

BETTER UNDERSTAND, COMMUNICATE AND ENGAGE WITH YOUR DONORS



With ever increasing regulations on communications and fundraising, charities must focus on understanding the donors who support their cause to ensure they communicate with them effectively, in a way they are comfortable with, to yield the best results.

An efficient way to do this is to use an online research community.

Some key benefits of online communities are:

1. **Getting more from your market research budget.**

Online communities allow you to carry out ongoing conversations and research with your donors. They provide a more cost and time effective solution compared to traditional ad hoc research and help best utilise the budget available for research.

2. **Use your knowledge to shape your communications.**

Once you start to understand your donors, you can see what appeals emotionally to each group. Profiling and segmenting your donors means you can design more impactful, personal communications for each group, and ensure fundraising efforts are a success.

3. **React quickly to external factors.**

With your donors engaged in the community, it means the opportunity to react quickly to changes and breaking news. You can easily gauge opinion and direction from your donors in how and where you need to act, in a quick and cost effective manner.

Harris Interactive Communities can provide you a continual source of insight from an engaged group of donors who support your cause and want to help shape your charity's future for the good. Community members are invested in a continual conversation with you to help you ensure your brand is being perceived positively, that your communications are effective and your fundraising efforts successful.

Email Harris Interactive to start your conversation today:

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