

# Reconnecting – Moving Forward with F2F Fundraising – Q&As

What does Plan International Canada’s retention program look like?

Plan’s experience and commitment to donor retention is built on considerable research/insights about the public and donor’s interests, motivations, and media habits (market and donor segmentation). It involves being clear on our “donor promise” and working hard to meet/exceed the specific expectations of our distinct target markets. From a practical standpoint, this involves working hard to show compelling proof of impact to our loyal donors, mitigate donor cancellations, and even re-activate donors who have lapsed. Lastly, we’re always striving to develop new products/offers and touch points that “add value” for our target audiences. Measurement is critical as we look to build donor loyalty (retention rates), increase donor value (annual revenue per donor and life-time value) and ultimately create raving fans (referrals, net promoter score).

How many stewardship journeys (personas) should a charity/campaign manage?

You should have as many that represent distinct constituent groups that demand a different cadence, offer, communication style and channel mix. For example, you may have an older age subset that likes more traditional channels and messaging versus a younger age sub set who have a different channel and messaging mix. You'd want to map each of those two personas/journeys.

What is the typical attire worn by canvassers?

GFD works with every charity to determine the best approach for their brand. On a typical campaign, you will see GFD fundraisers sporting the following attire:

- Business casual, but comfortable walking attire
- COVID-19 branding to promote social distancing; buttons, hats, lanyards
- Charity-branded clothing: vests, jackets, shirts, toques (in the winter) – all weather dependant!
- PPE; door-knocking tool, masks, sanitizer

## How soon do conversions from OTG to monthly take place?

GFD's outbound telemarketing team, in its in-house call centre, typically starts a calling campaign on your one-time gift donations within 60 and 120 days, with the goal of converting these donors to monthly. The team plans out the calling campaign strategically based on the number of one-time gifts in order to optimize our dialer and therefore, get the best results possible in terms of both right-party connect rate and conversion rate.

## How long does it take to ramp up/launch a F2F program?

A net new door-to-door campaign, on average, takes 4 weeks to roll-out. There are a number of dependencies that play a role in determining speed to launch, such as:

- Board approval and contract execution
- Tech readiness (payment processing & CRM integration)
- Data/reporting readiness
- Ability of donor services team to handle additional volume
- Sourcing of materials (canvasser uniforms, donor welcome packages)

Our team is experienced and will guide you through the entire process, step-by-step, with an "all hands on deck" approach that is coordinated by the charity's dedicated GFD Customer Success Manager.