Building a community of one million (paying) supporters
Juliette Laborie
Director of digital reader revenues
More than a UK newspaper
Today in Focus

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Politics / Brexit showdown: Theresa May v Brussels

As the PM heads to Brussels to face another battle of wills with the EU commission president, the Guardian's Patrick Wintour describes the bitter history between Jean-Claude Juncker and the UK – and the latest chapter of the fraught Brexit talks as May pushes for a postponement. Plus: Daniel Lavelle on the growth of accent-soothing classes
GUARDIAN DOCUMENTARIES PRESENTS A LIGHTBOX PRODUCTION

BLACK SHEEP

A FILM BY ED PERKINS

FOR YOUR CONSIDERATION

WWW.THEGUARDIAN.COM/BLACK-SHEEP

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The Guardian
Reader revenues now larger than advertising revenues
A diverse community of supporters

Membership

Contributions

Subscriptions
With the support of one million Guardian readers!

...we remain editorially independent, our journalism free from commercial bias and our reporting open and accessible to all. Imagine what we could continue to achieve with the support of many more of you. Together we can be a force for change.

Read our story ➔
Three strategic pillars

1. Build on our global readership

2. Grow a base of loyal supporters

3. Freely accessible content coupled with premium experiences
Strategic pillar 1

Build on our global readership
In 2015 more than 70% of our supporters were in the UK
Now 70% of our support comes from outside the UK

... Including supporters in the Antarctic. We hope the Guardian keeps them warm.
Strategic pillar 2
Grow a base of loyal supporters
Grow a base of loyal supporters

Membership  Contributions  Abonnements

Acquisition

Purpose  Pitch  Team

Retention
What works for contributions

Purpose

Start by asking people to support your purpose
Then you can add to and evolve the proposition
“If people long to understand the world, then we must provide them with **clarity**: facts they can trust, information that they need, reported and written and edited with care and precision.

“If people long to create a better world, then we must use our platform to nurture **imagination** – hopeful ideas, fresh alternatives, belief that the way things are isn’t the way things need to be. We cannot merely criticise the status quo; we must also explore the new ideas that might displace it. We must build **hope**.”

*Katharine Viner*  
*Nov 2017*
What works for contributions

Pitch
You need a good pitch
Evolve your pitch through continuous research and testing
ASKING FOR HELP

“More people are reading the Guardian than ever but advertising revenues across the media are falling fast. And unlike many news organisations, we haven’t put up a paywall - we want to keep our journalism as open as we can. So you can see why we need to ask for your help.”

ENGAGING READERS IN OUR MODEL

“Three years ago, we knew we had to try and make The Guardian sustainable by deepening our relationship with our readers. The revenues from our newspaper had diminished and the technologies that connected us with a global audience had moved advertising money away from news organisations... we are starting to overcome the urgent financial situation we were faced with.”
As Brexit looms closer...

...The Guardian is here to help guide you through whatever lies ahead. More people are reading and supporting our independent, investigative reporting than ever before. And unlike many news organisations, we have chosen an approach that allows us to keep our journalism accessible to all, regardless of where they live or what they can afford.

The Guardian is editorially independent, meaning we set our own agenda. Our journalism is free from commercial bias and not influenced by billionaire owners, politicians or shareholders. No one edits our editor. No one steers our opinion. This is important as it enables us to give a voice to those less heard, challenge the powerful and hold them to account. It's what makes us different to so many others in the media, at a time when factual, honest reporting is critical.

Every contribution we receive from readers like you, big or small, goes directly into funding our journalism. This support enables us to keep working as we do - but we must maintain and build on it for every year to come. Support The Guardian from as little as £1 - and it only takes a minute. Thank you.
Traditional channel - looks like an ad, separated from editorial

Tailored space integrated in editorial content and part of the reading flow
What works for contributions

Team

Assemble needed skills in one team
A small cross-disciplinary team succeeds sooner
Strategic pillar 3
Freely accessible content coupled with premium experiences
Increased our supporter base by 140%

- 2014: Launch of membership scheme
- Summer 2015
- April 2016: First acquisition appeals on theguardian.com
- 2017: Offered readers a "one-off" contribution option
- Autumn 2018: Made improvements to the payment journeys, acquisition messaging and more...
- September 2018: Launch of our patrons programme

1m = 600k + 230k + 340k

Milestone single contributions print and digital subscribers member and recurring contributors
Our supporters know what they want (and what they don’t want)