

HEALTHCARE FOUNDATION CASE EXAMPLE CASE

Outbound Donor Reactivation Campaign



PROBLEM

Throughout each year, the foundation has a list of lapsed monthly donors that need to be reactivated. The foundation needed an outbound telefundraising partner to re-engage donors and recommit them to supporting the cause.



SOLUTION

We reached out to reactivate lapsed monthly donors via an outbound calling effort. Our unique, conversational approach to call scripting allows agents to reconnect each donor to why they chose to give in the first place. This strategy, combined with daily agent training and a leadership team with an extensive sales background, plays a considerable role in converting each donor successfully.



RESULTS

We were able to successfully reactivate 48% of donors we connected with. This exceeded our targets by a wide margin based on typical industry results of this campaign type.

HEALTHCARE FOUNDATION EXAMPLE CASE

A reactivation campaign for lapsed monthly donors

We piloted an outbound calling reactivation campaign for a Canadian Healthcare Foundation to reactivate lapsed monthly donors from a house file. We exceeded all targets and achieved the following results for the foundation:

RESULTS

Right Party Connect (RPC)	52%	Average Monthly Gift	\$28.18
Donors Reactivated (RPC to Conversion Rate)	48%	Average Cost to Retain	\$30.75
Donors Upgraded	5%	Actualized Cost to Retain	\$2.57
		Breakeven Month	2