



Raise more from the core

Introducing the Appeal
Ecosystem

October 2026



THE SITUATION

We're in a bit of a pickle



UK giving is in decline...

-6M

fewer donors
than a decade ago

-600k

donors lost / yr
every year since 2016

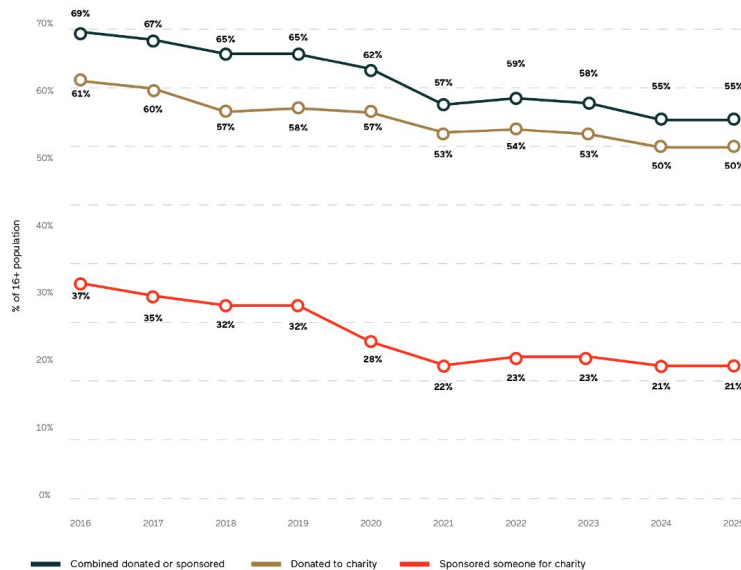
55%

adults donated
down from 69% 10 yrs ago

-£1.4B

drop in donations
from £15.4B to £14B

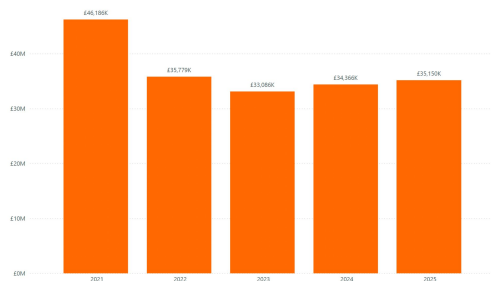
Proportion of people who donated or sponsored in the past 12 months



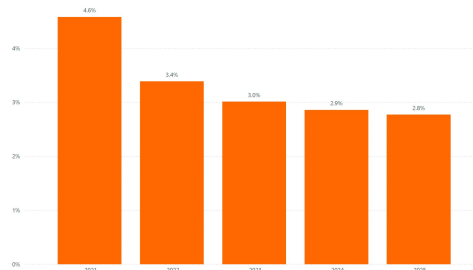
Base: All respondents. 2016, N=8,137; 2017, N=12,211; 2018, N=13,277; 2019, N=13,499; 2020, N=13,406; 2021, N=13,575; 2022, N=13,148; 2023, N=13,184; 2024, N=13,489; 2025, N=12,913

In real terms, cash programmes are in decline

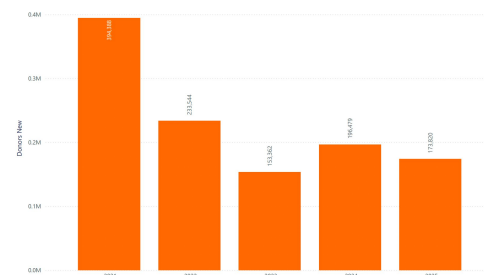
Cash: Income by Year



Cash: Income Portfolio by Year



Cash: Volume of New Supporters by Year



SOURCE: Charity Benchmarks 2025

Something isn't working

❄ Cold Channels

🔥 Warm Channels



Cold Channels

Urgent unmet
need, simple
tangible solution



Warm Channels

Complex more
sophisticated
programmatic
work, stronger
storytelling,
recognition

❄️ Cold Channels

Urgent unmet
need, simple
tangible solution



🔥 Warm Channels

20% Active

80% Lapse

❄️ Cold Channels

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need, simple
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❄️ Cold Channels



Film/TV



Social



Dialogue



Print



🔥 Warm Channels



Mail



Email



Telephone

❄️ Cold Channels



Film/TV



Social



Dialogue



Print



🔥 Warm Channels



Mail

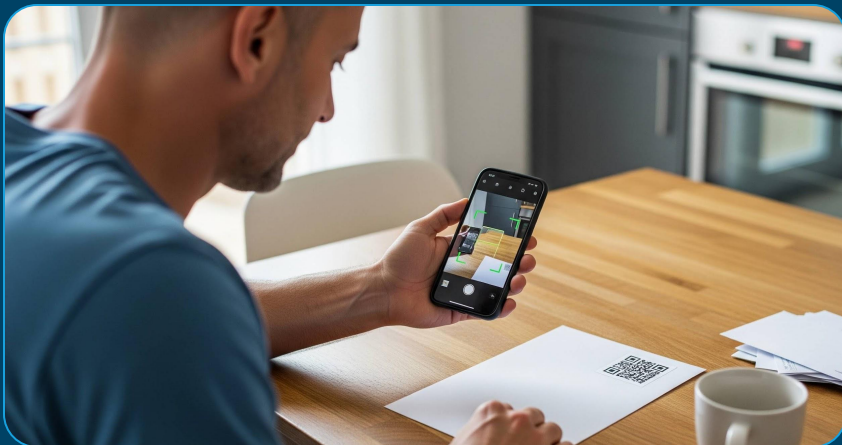


Email



Telephone

**Our supporters don't live in
one channel**



**We need to get out of our
channel silos and think
differently**

We need to stop briefing for a channel execution and start briefing for an appeal that will travel across ALL channels and audience



Mail



Email



Phone



Instagram



Tik Tok

We need to stop briefing for a channel execution and start briefing for an appeal that will travel across ALL channels and audience



Facebook



SMS



Whatsapp



RCS

THE PROBLEM

**Appeals need to become more
sophisticated...**

THE REQUIREMENTS

We need an approach that ticks all the boxes



Donor Retention

Focus on **improving donor retention** by engaging all our segments.



Individual Value

Increase **individual donor value** and grow mid value segments.



Multi-Channel Deployment

Can be deployed **across channels** to meet our donor behaviours.



Maximize Appeal ROI

Leverages **more value from the time, money and effort** invested in developing appeals.



Manage Complexity

Enables us to **handle increased complexity** efficiently across operations.



Agile Testing

Cost effectively test **new creative and propositions** in cold channels.

**A new blueprint for appealing
to our supporters in all the
channels**

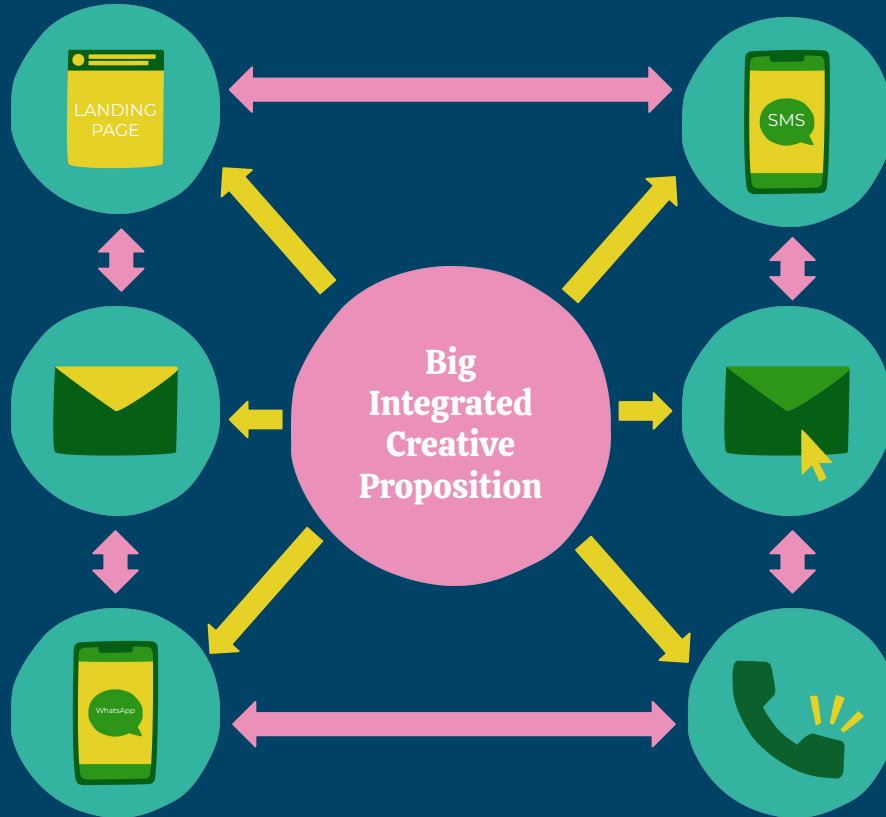
THE APPROACH

**Deploying a 'big creative' idea
that can be activated across
audiences and channels**

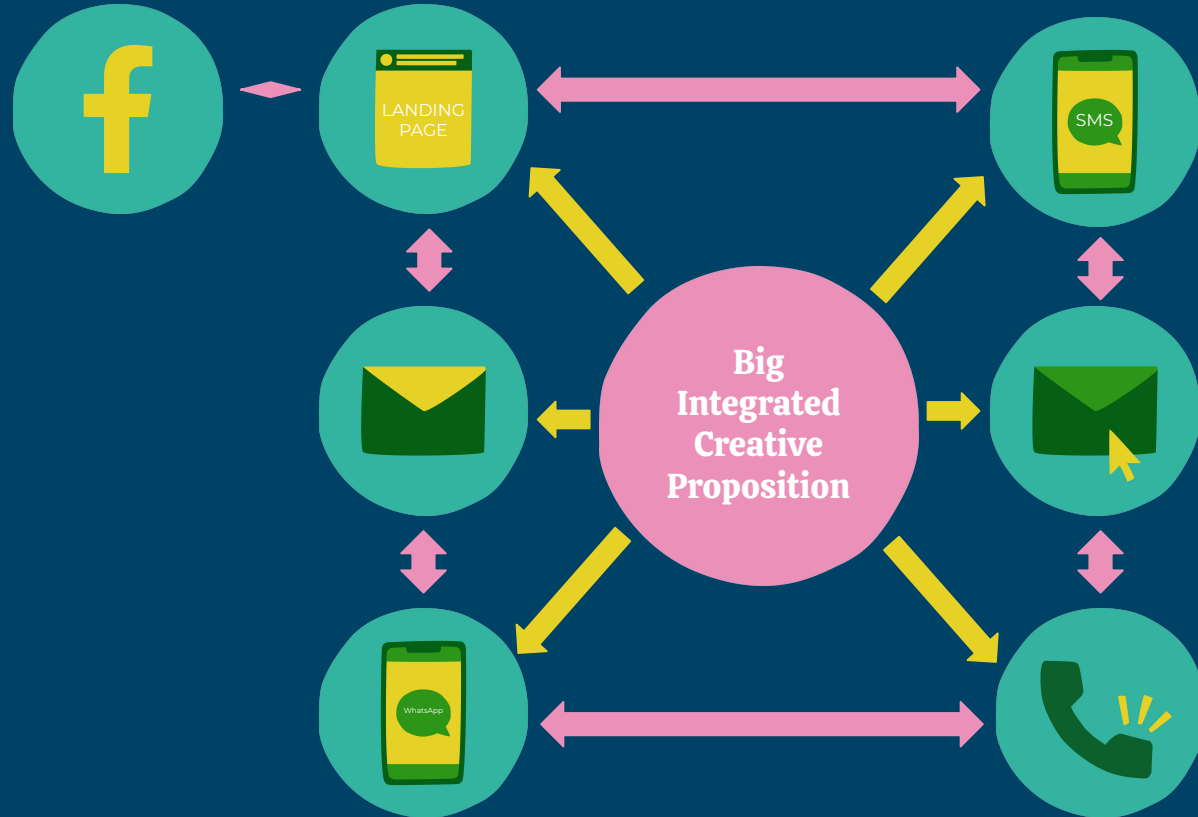
THE APPROACH

**We call this the Appeal
Ecosystem**

THE APPEAL ECOSYSTEM



THE APPEAL ECOSYSTEM



THE APPROACH

**Each ecosystem is deployed
over 4 to 6 weeks**

THE APPROACH

Time to tell the story properly



STEP 01

**Unpack the
story**



STEP 02

Build the need



STEP 03

**Show the
impact**



STEP 04

Make the ask

THE APPEAL ECOSYSTEM

Appeal Ecosystem 1: Spring



4 to 6 weeks

Appeal Ecosystem 1: Summer



4 to 6 weeks

Appeal Ecosystem 1: Winter



4 to 6 weeks

THE APPROACH

With a clear ROI focused model to determine:



Choice of Channels

Selecting the optimal mix of communication streams per audience segment.



Frequency

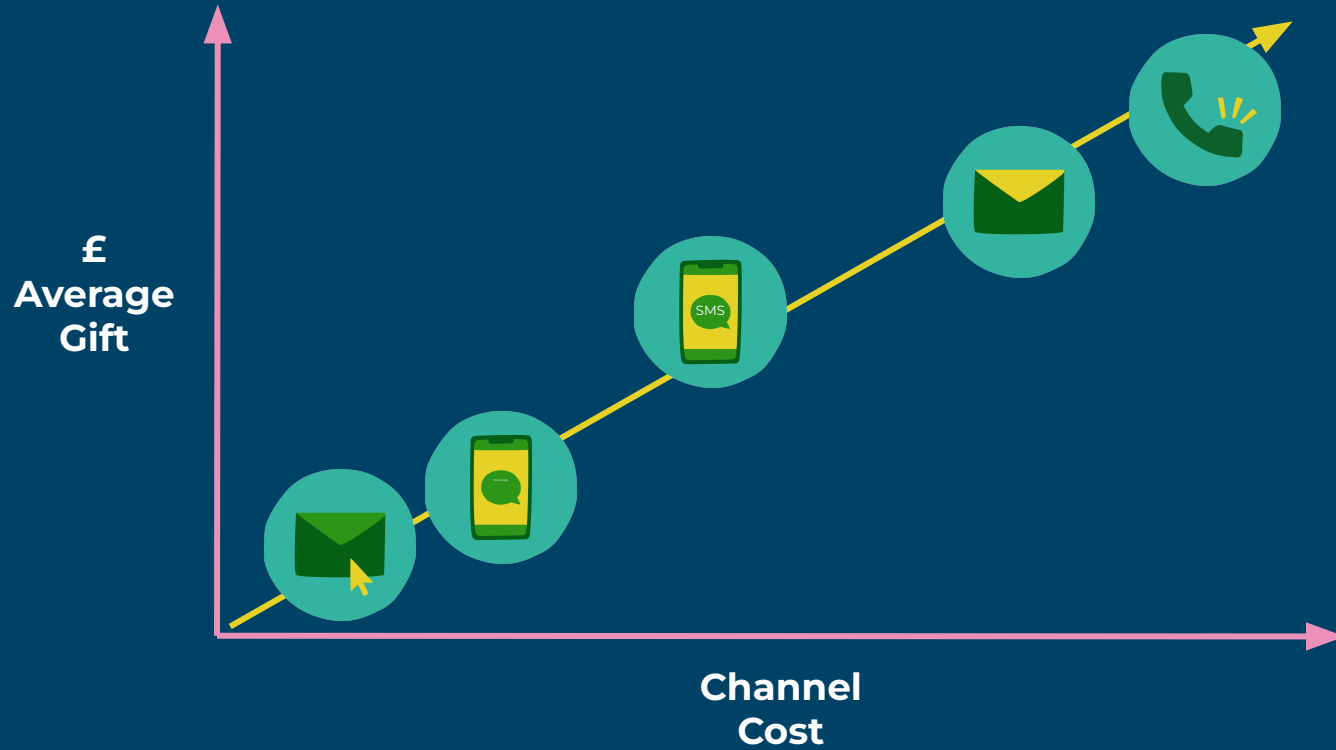
Balancing touchpoint cadence over time to maximize engagement.



Strategic Asks

Tailoring ask levels according to our supporters RFV .

THE APPROACH



THE APPROACH

This approach also enables us to focus on growing the value and volume of the mid-value file

THE APPROACH

**To do this level of
sophistication and complexity
requires a clear and structured
development process...**

Our Methodology

Our ecosystem methodology is delivered through a series of structured phases, outlined below and explored in more detail on the following slides.



THE APPROACH

So let's get into the detail

**Increased Lifetime Value
Review and Optimise**

Build the Appeals

Segmentation, Messaging Framework & Testing

Design Yearly Appeal Programme
Budget, KPIs and laydown

Lay foundations

Increased Lifetime Value
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Laying foundations: Your strategy, focus & content

01

What is your organisation going to be doing over the next 12 months that your audiences will be interested in and motivated by?

02

What's different or unique about that?

03

What is your organisations and fundraising strategy trying to achieve?

04

What projects or programme areas best to bring it all to life?

05

What brings the need to life?
What solutions are you providing?

06

What content will they provide?

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Laying foundations: Audience Insight

01

Where did your donors first give, and what was it to?

02

What actions have they taken subsequently?

03

What asks/ appeals have they responded to?

04

What channels do they consent to hearing from you in?

05

What else can we learn about them? - from YouGov Profiles or your own research

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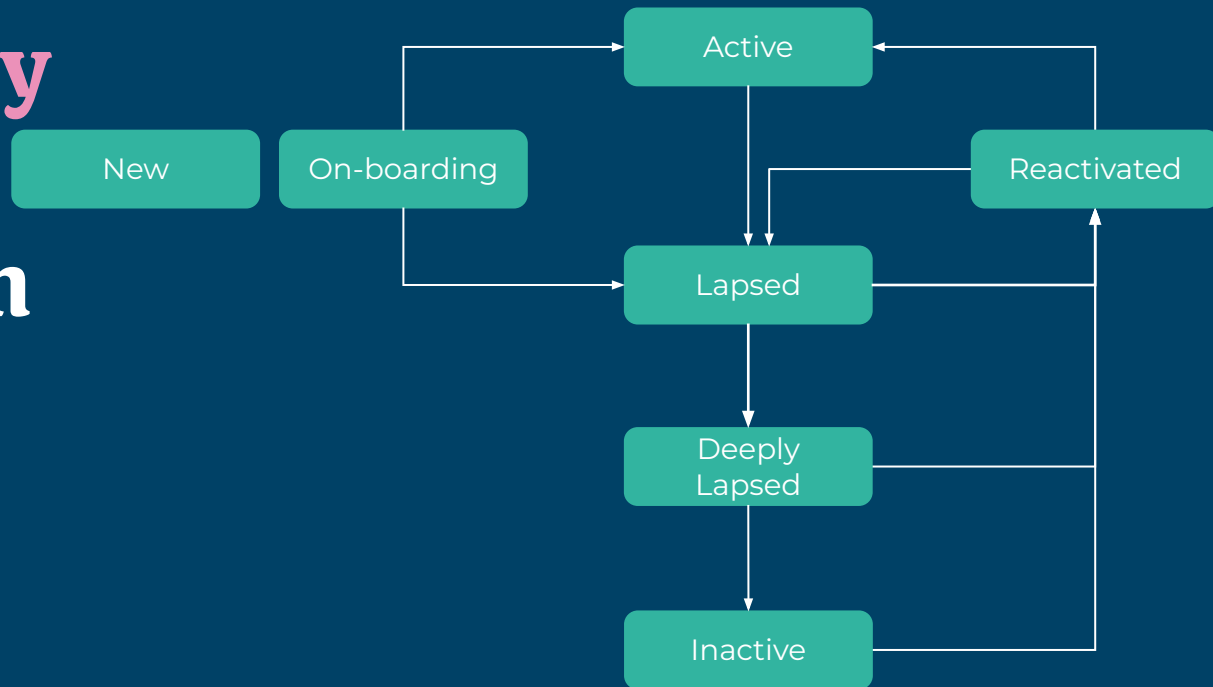
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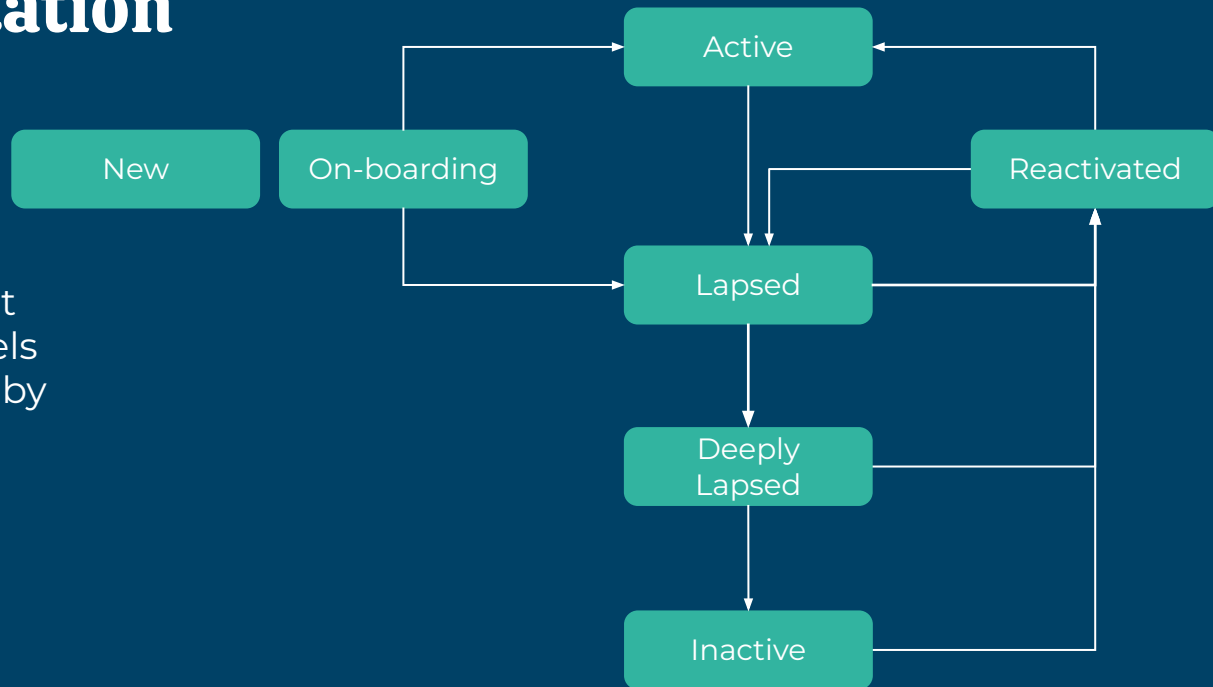
LAYING FOUNDATIONS: GROWTH SEGMENTATION

First, we apply
the Growth
Segmentation
Model to
your data



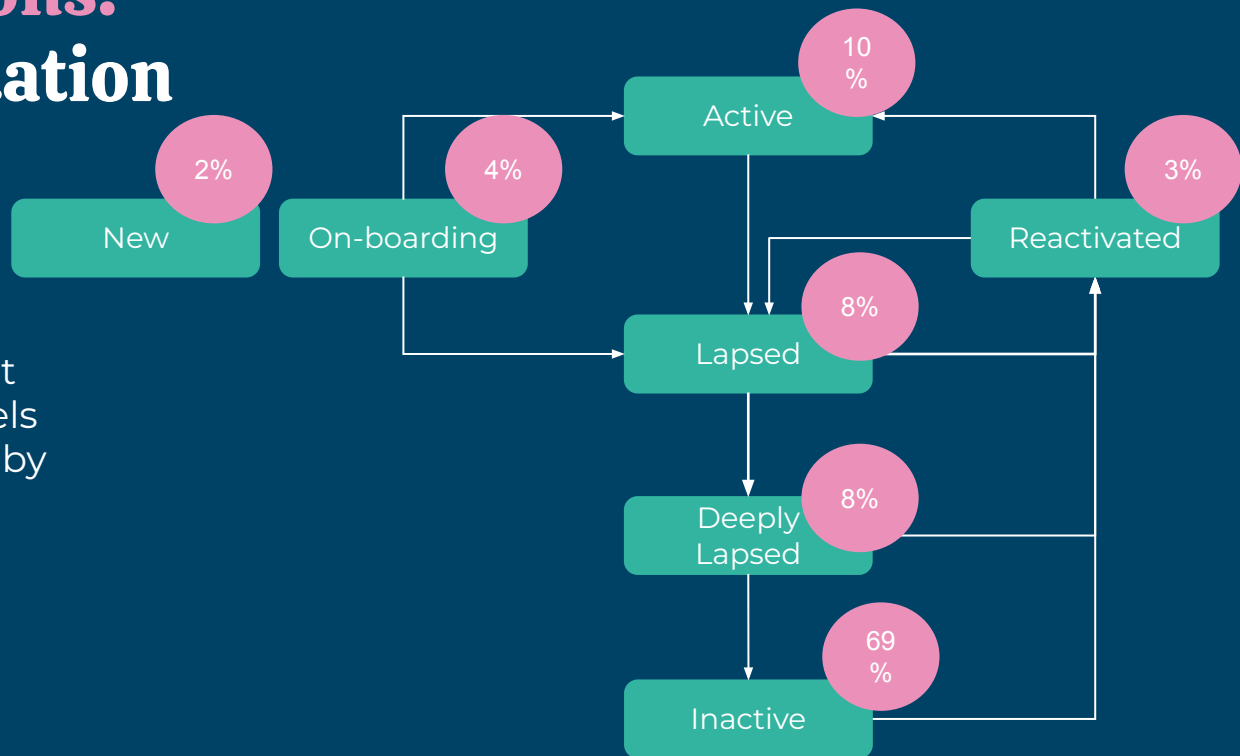
Laying Foundations: Growth Segmentation

- The model is refreshed annually, based on the previous years behaviours.
- Using this model we can set strategic objectives, channels strategy, prompts and asks by segment



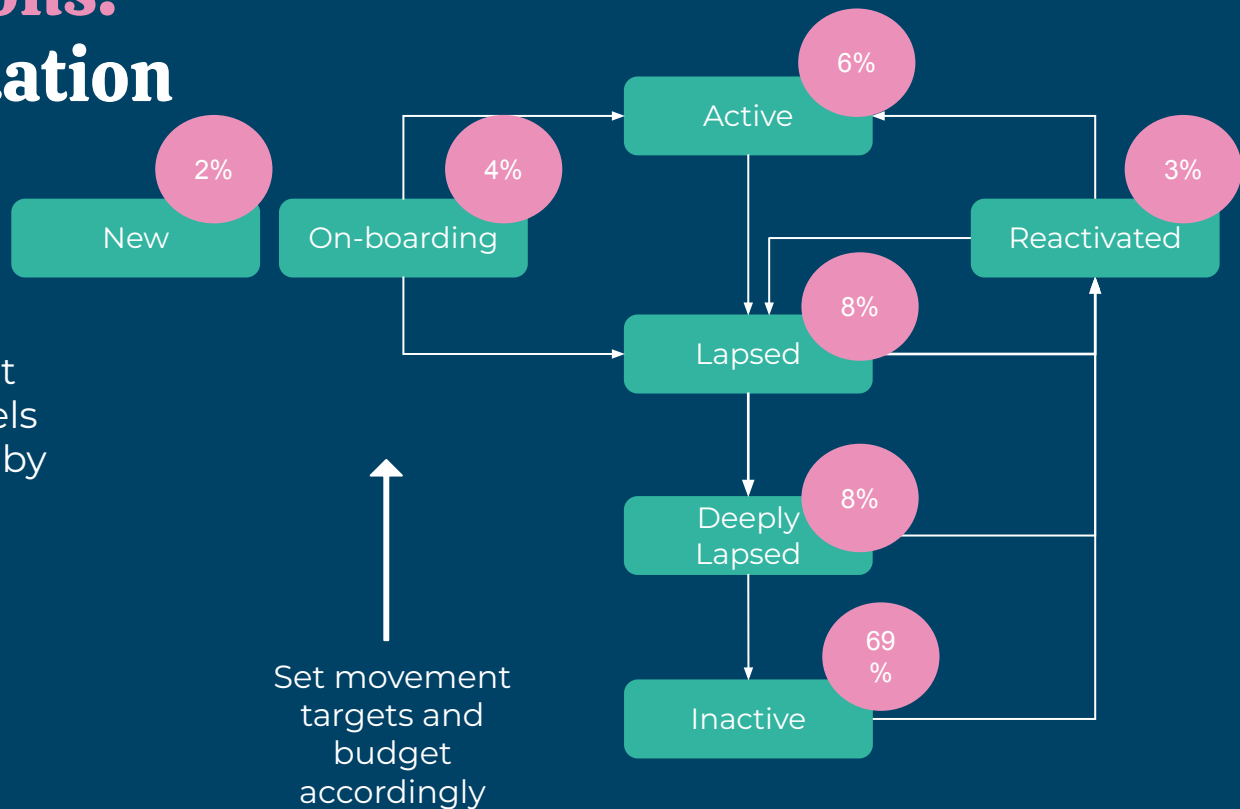
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LAYING FOUNDATIONS: GROWTH SEGMENTATION

Segment	Segment description	Primary objective	Prompt / ask strategy	Channel approach	Target
Onboarding					
Active					
Reactivated					
Lapsed					
Deeply lapsed					
Inactive					

LAYING FOUNDATIONS: GROWTH SEGMENTATION

Segment	Segment description	Primary objective	Prompt / ask strategy	Channel approach	Target
Onboarding					
Active	Donated in two consecutive years	Protect and grow value and/or frequency	Confident, targeted asks. Test either a slightly higher prompt or an additional ask, not both at once. Introduce choice and reinforce supporter identity. We couldn't do this without you.	Full multi-channel programme. Sequenced appeals, one clear core story across all touchpoints. Appeals, impact and thank yous.	 X% Avge Gift
Reactivated					
Lapsed					
Deeply lapsed					
Inactive					

LAYING FOUNDATIONS: GROWTH SEGMENTATION

Segment	Segment description	Primary objective	Prompt / ask strategy	Channel approach	Target
Onboarding	First full year after a supporter's first gift	Secure the second gift quickly and establish a habit of giving	Tangible ask at/or just below first gift value. Build confidence by showing the impact of their first gift and clearly signposting what happens next. Keep the emotional story consistent.	Lead with the channel of first response. Follow quickly with one complementary channel. Tight timing, and short storytelling..	 X% Response
Active	Donated in two consecutive years	Protect and grow value and/or frequency	Confident, targeted asks. Test either a slightly higher prompt or an additional ask, not both at once. Introduce choice and reinforce supporter identity. We couldn't do this without you.	Full multi-channel programme. Sequenced appeals, one clear core story across all touchpoints. Appeals, impact and thank yous.	 X% Avge Gift
Reactivated	Missed last year but gave the year before	Re-engage emotionally and secure a low-risk re-entry gift	Lower prompts and lighter pressure. Focus on news- related relevance and ease rather than guilt ("where are you? We need your money"). Use new products or mechanics that feel accessible and are audience-led.	Fewer channels, clearer message. One primary channel with a light reminder. Avoid heavy frequency.	 X% Response
Lapsed	Gave again after at least one year of inactivity	Stabilise behaviour and prevent a second lapse	Do not push value. Repeat the product, ask type or tone that brought them back. Prompt at the same or slightly lower level to rebuild confidence and trust.	Mirror the reactivation channel first. Follow with one reinforcing channel only. Timing is more important than volume.	 X% Response
Deeply lapsed	No donation for two or more years	Test residual affinity and identify who is still reachable	Very low-barrier, single ask with a clear humanitarian emergency purpose. No assumptions about the relationship. Accept non-response as insight.	One primary channel only. No reminders unless there is explicit engagement.	 X% Response
Inactive	No donation for three or more years	Permission or exit, not income	Do not lead with an appeal. If asking at all, focus on consent, relevance and choice. Emotional value outweighs financial value.	Minimal contact. Consent-led digital journeys where appropriate. Clear option to stay connected or step away.	 X% Response

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Laying foundations: Your tech capabilities

01



DATA ORGANISATION

How is your data organised?

02



SYSTEM INTEGRATION

How joined up are your systems across channels and consent?

03



USER JOURNEY

How frictionlessly can you facilitate donations/actions

04



ACTION REPORTING

How well can you report on the actions your donors take?

05



LIMITATIONS

Are there any limitations that will hinder a coordinated approach like this?

Understanding your tech capabilities enables us to develop an integrated channel strategy

LAYING FOUNDATIONS: GROWTH SEGMENTATION

Channel	Primary role in the journey	Which audience it is best for	How it works with other channels	Making response easy and frictionless
				
				
				
				
				
				

LAYING FOUNDATIONS: GROWTH SEGMENTATION

Channel	Primary role in the journey	Which audience it is best for	How it works with other channels	Making response easy and frictionless
				
				
	Immediacy and decisive action. Converts intent quickly.	Active, mobile-native supporters.	Never introduces a new story. Reinforces messages supporters have already seen via mail or email at key moments. Ask for low value instant PSMS gifts.	PSMS and RGPSMS, instant upgrade to Direct Debit.
				
				
				

LAYING FOUNDATIONS: GROWTH SEGMENTATION

Channel	Primary role in the journey	Which audience it is best for	How it works with other channels	Making response easy and frictionless
	Emotional storytelling, personalised asks and impact reporting. Sets the core story and main ask.	Loyal, reflective, older and higher-value supporters.	Introduces the appeal narrative and anchors value. Digital channels echo the same language, imagery and ask levels.	BRE for postal response. QR codes and short URLs drive straight to a fast digital appeal page.
	Momentum and reinforcement. Builds urgency over time.	Digitally active warm supporters across values.	Mirrors the mail story, reinforcing key moments and responding quickly to developments. Flexible pacing across the appeal period.	Single clear CTA. Mobile-first donation pages. Pre-selected amounts where possible. Directs people to find out more, visit appeal page and join WhatsApp Appeal Group.
	Immediacy and decisive action. Converts intent quickly.	Active, mobile-native supporters.	Never introduces a new story. Reinforces messages supporters have already seen via mail or email at key moments. Ask for low value instant PSMS gifts.	PSMS and RGPSMS, instant upgrade to Direct Debit.
	Encourages a two way interaction and a great way to build engagement and trust. Close to a conversation.	All supporters who want to become more engaged and increase their understanding of the work and your impact.	Join from all channels. Supports both asking, campaigning and stewardship. Moves people from awareness to commitment. Allows for new content to be sent directly to supporters. Very sharable.	Clear, simple links. Lightweight but rich messages that feel human, not broadcast.
	Point of truth and conversion.	All supporters.	Brings all channels together. Headlines, imagery and asks reflect what supporters have already seen but builds the story with richer content.	Mobile-first design. Minimal form fields. Reassurance on security, impact and values.
	Deepens relationships and increases value conversion to RG.	Highly engaged supporters, regular givers and mid-value prospects	Follows exposure to mail, email or SMS. Builds on an existing story and invites deeper commitment or upgrade.	Simple verbal asks. Secure links sent by SMS or email during or after the call. Clear choice, no pressure.

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DESIGN YEARLY APPEAL PROGRAMME

Review the
foundations and
make a plan
together



**Following this discovery,
you then develop an annual plan
with KPIs, content direction
and timings**

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TEST AND LEARN



Messaging

Which messaging matters:

- Urgency vs Agency
- Identity vs collective impact
- Existing vs New Programmes



Segmentation & Ask

What is the best ask:

- Prompt & Shopping Lists
- One-off vs Regular
- Choice



Integration & Journeys

How channels work together:

- Timings
- Sequencing
- Social Retargeting



Format

Channel format testing:

- Static vs video
- A4 form vs DL form
- Long copy vs short

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Review and Optimise**

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Build the Appeals

01

Big Creative Idea

A single 'big idea' that runs consistently through all campaign executions.

02

Multi-Week Appeal Plan

Structured plan showing how the story unfolds over time detailing journeys, channels, segmentation, asks, actions, and timings to drive desired outcomes.

03

Campaign Assets

High-impact creative assets designed to bring the narrative and strategy to life across all touchpoints.

04

Rapid Testing & Optimization

Flexible framework providing the opportunity to test cold audiences quickly and cost-effectively.

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Increased Lifetime Value Review and Optimise

Appeal Ecosystem 1: Spring

Big Creative Idea

Appeal Plan:
What happens when

Channel Strategy:
What happens where

Growth Segmentation:
What happens to whom

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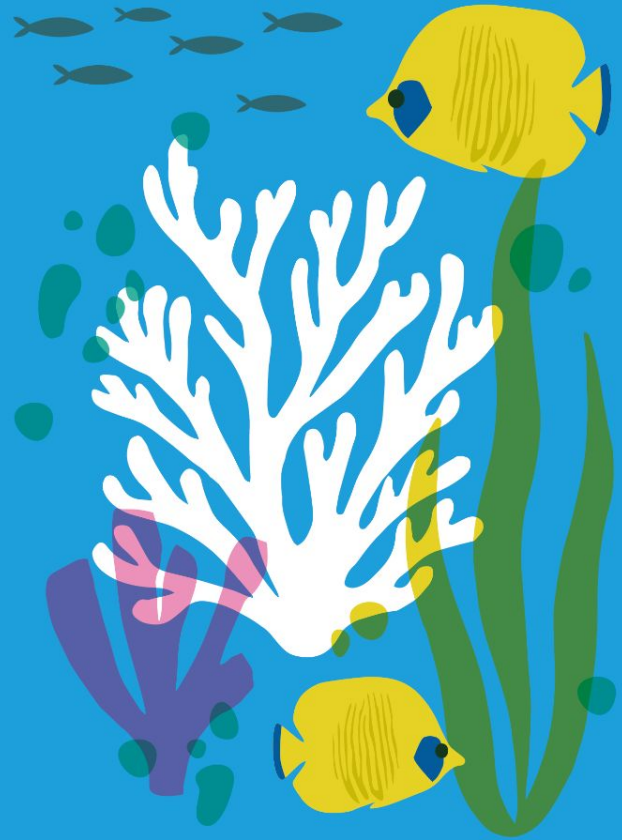
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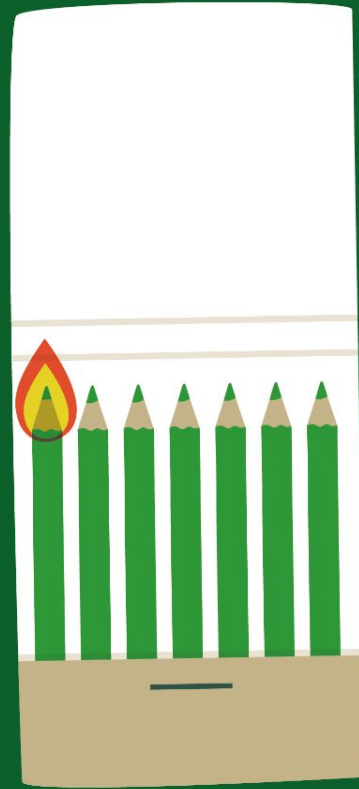
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The outcome

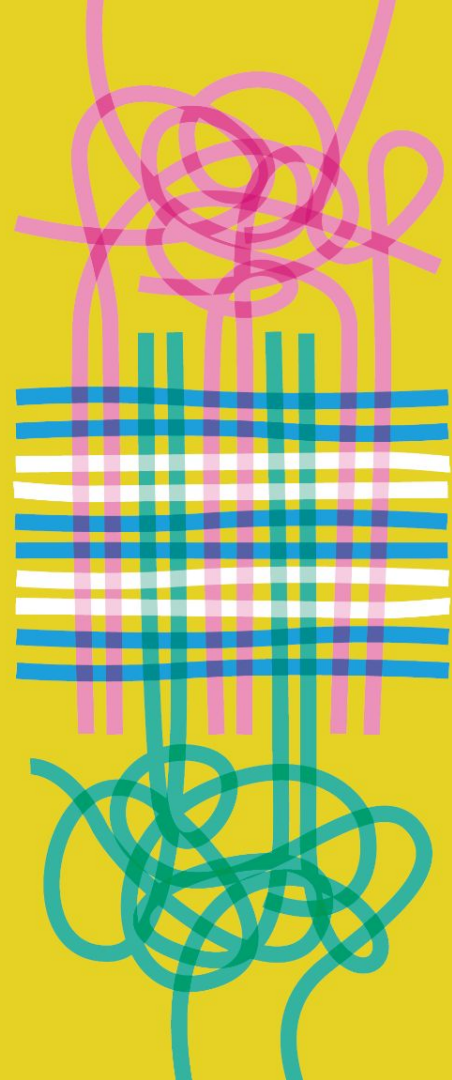
**The ecosystem
gives us a more
strategic way
to drive
lifetime value**



It leverages
our creative
proposition to
do more



**Helping break
down silos and
facilitating
collaboration
across teams**



Doing a better
job at
answering the
different needs
of our donors



And it turns
appeals from a
single moment
into a journey
that drives
engagement
and value



THE REQUIREMENTS

We need an approach that ticks all the boxes



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Focus on **improving donor retention** for the most profitable donors.



Individual Value

Increase **individual donor value** to grow mid value segments.



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Can be deployed **across channels** to meet modern donor behaviours.



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Thoughts?

