



Our Work at Play: Case Studies

Lapsed Donor Strategy

Prior to 2020, donor retention and acquisition were trending downward across the Feeding America network. Second Harvest Food Bank of Middle Tennessee in Nashville, a BCA client, was looking to offset the decline in availability of new donors by focusing on the re-capture of both deeply lapsed and recently lapsed donors. We devised two intentional strategies to accomplish this goal.



Deeply Lapsed Donors

We used the very cost-effective strategy of incorporating deeply lapsed donors (those who hadn't given in 37+ months) into the fall acquisition campaign. Through this targeted effort, 1,411 donors who had not given a gift in at least 3 years re-engaged with the food bank.

- **31% of those donors made a gift in that year and again in the following year**
- **17% of those donors made two or more gifts in the same year they were recaptured**
- **9% of those donors gave two or more gifts in the following year, as well as at least one gift in the year they were recaptured**

These outstanding results show not only that we are effective in recapturing deeply lapsed donors, but that we are ending the “churn” that occurs from a single gift that is not renewed.

Recently Lapsed donors

As the need for more aggressive lapsed donor strategies became apparent, we recommended that a regular monthly lapsed donor winback card be developed for Second Harvest donors who reached the 13th month since their last gift, before they became deeply lapsed.

Of the 6,226 donors who received winback cards during the 1st year, 88 replied directly with a gift, for a gross income of \$4,496. Another 14 donors replied to the winback card AND through another channel (becoming recaptured, multi-gift donors), for a total of 20 gifts & \$755.

However, the more telling statistic is that of donors who received a winback card, 332, or 5.33 percent, did not reply to the card itself, but were inspired to give through another channel.

Projects that contained the highest number of recaptured donors were:

- Summer Hunger Appeal – 41 responses
- Spring Renewal Appeal – 35 responses
- Summer Match Control – 41 responses
- Spring Newsletter – 57 responses
- Summer Newsletter – 30 responses
- Fall Newsletter – 24 responses

Overall, 7 percent, or 490 donors, who received the lapsed donor winback card gave another gift to Second Harvest within the year.

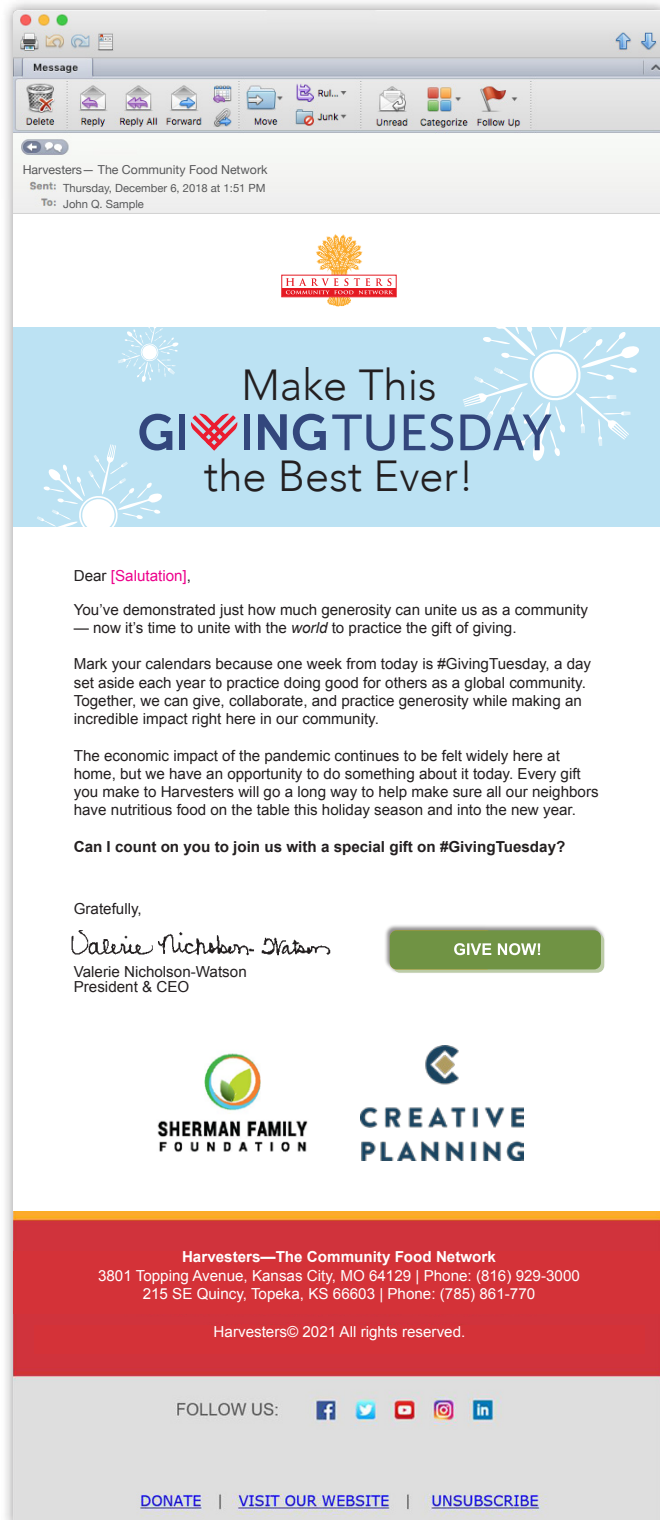
Giving Tuesday Digital Campaign

Brad Cecil & Associates' client, Harvesters—Community Food Network, anticipated a steep decline in Giving Tuesday income in 2021 compared to 2020. Together we developed an aggressive strategy, anchored by a 6-part eAppeal series, to capture as many gifts as possible even with the decline in the sense of urgency. We also incorporated coordinated social media posts throughout the series. The campaign was designed to inform, remind, and thank, as well as announce the holiday matching gift challenge.

The following emails were designed, written, set up and deployed by BCA:

- 2 Prep emails (week before and day before)
- 3 Giving Tuesday eAppeals (the day of)
- 1 Thank you email (day after)

Results: 2021 Giving Tuesday online giving was 96% of the record giving level of 2020. This result surpassed the client's "most optimistic expectation".



You Can Make **3X**
the Impact
GIVINGTUESDAY

HAPPY
GIVINGTUESDAY

An Amazing Opportunity
on a Special Day
GIVINGTUESDAY

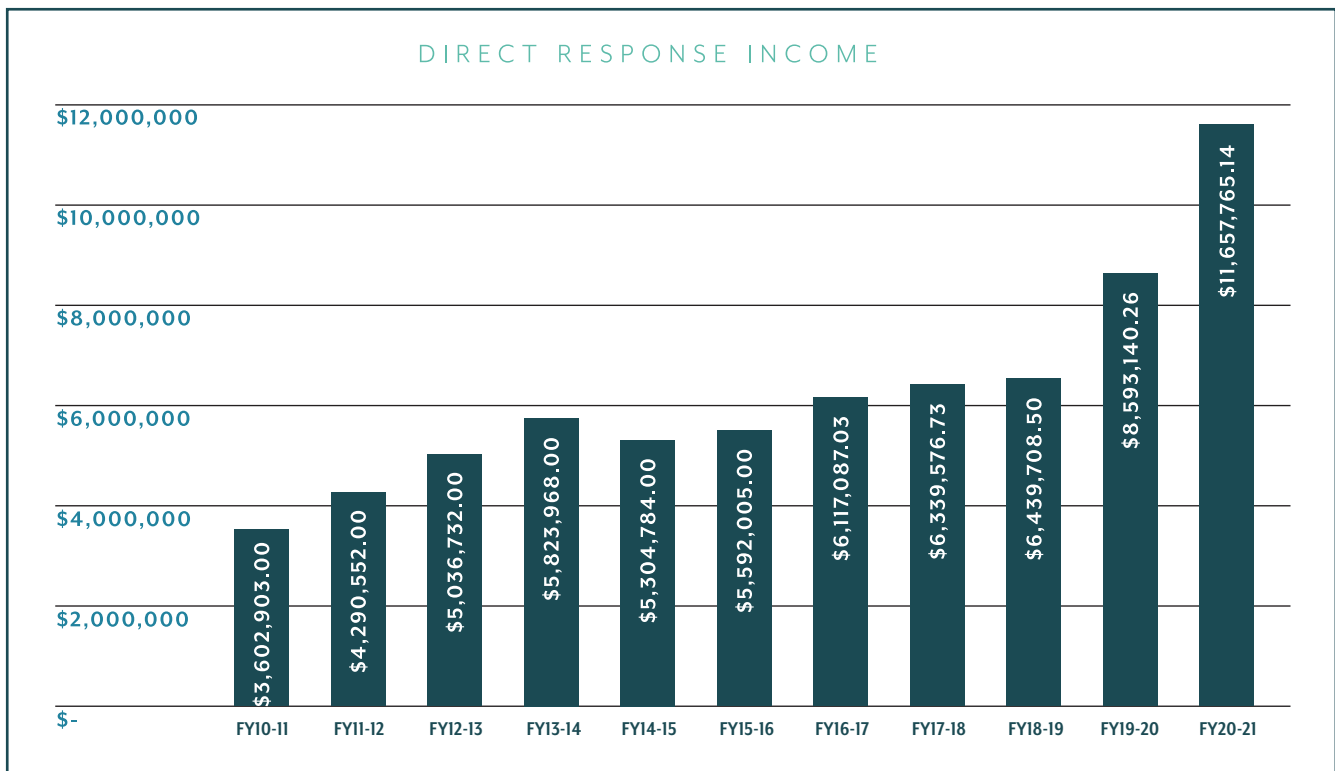
Just A Few Hours Left!
GIVINGTUESDAY

You Made
GIVINGTUESDAY
a Success

Results in Large Major Cities

Brad Cecil & Associates has worked with Feeding America food banks for 24 years and has been privileged to partner with some of the largest food banks in that time. We have worked closely with development teams in several large major cities to grow their direct-mail and digital programs.

As an example of this growth, one of our food bank clients in a major east coast city experienced significant growth by employing our custom, fully integrated direct response program. Changing agencies mid-way through fiscal year 2016 to begin our partnership, income increased 14% and response increased 24% in the first year. After five complete years, income more than doubled, growing 108%, with response increasing by 87%. The initial growth we saw with this food bank occurred during a time that many other food banks were experiencing declining or plateauing revenue from direct-mail and digital fundraising programs. Our unique strategies provided growth every year and positioned the organization to receive the remarkable influx of donor support it saw in fiscal year 2020 and 2021.



Another Brad Cecil & Associates food bank client in a major mid-west city saw similar results. This Food Bank turned to our agency to provide fully custom communication and precise strategy for both direct-mail and digital. Testing provided direction for the strategy in

new donor acquisition, donor cultivation, newsletter development and digital fundraising. Our data-driven approach in each area positioned the food bank to receive truly incredible donor support in fiscal year 2020 and 2021.

