



Finding the supporters of the future

March 2020

# Who are we?

- Hannah Fox and Martha Hannan - Public Insight 2020 dissemination leads
- Communications consultants working with Bond and the Campaign to Defend Aid and Development
- Specialising in not for profit and international development communications

# Why are we here?

- ❓ What is the Campaign and Public Insights 2020?
- ❓ Why engage new audiences, and why now?
- ❓ Who are the new audiences, and why them?
- ❓ What is needed and what are we offering?
- ❓ What do we know about these audiences?
- ❓ What next and how does this relate to you?

# What is the Campaign?

A network of 25 leading international development organisations, hosted by Bond, working together to:

- Defend the UK's commitment to Overseas Development Assistance (ODA) of 0.7% of gross national income
- Retain DFID as an independent Whitehall department with its own Secretary of State
- Shift the debate away from questioning aid quantity to focusing on UK aid quality



# What is Public Insight 2020?

The Campaign has two ten-year ambitions:

- 1 Improve public support for international aid
- 2 Shift perceptions in order to engage more of the public with international development causes

In-depth public perception research and analysis was commissioned to understand why support for international development is dwindling, what can be done to turn this around, and how the sector can re-engage lapsed supporters.



# Public perception research aims



To define and understand the marginally engaged audiences



To identify a key and inspiring connection point with these audiences

# Public Insight 2020 is led by



Mike Wright, Director  
of Membership and  
Communications at Bond



Richard Darlington,  
Campaign Director of the  
Campaign to Defend Aid  
and Development



Simon Capper, Co-Chair of the  
Campaign Public Sceptics Working  
Group and Head of Performance and  
Insight at WaterAid



# Public Insight 2020 research team

- Professor David Hudson, International Development Dept, Birmingham University and the DevCommsLab
- Dr Nick Gadsby, Founder, The Answer: Strategic Commercial Semiotics
- Connie Flude, Project Director, Creatures of Habit
- Saul Parker, Founder, Creatures of Habit



Why is this needed now?



## UK aid is under threat

*“We could make sure that 0.7% is spent more in line with Britain’s political commercial and diplomatic interests.”*

Boris Johnson, BBC Radio 4’s Today Programme, February 2019

*“About 30% of the £14bn annual aid budget is now spent in departments outside DfID and in cross-government funds such as the conflict, stability and security fund.”*

Guardian, December 2019

Photo by Andrew Parsons / i-Images

## UK aid is under threat



*“Any merger of the FCO and DFID could mean UK aid could no longer be about helping those suffering the consequences of climate change, and supporting people trying to survive war and disease. UK aid will instead become a façade for UK foreign policy, commercial interests and political objectives.”*

Stephanie Draper, CEO of Bond, December 2019

# UK aid is under threat

*“The junior ministerial team of the UK’s Department for International Development quietly merged with the Foreign and Commonwealth Office on Thursday as part of a government reshuffle.” Devex, 14th February, 2020*

On 14th February 2020 the Telegraph reported that senior government sources confirmed that DFID and the FCO are set for an autumn merger, following a cross-departmental review led by John Bew.

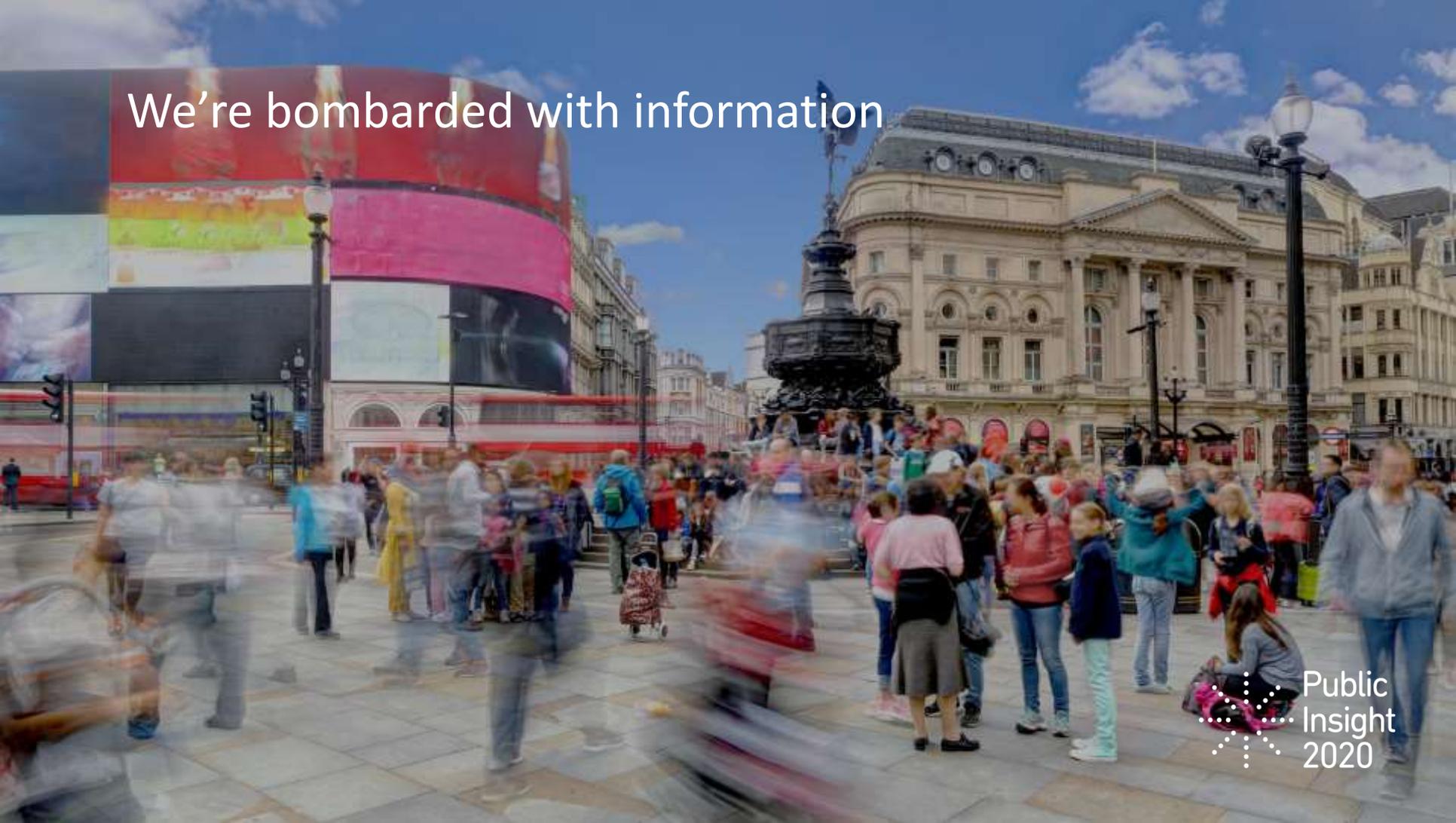


**The Telegraph**





We're bombarded with information



What does this mean for British audiences?

# Their needs are changing

## I DON'T RELATE TO YOUR STORIES

I don't relate to how you talk about people in other countries or the solutions you describe.

## I'M JUST NOT THINKING ABOUT IT

I'm distracted by competing attention from a huge range of media and concerns about Britain.

## I DON'T FEEL A MORAL DUTY

With the decline in welfare state and increasing secularisation my focus is more on individual responsibility.



## THEY HAVE NOT LOST THE CAPACITY TO CARE

We need to find new ways to reach and appeal to them.

## I FEEL DISCONNECTED FROM YOU

I feel INGOs aren't concerned about the very real problems I'm worried about close to home.

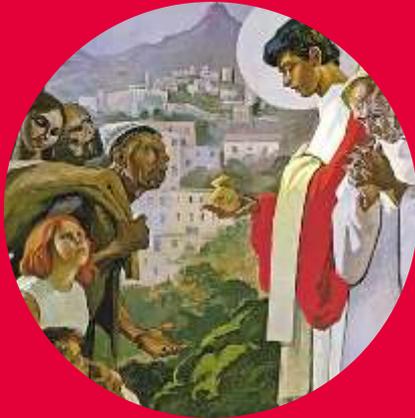
## I CAN'T MAKE A DIFFERENCE

I believe nothing has improved or changed since Band Aid, 35 years ago.

## I DON'T TRUST CHARITIES

I've seen reports of inflated CEO salaries and other waste, and nothing seems to have improved.

Their mind-set  
is changing



Charitable mindset:  
Guilt, compassion  
and duty

Our audiences

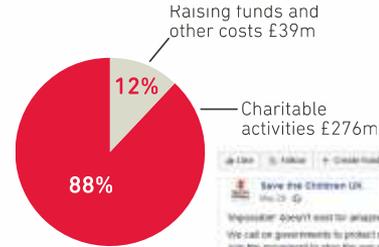


Philanthropic mindset:  
Efficiency, advancement  
and accountability

# They perceive aid negatively



For 35 years people have been seeing this...



...and not enough are seeing this.

They have limited awareness  
of development



Development is perceived  
as giving a handout to  
people who have less  
and are suffering...



...not as being  
sustainable and  
empowering.

They question what  
has been achieved



It feels like nothing  
has changed...

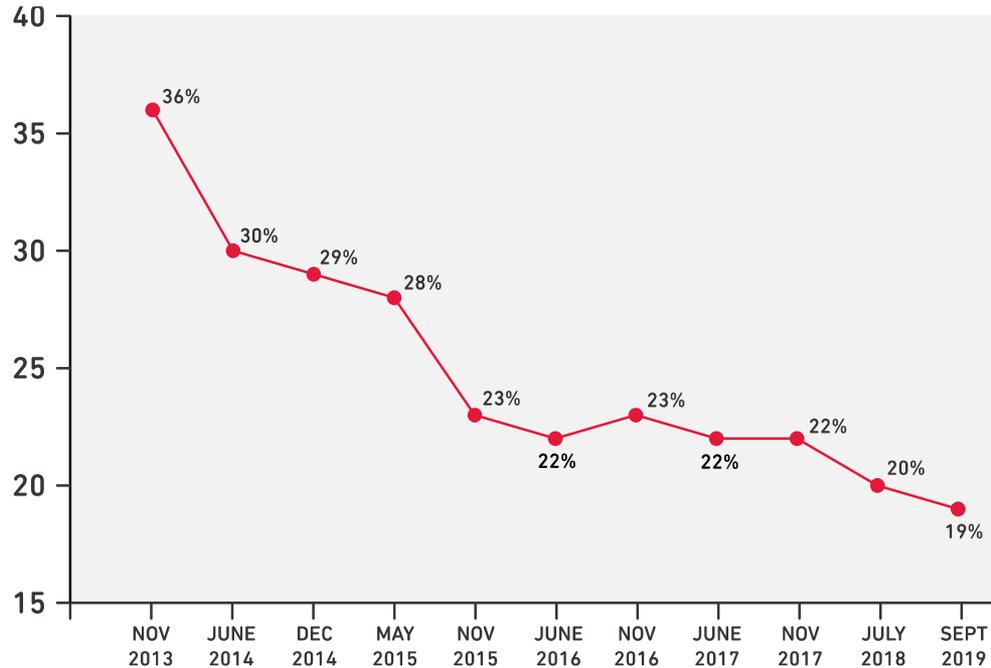
**OUTRAGE AT CHARITY  
BOSS SALARIES**  
See | Banker: All sides... |

**Wasted  
millions  
in foreign  
aid to  
India**

...and they want  
to know why.

What does this mean for the sector?

# Our donors have halved



The number of people donating to INGOs has nearly halved in six years - from around 18.7m in 2013 to 9.9m in 2019.

DEL Brief 1: Donations in Great Britain, reasons to give and not give. October 2019 (David Hudson, Jenny Hudson, Paul Morini)

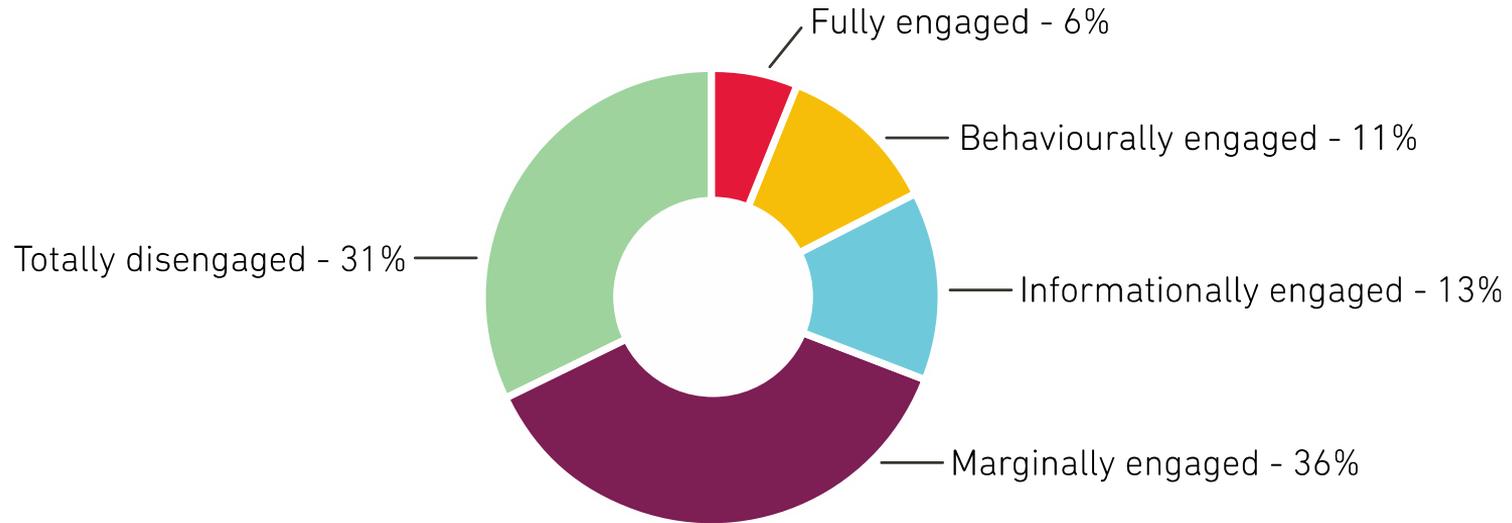
# Supporters of the future

There is an opportunity to stem the flow and re-build our base of support.

The Campaign has identified a group amongst the public who aren't currently supporting international development, who we believe are donors of the future.



# Can we recruit the marginally engaged?



# Which marginally engaged audiences should we target?

	Totally disengaged	Marginally engaged	Informationally engaged	Behaviourally engaged	Totally engaged
Increase a great deal	170k	370k	685k	120k	670k
Increase somewhat	855k	2.25m	2.65m	465k	1.23m
Stay the same	4.1m	5.4m	2.4m	665k	810k
Decrease somewhat	4.1m	5.6m	1.3m	340k	420k
Decrease a great deal	5.6m	4.1m	1.3m	320k	280k

D Hudson, Development Engagement Lab 2019

## Three focal segments



Stability  
Seekers



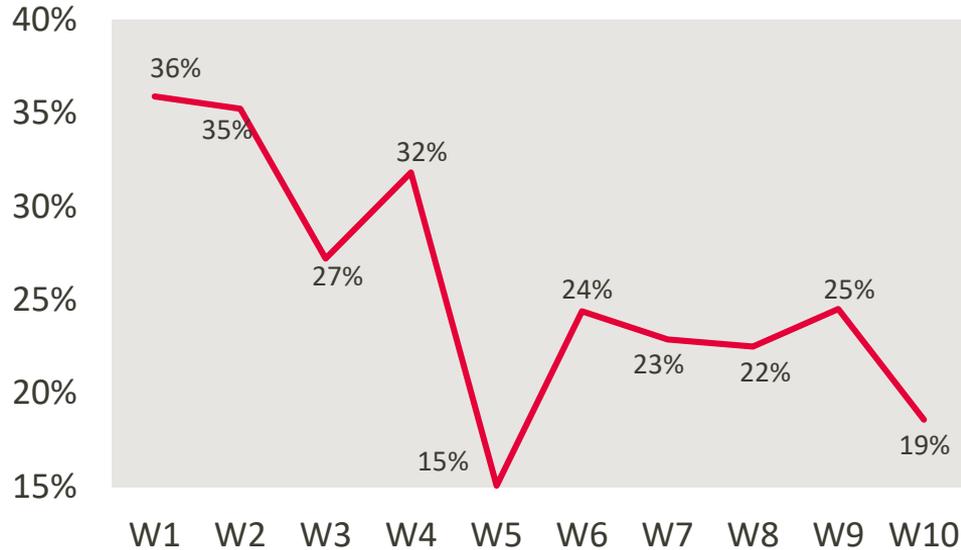
Practical  
Empaths



Principled  
Pragmatists

Why these groups?

# They are lapsed donors



The number of marginally engaged people donating to INGOs has nearly halved in six years - from 2013 to 2018.

## The segments include lapsed donors

- The sample were asked if they had previously donated to any of the 11 INGOS on a list
- Each of the segments had donated in higher numbers to some of these INGOS than the general public – showing that many were more likely than others to have supported these issues in the past, and may be open to doing so again
- For some charities these groups are significantly more likely to have donated to them in the past than the rest of the population (and for other charities they are less likely)

NB: Indicative data only with further analysis to follow

## And this is relevant to other audiences too

Key findings are very similar to what we've heard from:

- **Narrative Project:** tips and tools to target engaged audiences
- **DEL:** new qualitative insight into trust in INGOs across all audiences

Therefore, we anticipate that any new approaches built on these insights will be motivating for other audiences too.

What do we know about these audiences?

# Methodology

Creatures of Habit conducted mobile ethnographies:

- 24 people - 8 from each segment
- Phone briefing
- 4-8 creative tasks over a 2 week period
- In depth phone debrief interview

## Two key findings

1

People in these segments are not opposed to international development, they just aren't thinking about it or hearing about the impact we have.

2

People in these segments are often very 'on the fence', their opinions aren't passionately held, and it is easy to convince them, if we can engage them.

# Understanding the audience



*“Often simply by talking around the topic and notions of citizenship and value was enough to trigger reappraisal in our research participants. Some participants seemed to change their mind during the course of the project without direct stimulus from us.”*

Connie Flude, researcher, Creatures of Habit

# Further findings

## Values

Traditional and 'conservative' values

## Media consumption

Not seeking out the sector, not hearing the good news stories

## Limited global experience

Very limited experience of people living in the Global South

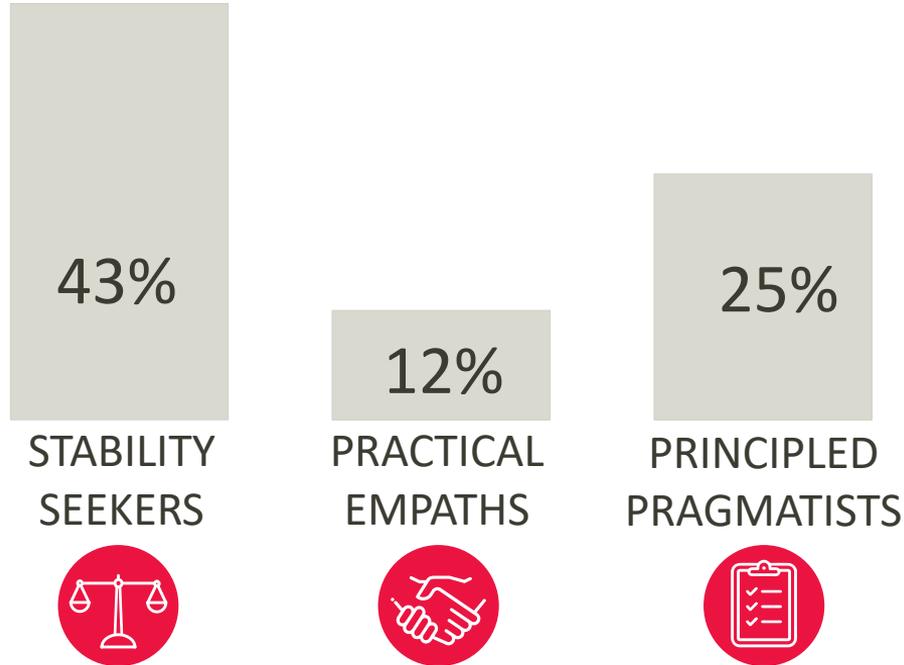
## Britain's fragility

Anxious about fragile state of 'austerity' Britain, but sector seems unconcerned

## International development perceptions

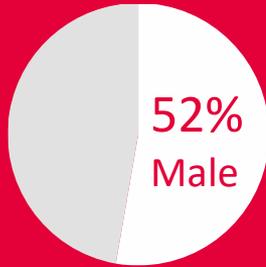
Weak conception of international development

# Who are the people in these three groups?





## Stability Seekers



98% white background

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58% 60+ years old  
36% 40-59 years old

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61% at low and low-middle income

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1.2m – size of population

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33% university educated  
20% took A levels  
41% left school after GCSEs

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## Stability Seekers

Public  
Insight  
2020

*“We have enough to worry about in Britain, especially with the NHS struggling, austerity and other issues. Why would we send money to other countries when we need to get our own problems sorted out.”*

Nick, Swansea



# Stability Seekers

## Key characteristics

- Seek comfort in a small known world
- Most traditional in outlook
- Feel left behind and forgotten
- Believe charity should be small-scale and voluntary
- Feel a moral duty to give to humanitarian disasters, but struggle with the idea of long-term development which seems to have failed





## Stability Seekers

*“I absolutely support giving aid overseas to poorer countries when it’s an emergency. Like when natural disasters hit - everyone across the world should play their part when terrible things like that happen.”*

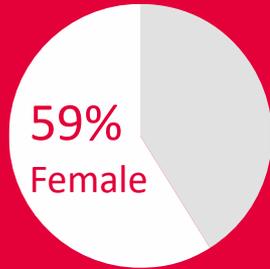
Anne, Southampton

*“I just don’t see what difference all this aid has done. Trillions of dollars have been given over the decades yet you can see the awful state lots of countries in Africa are still in. You see half finished roads and buildings all over the place – all built by money from the UK. What a waste.”*

David, Birmingham



## Practical Empaths



97.5% white  
1% black

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25% 60+ years old  
52% 40-59 years old

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59% at low and  
low-middle income

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300k – size  
of population

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33% university educated  
31% took A levels  
30% left school after GCSEs

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## Practical Empaths

Public  
Insight  
2020

*“I’m highly motivated by making a difference and striving to achieve what I set out to do. And I love to help others do that too, especially my children. It’s very important to me that I’m a good role model for them.”*

Sarah, Nottingham





# Practical Empaths

## Key characteristics

- Idealists, believe in their own power to change the world and find protracted, complex situations frustrating
- Mistrust centralised institutions, including large charities
- Positive towards modern diverse society
- Struggle to understand why global issues still haven't been solved
- Feel committed to support countries when there is a humanitarian disaster or to create self-sufficiency





## Practical Empaths

*“I just haven’t seen anything that gives me confidence charities are really making a difference. It seems like they’ve forgotten what they’re there for, like they’ve lost their way.”*

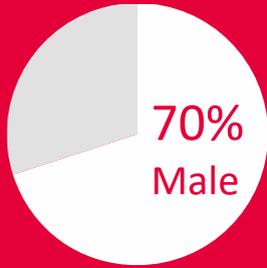
Neil, Bristol

*“I see a lot about charities giving out mosquito nets and other things that will help in the short term. But what about education and making a difference in the long term? It seems to me we’d be better off teaching them how to grow their own food and make and sell their own goods rather than giving hand outs.”*

Ruth, Exeter



## Principled Pragmatists



99% white  
1% mixed race

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68% 60+ years old  
21% 40-59 years old

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61% at low and  
low-middle income

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700m – size  
of population

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46% university educated  
24% took A levels  
22% left school after GCSEs

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## Principled Pragmatists

Public  
Insight  
2020

*“I want to know that the charities I donate to are using my money in the most effective and efficient way. It’s quite right that they take a business approach if they are going to be successful.”*

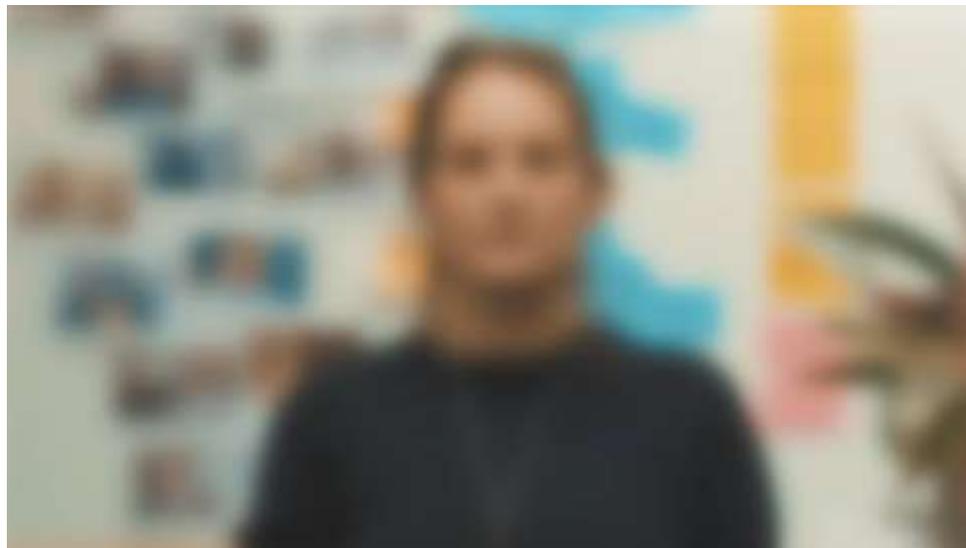
Ralph, London



# Principled Pragmatists

## Key characteristics

- Rationalists, accept the complexities of the world
- Most open to development, driven by a strong sense of fairness and justice
- Appreciate that large charities need to be run as businesses
- Believe charities are not pro-active enough – too much fire-fighting
- Will support long-term systemic solutions that empower people





## Principled Pragmatists

*“If those providing aid could really focus on long term change at scale, working with governments and systems in those countries, our support wouldn’t be needed any more. That seems like the only right solution to me – support countries to support themselves.”*

Alan, Newport

*“I think charities are too focused on fire fighting and ignore the bigger issues. The real solution is creating long term systemic change – working with government policy not just meeting the immediate need of individuals.”*

Karen, Oxford

How can we engage them?

# Find the tipping point

## **"I don't really think about it."**

- Too many other things to look at.
- Focused on concerns about the situation in Britain.

## **"When you make me think about it I have negative views."**

- CEO salaries
- I don't relate to how you talk about people in other countries or the solutions you describe.

## **"And I feel upset that I can't make a difference."**

- Nothing has changed in 35 years
- Still seeing the same images and focus on need
- Not enough about efficiency and accountability

## **"Now I feel more supportive."**

- Stories about things that have changed
- Told in ways that I can relate to their experiences worries and values
- Shared in places I already go

# A new approach is needed

A coherent approach to building 'brand international development'

- New in-depth research with high quality analysis from sector leaders and experts
- Powerful messaging, channel insight and tactics to utilise in your own fundraising and communications - creating consistency across the sector
- The opportunity to shape and influence the future outputs of this campaign
- Testing of messages and conversion rates with audiences
- A highly creative collective communications campaign with bold new approaches to those we can't reach as individual organisations

# We offer three core activities

- 1 Big ideas to shift the national conversation via third parties
- 2 Simple tools for each organisation to embed within communications strategies
- 3 Brand ideas and strategies to collectively shift the conversation around aid

# Public Insight 2020 next steps

To do this, the Campaign is working with agencies to:

- March-April** Share the insight with Campaign members and other Bond members
- Jan-April** Develop an audience and campaign strategy
- Timing tbc** Engage members and stakeholders in creative phase
- Timing tbc** Test ideas with target audiences



## Sector voices

*“For too long we have spoken at people instead of speaking with them. Now, our sector is making great strides to address this in our programmatic work and to shift the power to the global south. Yet some of our fundraising with the British public is still reinforcing old stereotypes and the time has come to grasp this nettle. It’s in no one’s interest for us to go on competing with one another and fishing in a shrinking pool. But we can’t do it alone. We can only do it together, as a whole sector. That’s why we need Public Insight 2020.”*

Girish Menon, Chief Executive, ActionAidUK



## Sector voices

*“As we enter the SDG decade of delivery we must step up as a sector. We have to understand the impact that our approach to engaging the public on our issues has over the long-term. Understanding this important audience insight gives us pointers to the mistakes of the past and potential for the future.”*

Gemma Sherrington, Executive Director of Fundraising and Marketing, Save the Children



## Sector voices

*“The world around us is changing: expectations, technologies, behaviours. Now more than ever we need to work harder to remain relevant. The Public Insight 2020 project challenges us not only to reach out to people on the periphery of traditional support but will also transform the way we think about more traditional supporters.”*

Marcus Missen, Director of Communications and Fundraising,  
WaterAid



## Key questions for discussion

- What are your thoughts?
- What does this mean for your organisation?

Thank you

