

On the blower - retaining your supporters through calls

Thursday 21st May

| Presented by Helen Alderson



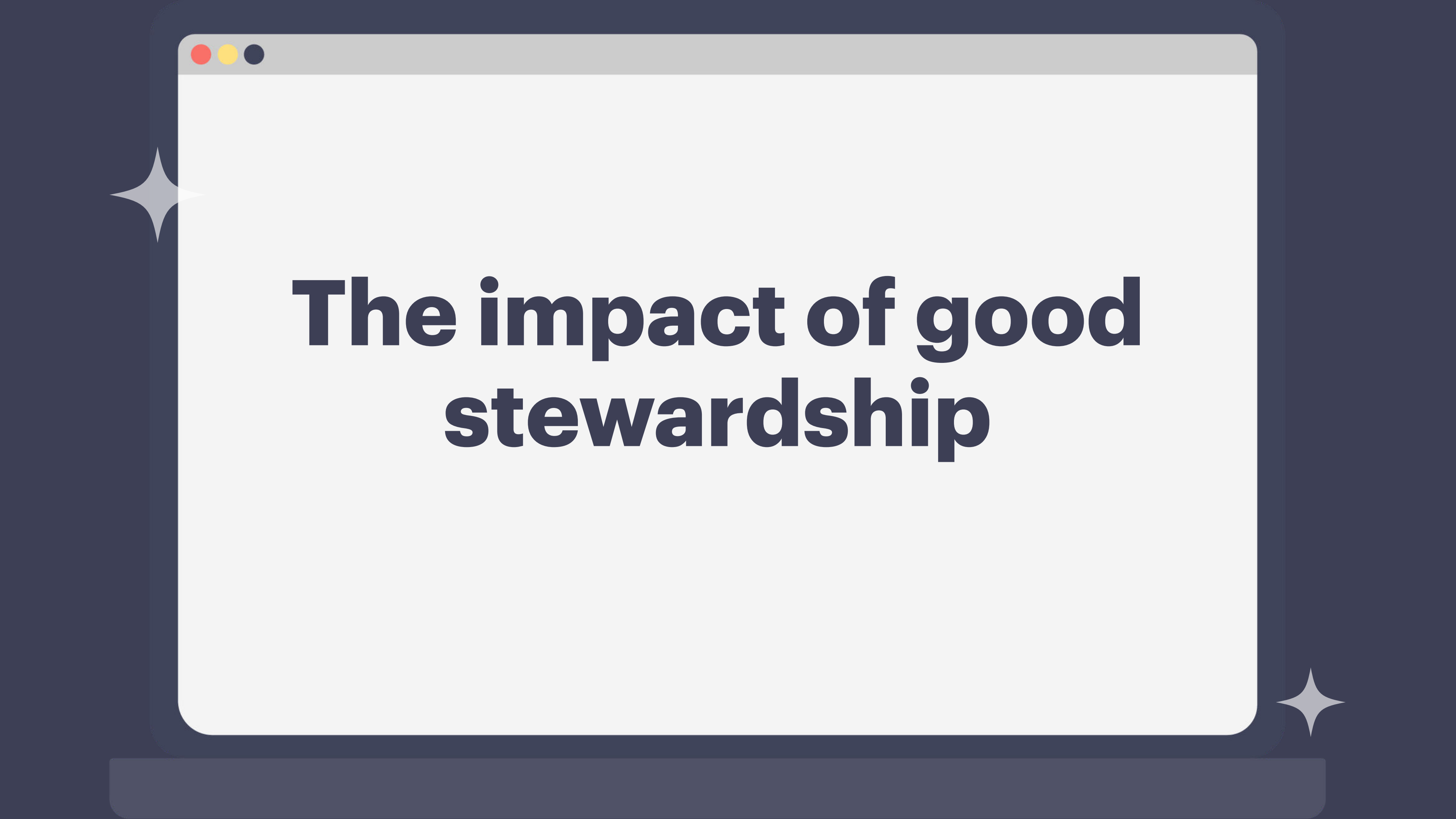
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The impact of good stewardship

Why bother?



Why bother?

Most fundraising income comes from existing supporters

??% 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



Why bother?

Most fundraising income comes from existing supporters

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

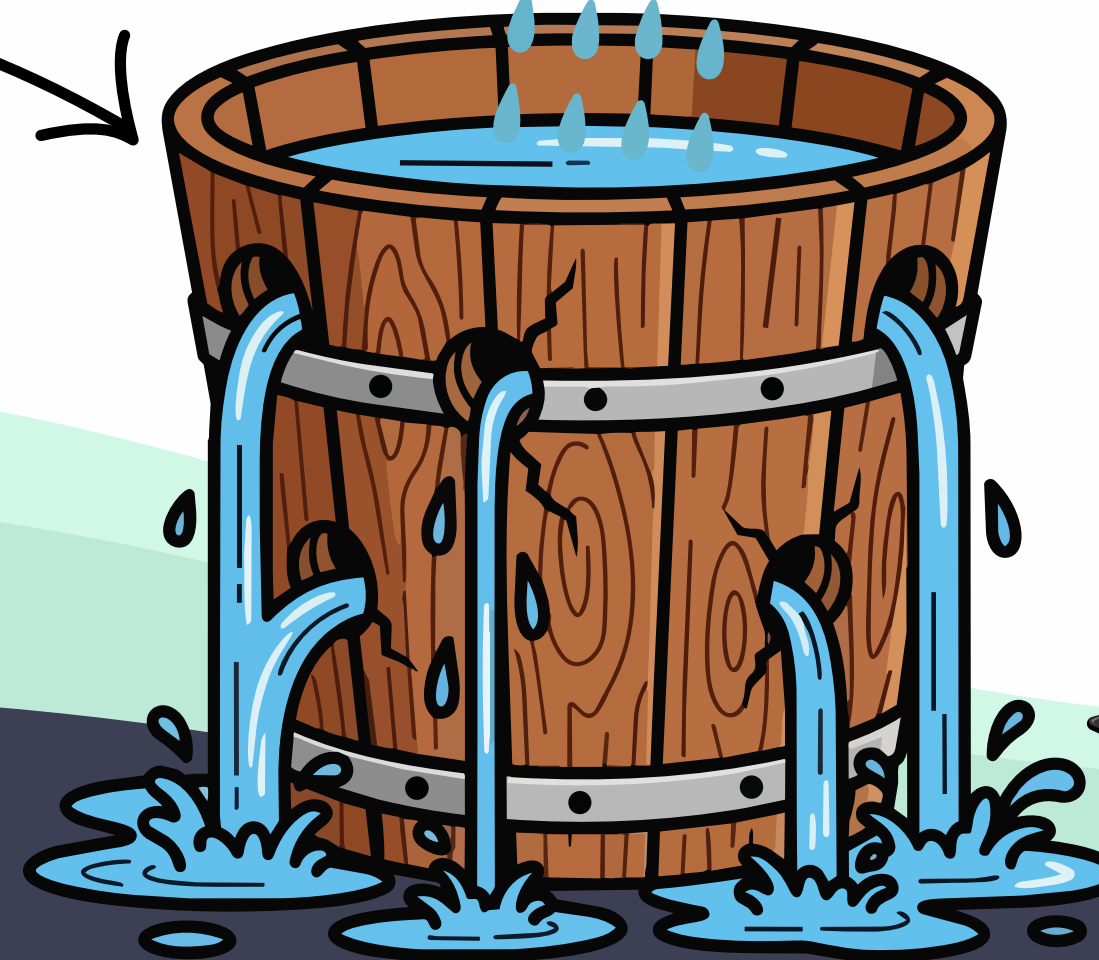
It costs 5-10 times more to acquire a new donor, than to retain an existing one





Your acquisition campaign

Your stewardship



Your supporters

Stewardship types

Mass

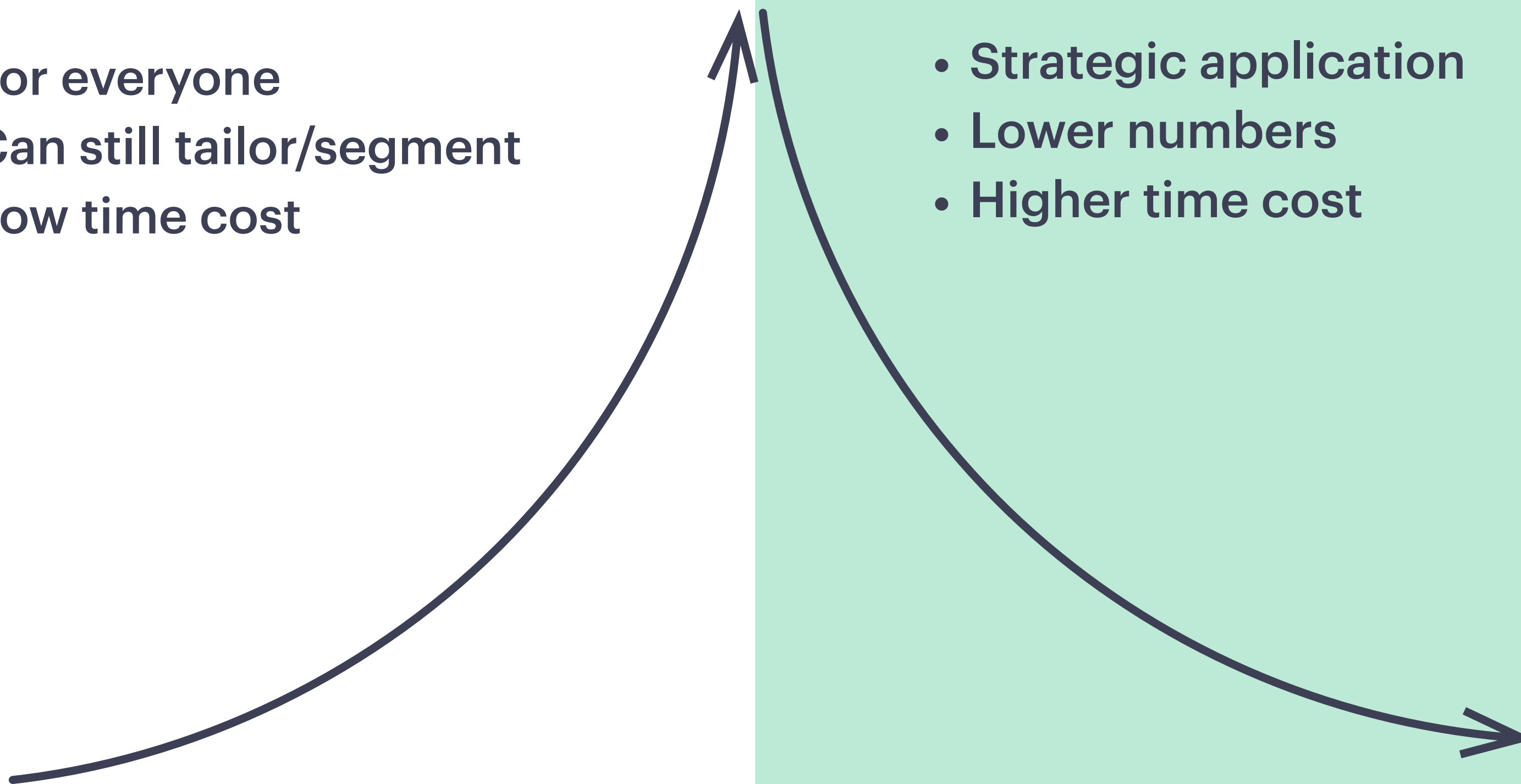
- For everyone
- Can still tailor/segment
- Low time cost

Bespoke

- Strategic application
- 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 ? times more likely to donate again if thanked within the first 48 hours



Typical stewardship post-donation:

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Donors are four times 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



Who should we (realistically) be calling?

Our chat says:

- London marathon/challenge events
- Likely lapsed
- Regular donors
- Small amounts but regularly
- Low fundraisers
- Connected to the cause
- New donors
- Older supporters/don't have access to email
- Legacy
- Long term cash donors
- In mem
- Community frs/do your own
- Volunteers
- Lottery
- Responded to appeal but haven't engaged since



Case study one:

Thistle Foundation (Scotland)

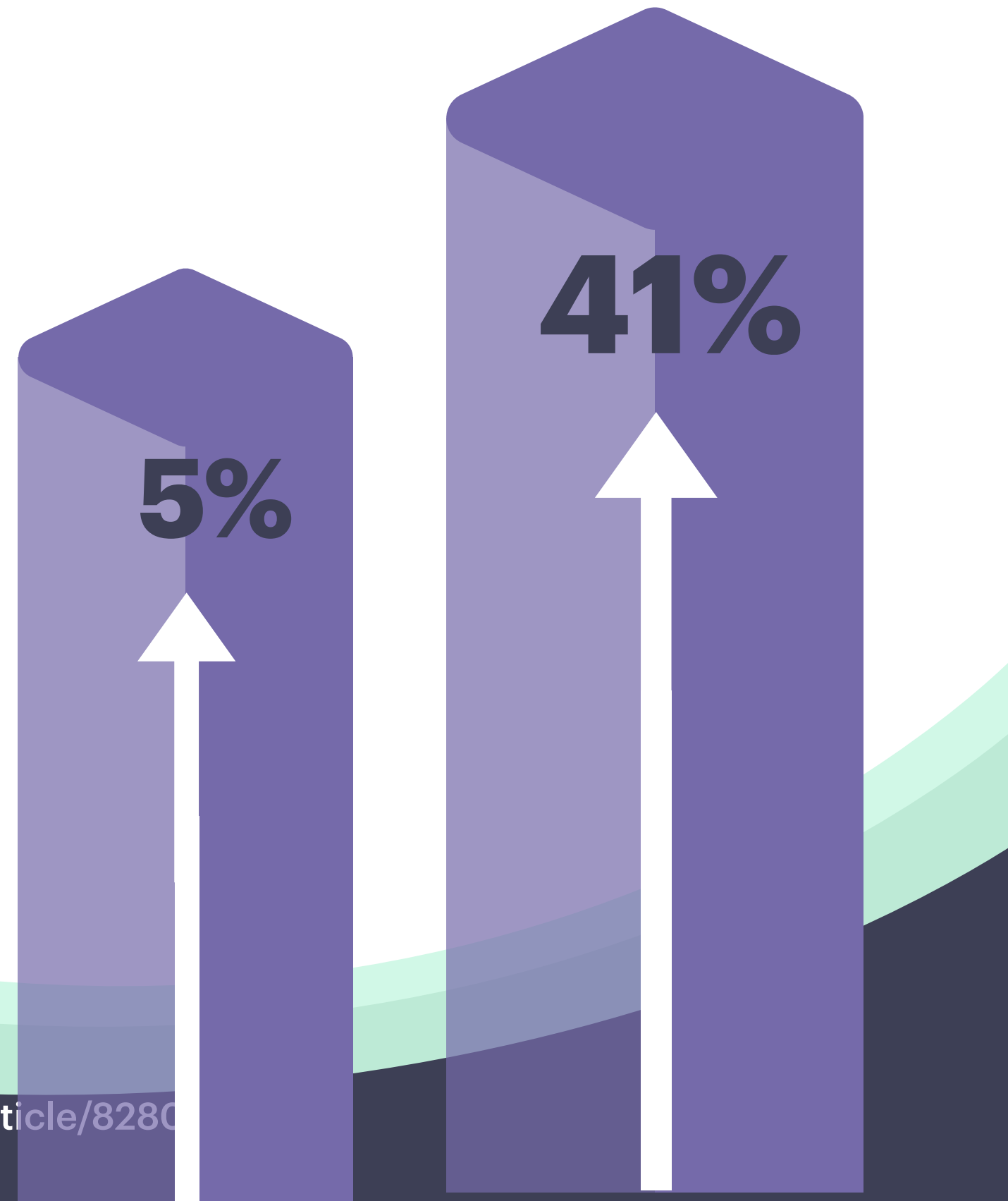
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- A - thank you call
- B - no call
- Follow up ask to increase regular donation
- Outcome?



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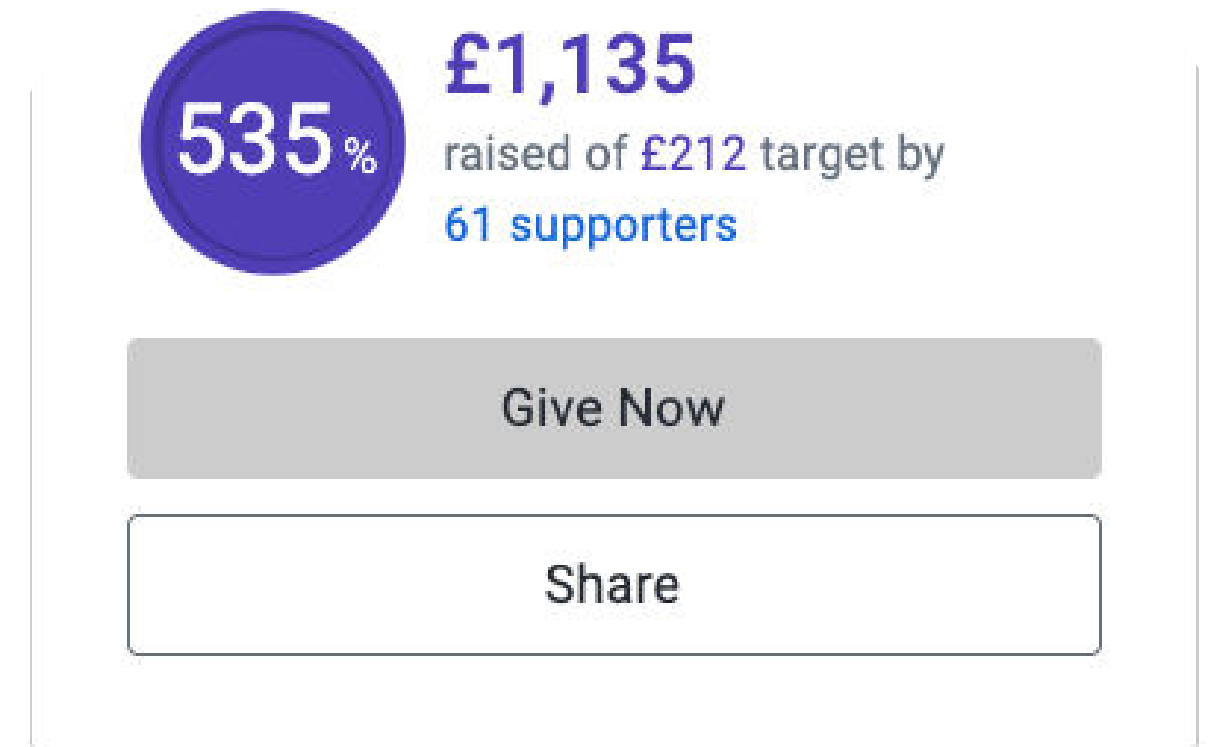
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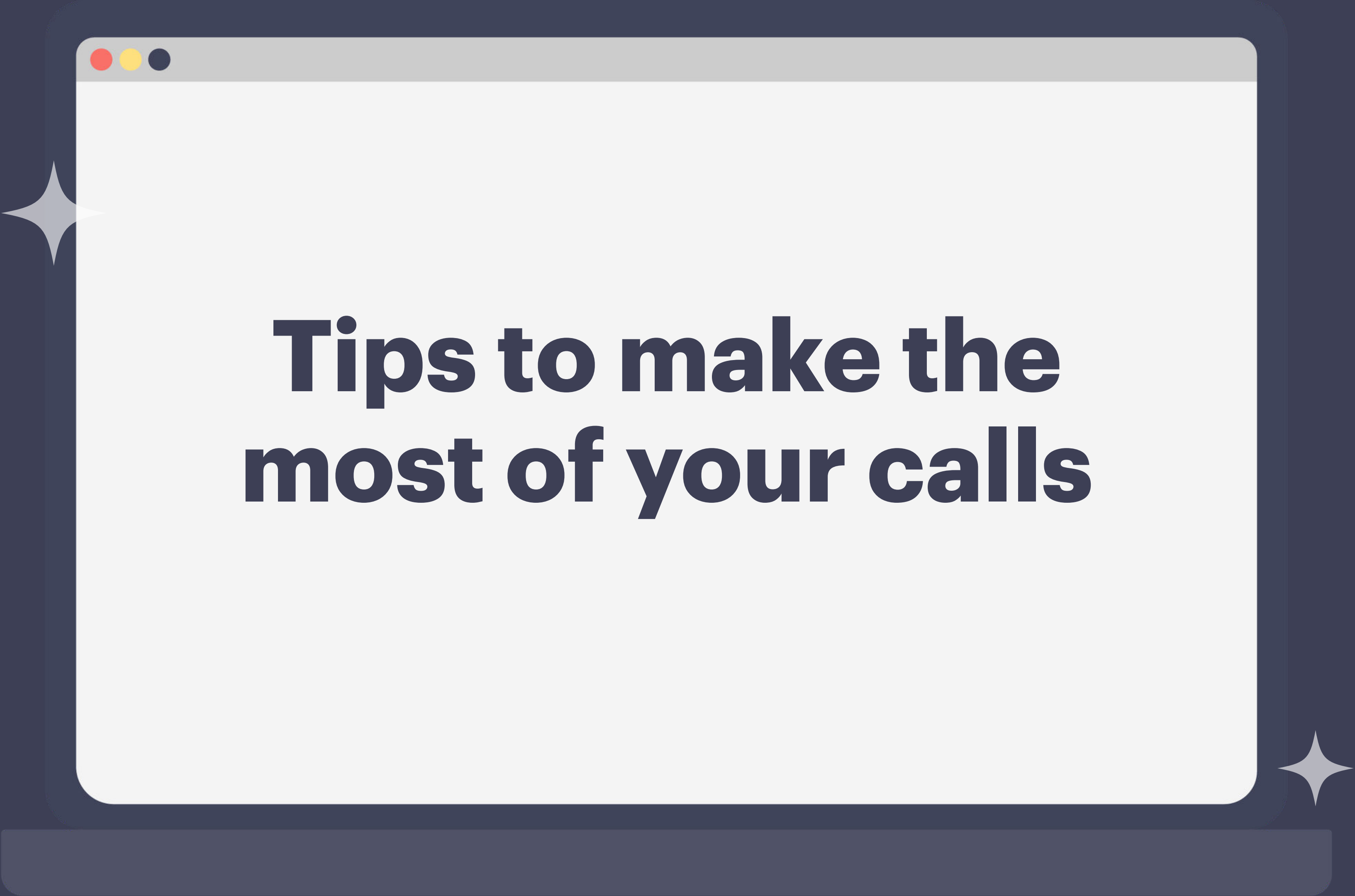
Case study two:

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



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

You have five
seconds to build
trust

- 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)
- Prepare so you know a lot, but don't panic if you don't know everything



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
- Thank fast!
- 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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