

INSID& OUT

Hello, and welcome to our Autumn Newsletter.

Individual Giving is an important source of income for charities, for some the largest source of income and their most effective way of recruiting new supporters. At least for now.

Given the recent regulatory changes and data protection rulings, we thought it timely to discuss the changing nature of Individual Giving, and its future, with Lynn Percival, Head of Fundraising at Education Support Partnership.

Lynn started her career in marketing and product development, working for Barclaycard developing add-on products to grow income and increase customer loyalty. She then moved to the charity sector, joining Stonewall in 2011.

She spent almost five years at Stonewall generating income from individual supporters before moving on to Education Support Partnership as their Head of Fundraising.



Vladka Wiswall,
Relationships Manager

Donors for life, not just for Christmas

“I welcome the changes I’ve seen in Individual Giving since I joined the charity sector, which seems to be moving towards relationship fundraising and treating all donors with equal respect.”



How did you get into Individual Giving (IG)?

I started my career in banking, spending 8 years working for Barclaycard. I was then lucky enough to live in South Africa for 3 years, but I always knew I wanted to work for a charity. I’d seen a Head of Communications role advertised at Greenpeace when I was 23 and thought ‘that could be me one day’!

I decided to take a career break from Barclaycard to figure out where my skills and experience could take me. I did a few unpaid intern roles, starting at the Environmental Justice Foundation, where I ran a successful pop-up shop in Carnaby Street. I also joined the Gallery Café / St Margarets House community hub in Bethnal Green, where I got the chance to redesign and relaunch their charity shop ‘Ayoka’. I found that I loved smaller charities as I could really take the lead on a project – from coming up with ideas, through to delivery.

I found my first paid role through Kage – Individual Giving Manager at Stonewall, the equality charity. My experience of direct marketing at Barclaycard, combined with the confidence and knowledge I gained during my internships, meant I could talk myself into the role. As soon as I joined, I knew it was perfect for me. The office environment was fun, I was surrounded

by people who were passionate about their jobs and I loved using a combination of targeting/data and stories to encourage people to donate.

My favourite part of working at Stonewall was forging strong links between fundraising and campaigning – I really feel this is the way forward for IG. I was there for almost 5 years, progressing to Head of Individual Giving after a couple of years.

How important is IG for Education Support Partnership?

I’m now Head of Fundraising at Education Support Partnership, where individual giving and legacies form the majority of our current voluntary income (97%). We are mainly funded by retired teachers, who feel fortunate that they have come out the other side and want to make sure Newly-Qualified Teachers have somewhere to turn. We also have a large number of supporters giving on top of their union membership fees, particularly in Higher and Further Education.

There is a lot of support for our services across the entire education sector, people feel it’s important to help their colleagues. But, as a newly re-branded charity (formerly Teacher Support Network), there is still lots of

work to do to raise awareness and let people know we're here for them. So we are focussing on that as an organisation, and I'm working on diversifying our income streams to make sure we also appeal to corporate partners and trusts. Fundraising makes up over 50% of our total charitable income, we generate the remainder via our paid-for services, which promote staff wellbeing in schools.

What have been the major changes you have witnessed in IG?

I welcome the changes I've seen in Individual Giving since I joined the charity sector, which seems to be moving towards relationship fundraising and treating all donors with equal respect (not just major donors). As a sector, we seem to be moving away from sending donors 'gifts' and asking for money in every communication, which I'm pleased about. We are asking people to give voluntarily after all, so they should feel they have the choice. I like to lay out a clear story, backed up with stats around the 'problem' and what my charity is doing about it. I've found this simple approach works well. I also make sure there are different ways of getting involved so supporters feel a valued part of the charity.

I tend to focus on donor care more than acquisition, so have always enjoyed high retention rates at the charities I've worked for. Obviously it's cheaper to retain a donor than acquire a new one, but I also base my acquisition plans on learnings from existing donors: finding out why they give, what is making them want to leave and focussing on those things. I think moving away from lots of DM is a positive thing too, however, I feel that email and online communications are better for retention as I haven't quite cracked them for raising funds yet!

I think getting to younger donors is more tricky and probably requires more of a fundraising 'product' approach, rather than a purely altruistic ask. This is what I'm currently investigating for Education Support Partnership so we can fundraise from more active teachers.



How do you feel changes in legislation will impact on IG? Do you think these changes will make it harder for charities to ask for money?

I think the new legislation will force fundraisers to be more creative to target different age groups in different ways.

I think it's exciting, personally. But maybe ask me again next year when I can't send my Christmas appeal to anyone because they haven't opted in, and I might have a different response! Seriously though, we're all gearing up to it but it will impact every charity differently, depending on how they fundraise.

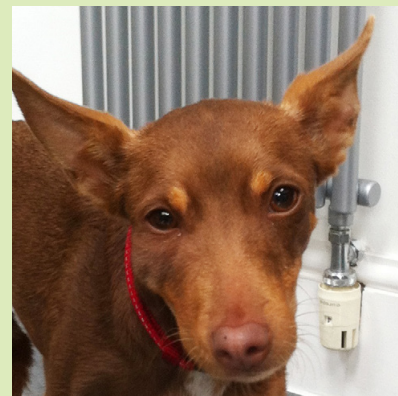
At Education Support Partnership we're in a fortunate position because we have a clear target market, and those who donate are also those who may need our services, so we can tackle the new regulations as a whole organisation.

What skills/experience are you looking for when recruiting an IG fundraiser?

When I recruit for IG fundraisers, I'm not hung up on previous job titles. I'm mainly looking for people with a wide range of experience, who understand people and what makes them tick. I look for people who are not afraid to come up with ideas and solutions and to take advantage of opportunities which arise. Passion for the cause is hugely important.

It's vital here that you have some connection to education, because it's so important to our donors that we understand the unique pressures of teaching. With IG, I think it's important to love data and databases, but also not be afraid to speak to supporters and build relationships. Too often someone is either one or the other!

For me attitude, logic, flexibility and a willingness to learn from others are hugely important. A marketing or agency background is good too, as you may have an overview of the sector or experience of how different organisations approach things.



HOLA!

As if one dog wasn't enough, we now welcome a new canine member of staff - from Spain!

Her name is Mouse, and after a rather difficult start in life wandering the streets of Seville, she found her way to the UK, thanks to a brilliant charity called Leash of Life.

Mouse is now resident in Wimbledon, enjoying walks on the common and eating everything in sight. We welcome her to the team and hope she doesn't sniff out the emergency supply of office chocolate digestives.

GET IN TOUCH

We have been recruiting Fundraising, PR and Marketing professionals to positions at all levels within the not-for-profit sector for the last 19 years.

For knowledgeable and friendly advice on any aspect of recruitment, please contact:

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