

Brand Identity Project Insight and Audience Summary ActionAid UK

Summary

Charity Landscape and Current Brand Awareness

- Households are cutting back on spending. Fewer people than ever are giving to charity (50%), particularly younger people. However, those who do still give are giving more (£72 average donation value).
- The main reason people haven't donated is they can't afford it (44%), however, 19% say they don't trust charities and 10% say there hasn't been a charity that's interested them enough.
- Donations to International NGOs has remained around a fifth, however, donations to overseas aid and disaster relief only accounts for 4% of the total charity donation amount.
- Unprompted awareness of ActionAid remains low (0.4%), and prompted awareness is at the lowest it's ever been (41%). There is also a significant drop in those that think ActionAid stands out.
- Comparative to other INGOs, ActionAid is one of the charities people know least about (4% in 2024).
- Those that are aware of us see us as an organisation focused on responding to natural disasters and emergencies, global poverty, and helping refugees and responding to conflict and war, whilst a quarter saying they are not sure what they associate us with.
- 49% said they would be unlikely to support ActionAid in the future, with 40% saying they don't know what we do. However, two fifths said they might be encouraged to support ActionAid if they knew more about our work, knew how their money would be spent or knew more about our effectiveness.

Our supporters

- Currently our supporters, although very satisfied and confident in our impact, are aging (84% over 55 years) and predominantly white British (84%), so an increase in the diversity of age and ethnicity in the future could be valuable. However, in general our current supporters do align with our organisational values significantly more than the general UK population.
- Child sponsorship has been a big driver in why people have chosen to support us in the first place and why they continue to support us, however many are also motivated by our focus on women and girls, our more holistic approach to working for long-term sustainable impact and because they believe their values align with ours and they think we are making a real difference.
- Our supporters think our top 3 areas of importance are: improving access to basic human necessities, equal and safe access to education and equal economic rights and opportunities for women.

Alignment with our values

- Around two-thirds of the population are concerned about racism and about inequality between people around the world.
- Half agree ending discrimination against women and girls is necessary to ending global poverty and 54% agree local communities in developing countries are best placed to know their own challenges and set their own goals.
- The word feminist is divisive and only attractive to a minority and needs to be framed around female empowerment in the face of obvious disadvantage.
- Focusing on 'women and girls' can also be divisive, positive for some but exclusive and negative for others. Focus on 'Community' is a better concept.
- Progressive, rights-based movement is most attractive to younger females. A more accessible, 'sweet spot' is focusing on how improving the lives of girls/women and creating better life chances for them, benefits the whole community.
- Anti-racism is more universally understood and accepted as a good thing, although considered 'a given' and not necessarily needed to be shouted about. Decolonisation again more divisive, with mixed views and levels of understanding.

Potential Audiences for ActionAid

- The Boomer Generation (60+ years) hold the majority of disposable wealth, whilst Gen X (44-59 years) are predicted to also shortly benefit from the 'Great Wealth Transfer', and although both are strong supporters of traditional INGO messaging, appear potentially harder to convince on new AA thematic areas.
- The younger audiences (18-29 years), known for their strong emphasis on social activism, equality, and environmental sustainability, may share significantly more commonality with our vision and are more likely to champion charitable causes than any generation to date, however, generally have lower disposable income levels and may need long-term stewarding for future financial gain.
- A bold and sector leading approach requires overlaying this demographic information with our new UK Values Aligned Segmentation Model. The model identifies six segments within the UK market that not only display strong charitable behaviours but align with our values of decolonisation, anti-racism and feminism.
- These six segments are:
 - **Passionate Leaders** and **Benevolent Beginners**: extremely values aligned, and although currently more financially precarious, extremely valuable for advocacy/campaigning/influencing, with longer-term financial potential
 - **Ambitious Pragmatists** and **Tenacious Participants**: – strong values alignment and most ethnically diverse, but need to feel personally connected, however extremely open to all support, including financially
 - **Reliable Conformists** and **Social observers**: don't reject our values but need to be influenced socially to engage, however open to all types of support once engaged.
 - (Further information on these can be found in slides 5-13)
- Flexibility of approach will be needed as one size doesn't fit all.

Our Non-Regular Giving (Non-RG) Target Audience Segments



Benevolent Beginners

- Most radically positioned on AA values
- Primed and open to cause engagement
- Financial barriers to giving
- Social media savvy
- Female leaning



Tenacious Participants

- Ambitious and motivated by progress
- Aligned with AA values
- Actively engaged with causes
- Religiously and ethnically diverse



Social Observers

- Undecided and unsure about their point of view on values, but don't reject them
- Influenced socially to engage with causes.
- History of protests and campaigning
- Younger

Benevolent Beginners



Kayla

Age: Most likely to be aged between 25-54 (62%)

Gender: Female (63%)

Ethnicity: White (84%)

Location:

Occupation: 42% In full time employment, 22% are unemployed, homemaker, or not able to work. £10-50K income

Politics: centre/neutral, or left

Religion: 50% are non-religious, 38% Christian

Marital status: Mixed: 35% Married, 31% Single, 17% Living with a partner. 58% are parents

UK population: 18.8%

PERSONAL CHARACTERISTICS

- Largest segment in size and most values aligned. Progressive thinkers who are not always able to act on their values.
- Most vocal in their point of view that progression of ActionAid causes ‘haven’t gone far enough’
- Value benevolence (94%) and self-direction (88%) over power (51%).
- Security and Universalism are also important

HOBBIES & INTERESTS

- 81% valuing personal development and self-improvement
- 79% Spending time outdoors, exploring and appreciating nature
- 76% value spending time learning new things and expanding their knowledge
- 70% Practising self-care, relaxation and mindfulness

TYPE OF SUPPORT (% Have done it/would do again)

- Less active in their participation and give within their means
- Donated new or used items 75/72
- Bought something where a proportion of my purchase went to charity 54/52
- Entered a prize-winning raffle/lottery 49/45
- Raised funds for a charity (regularly, sporadically,) 48/45
- Sponsored a friend 46/42

CAUSES

- Improving access to basic human necessities (food, water and shelter) (93%)
- Tackle violence against W+G (92%)
- Equal and safe education (90%)
- Progress economic rights (85%)
- Prioritise sexual and reproductive health (84%)
- Responding to humanitarian emergencies and disasters (83%)
- Improve lives of refugee women (81%)
- Value free movement and freedom of expression (81%)

GIVING STYLE

- 76% agree the world needs to change drastically for us to progress
- 64% say they haven’t been able to afford to donate to a cause
- Most likely to give single sum donations as and when they can.
- 69% would give a couple times a year
- 82% have given less than £100 to charity in the last 12 months
- 67% would consider donating to AAUK

COMMUNICATION: Delivery and channel

- 55% learn about causes via social media
- Spend the most time on social media. 83% use social media daily. (In order of popularity: Facebook, YouTube, Instagram and TikTok)
- Prefer bite-sized, thought-provoking and attention-grabbing messaging – Short, punchier (75%) - Informative and awareness increasing (64%) - Messages that make you think differently (60%)

NEEDS

- Need to know what their money will do.

CHALLENGES

- Emotionally align with AA values, but are uncertain about the practical nuances
- While aligned and motivated, finances are the biggest barrier
- 64% Can’t afford to give and 39% can’t or at least commit to a regular gift

The ‘IN’ for AAUK

- Most open to donating to ActionAid in the future (67%)

UNIVERSALISM (broad-mindedness, beauty of nature and arts, social justice, a world at peace, equality, wisdom, unity with nature, environmental protection)

BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)

SECURITY (national security, family security, social order, cleanliness, reciprocation of favours)

SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one’s own goals)

Tenacious Participants



Anita

Age: 49% under 35, 71% under 45
Gender: Even split (57/41, M/F)
Ethnicity: White (77%), BAME (23%, most of which consider themselves African)
Location:
Occupation: 55% in full time employment, 14% are part-time. £25-50K income
Politics: evenly split
Religion: Mixed: 43% Christian, 33% non-religious, 14% Muslim
Marital status: 49% Married, 31% Single. 63% are parents
UK population: 14.3%

<p>PERSONAL CHARACTERISTICS</p> <ul style="list-style-type: none">• Medium in size and values aligned.• Financially stable• Strong-minded,• Highly engaged with issues and vocal with their POVs• Growth mindset: value achievement (84%), progression for the betterment of society (80%), and value technology + innovation (75%) and embrace change (63%),• Highly motivated: values self-direction (89%) and power (75%), believe seizing opportunities is important (82%) and are not afraid to take risks (63%)• Benevolence and security are also important• Unique thinkers: 65% agree they are original and unique	<p>HOBBIES & INTERESTS</p> <ul style="list-style-type: none">• 83% Personal development and self-improvement• 79% Practising self-care, relaxation and mindfulness• 78% Spending time outdoors, exploring and appreciating nature• 76% Spending time learning new things and expanding my knowledge• 76% Activities that contribute to physical fitness and overall wellness• 75% Exploring different cultures and staying informed about global issues• 75% Exploring new technologies and innovations	<p>TYPE OF SUPPORT (% Have done it/would do again)</p> <ul style="list-style-type: none">• Highest engagement across the board and most participatory in their cause engagement• Donated new or used items (clothes, furniture, food, etc) 80/67• Bought something where a proportion of my purchase went to charity 77/58• Supported a charity in memory of a loved one 74/57• Sponsored a friend 72/55• Raised funds for a charity (through events, sports, etc) 72/54• Supported a charity as part of a gift to others (e g Birthday/Christmas) 68/51• Entered a prize-winning raffle/lottery 68/51• Attended/organised a charity event 68/50
<p>CAUSES</p> <ul style="list-style-type: none">• Tackle violence against W+G (89%)• Responding to humanitarian emergencies and disasters (88%)• Equal and safe access to education for girls (87%)• Free movement and freedom of expression for women and girls (86%)• Improving access to basic human necessities (food, water and shelter) (85%)• Improve the lives of refugee women (83%)• Provide equal economic opportunities for W+G (83%)	<p>GIVING STYLE</p> <ul style="list-style-type: none">• 72% agree that 'each of us has a duty to help others through charitable giving'• 77% agree that 'giving to charity is a personal form of giving back'• 44% would consider donating to AAUK	<p>COMMUNICATION: Delivery and channel</p> <ul style="list-style-type: none">• They have the most varied social media diet, and are early adopters to new platforms. (In order of popularity: Facebook, YouTube, Instagram and TikTok)• 76% learn about social causes through social media• Prefer detailed, pragmatic, solutions-based messaging: Inclusive (70%) - Data driven (69%) - Long term solutions (65%) - Calls to action (61%) - Long and nuanced (60%)• Social media (29%)• Email (19%)• Articles online (14%)• Text/SMS (13%)
<p>NEEDS</p> <ul style="list-style-type: none">• Clear information, (18% are not sure what their money will do), and ease of sign up <p>BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility) SECURITY (national security, family security, social order, cleanliness, reciprocation of favours) SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one's own goals) POWER (social power, authority, wealth)</p>	<p>CHALLENGES</p> <ul style="list-style-type: none">• 19% of this audience are not sure which charity to support	<p>The 'IN' for AAUK</p> <ul style="list-style-type: none">• Their life stage may reflect a greater openness and connection to charitable giving

Social Observers



Elias

Age: 31% under 25 and 53% under 35
Gender: Male (63%)
Ethnicity: White (73%), BAME (23%, half consider themselves African)
Location:
Occupation: 42% Full time employment, 13% Part time, looking for work and student are 6% each. £10-50K income
Politics: centre/neutral, or left
Religion: Mixed: 43% non-religious, 33% Christian, 9% Muslim, 5% Hindu
Marital status: 42% Married, 35% Single. 55% are parents
UK population: 15.8%

PERSONAL CHARACTERISTICS

- Medium in size and neutral towards AA values.
- Young, apathetic and disengaged with both personal and societal values.
- Uncommitted and uncertain: the majority tend to respond with ‘neither agree nor disagree’ or ‘don’t know enough to say’ to values, worldview and charity statements.
- Cynical: 65% agree ‘the world is getting worse over time’
- Value power (64%), stimulation (daring, a varied and challenging life) (63%) and hedonism (gratification of desires, enjoyment in life, self-indulgence) (57%).
- Self-direction, benevolence, conformity and security are also important

HOBBIES & INTERESTS

- 47% Practising self-care, relaxation and mindfulness
- 47% Personal development and self-improvement
- 42% Engaging in creative and artistic activities
- 41% Exploring different cultures and staying informed about global issues

TYPE OF SUPPORT (% Have done it/would do again)

- Have a strong and active history with cause engagement
- More likely than other segments to: - Have ‘joined a campaign or movement (campaign against the Immigration Bill, Extinction Rebellion, Black Lives Matter, #MeToo, etc)’ (31%)
- Attended/organised a charity event 57/23
- Entered a prize-winning raffle/lottery 57/23
- Sponsored a friend 57/21
- Donated new or used items (clothes, furniture, food, etc) 56/24
- Supported a charity in memory of a loved one 54/24
- Supported a charity as part of a gift to others (e.g Birthday/Christmas) 53/23

CAUSES

- Don’t personally align with causes (15% ‘don’t align with any cause), but don’t reject them either
- Tackling violence against women and girls (53%)
- Improving access to basic human necessities (food, water and shelter) 51%
- Responding to humanitarian emergencies and disasters (49%)
- Equal and safe access to education for girls (48%)

GIVING STYLE

- Varied ways of giving, regular, one-off, sponsorship, membership or merchandise
- Likely to be less than £100 (44%), some would give more between £100 -£1000 (25%)
- 46% would consider donating to an international aid charity
- 58% would consider donating to a WAG charity
- 47% would consider donating to AAUK

COMMUNICATION: Delivery and channel

- Prefer engaging, sharable, emotive and solution-based messaging - Longer, more nuanced (61%) - Communicate what I want to share (60%) - Direct calls to action (52%) - Preference towards more emotionally charged messaging (37%) compared to other segments
- They have a lower social media usage, but Facebook and WhatsApp are most popular with this segment
- 13% Prefer to keep up to date with charities via email, and 13% via TV adverts

NEEDS

- Easy sign-up process

CHALLENGES

- Encouraging or inspiring them to give repeat engagement
- Building trust in the charity

The ‘IN’ for AAUK

- Motivated by community and connection than duty and purpose
- More likely than other segments to: - Have ‘joined a campaign or movement

BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)
SECURITY (national security, family security, social order, cleanliness, reciprocation of favours)
SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one’s own goals)
CONFORMITY (obedience, honouring parents and elders, self-discipline, politeness)
POWER (social power, authority, wealth)

Our Regular Giving (RG) Target Audience Segments



Passionate Leaders

1. Emotionally and intellectually engaged with the issues
2. Concerned with ethics and nuance around issues
3. Live + breathe values, think charities should do the same
4. 83% give monthly, lowest single donation @ £21



Ambitious Pragmatists

1. Hard working, motivated by growth in themselves and society
2. Care deeply - but very rationally - about causes
3. Want and expect donations to have real, tangible impact
4. Give often to many causes, highest single donation @ £58
5. Most likely to work FT (60%), religious (74%) + BAME (28%)



Reliable Conformists

1. Donate to charity, but without deep engagement
2. Cautious of committing to a strong point of view on issues
3. Socially compelled to give, seek the satisfaction
4. Give in many frequencies, single donation @ £31
5. Most likely to be under 25 and male (both at 46%)

Passionate Leaders



“I feel responsible. I need to do my bit because I’m very, very lucky to be able to donate and help out.”

Laila

Age: 18-64 (90%) quite evenly spread through the age brackets
Gender: Female (67%)
Ethnicity: White (90%)
Location: more likely to live outside of London
Occupation: Diverse employment status
Politics: Left wing (75%).
Religion: Non-religious (62%)
Marital status: Less likely to be married (32%)
UK population: 4.5%

PERSONAL CHARACTERISTICS

- Emotionally + intellectually engaged with issues.
- Early adopters of issues and values, leading the crowd.
- Driven by an innate sense of right and wrong, they want to be ‘the good they want to see in the world’
- Valuing universalism (84%) and benevolence (82%)
- Less likely to be parents with children living at home.
- Self-direction (creativity, freedom, curiosity, independence)

HOBBIES & INTERESTS

- Spending time learning new things and expanding knowledge
- Exploring different cultures and staying informed about global issues
- Spending time outdoors, exploring and appreciating nature
- Personal development and self-improvement
- Engaging in creative and artistic activities

- TYPE OF SUPPORT** (% Have done it/would do again)
- Donated money to a charity (regularly, sporadically,) –100/99
 - Donated new or used items (clothes, furniture, food, etc) - 88/88
 - Bought something where a proportion of my purchase went to charity - 79/76
 - Entered a prize-winning raffle/lottery - 66/62
 - Promoted a charity cause or event through social media, or word of mouth - 64/63

CAUSES

- Tackling violence against W&G (84%)
- Mental health (79%)
- Improving access to sexual and reproductive health information 77%
- Supporting Women and Girls (74%)
- Equal and safe access to education (71%)
- Equal economic rights and opportunities (75%)
- Climate Change (70%)
- Free movement and freedom of expression for women and girls (70%)

GIVING STYLE

- 83% give monthly
- £100- £1000 donated in the last 12 months
- More likely to give less than £100 in 12 months.
- lowest single donation @ £21
- Donated a single sum 58%
- 68% would consider donating to AAUK

COMMUNICATION: Delivery and channel

- Messages that make me think differently or see the bigger picture 73%
- Fact-based messaging 72%
- Short Punchy Messaging 71%
- Informative or awareness increasing posts 56%
- Social media posts 46% (in order of preference: Facebook, WhatsApp, YouTube, Instagram)
- Email 45%

NEEDS

- Connecting with a cause on a personal level
- Knowledge and information about the cause. Details.
- Specific examples of how their money helped
- Personal stories of those who have benefitted
- Regular communication and updates

CHALLENGES

- More lower income brackets, less likely to feel financially secure
- Live + breathe values, think charities should do the same.
- They hold charities to the same high standards they hold themselves
- Concerned with ethics and nuance around issues.

The ‘IN’ for AAUK

- Feed their passion for depth, nuance + intellectual connection - Provide food for thought + new ways of seeing challenges
- Demonstrate how values permeate both explicit + implicitly
- Highlight values through championing others.
- When communicating around support for a cause, balance the ‘why’ with the ‘how’ , ‘what’ and ‘when’

UNIVERSALISM (broad-mindedness, beauty of nature and arts, social justice, a world at peace, equality, wisdom, unity with nature, environmental protection)

BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)

Ambitious Pragmatists



“For me, it's all about giving because there's something I say, ‘You give, and you will get in return in one way or the other.’”

Aisha

Age: 18-54 (81%) 53% in the 25-44
Gender: evenly split (40%/59% - m/f)
Ethnicity: White (65%), BAME (28%)
Location: more likely to live outside of London
Occupation: full time employment (60%), more middle-income brackets
Politics: evenly split
Religion: religious (74%), Mostly Christian (48%).
Marital status: More likely to be married (51%)
UK population: 4.5%

- PERSONAL CHARACTERISTICS**
- Financially secure and passionate about growth at an individual + societal level.
 - Higher than average proportion of 25-44-year-olds
 - More likely to be an ethnicity diverse group compared to other segments.
 - Adopters of issues when they become mainstream (BLM, #MeToo)
 - Hard working, self-motivated by growth in themselves + society.
 - Strong sense of the impact of an individual
 - Care deeply - but very rationally - about causes.
 - Valuing universalism, benevolence, Security and Self-direction.
 - 85% feel the world requires change in order to progress

- HOBBIES & INTERESTS**
- Family orientated. More likely to be parents (68%) with children living at home (54%).
 - Spending time learning new things and expanding my knowledge
 - Activities that contribute to physical fitness and overall wellness
 - Personal development and self-improvement
 - Spending time outdoors, exploring and appreciating nature
 - Participating in local community events and social cause
 - Exploring different cultures and staying informed about global issues
 - Exploring new technologies and innovations

- TYPE OF SUPPORT** (% Have done it/would do again)
- Donated money to a charity (regularly, sporadically,) 100/89
 - Donated new or used items (clothes, furniture, food, etc) 87/77
 - Bought something where a proportion of my purchase went to charity 79/69
 - Supported a charity in memory of a loved one 76/73
 - Volunteered time to a charity (at a charity shop, befriending, stewarding an event, supporting people, administration, etc) 71/65
 - Supported a charity as part of a gift to others (e g Birthday/Christmas) 78/68
 - Sponsored a friend 75/69
 - Promoted a charity cause or event through social media, or word of mouth 68/65
 - Entered a prize-winning raffle/lottery 69/61
 - Raised funds for a charity (through events, sports, etc) 68/61

- CAUSES**
- Improving access to basic human necessities (food, water and shelter) (77%)
 - Tackling violence against W&G (68%)
 - Helping children and young people in need (64%)
 - Equal economic rights and opportunities for women (62%)
 - Mental health and medical health (both 61%)
 - Equal and safe access to education (61%)

- GIVING STYLE**
- Give monthly / 6-10 times a year.
 - Give often to many causes
 - highest single donation @ £58
 - £100- £1000 donated in the last 12 months
 - More likely to give more than £1000 in 12 months
 - 56% would consider donating to AAUK

- COMMUNICATION: Delivery and channel**
- Fact-based messaging 75%
 - Messages that better communicate what I want to share 66%
 - Messaging that demonstrates long term solutions 66%
 - Messages that make me feel included 65%
 - Data-driven messaging presenting the scale of the issue 64%
 - Email 45%
 - Charity newsletter 36%
 - Social media Posts 32% ((in order of preference: Facebook, WhatsApp YouTube, Instagram)

- NEEDS**
- Knowledge and information about the cause
 - Specific examples of how their money helped
 - Personal stories of those who have benefitted
 - Regular communication and updates
 - A thank you

- CHALLENGES**
- Want and expect donations to have real, tangible impact
 - Ambitious Pragmatists are highly aligned with ActionAid values but struggle to see how charity donations can provide practical, impactful solutions to the causes.
 - Globally minded but locally activated, their charities and causes tend to be closely linked to their identity + personal experience.

- The ‘IN’ for AAUK**
- Show the tangible impact of donations, and how they are being used in a meaningful way
 - Promote messages of empowerment and progression
 - Challenge their point of view
 - Evidence how to actively get involved and make a difference
 - Lean into direct and provocative statements
 - Avoid big, lofty ideas that feel distant from action

UNIVERSALISM (broad-mindedness, beauty of nature and arts, social justice, a world at peace, equality, wisdom, unity with nature, environmental protection)
BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)
SECURITY (national security, family security, social order, cleanliness, reciprocation of favours)
SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one's own goals)

Reliable Conformists



“Personal connections, like friends participating in charity events, inspired me to get more deeply involved”

Aaron

Age: 18-54 (83%) 68% in the 18-44

Gender: evenly split (46%/54% - m/f)

Ethnicity: White (74%), BAME (21%)

Location: more likely to live outside of London

Occupation: full time employment (55%), more middle/lower-income brackets

Politics: even split / Centre or neutral

Religion: non-religious (37%), Christian (41%).

Marital status: evenly split between married and single, 59% are parents.

UK population: 5.5%

PERSONAL CHARACTERISTICS

- Young and generous, this segment wants to do the right thing
- Hold relatively traditional perspectives
- Following the crowd on which issues and narratives to support - without seeking more information - which makes them late adopters of issues and values.
- Cautious of committing to a strong POV on issues.
- hold a ‘surface-level’ connection with causes and seek social proof
- Valuing Benevolence, Security and Self-direction.

HOBBIES & INTERESTS

- Spending time outdoors, exploring and appreciating nature (75%)
- Spending time learning new things and expanding my knowledge (73%)
- Personal development and self-improvement (69%)
- Practising self-care, relaxation and mindfulness (62%)

TYPE OF SUPPORT (% Have done it/would do again)

- More likely to purchase charity
- Donated money to a charity (regularly, sporadically,) 100/88
- Donated new or used items (clothes, furniture, food, etc) 91/82
- Bought something where a proportion of my purchase went to charity 84/72
- Entered a prize-winning raffle/lottery 74/67
- Sponsored a friend 71/59
- Supported a charity in memory of a loved one 63/52

CAUSES

- Reliable Conformists are ready and waiting to be told what to care about but need guidance and reinforcement that the pack is with them.
- Tackling violence against W&G (53%)
- Improving access to sexual and reproductive health information (43%)
- Medical / Health (40%)
- Mental Health (40%)
- Helping children / young people in need (35%)

GIVING STYLE

- Give monthly, or bimonthly
- Donate to charity, but without deep engagement
- Socially compelled to give, seek the satisfaction
- Give in many frequencies, single donation @ £31
- Mostly less than £100 donated in the last 12 months, some potential to go up to £1000
- 62% would consider donating to AAUK

COMMUNICATION: Delivery and channel

- Specific examples of how my money helped
- Fact-based messaging (75%)
- Short Punchy Messaging (72%)
- Messages that make me feel included (67%)
- Messaging that demonstrates long term solutions (58%)
- Email (28%)
- Social media posts (22%) – In order of preference: Facebook, WhatsApp, YouTube

NEEDS

- Emotional appeals
- Take their lead from others. Most motivated to donate by talking to friends + family about where support is going (14% vs 5% average)
- Are motivated when their support for issues are visible
- A thank you

CHALLENGES

- They follow others rather than lead.
- They tend not to have a strong POV, which could make focusing on one cause/ charity hard for this audience, and subsequently retaining them- more likely to move with what is topical in the mainstream.

The ‘IN’ for AAUK

- Easy, accessible messages and language
 - Show how causes are current, validated and endorsed
 - Resonate via emotional appeals
 - Show how supporting can benefit everyone
- Things to dial down:
- Complex ideas and values, e.g. decolonisation
 - Provocative statements or ideas that feel alienating

BENEVOLENCE (helpfulness, honesty, forgiveness, loyalty, responsibility)

SECURITY (national security, family security, social order, cleanliness, reciprocation of favours)

SELF-DIRECTION (creativity, freedom, curiosity, independence, choosing one's own goals)

Non-Regular Givers share commonalities with Regular Giving segments

Non-Regular Giving Opportunity Segments

Tenacious Participants

- Ambitious, financially secure and value progression
- Pragmatic and solutions-orientated
- Active engagement with causes they care about
- Can be polarised in their POVs

Benevolent Beginners

- Most radical: AA values 'haven't gone far enough'
- Driven by benevolence and less by power
- Display an innate desire to do more, but financially more precarious

Social Observers

- Undecided and unsure about their POV on values, but don't reject them
- Influenced socially to engage with causes

Regular Giving Opportunity Segments

Ambitious Pragmatists

Passionate Leaders

Reliable Conformists