



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



- Hannah: 20 years in comms for NGOs, including seven years as Head of Media at Comic Relief and lead communications consultant and application assessor on DFID's UK Aid Match scheme, in 2018-2019. Has worked with Martha whilst at Shelter and on UK Aid Match.
- Martha: 20 years in comms, campaigns and policy for NGOs, including as Head of Campaigns at Shelter, Director of Policy and Campaigns at Bond and as lead strategy consultant on DFID's UKAM with Hannah in 2018-2019.

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



- This movement marks a decision to take positive action, to counteract the negative social narratives, and tell a better story about international development.
- As I'm sure you/many of you will know, since 2017 The Campaign has delivered:
 - significant positive media coverage
 - generated major engagement through a number of digital initiatives
 - responded to the external agenda with letters to MPs, editors and key members of the cabinet
 - conducted 12 town takeovers working with local supporters
 - and achieved significant influence on decision makers around the general elections, spending review and other key moments.
- It has a number of working groups including the 'Public Sceptics Working Group' chaired by Simon Capper of WaterAid, and it is this working group that have initiated the insight research we are going to talk about today.

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 Insight 2020 is a project within the wider Campaign.
- The quantitative and qualitative research was commissioned in early 2019.

Public perception research aims



To define and understand the marginally engaged audiences



To identify a key and inspiring connection point with these audiences



Brief explanation of marginally engaged audiences:

- The DEL Tracker (formerly known as the Aid Attitude Tracker), funded by Gates and run by University College London with YouGov, is a longitudinal survey of a nationally representative sample.
- Two surveys per year since 2013, 8,000 participants, 125 questions per survey.
- DEL Tracker segments the British public into five groups based on how strongly they engage with international development.

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



- David Hudson established and led the DEL Tracker (formerly known as the Aid Attitude Tracker) since its inception.

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



- Whilst there appears to be support and commitment to 0.7% ODA from the current government and Prime Minister, how this is spent, on what and by which department has come under recent threat.
- We know that the Prime Minister is keen to spend the ODA budget to deliver more than just development. And that spending by departments other than DFID has increased significantly – usually with poor ICAI reports.

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.



- And whilst the immediate threats of DFID being merged into the FCO or a single secretary of state have passed – there is reason to remain concerned.
- Most recent reports are of a leaked memo stating that DFID activities in country will now be reporting to the FCO, via ambassadors.
- Also in the external agenda is the significant change to regulation – with GDPR affecting fundraising and marketing and major impacts on the sector.

Our media is critical

**MPs
admit
lack of
scrutiny
in aid
budget
may
mean
wasted
millions**

**OUTRAGE AT CHARITY
BOSS SALARIES**

**Fundraising
scandals hit
trust in
charities**

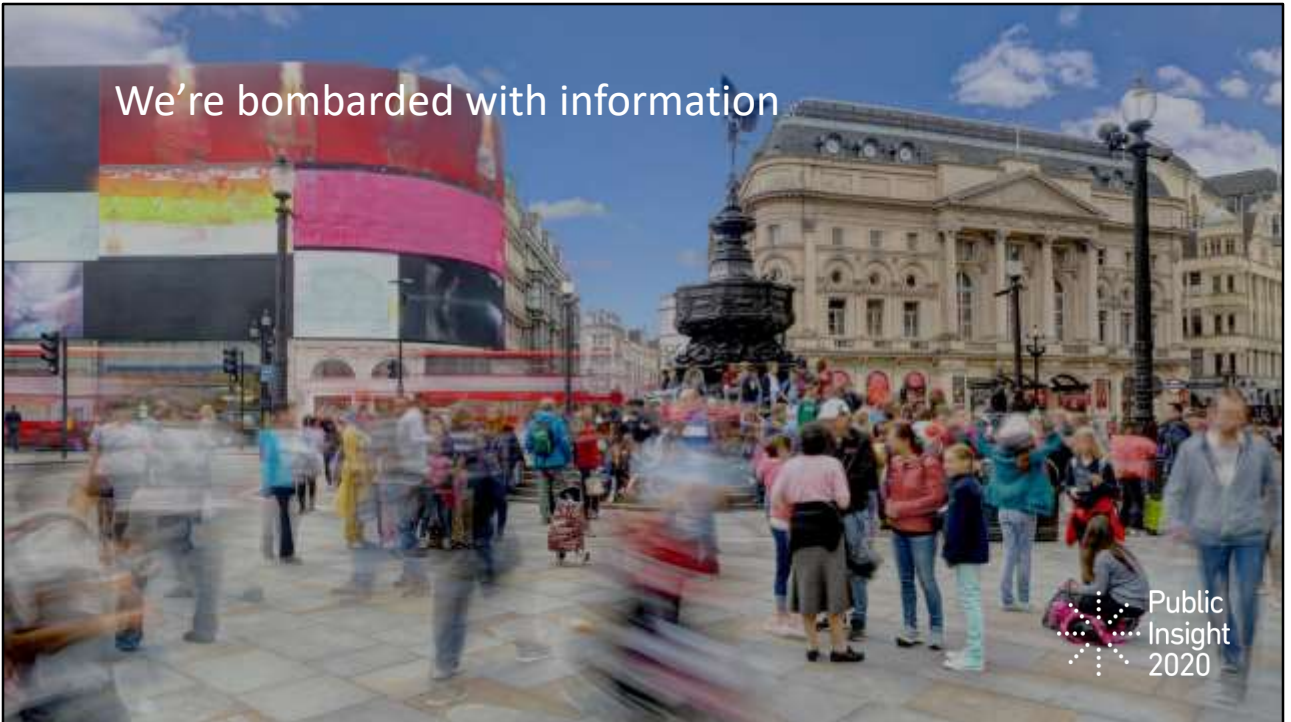
**Wasted
millions
in foreign
aid to
India**



Public
Insight
2020

- These are the headlines the public sees day in, day out – and we will look at the implications of this later.

We're bombarded with information



- News, social media platforms, huge numbers of channels and fragmented media means more content than ever before - there is huge competition for the public's attention.
- And not enough of this content is stories about progress and impact of international development.

What does this mean for British audiences?



- A major part of the work on this project was cultural analysis and semiotics from Dr Nick Gadsby at The Answer.
- Multiple macro messages and images shape our perception of the world - and our attitude and behaviour to things around us.
- This highlighted the many significant influences that have led to a change in the public's perception of international development – including the media, as highlighted on the previous slides.

Their needs are changing



Public
Insight
2020

And there are many others:

- Increased volume of news and an increased concern about what's happening in Britain means competition for cognitive space results in audience response: **'I'm just not thinking about it'**
- Secularisation and a reduction of the welfare state means a shift to greater individual responsibility - undermining an ethos of caring for others results in audience response: **'I don't feel a moral duty'**
- Years of negative images of 'need' in developing countries suggests nothing has changed and has further embedded notions of charity that are sympathy driven to ensure people have enough to survive, rather than understanding development that is sustainable, empowering, self sufficient and grows systemic social, and economic change results in audience response: **'I can't make a difference'**
- Media coverage focused on CEO salaries, corruption and waste drives a belief that nothing can change and we are not part of the solution - and a belief that the sector are not addressing these issues results in audience response: **'I don't trust charities'**
- At a time when they are anxious about the state of Britain, the sector feels unrelatable and unconcerned, especially when they hear about inflated CEO salaries and waste results in audience response: **'I feel disconnected from you'**
- We are not communicating in a way that relates to their lives or experience and people in developing countries are portrayed as 'other' and nothing like them results in audience response: **'I don't relate to your stories'**

Their mind-set
is changing



Charitable mindset:
Guilt, compassion
and duty

Our audiences



Philanthropic mindset:
Efficiency, advancement
and accountability

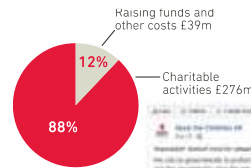


- Here are some of those issues in a bit more detail.
- This slide is a hugely important one.
- The charitable mindset (from a more religious past) was always the major driver behind donation in the past.
- Lots of charities continue to use this approach – with their messaging framed in guilt, compassion and duty.
- Of course this still reaps some financial rewards – but for many charities not at the same volume as in the past.
- This is because there is a shift in the general population – to varying degrees – towards a more philanthropic mindset. They want to know that there is more long term and efficient change.
- This shift is affecting what the public need to hear from international non-governmental organisations (INGOs) in order to be engaged.
- Whilst some may still get results from a ‘guilt/compassion’ framing of the issues – this is short term and over time it seems to be eroding support.

They perceive aid negatively



For 35 years people have been seeing this...



...and not enough are seeing this.

Public
Insight
2020

- They are not being shown enough of the kind of content we see on the right, which shows the positive change and impact the sector has had.
- Yet, this is in spite of many poverty metrics improving by half over the last 35 years.
- Instead they continue to see the same sort of 'guilt/compassion' framed content as we were using 35 years ago.
- They do not see that we are making a difference – and they are starting to see our work negatively as a result.
- This perception feeds concerns about wasted aid and corruption.

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.



- Again, the way we communicate about our work and ask for donations perpetuates an understanding of international development charities that is about handouts for those who are suffering the most.
- They do not have a good sense of 'development'.
- Yet, as shown in previous slides, we know that there is a trend for many wanting to see this.

They question what has been achieved



It feels like nothing has changed...

...and they want to know why.

OUTRAGE AT CHARITY BOSS SALARIES

Wasted millions in foreign aid to India

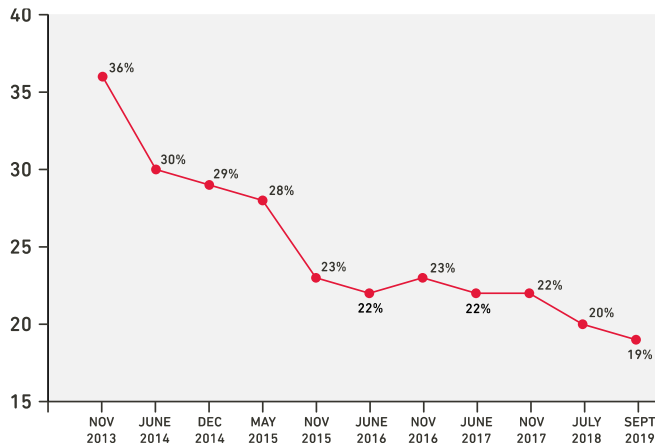


- At the same time as it looking like nothing is changing, they are seeing headlines about waste with criticisms of high CEO salaries, too many staff, too expensive offers and spending too much money on running like a business.
- And they don't feel the charity sector has improved in this area.
- Public confidence and trust is being eroded.

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)



- This is for the whole adult population in the UK.
- Donor support is important for voluntary income levels.
- But also because public fundraising gives a mandate and pressure for political support and the quantity and quality of UK aid.

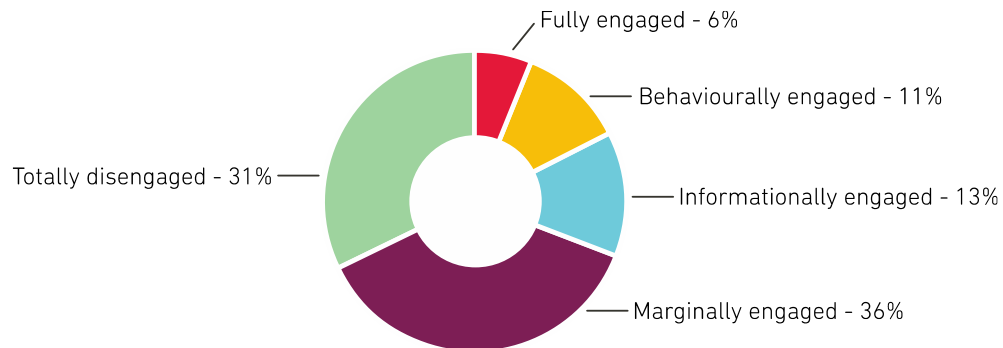
Supporters of the future

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?



Percentage of the British public by behaviour based audience (devcommslab.org)

- The marginally engaged is a segment of the general population identified by the DEL Tracker (formerly known as the Aid Attitude Tracker).
- By way of background, the Del Tracker is:
 - A longitudinal survey of a nationally representative sample, funded by Gates and run by DEL/University College London with YouGov.
 - Two surveys per year since 2013, 8,000 participants, 125 questions per survey.
- Since 2013, the DEL Tracker has segmented the British public into five groups based on how strongly they engage with international development.
- Since Public Insight 2020 research was conducted, the DEL Tracker segmentation has been revised slightly and there are now six segments, but here we will refer to the five segments in use at the time of this research.
- The marginally engaged are likely to consume media about global poverty but do not do anything active to support efforts to reduce global poverty.
- The marginally engaged audience is a growing proportion of the whole, currently standing at 36%, with increasing numbers of the public becoming less engaged with international development and joining this group.
- For this reason, the insight initiative sought to find out more about this segment, and explore ways to re-engage with them.

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



- David Hudson at DEL cross-tabulated the DEL Tracker engagement segments with a YouGov survey question about whether aid should be increased or decreased – this was to identify those audiences that are not currently supportive of aid and are not engaged, but are equally not strong rejectors on either count, and so represent an opportunity to increase support and engagement with international development.
- The marginally engaged and those answering that ‘aid should be decreased somewhat’ yielded a focus segment of approximately 5.6m of the population.
- The 5.6m was further refined, using two sets of questions from the DEL Tracker. These were the ‘Global Citizen questions’ and ‘Schwartz values’. The Global Citizen questions were used to gauge global outlook and attitudes toward development, and the Schwartz values questions were used to measure alignment with core human values, as well as latent class indicator analysis. At the first stage one sub-segment was selected, out of five, to which the latent class indicator analysis was applied. Then through the latent class indicator analysis, three out of four segments were selected for qualitative investigation.
- From the remaining pool of people – totalling 2.2m - three focal segments were identified.

NB: The sample spec for these three marginally engaged segments can be made available by COH.

Three focal segments



Stability
Seekers



Practical
Empaths



Principled
Pragmatists



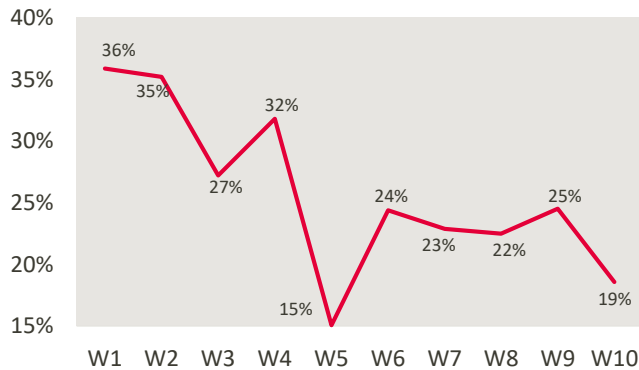
Three clearly separate segments emerged, which we then sought to find out more about:

- Stability Seekers (43%) 1.2m
- Practical Empaths (12%) 300k
- Principled Pragmatists (25%) 700k

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.

DEL data from Aid Attitude Tracker



- Many of the marginally engaged were once our donors, suggesting that they could be again.
- And it's not just their donating behaviour that has changed - the number of marginally engaged people talking about international development has dropped by 10% in six years from 63% to 53%.
- The project plans to do further insight work in the future on more segments within marginally engaged audiences.

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.



At this point it is perhaps important to note that the key findings from Public insight 2020 are very similar to what we've heard elsewhere:

- As you'll know, the Narrative Project proposed new approaches to engage the 'swings' – i.e. those within the DEL Tracker (formerly known as the Aid Attitude Tracker) 'engaged audiences' that were not heavily supportive of the sector.
- DEL has just carried out focus groups in London and Birmingham, featuring a national representative sample, to investigate what inspires trust in INGOs and what prompts distrust. Initial findings suggest similar sentiments and preferences to the three sub-segments described here. For example, they preferred depictions of the issue where they 'don't feel as played' or 'guilt-tripped'. Also, one of the Birmingham group said, "It's like that saying, 'give the man a fish and you feed him for a day, teach him how to fish and you feed him for a lifetime'".
- These segments are also being used as a 'design target'. Design targets are typically more extreme audiences, with more acute needs and concerns than the mainstream. The thinking is that if you can satisfy the more extreme design target, you're going to over-deliver for a more mainstream audience.
- As a consequence it is likely that the revised approaches to messaging, channels and collective/3rd party actions 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



In Spring 2019 Creatures of Habit conducted qualitative research into the audience segments: Stability Seekers, Practical Empaths and Principled Pragmatists, using 'mobile ethnographies', to find out about their values, attitudes to aid and development, and more general beliefs.

- 24 carefully selected representatives of these segments were recruited.
- A phone briefing was held with each participant to set up.
- Each person was invited to do four to eight creative tasks (e.g. write a one-page response to a news article, take photos, etc) over a two week period.
- Finally they were then debriefed through an in depth semi-structured phone interview at the end.

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.



Two really significant findings emerged from this work:

1. Marginally engaged people aren't opposed to international development, they just aren't thinking about it very much. Their disengagement isn't primarily driven by rejection or disapproval: it's just that they are more engaged with other things. And they typically aren't hearing from the INGOs, particularly stories of success and impact.
 - *Anecdote: Connie told of her conversation with a woman research participant in Wales – she is a left wing remainer politically, she had previously been more engaged with international development. She is less focused on international development now because she felt there are too many problems at home.*
1. Marginally engaged people are often very 'on the fence' and easy to convince, if you can engage them. Simply talking around the topic, or engaging in the research seemed to trigger a reappraisal without any direct prompts from the researchers. There appears to be a palpable opportunity to bring people back to general approval for 0.7%, particularly with two of our three segments.

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



- *Anecdote: Connie told us that after just a 20 minute conversation with a number of the research participants, without any leading questions, but taking time to reflect on international development issues, participants had changed their position and were more supportive toward aid and development than they had been at the start of the conversations.*

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

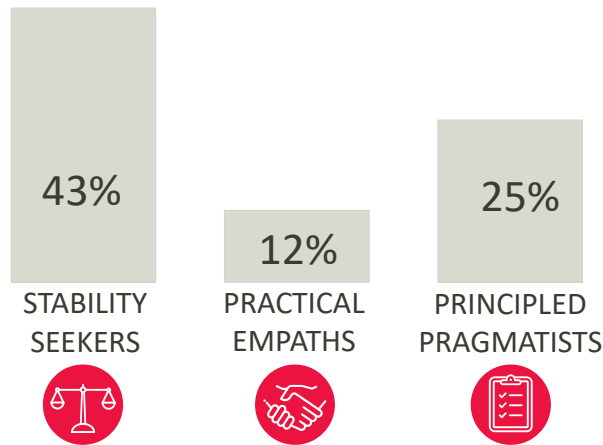
Weak conception of international development



- **Values** - Marginally engaged audiences have traditional and 'conservative' values, as a result current development communications often serve to alienate this group by focusing on 'trends' in cultural and political life (i.e. gender and identity) rather than ones that resonate with them (i.e. family, education) – but note marginally engaged audiences are not anti-charity, and are as values-driven as anybody.
- **Media consumption** – These audiences do not seek out the sector, they are not going to where our good news stories are, they consume international development information from the most mainstream sources in the news and the occasional high profile appeal. This information is typically quite negative and reinforcing old preconceptions - fuelling the perception that issues 'haven't changed since Live Aid'. This contributes to a sense that charities are static and lacking in dynamism - this is a big turnoff for marginally engaged people.
- **Limited global experience** - Participants have very limited experience of people living in the Global South outside of one dimensional representations. Alongside the Indian space programme and the Ethiopian Spice Girls, there were many concerns voiced about poor governance in recipient countries and corruption and wastefulness in the system. Participants have also picked up on the stories of inflated CEO salaries while people around them are struggling, making them feel that the sector is out of touch. These themes are very pervasive, but not passionately held, and rather than try to reverse them, it's recommended that we think beyond them to new narratives.
- **Britain's fragility** - This audience feels anxious about the fragile state of Britain – austerity, food banks, cuts in schools and NHS all feature strongly in their list of concerns, but our sector feels to them like it is unconcerned. It's wrong to assume that this audience have lost the capacity to care - they care deeply - they just need a new narrative from us which creates connection rather than distance.
- **International development perceptions** – These audiences have weak understandings of development, many think it is just about a 'hand out', plugging holes and fighting fires. Communications need to help this audience to develop a new mental concept about international

development, showing how international development is very much about long term solutions which foster self-sufficiency and systemic change, and which show the sector as action-oriented, efficient and accountable.

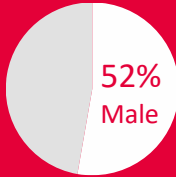
Who are the people in these three groups?



- A fourth segment (the remaining 20%) was deprioritised from the research - as a group, they were really struggling with life and overly negative about almost everything, as explained in slide 25.
- Through a series of activities and discussions, the research team investigated how people in these individual sub-segments feel about international development, and what would motivate them to engage more. What follows is a look at each sub-segment in detail.
- More information about each of these audience groups will be provided by the Campaign over the next several weeks.



Stability Seekers



98% white
background

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



61% at low and
low-middle income



1.2m – size
of population

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

 Public
Insight
2020

- As you can see, Stability Seekers are fairly evenly male and female, they tend to be older, and are also predominately white. Their income is concentrated in the lower levels of the spectrum, and almost half left school after GCSEs. The Stability Seekers are the largest of the three segments.



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



 Public
Insight
2020

- The video in this slide is available at www.bond.org.uk/public-insight



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

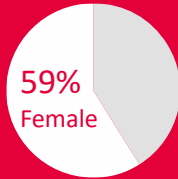
"I just don't see what difference all this aid has done. Trillions of dollars have been given over the decades yet you can see the awful state lots of countries in Africa are still in. You see half finished roads and buildings all over the place – all built by money from the UK. What a waste."

David, Birmingham





Practical Empaths



97.5% white
1% black

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



59% at low and
low-middle income



300k – size
of population

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



- Practical Empaths are more female than male, and slightly younger than the other two segments with the majority of Practical Empaths aged between 40-59 years. Like the other two segments, the majority are white and concentrated in the lower income brackets. They have a very similar educational background to the Stability Seekers, and are the smallest segment of the three we're discussing here.



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



- The video in this slide is available at www.bond.org.uk/public-insight



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

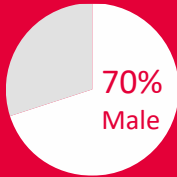
"I see a lot about charities giving out mosquito nets and other things that will help in the short term. But what about education and making a difference in the long term? It seems to me we'd be better off teaching them how to grow their own food and make and sell their own goods rather than giving hand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

Ruth, Exeter





Principled Pragmatists



99% white
1% mixed race

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



61% at low and
low-middle income



700m – size
of population

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



- Principled Pragmatists are the most male of the three segments, they are also the oldest with 68% over 60 years of age. They are also overwhelmingly white and their income is concentrated in the low to low-middle income brackets. They are the most educated of the three segments, and constitute an equivalent of 700,000 of the population.



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



- The video in this slide is available at www.bond.org.uk/public-insight



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



- This is what happened in 20 minute conversations during the research
- Now we need to distil the breakthrough moments from these conversations and communicate them in powerful ways in the brief moments we can access these audiences.

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 are offering a route to redress years of under investment in 'brand international development' for the benefit of everyone, whilst we have been focused on delivering against increasingly challenging fundraising targets as individual INGOs.
- Eventually we hope to reach the other parts of the marginally engaged segment as well as these three sub-segments identified here – this is just the beginning.

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?



What does this mean for your organisation?

- How does this insight fit with your audience understanding and segmentation approach?
- Are you already targeting the marginally engaged? If not, how would this fit with your current fundraising and communications strategies and/or approaches?
- Do you have any concerns about this insight or what it means for your organisation?
- What might the next steps be for your organisation to think about reaching these groups?
- Where do these insights stand the best chance of being used within your organisation?

What do you have planned for fundraising and communications this year - is there an opportunity to incorporate the next phase of thinking from Creatures of Habit into your plans?

Thank you

