


The **Irregular Giving** Project

www.irregulargiving.me

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 **Fundraising Partners**
C O N S U L T A N C Y

Agenda

- Background of the Irregular Giving Project
- Key findings
- Benchmarking data
- Goals for today
- Session One
- 5 minute break
- Session Two
- Thank you and next steps

Our New Zealand Co-Hosts

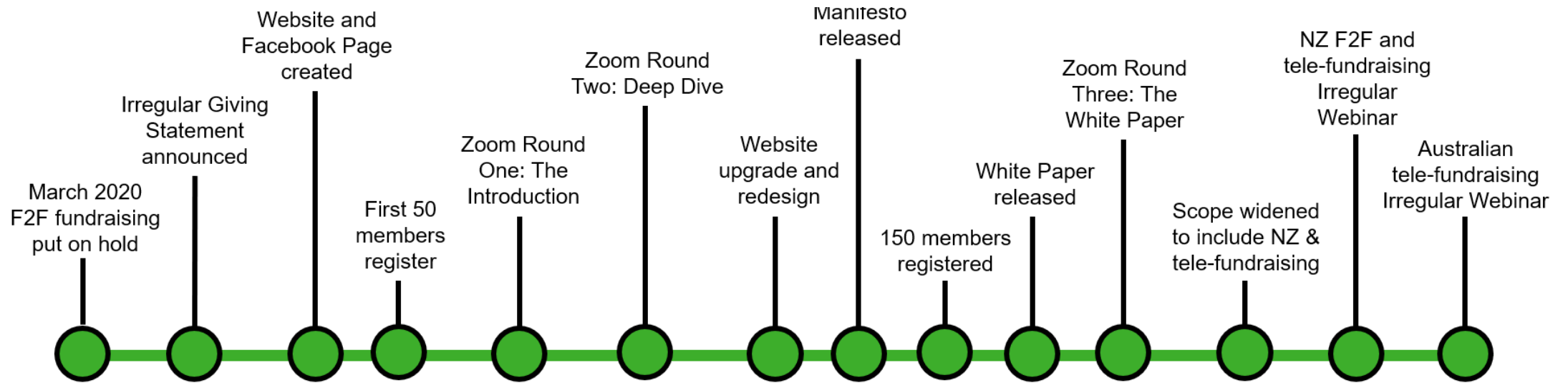
The
Irregular Giving
Project



Why the Irregular Giving Project?

- Growing concerns about the state of face to face fundraising in Australia
- COVID-19 provided an 'irregular' moment in time to reflect, reconsider and re-imagine
- We believe there is a better way forward for F2F
- The Irregular Giving Project is the vehicle we are using to gather support

The story so far ...



**We believe there is
a better way forward for
regular giving fundraising.
Now, let's make it so.**

The
Irregular Giving
Project

Key findings

1. A genuine threat to face to face fundraising viability
2. A major cause is the expectation of constant growth
3. Charities need to re-apply their values
4. Outsourcing to sub-contractors seems to be accelerating negative trends
5. We lack a common process to measure rising attrition
6. A clear requirement for sector-wide action
7. ***We needed to expand our scope ...***

- The participant list grew to include colleagues from the New Zealand sector
- New Zealand is facing some of the same issues we're seeing in Australia
- The situation in New Zealand is different enough to warrant a separate approach
- Learnings from Australia can serve as a 'cautionary tale'

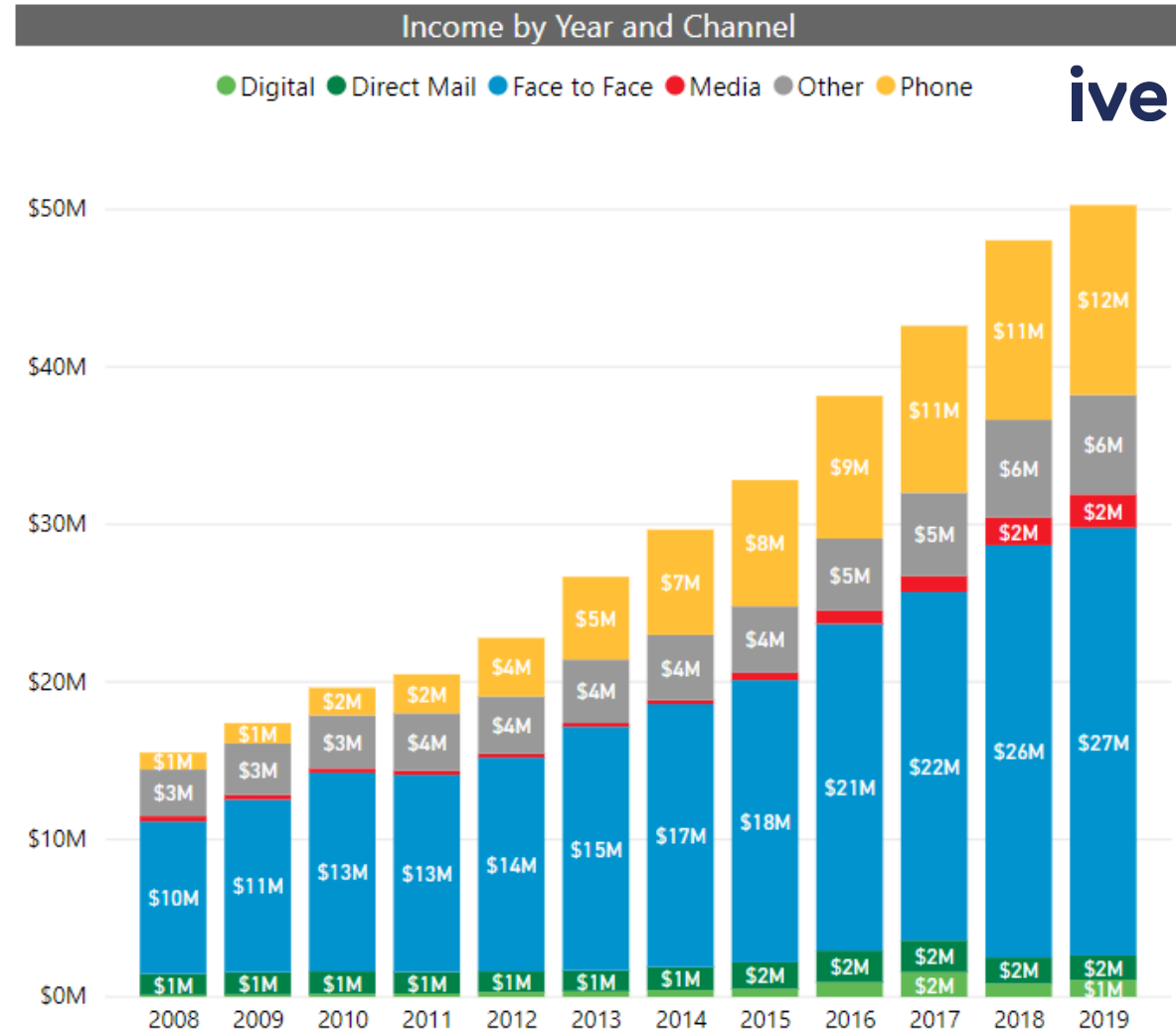


- Telephone fundraising is becoming increasingly relied upon
- RG acquisition via phone faces some of the same challenges as face to face fundraising
- Challenges should be identified as 'regular giving' not just 'face to face'



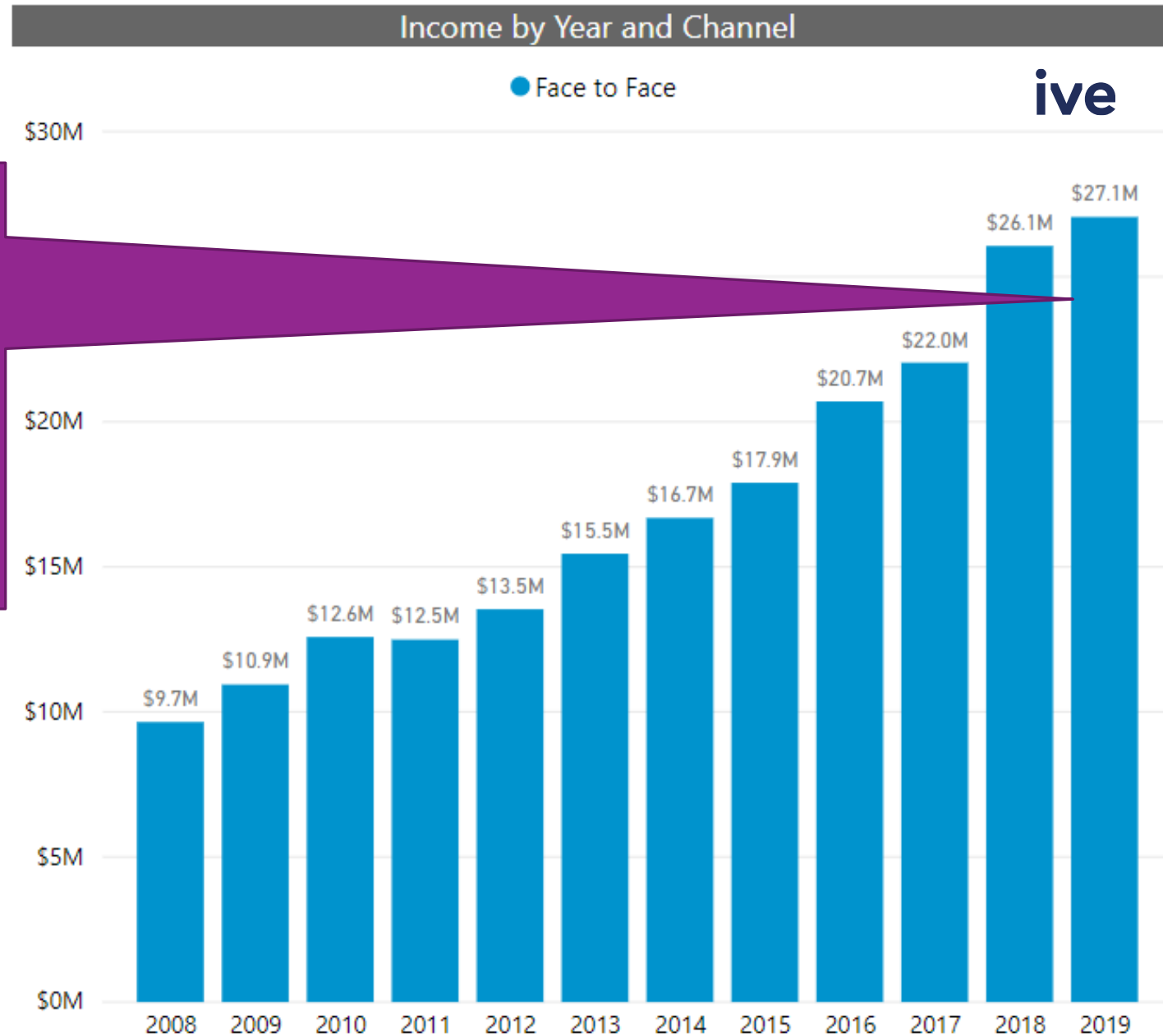
Regular Giving income by channel

- \$50 million in 2019/2020
- 27% of individual giving (39% including Child Sponsorship)
- 4.2% growth in income 2018/2019 to 2019/2020
- F2F accounted for 54% of income in 2019/2020
- F2F grew 4% last year, Phone grew 6% and Digital 27%



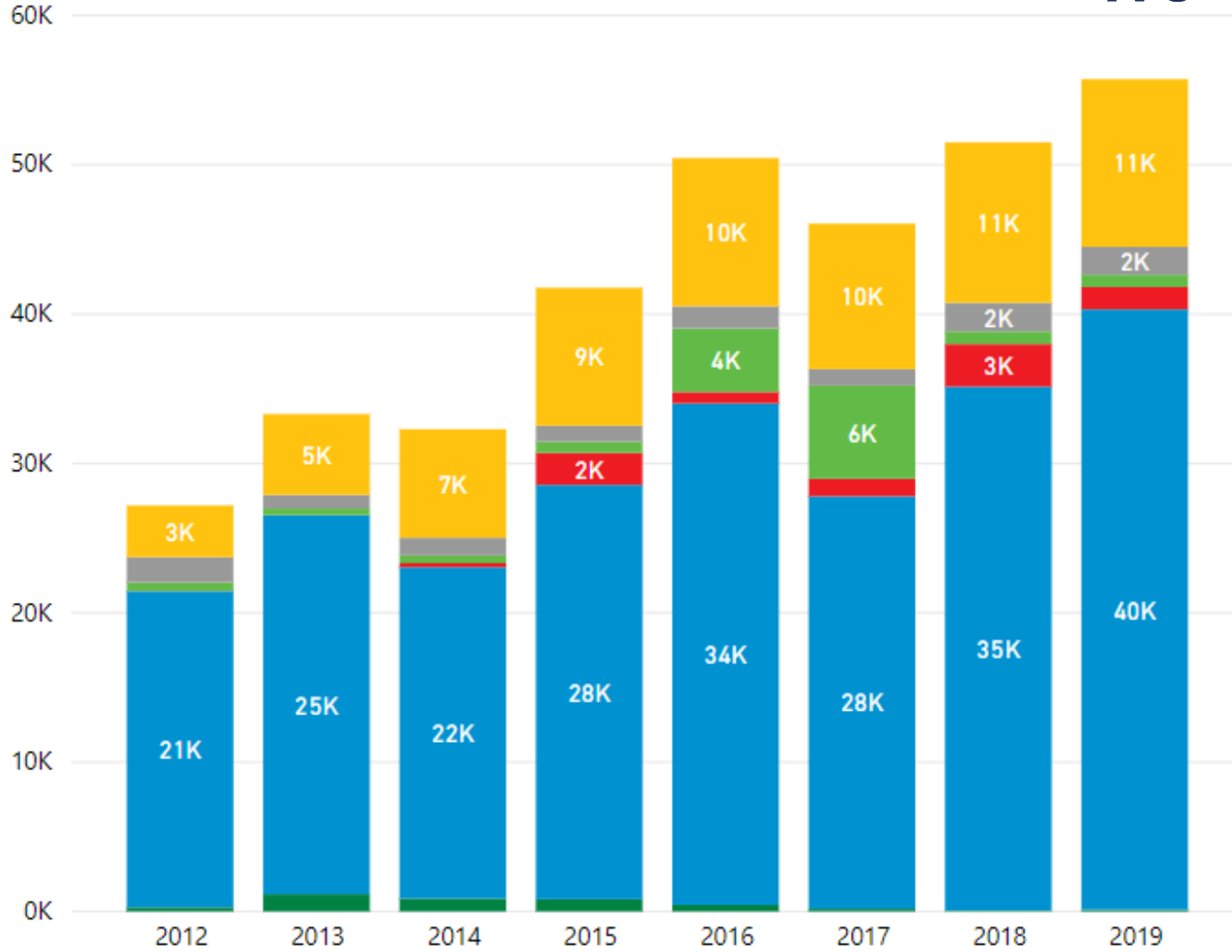
Face to Face Income

F2F donors contributed \$27.1 million in 2019/2020 (an additional \$4.4m from child sponsors)

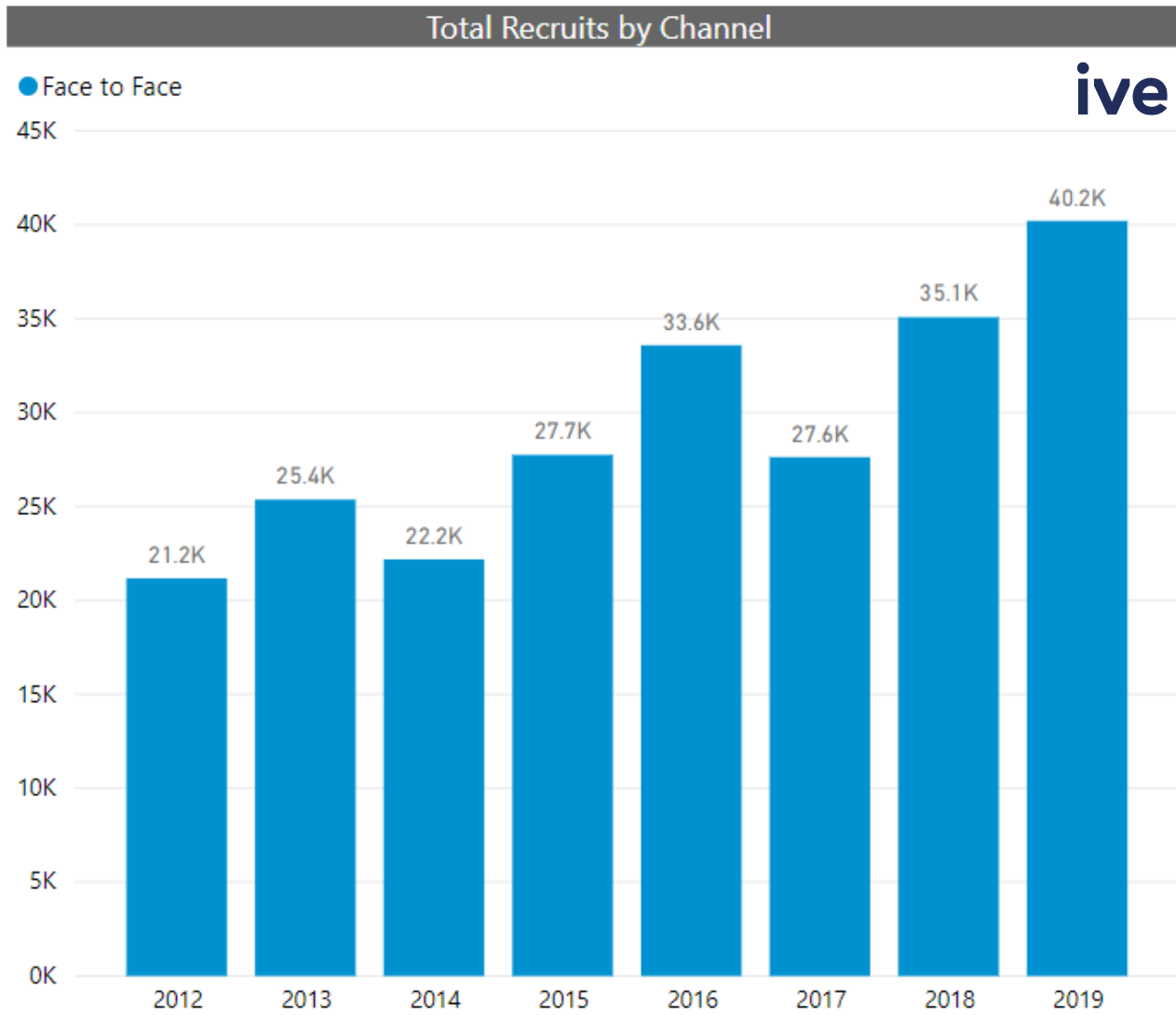


Total Recruits by Channel

● Direct Mail ● Face to Face ● Media ● Online ● Other ● Phone



Acquisition: Face to Face



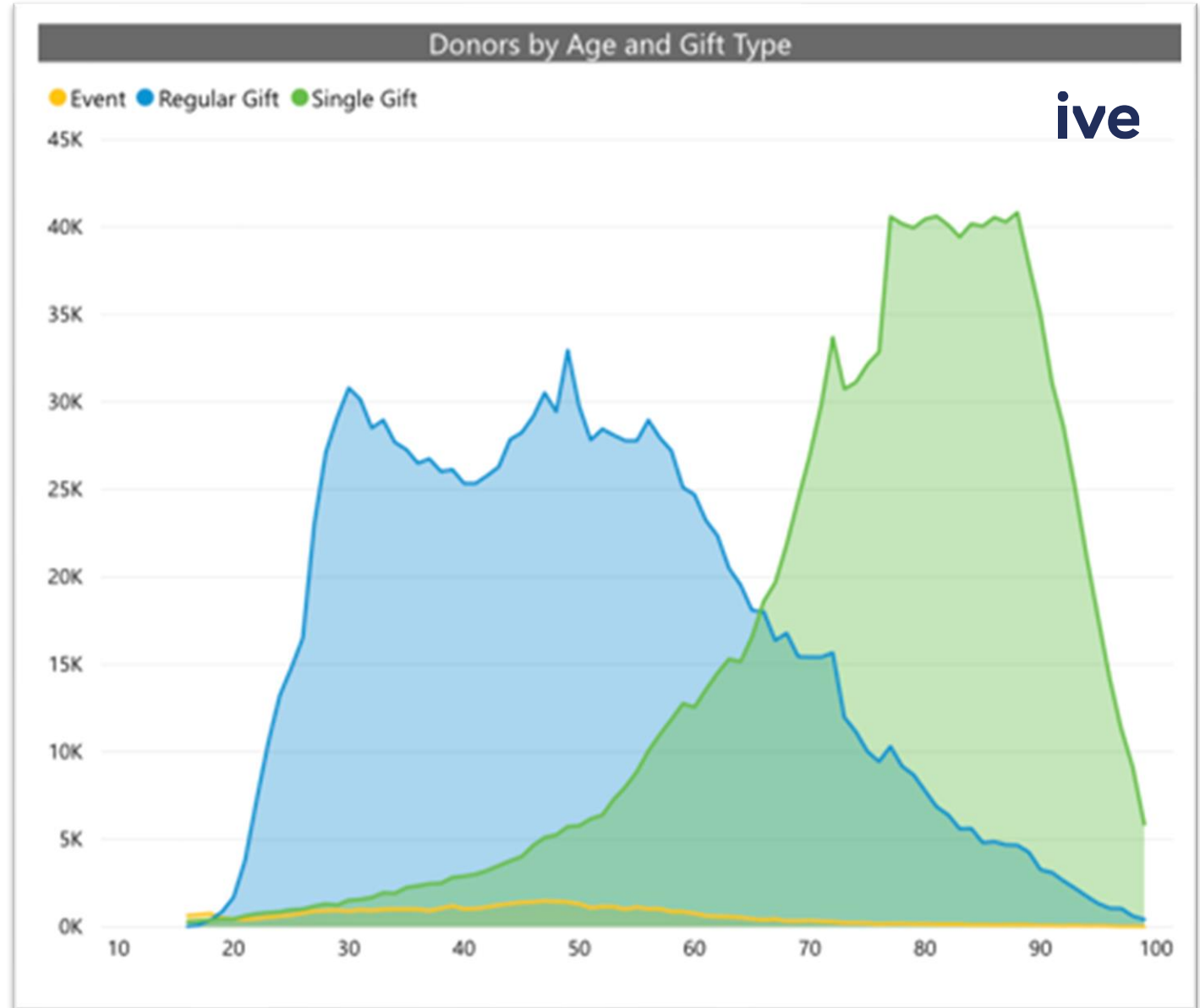
Growth

- 17 charities with F2F recruitment in the past 8 years.
- Of these 9 charities have been recruiting via F2F since at least 2008/2009 (12 years plus)
- 1 recruiting for 6 years,
- 1 recruiting for 5 years,
- 4 recruiting for 3 years,
- 2 recruiting for two years
- 2 of the group have ceased recruiting in the past 2 years

Age & Average Gift

Average Age	Regular Giver
Digital	44
Direct Mail	62
F2F	41
Media	56
Phone	46

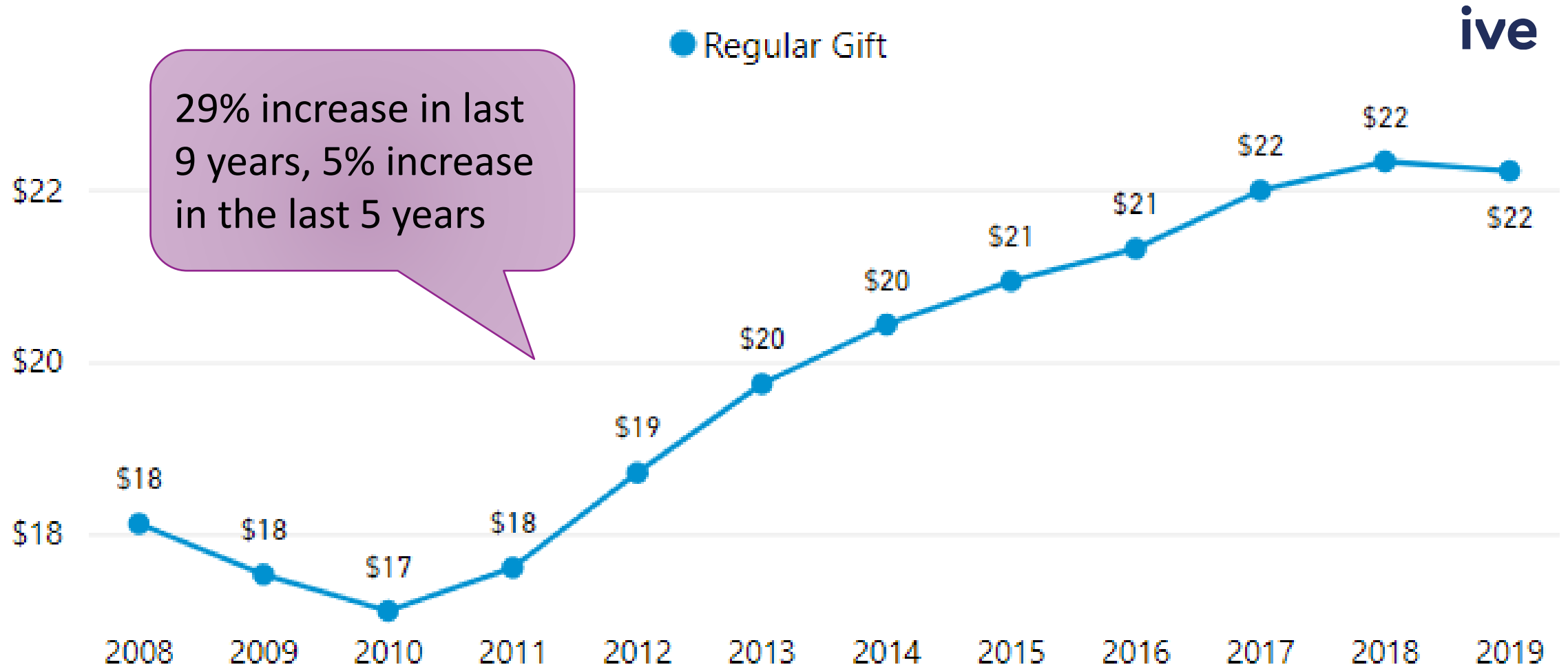
Average Gift*	Regular Giver (per month)
Digital	\$24
Direct Mail	\$22
F2F	\$22
Media	\$24
Phone	\$19



* Includes data without age

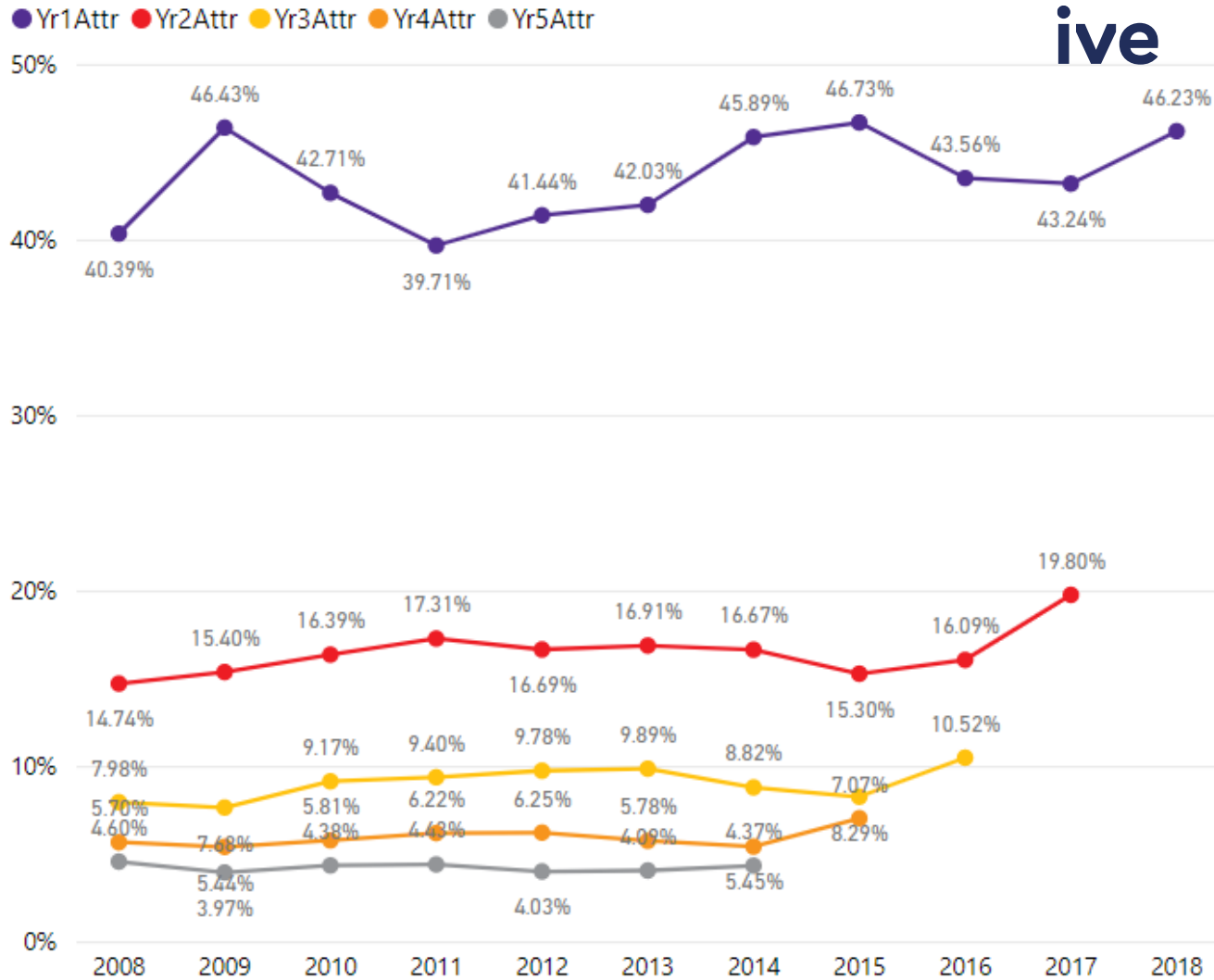
Average Gift

Average Gift by Year and Gift Type



Attrition – All Channels

Multi Year Attrition by Year



Ranges between 28% and 60%



Face to Face
45%
year 1 attrition

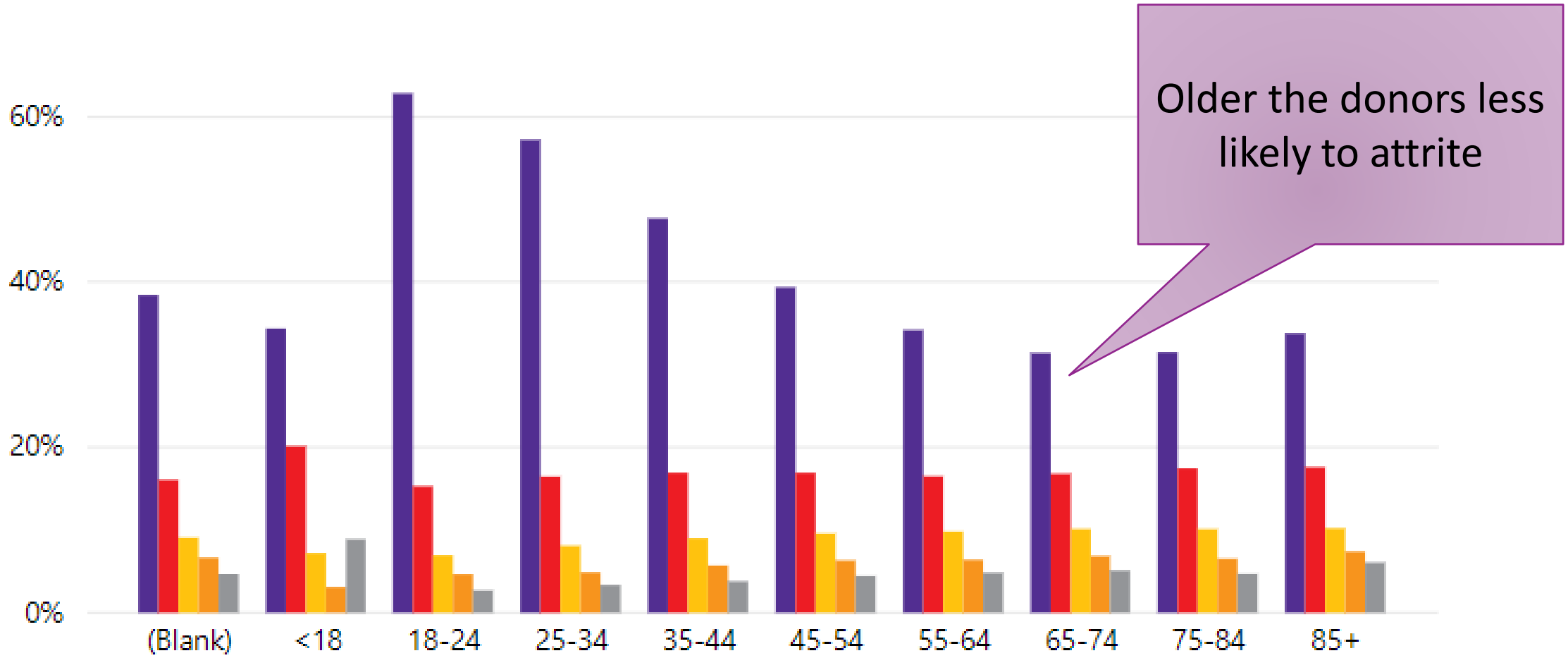


Telemarketing
46%
year 1 attrition

Attrition – all channels, by age

Multi Year Attrition by Donor Age

● Yr1Attr ● Yr2Attr ● Yr3Attr ● Yr4Attr ● Yr5Attr



Goal for today's session

- The webinar today brings together representatives from charities, agencies and consultancies in New Zealand and Australia.
- Thanks to everyone for your time!
- There is a lot we could address and we can't cover it all. We've picked key questions to discuss in key areas.
- Our aim is to pool as many ideas as possible to help move the conversation along.
- The end goal is to identify the key issues at play and develop recommendations to address these issues.

Thanks to our amazing facilitators!

- Michelle Berriman, Fundraising Institute of New Zealand
- Fi McPhee, Fundraising Strategist and Coach
- Angela Norton, PFRA New Zealand
- Jess Winchester, Forest and Bird

F2F Stream - Session One:

A) Strategy and business models

Facilitated by Michelle Berriman and Fi McPhee

- In what way could fundraising strategies be changed to better support f2f fundraising outcomes?
- Could the partnerships between charities and suppliers be improved to support higher-quality fundraising? If so, how?
- Are there alternative f2f fundraising billing/business models that might be worth trialling?

Phone Stream – Session One:

B) Business models and fundraising

Facilitated by Angela Norton and Jess Winchester

- Do the current tele-fundraising billing/business models support positive outcomes in terms of regular giving donor acquisition and quality?
- What is a major issue facing telephone fundraiser recruitment and how might this be addressed?
- Are there alternative tele-fundraising billing/business models that might be worth trialling?
- How might telephone fundraisers be better trained and managed on the drivers of donor quality and retention?

Session One in Progress

5 minute break

F2F Stream - Session Two:

Fundraising, retention and processes

Facilitated by Jess Winchester and Angela Norton

- What gaps are widely present in attrition measurement/reporting and how might these be addressed?
- What is the single biggest issue with quality control in f2f fundraising and how might we overcome this issue?
- What is a major issue facing f2f fundraiser recruitment and how might this be addressed?
- How might donor stewardship or data management be improved to support better outcomes?

Phone Stream – Session Two:

Data and retention

Facilitated by Fi McPhee and Michelle Berriman

- To what extent is data quality responsible for donor quality?
- What are the biggest challenges in respect to data currently?
- What gaps are widely present in retention measurement/reporting and how might these be addressed?
- Is there appropriate feedback between charities and fundraising agencies/data suppliers regarding donor retention?
If not, why not?

Session Two in Progress

Thanks and next steps

Next steps:

1. We will circulate a summary of the outcomes from today as well as these slides
2. We'll continue the discussion on the Irregular Giving Project [Facebook group](#) – join if you haven't yet and get your colleagues involved
3. We will follow up with a top-line report regarding the key issues and recommendations
4. In the meantime, for those of you working in F2F, let's introduce the Irregular Giving Manifesto!

Manifesto

- **We are passionate fundraisers** who inspire donors to make long-term connections with causes they love.
- **We are proud advocates** of face to face fundraising.
- **Every donor has chosen** to make a personal connection with our cause – we will treat them as passionate individuals, not as numbers on a spreadsheet.
- **Honesty and integrity** are more important to us than expediency and profit.
- **Everyone involved in face-to-face** fundraising is responsible for upholding these values.

Share the vision!



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