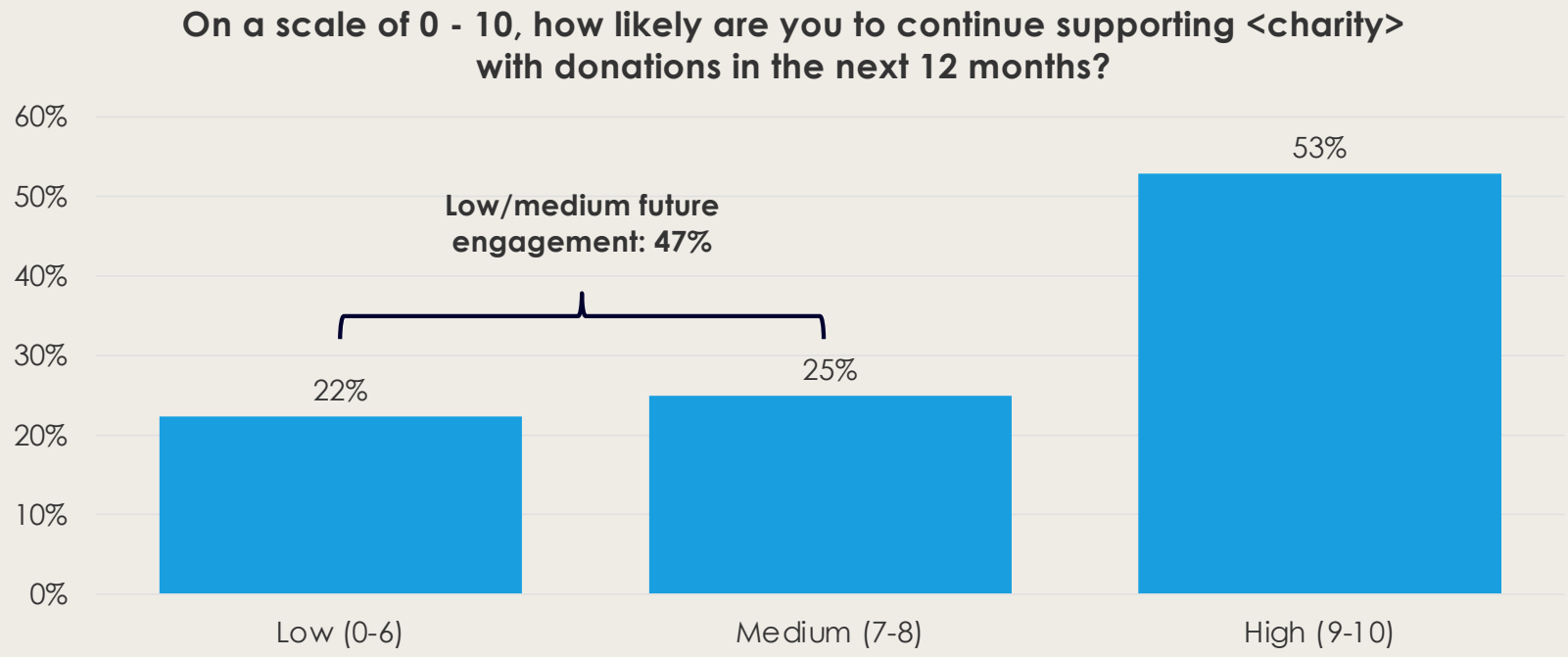
Motivational segments: size vs loyalty outcome

Client segment · Sector benchmark

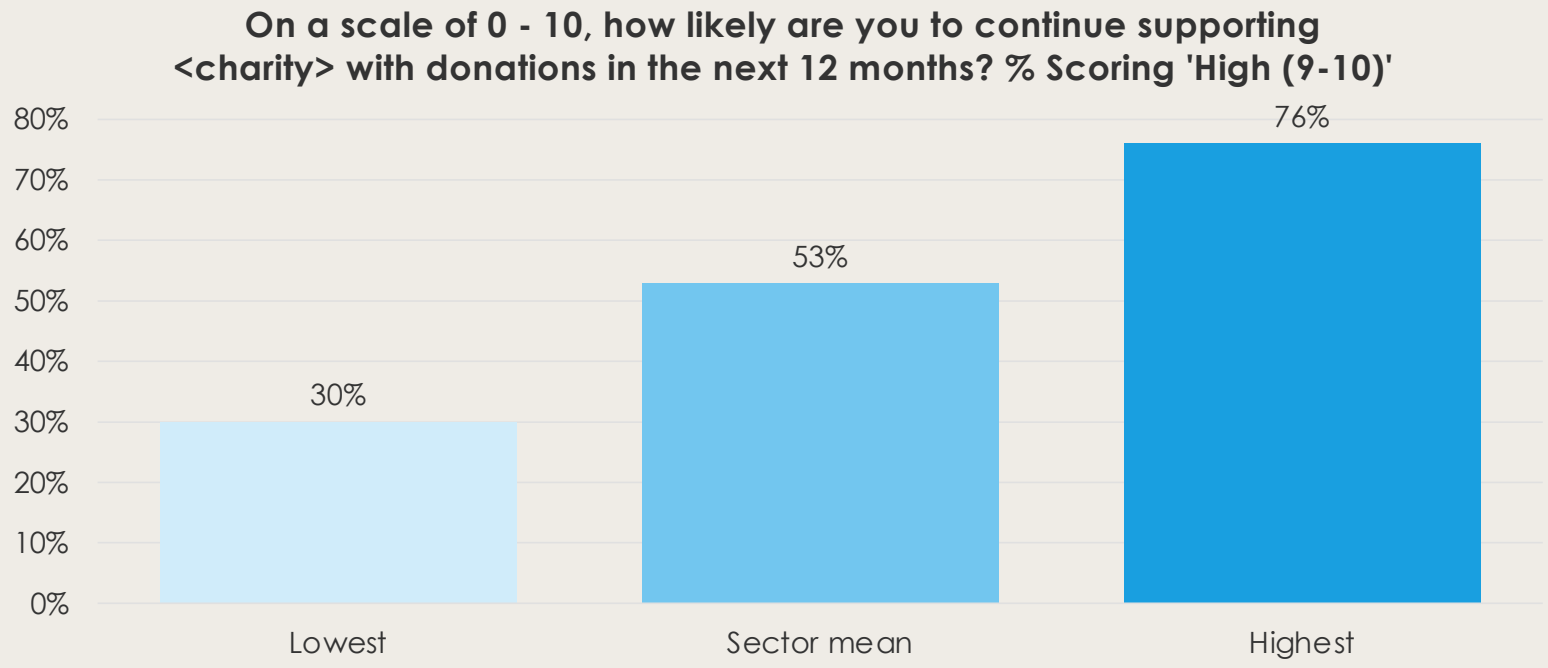
X = future engagement · Y = share of wallet · Bubble size = % of supporters stating a motivation · Dashed guides = segment averages



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



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

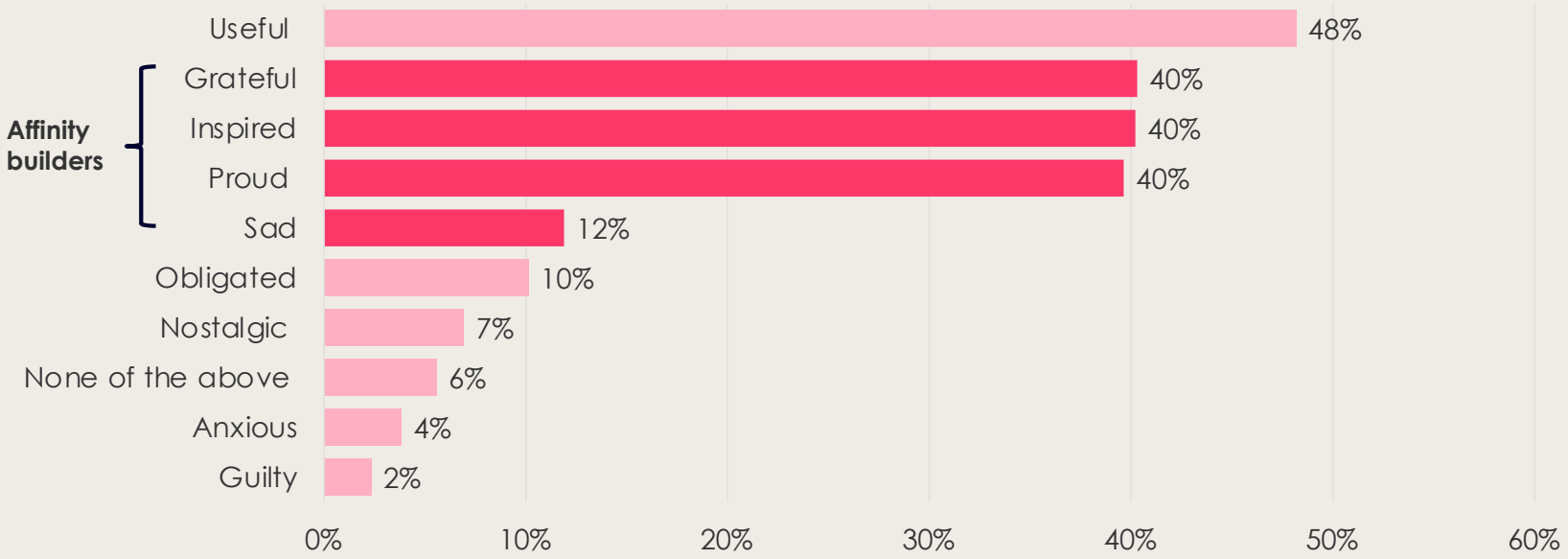
Useful
Nostalgic

AFFINITY BUILDERS

Proud
Inspired
Grateful
Sad

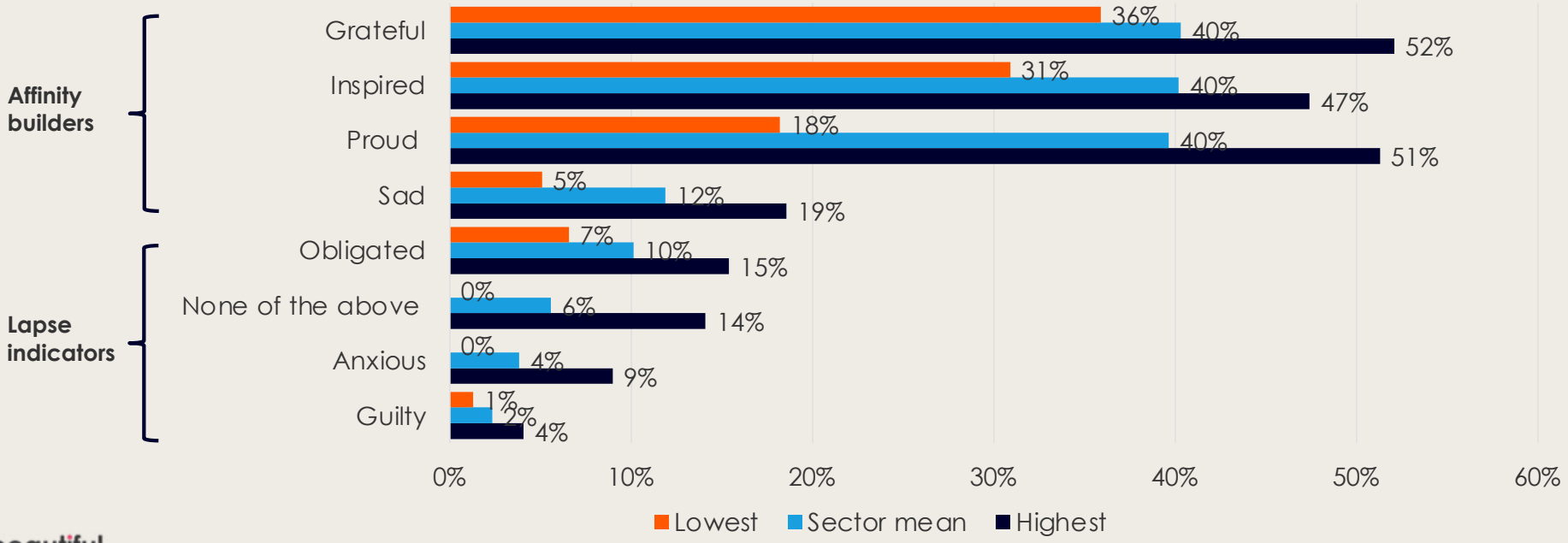
The most common emotion felt by supporters is not a strong affinity builder

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.



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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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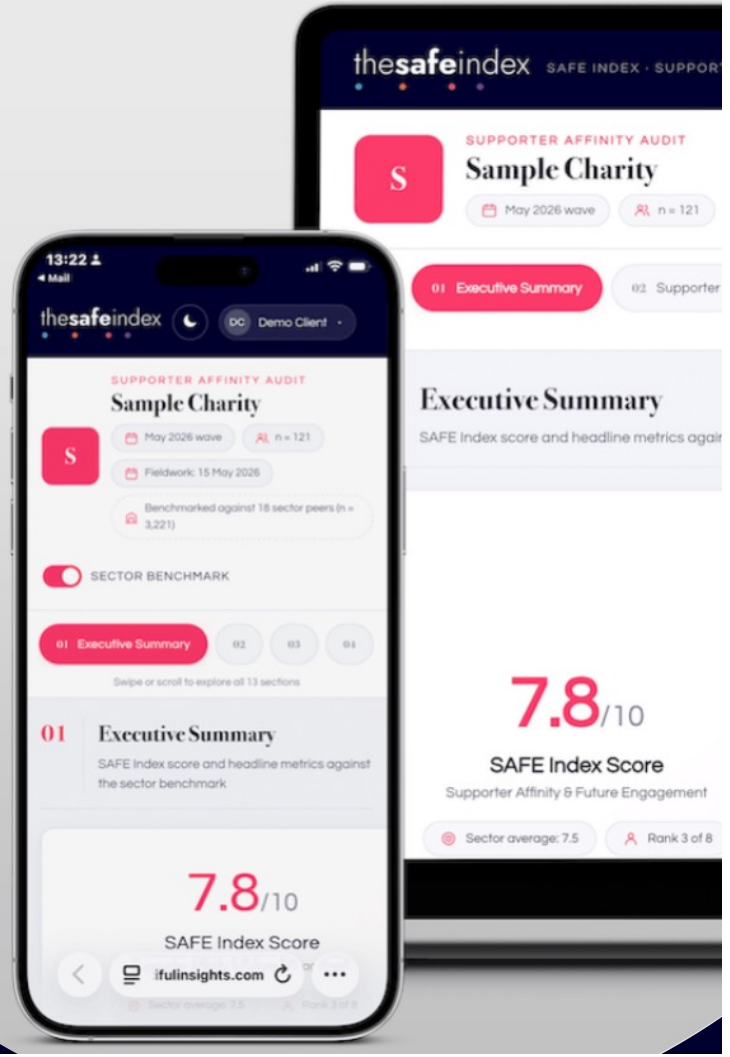

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