

GIVETHANKYOU

givetel
every call counts



LEMONTREE



CHALLENGE

In a time of uncertainty due to the severe impacts of the pandemic and the economic aftermath, and with acquisition costs increasing, many charities redirected focus to retaining their active donor base. More than ever, retention has played a significant role in the viability of our programs, mainly due to the lack of consistency in the acquisition space and the reduction of high-volume donor acquisition channels such as face-to-face. The challenge presented to WAP and GiveTel was to improve retention for regular monthly donors whose propensity to cancel wasn't subject to be predicted.... Until now.

SOLUTION

We worked with World Animal Protection and Lemontree, using Lemontree modelling to identify supporters that were 'at risk' of cancelling their regular monthly gift.

Over a 12-month test period, we attempted to contact 300 'at risk' supporters each month, to thank them for their support and let them know how their donations were making a real difference to the welfare of animals around the world. After several call attempts, we would leave a thank you voicemail message, or send a thank you SMS. At the same time, 300 additional 'at risk' supporters were placed into a control group, with no contact attempt.

RESULT

We thanked, via call or voicemail, 90% of the at-risk supporters. We thanked a further 4% of the data via SMS. After 6 months, the attrition rate of these supporters was 16.1%, compared to the control group of at-risk supporters (not thanked) at 36.3%. Extrapolating to 1,000 at-risk RGs, we would be saving 200 RGs as a direct result of the retention campaign. With a 12-month average income of \$300 per RG, that 200 saved RGs should generate \$60,000 12-month income. The contact element of the campaign being \$8,000, that provides a remarkable 7.5 times positive ROI.



We've been working in partnership with GiveTel on various fundraising campaigns since 2011. GiveTel has always provided a first class service to both our donors and fundraising staff. The results we've achieved together reflect this. Planning, development, tracking, and assessment of results have always been diligent. Flexibility in adapting to different campaign needs has always been forthcoming. GiveTel continues to be a valuable partner.

Joel Brown, World Animal Protection Australia

AT A GLANCE

Challenge

- Identify 'at-risk' donors
- Reduce attrition
- Improve donor experience and connection to charity

Result

- **Over 50%** reduction in attrition
- **7.5** times ROI