

NSPCC

Longitudinal Engagement

Sep 2016



EVERY CHILDHOOD IS WORTH FIGHTING FOR

We have been measuring engagement since 2010

- Moved from satisfaction to engagement
- Slightly more focus on engagement since last year.....



We have moved to quarterly surveys

- ✓ Quarterly surveys to track changes
- ✓ Follow up depths to immerse staff
- ✓ Key metrics fed through to Exec Board
- ✓ Insight activation sessions
- ✓ Track actions

**Britain's biggest charities ruthlessly hound vulnerable
for cash - even if they try to opt out of receiving calls**

SHAMED: CHARITY COLD CALL SHARKS

Daily Mail
**INVESTIGATIONS
UNIT**

Katherine Faulkner, Paul Bentley and Lucy Osborne

CHARITY giants have been hounding vulnerable people on an official 'no-call' list, the Daily Mail can reveal today.



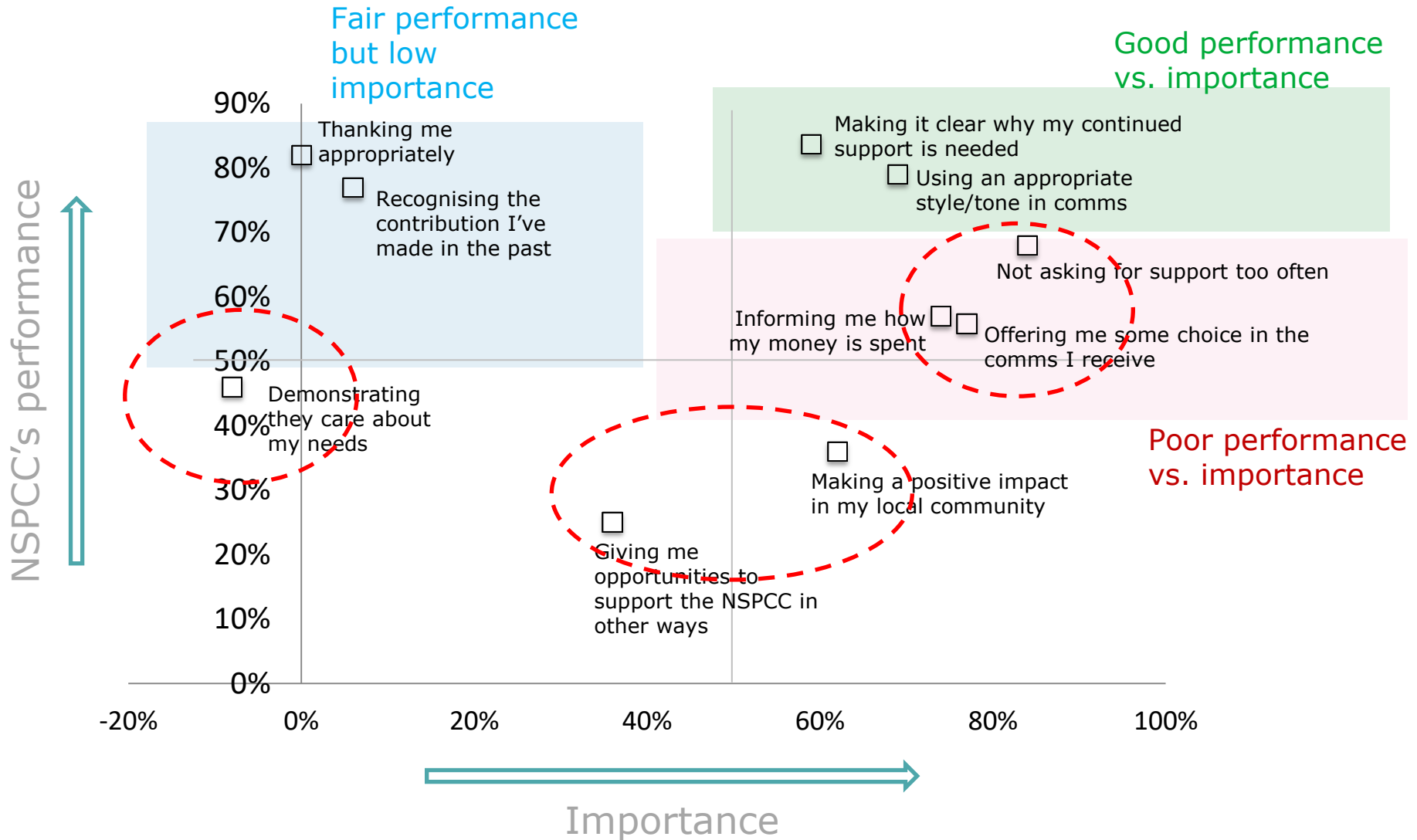
**MI5 chief:
Minority of
Muslims a
threat to UK**

THE head of MI5 today warns Britain faces a 'serious' threat from a small minority of Muslims. Marking the tenth anniversary of the 9/11 attacks, he says...

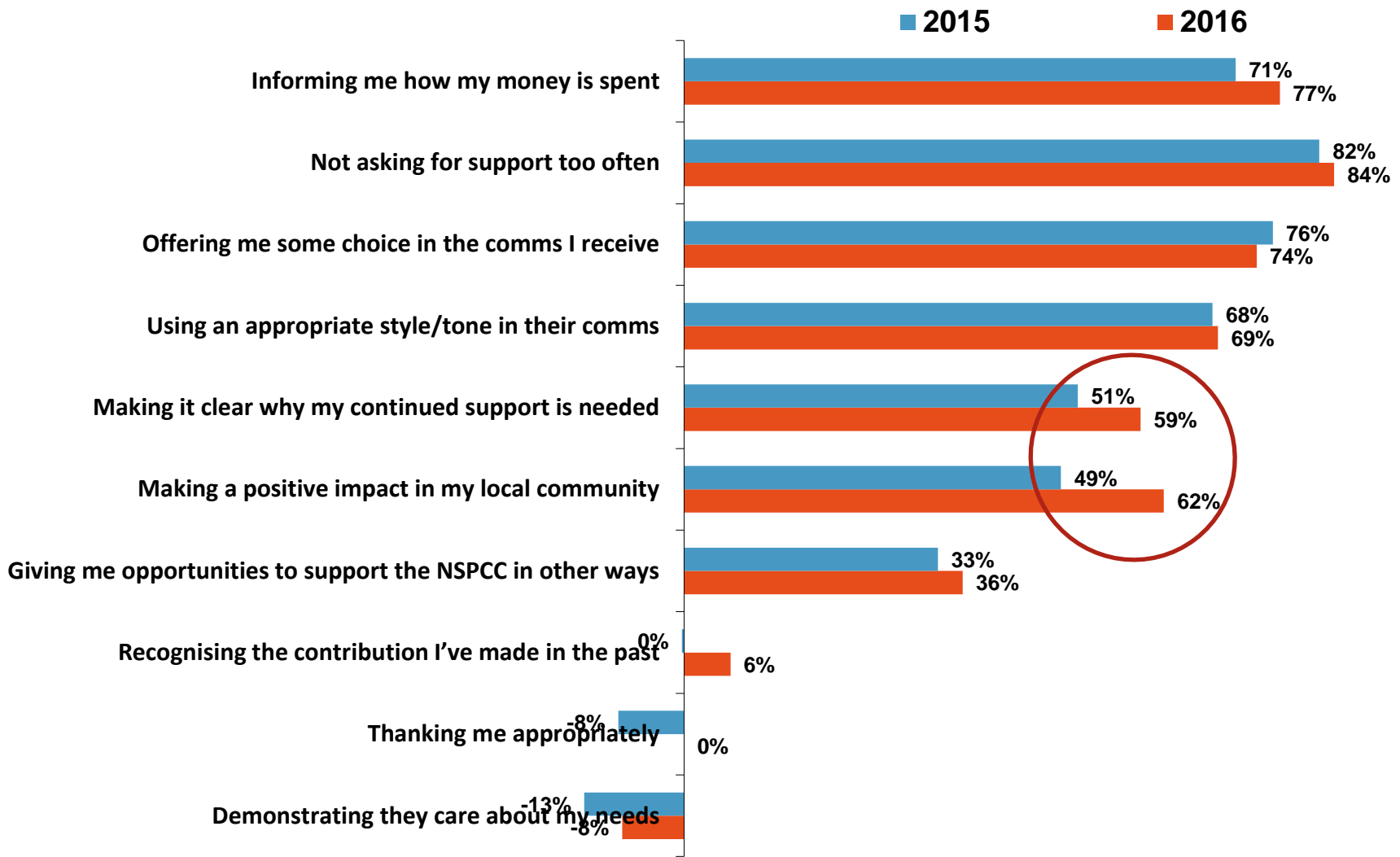
We need to measure the drivers of the relationship

Satisfaction Drivers	Emotional Drivers	Engagement Drivers
<ol style="list-style-type: none">1. Impact of their donation2. Not asking for support too often3. Not feeling pressured4. Responding promptly5. Receiving appropriate support	<ol style="list-style-type: none">1. Feeling valued2. Recognising past support3. Being thanked4. Care about my needs5. Identity (proud to support)6. Shared values	<ol style="list-style-type: none">1. Relevant communications2. Interesting communications3. Choice in communications they receive4. Opportunity to support in other ways5. Knowledge of the NSPCCC

We measure performance versus importance



We measure how importance changes year on year



We create key actions to improve engagement

- ✓ Create a messaging hierarchy to drip feed **trust messages** to supporters via multiple channels
- ✓ Careful management of contact frequency for supporters so communications are **welcomed**
- ✓ Investigate new ways to make supporters **feel valued** (supporter principles for communications)
- ✓ Demonstrating impact off their donations is key – look at **original and interesting** ways to show impact
- ✓ Continue work focusing on improving the experience of **phone calls**

Discrete communications

Affinity
Emotional
Urgent
Compelling
Feel good
Proud
Interesting
Relevant
Trustworthy
Welcomed

	DM	SMS	(BAD)Phone call	Thank you gift DM	DRTV
Affinity	100	85	70	130	100
Emotional	110	80	70	100	120
Urgent	90	125	110	100	110
Compelling	108	125	110	130	105
Feel good	120	110	85	135	105
Proud	101	70	85	180	110
Interesting	115	70	85	115	120
Relevant	120	101	80	125	110
Trustworthy	125	100	80	150	130
Welcomed	105	85	60	150	120

Donor's personal engagement score

Affinity	85	90	88	82	98
Emotional	90	97	91	84	89
Urgent	80	83	97	101	101
Compelling	101	103	111	110	117
Feel good	105	110	110	102	113
Proud	95	97	88	87	118
Interesting	100	105	93	91	99
Relevant	95	103	103	95	105
Trustworthy	115	118	112	101	118
Welcomed	95	98	94	83	105