

Common Mistakes in Your TM Acquisition Campaign

FUNDRAISING HOW TO TRACK

ALEX HARDING & DAN PUJAWIYATNA

DATAPHORIA



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Fundraising How To Track
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How to not...



Alex Harding

- Started NFP lead generation 2001
- Founded Dataphoria in 2009
- Movie fan



Dataphoria Dan

- Managed a call centre for 7 years
- Joined Dataphoria 2014
- Alex's "work wife"



Special Thanks



Kate Graham



Linnea Nilsson



Rachael Lance



Rochelle Nolan



What's love got to do with it?



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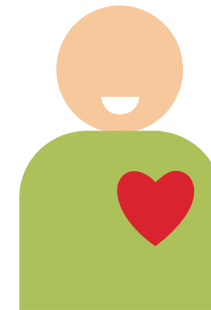
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Stages of a Relationship





Donor Stages of a Relationship



Dating

(Lead Generation)



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**68% of
romances
began as a
friendship**

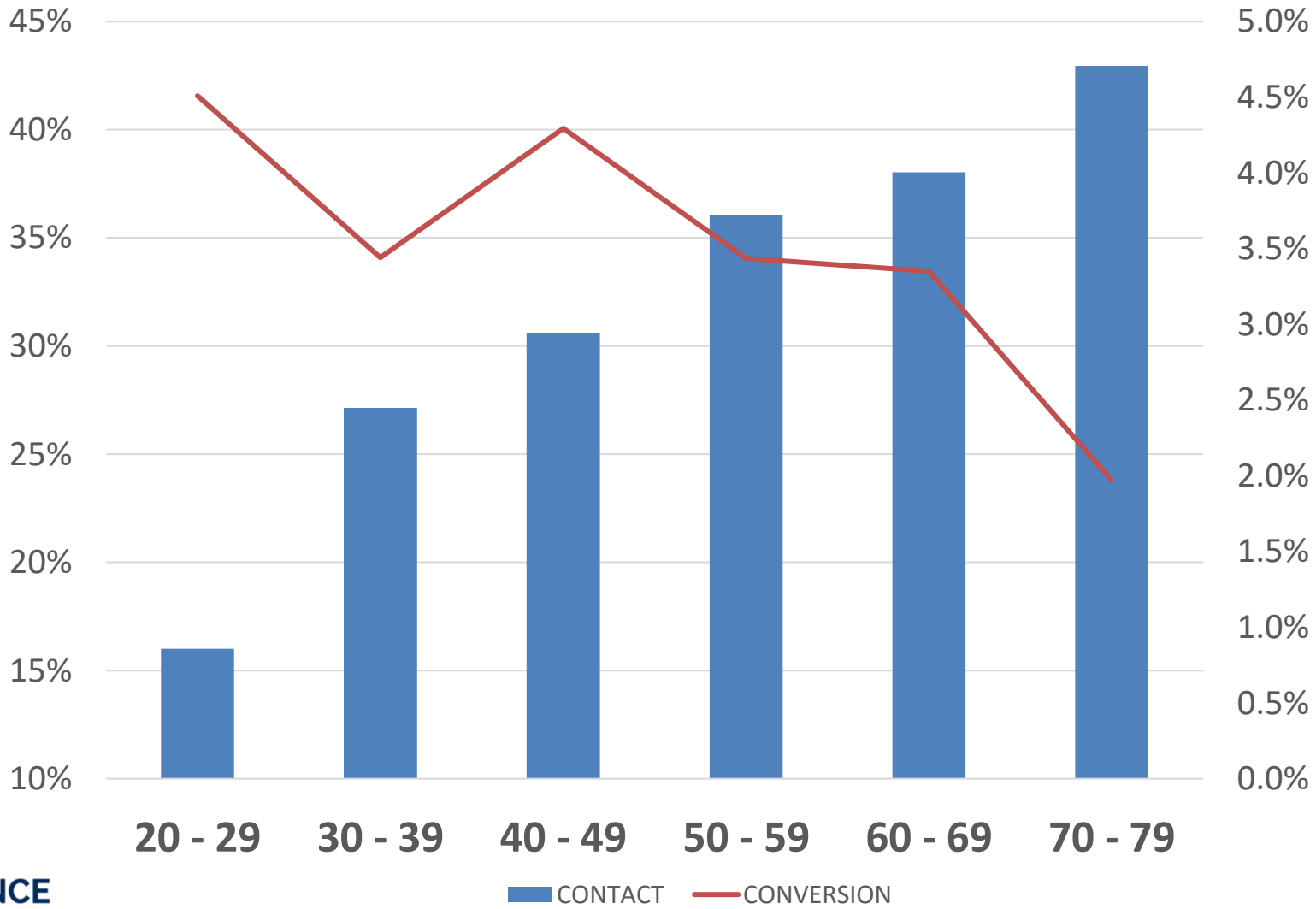


**Do you have
a type?**

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Performance by Age Group



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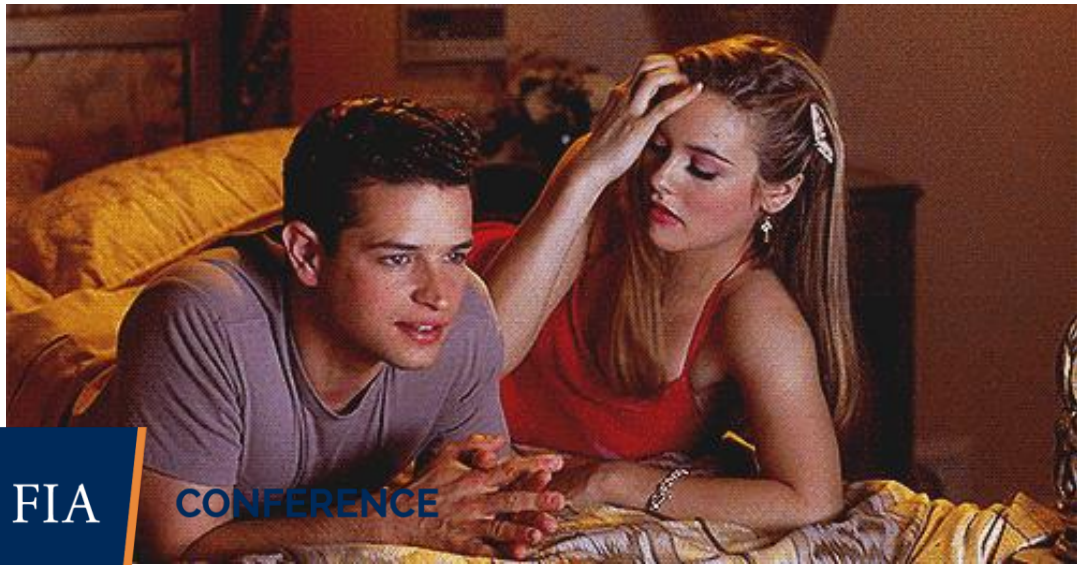
Be picky

- Overt financial ask – it's FUND-raising
- Engagement \neq readiness to give





..but not too picky



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**You don't
seem like your
profile pic...**



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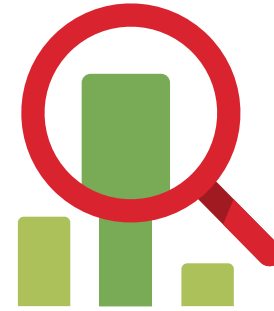
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**Use your greatest assets
for maximum appeal**

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Clear metrics for success
before calling starts

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POPPING THE
QUESTION?

Don't Wait Too Long...

CONTACT RATE

Attempt#	Lead Age Groups					Grand Total
	1 (0-4 days)	2 (5-9 days)	3 (10-19 days)	4 (20-29 days)	5 (30+ days)	
1	19.77%	16.28%	7.97%	-	21.66%	18.77%
2	17.63%	11.55%	12.41%	-	17.77%	15.78%
3	17.58%	19.28%	17.05%	13.87%	10.88%	16.46%
4	15.89%	17.28%	16.90%	12.16%	10.69%	14.81%
5	15.56%	12.60%	12.06%	9.09%	12.19%	12.10%
6	15.11%	12.15%	10.02%	9.16%	9.08%	11.00%
7	12.80%	-	-	-	8.96%	9.76%
8	12.71%	-	-	-	-	9.96%
9	-	-	-	-	-	7.16%
10	-	-	-	-	-	-
11	-	-	-	-	-	-
Grand Total	18.07%	14.03%	13.02%	11.61%	12.48%	15.26%

CONVERSION RATE

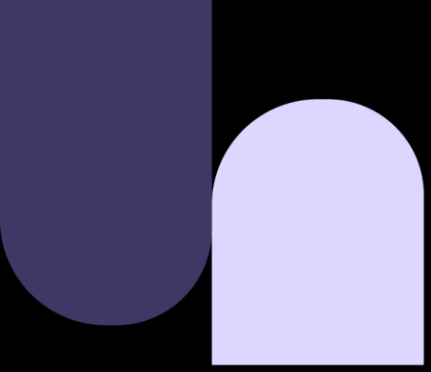
Attempt#	Lead Age Groups					Grand Total
	1 (0-4 days)	2 (5-9 days)	3 (10-19 days)	4 (20-29 days)	5 (30+ days)	
1	4.80%	3.23%	1.67%	-	2.63%	4.39%
2	4.99%	4.17%	3.05%	-	2.93%	4.54%
3	4.54%	4.59%	3.93%	3.70%	2.29%	4.08%
4	4.40%	4.35%	5.08%	3.61%	3.09%	4.32%
5	6.53%	2.15%	3.54%	2.76%	3.18%	3.91%
6	6.77%	1.64%	2.65%	1.11%	3.36%	3.75%
7	6.52%	-	-	-	5.66%	4.61%
8	6.59%	-	-	-	-	5.82%
9	-	-	-	-	-	-
10	-	-	-	-	-	-
11	-	-	-	-	-	-
Grand Total	4.96%	3.60%	3.47%	3.53%	3.70%	4.30%



Meet the Parents

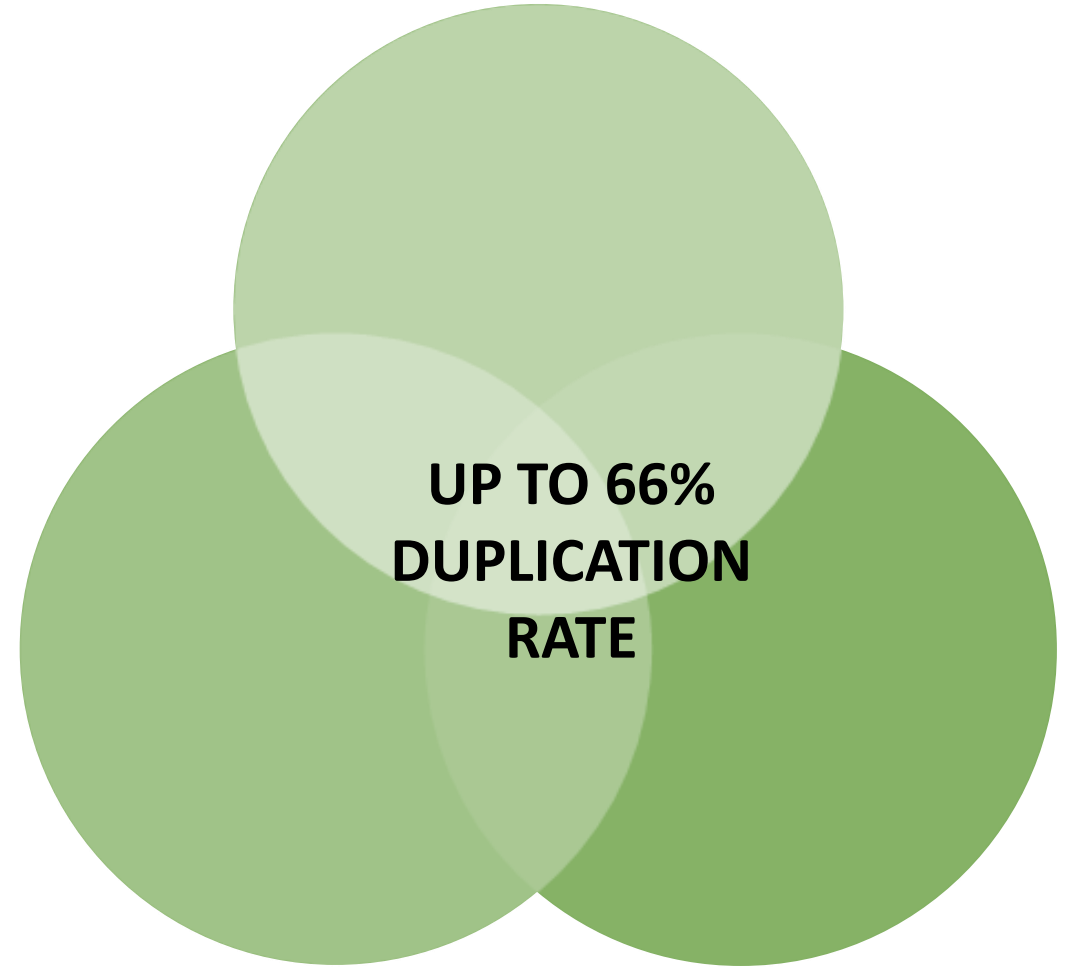


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**It's not me,
It's you**





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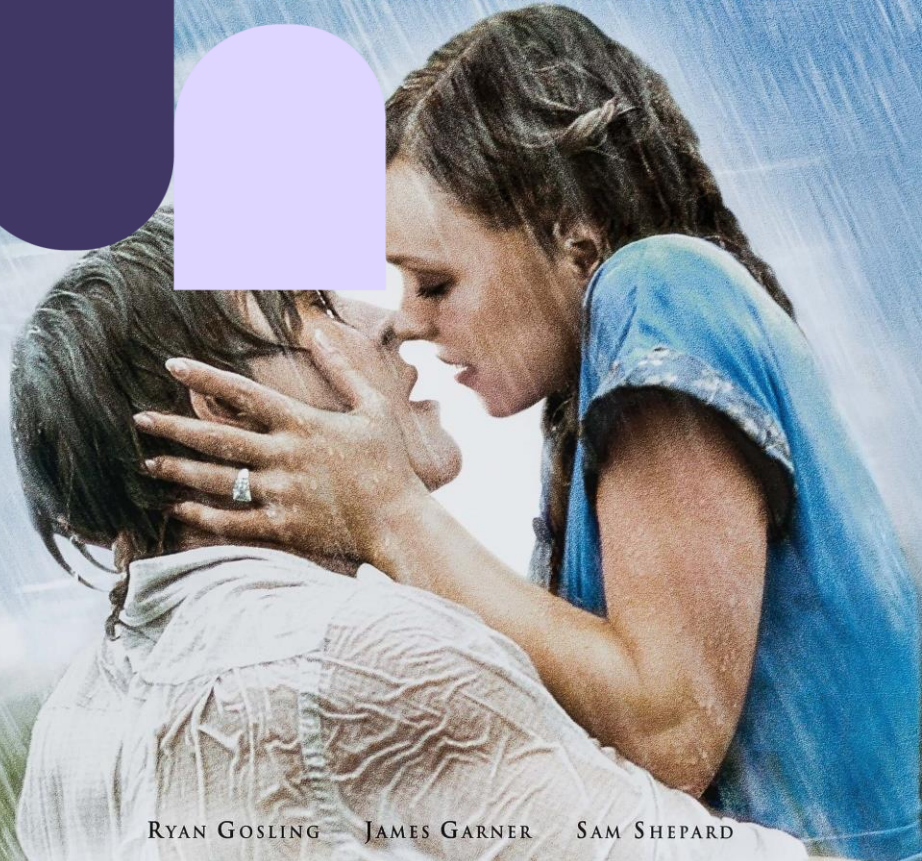


MARRIED AT FIRST SIGHT

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AND EVERY GREAT LOVE IS A GREAT STORY



RYAN GOSLING JAMES GARNER SAM SHEPARD

RACHEL McADAMS GENA ROWLANDS JAMES MARSDEN JOAN ALLEN

THE NOTEBOOK

FROM THE BEST-SELLING NOVEL
BY NICHOLAS SPARKS

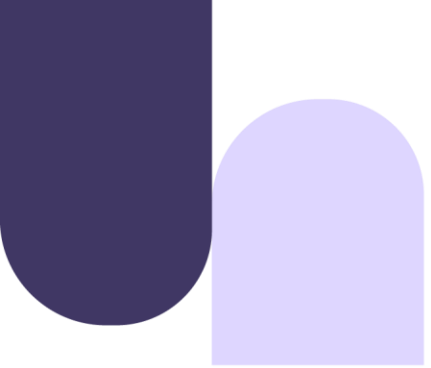
NEW LINE CINE
AND JOAN
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"THE NOTEBOOK" JAMES MARSDEN KEVIN CONNOLLY WITH SAM SHEPARD
NANCY GREEN-KEYES C.S.A. DIRECTOR OF PHOTOGRAPHY CAROLYN WAGNER COSTUME DESIGNER ALAN HEIM, A.C.E. EXECUTIVE PRODUCERS CAROL KENOWLES PRODUCED BY ROBERT FRAUSSE, A.F.C.
EXECUTIVE PRODUCERS MARK JOHNSON DANN HARRIS PRODUCED BY NICHOLAS SPARKS DIRECTED BY JUAN SARDI EXECUTIVE PRODUCERS JEREMY LEVEN PRODUCED BY NICK CASSAVETES

WWW.THENOTEBOOKMOVIE.COM

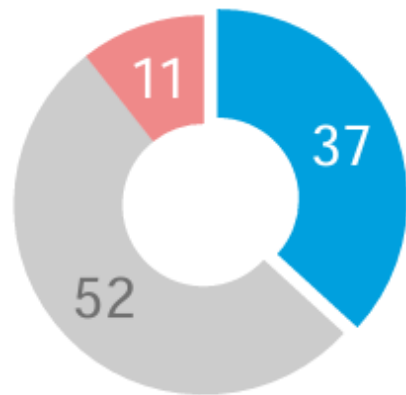
THIS SUMMER

Love takes time

“It’s like baking a perfect cake; you need time to find that ‘sweet spot’ for your campaign.” – Linnea Nilsson

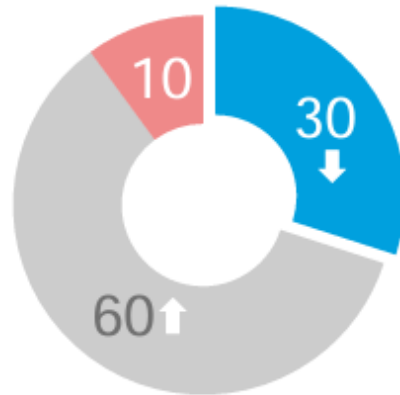


Mean score: 6.6



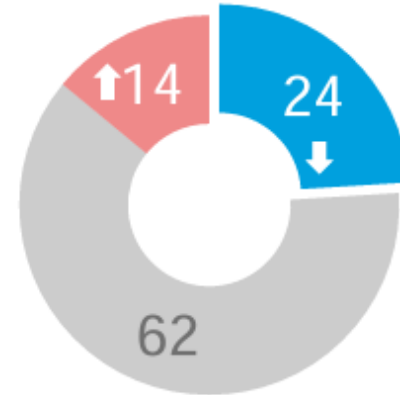
2013

Mean score: 6.4



2015

Mean score: 6.2



2017

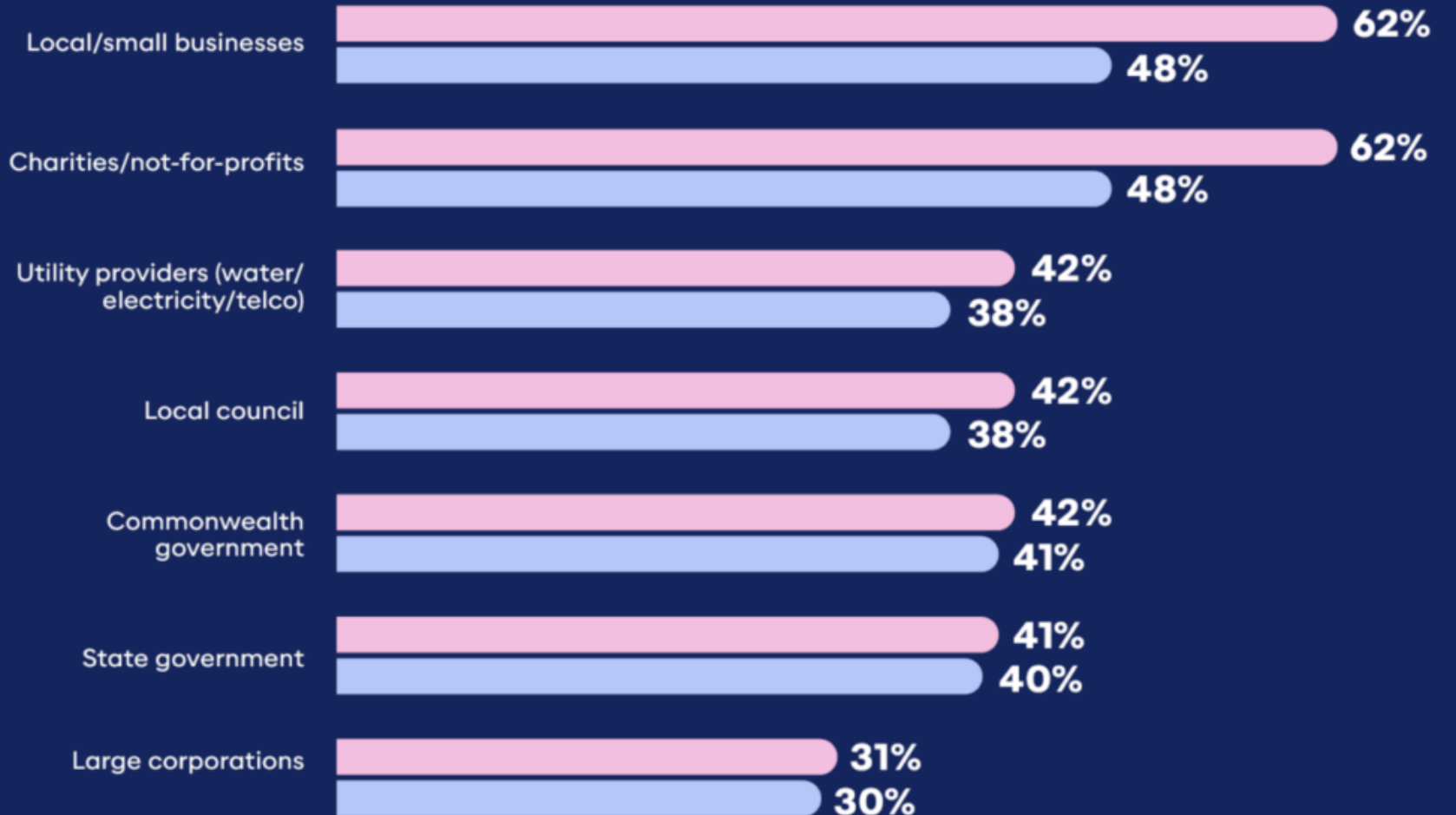
Low trust (0-4) Moderate trust (5-7) High trust (8-10)

↑↓ Statistically significant at 95% confidence interval from previous year

LEVELS OF TRUST AND ENGAGEMENT WITH ENTITIES IN THE FOLLOWING CATEGORIES

Scored at least a 7 out of 10

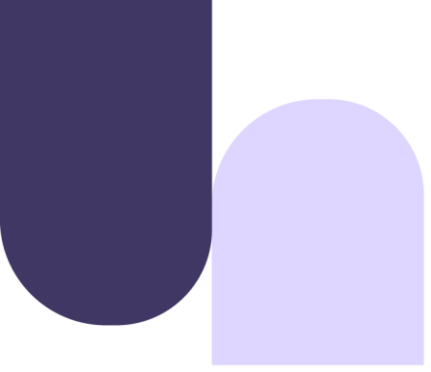
- Trust
- Keep up to date with and desire to see ongoing success



(McCrindle Research, Australia Towards 2031)

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The long haul.

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“Always remember I’m a real person giving real money and wanting to see real impact”
- Rachael Lance, WWF Australia

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Love is a Battlefield



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“Don’t be a victim to sunk cost fallacy. If it’s not working and it’s truly time to call it, call it.”

**- Rochelle Nolan,
Breast Cancer Trials**

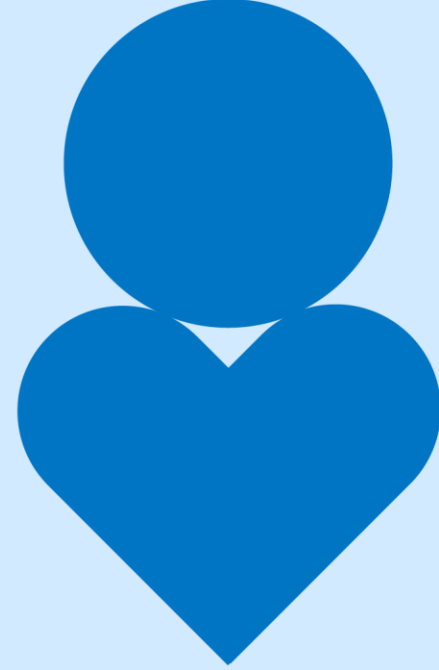
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2024



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Thank you



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