

Delivering Constituent Care That's Engaging and Financially Rewarding



Francesco Ambrogetti
Natacha Francais



Natacha, manages the donor love & optimization in **Brazil**

Francesco, ignites emotions & magic experiences for supporters in **New York**



unicef 
for every child

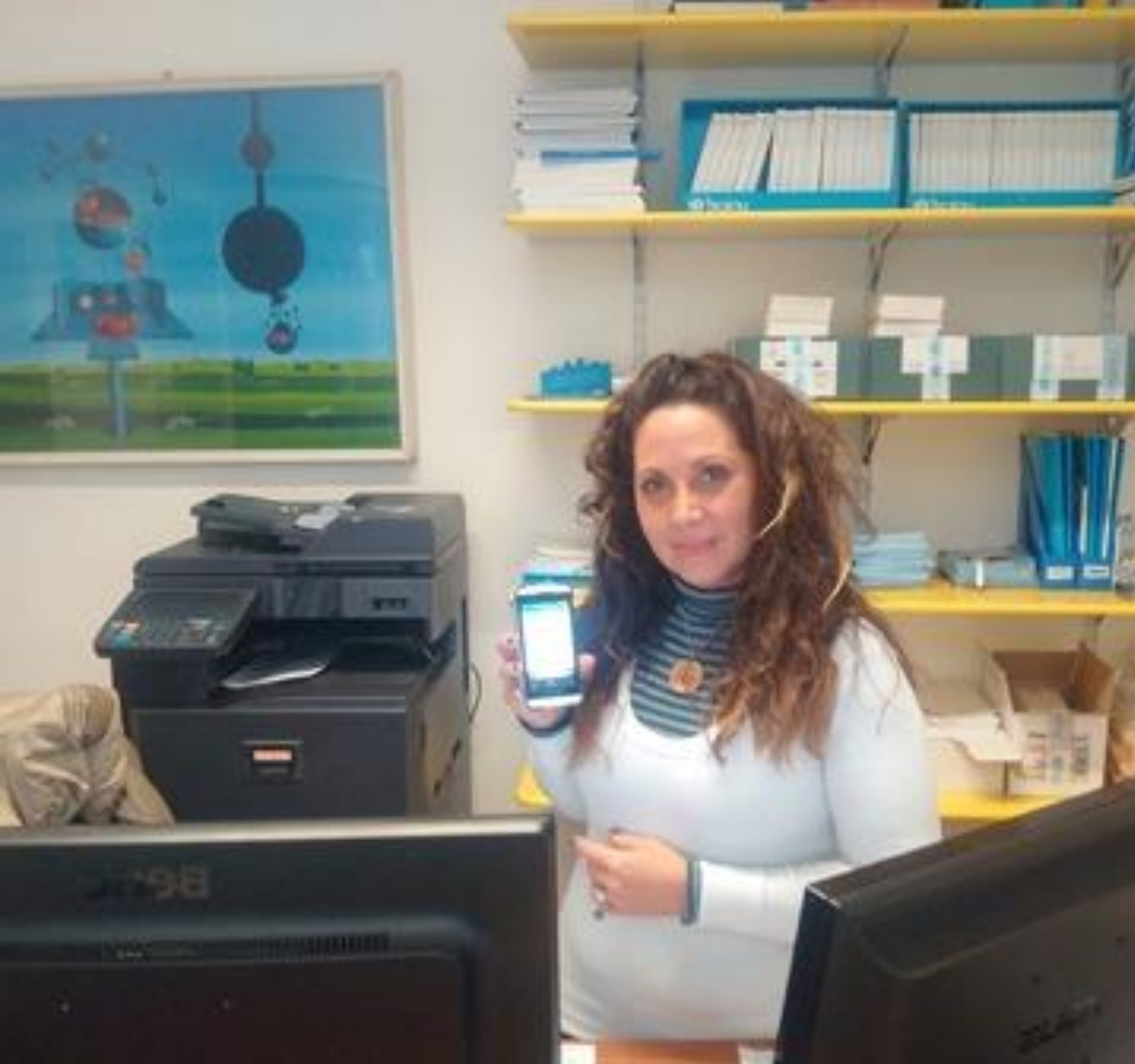


FrancescoAm

#hookedonafeeling

- It's all about the **experience!**
- Emotions: **donations** > loyalty : **memory**
- **Memory** of supporters: **beginning**, good and the **bad times** and the **end**





Sei un'azienda?

Regali Solidali ▾

Iniziative speciali ▾

Bomboniere Solidali



PERGAMENA

4,80 €
ACQUISTA



BUSTINA PORTA CONFETTI
PANNA/CORDA CON
BIGLIETTINO

ACQUISTA

4,00 €
ACQUISTA



BUSTINA PORTA CONFETTI
PANNA/CORDA

ACQUISTA

3,00 €
ACQUISTA



SACCHETTI
PANNA CO

ACQUISTA

porta-confetti-pannacorda-con-bigliettino h



✓ Sono felice di conoscervi
✓ Ma che meravigliaaaaaa 😍😍😍😍
✓ Dio la benedica...È uno splendore

Grazie!!bacioni!!

“You’ve got to start with the customer experience and work back toward the technology, not the other way around.”

- Steve Jobs





Emotions lead to action

Reasons lead to conclusion

| DATE | CAMPAIGN | EMOTIONS | \$ RAISED | ORGANIZATION | SOCIAL PLATFORM |
|---------------|--|----------|-------------|--|---|
| June 2018 | Reunite an immigrant parent with their child | 😓 😡 | 20,773,000 | RAICES |  |
| April 2019 | Rebuild and restore Notre Dame | 😓 😓 | 835,000,000 | Catholic charity Fondation Notre-Dame, Fondation du Patrimoine, Fondation de France, National monuments centre | Various |
| December 2019 | Build the Wall | 😡 🤯 | 25,529,000 | We Build the Wall Inc |  |
| January 2020 | Help fight fires and victims in Australia | 😓 🤯 | 51,300,000 | NSW Rural Fire Service Brigades Donations Fund |  |
| May 2020 | 100th Birthday Walk for the NHS | 😓 😊 | 42,000,000 | NHS charities together |  |
| May 2020 | Bail Fund for protesters in Minneapolis | 😡 | 30,000,000 | Minnesota Freedom Fund (MFF) | Various |
| July 2020 | Official George Floyd Memorial Fund | 😓 😡 | 14,595,000 | Estate of George Floyd and others |  |



EMOTIONS ARE VOLATILE

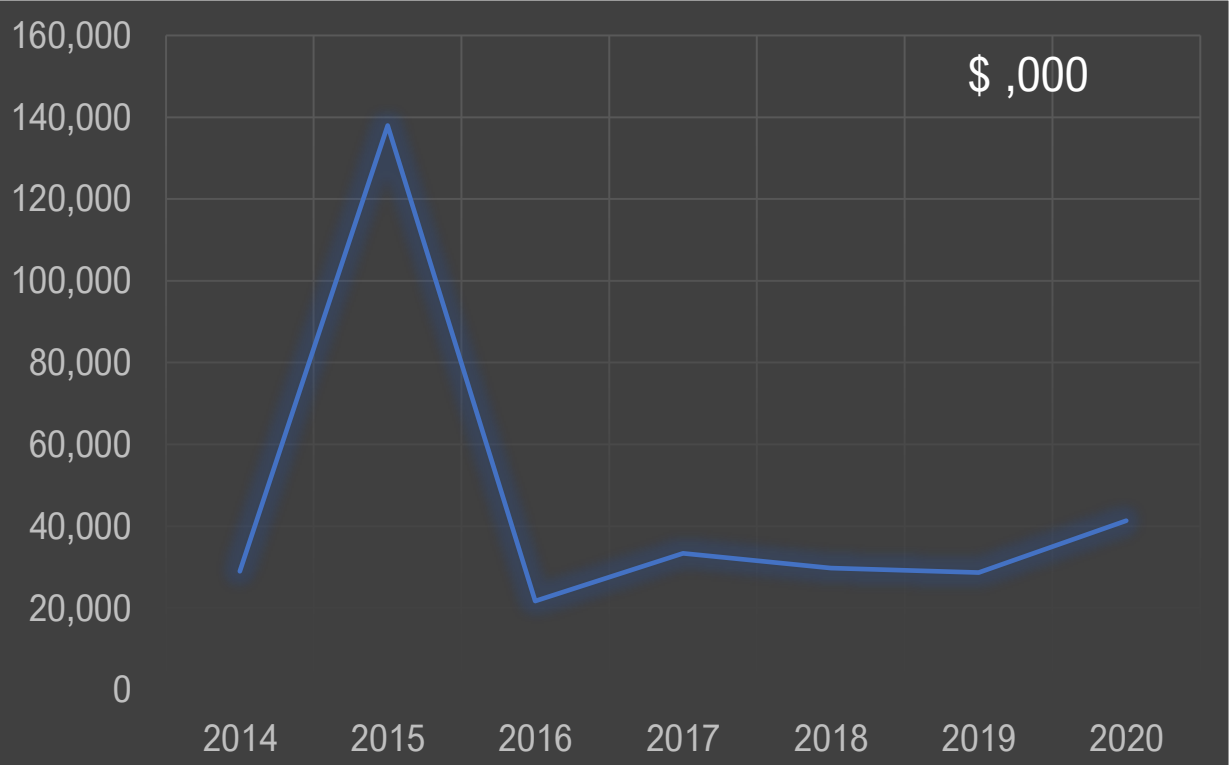
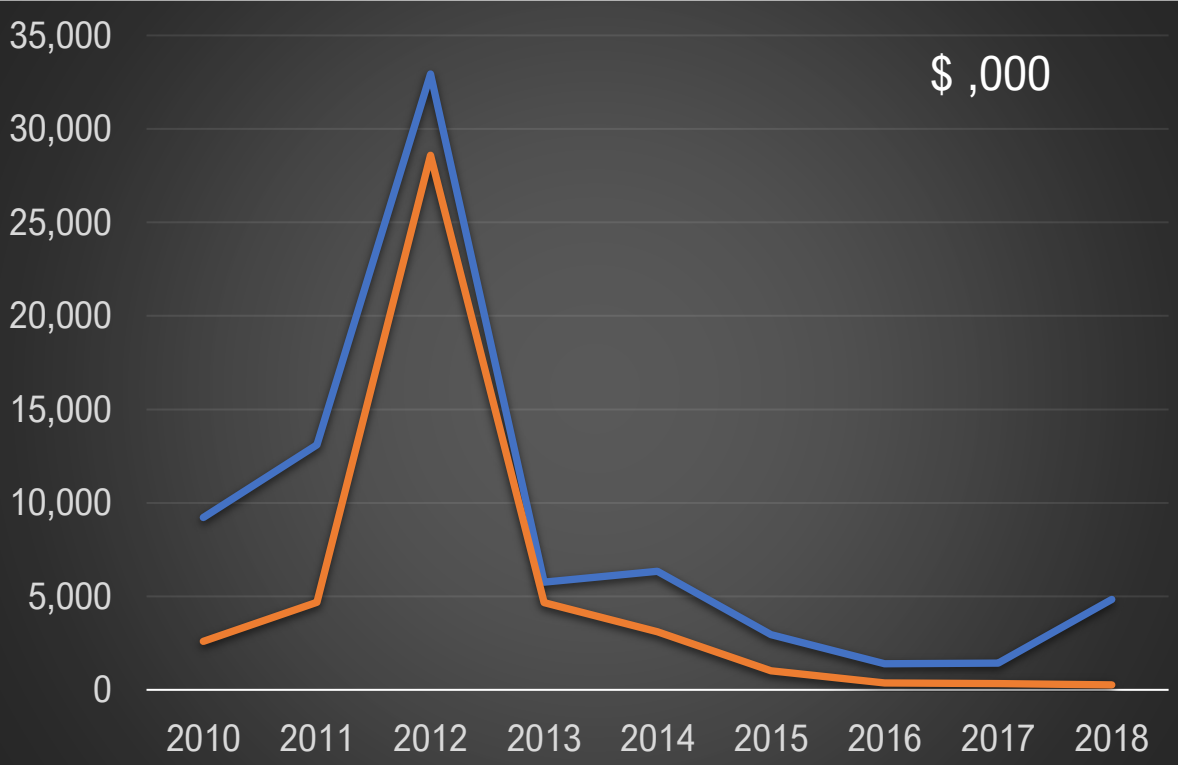
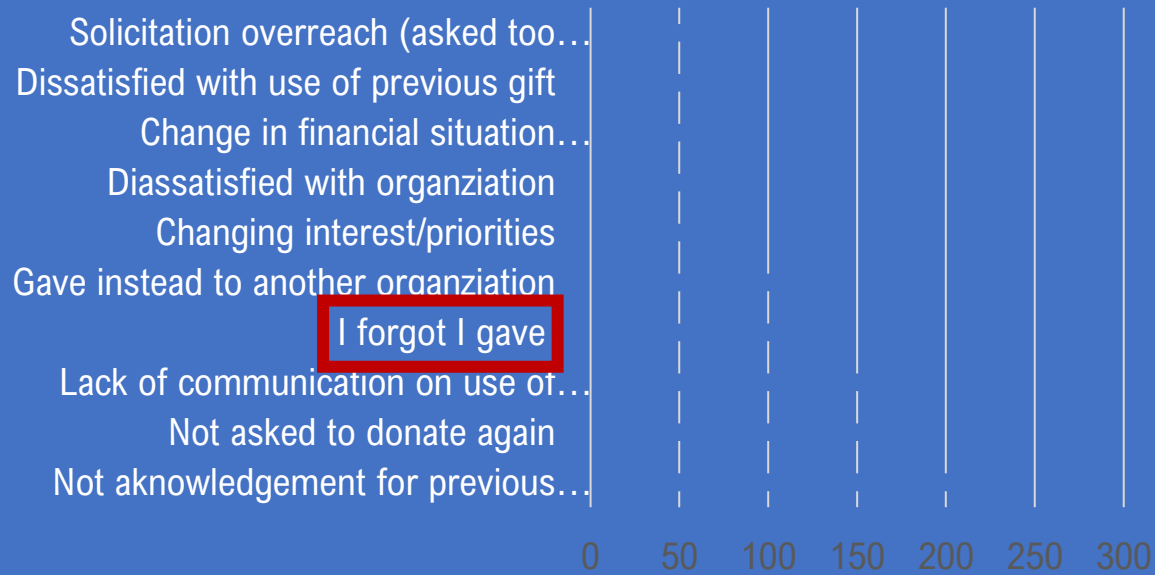
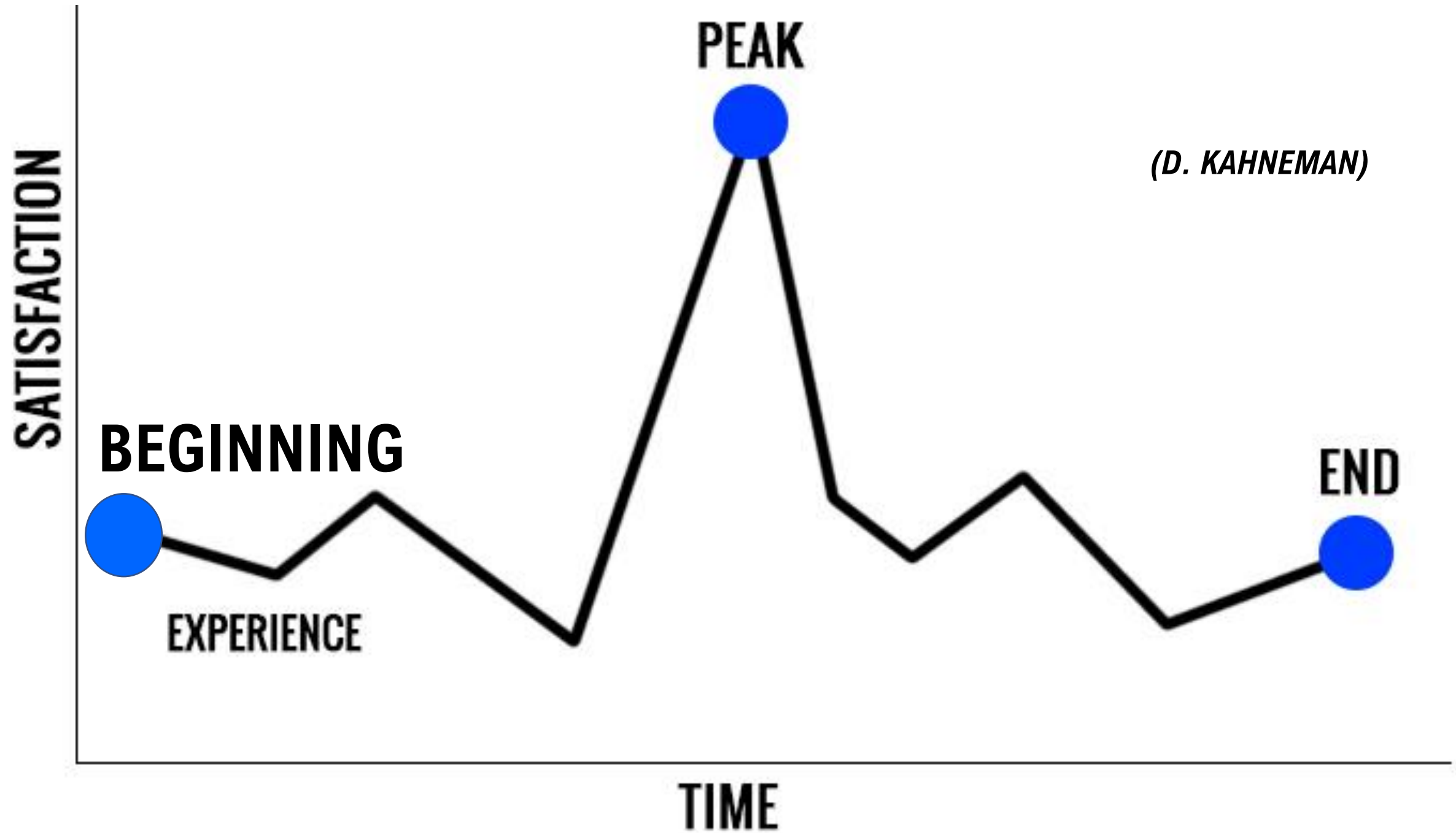


Fig. Why did you not make a donation (previous \$250-\$2,500 annual donors who had not donated within 24 months)



1. **Feeling that other causes were more deserving (26.5 percent)**
2. No longer able to afford support (22.3)
3. **No memory of ever supporting the charity (11.4)**
4. Donor still supporting charity by other means (6.8)
5. Donor relocated (6.7)
6. Death (5.2)
7. Charity's communications were inappropriate (3.6)
8. Charity did not remind donor to give again (3.3)
9. Charity asked for an inappropriate donation amount (3.1)
10. Charity did not inform donor how contribution was used (1.7)



A green rectangular sign with rounded corners and a white border is mounted on two wooden posts. The sign features the text "The Beginning" in a large, white, sans-serif font. The background is a bright blue sky filled with numerous white, fluffy clouds. The sign is tilted slightly to the right.

The Beginning

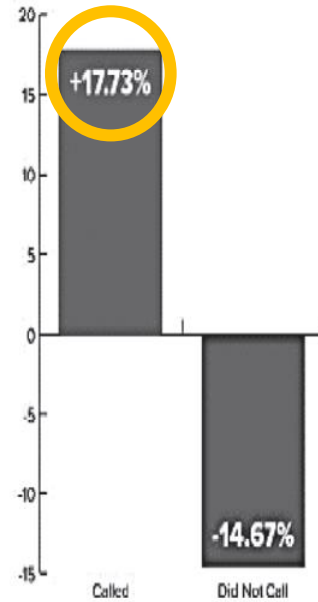
WhatsApp or SMS from the same canvasser
within 24 hours= + **22% retention**



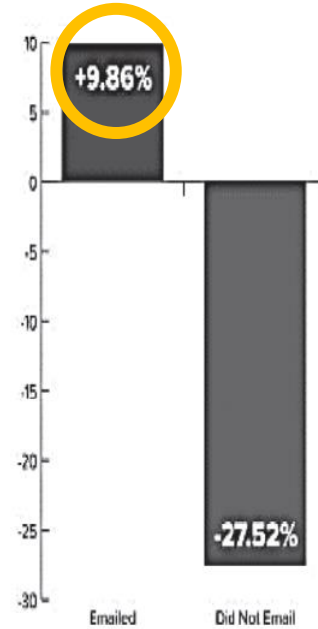
Percent Change in Revenue (compared to Spring 2019)

Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and May 31st

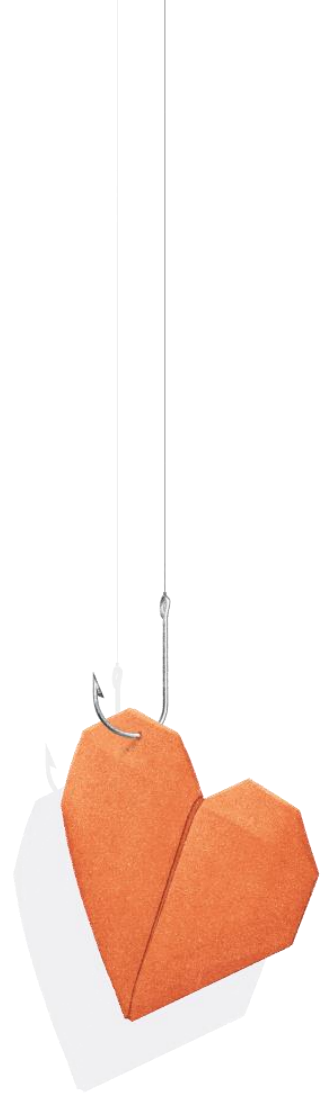
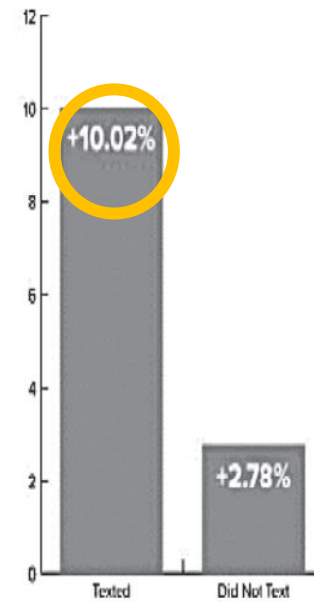
Phone Calls



Personal Emails



Text Messages

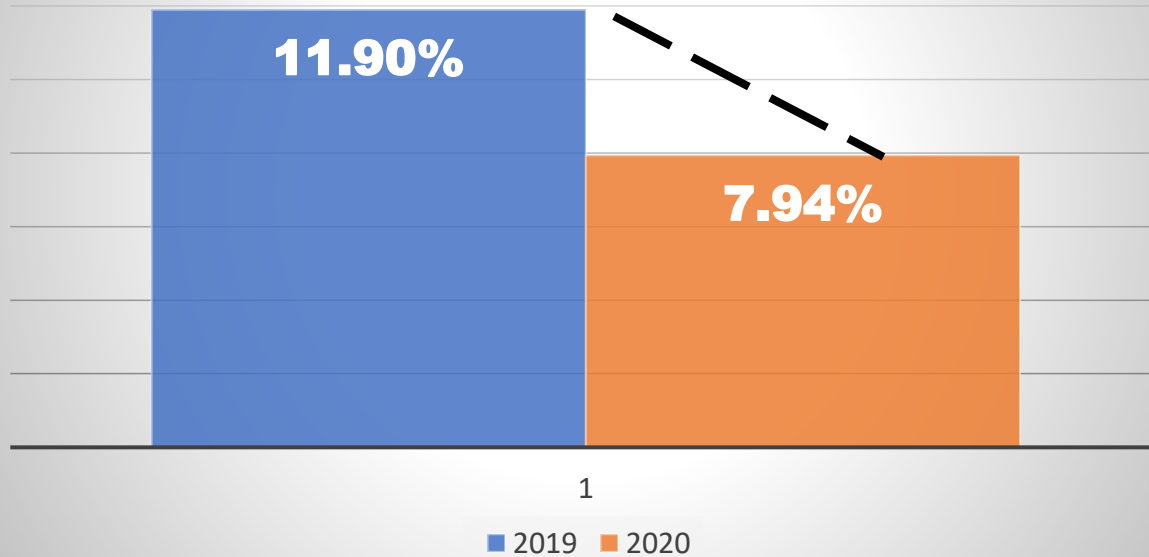


WELCOME

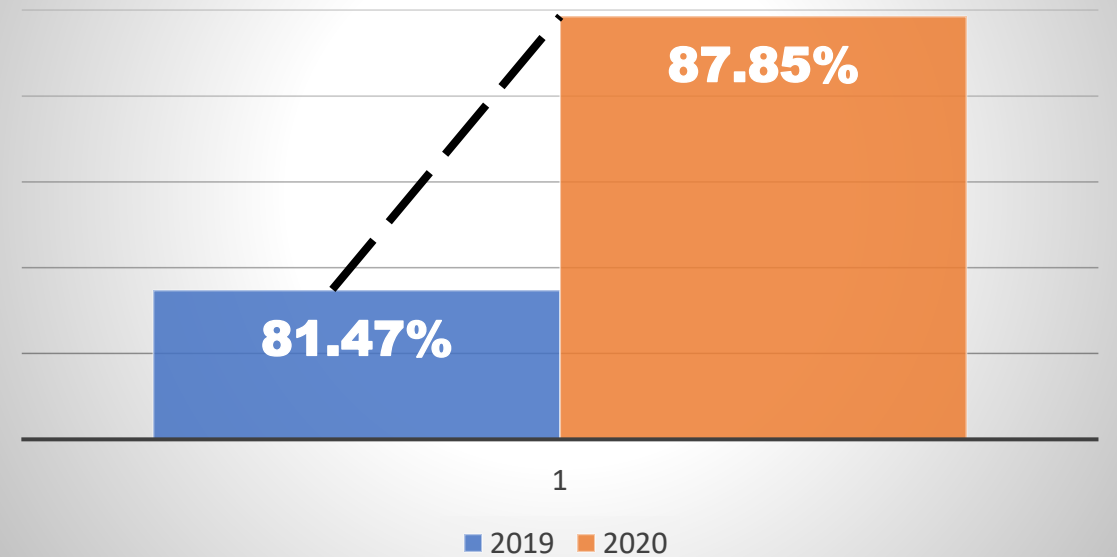


RESULT

Reduce attrition

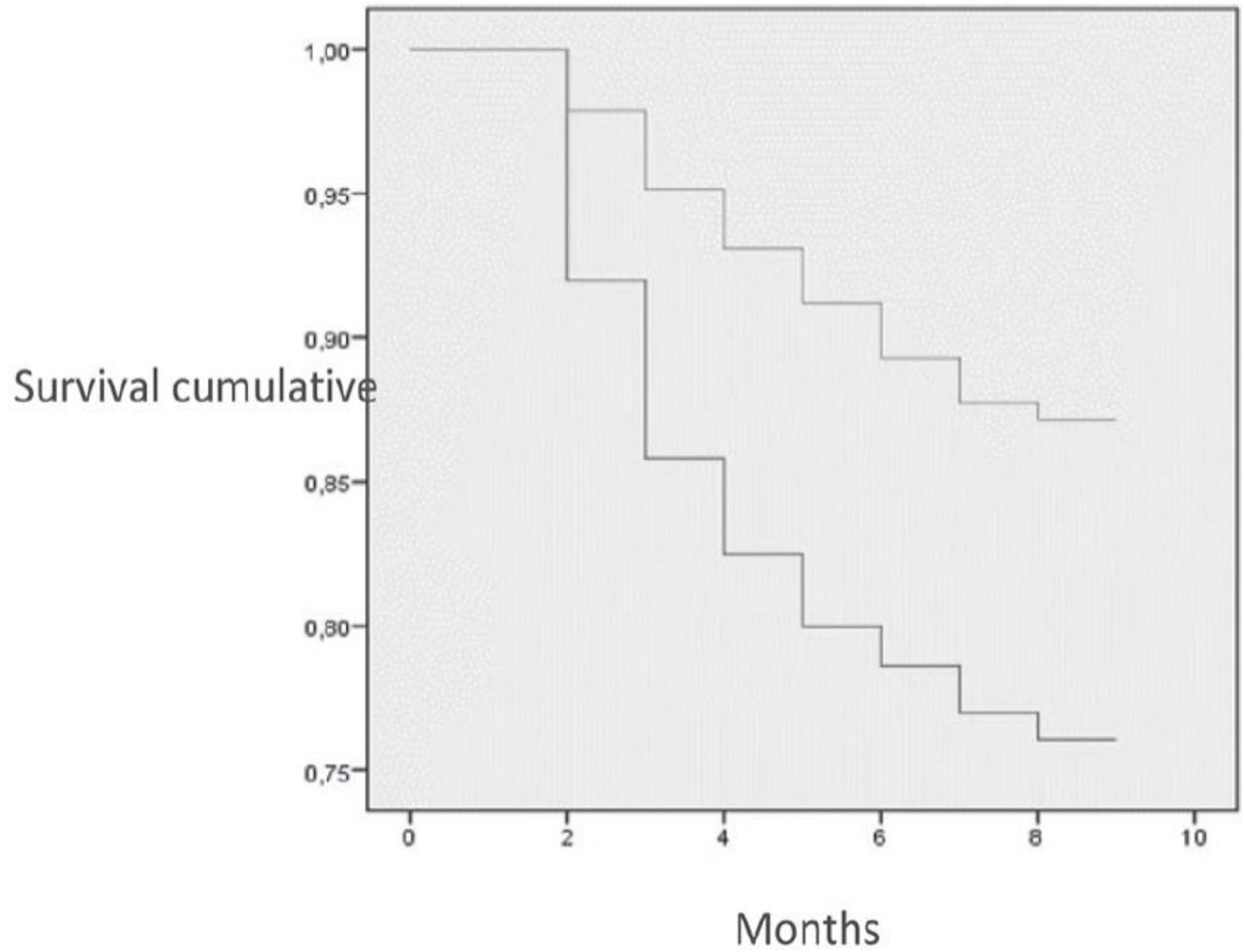


% Surviving after 3 months



PEAK
→
East Bay Regional Park District





**The Birthday
call increase
survival of 25%**



ARTICLE

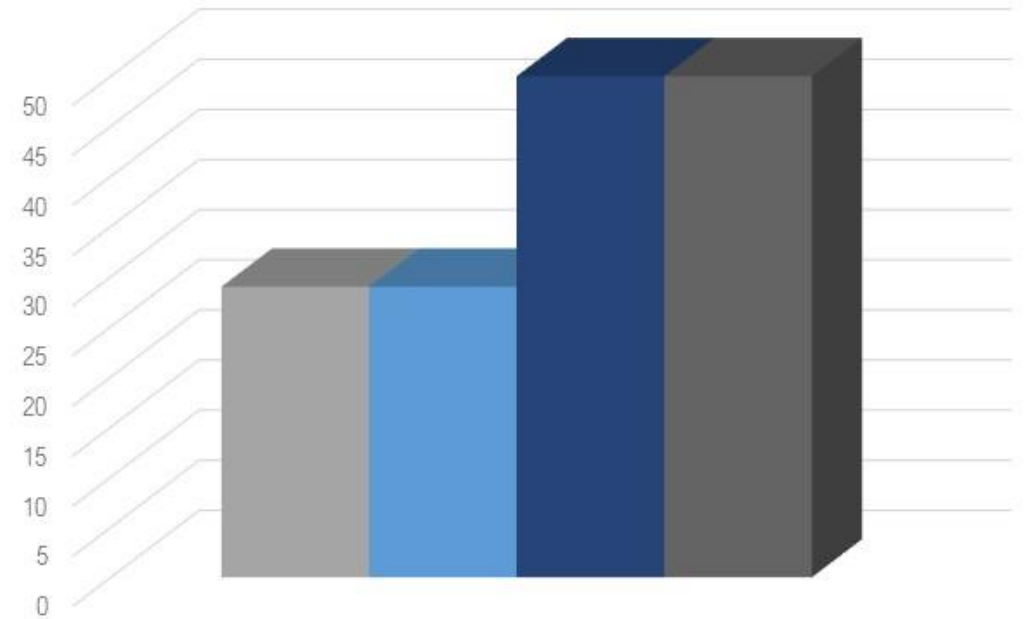
JANUARY 07, 2020

PREMIUM CONTENT FOR SUBSCRIBERS. [SUBSCRIBE TODAY](#)



Thank-You Calls Show No Impact on Giving

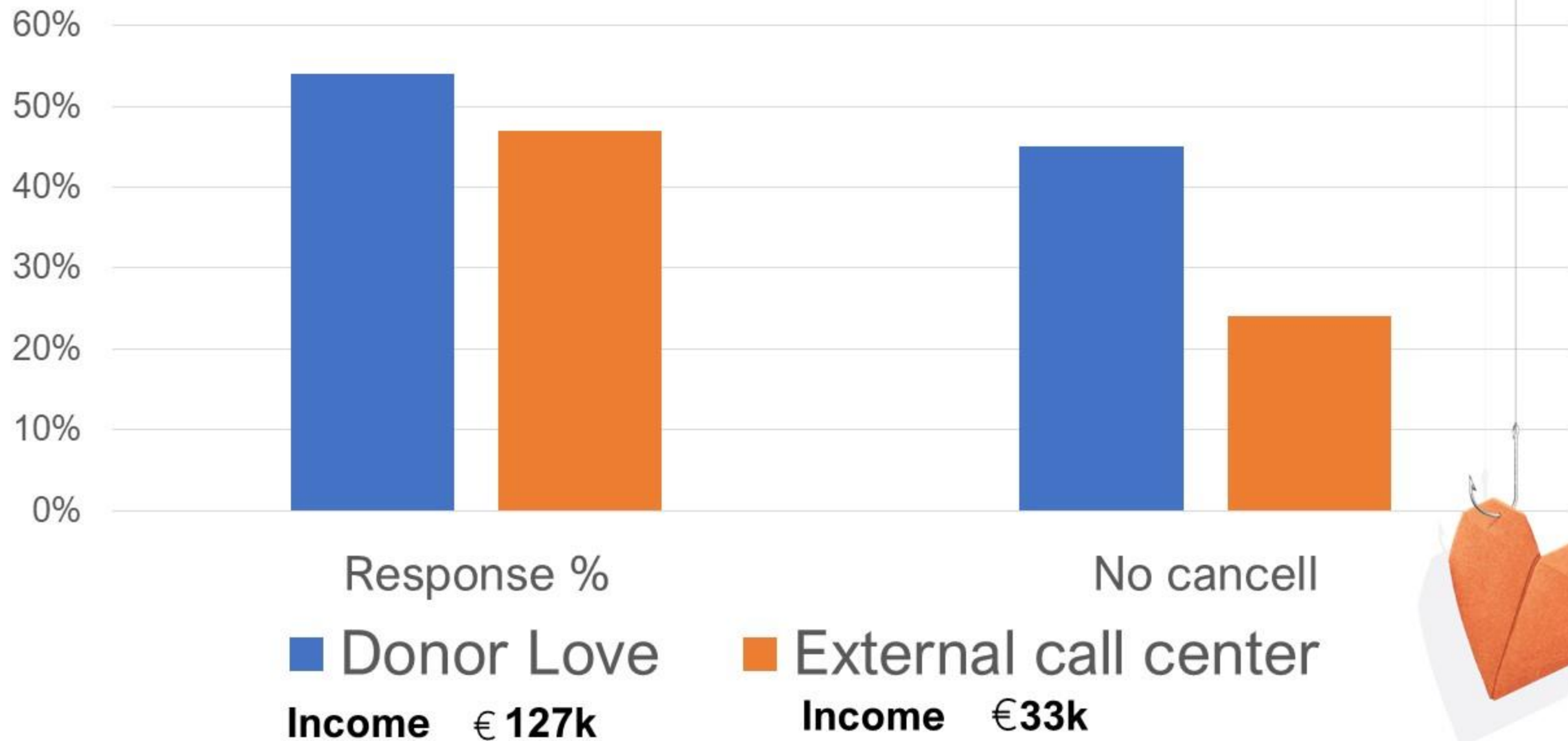
By Dan Parks
Chronicle staff

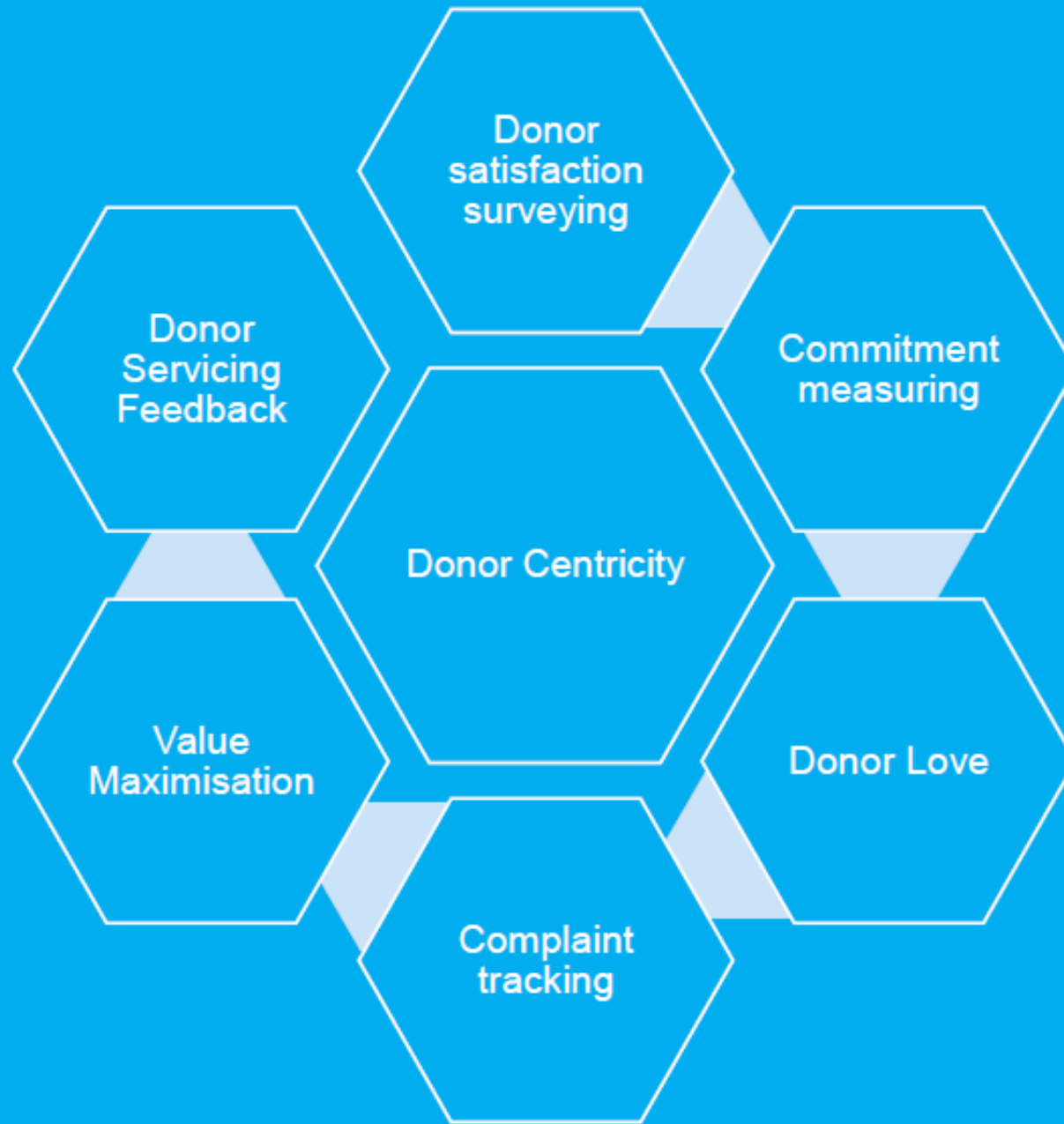


Proportion donating %

Control Treatment Charity forecast Public forecast

Value of call when they stop or cancel donation





Source: UNICEF Global Individual Giving Team

What was the impact?

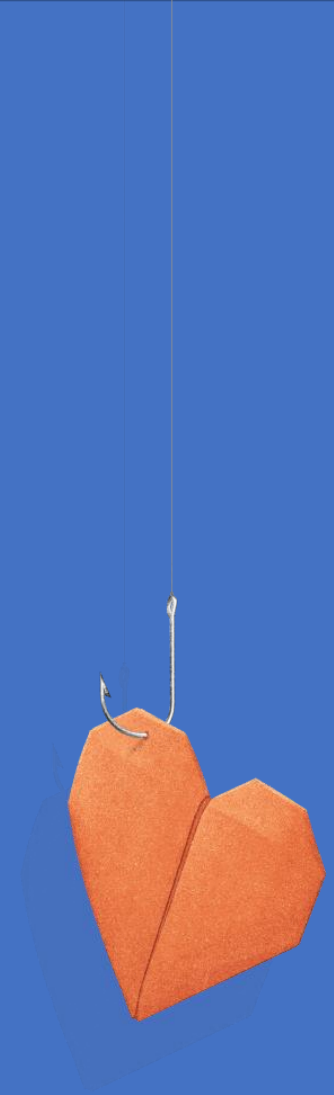
2019

19%

2020

43%

TMK Retention rate on requests for pledge cancelation



A green rectangular sign with rounded corners and a white border of reflective dots. The sign is mounted on two wooden posts. The text "The End" is written in a large, white, sans-serif font across the center of the sign. The background is a bright blue sky with scattered white clouds.

The End

Should we measure donor happiness?



unicef
for every child

Bem vindo ao UNICEF! Agora você é parte do time de Amigos da Criança e você está participando para mudar o futuro de nossas crianças!

De 1 a 10, qual a probabilidade de você continuar doando para o UNICEF?

0 1 2 3 4 5 6 7 8 9 10

Improvável Muito provável

Desenvolvido por Delighted



unicef

1. Experiência como Doador

De 0 a 10, quanto você está feliz com a experiência de ser um doador do UNICEF?

0 1 2 3 4 5 6 7 8 9 10

Qual afirmação abaixo você mais concorda?

- Estou muito satisfeito(a) e continuarei meu doando mesmo para a vida toda.
- Estou satisfeito(a) com as informações que recebo.
- Não estou satisfeito(a) com as informações que recebo.

2. Por favor indique o quanto você concorda com as declarações abaixo:

É o jeito de transformar a vida das crianças.

| | | | | |
|------------------------|----------|---------------------------|----------|------------------------|
| Completamente Concordo | Concordo | Não Concordo Nem Discordo | Discordo | Completamente Discordo |
|------------------------|----------|---------------------------|----------|------------------------|

É uma sentença no trabalho do UNICEF.

| | | | | |
|------------------------|----------|---------------------------|----------|------------------------|
| Completamente Concordo | Concordo | Não Concordo Nem Discordo | Discordo | Completamente Discordo |
|------------------------|----------|---------------------------|----------|------------------------|

3. UNICEF é a melhor opção para ajudar as crianças.

| | | | | |
|------------------------|----------|---------------------------|----------|------------------------|
| Completamente Concordo | Concordo | Não Concordo Nem Discordo | Discordo | Completamente Discordo |
|------------------------|----------|---------------------------|----------|------------------------|

3. Queremos manter você informado sobre como estamos ajudando as crianças que mais precisam. De 100 a 0, sobre qual tema você gostaria de saber mais?

- Saúde e Desenvolvimento Infantil
- Educação
- Proteção Infantil
- Adolescentes
- Emergências no mundo
- Qualquer tema que esteja sendo abordado no momento

4. Como você prefere receber notícias e informações sobre os projetos?

- E-mail
- Mensagem
- Telefone
- SMS com link para uma página



unicef

Olá Paula,

Tudo bem com você?

Já faz algum tempo que estamos juntos no programa Amigo da Criança, você e o UNICEF. É muito bom ter você com a gente.

As amizades são importantes e, por isso, a gente gostaria de saber se você nos recomendaria aos seus amigos também.

Com 1 pergunta em 30 segundos você nos ajuda a oferecer uma experiência cada vez melhor!

Em uma escala de 0 a 10, o quanto você recomendaria o UNICEF a um amigo que quer fazer doações para ajudar as crianças que mais precisam?

0 1 2 3 4 5 6 7 8 9 10

Responda com um clique

Atenciosamente,
Paula Costa
Equipe UNICEF

Problemas? Tente [aqui](#).
Se deseja parar de receber mensagens como esta, [clique aqui](#).

What does our NPS look like?

SEU NPS É:

80

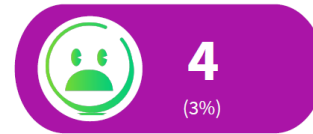
Seguindo o cálculo da metodologia do Net Promoter Score:

$NPS = \% \text{ de Promotores} - \% \text{ de Detratores}$

O Net Promoter Score varia de:
- 100 a 100.

SEGMENTOS DE

CLIENTES



Detratores



Neutros



Promotores

PESQUISAS VIA

LINK



-

PESQUISAS
DISPARADAS



132

OPINIÕES
COLETADAS



-

TAXA DE RESPOSTA



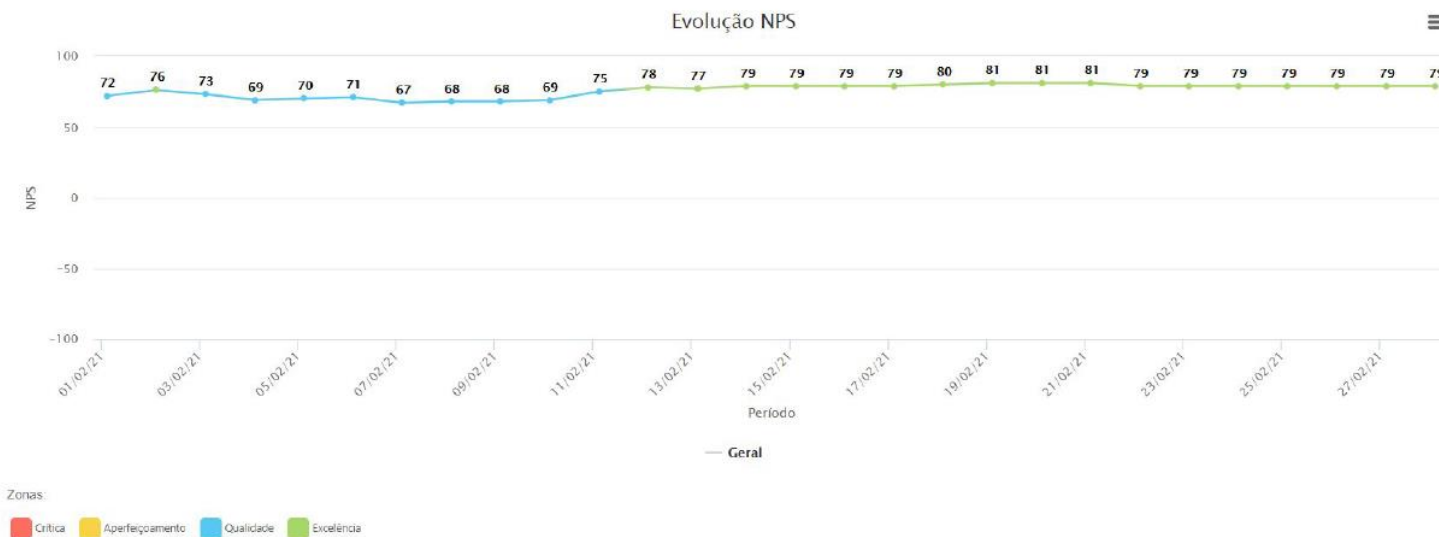
67%

COMENTÁRIOS
(89)

Why 3 different surveys?

EVOLUÇÃO NPS Mensal

O gráfico ao lado representa a evolução mensal da UNICEF no período analisado.*

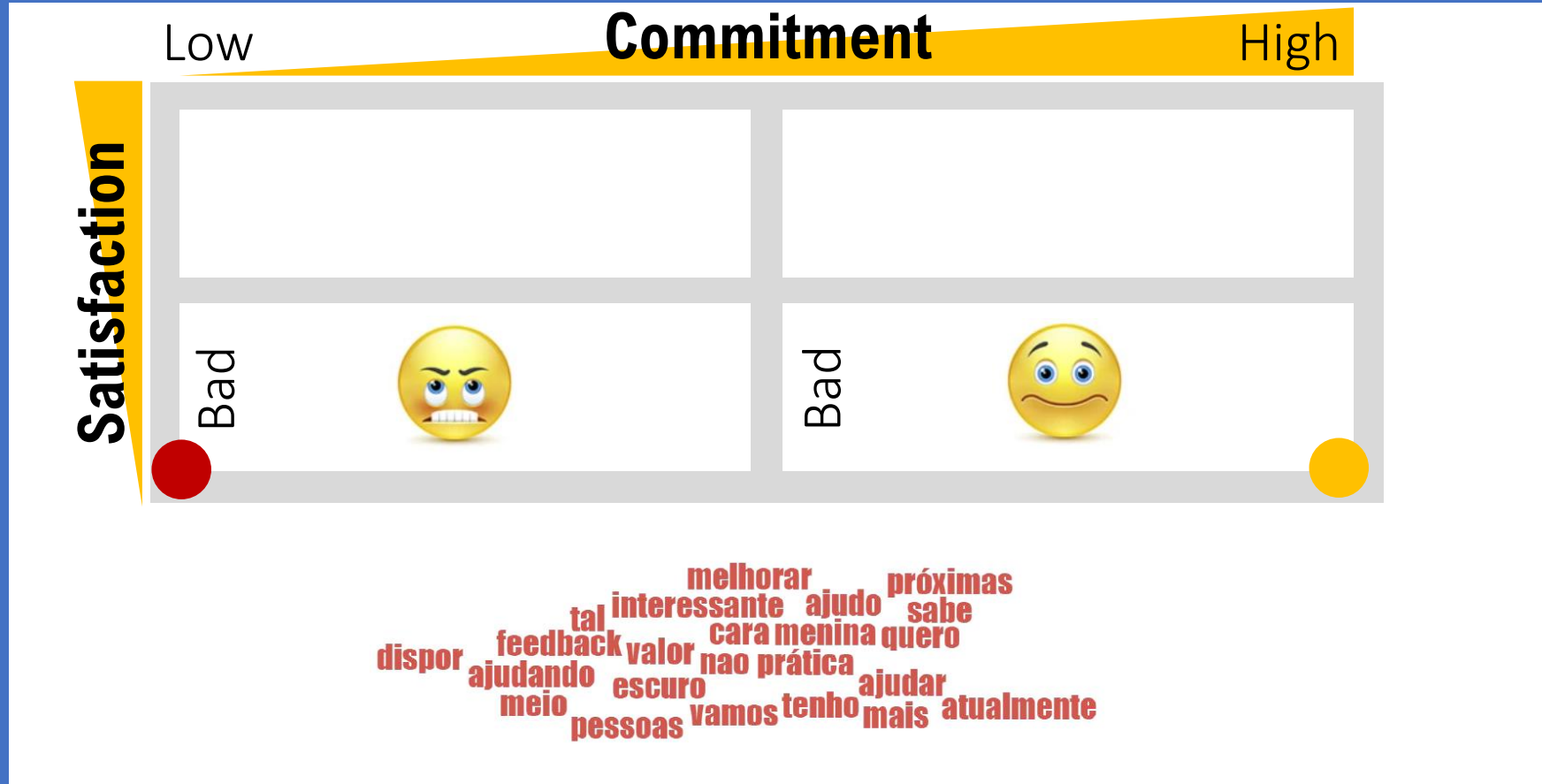


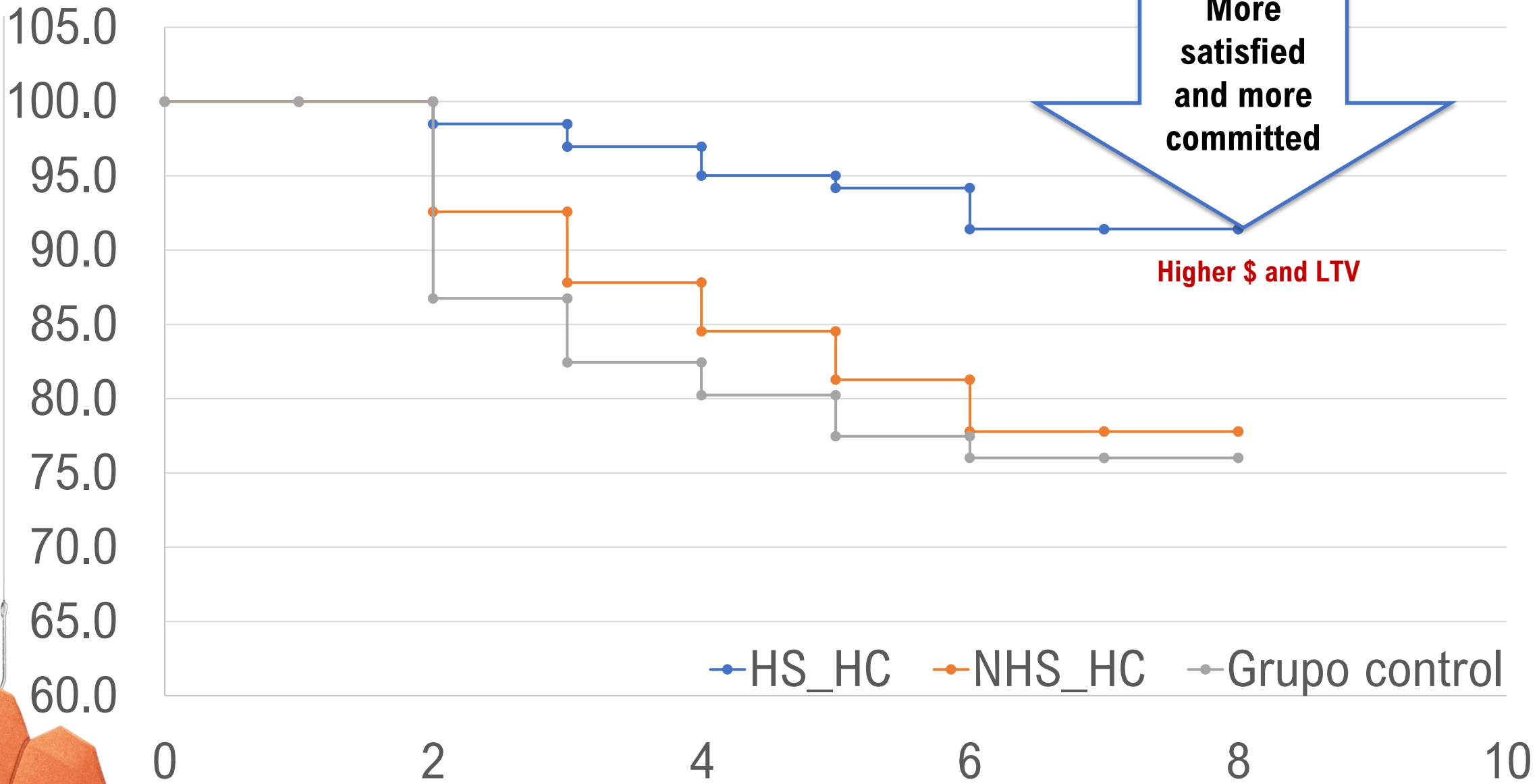
So...
what now?



- We don't live in a perfect world – set up to **measure and start now!**
- Close the **loop**
- Respond **timely!**
- **Test**, test, test
- Use **feedback** as insight to improve your operations

Figuring out our Detractors





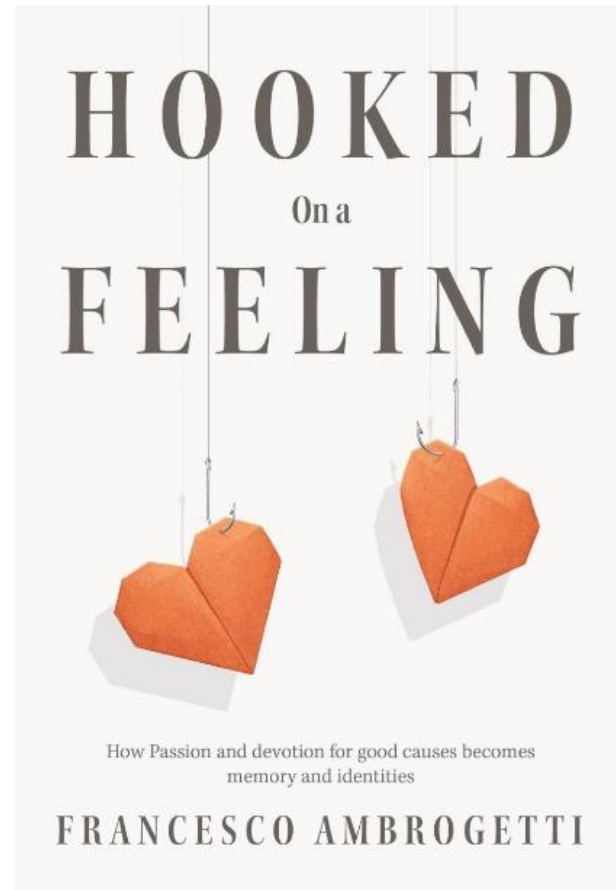
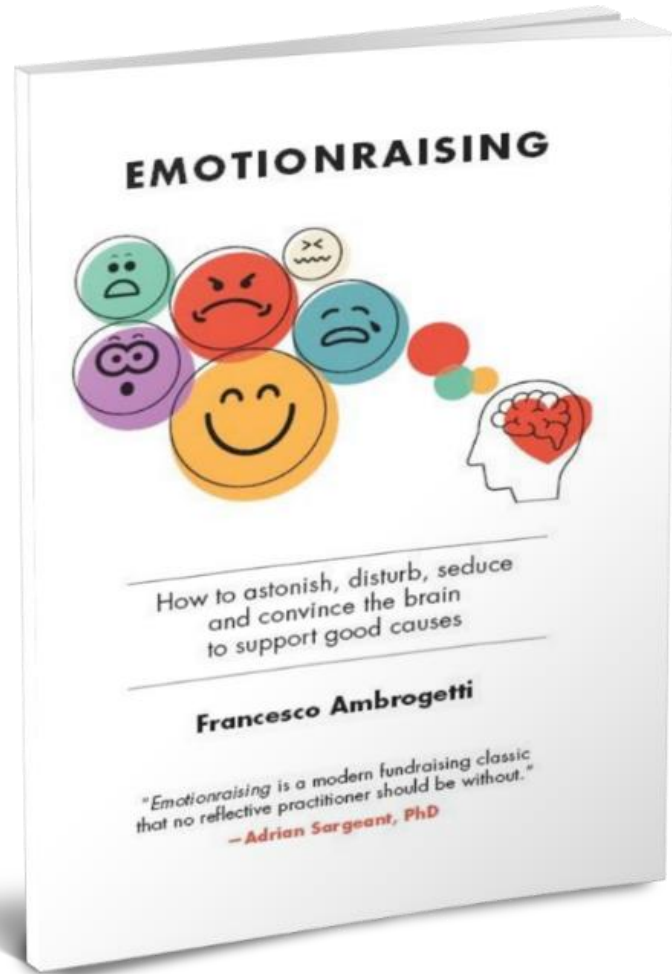
Source: UNICEF LACRO

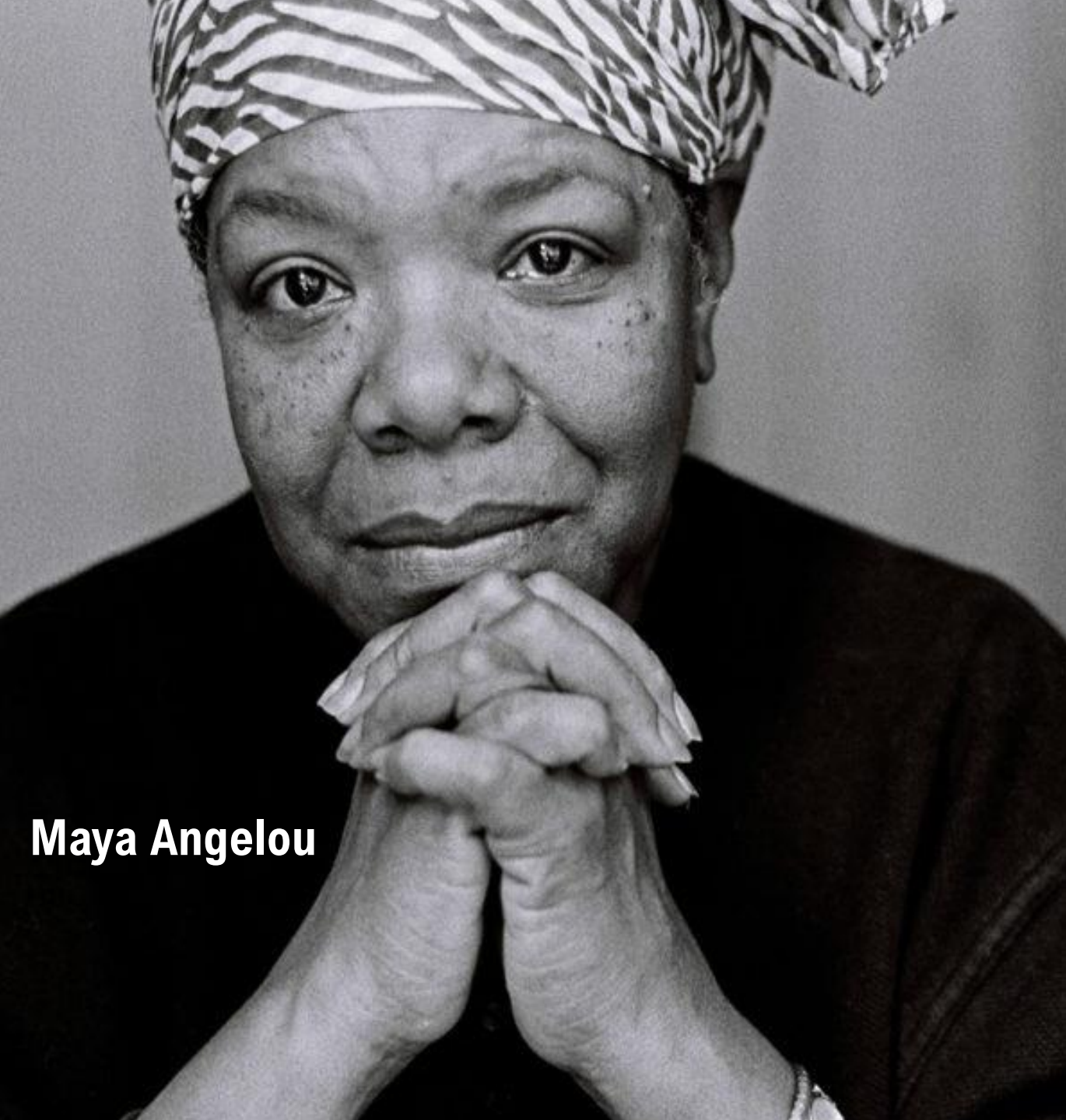


KEY LEARNING OUTCOMES



- Emotions leads donations, but repeat = **remember and a good experience**
- Donors will remember only the **beginning**, the **peaks** & the **end**
- Nudge memory of donor: **personalized**, **celebrate** & manage **complaints/feed back**
- **Measure** donor's **happiness** and how drives **loyalty and income**





Maya Angelou

“People will forget
what you **said**,
people will forget
what you **did**,
but people
will never forget
how you made
them feel.”

Thank you

Obrigado

Grazie