

Case Study - 12 Month Value of Recently Reactivated Lapsed Donors



Non-Profit Organization

Client Type: Faith-Based Organization

Audience: 13-60 Month, Single & Multiple Lapsed Donor

Test Type: Fulfillment/ROI

Test Objective:

A client partner was in need of growing their current (0-12 month) donor housefile. A telefundraising campaign was established to contact donors (13-60 month) that the client was unsuccessful reactivating through traditional direct mail and online initiatives. Additionally, the subsequent 12-month giving behavior was tracked for these donors to measure the long-term impact of the telefundraising campaign. The campaign was also run under DCCI's *Breakeven Guarantee* in order to eliminate the clients' risk.

Details of Test:

Over 16,000 \$25+ 13-60 month lapsed donors were called, and all "yes," "no" and "maybe" responses were benchmarked. The giving behavior of those contacted by telephone was then tracked by the client across all fundraising channels over the next 12 months.

Conclusion:

The initial telefundraising campaign generated a healthy conversion rate of 22%, with 60% of pledges being fulfilled, and 71% of revenue being fulfilled. The fulfilled average gift came in just under \$35. Additionally, the campaign generated net revenue for the client finishing with a 1.3:1 ROI (*NOTE: Lapsed Reactivation campaigns are generally not net positive*).

When analyzing subsequent giving behavior over the next 12-month period, donors who said "yes," "no" or "maybe" over the telephone generated an additional 233% in revenue (+\$107,771). Some donors even made up to 16 gifts during that year. These results display the importance of periodic, personal contact, and its impact on long-term donor giving behavior.

If you'd like to learn more on how to improve the lifetime value of your lapsed donors and generate additional revenue, please contact us at: 1-800-398-GIVE (4483)