Case Study - Lapsed Donor Reactivation

Non-Profit Organization
Client Type: Humanitarian
Audience: 13-85 Month Single & Multi Non-Teleresponsive Donors
Test Type: Fulfillment/ROI

Test Objective:
A well-known and respected humanitarian client of ours requested assistance to bring lapsed donors (13-48 month) and deep lapsed donors (49-85 month) back into a current relationship of financial support. These were donors the client was unable to reactivate through conventional direct mail and online strategies. The telefundraising campaign was also run under DCCI's Breakeven Guarantee in order to eliminate the clients’ risk.

Details of Test:
Prior to contacting the donors in the clients' file, they were phone appended to help maximize contact rates. Donor were strategically segmented with a very specific ask strategy and compelling appeal language to maximize conversion rates.

Conclusion:
With nearly a double-digit conversion rate and an average gift that was 80% higher than the industry average, DCCI was able to reactivate over 2,200 lapsed donors for the client at no cost (outside of stationery and phone appending)! This was extremely encouraging considering nearly 30% of the donors contacted were deep lapsed, 48-85 month donors. These donors now make great candidates to call on subsequent telefundraising campaigns as they are now considered multiple gift, teleresponsive, and multi-channel donors. See DCCI's case study on 'Lapsed to Teleresponsive' to learn what type of ROI teleresponsive donors can produce!

If you'd like to learn more about how DCCI can help your organization reactivate lapsed donors at virtually no cost, please contact us at: 1-800-398-GIVE (4483).