

# GIVERETENTION

See the impact partnering with GiveTel could make to your program income this year.



## AT A

## GLANCE...

### Your Challenge

- Retaining and growing RG donors
- Visibility and knowing where or how to reduce attrition
- Limited in-house data expertise

### Our Solution

- 531 donors saved in 9 months
- 2x higher retention after our call
- ROI of 10.38
- Expected saved revenue of \$235k

The challenge presented to Greenpeace Australia Pacific (GPAP) and GiveTel was to improve retention of regular donors and grow their regular giving program across the next 5 years.

With consumer confidence knocked by ongoing economic challenges and cost per acquisition rising across several channels, we've continued to encourage our charity partners to focus more attention on retaining and growing income from their active donor base.

## OUR

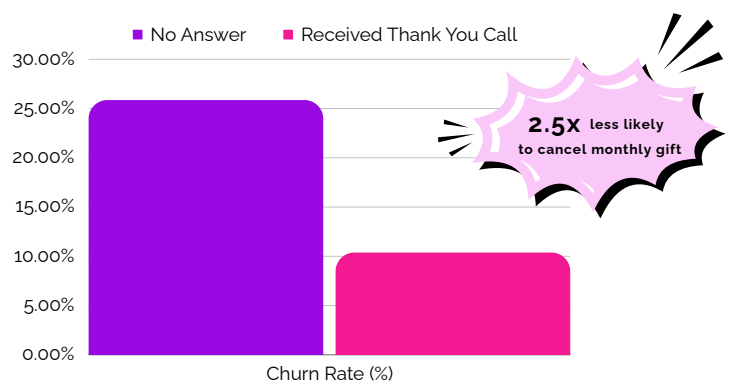
## RESULTS...

As a result of our calls on behalf of Greenpeace, using Dataro Predict data **we saved 531 monthly donors in 9 months with an ROI of 10.58.**

- Reduced churn to 10.38% vs. 25.86%
- \$235k net revenue saved over the next 18 months
- ROI of 10.58

Greenpeace's goal is to grow their RG program from \$12 million to \$18 million in five years.

We attempted to contact 9,077 supporters, with churn reduced to **10.38% for those who answered our call** vs. **25.86% for those who didn't answer**. This equates to an expected net revenue of **\$235,000 saved** over the next 18 months, with an estimated campaign **ROI of 10.58**.



**If you're planning your FY 2024-25 programs and want to run a test with confidence, get in touch today.**