

Donor Retention Strategy Plan

World Vision Singapore • 6 April 2006



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Faced Challenges

Phase-out in 2002 vs. 2005

% Accept phase-out replacement

2002 — K. ADP (79.0%)

2002 — P. ADP (74.7%)

2005 — M. ADP (63.2%)

Faced Challenges

Explanatory Approaches: (by Irene S.)

- Phase-out is a time for sponsors to renew their sponsorship
- Many feel they have fulfilled their commitment
- Some are less willing to make another commitment due to less positivism about future financial situation

Faced Challenges

Conclusion:

- Phase-out is a critical season that requires special care and attention
- No “business as usual” —
Sponsors quit or continue
- Particular investments (time and money) needed during this stage

Fivefold Strategy

I.
Banquet

Banquet (1/5)

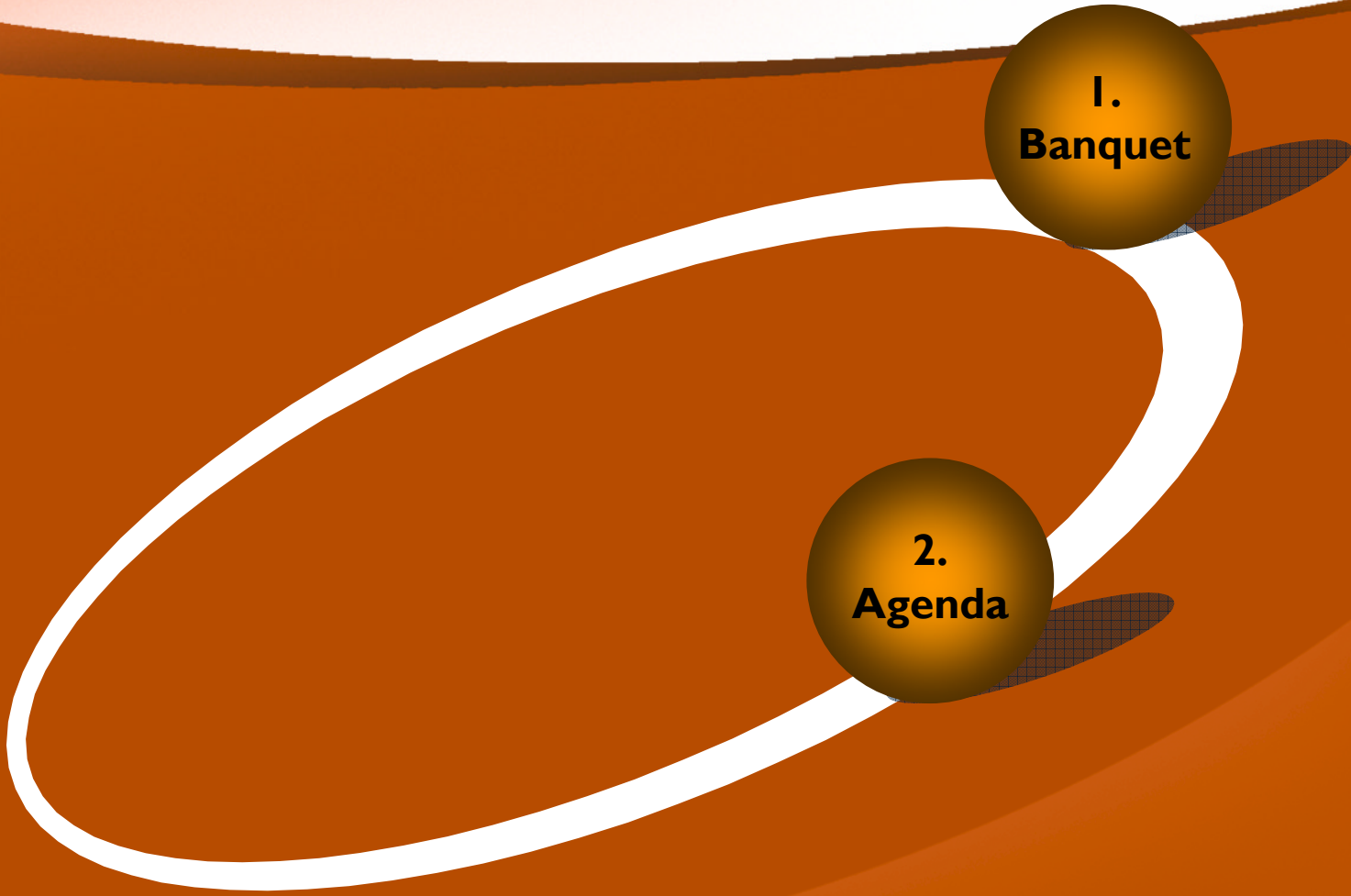
:: CELEBRATE SUCCESS

1. Close ADP with a “bang”
2. Invite sponsors to a party
3. Create festive mood with food & music
4. Get event sponsorship for incidentals

Fivefold Strategy

**1.
Banquet**

**2.
Agenda**

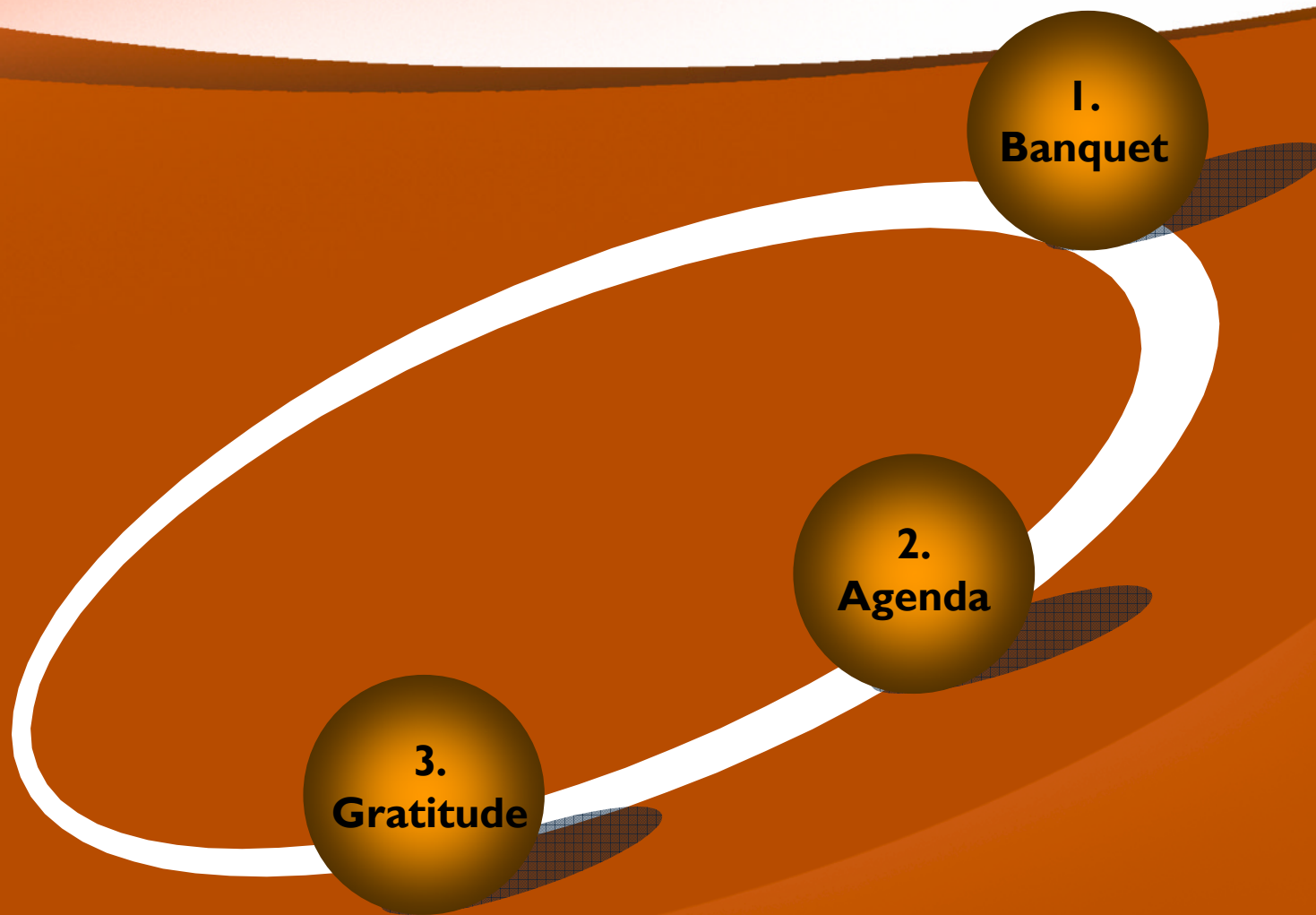


Agenda (2/5)

∴ LOOK AT TRANSFORMATION

1. Create engaging evening programme
2. Show ADP video (before & after)
3. Tell ADP stories and testimonies
4. Invite sponsored child from ADP

Fivefold Strategy

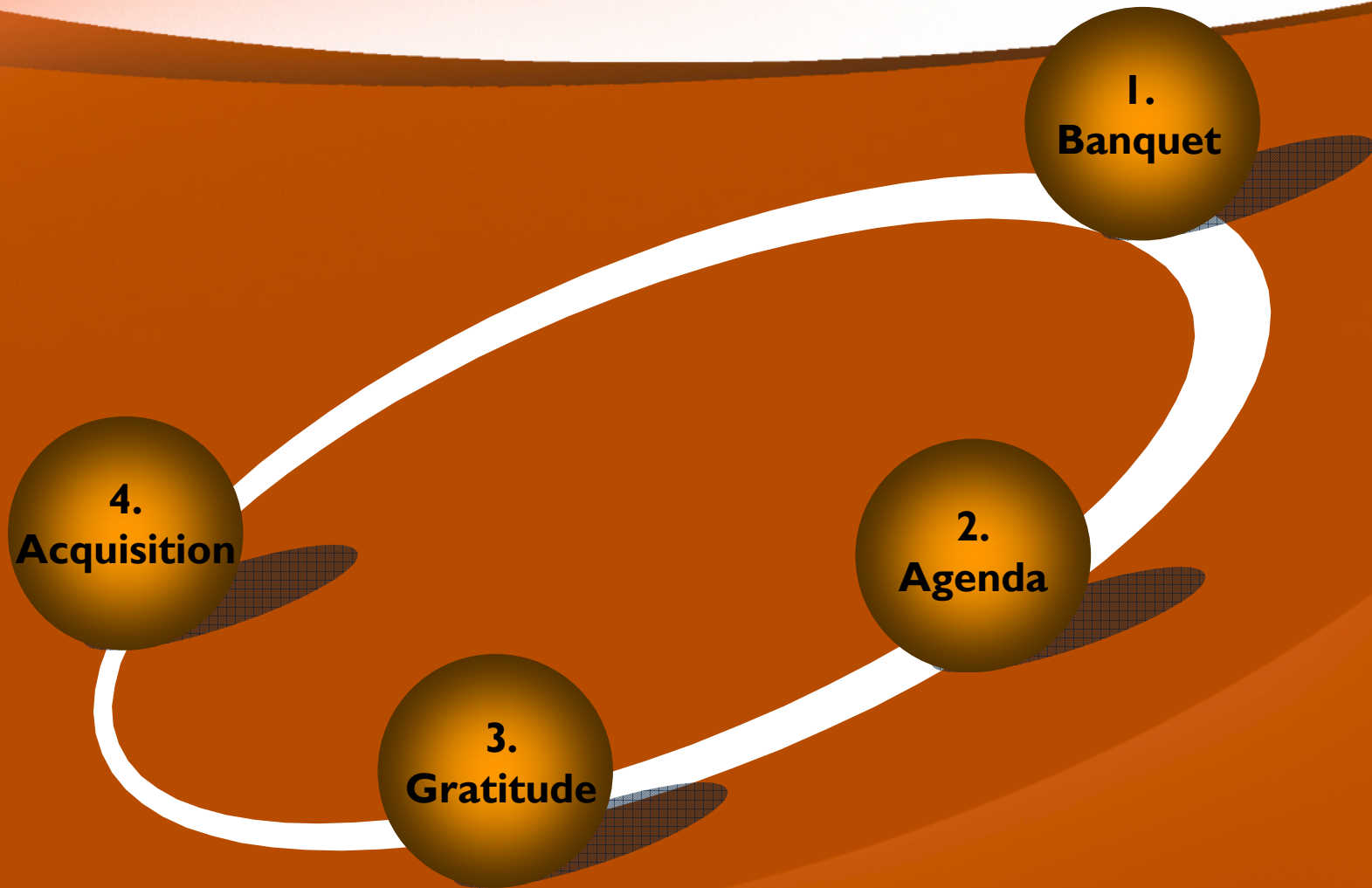


Gratitude (3/5)

:: OPENLY THANK SPONSORS

1. “Return and give thanks” (Lk.17,18)
2. Give each child sponsor small gift
3. Invite sponsored children to say, “thank you”
4. Generic “Thank You” (video example)

Fivefold Strategy

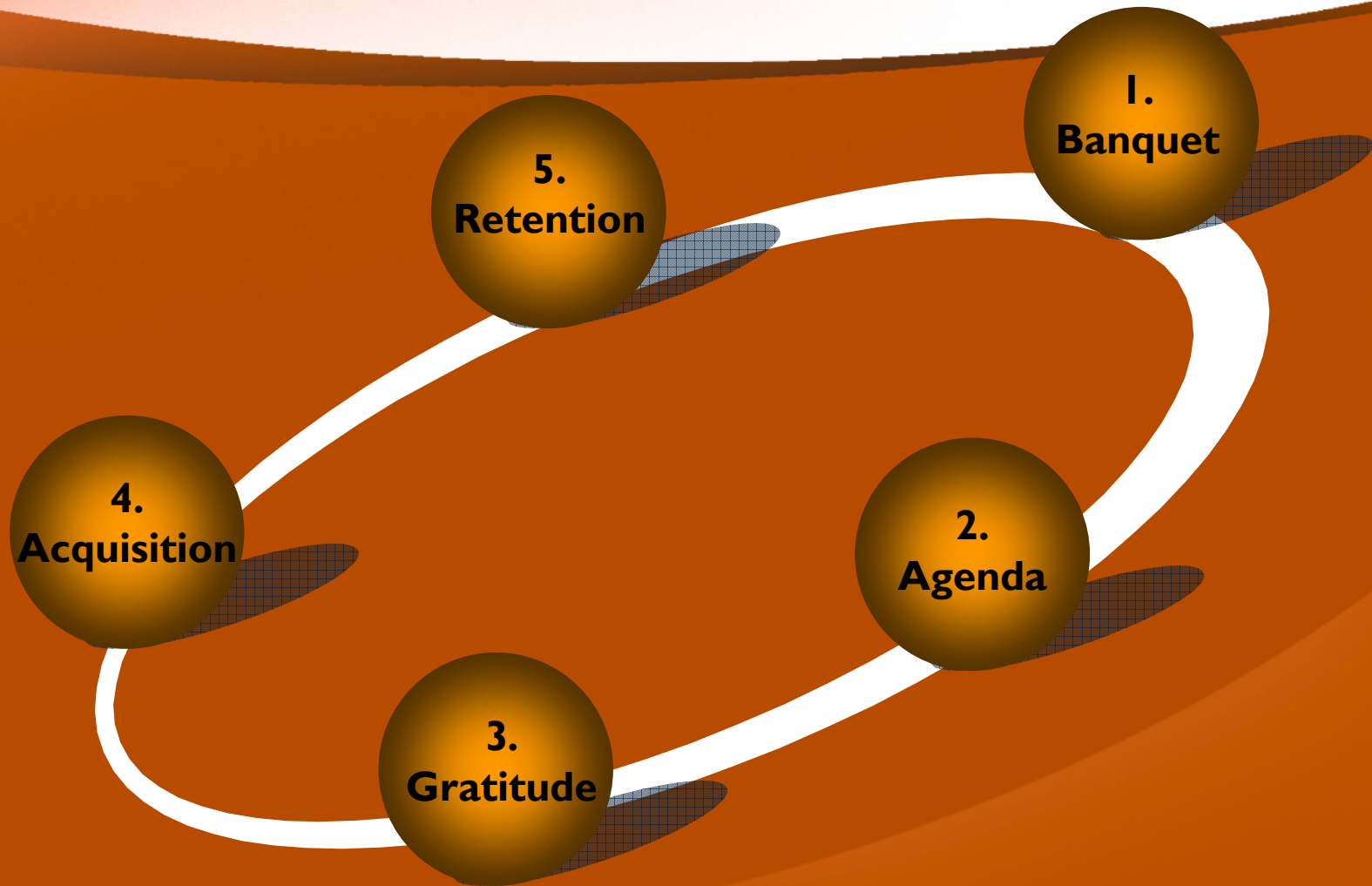


Acquisition (4/5)

∴ SHOWCASE WORLD VISION

1. Show the different faces of World Vision
2. Introduce sponsors' friends to World Vision
3. Strengthen relationship with donor community
4. Acquire new child sponsors

Fivefold Strategy



Retention (5/5)

:: ENVISION NEW ADP

1. Introduce new ADP
2. Present need (“before-video”)
3. Invite immediate response
4. Bring sufficient picture folders



Summary (1/5): **Banquet**

Celebrate past ADP success with child sponsors

Summary (2/5): **Agenda**

- C**elebrate past ADP success with child sponsors
- L**ook at successful community transformation in detail

Summary (3/5): **Gratitude**

- C**elebrate past ADP success with child sponsors
- L**ook at successful community transformation in detail
- O**penly thank sponsors for their involvement

Summary (4/5): **Acquisition**

- C**elebrate past ADP success with child sponsors
- L**ook at successful community transformation in detail
- O**penly thank sponsors for their involvement
- S**howcase World Vision to friends and family

Summary (5/5): **Retention**

- C**elebrate past ADP success with child sponsors
- L**ook at successful community transformation in detail
- O**penly thank sponsors for their involvement
- S**howcase World Vision to friends and family
- E**nvision new ADP for ongoing support

Fivefold Strategy:

(Summary)

Celebrate past ADP success with child sponsors:

BANQUET

Look at community transformation in detail:

AGENDA

Openly thank sponsors for their involvement:

GRATITUDE

Showcase World Vision to friends and family:

ACQUISITION

Envision new ADP for ongoing support:

RETENTION

“ If you don't believe in miracles you are not a realist. ”

—David Ben Gurion,
Israel's first Prime Minister

“ Thank you! ”

