

How The Shepherd Centre & Baker Heart & Diabetes Institute improved Reach & Reactivation Rates for their fundraising program



From Lapsed to Loyal: Reactivating Donors Starts with Doing the Basics Right—We're Here to Help You Succeed

The [Common] Problem

In the ever-evolving landscape of donor re-engagement, ensuring effective outreach to lapsed donors is critical. More and more charities are experiencing reduced participation rates resulting in growing Lapsing databases. This case study examines the impact of adding one new element, a data hygiene wash, on lapsed donor campaign/s for two charities with the goal to improve answer rate/s, lift call outcomes, and welcome back more donors improving overall growth for each organisation.

A Simple Solution

The primary objective of this study was to determine whether applying a **Hygiene Wash** to donor data improves reach and contactability and whether it enhances call outcomes to drive growth.

Key Insights

- Focusing on existing audiences yields better results than acquisition efforts, demonstrating higher engagement potential among lapsed donors.
- Understanding why donors stop giving helps refine outreach strategies, leading to more successful re-engagement.
- Solving donor concerns and welcoming them back enhances retention and boosts long-term donor relationships.
- Executing fundamental best practices consistently leads to greater rewards and justifies further investment in data hygiene for future campaigns.





Case Study 1: Lapsed Donor Campaign Results January / February 2025

Table 1: Contactability Outcomes

Lapsed Donors Results (excl Mop Up)

Campaign	Leads	Conversations	Reach	Answer Rate
1094 Lapsed NoWash (2024)	9472	1766	18.64%	11.62%
1097 Lapsed Wash (2025)	30736	7725	25.13%	12.99%
1097 Insight / AMG Groups	16361	5362	32.77%	13.39%

Table 2: Call Outcomes

Campaign	Sales	Refusals	CC Gifts	CC Rate	CC Amount	Avg CC	Yes %
1094 Lapsed NoWash (2024)	113	1653	78	69.03%	\$4,482.88	\$57.47	6.40%
1097 Lapsed Wash (2025)	551	7174	328	59.53%	\$18,526.00	\$56.48	7.13%
1097 Insight / AMG Groups	259	5103	254	98.07%	\$14,015.00	\$55.18	4.83%

Investment ROI Statement

For every \$1 invested in data hygiene, the outcome to your campaign is:

- 6.49% higher reach, improving engagement with past donors.
- 1.37% increase in answer rates, creating more meaningful connections.
- 0.73% higher conversion rate, driving re-engagement success.
- Slightly lower CC rate (-9.5%) but increased transactions, leading to overall revenue growth.
- Minimal impact on Avg CC (-\$0.99), proving that donor contribution patterns remain stable.





Case Study 2: Lapsed Donor Campaign Results February / March 2025

Table 1: Contactability Outcomes
TSC Lapsed – calls progressing data up to 15 March

Campaign	Leads	Conversations	Reach	Answer Rate
1130 Lapsed (2024)	16987	3377	19.88%	9.38%
1142 Lapsed (3a) Wash (2025)	1010	321	31.78%	13.23%
1142 Lapsed (3b-d) NoWash	25569	3609	14.11%	12.38%

Table 2: Call Outcomes
TSC Lapsed – calls progressing data up to 15 March

Campaign	Sales	Refusals	CC	CC Rate	CC Amount	Avg CC	Conversion
1130 Lapsed (2024)	336	3041	292	86.9%	\$13,978.00	\$47.87	9.95%
1142 Lapsed (3a) Wash (2025)	39	282	19	48.72%	\$920.00	\$48.42	12.15%
1142 Lapsed (3b-d) NoWash	485	3124	208	42.89%	\$10,553.00	\$50.74	13.44%

Investment ROI Statement

For every \$1 invested in data hygiene, the outcome to your campaign is:

- 11.9% increase in reach, improving engagement with past donors.
- 2.2% higher conversion rate, driving reactivation (engagement) rates.
- 3.85% boost in answer rate, ensuring more conversations with past donors.
- Consistent average gift value (\$48.42), allowing for nudging on next contact.
- CC rate drops (-38.18%), suggesting fewer paid gifts but still an acceptable CC% rate, though compared to an above-average rate in 2024.



Key Data Hygiene Findings (Both Case Studies)

1. **Reach:** Increased from 18.64% to 25.13% (+6.49 percentage points) in one campaign and from 19.88% to 31.78% (+11.9 percentage points) in another, significantly improving engagement.
2. **Conversion Rate:** Improved from 6.40% to 7.13% (+0.73 percentage points) in the first case and from 9.95% to 12.15% (+2.2 percentage points) in the second, leading to higher donor reactivation rates.
3. **CC Rate:** (Credit Card Capture Rate): Decreased from 69.03% to 59.53% (-9.5 percentage points) and from 86.90% to 48.72% (-38.18 percentage points), indicating fewer paid gifts but still maintaining acceptable CC% rates.
4. **Average CC:** (Transaction Value per Donation): Remained stable, with only a \$0.99 decrease in one study and a slight increase to \$48.42 in another, proving that donor giving behaviours stayed consistent.
5. **Answer Rate:** Improved from 11.62% to 12.99% (+1.37 percentage points) and from 9.38% to 13.23% (+3.85 percentage points), ensuring more donor engagement opportunities.

Let's Get Started

Investing in data hygiene significantly enhances campaign effectiveness by improving donor contactability, boosting conversions, and driving revenue growth. By focusing on existing donor segments and executing targeted re-engagement strategies, your organisation can maximise their outreach success and enhance long-term donor retention by adding a simple Hygiene Wash to your program.

How Many Lapsed Donors Do YOU Have?

Let's welcome them back together. For the past 40 years, we're the trusted voice and strategy for outreach programs. We do the basics **really well**- while integrating other channels to maximise and amplify growth.

Let us add Our Conversation to Your Voice.

Call us for a chat:

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