Hospice Fundraising Health Report

Accelerating growth through insight.

Prepared by Bernard McCabe, Director of Dreamscape Solutions for the Hospice UK Fundraising Conference 2022.
The Fundraising Fitness Test

Identify revenue opportunities and accelerate growth through early intervention.

56% Acquisition Rate
40% Retention Rate
60% Attrition Rate
£96 Average Value
3 Average Frequency

Over 5 million donor transactions analysed across 40 UK hospices since 2017
The top five growth accelerators
Re-engage with lapsed donors
Quite Barbara, they might hear you.

Yes, Dennis. Best not to disturb them.
Hi!
Lapsed donors responded to communications and were prepared to offer their support once again.
10% increase in recaptured donors
An additional £159,701
Constituted 16% of their annual income
8% increase in recaptured donors
56% increase in revenue from lapsed donors
Extra 4.5% to their annual income
- 33% increase in recaptured donors
- An additional £30,600
- Extra 6% to their annual income
Notes for re-engagement

What worked

- Campaigns were direct, clear, and concise.
- Underlying commitment to support.

What to be wary of

- The rebound effect of donors feeling short changed.
- What are you offering donors in return?
- Avoid over reliance on appeals and consider soft touch re-engagement strategies.
#2

Prioritise repeat giving
Repeat donors drive x3 more revenue

Only 10% of hospice donors commit to repeat giving
Target increasing monthly givers

Prioritise monthly giving as your #1 method of support
Nurture ongoing support through enhanced stewardship
• Achieved a 38% increase in monthly donors through their ‘Hero’ campaign.
• Extra 21% to their annual income.
• Repeat donors drive x5 more revenue than regular donors.
Gained an additional £156,948 by prioritising monthly giving over single gifts.
Notes for repeat giving

What worked
- Not being shy!
- Clear education about the impact of monthly giving.
- Attaining status through membership mentality.

What to be wary of
- Not implementing ongoing stewardship…
#3

Increase average gift values
£4
£5
£6
£15
£30
£150
Make a donation!

£5  £10  £20

£5 could...

Help us to support someone newly diagnosed with a life-limiting illness.
• Received at additional £19,000 by increasing recommended gift values
• Clearly explaining what the impact would be

Help us continue our care

£38
could provide one hour of nursing care in our in-patient unit.

£43
could provide an art therapy session to help a patient come to term with a diagnosis.

£65
could provide bereavement care to help a family with their loss.
- 42% increase in gift values below £250
- Simply by promoting £23 as their recommended gift value on donation forms

Would you consider a monthly donation?

Monthly donation  Single donation

You’re making a single donation of

£50  £23  £10

£23 could provide pain and symptom relief to a patient at home from a community nurse
Notes for repeat giving

What worked

- If you don’t ask, you don’t get.
- Increase your recommended gift values across all channels.
- Be explicit with value to impact - Educate your donors.

What to be wary of

- Assess local demographics and price accordingly.
- Always ensure you offer the option for bespoke amounts.
#4

Improve your value exchange
Are your donors feeling short-changed?

Are you meeting the expectations of modern consumers?
What do your supporters really think about you?
What are you giving donors post-donation?

Are you achieving customer experience excellence?
Current hospice retention rates

Less than 2 in 10 donors continue supporting after their first gift

New Donor Retention Rate: 17%

Luckily most hospices experience high repeat donor loyalty, but this has reduced since Covid

Repeat Donor Retention Rate: 57%
- 88% increase in new donor retention after implementing onboarding strategy
- 18% increase in repeat donor retention through dedicated comms
- An additional £70,721 income
● 38% increase in repeat donor retention rate by implementing a dedicated comms strategy
● Over a two year period this increased income from repeat donors by 63%
Notes for retention

What worked

- Dedicated onboarding strategies (digital welcome packs).
- Committing to regular comms for repeat donors (segmentation).

What to be wary of

- Make sure your data is right and gets to the right people quickly.
- Time and cost implementing (where possible use tech and automation).
- Doing nothing to meet the rising expectations of modern consumers.
#5

Automate data processing
Is data entry strangling your hospice?

What % of a £20 donation is used up by mundane data admin?
The typical data nightmare
Handling mass-volume low-value gifts

- **76%** of all donations are for less than £100
- **8%** account for just 8% of annual income

On average hospices are processing 11,500 gifts for just 8% of annual income.
Hospices transforming data management

Conservative estimations indicate:

7% of income generated is wasted on mundane data admin.
Notes for data automation

What worked

- Taking direct control of all donations and event bookings.
- Website to donor CRM connectivity.
- Extreme savings on mass event participation.
- Improved data quality, accuracy and speed of processing.

What to be wary of

- Pick the right time of year to undertake integration projects (chicken and egg).
- May need to re-think legacy event booking processes.
The top five growth accelerators

1. Re-engage with lapsed donors
2. Prioritise repeat giving
3. Increase average gift values
4. Improve your value exchange
5. Automate data processing
Any questions?
Mark Flannery, Director of Income Generation, St Gemma’s Hospice

“From the information provided we have been able to identify strong income growth opportunities within our current database”

Louise Wardle, Head Of Fundraising, Hospice in the Weald

“An invaluable insight that has helped us to focus on areas where our efforts can have the biggest impact on our revenue.”

Kay Carrick, Development Manager, St Cuthbert’s Hospice

“The report highlighted the income gains available and how to increase our donor retention rates through improved stewardship.”

Marissa Stephenson-Stewart, Head of Fundraising, St Leonard’s

“At last, evidence-based reporting! It’s helped us take our fundraising to the next level, with more confidence in our strategy.”
Effects of the pandemic

- For every +£100 gained, -£149 was lost through attrition.
- For every +100 donors gained, -126 stopped supporting.
- New donor acquisition dropped by 16%.
- Retained income dropped by 28%.
- Repeat donor numbers decreased by 20%.