

# DONOR CARE

Create authentic donor experiences and keep those funds coming.

## HOW ?



Transform your Regular Giving Program with Pareto Phone



## WHO ARE WE

Pareto Phone is an industry leader in charity and not-for-profit telephone fundraising in Australia and New Zealand. We work to the highest ethical standards and use a data driven approach, ensuring we deliver the highest returns possible on behalf of all our clients and charity partners.



# THE PURPOSE

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We understand that hospitals and health facilities have been impacted significantly by the pandemic and are faced with many challenges when it comes to acquisition and retention programs.

We know there are various barriers for the not-for-profit and fundraising sector and for this reason we recently extended our programs to hospitals, health services and research institutes.

Fundraising and acquisition programs are becoming increasingly more difficult for charities and not-for-profits, as people become busier and less trusting when being solicited for support. This impacts your ability to future plan and invest in what matters: facilities, equipment, research, and programs.

We offer a range of services including:

- Regular Giving Conversion, Upgrade, Reactivation, Declines
- Welcome, Verification and Thank You Calling
- Bequest Calling
- Giving Day Cash Calling
- Peer to Peer Fundraising Support Calling
- Bespoke set-up and Services

We've also developed a specialised program around grateful patient's and whilst we specialise in the phone component we have partners that can assist you with the overall set-up.

We help overcome your fundraising challenges with a combination of our existing services and with our new product – The Nurture Program



# THE NURTURE PROGRAM

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Generating sustainable, regular income through engagement, relationship connection, and a strategic approach.

The Nurture Program is a new approach to telephone fundraising specifically designed to support fundraising strategies for hospitals and health services.

By combining Pareto Phones data expertise and collaborating with industry partners, utilising their pre-calling conversation priming, we're helping overcome these challenges.

The Nurture Program will ensure you:

- target the right donors
- break the ice and establish trust
- prime supporters prior to calling
- narrow your calling file, identifying who you should call - suppressing bad leads & allowing you to focus your spend on high propensity prospects and supporters
- create sustainable TM programs

Create the foundation of trust by building a 1 to 1 relationship with your donors. We build stronger relationships through a multifaceted engagement strategy.

# PRODUCT OVERVIEW



1

DATA VIABILITY  
ASSESSMENT



2

ENGAGEMENT  
SMS




3

ENGAGEMENT  
PHONE



4

RETURN ON  
INVESTMENT

- 
- Data & viability assessment
  - Data cleaning & appending
  - Data segmentation & profiling

- Workshop & content creation
- Engagement journey deployed
- Donor engagement scoring & analysis

- Call Guide development
- Relationship based conversations
- Post call engagement – thank you

- Long term fundraising income stream
- Regular giving focus
- Increased engagement

**pareto**phone





# THE RESULTS

Regular Giving Conversion of your 'grateful patients' and/or other supporters. Creating long lasting connection with your donors that will provide consistent, long-term sustainable and predictable income for facilities, equipment, research, and programs.

Your campaign results will include:

- Increased voice contact rates
- Increased conversion rates
- Lower CPA on RG Conversion Campaigns
- More connected donors that will stick around for longer
- Your supporters and prospects will experience impeccable donor care and journey

# LEARN MORE

We would love to talk to you about your plans in this space and how the Nurture Program can support your organisation.

Please contact our team to book your personal presentation.

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