

Case Study - Telephone Reactivated Lapsed Donors on a Subsequent Telefundraising Campaign



Non-Profit Organization

Client Type: Humanitarian

Audience: 0-13+ Month, Single & Multiple Donors

Test Type: Net Revenue/ROI

Test Objective:

The client was in need of additional revenue to fund its programs. While partnering closely with the client, DCCI developed a strategic and very focused teleresponsive donor conversion strategy to help generate additional net revenue for the client.

Details of Test:

Telephone reactivated lapsed donors (i.e. teleresponsive donors) were contacted on a subsequent telefundraising campaign (6 months after they were initially contacted on the reactivation campaign). DCCI worked with the client to develop a compelling messaging, and overall strategy to maximize conversion rates and fulfillment rates.

Conclusion:

On the subsequent teleresponsive campaign, donors converted well over the industry standard. Fulfillment percentages were solid and upwards of 80%. This produced an ROI that was over 2.3:1 and more importantly helped the client achieve its telefundraising goal!

If you'd like to learn more about how DCCI can help your organization improve your ROI and increase your net revenue, please contact us at: 1-800-398-GIVE (4483)