

## Family & Friends

How Your Donors Can Help You Acquire More Donors

Family & Friends – an innovative donor acquisition program. Family & Friends leverages existing donors to acquire new donors, and can be a perfect complement to your existing acquisition efforts.

Family & Friends is an integrated program that recruits, motivates and equips your existing (and even past) supporters to volunteer to acquire new donors. As your supporters reach out to their “personal networks” you can leverage their passion and commitment to create fundraising opportunities with new audiences that may never have been reached through direct mail alone.

### Family & Friends may be an ideal fit for your organization if:

- ▶ Your donor acquisition costs are rising
- ▶ Building your donor file is more challenging than it used to be
- ▶ Your ability to invest in net growth is limited

A recent survey of Canadian donors found that more than 40% are engaged in a charity they support beyond simply giving money — through activities such as volunteering, signing a petition, attending an event or promoting a cause online. Successful Family & Friends campaigns in North America confirm this finding.

### The results speak for themselves

For every **50,000** callable donors on your file, we expect to acquire approximately **4,000 to 5,000** new donors at a break-even cost to revenue ratio or better.

By strategically blending phone, mail and online tools, at home volunteers are equipped with all the necessary materials to support their campaign. As expected, the personal touch of a friend asking a friend drives above-average response rates.

When followed up with appropriate cultivation to build a relationship directly between the new donor and the charity, Family & Friends becomes a powerful, cost-effective method of growing your file while deepening the affinity between you and your existing donor.

### **Family & Friends** can be used as a strategic tool to:

- ▶ Reactivate lapsed donors – donors who have stopped giving may still participate in recruiting others, and once they do they often reactivate their own giving
- ▶ Focus on particular types of giving, like recruiting monthly donors
- ▶ Leverage activist efforts for a specific issue or cause

We would be happy to discuss our Family & Friends program and its potential benefits with you in more detail. We can help you determine if it is a good fit for your organization, as well as provide cost and revenue projections.

### **For more information please contact:**

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