

# Mid-Value program overview

INDIVIDUAL GIVING TRACK

Samantha Sargisson

RSPCA QUEENSLAND



Individual Giving Track  
Sponsored By:

**Robejohn**

# How we started...

- Investment from GM, CEO and Board
  - New created role/ launched program July 2023
- Inspiration from the sector...
  - FIA Conference 2023
  - More Strategic (Cost of Living May 2023)
  - Benchmarking Project
- Define strategy – Donors who give \$500 - \$5000 (single gift or cumulative)
- Let's go!



# Matched Giving – Identify within donor database

- Annual Donor Survey (EDM and DM)
  - Sent to 25,000
  - Total responses to Survey 808
  - 148 responded with interest (18%)
- Question
  - In the coming month, we're running a special appeal that will support unwanted and neglected animals to have a second chance in life. But it's only possible with the help of a special group of donors willing to pledge a gift of \$500 or more to inspire the wider public. Would you be interested in joining this special group and contributing to the appeal's success?
- 100 identified prospects
  - Initial letter (DM)
  - Follow up phone call (48% contact rate)
  - Second follow up letter with pledge form (received 24% of income through 2<sup>nd</sup> DM)





# Matched Giving – Identify within donor database

## Results – Total Value \$12,700

- 100 prospects were identified (25% of those became matched givers)
- Average matched amount \$512
- 52% of donors largest gift
- 80% of donors hadn't previously donated to this campaign
- 66% are confirmed bequestors
- 37% are regular givers

## Second Gift Rate

- 32% when donating their second gift, donated similar or higher value (within a 3 month timeframe)

# Meet Brenda & Keith...

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- Donating since 2007
- Confirmed Bequestors
- Average donation \$100
- Became Matched Partner donating \$500
- Second gift to the same value 3 months later
  - Christmas donation to inspire grandchildren to care for neglected and abused animals





# Existing campaign – uplift stewardship

- Tax Appeal (MV)
  - High Value packs (extra lifts)
  - Invite to donor event (new addition )
  - Personalised hand-written message
  - Thank you calls before appeal arrived – to donors who had given to 2022 Tax appeal
- Results
  - 61% increased their donation amount from their last gift
  - 32% gave the same amount
- Guardian Angel (MV)
  - High Value packs (extra lifts)
  - Calander
  - Personalised hand-written message
  - Thank you/ Christmas calls
- Results
  - 61% increased their donation amount from their last gift
  - 22% gave the same amount

# Meet Wayne...

- Donating since 2019
- Increased donation by 20% after MD Tax campaign
- 130% increase after 6 months of stewardship
- Wayne prefers to communicate over text message



# Personal Key takeouts

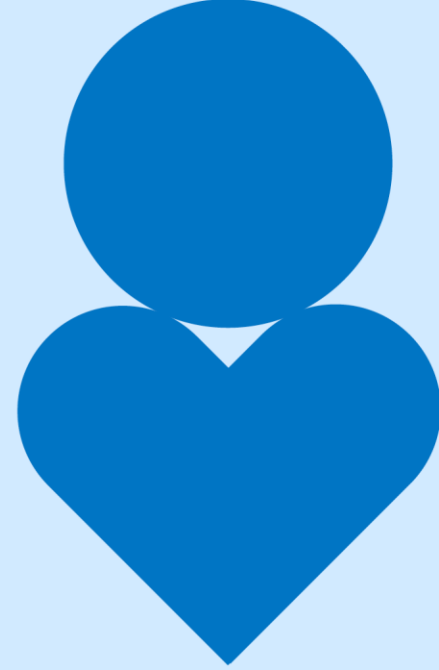
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- Utilizing existing campaigns
  - 61% of Mid-value donors increased their gift from both appeals
- Supporter journey consistency
  - Empower ALL of fundraising team to make thank you/ stewardship calls – RECORD notes 😊
- Creative ways to share impact
  - SMS (30 second impact/ thank video)





**FIA  
Conference**  
2024



**Thank you**



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