



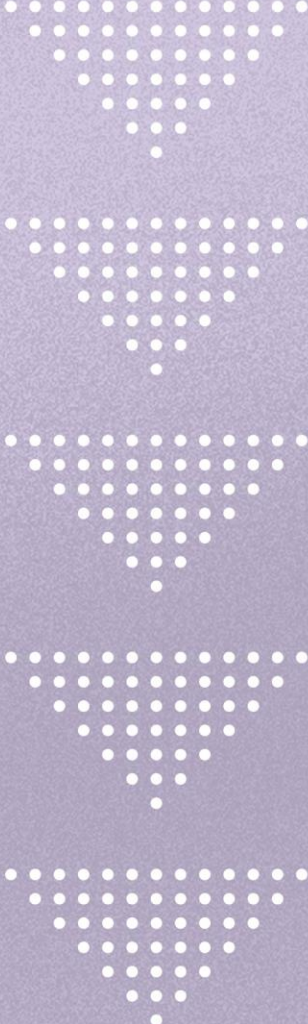
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What 1,137 minutes of listening can teach you about donor retention

INDIVIDUAL GIVING

Erin McCabe – Royal Flying Doctor Service (Queensland)
Peter Coleman – The Fundraising Partners

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TIME FOR SOME PERFORMANCE ART

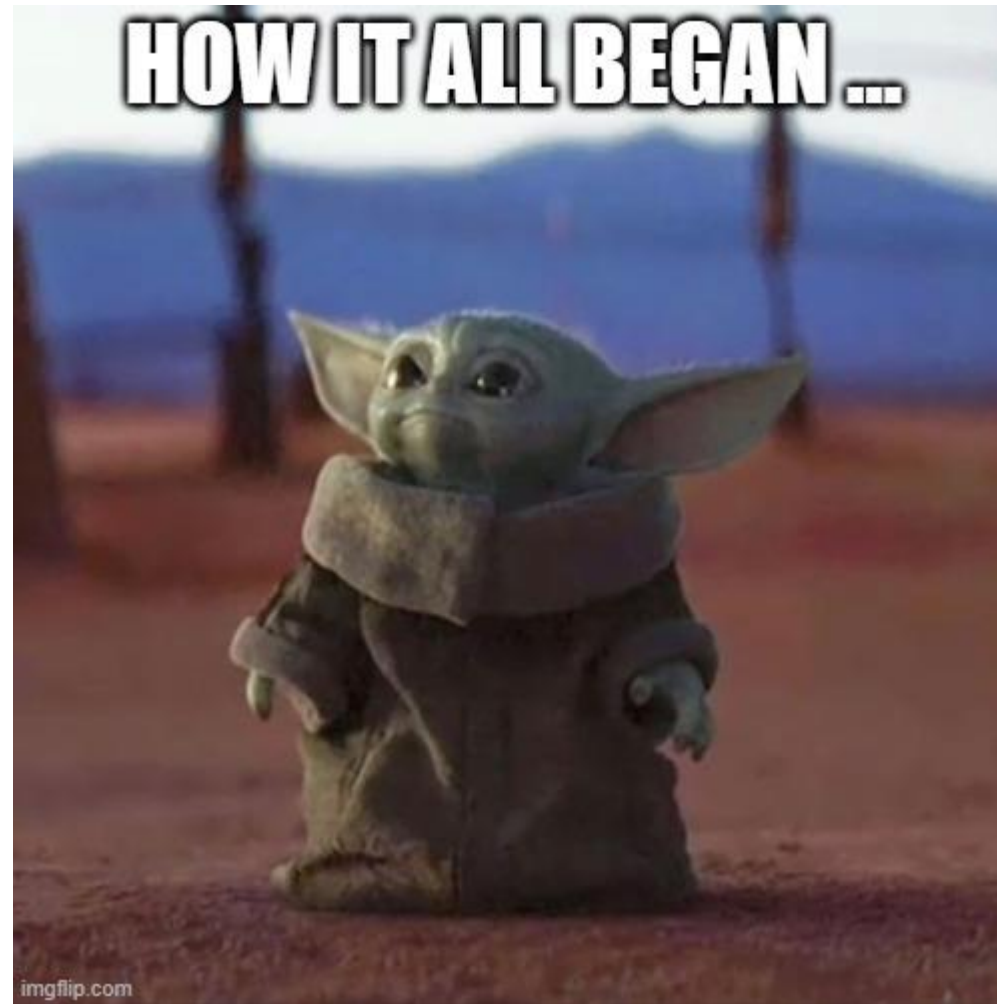


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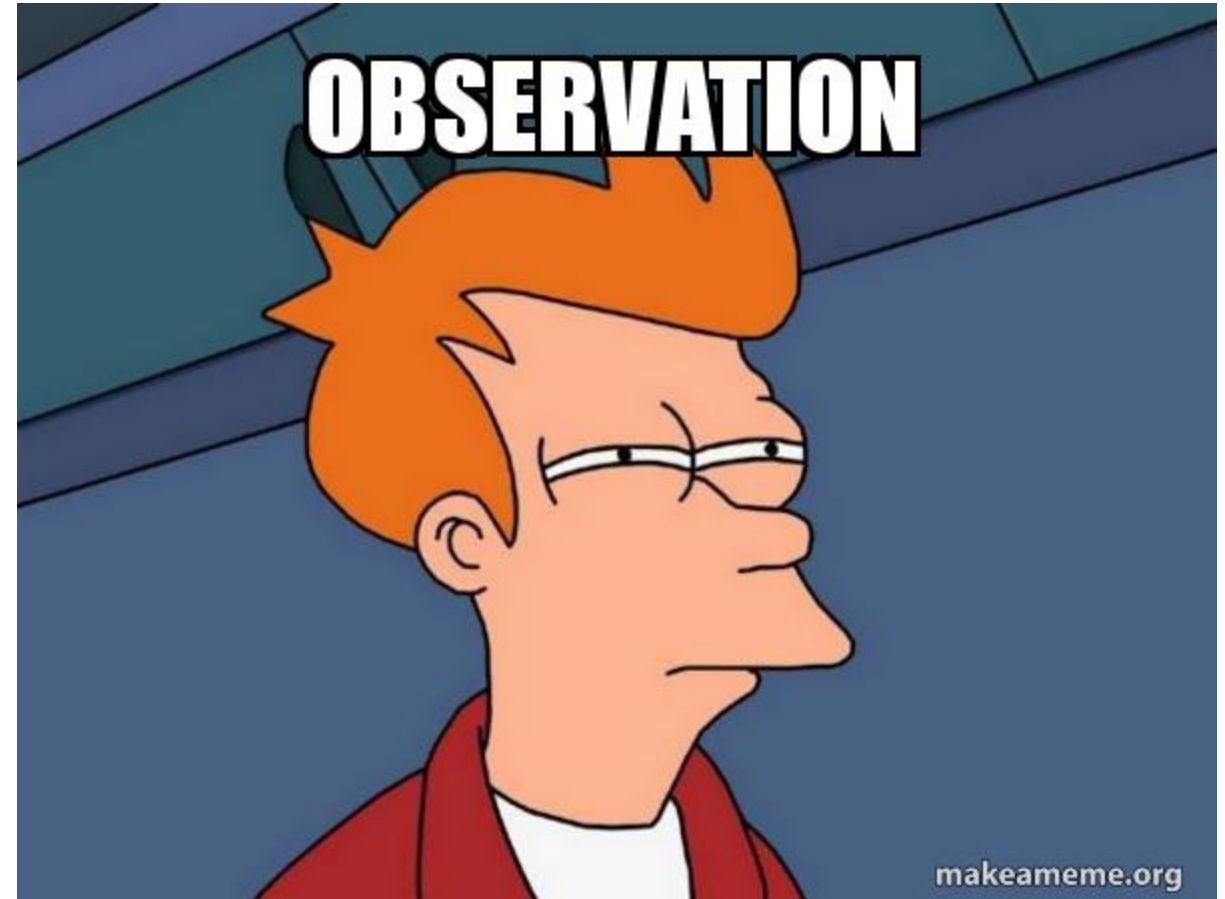
A few caveats before we get started....



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Some observations

- Phone RG retention often overlooked
- More pressure placed on phone to perform due to COVID 19
- Rising cost of CPA
- More stakeholders in phone
- Unlike F2F we can go back in time
- Missing the same level of internal regulation as F2F



The objective:
Identify the impact of phone fundraiser
behaviour on donor retention

From Sept 2021 to Feb 2022

- Facebook lead gen
- Even split: Clever Contacts & Cornucopia
- Test: contact rate, conversion rate, CPA & retention
- Fortnightly auditing by Fundraising Partners



After the calling for the campaign was complete...

1. Identify high and low retention fundraisers
2. Source calls
3. Listen and identify trends
4. Feedback to suppliers

Indicators of a Low-Retention Phone Fundraiser:

- Scripted and/or 'salesy'
- Stick to script and ignore prospect
- Little room for the prospect
- Little active listening
- Objection handling irrespective of circumstances
- Quickly end call
- 'Thank-yous' sound scripted and disingenuous.



Indicators of a High-Retention Phone Fundraiser

- Authentic tone of voice and communication style
- Off script but 'on topic'
- Use personal case studies
- Invite prospects into the conversation
- Listen and respond
- Use their judgement in objection handling
- Take time to express genuine gratitude



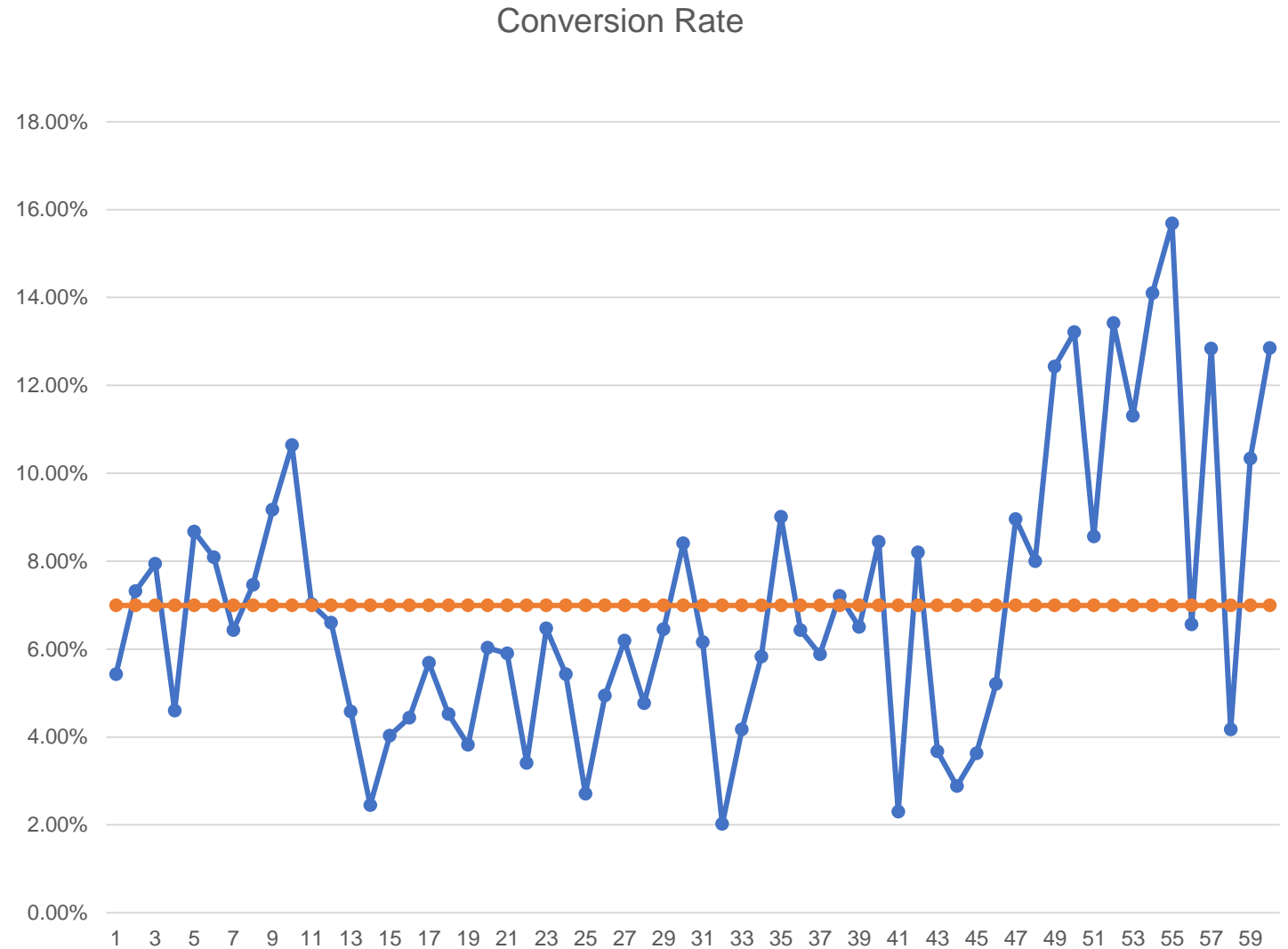
Other key findings

- ~4-minute variation in the average call length
- ‘Tick-box’ to confirm donor commitment ≠ higher donor retention (in some cases).
- Not *what* they say, but *how* they say it

Caller	Apr-22	Feb-23
High 1	94.83%	76.40%
High 2	90.77%	69.70%
Mid 1	100.00%	87.50%
Mid 2	79.55%	62.22%
Mid 3	78.95%	57.14%
Low 1	100.00%	80.00%
Low 2	66.67%	50.00%

So where to next?

- 1) Implementing changes with our callers
- 2) Taking a partnership approach
- 3) Donor experience at the forefront



Takeaways for you!

Conversations impact retention

- Retention is NOT just a number!
- Do you know what your fundraisers are saying?
- Humans give to humans

Fixing a script ≠ Fixing a conversation

- A 2-Year Tick box is DIFFERENT from a 2-Year commitment
- But it might help!
- It's a process that requires ongoing work

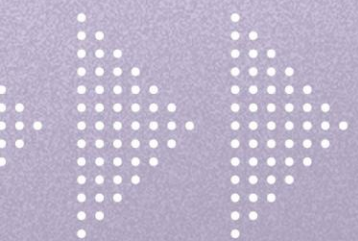
It's a Two-Way Street

- Charities need to look at phone retention
- Charities need to communicate with their suppliers
- Don't play the blame game

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Just because everyone thinks it, doesn't mean it's true



Thank you

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