The Marketing Dept.

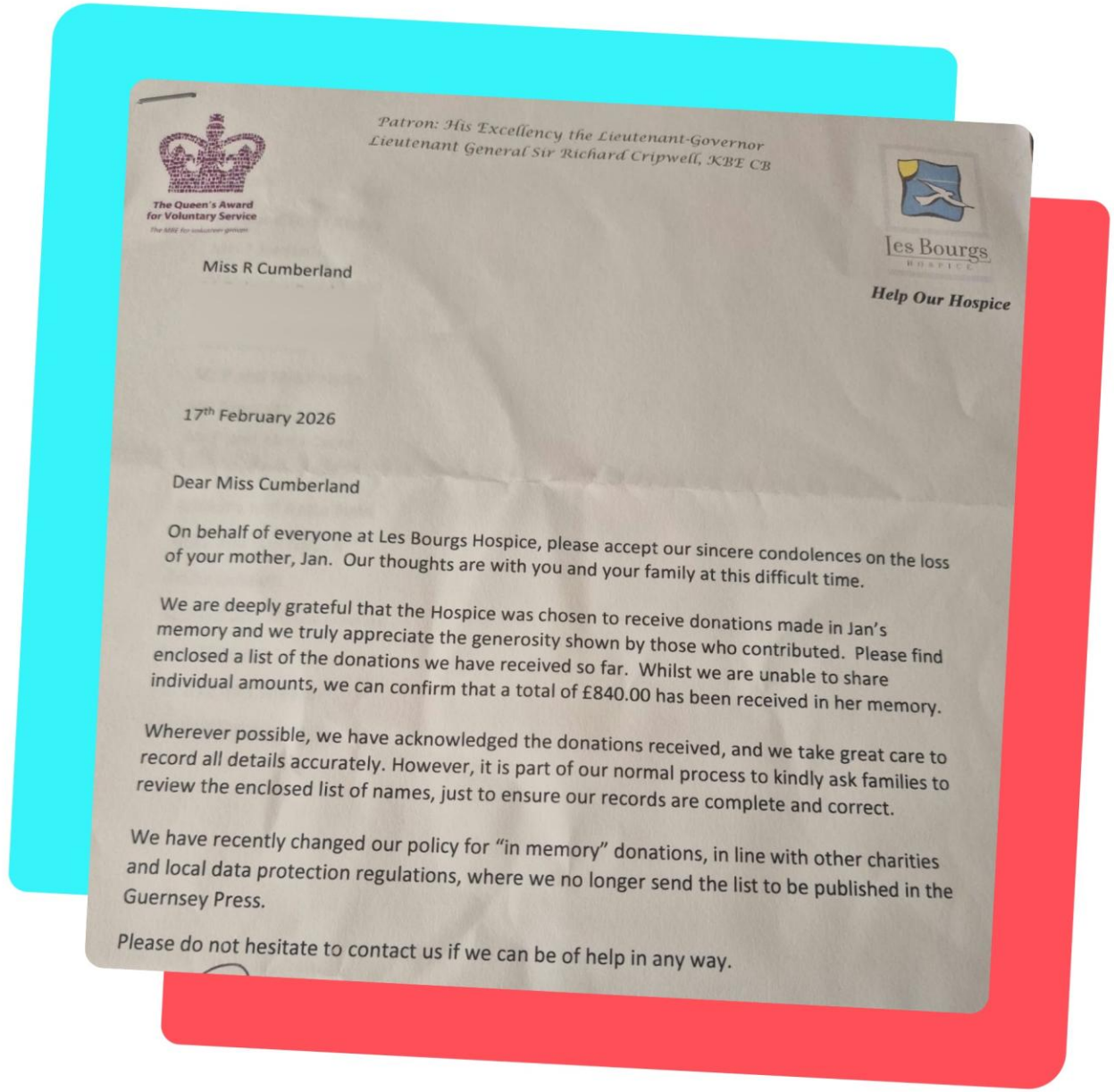
ASSOCIATION OF GUERNSEY CHARITIES

Bridging the Donor Gap

What marketing can teach you about fundraising

A LETTER IN JANUARY

A letter from Les Bourgs Hospice



The Queen's Award for Voluntary Service

Patron: His Excellency the Lieutenant-Governor
Lieutenant General Sir Richard Cripwell, KBE CB

Les Bourgs Hospice

Help Our Hospice

Miss R Cumberland

17th February 2026

Dear Miss Cumberland

On behalf of everyone at Les Bourgs Hospice, please accept our sincere condolences on the loss of your mother, Jan. Our thoughts are with you and your family at this difficult time.

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A BIT ABOUT ME

Rachael Cumberland-Dodd

CO-FOUNDER, THE MARKETING DEPT.



SO WHAT DO I KNOW ABOUT YOU?

43%

of you said funding and financial sustainability is a top challenge.

AGC SURVEY 2026 · TOP 6 CHALLENGES



SOURCE: ASSOCIATION OF GUERNSEY CHARITIES SURVEY 2026 · 106 RESPONSES

THE QUESTION I ASK EVERY CLIENT

What do you know about the people who fund you?

DONOR PSYCHOLOGY 101

Why do we ~~buy~~ give?



DONOR PSYCHOLOGY 101

Why we give

Functional

WHAT DO THEY NEED THEIR GIFT TO DO?

"I want to know it worked. That it made a difference"

Emotional

WHAT FEELING ARE THEY CHASING?

"Everything feels out of control. Giving is the one thing I can do."

Social

HOW DO THEY WANT TO BE SEEN, BY OTHERS AND BY THEMSELVES?

"I want to be the kind of person who looks after the community."

Audience participation

Who is your website talking to?

Phones out. Have a look at your website.

1. How many clicks until a donor sees their needs reflected?
2. Do you help me feel reassured?
3. Do you make me feel I'm part of your community of supporters?

THE DONOR'S QUESTION

Tell me, how did I help?



AGC SURVEY 2026 · TOP 6 CHALLENGES

Funding & financial sustainability

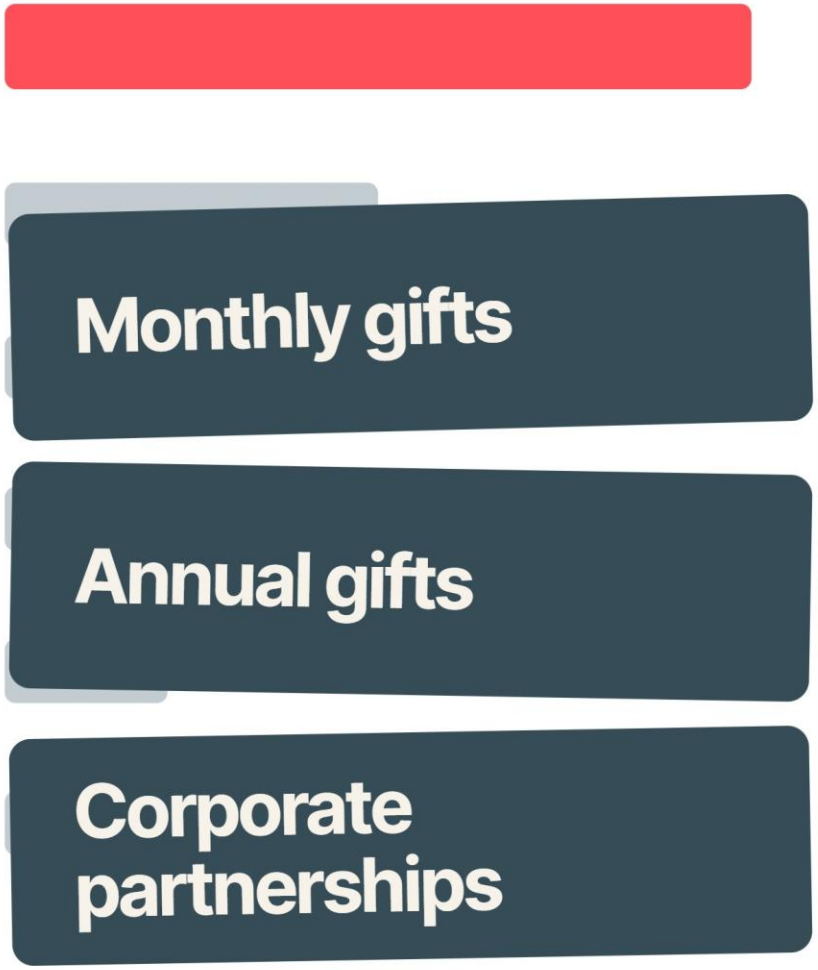
Volunteer recruitment, retention & succession planning

Public awareness & visibility

Increased demand for services

Lack of Government support, partnership or contracts

Regulatory compliance requirements



THERE ARE FIVE STEPS TO GOOD COMMS

How do you engage donors?

1

Listen

Find out why they give.

2

Show

What their gift did.

FUNCTIONAL

3

Thank

Properly, and before you ask.

EMOTIONAL

4

Belong

Make them part of a community.

SOCIAL

5

Ask

Ask for further support last

LISTEN

Who are your best donors?

60+

The GIVING Generation

WHY THEY GIVE

- Personal experience
- Sense of community
- Stable finances

HOW TO REACH THEM

- Word of mouth
- In person
- Traditional media

LISTEN

Is my hypothesis right? Ask your supporters.

1

At your next event

Ask people while they're in the room.

2

By email

Send a survey to your subscribers or supporters.

3

By phone

Ask your board or volunteers to nominate someone, then call them.

LISTEN

Your homework: 5 donors

Ask 3 questions. Then listen.

1. **What made you first give to us?**
   And why us, not someone else?
2. **In one sentence, what do you think we do?**
3. **When did you last come across us, and where?**

LISTEN

Why bother asking?

Donors who feel engaged gave around 50% more

UK SURVEY · 1,000 DONORS TO TOP-50 CHARITIES · FUNDRAISING.CO.UK, 15 MARCH 2016

You stop guessing

Learn why people really give, in their words, not your assumptions.

Your donors write your copy

Their reasons, in their words, persuade the next person like them.

Asking is a thank-you

Asking why they give makes a donor feel valued.

LISTEN

Whose job is this? Everyone's.

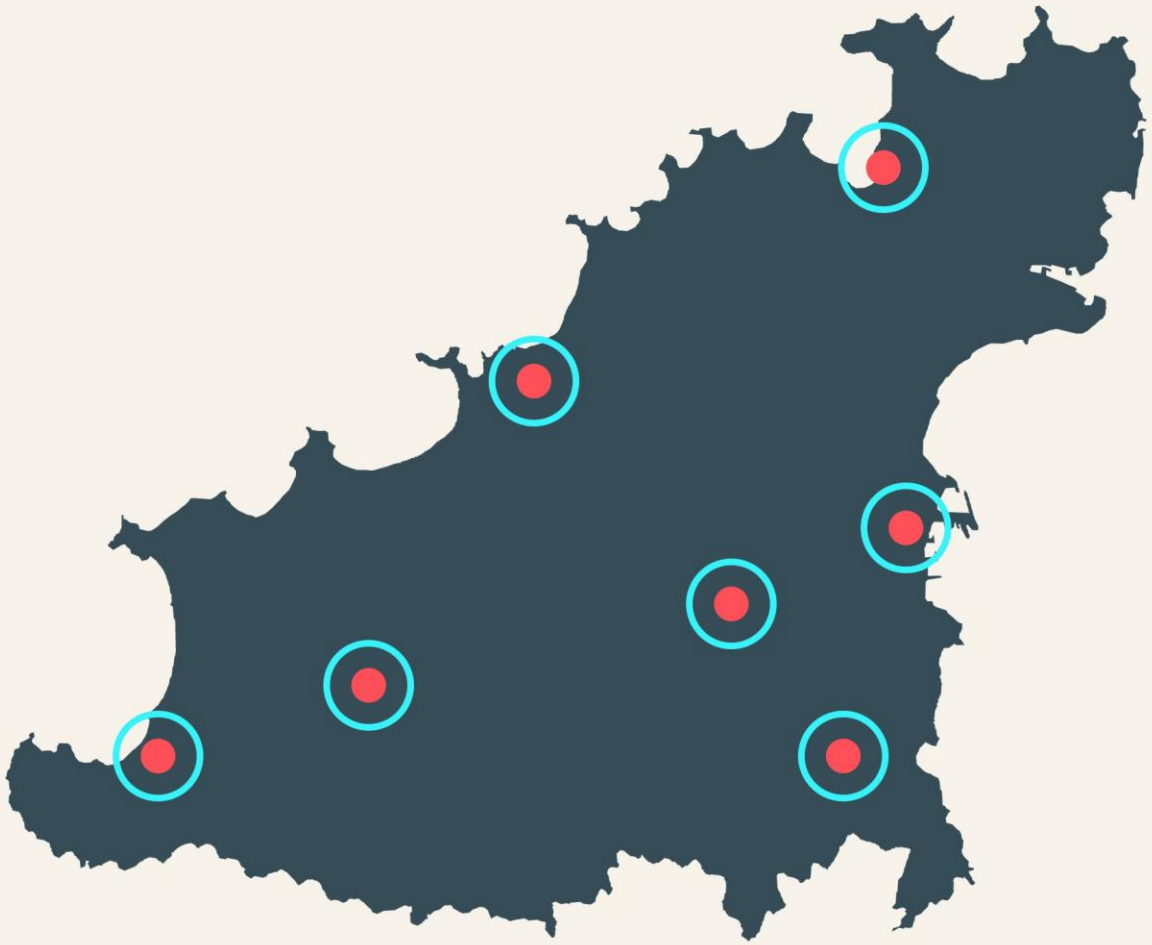
1	**One shared place**	A notebook, a shared note or an email folder. Anyone who hears a donor say something drops it in, with the date.
2	**Ten minutes**	At a board or team meeting, ask: "What did a donor say to us this month?"
3	**Your experts**	The front-line team. They hear donors' reasons first-hand.

The insight is everywhere. It's about tuning in.

SHOW

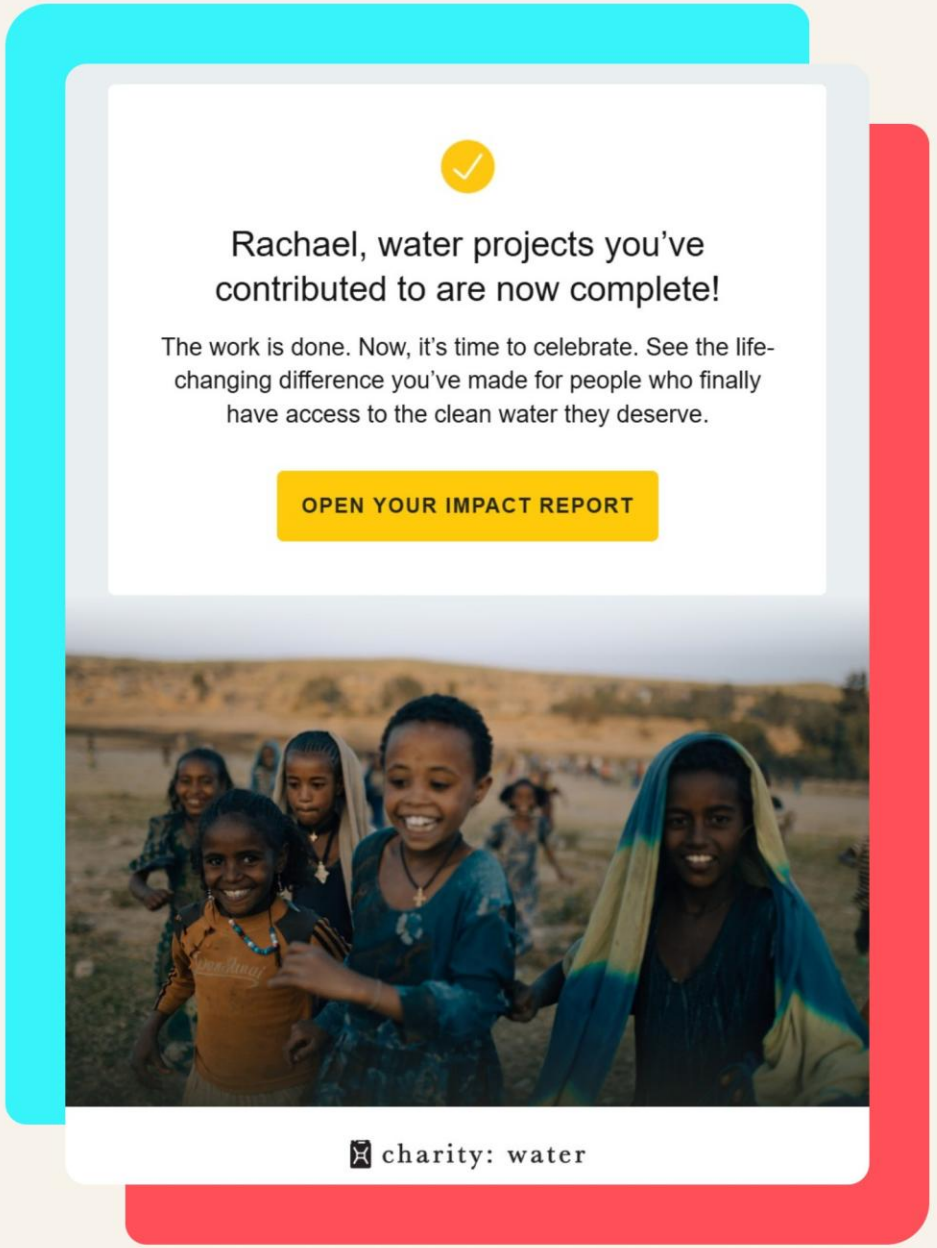
Your good work is visible.

The advantage only works if people hear about it.



SHOW

Rachael, you helped bring clean water to 379 people.



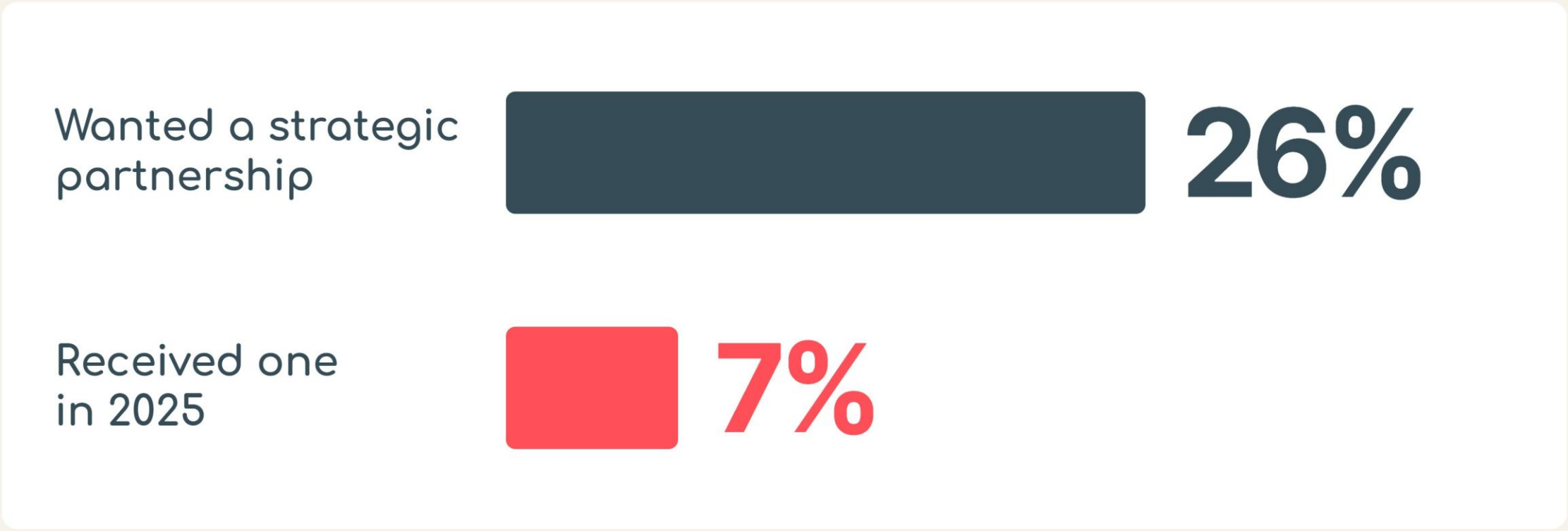
SOURCE: CHARITY: WATER IMPACT REPORT, SEPTEMBER 2026

THE ACTION: INDIVIDUAL DONORS

What to do for individual donors

1	**Listen**	Survey donors annually, put it on the Board agenda.
2	**Show**	What good thing happened because of their gift?
3	**Thank**	Phone them, or send an email.
4	**Belong**	Give them an invitation to belong - 'come and see the work'
5	**Ask**	Now the ask is easy, it's the next step in a conversation

From the AGC survey: strategic partnerships



SOURCE: ASSOCIATION OF GUERNSEY CHARITIES SURVEY 2026

SAME NEEDS, DIFFERENT ACCENT

A business has the same three needs

FUNCTIONAL

"Give me something I can report on."

A story for the annual report. Staff who actually get involved.

EMOTIONAL

Pride.

Staff who feel good about where they work.

SOCIAL

"See that we're a good business."

Customers, and everyone else on the island.

THE ACTION: BUSINESSES

What to do for businesses

1	**Listen**	Meet them at the start: what do they want out of it? Ask again every year.
2	**Show**	Give them an impact summary they can drop straight into their own comms.
3	**Thank**	Thank them publicly, in a way they can reuse: a photo, a LinkedIn post.
4	**Belong**	Bring their team to see the work. Introduce them to other supporters.
5	**Ask**	A partnership with clear terms, not a donation.

PUTTING IT TOGETHER

Five steps

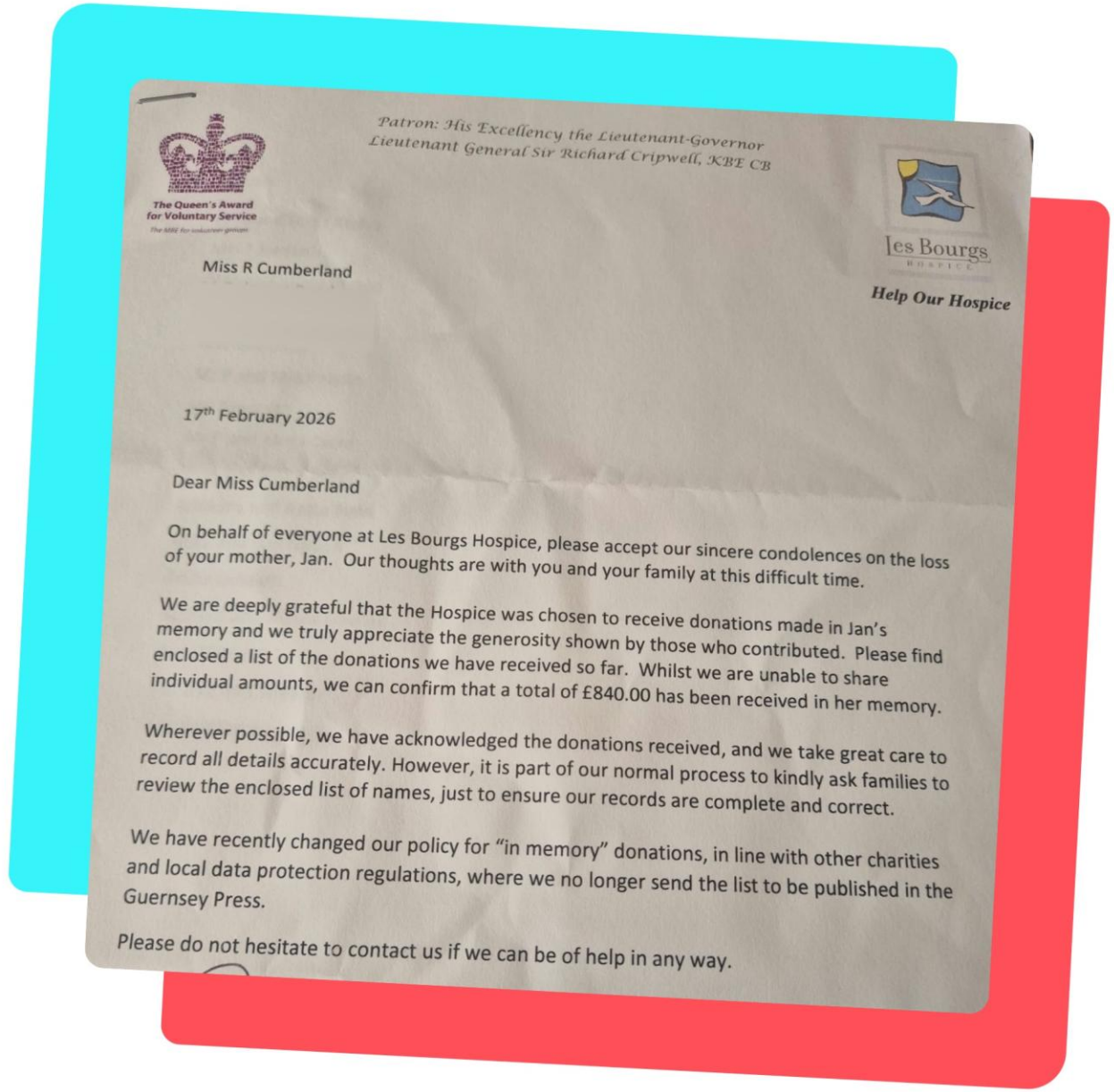
for people and businesses

Listen | Show | Thank | Belong | Ask

BEFORE

The letter rewritten

Back to Les Bourgs Hospice



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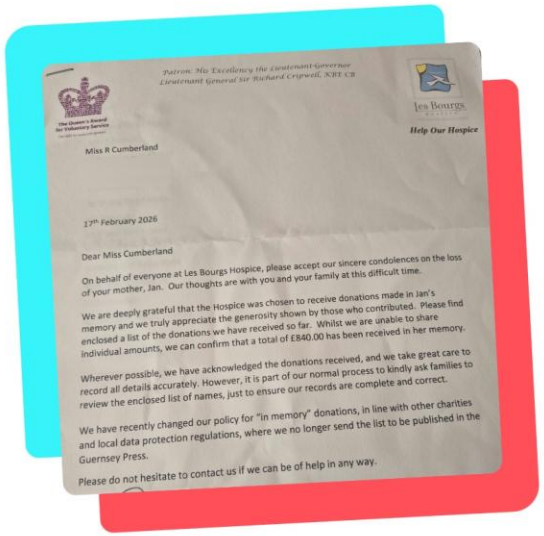
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AFTER

The rewrite

LISTEN

Not in the letter. It's why the letter exists.

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BEFORE YOU LEAVE

What's the one thing you can do this month?

A thank-you. Show the impact. Send a survey?

The Marketing Dept.

Thank you.
Any questions?

marketingdept.gg