



# Supporter Insight Digest

**November 2012**



Amnesty International



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# Introduction

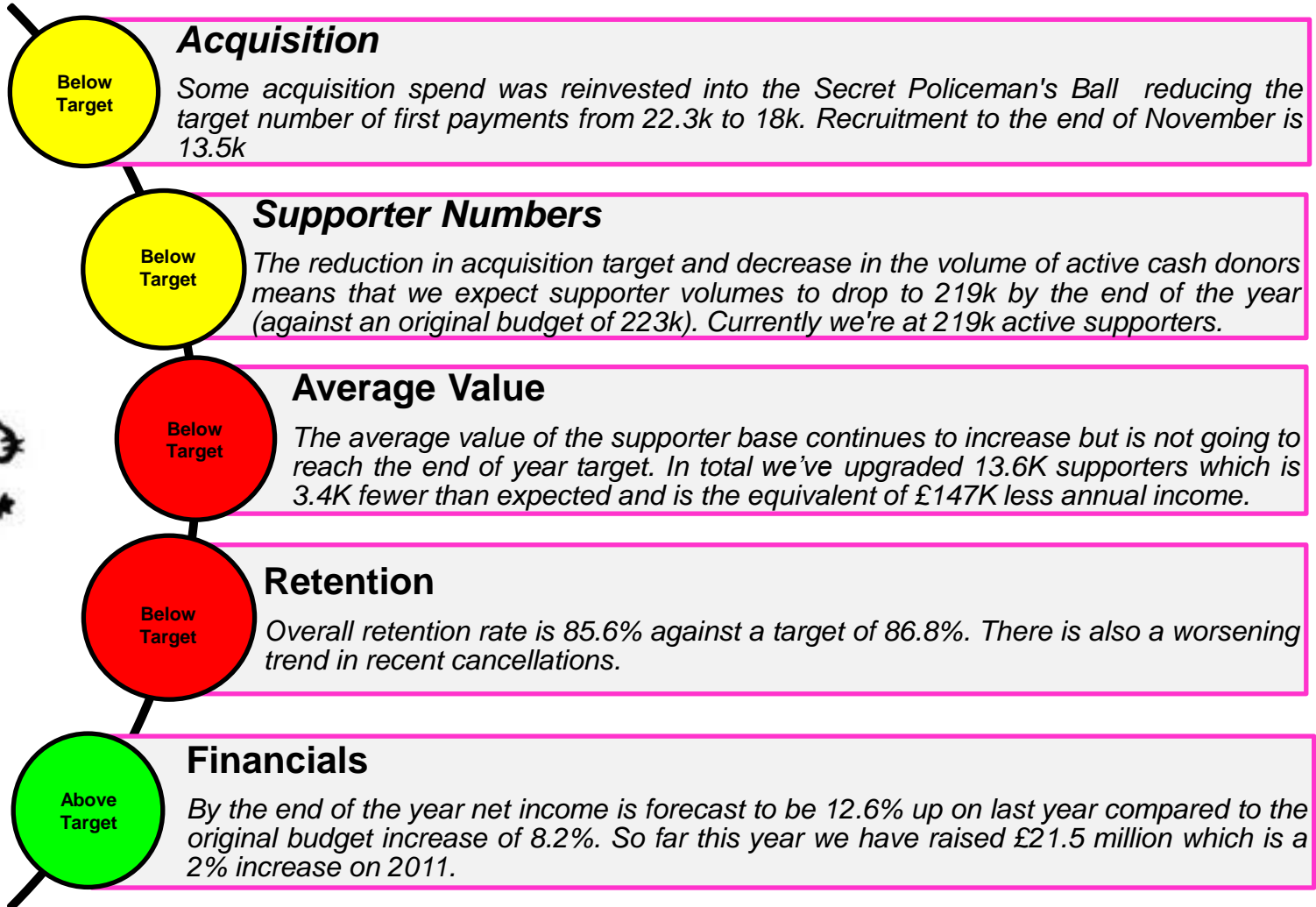
The Supporter Insight Digest highlights the donations our supporters have been making, the actions they take and topics they speak to us about. The report uses data in MASCOT that has been collected through the Feedback Mechanism, the processing of financial transactions and through activities recorded onto the database. Income and expenditure figures are taken from the provisional management accounts to the end of November and current reforecasts where appropriate.

This month we have launched a brand new format for the Supporter Insight Digest. Our aim is to make sure this report as useful as possible so please send any feedback or suggestions to [raj.rajukumar@amnesty.org.uk](mailto:raj.rajukumar@amnesty.org.uk)

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# At a Glance





## Other Headlines

Between March and November of this year the Pocket Protest Network has grown 10 times larger

Analysis of acquisition onto the Pocket Protest Network has shown that the Tube Ad's have both the best ROI after conversion calling and also generate prospects who are most likely to take subsequent digital actions

The geo-demographic segment showing best ROI on our cash appeals campaigns is "Elders in retirement flats"

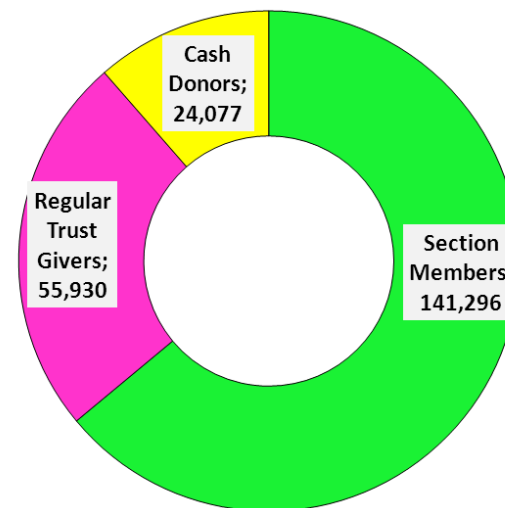
The most popular SMS action from November was a petition to stop the Ugandan anti-homosexuality bill



# The Financial Supporter Base

- At the end of November we had 219,121 active financial supporters.
- This is a decrease of 8,338 since the beginning of the year
- Originally we forecast supporter volumes to drop to 222,700 by end of the year. But it is now likely that end of year supporter volumes will be below 218,500.
- The larger than forecast decrease is due to 2012 Acquisition volumes being below the original Budget and the number of cash donors dropping more than expected

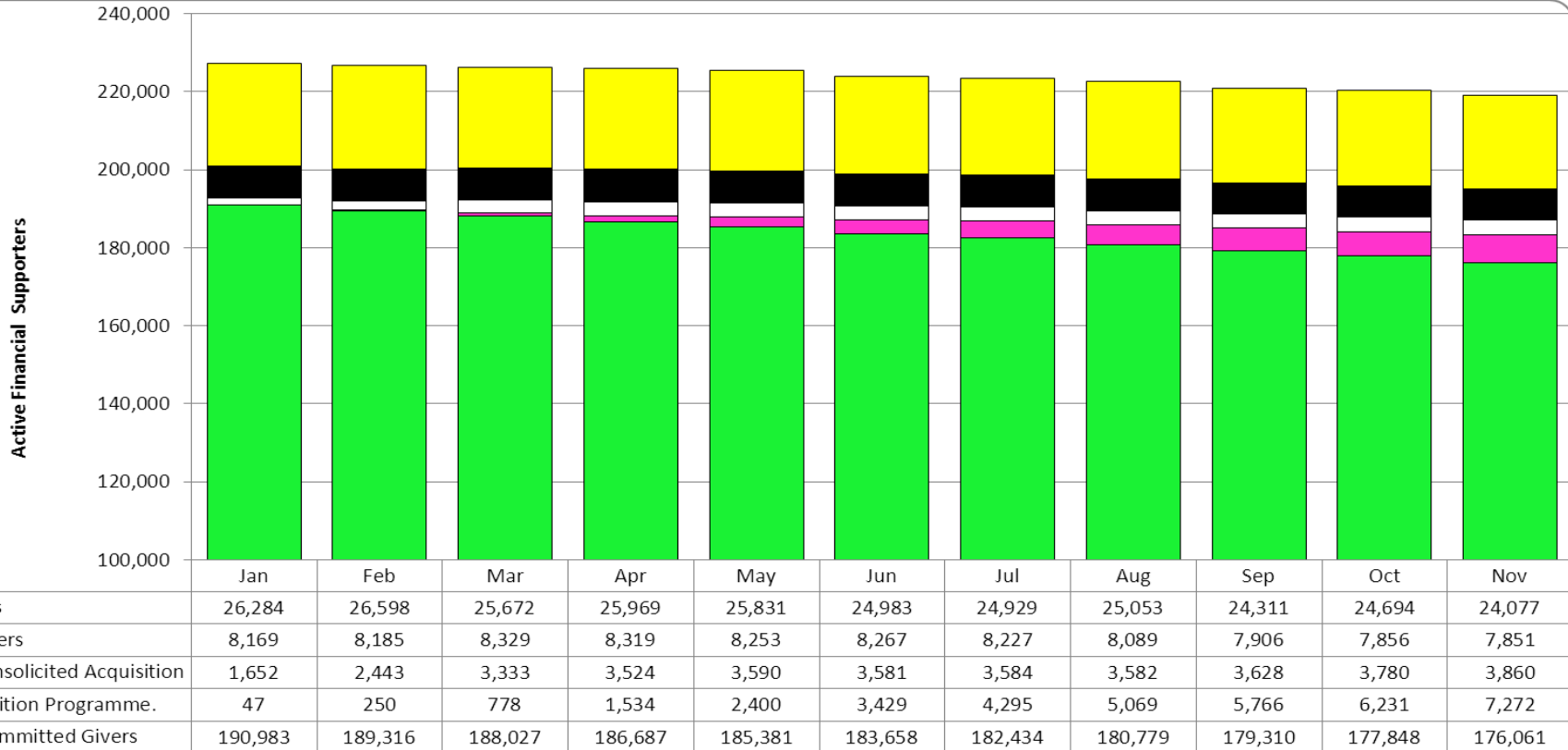
	Jan to Nov Budget	Jan to Nov Actual	Full year Budget	Full year Sep Reforecast
<b>Active at Start of Year</b>	<b>227,459</b>	<b>227,459</b>	<b>227,459</b>	<b>227,459</b>
<b>2012 Acquisition Programme (regular giving)</b>				
Number of First Payments (year-to-date)	12,588	9,100	13,670	11,274
Number of First Payments still active	10,370	7,272	11,004	7,723
<b>2011 Acquisition Programme / Unsolicited</b>				
Number of First Payments (year-to-date)	4,274	4,714	4,374	4,374
Number of First payments still active	3,184	3,860	3,221	3,221
<b>Reactivation</b>				
Reactivated Supporters still active	3,047	3,441	2,923	2,923
<b>Cancelled/Lapsed Supporters</b>				
Active at start of year who are now lapsed	19,974	20,547	21,192	21,192
<b>Cash</b>				
Net change in Cash Members and donors	-646	-2,364	-694	-1,694
<b>Active at Month end</b>	<b>223,440</b>	<b>219,121</b>	<b>222,721</b>	<b>218,440</b>





# The Financial Supporter Base

- The chart below shows how supporter volumes have developed throughout 2012.
- While we have acquired over 11,000 new committed supporters, the number of pre 2012 recruits has dropped by 14,000.





# Retention

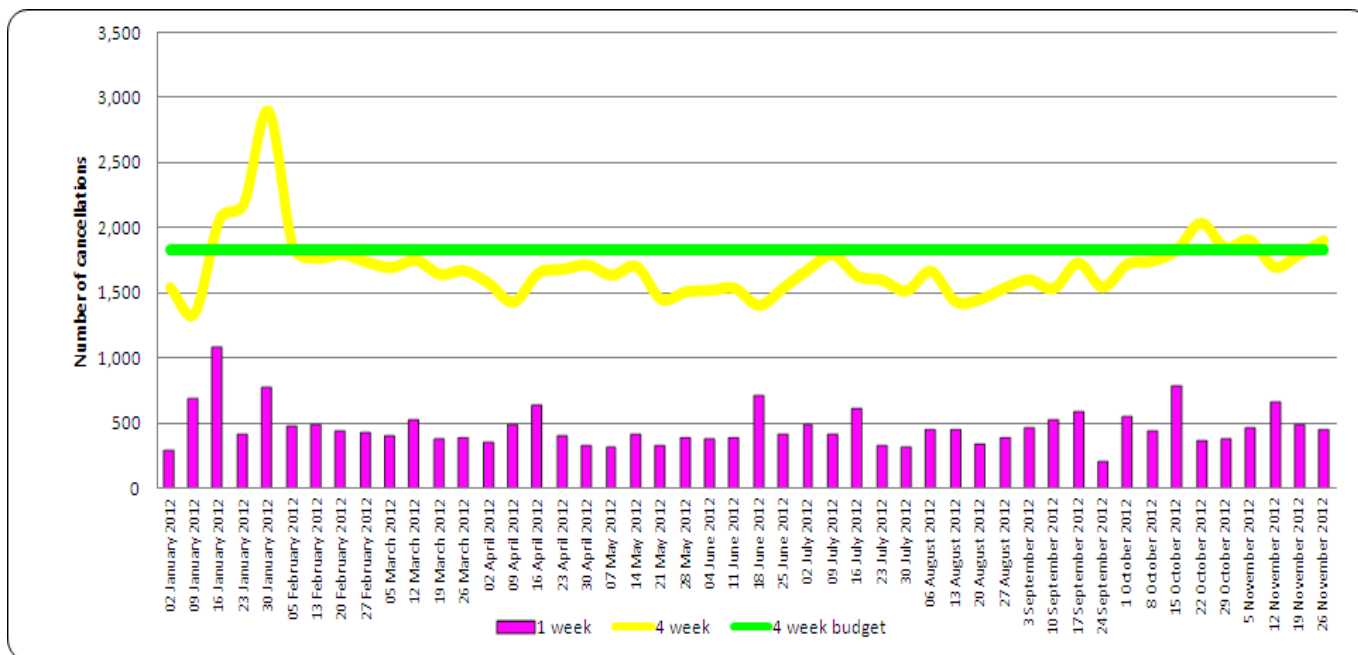


Overall retention rate at the end of November was **85.6%** compared to the budget **86.8%**.

Segment	Actual	Reforecast
Overall Committed Retention Rate	88.6%	89.2%
Cash Member Retention Rate	62.9%	60.4%
Cash Donor Retention Rate	64.0%	70.4%
<b>Overall Supporter Base Retention Rate</b>	<b>85.6%</b>	<b>86.8%</b>

Whilst we had good retention during the summer there has been a recent increase in the number of people cancelling their gift.

Investigation has shown an increase across all segments of the supporter base which we'll continue to monitor.





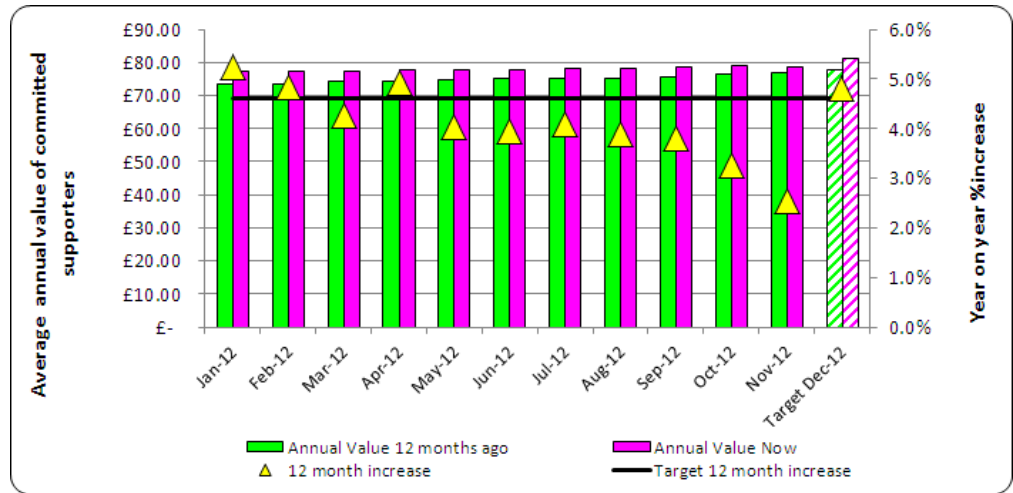


# Average Value

The target average annual value of committed supporters by year end is **£81.78**.

At the end of November the actual average annual value is **£78.67**.

We are unlikely to meet the year end target.



Channel	Audience	Responses		Annual Value		
		Budget	Actual	Budget	Actual	
In-house Telefundraising	Annual payers	1,535	1,081	£27.41	£34.73	↑
Agency Telefundraising	Monthly payers	11,377	10,012	£50.63	£41.25	↓
Mailing	All payment frequencies	3,006	1,909	£44.65	£44.39	→
<b>Total</b>		<b>15,918</b>	<b>13,002</b>	<b>£47.26</b>	<b>£41.16</b>	

A key factor in average value is upgrade activity.

The table shows YTD results by channel.

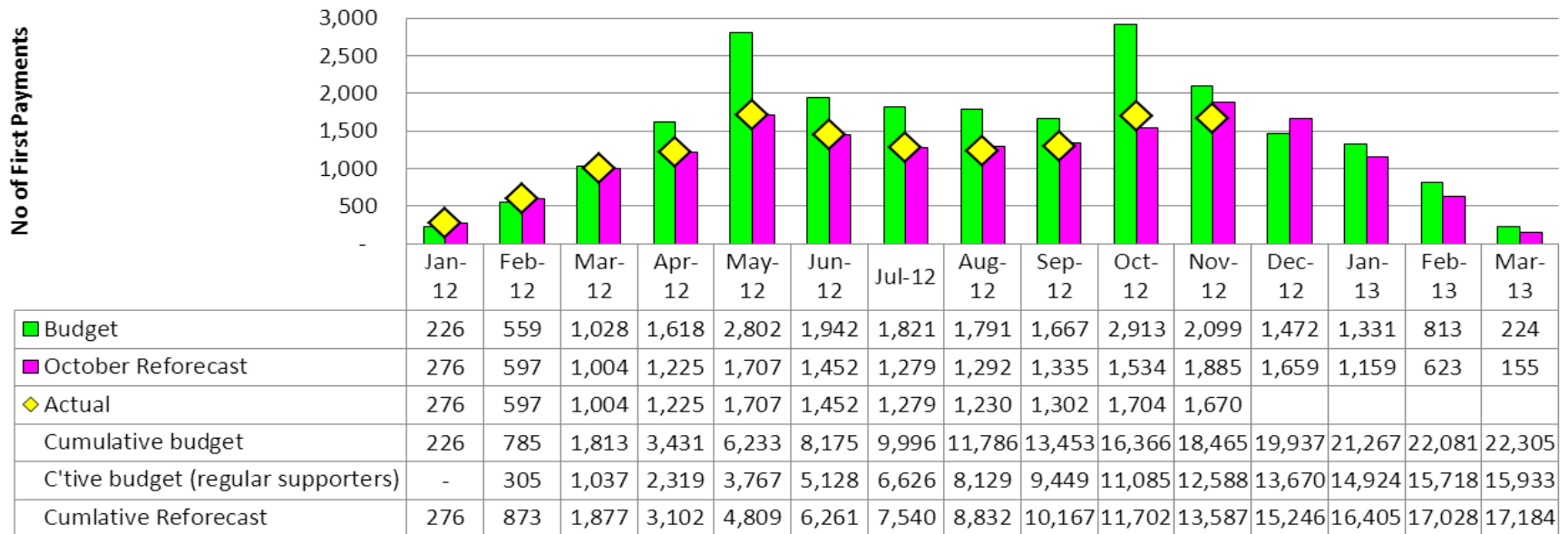
There have been **13k** upgrades this year compared to an end of year budget of **16k**.

Agency telephone fundraising is well below target for average value.



# Acquisition

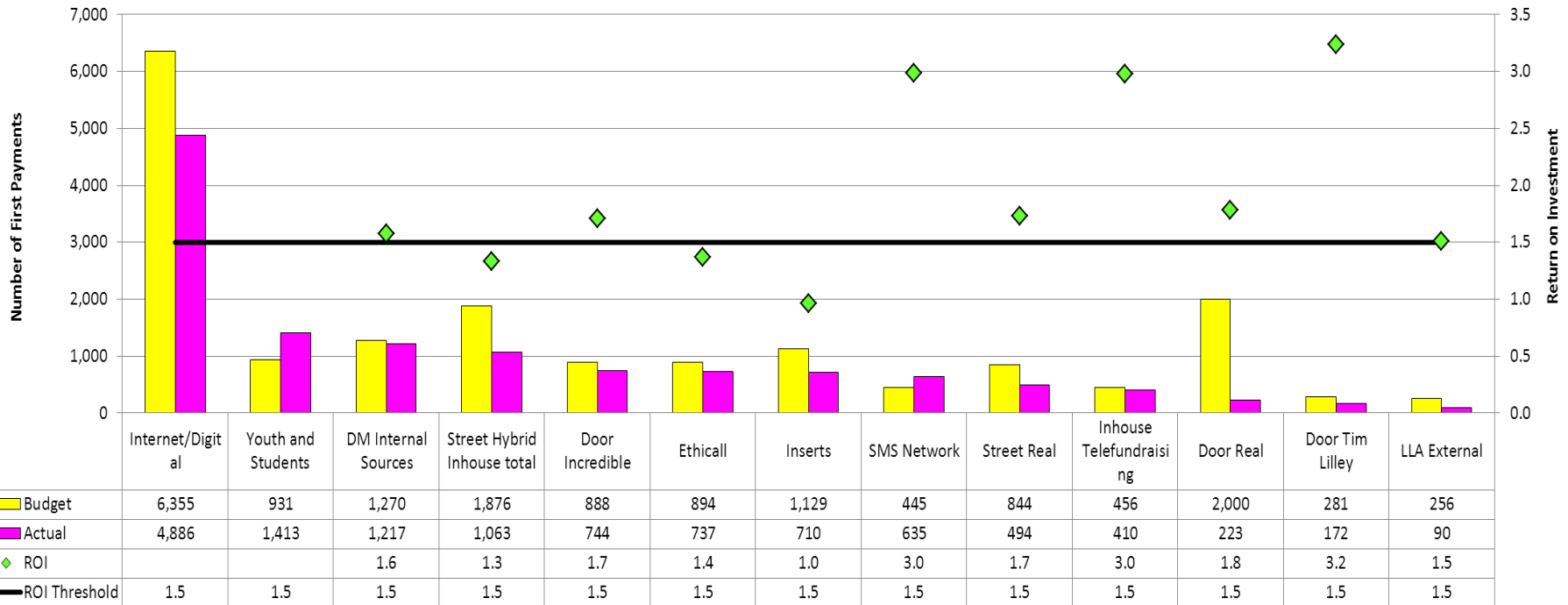
- The Acquisition reforecast made at the end of October forecast 15,246 first payments by the end of the year.
- In December we now require 1,800 first payments to meet the end of October reforecast target. This is just under 100 more payments than we have received in any previous month this year.



\* By 'first payments' we mean recruits from 2012 Acquisition campaigns that have made at least 1 payment. (This includes lapsed supporters that have been reactivated by 2012 acquisition activity.)



# Acquisition



- Our acquisition channels have a threshold to yield a minimum profit of 50% within the first five years (this is a return on investment of 1.50). The chart above shows acquisition from the 2012 programme with the latest predicted return on investment (ROI).
- At this stage 3 channels: In-house Street, Ethicall and Inserts are below the threshold. However predicted ROI for In-house Street is likely to be increased in this months acquisition reforecast due to the attrition now being better originally predicted.



# Financial - Summary

The reforecast at the end of October is for there to be **£23.8m** gross and **£19.1m** net income by the end of 2012.

The forecast reduction in expenditure helps to give a forecast net income increase of **12.6%**.



	2011	2012	2012	2012	Annual Growth			
	full year	original budget	revised budget	forecast	original budget	revised budget	forecast	
	£'000s	£'000s	£'000s	£'000s				
Income	£23,189	£24,533	£24,421	£23,787	5.8%	5.3%	2.6%	↑
Expenditure	£6,217	£6,162	£5,440	£4,675	-0.9%	-12.5%	-24.8%	↑
<b>Net Income</b>	<b>£16,971</b>	<b>£18,371</b>	<b>£18,981</b>	<b>£19,112</b>	<b>8.2%</b>	<b>11.8%</b>	<b>12.6%</b>	<b>↑</b>

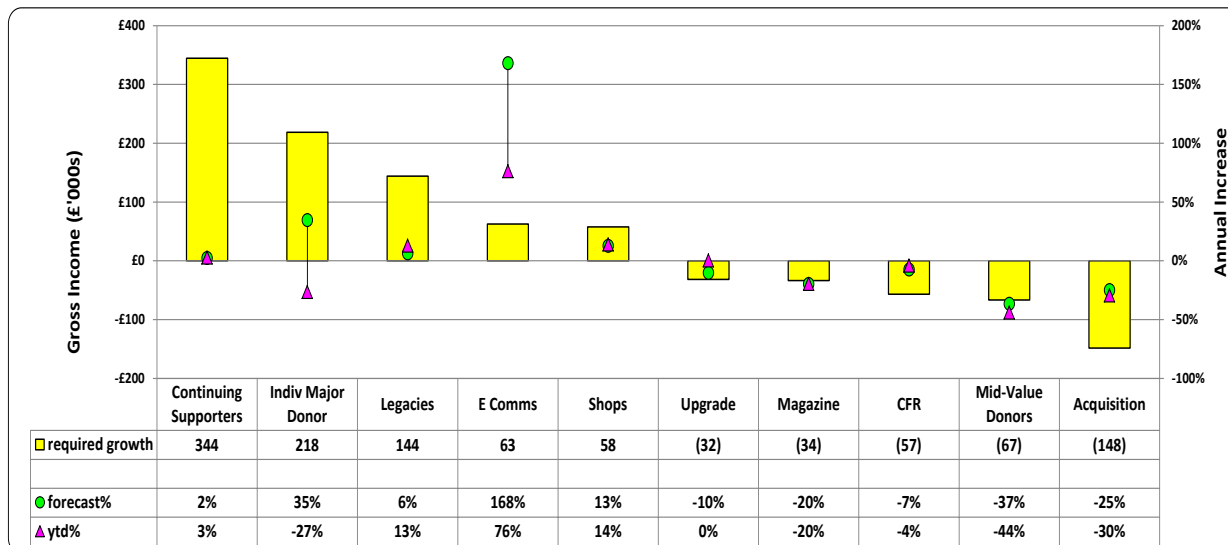
The YTD figures show that net income is currently **13.4%** up on the same point in 2011.

	2011	2012	annual growth	
	year to date	year to date	year to date	
	£'000s	£'000s		
Income	£21,042	£21,493	2.1%	↑
Expenditure	£5,647	£4,029	-28.6%	↑
<b>Net Income</b>	<b>£15,395</b>	<b>£17,464</b>	<b>13.4%</b>	<b>↑</b>



# Financial - Income

- YTD we have raised **£21.5m** which is an increase of **2%** on 2011.
- A further **£2.7m** is required this year to reach the current reforecast. The majority of this will come from the final two monthly Direct Debit claims.
- Continuing Supporters is required to grow by a further **£344k** but it is expected to meet its full year forecast. To this point we have upgraded 20% fewer existing supporters than we had targeted and as a result this will contribute around **£147K** less to the 2013 continuing supporters than was expected.
- These figures for Individual Major Donors don't include the Bulgari Hotel event which raised around **£105k** with more donations possible during the follow up.

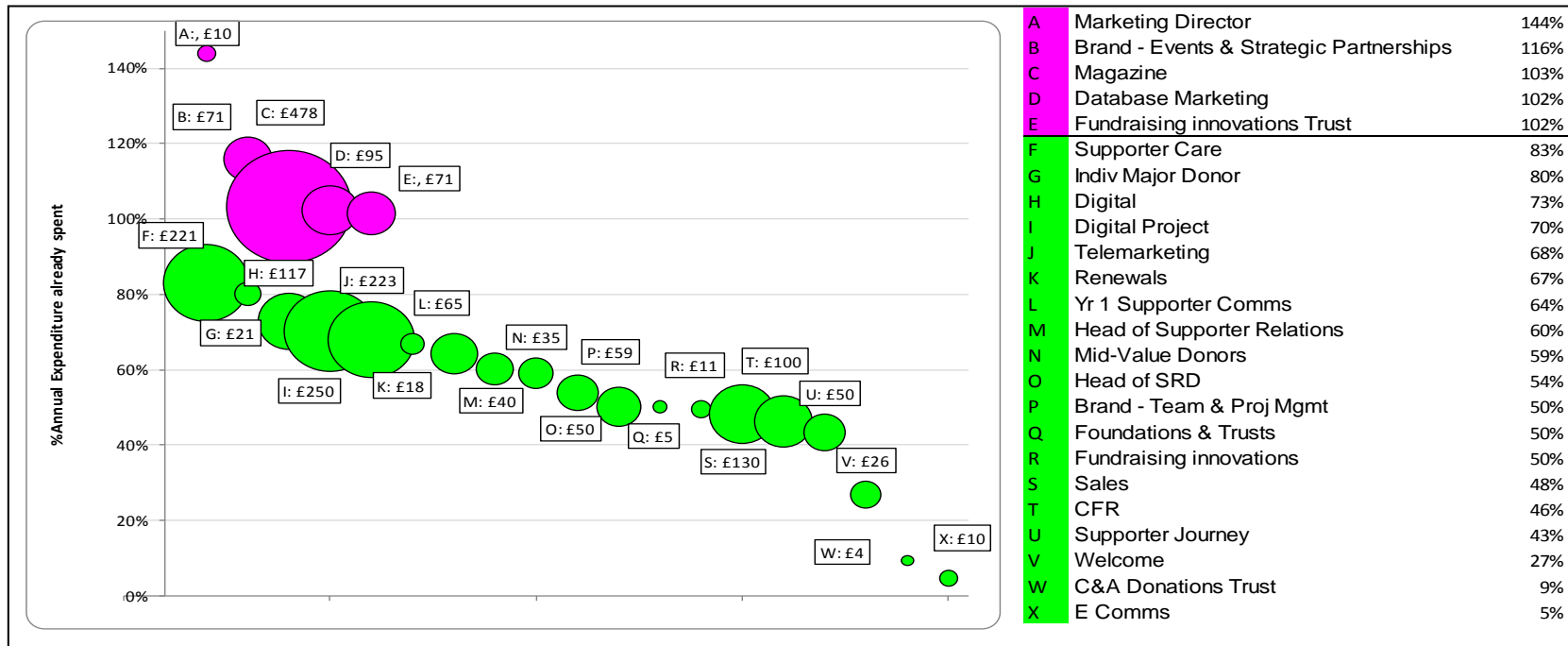


This chart shows the required growth on 2011 income to reach the 2012 full year forecast. Forecast % is the percentage increase on 2011 income to reach the full year forecast. YTD % is the difference between YTD 2012 and equivalent YTD 2011.



# Financial - Expenditure

- This chart shows the percentage of full year budget spent by each line and the bubble size show the size of the budget.
- At the end of November we are **92%** of the way through the year and have spent **86%** of budget.
- Marketing Director and Brand and Events – Strategic Partnerships lines are the most over budget in expenditure.
- C&A Donations Trust and E Comms have only spent a small fraction of their budget.





# Additional Giving

We have so far recruited 1k supporters to the **Amnesty Lottery**.

Recruits by channel and month:

Month	Channel	
	Mailing	Telephone
August	-	911
September	280	28
October	587	54
November	240	38
<b>Total</b>	<b>1,107</b>	<b>1,031</b>



The **Winter Raffle** has now raised **£142k** giving an ROI of **3.6**.

The current **Cash Appeal** is on the subject of **Secret Justice**.

At the end of November the ROI is **1.5** but we expect further responses.



The ROI of mature **Cash and Mid Value Appeals** is **2.7**.

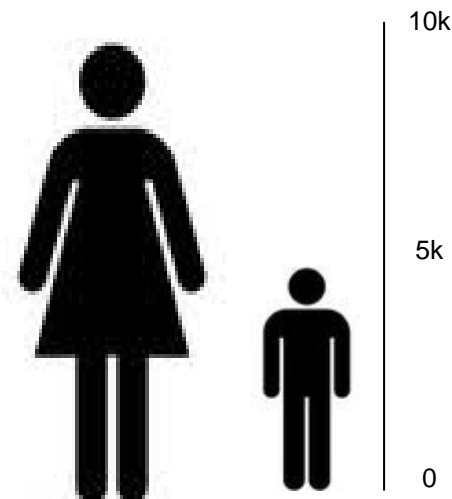
A chart showing detail of the results of this years Cash Appeals and Raffle can be found [here](#)



# Additional Giving – Year to date responses to Cash Appeals

This month we did some analysis looking at the geo-demographic make up of cash appeal recipients and responders.

- One finding was that there are twice as many female responders than there are male responders.
- This is partly because woman are more likely to respond and partly because more woman are sent cash appeals.\*



The top five geo-demographic segments for ROI feature older supporters

Geodemographic Segment	Mailed	Responders	Response Rate	Avg Value	Income	Expenditure	ROI
Elders in Retirement Flats	1,334	117	8.8%	£23.83	£2,788.00	£787.06	<b>3.5</b>
Affluent Family Suburbs	2,678	203	7.6%	£22.38	£4,543.50	£1,580.02	<b>2.9</b>
Seaside Seniors	5,568	452	8.1%	£20.09	£9,082.00	£3,285.12	<b>2.8</b>
On the Move	3,642	321	8.8%	£18.38	£5,900.25	£2,148.78	<b>2.7</b>
Settled Seaside Seniors	1,081	107	9.9%	£16.07	£1,719.00	£637.79	<b>2.7</b>
<b>Total</b>	<b>262,496</b>	<b>15,963</b>	<b>6.1%</b>	<b>£19.19</b>	<b>£306,329.97</b>	<b>£154,872.64</b>	<b>2.0</b>

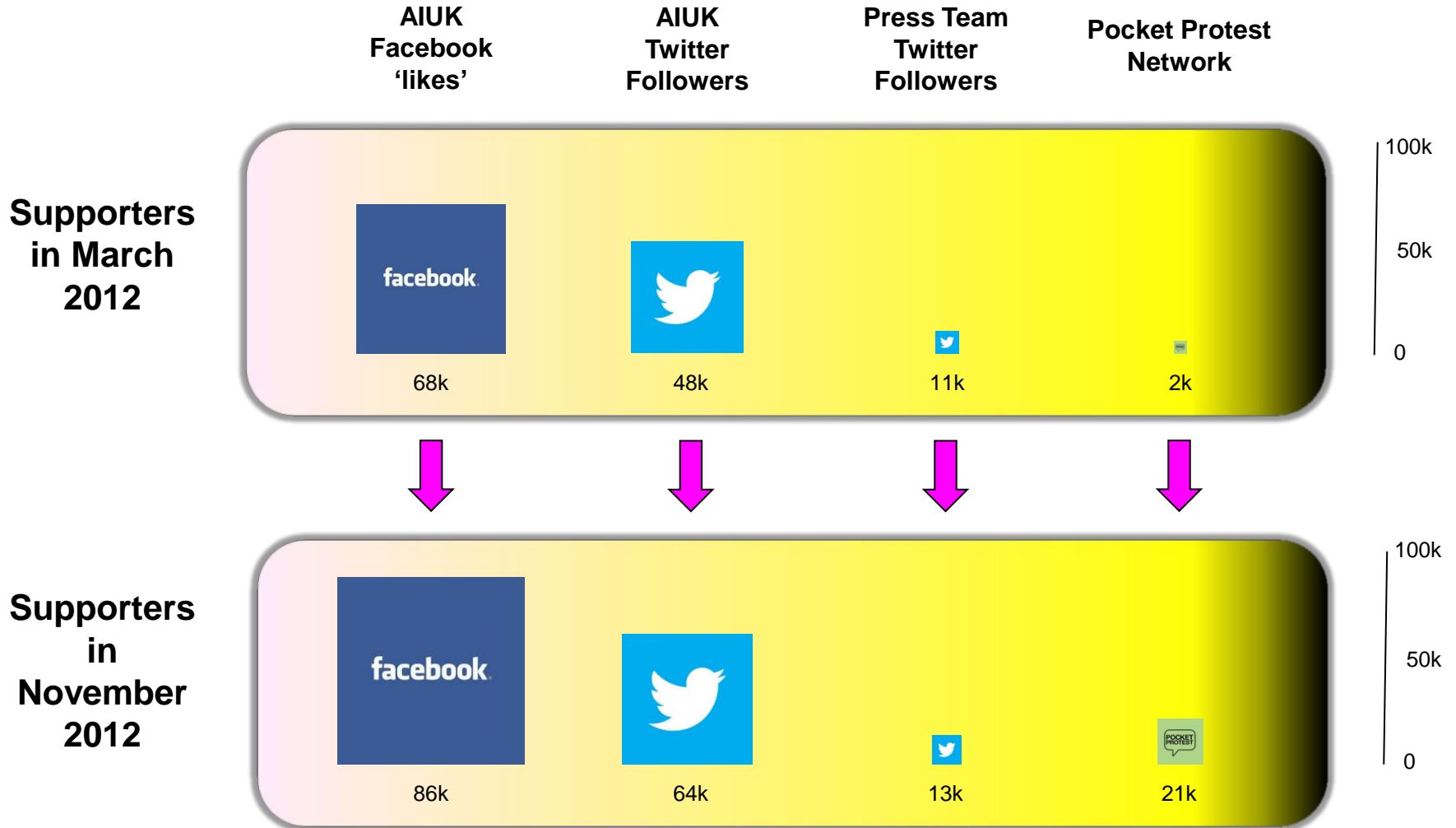
\* Cash appeal recipients are selected using a statistical model which takes into account previous behaviour and demographic information to identify those supporters most likely to respond. Woman respond better than men, subsequently more woman are sent cash appeals.







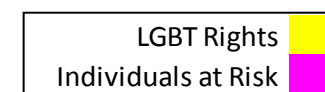
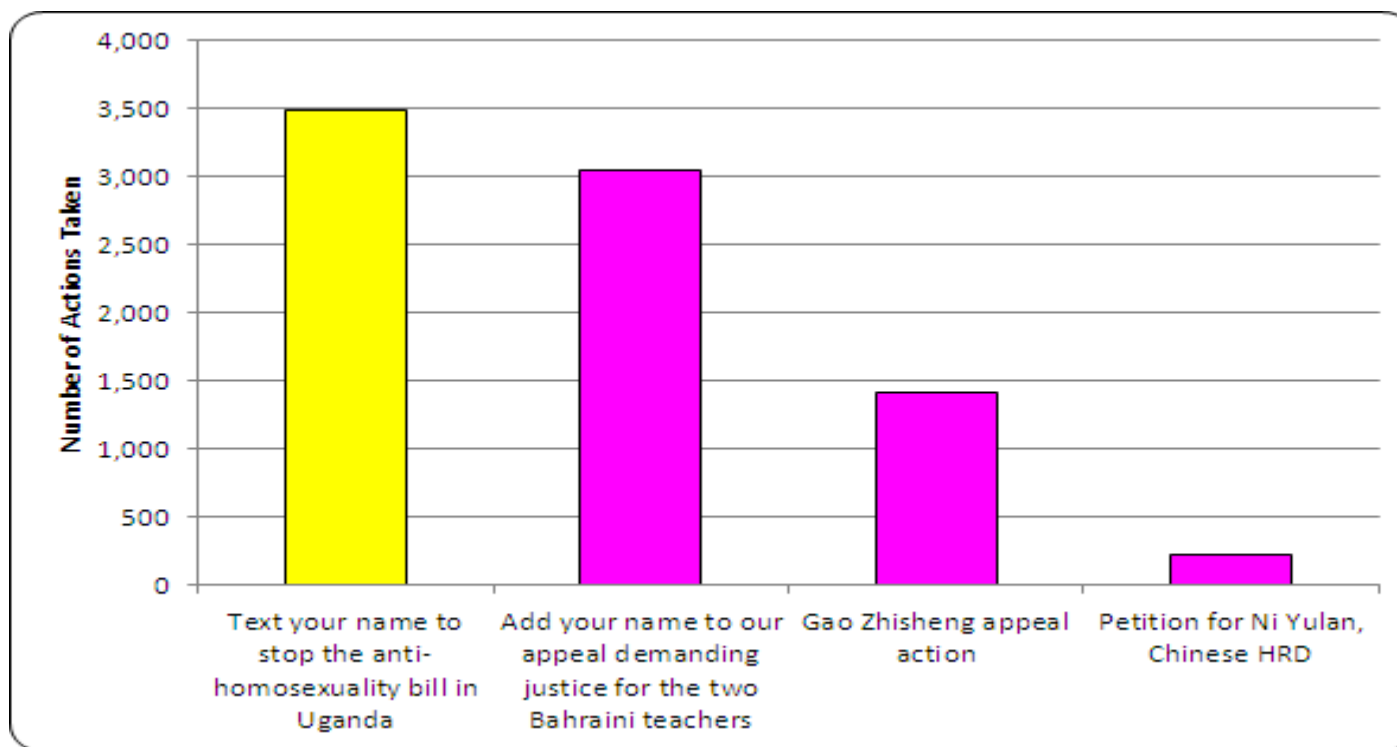
# Digital and Electronic Communications – Social Media





# Pocket Protest – Actions

- In November there were three new SMS actions and further responses to the Ni Yulan petition from October.
- The two most popular actions were petitions regarding the anti-homosexuality bill in Uganda and two imprisoned teachers in Bahrain.





# Pocket Protest – Network analysis

This month two pieces of detailed analysis of the SMS Network were carried out.

It was found that members of the Pocket Protest network recruited through Tube Ad's generated the best conversion calling ROI and members acquired through that route were also more likely to respond to future actions.

**A woman texts from Tottenham Court Road and a torture cell in Bahrain closes forever**

Peaceful protestors in Bahrain are frequently locked up and tortured. One man was so severely beaten it took 18 metal plates and 36 screws to put his jaw back together. But next time someone is about to be tortured, you can help protect them – simply by sending a text.

All you have to do is join Pocket Protest – Amnesty International's SMS action network. Then next time someone's life, liberty or safety is at risk, we'll send a text to let you know. And then you can send a text to protect them.

**Just text PROTEST3 plus your FULL NAME to 88080. And use your mobile to save a life.**

**POCKET PROTEST**

Amnesty International

More (including Ts & Cs) at [www.amnesty.org.uk/pocketprotest](http://www.amnesty.org.uk/pocketprotest). You must be 14 years of age or over to join. Taking part in Pocket Protest is completely free apart from the cost of sending the text. Standard Network Rates apply.



# Pocket Protest – Network analysis

The different sources of Pocket Protest network members were compared to see which source acquired members who were most likely to take future actions

It was found that members recruited through the Tube Ad's responded to an average of 13.4% of future actions – higher than any other source (excluding other)

It is thought that this is reflective of the greater level of engagement required to respond to a Tube Ad compared to a more instinctive reaction to a piece of traditional or digital advertising

Network members who were recruited via sources using the Pocket Protest creative, on average, responded to 15.6% of future actions – more than any other creative

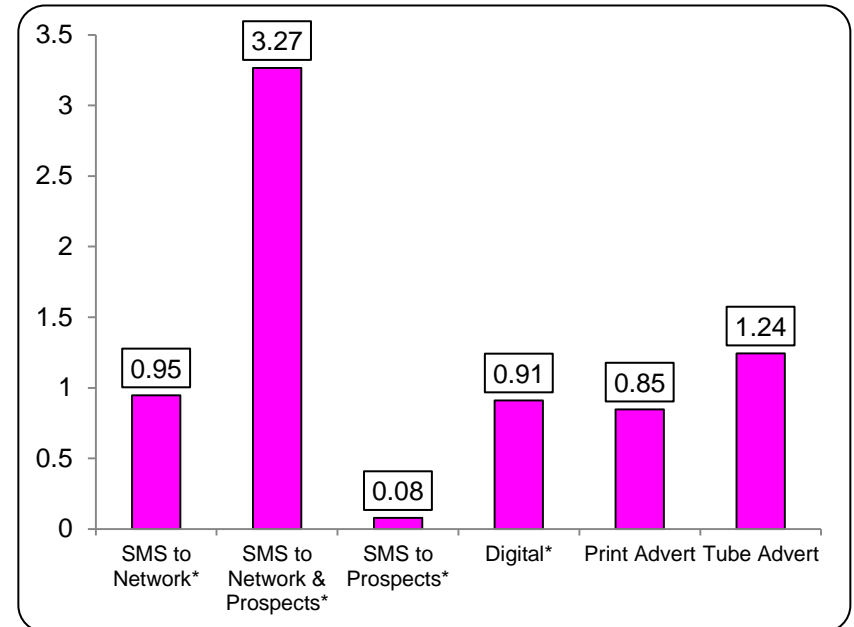
We believe that this is indicative of the fact that members recruited through the, generalised, Pocket Protest approach will engage more widely with the work of Amnesty International than members recruited through a “hot topic” such as Pussy Riot

The full chart can be found in [here](#)



# Pocket Protest – Network analysis

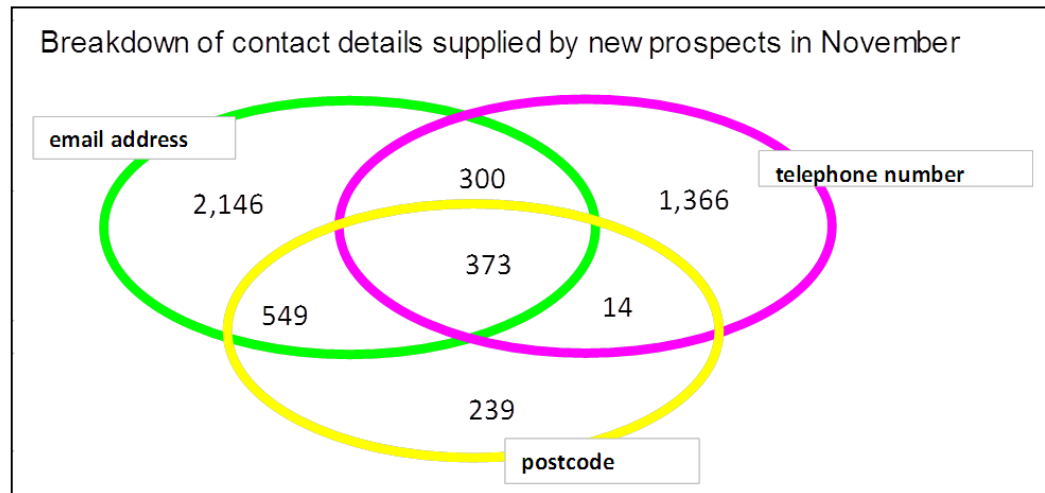
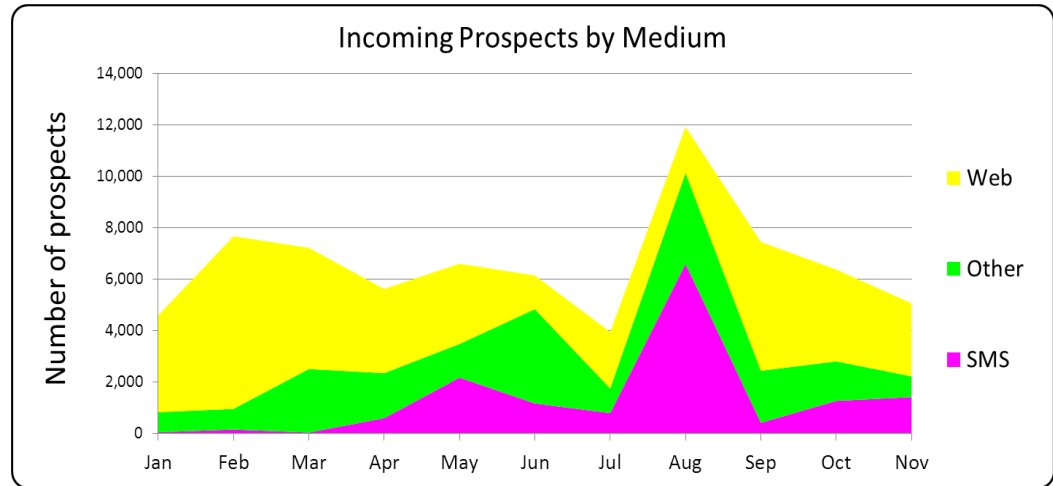
- This analysis gives ROI based on the cost of the initial activity to bring the prospect onto the Pocket Protest network and the cost of the conversion telephone call.
- The prospect source with the strongest overall ROI is 'SMS to Network & Prospects' which is supporters whose first action is related to a communication to existing members of the network indicating that they are highly likely to have joined the network organically.
- The source with best ROI and a robust number of prospects converted is the Tube adverts.
- The working ROI for this recruitment method is **1.1**. To reach the target of **1.5** we need to achieve one the following:
  - Overall convert 20% more prospects and increase average gift by 15%
  - For Tube adverts reduce the one off cost by 20%
  - For print adverts achieve the conversion rate and average value of the most successful source





# Prospects

- The number of prospects coming in has fluctuated throughout the year, with an average of 6.6k new prospects a month over 2012.
- SMS prospects have come mainly from tube adverts in May and newspaper adverts in August and October.
- The contact details given to us reflect the prospect source, with internet joiners typically giving just an e-mail address, SMS Network members just a phone number, etc.
- In 2012 so far the majority (60%) of prospects gained have come from the web.





# Prospects – conversion of web joiners

- In 2012 we have gained 47k web prospects from either Website registration or Advocacy Online.
- Of these recruits 774 have since contributed financially including 366 who have become regular givers.
- There is great potential for the remaining prospects to be converted, as we have e-mail addresses for all of them and the vast majority do not have a block on financial asks.



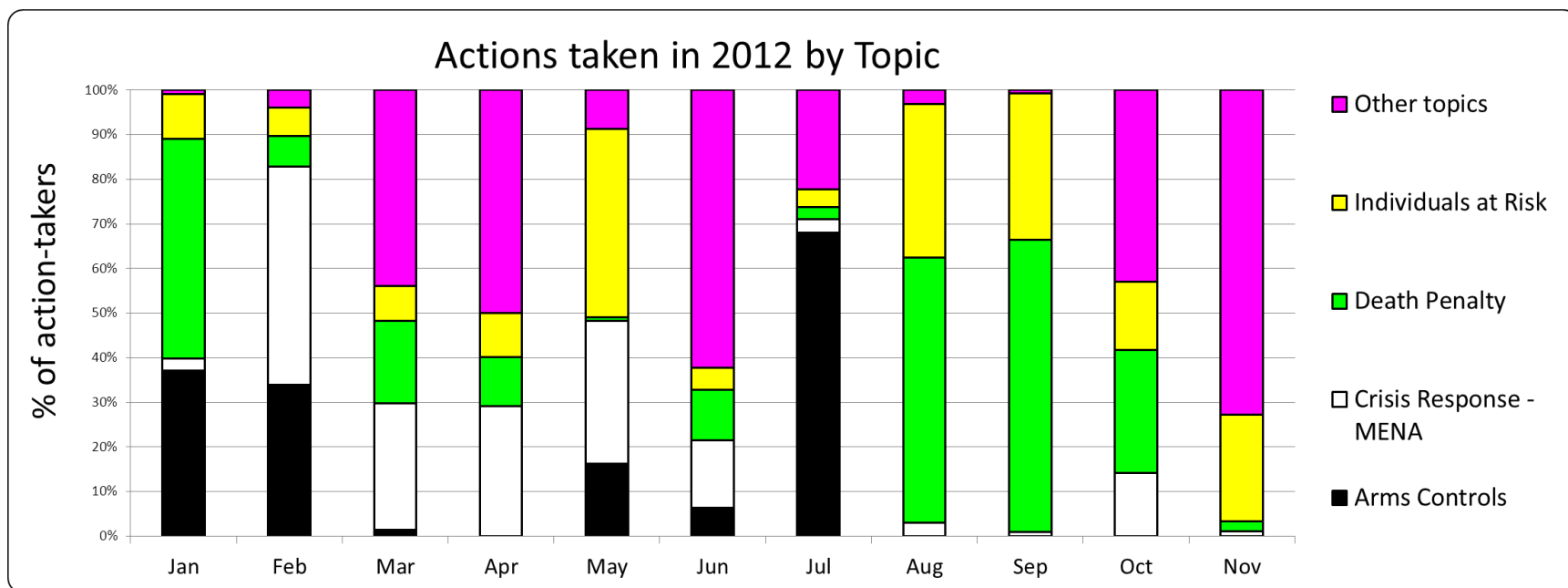
Only a small proportion of prospects gained through the web this year have been converted to a financial gift





# Digital Actions

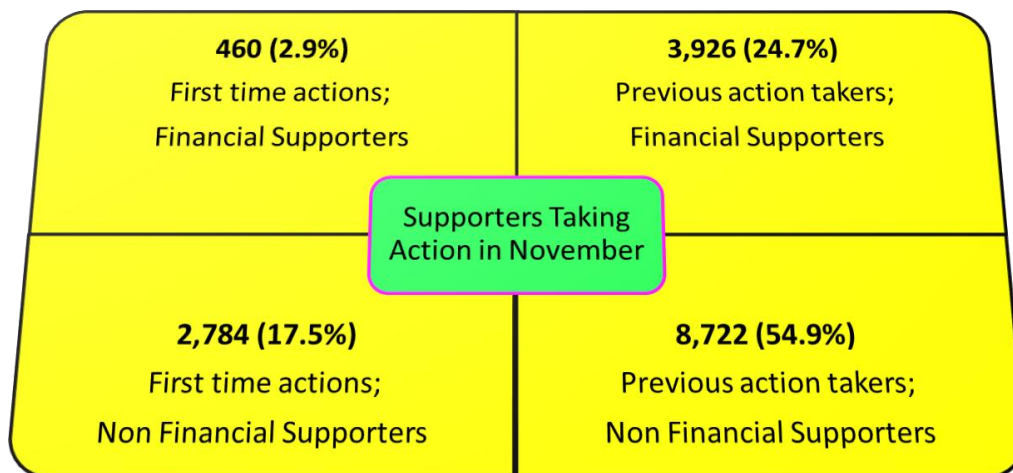
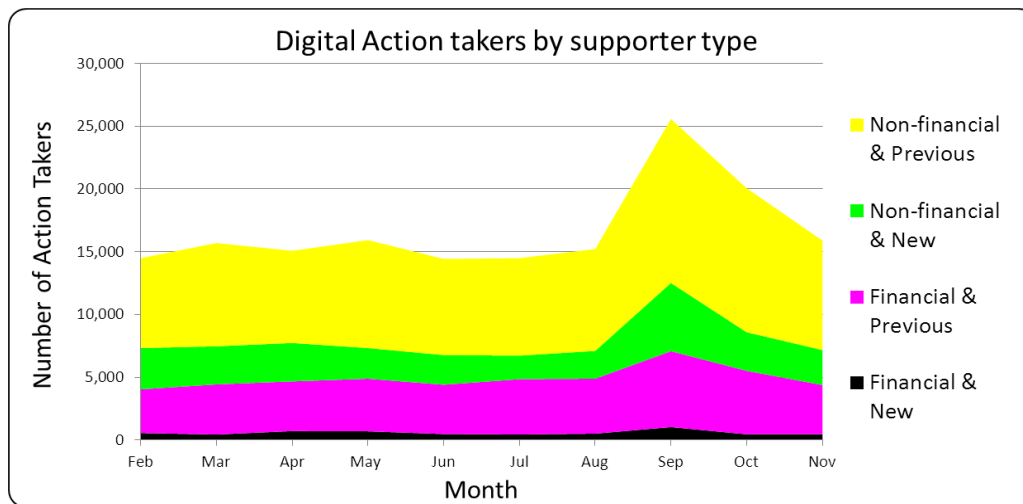
- The most popular actions in November were an email regarding the Uganda Anti-homosexuality bill (11,539 action takers) and an email regarding the UK Justice and Security Bill (3,804 action takers).
- The Death Penalty has been the most popular action topic this year, followed by Individuals at Risk, MENA Crisis Response and Arms Controls.





# Digital Actions

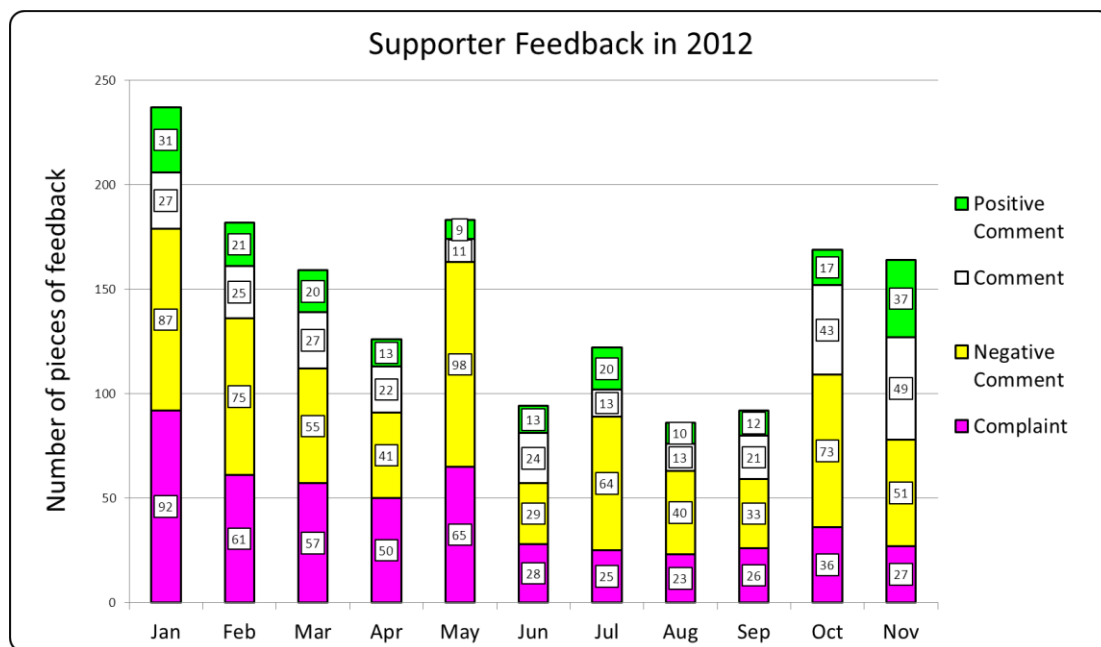
- The graphs show there were over 15k action-takers in November, composed mostly (54.9%) of previous action-takers who are non-financial supporters.
- Action taking is again down from its peak in September, when action topics included Pussy Riot, the death penalty in Gambia and a petition for Reggie Clemons.
- The proportion of first-time action takers has remained stable in 2012 at about 20% of all action takers each month.
- On average there were 2.2k more unique action takers each month in the second half of the year compared to the first.





# Supporter Feedback

- There were 164 pieces of non-CAPP / EGM feedback in November, slightly down from October. 52% of this feedback was categorised as positive or neutral, the highest proportion all year.
- 14 Supporters cancelled after giving non-CAPP / EGM feedback in November, up from 9 in October.
- In November 228 supporters contacted us regarding CAPP and the EGM – more than those contacting us with all other kinds of feedback combined.



**Note:** This chart excludes feedback related to CAPP or the EGM



# Supporter Feedback

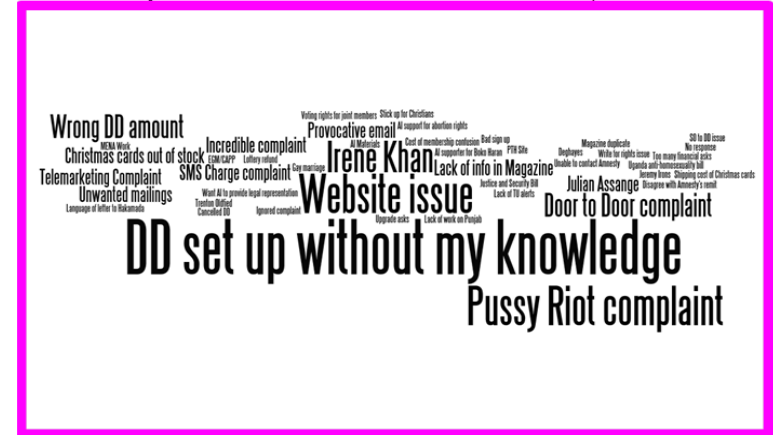
These word cloud illustrates the feedback topics that were handled in November (excluding feedback related to CAPP or EGM). The size of the words represents the volume of correspondence on that topic.

## Positive and Neutral Feedback



Positive feedback included supporters thanking the SCT for assisting them with various matters and mentioning support for AI's campaign on the Justice and Security Bill. There were a large number of comments on the Uganda anti-homosexuality bill, whilst classed as neutral not all were supportive of AIUK's stance

## Negative Comments and Complaints



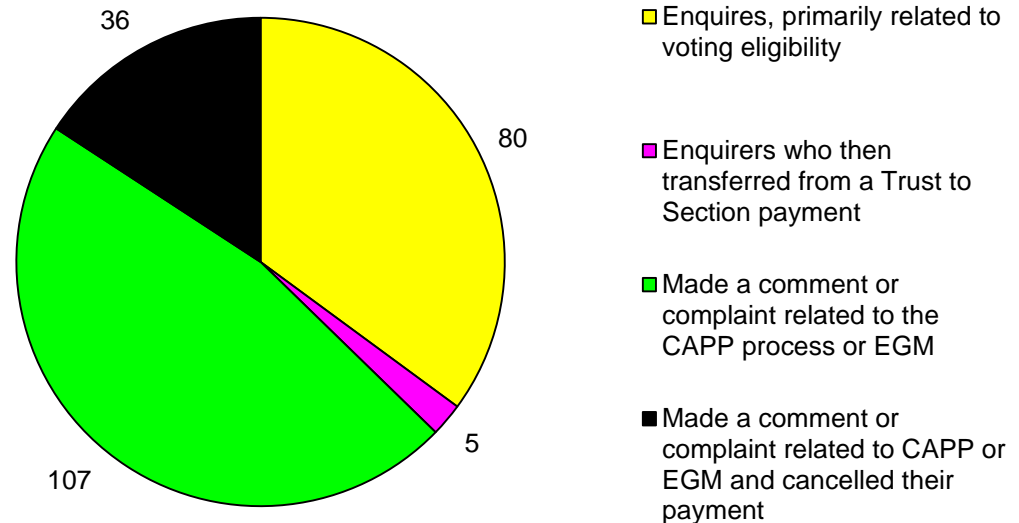
Negative feedback concerned numerous new DDs set up without the account holder's knowledge or at the wrong amount, supporters having trouble with the website, and some supporters complaining that they did not think the imprisonment of Pussy Riot was an appropriate campaign topic.



# Supporter Feedback: CAPP and EGM

- 85 supporters contacted us regarding the EGM – predominantly with various enquiries about eligibility and voting. Of these inquirers 5 cancelled their donation in order to start a section membership in its place so that they can vote in the upcoming EGM.
- 143 supporters contacted us with comments and complaints regarding CAPP, presumably driven by the recent press coverage which highlighted the proposed increased assessment, the union dispute, and the Irene Khan pay-out. 36 of these supporters have cancelled their donation as a result. The rest left negative comments, asked for further information / reassurance from AIUK, or expressed their intention to cancel their gift

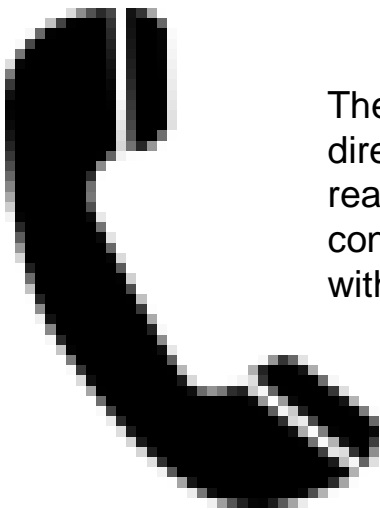
**Volume of feedback in November related to CAPP or EGM**



- The Irene Khan pay-out in particular was cited by a large number of supporters expressing their discontent, and it seems most had first learnt about it from recent press coverage.

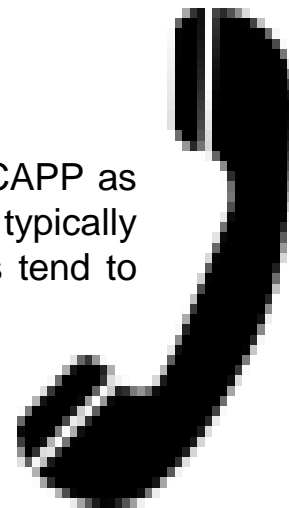


## Supporter Feedback: CAPP and EGM



The in-house telemarketing team have been collecting the cancellation reasons of direct debit defaulters when calling to re-activate them, giving us an insight into the reasons supporters have cancelled. The reasons given were typically financial concerns (45%) . A sizeable minority (8%) cancelled due to bad press about Amnesty, with supporters citing the Irene Khan pay-out in particular as a reason for cancelling.

Section members were much more likely to cite recent press coverage / CAPP as their reason for cancelling than Trust supporters. Trust defaulters are typically recent or completely new recruits to AIUK whereas our section members tend to have been with us for some time.

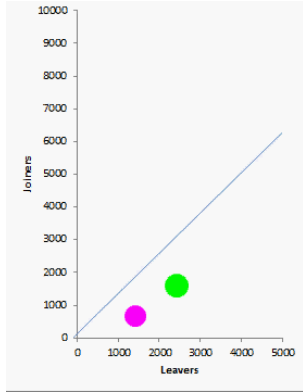


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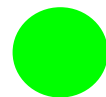
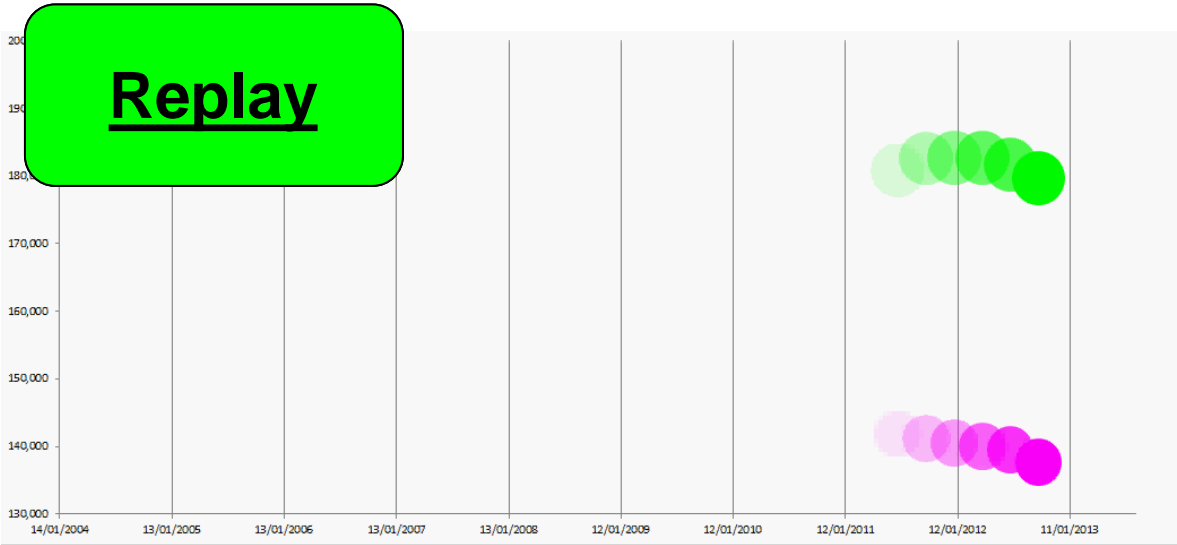


# Supporter Numbers

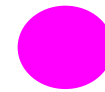


- In general retention has improved over time - the average number of leavers each month has been lower in 2011 and 2012 than any year since 2004.
- This drop in leavers has been outweighed by a larger drop in new recruits, particularly in 2010 and 2012 where on average we made a net loss of 520 and 328 supporters a month respectively.

The total number of active regular financial supporters has dropped steadily over time from a peak of 194k in 2007 over to 180k today (with fainter bubbles representing the previous month's figures).



Active regular givers (section or trust)



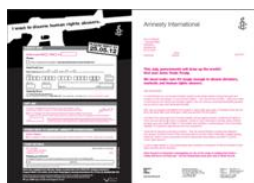
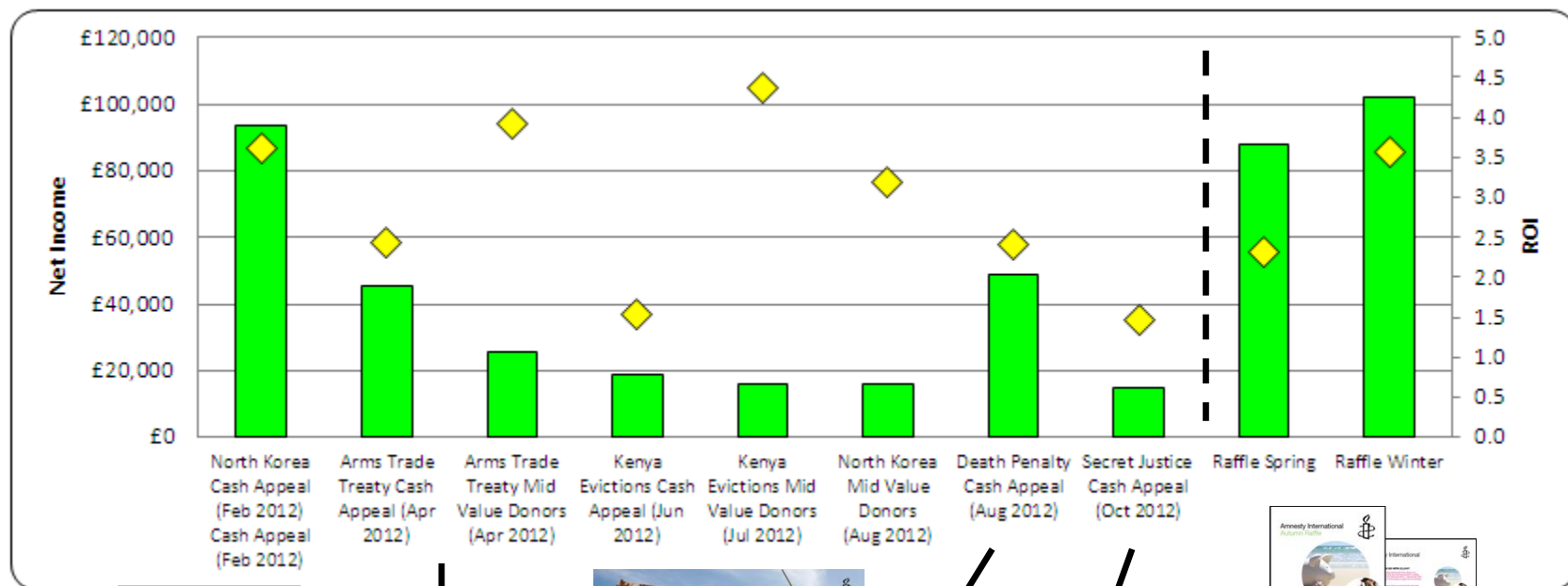
Active members





# Appendix 1 - Additional Giving

The chart below shows the net income and ROI of the Cash Appeals and Raffles of 2012 so far.

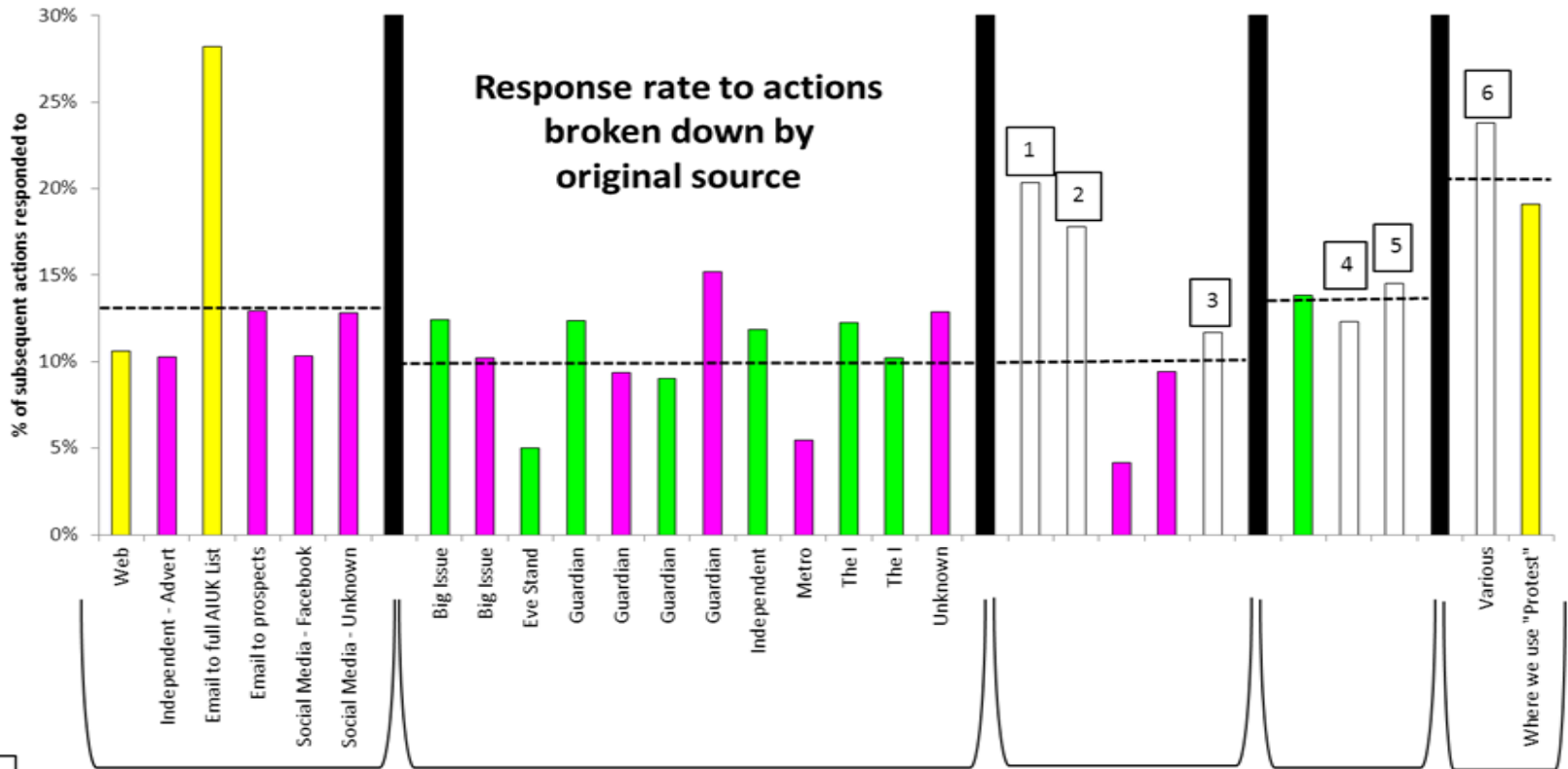




Exit



# Appendix 2 – Pocket Protest member sources



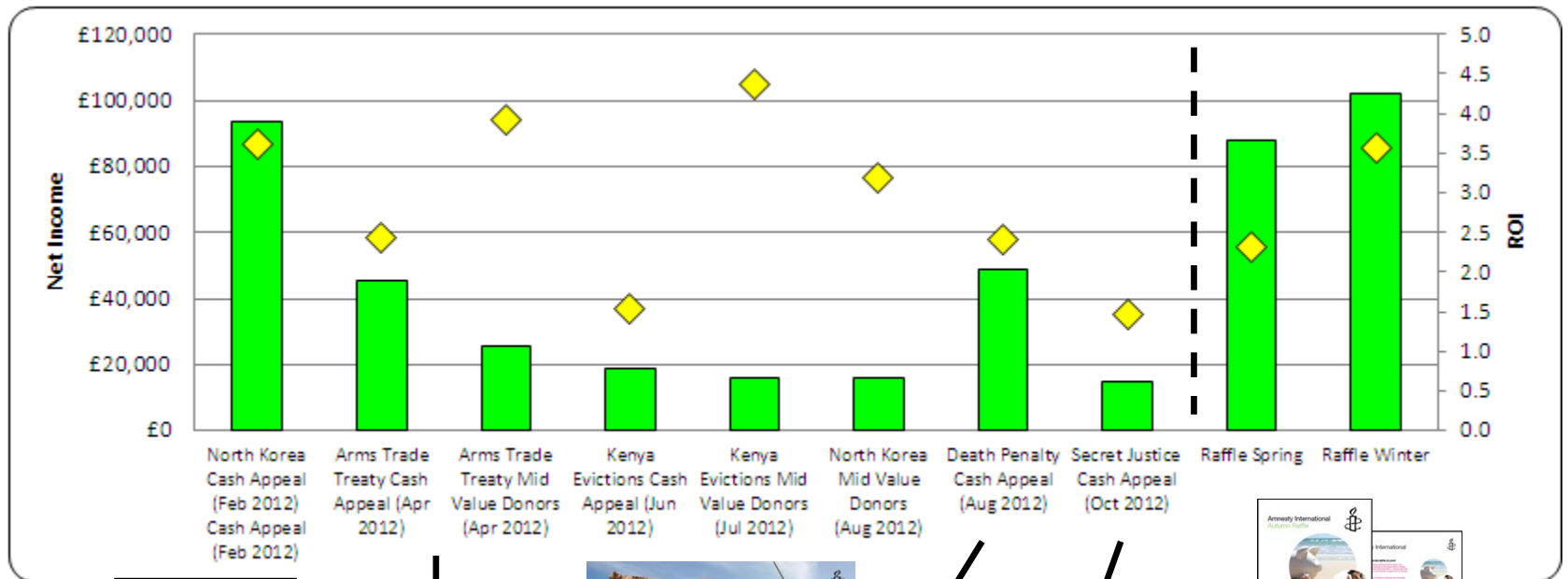
**Creative Used**

- Burma: (12.3%)
- Pocket Protest (15.6%)
- Pussy Riot (9.6%)
- 1: Cuba Hip Hop, 2: Gambia Action, 3: Saudia Arabia UA, 4: Stoning, 5: Torture, 6: Other (14.3%)



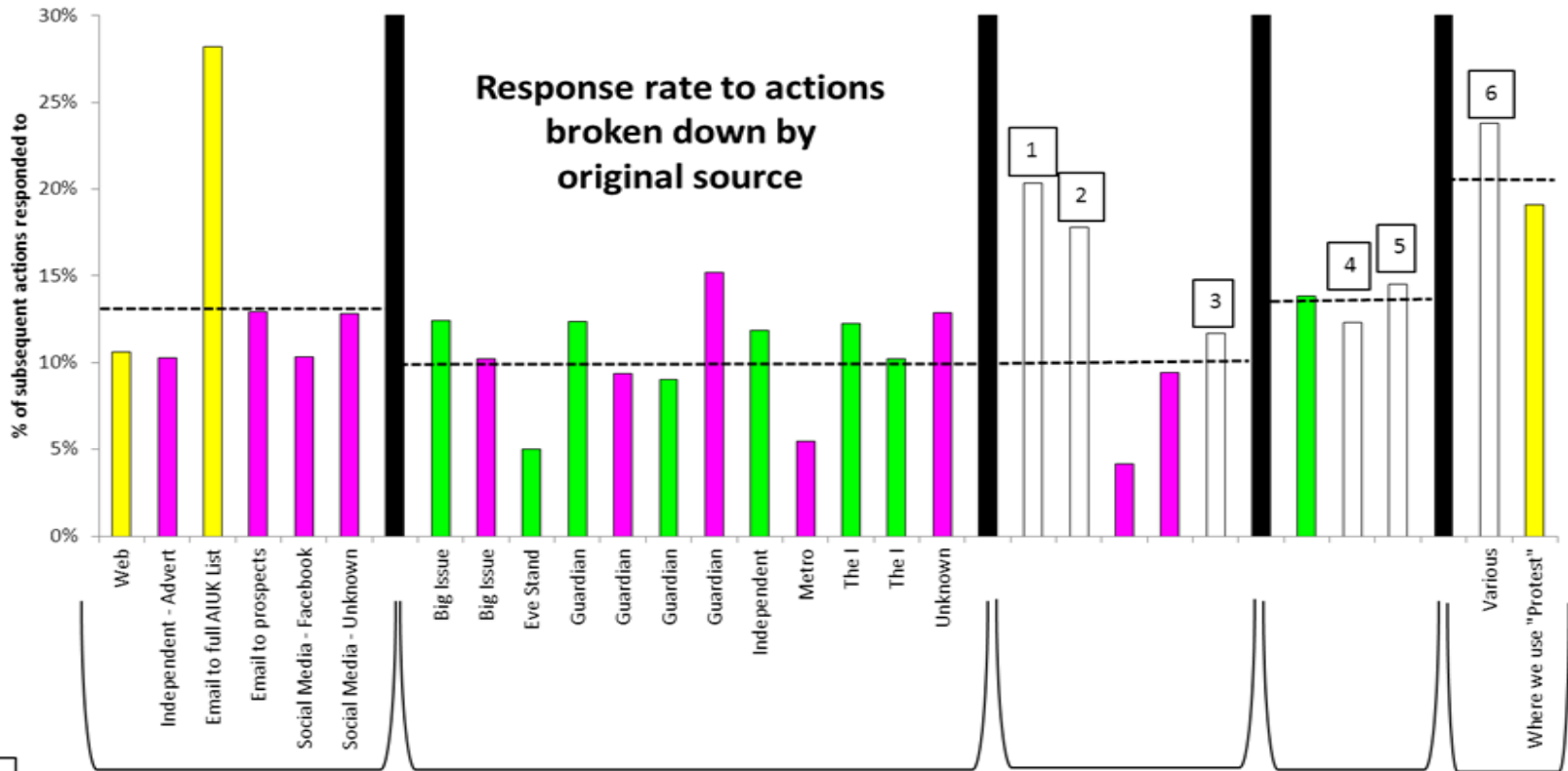
# Appendix 1 - Additional Giving

The chart below shows the net income and ROI of the Cash Appeals and Raffles of 2012 so far.





# Appendix 2 – Pocket Protest member sources



**Creative Used**

- █ Burma: (12.3%)
- █ Pocket Protest (15.6%)
- █ Pussy Riot (9.6%)
- 1: Cuba Hip Hop, 2: Gambia Action, 3: Saudia Arabia UA, 4: Stoning, 5: Torture, 6: Other (14.3%)

**Digital:**  
(12.7%)

**Print:**  
(9.7%)

**SMS Network Sends:**  
(9.9%)

**Tube Ad:**  
(13.4%)

**Other:**  
(20.5%)