

FOR IMMEDIATE RELEASE: WEDS 05/09/07

SUCCESSFUL 21ST CENTURY UK FUNDRAISERS MUST “OVERCOME BRITISH RESERVE” AND SALUTE MAJOR DONOR

New report highlights Ten Point Plan to harness the 21st Century Donor

The UK charity sector could learn from the US experience and overcome its “British reserve” in order to more actively target and woo a growing breed of affluent donors - according to a new report into charitable giving out today. And it must stop taking all donors for granted and start offering greater choice, satisfaction and value.

The 21st Century Donor - based on qualitative and quantitative research undertaken by not for profit sector think tank nfpSynergy amongst donors of all ages, over the last five years; plus a host of top sector experts - highlights trends, and makes predictions and recommendations, concerning the tactics that must be employed by modern charities in order to attract donations from an increasingly wealthy but demanding public.

***The 21st Century Donor* co-author, nfpSynergy’s Joe Saxton, said:**

“All the evidence shows that big donors and big donations are on the rise in the UK. Great news. Yet the US is way ahead of us here in the UK in tapping into this phenomenon. In America, it is far more acceptable to overtly reward substantial donations with public praise and with overt symbols of recognition such as naming buildings, projects or professorships. Many UK fundraisers still find this kind of recognition distasteful. Their loss. And their charities’. And society’s. Fundraisers and charity chiefs really need to wake up and smell the coffee. If you want big donations, you need to make donors feel good about what they do. You need to indulge their desire for legacy. You need to swallow your overwhelmingly negative - and frightfully British - response to overt displays of wealth, success and generosity. Because the best fundraisers in the UK will be those that do recognize and praise generous donors – and they will reap the rewards.”

BOX-OUT 1: A SELECTION OF EXPERT QUOTES ABOUT MAJOR DONORS TAKEN FROM *THE 21ST CENTURY DONOR*:

- *“We are certainly seeing fairly significant increases in major donor activity.” [Mark Astarita, Director of Fundraising, British Red Cross]*
- *“There’s going to be more big gifts coming through. And they’re going to want to see us demonstrating change through our services.” [Alan Gosschalk, Director of Fundraising at Shelter]*
- *“It’s going to come more from wealth where it’s made as opposed to inherited. I think they’re going to want more engagement as well in terms of volunteering, getting closer to the core and networking.” [Alan Gosschalk, Director of Fundraising at Shelter]*
- *“I think with major donors, the area of the greatest and most notable change [is] the growth in wealth in the financial services - particularly new areas of financial services, like private equity and hedge funds. And they absolutely bring that attitude of due diligence and accountability to their financial appeals, in the same way that they do to the rest of their life.” [Tim Hunter, Deputy Director of Fundraising, NSPCC]*
- *“They’re all wealthy, they all want to give it away while they’re alive and they’re all quite fixated on results. It can be someone who sat within an investment bank or big institution and made a great deal of money or it can be someone who literally built a business on their own from scratch.” [Martin Brookes, Director of Research, New Philanthropy Capital]*

- “Ones that give during their lifetime want to be engaged in their giving. They don’t want to just write a cheque. They want to also give their expertise, be involved. It doesn’t necessarily mean they want full control but they want influence.” **[Susan Mackenzie, Philanthropy UK]**
- “I think we are going to see a rise in the mass affluent who have got quite chunky bits of money potentially to give away and so we might be seeing more people giving thousands - as well as those people giving hundreds of thousands or millions.” **[Tim Hunter, Deputy Director of Fundraising, NSPCC]**
- “I do think there is going to be a massive future in final disposable wealth after death in the west. Even though we may all spend it on cruises and everything I think there will still be quite a lot left when we go.” **[Mark Astarita, Director of Fundraising, British Red Cross]**

And *The 21st Century Donor* doesn’t just focus on the issue of wooing major donors. As co-author, nfpSynergy’s Joe Saxton, adds:

“The public is growing generally richer; yet ever more ‘consumerised’ and demanding. Successful charities will have to work even harder to attract attention, demonstrate need and impact, engender trust and deliver choice; more actively engaging with their donors’ increasingly individualistic motivations and concerns. Out – impersonal, passive and one-size-fits-all; in - life-long loyalty through dialogue and the provision of flexible giving experiences. Nurtured, understood, listened to and cared for, the discerning 21st Century Donor will then help the responsive 21st Century Charity both survive and thrive.”

BOX-OUT 2: TEN POINT PLAN TO HARNESS THE 21ST CENTURY DONOR

To fundraise most effectively, the successful 21st Century Charity will need to...

1. Become as distinct, competitive and appealing as the best consumer brands.
2. Demonstrate and communicate value-for-money and impact.
3. Engage donors by motivation and attitude, as much as on the basis of demography and wealth
4. Offer a wider choice of more attractive, clearer giving products.
5. Intertwine giving and living – less passive buckets and direct debits, more active and rewarding participant lifestyle events, from fun runs to peak challenges.
6. Make donors stakeholders, with a real say in how they give and how their money gets spent.
7. Stress what a donor can expect “back” - both personally and in terms of service delivery.
8. Appeal intensely to niche audiences, not just weakly to all.
9. Woo more big givers, corporate and individual, via the offer of recognition and praise.
10. Integrate the experience of giving time, money or activism so as to retain loyal supporters able to give different things at different life stages, from nursery to nursing home.

A full copy of *The 21st Century Donor* can be downloaded free of charge from www.nfpsynergy.net.

- ends -

MEDIA INTERVIEWS: To discuss the issues effecting major donors and charitable giving today with nfpSynergy’s Joe Saxton, please contact:

Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: adrian@gillanmedia.com

Notes to editors:

• nfpSynergy

nfpSynergy (www.nfpsynergy.net) is the UK’s *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

• Joe Saxton, Driver of Ideas, nfpSynergy

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - *nfpSynergy* has a vast and ever-growing knowledge pool from which to extract and deliver insights.

Joe is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. He was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been voted the most influential person in UK fundraising by *Professional Fundraising* for the last three years. Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss, in 2006.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.