

Trends & insights to maximise income from donor retention

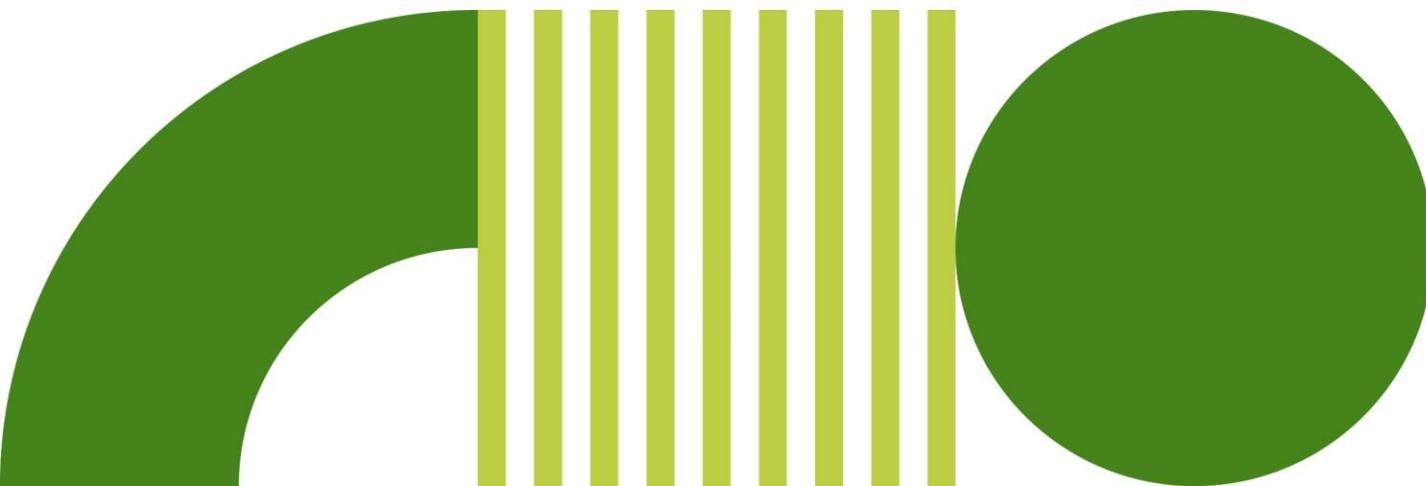
Josh White & Merlin Meyer , Oxfam GB



OXFAM

There is no them, just us.

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INTRODUCTIONS



Josh White

Senior F2F Program
Manger



Merlin Meyer

Supporter Journey
Manager

Channel Mix

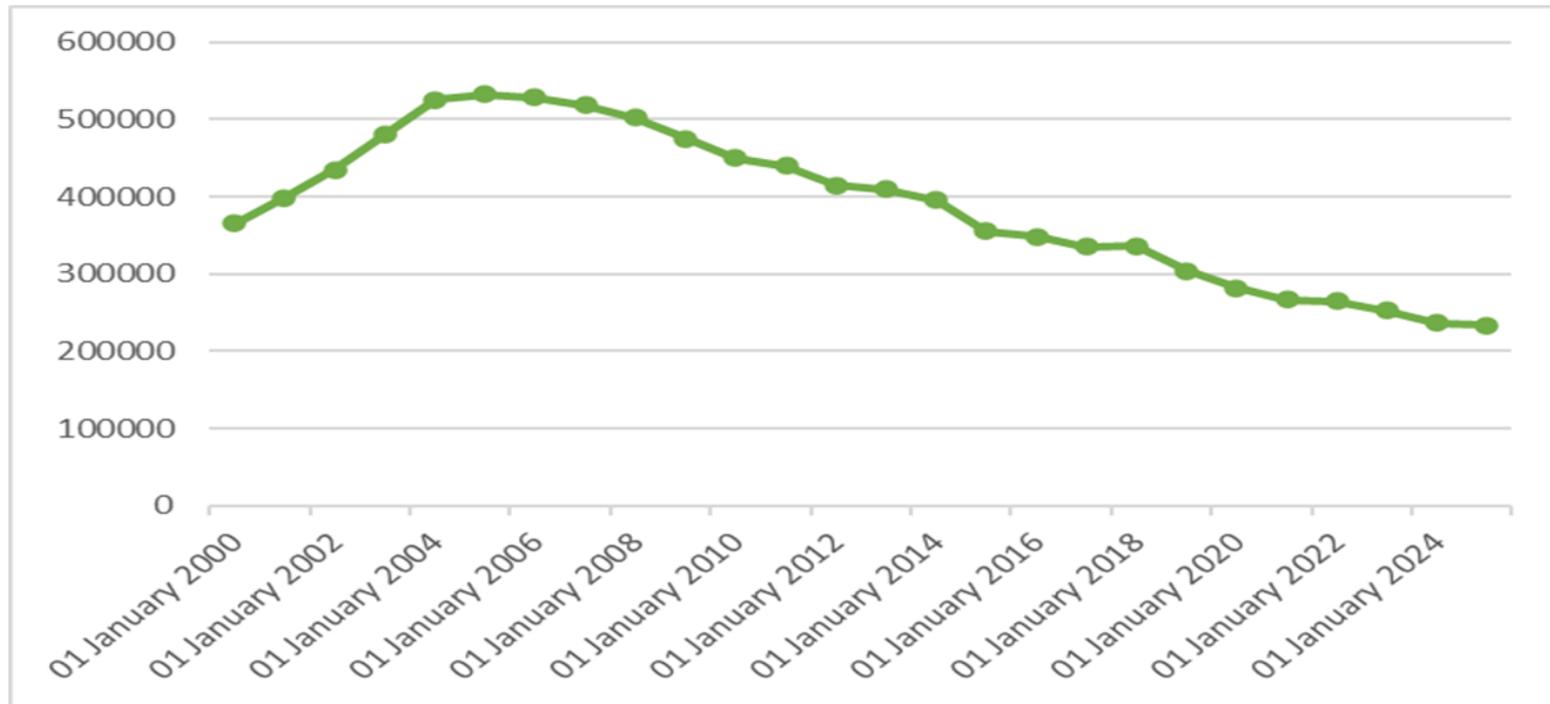
- Telephone – internal outbound & external
- Digital – BAU, emergency and appeal specific
- F2F – Three external agencies & In House team



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Oxfam F2F Strategy 2023 - “Recruit more Regular Giving Supporters”

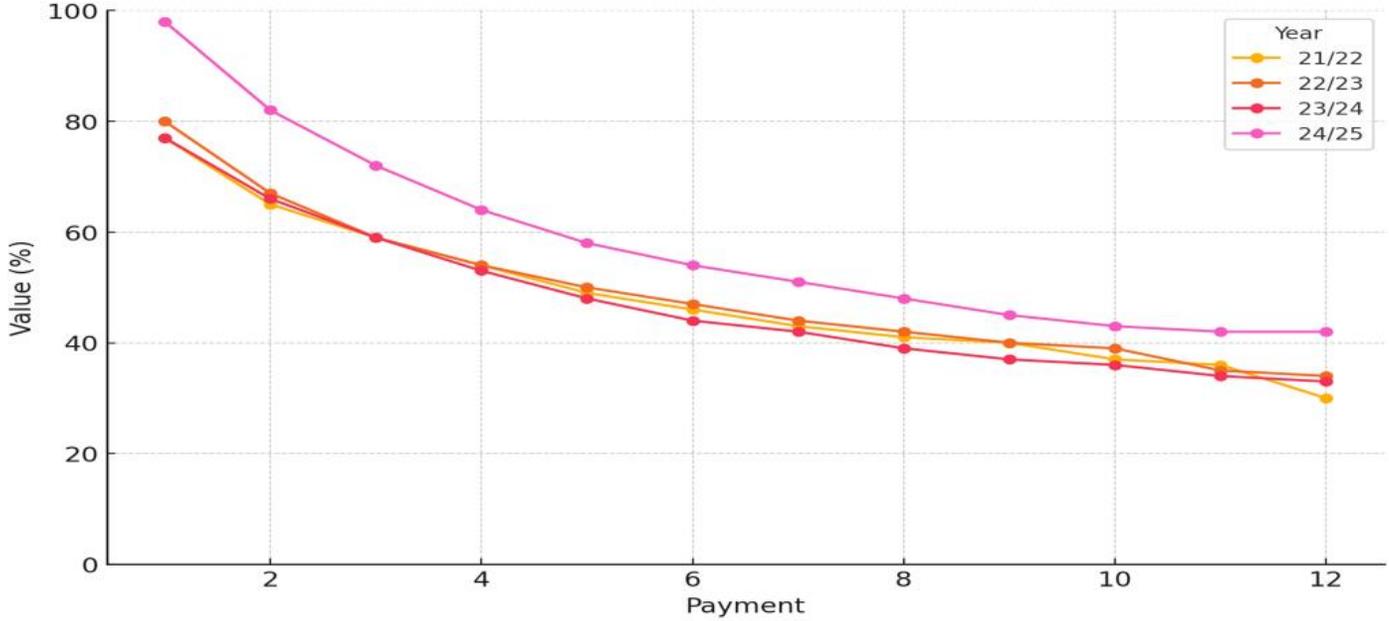
- Boost unrestricted income
- Address the decline O GBs RG supporter numbers – 20 years !



F2F Volume



RETENTION PERFORMANCE

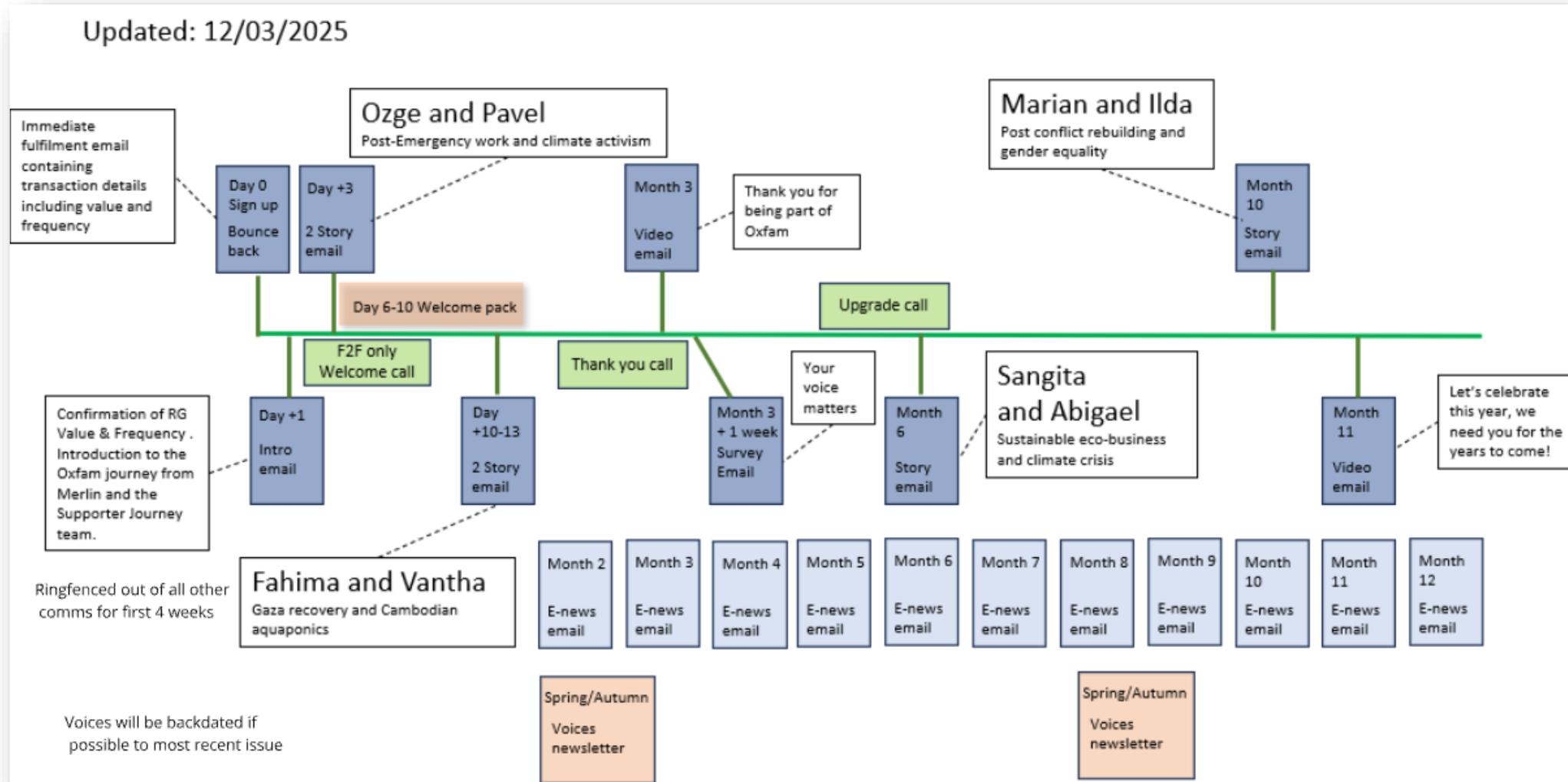


- Sub Channel – Pivoted to principally D2D
 - Payment option – Principally RCP vs DD
- Speaking to our target audience - “Engaged Global Citizens”
 - Fresh proposition, aligned with new brand



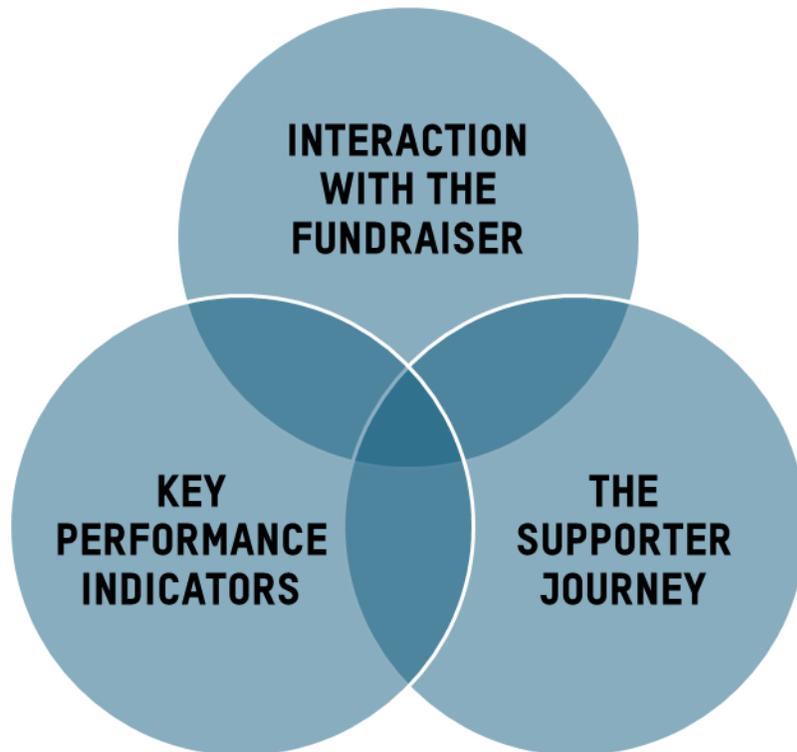
Where are we now

- Refining Journey
- SMS & personalised timing



Key take aways

- The new proposition - too broad
- RCP payment methodology – 4 week rolling vs cooling off period



QUESTIONS, THOUGHTS OR REFLECTIONS?

