Three

Industry Sector: Charities

How segmenting a charity supporter base can improve ROI in a regular giving campaign.

Our Approach

Unity4 are engaged by large national Not for Profit organisations to convert occasional supporters, who have previously given in response to appeals, to regular donors.

In the current financial climate, signing up supporters to give financially on a monthly basis is more critical than ever. Traditional appeals-based fundraising is under pressure with increased acquisition costs and falling response rates.

To achieve maximum results, Unity4 works with our clients to effectively segment their database of occasional responders into calling cells. This enables real time comparison of the calling performance across the sample.

Cell 1: 1000 Recent first time DM cash givers
Cell 2: 800 Infrequent DM Responders
(less than 3/6)
Cell 3: 1000 Face to Face one off givers
Cell 4: 800 Frequent DM Responders
(greater than 4/6)
(As an example. By segmenting it in this way we can improve returns and ROI for our clients.)

All Unity4 operators undertake our regular giving sales skills training. These sessions equip our operator with the skills to convert prospects to regular givers, using empathy, rapport and emotion.

Not for Profit brand values are critical to our success and ensuring prospects receive a positive experience irrespective of the outcome is paramount.

The Result

Unity4 deliver over 7% conversion to contact on an ongoing basis with an average monthly giving value greater than $15 dollars per month.

Despite the fact that all 'Regular Giving' projects vary based on their supporter base, brand equity and frequency of contact, Unity4 expect to deliver between 5-25% conversion to contact across cell types and organisations.

Unity4 perform these projects on an ongoing basis, delivering strong ROI, dependable cash flows and supporter engagement. We also undertake a number of other donor lifecycle projects to support charities such as Upgrades, Acquisition and Reactivations.

UNITY4