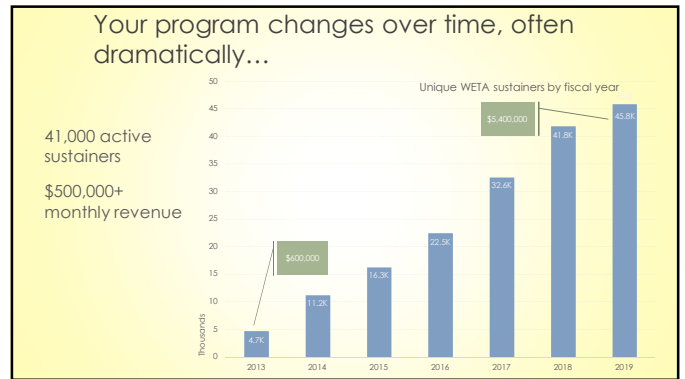


MANAGING FOR YOUR FUTURE SUSTAINER GROWTH

CAMERON POPP

DMFA Direct Marketing Fundraisers Association

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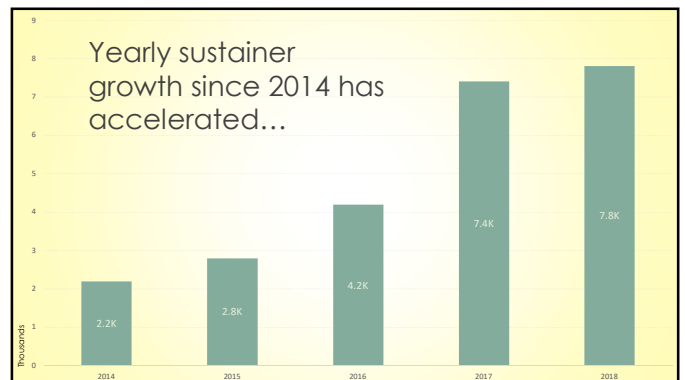


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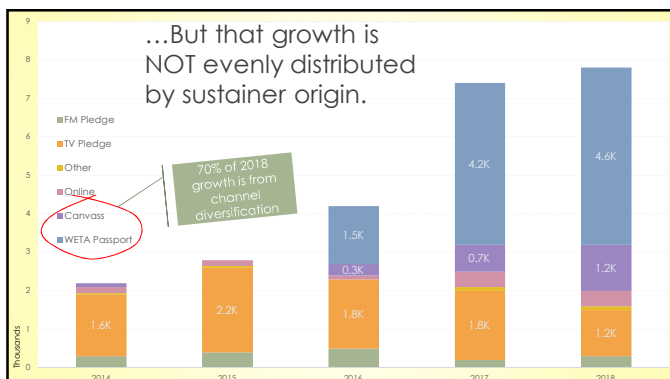
The questions we ask now to prepare for growth later.

- Where are new sustainers coming from?
- Should all sustainers be treated the same way?
- Are we doing enough to retain them?

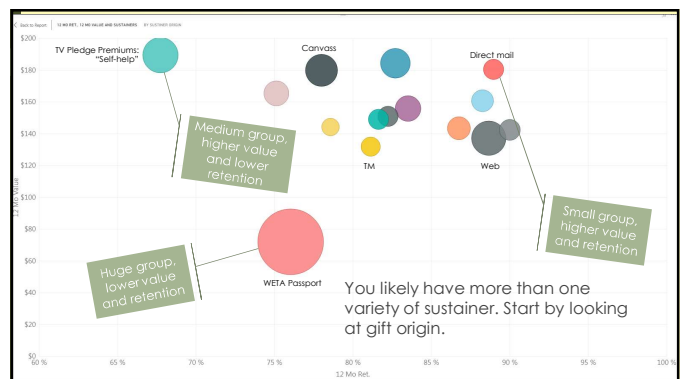
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6

Breaking down sustainers by origin source gives us a chance to identify opportunities

► A sustainer's origin source makes a huge difference in retention, LTV and likelihood to give to direct mail.

Sustainer Origin	Sustainer Count	Average Monthly	12-Month Value	12-Month Retention
Member Services	664	\$ 16.94	\$ 178.32	81.6%
Canvassing	1,821	\$ 16.72	\$ 170.64	74.0%
Legacy	472	\$ 15.65	\$ 161.29	77.8%
Mail	516	\$ 13.16	\$ 153.23	83.5%
WETA Passport	7,399	\$ 6.62	\$ 69.84	70.5%
Telemarketing	3,814	\$ 12.63	\$ 135.01	73.3%
Web	3,065	\$ 13.27	\$ 147.22	80.3%
FM Pledge	4,337	\$ 16.07	\$ 152.19	71.9%
FM Pledge, With Premium	2,019	\$ 12.45	\$ 139.27	78.5%
TV Pledge, No Premium	2,549	\$ 16.08	\$ 159.67	74.4%
TV Pledge, Core Programs	3,796	\$ 15.37	\$ 166.52	73.5%
TV Pledge, Performance	2,765	\$ 14.71	\$ 147.47	66.5%
TV Pledge, Self Help	5,591	\$ 17.22	\$ 175.36	61.7%
TV Pledge, Travel	656	\$ 13.71	\$ 153.61	76.2%

7

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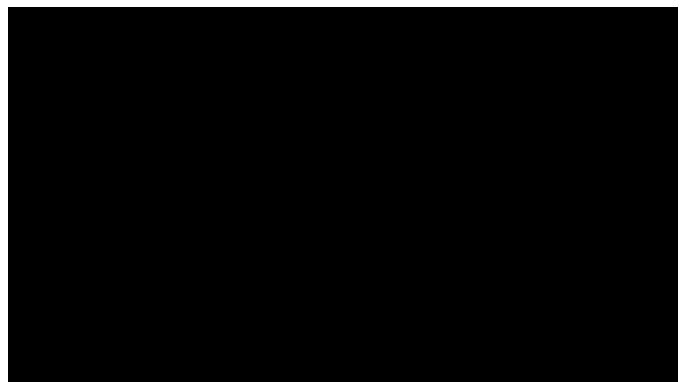
20X more likely to give again via Direct Mail than WETA Passport-acquired.

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8

Now you that you know more about WHO your donors are, what do you know about HOW they are giving?

9



10

How important is EFT for retention?

Target Analytics' benchmark survey for Public Broadcasting:

- First-year EFT sustainer retention is 79%.
- First-year credit card sustainers retain at 55%.

Bankrate.com survey: the average US adult keeps the same primary checking account for **16 years**.

WETA reached 32% EFT rate from 0% in four years.

11

Two BIG reasons EFT donors are worth more to WETA:

- 1) Eliminate Credit Card fees.
 - EFT fees tend to be smaller (~\$.30 per transaction) than CC fees or fees for other payment options.
 - EFT saves WETA about **\$20,000** annually on transaction fees.
- 2) Improved retention.
 - Rule of thumb: improved retention from EFT payments yields equivalent of one extra payment per sustainer yearly.
 - Superior EFT retention drives about **\$200,000** in additional revenue to WETA every year.

12

Your mileage may vary, of course...

- Fees can vary by payment type, gateway and location.
- Weigh the pros and cons of Paypal, Stripe and others—those fees can be as much as credit card fees PLUS EFT fees.
- Do you have international payments? Look out for exchange rates and different charges for international cards.
- Does your payment gateway charge other fees, as well?
- How large is your average transaction?

13

What are your other opportunities?

14

Automatic credit card retry and recycling

- 36% of failed sustainers are automatically recaptured
- 6,200 sustainers automatically reinstated last year, most of the time without the donor knowing
- Annualized, that's **\$1.1 mm in revenue**

15

Laying the groundwork for healthy growth:

Sustainer origin targeting doesn't need to be complicated, so start with the basics.

- Online vs. Offline? Converted vs. Acquired? Other?

One acquisition or conversion campaign is the beginning, not the finish line.

Be as clear as possible through all channels that recurring giving is preferred and not just another option.

Work as hard to understand the **business** of fundraising as you do the **techniques** of fundraising.

16

There's an opportunity at every stage of program maturity and sophistication to self-evaluate:

Where are your sustainers coming from?

Are you treating all of your sustainers the same way?

Are you doing enough to retain them?

17

DMFA Direct Marketing Fundraisers Association

Thanks to our Board Members

DC Programming Committee

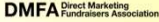
■ Hilary Baar – National Trust for Historic Preservation

■ John Perell - Smithsonian Institution

■ Cameron Popp - WETA

■ John Wilburn – National Park Foundation

18



Thank You!

Become a member of the Direct Marketing Fundraisers Association Today!

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