

Deakin & WVA Bounceback Analysis



An in depth look into the Bounceback journey for our Child Sponsors

**THIS
MEANS
THE
WORLD**



Analytics, Insights & Marketing Technology | Jul 2024

Child Sponsorship


World Vision Child Sponsorship is an opportunity to help change a child's world.



When somebody sponsors a child with World Vision they become aligned with a specific child living in poverty.




Using your donations, we identify the causes of children's vulnerability and work with their communities to carry out development projects designed to address them. Your \$48 a month means life-changing access to clean water, food, health, education and more, helping to address the root causes of poverty and creating transformation and sustainable change in a child's life.




HELP CHANGE LIVES

What's **child sponsorship** about




Tackling poverty

Your \$48 a month means children can get better access to life's basics and live healthier, happier lives.




Joining a movement

You're partnering with generous sponsors around the world. Together, we make a real difference.



Brighter futures

As your sponsored child gains what they need to thrive – their friends, family and community do too. That's the kind of change that lasts.



A special connection

Get to know your sponsored child through letters, photos and updates. You can even visit them!



"My sponsor encouraged me to study hard and become a nurse."

- NITA FROM CAMBODIA (PICTURED CENTRE)

Connect

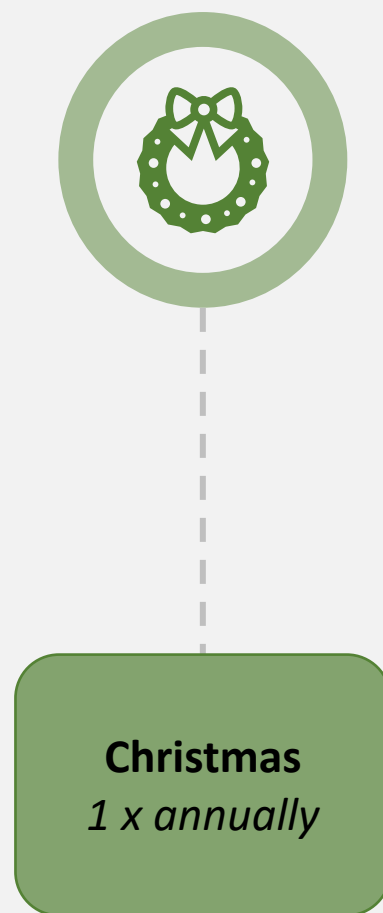
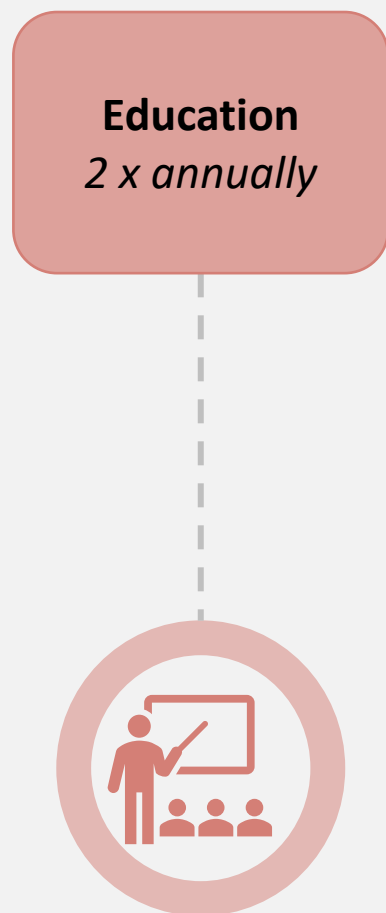
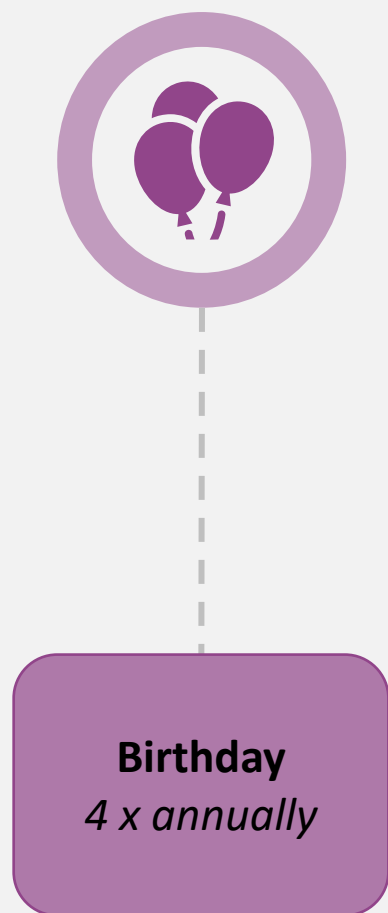
with a child in need

— Sponsor a child for \$48 per month.

[Find a child to sponsor](#)

Bounceback Campaigns

Bounceback campaigns provide an opportunity for child sponsors to deepen their connection with their sponsored child.



- ❖ It serves both the supporter retention and supporter growth strategy - connection through cards and gifts and further donations.
- ❖ Both these retention and growth aspects contribute to the strength and importance of Bounceback as both serve to deepen supporter loyalty and engagement with our organisation, boosting donor tenure and vital flexible funding to our organisation.

Standard Journey

We have two different journeys for supporters depending on whether they are in the offline or online stream.

Offline Journey

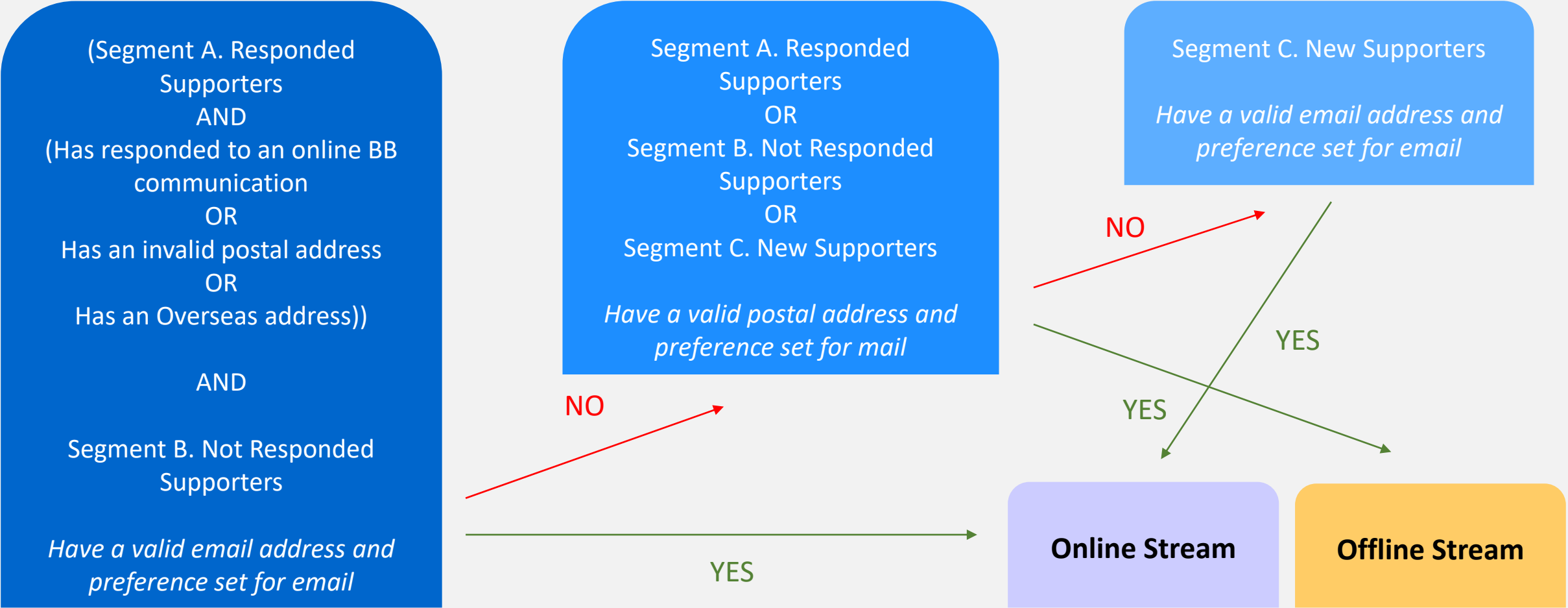


Online Journey



Offline/Online Stream

We calculate the amount of money to ask supporters to donate by looking at their past donations.



Segment A. Responded Supporters: CSPON supporters who have historically responded to any Bounceback
Segment B. Not Responded Supporters: CSPON supporters who have never responded to any Bounceback
Segment C. New Supporters: Supporters who are new to World Vision

Dollar Handle Calculations

We calculate the amount of money to ask supporters to donate by looking at their past donations.

Segments	Definition	Dollar Handles	Ask A	Ask B	Ask C
A. Responded Supporters	CSPON supporters who have historically responded to any Bounceback	\$0-\$10.00	\$20	\$35	\$45
		\$10.01 - \$50.00	\$50	\$75	\$100
		\$50.01 - \$100.00	x1.25 rounded up to nearest \$5	x1.5 rounded up to nearest \$5	x2 rounded up to nearest \$5
		\$100.01 - \$200.00	x1.25 rounded up to nearest \$10	x1.5 rounded up to nearest \$10	x2 rounded up to nearest \$10
		\$200.01+	x1.25 rounded up to nearest \$50	x1.5 rounded up to nearest \$50	x2 rounded up to nearest \$50
B. Not Responded Supporters	CSPON supporters who have never responded to any Bounceback	ALL	\$20	\$35	\$45
C. New Supporters	Supporters who are new to World Vision				

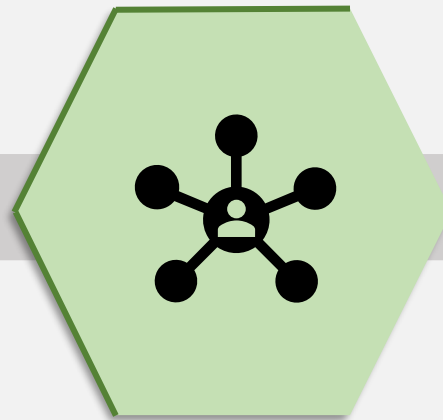
Problem Statement

How do we create a journey that ensures the highest engagement with our supporters and produces the greatest ROI?



Journey Optimisation

Are we sending the right number of communications, in the right order at the right time, through the right channels?



Offline/Online Stream

Are we selecting the right stream for supporters to go in to? How do we select who goes into which?



Dollar Handle Asks

Are we asking supporters for the right amount of money? Could we simplify or enhance are current ask calculations?

Data

Communications, donation, demographic and engagement data will all be useful for this problem

Communications

Who was targeted and when

What type of communications they received

Who engaged with a communication

What donation amount was asked for

Donations

Who donated to Bounceback and when

Demographic

Age

Tenure

State

Helix Segment

Lewers Segment

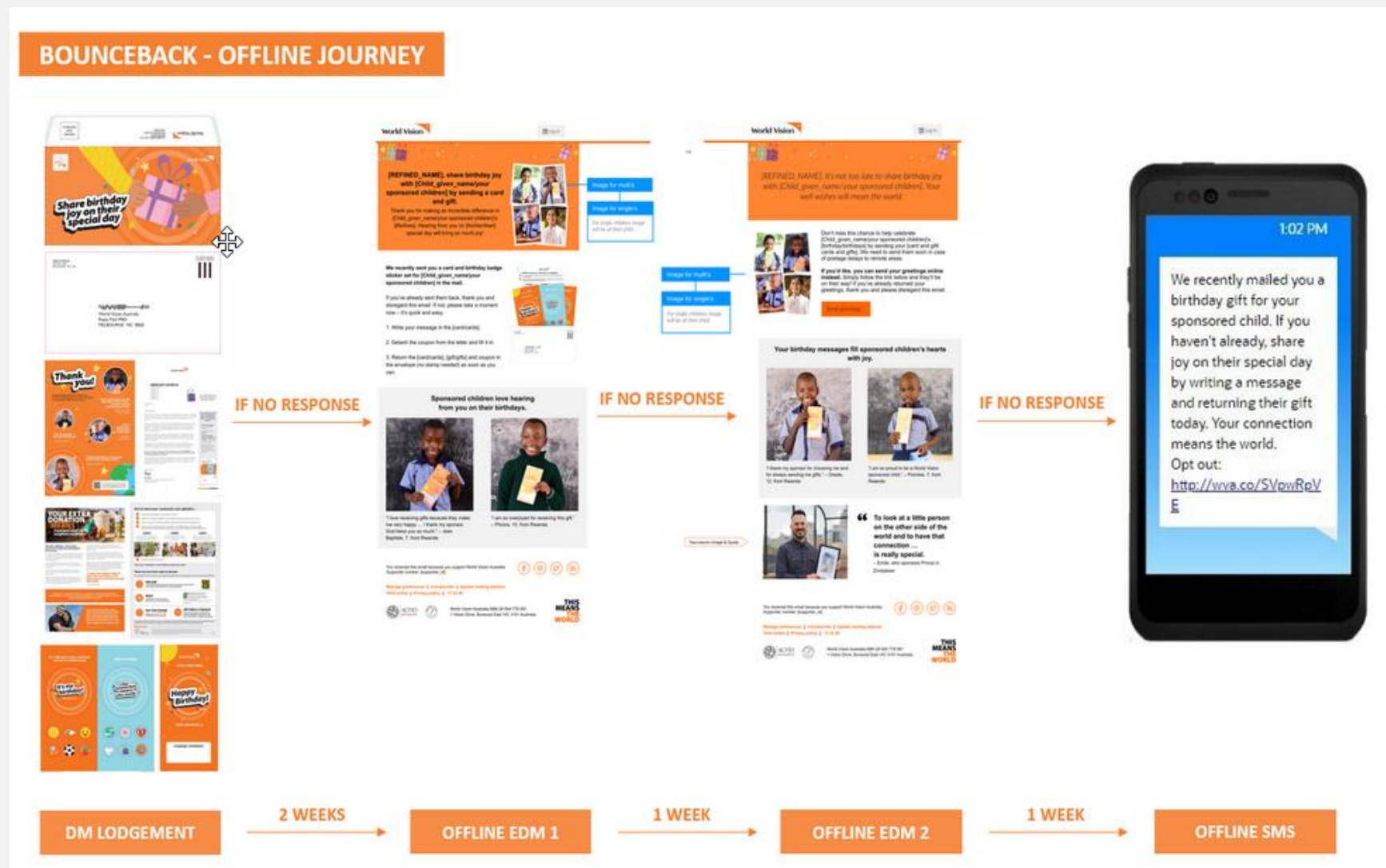
Engagement

Who wrote a letter to their child and when

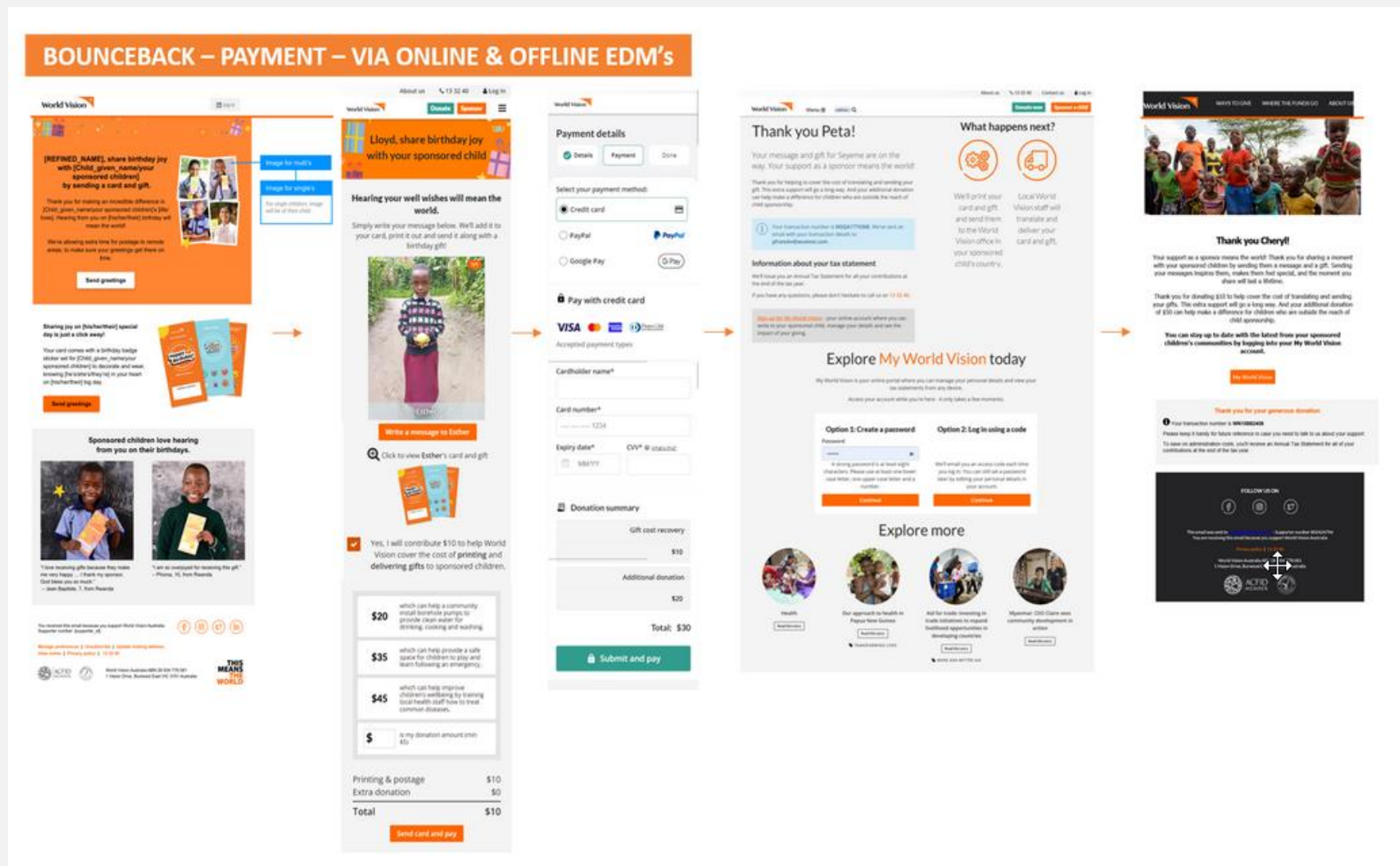
Who registered and logged in to the portal and when

Appendix

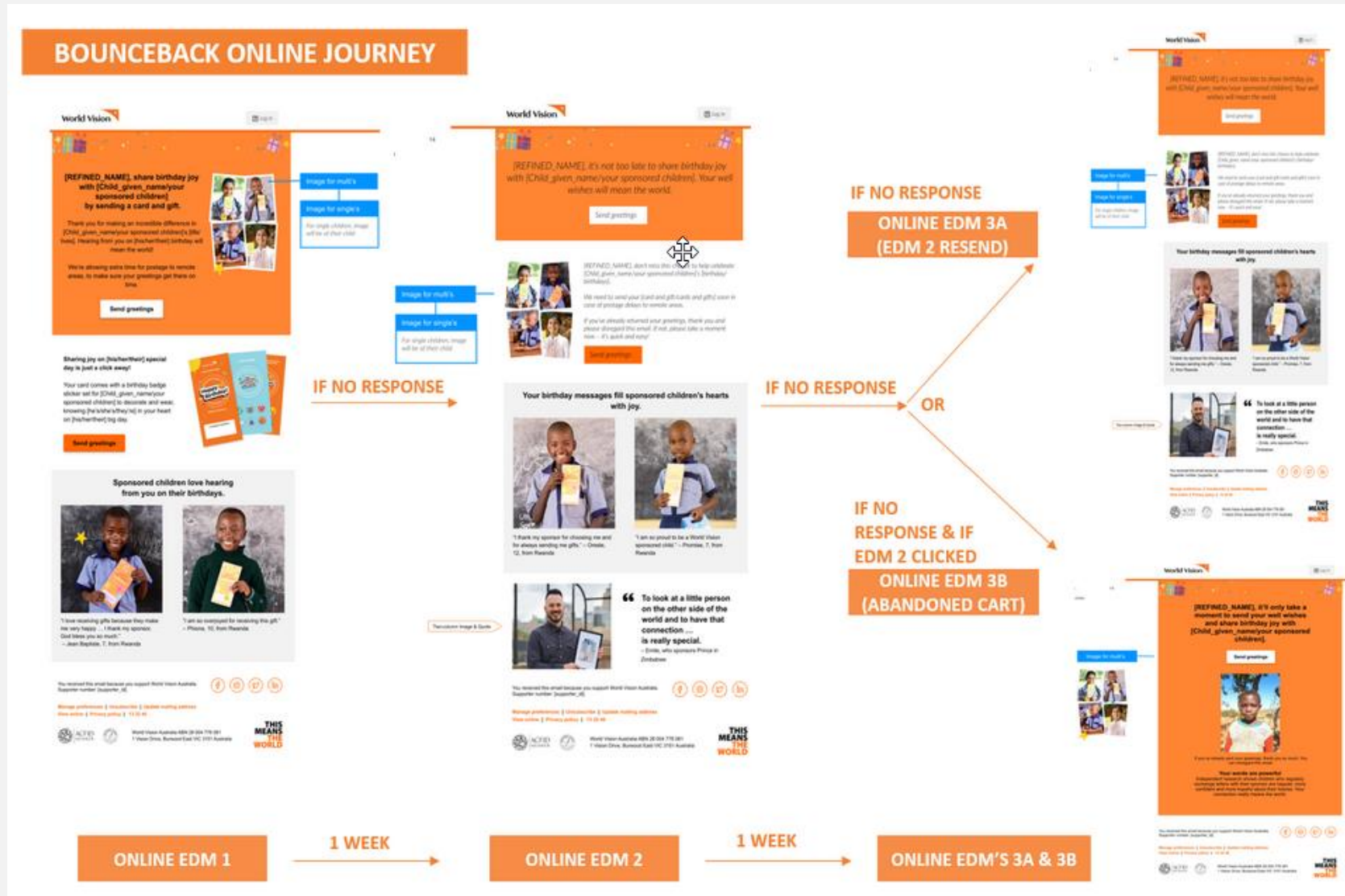
Offline Journey Example



Offline Journey Example - Payment



Online Journey Example



Online Journey Example - Payment

BOUNCEBACK – PAYMENT – VIA OFFLINE DM QR CODE

