

“How & when do you celebrate Impact with new & existing donors?”



A thank you & welcome call brings success for donors & charities? Let us guide you!

The objective of the Thank YOU & Welcome call is to provide the donor with a ‘feel good’ moment by sharing impact & learning what motivates (drives) donors to give.

A recent article in F&P magazine (Sept 23 - Kimberly Downes) highlighted “What are DONORS seeking since COVID-19?”

- Shift away from self-gratification to MORE attention on Impact, community-focused effort and who is doing the giving
- Good stewardship should move donors to deeper involvement with the organization, especially once Impact is demonstrated/celebrated. It must have meaning to the community you’re impacting. The main purpose of stewardship is to make donors give again
- Where & Why donors give has changed. Big shift to community-based organizations & those providing on-the-ground services. DONORS WANT TO SEE CHANGE NOT HEAR ABOUT I

After several waves of Welcome Calls during 2023 the flow on response rate, at the next ASK, increases and in some cases Triples when compared to those that did not receive a Welcome Call.

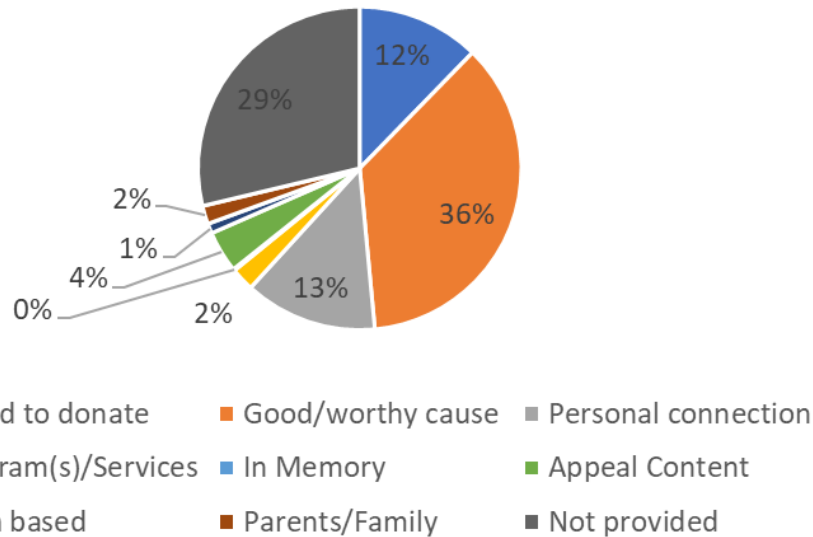


Response rate increases:

- Regular Giving – donors who received a welcome call (prior the RG ASK) **were 1.6 times more likely to convert to RG** than those donors who did not receive a welcome call. This improved overall ROI and payback time.
- Single Giving – donors who received a welcome call (prior the next SG ASK) **responded on average 4% better** than those donors who did not receive the welcome call. This helps improve second gift rates for an acquisition strategy.

Since July the conversation was enhanced to find out why the donation was made.

Welcome Call Motivation



Here's some Tips that we know work:

- Adopt a rolling monthly call cycle. Don't wait until YOUR ready to thank the donor, do it when it means the most
- Find out what the donors think & need. It's a not a one way call or relationship
- The introduction counts. With more and more donors

Call us for a chat:

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“As a donor I want to feel good about my decision to help the charity AND I want to know that my donation is making a difference.”

