How to revive a value exchange product

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What we'll cover today

- What is value exchange (valex)
- How valex used to work at Christian Aid
- The decision to refresh a previous best performer
- What we changed
- Key learnings
- The future...

What is value exchange?

Valex = a freebie in exchange for a chat about who we are, what we do and the power of a regular gift.

Social media ad with lead generation form

Call with telemarketing agency to arrange product delivery & convert to regular giving

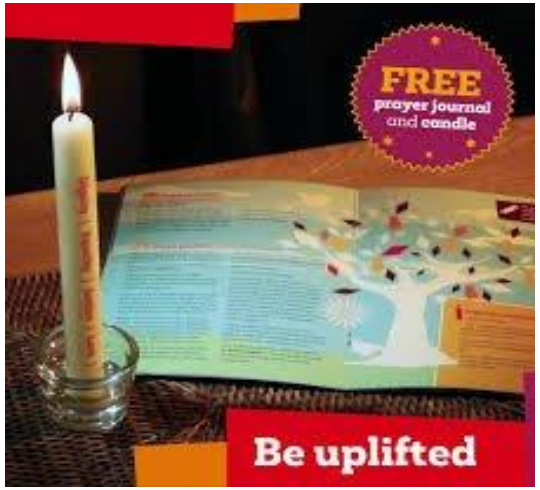
Onward stewardship journey, depending on call outcome

Valex at Christian Aid

Before:

- Always on
- Drove majority of RG volume for several years
- Tested a range of products; best performer was the **adult prayer journal**
- During FY25, we noticed a decline in ROI and high attrition

It was time for a rethink…



At a cross roads

For FY26, our strategy needed to change

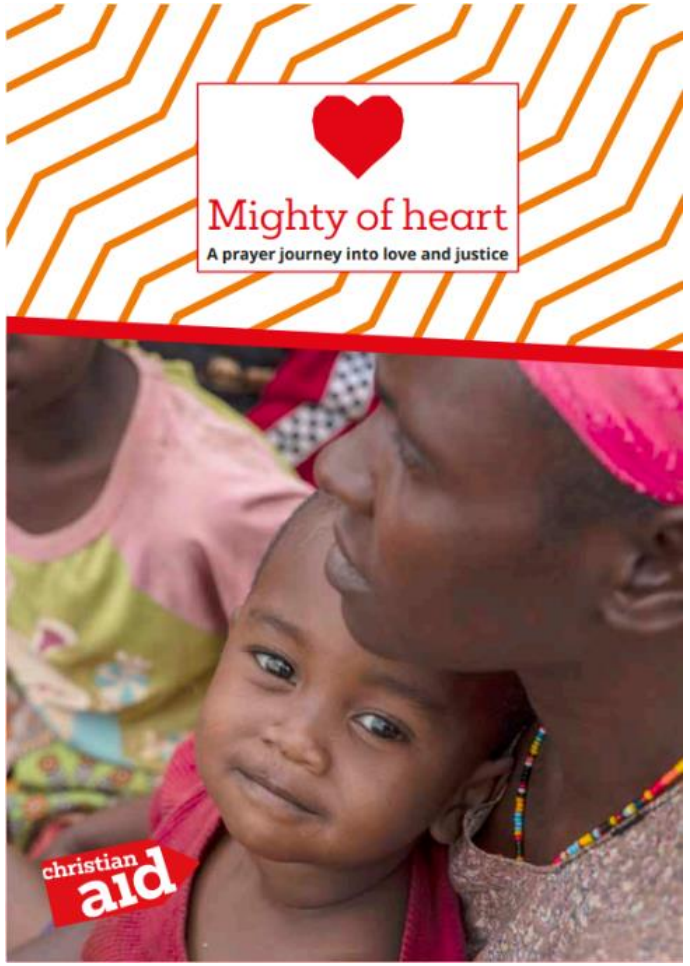
- We were now investing more in other channels
- Limited testing with a new product (greeting cards) didn't generate the ROI or CPA needed to be sustainable

We had two options:

A. Do we invest in another new product test?

B. **Or do we revisit a best performing product with a fresh approach?**

Original artwork (2021)



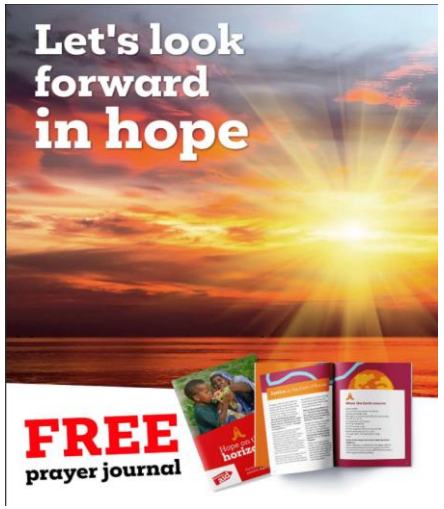
The journal refresh – why?

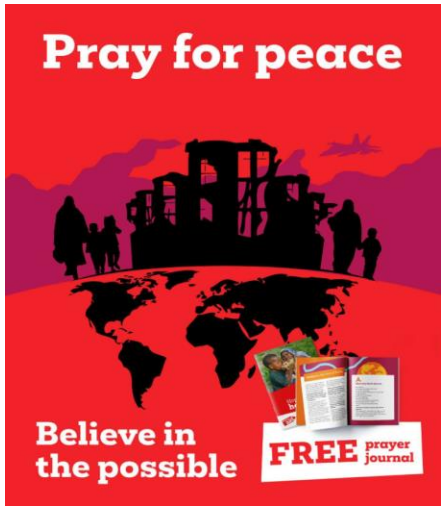
- **Remained a strong proposition:**
  - The journal remained popular and continued to attract new supporters who tended to be within our target Christian audiences
- **Avoid audience fatigue:**
  - We could refresh the look and feel so the product stayed engaging and relevant
- **Update the content:**
  - We could introduce new case studies, prayers and reflections to develop a value-based connection with new supporters
- **Strengthen the message:**
  - Bring our new fundraising proposition *Believe in the Possible* into our valex work

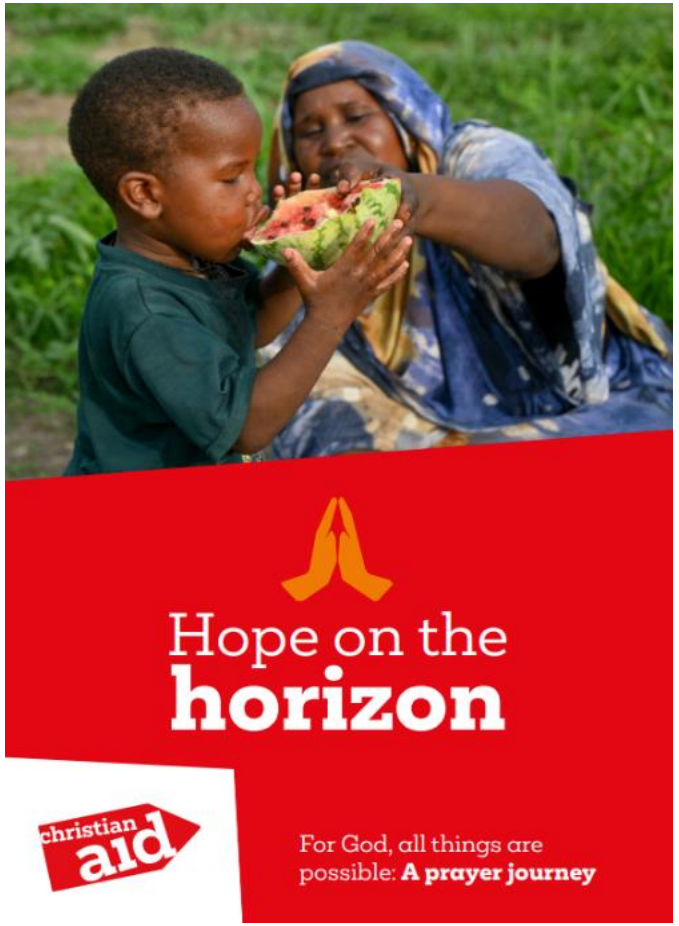
The New Year test (January 2026)

- **Product:**
  - A refreshed version of the Adult Prayer Journal
- **Seasonal bursts:**
  - A more strategic approach to campaign timings
- **Creative:**
  - A focus on hope, personal prayer and seasonal messaging
- **New audience targeting:**
  - CRM lookalikes, Advantage+, interests and postcode targeting

Updated version







The results are in...

	Leads	Contacts	DD sign ups	Conversion %
Target	8,000	3,000	120	4
Actual	5,552	2,534	**154**	**6.1**

Despite the lower than expected leads and contacts, the strong conversion rate meant we exceeded our new regular donor target.

We also saw a strong average gift on this campaign.

Key learnings

- **Keep the proposition simple:**
  - The journal works without needing extra products
- **Front-load media budget:**
  - The first 1–2 weeks delivered the strongest lead efficiency
- **Make creative seasonal:**
  - The strongest message changes depending on the time of year
- **Optimise the whole funnel:**
  - Quicker calling and closer media/telemarketing agency alignment should improve RG conversion
- **Stronger audience targeting:**
  - CRM lookalikes were one of the most efficient audience sources

The spring test (April 2026)

	Leads	Contacts	DD sign ups	Conversion %
Target	3,000	1,400	70	5
Actual	3,203	1,170	**85**	**7.3**

The future...

- **Next burst planned for New Years 2027 (look out for the ads across Meta!)**
- **Exploring more ways we can get value out of such a lovely product in other areas of IG, such as stewardship, without impacting its strength as an acquisition tool**
- **Considering other moments of the year when the product could work, e.g., Mother's Day? Easter?**
- **Tracking attrition rates and long term ROI to assess the strength of the programme**

To refresh or to reinvent?

Something to reflect on with your team:

Are there any previous campaigns that worked well in the past that might need to be reconsidered in the context of your wider IG programme today?

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