



# Charity Research

*Providing the understanding required to target and motivate support*

## THE PROJECT REQUIREMENT

- To encourage regular charity support among contacts obtained via new 'campaigning focused' events

## THE RESEARCH

A key challenge of this project was engaging with new contacts in a manner that would encourage their likely future interest in ActionAid's work.

- Telephone research to profile (demographically and attitudinally) contacts and understand their motivation for original campaign participation
- Survey identified distinct 'campaigner segments' and recommended communication approach to motivate support

## THE OUTCOME

- More relevant and engaging communications for each segment
- Conversion of significant proportion to regular financial giving and others to more committed campaigning

## OTHER CHARITY RESEARCH PROJECT CLIENTS

- Mencap
- Natural History Museum
- Norwood



*"A great piece of work. As always you had put a lot of thought into the analysis and come up with really useful recommendations"*

Margaret Shaw  
Research Manager  
ActionAid