



Pareto Phone's work with the National Heart Foundation

## How the Heart Foundation proved recruiting regular givers needn't be a lottery

### Background:

Regular givers, who provide monthly automated gifts, are vital to the National Heart Foundation of Australia's work helping the charity to plan ahead and provide long-term funding for research into heart, stroke and blood vessel disease.

As part of their ongoing effort to recruit more regular givers, the Heart Foundation decided to test whether participants in the charity's lottery events would respond positively to a request to become ongoing supporters.

Working in partnership with Pareto Phone's data experts and call team, they set themselves the challenge of converting 15 per cent of lottery players into regular givers, and to identify the segments which respond best to a regular giving ask.



### Why did it work?

- Pareto Phone developed a segmentation strategy based on lottery participation (recency and frequency) and credit card use as payment type. By targeting only those players identified as the most likely to respond positively to a regular gift, the Heart Foundation was assured a greater return on investment (ROI).
- Telephone calls to prospects were highly personalised, taking into account individual prospects' giving and support history. The calls were carried out by Pareto Phone's expertly trained call team, who have repeatedly demonstrated their ability to convert lottery participants into regular givers.



## What impact did the campaign have on the Heart Foundation's work?

- Overall results for the campaign exceeded target by a considerable margin. 130 new regular supporters were recruited, which is almost double what the Heart Foundation had hoped for.
- The cost per recruited regular giver was \$143, almost \$100 less than the Heart Foundation had anticipated.
- Thanks to the success of the campaign, the Heart Foundation now has a significant extra source of monthly revenue to spend on its research and support programmes, and all of us can look forward to a future where cardiovascular disease affects fewer and fewer Australian families every year.

## About the National Heart Foundation of Australia

The Heart Foundation is dedicated to reducing the dreadful effects of the number of people living with, or dying from heart, stroke and blood vessel disease.

Since 1959, the charity has funded world-class cardiovascular research, supported health professionals in their practice, developed health promotion activities, informed and educated the public, and assisted people with cardiovascular disease. Today, the life expectancy of Australians is about ten years longer for men and nine years longer for women.

