

GIVEWELCOME



CHALLENGE

F2F fundraising is still the number one regular donor recruitment channel for many charities in Australia.

The Welcome/Verification process post-F2F sign-up is a very important part of the donor onboarding journey, and yet charity program managers are generally not provided with effective tools to monitor it.

Unqualified call centres, agents without experience, and lack of visibility are some of the factors that drive high attrition from month zero due to misleading communication between the fundraiser and the donor, lack of understanding of what it means to be a committed regular donor, and gaps between what the charity wants to communicate and what kind of information the donor receives from the fundraiser.

SOLUTION

As part of our portfolio as a tele-fundraising agency, GiveTel carries out new RG welcome calls, and we have identified this issue in the F2F sector. We reactivate, upgrade, thank, and update many supporters whose data has been previously captured by a F2F fundraiser. But there's a missing piece of the puzzle that would complete the optimum donor journey for a F2F Regular Giver: The Verification Call. GiveTel can conduct the Verification and Welcome call to those donors who are recruited by F2F agencies. The F2F fundraiser has F2F conversations with the donors. Then the TM Specialist continues that conversation over the phone, ensuring that you use the most important filter efficiently. Our approach as an impartial third party is to ensure that the donor is fully informed and fully committed in their support. Therefore boosting retention from the very moment a new donor signs up to your cause.

AT A GLANCE

Challenge

- Improve donor experience
- Streamline onboarding journey
- Single point of verification with impartial third party

Result

- **Improve retention** from the moment of sign up
- Confirm donor is informed of the long term gift (**94.25%**)
- A strong and ongoing **partnership** between charity and agencies.

RESULT

Agency	Penetrated Donors	Terminated	Terminated %	Informed Of LTG	Informed %	F2F Fundraiser Rating 0-10	Ratings Provided
A	611	24	3.93%	183	91.04%	9.53	184
B	977	43	4.40%	255	94.44%	9.55	246
C	4463	84	1.88%	1446	97.90%	9.55	1374
D	478	15	3.14%	150	93.17%	9.72	156
E	594	74	8.00%	195	76.17%	9.31	238
Total	7,123	166	2.33%	2,229	94.25%	9.54	2,198