

Is age just a number?



Traditional Approach

Focus on what the charity needs not the supporter

- How do they give?
- When do they give?
- How much do they give?

Product Marketing

- Who will give cash?
- Who will play a lottery?
- Who will be a member?
- Who will buy Christmas cards?
- Who will run a marathon?
- Who will give in memory?
- Who will pledge a legacy?

Supporter Centric Marketing

- Who are these people?
- What do they want?
- When do they want it?
- Where do they want it?
- How do they want it?

Does Age Matter?



Baby Boomers



Wartime Generation

Population



10.8M
6.1M give to charity



4.7M
1.8M give to charity

Who should you be targeting?

How do we support?



40% time
60% money



36% time
60% money

What do you want them to do?

Who we support?



31% Cancer
28% Children



41% Cancer
14% Children

Who should you be targeting?

Our Average Donation



£20



£10

How much should you ask for?

The Digital World and Us



87% access the internet
45% social networking profile
75% use email
87% use a mobile



41% access the internet
14% social networking profile
27% use email
51% use a mobile

How could you be targeting them?

RNLI Examples

Respond to Appeals



$1/2X\%$



$X\%$

Average RNLI Value



£X+20%



£X

Given Cash to the RNLI



55%



78%

Given to the RNLI by Direct Debit



1.5X%



X%

RNLI Email



29% targeted



4% targeted

>50% open them

RNLI Social Networking



15% of RNLI Facebook subscribers



8% of RNLI Facebook subscribers

New Approach

Used at both tactical and strategic level

- Develop new products
- Target existing products
- Develop creative
- Optimise channels
- Target setting
- Resource planning