

Case Study - Annualized ROI & Monthly Sustainer Recruitment (low dollar donors)



Non-Profit Organization

Audience: 0-12 Month, \$5+ Donors

Test Type: Monthly Sustainer

Test Objective:

To benchmark the performance of low dollar donors on a clients monthly telefundraising campaign (\$5+, 0-6 month newly acquired donors along with \$5+, 0-12 month multiple donors). The clients' goal was to breakeven on the campaign no later than month 15.

Details of Test:

Working closely with the client, DCCI developed the appeal, ask arrays and overall calling strategy. Credit cards, ACH and pledge letters were offered as a way for donors to join the monthly giving program. During the call, donors were asked 2 times for a monthly gift. If they were unable to contribute monthly, they were then asked once for a one-time donation.

Conclusion:

This client had an aggressive breakeven period due to the fact very lower dollar donors were called, which drove down the monthly average gift. It should also be noted that this client had a solid history upgrading existing monthly donors to higher amounts, which is why there was value in this test. Overall, the campaign produced a monthly conversion rate of 11% which is in-line with typical sustained giving campaigns. More importantly, the campaign broke even right around month 11, and generated a 1.3:1 ROI by month 15, thus exceeding the clients' goal.

If you'd like to learn more about this Case Study, or how DCCI can help your organization grow your monthly donor base while breaking even in a short period of time, please contact us at: 1-800-398-GIVE (4483).