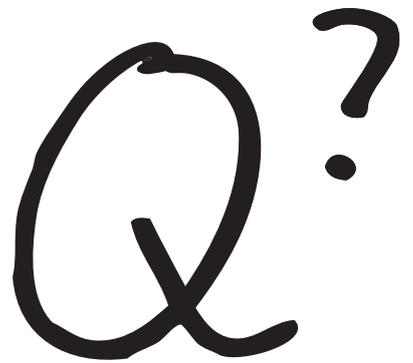


JGA

JOHN GRAIN ASSOCIATES



# SUPPORTER EXPERIENCE WORKSHOP

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

**People will forget what you said. People will forget what you did, but people will never forget how you made them *feel*.**

Maya Angelou

**Let's be honest. Supporter experience is a mighty fuzzy concept.**



We can all name companies with great customer experiences, but is the same true for the voluntary sector?

Of course, the enlightened have understood for a while they're in the experience business. They are busy focusing on optimising every interaction and impression their supporters have with their products and services.

Yet, there is still a struggle to define exactly how and what can (and does) make each and every experience exceptional for our supporters.

This brand new workshop from JGA is designed to help you answer these questions and better still, understand exactly how to define and create the best possible experience for your own supporters – every single time.



This is completely original content. It is based upon our own external research and experience, on gathering case studies from around the world, and on three years of unique insights from our own Secret Giver programme - tracking, benchmarking and evaluating over 40 supporter journeys and more than 3,000 interactions. This is a genuine How To workshop that will stimulate, provoke and challenge in equal measure.



**Come and join us and explore three critical areas of Supporter Journeys in practical and original ways.**

### **The Observation Experience**

Understand how to use the right measures and insights to provide functionality and ease of interaction across different channels. Understand the huge difference between supporter service and supporter experience.



### **The Predictive Experience**

Discover the joys of profiling, empathy mapping and creating new supporter personas. Learn how to walk in your supporter's shoes to better anticipate connections and interests, and avoid pain points.



### **The Emotional Experience**

How to design and drive genuine supporter delight and loyalty through emotion, and spontaneous and unusual interactions. Explore the power of storytelling and create moments that last for supporters way beyond the norm.

**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



## Workshop Facilitator: John Grain

Since becoming Oxfam's first ever Donor Relations Manager almost thirty years ago, John has been passionate about the supporter, and about creating genuine relationships with them based on understanding, insight and mutual benefits. He has worked with many of the UK's



leading causes to help them understand how to better provide an outstanding service for their supporters, enhance satisfaction and improve retention. He is an experienced trainer who created the UK's first thanking workshops and also a highly regarded and successful series of supporter care workshops.

## 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, 19th March 2020
- Venue:** Hamilton House, Mabledon Place, London WC1H 9BD
- Cost:** £150 + VAT, inclusive of lunch, refreshments and resources.
- 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 Experience Workshop

## Registration Form

### Delegate Details:

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

### 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.