

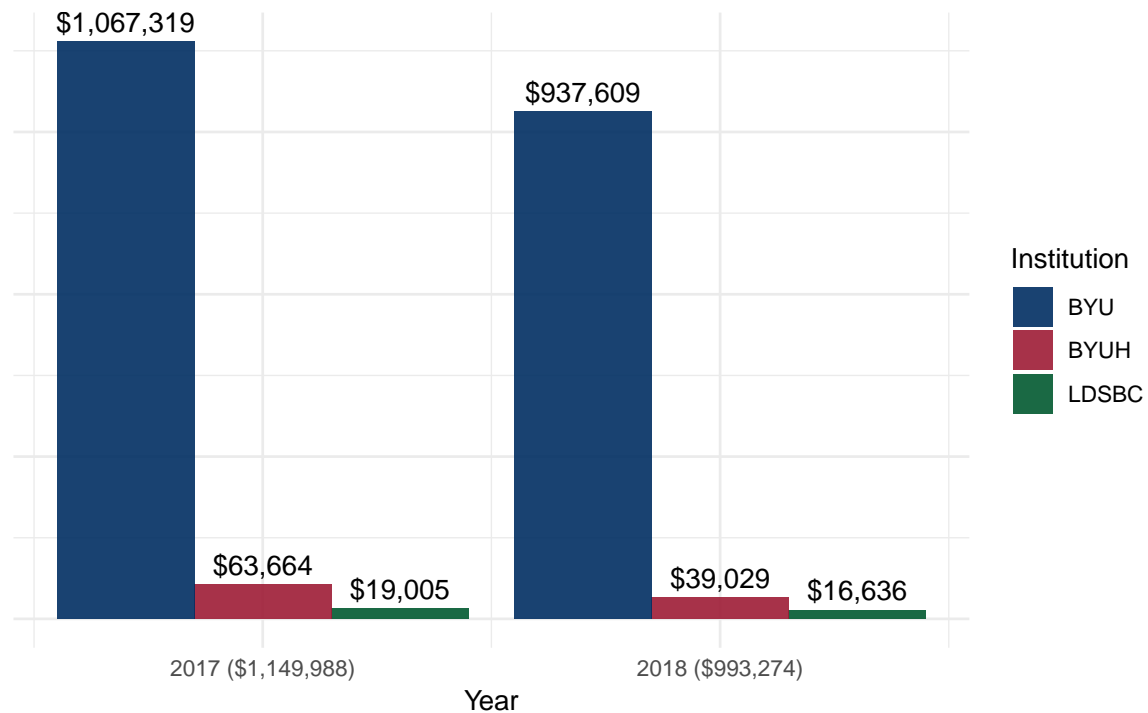
Business Process Review - Telefund

A draft BPR report of the Provo Telefund.

Institution Overview

Telefund Revenue by Year

Summary of all donations* coming through the Telefund

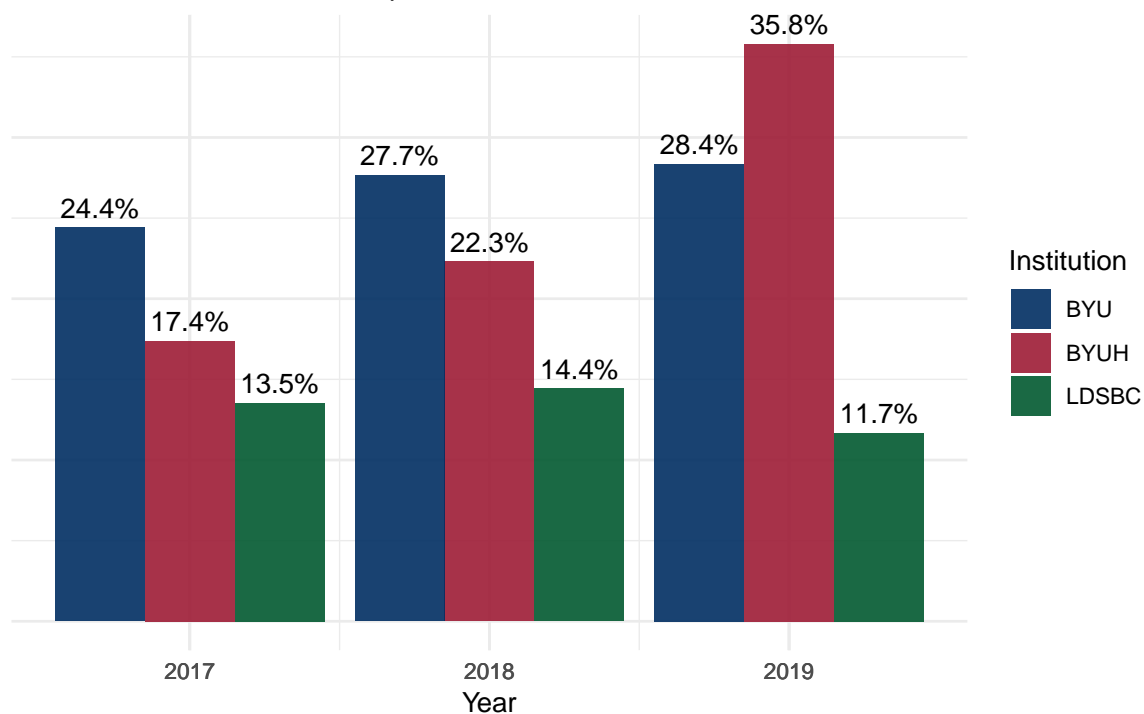


*Amounts here are the total amount reported. This includes revenue from gifts immediately fulfilled and pledged amounts. Thus the actual dollar amount raised is somewhat less and based on pledge fulfillment.

The following charts are year-to-date compared to previous years. Participation is defined as total donations (including pledges) divided by the number of successful contacts.

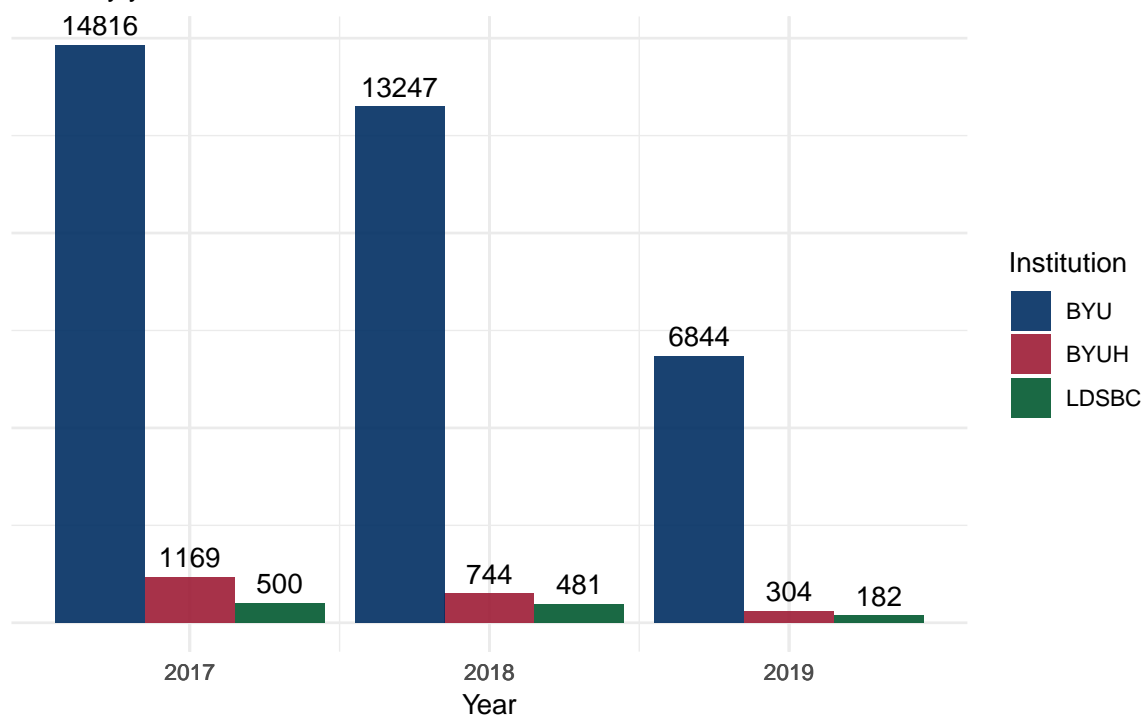
Telefund Participation by Year

Total number of donations compared to number of contacts



Number of Donations Brought in by the Telefund

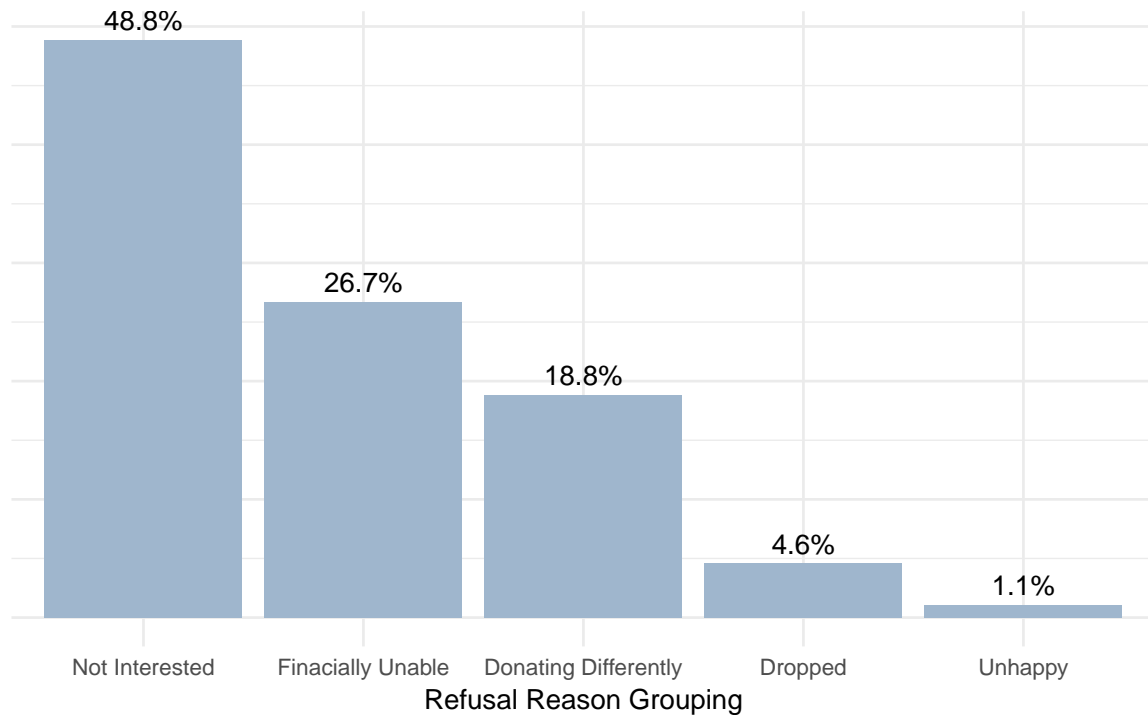
Taken by year and institution



Refusal Analysis

Most Common Refusal Reasons

Drawn from all institutions (2017 –)



These refusal reason groups are defined as the following:

Not interested: The contact gave no reason, hung up, or said they might be interested donating at a later date.

Financially Unable: The contact was financially unable to make a contribution; possibly due to helping children in college, medical expenses, or general financial inability.

Donating Differently: The contact is planning to or has given through the website, mailer, their will, or tithing.

Dropped: The contact asked to be removed from our calling lists.

Unhappy: The contact is unhappy because of university or church policy. Or, they do not feel associated with the institution.

Telefund Employee Analysis

Telefund Active Callers with Number of Terminations

Drawn from those callers who worked more than 14 hours.

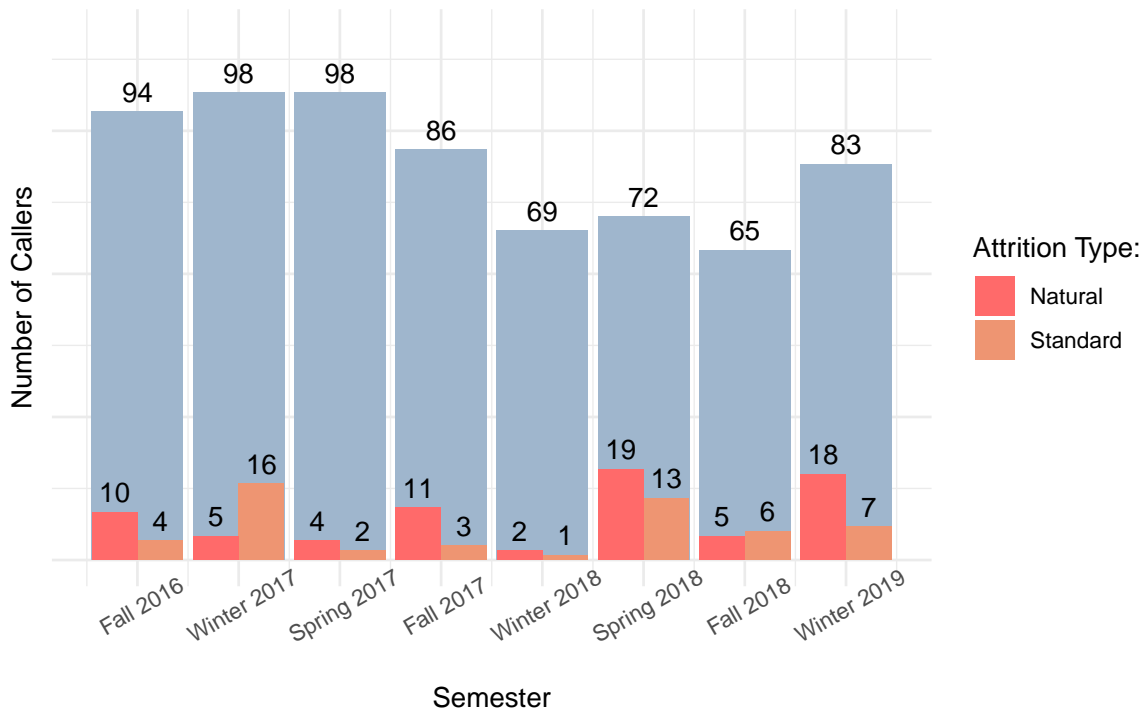


Table 1: Top Natural Attrition Reasons (Fall 2016 -)

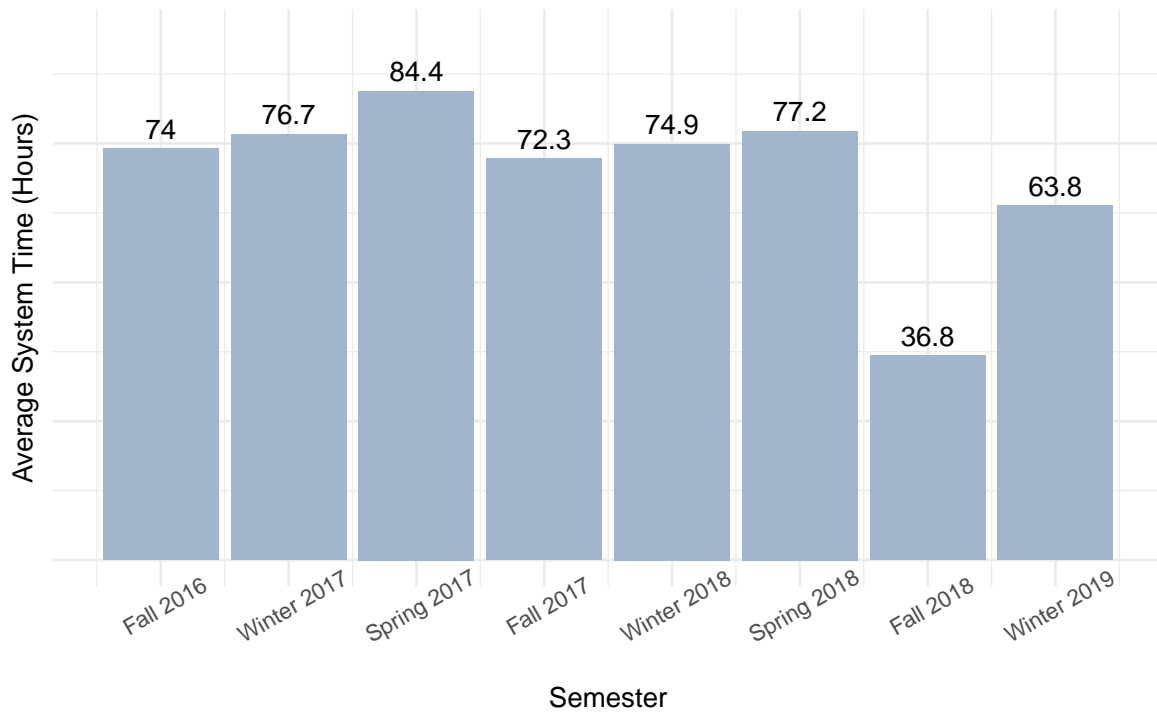
Reason for Termination	Count
Major-related job	51
Graduated	28
Internship	13

Table 2: Top Standard Attrition Reasons (Fall 2016 -)

Reason for Termination	Count
Personal reasons	34
Non-major related job	27
Focus on School	4

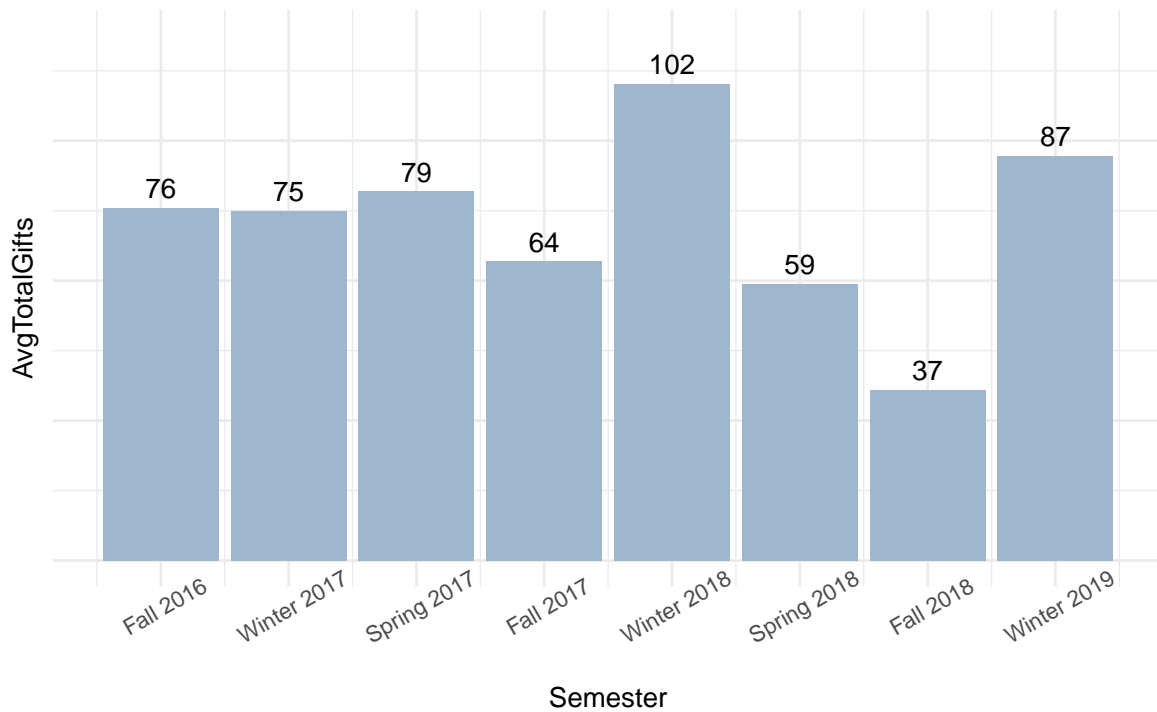
Average System Time of Telefund Student Callers

Drawn from those callers who worked more than 14 hours.



Average Total Gifts of Telefund Student Callers

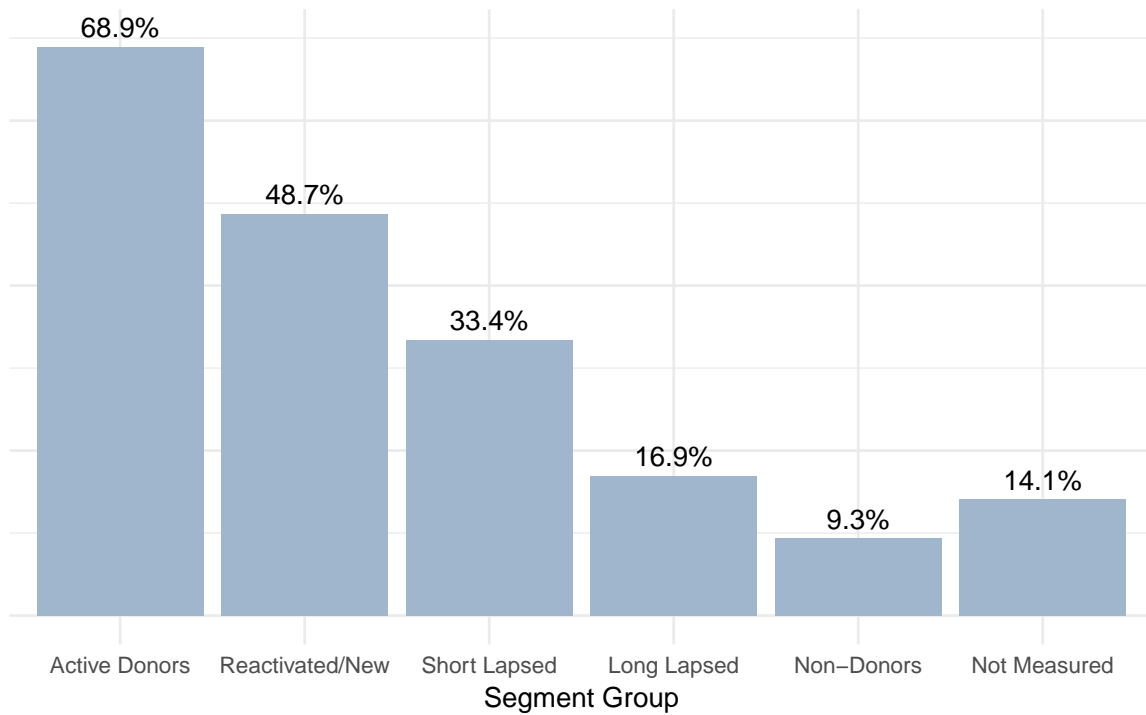
Drawn from those callers who worked more than 14 hours.



Telefund Segment Analysis

Participation Rate by Segment Group

Year to date for 2019



Segment Groups are broken down as follows:

Active Donors: A2 - A6

Reactivated/New: A0 - A1

Short Lapsed: B0 - B6

Long Lapsed: C2 - C4

Non-Donors: C5 - D1

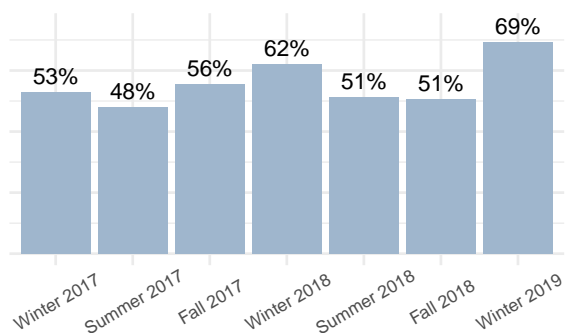
Not Measured: Includes lists where the Segment is not explicitly stated. (ie Chapters, SGC, EGC, MSB, etc.)

Table 3: Segment Performance in Previous Years

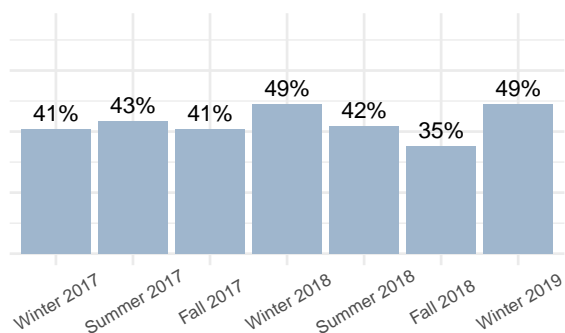
Segment	2018	2017
Active Donors	57.5%	52.1%
Reactivated/New	43.3%	41.3%
Short Lapsed	32.4%	31.9%
Long Lapsed	20.9%	24.3%
Non-Donors	12.6%	13.9%
Not Measured	19.8%	13.9%

Now, each Segment broken down over each BYU campaign since 2017. First showing participation:

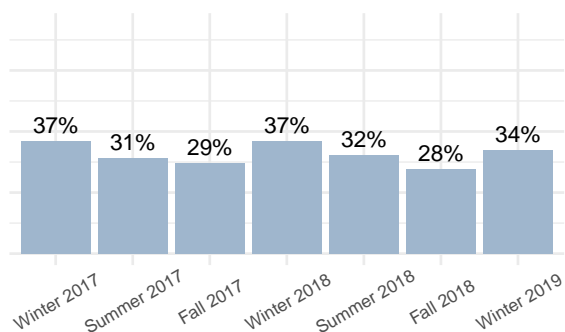
Participation for Active Donors



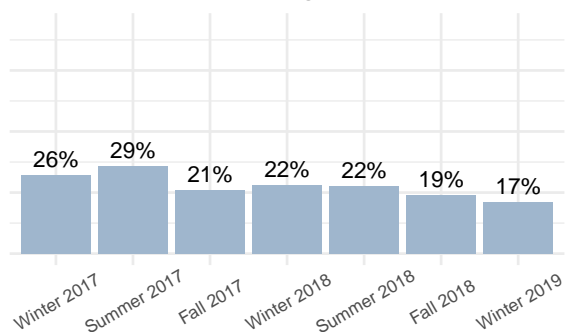
Participation for Reactivated/New



Participation for Short Lapsed

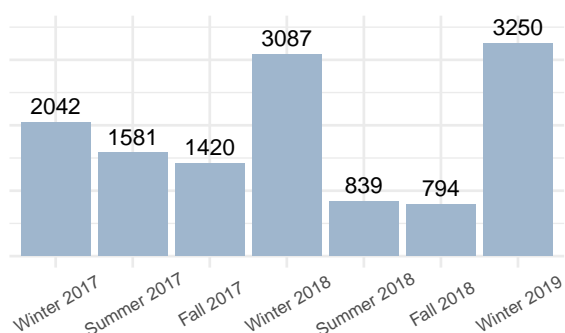


Participation for Long Lapsed

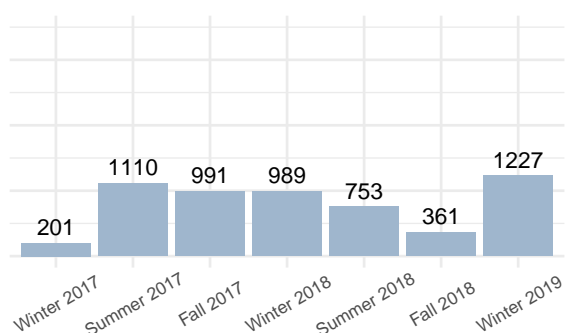


Also, number of donors for each Segment:

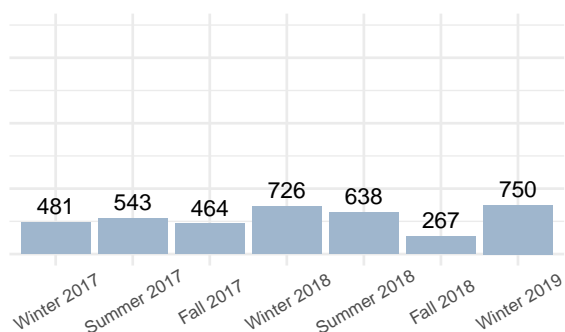
Number of Donors for Active Donors



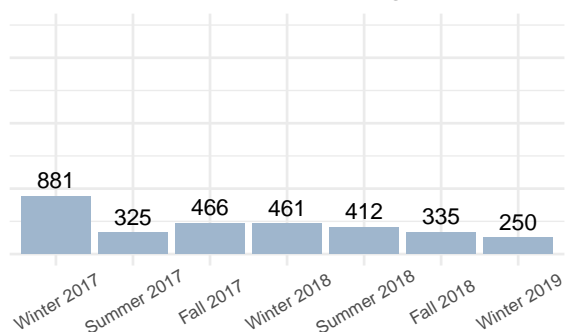
Number of Donors for Reactivated/New



Number of Donors for Short Lapsed



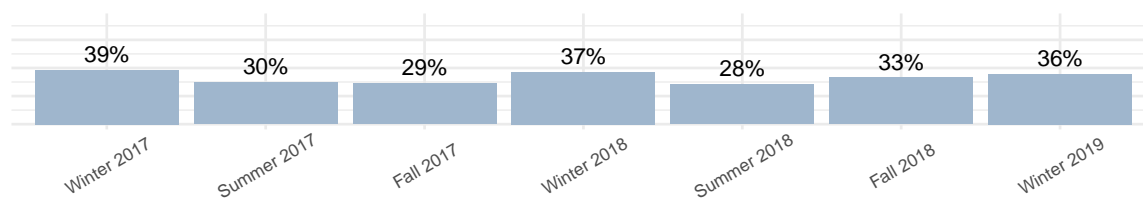
Number of Donors for Long Lapsed



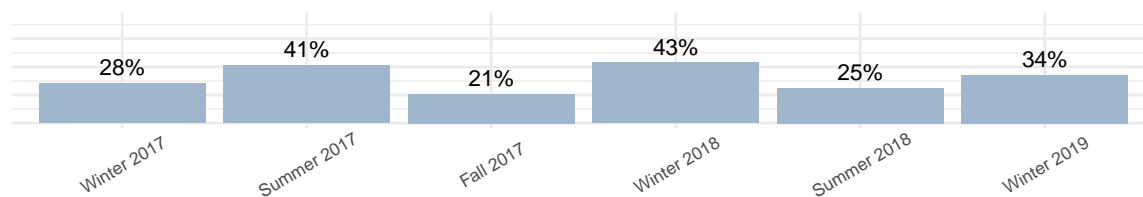
Telefund Audience Analysis

Initially only General, High End, and GOLD for BYU audiences will be reviewed here.

Participation for General



Participation for GOLD



Participation for High End

