

**PARTICIPANT WEBINAR**

# **Winter appeal 2022 benchmarking**



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Open



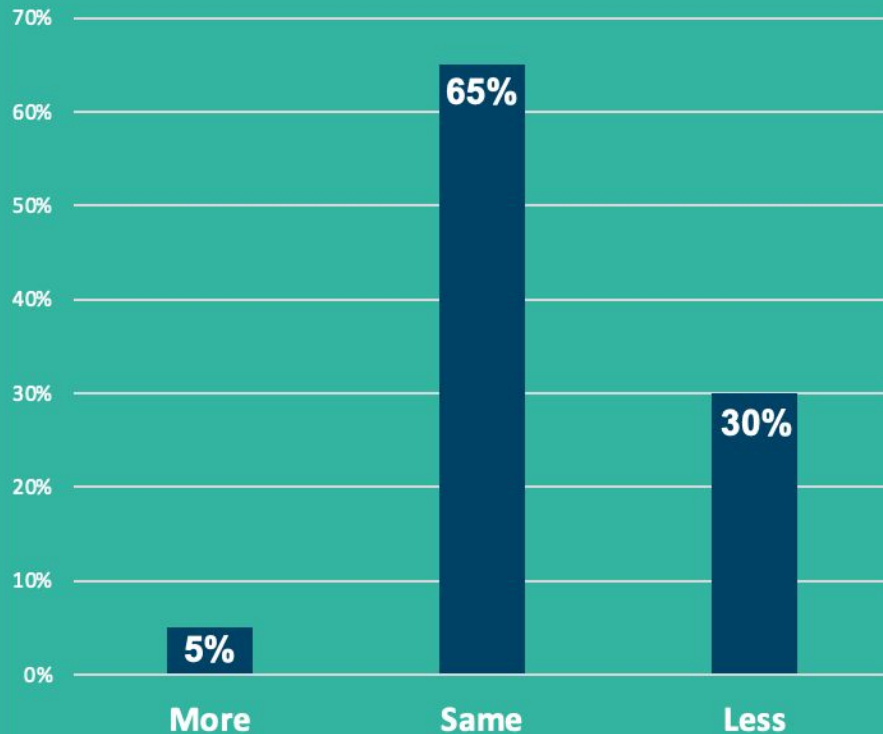
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Creative Strategy  
Director, Open

# Today...

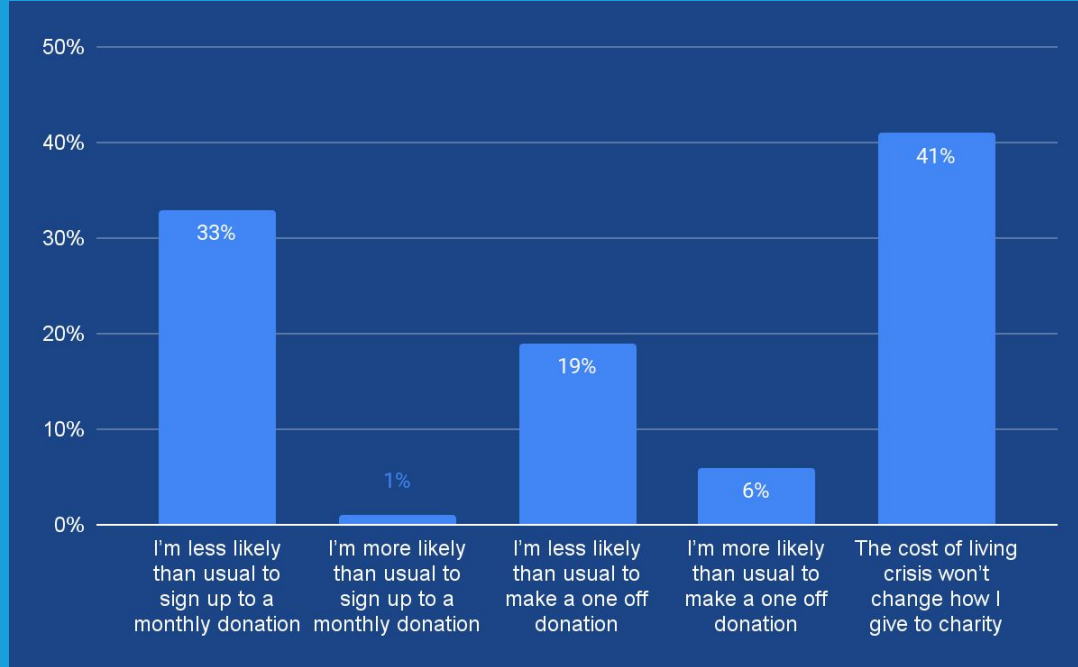
- A bit of context
- What we set out to learn
- What we've discovered
- Conclusions
- Benchmarking results
- Innovation
- Q&A
- Keeping in touch

**In September we surveyed  
over 1,000 donors to ask  
how they planned to give  
this winter...**

**30%**  
planned to  
give less



# A third were less likely to take on new RGs



**Do you think the rising cost of living will change how you support a charity?**

**Unsurprisingly,  
UK poverty and  
homelessness had  
the highest  
consideration...**

CATEGORY	PERCENTAGE
UK poverty	21%
Homelessness	20%
Children	16%
Animals	16%
Healthcare or disability	14%
Mental health	13%
Medical research	13%
Other cause close to my heart	12%
Local community	11%
Environment	10%
Overseas aid and development	6%
Military	6%
Human rights	4%
Heritage or arts	3%
Not sure	32%

**So what happened?**

**Impact on Cold?**

**Impact on Warm?**

**We asked you...**

**Proactive steps?**

**Your thoughts?**



**58**  
**charities**  
**took part**



**You didn't all  
answer every  
question**



**53%**  
**of you are**  
**COL relevant**  
**causes**



# Findings



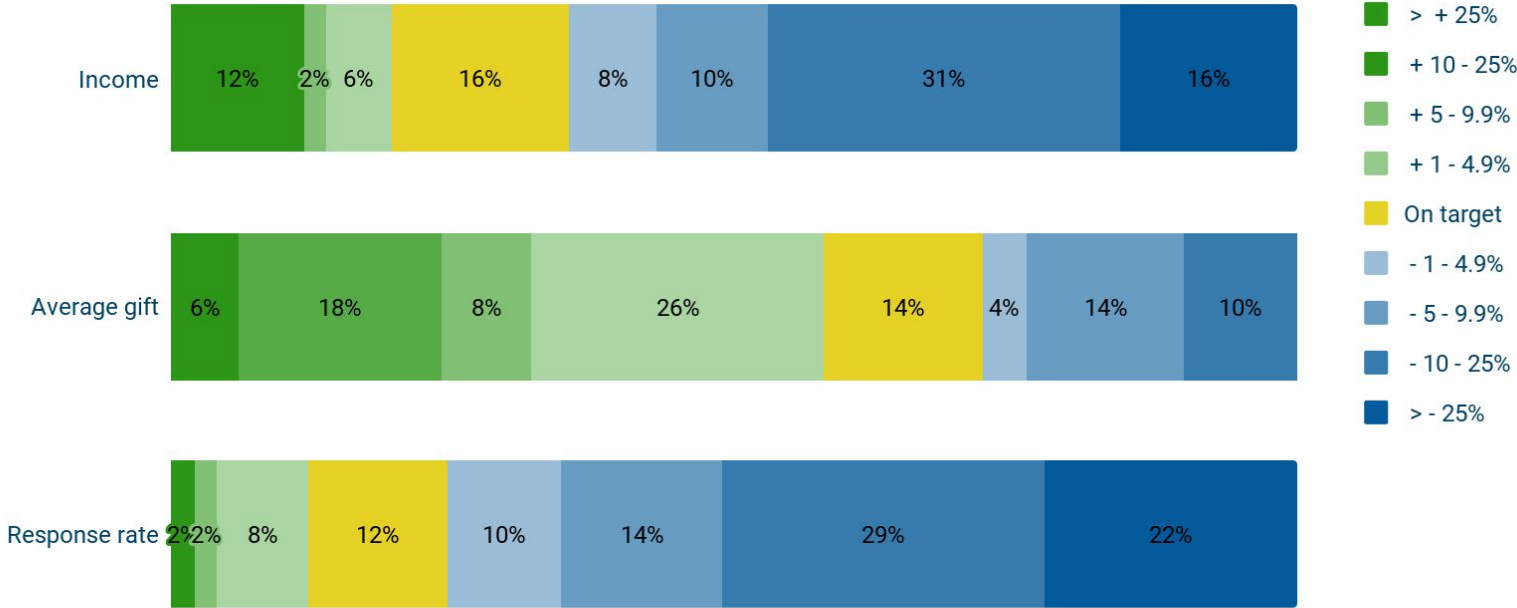


**Warm mail**



**Poll:**  
**When did your  
seed packs land?**

# Warm mail: results against target





**Warm email**

# Warm email: results against target



**What you did for  
warm activity...**

**39%**

Reduced  
income  
target

**2%**

Upped  
income  
target

**16%**

Reduced  
AG target

**20%**

Reduced  
RR target

**10%**

Contacted  
fewer donors


**25%**

Reduced  
ask amount

**65%**

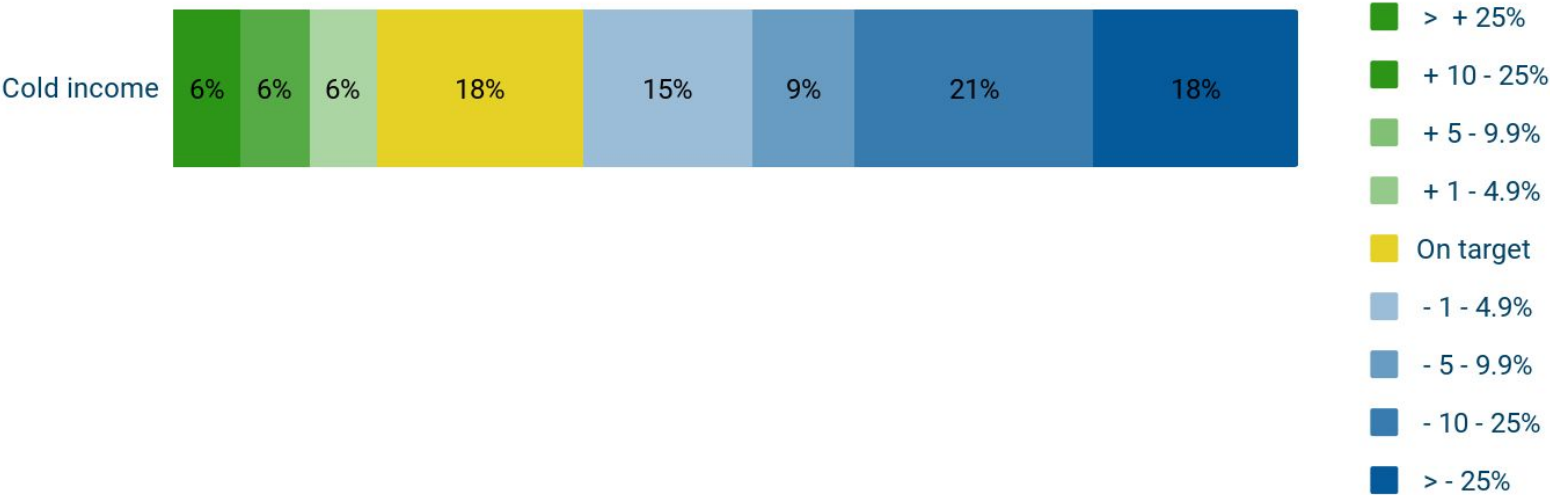
Referenced  
COLC

**Cold**



**Poll:**  
**Did your cold activity  
rely on Royal Mail?**

# Cold & warm income: results against target



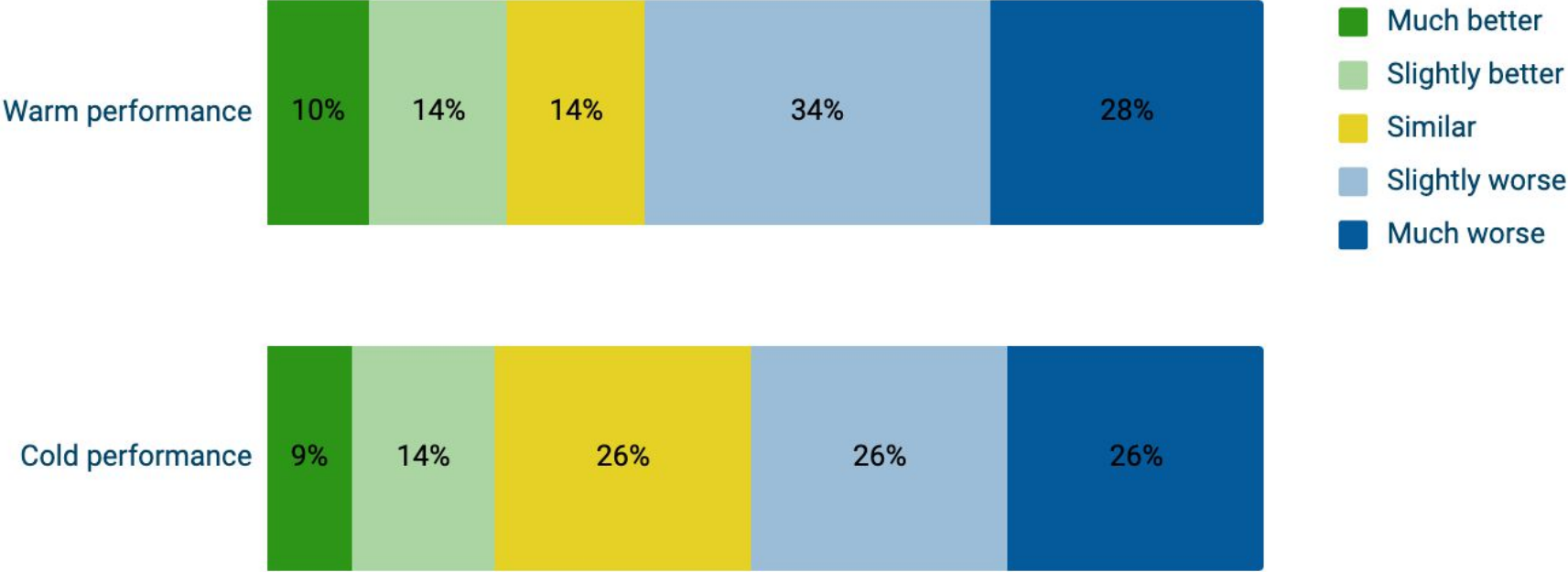
# Cold & warm income: results against target





**How does it compare  
to last year?**

# Performance vs last year



**What you did for  
cold activity...**

**39%**

Reduced  
income  
target

**9%**

Reduced  
RR target

**9%**

Reduced  
AG target

**6%**

Focused  
on two-step  
or cash

**15%**

Reduced  
ask amount

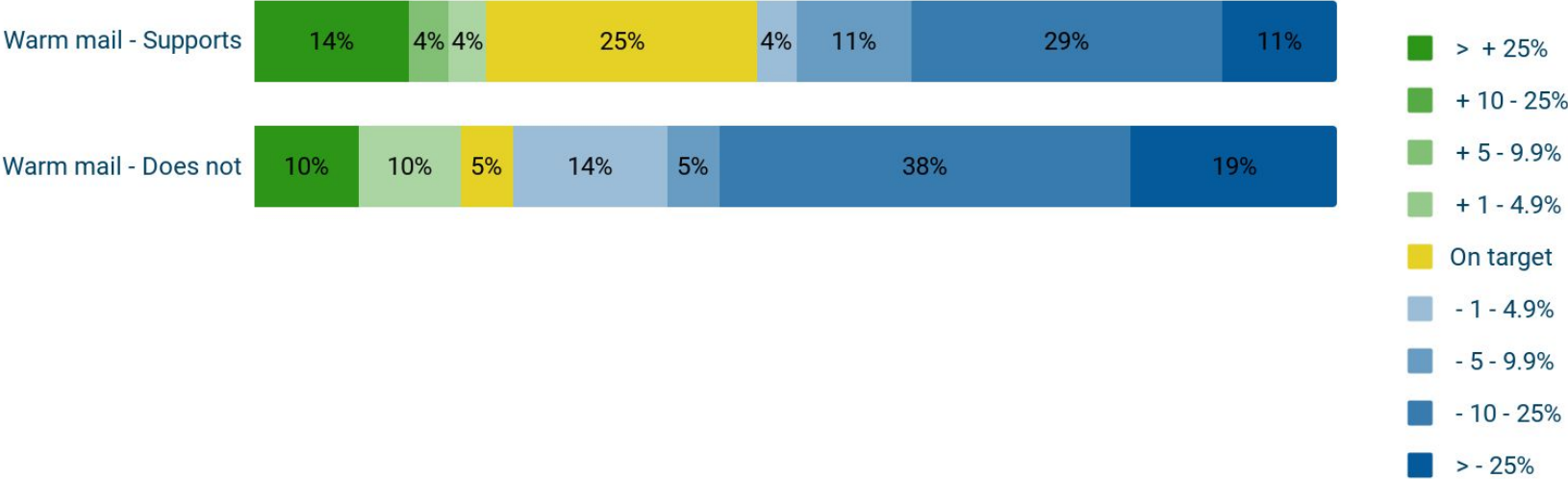
**45%**

Referenced  
COLC

**Relevance**

**What impact did  
relevance have?**

# Income by cause relevance

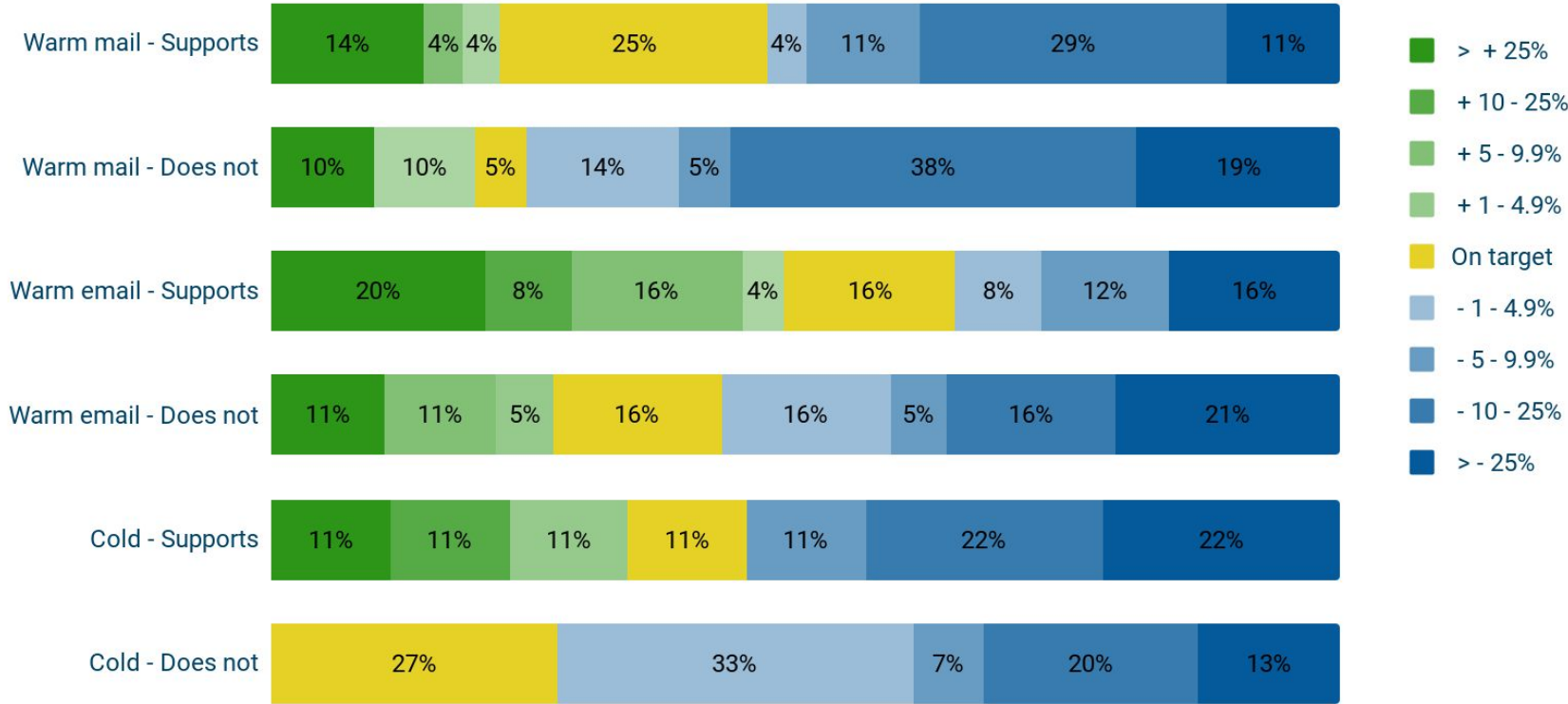


# Income by cause relevance



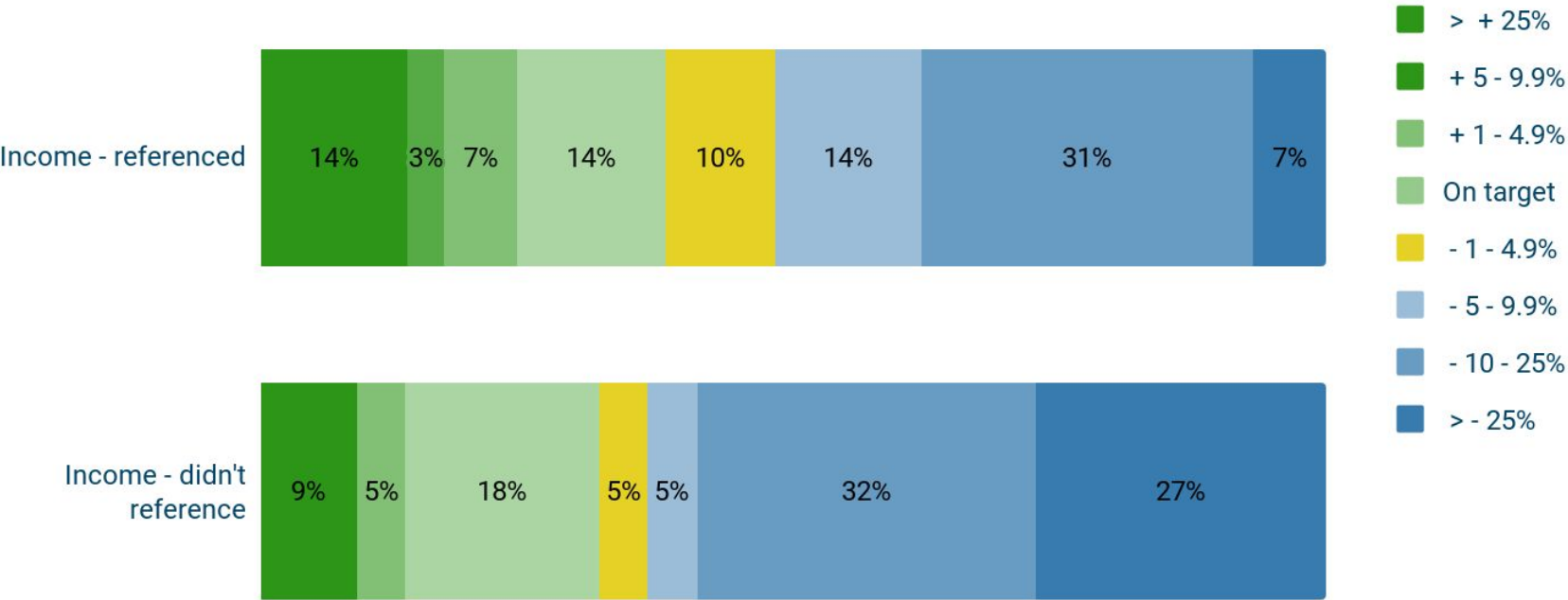


# Income by cause relevance

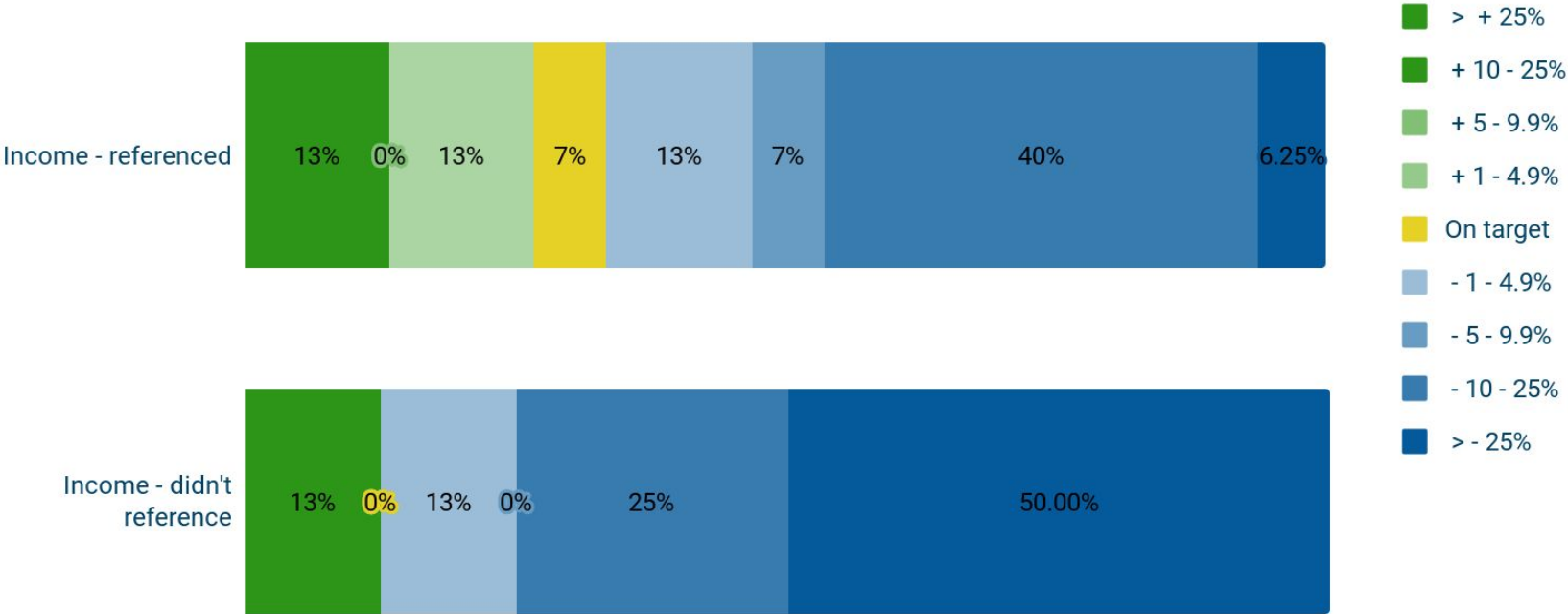


**And referencing it?**

# Warm mail: referenced COLC



# Warm mail: not a 'relevant' cause



**What you made of it all...**

Our econometric modeling had already indicated an impact from COL in the months leading up to Christmas.

We've seen a general trend this year of appeal activity performing approx 20% behind conservative budgets.

Response rate has been lower for mailings we have seen that trend throughout the year.

We know from TM that the COL crisis is affected the giving levels of our supporter base.

We have been seeing a decline in appeal results.

We've seen a shift from regular giving sign ups to one off.

We saw more new donors deciding to give cash – rather than regular giving.

**A SHIFT TO CASH**

We've seen a decrease in response rate across all DM activity in the past 12-months, and fewer large gifts.

# What happened this winter?

**LONGER TERM DECLINE**

**RELEVANCE HELPED**

We raised more money this year than any year previously.

We believe we are still seeing a hangover from heavy Ukraine donations.

**UKRAINE WAR**

Many people already donated to Ukraine and DEC and people have less money to give to fewer charities.

Impact was less than we expected – we have a cause directly linked to impact of COLC.

Supporters felt more inclined to give thanks to cost of living message.

We're very relevant right now and donations towards our work directly supported those at the sharp end of the cost of living crisis.

*Even more difficult to attract new donors*

*We have found it difficult to ask for donations whilst acknowledging that our very own supporters are likely to be struggling.*

*People told us not able to give more, some regulars not given at all.*

*Our response curve is very different to usual campaigns, and our average gift far outperforms anything we've ever achieved before so my gut feeling is the effect is more down to the postal strikes and only a little down to the cost of living crisis.*

*We know from TM that the COL crisis is affecting the giving levels of our supporter base.*

*Mail strikes had significant impact on DM.*

*General web income negatively impacted by cost of living.*

## **COST OF LIVING ISSUES**

# **What happened this winter?**

*People are having to budget more carefully.*

*We saw far fewer donors who have consistently given small gifts returning than usual this year, and also a number of our donors who typically give larger gifts either not giving or giving at a lower value.*

*Overall feeling by supporters not having the same disposable income.*

*Yes, the low response rate compared to recent years is definitely at least partly down to the cost of living crisis*

## **STRIKES & DELAYS**

*Warm mailing activity impacted by postal strikes – warm supporters still seem to be responding.*

*We rely very heavily on cheques in the post which have been affected by the strikes.*

*Response rates are lower than targeted (so far), we think this is more likely because of the postal strikes.*

# Conclusions





# Cost of living

- Keep stewarding
- Give choice and control (holidays, skips and downgrades)
- Work on your MV offering
- Relevance and urgency matters, and the cost of living crisis isn't the only thing happening in people's lives





# Royal Mail

- Acknowledge the need for a fast response
- Don't mail too late
- Keep an eye on strike dates
- Don't make offline channels their only option
- Work on email consent throughout the year





**WHAT'S NEW?**



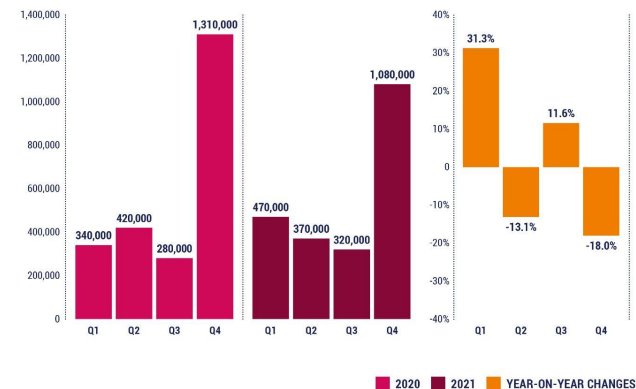
**Benchmarked  
insight helps  
us better  
understand  
the changing  
donor  
landscape**



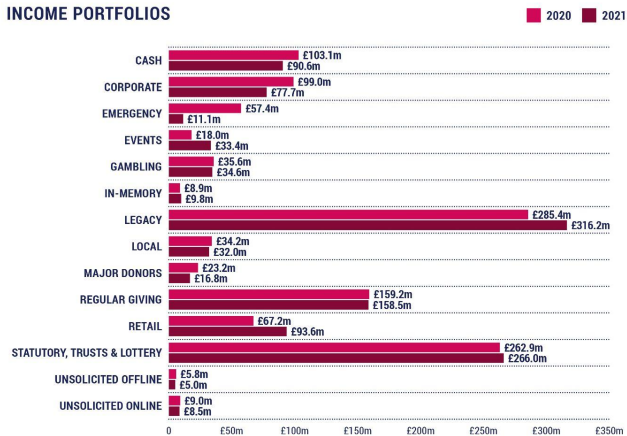
# CHARITY BENCHMARKS

## 2022

### VOLUME OF ACTIVE CASH SUPPORTERS



### INCOME PORTFOLIOS



"If the world  
is going to continue  
to be more uncertain  
we need to be better  
prepared."



**Innovation**  
**helps us keep**  
**up with the**  
**changes in**  
**audiences and**  
**behaviours**

**WHAT'S NEW?**

THE KEY INSIGHT

**When are we most relevant?**



## THE KEY INSIGHT

**People are most willing to give to a hospital charity in the moment just after they have been helped.**

## THE INNOVATION

**My Thank You is a  
simple way to say  
thank you to someone  
who has helped you  
out today.**





**You recruit  
supporters who you  
can contact with a  
range of asks.**

**Keep looking for insight**

**Keep innovating**

**Same time next year?**



**Any questions?**

## **Alex Srivastava**

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