

GIVESAVES WORKSHOP



CHALLENGE

Charity Supporter Care teams regularly receive phone calls from donors looking to cancel their ongoing financial support.

In a world of competing priorities, there are many reasons why a donor may wish to cancel, perhaps they feel disconnected or have lost touch with what inspired them to donate in the first place, or financial pressures require the donor to reduce their outgoings.

It is absolutely possible, with the right training and support, for your Supporter Care team to reconnect with these donors to reinspire them to continue their support, or offer them alternatives to cancelling their gift outright, thereby 'saving' them as a supporter.



SOLUTION

Senior members of the GiveTel Coaching team will spend time with your Supporter Care team, listening to and observing their current approach to handling these inbound calls. Our experts will then lead a two-day 'Savings' Skills Workshop, focusing on engagement, rapport, inspiration, thanking, complaint resolution, objection handling, and other key areas of phone negotiation skills.

By the end of the two days, your Supporter Care team will have acquired or refreshed these key skills and techniques, a renewed sense of confidence, improving outcomes for your team and cause with a measurable increase in saved donations. Not only is this a valuable investment in the skills development of your team, but the saved donations and reinspired supporters will provide a positive ROI in the Saves Skills Workshop.

RESULT

We have run these workshops for several Australian charities, including Cancer Council NSW and Greenpeace Australia Pacific with teams of 5 to 25. The post-workshop feedback from participants has been extremely positive, with 5 out of 5 ratings for course content, delivery, and value for money.

And most important of all, saves rates improved, with one charity reporting a 75% improvement in their save rate compared to their pre-workshop levels.



My team completed this course which focused on enabling our supporter services team to save regular gift cancellation calls through the use of various objection-handling techniques. The content was tailored to the needs of the team and will make a tremendous difference to how we manage these calls in future.

We have already seen a measurable improvement in the number of gifts being saved, so that alone makes the course excellent value for money. Would highly recommend!

Will, NSW Supporter Service Manager, Cancer Council NSW