

Building Donor Loyalty: The Science of Loyalty and Retention

Dr Adrian Sargeant

www.philanthropy-institute.org.uk

Adrian@philanthropy-institute.org.uk



Objectives

- Define lifetime value
- Explain how to use LTV in fundraising
- Understand current retention rates
- Describe the factors that drive customer and donor loyalty
- Develop a range of strategies to build retention

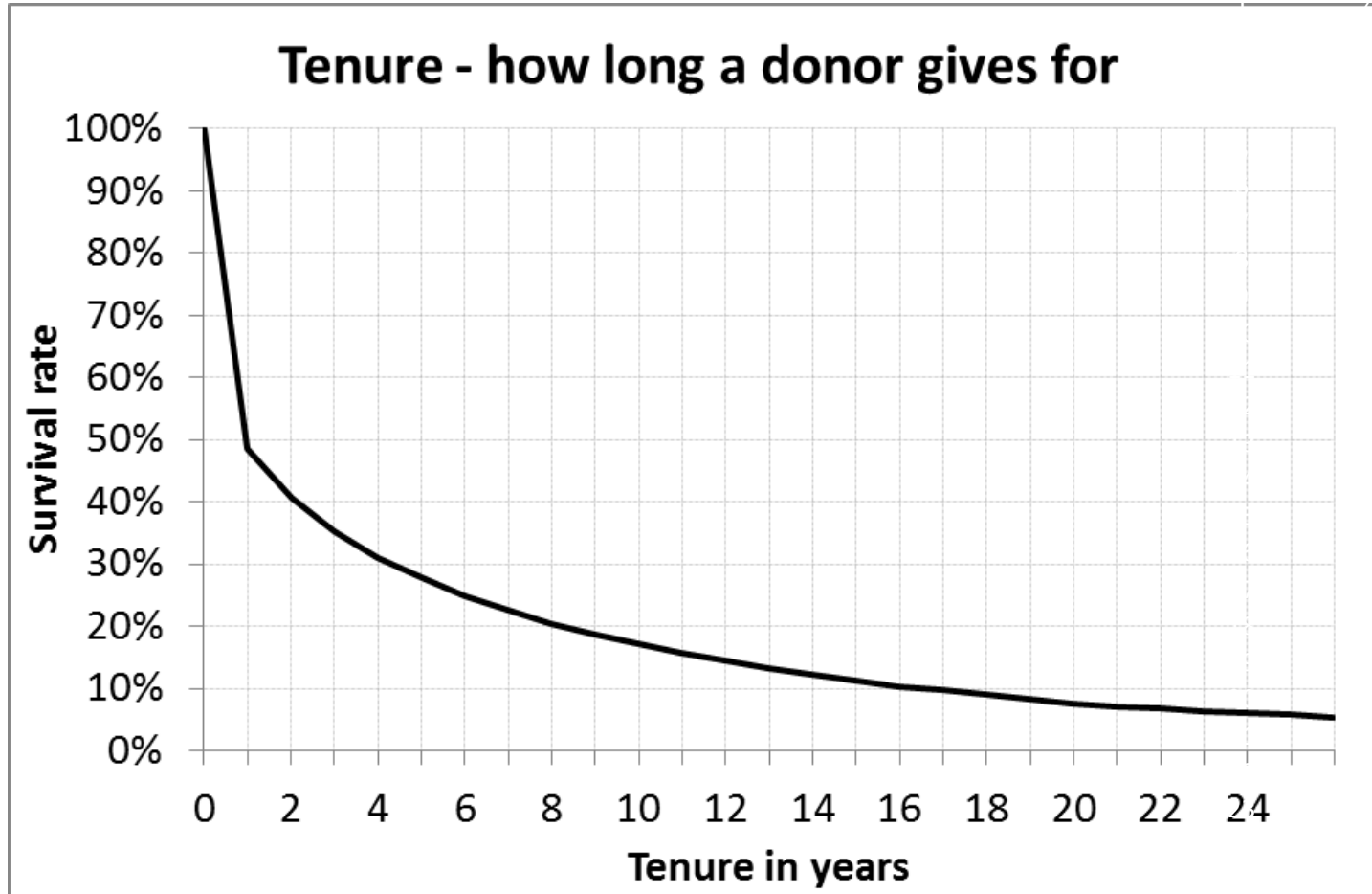


Is Retention An Issue?

Improving attrition rates by 10% can improve revenue generated by

- 50%
- 100%
- 150 - 200%





In the US

- New Donor Retention Rate 13.5%
- Repeat Donor Retention Rate 41.3%

Fundraising Effectiveness Project 2023

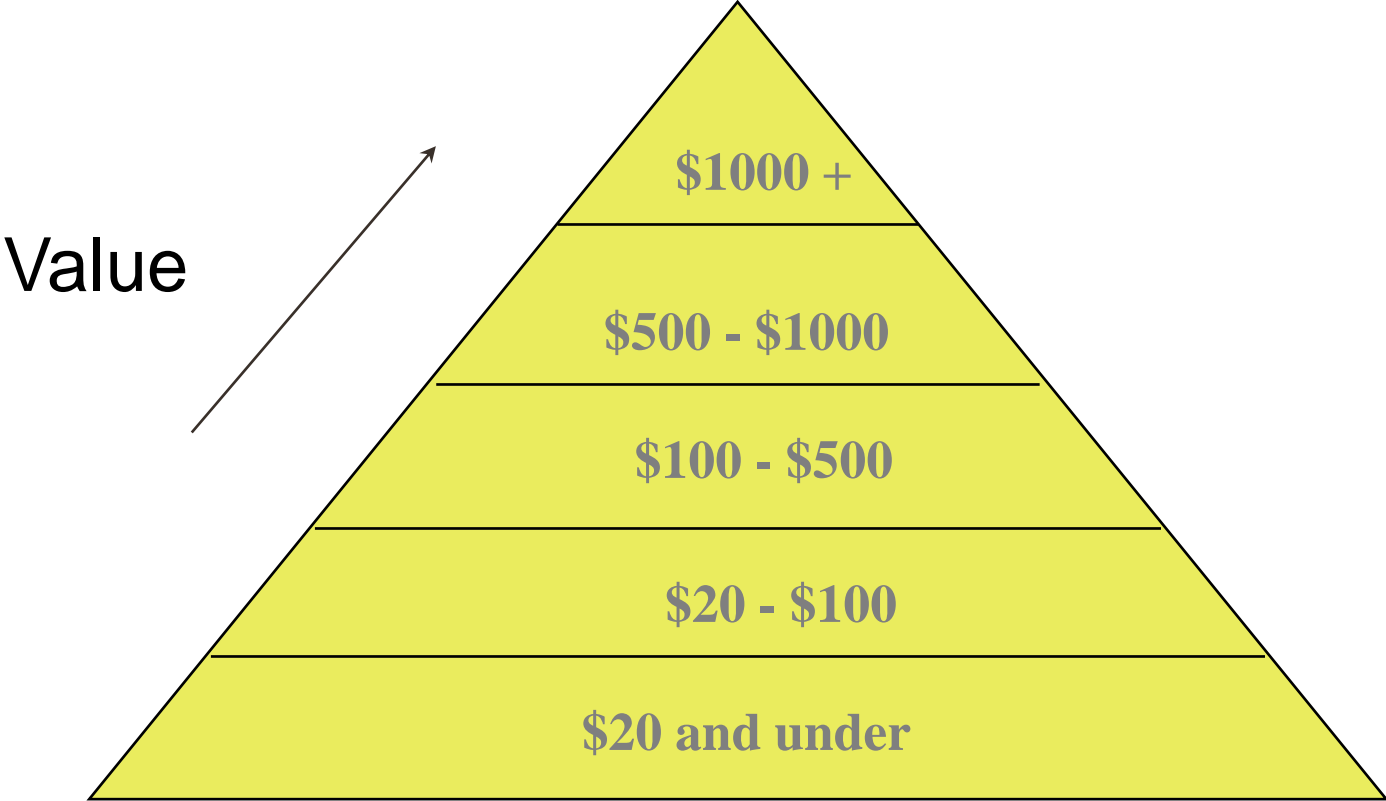


What is Lifetime Value?

“the total net contribution that a customer generates during his/her lifetime on a house list”



Value Segments



Perspectives on Value

	Historic	Future
Segment		
Individual		



LTV

$$LTV = \sum_{i=1}^n C_i (1 + d)^{-i}$$

Where

c = net contribution from each year's fundraising activity

d = discount rate

i = expected duration of each relationship in years



Key Decisions

- Costs/revenues
- Duration of lifetime
- Discount Rates



What can it do for you?

- Assigning Acquisition Allowances
- Choosing media for initial donor acquisition
- Setting criteria for donor marketing
- Investing in the reactivation of donors



So.....

What Drives Donor Value....???



Why Do Customers Defect?

Factor	%
Death and Relocation	4
Won by the competition	5
Lower price elsewhere	9
Unsatisfactory complaint handling	14
Lack of interest from the supplier	68



50 Ways To Lose Your Lover?

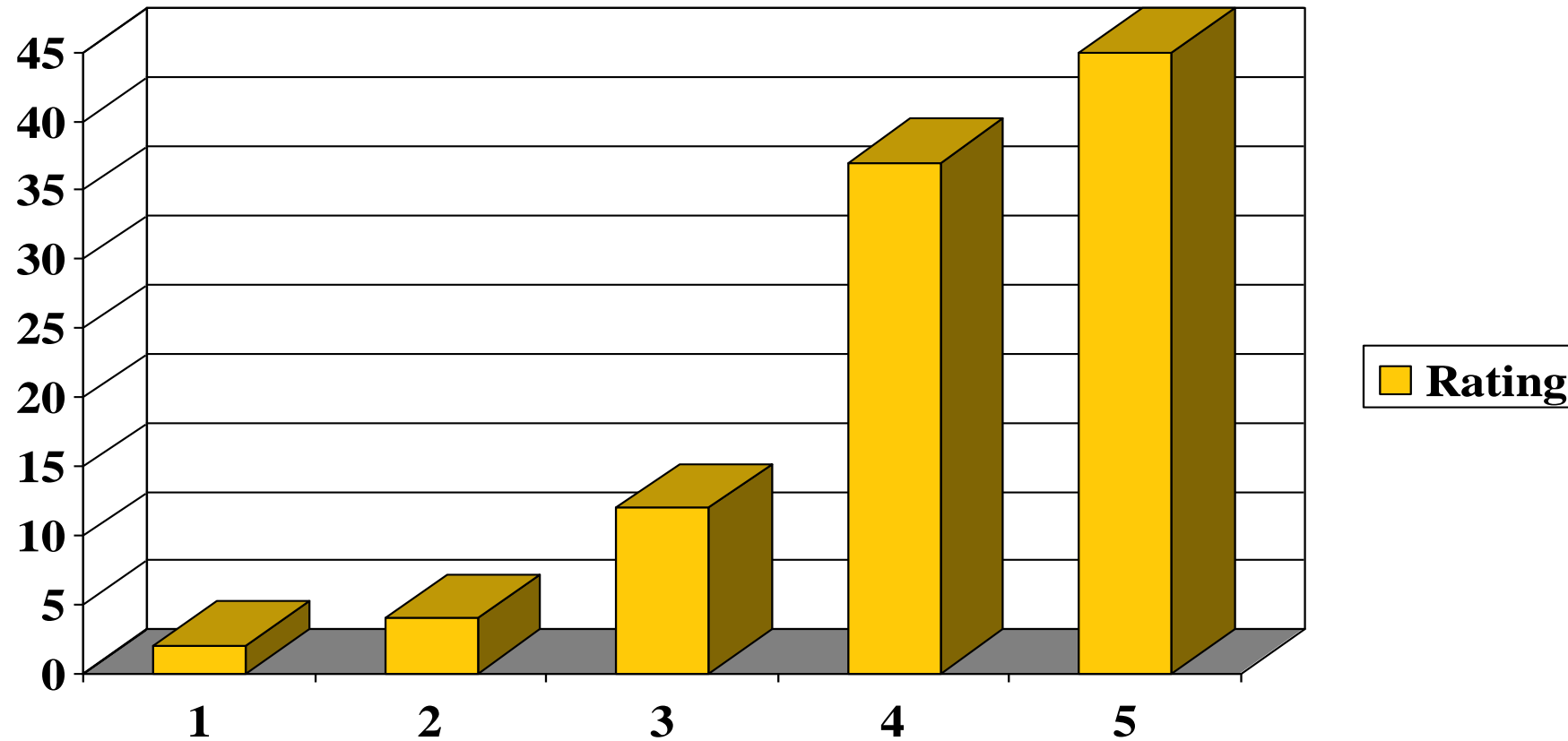


50 Way To Lose Your Lover

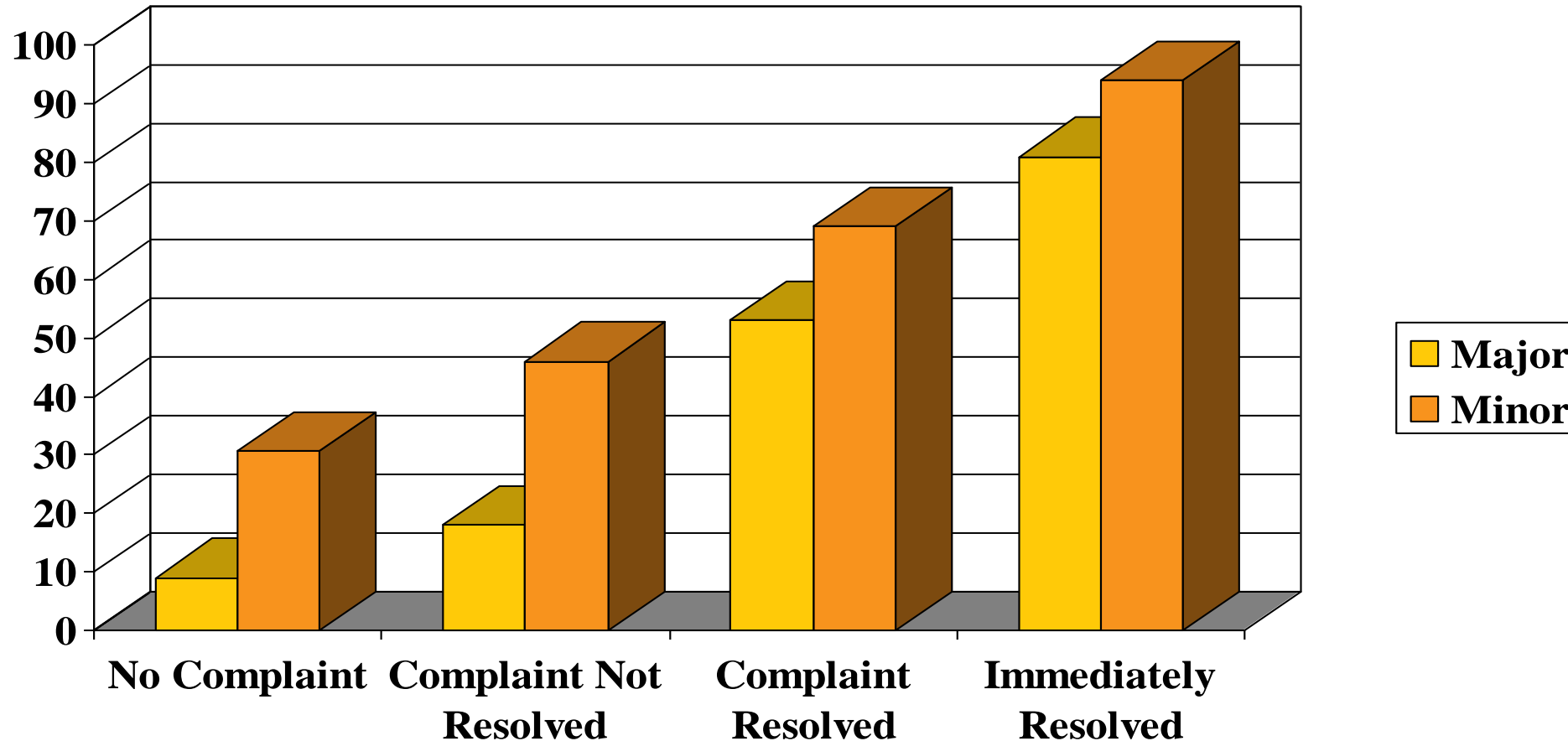
- Ignore Them
- Lie To Them
- Fail To Return Calls or Answer Letters
- Fail To Deliver On Promises
- Be Uncivil
- Increase Prices
- Don't Turn Up On Time
- Etc.



Customer Satisfaction



Will Customers Buy From You Again



So what's likely to drive
donor loyalty?

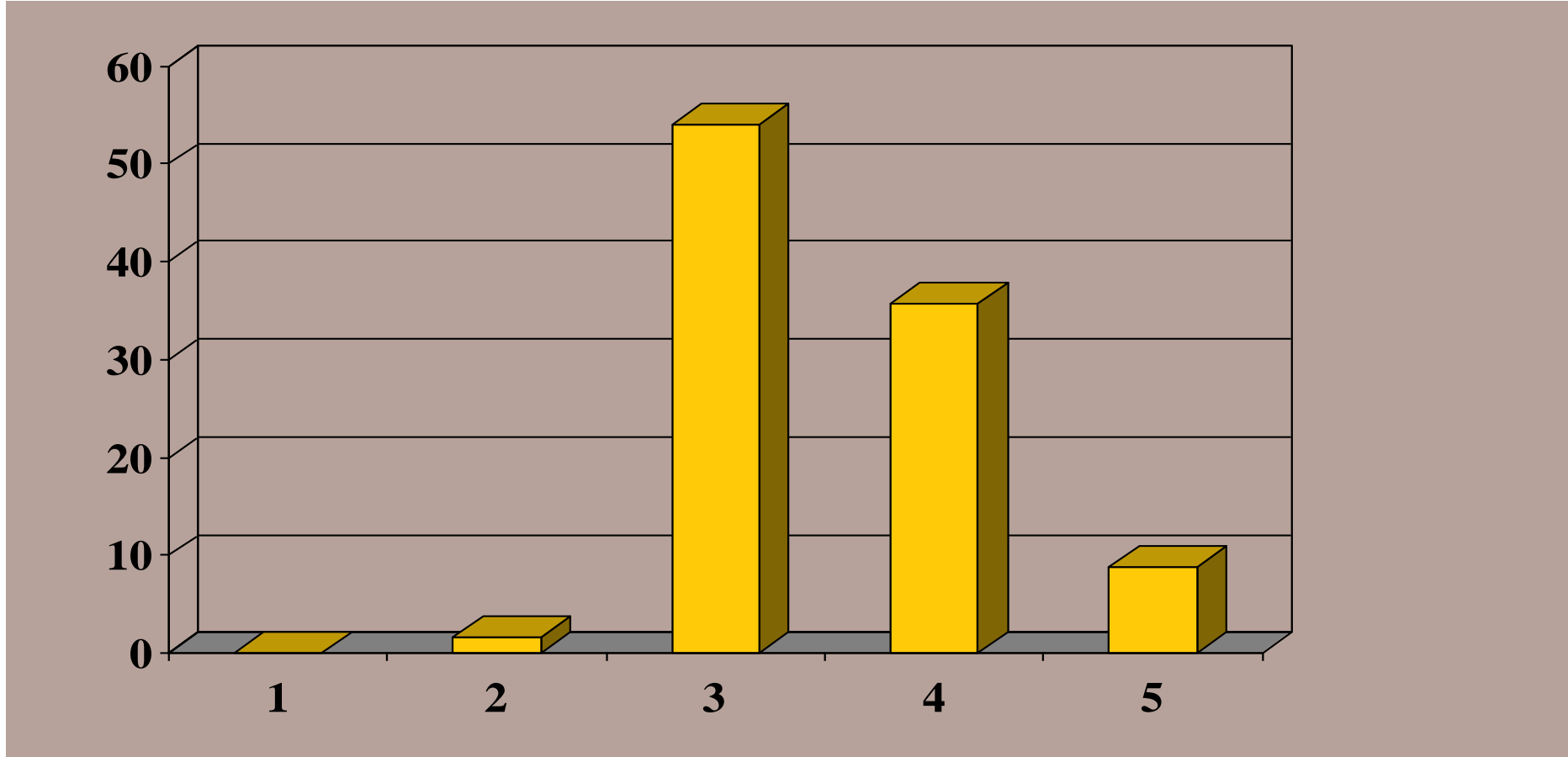


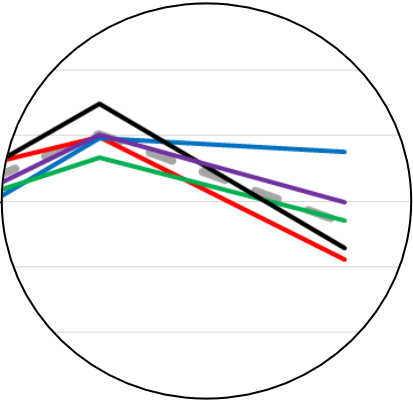
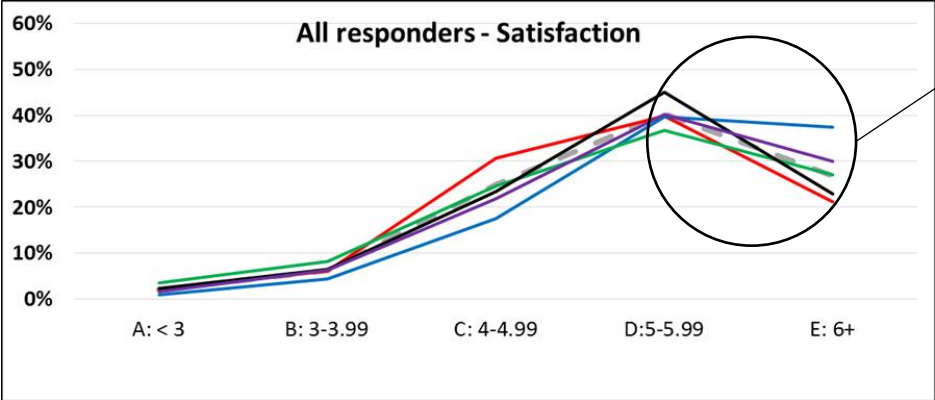
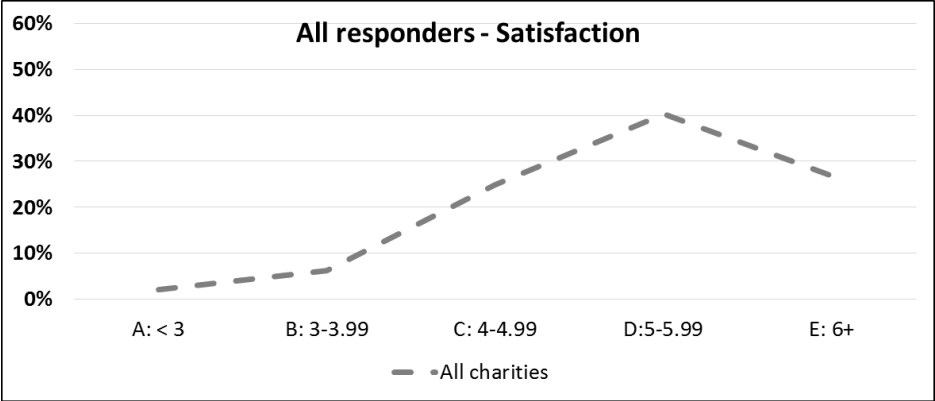
Reasons For Quitting

- No longer able to afford support
- No memory of ever supporting!!
- Still supporting by other means
- Feeling that other causes are more deserving
- X no longer needs my support
- Death/Relocation
- Not reminded to give again
- X did not inform me how my monies were used
- X's communications were inappropriate
- X asked for inappropriate sums



Donor Satisfaction



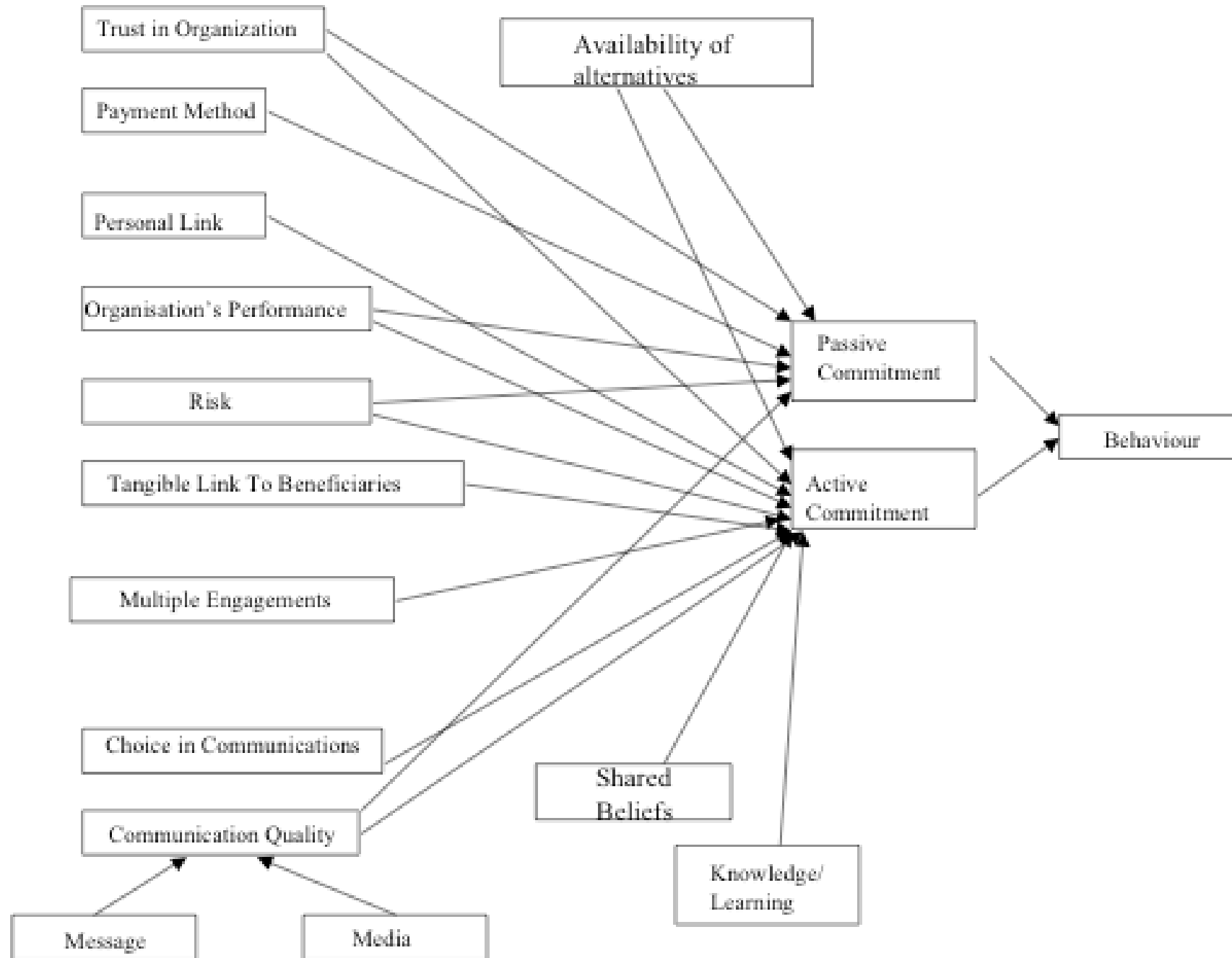


But what about commitment?



Qualitative Phase

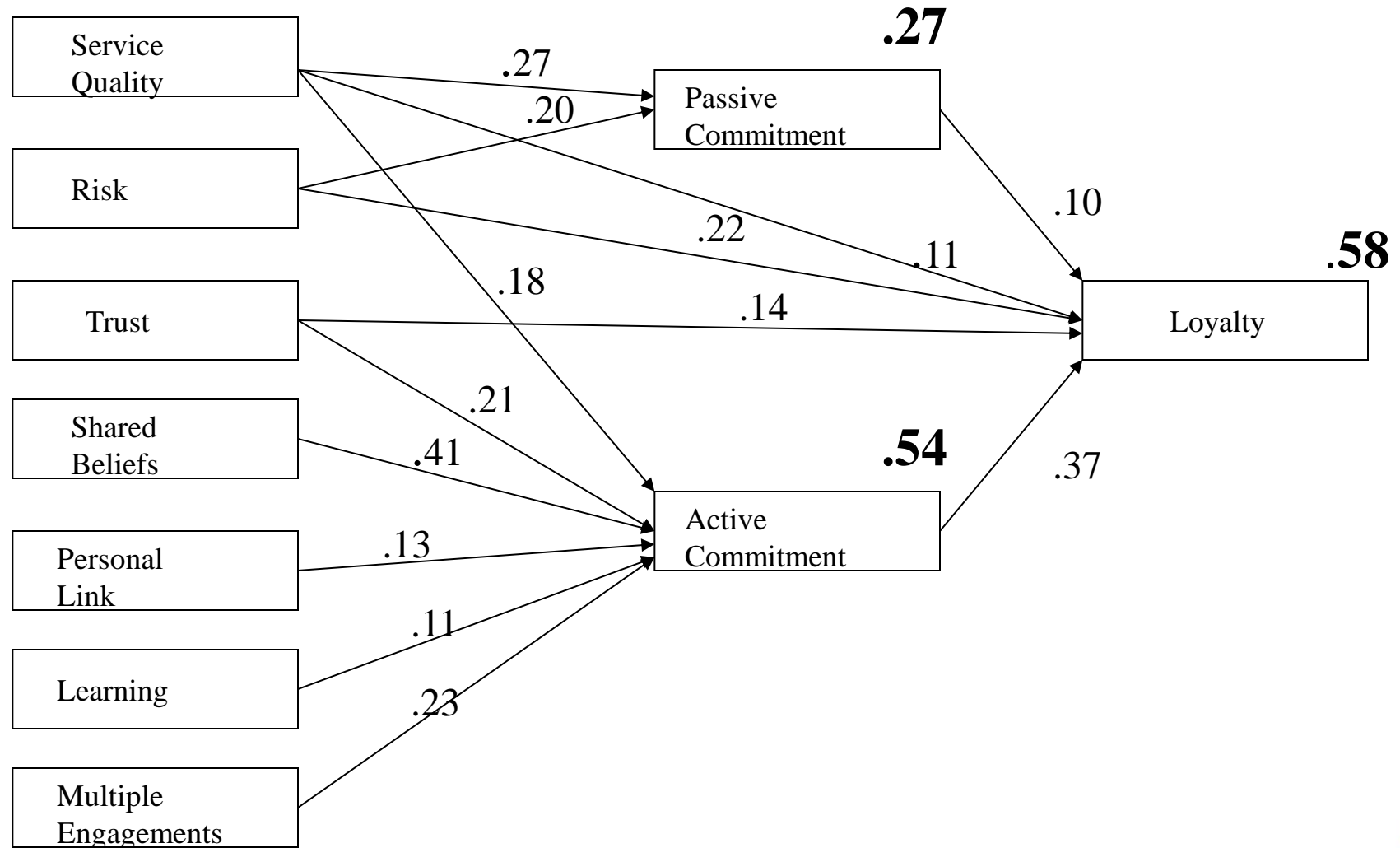


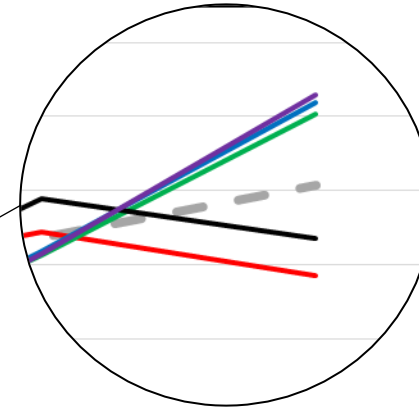
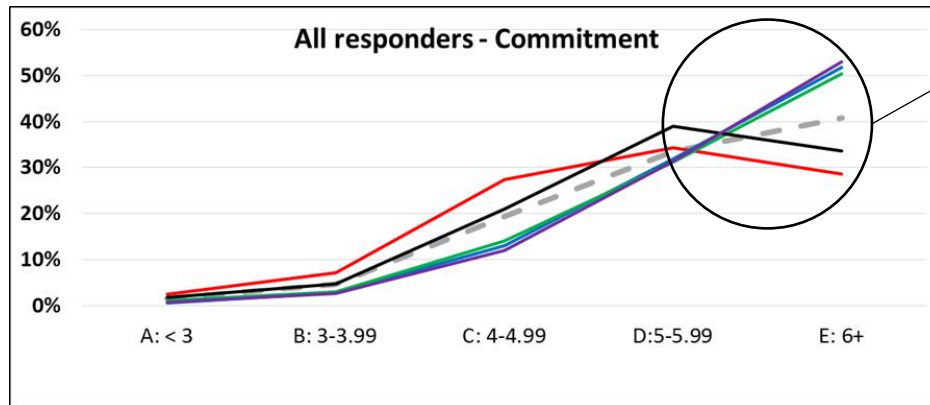
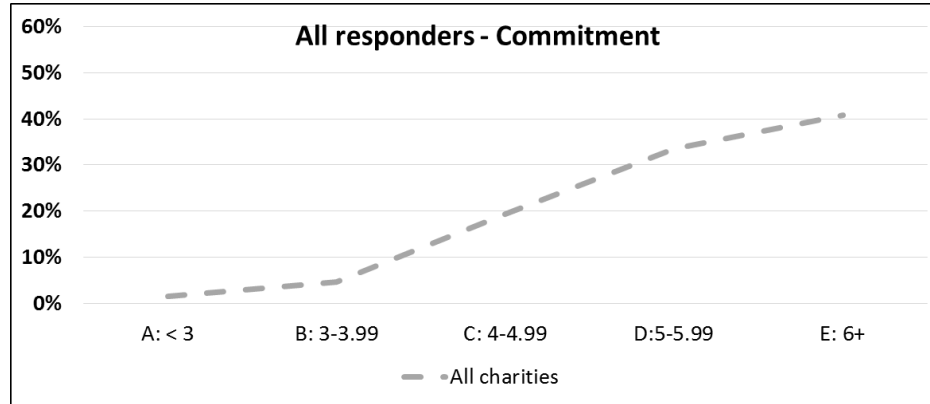


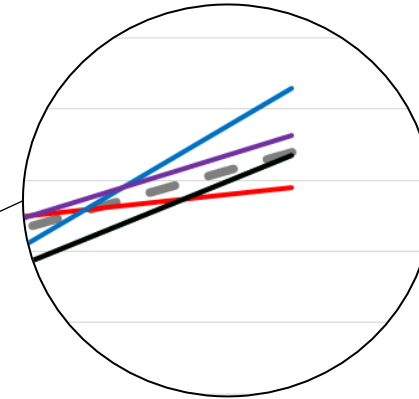
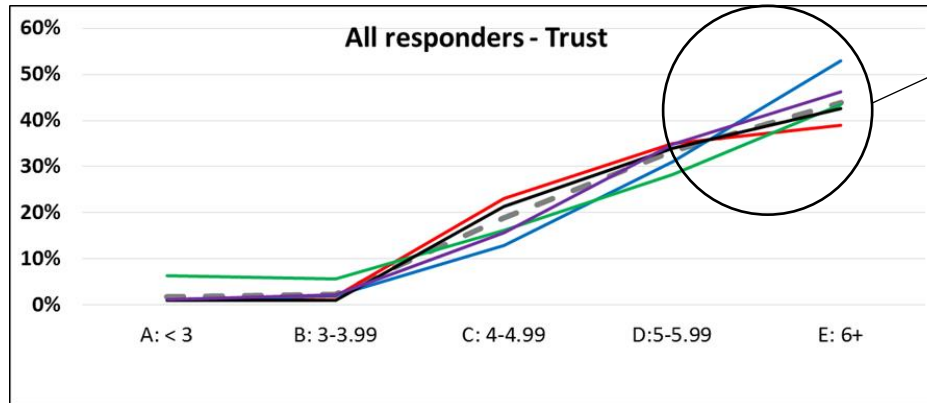
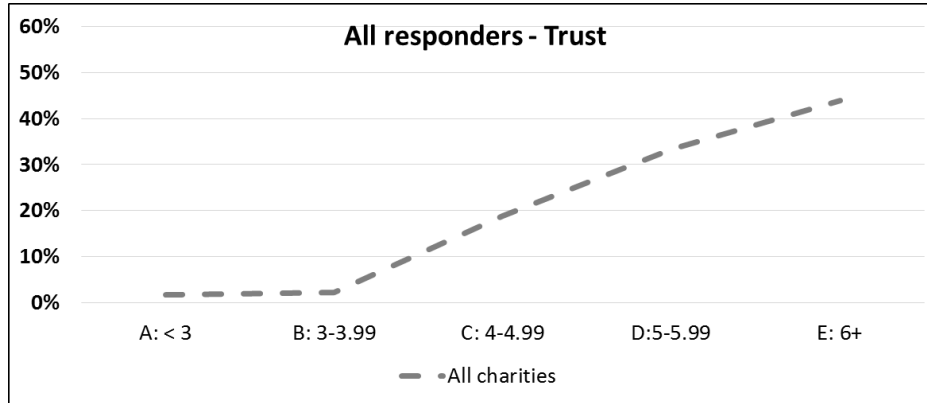
Quantitative Phase



Structural Equation Model







Satisfaction, Commitment and Trust

Cumulatively, increasing each attitude by one point increases a donor's likelihood of renewal by approximately 51.26%



Measurement...



Options ...

- I am a committed supporter of Oxfam
- I am a loyal supporter of Oxfam
- Oxfam is my favourite charity

7 Point Scale

Strongly Disagree Strongly Agree

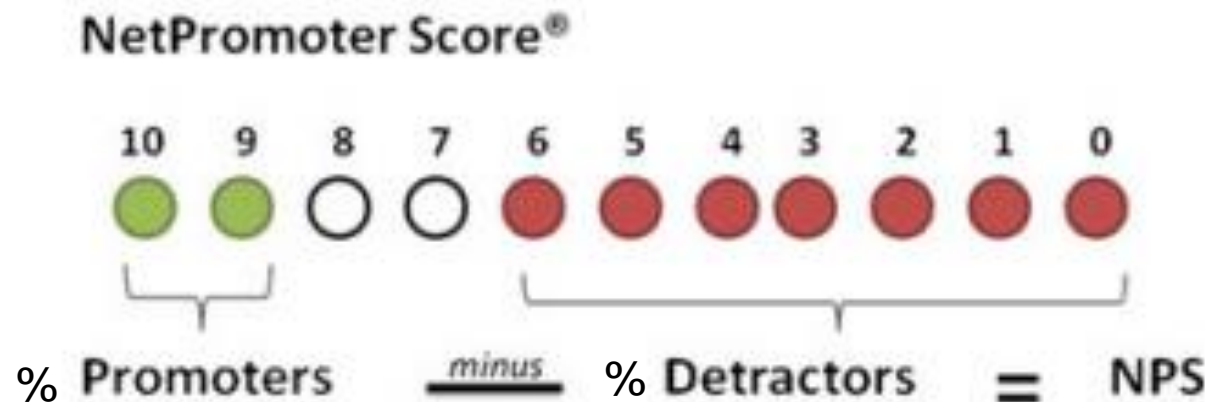
But avoid

- Net Promoter Scores



Net Promoter Score

- According to global benchmark data, which accounts for the NPS of more than 150,000 organizations, the average score is +32. If your score is below zero, it's considered 'bad'. A score above 20 is generally viewed as good and a score above 70 is exceptional.



Problems

- NPS assumes low scores are active “detractors” of brand
- NPS throws away data
- NPS does not identify the full set of organizational experiences that matter
- Recommendation is not the primary goal
- NPS is not as predictive of giving as other measures
- Confusion over what NPS is really designed to do



Keiningham et al.

- ...examined data from more than 15,000 consumers and 21 companies over multiple years. They then added in the growth rates for those companies under investigation. As the authors note “even when ignoring statistical significance (the likelihood that the correlations occurred by chance) Net Promoter was the best predictor in only two out of 19 cases.” They go on to conclude that “based on our research it is difficult to imagine a scenario in which Net Promoter could be called the superior metric” (p. 56).



Reichheld

- In June 2011 , Fred Reichheld, the creator of NPS, wrote: “The reason that so many researchers hate NPS is that so many senior line executives love it.” He continued to defend NPS by saying that although it was less accurate for predicting individual customer behavior than other measures, it was better at predicting business growth. But a few weeks later, he wrote that predicting individual behavior was the basis of NPS—rather than a correlation to growth.



Some Practical Advice ...



1. Measure and Reward ...



Satisfaction

Very dissatisfied Very Satisfied
7 point scale

Components of the service and
Overall – how satisfied are you?



Commitment

Commitment has been measured by the level of agreement with statements such as:

- *“X is my favourite charity”*
- *“I am very committed to X”*
- *“The work of X is very important to me”*



Trust

We would avoid questions that talk of trust in the abstract (e.g., I have a high degree of trust in XXX) and instead focus on specific manifestations of trust because donors find them easier to process, thus:

- *“I trust XYZ to use donated funds appropriately”*
- *“I trust XYZ to deliver on its promises”*
- *“I trust XYZ to be open and truthful in all its communications”*

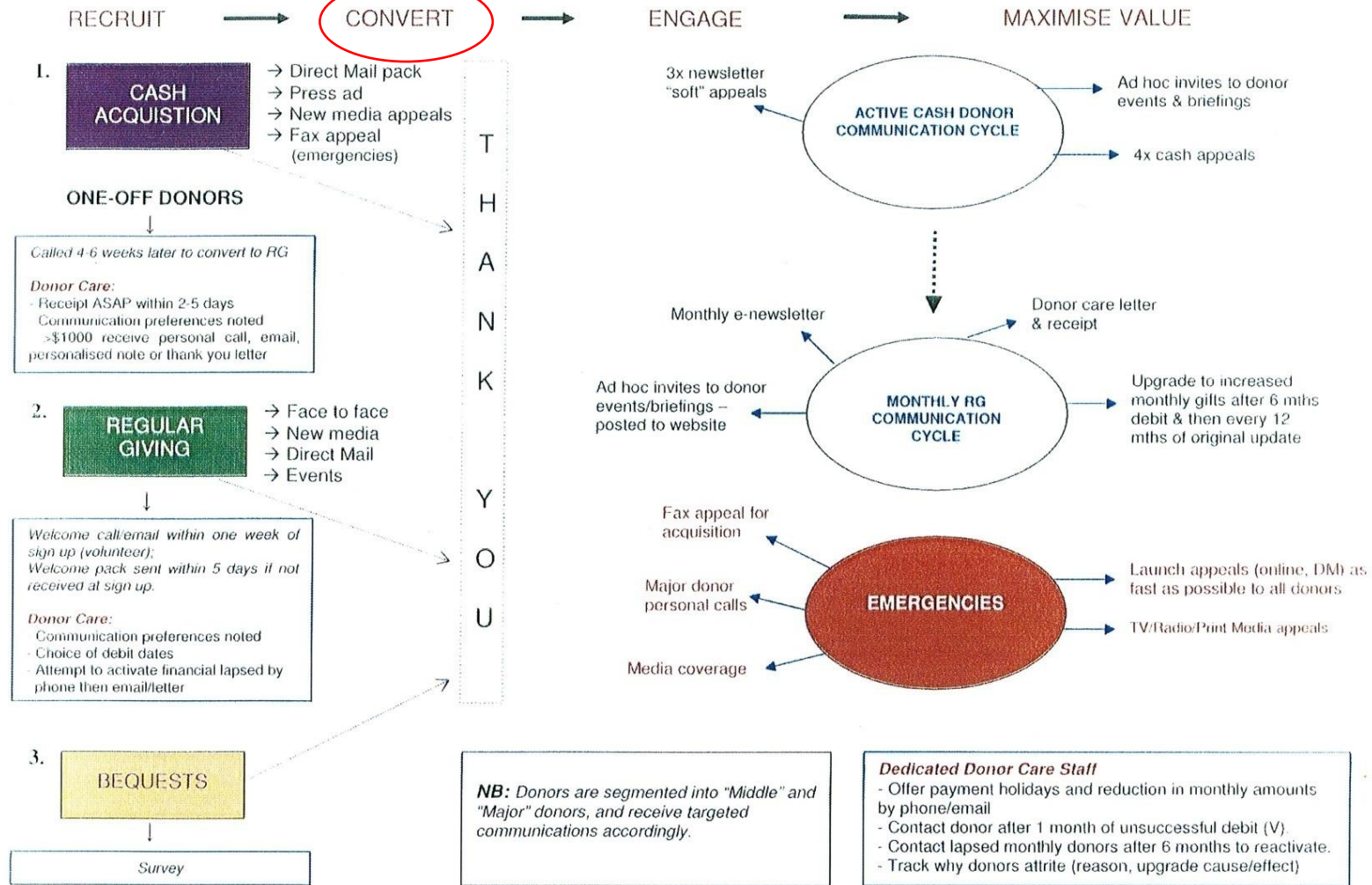
Again, 5- or 7-point measurement scales can be adopted.



2. Plan a Simple Communications Cycle and Supporter Journey



Strategic Donor Communication Cycle



A Supporter Journey

- What do we want to expose our donors to ...
- In what order ...
- Does it vary by segment – how ...



And move towards a loyalty plan for every donor

AI offering new opportunities for nonprofits to create unique goals and plans for each donor. As your relationship with each donor grows, you will have more information on the donor's interests and ability to give. You can add this information to your donor database and adapt the loyalty plan to work for each individual.



3. Survey to Identify Needs

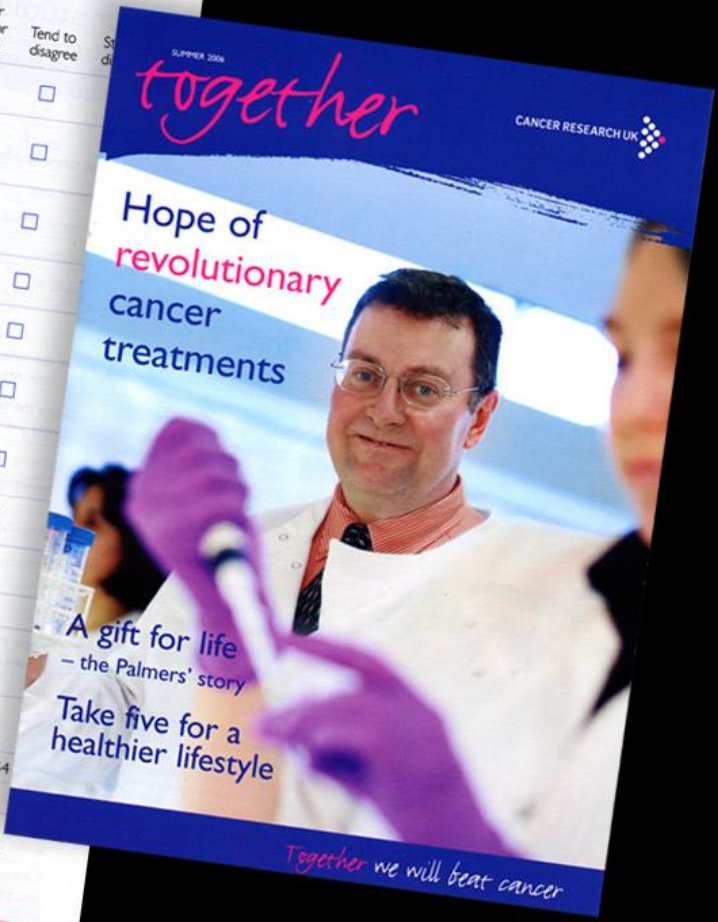




Research gives useful information on each supporter's attitude

Agree or disagree with each of the following statements? (Please place a cross in one box only)

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
th into cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iding care and	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to find a cure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
search into the	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
pp treatments,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rselves,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
he past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
erests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ing diagnosed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
may being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h what may	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
aven't time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ible disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vercome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t done	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Thank you for your time. Please return the completed questionnaire to us in the FREEPOST envelope provided to: Cancer Research UK, Freepost RRAL-TRSC-TTEL, Halifax Road, Melksham, SN12 6YY. Charity No. 108944

Head Office and Registered Office
 117 Fifea, Burford Court, Reading, Berkshire RG3 3YG
 Tel: 0845 603 1477 Email: gdn@guidedogs.org.uk
 Website: www.guidedogs.org.uk Registered Charity No. 502617

Miss H Jefferies
 40 Carlton Street
 CHELTENHAM
 Gloucestershire
 GL52 6AQ

2229609-1-WMAC
 01641

July 2007

Dear Miss H Jefferies,

My name is Iain McAndrew from The Guide Dogs for the Blind Association. I am writing to you as someone who has expressed an interest in leaving a gift to Guide Dogs in your Will – not to ask for a donation – but for your opinion on a very important project I'm working on.

My job is devoted to encouraging people to support Guide Dogs – which is why I'm currently involved in developing some new fundraising messages which offer people the opportunity to help Guide Dogs by leaving a gift in their Will. As you have shown yourself to be a keen supporter of the charity's valuable work, I wondered if you could spare a few minutes to give me your views on our 'work in progress'.

I would simply like to learn which messages most appeal to you. I can't stress enough just how much I value your insight. How else can we be sure of sending out the strongest possible messages to gain as much support as possible?

I have enclosed a rough copy of the messages we are considering, together with a brief questionnaire. Please look over the work and answer the questions; it shouldn't take long. When you have completed the questionnaire, please return it to us in the enclosed reply envelope.

Once again, on behalf of all of us at Guide Dogs, thank you so much for your time and consideration.

Iain McAndrew
 Guide Dogs

PS. If you would like to receive information about remembering Guide Dogs in your Will, or if you wish to make a donation, just call us on 0845 603 1477.

Miss H Jefferies
 40 Carlton Street
 CHELTENHAM
 Gloucestershire
 GL52 6AQ

2229609-1-WMAC

Which one would you choose?

Please take a few moments to look near the advertisements below – would you –

Now considering all four advertisements, please rank them from strongest to weakest.

5 Please write 1 for the strongest, 2 for your second choice, 3 for your third choice, 4 for your fourth choice (i.e. your least favourite).

A B C D

6 Please could you indicate which years you were born between?

after 1975 1930 - 1945
 1961 - 1975 before 1930
 1946 - 1960

7 When did you last update your Will?

House move Other
 Birth/death Marriage
 Haven't got a Will

8 If you haven't already let us know, please could you indicate if you have ever considered leaving a gift in your Will to The Guide Dogs for the Blind Association?

I have left a gift to Guide Dogs in my Will!
 I am interested in leaving a gift to Guide Dogs in my Will – please send me details
 I have never really thought about it
 I am unlikely to leave a gift to Guide Dogs in my Will
 I am leaving a gift to another charity

9 If you have additional comments please write them on the back of this piece of paper.

Thank you.
 Your answers will help us enormously.
 Please return this questionnaire in the reply envelope provided.

Guide Dogs
 Registered Charity No. 502617

A

When I grow up I want to be a guide dog.



But I'll need your help to make it.

I'm going to have to go through a bit of training to reach the standards of a real guide dog - able to ease the trust and companionship of a partially-sighted or blind person. Of course, there's no guarantee I'll make it: three out of four of us are done and completed enough to pass the test. So... and a lot of other puppies, really need your help - especially when you consider that The Guide Dogs for the Blind Association supports almost 5,000 guide dog personal-go every year. And that it costs over £35,000 to keep each of us throughout our entire working lives.

Will you help me by leaving a gift in your Will to Guide Dogs?
 For more information, please call 0845 603 1477

Guide Dogs
 Registered Charity No. 502617

B



Just a little mention in your Will could go a long, long way.

You don't have to have pots of money to leave a donation in your Will to The Guide Dogs for the Blind Association. A small legacy is a way of making a donation after funds have been allocated to all the other concerns detailed in your Will. For example, just 2p in every £1 left over could be enough to keep a guide dog and owner together for a year - helping a blind or partially-sighted person enjoy the mobility and independence they deserve.

Take an elderly driver, Derek, for example. After gradually losing his sight he woke up one day, at the age of 85, to find he couldn't see. He felt the world had closed in around him. But in a positive effort to keep his world from shrinking, he turned to Guide Dogs for help - and turned his life around.


By remembering Guide Dogs in your Will, you can help us to breed and train more guide dogs - and transform the lives of blind and partially-sighted people for years to come.

Will you help by leaving a gift in your Will to Guide Dogs?
 For more information, please call 0845 603 1477

Guide Dogs
 Registered Charity No. 502617

C

Jan's going to need at least three more guide dogs as good as Abbe.



No one knows what's around the corner. Jan was in her mid-fifties when she became visually impaired. But it's to Guide Dogs she had Abbe to help her adapt to an independent way of life. We because each dog's working life lasts up to just seven years, Jan - and thousands like her - need four or more dogs throughout their lives. And when you consider that it costs around £35,000 to breed, train and care for every guide dog, you can see why we need to plan our future finances with care.

In fact, even though we're a charity and the guide dog service receives no government funding, we make a lifetime commitment to every guide dog owner - to provide them with a guide dog for as long as they need one. Making sure that everyone has the chance to own a dog like Abbe, and helping people enjoy more independence - whatever stage of life they're at.

You can help us keep our promise. Only with your support can we make sure that people like Jan will always have a fully trained guide dog. So please, call us today to find out some of the many ways you can help. From a monthly donation to a small mention in your Will, you'll be making a difference in the lives of blind and partially-sighted people for years to come. Thank you.

For more information, please call 0845 603 1477

Names and details have been changed to protect privacy.

Guide Dogs
 Registered Charity No. 502617

D



When Chloe grows up, make sure there's a guide dog waiting for her.

We all hope our children will enjoy the gift of sight for their entire lives. Yet the fact is that thousands may become visually impaired or even blind as they grow older. Here at The Guide Dogs for the Blind Association we believe every one of them should have the chance to own a guide dog, for a more independent life. But it costs around £35,000 to breed, train and care for every guide dog throughout its life - and the guide dog service receives no government funding.

So you can see why we need your support.

Will you help us?
 By remembering Guide Dogs in your Will you can help us be there for the next generation of guide dog owners. Please call now to find out more.

For information, please call 0845 603 1477

Guide Dogs
 Registered Charity No. 502617



4. Give Good Feedback & Thank Properly!!



Before

Date

<addressee>
<street>
<city>, <state> <zipcode>

Dear <formalsalu>,

Thank you so much for your gift of <strecptant> in support of the Ontario Science Centre.

Science and technology enriches our lives, and a single visit to the Science Centre can plant a seed and provide the tools for a lifetime of exploration and discovery. Thanks to your support, young people and their families from Toronto's at risk communities will experience the inspiration and excitement that you and your family enjoy each time you visit.

We're thrilled to announce top-notch exhibitions and IMAX films in honour of our 40th anniversary. Come and experience our upcoming features The Science of Spying, followed by Lizards and Snakes, Alive! and our summer food programming. Watch for news on our anniversary celebration in September.

In recognition of your donation, we'd like to acknowledge your support by including your name in our Annual Report and on our Donor Wall. Your donation receipt, in the form of a letter, is enclosed. If you have any questions or need any assistance, please contact Matt Wiesenfeld, Head of Annual Giving at (416) 696-3233.

I hope you visit us soon, to see the impact you are making when you chose to donate to the Science Centre.

Yours sincerely,

Lesley Lewis
CEO (6)

Encl.

After

Date

<addressee>
<street>
<city>, <state> <zipcode>

Dear <formalsalu>,

Robots whirl. Comets streak. Tide pools gurgle. When science comes to life, anything is possible... and all because of you.

Thank you for your contribution of <strecptant> in support of the Ontario Science Centre! Your gift is already inspiring a generation of future scientists and their families who, without you, might not have the means to visit our Science Centre.

You provide the tools for a lifetime of exploration, too - illuminating the comets, giving tide pools their gurgle, and much more - sharing with others from Toronto's communities the same excitement that you and your family enjoy each time you visit.

In recognition of your kind gift, we'll add your name to our Annual Report and our Donor Wall. (And you'll find your donation receipt enclosed.) If you have any questions, please contact Matt Wiesenfeld at (416) 696-3233. We'd love to hear from you.

Thank you so very much for sowing the seeds of discovery,

Lesley Lewis
CEO

P.S. There's lots going on for our 40th anniversary - from The Science of Spying to Lizards and Snakes, Alive! - so I hope you'll visit us soon. Stay tuned for updates in our upcoming [newsletter?] and at www.ontariosciencecentre.ca. Thanks again.



FirstName LastName
Address1
Address2
Address3

2nd March 2009

Dear NAME,

On behalf of XYZ Charity, thank you most sincerely for sending through AMOUNT donated on behalf of the winner of the ABC Competition. We truly appreciate your customer's generosity and support.

For over XXX years, XYZ Charity has been Ireland's leading independent charity advocating for the rights, well being & protection of children. Our mission is to end cruelty & injustice to children in all forms – ensuring every child is given the opportunity to experience love, happiness & equal opportunity. Despite Ireland's great progress, the moral obligation to protect fully our most vulnerable citizens remains unfulfilled. This is the gap XYZ Charity aims to fill each & every day with the public's generous support.

Our services to children, their families and communities include:

- ProgrammeName is Ireland's only multi-media listening service for children, providing daily round-the-clock support. With a network of over 200 volunteers nationwide, ProgrammeName has answered over 1.8 million calls, texts and online communications over its 20 year history. Nearly 2,000 calls are received each day.
- The ProgrammeName2 programme focuses on teenagers with behavioural or mental health problems as well as those at risk of substance abuse to prevent social isolation and early school leaving.
- ProgrammeName3 is a home-based service working with vulnerable young children who are experiencing behavioural or emotional difficulties with limited support options available.
- Now in its 12th year, ProgrammeName4 is a 24-7 service focused on children, young people and parents who are begging or at risk of begging on the streets. ProgrammeName4 also provides support to children from minority ethnic backgrounds who are seeking asylum in Ireland.

We rely on donations like yours to continue to expand and improve our programming.

- AMOUNT can cover the costs of one month's one-on-one web counselling.
- AMOUNT can help us train one new volunteer who will then devote 100 hours or more of service to our programmes, making an immeasurable difference to the lives of so many children.

We would welcome the chance to explain our work further or answer any questions you might have. Please do not hesitate to contact us anytime on (XX) XXX XXXX or visit www.xyzcharity.org.

Again, we really appreciate your support and we hope that you can continue to support us in whatever way you can in the future.

Yours sincerely,


Fundraising Campaigns Administrator

Before

After

[XYZCharity Letterhead]

FirstName LastName
Address1
Address2
Address3

2nd March 2009

Dear NAME,

Somewhere in Ireland, a child is calling for help. And because of you, a caring voice answers.

Thank you so much for donating AMOUNT through the ABC Competition to XYZ Charity. Your generosity – and your customer's support – are truly at the heart of all we do.

Nearly 2,000 times, each and every day, you make all the difference in the world for troubled children. Your kind contribution means that XYZ Charity can keep skilled volunteers standing ready to answer calls... offer counseling services that keep teenagers in school and away from drugs... and mentor young children (and their parents) to better cope with tough times.

Your support even extends to Ireland's "invisibles" – those who beg or are at risk of begging – as through XYZ Charity's round-the-clock outreach services, young lives are forever changed.

It's all thanks to you.

And we welcome the chance to answer any questions you might have. Please contact us anytime on (XX) XXX XXXX or visit www.xyzcharity.org. I'll also update you on all the good your gift is doing in XYZ Charity's [annual letter? quarterly newsletter?], which you'll receive [when].

All of us here at XYZ Charity really appreciate your support. Thank you again for giving vulnerable young children a place to turn for help... and a reason to hope.

Yours sincerely,

[INSERT SIGNATURE]


Chief Executive, XYZ Charity



Institute for Sustainable
Philanthropy



Acknowledgement received

Thank you for taking the time to read this letter. I often write to you to ask for a gift, but not today.

Today, I want to tell you that you are the real gift.

Today, I want to thank you for changing lives.

Your past support of Planned Parenthood of Southern New England (PPSNE) changed Lauren's life.

After suffering years of abuse, Lauren found renewed hope for safety: gifts like yours allowed her to get her first well-women exam. This meant the world to her – safe, non-judgmental care provided by informed and thoughtful health care providers.

No acknowledgement

Donor identity boosted

Planned Parenthood of Southern New England

Please check the box if the statement below describes you:

Yes, I think standing together with PPSNE to guarantee safe, compassionate and affordable care is an important part of who I am.

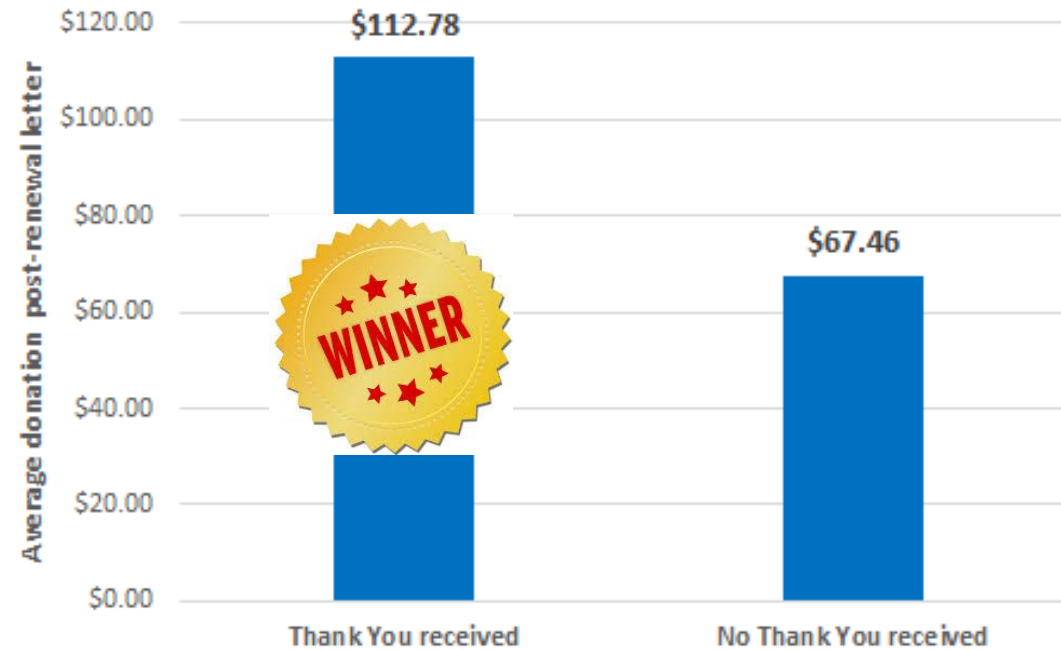
Yes, I want to stand with PPSNE patients. Please accept my renewed gift of: \$25.00 \$30.00 \$37.50 Other _____

Planned Parenthood of Southern New England

Please check the box if the statement below describes you:

Yes, I think standing together with PPSNE to guarantee safe, compassionate and affordable care for 80,000 patients each year is an important part of who I am.

Yes, I am honor to support the patients PPSNE serves. Please accept my renewed gift of: \$150.00 \$180.00 \$225.00 Other _____



Those who received the thank-you letter gave on average **\$45** more than those who did not. This is a **67%** increase in giving.

5. Build Passion...

- Cross-sell





Mrs Sampleton-Sample
Sample Company
Sample Farm
12 Sample Street
Sampleton
Sampleshire
SA MPL

SHOCKING!

We expose the suffering of horses on their long-distance journey to slaughter.



Mrs Sampleton-Sample
Sample Company
Sample Farm
12 Sample Street
Sampleton
Sampleshire
SA MPL

100,000 horses are still being trucked long-distances across Europe to slaughter.

Please help them. Make A Noise now!

Dear Mrs Sample,

Every day, horses from Poland, Romania, Spain, Lithuania and Belarus are packed into lorries and trucked thousands of miles across Europe in appalling conditions.

Around 100,000 horses meet their deaths in Europe each year.

As Director of Campaigns and Communication I have led the ILPH campaign to introduce legislation currently involved in this trade.

The shocking reality is that this legislation is still suffering in its infancy. I have led the ILPH campaign to introduce legislation currently involved in this trade.

Illegal practices are still taking place. Some water and rest, when legally they are required days without stopping. The law requires but seeks to cram in as many horses as possible.

What is happening is shocking and would be with our Make A Noise campaign we aim to change this.

If you care about the welfare of animals your voice to ours with a donation of £10 to help fund our long-distance transport to slaughter by road.

We need as many people as possible to join us and your friends can get involved. It is vital that we have your support.

Thank you for your support.

ILPH HQ
Anne Colvin House,
Snettistone, Norwich,
Norfolk NR16 2LR
Telephone: +44 (0)1953 496992
Fax: +44 (0)1953 496972
E-mail: info@ilph.org
Website: www.ilph.org

Working for a world where the horse is used but never abused



MAKE A NOISE

Drive long-distance transportation of horses for slaughter off Europe's roads

Here's how to Make A Noise!

Please do as much as you can to get involved with the campaign. Anything you can do will help the ILPH to put an end to the long-distance transport of horses to slaughter in Europe.

- Step 1: Help fund our vital investigations and campaigning with a donation of £10.
- Step 2: Lobby the EU Commissioner for Animal Health and Welfare by completing the card below.
- Step 3: Log onto www.ilph.org/makeanoise for other ways to support the campaign.



www.ilph.org/makeanoise

Log on now to help break the trade that's breaking horses.

Let people in your community know about Make A Noise!

Download the letter we've written for you and post it to your local newspapers. Visit your MP and MEP, organise events and set up a campaigning group.

Show us you're committed to the cause! Sign up online and become a Make A Noise campaigner.

Shop online and support Make A Noise!

Every gift you buy at www.ilph.org/shop will help us fund our campaign to end this trade.



Tell us what you think! Please complete the online questionnaire. The more we know about your interest in horses the more cost effective we can be when we communicate with you.



I'm counting on you to make a big noise.

Dear Commissioner Kyprianou,

Horses are still suffering unnecessarily as they are packed into overcrowded trucks and driven thousands of miles across Europe to slaughter. The International League for the Protection of Horses (ILPH) and other welfare organisations have evidence that there is a consistent lack of enforcement of EU Regulation (EC) 1/2005. This includes: no individual partitions; failure to provide water and rest for horses during journeys; and lorries travelling for over 24 hours without stopping. The ILPH needs your support now to make sure all Member States enforce this Legislation. Please help by adding your voice to the Make A Noise campaign and together we can stop this abuse of horses.

Please use this space to add your signature and any short message.

For more information about our Make A Noise Campaign, and what your support will help the ILPH to achieve, please call Emma Seel, Campaigns Officer, ILPH, UK on +44 (0)1953 497 726.

AIR MAIL
PAR AVION

To:

Markos Kyprianou,
Member of the EU Commission,
Rue de la Loi 200,
B-1049
Brussels
BELGIUM

MAKE A NOISE
Drive long-distance transportation of horses for slaughter off Europe's roads

Help us break the trade that's breaking horses.

MAKE A NOISE

Drive long-distance transportation of horses for slaughter off Europe's roads

Mrs Sampleton-Sample
Sample Company
Sample House
12 Sample Street
Sampleton
Sampleshire
SA MPL

Yes, I want to help horses with a gift to the ILPH of

£20 £30 £50 Or, the amount of my choice: £

Please accept my cheque/postal order (please indicate which made payable to the ILPH)

Or please debit my Visa MasterCard CAF CharityCard Maestro

Card no

Start date Expiry date Maestro issue no

Signature

When you've completed this form, please return them all in the envelope provided to: ILPH, FREEPOST ANG4211, Anne Colvin House, Snettistone, Norfolk NR16 2YK.

To help the ILPH's vital work with a regular gift, please see over...

Please tick the box to tell us you've sent the Commissioner your Make A Noise card.



To the Commissioner - Add your voice to mine.

Make A Noise is all about...

- Ensuring rigorous enforcement of the current legislation
- Improving the welfare of horses and introducing a faster journey limit
- Ending the long-distance transport of horses to slaughter in Europe
- Adding your voice to ours to Make A Noise!

Make A Noise is all about...

- Ensuring rigorous enforcement of the current legislation
- Improving the welfare of horses and introducing a faster journey limit
- Ending the long-distance transport of horses to slaughter in Europe
- Adding your voice to ours to Make A Noise!



Institute for Sustainable Philanthropy

American Civil Liberties Union (ACLU) – U.S.

- Activists taking 2+ actions between September and November were 4x more likely to donate at year-end
- Donors taking 2+ actions produced 26% more revenue at year-end than non-activists

Nick Allen



6. Give Some Control



Mr S B Pidgeon
 Hunt Court Farm
 Sandy Pluck Lane
 Shurdington
 CHELTENHAM
 GL51 4UB

The Camphill Family
 Living and working together

Appeals Office
 Botton Village
 Danby, Whitby
 YO21 2NJ
 Helpline: 01287 661294
 Fax: 01287 660838
 Switchboard: 01287 660871
 Email: family@camphill.org.uk

September 2006

Dear Mr Pidgeon
 As ever, it's a pleasure to write to you with the latest issue of *Camphill Family Life*. Your friendship continues to help us achieve truly wonderful things - so thank you again for the dedication you have shown in supporting us.

I also thought you'd be interested to hear some exciting news from the Croft community in Malton. Whenever I drop in, something always seems to be happening, and the Barn is usually where it happens! Michael, who has lived at the Croft for many years, says: "Without the Barn we'd fall to pieces. Life would be boring." And he's right - the Barn is the venue for plays, film nights, concerts and seasonal celebrations. Just like our Joan of Arc Hall here at Botton, it's the true heart of the community.

Michael's friend Linda, who has lived at the Barn since it began, remembers helping to convert the Barn hall back in 1980. "There were only twenty of us in those days and we didn't have the capacity to raise any funds, so we all pitched in. It was a real DIY job." But (like my own attempts at DIY, I must confess!) it hasn't stood the test of time.

More than twenty-five years on, the Croft community has grown in size, and the Barn hall is bursting at the seams. On top of that, part of the Barn accommodates a cramped candlemaking workshop. It all badly needs renovation. Plans have been drawn up but as you're probably aware, we always have to raise additional money for building projects. Please would you consider sending an extra donation to help us meet the cost? Your kindness will help turn the Barn into a building that people can use and enjoy for years to come.

Please turn over

Appeals Office, The Office of St Albans, The Guild House, 100-102, St Albans, Herts, SG1 1AA. Tel: 01438 744444. Fax: 01438 744444. Email: appeals@camphill.org.uk
 The Camphill Family Trust Limited is a non-profit company limited by guarantee. Registered office: 100-102, St Albans, Herts, SG1 1AA. Registered in England and Wales as a Charity (12462). Registered office: 100-102, St Albans, Herts, SG1 1AA. Registered charity number 232402.
 A member of the Association of Camphill Communities

The Camphill Family raises funds for eleven communities helping adults in need of special care and understanding. Together they make up the Camphill Village Trust Limited, registered charity number 232402.

Let The Camphill Family help you

Your support means a great deal to us and we want to help you in return. Please let us know your preferences by ticking the relevant boxes below.

Choose when you want to hear from us

- 1. If you receive four issues of our newsletter each year:**
 - I would prefer to hear from you just once a year, at Christmas.
- 2. If you receive a newsletter once a year only, you may like us to contact you more often:**
 - I would like to receive *Camphill Family Life* four times a year.
- 3. If you would rather not receive appeals:**
 - I would like you to keep me up to date with news through *Camphill Family Life*, but I do not wish to receive appeals.
- 4. If you would rather not receive information from The Camphill Family:**
 - I would prefer you NOT to write to me again.

Your guide to The Camphill Family

You can be sure of a warm welcome at any of the eleven communities supported by The Camphill Family. This guide gives you all the information you need to plan a visit, including our opening times.

- Please send me a free copy of the guide.

To set up or change a regular gift

- Giving The Camphill Family your regular financial support helps us to plan for the future. By amending an existing Banker's Order or setting up a Direct Debit you'll continue giving our communities regular help, but our bank will be doing all the paperwork.
- 5. If you would like to set up a regular gift:**
 - I would like to give to The Camphill Family on a regular basis - please send me a Direct Debit form.
 - If you would like to amend your existing regular gift:**
 - I already give regularly by Banker's Order and would like to convert to Direct Debit - please send me a form.

Leave a gift of happiness in your Will

Remembering The Camphill Family in your Will could bring happiness to people in our special communities, many years into the future. We'd be delighted to send you more information about this way to give - please tick here.

- Please send me a free copy of the legacy information leaflet.

Find out more about what life is like in one of our Camphill communities

- 7. Our video of life in Botton**
 Botton Village: This is our home tells the story of our community through the lives of our villagers, and is a charming portrait.
 Please send me a complimentary copy of this video.
- 9. A Celebration of Botton booklet**
 This booklet gives a fascinating glimpse of Botton over the fifty years since it began.
 Please send me a free copy of A Celebration of Botton.
- 8. The Botton Village photo book**
 Featuring wonderful images of the people and places that make Botton special.
 Please send me a free copy of the Botton Village photo book.
- 10. Visiting Botton Village**
 Visitors are always welcome at Botton. If you can, please ring us in advance on 01287 660871 and we can give you details of workshop opening times as well as directions.

Do you want a word with someone?

Our office team of Fran, Sue, Joanne, Maureen, Ann and Jackie is here to help you. Just ring our helpline 01287 661294 or our switchboard 01287 660871, 9am to 4pm weekdays, and one of us will be pleased to talk to you. Do let us know if you have moved to a new address, if we are sending you more than one copy of our newsletter by mistake, or if there is anything else you would like to tell us.



Would you like to enter the electronic age with Camphill Family Life?

In Camphill we're committed to protecting the environment and one way of doing this is by keeping paper use to a minimum. That's why in the future we'd like to offer you the option of receiving *Camphill Family Life* and other Camphill news and appeals by email instead of through the post. Please let us know below if you are interested, and if so, supply us with your email address so that we can be in touch with further details.

- Yes, I would be interested in receiving *Camphill Family Life* by email. My email address is: _____

Camphill Family Life
 Issue 18 • Autumn 2006
 Published quarterly by The Camphill Family

Legacy of friendship

The new oven, which can bake 240 loaves in one go, is great news for busy bakers like James (pictured above).

"I can get on with my job, which is to prep the tins, it's good, this oven, it will be here for years."

Our puppeteers at St Albans

Katrina, a co-worker at Camphill about the puppetry workshop and the wonderful marionettes she and her friend Tom are making this year. The workshop was started by our ten of us make the bodies, feet and hands of the marionettes out of wood. We sew out of paper mache. Some puppets are very simple, others are much more complicated to make and to use.

Katrina and Aneta with one of their enchanting creations.

A special art

Downstairs, Tim has built a stage. We are releasing a lot at the moment and hope to perform soon for our friends and neighbours. Our play is very magical and uses a mixture of marionettes and real actors. Everyone has their part to play and is really involved and excited - but also a bit nervous because it's a big thing to perform in front of a lot of people!

In this issue: Celebrating with David • Selfless endeavours • Jamie visits Anfield

7. Go Social



Another way your nonprofit can encourage donations is by giving donors a way to spread the word about your organization. Thanks to **peer-to-peer campaigns**, donors can show their loyalty by sharing their stories and collecting funds through these online campaigns. Nonprofits can support donors' efforts by communicating updates on the organization's programs, pictures, and success stories.



8. Invest in Monthly Giving



The Nonprofit Recurring Giving Benchmark Study from Next After, they highlight how only 14% of organisations prompted one time donors to upgrade to a regular donation



9. Innovate with the latest science



But more of that anon ...

