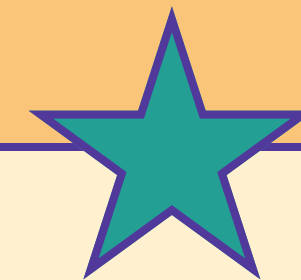
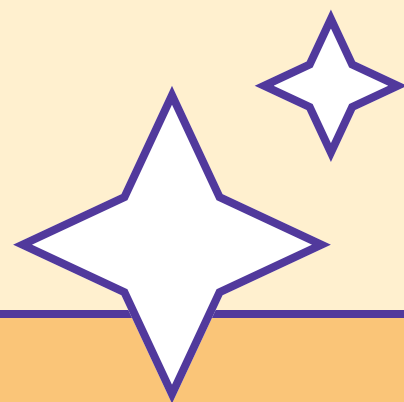


CASE STUDY



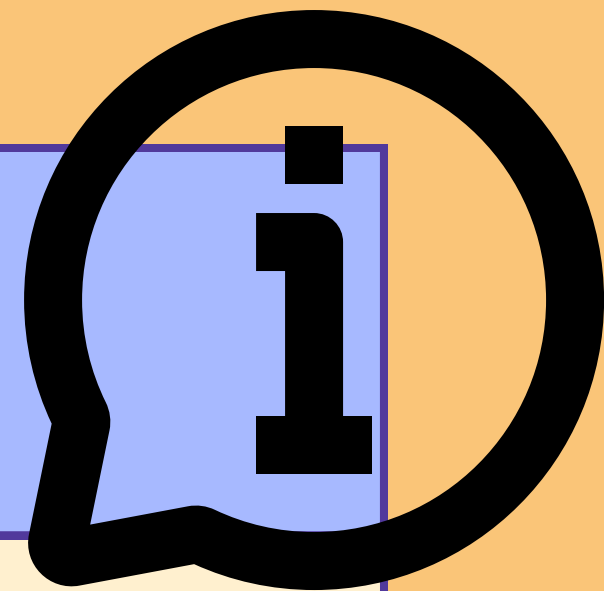
GREENPEACE – LEAD GENERATION TELEPHONE CAMPAIGNS





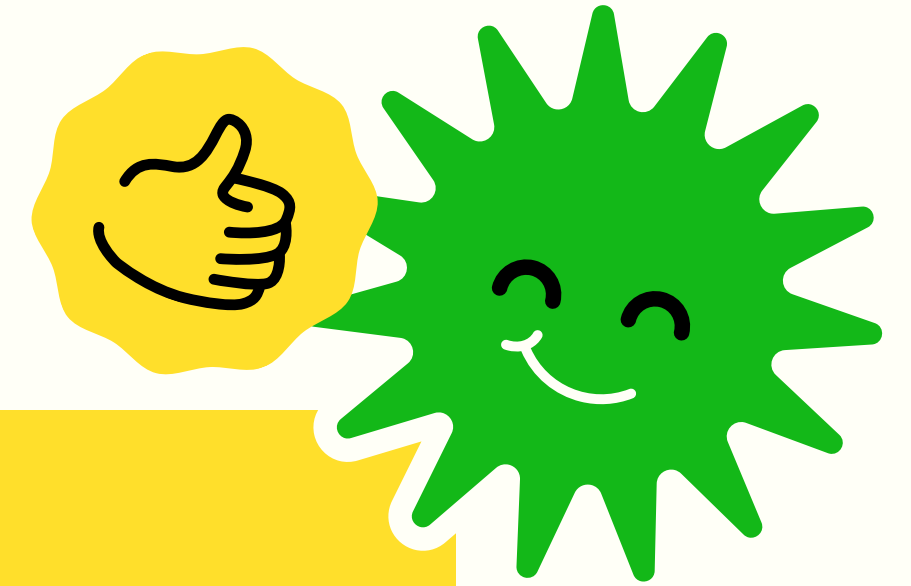
PRESENTER

Gráinne Callan (grawn-ya)



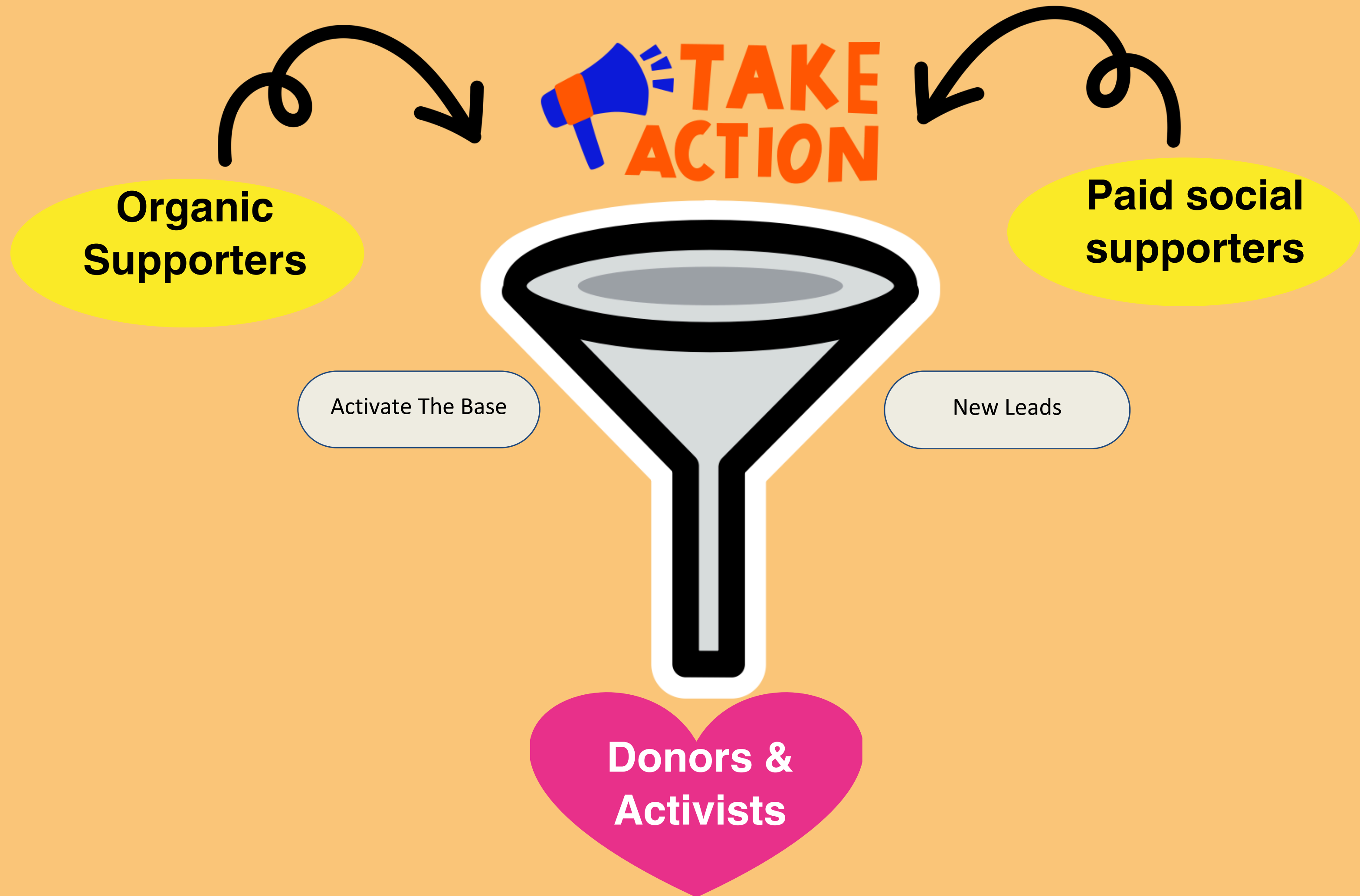
- Head of Digital Direct Marketing - Greenpeace UK
- Over 15 years within Fundraising Sector
- Specialism in Individual Giving and Digital Fundraising
- From Ireland, work in London, live in Bedfordshire
- Mother of 1 little red head girl
- Wife of 1 big red head man

WHAT YOU'LL HEAR TODAY



- **Greenpeace's Lead Generation Strategy**
- **Telemarketing's Role in Lead Generation**
- **Challenges in 2025**
- **The Look Ahead**
- **Q&A**



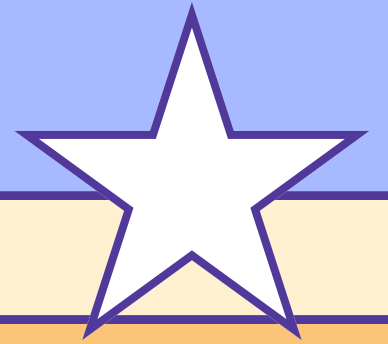


KEY FACTORS THAT HAVE DRIVEN DIGITAL GROWTH – GPUK

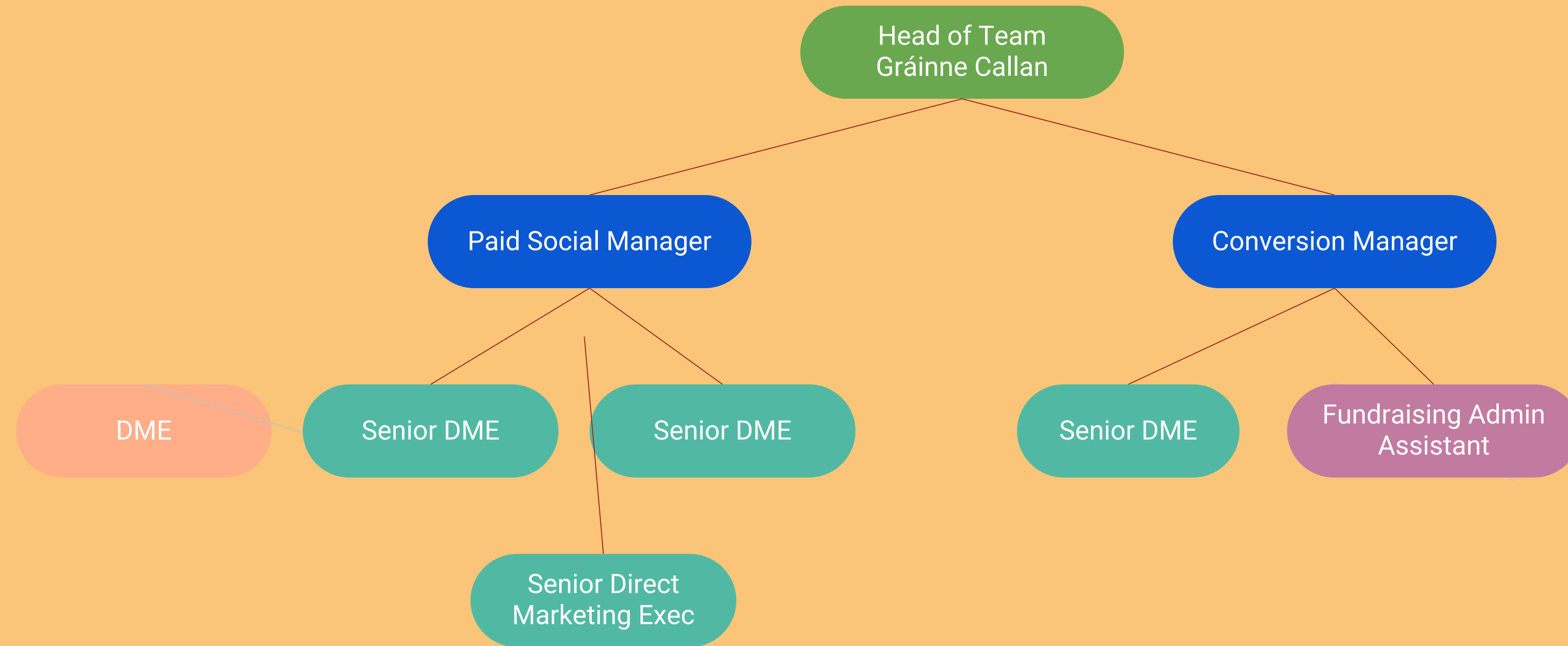




1. THE TEAM



Team Organogram:



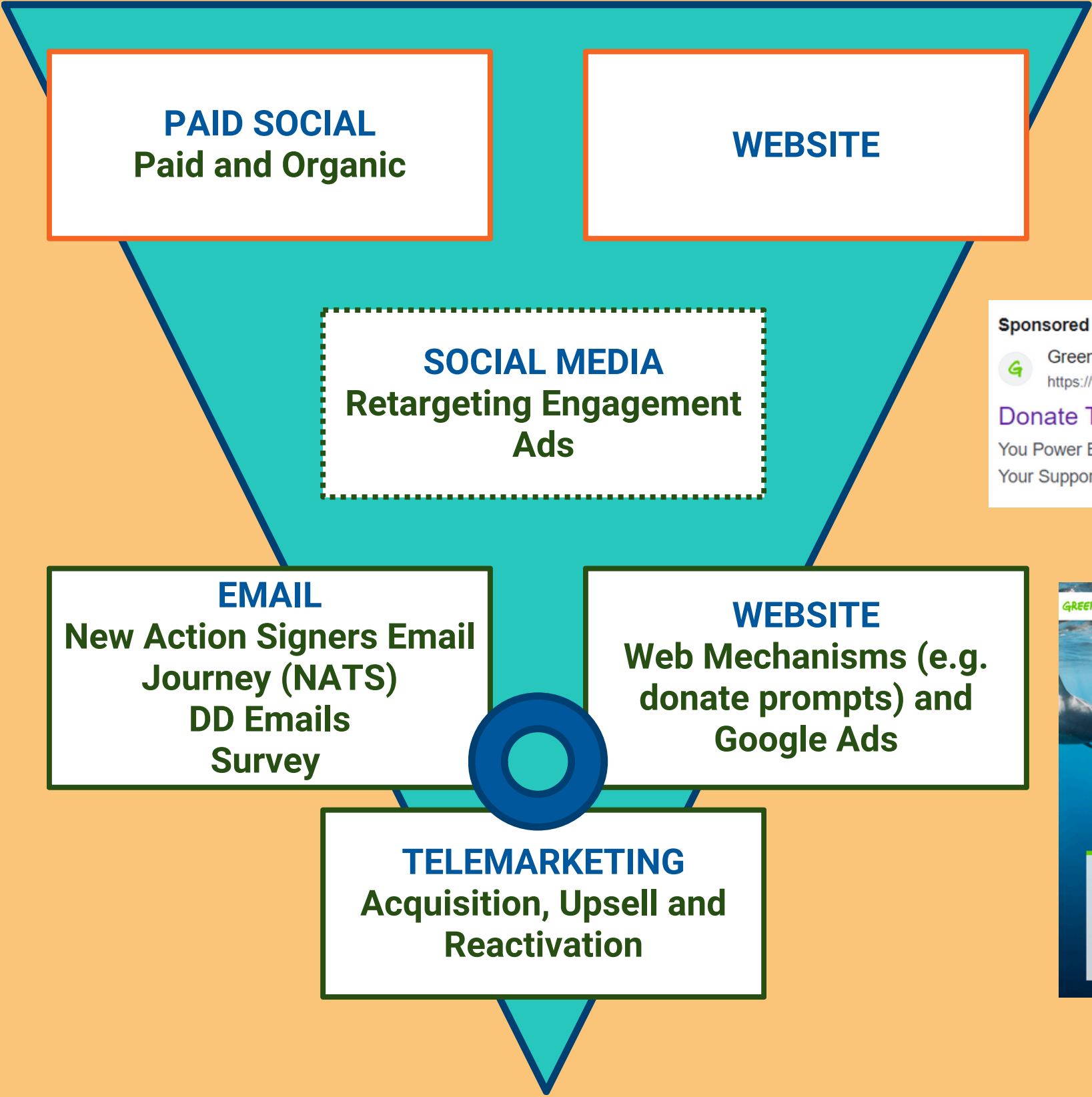
DME=Direct Marketing Executive

PAID SOCIAL


Over 1 Million Signers A Year



CONVERSION TEAM OVERVIEW

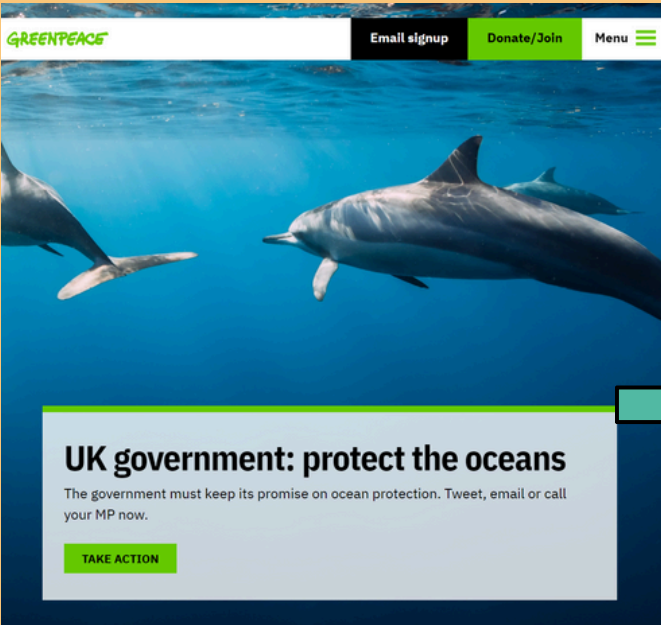


Sponsored

 Greenpeace
<https://www.greenpeace.org.uk> > donate

Donate To Greenpeace UK - Greenpeace UK

You Power Everything We Do. We Can't Do Our Work Without You. Support Us Today. We Need Your Support To Pay For Our Campaigns, Our Ships & Our Actions.







UK government: protect the oceans

The government must keep its promise on ocean protection. Tweet, email or call your MP now.

TAKE ACTION

Monthly amount

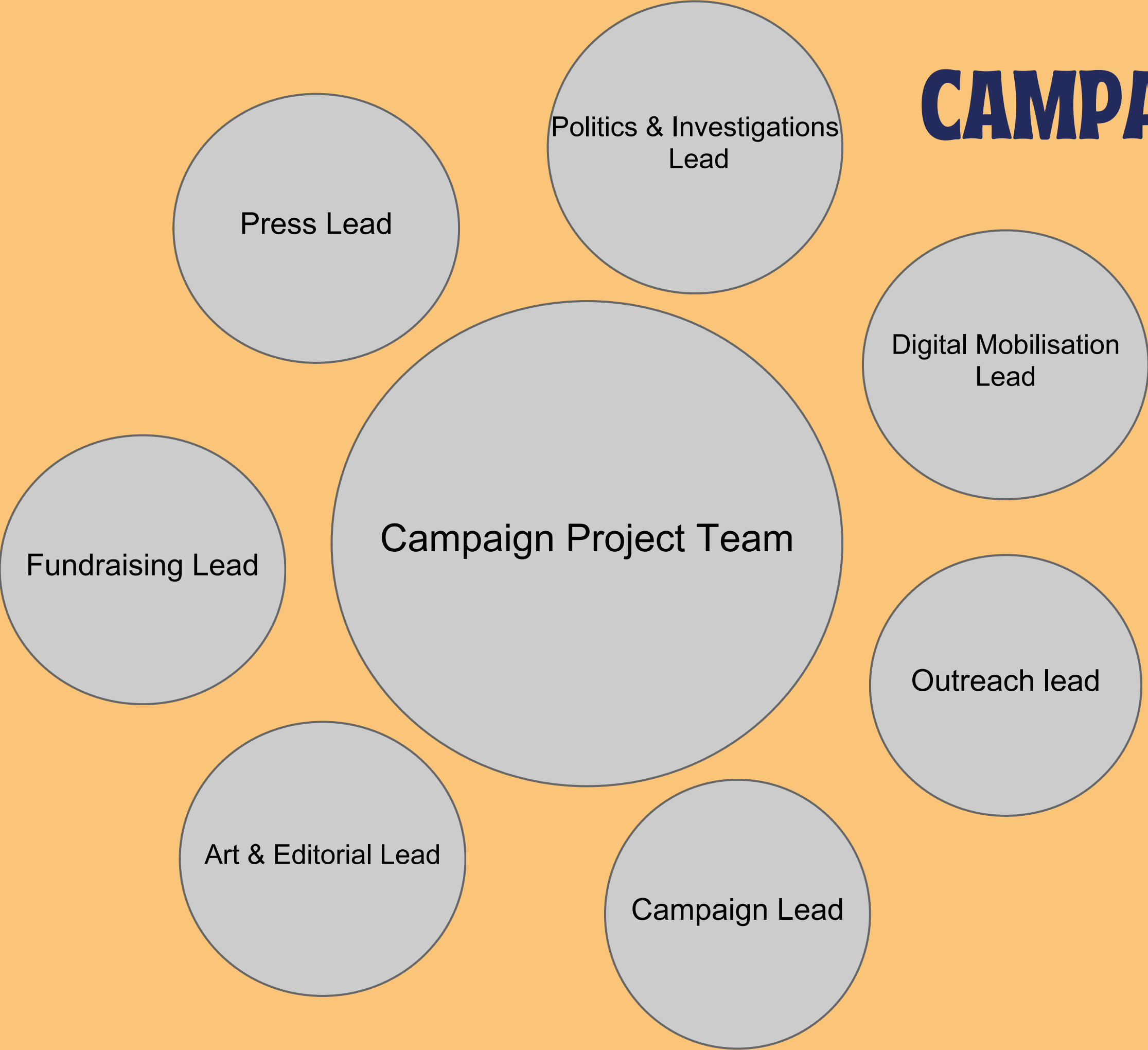
1 AMOUNT > 2 MY DETAILS > 3 MY PAYMENT

Next

2. WAYS OF WORKING

CAMPAIGN SET UP



CROSS ORG WAYS OF WORKING

- *Digital Steering Group*
- *Email Facilitation Group*
- *Monthly Digital Reviews*
- *Weekly Scheduling*
- *Weekly Operations Meeting*
- *Weekly Content Meeting*
- *Digital Deep Dives*
- *Testing Group*
- *Shared Slack Groups*
- *New Project Teams*

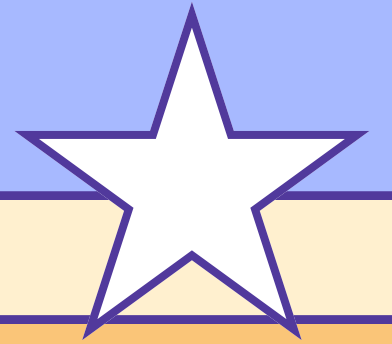


TEAM REQUIREMENTS

- a shared commitment and accountability from all teams to achieve our targets. We cannot do it alone.
- each team takes new engagement asks, as a specific objective to achieve this year
- teams are supported in delivery
- space to deliver the planned engagement asks, while also working on our plans for new tactics and space to respond to external events
- tech support and time
- priority email list access



3. PRINCIPLES



THE DIGITAL MOBILISATION MODEL



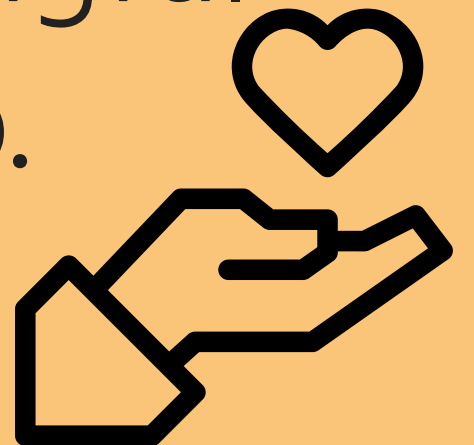
Attract people who share your values.



Make it easy for them to **take action**.



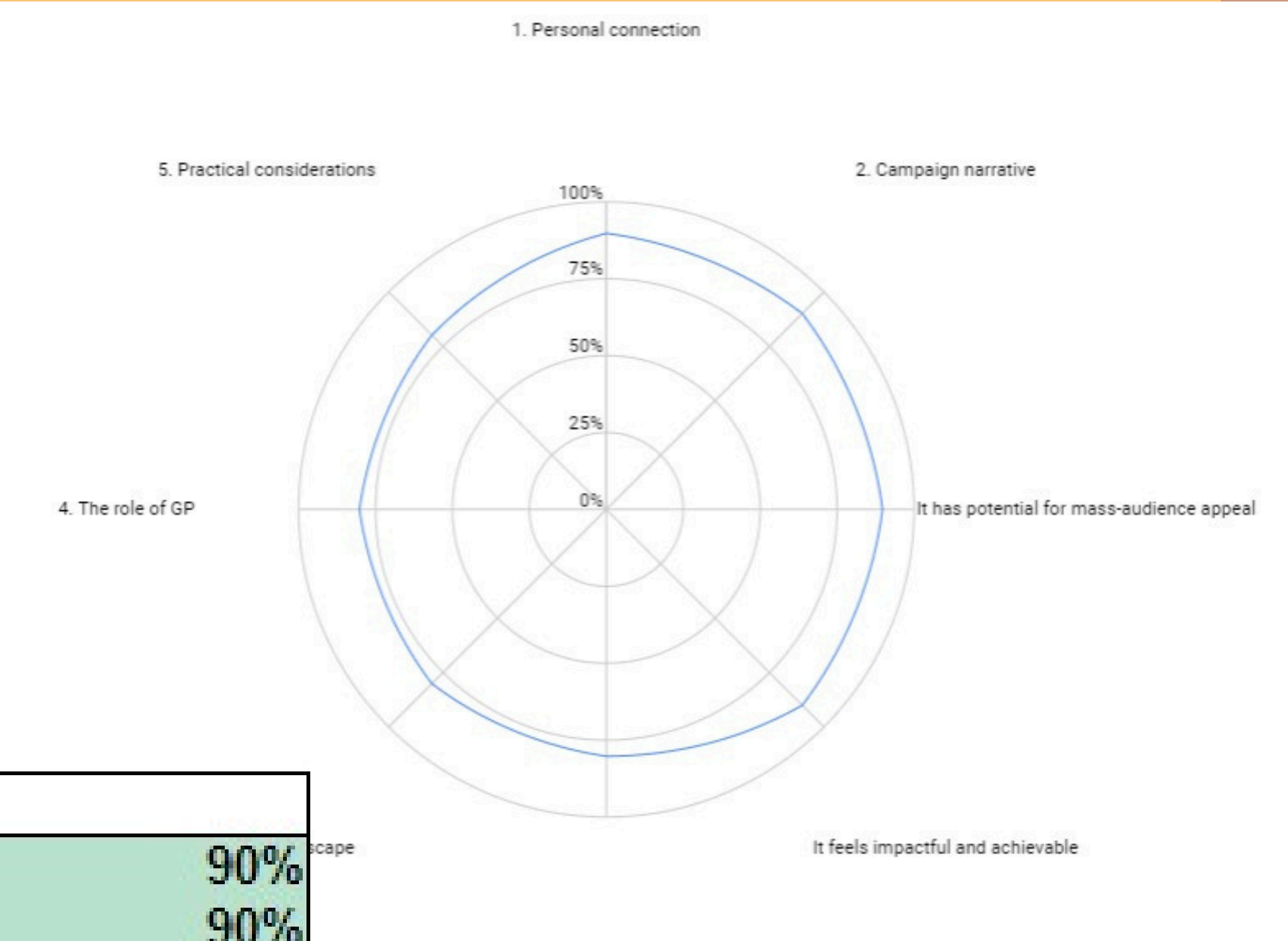
Keep in touch with meaningful things to do.



CRITERIA FOR SUCCESS

- **Links to your campaign / cause**
- **Can be communicated and will appeal to a mass audience across the country**
- **Feels impactful and achievable**
- **Include positive/hopeful asks**
- **Is shareable**
- **is seen to be linked to our core mission by potential supporters**

CRITERIA FOR SUCCESS

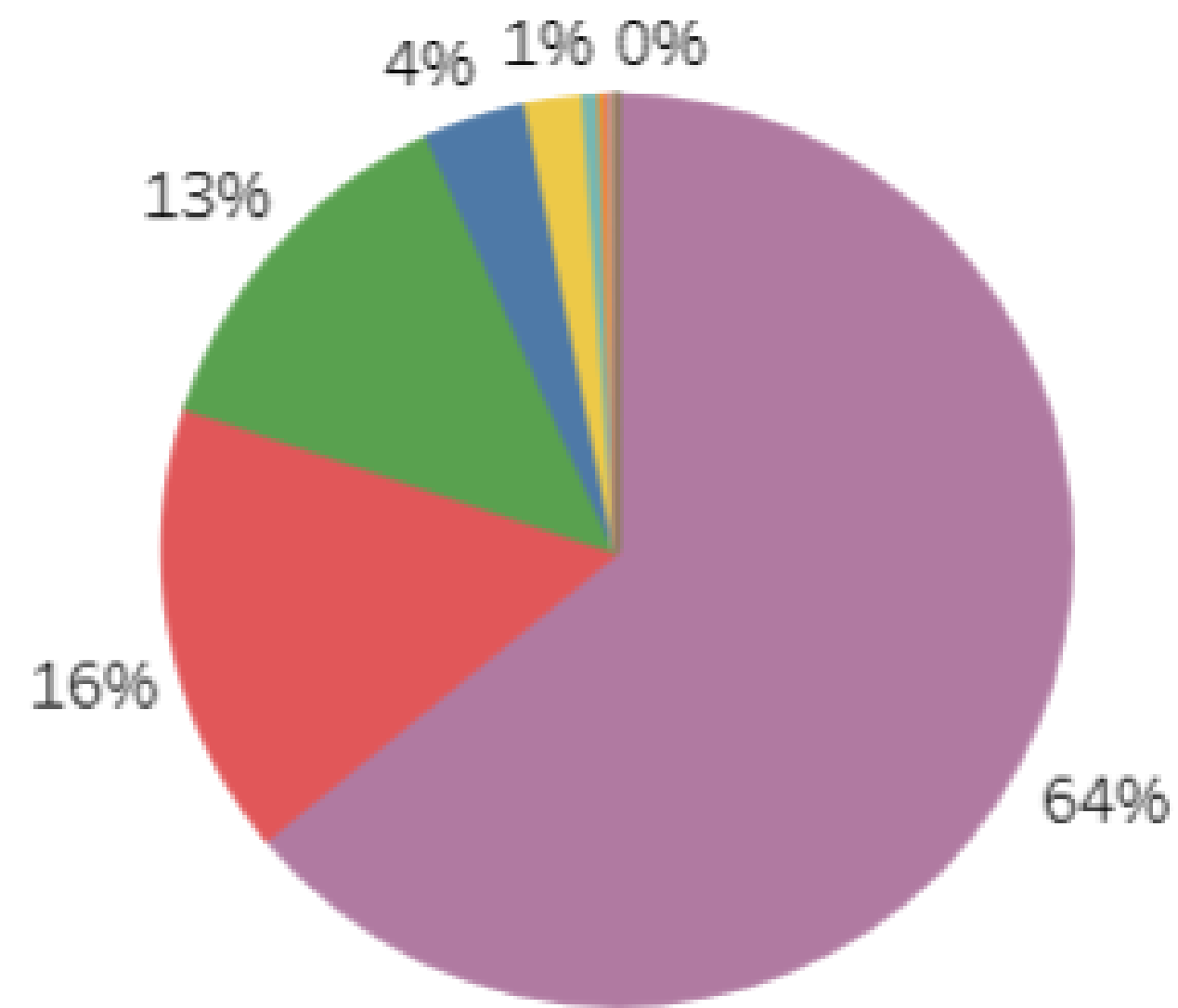


Results summary

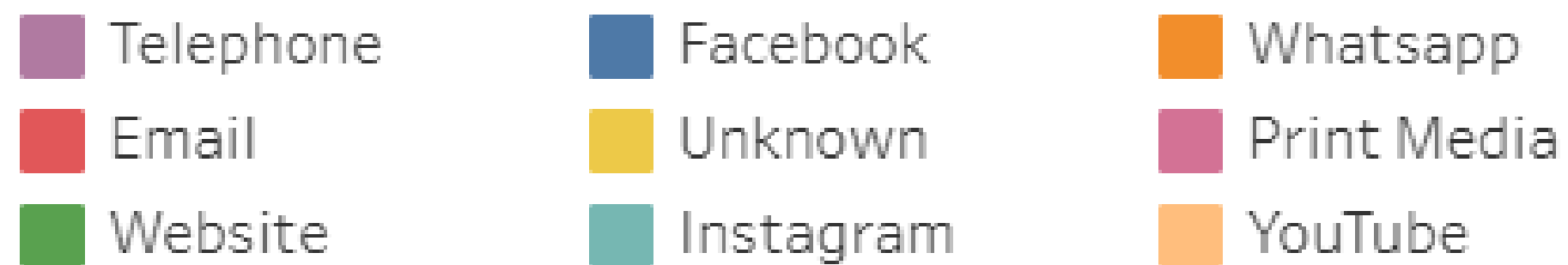
	Score
1. Personal connection	90%
2. Campaign narrative	90%
It has potential for mass-audience appeal	90%
It feels impactful and achievable	90%
It's shareable	80%
3. External landscape	80%
4. The role of GP	80%
5. Practical considerations	80%

TELEPHONE FUNDRAISING





Step2 Channel Label





- Telephone fundraising makes up 50-60% of our new regular donors to the organisation.



- Partnerships - our agency partners are key to our delivery of new donors. We have a unique and valuable agreement in place, that allows us delivery good quality fundraising at a relatively low cost.



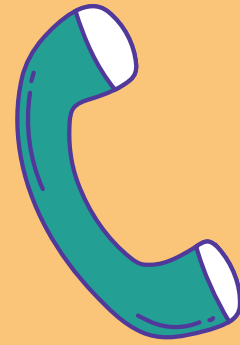
- The simple fact of the model we work with, means we need a constant source of good quality, contactable data, to send to our agency's on a consistent basis
We expect a minimum of 7,000 data leads sent to calling each week



- Engagement asks - these are the cornerstone of how we create the data we need to feed our programme, bring in our new donors and new online supporters. Currently the main tactic that drives volumes sits within our petition offerings.



Chunky



Recycled



Upgrade

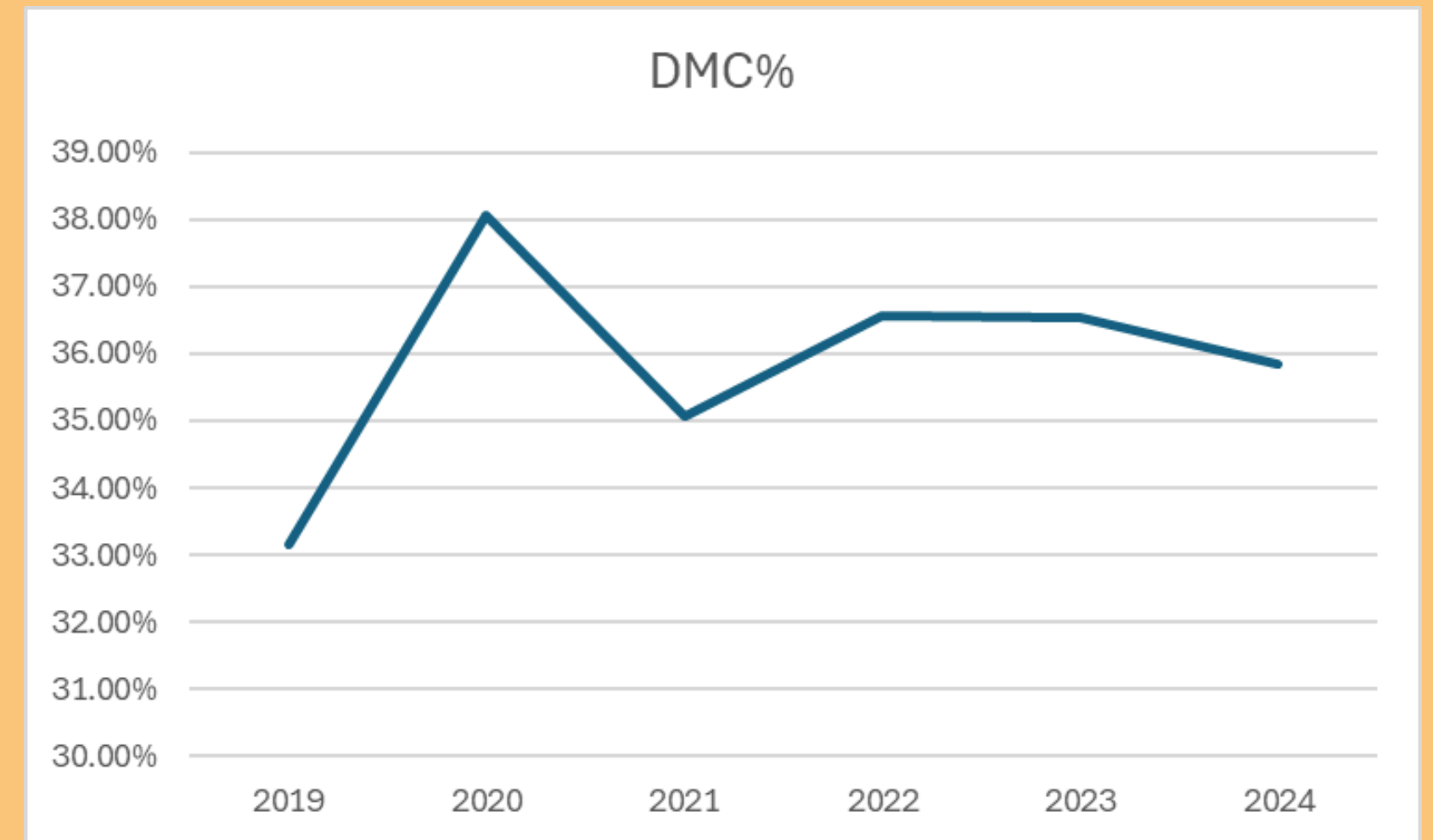
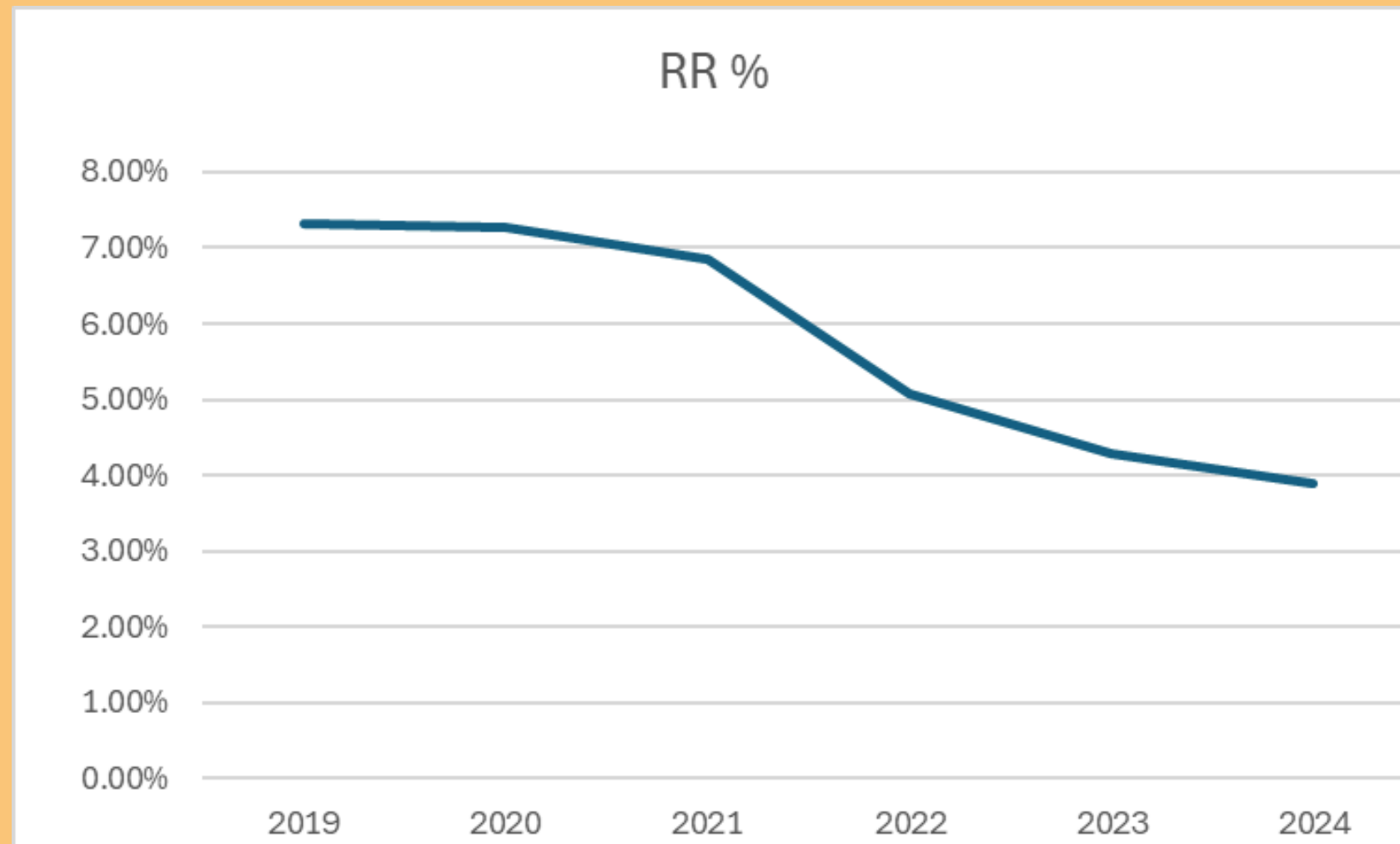


Reactivation

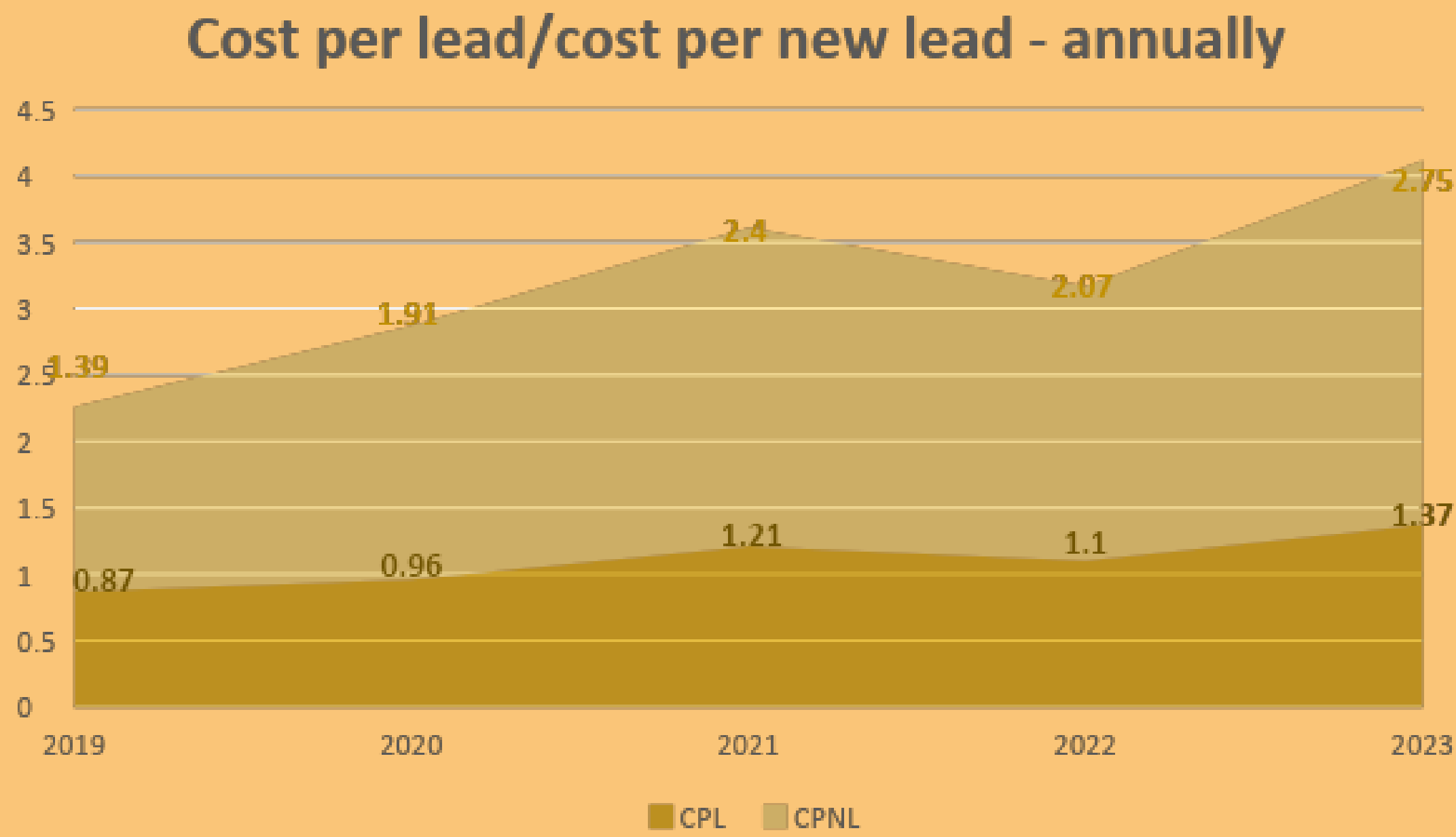


	Consistent Data Vols		Online Behaviour
	Campaign Areas		Algorithms
	Resource		Market Saturation/Competiton
	Costs		World Events

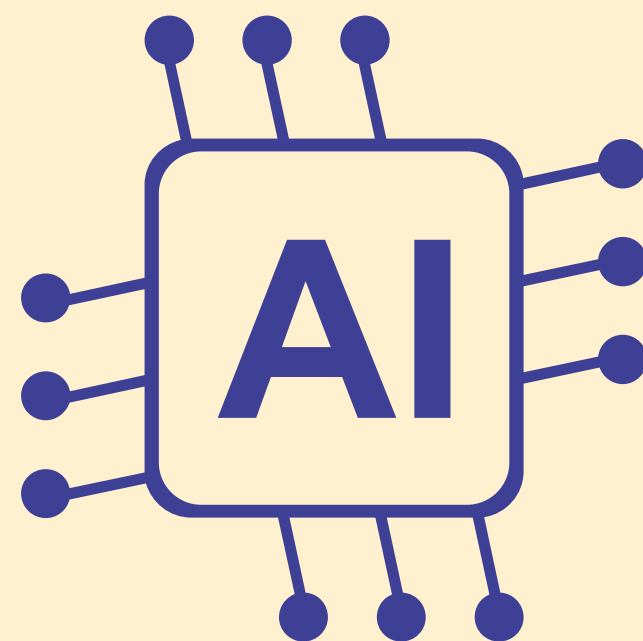
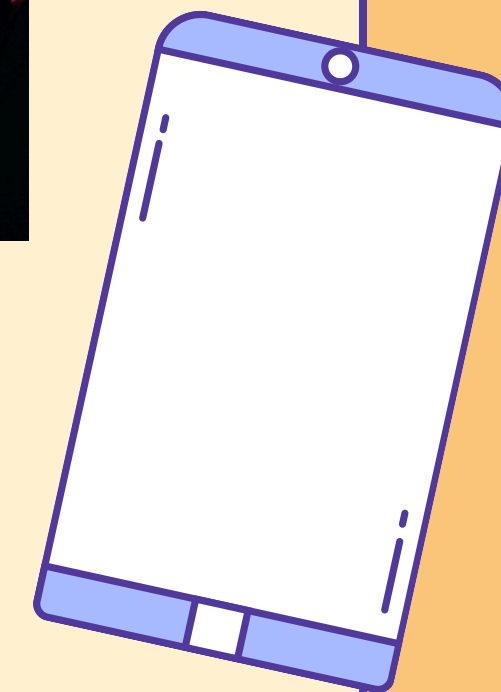
TM TRENDS



HIGHER COST PER LEAD FOR PAID SOCIAL



HOW WE MOVE FORWARD



Whats next...



PayPal



**THANK YOU FOR
LISTENING**

