

Industry Trends Telemarketing

Fewer Donors (across all sectors)

Declining # of Landline Users

Declining Penetration – Reachability

Cell Phones (traditional)

- regulations
- results

Cell Phones (future)

- texting: organizing, advocacy and fundraising
- regulations: blast/automated vs one to one
- penetration/reach

Telereponsive Donors

File in FY20	Callable records	Completed calls	RR%	CC rate	Ave Check Gift	Ave CC Gift	OT RR%	OT CC rate	OT Ave Check Gift	OT Ave CC Gift	36-month LTV ROI
JULY	2,404	887	6.1%	25.9%	\$16.18	\$14.93	16.0%	31.0%	\$25.64	\$37.45	11.59
AUGUST	2,961	1,104	6.0%	21.2%	\$16.44	\$18.36	17.1%	21.7%	\$37.47	\$58.05	14.70
SEPTEMBER	2,510	951	7.5%	18.3%	\$16.26	\$13.23	14.5%	18.8%	\$25.80	\$28.38	10.34
Subtotal TM Donors	7,875	2,942	6.5%	21.5%	\$16.30	\$15.56	15.9%	23.7%	\$30.58	\$42.94	12.37
Subtotal Other Donors	2,942,396	258,926	4.1%	15.4%	\$19.07	\$19.47	2.6%	13.7%	\$30.14	\$41.11	4.24
FY20 TOTAL ALL DONORS	2,950,271	261,868	4.1%	15.5%	\$19.02	\$19.38	2.8%	14.4%	\$30.16	\$41.30	4.33

File in FY19	Callable records	Completed calls	RR%	CC rate	Ave Check Gift	Ave CC Gift	OT RR%	OT CC rate	OT Ave Check Gift	OT Ave CC Gift	36-month LTV ROI
Subtotal TM Donors	32,614	10,370	6.9%	21.5%	\$15.49	\$15.69	12.4%	31.6%	\$29.63	\$42.21	11.58
Subtotal Other Donors	9,452,985	938,779	4.9%	15.7%	\$18.75	\$19.11	1.8%	19.4%	\$32.93	\$44.67	4.67
FY19 TOTAL ALL DONORS	9,485,599	949,149	4.9%	15.8%	\$18.70	\$19.04	1.9%	20.3%	\$32.73	\$44.39	4.74

Results by Audience

<i>FY20 Overall</i>	<i>Completed Calls</i>	<i>RR%</i>	<i>% of LTV ROI Goal</i>	<i>CC Rate</i>	<i>Avg. Gift</i>	<i>12-month LTV COF%</i>	<i>36-month LTV ROI</i>
Regular file	73,628	4.5%	106%	12.5%	\$17.53	167%	4.39
Unreachables	32,886	4.7%	111%	16.3%	\$19.33	135%	5.42
Previous No's	104,326	3.0%	117%	11.9%	\$19.48	236%	3.64
Florida file	9,690	5.0%	130%	13.8%	\$17.82	149%	4.79
Cell phones	29,229	6.1%	110%	26.4%	\$20.99	120%	4.83
FL Cell phones	3,100	8.4%	112%	20.5%	\$22.13	89%	6.09
Total	252,859	4.2%	112%	15.5%	\$19.09	167%	4.35

<i>FY19 Overall</i>	<i>Completed Calls</i>	<i>RR%</i>	<i>% of LTV Goal</i>	<i>CC Rate</i>	<i>Avg. Gift</i>	<i>12-month LTV COF%</i>	<i>36-month LTV ROI</i>
Regular file	347,735	5.2%	99%	12.3%	\$17.81	152%	4.47
Unreachables	254,112	4.8%	98%	15.0%	\$19.03	144%	4.73
Previous No's	161,563	3.2%	108%	11.0%	\$18.64	246%	3.26
Florida file	46,616	5.2%	95%	14.6%	\$17.27	149%	4.71
Cell phones	127,095	6.2%	110%	27.5%	\$20.86	77%	7.00
FL Cell phones	12,028	8.8%	123%	24.6%	\$20.15	60%	8.77
Total	949,149	4.9%	102%	15.8%	\$18.76	138%	4.74

- Adding the FL cell phones to the mix in FY19 produced 12k additional completed calls at the highest ROI of all the audiences – we continue to grow the registered FL group to maximize calls into this audience
- Calling more deeply into the Cell and Regular files now which is why overall ROI is lower this year