

Samaritans



Challenge:

Samaritans have implemented acquisition campaigns but wanted to explore how recruitment method related to donor value beyond their initial response.

The challenge was to develop a recruitment strategy that maximises long term donor value.

What we did:

LTV Analysis

Each donor was allocated to a recruitment channel and acquisition campaign.

ROI curves and explanatory metrics were developed for the first 5 years of the campaign.

These statistics were used to determine which campaigns were most profitable and why, by comparing to the overall media channel benchmarks.

Key Insights:

Retention rates have the highest impact on ROI for Door to Door campaigns. Certain areas in the UK were much more profitable than others.

Donors recruited from an Inserts Christmas campaign were likely to respond to future Christmas campaigns, thus boosting ROI results at this time of year.

Except for Christmas campaigns, Direct Mail struggled to reach a positive ROI in the short term due to the large proportion of cash donors recruited.

Outcome:

Samaritans were provided a set of pen portraits and detailed recommendations to develop an acquisition strategy focused around lifetime value.

This ensured Samaritans could make informed decisions, not just focussed on initial response rates, but long term return on investment.

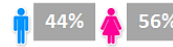
These recommendations have been rolled out and initial results have led to an improvement in the quality of supporters.

Identified the best areas for door-to-door fundraisers

Improved quality of supporters recruited

Demographics

- Around 40% of Direct Mail supporters are aged **over 70**
- There is a very high proportion with a **household income over £40k**
- Although the majority of Direct Mail supporters are **married** there is a very high proportion of **widowed** and retired compared to the UK average
- They are highly likely to be **homeowners** having lived in their house for **over 11 years**



Direct Mail

Interests & Distance to

- Compared to UK averages a high proportion are interested in **Current Affairs, Charities & Voluntary Work, the National Trust and Religion**
- They have a high cultural awareness, read quality newspapers and are likely to participate in the **sharemarket**
- They are relatively close to **Top Schools, Waitrose, Majestic Wine Stores, National Trust buildings** suggesting they live in **affluent areas**



Waitrose

33,473

Citizen	Sample %	Base Profile %	Index
1: Credit Crunchers	13.00%	26.49%	49
2: Winding Down	20.08%	15.75%	127
3: Baby Boomers	28.15%	14.68%	192
4: Urbane Urbanites	12.66%	6.15%	206
5: Rank and File	10.32%	17.00%	61
6: Generation X	15.80%	19.93%	79

- More likely to live in upmarket Citizen segment areas, particularly **Baby Boomers (3)** and **Urbane Urbanite (4)** neighbourhoods
- Overrepresentation of Citizen codes Professional Townies (15), Espresso Elites (18) and London Living (16)

Government Office Region	Sample %	Base %	Index
Yorkshire and The Humber	6.83%	9.03%	76
North East	3.12%	4.60%	65
North West	9.04%	11.30%	80
East of England	9.03%	7.80%	116
West Midlands	6.77%	8.49%	80
East Midlands	4.75%	6.42%	74
London	18.19%	12.15%	150
South West	11.15%	9.26%	120
South East	17.08%	12.73%	134
Wales	4.74%	5.39%	82
Scotland	7.66%	9.73%	79
Northern Ireland	1.65%	2.51%	66

- More likely to live in **London, the South East, the South West and the East of England** when compared to UK averages, this could be due to address targeting