



Donor journeys 'Teach Me'

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Donor Engagement &
Retention

Lemontree DCC
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Getting to know you, getting to know all about you!





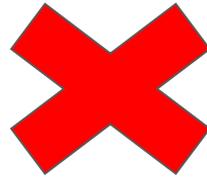
Maintaining loyalty

- ★ Your cause aligns with their values
- ★ You're trustworthy
- ★ The core benefit you deliver is impactful and what they expected
- ★ Touchpoints and personal interactions are positive
- ★ You are convenient.

Aligning values

- ★ Something motivated your donor enough to join you. Keep early supporter journey communications relevant to that message.
- ★ Build on the story as you progress. Educate and engage but don't overwhelm. Enough to understand what you do, how they're helping to making a difference, and why it matters.

"I love tigers and want to help protect them"



"Great! But let us tell you about the impact climate change will have on people in low income countries and what we're doing to combat this threat."





Quick poll

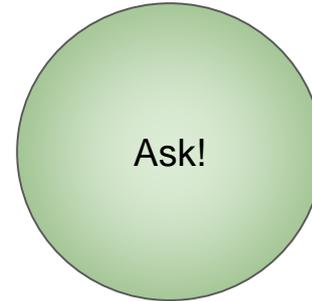
Do you have different donor journeys dependent on different supporter motivations?

1. Low - No, all regular donors receive the same journey.
2. Mid - Some journeys or key moments are different.
3. High - Yes, all journeys are highly influenced by supporter motivations.

How do you know what a donor's motivation is?



- ★ Creative message testing
- ★ Different products



- ★ Post conversion survey
- ★ Supporter Engagement Survey

Listening to donors



Dear Jody,

Thank you so much for deciding to fight for the survival of endangered animals and the precious places they call home by joining with WWF-Australia.

My name's Dermot, I'm the CEO here at WWF-Australia, and your feedback on signing up as a supporter really matters to me.

Jody, can I ask you to do just one more thing to help today?

Can you spare **1 minute 24 seconds** to join the other 13,000 people who have helped to control our costs by taking this super short survey, now?

Thank you Jody for taking the time to chat to TEST and signing up as a supporter. How would you rate the experience?

Very poor Extremely good

0	1	2	3	4	5	6	7	8	9	10
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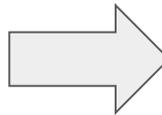
I want to know about your experience today so I can make sure we deliver the most engaging conversations for other committed and generous people like you tomorrow.

Thank you again for your decision to help protect wildlife. Your gifts will be life-saving.

Thank you.

Dermot O'Gorman
CEO, WWF-Australia

Post sign-up survey. Key answers prompt an alert to Supporter Relations team.

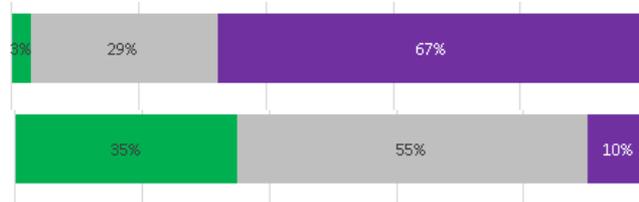


Call is made to supporter to follow-up on the issue.

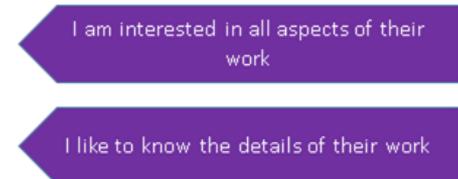
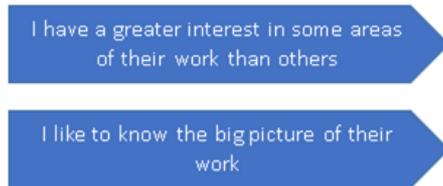
Listening to donors

Q3.6 - Different people have different reasons for supporting WWF-Australia, for each of these pairs of statements, which best describes you and your support, statement A or B?

Broad consensus



Polarising



Emergency donors - quick pivot!



Traditional koala adoption
Cute and fluffy



Bushfire koala adoption
Serious, shocking



- Existing onboarding communications weren't suitable for the emergency-inspired motivation.
- Concerns for retention - the speed from which supporters sped through the stages of awareness and consideration to conversion.
- High likelihood donors knew little about WWF prior to emergency exposure.
- Emergency donor attrition is usually much higher, but we've seen great results.



Delivering impact



Hi Friend,

Thank you so much for adopting a koala and being a part of our life-changing, urgent work.

Your support is needed now more than ever as bushfires have dealt a devastating blow to this iconic species already in decline due to the impacts of deforestation and climate change.

Tragically, we've already lost so many of our koalas.

But your gifts will help provide immediate support to care for injured wildlife, and when the fires clear, your continued generosity will help protect and restore the forest homes our koalas and other animals have lost.

Your support will also help us release more koalas like Mary and Matthew! [Watch their videos!](#)



Thank you for caring friend, especially during this time when our friends need us most.

Warm regards,



Dermot O'Gorman
CEO, WWF-Australia

P.S. There may be a slight delay in mailing your welcome pack as so many amazing people (just like you) have adopted koalas recently. Don't worry, it will be with you soon.

Hi Friend,

Thank you for your amazing support!

We know koalas are resilient creatures, having been around for over 30 million years! But right now they really need our help.

Here are some ways in which your generous support is helping koalas get back on their feet (and up trees!)

1. Urgent medical treatment for koalas - hard-working teams in wildlife centres nurse sick and injured koalas back to full health so they can be returned to the wild.
2. Protecting and restoring koala habitats - working with farmers, government and community groups, WWF is able to run habitat programs restoring cleared land so wildlife can return and thrive. This includes our 'Towards Two Billion Trees' campaign revitalising areas affected by deforestation and bushfires.
3. Campaigning to stop excessive deforestation - we're pressuring governments to make sure that habitats are properly protected for wildlife to thrive, and that much stronger laws are put in place to control habitat destruction.

We're also installing drinking stations to help koalas impacted by drought and prolonged heatwaves - [watch this sensor camera footage of these stations in action.](#)



Thank you for helping make this possible, we couldn't do the work without caring people like you friend.

Warm regards,



Dermot O'Gorman

Hi Friend,

You have adopted a koala during such a crucial time and your support is so vital to the future of this iconic species, thank you.

[Not only is your support important, but so is your voice!](#)

Bushfires have devastated koala populations and the road to recovery starts with getting urgently needed funds to front line wildlife carers on the firegrounds. The next step is ensuring we restore the homes our wildlife lost.

Our 'Towards Two Billion Trees' campaign aims to stop excessive deforestation, protect our existing trees and forests and restore native habitat that has been lost.

We're also calling on the Australian Government to ensure their recovery programs are 'nature-based'.

This means that all recovery efforts should be targeted to ensure that we replant the habitats we've lost to deforestation and fires, protecting our remaining native trees and forests still standing, and fighting for better decision-making and bushland management policies in the years to come.

We're working with all the governments undertaking the recovery effort, to make sure they do so in a way that helps protect our people and wildlife from similar crises in the future.



[Take action! Call on the government to ensure a nature-based recovery effort.](#)

Help us secure a better-funded, more comprehensive bushfire recovery plan to protect people AND nature - one that protects and restores koalas natural habitat.

Thank you so much.

Warm regards,



Hi Friend,

We appreciate your generous support.

Koalas are incredible creatures and a unique part of the Australian identity. They also hold great cultural significance to Indigenous Australians and feature in Dreamtime stories, songs, and rock art.

Together with your help, we're doing everything we can to protect them.

But how much do you know about the koala? Here are five amazing facts about our unique, cuddly friends.



Thank you so much for your support.

Kindest regards,



Dermot O'Gorman
CEO, WWF-Australia

Hi Friend,

Thank you for adopting a koala at such an important time. The recent bushfires have dealt a terrible toll on their populations, so your ongoing support is critical to keep fighting for their survival.

It's no easy task locating injured koalas in thousands of hectares of burnt bushland, but amazing koala detector dogs LOVE their job.

[Watch Maz and Missy in action in this heartwarming video!](#)



For more updates like this follow us on [Facebook](#), [Instagram](#) and [YouTube](#) and to learn more about how your donations are helping to protect wildlife.

We'll also be sending you three koala detector updates a year as well as our monthly e-newsletter, so keep your eyes peeled on your inbox.

Thank you so much for your ongoing support.

Kind regards,



Dermot O'Gorman
CEO, WWF-Australia

Trust & delivering on impact



Transparency on use of funds



January - June 2020

Six months into our recovery program
\$8M was distributed across 34 projects for:

Emergency response	Habitat restoration	Future proofing
<p>Urgent wildlife care and rehabilitation, medical supplies, food & water drops, search & rescue missions</p>	<p>Assess the loss, protect and restore habitat, strengthen laws to save endangered species</p>	<p>Innovation and policy to stabilise climate; increase indigenous rangers; embrace traditional owner knowledge</p>

Inspiring stories and content



Dear friend,

It's been six months since the peak of last summer's devastating bushfires. At the beginning of this year, in the days after learning that thousands of animals had perished in these fires, we launched WWF Nature Recovery Fund - seeking to raise funds to begin disaster relief, and start the work of making Australia resilient to what will more than likely come again.

As a valuable koala adopter, you have helped deploy emergency wildlife recovery and rehabilitation as well as support critical species. You've also helped to implement critical survey work that will more than likely come again.

Your generosity has been extensive over the past six months. We couldn't have done this without you for all your help.



It is my great privilege to now share that six months on from the devastating bushfires, we see some green shoots of hope:

Regular impact update communications



Setting expectations

A **'Supporter Promise'** - a pledge for what a supporter can expect from you

- ★ Transparency and accountability about how donations will be used.
- ★ Share inspiring stories and updates to demonstrate impact.
- ★ Control - how to update preferences and a pledge to uphold them.
- ★ A friendly and fair response for everyone - details on how to submit a query or complaint.
- ★ Commitment to regulatory guidelines.
- ★ Respect for privacy.



When expectations are not met

- ★ Sometimes there can be misunderstandings about how support works or mistakes made.
- ★ Can include examples directly related to support (e.g. specific individual animal adoptions and restricted funds), a mistake made, or to do with WWF's stance (where values misalign).
- ★ Our Supporter Relations team are trained to engage and educate on common issues.
- ★ Key to always to be open and honest. Sometimes you're just not the right fit for each other, or quickly and apologise when you haven't got something right.

Positive touchpoints



- ★ Welcome calls - happen around the first or second month of support.
- ★ Opportunity to welcome and show thanks, for the supporter to ask questions and learn more about WWF, and for us to learn more about them too.
- ★ Excellent early indications on retention.

Peaking broader interests

- ★ Introducing supporters to other ways they can get involved.
- ★ More interactions helps to increase overall engagement.



Dear Judy,

We hope you're staying safe as we continue to work together during the COVID-19 pandemic.

Thanks to your generous support, our teams and our partners are still out in the field ensuring that vital bushfire recovery work continues.

As May begins, we've got great stories of hope to share and snapshots of what it's like doing conservation work during these challenging times. We wish Sir David Attenborough a happy birthday - plus, what better animals for your Mum on Mother's Day than a WWF Wildlife?



GIVE IN YOUR WILL
Include a Gift in your Will to wildlife and nature



Hi Friend,

You have adopted a koala during such a crucial time and your support is so vital to the future of this iconic species, thank you.

[Not only is your support important, but so is your voice!](#)

Eager to play your part and start living a sustainable lifestyle? Keen to explore what changes you can make in your everyday life to help create a cleaner and more sustainable future? See how you can reduce your ecological footprint by adopting new habits that are softer on the environment.



Smile for nature

While we work together to flatten the curve, there are still #SmileForNature! We've put together some fun ways you can home - plus we have [free downloadable Zoom backgrounds](#) to add to your online meetings.

[Shop for nature today!](#)

JOHN CREATED A RAINFOREST SANCTUARY

John Kachel was a relentless critic of the destruction of natural habitats. His sister Jenny describes him as living "a simple life". Over many years he created a rainforest sanctuary on land adjacent to his home.



In 2014, John was diagnosed with motor neurone disease. "He wasn't afraid of dying," says Jenny "but the thought of leaving his rainforest affected him deeply."

John made the decision to leave his Estate to charities aiding wildlife, including WWF. It is nearly two years since his passing and John's legacy, but the gift he made in his Will continues to provide sanctuary to the wildlife he leaves behind.

If John's legacy has inspired you, please consider including a gift to nature in your Will. Contact Christine Robinson on 02 8228 6322 or email giftsinwills@wwf.org.au



Reduce, Reuse, Recycle



Shopping



Plastics



Food waste



Reducing energy



Travel



The recipe for trust

- ✓ Functional connection – consistency and reliability
 - Easy experience
 - Helpful customer service
 - Any issues resolved
 - You're delivering on what you said you would

- ✓ Personal connection – positive emotions
 - Recognition and thanks
 - Offering involvement in other forms
 - Engaging communications
 - Asking for feedback

