

## **PUBLIC INTEREST COMMUNICATIONS, INC.**

### **Activist Acquisition & Metrics**

People that are not members, have hit an organization's website and have shown an activist fervor for one or more of the organization's causes, should be excellent prospects for memberships...at least that is the conventional wisdom. Recruiting them to be financial supporters or members of the organization however is not that easy. Organizations have tried direct mail and e-mail solicitations with limited success.

To that end PIC developed a telefundraising Activist Acquisition program. The program was developed after testing a number of different variables that included list segmentation, cause analysis, and different offers. What produced the best results was a sustainer or monthly giving program, though other appeals worked.

PIC's protocol is as follows:

#### **1. The List**

PIC analyzes the client's list. We identify the major cause(s) in which the activists showed interest and we then rank them according to recency, frequency and completeness of the record. We further analyze the file and identify other variables that through our experience indicate the increased probability that an activist will pledge to a monthly giving program.

#### **2. Telephone Appending**

We send the identified prospects to a telephone appending service to append telephone numbers.

#### **3. Case Statement/The Script**

We work with the organization to develop a compelling case statement and script based on the activist's interest that will induce the activist to join the organization's sustainer program. The appeal makes two solicitations to the prospect before falling back to soliciting for a one-time gift.

#### **4. Fulfillment Package**

The activist who has either pledged or indicated that he/she will consider a pledge (Hedger) will be mailed a letter referencing the telephone conversation and the outcome of the call. The pledge amount will be recorded on their reply device. For those who have pledge and placed it on his/her credit card an E-mail acknowledgement will be sent.

#### **5. Payment Options**

Payment options can be either/or credit card, EFT or a monthly invoice.

**Confidential**

## METRICS

---

### Case study

Assumptions:

- One year projection
- Sustainers fulfill seventy-five (75) percent of the time
- One time pledges fulfill seventy (70) percent

Size of target audience (with tel. #) 20,000

Contacts 10,000

Number of sustainer pledges 565

Pledge rate 5.65%

Average gift \$10.42

Sustainer revenue one (1) year \$52,986

One time pledges 490

Pledge rate 4.9%

Average gift \$25.50

Revenue one time gift \$8,747

**Total revenue** **\$61,733**

**Total direct project costs** **\$45,000**

**Net income** **\$16,733**

**Total Donors** **1,055**

**Net per Donor or Member** **\$15.86**