

Supporter journeys that actually happen.

Map less. Pick the moments that matter. Make one of them unforgettable.

The logo for Thread Fundraising, consisting of the word "THREAD" in a bold, sans-serif font above the word "Fundraising" in a smaller, regular, sans-serif font, both in white text on a dark green square background.

THREAD
Fundraising

Craig Linton

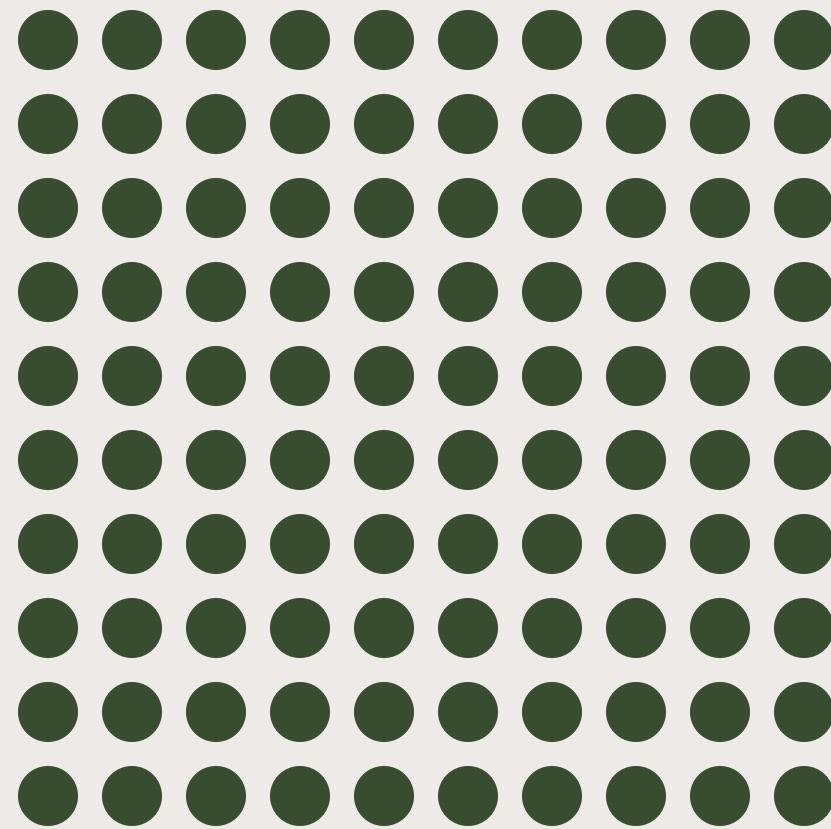
Director, Thread Fundraising



People **leave**.

Priorities **move**.

The tech can't **talk to itself**.

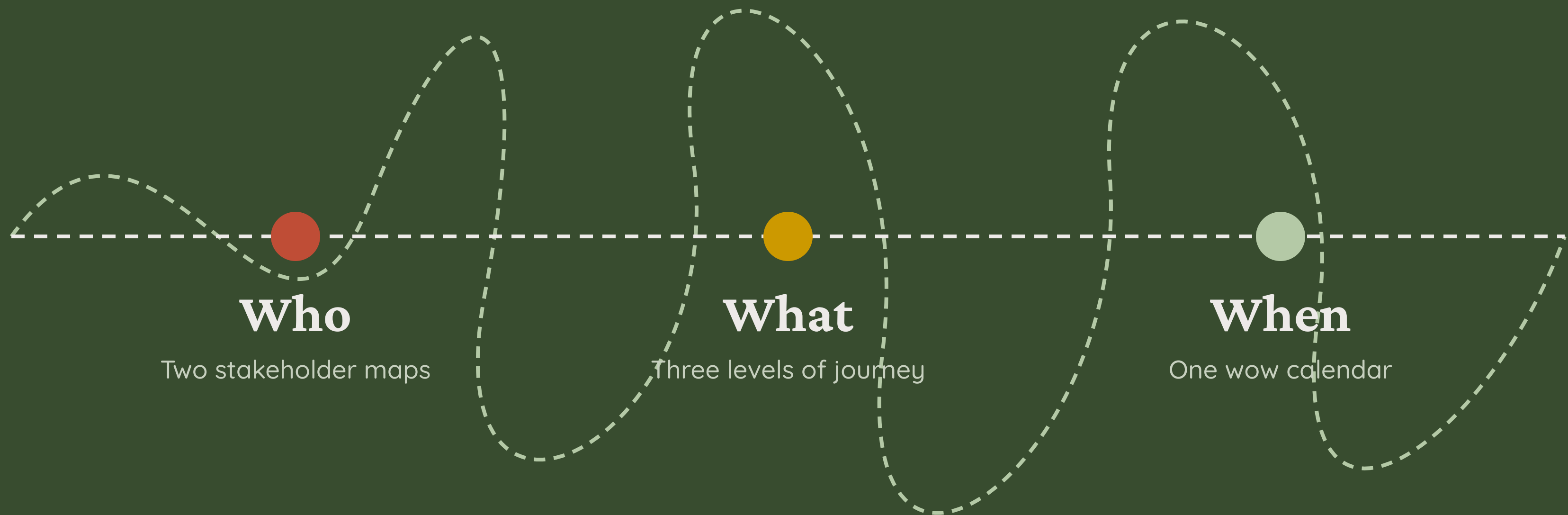


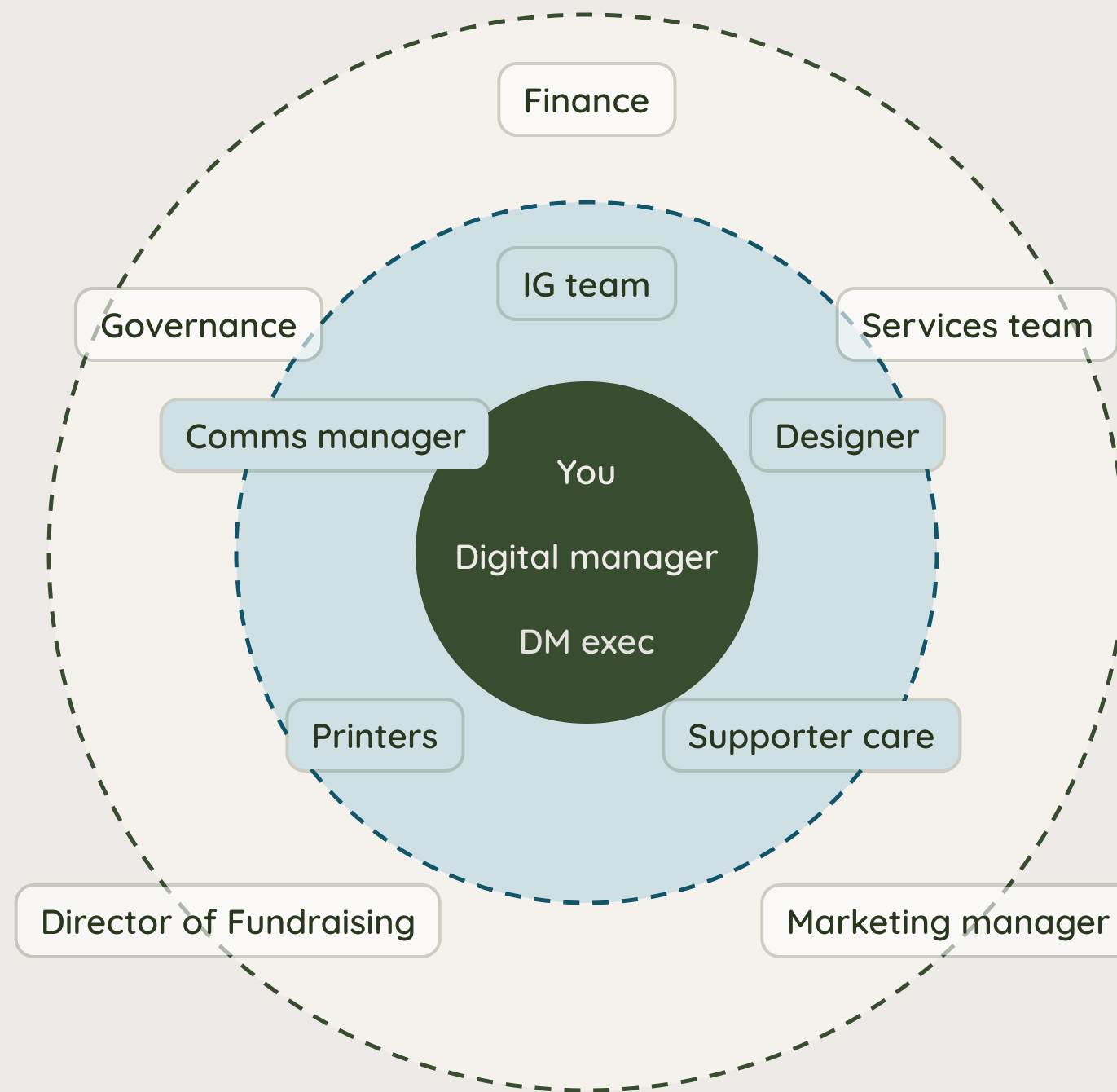
31%

drift away when they don't know how their gift was used.

62 emails

sent per subscriber by the average charity in 2024, up 9% on the year before.





Core team

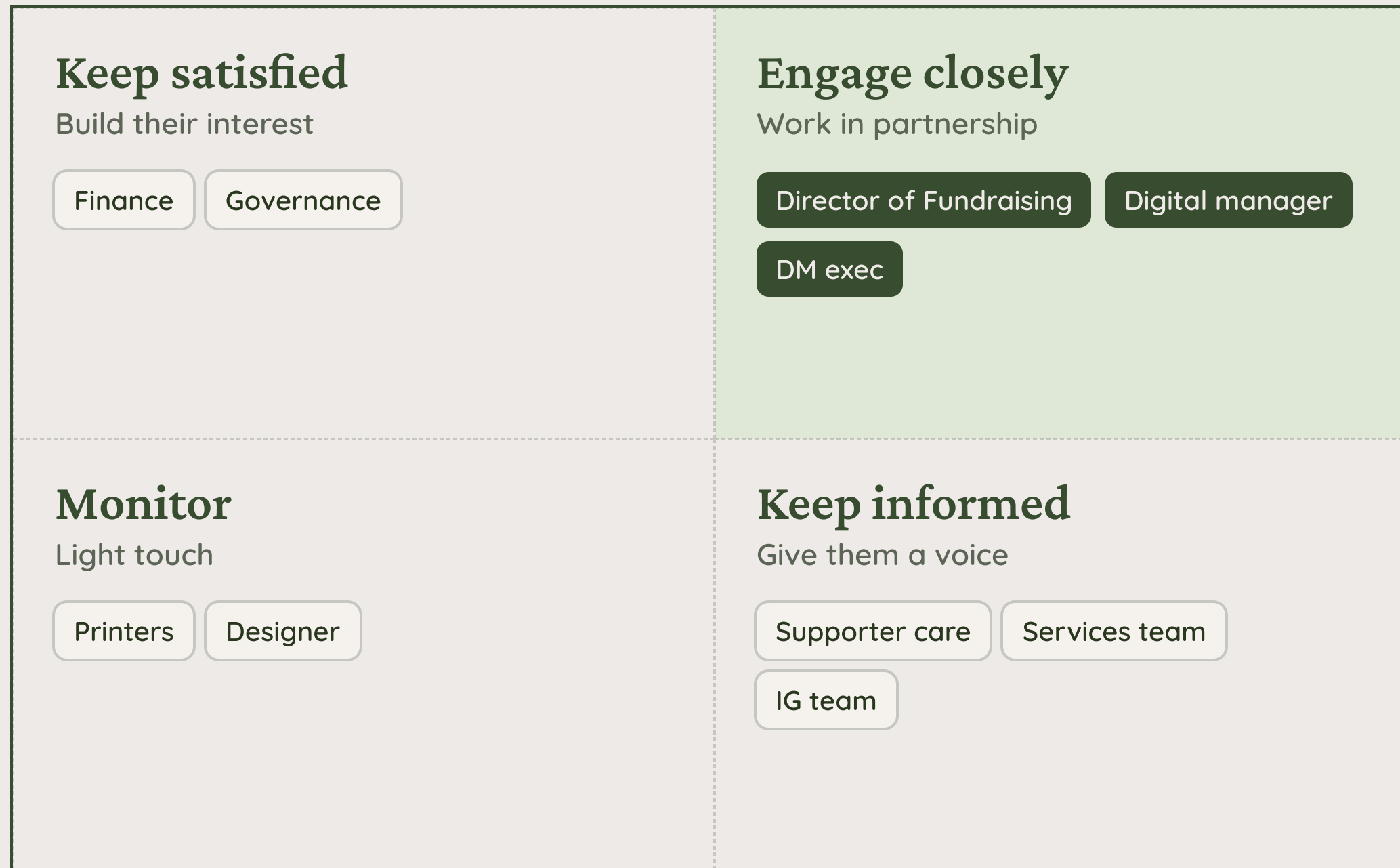
Does the work, week in, week out.

Involved

Gives input, makes things, signs off.

Informed

Needs to know, or it gets blocked later.

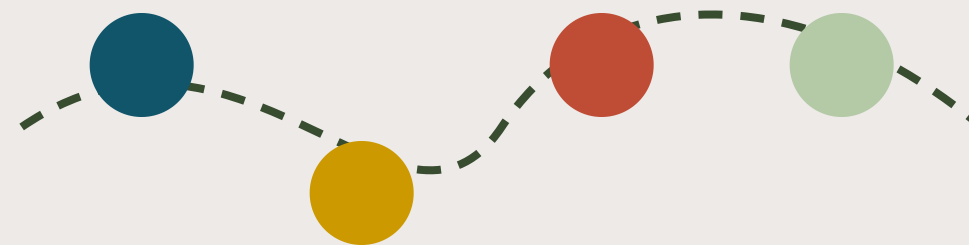


Supporter care sit bottom right. They hear what supporters really think every day. Most journey projects forget to ask them.



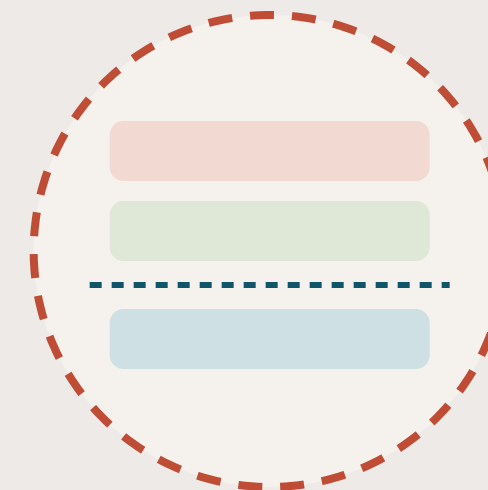
1 Overview

The whole journey on one line.
Stages and timings.



2 Jobs to be done

What every message has to do for
the supporter.



3 Moment map

One moment in detail: how it feels,
and what makes it work.





Welcome email 2 · before the first payment

“Because of you...” Three impact stories

Reassure

Gratitude

Connected

Jobs to be done is Clayton Christensen’s idea: people “hire” a product to get a job done.

Functional

“Did my gift go through?”

Get the basics right, fast and safely.

Respond promptly

Handle data sensitively

Emotional

“I made a good decision.”

How giving makes them feel about themselves.

Reassure them they chose well

Celebrate why they give

Generous gratitude

Social

“I’m part of this, and I want to share it.”

Belonging, connection, something worth telling others.

Make them feel connected

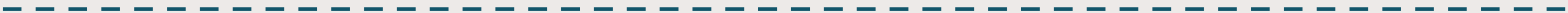
Get to know them better

Most journeys only do the functional jobs. Supporters stay for the emotional and social ones.

How does the supporter feel?

Who and what do they meet?

LINE OF VISIBILITY



What must be in place behind the scenes?

What needs fixing or adding?

Annoyed.
Confused.
Insulted.

● Making the gift

Sad remembering my friend, but pleased to help. Form was smooth.

Website and donation form, with Gift Aid and consent

Check the opt-in wording and the thank-you page

● The receipt

Annoyed, confused, insulted. **“Is this a purchase?”**

An email from shopper@worldpay.com

Replace the payment template with your own warm receipt

● Thank-you email

A bit happier. Nice to get a personal email. A little bland.

An email from Jane, Head of Fundraising Operations, the next day

Send it instantly. Mention who the gift was for

● The next appeal

Irritated and bored. **“Why no mention of my friend?”**

A Covid appeal letter from the chief executive

Use the in-memory data you already hold

HIGH IMPACT, HARD

Connect the API to automate journeys

Values in every welcome email

Play supporter feedback back to them

HIGH IMPACT, EASY

Impact stories and case studies

Warmer language

LOW IMPACT, HARD

Improve the thank-you page

LOW IMPACT, EASY

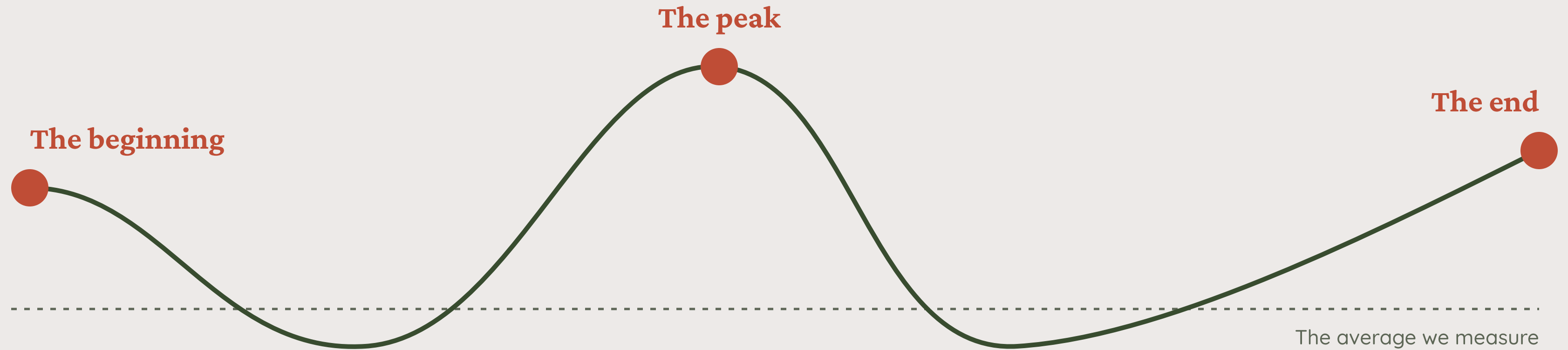
A named contact, easy to reply to

Review and update letters

New email template

Start here

Hard isn't never. Put the big projects on the plan with an owner. Just don't wait for them.



Beginnings count most

A 2024 study of over 5,000 hotel stays found the first impression mattered more than the peak or the end. For a supporter, that's the welcome.

Peaks are designed

Spotify Wrapped is a peak built on purpose: your year as a story about you, made to share. 200 million people looked in its first day (December 2025).

Ends stick

We judge an experience by its best moment and how it ends. So the last thing a supporter hears from you matters.

Peak-End rule: Daniel Kahneman. Hotel study: McCullough and others, Journal of Business Research, 2024. Spotify figures: Spotify, via TechCrunch.



- 1 **The envelope says thank you** before you open it.
 - 2 **The first thing inside is about you:** “You’re amazing!”
 - 3 **A letter with one child’s story** shows what your gift does.
 - 4 **A card to keep:** “Thank you for helping keep families together.”
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Every piece thanks the supporter first. The welcome is the peak, not a pack of admin.

Ramadan 2026. Each of 40,000 donors got an email, their own web page showing their giving and what it did, and a short voice note greeting them by name.

75% more given per email
opened than their usual
emails

Built from a spreadsheet export of an old database. You don't need a new CRM to make every donor feel seen.

The voice was an AI copy of a real colleague. Your AI policy must allow this and you should disclose this clearly to supporters.

Helping the Needy with Giving Analytics. Case study: Third Sector Awards 2026 finalist entry, "Hyper-personalisation at scale", thirdsectorawards.com. 75% is the charity's own figure.

Plan A

- ~~Fully automated emails~~
- ~~Automated WhatsApp sequences~~
- ~~Surprise moments at every milestone~~

Plan B

- Three emails and one WhatsApp
- Tailored by live JustGiving data
- Four versions, by amount raised

88%

of walkers who had raised £250+ raised more in the next five days. On average, £275 more a page.

A hospice’s sponsored walking event, spring 2026. 68 of the 180 pages we could match in JustGiving. No control group, so read it as a strong signal, not proof.



300+

people messaged by
SMS and WhatsApp

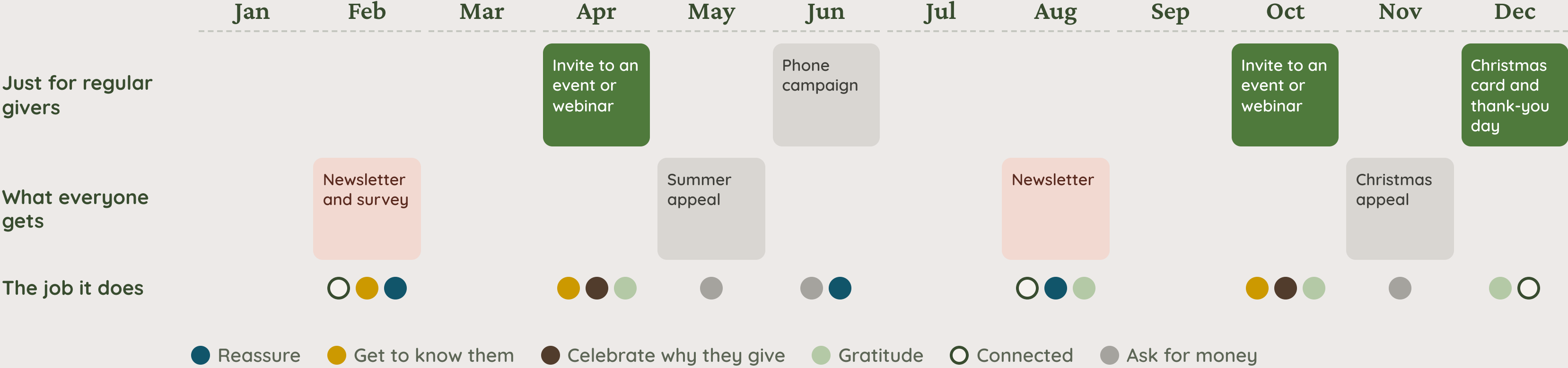
500

messages read,
sorted and
answered

83

in a single day

- 1 Campaign supporters who opted in got an automatic thank-you, and “Do you have any questions?”
- 2 An AI chatbot answered from the charity’s own knowledge base, in its voice.
- 3 Medical questions, and anything it couldn’t answer, went to a person.



Any time, triggered by the supporter: anniversary card · thank-you call every two years · upgrade call every two years, from year one · save programme if a payment fails

Of 8 planned moments

5 give something back

3 ask for money

Regular givers	Webinar with the chief executive		Thank-you day	Impact and gratitude report	Anniversary thank-you. Birthday email
Major donors	Thank-you video from someone they helped	Open day invite	Supporter event	Personal update on impact	Updates on the project they funded
Direct mail givers	Webinar with the chief executive		Thank-you day	Impact and gratitude report	Recognise their biggest gift and years of giving
Event participants	Thank-you and feedback event for last year's team		Impact report and webinar		Pre-event gratitude pack. Thanks and feedback after

80/20

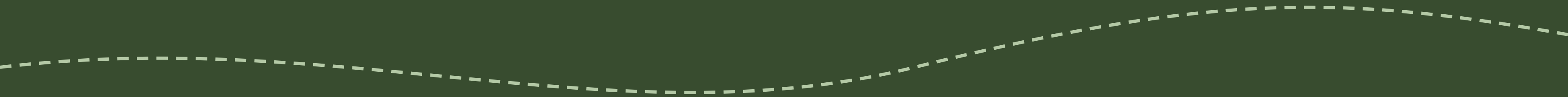
Can't do it for everyone? Use the Pareto principle. A small share of supporters usually gives most of the income. Start with your top 10 or 20%, then widen it as you go.

Donor WOW Designer builds low-cost wow moments for your supporters, using the Heath brothers' four ingredients: elevation, insight, pride and connection.

Tell it who the supporter is and what they did. Get ideas you can use this week.

Free, with no limit on WOW ideas. No card needed.

toolkit.threadfundraising.com

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- 1 **Get the right people in the room.** Three circles, then interest and influence.
 - 2 **Break the journey into moments.** Fix them one at a time, quick wins first.
 - 3 **Design the beginning, the peak and the end** on purpose.
 - 4 **One wow moment beats twenty average ones.** Put it in the calendar.

Consultancy

Individual giving reviews, supporter journeys and donor care.

Supporter Journey and Experience Platform

AI added to the systems you already use: thank-yous, welcome journeys, SMS and WhatsApp.

Training

Sessions for your team, and online courses through Thread Learning.

Thread Toolkit

AI fundraising tools for smaller charities, including the Donor WOW Designer. Free to try.