

Fundraising in a perma-crisis

The view from donors

October 2023

beautiful
insights

Prepared for
**Leukaemia UK
Away Day**

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**We make listening
to supporters easier**





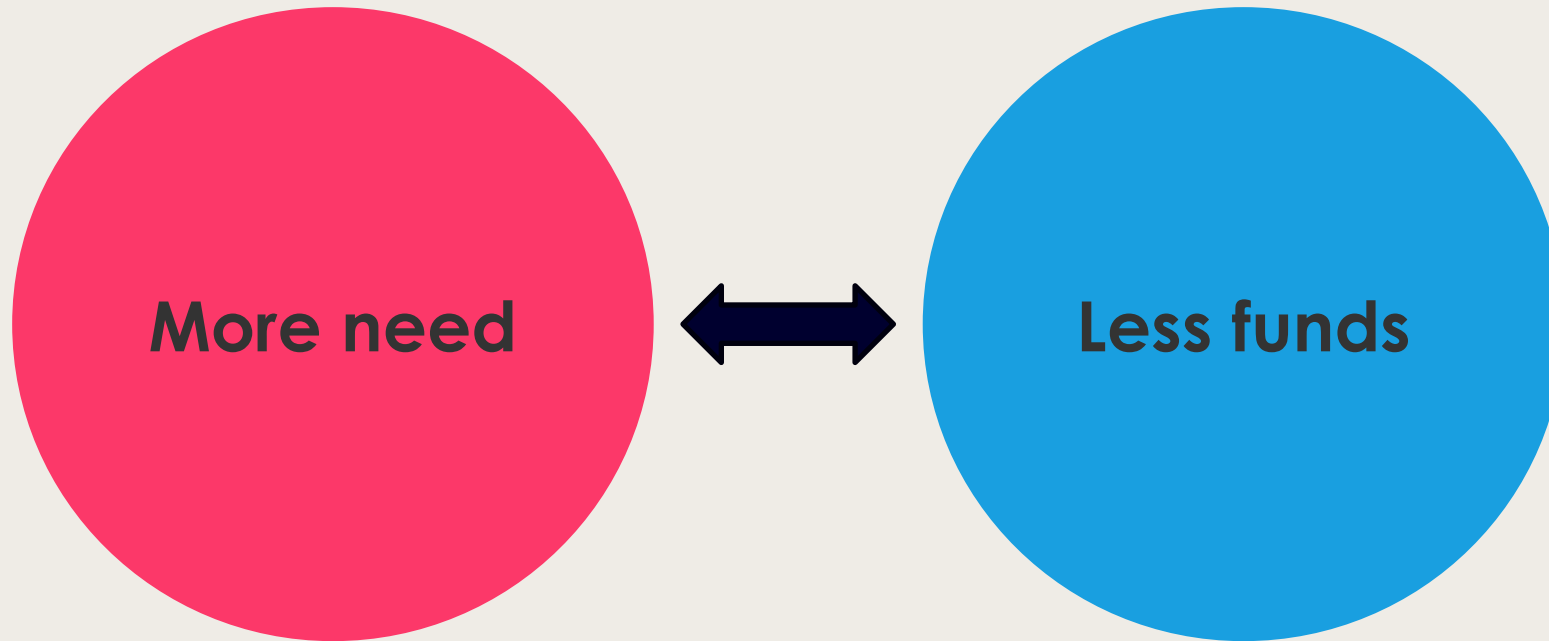
Our beautiful clients



What is a perma-crisis?



The perma-crisis paradox?



Questions to be answered...

**What's the role
for charities
nowadays?**

**Are donors
adapting
their giving?**

**What do they
want from
charities?**

The view from donors...



Donor film



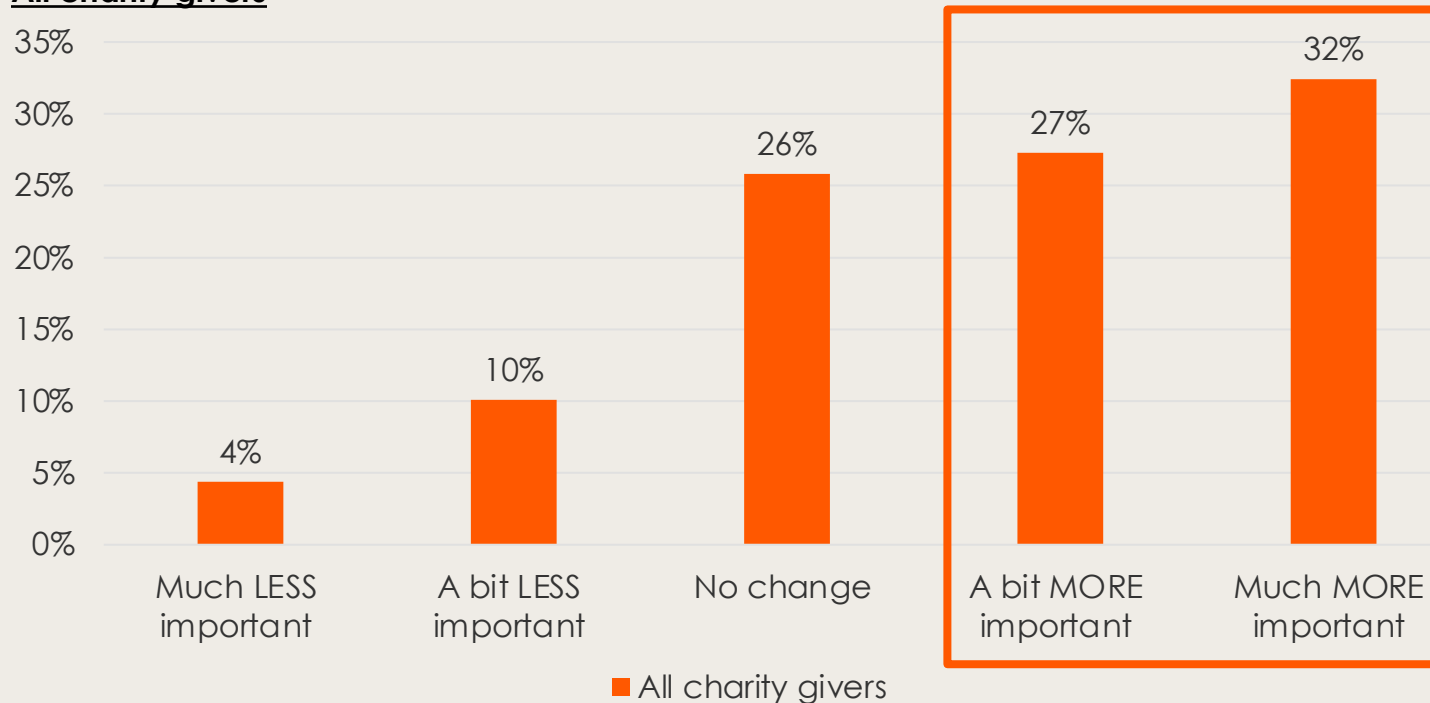
**What's the role for
charities nowadays?**



Donors are on your side

Do you think the work of charities has become more or less important in the UK since the Covid-19 pandemic?

All charity givers



59% of supporters think charities are **more** important
14% of supporters think charities are **less** important

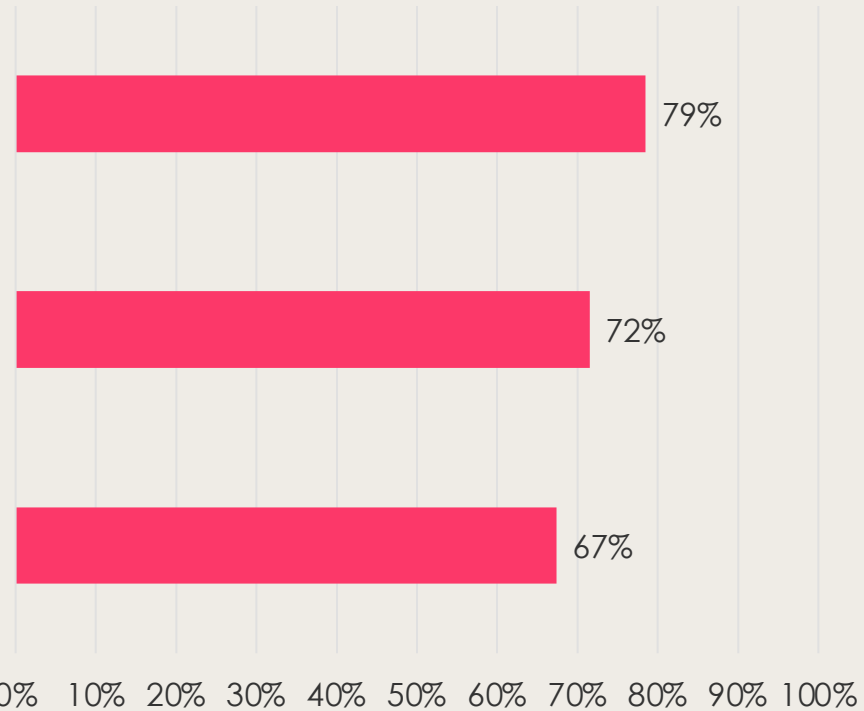


Charities provide empathy and dignity

Do you agree or disagree with the following statements?

All charity givers – AGREE + STRONGLY AGREE

When times are hard, it's important that people do what they can to help each other



Giving to charity is important in times like these

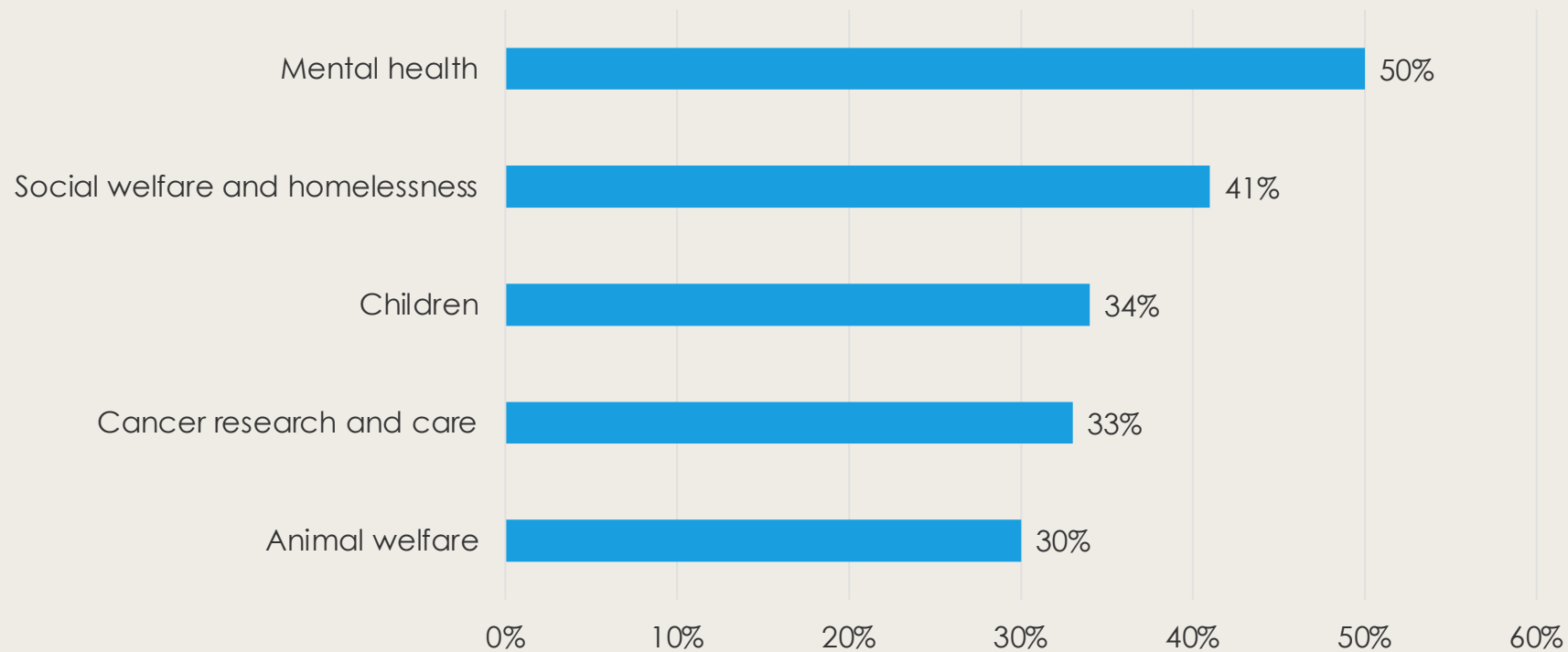
The cost-of-living crisis makes it's easier for me to empathise with people who have very little

Source: Beautiful Insights 'Third Thursday' Omnibus, Nov 2022, n = All charity givers - 855



Causes in the spotlight

Please look at the following charity causes and select any that you feel will see an increase in demand for their services this year:



Source: Beautiful Insights 'Third Thursday' Omnibus, June 2022, n = 1,427



A time to shine

- You are needed
 - Don't be shy
- New ideas/narratives

Empathy is your product

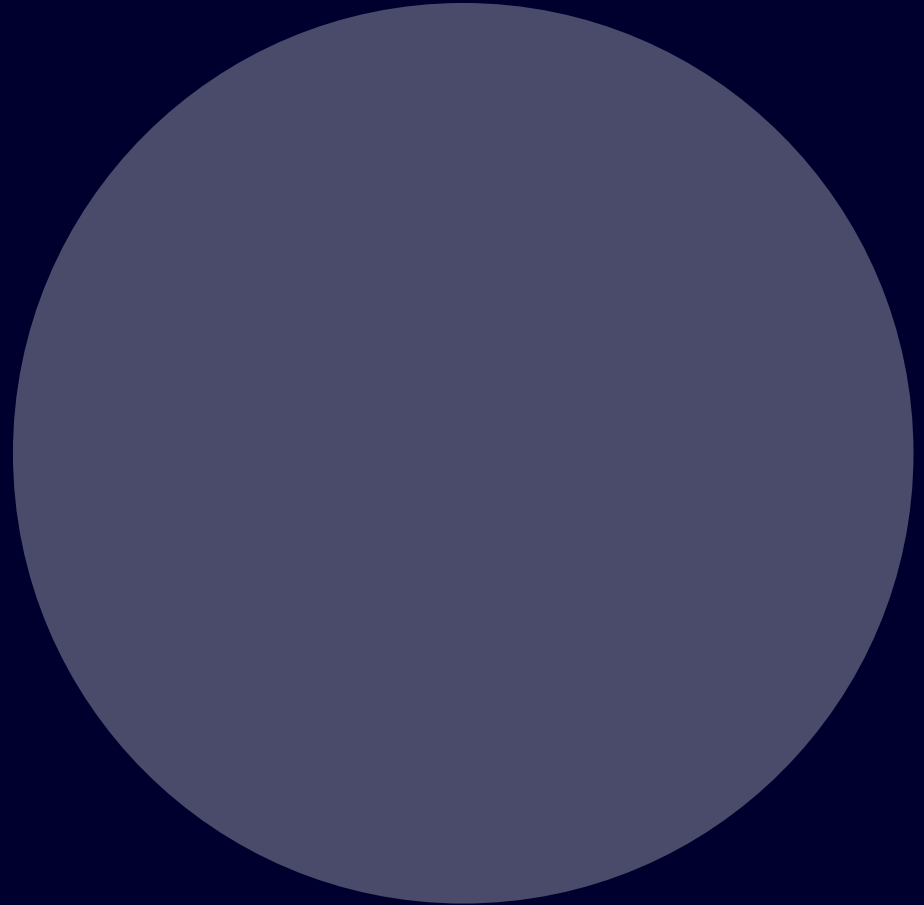
- A window for solidarity
 - Not 'them and us'
 - Together/we

Truth-tellers

- The voice for vulnerable people
 - Spotighting important issues
 - Moral leadership

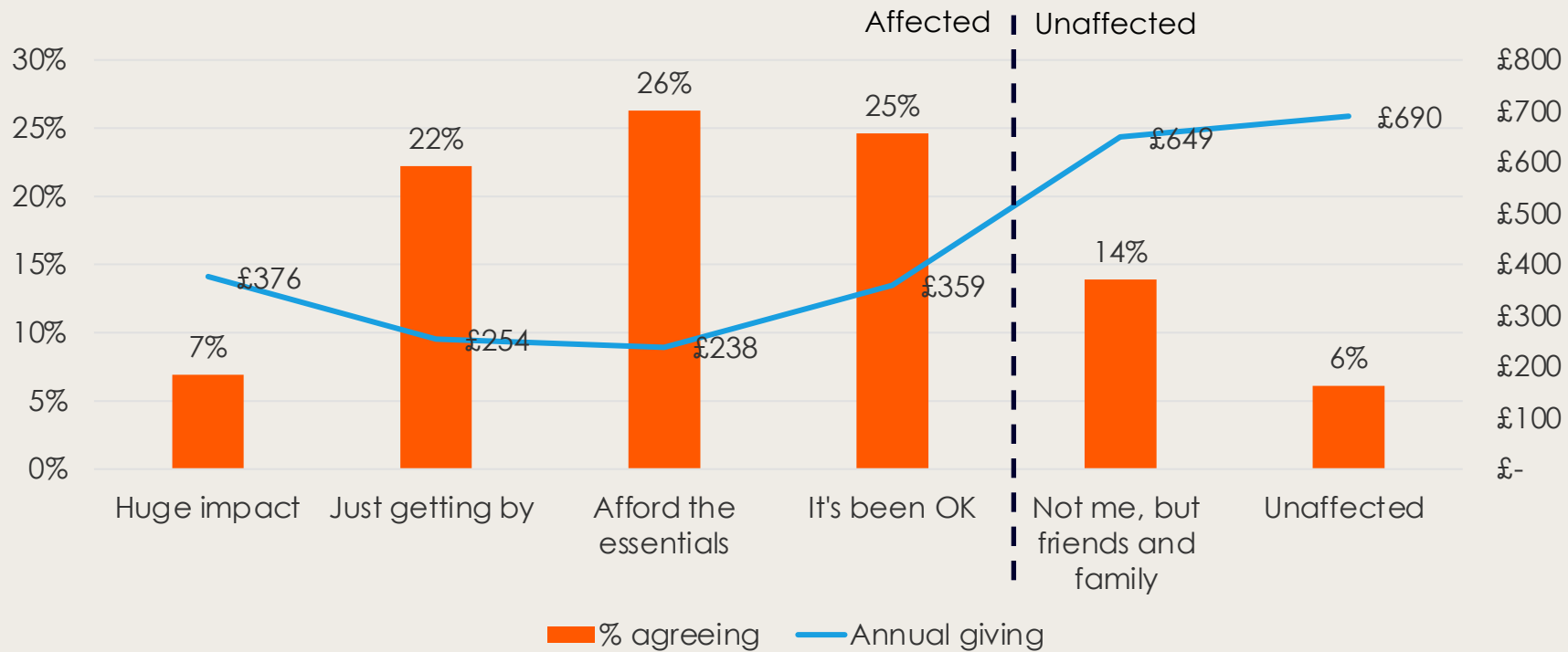


**Are donors
adapting their
giving?**



80% have felt pressure on household budgets

Which of the following best describes how you/your household is coping financially with the cost-of-living rises this year? Approximately how much have you financially donated in the last 12 months to all charities?

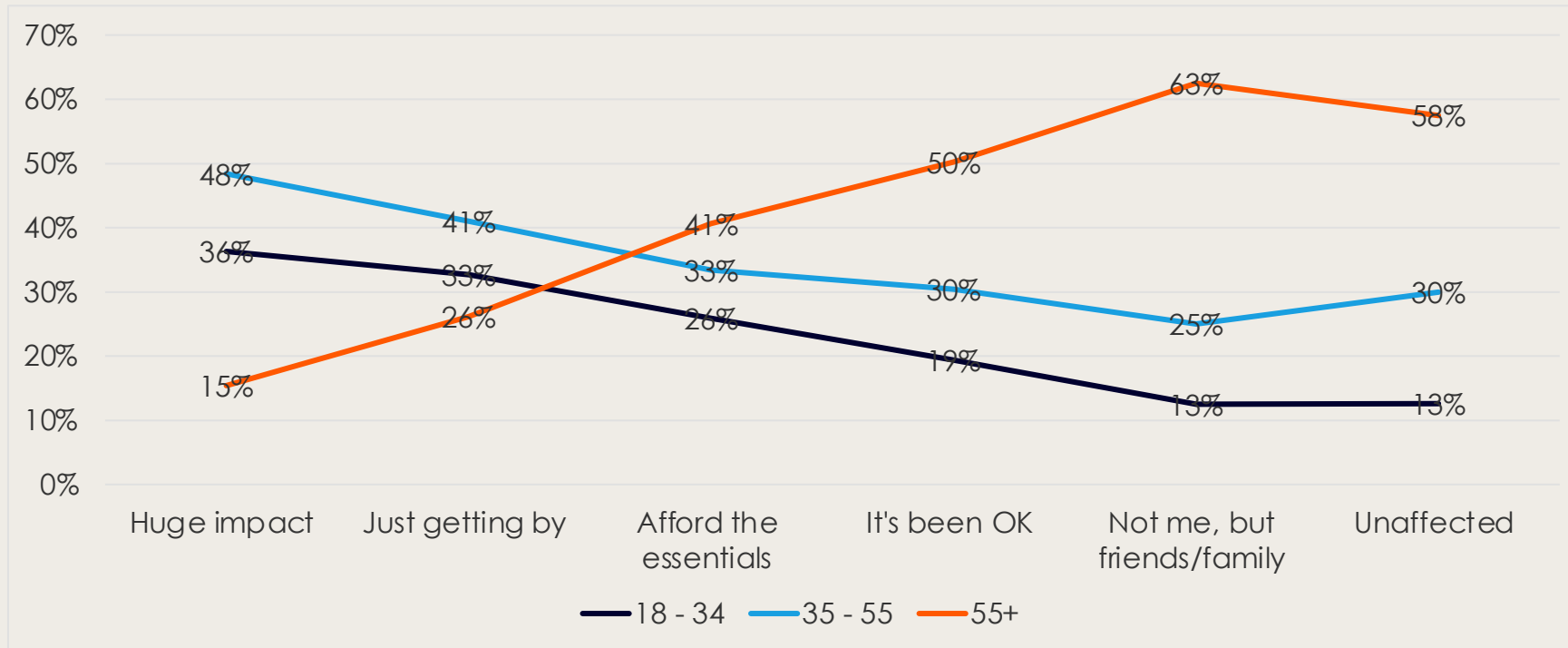


Source: Beautiful Insights 'Third Thursday' Omnibus, Sept 2023, n = 1,320



Over 55 year olds are much less likely to be affected

Which of the following best describes how you/your household is coping financially with the cost-of-living rises this year? What age band are you in?:

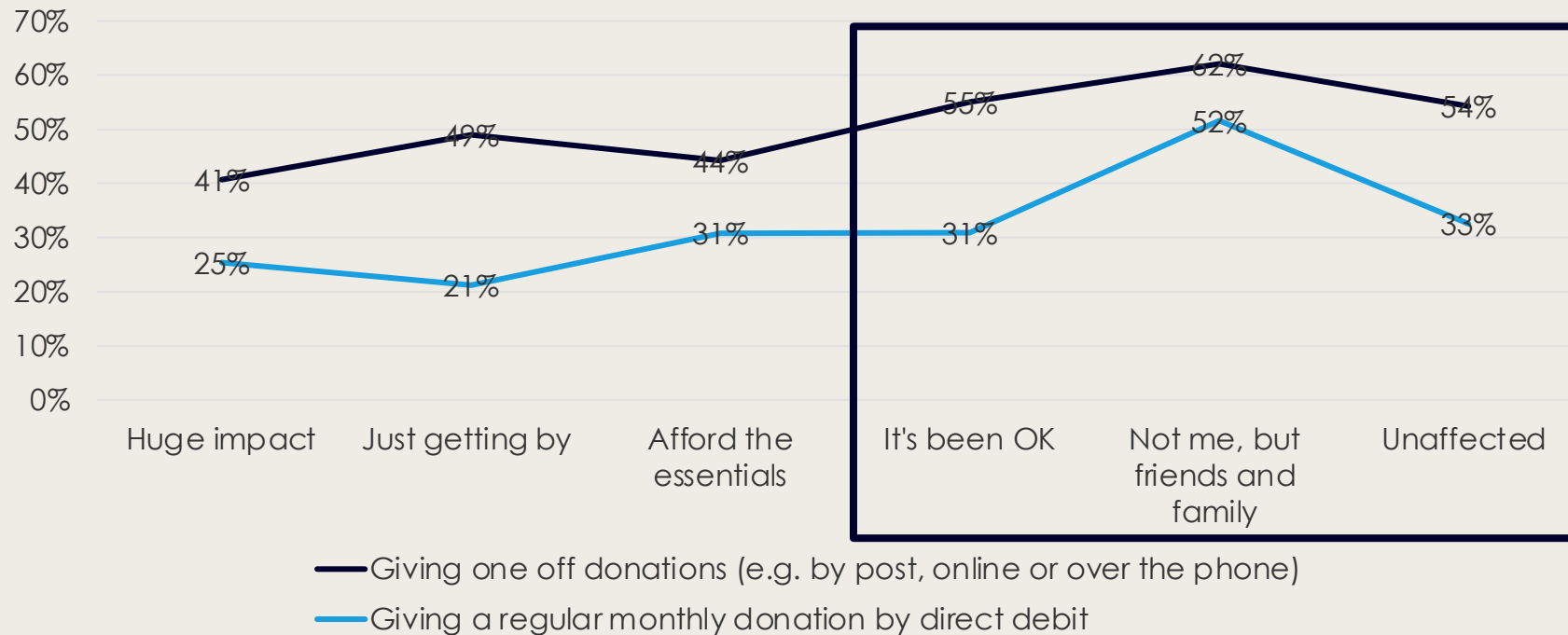


Source: Beautiful Insights 'Third Thursday' Omnibus, Sept 2023, n = 1,320



Regular & cash givers less likely to have been affected

Which of the following best describes how you/your household is coping financially with the cost-of-living rises this year? In what ways do you give to charity?:

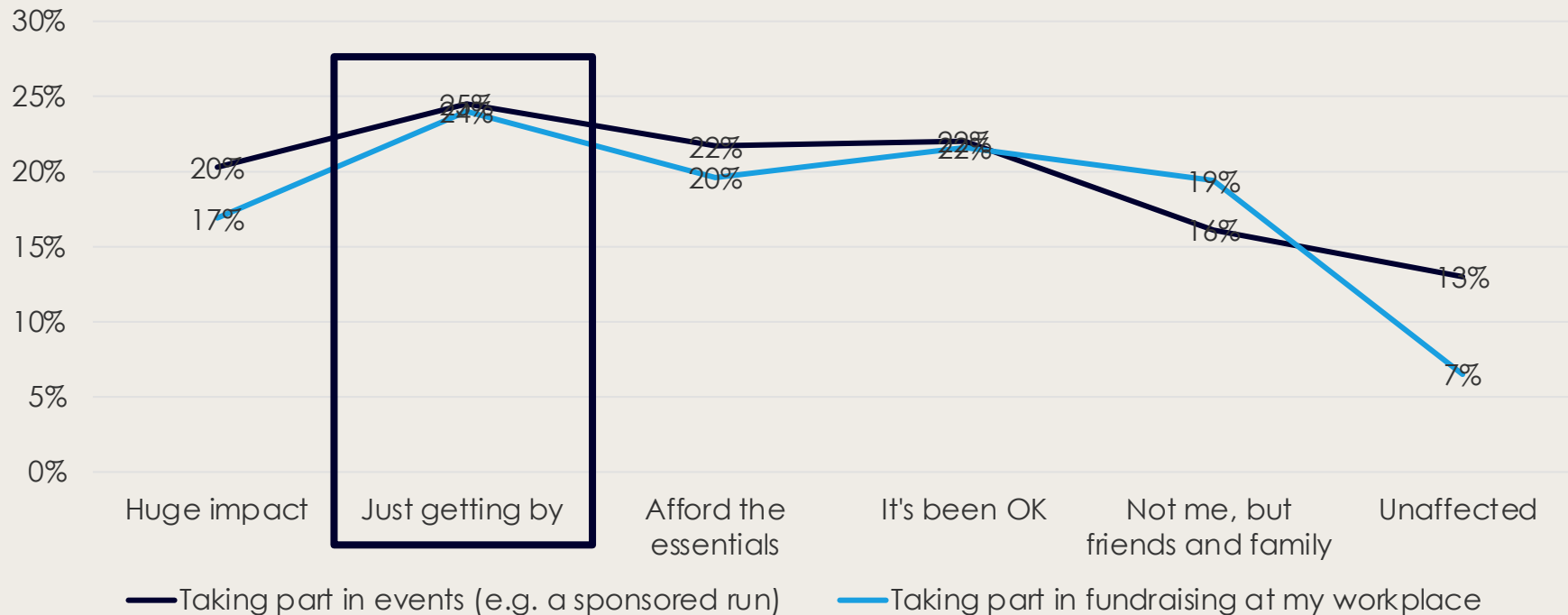


Source: Beautiful Insights 'Third Thursday' Omnibus, Sept 2023, n = 1,320



‘Just getting by’ are more likely to do event & workplace fundraising

Which of the following best describes how you/your household is coping financially with the cost-of-living rises this year? In what ways do you give to charity?:



Source: Beautiful Insights 'Third Thursday' Omnibus, Sept 2023, n = 860



Most are making sacrifices

- Respond to how people feel
 - Recognise commitment
 - Time for extra appreciation

Age is important

- Impact of cost-of-living does not fall equally
 - Understand your donor base/potential challenges

Charity giving insulated?

- Higher value donors less affected
 - People don't want to cut donations
- Be the cause that matters most

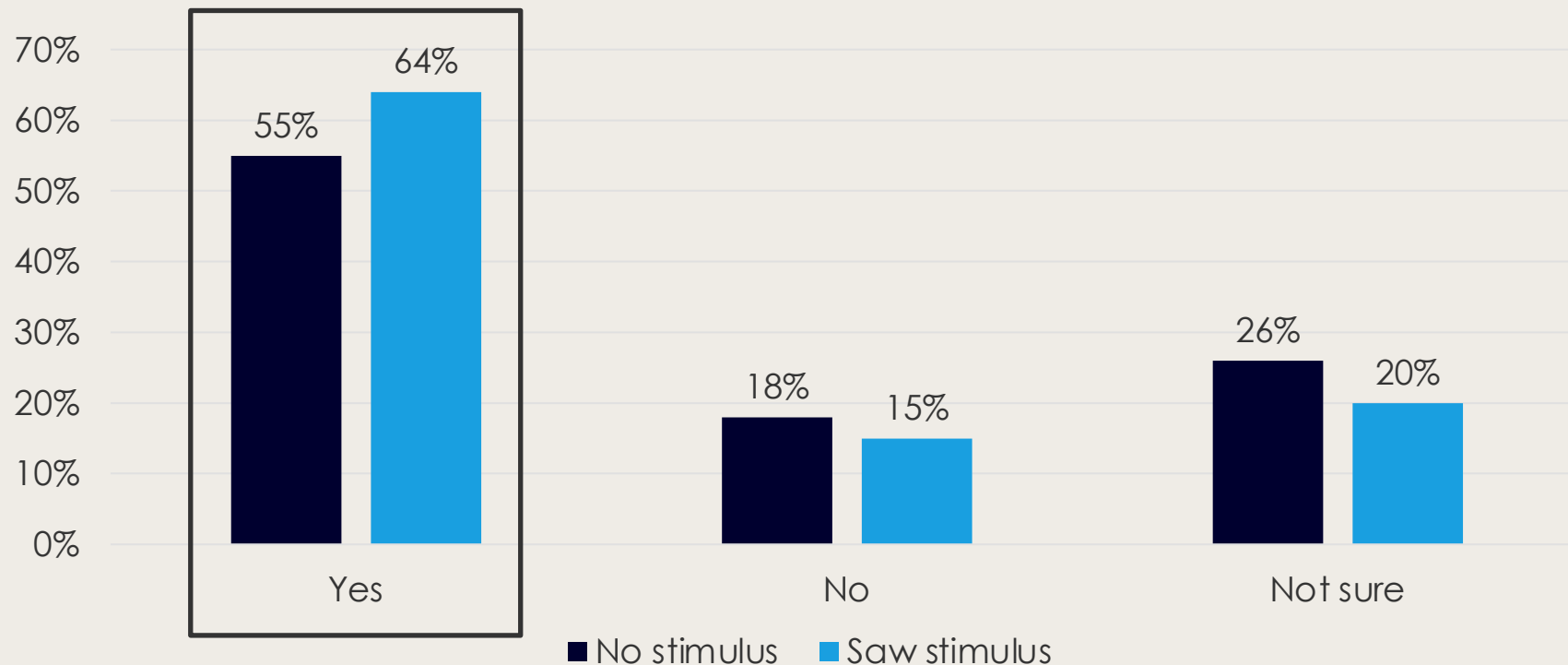


**What do they want
from charities?**



Keep advertising, keep emoting

Charities will often run major fundraising TV campaigns in the run up to Christmas. Thinking about the cost of living pressures that many are facing, do you think charities should be running these types of TV campaigns / fundraising requests this year in the run up to Christmas?

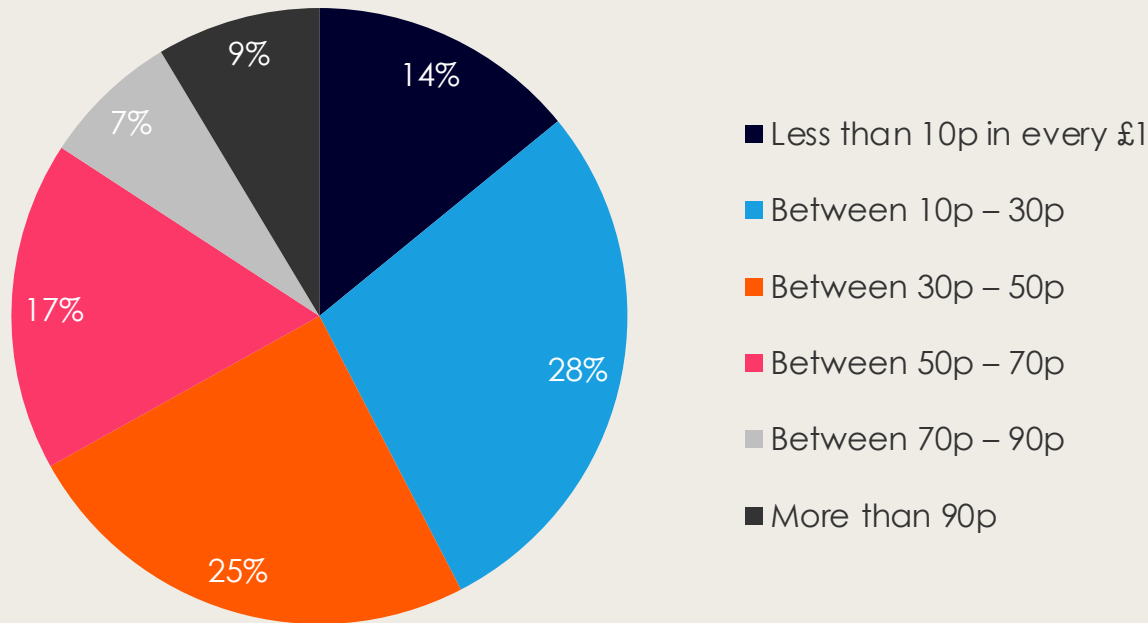


Source: Beautiful Insights 'Third Thursday' Omnibus, Nov 2022, n = All charity givers - 855



Be more transparent

Thinking about the charities you support, on average how much of every £1 you donate do you think is spent on charity overheads (advertising, salaries, premises etc)?

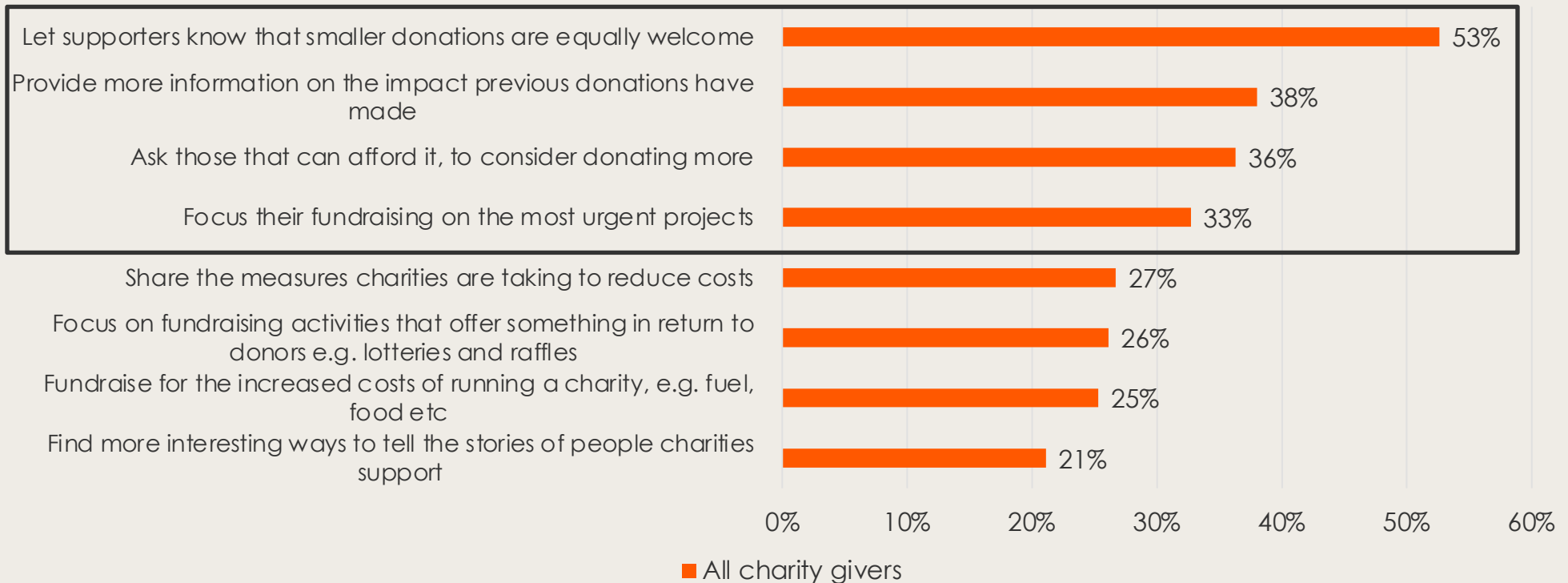


58% of supporters think charities spend more than 30p/£1 on overheads



Fundraising advice from donors

Thinking about the cost-of-living pressures that many are facing, which of the following should charities consider as part of their fundraising activities? Tick all that you feel are a good idea.:

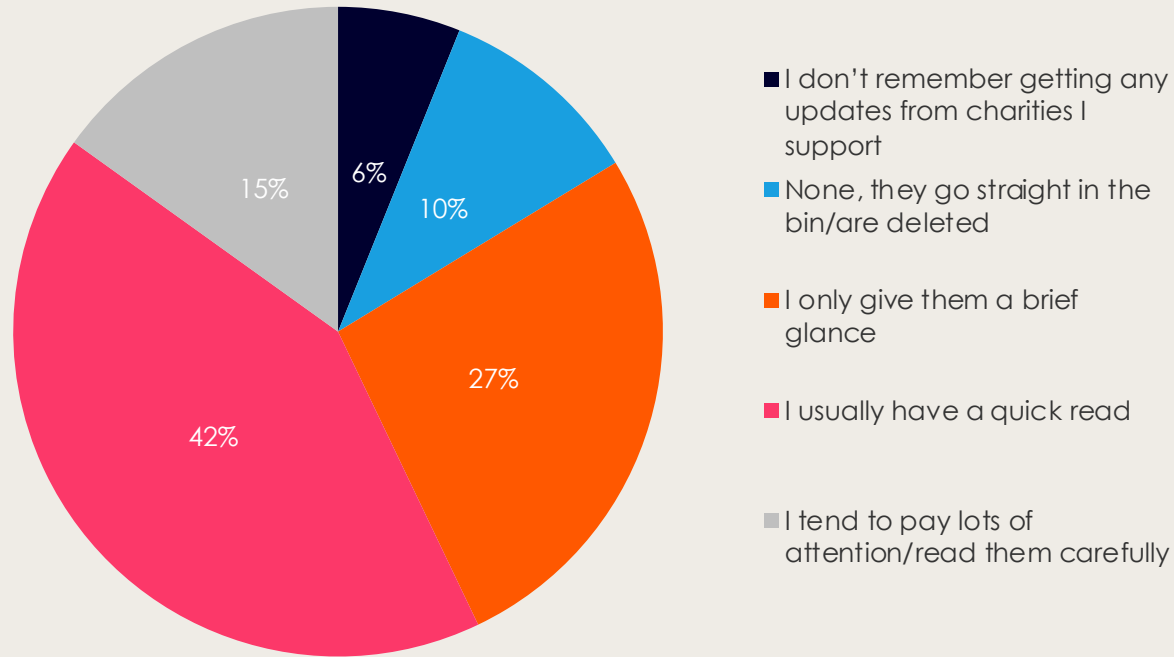


Source: Beautiful Insights 'Third Thursday' Omnibus, Nov 2022,, All charity givers - 855



Be read!

Thinking about the information the charities you support send to you (e.g. emails, mail, texts etc) to tell you about the impact of your donations, which of the following describes how much attention you generally pay to them?



43% of supporters give no more than a 'brief glance' to impact communications



Emotion, emotion, emotion

- Make donors feel more
- Invest in good storytelling
 - Don't stop asking

Impact, impact, impact

- Focus on critical activities
- Overheads: boring but important – an easy win?
 - Be brief!

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