



The Chase Index

Richard Spencer

Richard@Promoderation.org.uk

07703 483 220

Roger Lawson

Roger@About-Loyalty.com

07929 208 848

‘The accepted wisdom that charities need donors in order to help them achieve their organisational mission, ought to be replaced by an understanding that donors choose to support charities in order to achieve their personal missions.’

Paul Schervish, former CWP Director, Boston College; CDE Project 09 major donors.



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Count the things that matter we must

What difference can it make?

A one point increase in commitment and satisfaction would increase supporter retention by 3.34%.

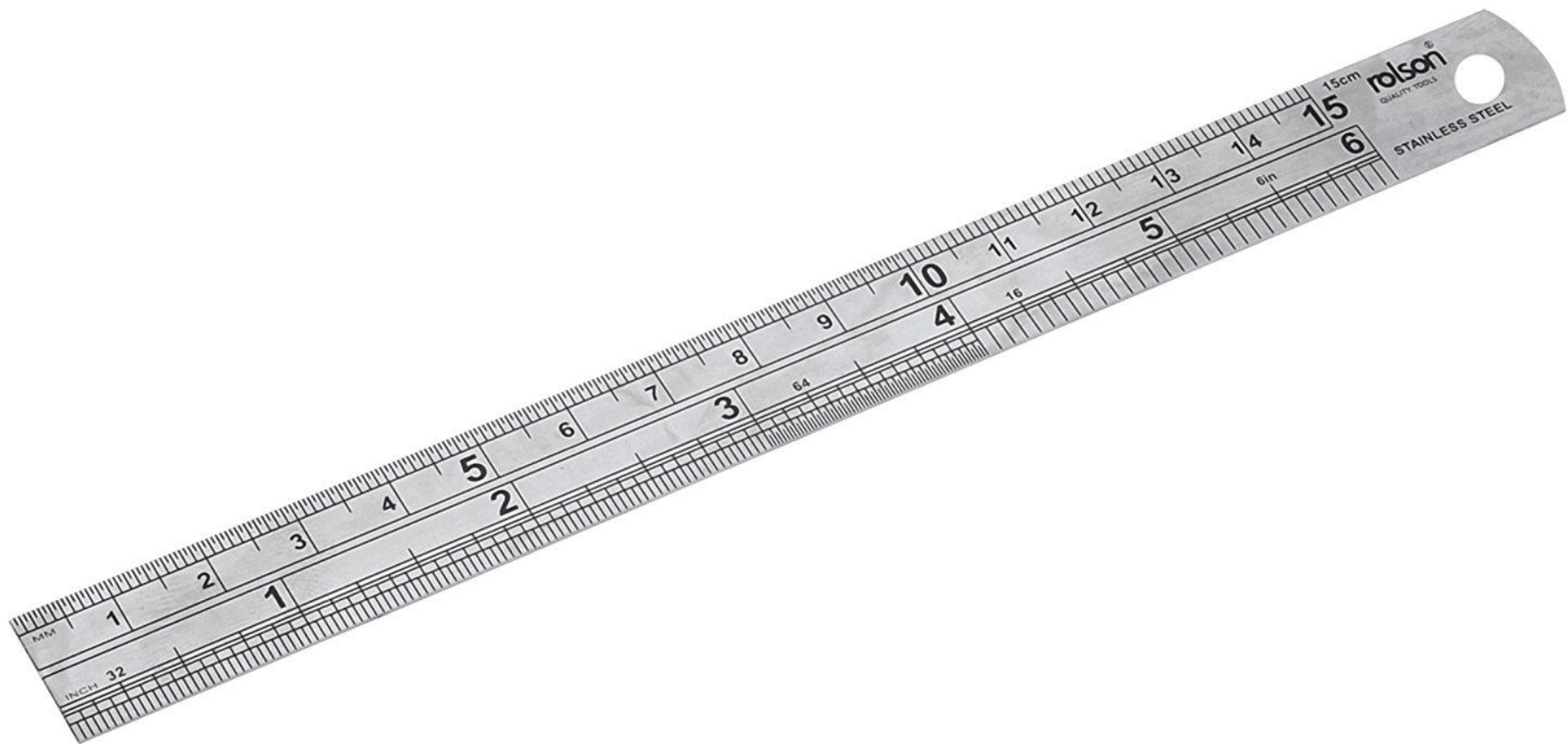
Applied just to the # of unrestricted regular givers at the end of March 2017 would generate an additional £1.3m in income year on year.



Tim Hunter, former Director of Fundraising, Oxfam.



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Firstly, what do we mean by loyalty?

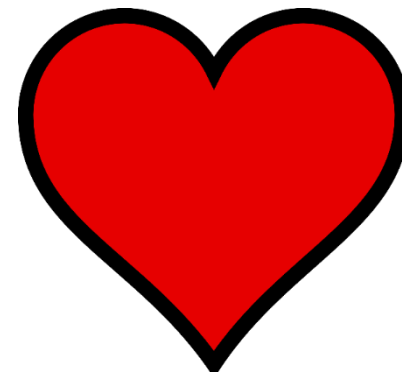
Emotional loyalty creates behavioural loyalty

Behavioural loyalty



Emotional loyalty

A feeling of support or allegiance to a cause or charity



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Every charity measures supporter loyalty...

... and actively seeks to improve it

12 hypotheses
 5 charities
 Online survey
 3 drivers



Personal connection



Familiarity



Perceived performance



Shared values



Satisfaction



Engagement



Social capital



Identity



Commitment



Communal orientation



Knowledge



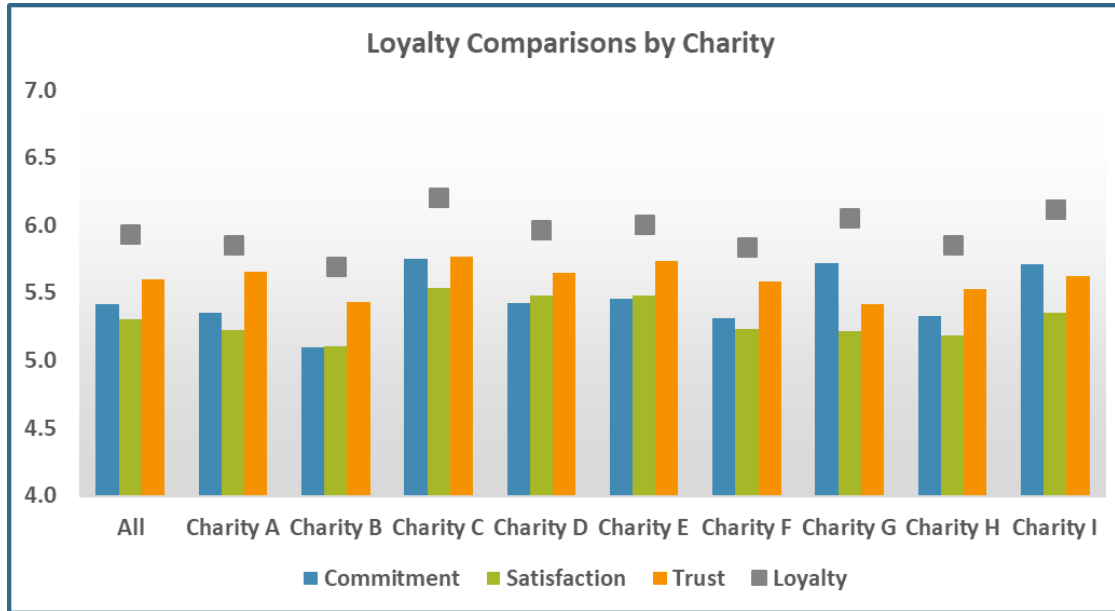
Trust



Over 22,000 responses

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A loyalty score



A **1 point increase** in **Commitment**,
leads to a **2.33%** increase in repeat giving
(varies between 0.94%-3.6%)

A **1 point** increase in **Satisfaction**,
leads to a **2.18%** increase in repeat giving
(0.84%-3.32%)

A **1 point** increase in **Trust**,
leads to a **0.7%** increase in repeat giving
(0.21%-1.2%)

A **1 point** increase in **all three**,
leads to a **5.20%** increase in repeat giving
(1.99%-8.12%)

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Count the things that matter we must

Supporter loyalty

- Satisfaction, Commitment and Trust identified as the most important factors amongst 14 factors
- By tracking giving over time able to isolate the impact of loyalty factors on retention and £
- Compared to Barnados/BHF/Cats/RSPCA/Ssavers/WWF our overall loyalty score is low although not the lowest
- Trust is higher. Commitment and satisfaction are lower.



Count the things that matter we must

Commitment

Q1. I care passionately about the work of Oxfam



Q2. The relationship I have with this charity is something



I am very committed to

Q3. Oxfam is working to achieve a goal that I care passionately about



OXFAM

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Count the things that matter we must

Satisfaction

Q1. I am always thanked appropriately for any gift to Oxfam



Q2. I feel Oxfam understands why I offer my support



Q3. Overall I am very satisfied with how Oxfam treats me as a donor



Q4. Oxfam's communications always meet my needs for information



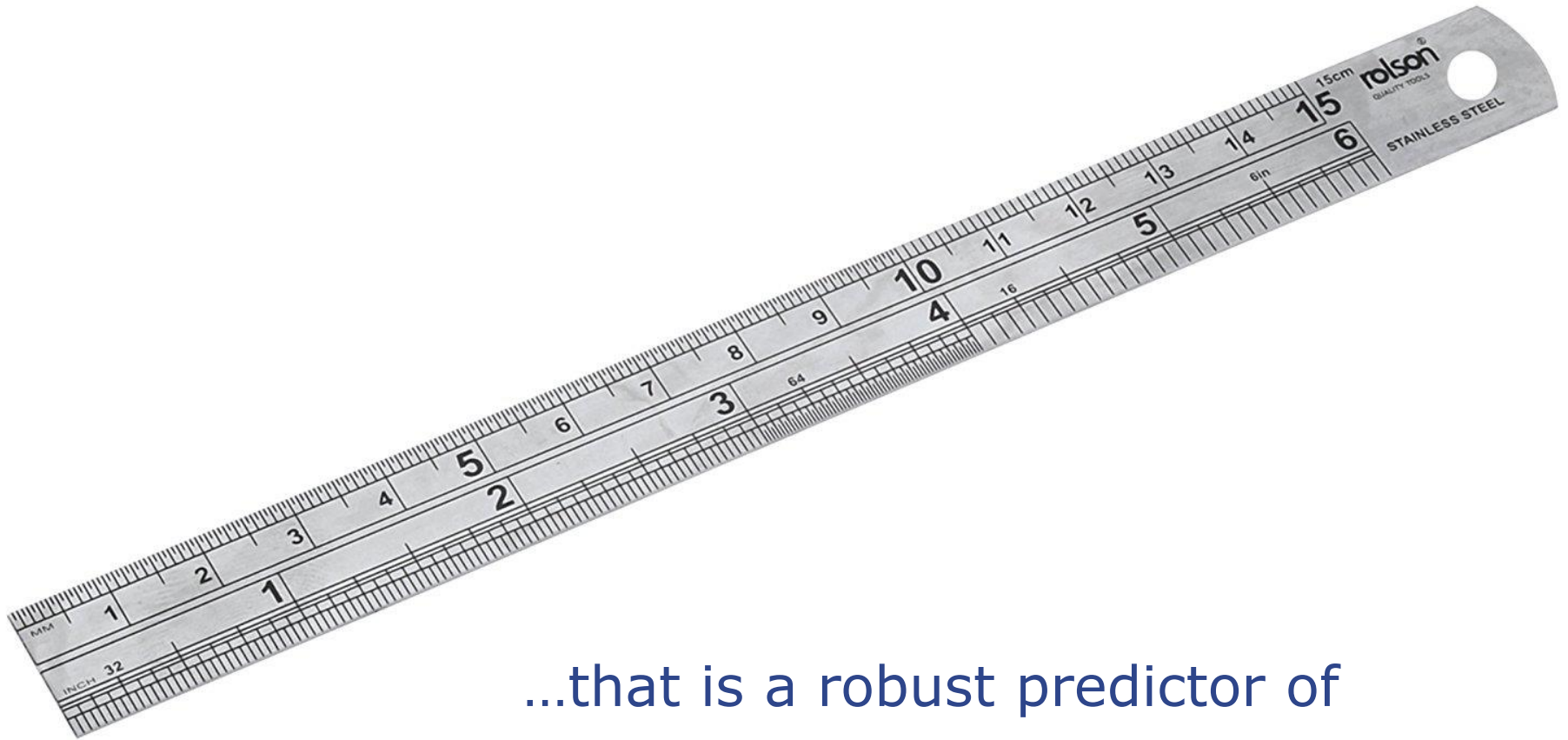
Q5. Oxfam's fundraising communications are always appropriate in style and tone



Trust levels higher than the average across comparator organisations, particularly that Oxfam deliveries promises to beneficiaries.



A loyalty score



...that is a robust predictor of future financial support.

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