

Issue Session Attrition, Retention

Swiss Fundraising-Day 17.6.2011

S.Grosjean

Diskussion

- Analyse der Suspects?
- Welche Kanäle sind erfolgreich für
 - Konversion
 - Retention
 - Reaktivierung
- Welche Angebote sind ausschlaggebend?
- Welche Softfaktoren?

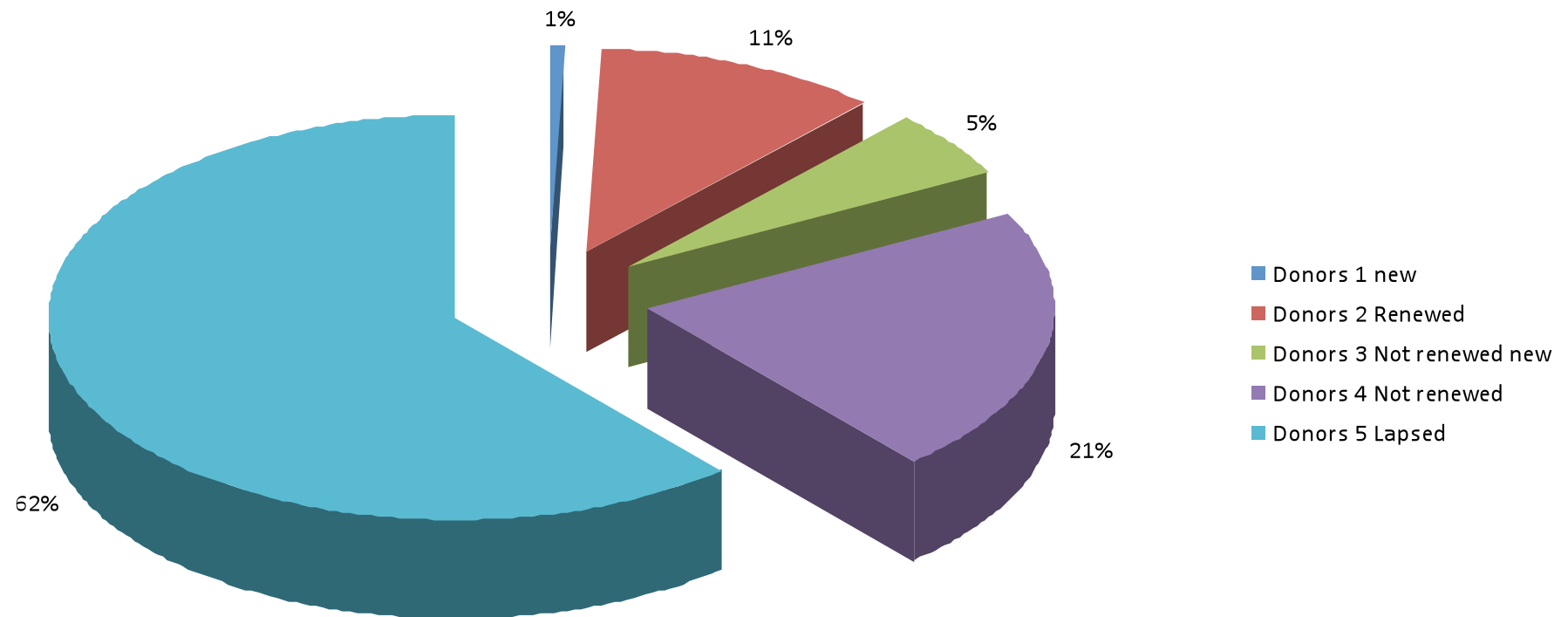
- Komplexes Thema – welches sind die Faktoren, die sich wirklich rechnen?

- Christian Hosmann, SOS-Kinderdörfer
 - Andrea Libardi, Rheumaliga
 - Beat Vogel, One Marketing Services AG
 - Sibylle Grosjean, grsbox GmbH
-
- B.Vogel: Attrition bei verschiedenen Organisationen
 - S.Grosjean: Reaktiveringung vs. Aquisition

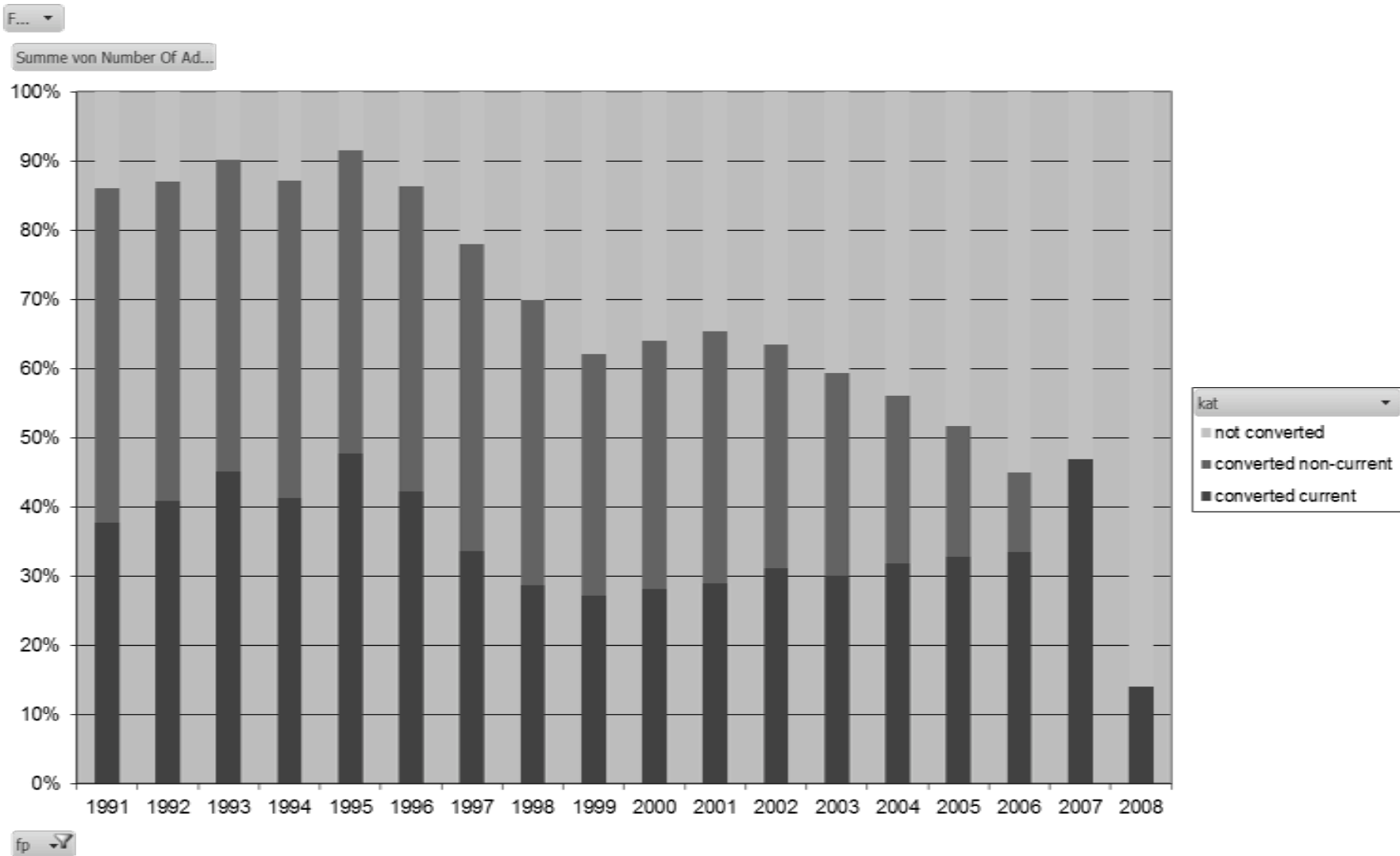
Attrition direkt plus indirekt

Status	Anzahl	in %	Life time	Mittelwert	Summe Aktuell	Summe Vorjahr
neu	635	0.62%	0.7	28.-	5'070.-	0.-
erneuert	13'227	13.02%	11.8	519.-	661'638.-	546'691.-
nicht erneuert	3'375	3.32%	10.7	315.-	0.-	125'084.-
lapsed	27'222	26.79%	3.6	95.-	0.-	50.-
gelöscht	57'146	56.24%	4.3	80.-	36'731.-	62'590.-
Gesamtergebnis	101'605	100.00%	5.7	149.-	703'439.-	734'415.-

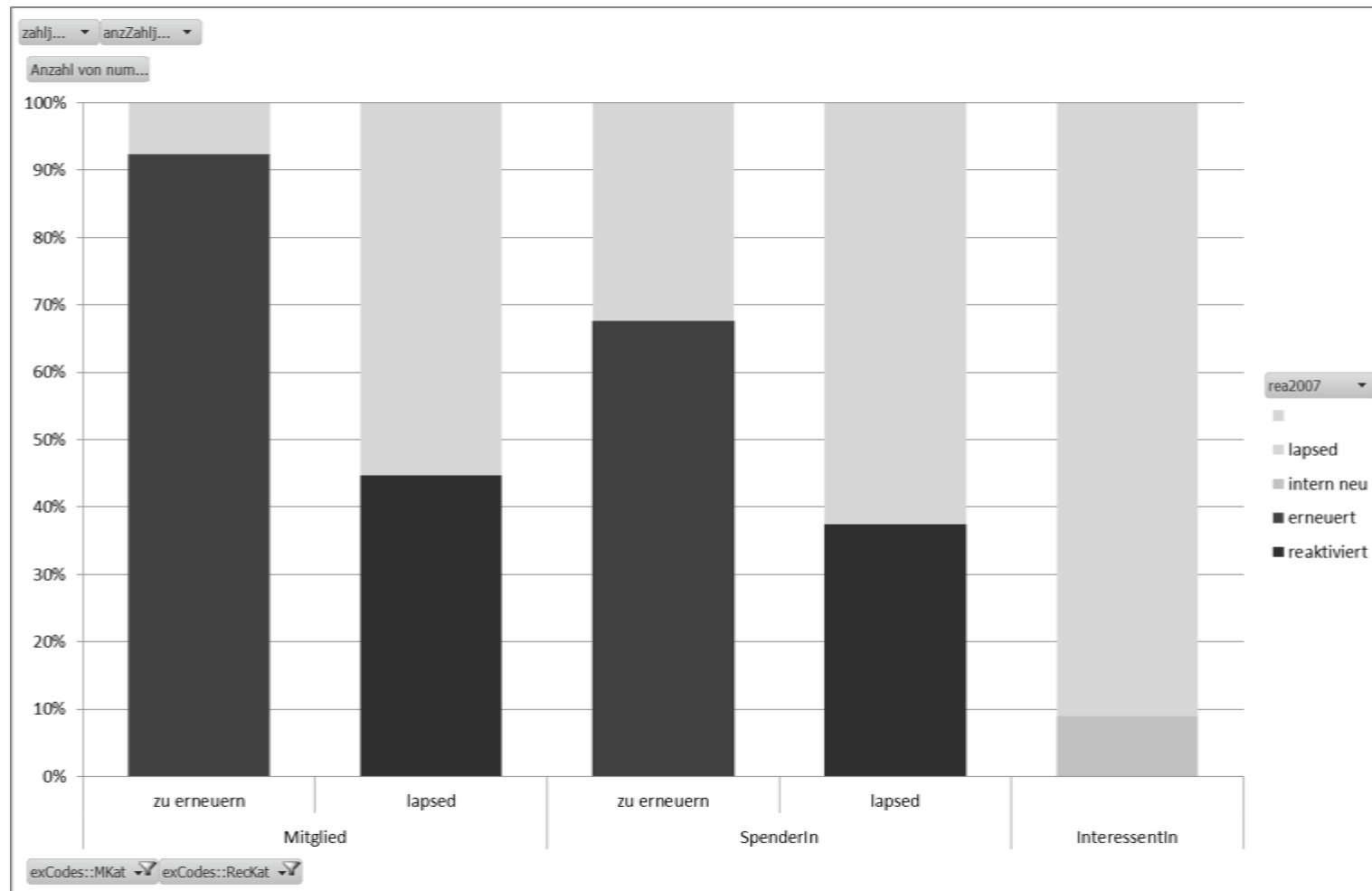
Zusammensetzung Stamm nutzbarer Adressen



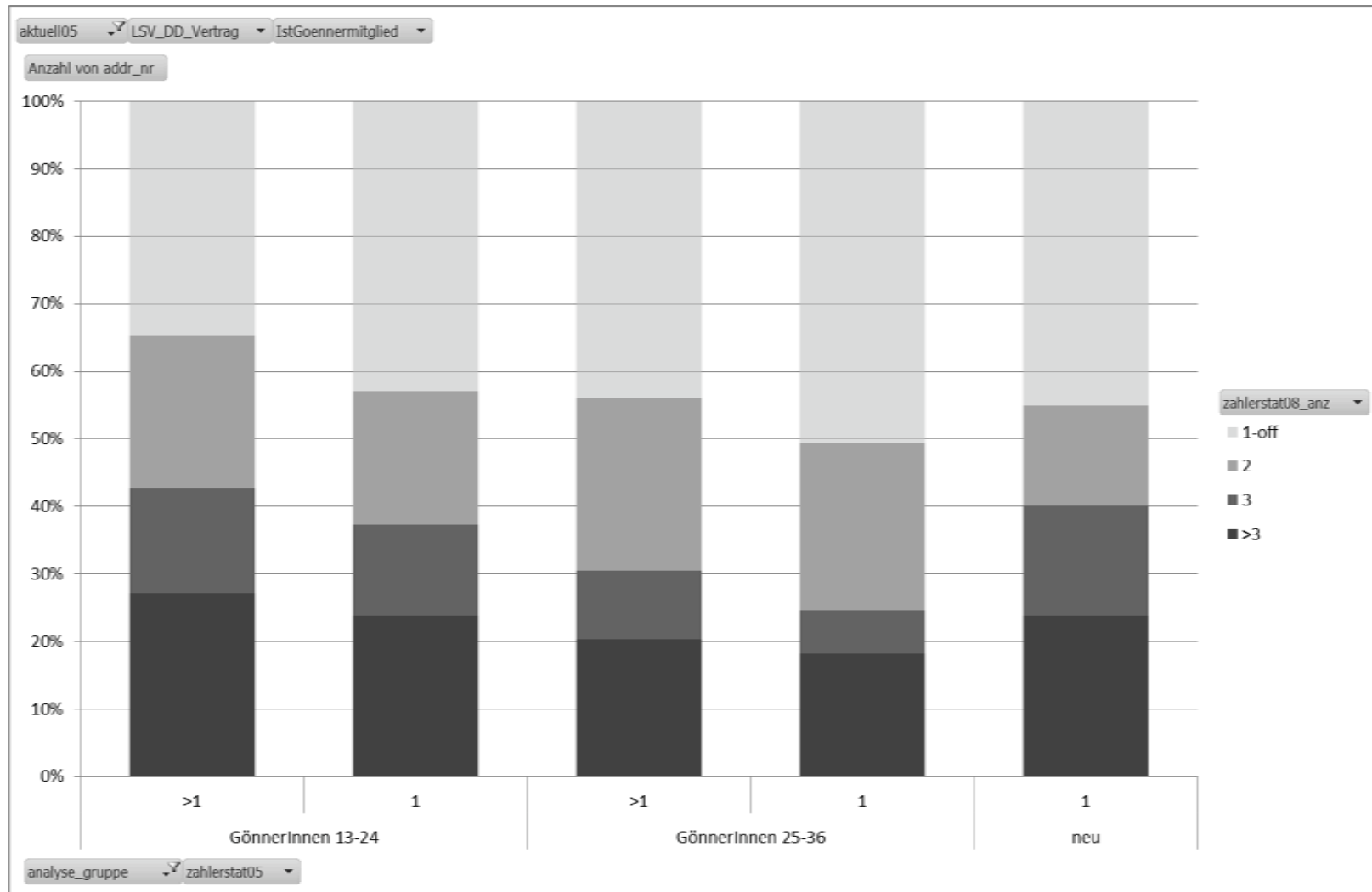
Konversion und Retention (Ursprungsjahr)



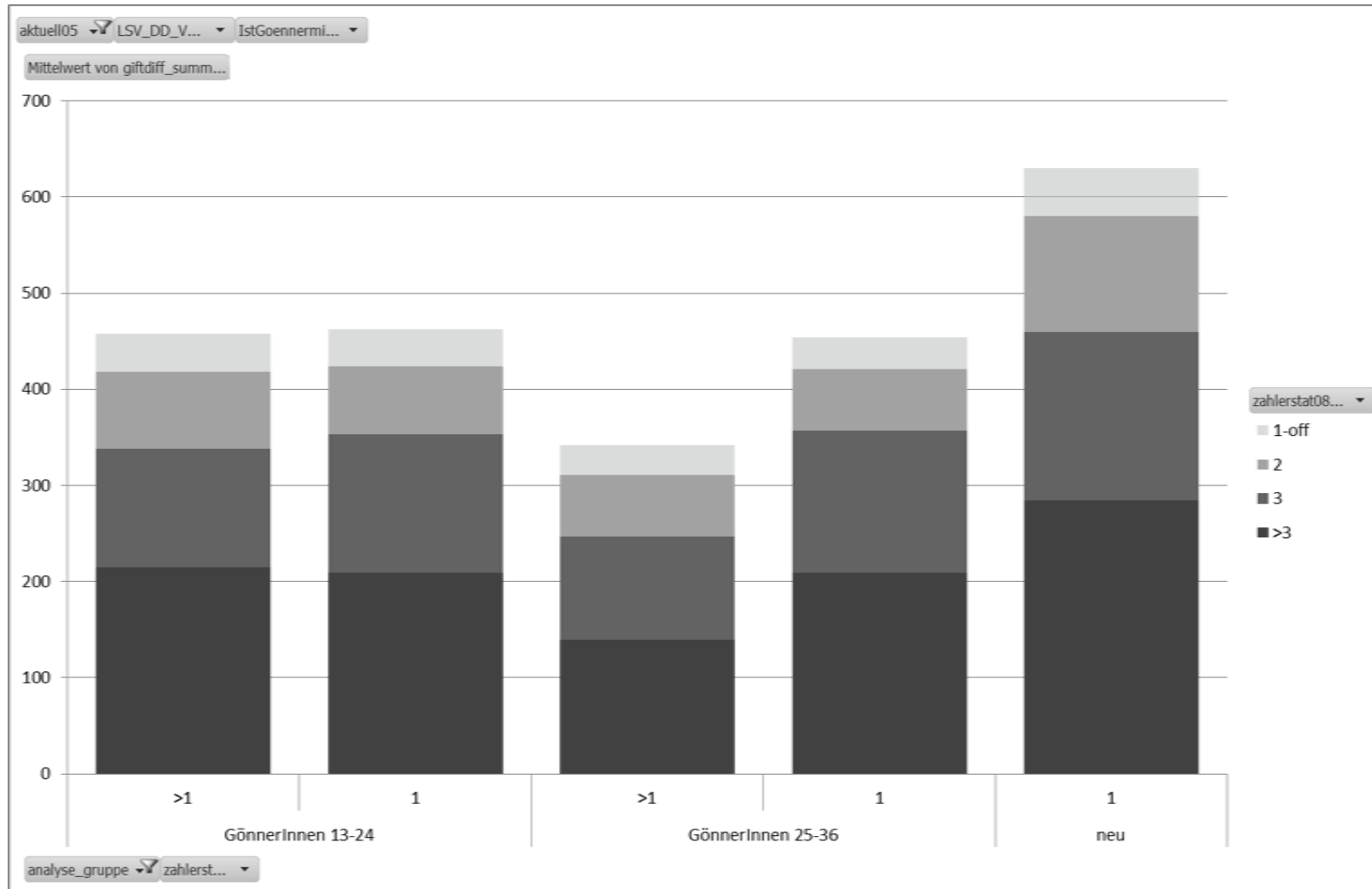
Erneuerung und Reaktivierung



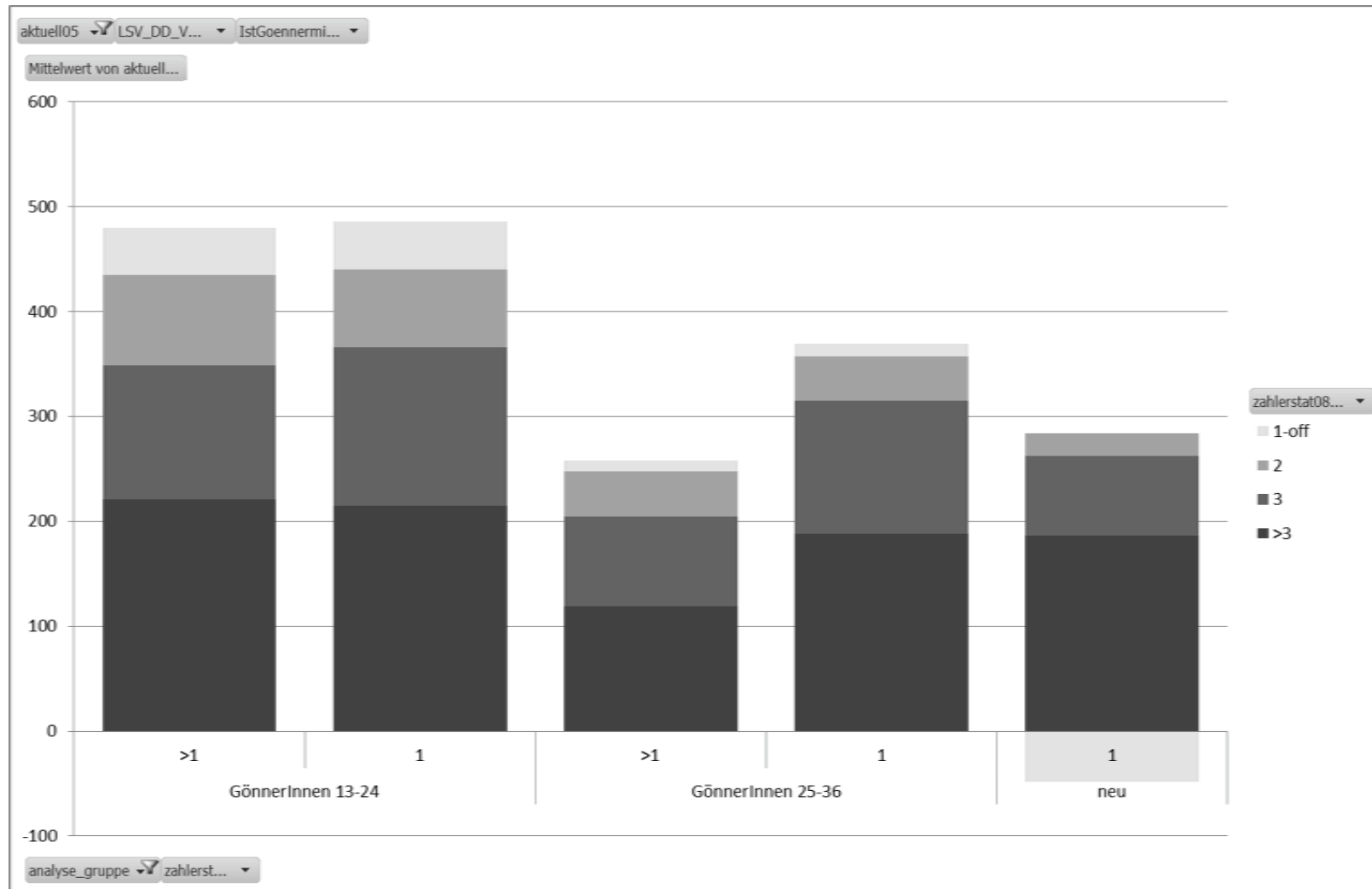
3-Jahrestreue reaktiviert vs. neu



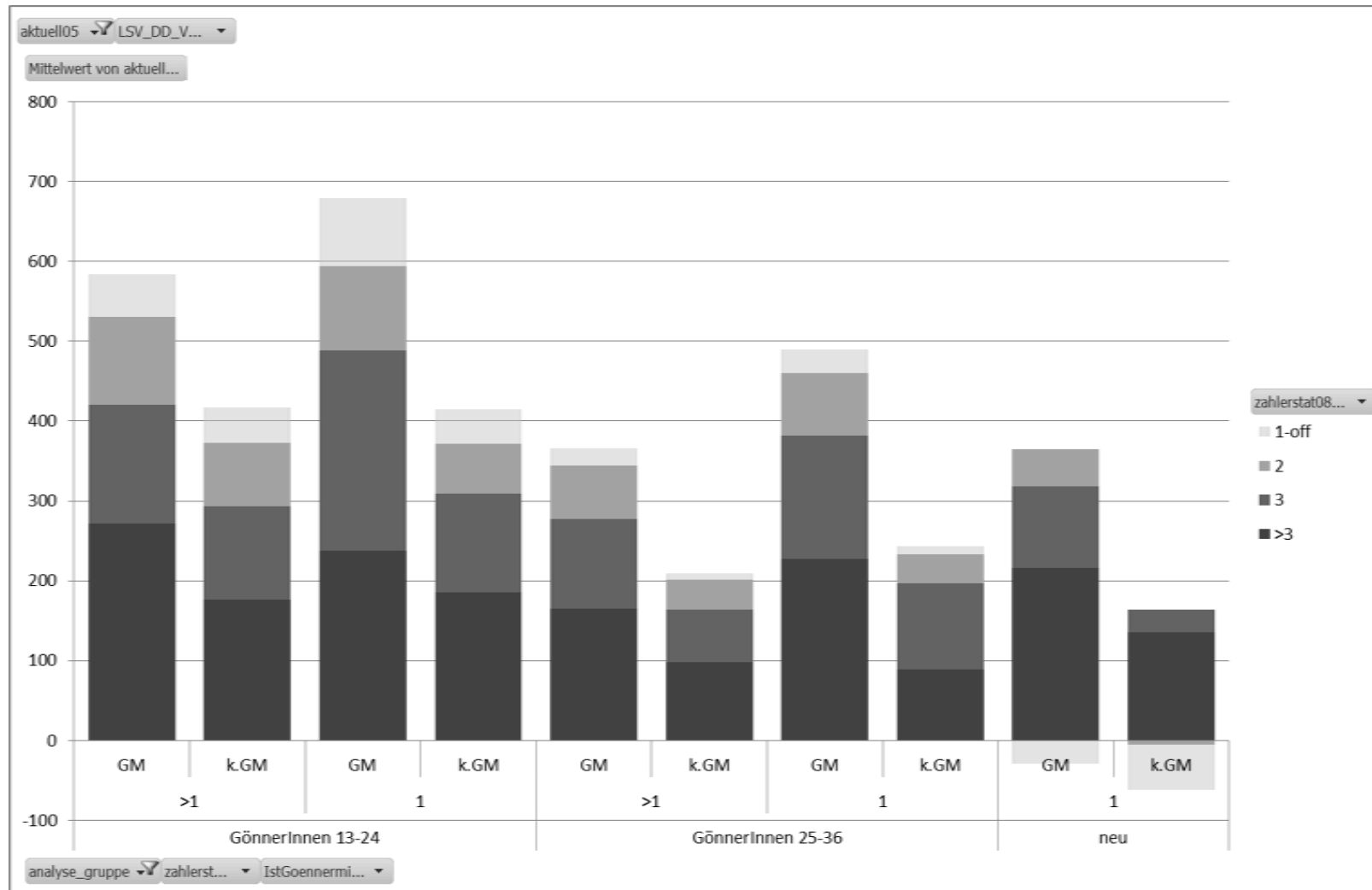
3-Jahrestreue Wert



3-Jahrestreue Wert min. Initialdefizit



Einfluss Treueangebot «Mitgliedschaft»



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- Komplexes Thema – welches sind die Faktoren, die sich wirklich rechnen?

HERZLICHEN DANK.

marketing the performing arts

Philip Kotler, Joanne Scheff, 1997

Number of Donors

Each organization hopes to increase the number of donors each year. The organization must find ways to improve its results with former donors, to identify how best to attract new prospects to make up for those who have lapsed, and to increase the overall number of contributors.

THE RENEWAL RATE

The renewal rate is the single most important indicator of the health of the fund-raising program. It is a measure of donor loyalty, not of gift size. The development office should keep track of the quantity and percentage of renewals among first-year contributors, two- to five-year contributors, and those who have contributed for more than five years. The manager can then track renewal trends and answer such questions as: Is the multiyear renewal rate increasing? Is the first-year rate moving up? Is the donor base aging? What percentage of renewed subscribers are making donations to the organization? Answers to these questions can help target areas of focus for upcoming campaigns.

THE ATTRITION RATE

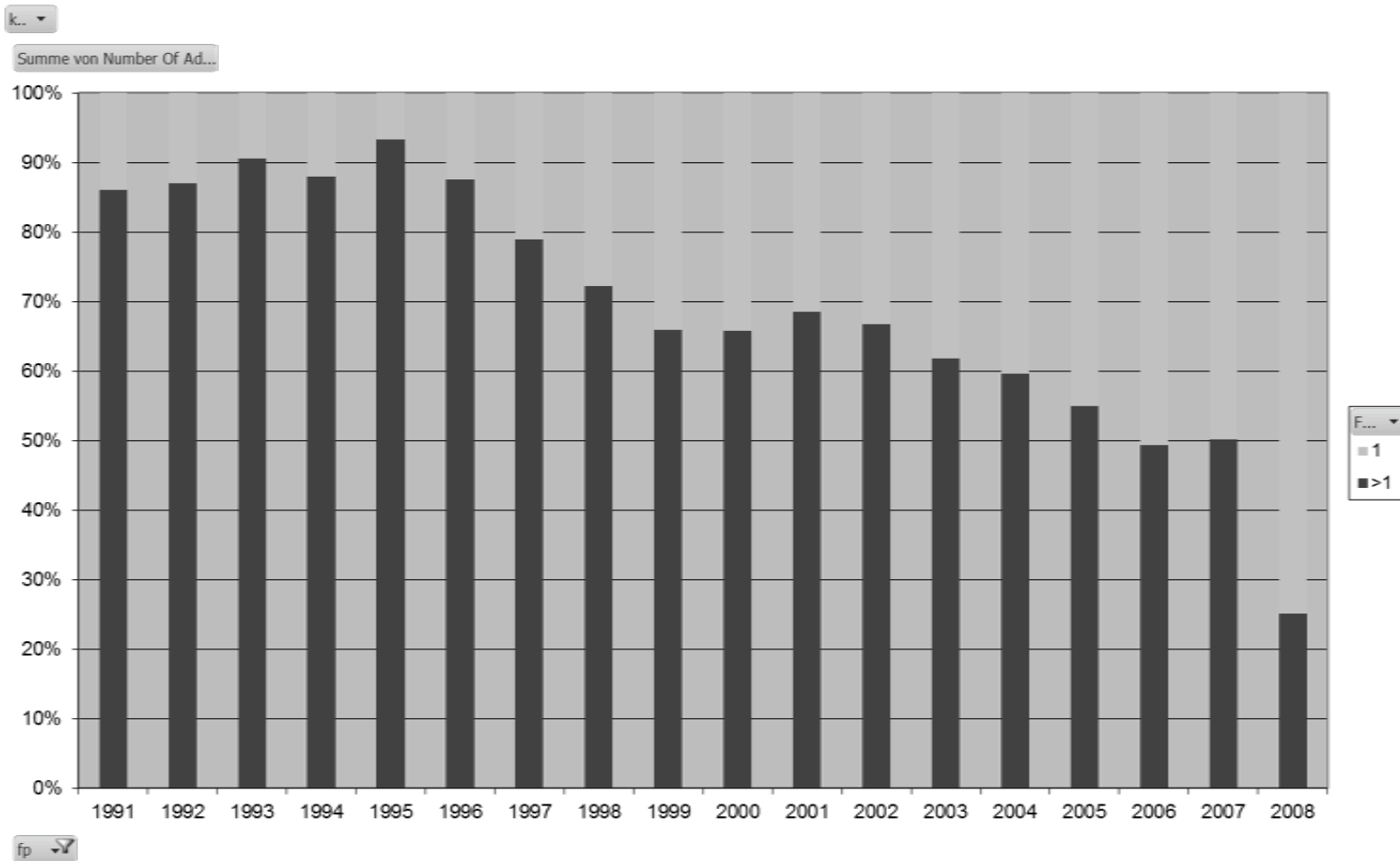
The converse of the renewal rate is the attrition rate. The development office should track how many past donors are no longer contributing. If this number is growing at a much more rapid pace than new donors can be attracted, the organization's support base is eroding. Even with a strong base of loyal, generous supporters, managers may find that a continuing drop-off in the number of donors can place the organization's survival in danger in a few short years.

As the organization reaches farther from its core of supporters to attract funds, the response rate gets smaller and smaller. Therefore, following up on lapsed donors is a crucial function for the development office. Lapsed donors should be interviewed and asked to identify the importance of such factors as: "No longer enjoy many of the performances," "Do not like the donor benefits I received," "Not treated well by the organization's representatives," "Was not asked," and so on. Each reason suggests a possible plan of action to bring back lapsed donors and to retain those at risk in the future.

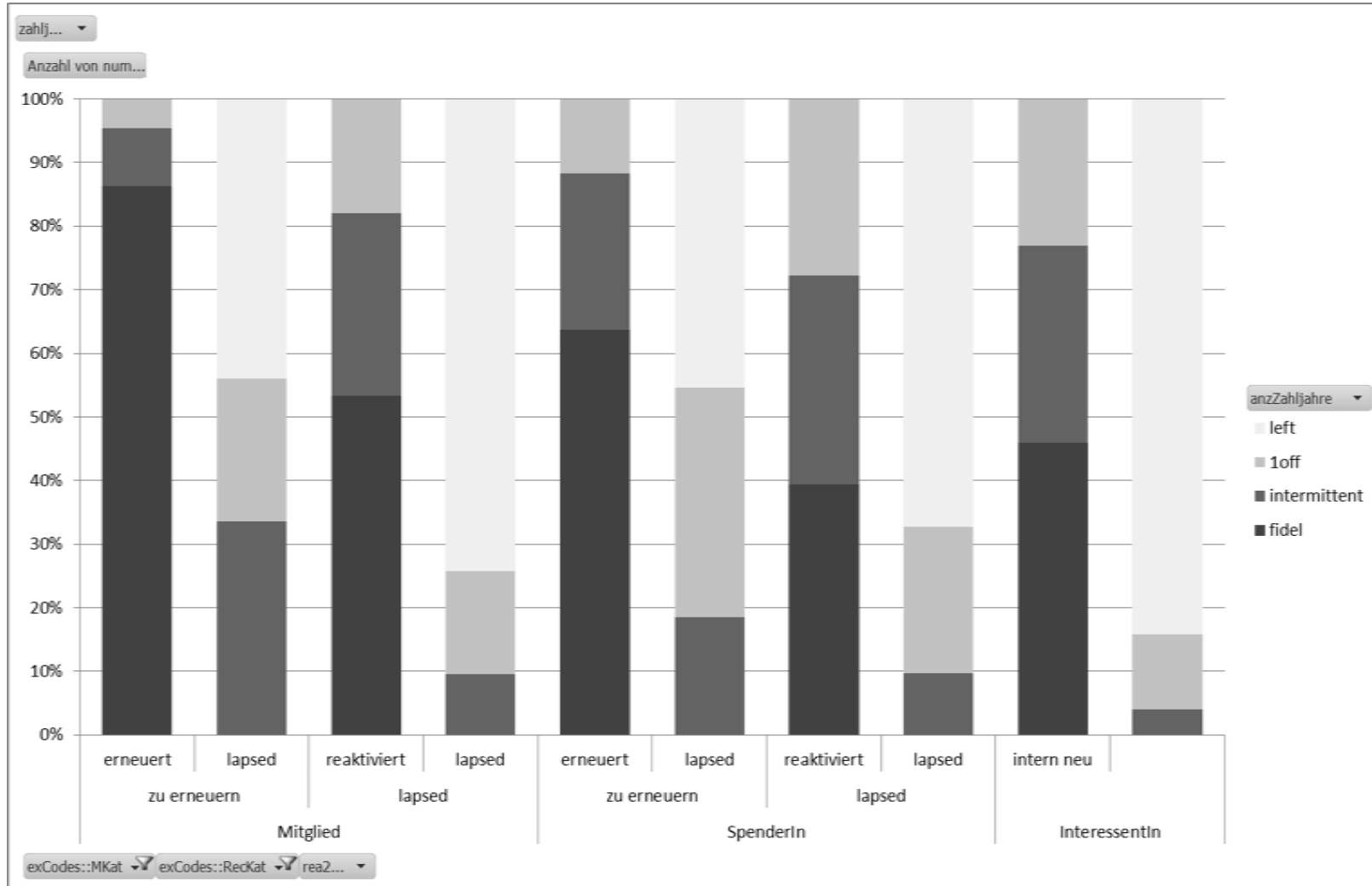
Attrition direkt

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nicht erneuert	3'375	7.59%	10.7	315.-	0.-	125'084.-
lapsed	27'222	61.23%	3.6	95.-	0.-	50.-
Gesamtergebnis	44'459	100.00%	6.6	237.-	666'708.-	671'825.-

Konversion nach Ursprungsjahr



3-Jahrestreue erneuert vs. reaktiviert



Wert – Initialdefizit (mit und ohne calls)

