

I'M Watching You!

PRESENTED BY
Stephen Mally, Principal Client Partner

bbcon 2011
Blackbaud Conference for Nonprofits
SYDNEY

MPACT

11



➤ BLACKBAUD DIRECT MARKETING

Agenda

- Background on mystery shopping experience
- Results of mystery shopping experience
- Commentary and analysis
- Conclusions



► BACKGROUND OF MYSTERY SHOPPING EXPERIENCE



➤ **BACKGROUND OF MYSTERY SHOPPING EXPERIENCE**

- Independent study
- Study commenced in March 2011
- Self-developed and self-directed/self-operated
- Self-funded
- Objective
- Included Blackbaud clients and non-Blackbaud clients



➤ BACKGROUND OF MYSTERY SHOPPING EXPERIENCE

- Included a variety of organisations across the sector
 - Higher Education
 - Cultural
 - Health
 - Human Service
 - Religious
- 25 organisations included in study altogether
- \$20 gifts were made via Post, Phone, Websites to those 25 organisations
- All gifts were made over a period of a few days in mid March 2011
- Gave one time to each organisation



➤ BACKGROUND OF MYSTERY SHOPPING EXPERIENCE

- First time donor to every organisation
- Study looked at accuracy, timeliness and method of receipt and thank you
- Study examined number of solicitations, channel of solicitations, and other forms of contacts after the first gift was made
- Study is ongoing
 - Phase II will commence next week
- Organisations do not know about study
- Organisations will not be identified today

➤ **BACKGROUND OF MYSTERY SHOPPING EXPERIENCE**

- Types of organisations may be identified today and...
 - You can guess whether your organisation or your favourite organisations are included!
 - On occasion I may tell you if a Blackbaud customer
- Some organisations are represented at this conference



► RESULTS OF MYSTERY SHOPPING EXPERIENCE

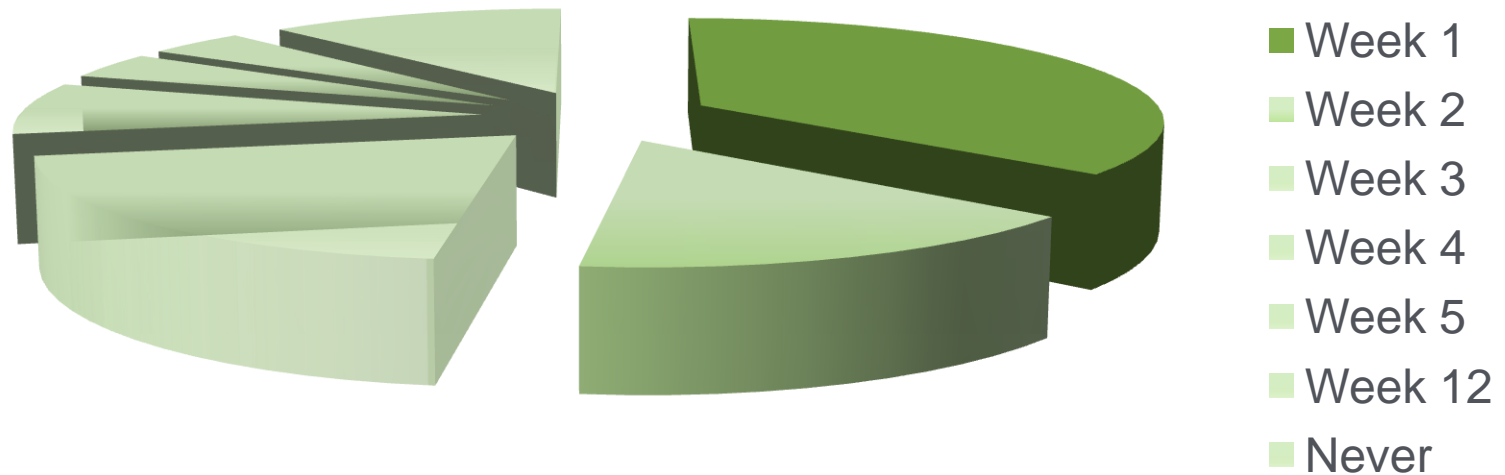
➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- Of the gifts made on the phone, nearly all of the staff were engaging, showed appreciation for the gift, and asked me for more detail than my name, address and credit card
 - One person kept calling me “mate”
 - One staff person asked me what caused me to make a gift to the organisation
 - One asked me where I wanted my gift to be designated, offering me a menu of options
 - Only half of the phone transactions included a request for my Email/mobile number
 - None appeared to have looked me up on database to see if I was an existing donor
 - Staff from one organisation asked me to go make the gift online

► RESULTS OF MYSTERY SHOPPING EXPERIENCE



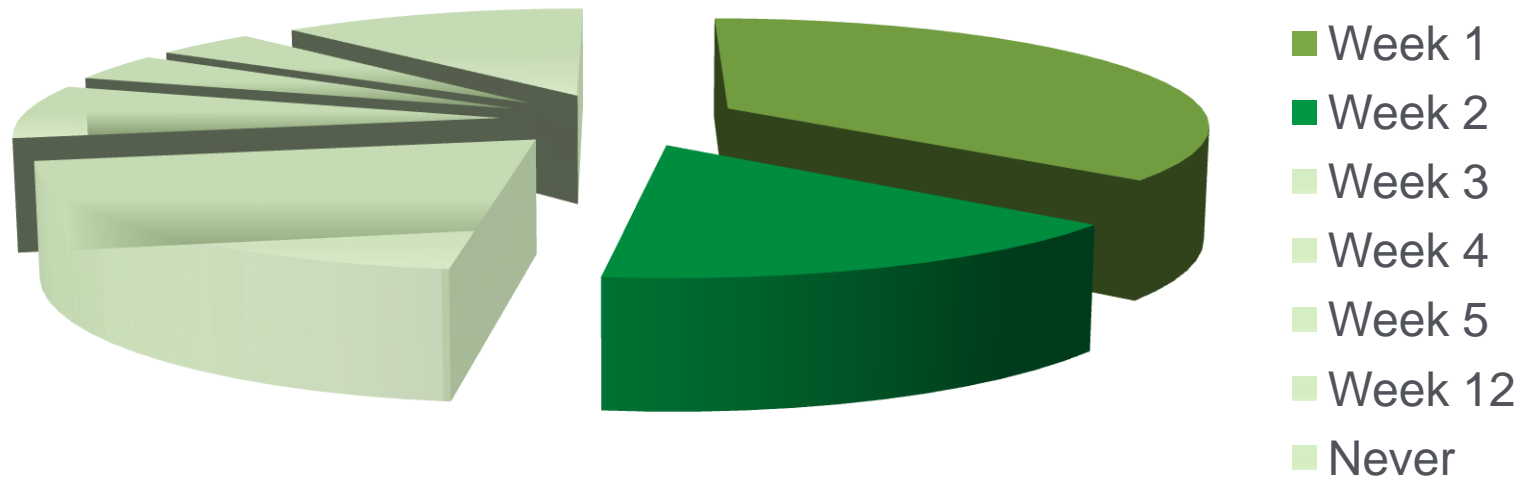
Receipts and Acknowledgements



▶ RESULTS OF MYSTERY SHOPPING EXPERIENCE



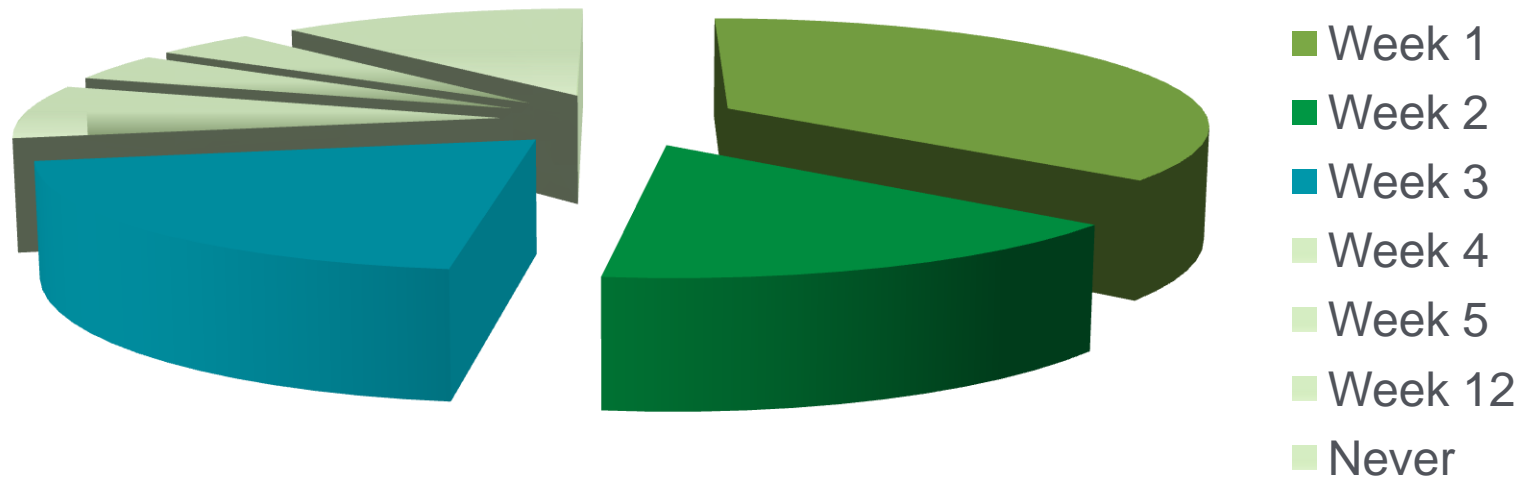
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► RESULTS OF MYSTERY SHOPPING EXPERIENCE



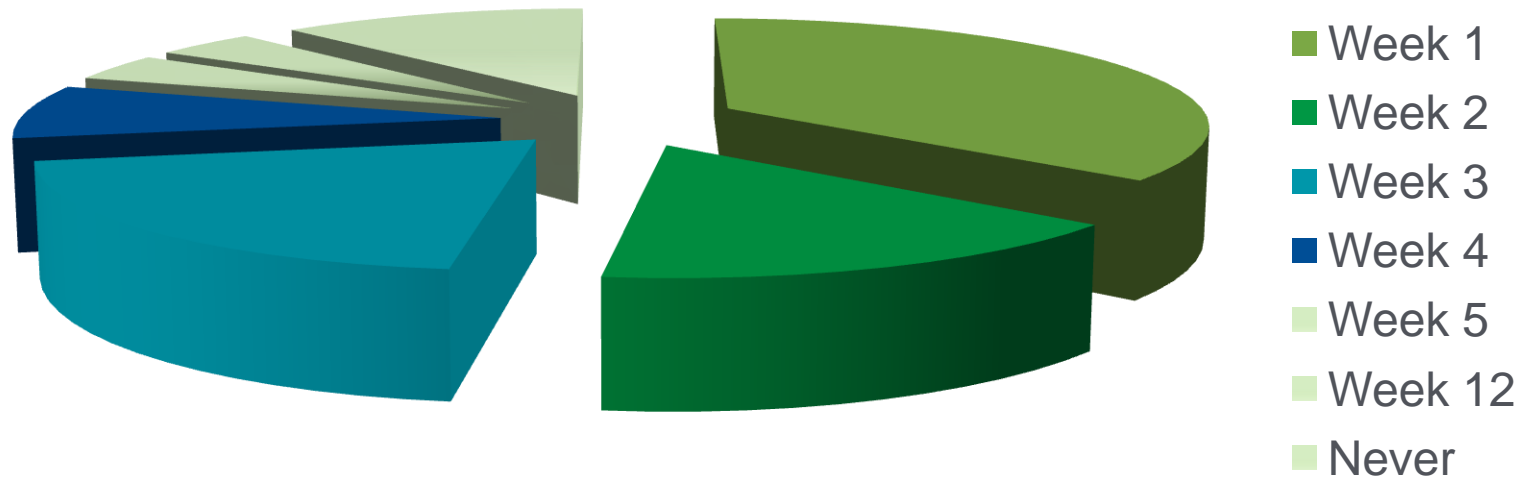
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▶ RESULTS OF MYSTERY SHOPPING EXPERIENCE



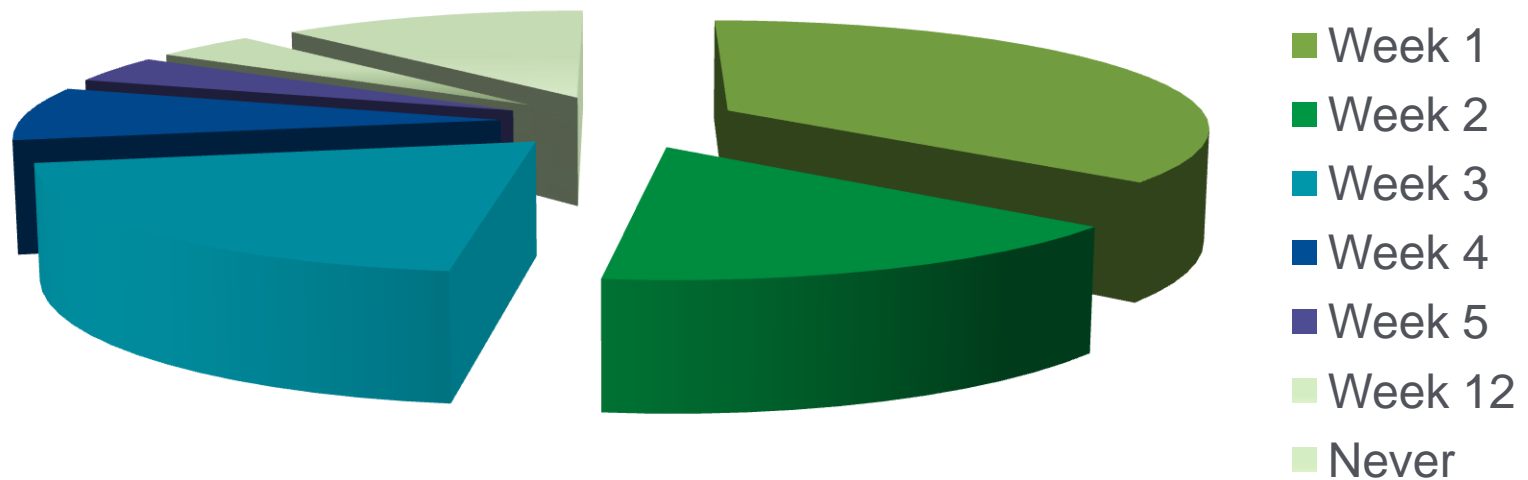
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▶ RESULTS OF MYSTERY SHOPPING EXPERIENCE



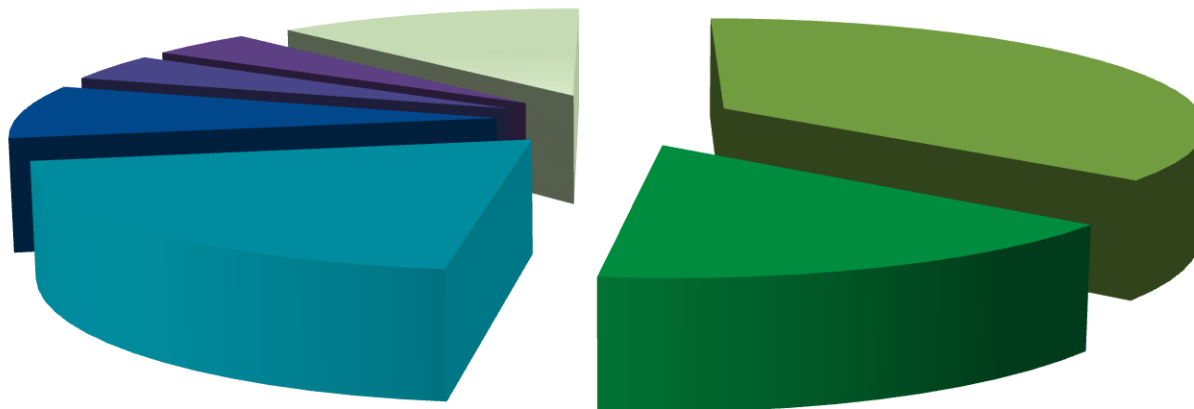
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▶ RESULTS OF MYSTERY SHOPPING EXPERIENCE



Receipts and Acknowledgements

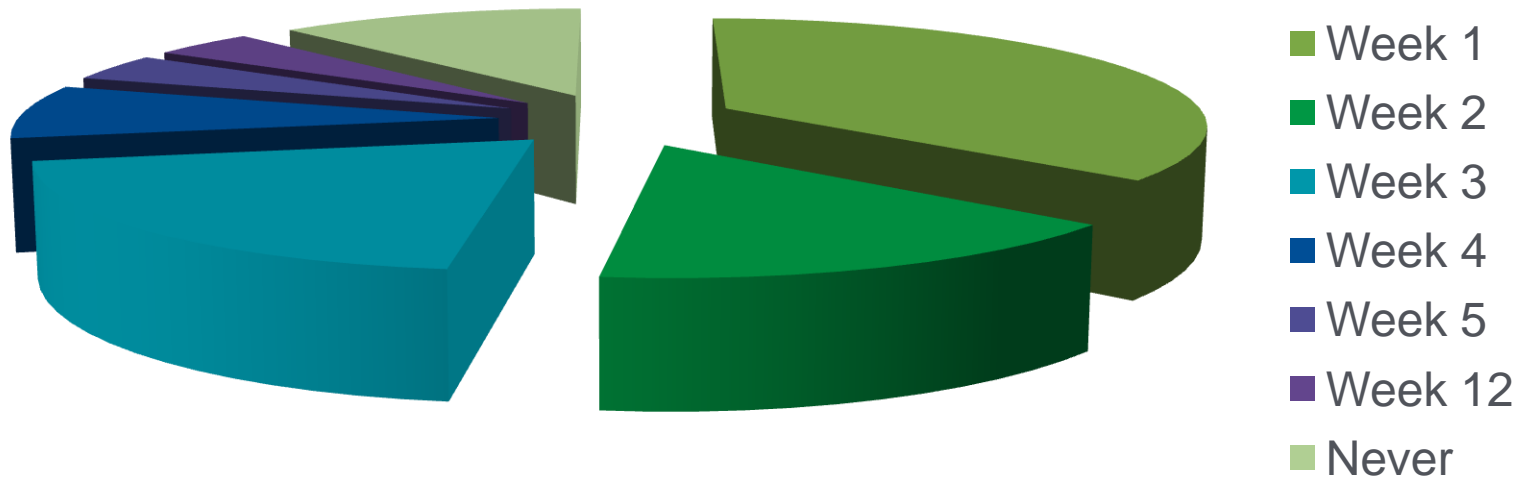


- Week 1
- Week 2
- Week 3
- Week 4
- Week 5
- Week 12
- Never

► RESULTS OF MYSTERY SHOPPING EXPERIENCE



Receipts and Acknowledgements



➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- Name was spelled incorrectly on three of the receipts/thank you letters
- Of those three, two were entered by me (correctly!) on an online form on the organisation's Website; one was from a telephone transaction where I spelled my name for the staffer
 - The two organisations from the online form experiences clearly re-keyed the information from the Website into their database
 - None of these three are Blackbaud customers

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

➤ Online Form

Payment Details

Customer Reference Number: 8885238158

Card Holder Name: Stephen M Mally

Card Number: 494053...985

Transaction Source: Net

Transaction Amount: AUD 20.00

Transaction Date/Time: 18 Mar 2011 11:55

► RESULTS OF MYSTERY SHOPPING EXPERIENCE

► Online Form vs. Receipt/Acknowledgement

Payment Details

Customer Reference Number: 8885238158

Card Holder Name: Stephen M Mally

Card Number: 494053...985

18/03/2011

Mr Stephen M Malley
1103/23 Shelley Street
Sydney NSW 2000

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- 1 organisation identified me as S. Mally on the receipt (Addressee and Salutation)
- 1 organisation identified me as Sir/Madam
- Of the 8 online transactions, only 1 organisation thanked me online solo
 - Remainder used combination of online and post

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- Few organisations asked me to become a regular donor in my receipt/acknowledgement letter
 - Many asked me to become a regular donor in the subsequent appeals
 - 1 organisation wrote me an Email in response to the Post gift and asked me if I meant it to be a 1 time transaction or monthly!

Hi Stephen,

I have received your letter regarding your donation of \$20.

Could you confirm to me whether this is just one off donation or regular monthly donation?

- Only 1 organisation sent a new donor welcome package with the receipt and acknowledgement

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- Despite not making any repeat gifts, many organisations have aggressively sought the second gift!
- One organisation has mailed ten times (in five months) since the original gift date, not including the receipt/acknowledgement
 - This organisation was part of the post portion of study
 - The marketing count includes a survey and a newsletter
 - An *ask* has been in every marketing piece
 - This organisation has not contacted me via Email

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- 7 of the organisations never asked me for a gift again
 - 3 of those organisations were the three that did not receipt or acknowledge the original gift
 - One of those organisations told me at the FIA Conference in Feb they were having difficulty understanding how to get FR off the ground
- Only 4/25 organisations have sent me any sort of donor care publication (online or offline) in between the asks
- Of the 9 organisations where mail was the original channel, 3 have used a combination of online and offline channels to make follow up asks
- Of the 8 organisations where online was the original channel, 4 organisations have continued to ask me for money and all offline

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- Of the 8 organisations where phone was the original channel, all have used mostly post for follow up
 - 1 of those organisations used telemarketing to follow up as one of their multiple approaches
 - Called at home even though I did not give my home number on original gift device (letter)
 - Surprised to get such a call since I am never home
 - Call was to convert me to a monthly gift of sponsorship
 - Caller repeatedly labeled me as “mate” throughout the call
 - “Mate” used more than a dozen times
 - Started to get a little unfomfortable

➤ RESULTS OF MYSTERY SHOPPING EXPERIENCE

- A few organisations have asked me to support emergency appeals as part of their follow-up strategy
- Similarly, a few of the organisations have asked me to run a marathon, support a charity day/week/month or do some other sort of event
- One organisation appears to have rented my name to similar organisation
 - Environmental group



► COMMENTARY AND ANALYSIS



➤ COMMENTARY AND ANALYSIS

- Phone interactions are critical
- Staffer sets the tone for experience
- Train staff to acquire Email and Mobile numbers!
- Confirm, Edit and Enhance while on the phone
 - Confirm contact details
 - Edit anything that is incorrect
 - Enhance anything missing



➤ COMMENTARY AND ANALYSIS

- The manner in which you thank a donor impacts whether you get a second gift, a recurring gift, a major gift, and/or a bequest
- The timeliness of the receipt/thank you letter impacts the same
- The accuracy of the receipt/thank you letter impacts the same
- Spell the donor's name correctly



➤ COMMENTARY AND ANALYSIS

- Goal: Send receipt and thank you letter within 72 hours of receipt of gift
 - How does your organisation measure up?
 - Don't know?
 - Mystery shop your own organisation
- Not thanking me is a complete turn off



➤ COMMENTARY AND ANALYSIS

- Let your donor hear from you more than the *ask*
 - Send newsletters, e-newsletters, annual reports, magazines, surveys and other tools
- Monitor your telemarketing calls
 - Mystery shop these calls
 - Listen to a variety of callers
- Do not call me/your donor “mate”
 - Unless we are having a beer and you have bought the beer
 - Mate should be reserved for personal situations and not business situations
 - Calling me mate is not going to get me to become a regular donor



► CONCLUSIONS



➤ CONCLUSIONS

- More than 95% of organisations are marketing me just to market me
 - Appear to be treating me as just a name on the file
 - Appear to not segment
 - Appear to not test multi-channel approaches
 - Appear to continue to mail to me despite the lack of response
 - Appear to have a large budget for materials/postage
 - Few organisations have “given up” on me
 - Some gave up on me from “hello”
 - The organisations in this camp appear to be sending out appeals just to get the task done, rather than approaching the appeal strategically



➤ CONCLUSIONS

- Less than 5% of the organisations appear to be marketing me in a best practice fashion
 - Processing gift accurately and in a timely fashion
 - Acknowledging me
 - Making me feel appreciated
 - Asking me to become committed to the relationship in the thank you
 - Marketing me in a multi-channel approach thereafter
 - Just because I gave online the first time does not mean I will continue to only give online in the future, etc.



➤ NEXT STEPS

- Study continues next week
 - A percentage of current participants will continue
 - Some who fit in the 95% camp, some who fit in the 5% camp
 - Some who did not thank me after the first gift
 - Some of the current participants will get an additional gift
 - Some will not get an additional gift
 - New organisations will be brought into the study
 - Multi channel gifts will continue

► QUESTIONS

Questions?
Comments?
Thoughts?



► CONTACT ME



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