

**Supporter Development guiding principles**

**Our core purpose is to look after special places for ever, for everyone. We do this by growing the nation’s love of special places.**

**Supporter Development contributes by connecting people with places and
making it easy to support us**

**Objective**

**Attract more big gifts**

**Our 2016/17 Goal**

**Maximum sustainable net income for NT work in looking after places and collections in our care**

**Our 2016/17 success criteria**

**Annual gross income of £75 million**

**Cost income ratio of 7%**

**125,000 donors**

**Proportion of supporters understand NT needs legacies and donations**

**(% to be set in 2014)**

**06 05 2014**

Foundations

**Talk about the cause (special places campaign and projects)**

**Invitation to give or pledge (give/pledge proposition)**

**Everyone thinks like a fundraiser (culture change)**

**Make it easy (materials, toolkits, digital*)***

**Integrated delivery (whole trust, regions, properties)**

**Resources (people, money, systems, tools)**

**20% of our effort**

Priorities

Doing

* Identify low and mid value prospects among members and recruit new donors
* Develop SLP and embed invitation to give into regular member communications
* Develop toolkits and materials to support property fundraising and supporter groups.

Testing

* Low and mid value recruitment propositions
* Refreshed mid value stewardship programmes
* Personalised member appeals
* Main donation ask at properties
* Support to individuals who want to fundraise on behalf of NT

Thinking

* New approach to volunteer and community fundraising
* Make it easier to top-up at the point of joining and renewal
* Review membership pricing to increase top-up donations

**Priorities**

Doing

* Steward and develop long-term relationships with existing donors
* Research/wealth-screen new donor prospects
* Recruit new donors
* Develop special places themes and projects to offer to donors
* Research competitor best practice
* Develop fundraising team skills

Testing

* Case for support linked to special places themes and projects
* Refresh stewardship programme
* Refresh reporting programme
* Collaborate with partners to secure grant funding
* Build a senior volunteer network to approach potential new donors
* DM style approach to low value trusts
* Approaches to US foundations

Thinking

* Innovative partnerships for NT priorities

**30% of our effort**

**50% of our effort**

**Priorities**

Doing

* More tailored pledger stewardship communications and events
* Showcase legacy conservation stories at properties
* More prominent legacy promotion on NT websites and social networks
* Train regional staff and volunteers

Testing

* Develop and test Invitation to Pledge messages for properties
* Integrate legacy messages with other NT messages across all communication channels
* Direct approaches to volunteers and supporter groups
* Pledge mailings to priority members

Thinking

* A new legacy promotion plan
* Data insight to identify new legacy audiences

**Enduring nature of NT work lends itself perfectly to legacies - our biggest donor income stream, and our priority growth opportunity**

**Objective**

**Grow legacy income**

**Objective**

**Supporters doing more**

**Members and volunteers who donate and pledge a legacy are closer to the cause and stay longer**

**Major donors, foundations and grant funders are the second big source of funding for our work**

**Our long-term Ambition**

**2020**

**300,000 donors**

**£90 million income**

**2025**

**700,000 donors**

**£100 million income**

**2037**

**£150 million income**

**Our 2025 Vision**

**We have created an environment where fundraising is part of the DNA of the NT.**

**The invitation and inspiration to give to the cause is prominent everywhere you touch NT. It is easy to give.**

**Fundraising 3 Year Plan (2014/15 to 2016/17)**