

# Great Ormond Street and street recruitment

## Key Points

1

Donor interviews revealed that different behaviours correlated with patterns of motivations and personality profile irrespective of factors such as age

2

Analysis identified answers to three questions that correlated with donors who were most like traditional supporters, those with motivations and preferences correlated with face to face loyalty and those with a propensity to cancel

3

Conversion rates in the initial sign up process showed a measurable increase when the new materials were introduced

4

Retention levels have increased by 11%. This represents a significant uplift in profitability for the campaign

## Situation

Face-to-face fundraising is currently one of the fastest-growing techniques for fundraising in the UK. It results in regular donations by direct debit which are vital for the charity when it comes to financial planning.

Great Ormond Street Hospital in London cares for 90,000 children each year from all over the world suffering from rare, complex and often life-threatening conditions. Great Ormond Street Hospital Children's Charity (GOSHCC) aims to raise over £20 million this year to keep the hospital at the cutting edge of paediatric medicine.

GOSHCC was especially keen to find a way of enhancing the retention rate of donors recruited on the street by face-to-face fundraisers. The charity approached ESP to use its groundbreaking cognitive science methods to maximise donor loyalty.

Jim Brackin, ESP's director of insight, said:

**“The people who are recruited face-to-face are worth a great deal to charities. However, because it's all done on the spur of the moment, it's important to consider ways to reinforce loyalty.”**

## Method and Findings

ESP telephone interviewed samples of donors recruited on the street, including those who had then continued their commitment with the charity and samples of those who cancelled their monthly donations early in the relationship. Using their state-of-the-art Behavioural Filters computer programme,

the psychographic marketing consultancy looked into the types of people who exhibited these different behaviours.

Whilst there was an expectation that characteristics like age or socio-demographics would feature in the analysis, the unique processing of the donor interviews revealed that the different behaviours correlated with patterns of motivations and personality profile irrespective of factors such as age.

The information was used in a uniquely scientific way to predict how people would respond to different stimuli and helped develop programmes that would trip all the right psychological triggers to keep them loyal to the hospital.

**“The way we work at ESP removes the guesswork from marketing campaigns. We don't rely on our 'gut feeling' of what will work and instead use psychometrics to help develop campaigns that target the customer more scientifically.”**

Jim Brackin, ESP

## Actions

Initially, ESP's role was to develop a fulfilment pack to help with retention. In fact, the findings also led to the development of new materials for use at the sign-up stage that would endear people to the hospital for the long as well as the short term.

One of these was a 'children's party bag' for the face-to-face fundraisers to hand out to donors. The bag, which combines information about GOSH with fun gifts including a maze toy, pen-holder, balloon and a badge, increases the prospect of donors staying loyal.

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It also satisfies GOSHCC's objective of thanking regular donors with a present that is associated with children.

In addition, GOSHCC's agency for donor development was briefed and provided with guidelines for matching ongoing communications to the groups identified.

Crucially, the research analysis identified answers to three questions that correlated with donors who were most like traditional supporters, those with motivations and preferences correlated with face to face loyalty and those with a propensity to cancel.



Incorporating these questions into the recruitment process allowed the agency to apply the most appropriate contact strategies and materials.

**“We did the research and ran the results through our system to give us a set of profiles. We used these to work out how to push these people's buttons to trigger their loyalty”**

Jim Brackin, ESP

## Results

First, conversion rates in the initial sign up process showed a measurable increase when the new materials were introduced.

Catherine Lundy, head of donor marketing at GOSHCC, said:

**“We're very excited about this party bag because it's so different from anything that's been done before. Our fundraisers are very proud to be handing them out and they say that members of the public are responding very well to them.**

**When they see other people in the street with the bags, it sparks their interest and they want to know more.”**

The primary objective was an increase in retention, through and beyond the first three months of the direct debit process. Tracking of these donations for this initial period of the new campaign indicate that retention levels have increased by 11%. This represents a significant uplift in profitability for the campaign.

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