


ACTIVE AND EFFECTIVE SUSTAINER RECAPTURE COMMUNICATIONS

CAMERON POPP



DMFA Direct Marketing Fundraisers Association

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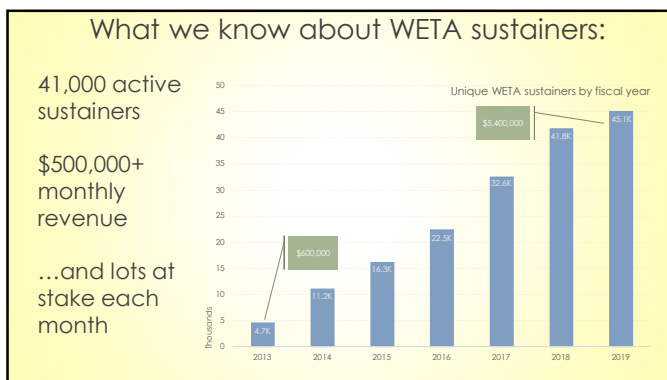



VivaLaVoce.org

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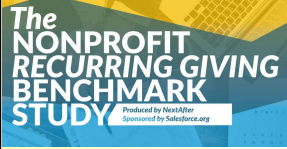


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Sustainer retention problems are largely of our own creation. According to a 2018 study of 115 nonprofits by NextAfter Fundraising ...



- Only **1/3** of organizations offer EFT payment through web forms.
- 58%** of organizations made no changes to direct mail strategy for sustainers.
- Almost 1/2** made no attempt to recover failed credit card payments.


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How do we get ahead of sustainer losses?

- Convert credit card sustainers to EFT sustainers.
- Automate recapture processing whenever possible.
- Deploy quick and direct recapture communications.

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Stop-loss program communications series

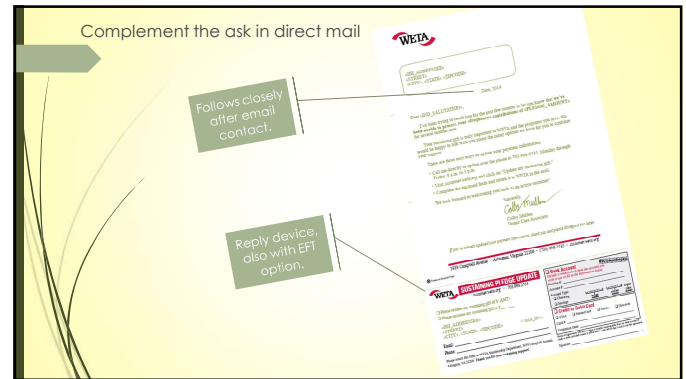


- 1st month since failure**
 - 2x weekly recapture emails
 - In-house phone call from Sustainer Care Manager
 - Concurrently running automatic recycler process
- 2nd month since failure**
 - Weekly email
 - In-house phone call from Sustainer Care Associate
 - Direct Mail reinstatement
- 3rd month since failure**
 - Email
 - Direct Mail reinstatement
- 4th month since failure**
 - Email
 - Writeoff

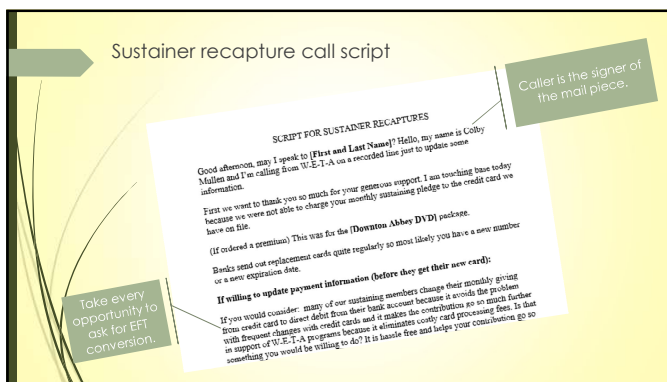
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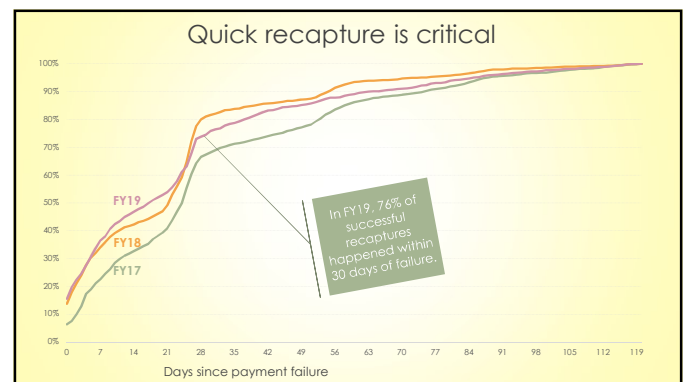
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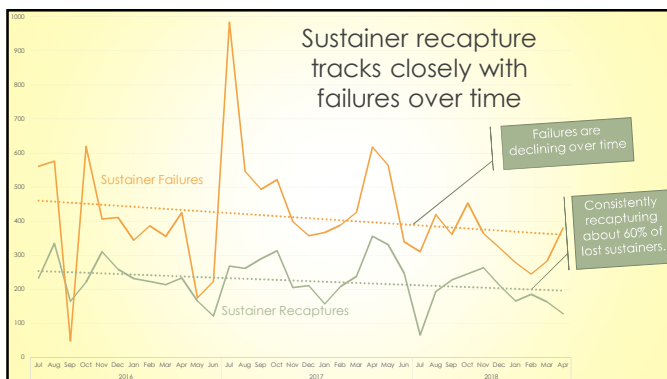
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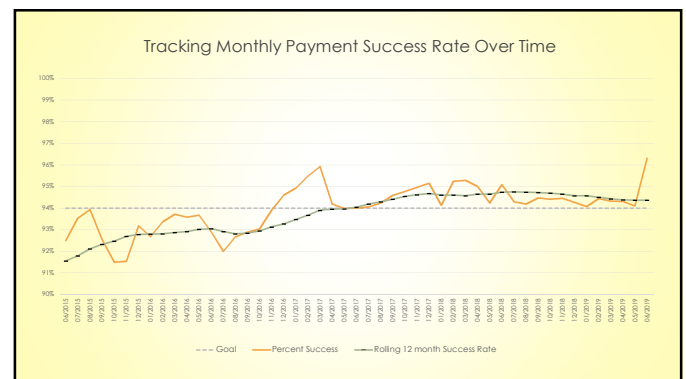
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Thanks!

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