



JGA

JOHN GRAIN ASSOCIATES



# SECRET GIVER SCHEME

# JOIN THE JGA SECRET GIVER SCHEME

- Discover exactly what supporters think of your communications
- Improve your supporter journey to increase engagement and loyalty
- Gain insights into what competitors are doing and how effectively
- Discover new approaches to compliance and GDPR
- Own a complete overview of fundraising best practices



**Become part of the Secret Giver - the voluntary sector's most insightful and comprehensive mystery shopping and benchmarking programme.**

## The Secret Giver Scheme includes:

### Regular Mystery Shopping Programme

We 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 analyse 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.



### Track Supporter Journeys

Our Secret Giver Scheme comprehensively tracks and tests 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 and consistency of your entire communications programme, compare it with others, and then help you identify and build on strengths and address weaknesses.



### On-going Competitor Review

As well as assessing the activity of all participating members, we also independently carry out the same thorough programme on more than 40 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.



### Compliance Audit and Comparisons

We test and evaluate every approach taken towards compliance and any changes in regulations or legislation, and summarise this in each report we provide. We also cover what other charities are doing to help you easily keep abreast of any changes, new initiatives and approaches within the sector.



## Expert Analysis and Insights

We have over twenty five years experience of managing exceptional fundraising and supporter care delivery for charities. Since 2004, JGA has worked with clients from across the sector on all aspects of their individual giving programmes and this experience and expertise means we are ideally qualified to accurately analyse 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 is rigorously and consistently applied throughout the year using bespoke data analysis built specifically for the Secret Giver Scheme. The results provide you comprehensive and practical insights into how to develop and improve your supporters' experience.



## Adding Extra

In addition to the regular interactions from your very own Secret Giver, membership now includes extra one-off donations made by other Givers. We believe this combined experience offers an unparalleled depth of analysis and insight into the supporter experience.



## Two Comprehensive Reports (with Recommendations) Per Year

As part of your membership we provide every member with two confidential reports every year. The first focuses entirely on our Secret Giver's feedback on their interactions with you, supported by full conclusions and recommendations and the second also covers all competitor review activity over the year. Every report has a detailed analysis of the communications received for the period, highlight areas of good and poor practice, provides detailed, practical recommendations for the future, and identifies any urgent areas for immediate action.



### Cost: £6,500 per year + VAT

The annual membership cost of the scheme includes recruiting a dedicated Secret Giver for your charity, between £250 and £500 worth of donations and two detailed reports (including the annual comprehensive competitor review and benchmarking).

***'The Secret Giver has given us an invaluable overview of our supporter experience – it has tested our assumptions, given us brand new insights and helped us improve our individual giving programme beyond recognition.'***

### 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



*'The Secret Giver Scheme is a fantastically innovative and thorough initiative that gives us the opportunity to genuinely benchmark our supporter journey, identify improvements, celebrate best practice and measure ourselves against the external marketplace. For the first time we will be able to genuinely assess and validate the quality of our service and our communications with supporters, and gather up-to-date and relevant information in a consistent and intelligent way.'*

**Michael Dent**, formerly Director of Fundraising at founding member, Alzheimer's Society, now Executive Director of Supporter Income and Engagement, WWF

## 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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