



# **Public Fundraising Symposium**

**Getting it Right:  
Regulation & Best Practice**

# Cold Acquisition Doing the Two Step



Towards Zero Deaths







# Breast Cancer Foundation NZ

- Established in 1994 with a mandate to raise awareness of the importance of early detection.
- Focused on breast health education, funding medical research and providing practical assistance for New Zealanders' affected by breast cancer.
- Non-government funded charitable trust, governed by a Board of Trustees.
- Guided by a dedicated Medical Advisory Committee consisting of experts across many disciplines of breast cancer.





**Breast Cancer  
Foundation NZ**

**Jane Carlson**

Individual Giving Manager

# What we do

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## Awareness and Education

Educating and awareness-raising: spreading knowledge, saving lives



## Research

Investing in research and medical grants: expanding horizons, searching for discoveries



## Support

Supporting those with breast cancer: listening, lifting spirits, helping recovery



## Advocacy

Advocating for change: speaking up, speaking out, standing strong



Events, peer to peer, and community fundraising.



**PINK  
RIBBON  
BREAKFAST**

Breast Cancer  
Foundation NZ



**PINK  
RIBBON  
APPEAL**

Breast Cancer  
Foundation NZ

Pink  
for a  
day



Breast Cancer  
Foundation NZ

**PROUD  
COMMUNITY  
SUPPORTER**



Breast Cancer  
Foundation NZ



Breast Cancer  
Foundation NZ



## Business partner recognition

Breast Cancer Foundation NZ is grateful for the support of the following business partners:

### Corporate partners



### Major trusts/grants



### Diamond partners



### Gold partners



Jeuneora®



### In-kind partners

Ford NZ & John Andrew Ford, Ogilvy NZ, Bell Gully, Soar Print, Spark Foundry, Post Haste, Eftpos New Zealand, Stratos, Spark Foundation

# Why Regular Giving?

- To have a more sustainable and predictable income.
- To de-risk our income streams.
- The potential for growth in our regular giving programme



- The vision of the club is the same as our organisation vision.
- Zero deaths from breast cancer.
- With the proposition of:
  - *“Join a determined community of regular givers, helping to achieve zero deaths from breast cancer”*
- We launched it with a direct mail pack and warm phone campaign.

## Why we need cold acquisition.

- Started with warm leads with a programme to convert our peer to peer fundraisers which met KPIs and was successful.
- Running low on leads so we needed a new strategy.
- The database was declining not growing.
- BCFNZ hadn't invested in cold acquisition for a number of years 2015/16.

## Why two-step regular giving?

- We wanted to try generating leads through social and converting them with telefundraising. Digital only conversion has low conversion rates.
- Telefundraising was something that the organisation had experience with and so was a good place to start with acquisition.



## Partnering with an agency

- We had limited capacity to create social and digital content in house and and this was our first time doing this kind of work.
- An experienced agency was required, and we chose Parachute Digital as our partner, because of their strong track record.

# The campaign approach for lead generation

- Develop three different concepts to test in market.
- Test lead forms versus landing pages.
- Test SMS in the journey.
- Test different asks in the journey (RG, single gift).
- Generate quality cost-effective leads for the telefundraising agency.
- The channel used would be Facebook.

# Phase 1 – Testing the three concepts

## Concepts – young women

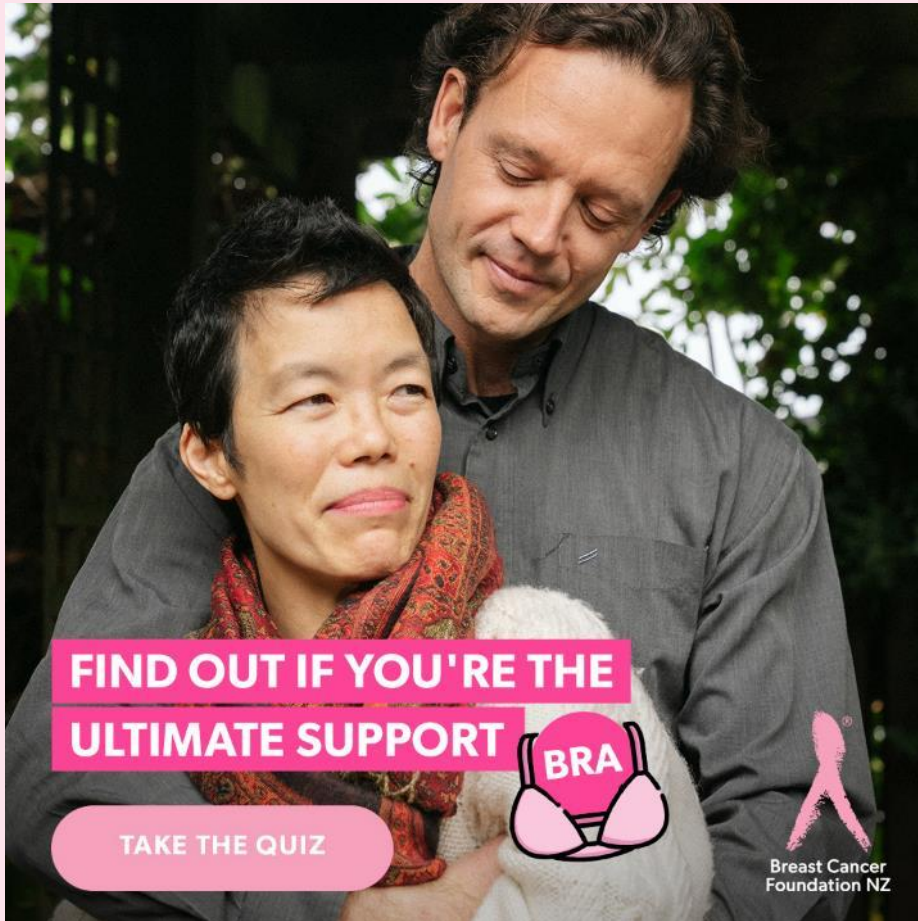


# Concepts – zero deaths





# Concepts – support bra

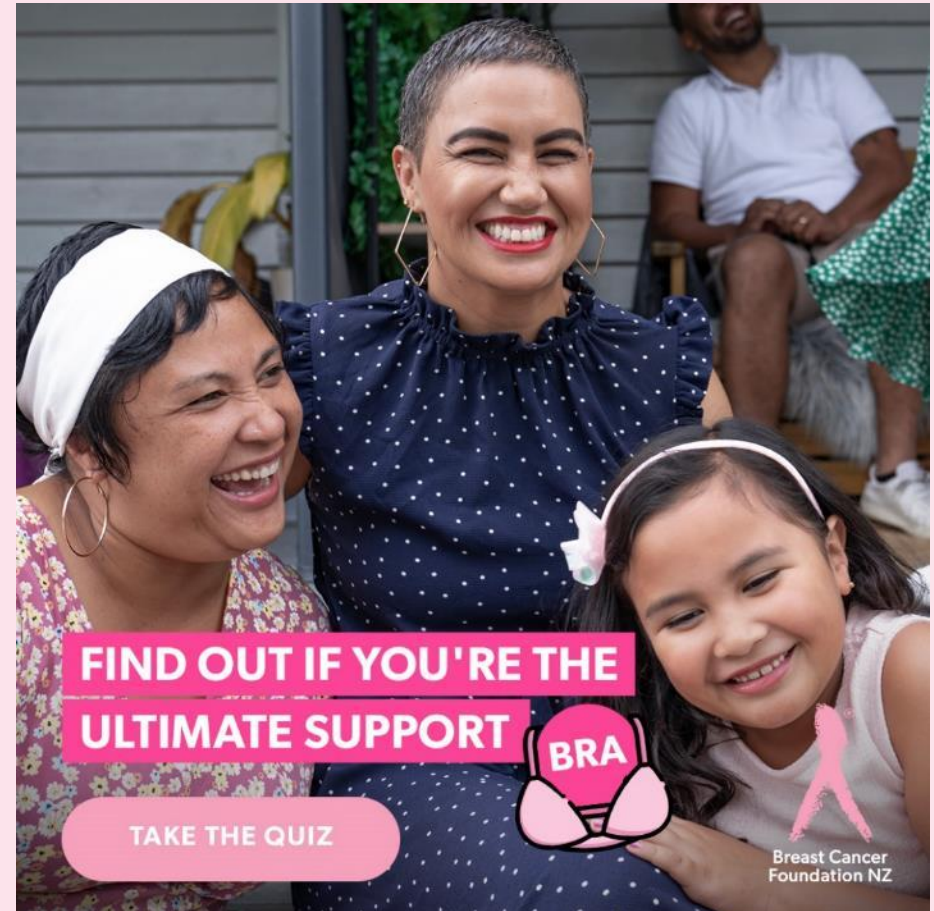
A photograph of a man and a woman in an outdoor setting. The man, with dark hair and a grey shirt, is leaning over the woman, who has short dark hair and is wearing a red patterned scarf. They are both smiling warmly at each other.

**FIND OUT IF YOU'RE THE  
ULTIMATE SUPPORT**

**BRA**

TAKE THE QUIZ

Breast Cancer  
Foundation NZ

A photograph of a woman and a young girl. The woman, with short dark hair and a blue polka-dot top, is smiling broadly. The girl, with long dark hair and a white headband, is also smiling. They are outdoors, with a man in a white shirt visible in the background.

**FIND OUT IF YOU'RE THE  
ULTIMATE SUPPORT**

**BRA**

TAKE THE QUIZ

Breast Cancer  
Foundation NZ

# Examples of Facebook adverts – zero deaths

**Breast Cancer Foundation NZ**  
Sponsored · 1/5

Leehane was devastated when she heard "your cancer is back."


She'd already endured a treatment regime that involved mastectomy, radiotherapy, and hormone therapy.

After three years, she thought she was in the clear - but she wasn't. She was about start reconstruction surgery when she learnt the cancer had returned and had spread to her liver.

Right now, too many Kiwi women are dying from breast cancer. We must:


- ✓ Ensure women receive the best possible support
- ✓ Break down the barriers that prevent women being tested
- ✓ Demand the latest treatments are available to Kiwis

SIGN NOW and say YES - #ZeroDeaths from Breast Cancer!



YES - #ZeroDeaths from Breast  
FORM ON FACEB...

Sign Up



DEMAN #ZeroD  
FORM ON FACEB...

Sign Up

Like Comment Share

**Breast Cancer Foundation NZ**  
Sponsored · 1/5

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#ZeroDeaths FROM BREAST CANCER

FORM ON FACEBOOK  
YES - #ZeroDeaths from Breast Cancer

Sign Up

Like Comment Share


**Breast Cancer Foundation NZ**  
Sponsored · 1/5

Did you know that 650 Kiwi's die of breast cancer every year?

Breast cancer doesn't have to be a death sentence. Every woman should have the chance to beat it!

Please STAND WITH LEEHANE and countless more women who urgently need a breakthrough.

SIGN NOW and say YES - #ZeroDeaths from Breast Cancer!



YES - #ZeroDeaths FROM BREAST CANCER

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#ZeroDeaths FROM BREAST CANCER



FORM ON FACEBOOK  
YES - #ZeroDeaths from Breast Cancer

Sign Up

Like Comment Share



# Examples of Facebook adverts – young women

**Breast Cancer Foundation NZ**  Sponsored · 

Tash was just 23 years old when she was diagnosed with triple positive breast cancer.


Young women with cancer are nearly twice as likely to have large tumours. Tash was one of the lucky ones, she responded to treatment.

But tragically, it's often fatal – we must change this and ACT NOW.

STAND WITH young women like Tash facing breast cancer and DEMAND:

- ✓ Funding for a four-year study to understand why breast cancer differs in young women
- ✓ Development of a tool so doctors can predict survival and choose the best treatment
- ✓ Full access to clinical trials and preventative tools
- ✓ More support for during their diagnosis




SIGN NOW!





**STAND WITH YOUNG WOMEN FACING BREAST CANCER**

FORM ON FACEBOOK  
Stand with Young Women Facing Breast Cancer

[Sign Up](#)


 Like  Comment  Share

**Breast Cancer Foundation NZ**  Sponsored · 

Helena was just 31 when she was diagnosed with breast cancer. She underwent treatment to stop the cancer. But only three years later, it spread to her liver.

Sadly, we lost her to breast cancer at the age of 37.

STAND with Helena and demand change for young women facing breast cancer. SIGN NOW!



**to stop the cancer.**

FORM ON FACEBOOK  
Stand with Young Women Facing Breast Cancer

[Sign Up](#)

**Breast Cancer Foundation NZ**  Sponsored · 

Right now, young Kiwi women have one of the worst breast cancer survival rates.

The younger you are, the deadlier breast cancer can be.

We must ACT NOW and DEMAND change.






*"One of the hardest things was learning I had cancer at 35"*

FORM ON FACEBOOK  
Stand with Young Women Facing Breast Cancer

[Sign Up](#)

 Like  Comment  Share


# Examples of Facebook adverts – support bra

 **Breast Cancer Foundation NZ**  Sponsored · 



♥ Being told you have breast cancer is one of the most difficult experiences anyone can have.

Are you like Urzila and need some pointers on how to support your loved one? What do you say? What don't you say? You don't want make things worse!

Take the quiz and see how you rate as a support bra! Don't worry, we'll offer some pointers so you don't make the same mistakes.

 Breast Cancer Foundation NZ

**HOW DO YOU RATE AS A SUPPORT BRA?**

FORM ON FACEBOOK  
**Need Some Help? Take the Quiz** [Learn More](#)

 **Breast Cancer Foundation NZ**  Sponsored · 

Being told you have breast cancer is one of the most difficult experiences anyone can have.

As a loved one or friend what do you do? What do you say? More importantly, what don't you say? You don't want make things worse!

Take the quiz now and see if you're the ultimate support bra! Don't worry we'll offer some pointers too.



**FIND OUT IF YOU'RE THE ULTIMATE SUPPORT BRA**

[TAKE THE QUIZ](#)   Breast Cancer Foundation NZ

FORM ON FACEBOOK  
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 Like  Comment  Share

# Support bra video content





# WHAT TO SAY WHEN SOMEONE HAS BREAST CANCER

## AND WHAT NOT TO SAY



You're here because you probably know someone who's had a breast cancer diagnosis. We know it's a difficult time, not just for the patient but for friends and family too.

The GOOD NEWS is that we're here to help in any way we can.

Here are some examples of things that have been said to people with breast cancer – and some suggestions of what to say instead.



**Don't say** - You'll be fine!

This is well meaning but prevents patients from being able to express their fears.

**DO SAY:** I'm so sorry to hear that. Do you want to tell me about what's going on or should we talk about other things?



**Don't say** - Stay positive.

This puts unfair pressure on people.

**DO SAY:** I'm sure you'll have your ups and downs. Do call me if you're having a down day and we can do something together.



**Don't say** - My friend/aunt/cousin died of breast cancer.

**DO SAY:** So many women live long lives after breast cancer thanks to improved treatments.

Breast cancer is very individual and most women will survive, particularly if their breast cancer is caught early.



**Don't ask** - What caused it?

**DO** – Be caring. Don't blame the patient! Listen to their story.



**Don't say** - Well, at least you can get a free boob job.

**Do we have to comment?** Really?! Don't even go there.



**Don't say** - If you need any help, let me know.

Again, this is well-intentioned, but often people won't ask for help even when they really need it.

**DO make a specific suggestion e.g.** How about I bring dinner on Monday or pick the kids up after school on Thursday?

We hope this guide helps you become the ultimate support person for your loved ones!

For more information  
0800 BC NURSE (0800 226 8773)  
[www.breastcancerfoundation.org.nz](http://www.breastcancerfoundation.org.nz)



## What was the winning concept ?

- It was based not just on cost per lead and the number of leads but also on the number of conversions through the telefundraising.

**Support bra was the  
winner!**

## Audience demographics

- 96% of leads delivered were female.
- Popular age groups were from 35 – 65+
- The 35-44 age group was the sweet spot, delivering a 36.49% lead CVR.



Breast Cancer Foundation

NZ

Sponsored · 🌐



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FORM ON FACEBOOK

**Are you the ultimate support bra? Take the quiz**

[Learn more](#)



# Results


	Young women	Support bra	Zero Deaths
Leads	628	411	709
Cost per lead	\$1.09	\$1.63	\$0.97
RG conversion	6.41%	10.56%	7.3%

# Telefundraising

- Generating leads is only half the story
- The conversions are the most important part and for that we needed a telefundraising agency.
- Leads were sent to the agency using an API with Zapier so they could be called as quickly as possible.
- Leads were also sent back to us and loaded into Salesforce.

## Phase two – Scaling up

# Landing page



**YES - #ZeroDeaths  
FROM BREAST  
CANCER**

You can help stop Kiwis  
dying from breast cancer

Tragically, 650 Kiwis die of breast  
cancer every year. Breast cancer  
doesn't have to be a death sentence.  
Every woman should have the  
chance to beat it!

Sign your name today and  
help save lives!

**#ZeroDeaths from  
breast cancer – I agree!**

I agree that together we can achieve  
#ZeroDeaths from breast cancer  
and save our wives, mothers, sisters,  
daughters, aunts, and friends.

\*Required

First name\*

Last name\*

Email\*

Phone number\*

**SIGN NOW**

Women like Leehane know this all too well. She was devastated when she heard "your cancer is back." She'd already endured three years of gruelling treatment when she learnt the cancer had returned and spread to her liver. **She thought she was in the clear - but she wasn't.**

Right now, too many women like Leehane are dying from breast cancer.

**We urgently** need to do everything we can to ensure Kiwi women are given the best chance to survive breast cancer NOW.

**We urgently demand:**

- More support for women to get them through the most difficult time of their lives.
- More cutting-edge research to deliver better treatments
- Funding for the best available drugs
- Public education so more women receive an earlier diagnosis, meaning their breast cancer is easier to treat

[Sign your name today](#) and help save lives!

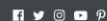
*"Miffy never lost hope that there was  
something that would save her. It  
wasn't to be - not for us. But I believe  
that one day there will be zero deaths  
from breast cancer".*

Please sign your name today  
and help save other lives.

**SIGN NOW**



[Terms & Conditions](#) [Privacy Policy](#)



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Charities Act 2005 registration RCC30021. See our registration details on the [Charities Commission website](#)

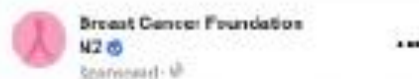
## Phase two results

- We turned off concept 1 and 3 and focused the campaign on concept 2 - the quiz.
- Phase 2 of the campaign delivered a total of 2594 leads. The CPL jumped throughout this period due to form updates, FB ad rejections and rising media costs due to the busy Christmas period.



## Phase two results

- Overall, we were still able to drive an overall CPL of \$5.63 vs \$6.13 forecasted for this phase.
- These leads delivered 147 new RGs at 7.5% CVR and a CPA of \$318 vs \$500 target.



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FORM ON FACEBOOK

Need Some Help? Take the Quiz

Learn more

Heather ... 173 comments 85 shares

Like Comment Share

1477 leads

\$3.53 CPL

8.03% CVR



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FORM ON FACEBOOK

Need Some Help? Take the Quiz

Learn more

Olivia Dud... 44 comments 11 shares

Like Comment Share

126 leads

\$4.39 CPL

1.27% CTR

11.28% CVR



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FORM ON FACEBOOK

Are you the ultimate support bra? Take the quiz

Learn more

Natalia Ca... 94 comments 28 shares

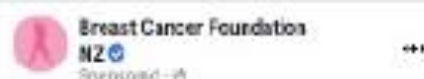
Like Comment Share

119 leads

\$12.67 CPL

0.89% CTR

13.68% CVR



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FORM ON FACEBOOK

Are you the ultimate support bra? Take the quiz

Learn more

Beverly Rh... 37 comments 13 shares

Like Comment Share

113 leads

\$4.88 CPL

1.13% CTR

21.73% CVR

# Audiences

- Audiences were separated into different segments, health and wellness, medical field, medical training, cancer-related, female advocacy and look alike audiences.
- The best-performing audience was health and wellness which delivered the most conversions at the lowest CPL.

# Retention

We had a journey that the leads were dropped into to keep them warm before they were called as well as to get additional conversions.

- Two SMS
- Seven emails
- Four different campaign landing pages.
- Parachute developed the content we created the automation journey in Pardot
- <https://www.youtube.com/watch?v=h52BrUTxvjE>

# Retention

- Once we had someone sign up they were switched onto our automated onboarding journey also in Pardot.
- New sign ups also receive a pack in the post with welcome letter, information about BCFNZ , BRA card and additional merch.



## Results (Parachute)

	KPI	Actual
No of leads	5600	4492
Media spend	\$37,000	\$16894
Contact rate	46%	62%
Conversion	5.5%	7%
Av gift	\$29	\$23
CPA	\$564	\$313
No of conversions	277	280

## Landing page

- The Facebook lead form was more successful at converting leads than the landing page , but the landing page was more successful at actual conversions.

## What happened next?

- Results of the 3 month trial campaign were presented to the board and on that basis, we got approved to make RG acquisition part of our business as usual.
- After a pause, the campaign has been restarted using the same creative and approach.
- We will continue the campaign using two-step over the next year.

## Learnings

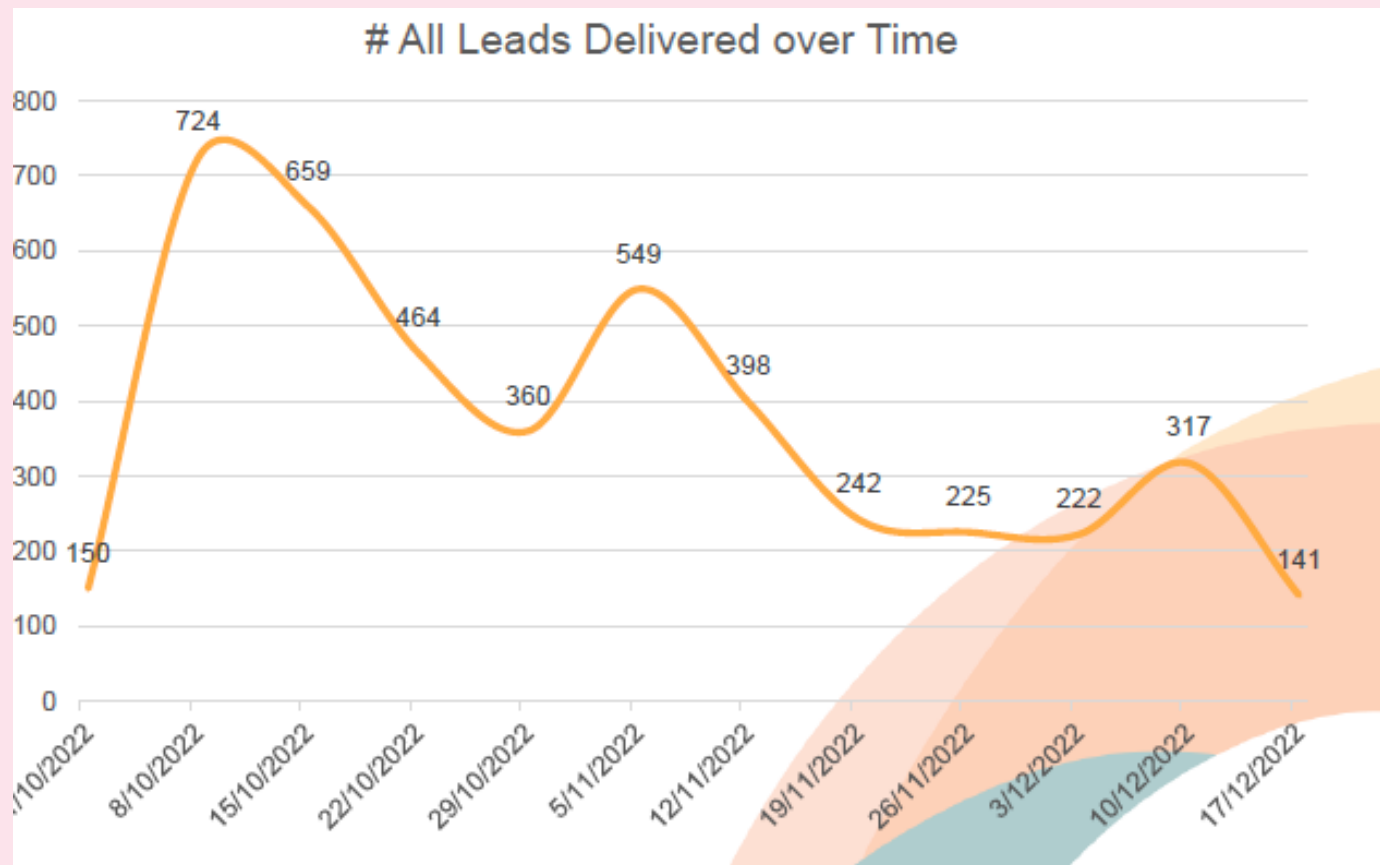
- Partner with agencies who have a good alignment with your values and that are an extension of the team.
- Follow the data.
- Monitor the campaign closely, keep an eye on CPL and conversion rates.
- You need telefundraising to convert the leads.

## Learnings

- Lead volume through a two step campaign can vary considerably.
- To ensure consistent lead volumes for the telefundraising agency its useful to have an alternate source of leads such as internal leads or purchased leads



# Learnings



# Challenges

- Cost and keeping an eye on ROI.
- Managing suppliers keeping performance up.
- Spam and scammers in the telefundraising space.
- Lack of regulation in the sector some guidelines would be useful, or a code of conduct.

# Challenges

- Measuring retention.
- Capacity and time.
- Analysis and modelling
- Content generation.
- Budgets and investment

## What's next

- Improve financial modelling around churn/attrition and income prediction.
- Making use of the leads we generated in the campaign in the fundraising mix.
- Improving the presence of RG on our website.

## What's next

- Strengthening onboarding journeys.
- Including a survey in the sign-up journey.
- Better use of SMS

## What's next

- Arrears calling and monitoring the programme more closely with our new Supporter Care Coordinator.
- Looking at different lead sources for the campaign.
- Appointing an agency to do an in-depth analysis of our database and realise any missed potential.



# Acknowledgements

- I'd like to acknowledge previous fundraisers whose hard work and innovation I was able to build on to create this successful campaign.

# Thank you.



Breast Cancer  
Foundation NZ

# Any questions?



Breast Cancer  
Foundation NZ





# **Public Fundraising Symposium**

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Regulation & Best Practice**