



# Raising Retention at Claire House

Unlocking potential through KPI  
analysis

Case study







## About Claire House Children's Hospice

Claire House Children's Hospice has grown significantly since its establishment in 1998. Initially, it could only cater to ten families, but thanks to their successful fundraising efforts, the hospice now supports over four hundred families a year across Merseyside and the Wirral.

## Raising Retention at Claire House

Claire House Children's Hospice is a shining example of success in the hospice sector thanks to their remarkable transformation of KPIs.

With the help of our fundraising analysis service, they were able to identify several areas of improvement, which led to an impressive 41% increase in gross income over a period of three years.



**Unlocked KPI**

**potential**



# Challenges and project objectives



## Challenges

Like many charities, Claire House excelled at attracting new support but found it difficult to retain donors.

This struggle between gaining and losing donors led to a period of revenue stagnation characterised by a -9% revenue decline in 2019.

Fortunately, when refreshing their strategic approach, the Heads of Fundraising at Claire House decided to implement data-driven decision making and approached us to help them measure and improve their major fundraising KPIs.

## Our analysis included:

- Donor acquisition rates (new and recaptured)
- Donor retention and attrition rates (new and repeat)
- Average giving values and frequency
- Historical gift volume and value trends
- Active donors and participation levels
- Individual, community, business, and event driven revenue
- Projected income gains based on KPI improvements



# Solution and results

## Solution

Our analysis service had a significant impact on the strategic decisions made by the fundraising team at Claire House, which included:

- Increasing levels of personalisation in thank you communications to first-time donors
- Adding a 'welcome to Claire House flyer' in all thank you letters to first-time donors
- Reducing gift admin touchpoints enabling stewardship comms to be sent two days earlier
- Donations Under £100 receive an immediate thank you SMS message
- Donations Over £100 receive a personalised thank you call
- Implementing an end of year email campaign with stats and facts about the hospice
- Introducing regular supporter satisfaction surveys
- Implementing first gift anniversary communications

## Results

- 40% increase in overall donor retention rate
- 85% increase in new donor retention levels
- 18% increase in repeat donor retention
- 38% increase in average gift values
- 7% increase in number of gifts
- 41% increase in gross revenue
- 106% increase in revenue from donations and legacies

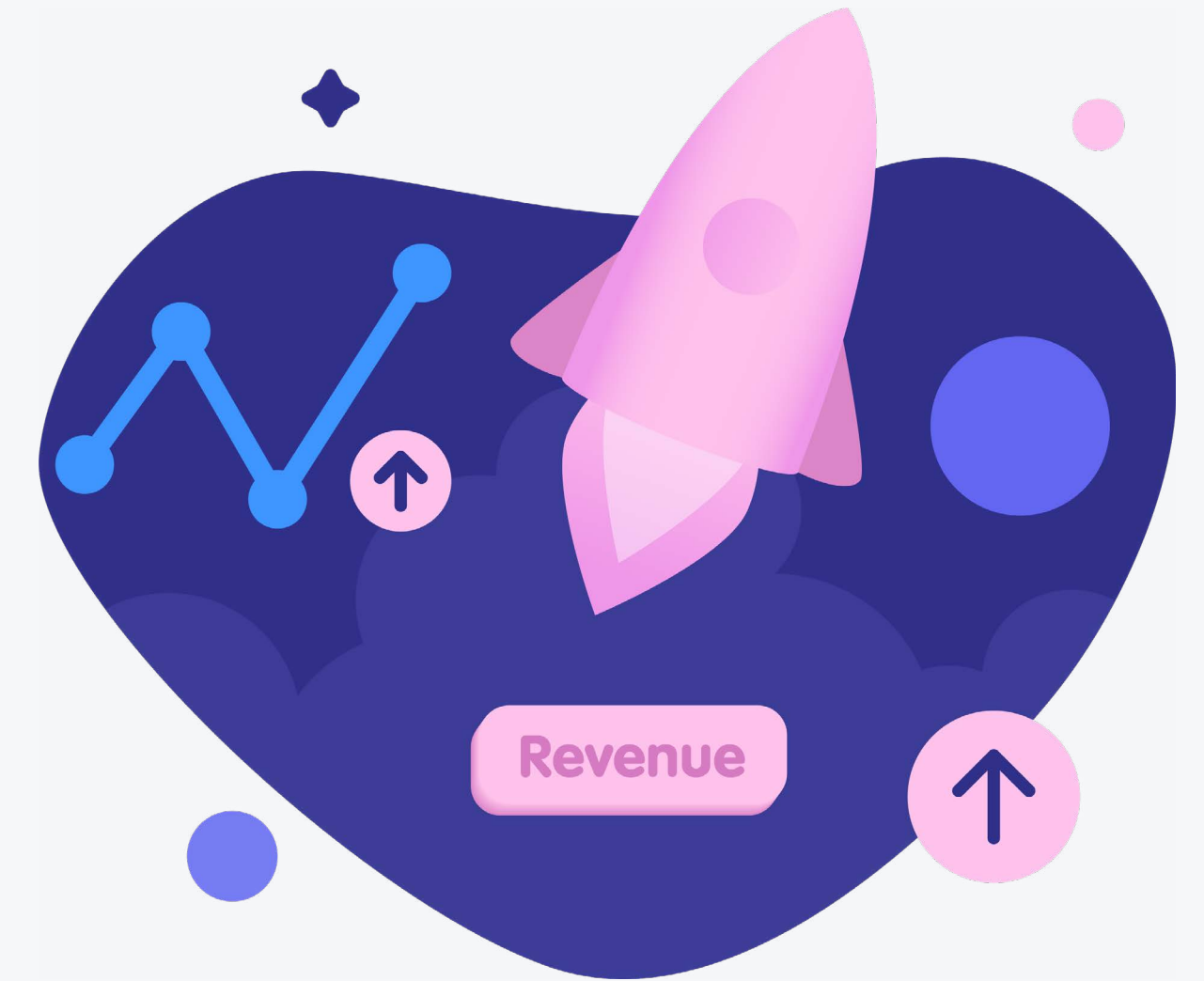




**85% increase in new donor retention levels**



**40% increase in overall donor retention rate**



**41% increase in gross revenue**



**Janet Abraham**

**Head of Fundraising**



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The Fundraising Fitness Test is an incredible tool that has played a crucial role in our success. It presents essential KPI metrics in a visual dashboard display, making it an analysis system that every charity can understand and benefit from.

The results of our fundraising reports heavily influence our strategic plans and play a crucial role in improving our income generation performance. If you want to enhance your fundraising results, I suggest taking the Fundraising Fitness Test.

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