

# Telemarketing Services

Working  
in partnership  
with QTS



[qtsfundraising.co.uk](http://qtsfundraising.co.uk)

We offer two main types of call campaigns to our charity clients:

- Admin calls
- Marketing calls.

## Admin Calls

Admin calls are just that; there is no marketing or 'sales' involved. They normally include welcome and thank you calls, and those associated with Gift Aid or the admin of fundraising events, for example. For these campaigns, we can phone everyone that you have a telephone number for, thanks to their classification as an 'admin call'.

- **Welcome calls**

Audience: anyone who has recently joined your organisation as a member or supporter.

A welcome call focuses on checking the member's details, their gift aid status and, most importantly, ensuring that they know that you genuinely appreciate their support. Although a relatively quick call, it is an important first step in ensuring a long-term, engaged relationship with supporters and we regularly receive feedback from new supporters how valued they feel as a result. This personalised welcome and thank you can aid retention by as much as 6%.

- **Thank you calls**

Audience: existing committed givers.

Never underestimate the power of telephoning committed supporters to 'check in' and see how they are getting on post-pandemic ([see our case study and testimonials](#)), or indeed at any point in the support journey where there is a drop in retention. A simple 'thank you for your support' has generated some outstanding feedback from clients who have run these campaigns.

A thank you call also presents other useful admin opportunities: we can explain the importance of the services you provide, check with supporters that they are happy with what they are paying, offer payment holidays if they are struggling or downgrade payments to limit cancellations. Interestingly, over the last 18 months we have experienced very few cancellations, payment holidays or downgrades; instead there has been a natural upgrade from supporters by around 3%, including Gift Aid conversion within the call to generate additional income - which can be over 25% of those we speak with.

This is an excellent campaign option for any charity right now, as it improves retention and can generate some additional income. Equally it shows donors you really care about them through this testing time. You can set this up as a one off to those donors you consider to be vulnerable to cancelling over the next six months, or as a rolling campaign, which many of our clients do once they see the fantastic impact of a thank you campaign. [We have a case study here:](#)

- **Gift Aid calls**

Audience: existing donors and members who have not signed a GA Declaration and are eligible to do so.

From an income and retention point of view, this is still one of the most powerful campaigns we can run for you on a regular basis – yet it is one that many charities often overlook. We achieve on average 30% - 60% new sign ups to Gift Aid from the people we speak with.

- **Sponsorship events calls**

Audience: people that are going to take part in a sponsored event for your charity.

This is simply a call to focus the minds of people who have signed up for a sponsored event and to make sure they have all the information they need, and to see how they are getting on with their fundraising. A check in call of this nature can make a huge difference to the overall success of a supporter's outcome, how much money they raise for you and how they go on to interact with you as an organisation.

## Marketing Calls

Marketing calls involve either a fundraising or a financial 'ask' - whether that's for a regular giving commitment, a one-off donation, a legacy request or a lottery ticket sale. Please note for all marketing calls, unless there is an opt in present, we will eliminate all those on the TPS who have requested not to be called.

- **Renewal/reactivation calls**

Audience: existing donors, members/supporters and lottery players

We are specialists in the retention of donors, members and lottery players. We do this through renewal and reactivation calls - essential campaigns to building a stronger foundation for your supporter base. Renewals are those calls to members when their membership is coming up to a renewal date – reactivation calls are those to supporters whose membership has lapsed.

Without a solid retention programme, you could be wasting your efforts in recruiting new supporters. By following up both renewals AND cancellations, you can gain a useful insight into the motivations of supporters – why are they renewing? Or - why are they cancelling? A renewal campaign is an opportunity to move supporters onto a monthly direct debit (if they are not already) and even investigate if they may be able to increase their regular donation. If they are cancelling, you can see if they might consider returning and supporting at a lower amount, or in a different way.

When it comes to success rates, for renewal campaigns by direct debit it averages between 15% to 25%. For reactivation campaigns by direct debit, it averages 10% to 15%.

- **Membership/regular giving upgrade calls**

Audience: existing members /supporters paying by monthly direct debit.

For this campaign, we contact your members/regular givers who have a direct debit set up with you, to thank them for their support and ask if they can offer any further help by increasing their regular support. If an upgrade is not feasible for a supporter, we often provide an alternative ask of requesting a one-off donation, and this is quite popular in uptake by supporters. An upgrade campaign can offer the added benefit of helping retention and we can also address gift aid conversion in the call, so it can be a call with many purposes and outcomes. The results are usually 18% - 25% agreement to upgrade, by an average of £3.50 to £5.50 a month. [Click through to our case study](#)

- **Extra number upgrade on lottery calls**

Audience: existing lottery players.

This is a really effective campaign as long as you do not run it too regularly. For an extra number upgrade, we contact your lottery players who have a current direct debit set up to play one line in your lottery and ask them to if they would like to play another line. The average outcome of this is 20% - 35% of supporters taking on another line, which is doubling their donation through one quick call. For more information and a client testimonial, [click through to our case study.](#)

- **Lead generation**

Audience: donors who have given a one off donation, those who have signed a petition online, a handraiser online or who have signed up for a free tote bag, mug etc (online = normally through Facebook/Twitter/Instagram or the charity's own website).).

At a time when face to face acquisition has never been more challenging, digital acquisition and data conversion have never been more important. With people spending significantly more time online, getting your message in front of them is simple, cost-effective and it works. There are many options on how to approach digital acquisition so we suggest an initial conversation to discuss the best approach for you.

Our results vary depending on the data set provided, but we aim for between 5% to 15% sign up to a direct debit of an average of £5 to £8.50 per month. For more information and a client testimonial, [click through to our case study.](#)

- **Event to event**

Audience: people who have taken part in one of the charity's events in the past.

When you need to get more people to take part in one of your fundraising events, telephoning previous participants or supporters is more effective than sending a mail shot, as there is an immediacy about it and the opportunity to build engagement through conversation. This is a really useful call for recruiting fundraising event participants.

- **Legacy**

Audience: anyone that has supported your charity in any way.

The scope of legacy marketing is huge, because the initial call can go to anyone (TPS permitting) who has interacted with your charity. The success lies in filtering and targeting the data; initially we will contact a large number of supporters to ascertain who is truly interested in leaving a gift in their will and what information they require to progress their interest. We segment the results and this enables you to focus on the different needs of potential legacy givers, and help and support them to understand the importance to the charity of a gift being left in a will. For more information and client testimonials, [click through to our case study](#).

The results will vary depending on the data set provided, but we aim for generating:

- 2 -5% pledgers (supporters who have already left a gift in their will)
- 25% - 30% enquirers (supporters who are interested and would like to be sent information about the will making services you offer)
- 3% - 5% considerers (supporters who are interested in leaving a gift in their will but do not want to be sent any information).

## In conclusion...

At QTS, we've delivered telephone fundraising for charities for over 20 years, but the last 12 months have seen demand for our services grow exponentially.

What is becoming increasingly clear is that now more than ever it's important to connect with your supporters to keep your charity strong through this crisis.

Regardless of the work we undertake for clients, the consistent ethos at QTS is that we care deeply about this sector. As a team, we are dedicated to doing everything we can to represent you at the highest level when we speak to your supporters. Nothing is more important to us than the conversations we have with donors who are passionate about supporting your cause.

If you're feeling the impact of these uncertain times, and would like to chat through the options in a friendly no-obligation chat, drop us a line or give us a call. We'd love to hear from you.

**"Our Supporter Acquisition Campaign with QTS ran for 10 months and achieved 460 new regular givers!"**

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**"QTS callers take an excellent approach with our supporters; they are direct but not pushy, friendly but also concise. Call listening always demonstrates a clear understanding of our donor base and their interests."**

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**"Our initial campaign achieved over double the target of new pledgers, and we also saw a significant uplift in interest in our Legacy brochure and free will writing service."**

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**"I first started working with QTS following a vigorous tender process; since then they have never failed to provide outstanding results and conversion rates."**

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**"Almost 50% of the supporters we spoke with said they would consider leaving a gift in their will..."**

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**"Over 500 supporters wanted to upgrade by at least one extra number! That's a massive £130k lifetime value."**

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**"I am confident that based on the calls that QTS have made that relationships with supporters and volunteers has been strengthened - which is totally priceless."**

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**Nearly 10% of our supporters upgraded in our latest campaign - without even being asked to!**

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**The campaign reinforced our belief that thank you calls are worth it! And it's fair to say we couldn't have done better ourselves...**

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**600 new regular givers from one campaign?  
It can be done!**

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**Every conversation counts...**

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**One campaign can create up to 500 new lines in your lottery...**

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