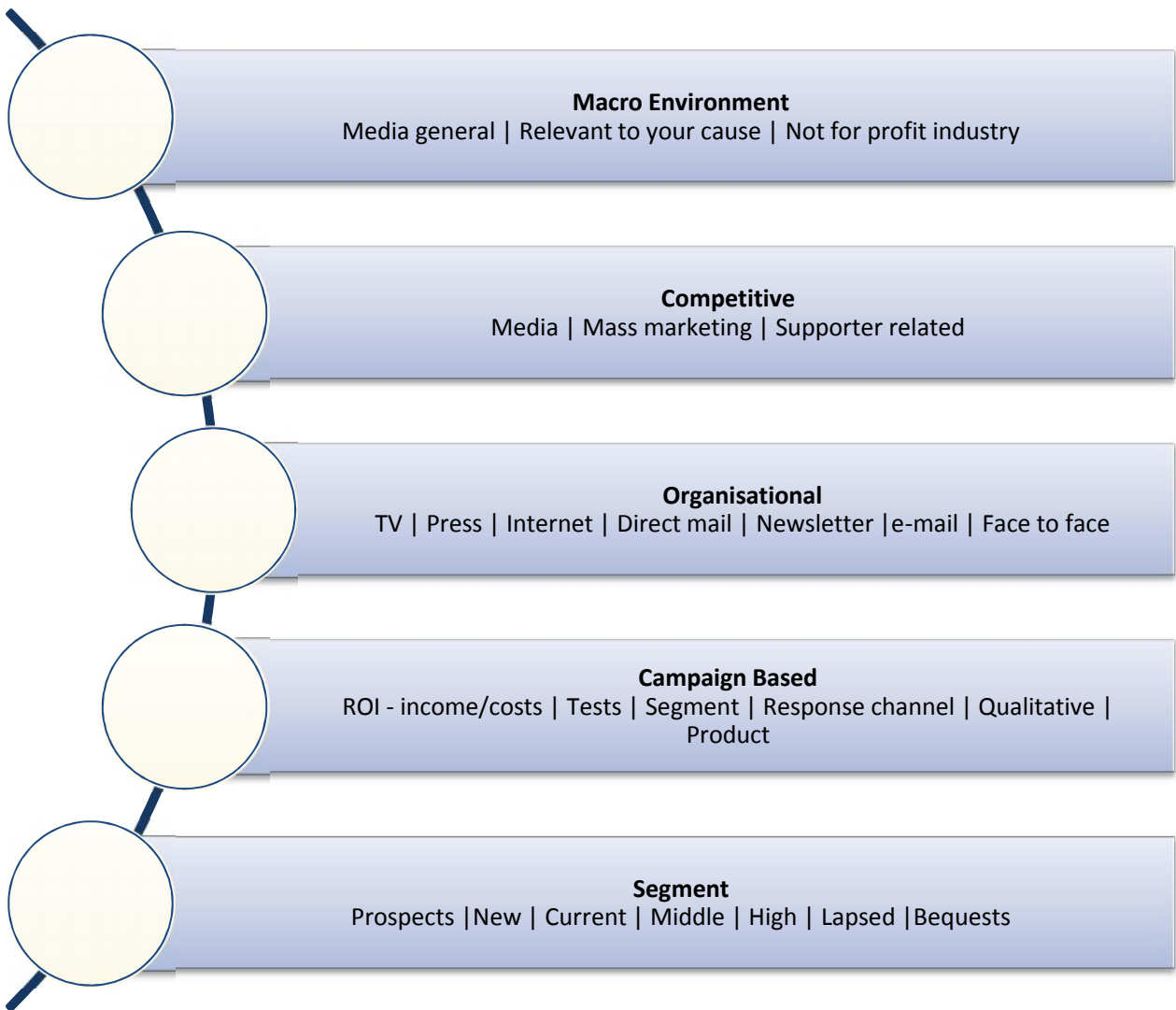




CLIENT QUARTERLY REVIEWS

A quarterly review is designed to hold a summary of what happened to your organisation and what happened around your organisation. It means that in the future any staff member who wants to draw on previous campaign information has a full picture about not only how the campaign performed but what were the internal and external factors that may have impacted on that. A building block of corporate knowledge.



Macro Environment

This is the space to remember what the big news of the day was. What was influencing public moods and attitudes in the timeframe? It's important to remember not just what the big events were but also prevailing attitudes and opinions getting media air time.

- **Media General**

- Disasters – Local and international
- Consumer Confidence Influencers – CPI increases, Interest Rate Rises,
- Political Environment – Hot topics, Events affecting leadership, Changes in Government
- Environmental – Seasonal information,
- Social Change Indicators or Public Forum Discussions

- **Your Cause**

Anything big about your cause covered by mainstream media? For instance if your cause is youth focused is it School Holidays, Back to School, Year 12 exams, Muck Up Day, lead stories on tragic or positive events related to a young person, or key reports released about youth, schools or families.

- **Not for Profit**

This might include things like: Major charity scandal, NFP legislation discussion, Very large national campaign with high awareness eg Salvos Red Shield Appeal.

Competitive

This section focuses more purely on the sector and the messages that are circulating amongst the most interested audience.

- **Media**

What are people saying about your organisation and similar organisations within the public domain. This would include online and offline media.

- **Mass Marketing**

How are competitors promoting themselves in the public domain? A review of the key messages, creative execution and channel used that may infer a strategy.

- **Supporter**

What are competitors telling supporters about themselves, in emails, in blogs, on social media or in loyalty communications?

Note: R2L would encourage you to view the term competitor for not for profit in a healthy manner. If they are operating in the same space as you chances are their success is also your celebration. We review what others are doing – not to defeat them but to focus your positioning and messaging to maximise the audience engagement amongst all the charities in your space.

Your Organisation

This can vary based on previous reporting methodologies and systems information. R2L is mindful of the potential cost and impact of trying to implement new reports unsupported by current data structures. However we believe in looking at audiences, at campaigns, at channels and products with a bench marking plan firmly in mind.

Campaign Based

Considering the original stated objectives how well did the campaign perform, and what might account for any variance expectations. Ideally this should be benchmarked against any campaigns run previously which had the same theme or timeslot within your mailing schedule.

- **Return On Investment**
Consider campaign based ROI as well as channel based to compare between appeals.
- **Segment**
Current report breaks down high and mid-level donors. Need to also look back to impact on Supporter Journey. How many second gifts? From who – by acquisition campaign? How many new supporters added? How much growth of segments like active and middle donors? How many reactivations of lapsed or inactive supporters have occurred?
- **Response Chanel**
Has previously not been a key part of reporting. The aim being to understand trends by channel and choice of channel by donor. Not sure if this has been a key part of reporting previously.
- **Qualitative – supporter comments**
How many positive and negative comments were received and group by type of comment. If the numbers get significant enough to a particular complaint then use the supporter IDs to research more about the type of person whose expectations aren't being achieved.

Also looking for the button pressing kind of comments to be captured eg "I had to donate when I saw how thin the dog was." These can then be incorporated in future communications.