



The Chase Index

Richard Spencer

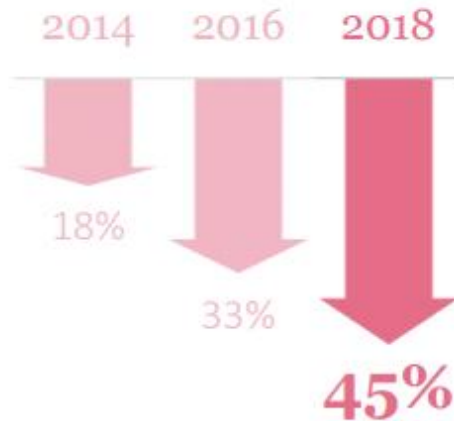
Richard@About-Loyalty.com

07703 483 220

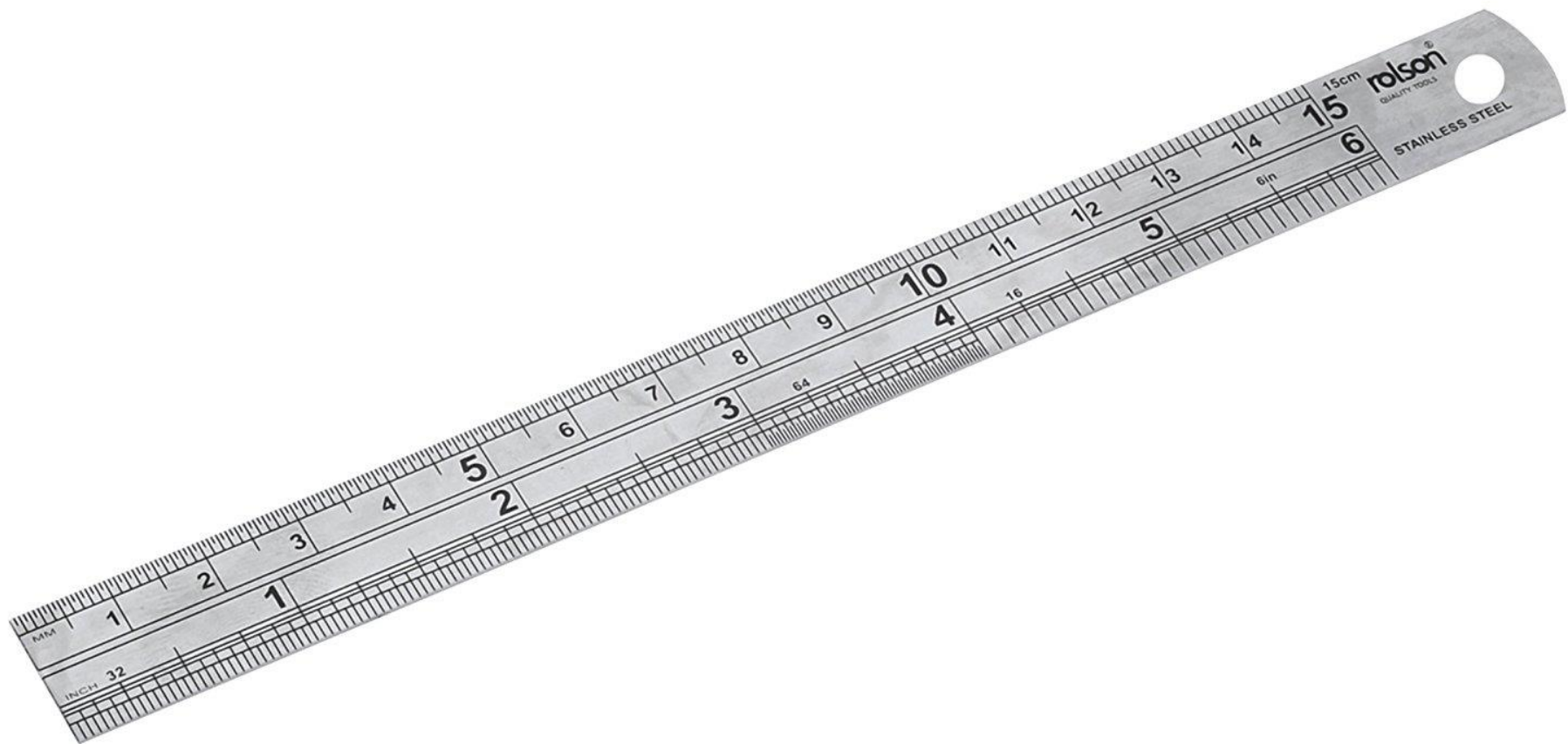
Where public trust in charities stands

Mean trust and confidence in charities /10

There has been a long-term growth in the % who **self-report** that their trust has decreased.



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Measure different, measure loyalty.

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 would generate an additional £1.3m in income year on year.

Tim Hunter, former Director of Fundraising, Oxfam.



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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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

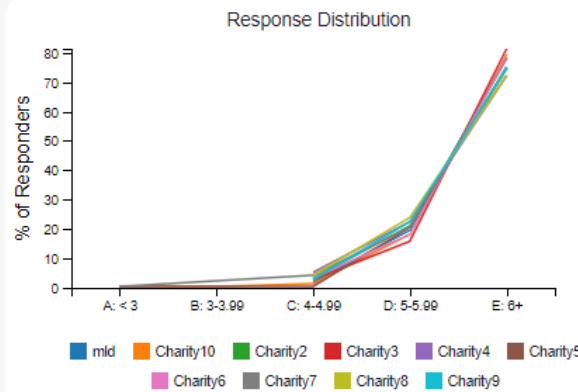
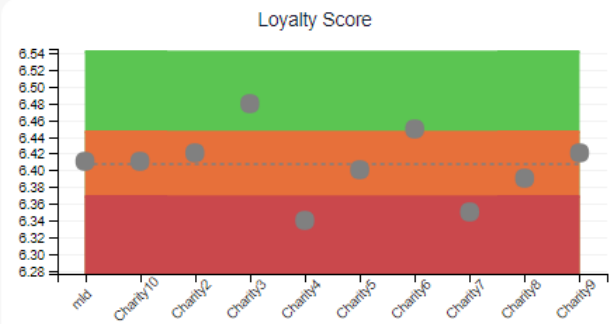


Over 22,000 responses


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Loyalty Score: 6.41 Loyalty Class: Amber ●

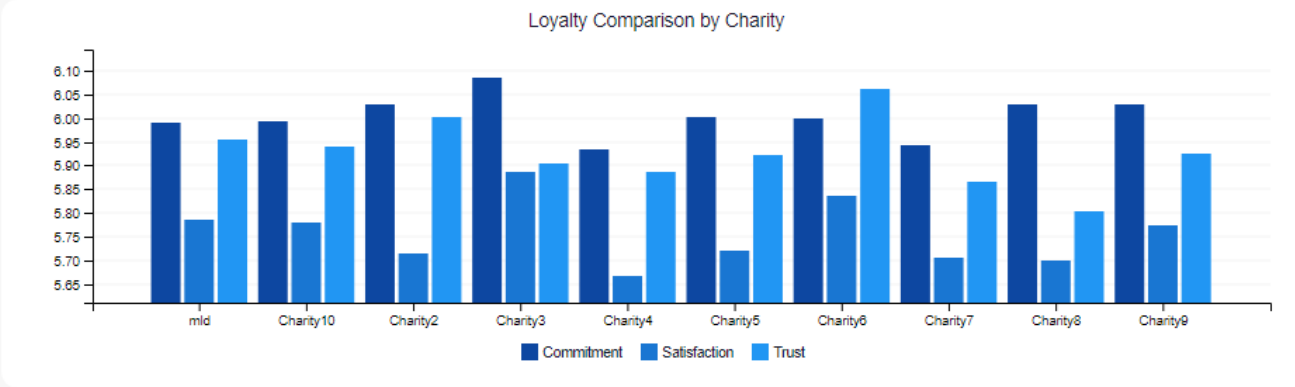
% Donors Scoring 6+: 78.57 %



Filters

RESET 

- Charity ▾
- Age (Years) ▾
- Gender ▾
- First Product ▾
- Donor Status ▾
- Score Band ▾



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