

# DMAW Sustainer Coffee Talk

19 July 2023

***Special Olympics***



# Agenda



- SOI's Sustainer Program History
- What is Canvassing?
- Why should you consider launching a canvassing program?
- Things to think about when launching a Canvassing Program
- SOI's Canvass Donor Journey
- Retention + Donor Feedback



# History of the SOI Sustainer Program



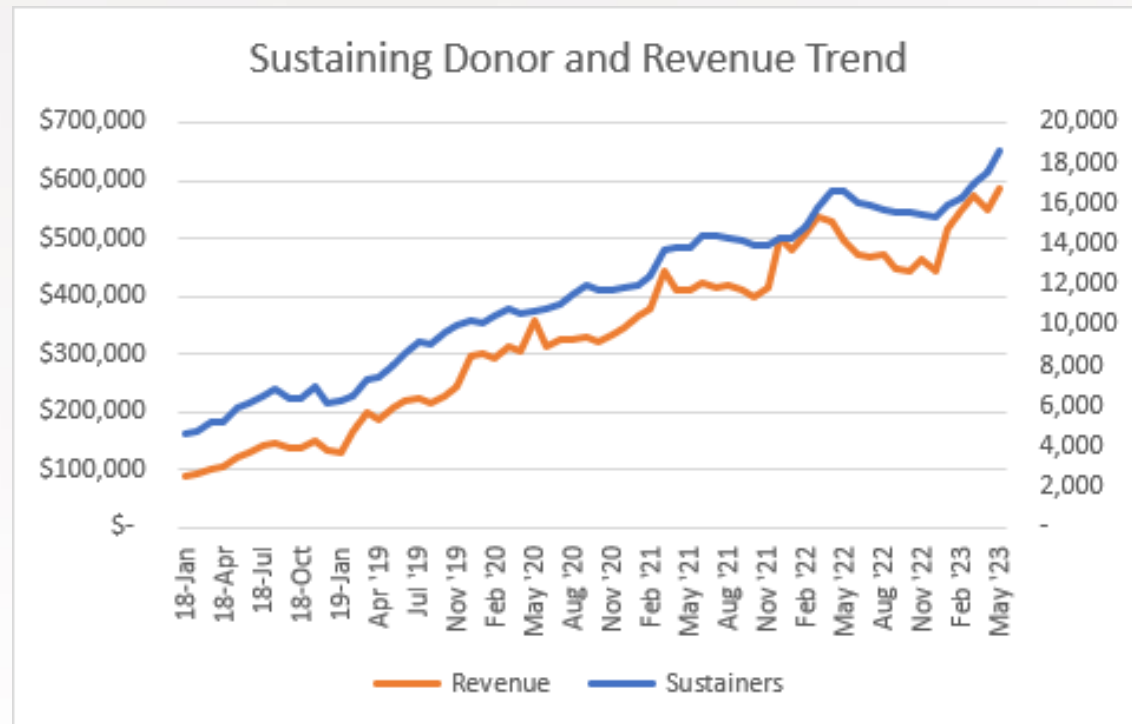
- SOI started recruiting monthly donors in 2014.
- Initial growth was through telemarketing conversion calls, organic digital acquisition and some digital advertising.
- Launched mail invitation and check-writer program in 2016.
- Launched a canvass test in August of 2017 in Chicago. Increased canvass investment each year and expanded into four markets, Chicago, DC, NOVA, and NC.
- Increased digital investment in 2019 adding Digital Fundraising Campaign (CTV).
- SOI currently has over 18,000 active sustainers.



# Begin Seeing Real Growth Over Last 3 Years



- Over 150% growth in active sustainers and nearly 300% monthly sustainer revenue growth over 3-year period
- Channel mix has shifted over time based on investment
  - All channels evenly split in 2018
  - Shift to larger % of digital in 2020
  - Canvassing currently makes up 41% of all active sustainers with declines in DM and TM



# What is Canvassing?



Can●vass●ing. *n.*  
*/kănvŭs-ing/*

A fundraising tactic in which marketers engage prospective donors in the public, typically in large metropolitan areas and in shopping malls, to compel support of an organization's monthly giving program.

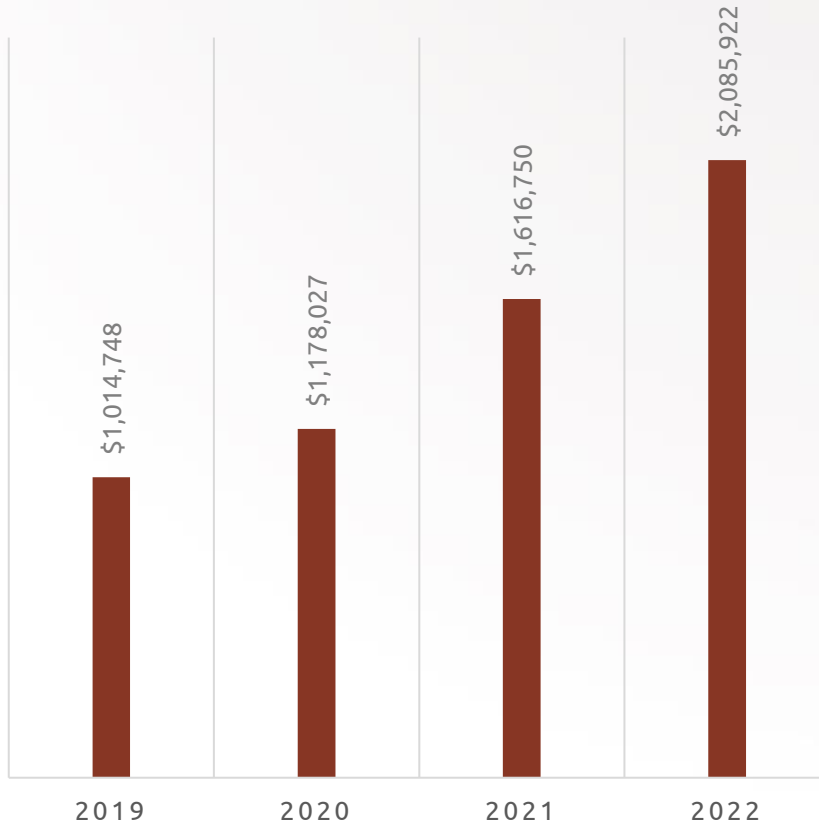
*synonym: face-to-face fundraising*  
*related: door-to-door fundraising*



# Why should you consider launching a canvassing program?



## SOI CANVASS SUSTAINER GROWTH



- ✓ Quickly expands monthly donor file / Scalable method of fundraising
- ✓ Sustainable revenue stream
- ✓ New & younger donors
  - ✓ SOI Average Age 41
- ✓ Boosts brand exposure/awareness
  - ✓ SOI fundraisers have had ~1.4 M conversations with the public
- ✓ A great way to diversify your revenue streams & donor base
- ✓ ROI could payoff faster than other marketing channels

# Things to think about when launching a Canvassing Program



- ✓ Make sure you have organizational support & Investment
- ✓ Research your suppliers and find a true partner in every sense of the word!
- ✓ Contract negotiation – understand your metrics
- ✓ Create a checklist for launch
- ✓ Back-end process locked down before launch
- ✓ Think about the donor journey for these donors
- ✓ Training, Training and more Training!
- ✓ Join the Professional Face-to-Face Fundraising Association (PFFA)



# Things to think about when launching a Canvassing Program



## Gaining Organizational Support

- What does that look like for your organization?
  - Board Support (utilize agency support to help make the case)
  - Ensure deep internal buy-in across departments
  - Program Affiliation Support
  - Donor Services/Donor Care Team

## What does investment look like?

- Canvassing is an expensive channel; \$250k is a good initial investment to test with.
- Make sure you have clear long-term goals with tangible expectation for delivery
- KPIs to support your ROI
- Not a good channel to start & stop & start & stop due to complexity of program launch, losing fundraising teams/starting new teams, more training; etc.
- Additional costs for Fundraiser gear/material



# Things to think about when launching a Canvassing Program



## Finding the Right Agency or in-house Teams

- What do you look for in an agency partner?
  - Lots of options for great F2F agencies; do your research
    - street; door; private sites/booth, mall, etc.
  - Conduct an RFP
  - How are canvassers compensated
  - (bonus vs. hourly)
  - Understand their model (subcontractors vs non subcontractors)

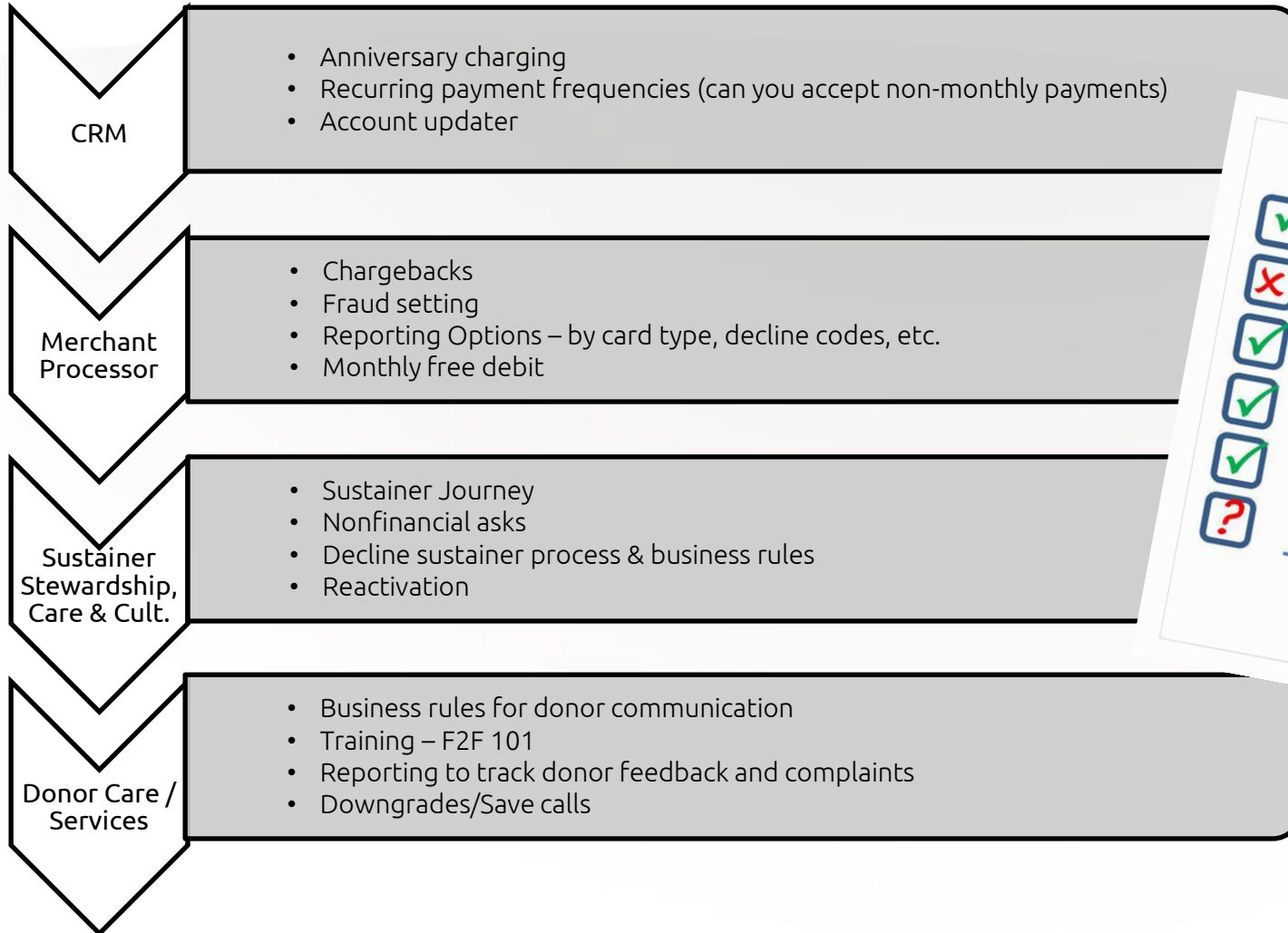
## Contract Negotiations

- Add force majeure language
- Agency claw-back/credits
  - ie receiving a credit for donor that came onboard but quit within the first 30 days.



**Contract Negotiations**

# Create a checklist for launch



# Creating a Donor Journey for Canvass Acquired Donors



## Where is a good place to start?

- Don't reinvent the wheel. Utilize current sustainer communication as a start
- Reevaluate Donor Journey periodically; don't be afraid to switch it up
- As investment grows; conduct donor journey tests
- Engage an agency partner to help with putting together a donor journey based on Behavioral Science.
- Utilizing Welcome Calls/Thank you Videos
- Thank your donors in a prompt/timely manner
- Survey your donors
- Try SMS messages to thank donors or provide updates
- Cultivate these donors periodically throughout the year
- 1x donors make great candidates to be a sustainer in the future.

# SOI Canvassing Stewardship at Sign-up



At point of sign up, donors get a verification call, receive welcome email receipt and “thank you text”. Following sign up, donor will receive ongoing communications from Special Olympics to learn more about how their gift is helping. Sent by mail and email.

Donor receives Thank You postcard & Survey Email



Donors will receive a welcome call to thank donor & complete survey. If not taken via email



In February and September SOI magazine is mailed to all donors



Week 1 – Thank You

Month 1 – Welcome

Month 1 – Welcome Call

Monthly – Email Series

Semi-Annually- Magazine

Annual Tax Statement



Donor receives Welcome Kit in the mail with athlete story and window decal



Donors are added into the email welcome series and will receive ongoing updates

Text Message at point of Sale:

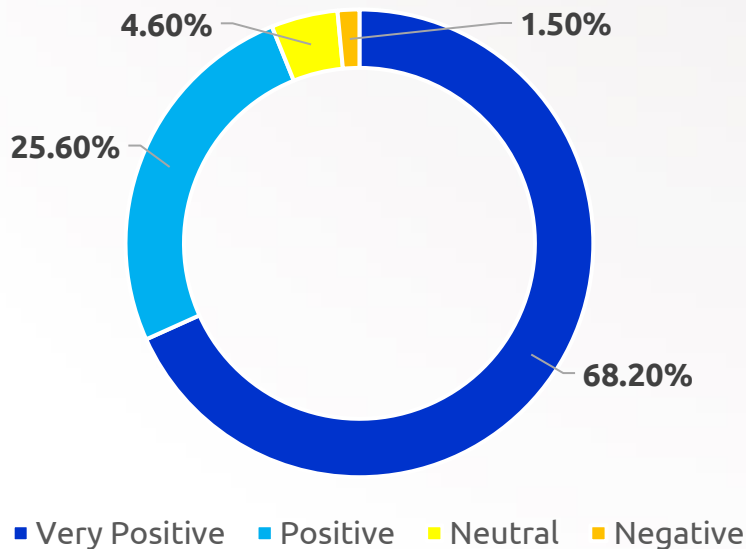
Thank you for becoming a monthly Special Olympics donor today! Your ongoing support will help to transform lives through sport, every day, everywhere - just like Susie!

<https://youtu.be/LiuFf5feydQ>

# Special Olympics Survey



Survey: How would you rate your recent experience with our fundraiser?



*\*Total count of survey responses are from 1,661 donors.*



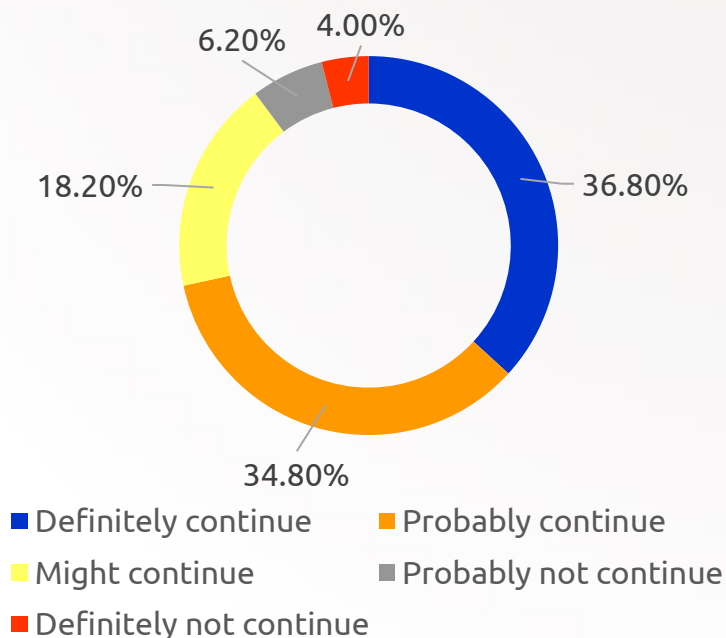
To help get feedback on how canvassers are representing the SOI brand we send a survey once a canvassing donor comes onboard. Since the survey has been implemented:

- 98.4% of donors reported having a very positive, positive or neutral experience with our canvassers.
- 1.5% of donors listed that they didn't have a positive experience.
- Most of those complaints were that we couldn't accept a 1x donation on the street.

# Special Olympics Survey – Intention to Stay



Survey: Which of the following most accurately describes you?



Donors are given the opportunity to also write feedback and lots of insights are gained for those who are likely not to continue.

To help get feedback on the donor's intention to continue to their recurring support we ask them. This helps identify donors who will quickly fall off file or identify those who may need extra communication or follow-up.

Since the survey has been implemented:

1. 71.6% will definitely or probably continue.
2. 18.20% might continue
3. 6.20% will probably not continue and 4% definitely not continue.

For donors who complete the survey, they will receive an auto-responder email. The copy will be variable based on the answers to their questions and based on the commitment and identity information they provide at time of sign-up.

# Training, Training and more Training



- Treat canvassing team as extensions of your fundraising team
- Consistent/Regular training on your organization's mission/work is important
- Incorporate in-person training at least once a year. Virtual training throughout campaign
- Expose your fundraising team to your mission. Provide programmatic experiences when able
- Mystery shop your fundraising teams; use observations for continued team training/improvement



**WITH YOUR SUPPORT, TOGETHER WE CAN:**

**TRANSFORM**  
We can reach more people with ID, giving them opportunities to experience joy, and build confidence, skills, and friendships through the transformative power of sport.

**UNIFY**  
We can create a new generation where people with ID are accepted and recognized for their many talents and potential.

**EMPOWER**  
We can provide greater access to quality healthcare, employment and leadership opportunities.

**Your monthly gift makes a HUGE impact!**

<b>\$25</b> A MONTH could provide sports equipment for up to 3 teams for a year!	<b>\$30</b> A MONTH could help train a team for a year!	<b>\$40</b> A MONTH could help train and provide sports equipment for an entire year!
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**YOUR DONATIONS AT WORK**

16% Management & Fundraising

84% Sports Training Programs, etc.

**Did You Know ...?**

There are **76,997** certified Special Olympics coaches in North America and **184,672** Certified Coaches worldwide.

Over **488,217** athletes in North America and over **3.7 million** athletes worldwide train with Special Olympics.

There are **325,201** North American volunteers and more than **527,000** volunteers worldwide.

Special Olympics

# Join the Professional Face to Face Fundraising Association (PFFA)



**PROFESSIONAL FACE TO FACE**  
FUNDRAISING ASSOCIATION

Who is the PFFA?

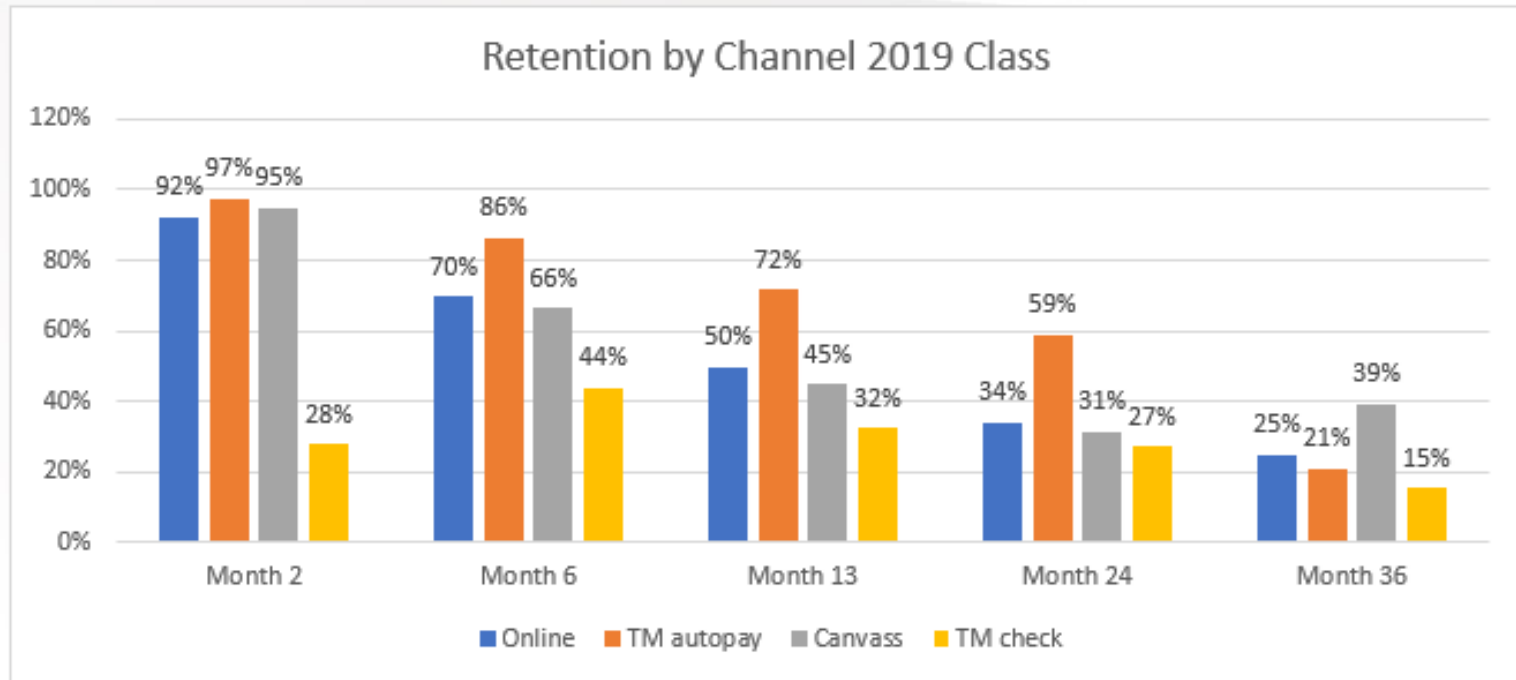
The PFFA is the self-regulatory association for non-profit organizations that utilize face-to-face fundraising, professional fundraising agencies that provide face-to-face fundraising services, and other organizations that support them in the U.S. market.

The PFFA is the only organization in the U.S. committed to the regulation and support of sustainable face-to-face fundraising practices.

Visit: [www.pffaus.org](http://www.pffaus.org) to learn more and join



# Retention Varies by Channel and Should be Considered When Making Investment Decisions



## Industry Benchmarking:

- Average 13-month retention in U.S. market is ~40%
- Ongoing annual attrition Year 2+ ranges between 15-30% declines year over year.
- Average Breakeven for canvassing donors can range between 24-36 months