Face to Face Fundraising, monthly giving and donor retention.

Direct Marketing Stream

Fundraising Institute of Australia
International Fundraising Conference
February 2011

John Burns – Médecins Sans Frontières Australia
Gregor Drugowitsch – Cornucopia Consultancy

Médecins Sans Frontières Australia

Fundraising Institute of Australia 2011

Face to Face Fundraising

John Burns
Head of Fundraising

Médecins Sans Frontières – A Brief Intro

•Private Medical Humanitarian Organisation.

•2500 International Staff and 27,500 Locally ecruited staff.

•Conflict, Post Conflict, Natural Disaster , Epidemics

•In excess of 10,000,000 patients per year.

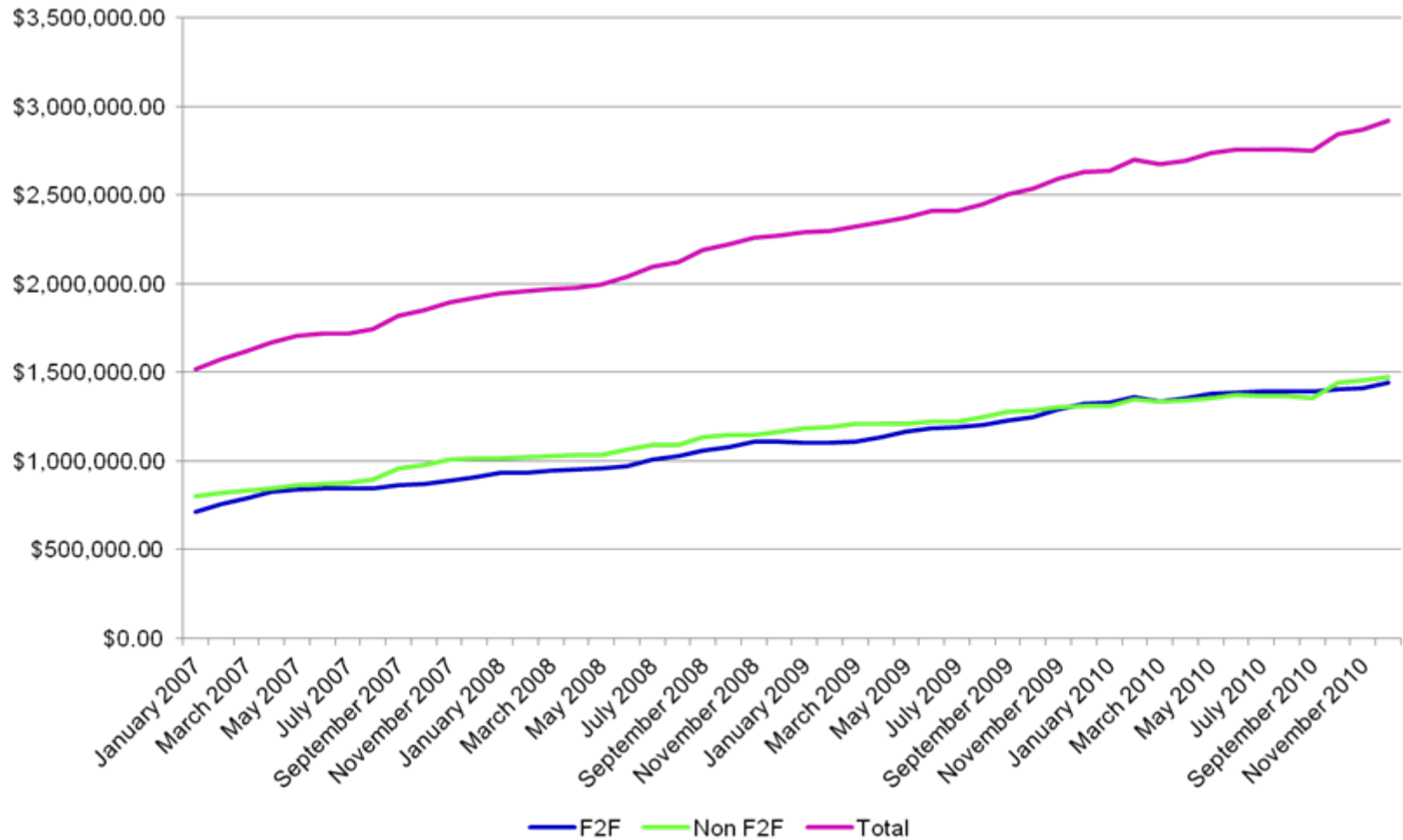**Call 1300 136 061 and become a Field Partner Today.**

Médecins Sans Frontières Australia
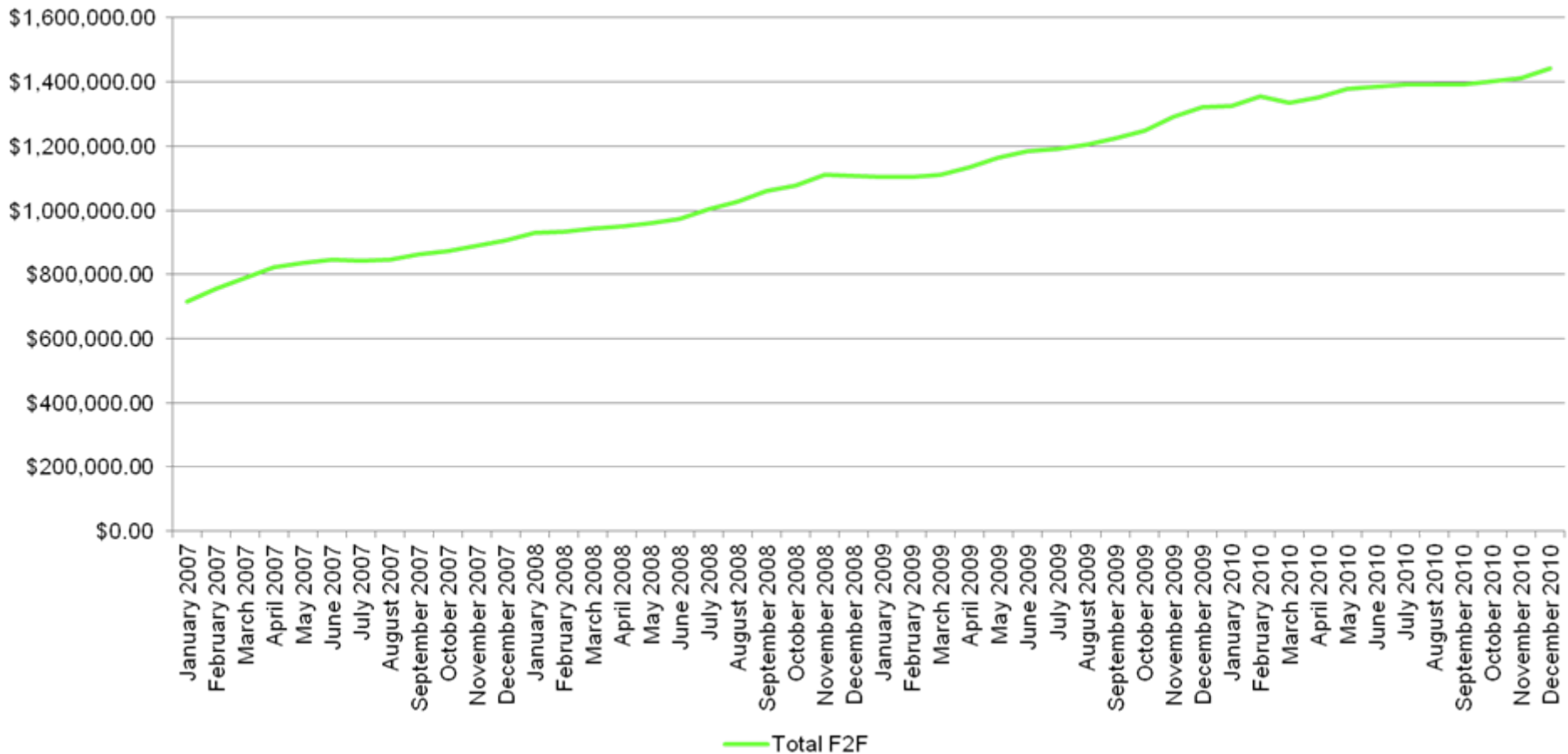**Top line Figures 2002 - 2010**
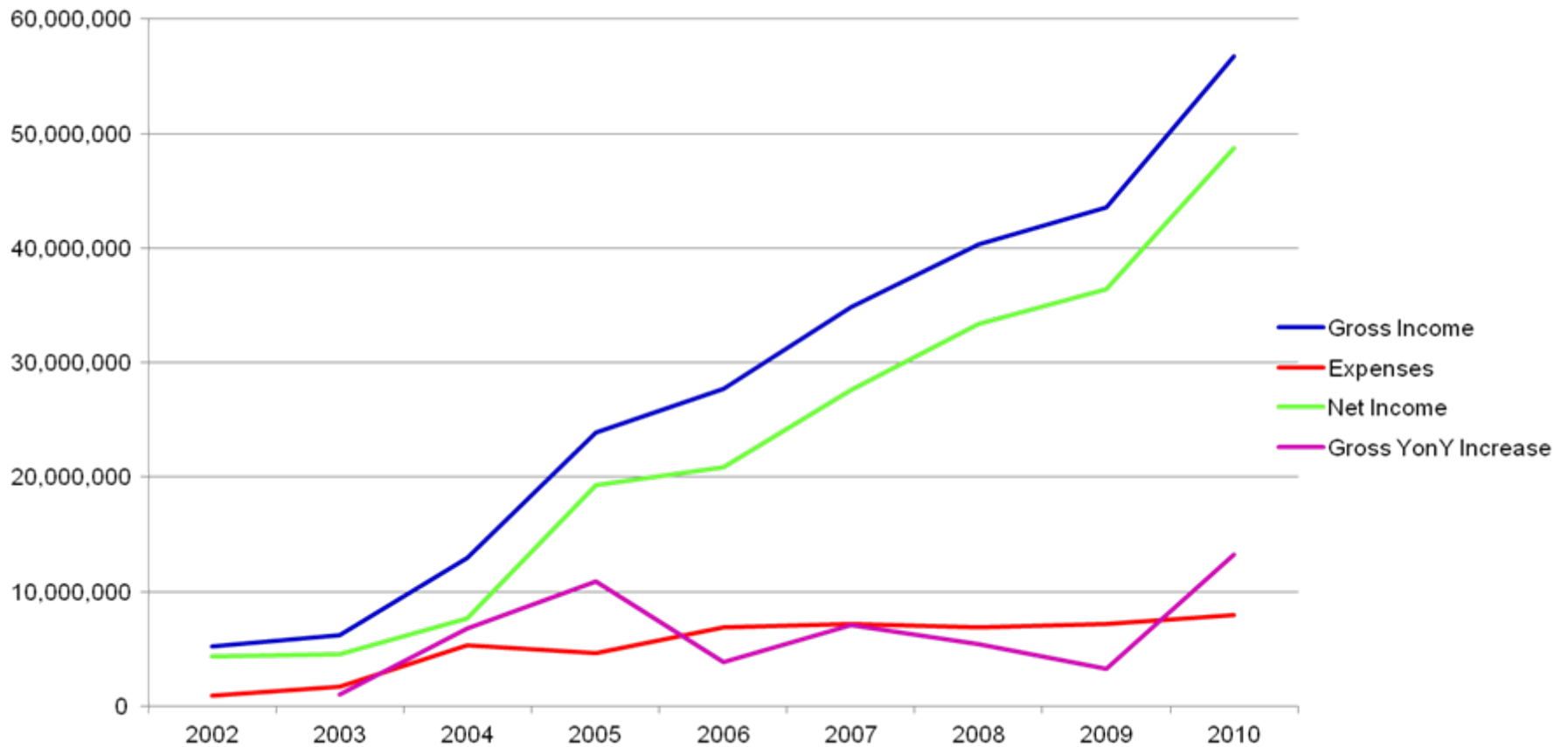
How does F2F fit into this

The Médecins Sans Frontières Australia Face to Face Program

• Initiated 2003

• Outsourced – Multi Supplier Model

• Sign-up Approx 18,000 per year.

• Face to Face Methodologies Used:
    • On the Street
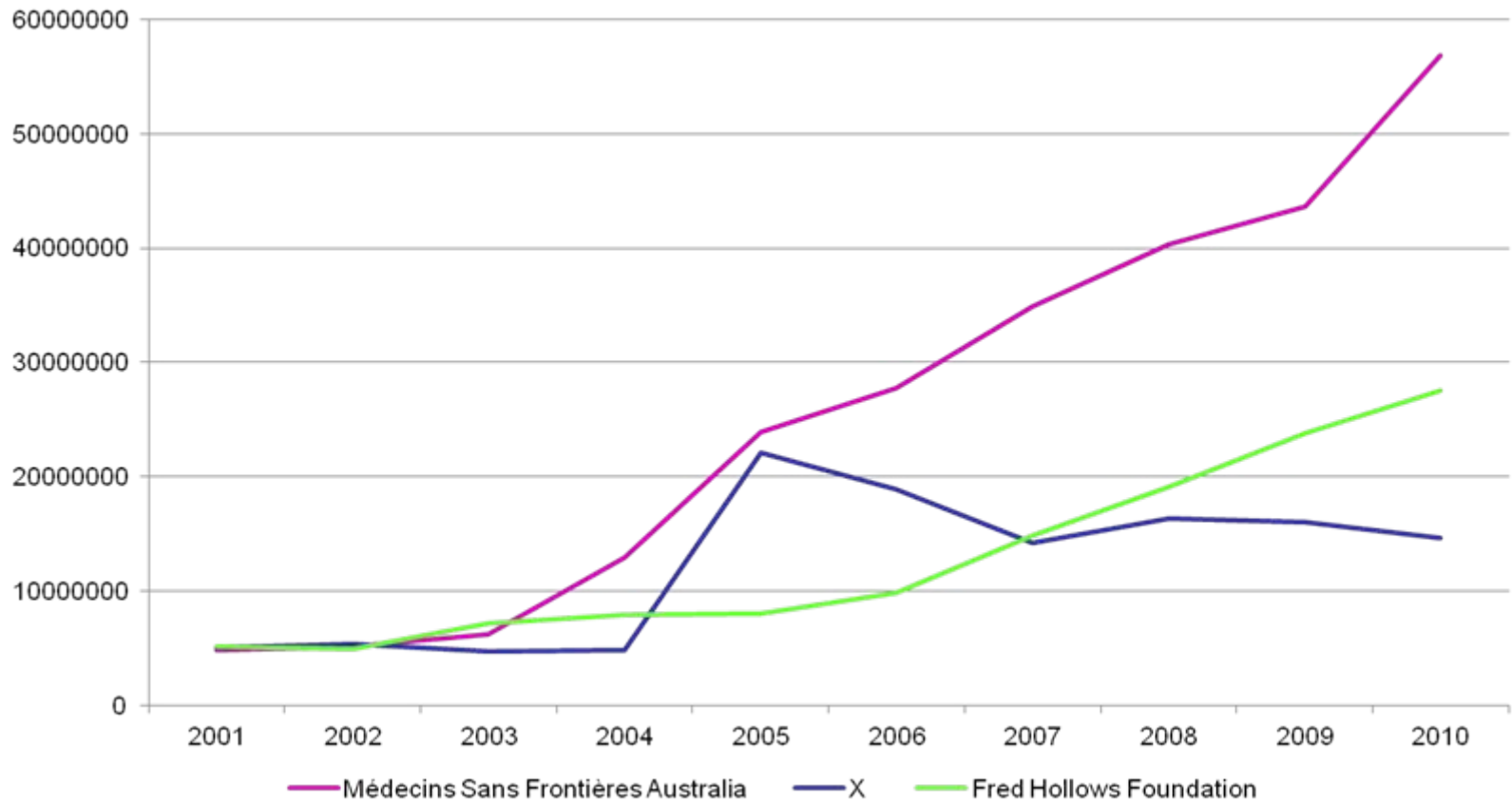   • Door to Door
    • Shopping Centre

Total F2F

The Following Slide....

A few other thoughts on F2F

•Face to Face is a component of a Regular Giving Program, not the regular giving program.

•Do have your donor engagement processes in place.

•Do not increase F2F numbers to over come attrition.

•Do not massively increase F2F for a year or two as part of a sudden growth phase.

•Remember. Suppliers are people too.

Dealing with your own charity

Common objections:

- Face to Face will damage our brand

- Face to Face has already peaked/The market is saturated/Donors are turned off by it.

- Our <name of charity> would never hassle people on the street like that

The most dangerous point is establishing a new campaign is your first complaint. Prepare people for it.

Thank-you

Become a Field Partner Today

1300 116 061

www.msf.org.au

Trends in Face to Face Fundraising

Gregor Drugowitsch - Chairman Cornucopia

Outline

i)   Data analysis results

ii) Myths busted or proved?

iii) Questions

Cornucopia Data Analysis Project - Overview

i) Data was collected from a number of Cornucopia clients

ii) 145,000 individual donor records were included in the results

iii) Data covered the period January 2002 to April 2010

iv) The dataset and quality of data was sufficient to allow statistically significant conclusions to be drawn

v) Data analysis was supported by Torque (www.torque.com.au)

Terms Used

i) Churn = cancel

ii) Cooling Off Period "COP" = 100 days from export

iii) Long term retention = > 1 year from export

iv) Tenure = length of pledge

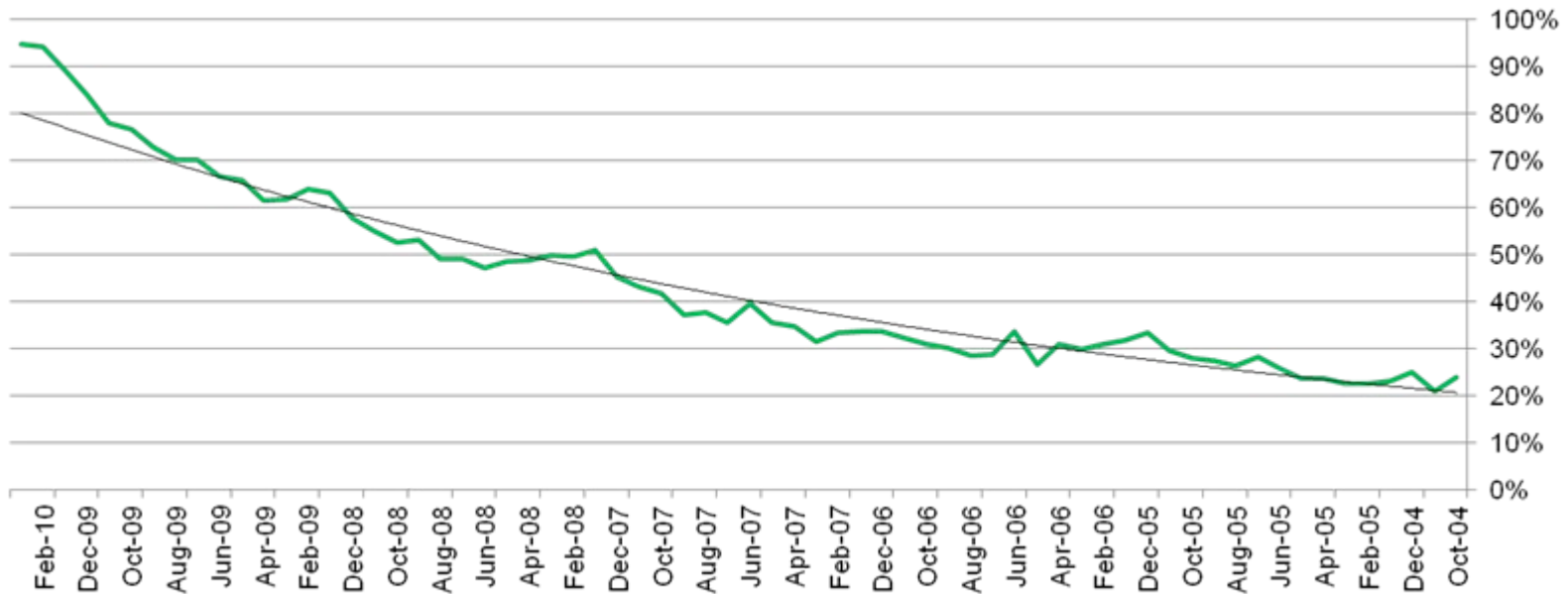v) Retention = pledger still considered "active" not that the pledger has given for the whole period

Top Level Trends

Long Term Retention
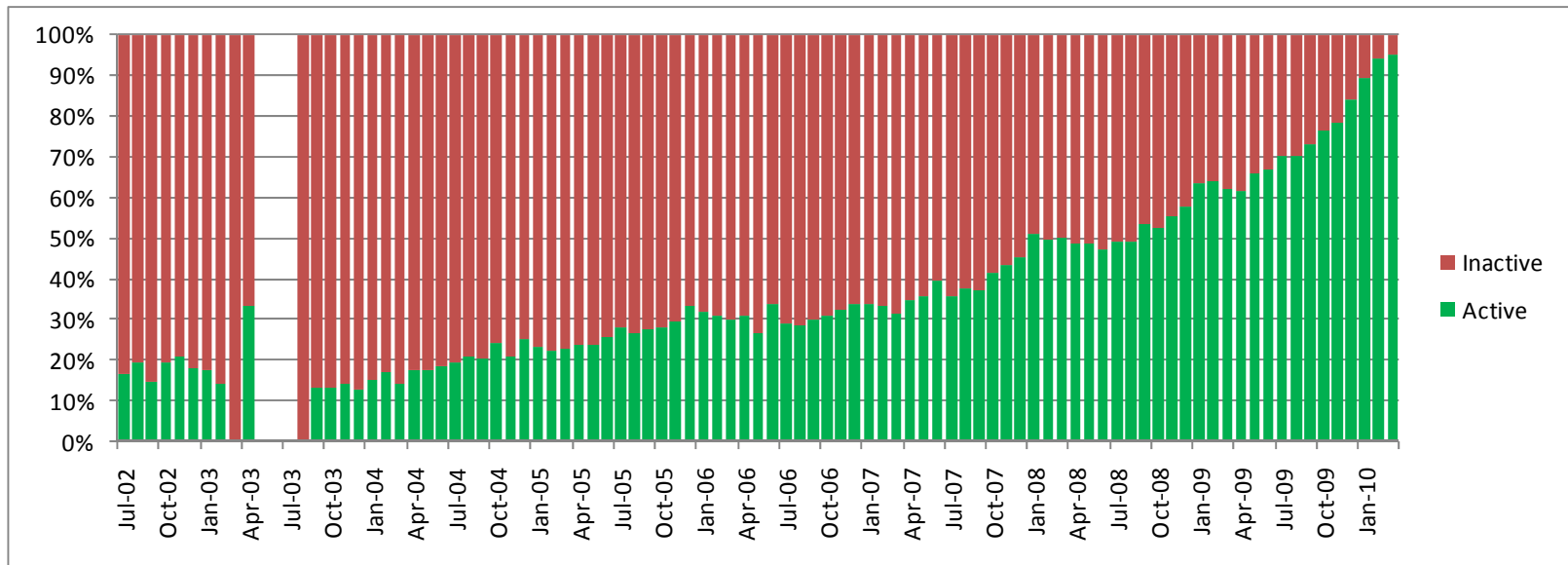
Retention rates decrease with tenure, but plateau at 15-20% for pledgers with over 5 years of tenure.
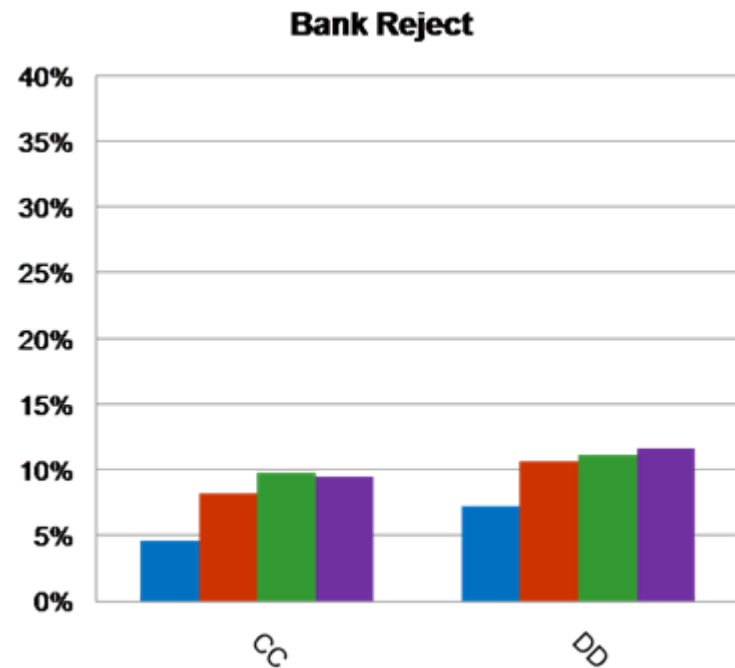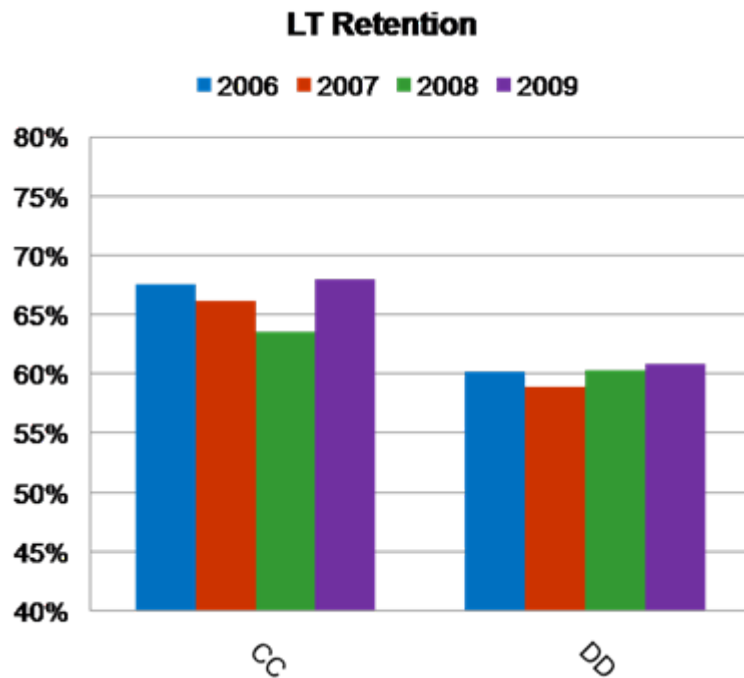
Long Term Retention Predicted

Long term retention trends have been steady over six years and the curve is predictive at a 95% confidence level of future results

Retention Overall - Key Points

i) Average three month "COP" retention is between 80% and 85%

ii) Attrition does generally double between three and twelve months

iii) This correlation between three month and twelve month retention is shown in most significant pledge variables

iv) 15% to 20% of pledgers are still giving at 5 years

v) Once a pledger stays for 5 years they are likely to stay between 8 to 10 years, possibly longer

vi) These trends have been consistent over the whole period

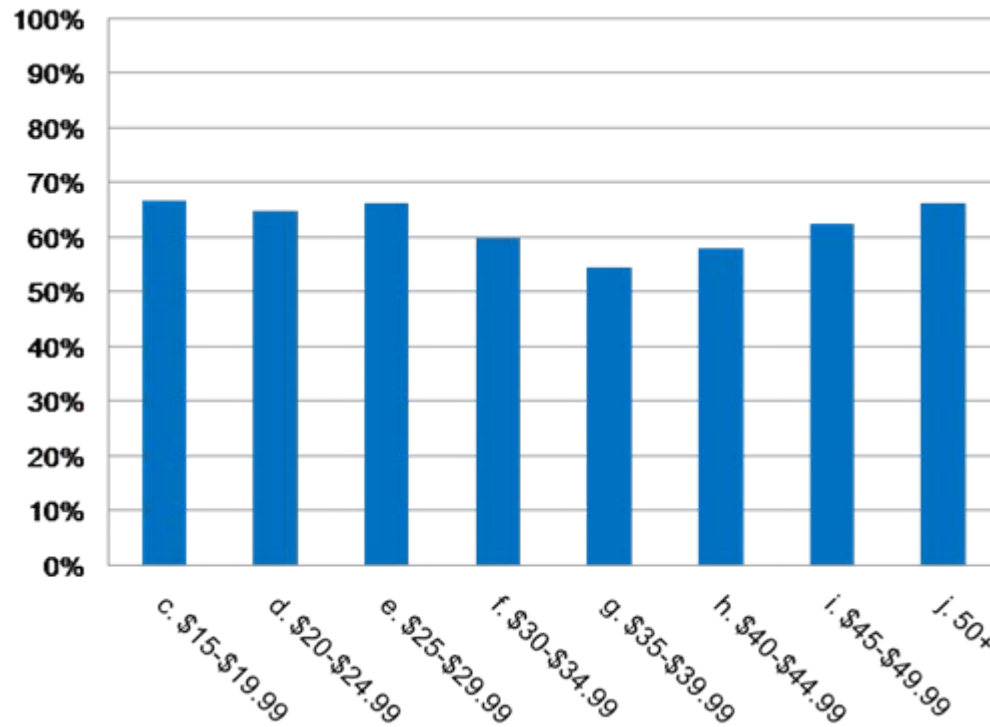# The Impact of Pledge Variables

Payment Type

LT Retention
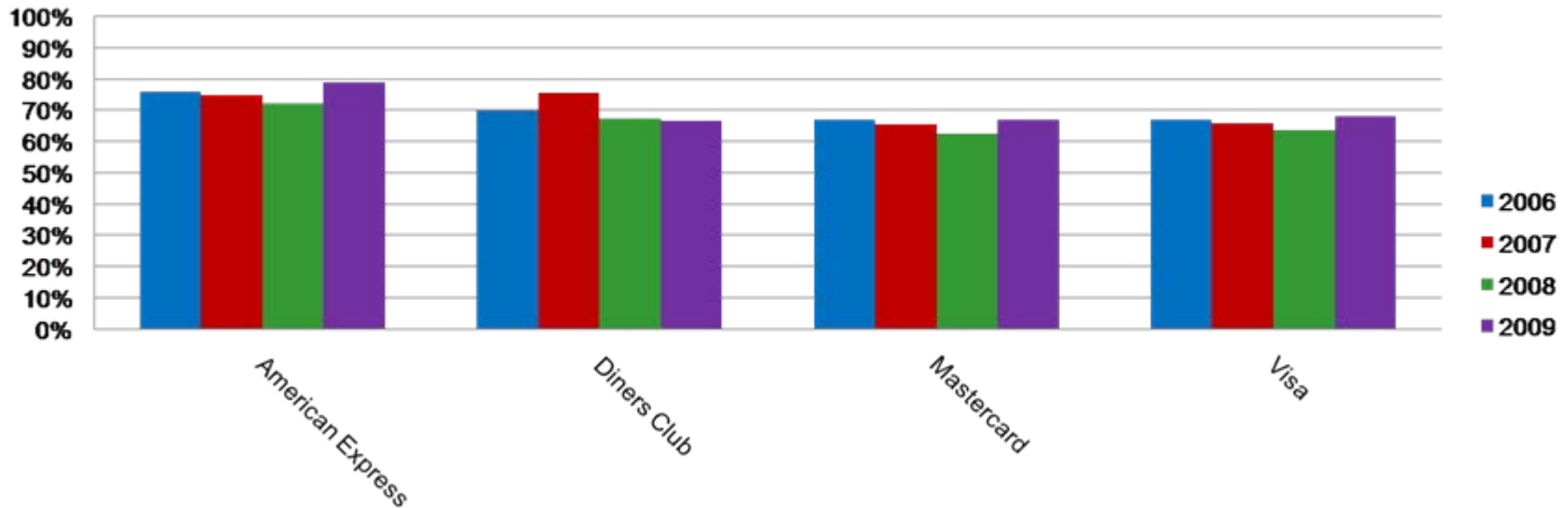
Bank Reject

- Credit card is still a significantly better payment method than direct debit
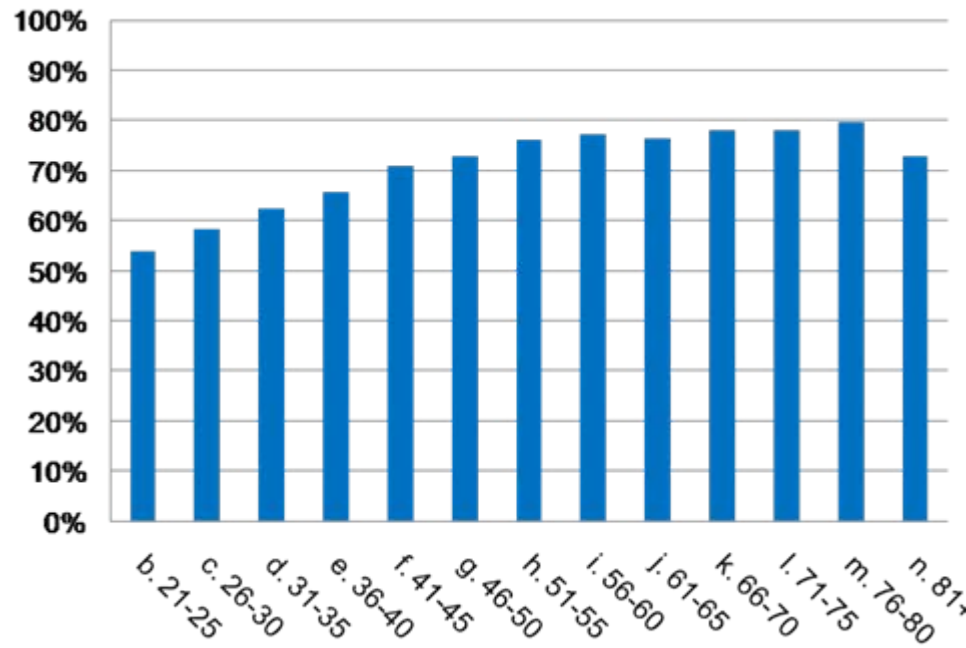
Pledge Amount

- Long term retention drops significantly for pledges over $30 per month

Credit Card Type

- Visa and MasterCard are almost identical
- Amex has a superior long term retention trend
- The cost of processing Amex seems to be outweighed by the additional long term income generated

Pledger Age

- Pledger age is a key indicator of long term retention
- However younger pledgers are still reasonably good donors (even under 25s have >50% retention at one year)
- Under 30s are still worth acquiring

Phone Numbers
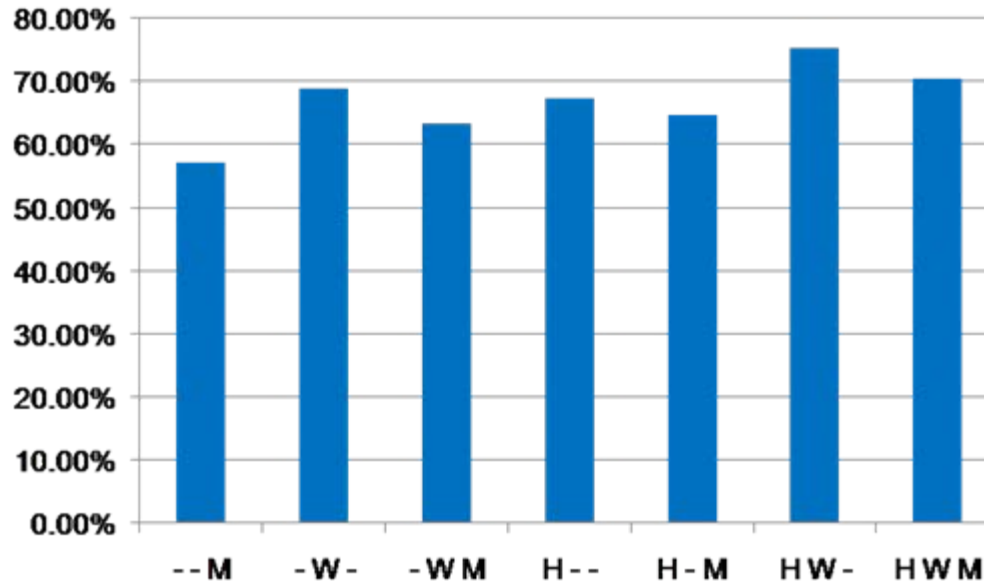
- More phone numbers is generally an indicator of better retention
- Work phone number is the best number to get
- This may be more a reflection of the age of the pledgers than the value of phone numbers – see next slide

Phone Numbers – By Age

Age and combination of phones
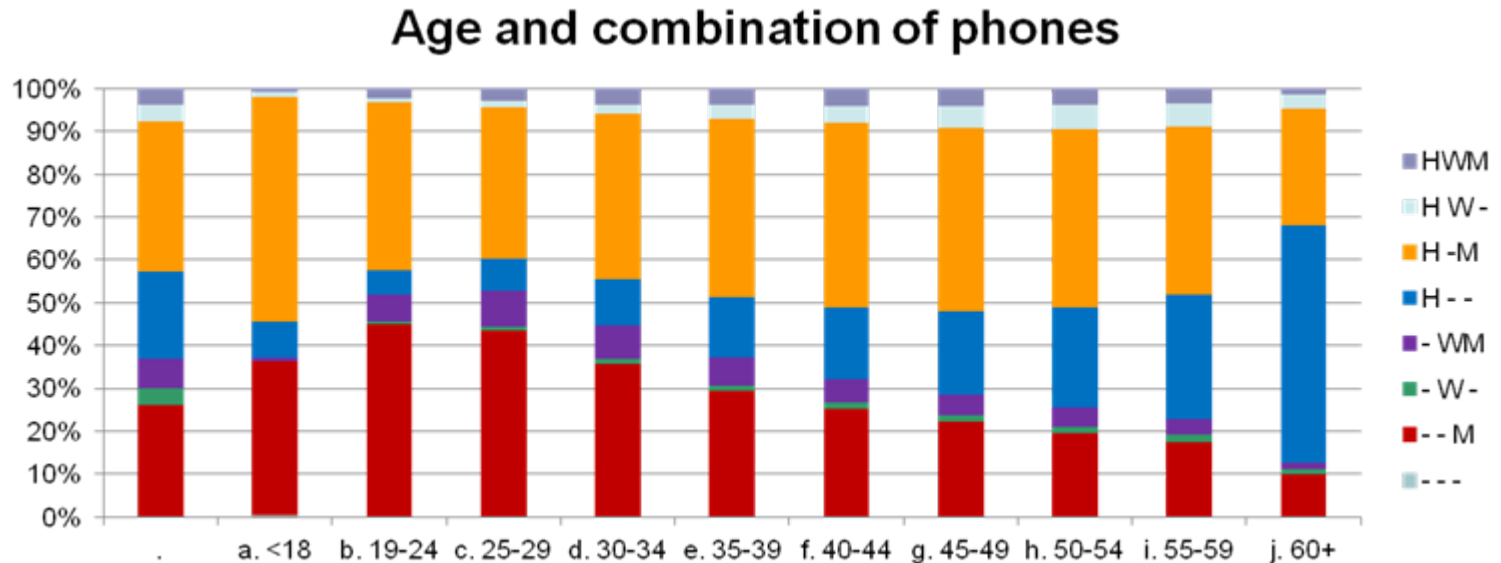
- Home phone lines are declining amongst younger people

Phone Numbers - Detail

i) Three phone numbers are good

ii) Work phone number best

iii) Home/Work combination has best long term retention rate

iv) Mobile only has the worst long term retention rate

Bank Reject
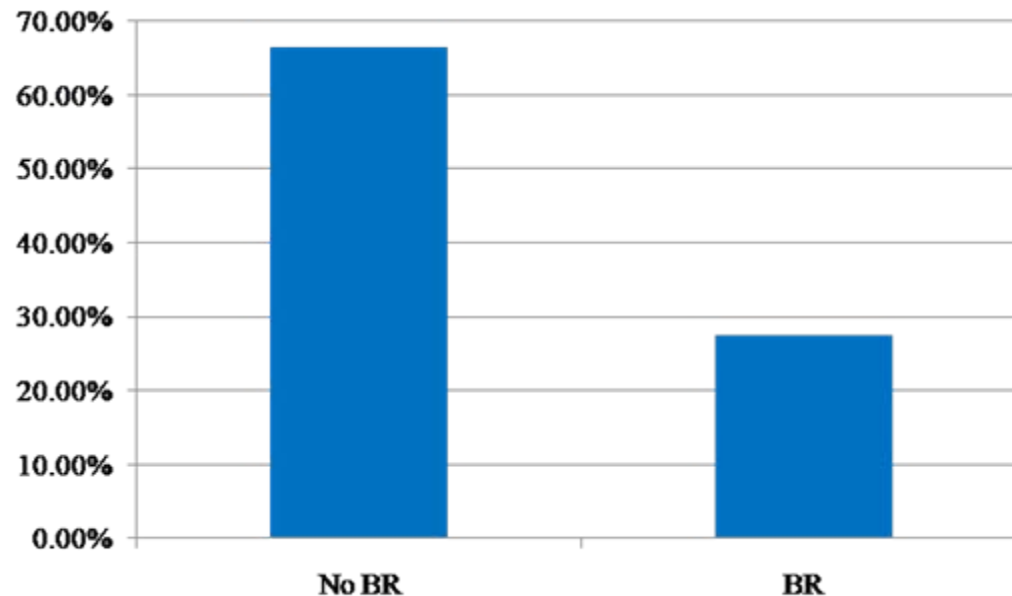
- Bank rejecting has a negative impact on pledge retention
- However these pledges still have some long term value (>25% still "active" after 12 months)

Welcome Calling
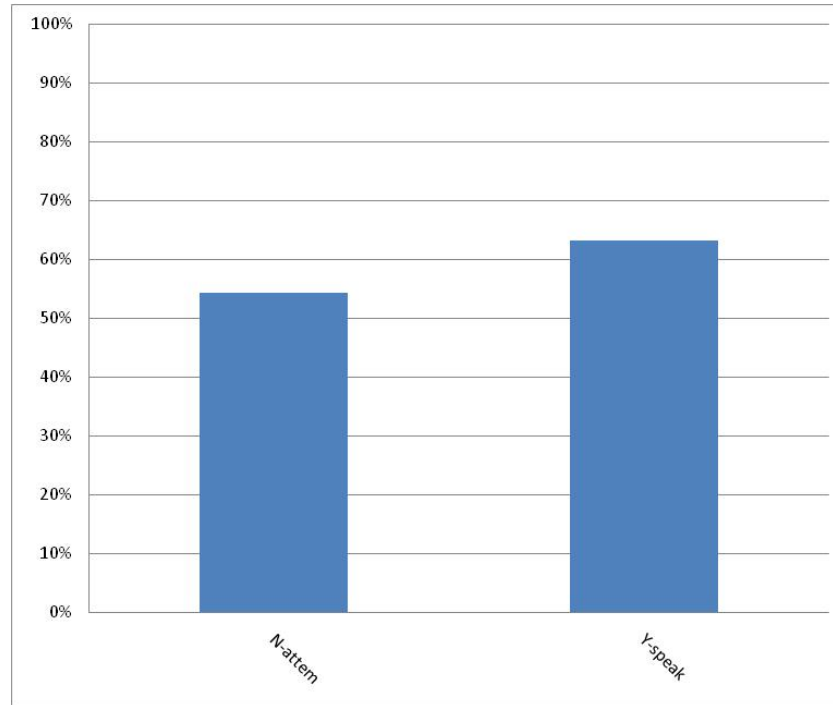
- Being able to speak with a pledger at welcome call is a good indicator of likely long term retention

Sign Up Venue
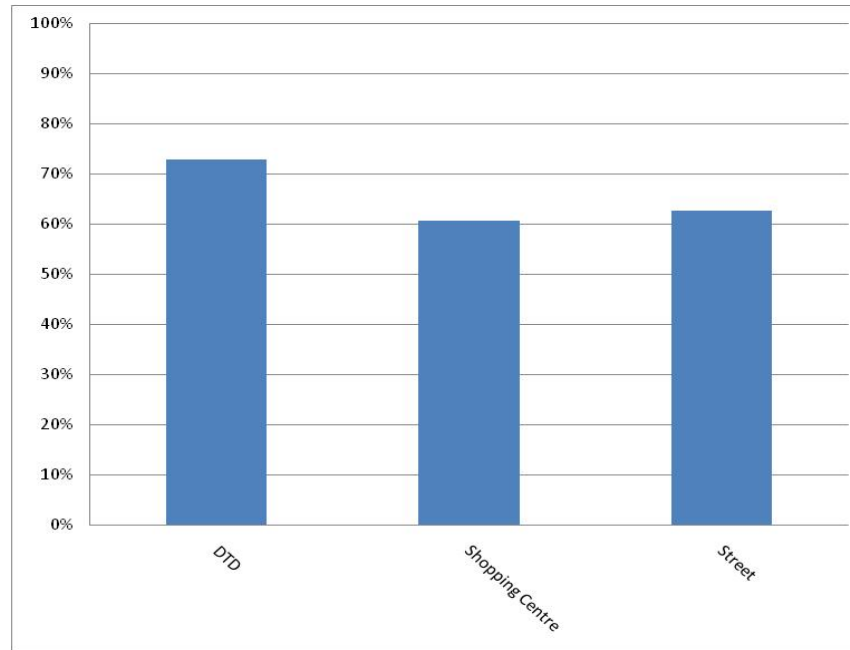
- Door to door approach shows considerably better results than street / shopping centre approaches

Any Myths Busted?

Not busted – maybe slightly bent:

i) Pledger age is very important, but under 30s do have value

ii) A pledger with a bank reject in months 1-3 still has some value

iii) Credit card payment is still preferable to direct debit – despite changes to the system

iv) You should be accepting Amex!

Conclusions

i)   Face to face does provide a "long tail" of donors still giving after five years

ii) Don't just assume – look at your data

iii) Face to face isn't "one size fits all" there are different potential markets that can be accessed in different ways

Thanks for your time. Do you have any questions?

INSPIR**B**ED

FIA's 34th International Fundraising Conference — MELBOURNE CONVENTION & EXHIBITION CENTRE
24 – 27 February 2011

fia — Fundraising Institute Australia

Conference Partner

blackbaud™
your passion › our purpose

Principal Sponsor

xponential philanthropy

Major Sponsors

DAKIN MAYERS HUMAN RESOURCES CONSULTANTS

gofundraise — making a difference is easy!

THE TRUST COMPANY 1885

WINDSOR RECRUITMENT

robejohn Relationship Fundraising

Media Supporters

Pro Bono AUSTRALIA

advancing fundraising

National Corporate Partner

PrintNational — Creating Lasting Impressions in Print

National Principal Sponsor

iMIS 15 Non-Profit Software

FIA Corporate Supporter

appiChar — FOR ALL YOUR IT NEEDS

fat beehive — we do web stuff

Awards Sponsors

xponential philanthropy

themailinghouse

PrintNational — Creating Lasting Impressions in Print

Premium

cornucopia FUNDRAISING

iMIS 15 Non-Profit Software

Evelyn Mason & ASSOCIATES

appco groupsupport