

GIVEREACTIVATION

Do you want to kickstart growth for your RG program, but you're concerned about rising CPA for traditional lead conversion?

Check out these results for 6 of our charity partners who we helped reactivate 730+ lapsed donors.



AT A GLANCE...

Your Challenge

- Finding an alternative to lead conversion to boost revenue
- How to make the best use of your existing database of supporters

Our Solution

- A much lower CPA vs. lead conversion
- A tailored approach to reinspire and reactivate supporters
- Reducing

Over recent years, we've seen cost per acquisition (CPA) rise across several new RG acquisition channels. Combined with the continued cost of living challenges across Australia, it's now more important than ever to focus on retention, engagement and reactivation of your existing supporter base.

This is not only a viable alternative source 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.

90%

of Regular Giving income came from retained and reactivated donors in 2022.

The Benchmarking Project

OUR RESULTS...

- 733 supporters reactivated their regular gift
- Average CPA of \$121.56 vs. \$500+ for lead conversion
- Average income of \$35k per batch across the next 12 months

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

We looked at results from a calling period between September 2022 to February 2024 across six of our charity partners. Supporters experienced great economic uncertainty during this period, however, these results show the real impact that focusing on your existing supporters can have.

Your lapsed supporters may now be in a better financial situation than they were some years ago. Re-engaging with this cohort is a cost effective alternative to new lead acquisition.

Charity	CR %	Ave Gift	Conv. KPI	Actual	12m ROI	CPA
Charity A	48%	\$24.90	15.0%	18.0%	3.06	\$98.02
Charity B	45%	\$20.00	10.0%	10.0%	1.43	\$168.55
Charity C	46%	\$22.60	11.0%	11.8%	1.88	\$144.14
Charity D	54%	\$23.33	16.0%	16.6%	2.70	\$105.45
Charity E	38%	\$24.50	12.0%	14.2%	2.55	\$120.00
Charity F	70%	\$28.70	12.0%	32.4%	6.00	\$57.23
Average	38%	\$23.55	12.7%	14.2%	2.38	\$121.56

No matter the method of selecting your cohort of donors for reactivation calling, it's important to consider what comms touch points your supporters have received in the last 6+ months and what can be improved to reduce attrition in the first place:

- How often have you thanked your supporters (with and without a financial ask)?
- What happens when their debit declines? Can you text your supporters?
- Does their current amount, frequency and debit date suit their pay schedule?
- Are they still connected to the cause, or could their regular comms be tailored and tested?

In addition to your chosen method to select donors most likely to reactivate, when running a campaign with us, we recommend providing all possible records, including any ranking or scoring. We will run our own analysis on your data to recommend which segments to keep, exclude or test.

If you provide scores or ranking such as Dataro, this can be particularly useful during our active calling to monitor performance by segment and boost the final result of each campaign.



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.