

Case Study - Monthly Sustainer Upgrading



Non-Profit Organization

Client Type: Faith-Based Organization

Audience: Current Monthly Sustainers

Test Type: Upgrade Response/ROI

Test Objective:

A long standing client requested assistance to increase the average gift of their existing monthly donors over the telephone.

Details of Test:

DCCI worked with the client to identify monthly donor segments that would be conducive to a monthly upgrade campaign. During the telephone conversation, donors were graciously thanked for their ongoing support, provided with a brief strategic update on the clients' work and how their gifts were making a difference, and then asked to slightly increase their monthly amount to help the client meet their fundraising goals for the year (upgrade amounts varied based off prior testing conducted at DCCI). If a donor was not able to upgrade, special scripting was developed that softly asked for an "extra, special" one-time gift to help with the clients immediate needs.

Conclusion:

Nearly 33% of the donors contacted over the phone upgraded their monthly gift by over 40%! Also, the additional upgrade amounts will end up producing a 3.8:1 ROI for the client over the next 12 months.

If you'd like to learn more about how DCCI can help your organization upgrade your monthly donors, please contact us at: 1-800-398-GIVE (4483).