

Navigating the Future of
Loyalty

Navigating the future of loyalty



**FULL REPORT DROPPING 2PM TODAY
12TH NOVEMBER, 2024**

Navigating the future of loyalty

1. Why this, why now?
2. The new rules of loyalty
3. The future of loyalty
4. How we can help
5. Time for questions

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*Loyalty is dead.
Long live loyalty.*

**Goodbye donor.
Au revoir supporter.**

Hello Collaborator.

The challenge for charities

THE TIGHTROPE OF IN-YEAR CASH



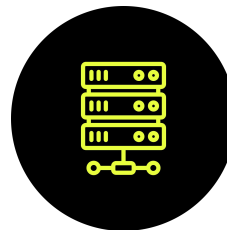
Balancing the urgent need for in-year cash, against longer-term ambitions to stabilise and grow.

THE LEGACY CLIFF



£5.5 trillion of assets will be passed down by 2050. But are Boomers the last generation of traditional legators?

THE TECH GAP



Effective and flexible systems will be key to meet supporter expectations for tailored and transparent engagement.

THE DUALITY PARADOX



The contradiction of expectations: personal, relatable and volunteer-run vs efficient, agile and impactful.

The new rules of loyalty



The new rules of loyalty

1. Loyalty isn't built top-down

"Brands are co-written in the comments. Fandoms are the new executive board."

Matt Klein, cultural strategist

1. Layered & continuous listening
2. Even if you don't like what they're saying
3. Loyalty isn't about reaching everyone
4. It's about genuinely resonating with your community.

The new rules of loyalty

1. Loyalty isn't built top-down



So what?

It's all about community. Invest in, and co-create with, your fans and superfans.

The new rules of loyalty

2. Data is just noise without interpretation

"The sector talks about lifetime value, but I'd love us to better measure the sentiment of our supporters. We need to understand how they feel about us, not just what they give."

Liz Tait, GOSH

1. Turning data into insight
2. Through effective systems
3. Ditch the 'vomit comet' of comms
4. Welcome to the intimacy economy.

The new rules of loyalty

2. Data is just noise without interpretation

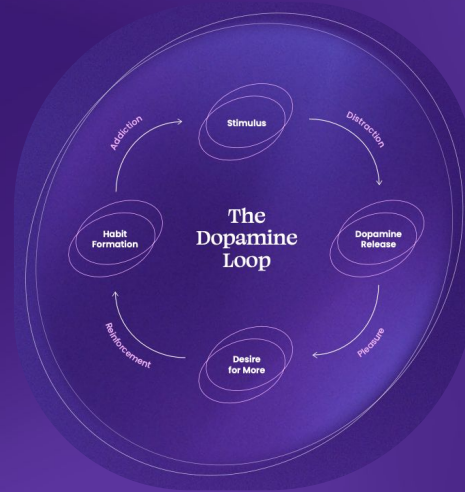


So what?

Invest in new metrics. Traditional KPIs only tell part of the story.

The new rules of loyalty

3. Be ANYTHING but beige



The Rise of Dopamine Culture			
	Slow traditional culture	Fast modern culture	Dopamine culture
Athletics	Play a Sport	Watch a Sport	Gamble on a Sport
Journalism	Newspapers	Multimedia	Clickbait
Video	Film & TV	Video	Reels of Short Videos
Music	Albums	Tracks	TikToks
Images	View on Gallery Wall	View on Phone	Scroll on a Phone
Communication	Handwritten Letters	Voice/Email/Memo	Short Texts
Relationships	Courtship/Marriage	Sexual Freedom	Swipe on an App

1. You're working against the dopamine loop
2. Stand for something
3. Don't be scared of the weird
4. Who are you prepared to lose?

The new rules of loyalty

3. Be ANYTHING but beige



So what?

Take a stand. Distinctive, value-driven comms that speak to the niche.

The new rules of loyalty

4. Create moments of hope, joy & delight

"What we should be doing is creating 'wow' moments – surprise and delight moments that deepen engagement rather than just asking for money. [...] We've been working on building more dynamic supporter journeys, including surprise touchpoints that make people feel valued, rather than just hitting them with fundraising asks."

Richard Lee, Marie Curie

1. In times of WTF, we're all looking for hope
2. Adopt playfulness as an engagement strategy
3. Become a brand with benefits
4. Embrace positive friction.

The new rules of loyalty

4. Create moments of hope, joy & delight



So what?

Reciprocal relationships. It's about what you're giving, not just what you're getting.

The new rules of loyalty

5. At the end of the day, it's about your impact

"It can become a cycle: here's why membership's great value, here's why you should give us money for planting a tree. But actually it's about clean air, it's clean water. It's about creating a habitat, an ecosystem. It's about protecting history. It is hope."

Sharon Pickford, National Trust

1. What do you stand for, and why?
2. Do you have laser-focused clarity?
3. How are you measuring impact?
4. True impact sits inside a wider ecosystem.

The new rules of loyalty

5. At the end of the day, it's about your impact

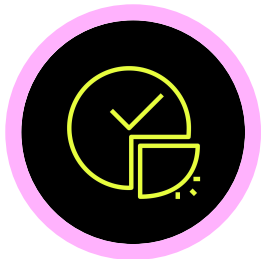


So what?

Rethink impact reporting. Reconsider the data you're collecting & the narratives you're telling.

The future of loyalty

THE FUTURE IS FLEXIBLE



In uncertain times, flexibility is everything, and loyalty doesn't have to be continuous to be meaningful.

COLLABORATIVE FUNDRAISING



The future is collaborative, where charities coming together to prioritise outcome over brand.

DESIGNED TO BE DELETED



Loyalty doesn't have to be a lifetime contract. Time-limited loyalty can be focused on specific outcomes and impact.

INVESTING FOR THE LONG TERM



Investing for the long-term of loyalty can unlock radical organisation change.

The future of loyalty

Investing for the long-term

1. Embrace non-financial pipeline metrics
2. Think long-term with loyalty indicators
3. Plan for loyalty over the long haul
4. Position loyalty as part of your legacy
5. Make loyalty investments a priority, not an option
6. Build a collaborative approach with your trustees.

Navigating the future of loyalty

How Future-Proofed Is Your Loyalty?

Is your loyalty strategy built to last, or will it need an overhaul in five years?

We've developed a loyalty diagnostic tool designed to assess how future-proofed your loyalty strategy really is. Through a structured conversation, we can evaluate your current approach, highlight strengths and gaps, and give you a score that shows where you stand—and where you can grow.

[Get in touch for a conversation.](#)

Social Currency Collaboration

We need a shared language and metrics for impact—one that goes beyond “money in, money out” or participants engaged, to capture the true, real-world impact of our work.

Good Innovation wants to help convene a collaboration of charities, academics, and industry experts to explore this topic.

If you're interested in shaping the future of impact measurement, [get in touch to find out more.](#)

Any Questions?

