



## **Catapult Fundraising's *AF Connect* Calling Program Secures Over \$500,000 in Annual Fund Support for Iona College**

**The Situation:** Catapult Fundraising partnered with Iona College, located in New Rochelle, NY, to provide an annual giving telephone outreach program to solicit current donors, lapsed donors, and non-donors in the Fall of 2019. Catapult partnered with the College to solicit gifts for the annual fund, cultivate these prospects, and gather feedback and update personal information.

The College had previously been conducting an on-campus phone program using student callers and secured an average of \$80,000 per year.

With the goal of increasing the results of the phone program and freeing up development staff time to focus on major gifts, the College partnered with Catapult Fundraising to outsource the program using Catapult's team of callers.

**The Goals:** Iona College had several key goals for the calling program:

1. Steward and renew donors
2. Bring lapsed donors back into the fold and acquire new donors
3. Upgrade current donor levels of giving by soliciting multiple installment gifts, which also instills a habit of giving
4. Create a pipeline for major gifts

**The Process:** Catapult's methodology mimics face-to-face solicitation techniques. Catapult worked with the College to identify prospects for the calling program. Once the calling pool was selected, each prospect was mailed a pre-call letter, signed by a volunteer. The letter signer's personal story, including their reasons for supporting the College, were highlighted in the letter. Also included was the case for support for the Annual Fund and a personalized ask amount for each prospect.

Catapult assigned individualized ask amounts based on each prospect's giving history over the last five years. Catapult's fundraising specialists reached out to each prospect to follow-up on the letter, to thank each prospect for their previous giving when applicable, to build relationships, and to solicit a new gift for the annual fund.

Donors who made a pledge commitment through Catapult’s telephone outreach program were sent a thank you letter from the original letter signer and a pledge confirmation within 48 hours of the phone call.

**The Result:** The four-month calling program yielded the following results:

<b>Total Dollars Pledged:</b>	<b>\$277,554</b>
<b>Pledge Rate:</b>	<b>61%</b>
<b>Average Pledge:</b>	<b>\$427</b>
<b>Number of Pledges:</b>	<b>650</b>
<b>Number of Pledges Over \$300:</b>	<b>115</b>
<b>Cost per dollar:</b>	<b>\$0.15</b>

In comparison to the College’s on-campus calling program using student callers, *Catapult Fundraising increased total dollars raised by 247%*.

**Conclusion:** Based on the outstanding results and the positive response from the prospects solicited, a combination mail/phone program for annual giving is the best way to upgrade current donors and renew lapsed donors at a low cost-per-dollar.

### **Program Roll-Out**

**Spring 2020:** As a result of the highly successful calling program, the College partnered with Catapult to conduct a Spring calling program.

Catapult’s fundraising specialists contacted longer lapsed and non-donor prospects, as well as donors for a second gift. This effort resulted in an additional \$56,736 raised.

Fall 2019 Total Dollars Raised:	\$277,554
Spring 2020 Total Dollars Raised:	\$56,736
<b>Total Raised from 2019-2020 Calling Programs:</b>	<b>\$334,290</b>
<b>Cost per dollar from both programs:</b>	<b>\$0.26</b>

**Fall 2020:** Catapult is currently working on a Fall 2020 & Spring 2021 program. To date, the calling program has raised an additional \$189,081, bringing the total to \$523,271 raised at a cost per dollar of \$0.25 since the partnership began in 2019.

Despite the pandemic, we are currently finding an increase in average pledge, number of pledges secured, gifts over \$300, and a decrease in cost per dollar.