



Lemontree : Donor Centricity Collective

Win Me Back - 2022

Braden Spencer : Head of Individual Giving
The Heart Foundation

Agenda



1. Who is the Heart Foundation?
2. Why We Exist...
3. Our Achievements...
4. Some Handy Rules...
5. The Donor Landscape...
6. The Heart Foundation Context...
7. Data, Data and More Data...
8. The Donor Experience...
9. Win Me Back...
10. What's Next At The Heart Foundation?
11. Questions.....via the chat please

Who We Are

The Heart Foundation



Over 60 years old.



Our vision is an Australia free of heart disease.



Our mission is to reduce heart disease and improve the heart health and quality of life for all Australians.



We work through Risk Reduction, Support, Care, Education and Research.



National leader in research into the causes, treatment and prevention of heart disease

Why We Exist

The Heart Foundation



Heart Disease is still the biggest killer in Australia.



Heart Disease takes over 50 lives – every single day.



Heart Disease Research is the key to eradicating heart disease.



There is a lack of education around heart disease.



It is working...but there is so much still to be done.



Pop Quiz

There are no wrong answers...

Some Achievements The Heart Foundation



\$670 million+ invested in heart disease research.



Supported the implementation of the health warning labels on cigarette packages



Over 10 million kids have participated in Jump Rope For Heart



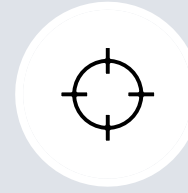
000 Emergency Number



Our research supported the invention of the first pacemaker

Firstly...Some Rules To Guide You

Rules are made to be broken...but
not these ones!



Data Is The Key To Everything
Without Great Data You Will Fail!



Invest Small, Prove It Works, Invest Big
Test and Innovate!



Build Your Team and/or Use The Experts
No One Person Knows Everything!



Know Who Your Donor Is, What Motivates
Them?
Look After Them!



Know Your Success Metrics
Reporting and Analysis Is Vital!

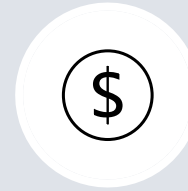
Our Donors

The Current Landscape

Where Are We Right Now?



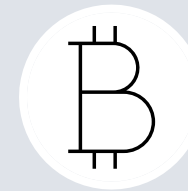
The Impact Of Covid.



The Impact of Global (and local) Events



Our Donors Are Changing



Fundraising Is Changing



Increasing Competition For Donations

Our Context

Our Donors



15,000 Active Regular Donors



65,000 Lapsed Regular Donors



Acquisition Channels – Face to Face, Telemarketing, Digital – Lead Generation



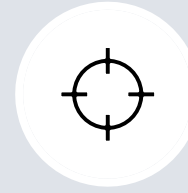
60,000 Active Single Giving Donors
15,000 Active Raffles Donors



No Acquisition Campaigns Since 2020
Decreasing Regular Giving Database

Data

The Insights



Be Data Driven

Who Is Your Target Audience? Why Will They Give?



Start With Clean Data

Clean/Enrich Your Existing Data

Data Selection



Propensity Scoring

Reduce The Audience



Choose Your Acquisition Channel Wisely

Manage The Quality of Data Collected/Imported



Know Your Success Metrics

Focus on The Metrics - DAILY

Donor Experience

The How

And Most Of Them Will Stay!



Implement Systems/Software
Automate Everything!



Start With The Acquisition Experience
Maximize Efficiency and Impact



Communicate
Thank Your Donors – Then Thank Them Again!



Understand Each Donor Individually
Who Are They? Why Did They Leave? What Channel?



Apologize Where Appropriate

My Example

Save The Children Canada

Win Me Back

The Process

Please come back, I'm so sorry



Implement Systems/Software
Automate Everything!
Start With the Acquisition Experience



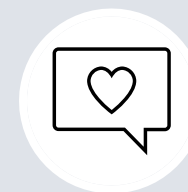
Email



SMS



Direct Mail



Telemarketing



Pop Quiz

There are no wrong answers...

What's Next?

Innovation & Fun



Implement Systems/Software That Support Automated & Intelligent Supporter Journeys



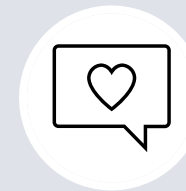
Introducing Propensity Scoring
Maximize Efficiency and Impact



Communicate In New Ways – Video, Animation



Build Better Supporter Journeys
Treat Everyone Differently! Surprise and Delight!



Supporter Surveys
Exploring Face to Face Reactivation

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