



JGA

JOHN GRAIN ASSOCIATES



**TRAINING**  
**SUPPORTER CARE**  
**WORKSHOP**

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

## Supporter Care Course Outline

We have known for years that how well you deliver your supporter care has a huge impact on the long-term success of your fundraising activities.

When it is done well, it can dramatically affect donor loyalty, levels of satisfaction and trust, donor motivations, and lifetime giving values.

Put simply, it can provide you with a significant and valuable competitive advantage.

Yet despite this, one simple fact remains – it is still one of the most undervalued and underdeveloped functions within the voluntary sector.



## But now Supporter Care is more important than ever

Months of negative publicity, increased media focus on some admittedly poor practices, subsequent changes to the Fundraising Codes of Practice, the Fundraising Regulator, GDPR... it all means fundraising has changed hugely.

## Now good is no longer good enough

Supporter retention is more critical than ever. Charities need to be transparent, honest, true to their values and be able to demonstrate to supporters just how important they are – particularly in this new and challenging environment.

We have taken our hugely popular Supporter Care workshop and completely updated it to help you and your team deliver the very best stewardship possible. The day is packed full of the very latest insights, case studies, research findings, shared learning, and the benefits of over 25 years of direct experience. The workshop is fun, interactive, and designed to give you practical ideas and tools that you can take back and use immediately.



So come along – share, enjoy and learn. Discover...

- **Why** we must all change our mindsets and our cultures
- **How** to set new standards in Supporter Care
- **How** to use every opportunity to create genuine donor engagement
- **How** to turn compliance requirements into a positive experience for donors
- **How** to inspire and motivate donors with great thanking
- **Why** you should welcome complaints and what you should do about them
- **What** to do digitally and online to stand out from the crowd
- **What** to measure (and how) to demonstrate the real impact of what you do

Every participant will leave with their own practical Action Plan for developing outstanding supporter care, together with a comprehensive set of resources conveniently collated and supplied on a USB stick.



## Consultancy | Creative | Interim | Research | Training

Honesty, transparency and collaboration are our watch words. We are fundraising specialists because we chose to be, just like you. So come and get emotional with us – we understand where you're coming from

## The Training Team



A fundraiser for nearly 30 years, **John Grain** has always been passionate about delivering genuinely outstanding supporter care. He was Oxfam's first Donor Relations Manager, has delivered sessions on retention and loyalty

throughout Europe and written widely on the subject. He is the author of the comprehensive Mystery Shopping Report, *Failing to Hit The (Bench)Mark*, and developed JGA's highly acclaimed Thanking Workshops.



**Jaimie Stevenson-Miller** has a background in delivering outstanding service – first for the Blue Cross where she successfully managed their Supporter Care team, then for a range of charity clients at DocData before

joining JGA in 2010. She currently manages the requirements of all our clients to uniformly excellent feedback.

## The Feedback

"I know feedback is a bit frustrating when you get no negatives (in a way) as it gives you nothing to build with, but I felt the day was perfect for me."

Daniel James, Cardiomyopathy Association

"I really enjoyed the course, and both Yvette and I took away lots of great ideas"

Faye Jones, Save The Children

"Fantastic, with lots of inspiring ideas!"

Charlotte Flew, WaterAid

"It was a fantastic course! It really inspired me to think outside the box and make my thank you letters extra special and unique. I came away armed with a list of loads of exciting things."

Zoe Caynes, Leeds Cares

## The Logistics

**Date:** Thursday 21st March 2019

**Venue:** Hamilton House, Mabledon Place, London, WC1H 9BD

**Cost:** £150 + VAT  
All inclusive of refreshments, lunch and resources

**Book before 5pm on Thursday 31st January 2019 for a 10% discount**

**Places:** Strictly limited to 20 participants

## The Contact Details

**Questions? Comments? Suggestions? Feedback?**

**Contact us:** Con Brio, Crawborough Road, Charlbury, Oxfordshire, OX7 3TX

**T:** 01608 810006

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

**W:** [johngrainassociates.com](http://johngrainassociates.com)

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## Join JGA's new Secret Giver Scheme

The voluntary sector's most comprehensive mystery shopping, compliance and competitor review programme. Visit [www.johngrainassociates.com](http://www.johngrainassociates.com) for more details



# Supporter Care Workshop

## Registration Form

### Delegate Details:

Name	
Position	
Organisation	
How did you hear about the workshop?	
Address, Including Postcode please	
E-mail	
Contact Tel	

### Your Booking:

No. of Places	
If more than 1 place is booked, please supply additional names of those attending	
Do you have any special dietary requirements or requests? If yes, please include details below	

### Your Payment:

**The cost for one person is £150 + VAT.**

**For additional people, from the same organisation, the cost is £135 each + VAT.**

<input type="checkbox"/>	My cheque is enclosed
<input type="checkbox"/>	Please invoice me for my place(s)

Please note that places are reserved, but not confirmed until settlement is received.

Please return to:

**Jaimie Stevenson-Miller**

JGA, Con Brio, Crawborough Road, Charlbury, Oxfordshire, OX7 3TX

**E:** [jaimie@johngrainassociates.com](mailto:jaimie@johngrainassociates.com) **T:** 01608 810006

**We look forward to seeing you on the course.**

Bookings are subject to our standard terms and conditions. Copies available on request.