

CHARITY BENCHMARKS

DIRECT DIALOGUE 2021-2024

MARKET TRENDS



Today...

- The data and the process
- What we found
- What do I deduce from this?

“Get your facts first. Then you can distort them as you please.”

Mark Twain

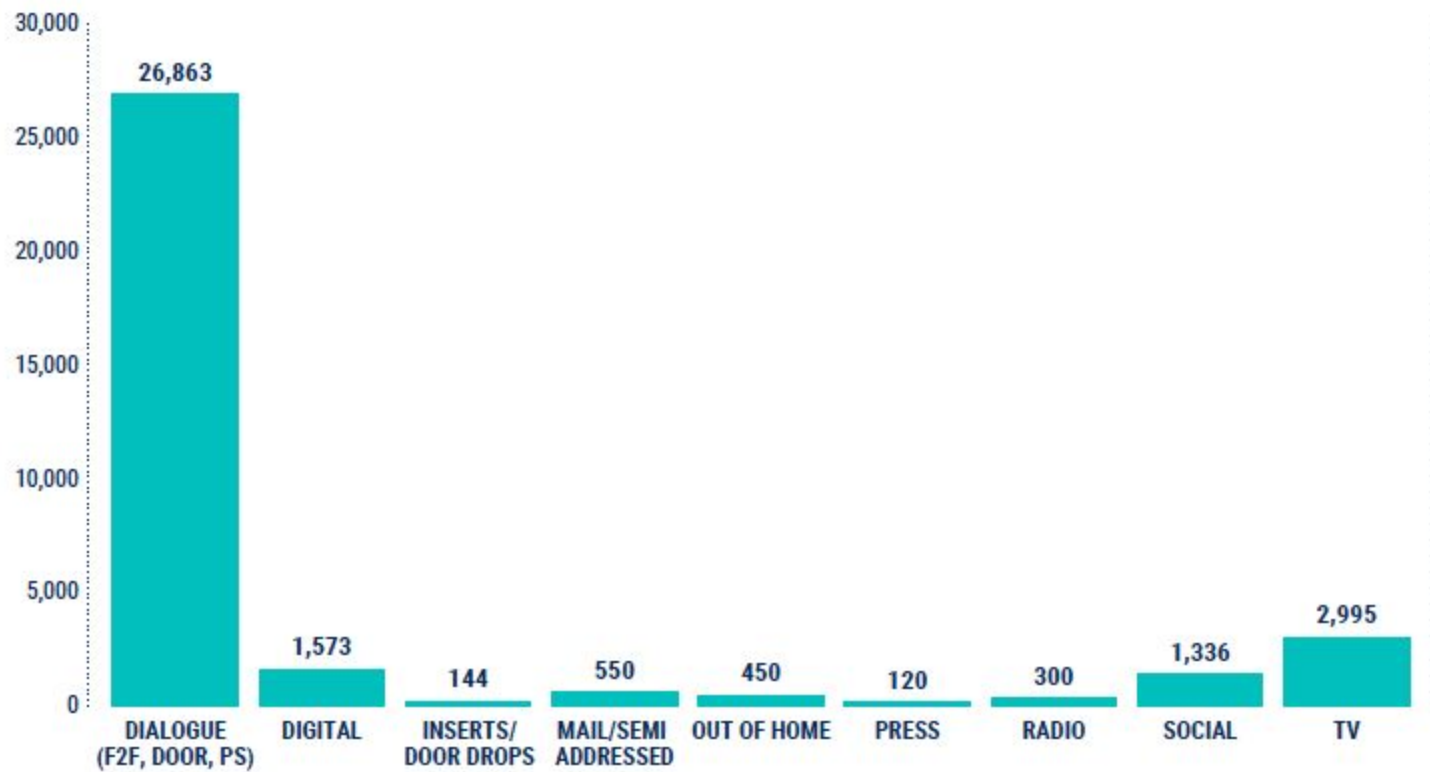
About the project

- Data collected by CIOF between 2021 and 2024
- 1.6 million signups makes this a HUGE dataset!
- Lots of challenges – no costs, inconsistent dating etc.
- High volume campaigns skew the overall numbers
- Small campaigns can suggest trends that might not be there
- Loads of data but limited time to work on it

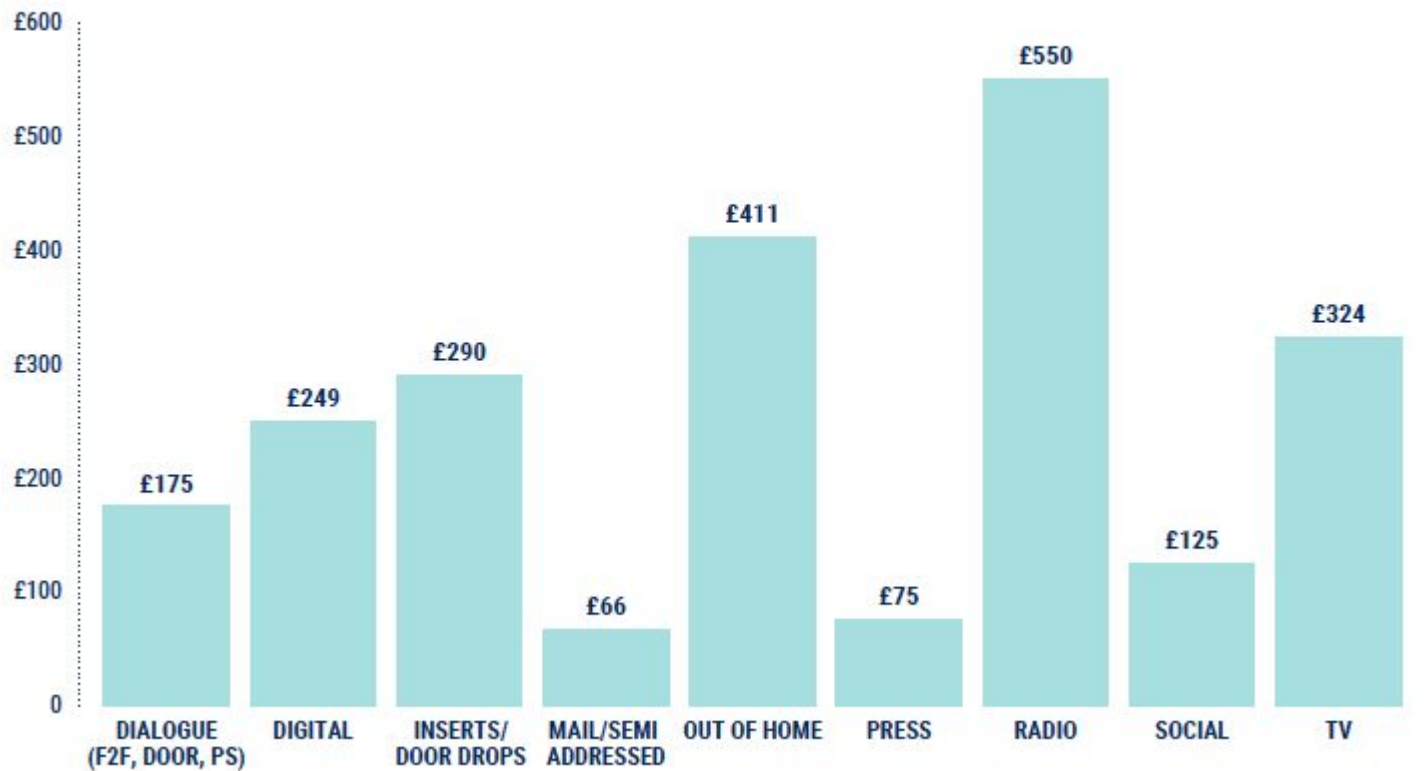
SECTOR PERFORMANCE



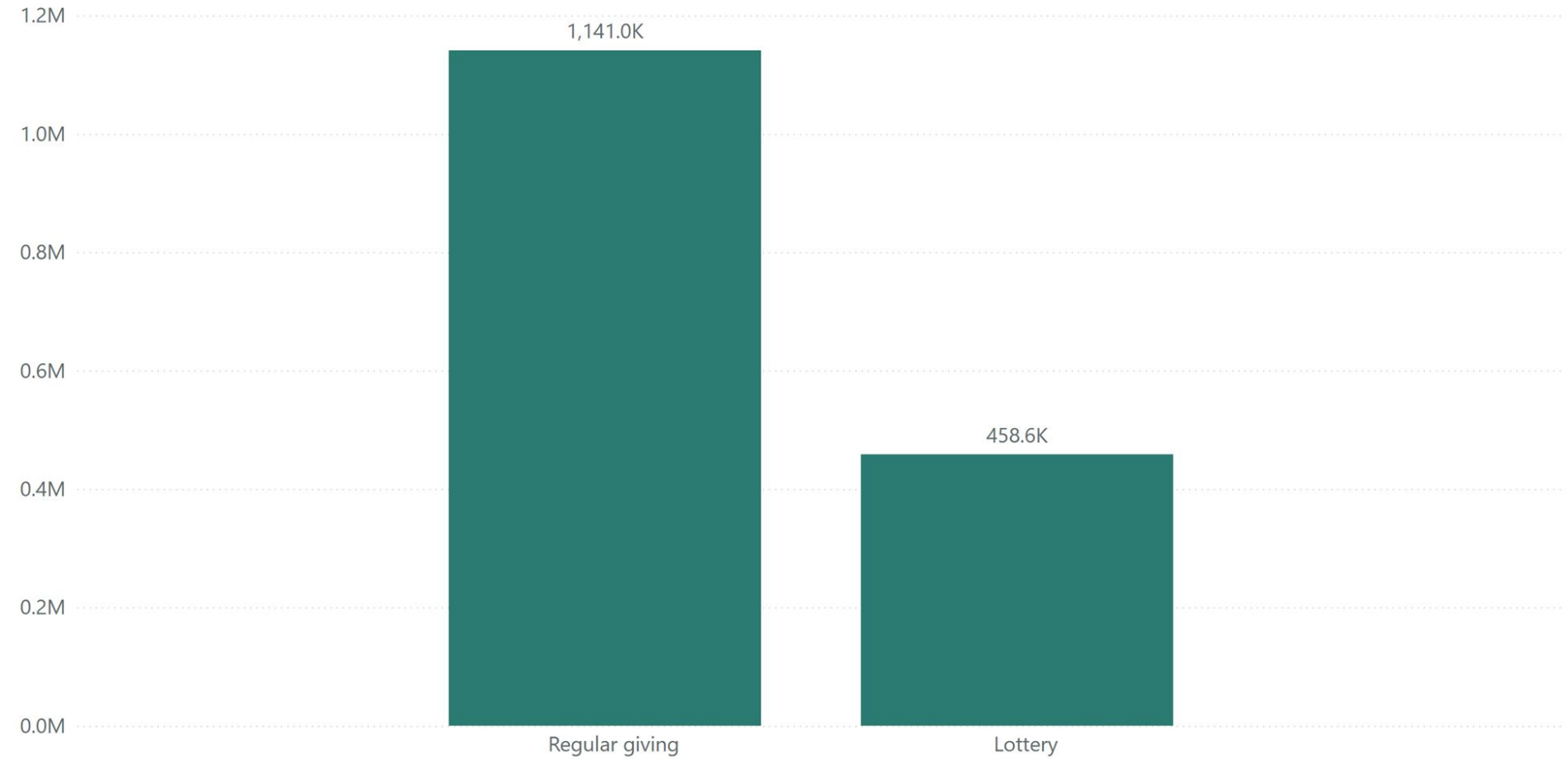
REGULAR GIVING VOLUME



REGULAR GIVING AVERAGE CPA



Overall : Recruit Volume by Product



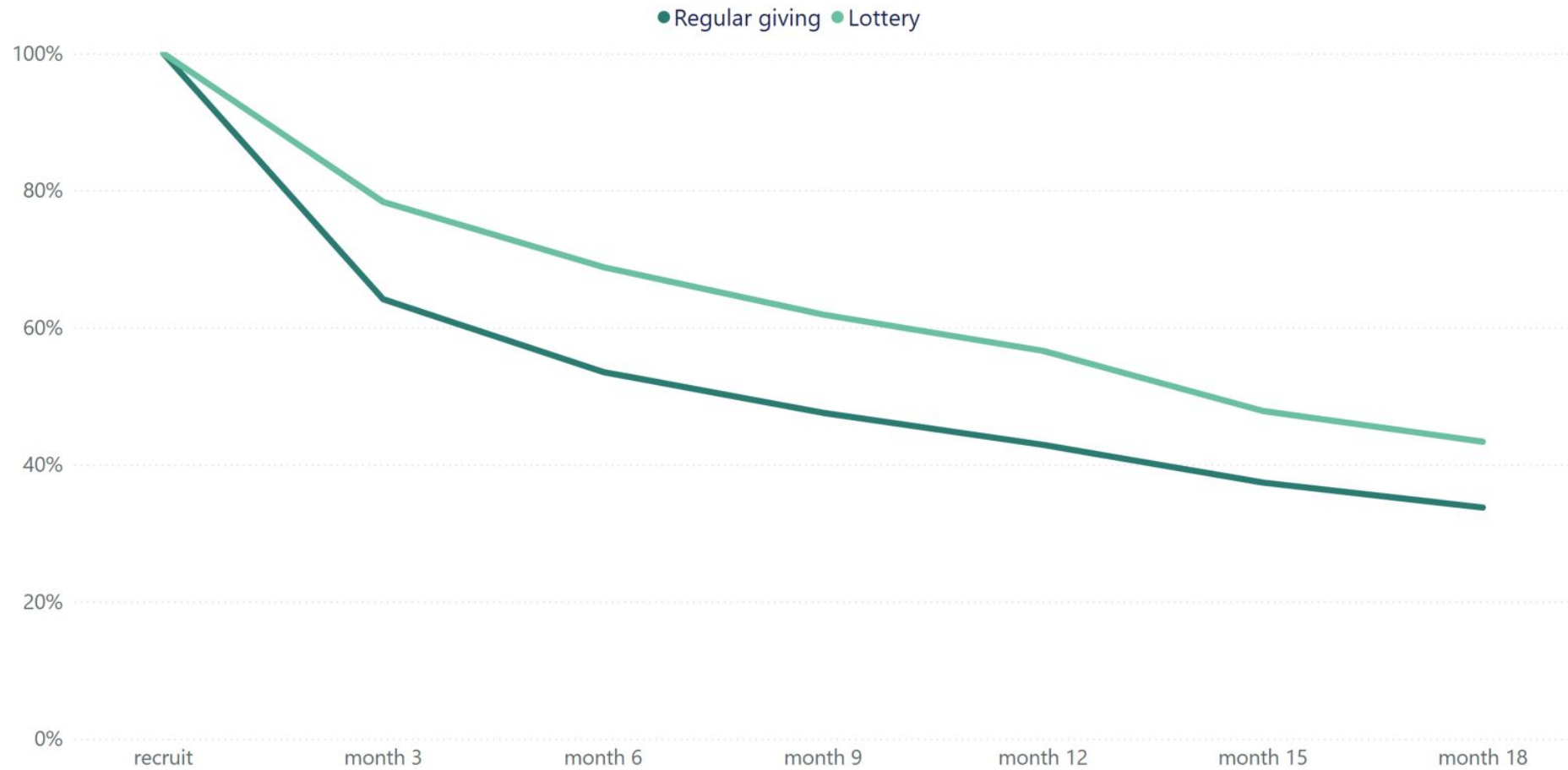
Overall : Recruit Volume by Product



Overall : Monthly Value by Product



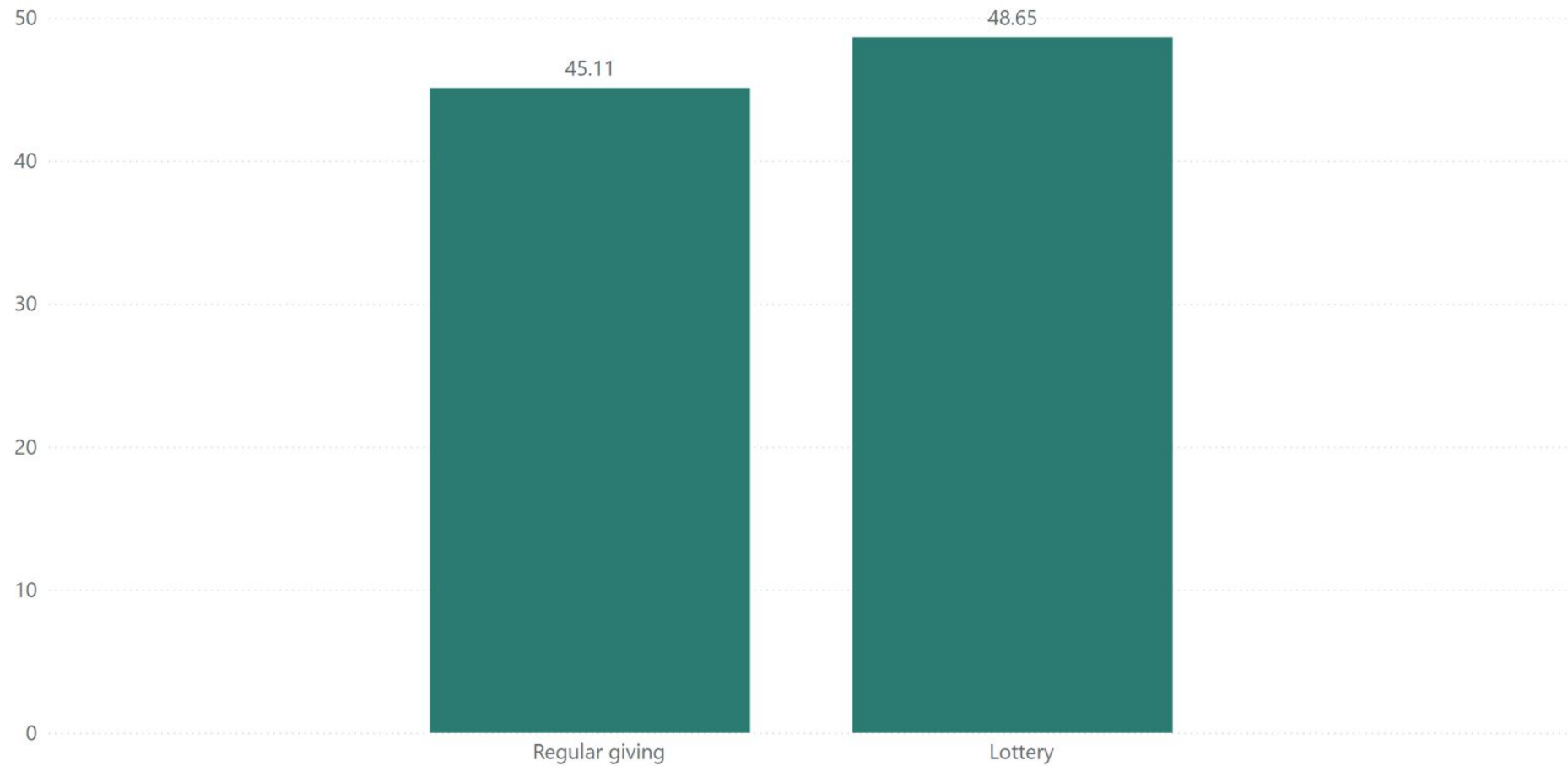
Overall : Retention Rate 18 month by Product



● Value per Recruit (0 - 6 months) ● Value per Recruit (6 - 12 months) ● Value per Recruit (12 - 18 months)



Overall : Average Age by Product

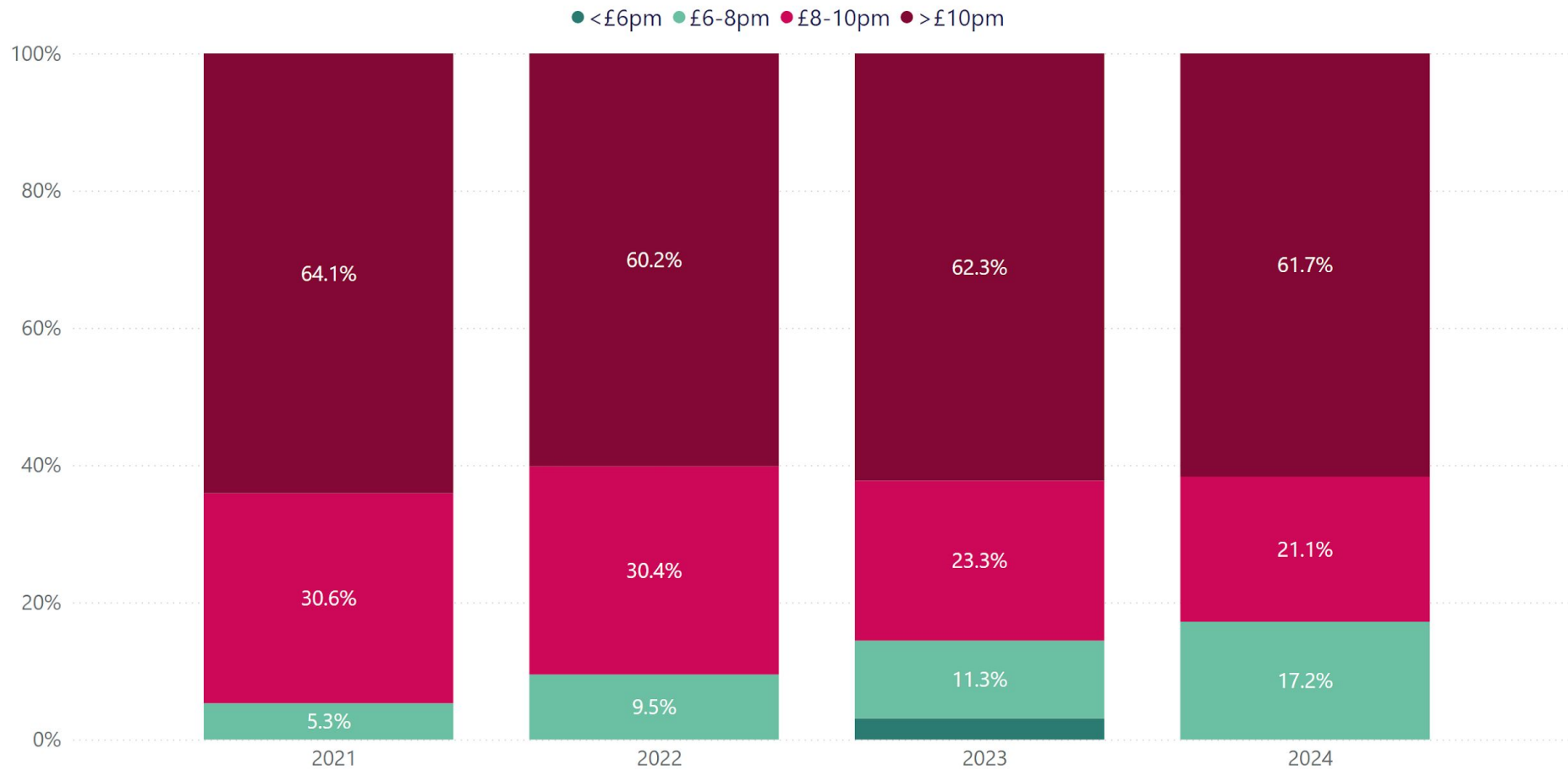


REGULAR GIVING

PERFORMANCE



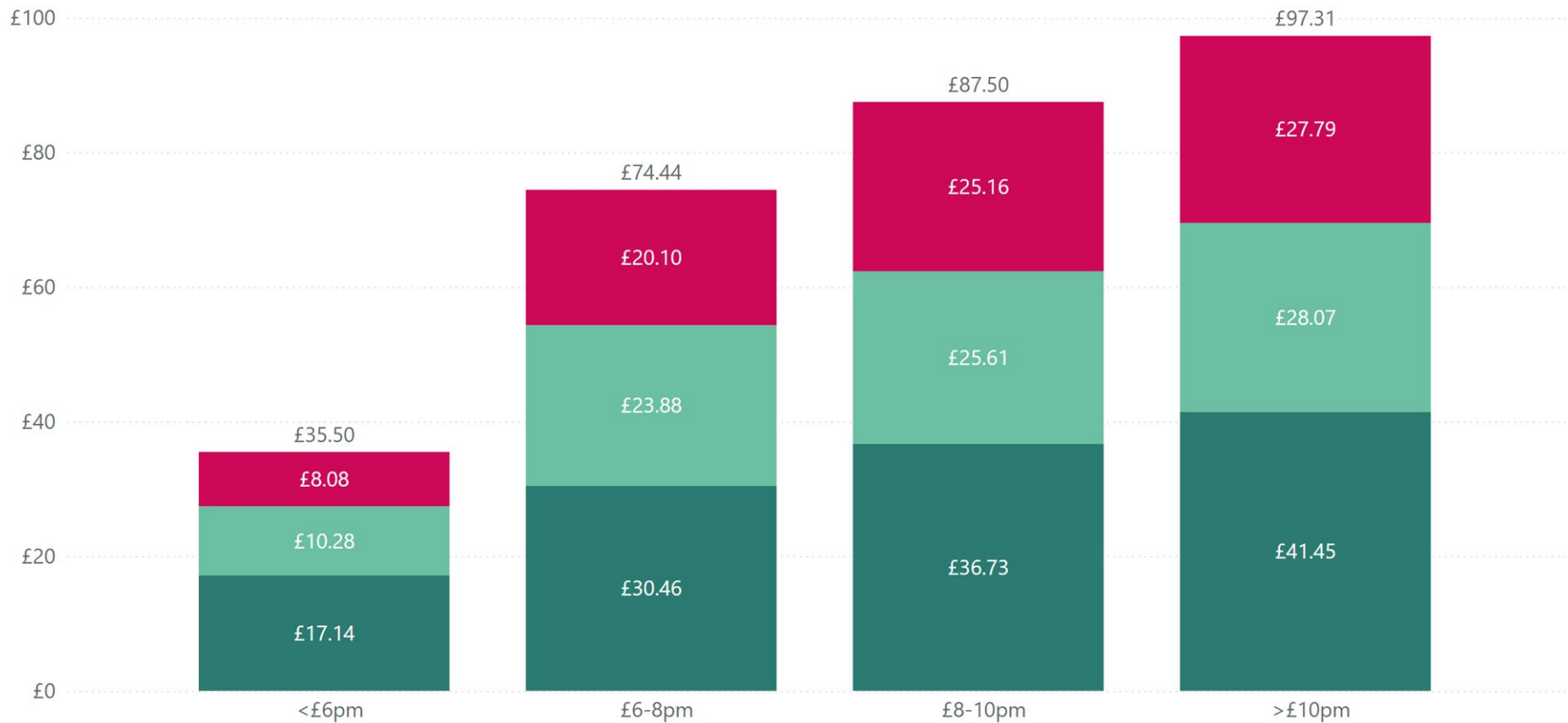
Regular giving : Recruits by Timeframe by Instalment Band



Regular giving : Retention Rate 18 month by Instalment Band

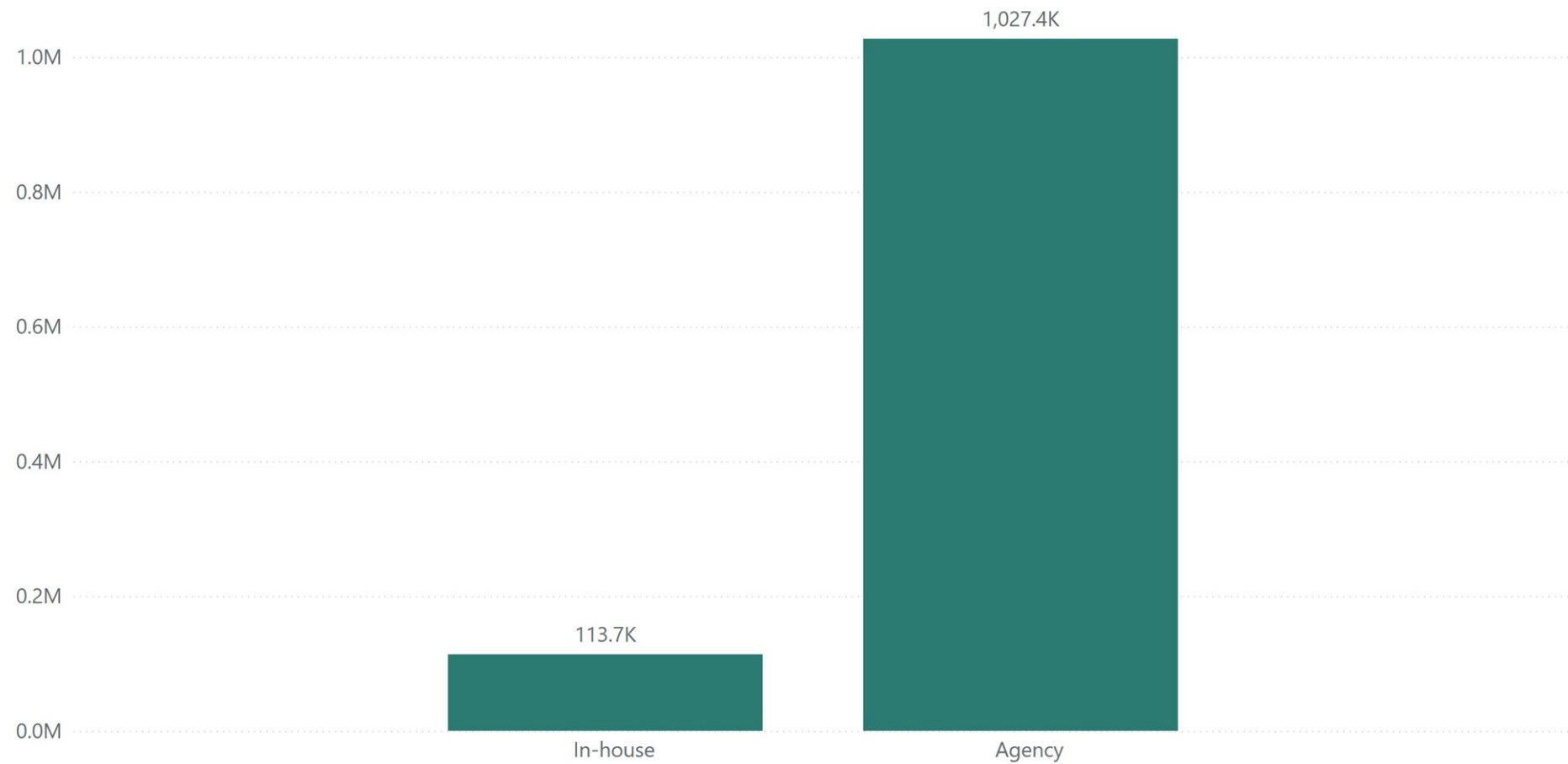


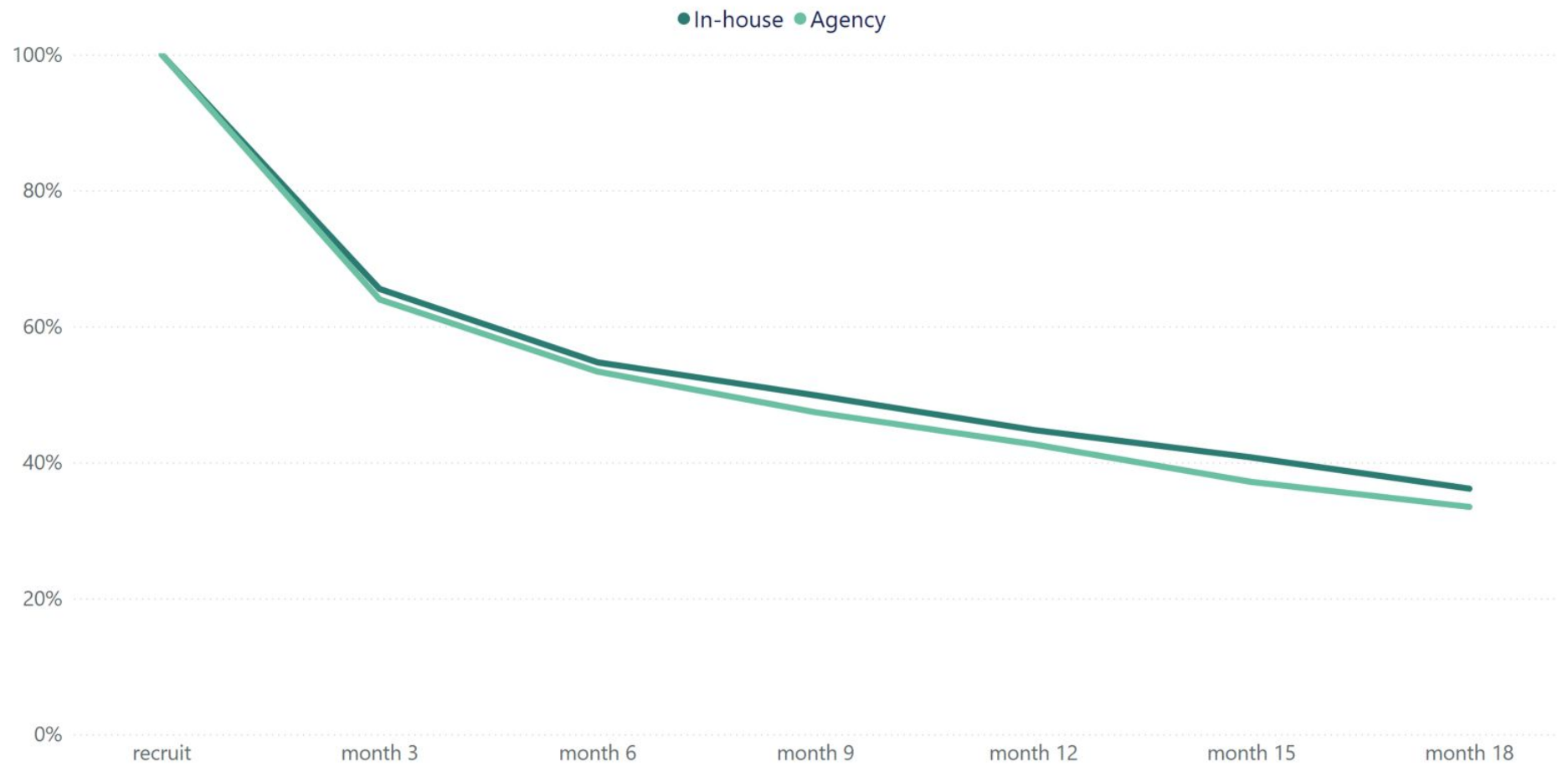
● Value per Recruit (0 - 6 months) ● Value per Recruit (6 - 12 months) ● Value per Recruit (12 - 18 months)



Agency v. In-House

Regular giving : Recruit Volume by Source





● Value per Recruit (0 - 6 months) ● Value per Recruit (6 - 12 months) ● Value per Recruit (12 - 18 months)

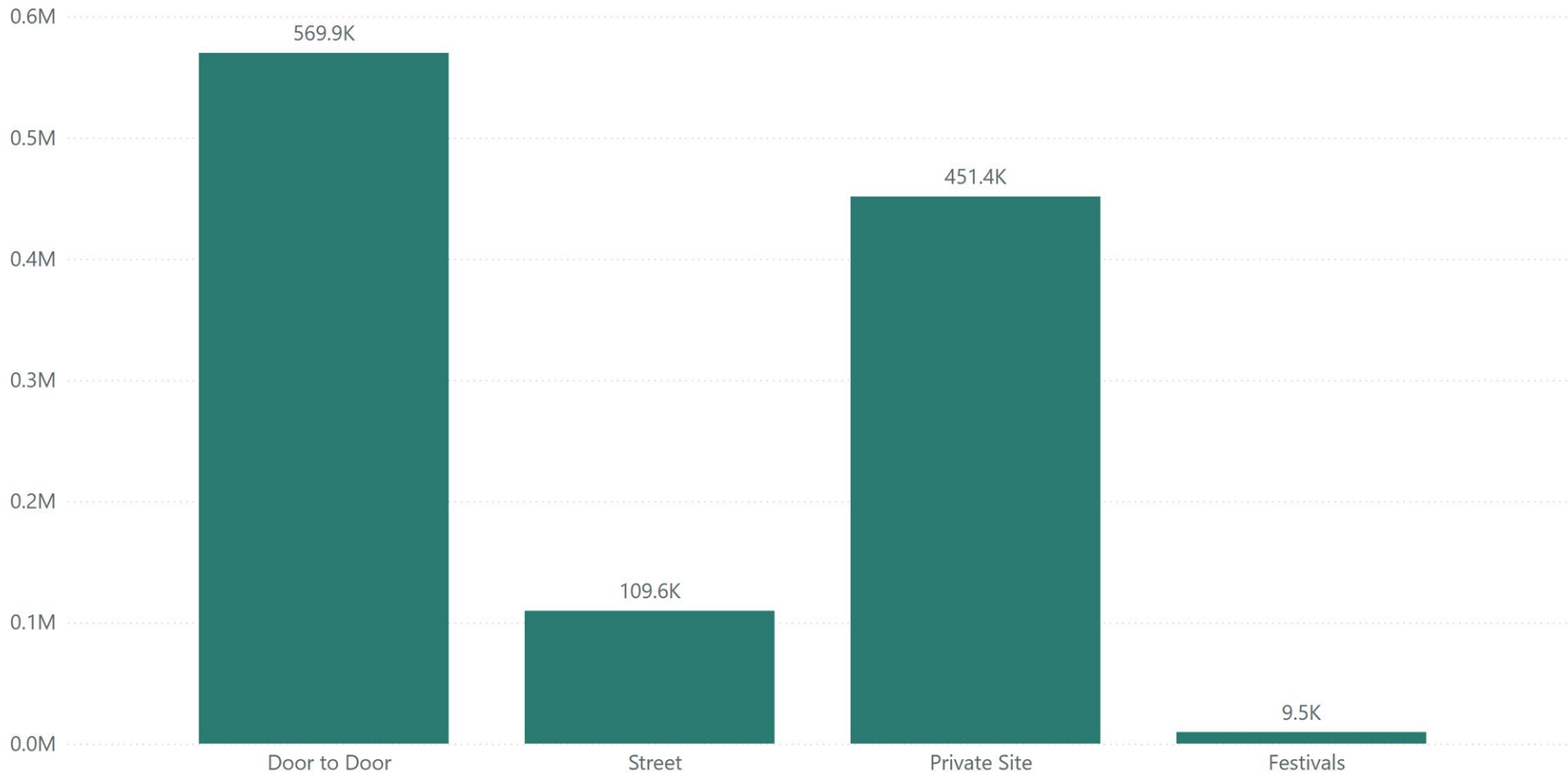
In-house

Agency



Location

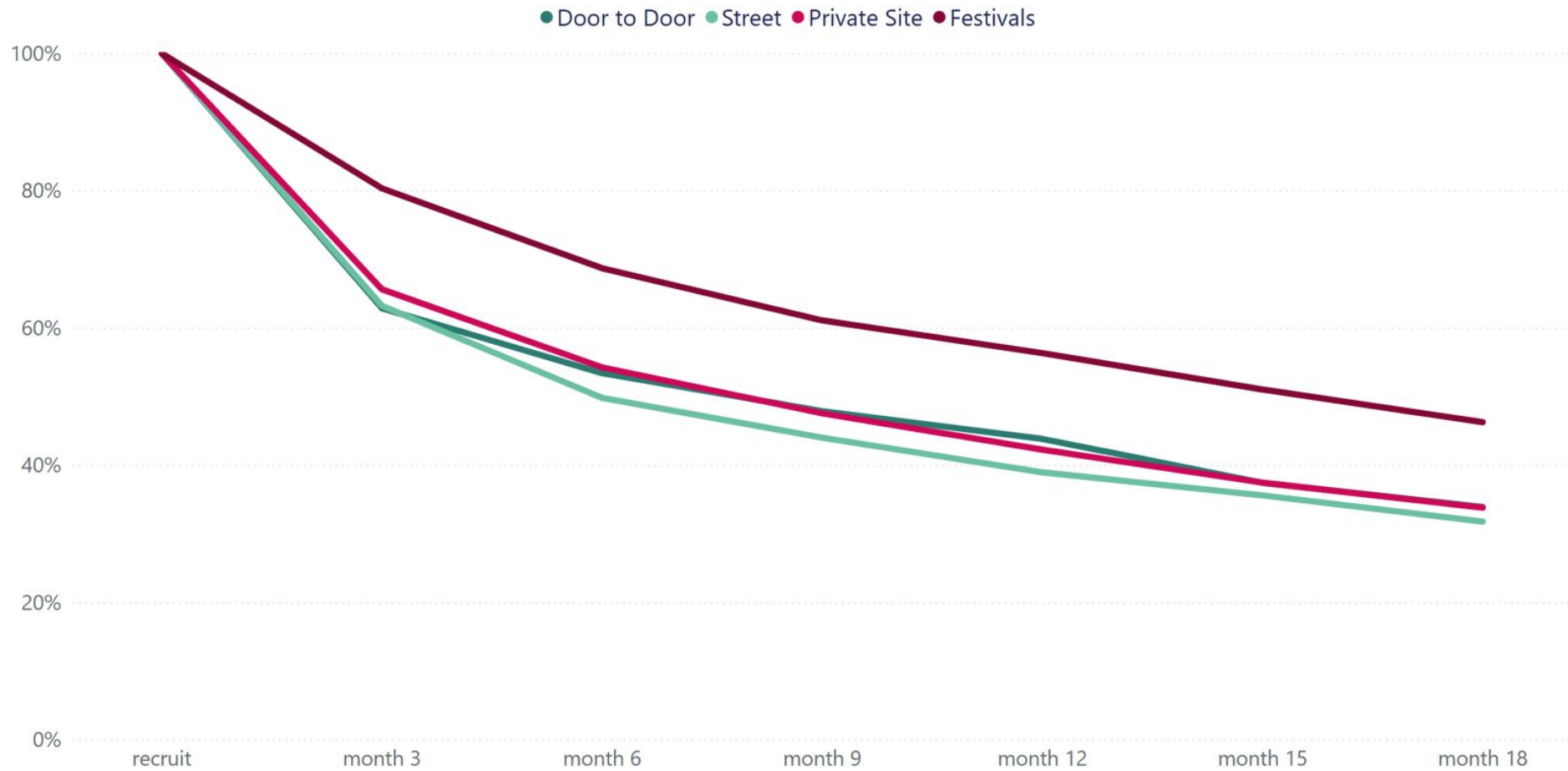
Regular giving : Recruit Volume by Channel



Regular giving : Monthly Value by Channel



Regular giving : Retention Rate 18 month by Channel

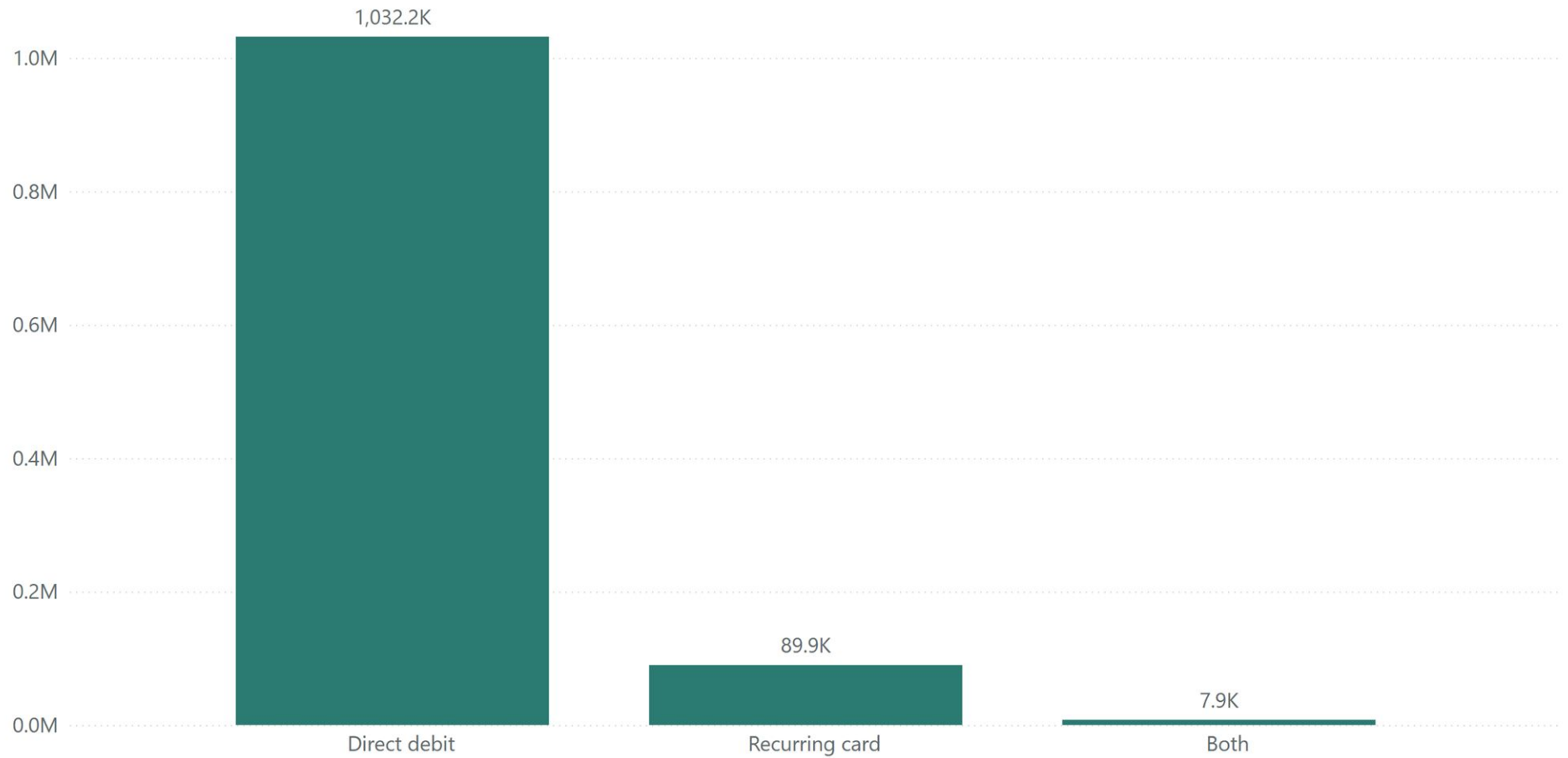


● Value per Recruit (0 - 6 months) ● Value per Recruit (6 - 12 months) ● Value per Recruit (12 - 18 months)



Payment Method

Regular giving : Recruit Volume by Payment Method



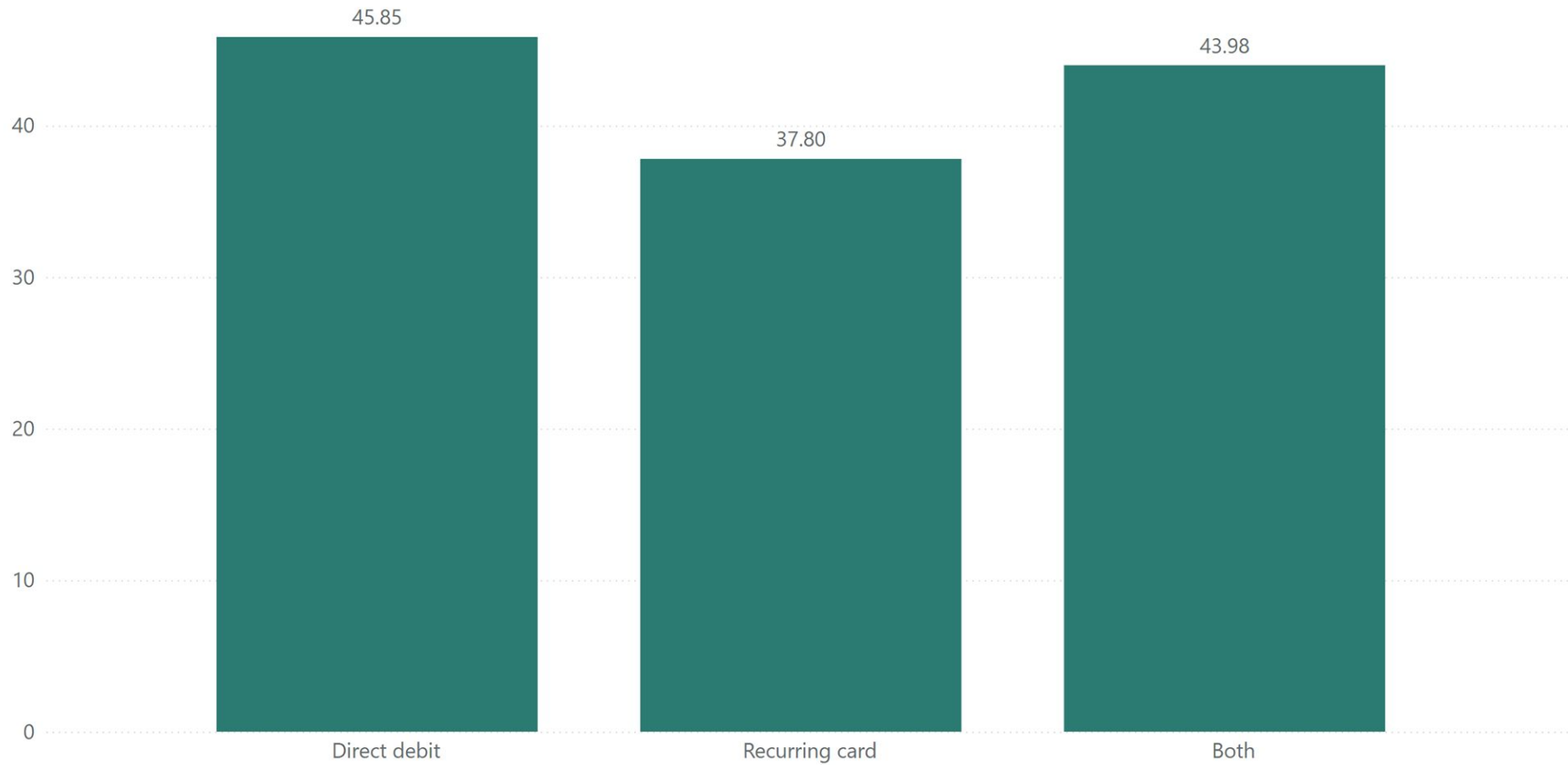
Regular giving : Retention Rate 18 month by Payment Method



● Value per Recruit (0 - 6 months) ● Value per Recruit (6 - 12 months) ● Value per Recruit (12 - 18 months)



Regular giving : Average Age by Payment Method



WHAT NEXT?





Cost of
Recruiting
a Donor



That
Donor's
LTV

The channel has some challenges...

- People don't engage because they know DD is the only option
- People who want to make a one-off donation aren't able to
- Younger people and/or lower value donors aren't signed up
- Delay in starting payments and the no-pay rate
- Those who engage but don't sign up aren't cultivated and converted
- Welcome communications can be formulaic and forgettable
- High attrition is a given



Money is left on the table every day
because we don't offer choice to
people who want to donate...



....and nobody's taking advantage of
the long-tail potential of prospects who
engage but aren't yet ready to give

People don't engage because
they know what will happen

People want to give one-off gifts

It takes ages for DDs to start

Young people aren't allowed to
sign up 'because they lapse'

People have conversations
but then walk away...

Donor communications can be
formulaic and forgettable

People don't engage because they know what will happen

Make something else happen – and show people that this time it's different

People want to give one-off gifts

Take that gift and then turn it into a regular gift – on checkout or later

It takes ages for DDs to start

Take first payment on a card so the gift and the thankyou are immediate

Young people aren't allowed to sign up 'because they lapse'

Take their money – or let them make a one-off donation instead

People have conversations but then walk away...

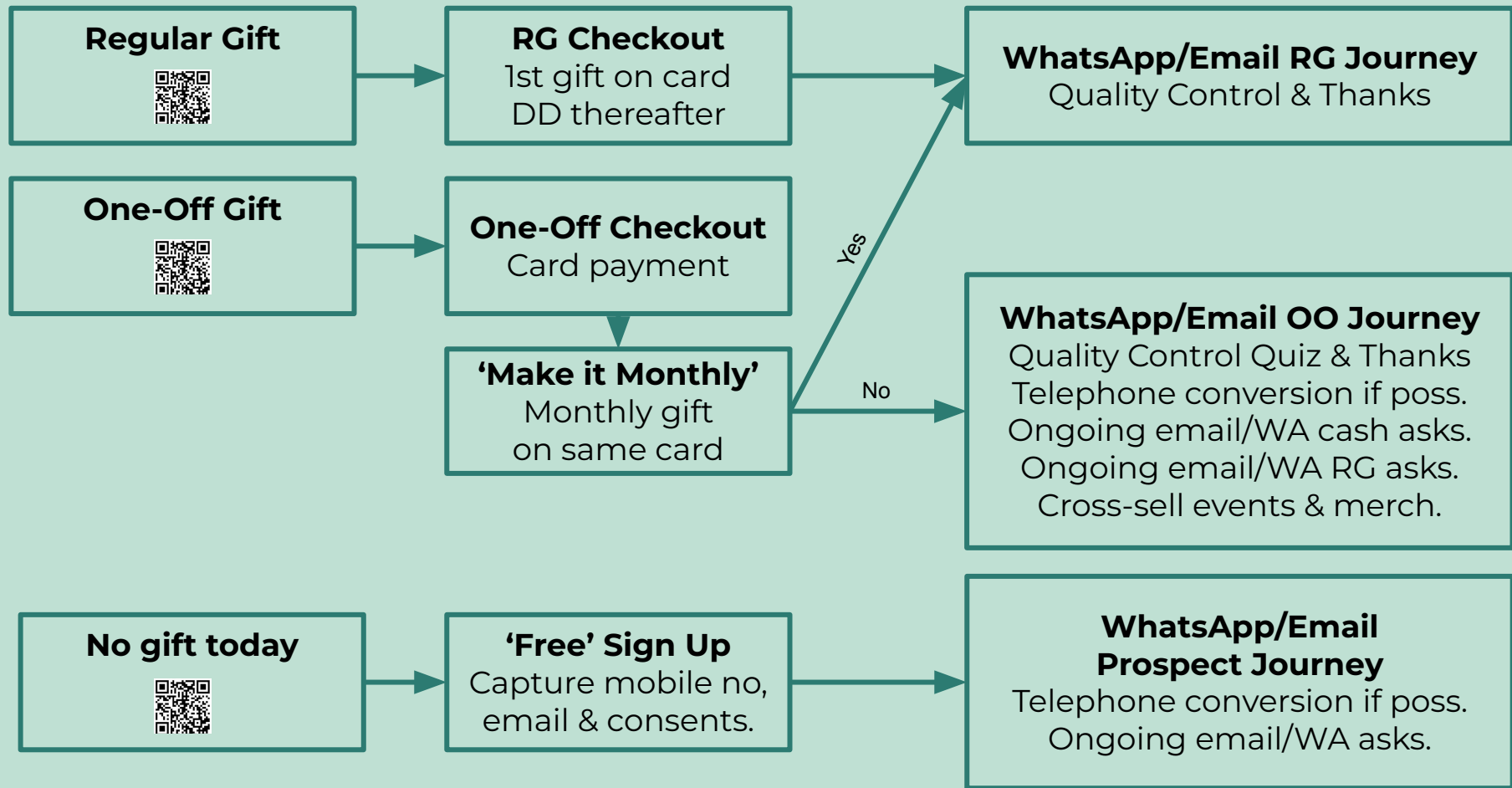
Create a really strong reason to sign up as a consented supporter

Donor communications can be formulaic and forgettable

Make the experience great & use WhatsApp to drive engagement

A Quick WhatsApp Sidebar...

- Most popular messaging app in UK
- Vast majority of our audience use it *and open the messages*
- People share through WhatsApp – often to large groups
- Can deliver photos, long format text, voice and YouTube in-app
- Can facilitate quizzes, questionnaires and collect donor info
- Personalisation is easy & complex journeys can be easily automated



THANK

YOU

