



**JGA**

JOHN GRAIN ASSOCIATES



# **SECRET GIVER SCHEME**

**(LAUNCHES APRIL 2017)**

[www.johngrainassociates.com](http://www.johngrainassociates.com)

# JOIN THE JGA SECRET GIVER SCHEME

- Regular mystery shopping programme
- Track supporter journeys
- On-going Competitor Review
- Compliance audit and comparisons
- Detailed evaluation and analysis
- Two comprehensive reports per year
- £6,500 per year + VAT



**After more than a year of planning and preparation, JGA's new Secret Giver Scheme formally launches in April 2017. It will be the voluntary sector's most comprehensive mystery shopping and competitor review programme**

## The Secret Giver Scheme includes:

### Regular Mystery Shopping Programme

We will make a number of gifts and contacts to your charity over a twelve-month period to ensure the best, and most accurate, assessment of the quality of each and every engagement we have with you. Not only that, we will also be analysing each and every communication we receive from you over the course of the year – from newsletters and appeals to campaign asks and thank you letters. Every single communication, on and offline, will be assessed and evaluated.



### On-going Competitor Review

As well as assessing the activity of all participating members, we will also be independently carrying out the same thorough programme on more than thirty other charities to help gather a truly comprehensive range of comparable data on every type of communication. This will be summarised once a year in your own confidential report that directly compares you with charities of a similar cause and similar size to yours, as well as with every other member of the scheme.



### Track Supporter Journeys

Rather than isolated snapshots of activity taken at the same time each year, our Secret Giver scheme will comprehensively track and test the supporter journey over an entire year. By engaging and giving at different times and on a regular basis we can assess and measure the impact of the quality and consistency of an entire communications programme, compare it with others, and then help you identify and build on strengths and address weaknesses.



### Compliance Audit and Comparisons

We will be testing and evaluating the different approaches taken towards compliance and any changes in regulations or legislation, and summarising this in each report we provide. We will also be covering what other charities are doing to help you easily keep abreast of any changes, new initiatives and approaches within the sector.



## Detailed Evaluation and Analysis

We have over twenty five years experience of managing exceptional supporter care delivery for charities (including Oxfam, The Blue Cross, and Habitat for Humanity GB) and since 2004 have worked with clients from across the sector on all aspects of supporter care and stewardship. This experience and expertise means we are ideally qualified for accurately analysing the quality of every interaction in detail. We have carefully built a set of unique and robust criteria to measure quality, accuracy, frequency and speed of every communication and this will be rigorously and consistently applied throughout the year.



## Cost: £6,500 per year + VAT

Over the past twelve years we have built a reputation for both high quality delivery and exceptional value for money. We are confident that our Secret Giver scheme will deliver on both of these objectives.



The annual membership cost of the scheme includes both reports including an annual comprehensive competitor review, and the costs of all donations made to your charity over the year, which will be for a minimum value of £250 and a maximum value of £500.

## Two Comprehensive Reports (with Recommendations) Per Year

As part of your membership we will provide every member with two confidential reports every year. The first covering the period April – September and delivered no later than the end of November, and the second covering October to March and delivered no later than the end of May. The second report will also cover all competitor review activity. Each report will include a detailed analysis of the communications received for the period, highlight areas of good and poor practice, provide detailed, practical recommendations for the future, and identify any urgent areas for immediate action.



### Want bespoke extras?

At any time, we can add in specific extras based on your own requirements such as testing membership, high value gifts, legacies, and campaigning – please just ask.

### Contact Details:

Talk to Jaimie Stevenson-Miller, our Client Services Manager, and she will be happy to help with any queries you may have.

**E:** [jaimie@johngrainassociates.com](mailto:jaimie@johngrainassociates.com)

**T:** 01608 810006



## Specialist fundraising services for the voluntary sector

Strategy ● Donor Acquisition ● Donor Development ● Stewardship ● Committed Giving ● Legacies  
In-Memoriam ● Compliance ● Data Analysis ● Interim Management ● Training ● Research



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