Marketing - Task #2925
wording for small donations
2019-07-23 14:15 - Florian Effenberger

Status: Closed
Priority: Normal
Assignee: Italo Vignoli
Category: 
Target version: Q1/2020

Start date: 
Due date: 
% Done: 0%

Description
Tax advise sent a breakdown of donations, as of end-June 2019.

<table>
<thead>
<tr>
<th># of donations</th>
<th>amount in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1332</td>
<td>0.01 - 1.00</td>
</tr>
<tr>
<td>7778</td>
<td>1.01 - 5.00</td>
</tr>
<tr>
<td>6349</td>
<td>5.01 - 10.00</td>
</tr>
<tr>
<td>7279</td>
<td>10.01 - 20.00</td>
</tr>
<tr>
<td>4880</td>
<td>20.01 - 30.00</td>
</tr>
<tr>
<td>942</td>
<td>30.01 - 50.00</td>
</tr>
<tr>
<td>167</td>
<td>50.01 - 100.00</td>
</tr>
<tr>
<td>48</td>
<td>100.01 - 500.00</td>
</tr>
<tr>
<td>4</td>
<td>&gt; 500.01</td>
</tr>
</tbody>
</table>

Donations below 1 € cost a high proportion in payment processor fees. We should find a wording to tell donors about the problem - e.g. rather than giving 1 € each month it's better to get 12 € once a year.

History

#1 - 2019-10-11 10:53 - Italo Vignoli
- File tdf-smallamountmessage.odt added

Drafted a basic message, which can be tweaked according to needs. The idea of this message is to follow up via email when people donate small amounts, suggesting to consolidate donations either quarterly or yearly. In some cases we can suggest a win-win solution, i.e. donate 10 USD/Euro per year instead of 1 USD/Euro per month, with a saving of 2 USD/Euro for the donor, and a net increase of the same 2 USD/Euro for TDF.

#2 - 2020-01-15 11:32 - Florian Effenberger
- Target version changed from Q3/2019 to Q1/2020

Can you share it with the private marketing list for feedback? I like it, would maybe extend a bit more the last paragraph with nice words and thanks - but would like to hear the lists feedback first :-)

#3 - 2020-01-16 12:47 - Cor Nouws
there is also the effect, that people give 5 $ much faster, easier then 60 $ .. Not sure about the statistics, but something to look at, IMO

#4 - 2020-02-25 14:46 - Florian Effenberger
Italo, can you share it with the private marketing list for feedback? I like it, would maybe extend a bit more the last paragraph with nice words and thanks - but would like to hear the lists feedback first :-)

#5 - 2020-02-25 17:53 - Italo Vignoli
Sent to private marketing for feedback

#6 - 2020-02-25 17:53 - Italo Vignoli
- Status changed from New to In Progress

#7 - 2020-06-19 08:59 - Italo Vignoli
- Status changed from In Progress to Closed
Ticket closed, as the task is now handled in a different way, and messages to donors will be managed via the CMS software.

Files

<table>
<thead>
<tr>
<th>File Name</th>
<th>Size</th>
<th>Date</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>tdf-smallamountmessage.odt</td>
<td>14.9 KB</td>
<td>2019-10-11</td>
<td>Italo Vignoli</td>
</tr>
</tbody>
</table>