



Keeping Donors for the Long Haul

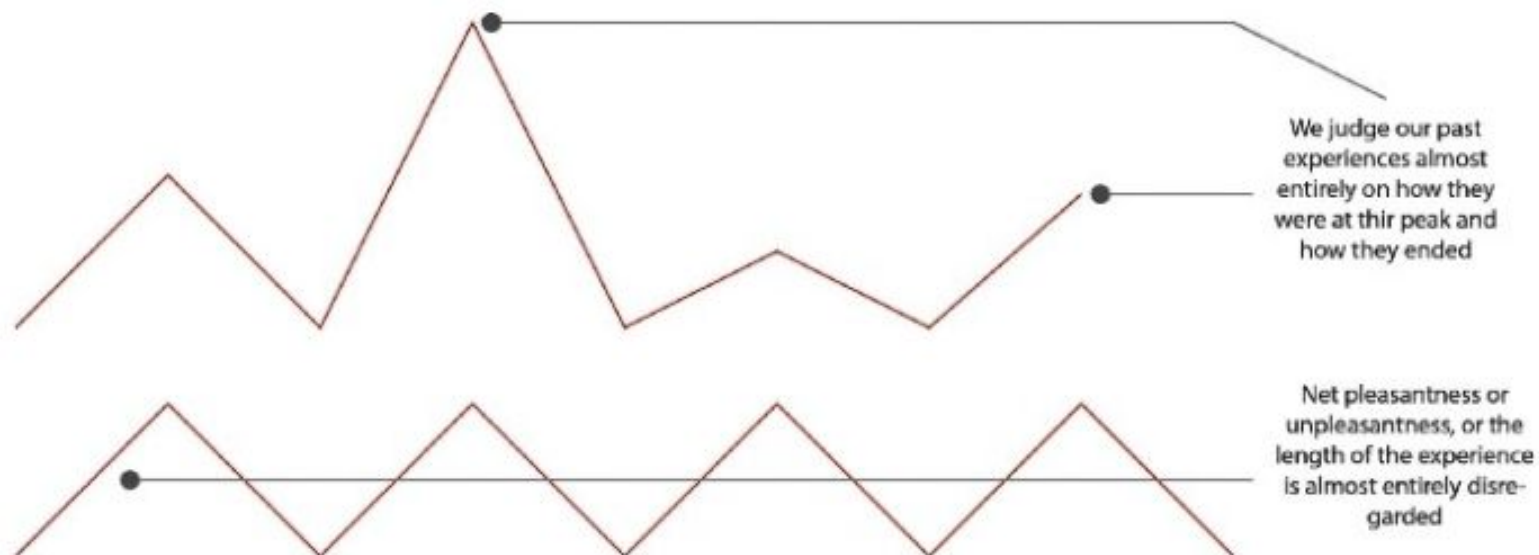
How Great Supporter Experiences
Reduce Attrition



Louise Wells



The science behind an unforgettable customer experience



The Belief

Anyone who gets a great experience when supporting MAG will,
over their lifetime, give significantly more than someone who
doesn't.

The Approach

We don't think the donor experience is something you can reverse engineer. It has to be in mind from the off, connecting them directly to the issue of landmines and the people who live in fear and danger of them through communications with one goal – to show gratitude for the difference they have made, reinforced by an impact report.

Thanking donors is the minimum we should do but we believe great supporter care is authentic, demonstrated by all parts of the charity and involves supporters in the issue they support, continuing to inspire them to support.



The Aim

Call every donor from the past 12 months.

If we couldn't call - write to them.

The Campaign



How



How

Create a plan - for the campaign and for the day

Prep materials - for donors and for callers

Layout - think about the logistics, phones, cards, pens!

Data - identify and prepare only the donor data you need

Energy - consider how to keep energy up and the vibe fun

Wrap up - feedback to callers/staff

The Impact

“I was sorry to have missed Nick’s call as I would have liked to have verbally passed on my deep appreciation for the work that you do and the lives that you change”

I just wanted to say that this is definitely one of the best pieces of fundraising comms / marketing I have ever seen. What a brilliant idea, beautifully executed.

“Awesome... Great campaign
Thank you so so much for
what you do!”

“Got a thank you text as well –
double whammy!”

I will as always, continue to be
a supporter and promoter of
MAG and look forward to many
more years of helping you carry
out such vital and life-changing
work.

“Lovely to receive thanks, so many
charities don’t bother”

“It really is a measure of
an organisation where
they go to such effort to
personally thank their
supporters”

“I am proud to contribute to MAG
and I will continue doing so
monthly. In these troubling and
worrying days thinking of your
work gives me relief. I’m
genuinely happy with MAG.”

Data

36% higher average gift

186% more likely to donate to subsequent appeal

15% less attrition

42% increase in email open rates



“Retention is
the single most
important thing
for growth.”

ALEX SCHULZ, VP GROWTH, FACEBOOK.COM

Top Tips

1. Make a case

- Demonstrate the value of retention
- Incorporate in strategies
- Make it part of roles and objectives

Top Tips

2. Peaks and troughs

- Map out your supporter journey
- What is missing?
- How could thank you calls create a peak?

Top Tips

3. Think donor first

- Create a thanking day inspired by them
- Remember why you are doing it

Top Tips

4. Don't be overwhelmed

- Focus on what you can achieve
- Ask for support
- Remember why you are doing it



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