

Appendix 2: Overview of Campaign Requirements

Please find attached for your consideration the major campaigns with description and volumes across Trócaire financial year (March to February).

INBOUND CALLS ROI		Call Description	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Totals
Donations	Number of donations processed each month		387	476	220	168	124	118	194	186	458	848	163	303	3645
Tasks	Number of tasks/activities created for follow up by Donor services team each month		276	246	201	193	114	122	121	159	231	284	186	252	2385
Totals			663	722	421	361	238	240	315	345	689	1132	349	555	6030

INBOUND CALLS NI		Call Description	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Totals
Donations	Number of donations processed each month		112	130	55	63	37	52	71	70	266	431	42	78	1407
Tasks	Number of tasks/activities created for follow up by Donor services team each month		34	35	31	31	22	27	43	66	62	95	48	58	552
Totals			146	165	86	94	59	79	114	136	328	526	90	136	1959

Provision for emergency related humanitarian crisis across ROI & NI inbound lines															500
Total ROI & NI inbound (including provision for emergencies)															8489

OUTBOUND CALLS ROI & NI		Call Description	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Totals
Thank you calls	Donation thank you call post campaign/DM		400	400	120	120	160	160	350	140	1200	600	200	100	3950
Reactivation Calls	Reactivation of direct debit (cancelled monthly donors)		150	150	150	150	150	150	150	150	150	150	150	150	1800
Upgrade Calls	Increasing monthly gift amount (active monthly donors)		250	250	250	250	250	250	250	250	250	250	250	250	3000
Welcome Calls	Welcome/feedback call to new monthly donors		140	140	140	140	140	140	140	140	140	140	140	140	1680
First Fail Calls	Monthly donor first monthly payment failure		25	25	25	25	25	25	25	25	25	25	25	25	300
Conversion Calls	Conversion of cash donors or leads to monthly donors		80	80	80	80	80	80	80	80	80	80	80	80	960
Tax Reminder Calls	Call to ROI tax efficient donors to remind them of the benefits of completing and returning their form				400	400				350	350				1500
Tax Renewal Calls	Renewal of CHY3 enduring form for ROI donors				250	250	250	250							1000
Tax Top Up Calls	Calls to ROI cash & monthly donors who are close to €250 tax threshold at calendar year end										400	400			800
Totals			1045	1045	1415	1415	1055	1055	995	1135	2595	1645	845	745	14990

ESTIMATED VOLUMES PER ANNUM (Inbound & Outbound Calls)															23479
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