






Maximising Telemarketing ROI – Infinity Loop

Our experience



-  We made 4.9 million outbound calls for charities in 2024
-  We handled 470,000 inbound calls for charities in 2024
-  We work with 50 of the UK's leading charities every day on telephone fundraising campaigns inbound and outbound.

RSPCA.

Breast Cancer
Prevent the preventable

 **WaterAid**

 **National Deaf Children's Society**

World Vision

 **ageUK**



 **GREAT ORMOND STREET HOSPITAL CHARITY**





CHALLENGES

- ❌ **Siloed approach causing invisible barriers**
- ❌ **Lack of knowledge/confidence in telemarketing as a channel**
- ❌ **Departmental objectives driving campaign creation**
- ❌ **Segregated budgets**
- ❌ **Ring-fenced data sets**

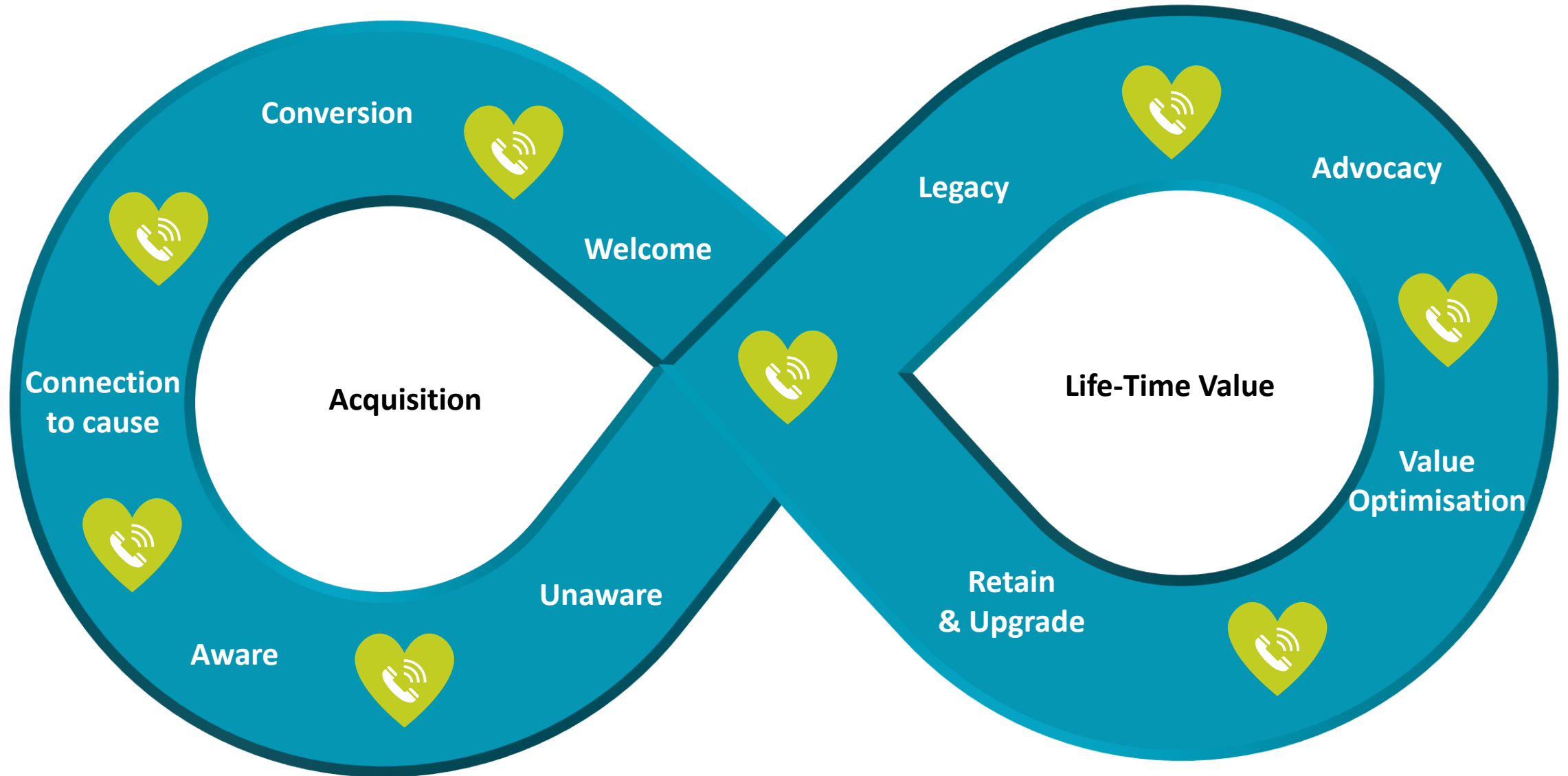


The Linear Silo Effect



-  **Create a collaborative mindset for telemarketing?**
-  **Align cross-departmental objectives prior to campaign creation?**
-  **Combine budgets to unlock greater potential?**
-  **Broaden the data pool to go bigger and bolder?**





HOW?



Bring departments together to increase understanding of each other's targets, challenges and opportunities (broad and TM-specific).



Agency-led campaign ideation sessions and telemarketing forums.



Identify where value can be derived from – both products and 'ancillaries'.



Incorporate all value into your ROI modelling.



Build a dynamic calling strategy to facilitate optimal ROI call by call.

CASE STUDY



The Opportunity

A stagnant pool of unclaimed Gift Aid worth over £1 million.
Legacy team seeking more qualified leads.



The Approach

A unified telemarketing campaign.

- Cleansed data to satisfy GDPR requirements.
- Gift Aid administration to increase donation values and unlock trapped income.
- Integrated legacy prompts *only where appropriate* – using real-time supporter cues and consented data.
- Full collaboration between RSPCA's Individual Giving, Legacy, and Compliance teams, and Angel.



The Results

- **£450,000+** in additional Gift Aid income to date (2021–2024).
- **Over £1 million** in projected future legacy income from new will guide requests.
- +10% increase in overall Gift Aid opt-in rate – from <60% to nearly 70%.
- Increased LTV, without notably increasing call length or cannibalising outcomes.


The logo for RSPCA, featuring the letters 'RSPCA' in a bold, blue, sans-serif font, followed by a small blue square.


TAKE AWAYS




The Big Takeaway

By creating a collaborative telemarketing culture and utilising dynamic scripts/asks we *multiplied impact* – without multiplying cost.

 **On Breaking Down Silos & Collaboration** *“I think it's **easy to get so micro-focused on your objectives...** But it's having that single supporter view and really working with other teams to see how we can make the most out of the activity we're doing.”*

 **On the Power of Integrating Legacy into a Non-Fundraising Campaign** *“We decided, why not introduce a legacy ask... That developed a potential future income estimated at over £600,000. In 2023 we expanded that. If you said yes to Gift Aid, then we also asked if you'd like to receive a free will guide in the post”. On the most recent campaign alone the future **projected income from Legacy giving was over £1 million.***

 **On Maximising ROI and Long-Term Value** *“The first campaign did result in an in-year income from Gift Aid alone of approximately £230,000... But it doesn't stop there – it keeps going, which is wonderful. **The total to date of £450,000 can help run a wildlife centre for almost half a year.**”*

Phoebe Cooper, MBA – Marketing Manager (Donor Development) - RSPCA

ANY QUESTIONS?



Want to chat further?



Jack@angelfs.com

For more insights why not watch our Top Telemarketing Trends podcast?



helloangel.co.uk/podcast