



Pareto Phone's work with Oxfam

How Oxfam turned goats into lifelong supporters

Background:

It's fair to say that Oxfam revolutionised fundraising when it launched its 'Unwrapped' programme. For the first time, the charity's supporters could purchase 'virtual' gifts, such as a goat or a buffalo, for a family in a poor community.

In Australia, the Unwrapped programme has been a huge success, not only generating a lot of funds for Oxfam's work, but also adding the names of thousands of customers to their database who share the charity's aims, concerns and values.

In 2008, Oxfam Australia approached Pareto Phone for help to test whether it would make viable economic sense to approach their extensive list of Unwrapped supporters with a request for regular, automated monthly gifts.



Why did the campaign work?

- The rigorous modelling and Pareto Phone's approach to testing certainly aided this campaign.
- Comprehensive training by both Oxfam and Pareto Phone on the target audience and the Unwrapped gifts ensured that the calling team was well equipped for success.



What impact did the campaign have on Oxfam's work?

- The campaign achieved an excellent response rate, which exceeded the target by almost a third.
- The campaign demonstrated that Unwrapped supporters are indeed viable prospects for conversion to regular giving providing Oxfam Australia with an ongoing stream of new prospects for recruitment.
- The campaign allowed Oxfam Australia to achieve a positive return of investment (ROI) within the first year. This has enabled the charity to deliver immediate benefits for poor communities throughout the world.

About Oxfam Australia

Oxfam Australia is part of a global movement of dedicated people working hard to fight poverty and injustice.

Oxfam's vision is a fair world in which people control their own lives, their basic rights are achieved and the environment is sustained.

