



Ever asked- *“Why do we have so many donors marked with a DNC flag?”*



It's a common question, that's a common problem across charity database(s) and largely stems from some common reasons:

- **CRM & Database Migration:** Decisions can be made about certain (legacy) flags that are unknown to the developers and generally the team making the decisions. This can and does result in numerous flags being changed, globally, across a database and CRM
- **Donor Decisions:** What a donor is thinking now (present day) versus when they told you something 5 years ago – can be very different. Sentiment can change based on personal circumstance, interest in your cause and donor motivation.
- **Internal Decisions:** IP and decision making about historical donor records is sometimes 'lost in translation' especially with staff turn-over. Different stakeholders have different views about when and how to contact YOUR donors.

Acquisition is a constant challenge, and an expensive exercise for any organisation, it's important to consider all retention opportunities with existing donors (and supporters). A phone call is an effective way to re-engage donors. You can start small, optimise, review and then scale.

Before you think about acquiring a new donor, think about re-engaging donors with these status flags:

- DNC Flag by channel – Phone, Mail, Events, Newsletters
- Email Unsubscribe
- SMS Stop / Opt Out





They will and do come back – you just need to ask in a certain way.

Case Study November 2022 (international Aid Charity):

We recently worked with a charity partner with many donors they could not email, call or send newsletters. The fundraising lead was of the view this was largely due recent CRM migration project(s) and previous donor marking rules (now not relevant). The client wanted our team to make an 'administrative call' to find out if the donor felt the same.

We considered the following points prior the administration call:

- Review the date change of the donor status flag
- Group the DNC flags and call separately
- Implement donor escalation protocol(s)
- Add multiple script variations
- Identify appropriate caller(s)
- Develop a win back score card for the donor – preference, frequency, channel(s)

This is what happened:

- Won Back 43% of donors with a Do Not Call Flag
- Won Back 66% of donors with an Email Unsubscribe Flag
- Won Back 60% of donors with a no Mail flag for Newsletters

Let's get started:

Planning & Lead Time	3-4 weeks
Calling Timeframe	2-3 weeks (depending on volume)
Call cost(s)	\$7.50 - \$9.95 (depending on the number of call variations required)

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