



# Trends & insights to maximise income from donor retention

Josh White & Merlin Meyer , Oxfam GB



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# INTRODUCTIONS



Josh White

Senior F2F Program  
Manger



Merlin Meyer

Supporter Journey  
Manager

## Channel Mix

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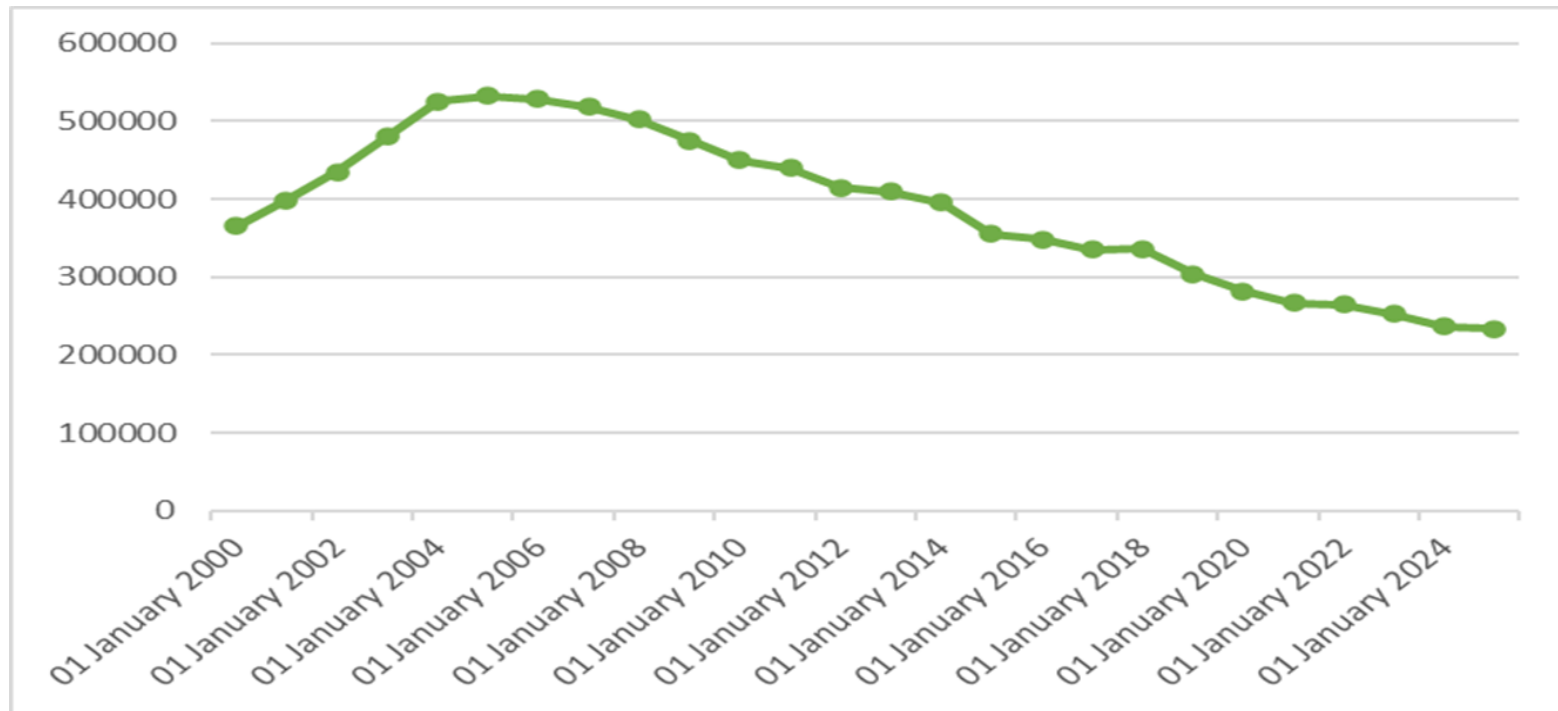
- Telephone – internal outbound & external
- Digital – BAU, emergency and appeal specific
- F2F – Three external agencies & In House team



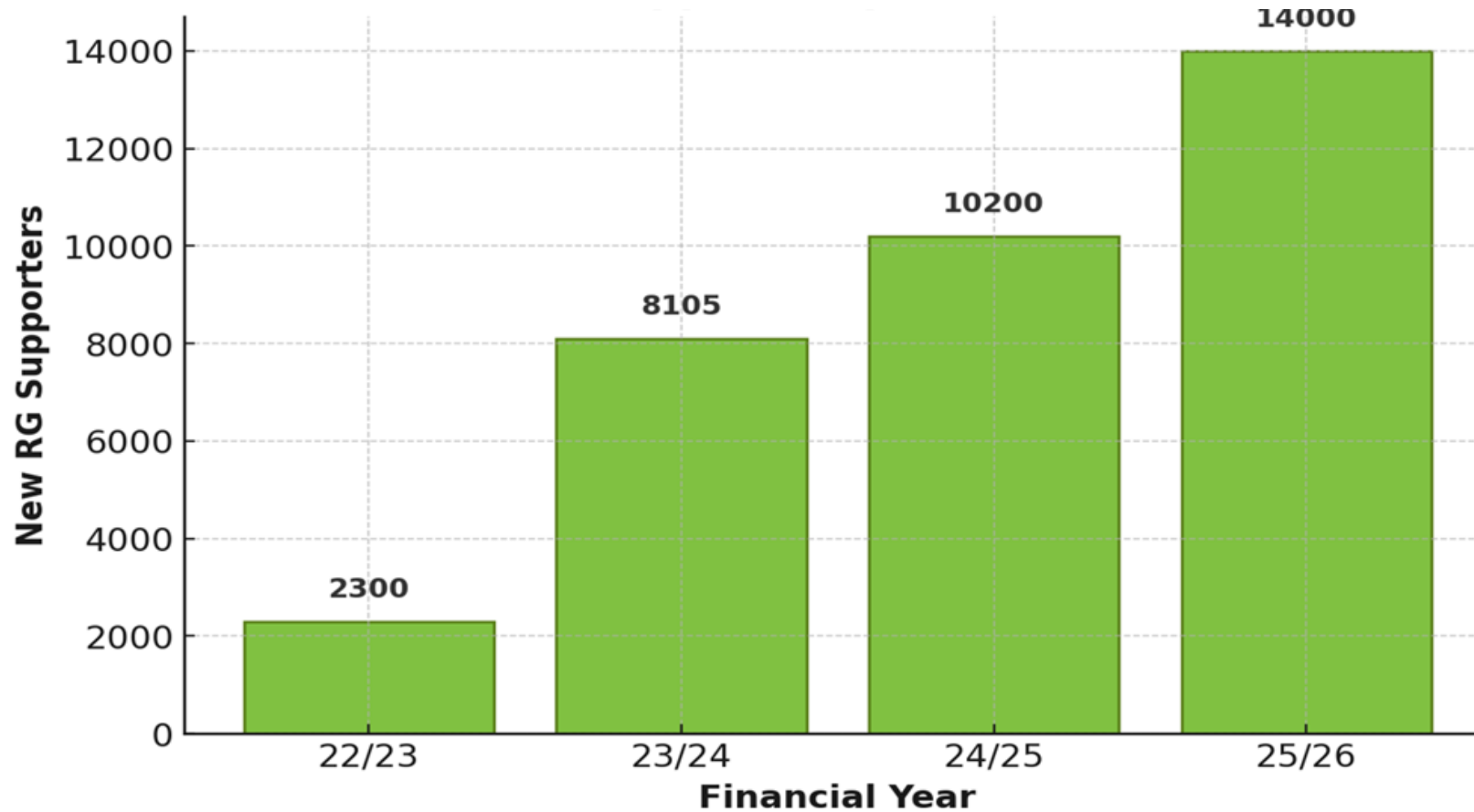
**OXFAM**

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

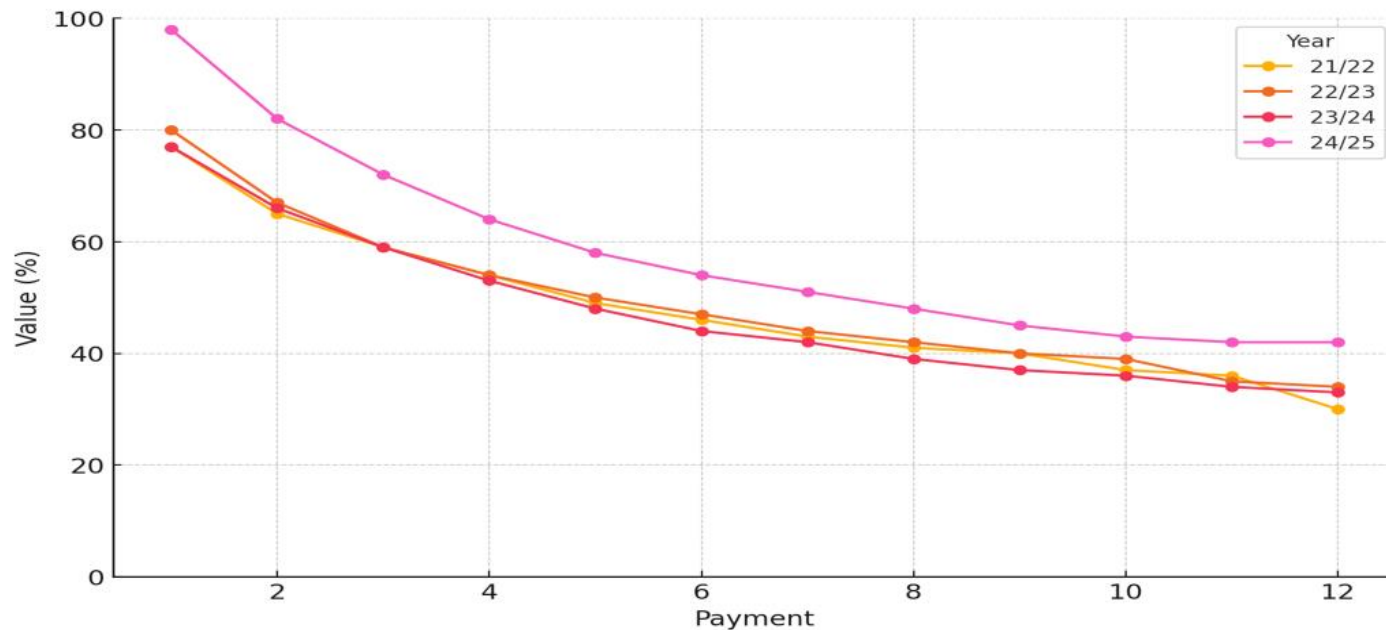
- Boost unrestricted income
- Address the decline O GBs RG supporter numbers – 20 years !



# F2F Volume



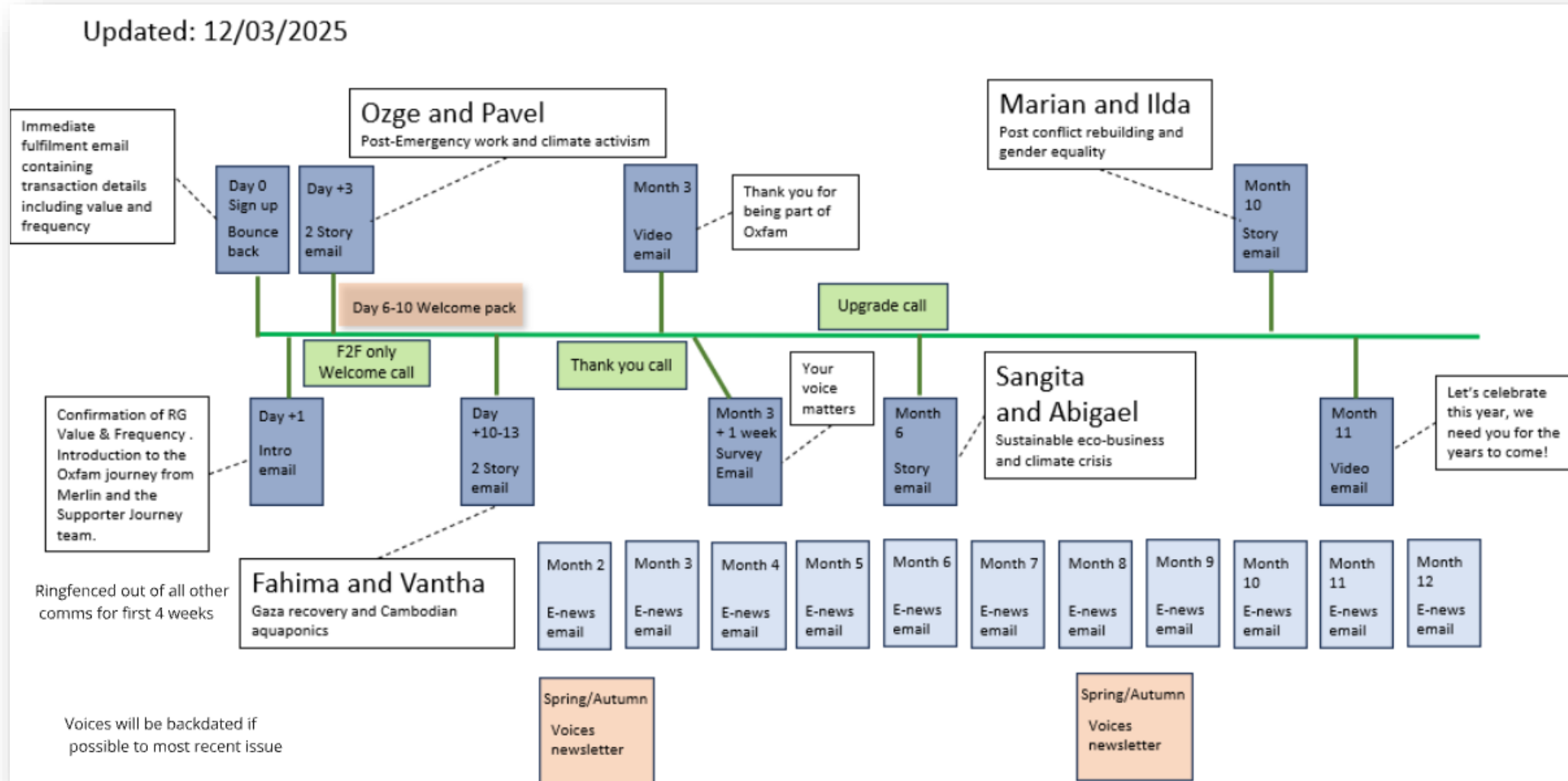
# RETENTION PERFORMANCE



- 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

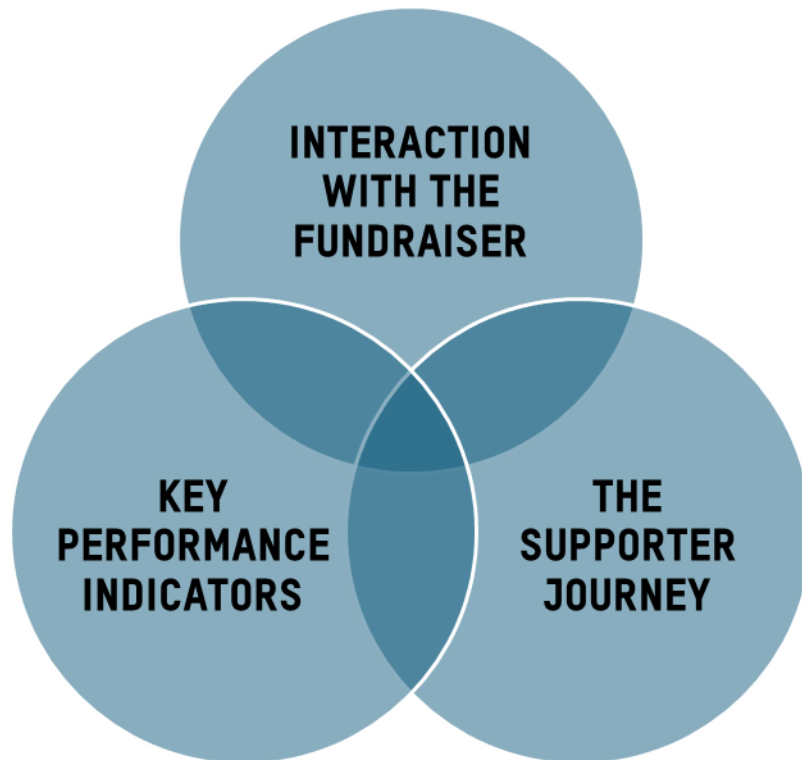
- Refining Journey
- SMS & personalised timing



# Key take aways

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





**QUESTIONS, THOUGHTS OR REFLECTIONS?**

