

A photograph of a woman with dark skin and short black hair, smiling and holding a young child. They are standing in front of a rustic wooden fence made of vertical and horizontal logs. The woman is wearing a colorful patterned top, and the child is wearing a yellow patterned shirt. The background shows some green foliage.

How to revive a value exchange product

Sophie Lamont
Individual Giving Acquisition Officer

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)

Christian Aid Sponsored

In these confusing times, remind yourself what really matters. Use our free prayer journal and candle to inspire you.



Light your way forward

FREE prayer journal and candle

CHRISTIANAID.ORG.UK
Free prayer journal and candle
Discover the power of prayer

GET OFFER

Christian Aid Sponsored

As we move towards Easter, find inspiration in this free prayer journal, with reflections and activities to refresh your spirit.



Time for renewal

FREE prayer journal and candle

CHRISTIANAID.ORG.UK
Free prayer journal and candle
Discover the power of prayer

LEARN MORE

Christian Aid Sponsored

As Easter approaches, find renewal in prayer. Our free journal is filled with reflections and activities to guide you.



Start your prayer journey

FREE prayer journal and candle

CHRISTIANAID.ORG.UK
Free prayer journal and candle
Discover the power of prayer

GET OFFER



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?

