

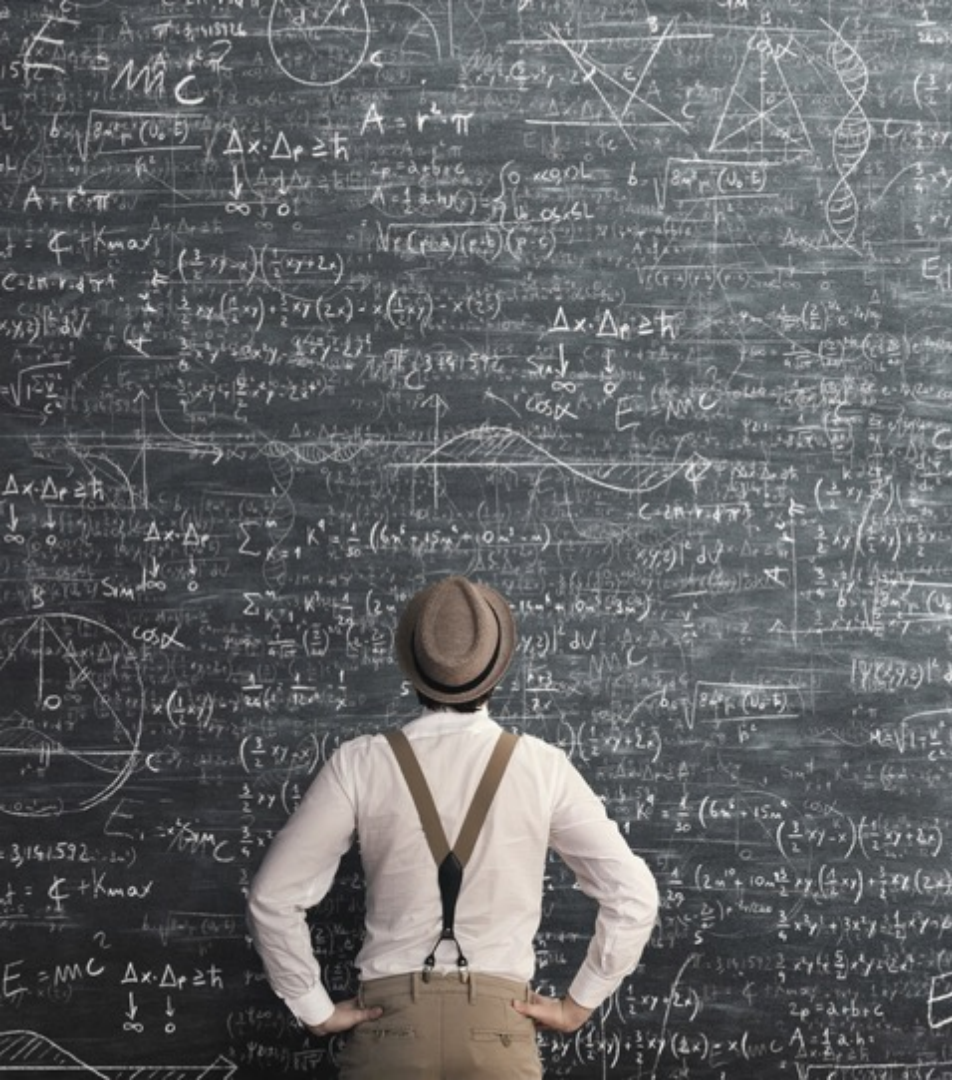
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## Opposites Attract

*“Why ethnography and predictive modelling are a surprisingly happy couple”*

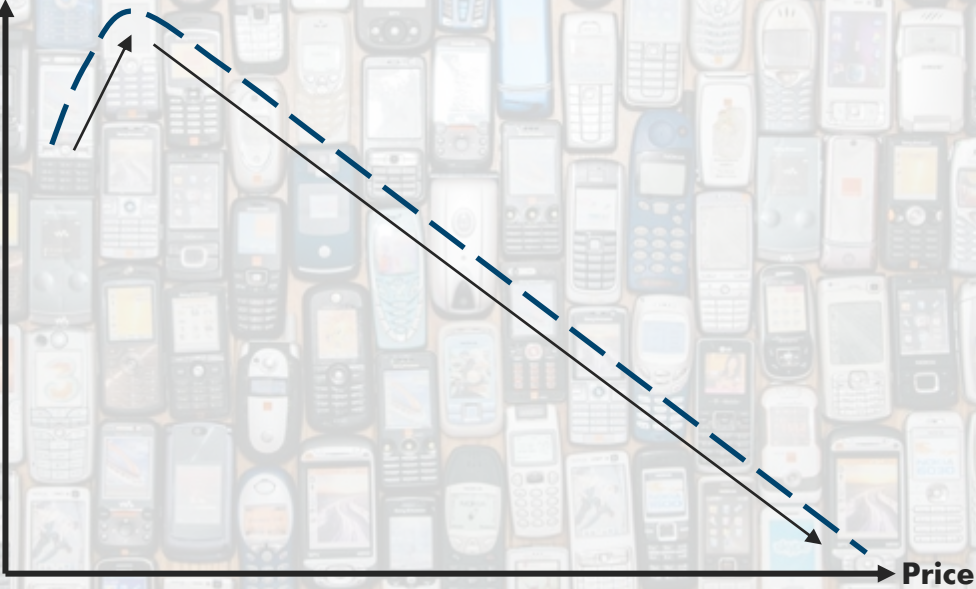
[www.boxcleverconsulting.com](http://www.boxcleverconsulting.com) 4th Floor, Victoria Wharf, 4 The Embankment,  
Sovereign Street, Leeds, LS1 4BA T: +44 (0) 113 265 8881





# HANDSET DEMAND

Demand

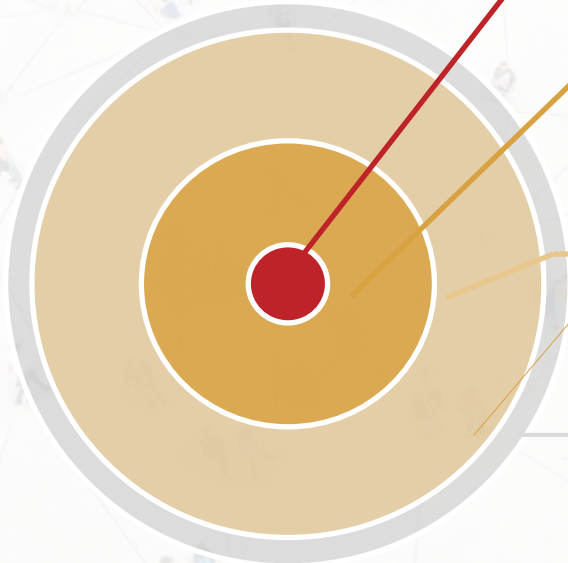


Price

# MACMILLAN CANCER SUPPORT



# The Give-Get Ecosystem



**People living with cancer**  
8% of the UK population

**Immediate Family members**  
37% of UK population

**Friends, colleagues, extended family**  
41% of UK population

**Not affected by cancer**  
14% of UK population

**People affected by cancer**

Source: Boxclever Market Sizing Study

## We set out with four key questions to answer

**1. Does Give-Get exist?**

**2. How important is it for fundraising?**

**3. Can we actually influence it?**

**4. Can we harness it effectively to reach our fundraising targets?**





**Sizing Give-Get within  
the UK population**



**Ethnographic exploration  
of donation motivations  
& behaviours**

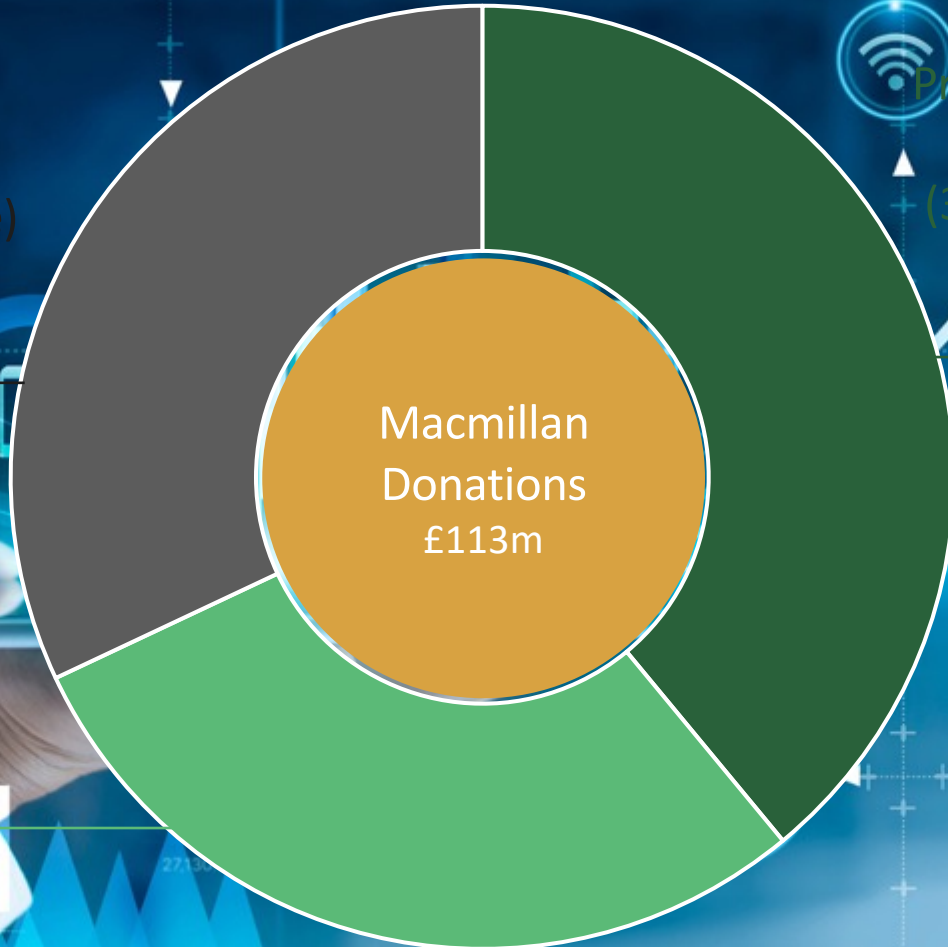


**Modelling Give-Get  
donation behaviour &  
predicting the  
commercial opportunity**

Non-Give Get  
**£35.7M**  
(32% of income)



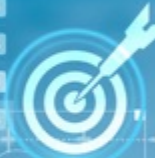
Secondary Give Get  
**£32.9M**  
(29% of income)



Primary Give Get  
**£44.8M**  
(39% of income)

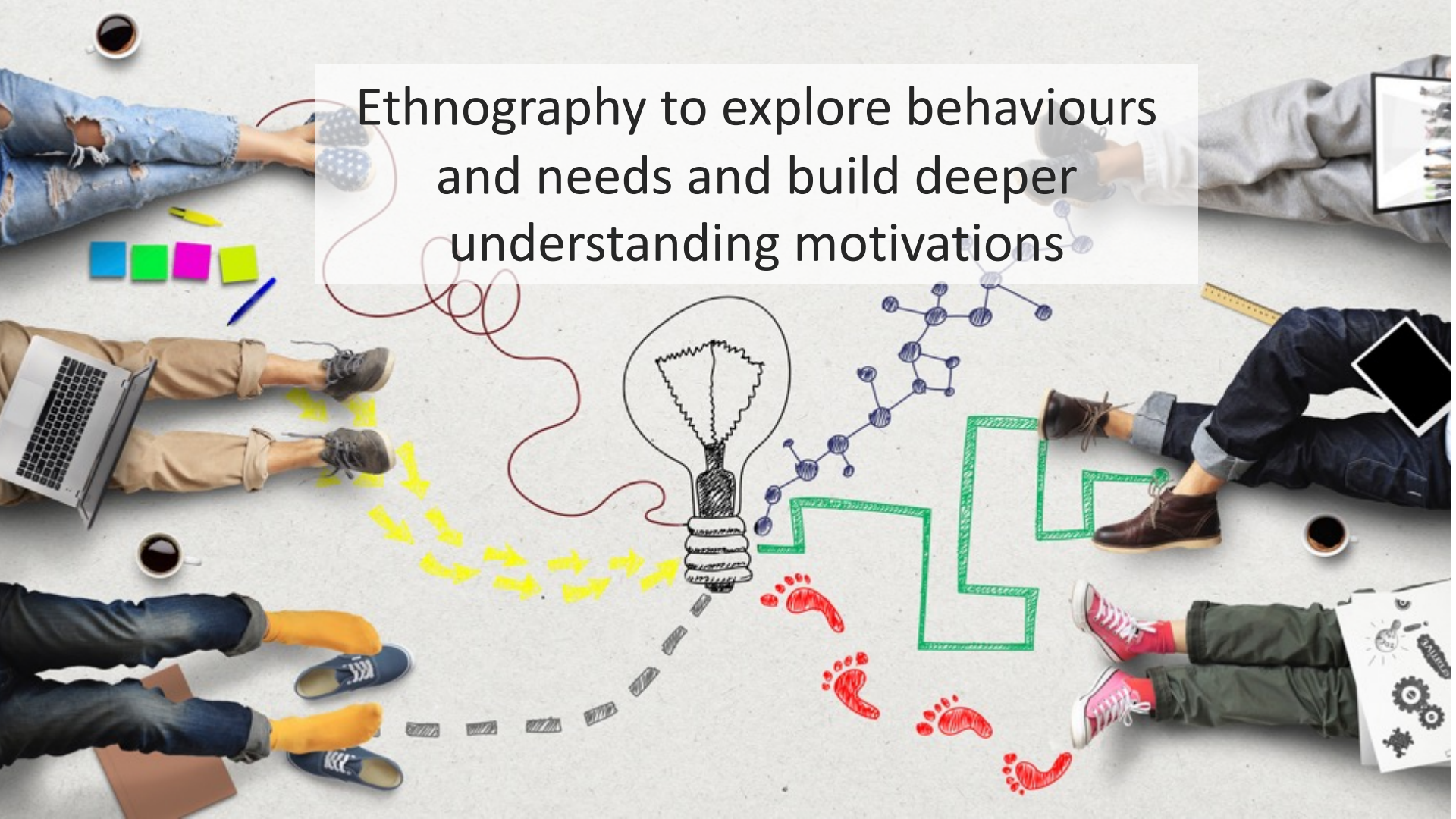


172.29	- 4.49
1,023.88	- 13.73
0.00	+ 0.00
24,285.95	- 178.74
6,952.86	- 7.46
11,192.69	+ 54.20
25,927.68	- 91.73

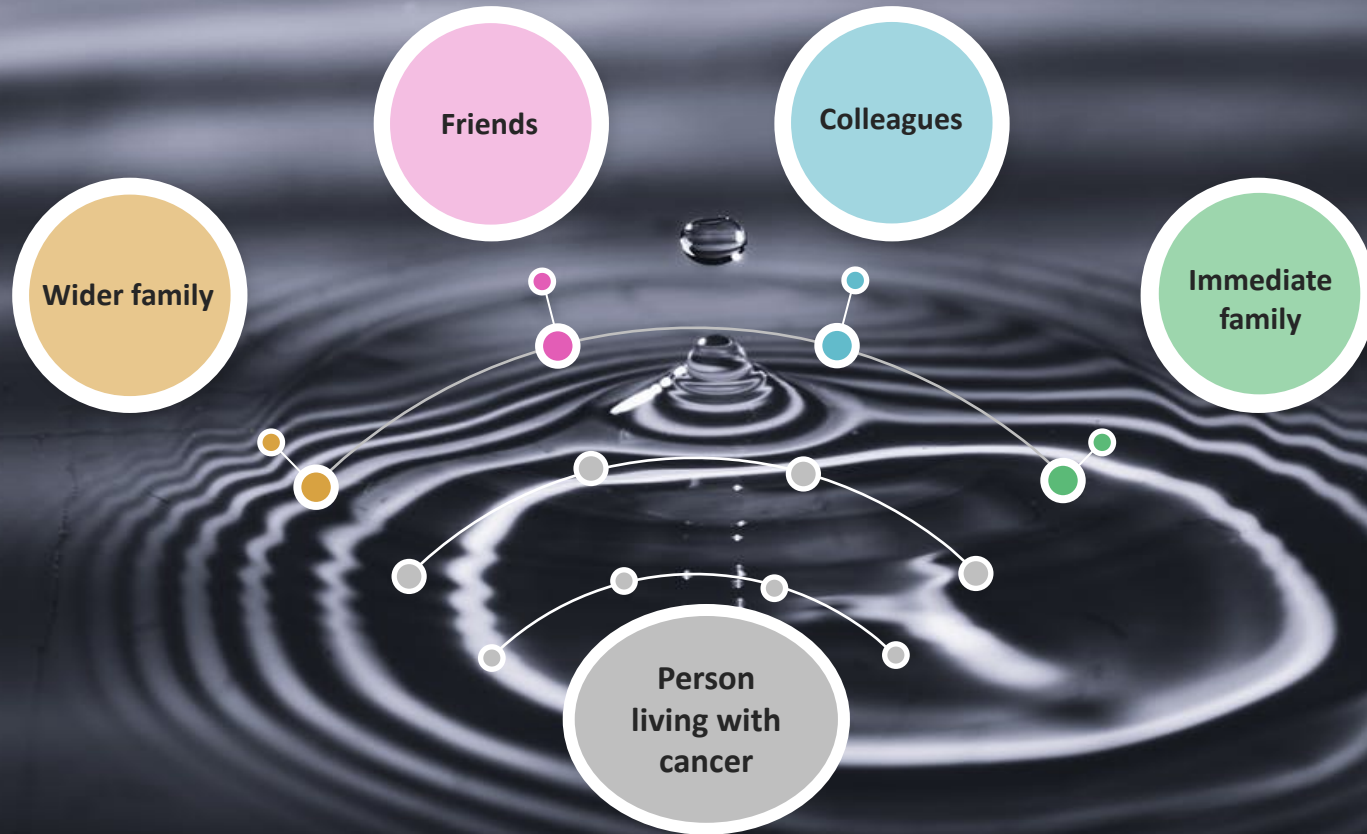




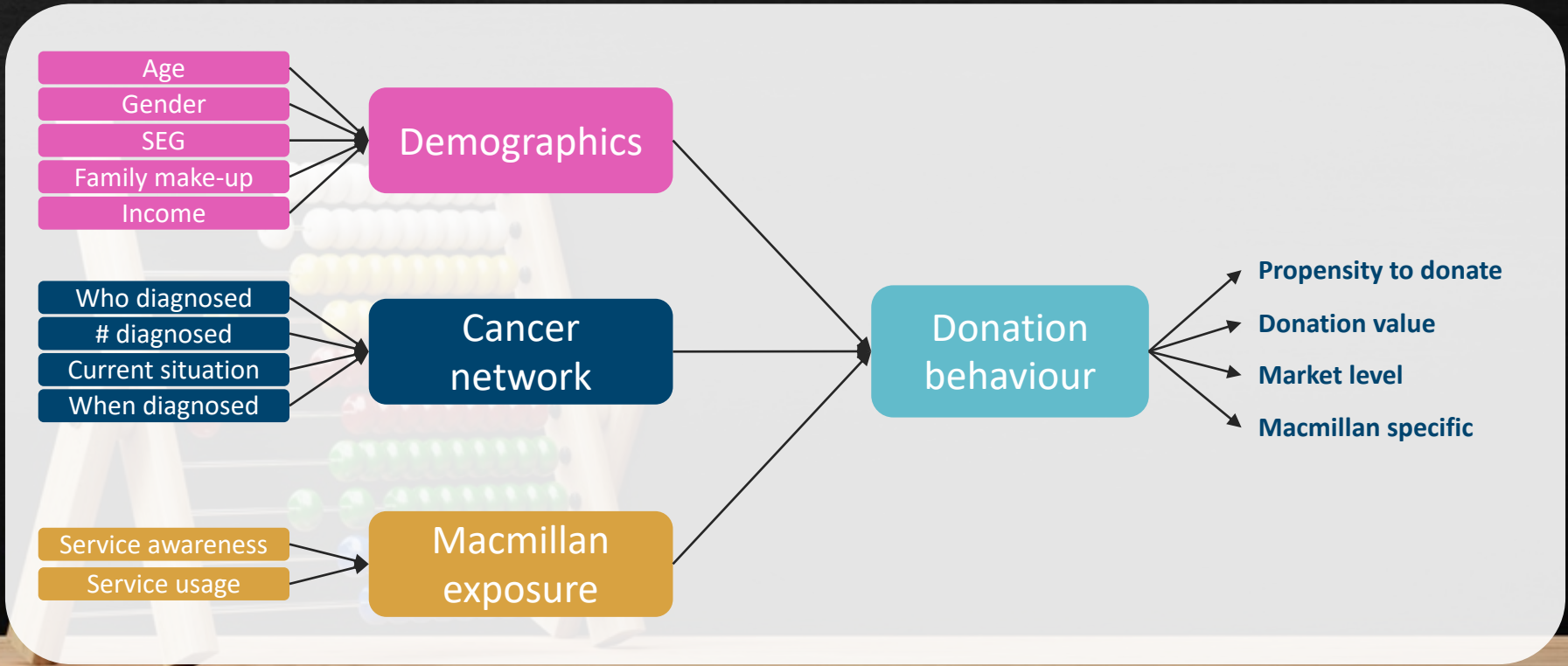
Ethnography to explore behaviours  
and needs and build deeper  
understanding motivations



# Simple model to identify the ripple effect

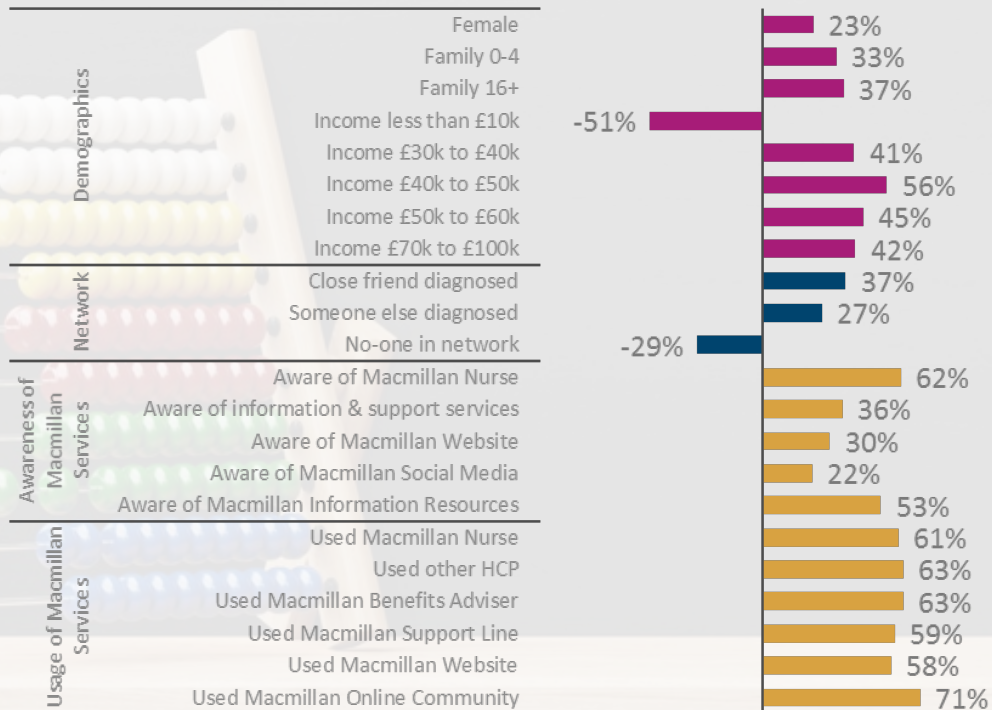


# The Modelling Framework



# The Modelling Outputs

## Macmillan Donation Behaviour: Logistic Regression Odds Shifts



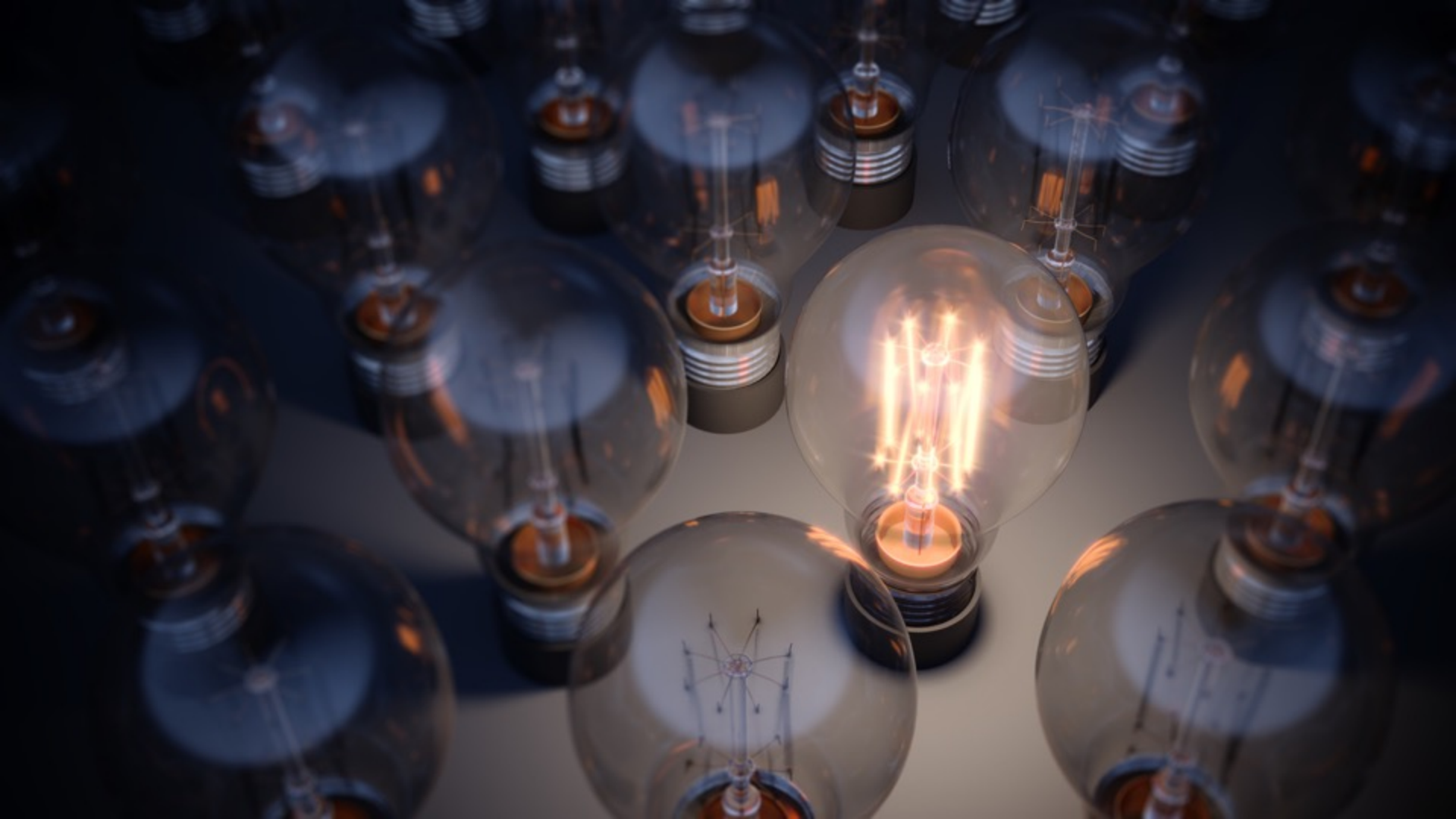
# Predictive Simulation

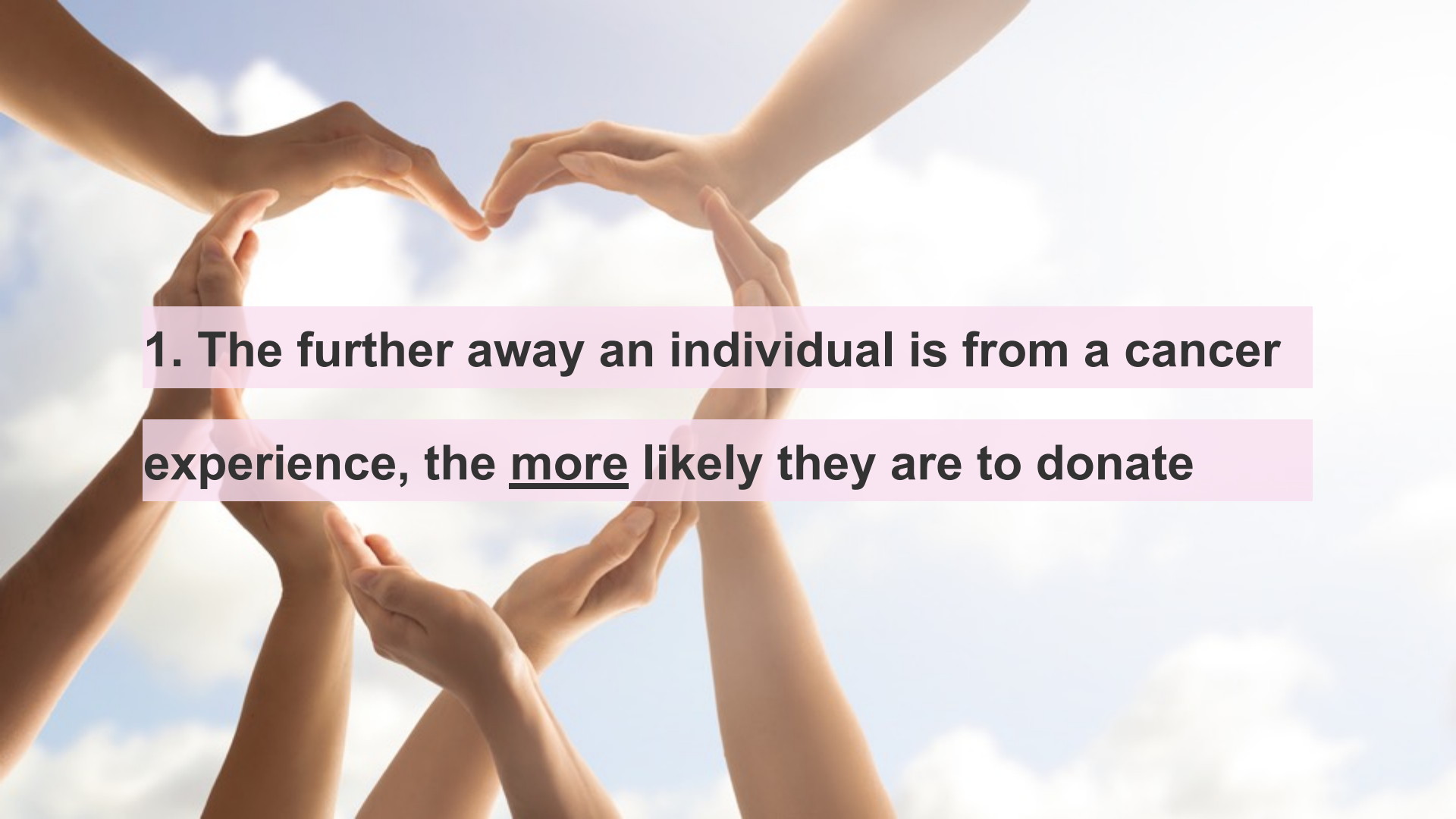
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## MacMillan Donation Behaviour Simulator

		Current	Delta	What-if		
Demographics	Gender	Male	43%	0%	43%	
		Female	51%	0%	51%	
	Age	18-34	23%	0%	23%	
		35-44	22%	0%	22%	
		45-54	22%	0%	22%	
		55-64	19%	0%	19%	
		65+	14%	0%	14%	
	Family composition	I have never had children	33%	0%	33%	
		I have children aged 0-4 years old who live with me	10%	0%	10%	
		I have children aged 5 - 11 years old who live with me	13%	0%	13%	
		I have children aged 12-16 who live with me at home	11%	0%	11%	
		I have children over the age of 16 who live with me	12%	0%	12%	
	Income	Less than £10,000	9%	0%	9%	
		£10,000 - £29,999	37%	0%	37%	
		£30,000 - £39,999	18%	0%	18%	
		£40,000 - £49,999	12%	0%	12%	
		£50,000 - £59,999	8%	0%	8%	
		£60,000 - £69,999	7%	0%	7%	
		£70,000 - £99,999	6%	0%	6%	
	SEG	ABC1	64%	0%	64%	
C2DE		36%	0%	36%		
Cancer network characteristics	Who in their network has been diagnosed with cancer	An immediate family member (e.g. a spouse, child, partner)	45%	0%	45%	
		An extended family member (e.g. aunt or uncle, niece or nephew)	43%	0%	43%	
		A close friend	26%	0%	26%	
		Someone else (e.g. a work colleague, a family friend)	26%	0%	26%	
	# of people in their network who have been diagnosed	No, no-one I know has been diagnosed with cancer	14%	0%	14%	
		One	17%	0%	17%	
	When diagnosed	None	25%	0%	25%	
		More than one	58%	0%	58%	
		Less than 3 months ago	Between 3 and 6 months ago	4%	0%	4%
			Between 6 and 12 months ago	4%	0%	4%
Between 1 and 2 years ago			3%	0%	3%	
Between 2 and 5 years ago			12%	0%	12%	
5 years or more	20%		0%	20%		

	Current	Delta	What-if
% who have donated to Macmillan in L12M	44%	2%	46%
# of people who have donated	22.3m	1m	23.3m
Average donation value	£4.96	£0.58	£5.54
Total amount donated	£113.4m	£13m	£132.4m



A group of hands reaching up to form a heart shape against a blue sky with clouds. The hands are positioned around the center, with fingers pointing towards each other to create the heart's outline. The background is a bright, slightly hazy blue sky with soft white clouds. The overall mood is positive and supportive.

**1. The further away an individual is from a cancer experience, the more likely they are to donate**

**2. There is a very narrow window of opportunity**

**with which to engage cancer sufferers and their family**

Propensity to donate



Time since diagnosis





**3. Those who are at the**

**periphery of a cancer**

**experience need support just as**

**much as those at the epicentre**

# The results have helped drive our strategy for 2020-2025



## 1. Give Get is important...

...But it's not the only driver of our income.

We have ensured that we include other levers as part of our income strategy



## 2. Needs are more important than services

Less important which service we use to reach people. More important that we meet needs effectively

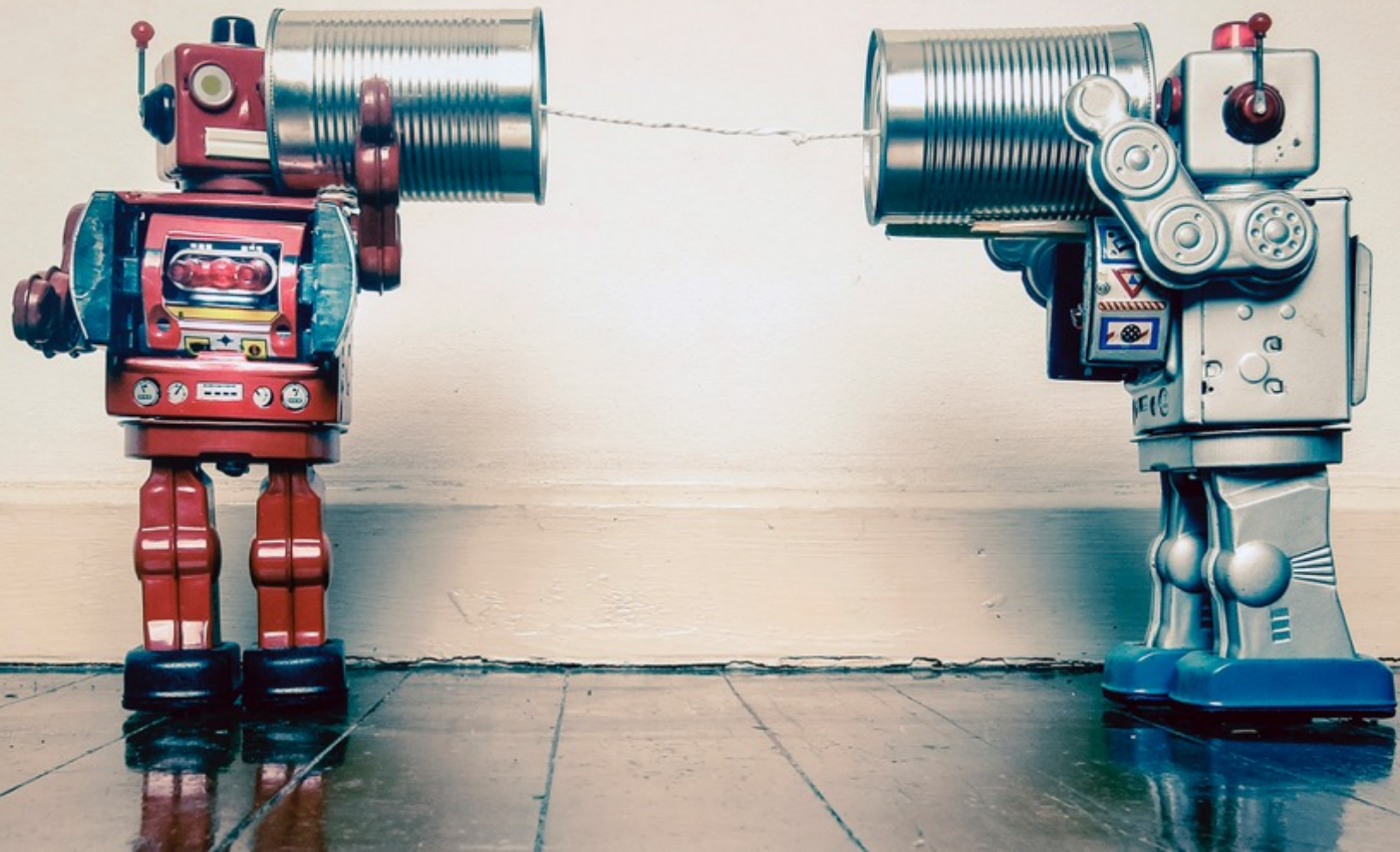
Increased focus on delivering personalised interventions that meet individual needs



## 3. One step removed account for the majority of our income

The person with cancer will always be our focus, but people around them are the majority of our supporters

We've invested more in Brand comms / tailoring our message to these audiences



# Thank you for listening. Any questions?



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