

CASE STUDY

PROTECTING REGULAR GIVING DURING A DIGITAL TRANSITION

INTRODUCTION

Declassified UK is an independent investigative newsroom dedicated to holding power to account. Their reporting sheds light on issues that are often hidden from public view, made possible by a committed base of regular supporters.

Declassified UK relies on regular giving to plan in-depth investigations and respond quickly to urgent stories. Maintaining a stable donor base is essential to sustaining the newsroom's independence and ensuring it can continue producing high-impact journalism.

DECLASSIFIED UK

CHALLENGE

By 2024, Declassified UK's existing system for managing regular card payments was no longer sustainable. **Legacy tools risked disruption to supporter donations**, and with a major summer recruitment campaign on the horizon, the team needed a more reliable and supporter-friendly platform.

The organisation chose to move to **Engaging Networks**, but hit a major barrier; **the platform did not natively support the migration of Stripe Link payments**. Without a solution, they faced the risk of losing existing donors and undermining campaign momentum. With limited internal capacity, **Declassified UK needed a partner who could deliver this complex migration** while staying responsive to the day-to-day needs of a small, ambitious team.

“

Over the 5 years our membership program has been running, we went through a few different hosting platforms [including Enthuse and MemberPress] but couldn't find the right fit for us. We wanted to be able to see all our supporters in one place, and know the impact that each email we sent was having.

”

Donation helps fund our fearless
you.

HELP US
REACH
1000
SUPPORTERS



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CASE STUDY OUR WORK



SOLUTION

At **Actually Data Analytics**, we knew that Declassified UK needed a solution that would work seamlessly within their existing systems while reducing risk and effort. Rather than attempting a fully automated migration that could overwhelm the team, we designed a **structured, hands-on approach**. The goal was to allow the organisation to retain oversight, stay in control of their fundraising, and focus on journalism, while we prepared to handle the technical complexities behind the scenes.

The work was structured around three core areas that would prove critical to the organisation's success, laying the groundwork for immediate results and long-term growth.

► 1. Migration & Infrastructure

We decided to manage the transfer of regular card payments, including Stripe Link payments that Engaging Networks did not natively support. Our plan included careful testing and monitoring to minimise disruption for donors during the migration.

► 2. Templates & Responsiveness

We planned to develop customised Engaging Networks templates that could be refined in real time to suit the team's campaign needs. The aim was to give DCUK flexible, practical tools that supported both their fundraising goals and their supporters' experience.

► 3. Guidance & Support

We established a framework for hands-on guidance, ready to resolve issues quickly and anticipate potential problems. As part of this, we would help the team make the most of having all supporter data in one place, enabling better segmentation, targeted communications, and a clearer understanding of donor behaviour. This approach would let the team concentrate on journalism while knowing their fundraising systems were secure, stable, and future-ready.

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THE RESULTS



RESULT

The migration and campaign support delivered by Actually Data Analytics provided immediate benefits for both Declassified UK and their supporters. The organisation was able to continue fundraising without disruption, while also strengthening the infrastructure and processes that underpin their long-term growth.

Seamless Supporter Experience



Supporters experienced a smooth transition with minimal disruption to their regular gifts. Any potential confusion around payment migration was mitigated, ensuring confidence and continuity among the donor base.

Successful Donor Recruitment



The summer campaign successfully recruited new regular donors, expanding the organisation's supporter base and providing a stronger, more predictable income stream to fund investigative journalism.

Stronger Digital Foundation



Declassified UK emerged with a more stable, flexible digital infrastructure, capable of supporting future campaigns and giving the team the confidence to scale their fundraising efforts without compromising editorial independence.

TESTIMONIAL

"Actually Data Analytics took on the incredible challenge of implementing new systems for data transfer, supporting Engaging Networks in upgrading their platform, and supporting me in my learning journey - which would have felt impossible without them. ADA were able to clearly understand the maze of processes we had implemented at the time, unpick, streamline and transfer all that over to our new platform with Engaging Networks."

"From the data transfer itself, to the design of pages, assistance with reporting and general moral support for what felt like a gargantuan task - Ant and Carl were by our side the whole way through."

- Vicki Thomas, Head of Communications



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