

The Salvo's Middle Donor Program: The Journey

INDIVIDUAL GIVING TRACK
JODIE FREDERICKSON
THE SALVATION ARMY AUSTRALIA



Individual Giving Track
Sponsored By:

Robejohn



The Why, The Then and The Now

- Increasing investment and establishing a Middle Donor team would drive a greater level of return and donor engagement than leaving with DM program solely.

Sept 2019

Definition - One off Gift of \$1,000 to \$9,999 within a 12 Month period

Pilot Cohort - Over 2,000 Victorian Donors

Team - 1 Manager and 2 Relationship Managers

Results

- YoY Growth = 11%
- Avg Gift up 22%
- Donor Retention 81%

Now

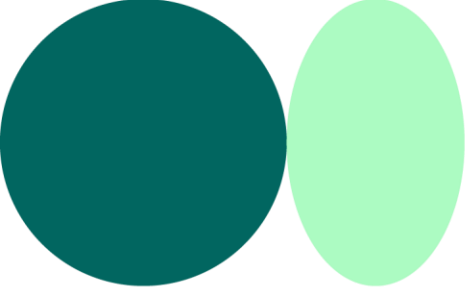
Definition - One off Gift or Accumulative Gift of \$1,000 to \$9,999 each year for 3 consecutive years

Cohort - Over 3,600 Donors from WA, SA, VIC, TAS, ACT, NSW, QLD

Team - 1 Manager and 5 Relationship Managers

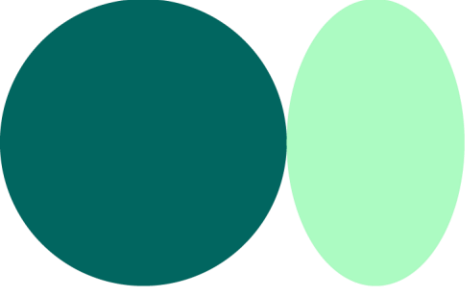
Results

- Yr1 – Yr3 Growth = 25%
- Avg Gift up 9%
- Donor Retention 82%



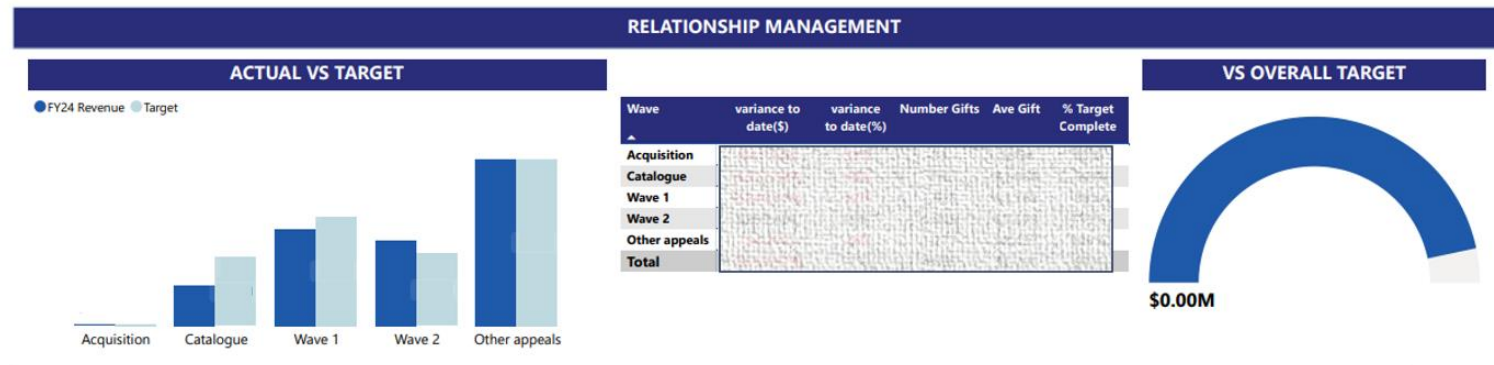
CONFERENCE



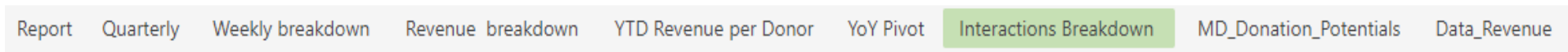


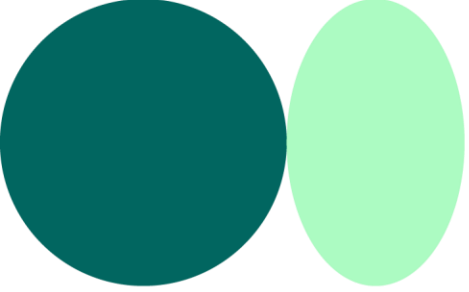
KPI's & Reporting

- Team Targets
- Relationship Manager Targets
- Internal Reporting & Appeal Reviews



- Middle Donor Dashboard





Review and Review some more

What worked

- Donor relationships
- State based portfolio's
- Leads program
- Interrogation of data

What we learnt

- Stakeholder buy in / Consultation
- Moved too quickly - Appeal codes & mapping
- Transitioned to transaction nature
- Ceased leads program



FIA

CONFERENCE



Communications and Engagement

- Relationship Manager Engagement
- Impact and Collateral
- In Person

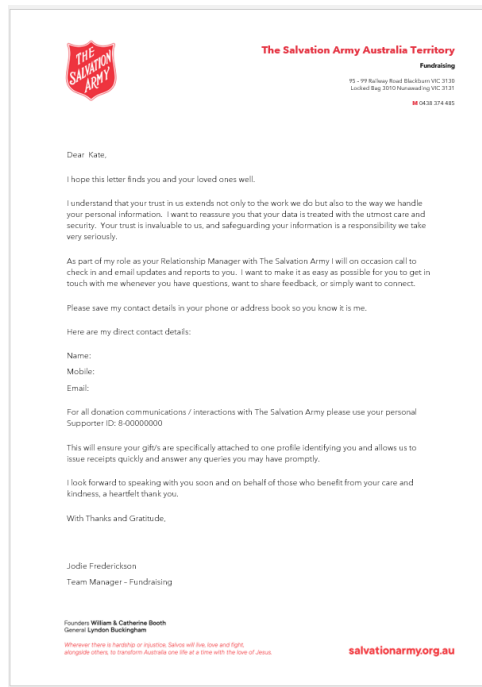


CONFERENCE



Adding Value to your Donor Experience

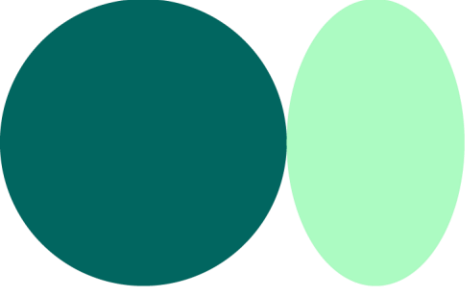
- Communication Safety Letter



- Thank You Tea



** Disclaimer – there are no partnership arrangements with Lipton or Twinings **



Jodie Frederickson

Manager, Middle Donors

The Salvation Army Australia

M: 0438 374 485

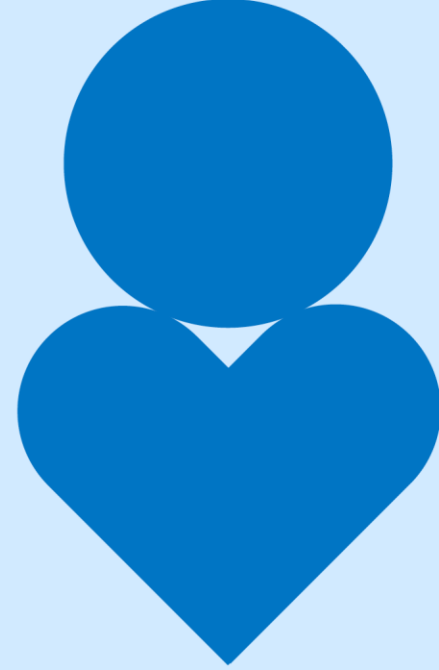
E: Jodie.Frederickson@salvationarmy.org.au



CONFERENCE



FIA
Conference
2024



Thank you



Individual Giving Track
Sponsored By:

Robejohn