

IT'S YOUR CONFERENCE

FIA CONFERENCE 2022

YOUR PASSION ◦ YOUR PEOPLE ◦ YOUR PLACE

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Using AI To Combat COVID With Heart Research Institute

EMERGING ISSUES & GLOBAL TRENDS

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About Us



Lisa Shipman
Head of Retention at HRI
*Championing best practice
for recurring giving*



Dave Lyndon
CTO at Dataro
Building AI for real causes

Agenda

- The problem of churn
- The AI solution
- The outcome

My journey with data



Delivered data-driven campaigns for large corporates

Spotted an opportunity to use the same techniques for fundraising

Limited resources to develop solutions internally

The missing piece



Standard RG programs are missing something important – no proactive engagement!

We wanted to introduce a proactive, outbound engagement program

But who to contact?

How to identify the donors who are at high risk of churn?

Understanding the problem



It's cheaper to retain an existing RG than acquire a new one

Can we intervene *before* a donor churns?

1. Can Machine Learning predict which donors are likely to churn?
2. What is the impact of an intervention on high risk donors?

Then came COVID...

Uh oh....

Spike in RG cancellations

Highest value donors most at risk



Searching for a solution



Our RG retention plans were accelerated by COVID

Worked with Dataro to get live churn propensities directly into our CRM

Developed an outbound engagement program with TM partner Mondial

Engage & Retain is born!

Thank you calls: The key to reducing churn



Using Dataro's 'propensity scores' to identify the donors most likely to churn in a given month

6 Month A/B Test

- Control group (no intervention), test group (thank you calls)
- 1200 donors a month sent to outbound TM (~50% contact rate)
- Calls were received positively
- <2% of those called cancelled on the call

What did the calls look like?

Here's what we know has worked!

- Simple '**thank you**' messages - make it clear you're not asking for money
- Acknowledgement of contribution, tenure, etc
- Connection to cause + opportunity to give feedback
- Recent wins and upcoming needs
- NO financial ask

Part II

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Who are we?



dataro

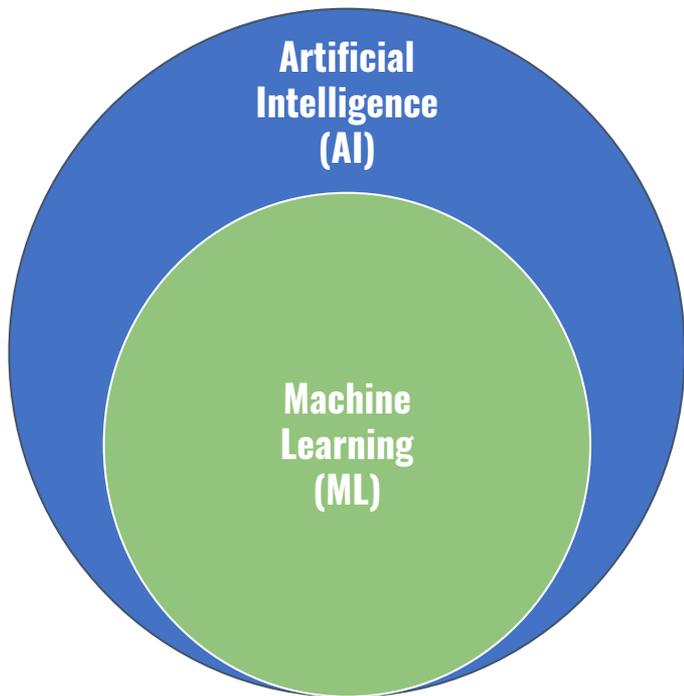
Artificial Intelligence, Real Causes

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Data is a record of what has happened in the past

It can help you predict what will happen in the future



AI: Programs that can mimic or exceed aspects of human intelligence

ML: AI which automatically discovers useful patterns in data

ML is everywhere



Voice recognition



Self-driving cars

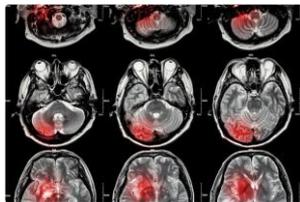


Financial Markets



ML for Fundraising?

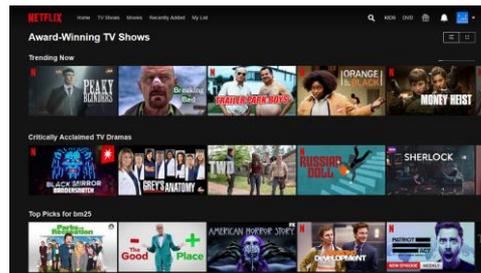
- More \$ efficient campaigns
- Increased automation
- Better donor experience
- More informed planning
- New fundraising strategies and campaigns



Medicine



Spam prevention



Recommendation Systems

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How does ML predict donor churn?



Observe every instance of a donor churning in the database

Look at the sequence of events leading up to churn + try find a pattern

Rigorously test the patterns - keep only those that are predictive

There's more data than a human can process



Most fundraisers use 3 data points in selecting donors for fundraising campaigns

Data in CRM

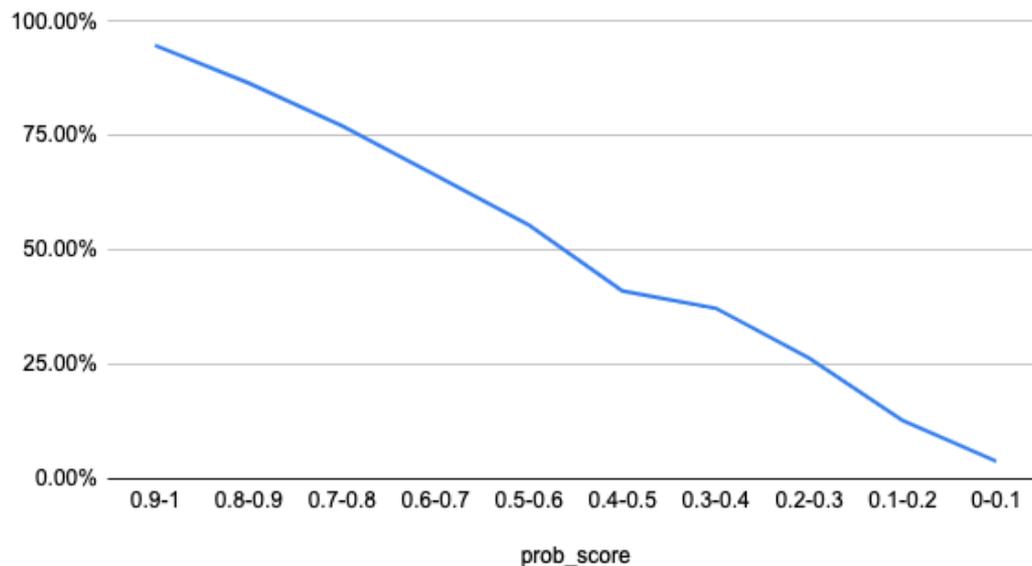
- Last transaction
- Transaction amount
- Total transactions
- All transactions history
- All commitments
- All communications
- All actions
- Age
- Gender
- Location
- Payment method
- Acquisition channel
- Relationships
- Education
- Memberships
- ...

Dataro uses hundreds of data points

ML predictions are highly accurate



Churn rate by score band



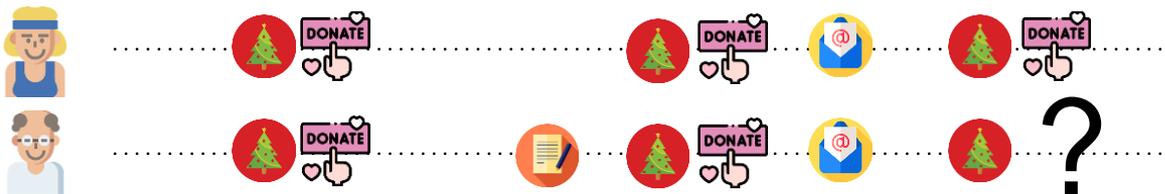
1

Use all the CRM data
(Integration)



2

Automatically analyse the data
(Training a model)

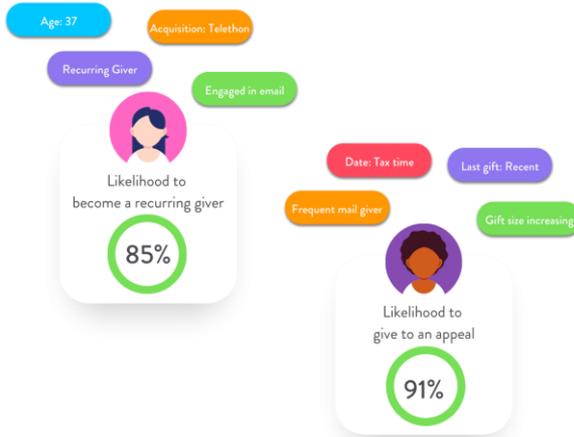
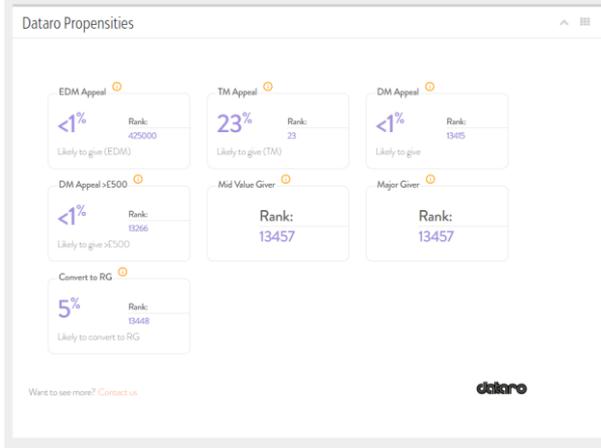


AI in 3 steps



3

Generate predictions weekly + automatically



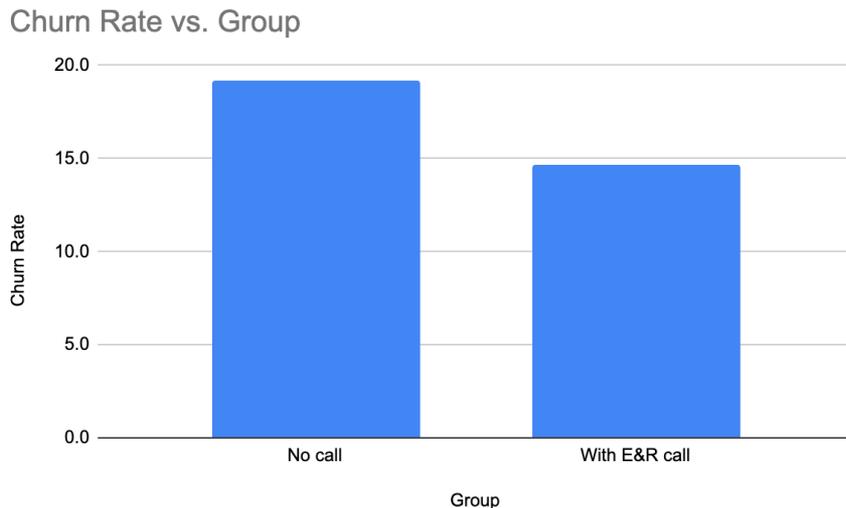
Dataro Propensities	
Dataro DM Appeal	0.177135
Dataro DM Appeal >500	0.281106
Dataro RG Churn	0.611923
Dataro RG Reactivation	0.990000
Dataro RG Upgrade	0.876577
Dataro Mid Giver Rank	76
Dataro Major Giver Rank	86

Other programs...

We can use AI to predict RG Churn, but it can also improve:

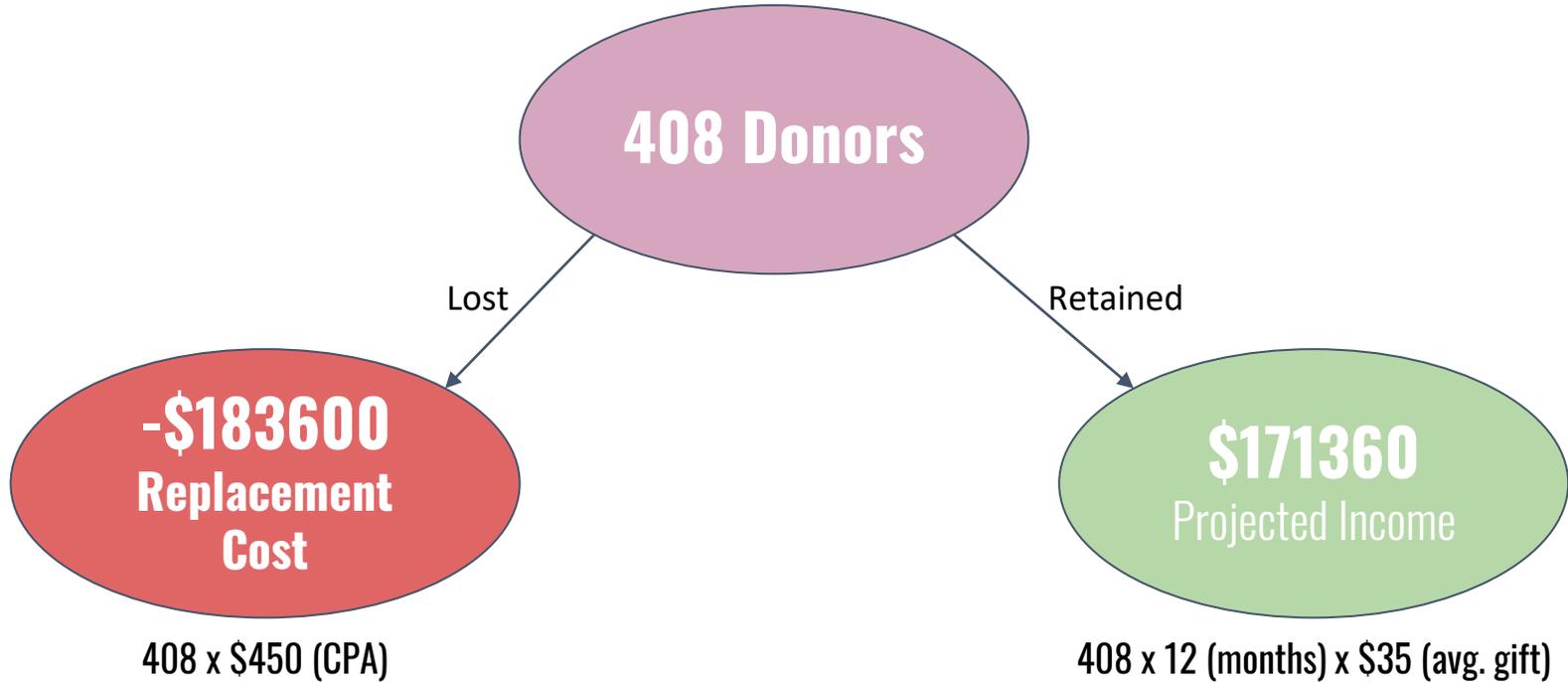
- DM Appeals
- DM Raffles
- RG Upgrade
- RG Reactivation
- Convert-to-RG
- Mid-level Programs
- Stewardship Programs

Engage & Retain in practice



- Experiment built into the initial calling campaign
- “Control” group received no intervention
- Engage & Retention group churn rate reduced by 4.6%
- Est. **408 donors saved** over 18 months

Engage & Retain Outcomes



AI at the donor-level



“Simone”

- Female, 42 years old
- Donating \$30 monthly since Jun-2017
- Rated at a high risk of churn (27.3%) in mid-Aug 2020 and called as part of the engage and retain program that month

What happened next



'I just spoke to Simone and she made a point of saying that we are the only charity who rang her throughout COVID and thanked her for her generosity and support. Apparently Simone donates to multiple charities who have all rung her and asked for more money. She said because of that, she has cancelled her support of other charities and continued to support HRI'

Simone is still donating as of May 2022

ML aids better engagement and improved donor experience

- Upgrades
- One off gifts
- Update donor records
- Downgrade or defer giving (rather than cancellation)
- Lead generation (mid/major pipeline stewardship)
- Integrate a LTV model
- Better reactivation prospects

5 lessons from Lisa



1. Test interventions to see the best approach for your donors, Telemarking, SMS, email or a combination
2. Run 1-2 experiment per year to establish the impact each action has on retention A/B testing
3. Be current (refresh your content so its not stale)
4. Assess your filters only exclude those donors who you have to and let AI do the rest
5. Continued testing and optimisation is key

What's next



We just started using for increasing upgrades & reactivations, but we will talk about that next time...

...can you beat the machine?



Test your fundraising skills against an AI at stand 20!

See who's the savviest fundraiser at AFP!!

Win an Ipad!!!

Further Information



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THANK YOU

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