

GIVECONVERSION



CHALLENGE

This year is presenting new challenges for donor acquisition, particularly within the lead generation to regular giving space; the pandemic aftermath is pushing more organisations to recruit new donors in shorter periods of time using social media channels, increasing competition at a large scale.

In addition, with the current economic environment and the results from more traditional lead generation campaigns being impacted by cost-of-living pressures, sourcing qualified leads at a sustainable pace is essential.

This is why GiveTel is partnering with Royal Flying Doctor Service South East Section (RFDSSE) and The Fundraising Agency (TFA) to make this a reality.

SOLUTION

GiveTel was invited to join the RFDSSE and TFA in the planning, building, and execution of a TM acquisition campaign. We worked closely with both teams to craft a compelling call guide with strong engagement, a clear case for support, and urgency in the ask.

TFA designed multiple concept propositions that have provided the opportunity for ongoing testing while not risking the overall positive conversion throughout the campaign.

We tested different creative concepts targeting different audiences, including a value-exchange, quiz and social poll.



"We've had the pleasure of working with GiveTel for our 2-Step Regular Giving conversion campaign, and we couldn't be more impressed with their professionalism, responsiveness, and results. From the start, they have been easy to work with and have consistently met our campaign targets. We've found them to be incredibly adaptable to new campaigns and propositions, always flexible and open to feedback. Their successful calling has been crucial in helping us meet our targets, and their friendly and collaborative approach makes them a true pleasure to work with."

We highly recommend them as a telemarketing agency and look forward to continuing our partnership in the future".

Olga Nikitina, Acquisition Manager, Royal Flying Doctor Service South Eastern Section

AT A GLANCE

Challenge

- Sourcing qualified leads at a sustainable pace
- Acquiring new high-quality donors in increasingly competitive market
- Cost of living increases

Result

- Exceeded conversion at **7.8%** with **177 RGs** confirmed
- Exceeded average value target at **\$26.50**
- Grew a strong and ongoing **partnership** with TFA and RFDS

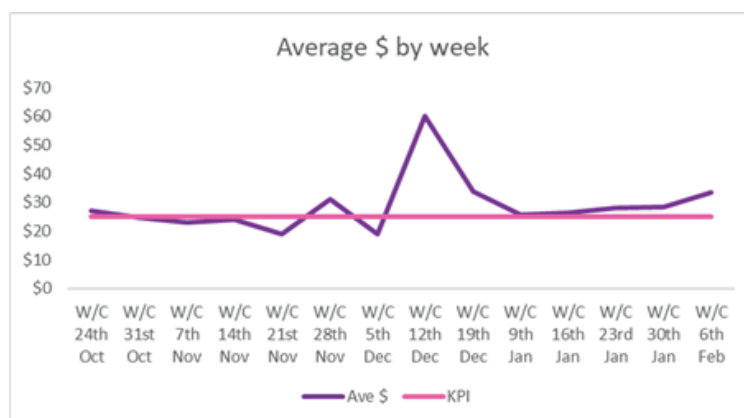
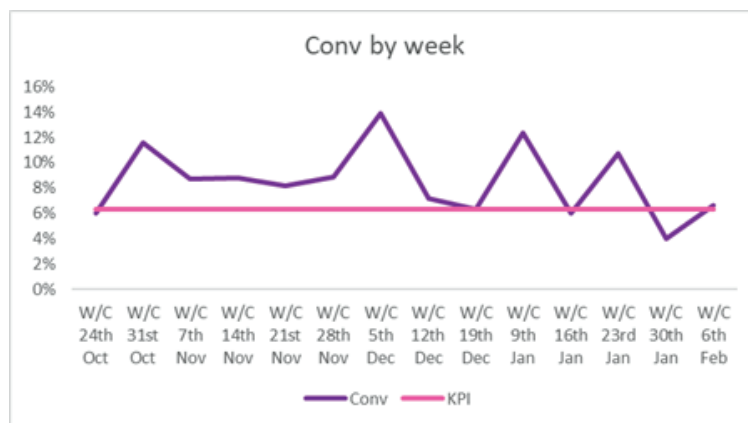
RESULT

The campaign commenced in September 2022 and is still active. Our goal was to maintain a healthy monthly gift average gift of \$25 and a conversion rate of 6.3%.

After an initial 4-week test period with modifications to the call guide and audience targeting, fundraisers delivered a consistent and strong conversion rate each week.

From 2,270 post-testing contacts, we have so far delivered 177 new regular givers, which translates to a very encouraging 7.8% conversion rate. The majority of contacts and RGs came from the val-ex creative execution that delivered an impressive 9% conversion, both results significantly over the conversion KPI.

The average value exceeded KPI, reaching \$26.50. The related 12-month ROI for the campaign so far is 0.8 and the CPA is \$425.



“Our industry friends at GiveTel have been great to work with on a 2-Step Regular Giving conversion campaign and I wouldn't hesitate to recommend them.

Enthusiastic, proactive, and capable project management along with accurate data handling and campaign reporting sets the scene. Consequently consistent, successful calling that hits campaign targets then makes the team an all-round pleasure to work with.”

Clarke Vincent, Director, The Fundraising Agency