

HOW HABITAT FOR HUMANITY AUSTRALIA FOUND A SOURCE OF REGULAR GIVERS THAT OUTPERFORMED ALL OTHERS

THE CHALLENGE

Habitat for Humanity Australia is committed to giving families and children more access to safe, affordable housing. To expand its regular giving program, the organisation needed a source of new donor prospects who could be contacted by phone.



THE STRATEGY

Care2 asked its members to sign a pledge in support of Habitat for Humanity's mission. Signers were also asked to provide their phone numbers in order to be contacted through a telemarketing program.

In 5 months, Habitat for Humanity Australia collected 5,000 new and engaged donor prospects with verified phone numbers.



THE RESULTS

Out of a test of six different donor prospect sources, Care2-recruited supporters came out on top with the highest conversion rate to regular givers.



Care2 outperformed 5 other donor prospect sources



4.7% average conversion rate from supporter to regular giver



Habitat for Humanity converted 158 new regular givers