

# GIVECONVERSION

Are you looking for alternate sources of income for your programs this year?

Check out these results for one of our charity partners who we helped reactivate lapsed donors and convert their cash donors to regular donors.



## AT A GLANCE...

### Your Challenge

- Convert SGs to RGs and Reactivate Lapsed donors
- Train a fundraising team on complex legal cases
- Acknowledging cost of living increases

### Our Solution

- Find alternate sources to increase program income
- Segmentation to boost results across each campaign type by engaging with existing supporters

Reactivating lapsed donors and converting single givers to regular donors are not only viable alternative sources of income to RG lead conversion, but a vital and necessary activity for all charities. Ensuring you have a donor-centric and smooth process from onboarding, engagement, through to a declined payment and then reactivation is crucial to ensure continued growth for your RG program.

Environmental Defenders Office knew that they had a loyal and engaged supporter base but wanted to maximise their potential for generating donations. Phone/TM had not been regularly used as a channel to communicate with supporters or for fundraising. Supporters who's regular gifts had lapsed were not being reactivated and single donors not regularly invited to become regular givers. A TM agency partner was needed to assist with strategic development, data analysis and campaign delivery.

## OUR RESULTS...

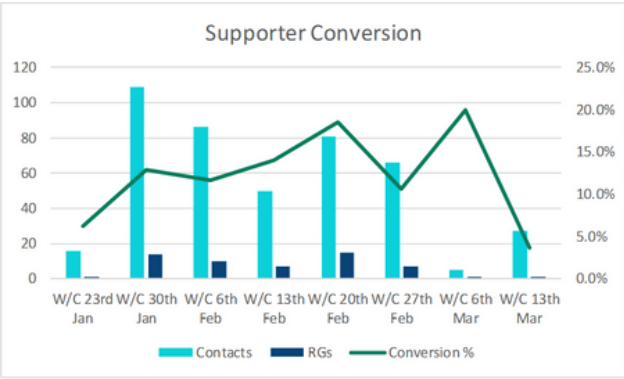
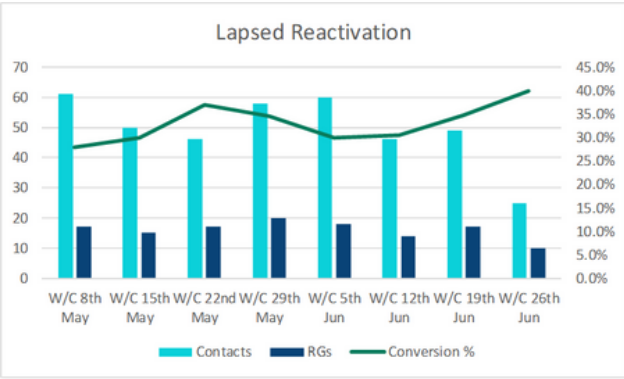
- Exceeded all KPIs across both programs run to date
- Extremely engaged supporters and excellent conversations with the fundraising team
- More campaigns planned for the near future

**If you're planning your 2024-25 programs and want to run a test with confidence, get in touch today.**

EDO and GiveTel worked together to identify a program of campaigns to run, starting with Cash to RG following the Summer Appeal, followed by RG Reactivation, then RG Acquisition and Upgrades.

GiveTel's data team reviewed EDO's supporter data and provided recommendations for segments and exclusions. As the database contained very little previous call history or campaign results, we set conservative KPIs using industry benchmarks.

GiveTel coaches and callers were carefully selected and thoroughly trained to ensure they understood the complex nature of EDO's work and were well briefed on recent wins, and ongoing court cases.



Both campaigns performed beyond all expectations, especially given the challenging economic environment, with supporters happy to hear from EDO and keen to donate.

The **Supporter Conversion** (Cash to RG) campaign delivered a **44% Contact Rate**, **12.7% conversion rate** (7% KPI) and 56 new Regular Givers from 440 contacts with a first year ROI of 1.78 and CPA \$148.08.

The **Lapsed Reactivation** campaign saw a massive **70.1% contact rate**, with **32.4% conversion rate** (12% KPI) and a \$28.70 average gift. ROI was 5.79 and CPA \$59.43

Great results so far, and next up is another round of post tax appeal Supporter Conversion calling, and possibly 2-step lead conversion.

SEE THE GIVETEL DIFFERENCE

Scan the QR code to visit our website and see all of our case studies including Acquisition, Data security, Reactivation, Retention, and more...

Get in touch today to share your goals for 2024-25. We'd love to be a part of your team.