

TANGIBLE:

RAISER*

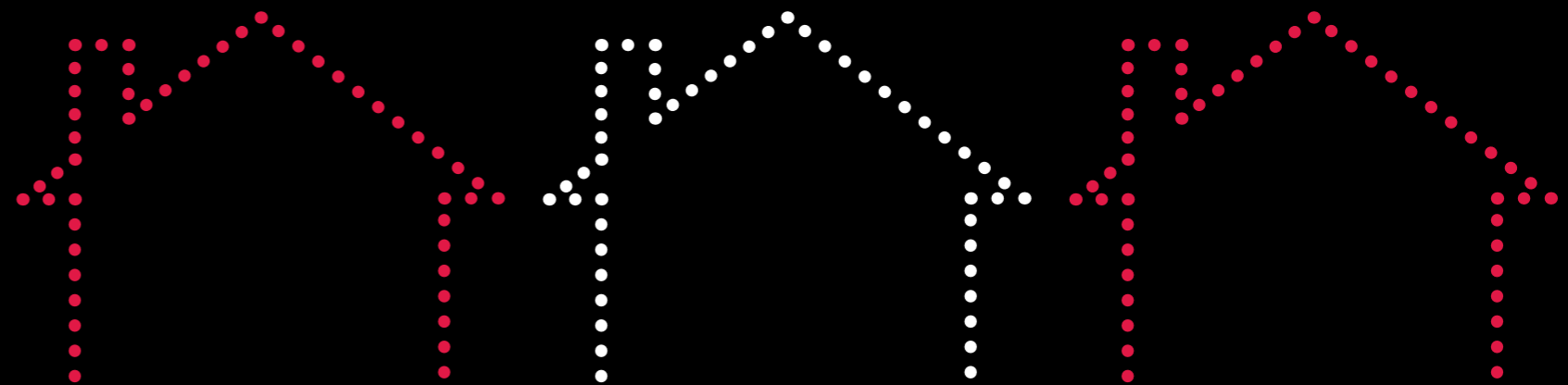
***RIGHT ASK IN, SEE ENHANCED RETURNS**

TANGIBLE:

RAISER is a data insight tool which makes your doordrop, cold mail and insert campaigns more successful.

We've found it increases fundraising appeal response rates by as much as 20%.

And income by as much as 50%.

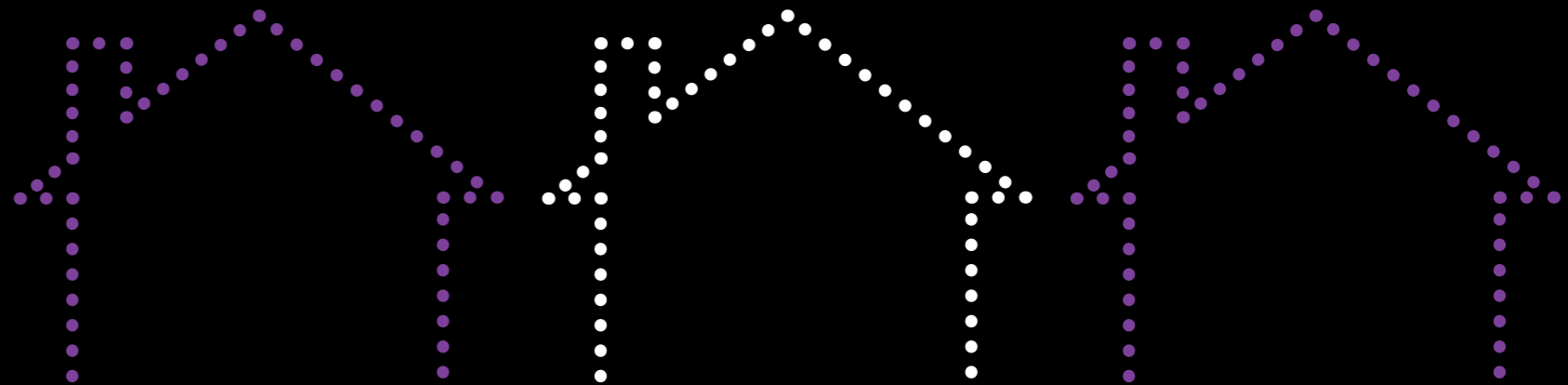


TANGIBLE:

RAISER overlays the average donation level of your current supporters in the postcode regions you're targeting for acquisition.

Then we use that average donation to decide the best ask level in the acquisition campaign.

And we vary the ask from postcode to postcode, to match the average gift given by current supporters in that region.



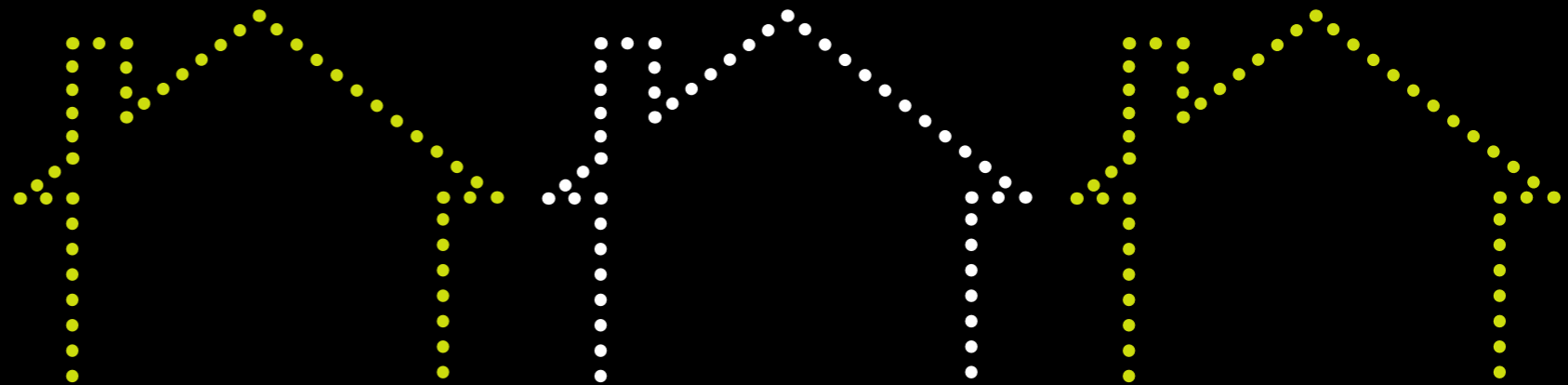
TANGIBLE:

For example.

A typical doordrop campaign might include a cash ask of £15, £20 and £25 to everyone.

But RAISER might show that supporters in a certain area give an average of £11.

So why send your prospects a doordrop where the minimum prompt value (£15) is higher than the average gift (£11) of existing supporters in that area?



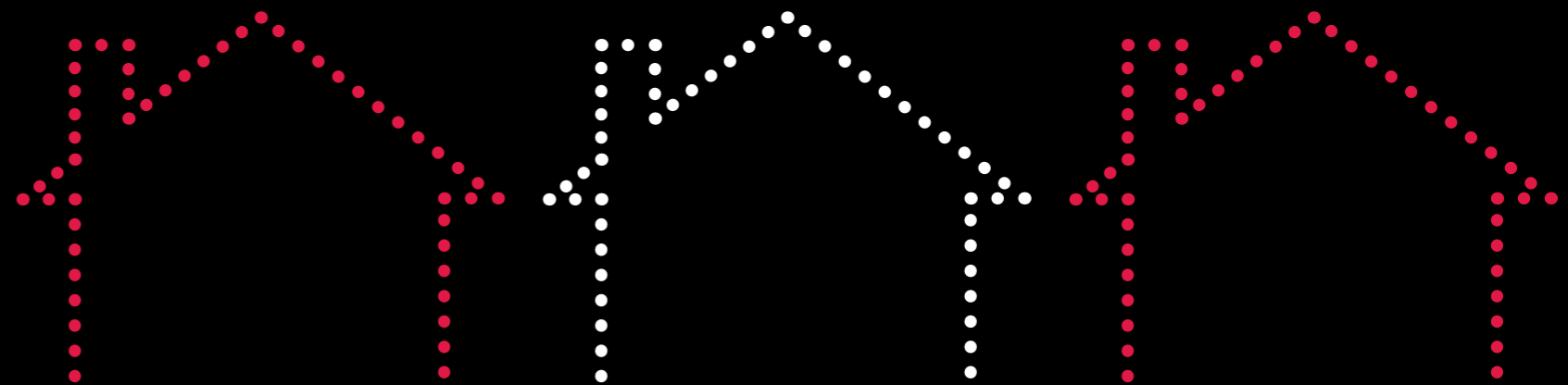
TANGIBLE:

Thanks to RAISER, in areas where the average gift from existing supporters is lower, we can reduce the doordrop ask.

Which means we're not putting off people for whom the 'standard ask' might have been too high.

And in areas where the average supporter gift is higher, we can raise the ask.

So we're not asking too little of those who would have been willing to give more.



TANGIBLE:

RAISER can be used for doordrops, inserts, cold mail... and perhaps even regionalised press.

We're already using this data insight tool with several charities – and they're reaping the rewards.

**Response rates up by as much as 20%.
Income up by as much as 50%.**

