



# **Building a community of one million (paying) supporters**

Juliette Laborie

Director of digital reader revenues

# More than a UK newspaper



# Today in Focus

Listen to the story behind the headlines for a deeper understanding of the news. Every weekday with **Anushka Asthana**.



## Donald Trump / Mueller report: why Trump is not yet in the clear

The US president has gleefully welcomed the special counsel's finding of no evidence of collusion with

## Schools / Outsourced schools: the Essex mums fighting back

## Northern Ireland / Investigating the Loughinisland murders

## 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-softening classes



GUARDIAN DOCUMENTARIES PRESENTS A LIGHTBOX PRODUCTION

# BLACK SHEEP

A FILM BY ED PERKINS

FOR YOUR CONSIDERATION

[WWW.THEGUARDIAN.COM/BLACK-SHEEP](http://WWW.THEGUARDIAN.COM/BLACK-SHEEP)

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LIGHTBOX

 Documentaries

# Reader revenues now larger than advertising revenues

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MORTGAGE SOLUTIONS!  
We provide complete mortgage through the management. Leasing and Real Estate Services for Residential and Commercial Properties.

**ATTENTION: HOME OWNER**  
2 bedrooms Property has been completely renovated and is currently occupied! Both tenants are currently on leases and each unit is rented at \$400

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2 Family (DUPLEX) Both units have 2 bedrooms and 1 bath. Property has been completely renovated. Both tenants are currently on leases and each unit is rented at \$400 and \$450

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Applications on types:

**GA.** Expenses, lawn, pottery, trimmings, garbs, and Real estate, wedding, plants, maintenance and insta... Location: West River RD

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Flexible rates starting at \$18 per hour

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**GENERAL HELP WANTED**  
Seeking someone for general help, app. filing, organizing, answering emails. Must know how to use a computer.

**RECEPTIONIST WANTED**  
Our Clinic is looking for a Receptionist for a position to open for a driven, passionate and self motivated person.

**Sales Assistant**  
We currently have an excellent opportunity for our sales office for more information about the position. See our website for more details.

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Our client is seeking a talented and experienced Word team for a project, with a strong background in computer programs.

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**SERVICES**

**GARDEN MAINTENANCE**  
Experienced in maintenance work such as lawn mowing/blow it clean, trimming, garden, pruning of plants, hedge, planting and other maintenance and installation. Location: West River RD.

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**ENGLISH CLASSES**  
English as a Second Language / ESL Lesson fees are: \$25/hr per person for two students. \$20/hr per person for two students.

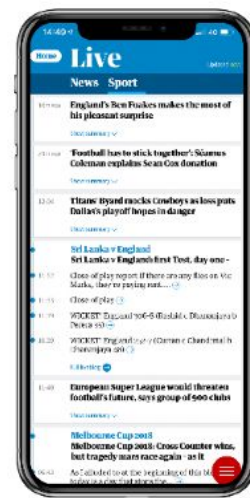
**MORTGAGE SOL.**  
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**3BR- Single Family \$32,900**  
Single Family - 3 bedroom / 1.2 Bath. Property has been COMPLETELY RENOVATED!!!

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If you cannot qualify traditional mortgage through banks. NO PROBLEM!

**TWO BEDROOM**  
Beautiful 2 bed/2 bath condo concept kitchen, lovely living room w/ fireplace.

**HOUP**  
2 bed/2 bath condo, charming, now c



# A diverse community of supporters



**Membership**



**Contributions**



**Subscriptions**

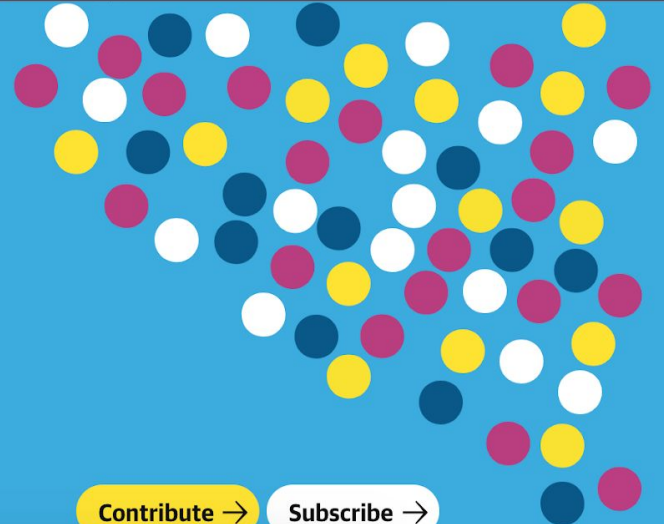
# With the support of **one million** Guardian readers

**...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 →

Contribute →

Subscribe →



## Three strategic pillars

**1** Build on our global readership

**2** Grow a base of loyal supporters

**3** Freely accessible content coupled with premium experiences



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## Strategic pillar

1

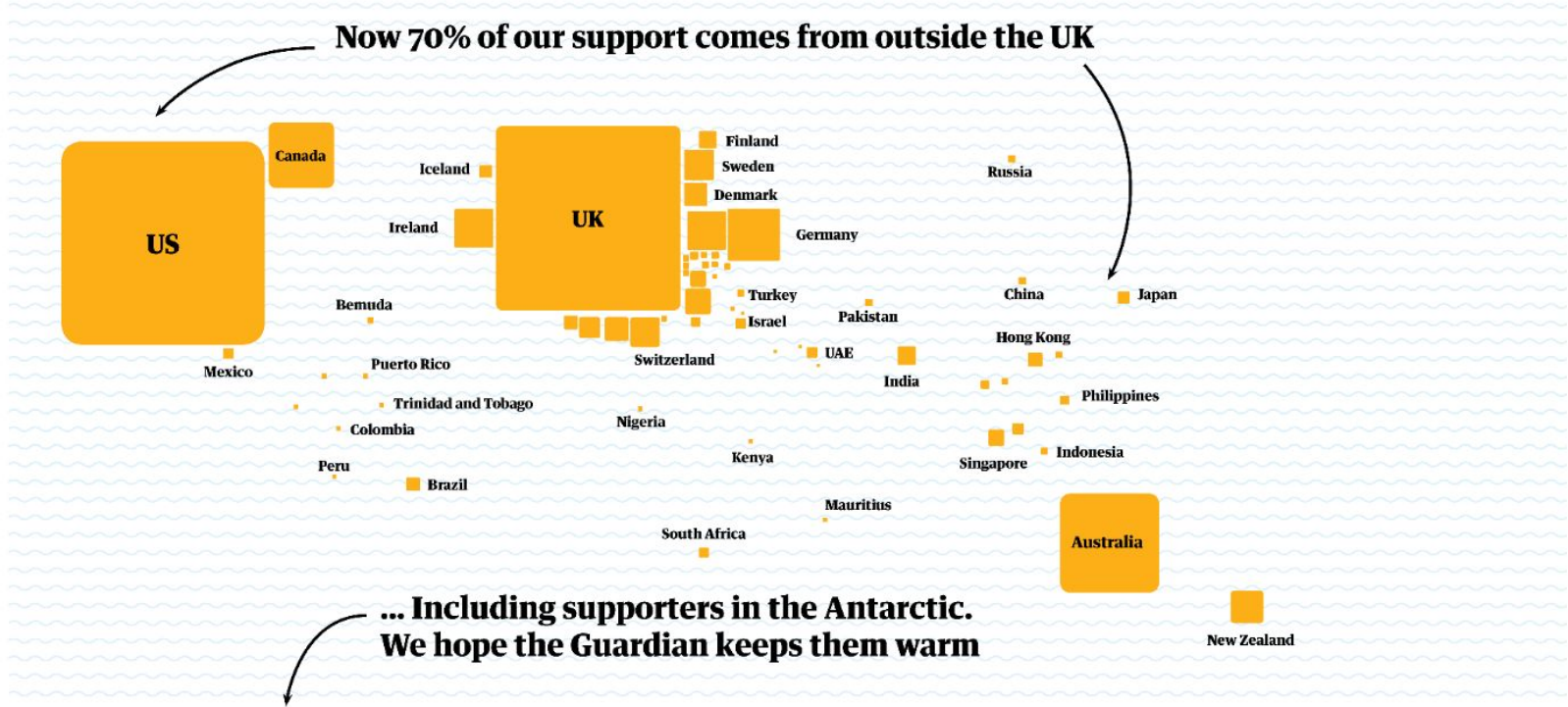
Build on our global readership

2015



2018

Now 70% of our support comes from outside the UK



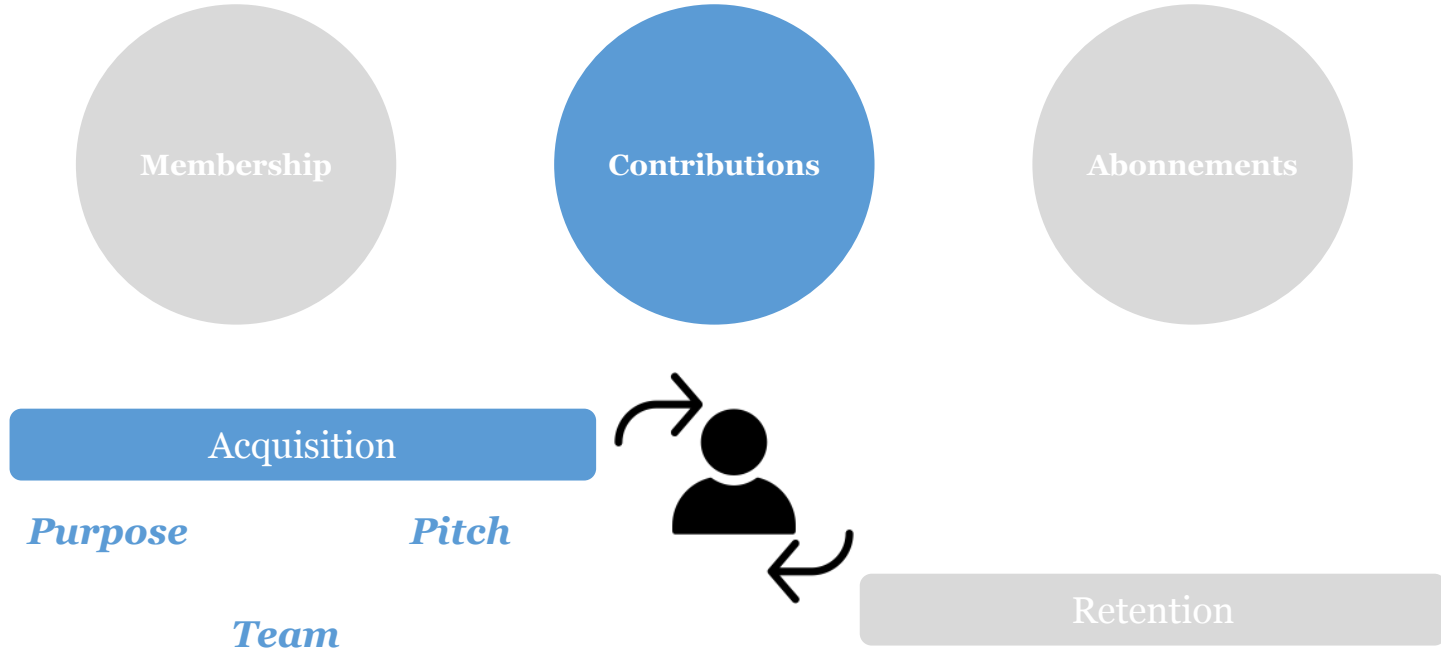
... Including supporters in the Antarctic.  
We hope the Guardian keeps them warm

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## Strategic pillar **2**

Grow a base of loyal supporters

# Grow a base of loyal supporters



# 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.**



**We chose a  
different  
approach**  
**Will you  
support it?**

## This is The Guardian's model for open, independent journalism



Unlike many news organisations, we made a choice to keep all of our independent, investigative reporting free and available for everyone. We believe that each of us, around the world, deserves access to accurate information with integrity at its heart. At a time when factual reporting is critical, The Guardian's editorial independence is safeguarded by our readers. If you're able to, please support The Guardian today.

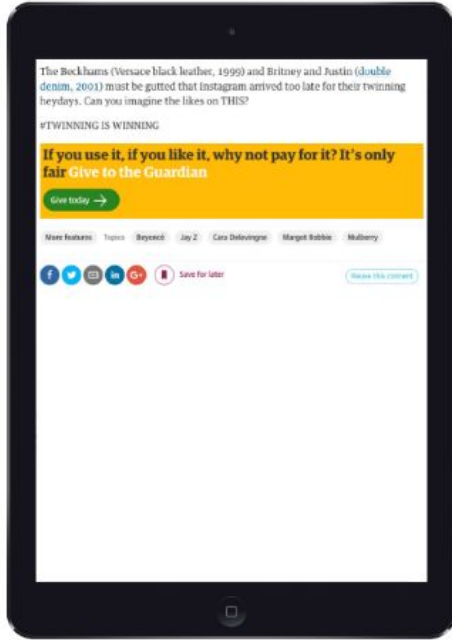
Support The Guardian →

VISA

Mastercard

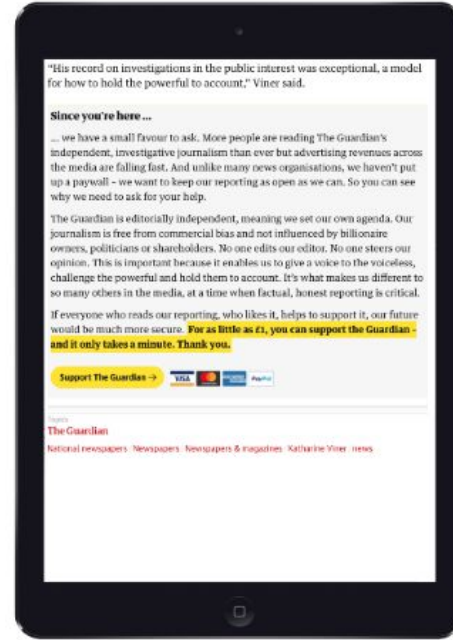
AMERICAN EXPRESS

PayPal



Traditional channel - looks like an ad, separated from editorial

➔  
90X  
Improvement



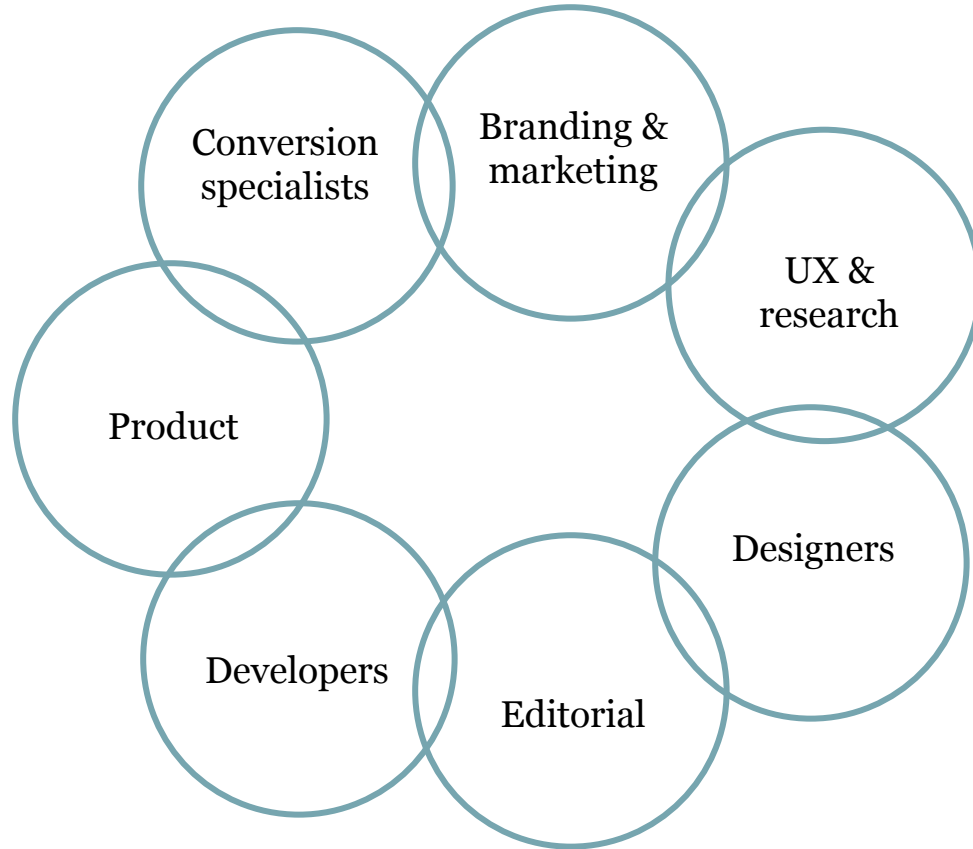
Tailored space integrated in editorial content and part of the reading flow

# What works for contributions

## Team

Assemble needed skills in one team

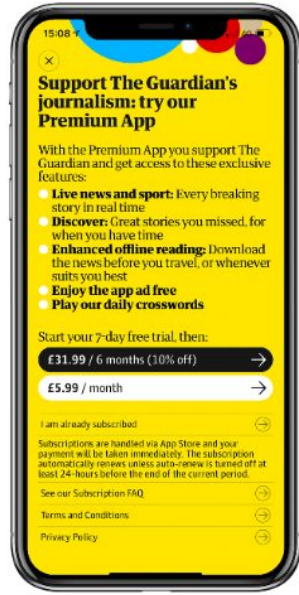
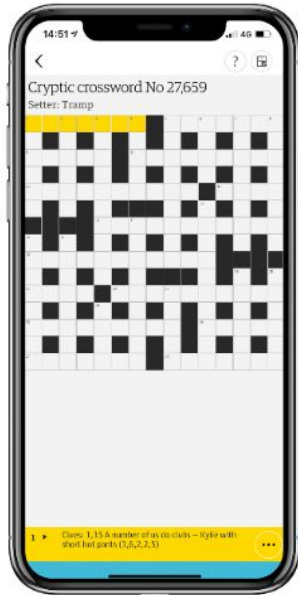
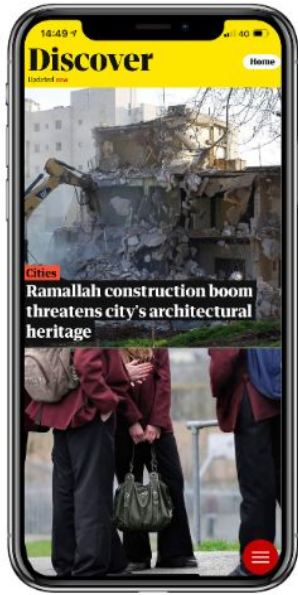
A small cross-disciplinary team succeeds sooner

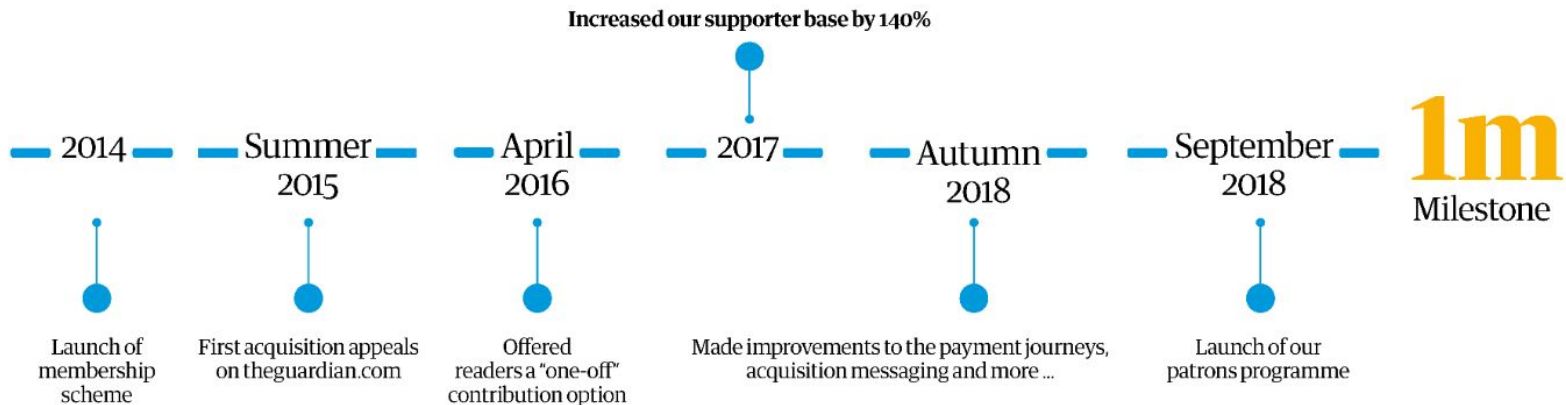


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## Strategic pillar 3

Freely accessible content coupled with premium experiences

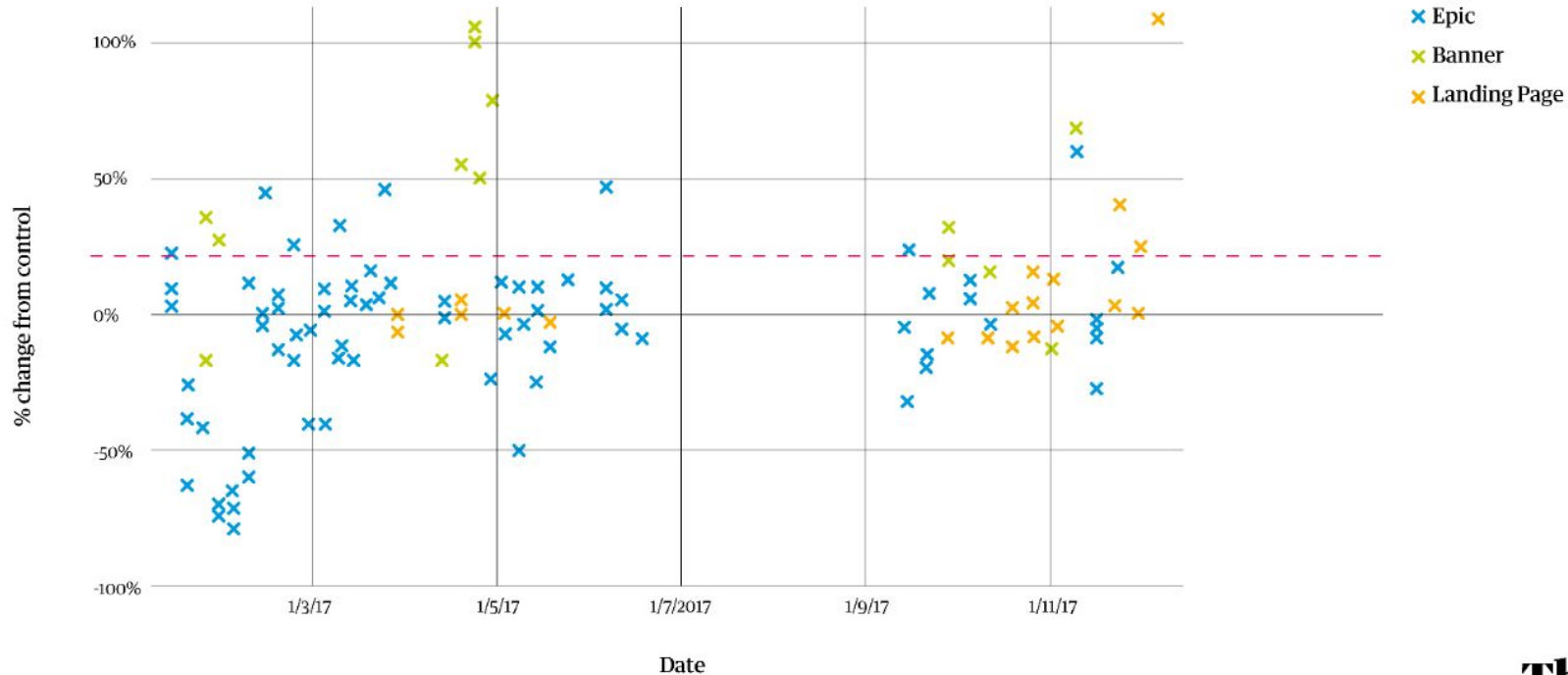




$$1m \text{ Milestone} = 600k \text{ single contributions} + 230k \text{ print and digital subscribers} + 340k \text{ member and recurring contributors}$$



# Our supporters know what they want (and what they don't want)



# The Guardian