

# GIVEREACTIVATION



## CHALLENGE

Find viable alternatives to RG lead conversion, using existing data pools to boost RG numbers by reinspiring lapsed supporters and securing commitment to recommence ongoing support.

We have combined the results from five separate lapsed RG reactivation campaigns, looking at a calling period from September '21 to June '22 to ascertain performance during a key period of great economic uncertainty.

## SOLUTION

GiveTel contacted a mix of actively cancelled and passively lapsed regular givers across a range of different causes. Our job was to engage and reinspire them by discussing their original motivation for supporting the charity, talking about recent projects and explaining the ongoing case for support.

## RESULT

Overall, campaign results have remained strong throughout FY22. Every single campaign exceeded the agreed conversion KPI, and all by a significant margin.

On average, we maintained a healthy average gift, slightly above KPI overall. One the campaigns where the average gift was slightly under KPI, the conversion KPI was exceeded which provided the campaign with a positive balance. The overall average cost per reactivated gift of \$100 is an excellent return on investment for our charity partners.

Although we did encounter some supporters that weren't able to give due to the economic climate and the aftermath of COVID, our calls were still very well received, and the pandemic has not made a significant difference to reactivation campaign results overall in FY22.

## AT A GLANCE

### Challenge

- Find an alternative to RG acquisition
- Reinspire lapsed supporters

### Result

- Conversion of **17.1%** against 12% average KPI
- Average gift of \$25.65
- Average 12-month ROI of **3.56**
- CPR of **\$99.55**

Charity	Contact Rate	Av Gift KPI	Av Gift Actual	Conv KPI	Conv Actual	12m ROI	CPR
Charity 1	36%	\$ 26.00	\$ 28.53	10%	22.70%	5.79	\$ 59.52
Charity 2	39%	\$ 24.00	\$ 27.63	9%	12.90%	2.52	\$ 134.11
Charity 3	46%	\$ 25.00	\$ 23.85	18%	21.80%	4.12	\$ 69.99
Charity 4	37%	\$ 25.00	\$ 24.45	12%	17.70%	3.37	\$ 87.52
Charity 5	40%	\$ 26.00	\$ 23.81	9%	10.20%	1.98	\$ 146.63
Averages	40%	\$ 25.20	\$ 25.65	12%	17.10%	3.56	\$ 99.55