

On the blower - retaining your supporters through calls



Thursday 21st May

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The impact of good stewardship



Why bother?



Why bother?

Most fundraising income comes from existing supporters

80% of supporters make their second donation, based upon their first experience

It costs 5-10 times more to acquire a new donor, than to retain an existing one





Your acquisition campaign

Your stewardship

Your supporters



Stewardship types

Mass

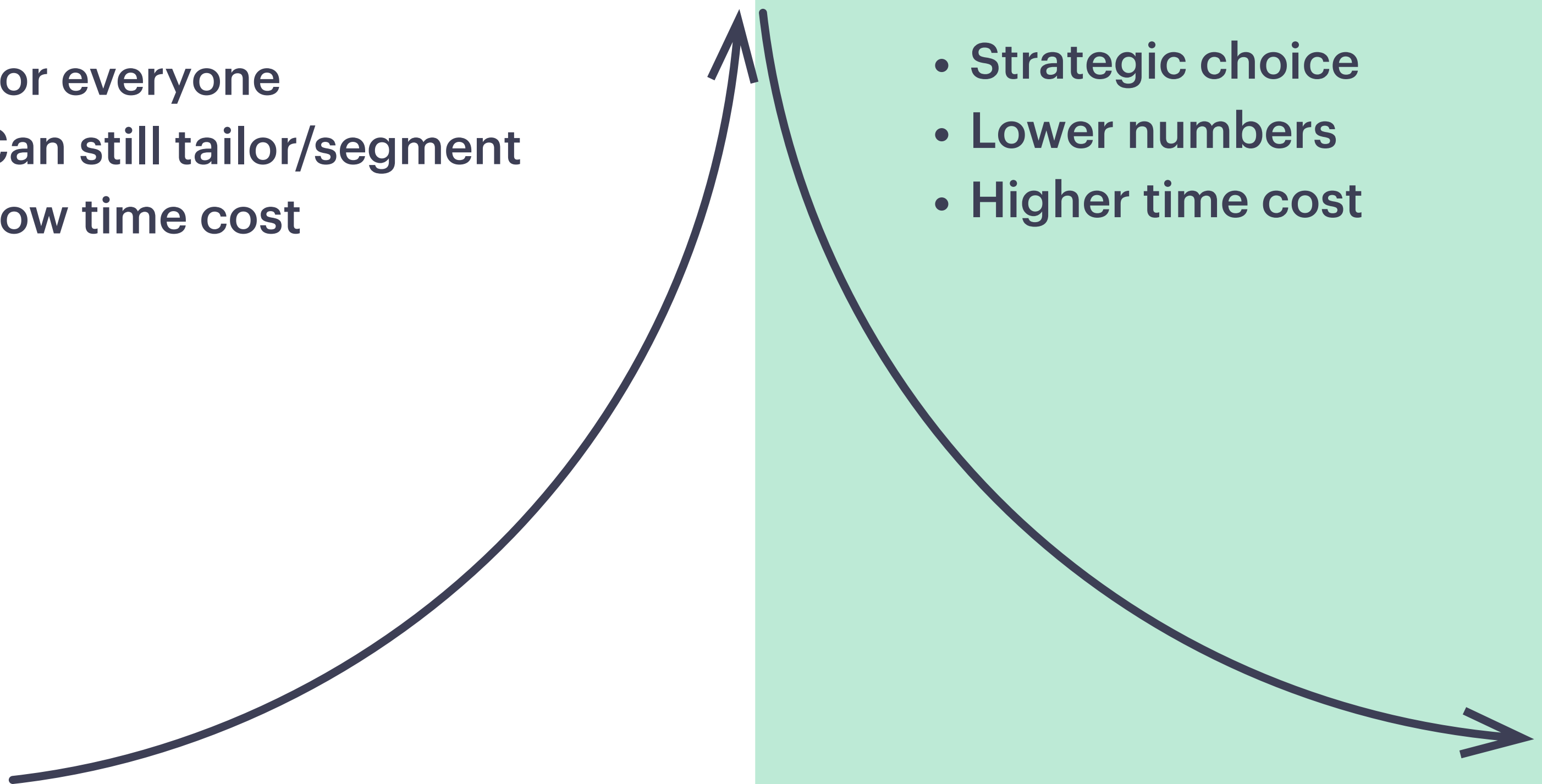
- For everyone
- Can still tailor/segment
- Low time cost

Bespoke

- Strategic choice
- Lower numbers
- Higher time cost

Less time covering more people

More time covering less people



Typical stewardship post-donation:

- Thank you letter/email
- Monthly newsletter
- Regular asks

Donors are 400% more likely to donate again if thanked within the first 48 hours



Consider building in:

- Segmentation
- Multi channel
- Dedicated contact
- Additional “thank you”/relationship building touch points
- Targeted/strategic next ask (the value of this can inform number of touch points)



Why phone calls?



Introducing calls into supporter stewardship

Supporter centred calls in addition to your normal supporter journey can:

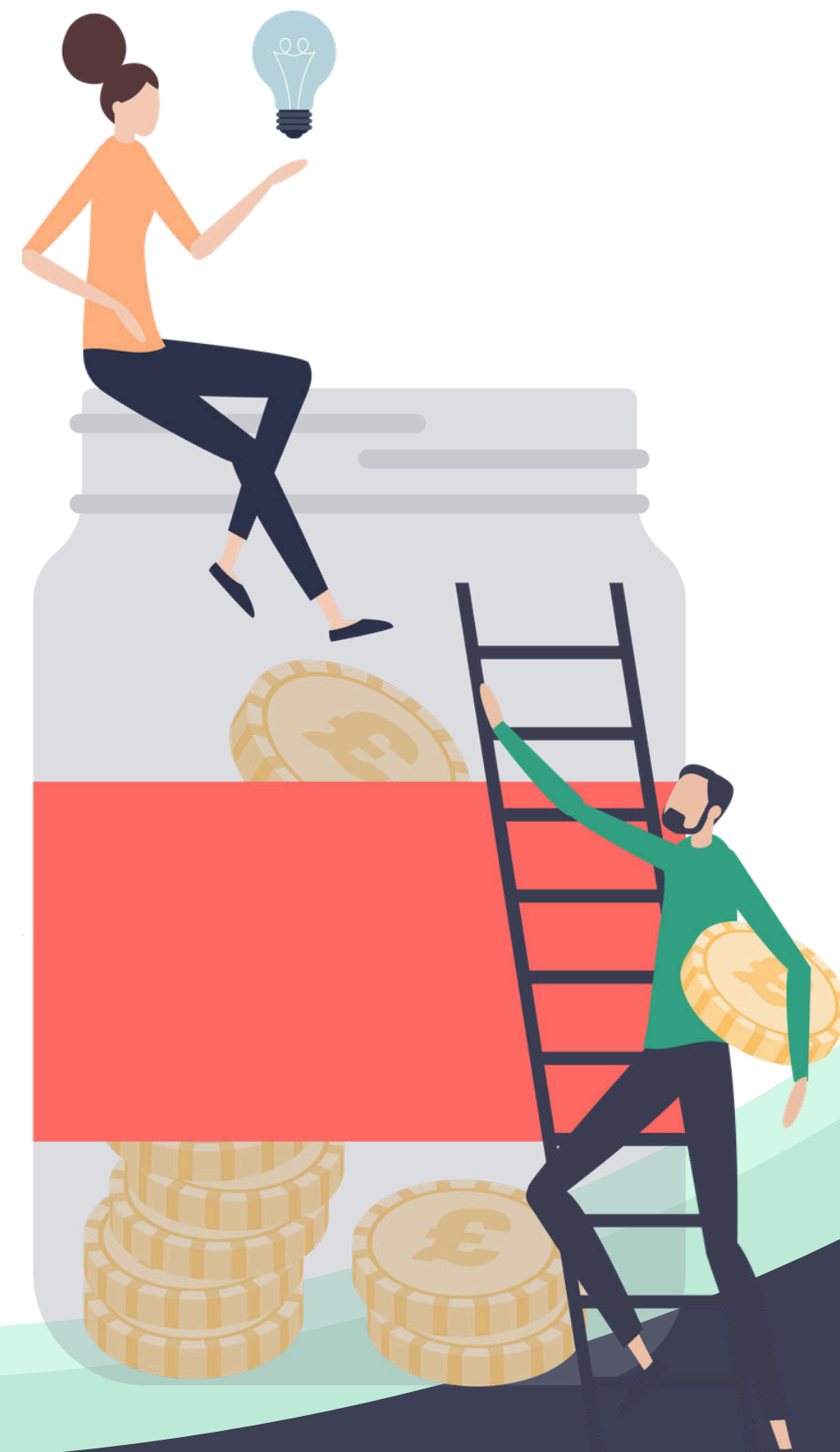
- Increase donor retention
- Strengthen emotional connection
- Improve life time value



Case study one:

Thistle Foundation (Scotland)

- 2,000 regular givers split into A/B test
- A - thank you call
- B - no call
- Outcome?



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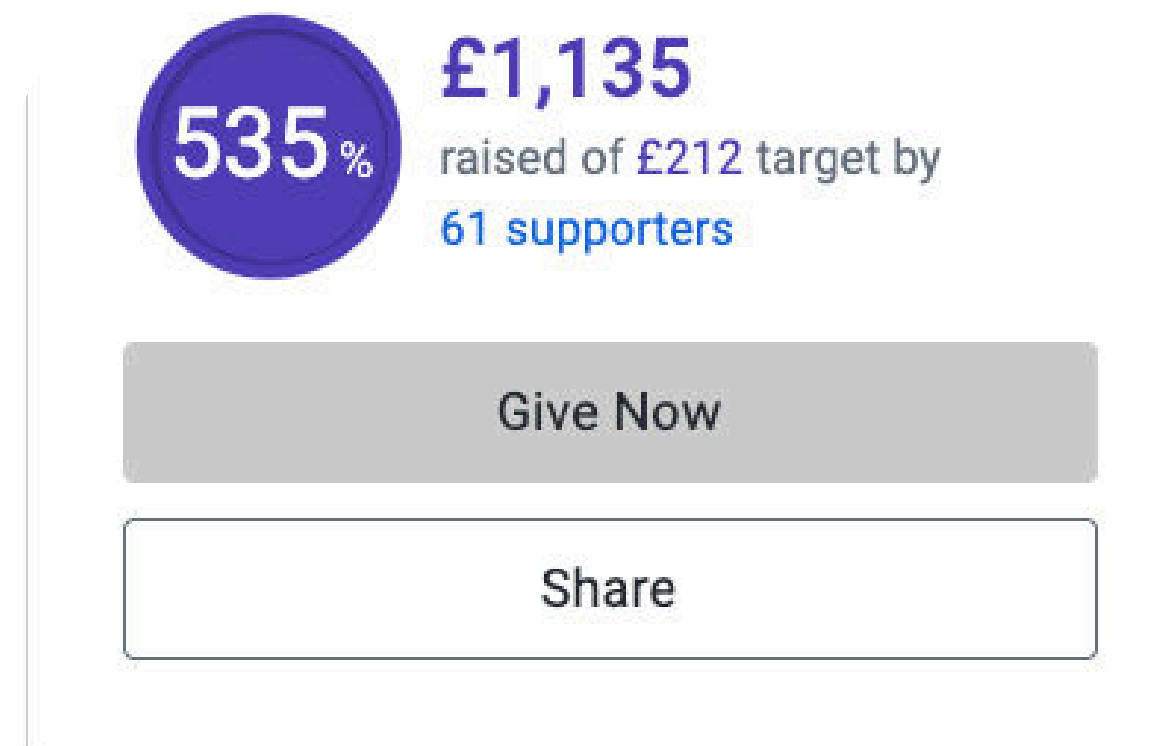


41%

Case study two:


Pancreatic Cancer UK/Social AF

- Called all active fundraisers (£1+) at the mid point of their November virtual challenge
- 16 minute call - helped update JG page
- Fundraiser increased from £175 up to £645 in under 24 hours



100 Miles in November 2025
Campaign by Pancreatic Cancer UK (RCN 1112708)

Join our incredible team and complete 100 Miles to
raise vital awareness and funds to bring more than



**Tips to make the
most of your calls**



Strategic tips

- Be strategic about who you call (and when)
- Decide upon call outcomes
- Assign a dedicated contact
- Create a roadmap (not a script) of what you want to mention
- Let supporters know you'll be calling
- Time of day matters
- Make two call attempts - 48-72 hours apart
- Voicemail 1 will be different to voicemail 2

We saw a 32% increase in answer rates when supporters were expecting our call



Practical tips

- Do your research
- Start with a thank you and follow up with a question
- Listen and give space for the supporter to talk
- Be yourself (remember, no scripts)
- Don't panic

You have five
seconds to build
trust



What we've covered

- Impact of good stewardship
- Why phone calls?
- Tips for your calls



Key takeaways

- It's cheaper to retain than to recruit
- Weave in supporter centred calls between asks
- Take a planned/strategic approach
- Roadmaps, not scripts



Thank you.

If you have any questions or would like to chat:



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