



**SUPPORTER
ENGAGEMENT
SURVEY
2022**



The Future of Fundraising

- Listening and **connecting** to supporters
- **Understanding** and meeting their needs
- **Inspiring** more people to leave a gift in their will
- **Measuring and improving** experiences
- Creating communications that **resonate**



SMART SURVEYS

More leads at a lower cost by using clever nudges and multi channel distribution

More engagement with highly personalised online experiences

More insight through rigorous analysis, benchmarking and segmentation

More action with automated follow ups that kickstart your conversion journey

UNDERSTAND AND INFLUENCE YOUR SUPPORTERS

- **Who** they are
- **Why** they give
- **How** to inspire them to do more
- **What** motivational segments they fall into

USING THE LATEST THINKING

- Applied **Behavioural Economics**
- Practical **Philanthropic Psychology**
- Best Practice **Supporter Experiences**
- **Dialogue Marketing**
- Creating **memorable moments**

Why More



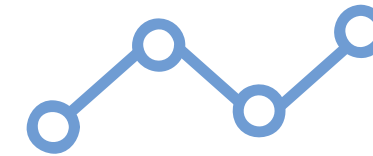
ITS WHAT WE DO AND WHAT WE LOVE

We are fascinated by why people do what they do...and how we can influence their behaviour. We have invested the last 13 years in understanding supporter motivations, decision making and needs



SMART TECHNOLOGY

We are experts in using the world's leading customer experience software to deliver tailored questions to each unique donor and generate deep insights



BENCHMARKED RESULTS

We have run more than 200 research projects for not for profits, sending 2m surveys and can compare your responses against 125,000 other supporters



IT'S A GREAT INVESTMENT

Across all the surveys we have been trusted to manage, the average cost per bequest lead is \$43 (and our propensity scoring identifies even more future prospects)

In good company

“The Smith Family really values our partnership with More Strategic, having worked with them on multiple research pieces. Each of our projects are excellently run, insights and learning always go far beyond our expectations, and they just don’t stop until they uncover each little bit of gold. Martin’s industry experience and advice are always spot on, his understanding and appreciation of our business is crucial to our ability to use the outcomes to grow our fundraising. I give them five stars – highly recommended!”

Lisa Allan, Head of Marketing, The Smith Family

Trusted research partners with Australia’s leading not for profits



Your Survey Experience

SEP/OCT



Mythbusters – to define what we need to know and project outcomes



OCT/NOV



Question development, design, programming,



OCT/NOV



Post survey mapping, application of nudges, use of philanthropic psychology



JAN/FEB



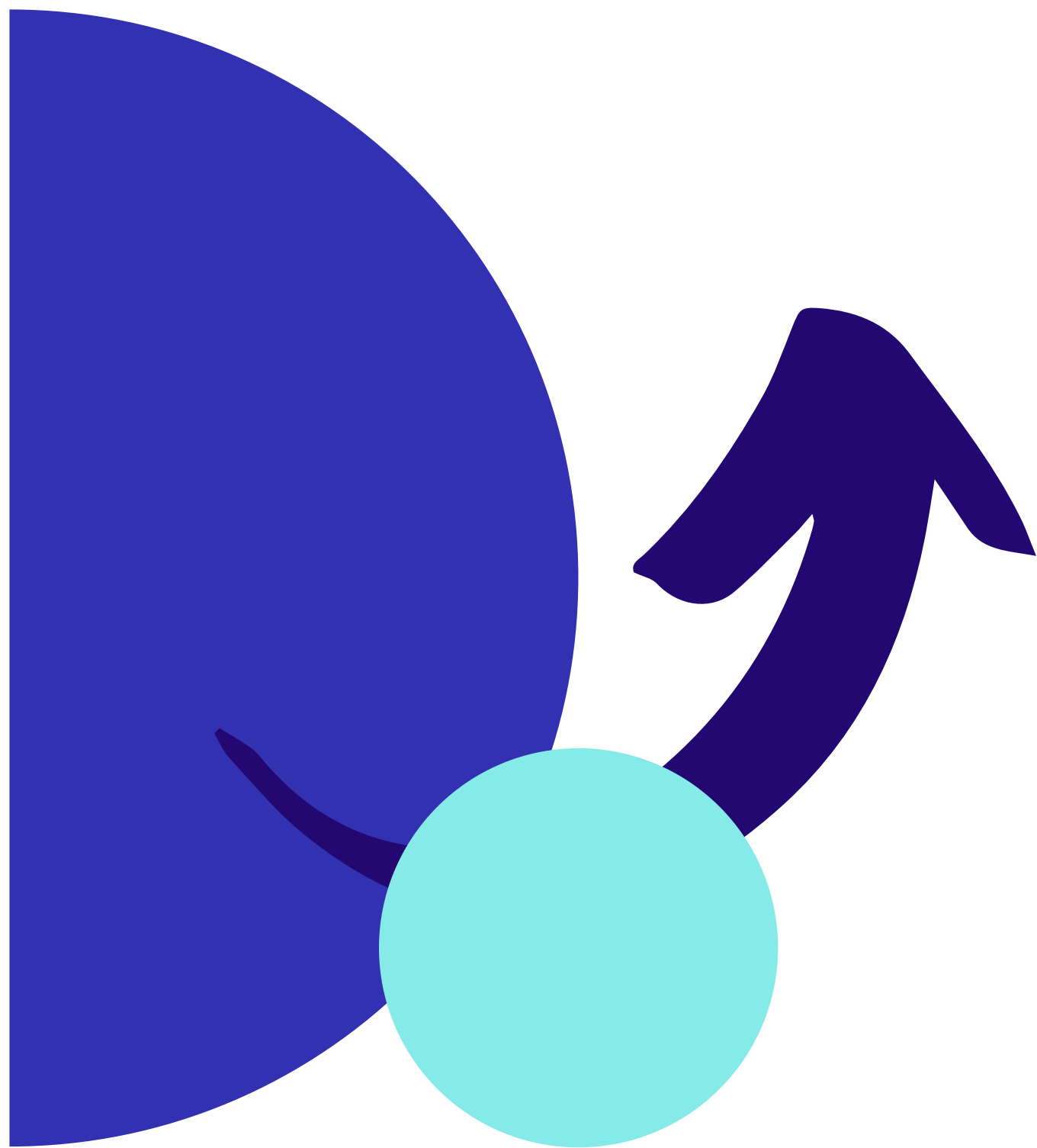
Multi channel distribution, automated reminders and respondent follow up



APRIL 22



Analysis, insights, support with lead conversion



Investment

Full Online survey	\$19,500
Cost per response	\$1.50
SMS distribution	10c
<i>Optional</i>	
<i>Persona Creation (x3)</i>	<i>\$2,500</i>
<i>Public comparison (4 unique questions)</i>	<i>\$4,000</i>
<i>Extension journey design and delivery</i>	<i>Quote</i>
<i>Complexity loading*</i>	<i>\$2,500</i>

**For multi-wave, with more than 5 variable segments and 7 variable donor triggers*

Smaller database? Give us a call to chat about a smart but simple approach with single channel, simple trigger, single wave and simplified analysis

Your Survey Team



MEET
MARTIN PAUL



MEET
RUTH WICKS



MEET
KAREN ARMSTRONG



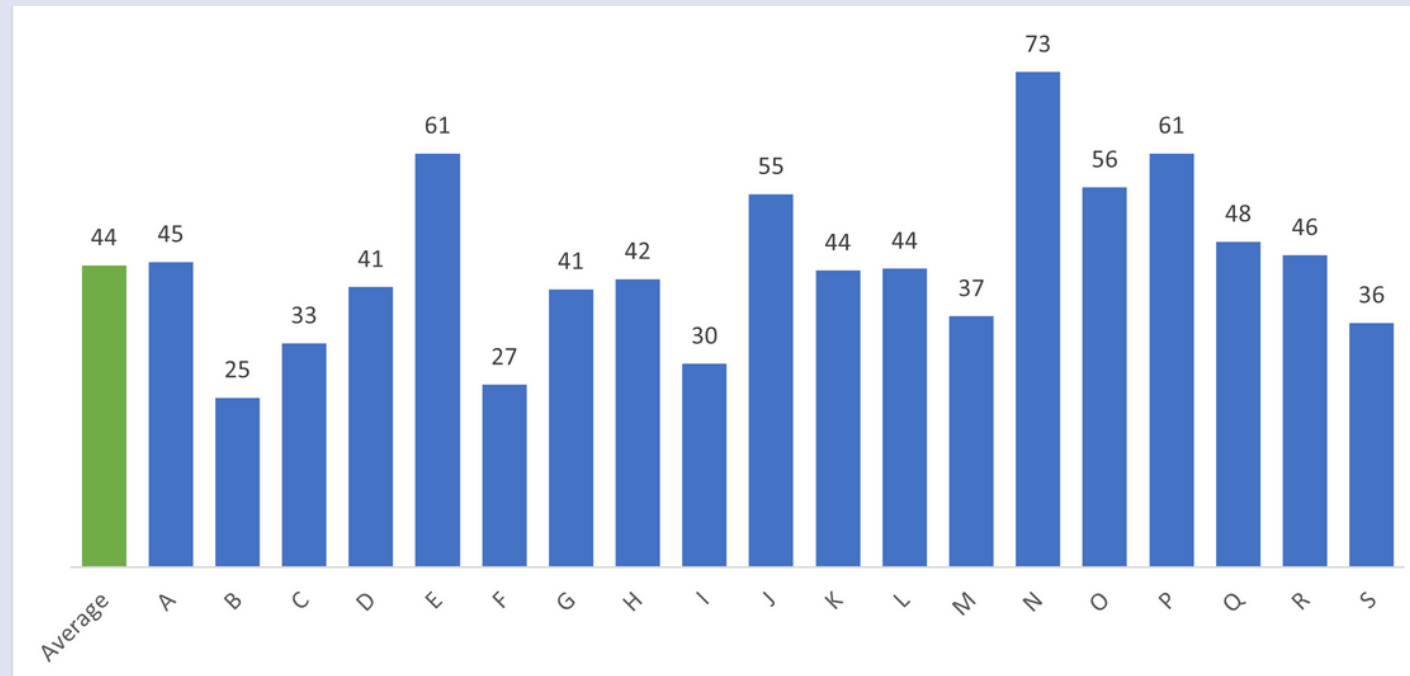
MEET
GAVIN COOPEY



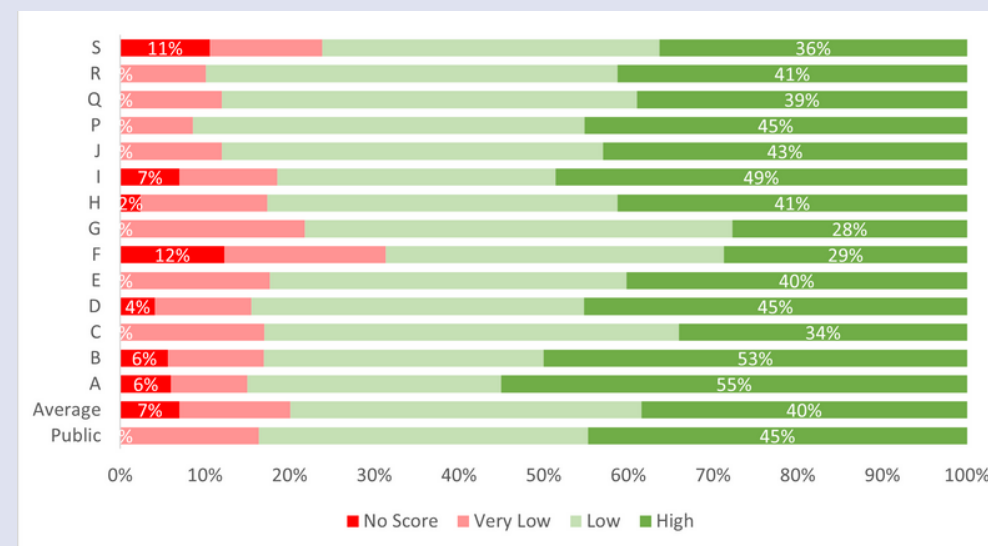
MEET
KATYNKA POWNING

Sample Benchmarking Data Outputs

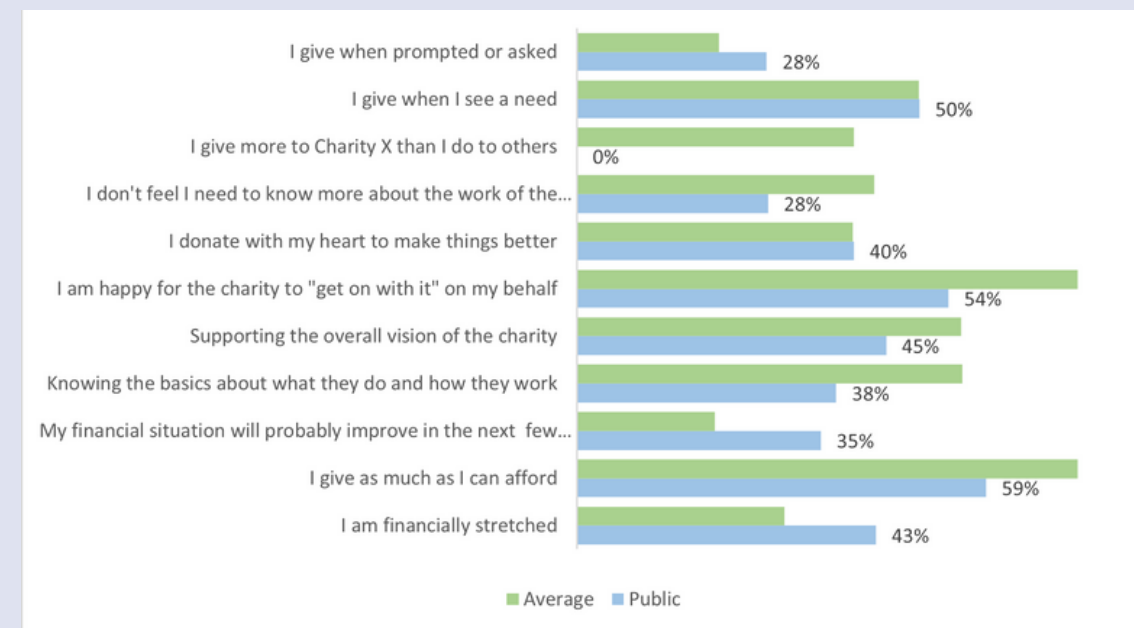
Net Endorser Score by Organisation

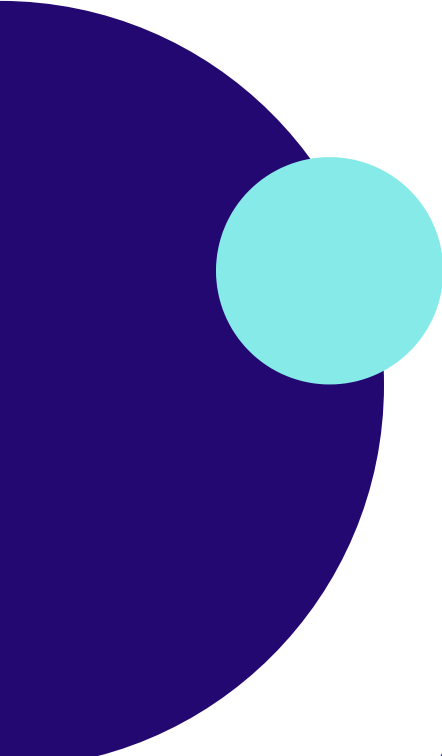


Bequest Prospect Rating



Donor Decision Making





**Call or email now
to chat about your
next supporter
survey**



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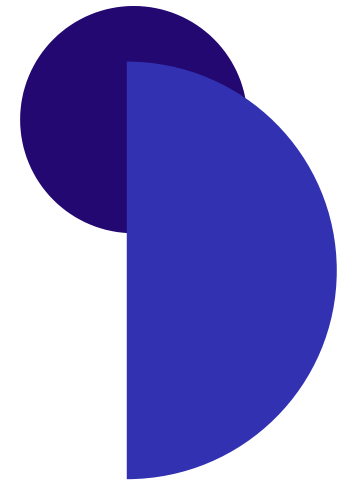
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more
resonance

