



OpenDoors



understanding donor performance

domain

specialists in the not
for profit

full service agency

strategic planning
focus

Open Doors

grown from small to mid
sized charity

persecution for faith

part of \$30m global
network



supporter performance model

what model - how is it applied?



the model

are you
acquiring the
right kinds of
donors?

how loyal are
your donors?

are you
mailing too
much or too
little?

donor performance index™

how does this
compare
against UK
benchmarks?

how well are
your donors
performing
overall?

where are
you losing
donors in
their
lifecycle?

campaign by campaign analysis

versus

how supporters relate to your charity



the model

how does the DPI work?

measures

retention

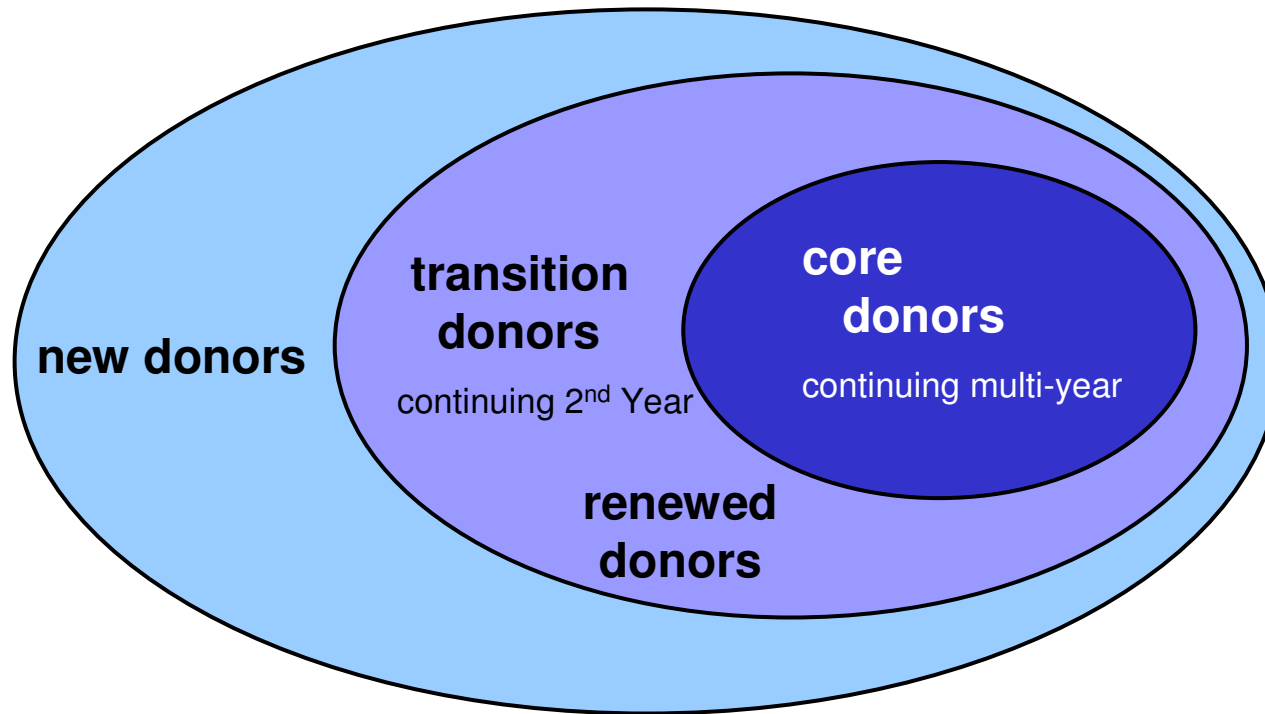
frequency of giving

average gift

revenue per donor



how does the DPI work?



- measures
- retention
- frequency of giving
- average gift
- revenue per donor

recently lapsed

deeply lapsed



the model

In 'Transition' they start to show their potential

RISING STAR



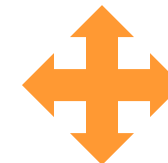
CASH COW



Once in 'Core' they become the best income stream

All donors come into the file here, i.e. this is 'New'

QUESTION MARK



DOG

'Lapsed' donors need to be moved

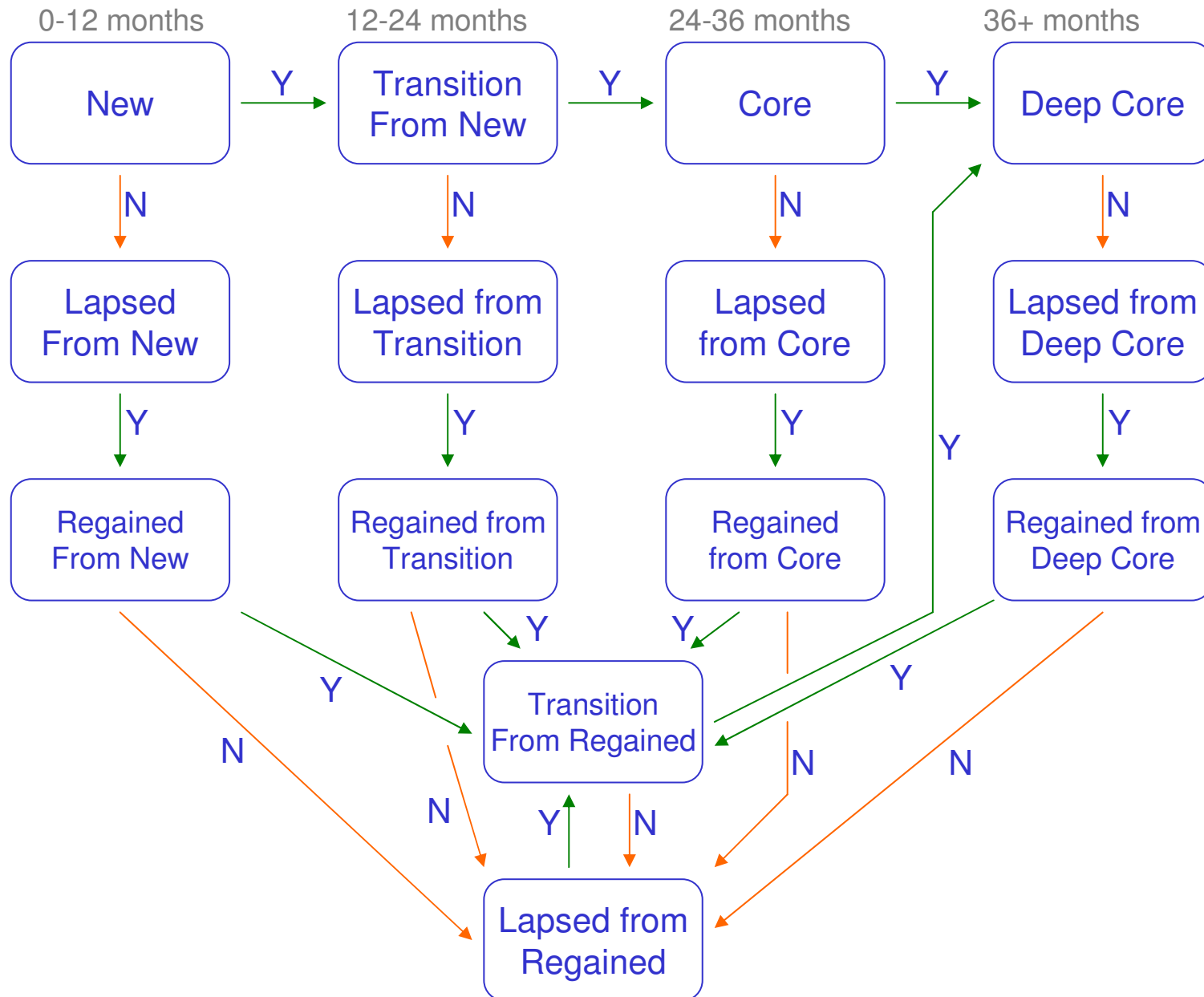


the model

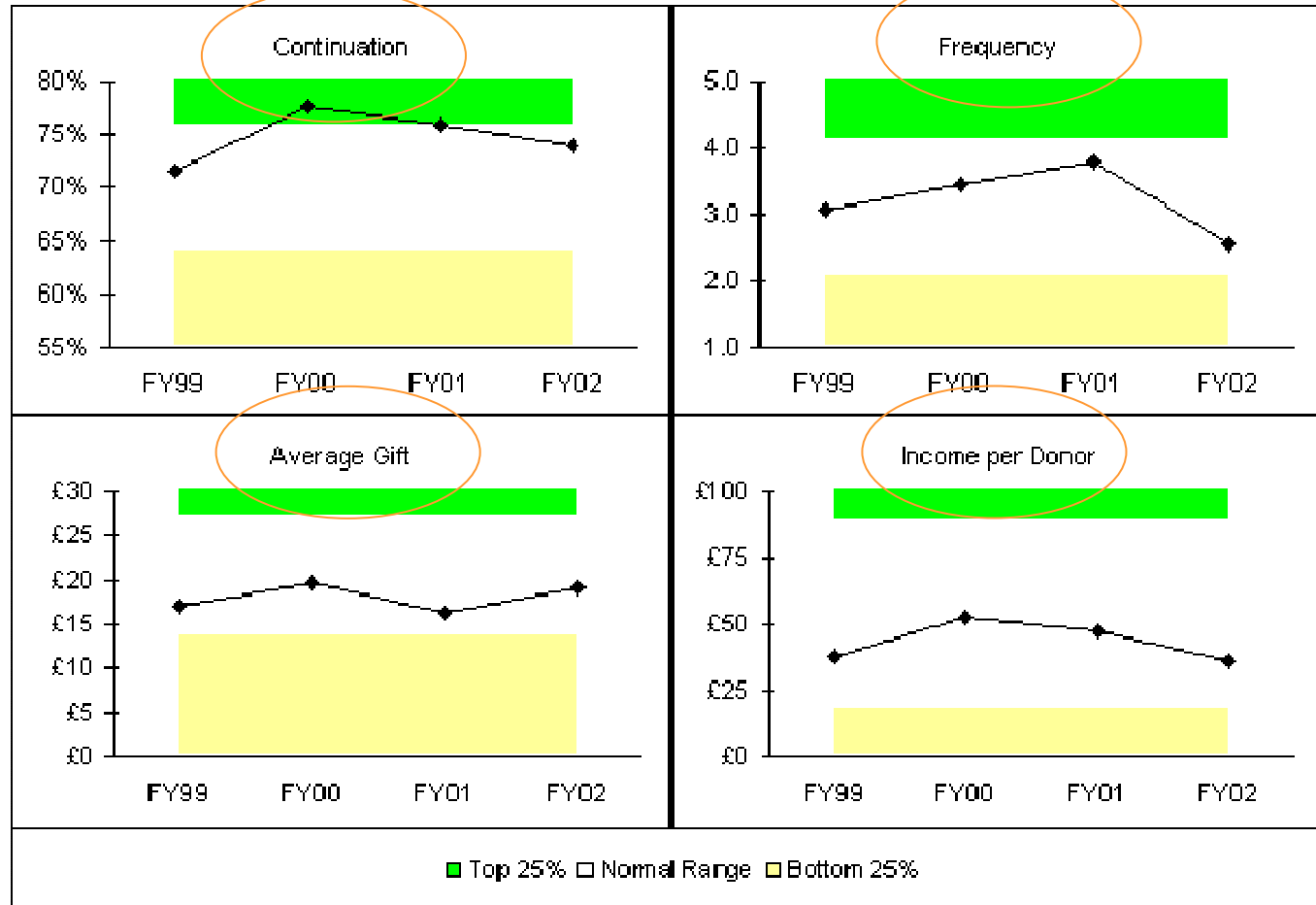
what does it look like?



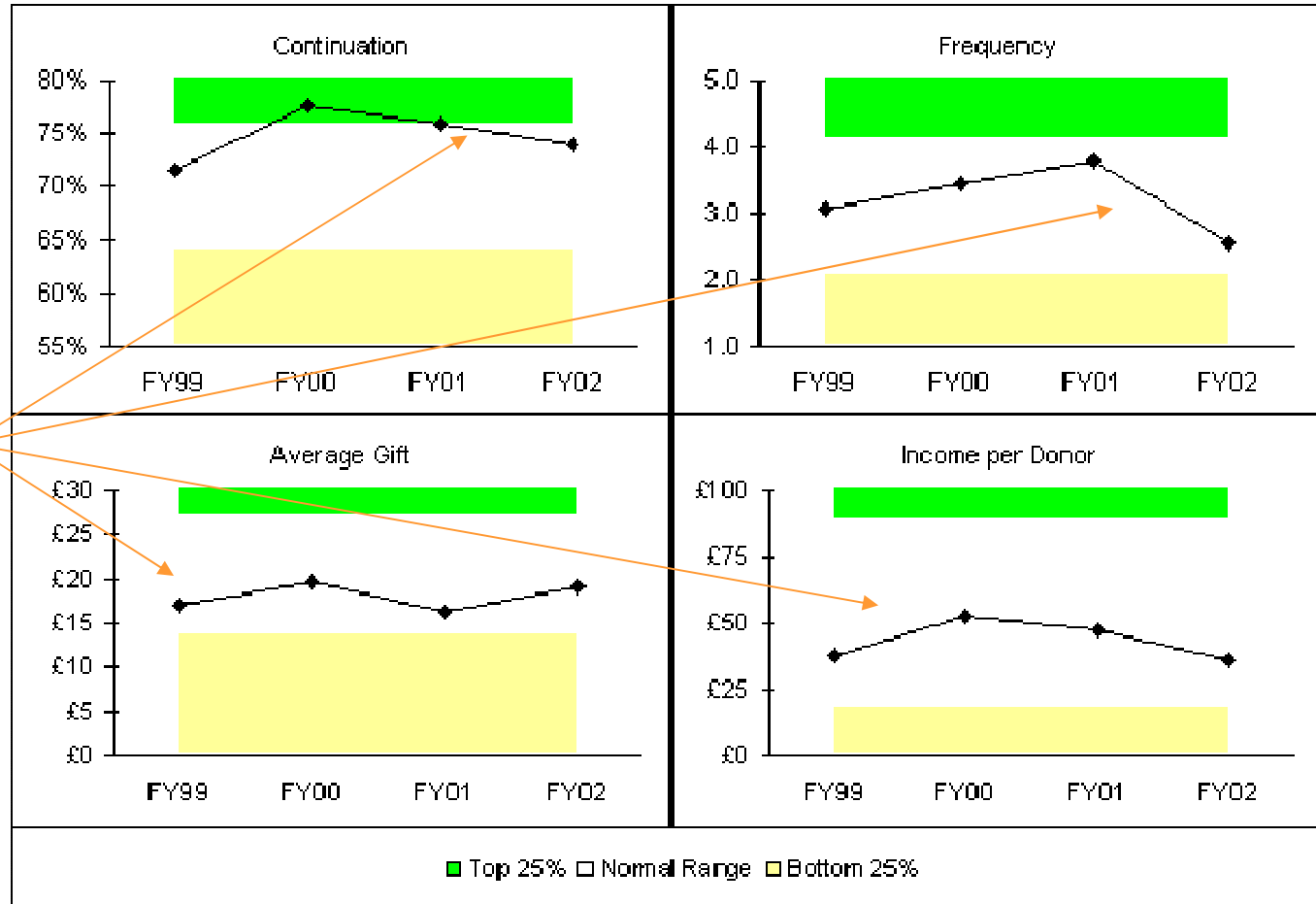
the model



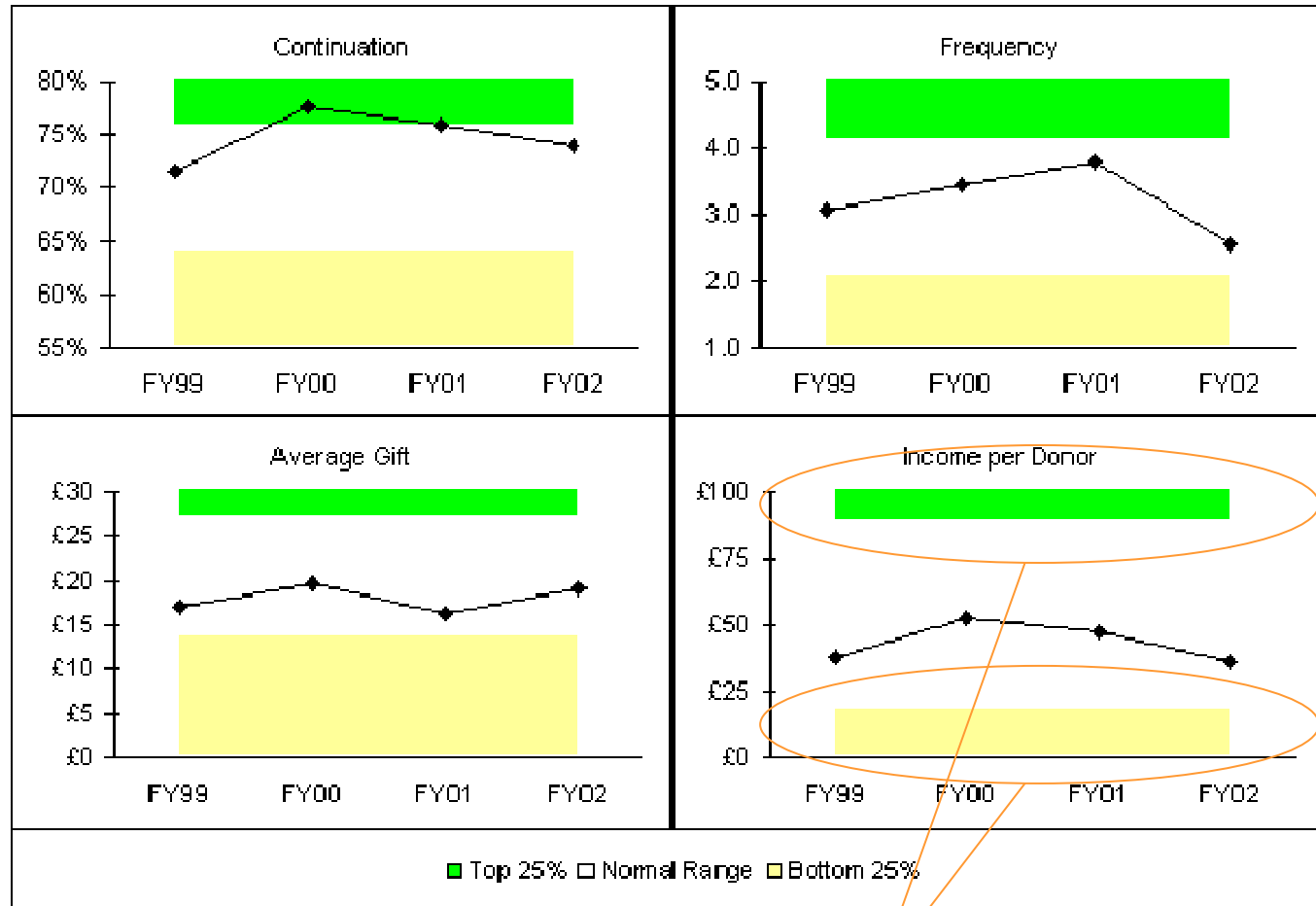
quadrants
with key
performance
indicators



trend lines
show
performance
over time



the model



and, benchmarks give performance a context



the model

for every 100 donors recruited, at least 86 of them are lost straight away

out of 114,000 donors, 92,000 have never given more than £10

what might it tell us?

18,000 'donors' have never given any gift at all



the model

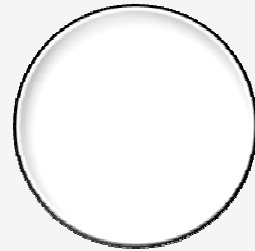
out of 114,000
donors, 92,000
have never given
more than £10

what might it tell us?



the model

Please place your £1 here



Thank you



what might it tell us?

18,000
'donors' have
never given
any gift at all



the model

Memories Matter

about add your memory donate tell a friend

Alzheimer's Research Trust

Memories are precious. Without them, where would we be? There'd be nothing to pass on to future generations, to learn from, or to look back on and smile. Sadly, dementia robs people of their cherished memories. We are the Alzheimer's Research Trust – the UK's leading dementia research charity – and we believe that memories matter. That's why we've created this Memory Wall, so that people from all over the world can add their favourite memories and we'll store them forever. Please add your favourite memory and enjoy reading everyone else's. [Read more](#)

[Add your memory](#) **Memory Wall** [Make a donation](#)

Back

Deep down I know that one day my memories will go. I recall the day my daughter was born. It was a dark and stormy night and she was in intensive care, but was doing well. It had been a long delivery and I thought that a celebration was in order. I found a piece of stewing steak in the fridge. I cooked it with lots of onions - it was the best damn steak I'd ever had. It was tough, but tasted absolutely beautiful, especially

Memory of the day [Read](#)

Celebrity memories [Read](#)

[back to celebrity memories](#)



the model

