

AMPLIFYING GIFT AID:

A MARKETING CASE STUDY
OF OPT-IN OPTIMISATION

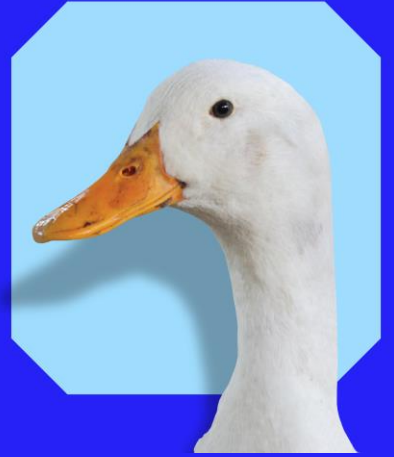


RSPCA  × *giftaid it*

Have you ever been asked to complete a form, or sign a document, that required you to STOP what you were doing, read it & understand it before you felt comfortable responding?



£13.9
billion



Agenda

10:10-10:55

- ❑ What is Gift Aid and why does it matter?
- ❑ The challenge
- ❑ Decision making 101
- ❑ Historic activity
- ❑ Case Study deep dive
- ❑ Question Time

What is Gift Aid?

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Gift Aid

/gift eid/ noun

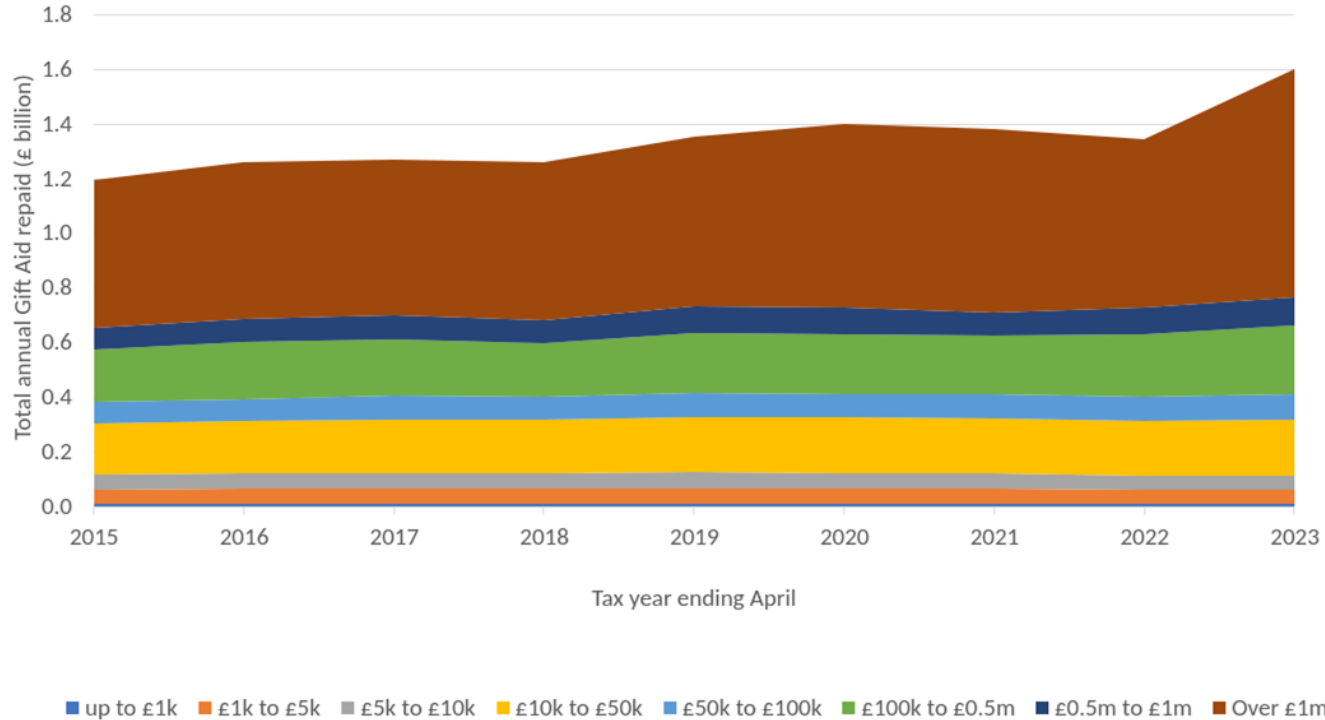
a tax relief for charities in the UK to increase donations by 25% - at no extra cost to the person making the donation.





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Chart 2a: Total amount of Gift Aid paid to organisations,
by size of annual repayment to each organisation



The Challenge

DM & EM response rates around 1%



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ALCHEMY
THE
SURPRISING
POWER
OF IDEAS
THAT DON'T
MAKE SENSE

"A breakthrough book. Wonderfully applicable to everything in life, and funny as hell." Nassim Nicholas Taleb

RORY
SUTHERLAND

Ogilvy Vice Chairman and TED Talk superstar

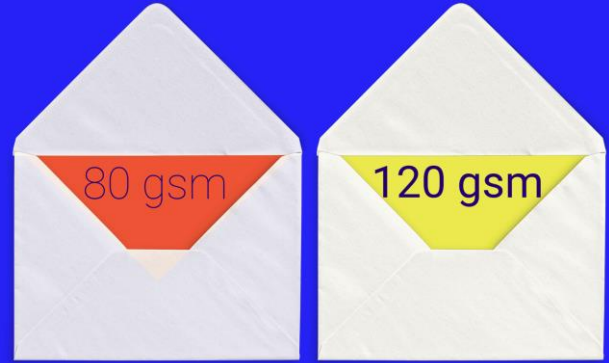


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Option A - 25% more



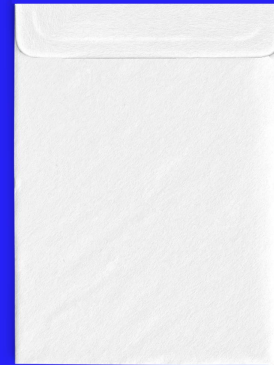
Option C - Higher quality paper



Option B - Volunteer Delivered



Option D - Portrait



A



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B



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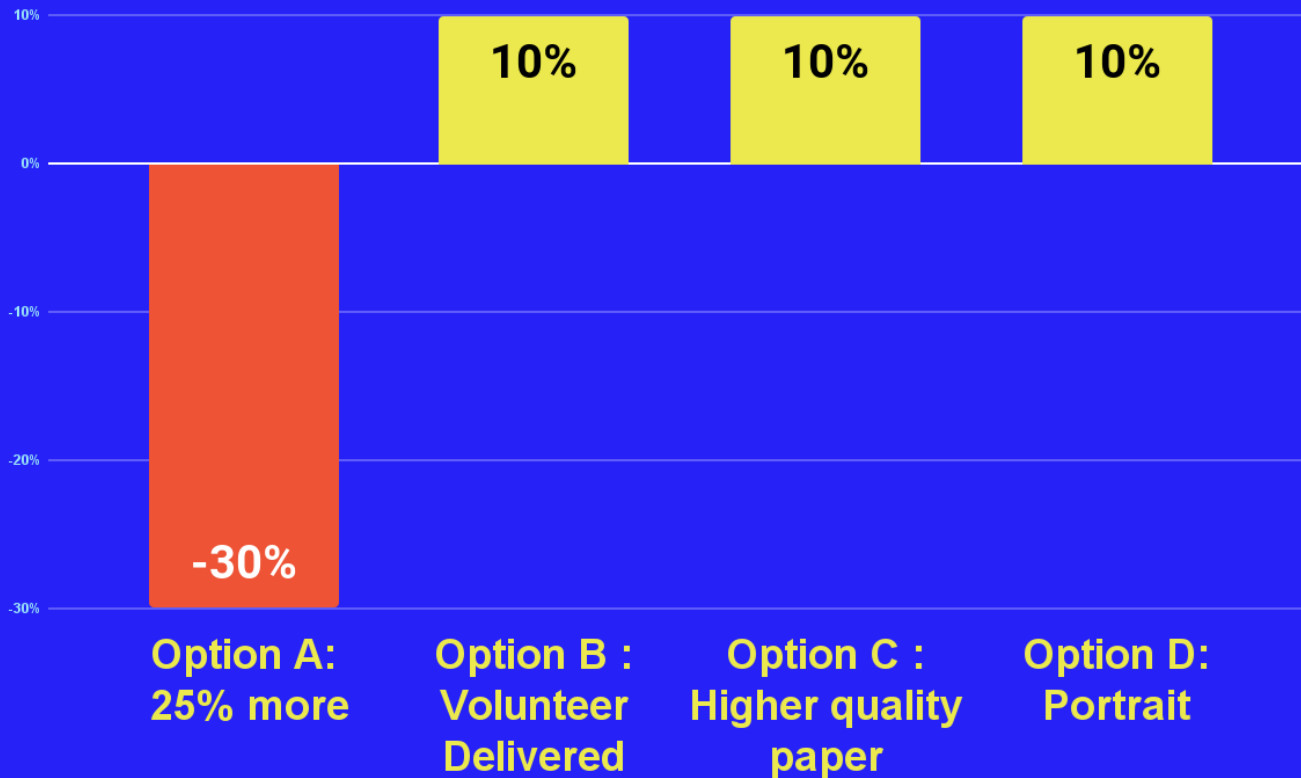
C



D



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'A lifetime's worth of wisdom'
Steven D. Levitt, co-author of *Freakonomics*

The International
Bestseller

Thinking,
Fast and Slow



Daniel Kahneman

Winner of the Nobel Prize



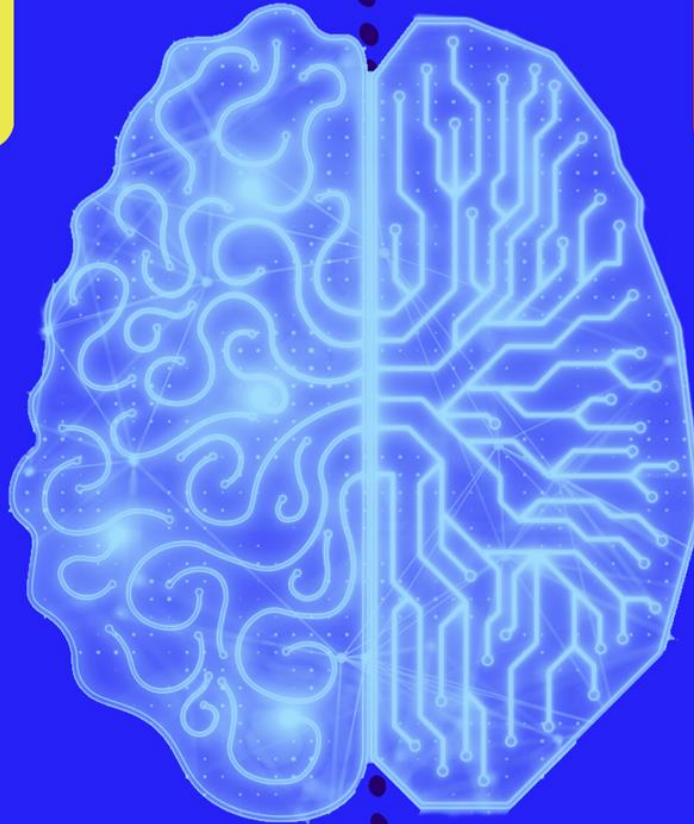
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System 1

System 2

FAST

SUBCONSCIOUS
AUTOMATIC
EFFORTLESS
INTUITION

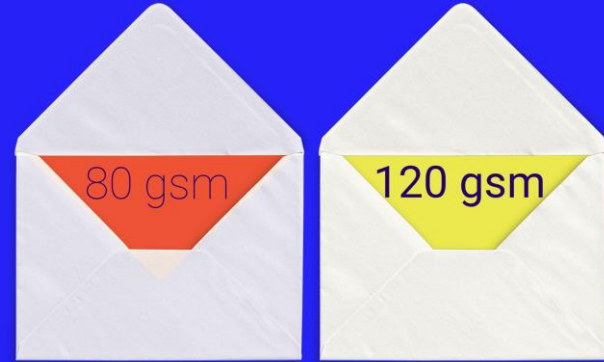


SLOW
CONSCIOUS
CONCENTRATION
TAKES EFFORT
RATIONAL

Option A - 25% more



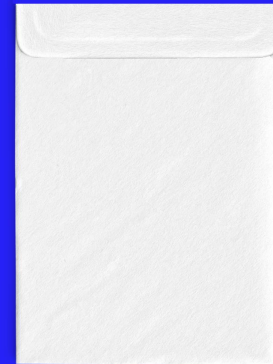
Option C - Higher quality paper

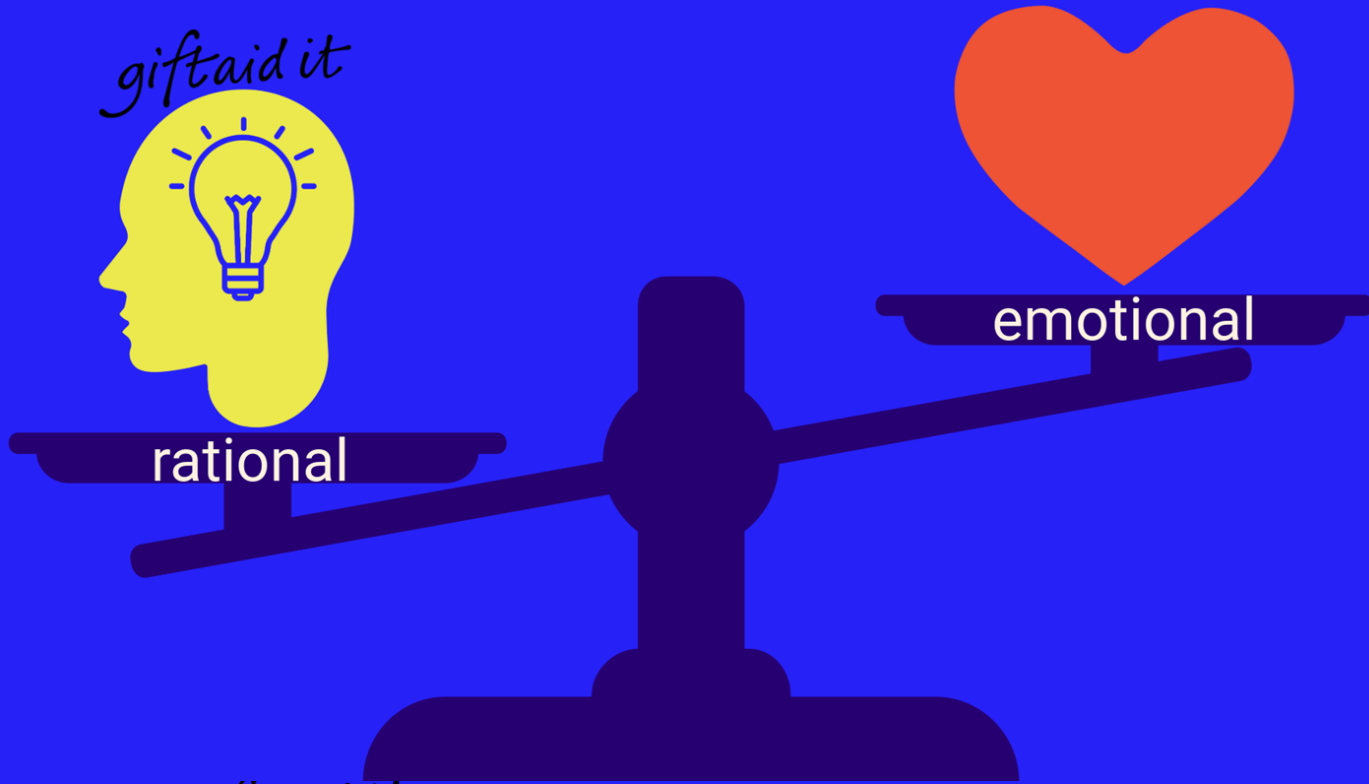


Option B - Volunteer Delivered



Option D - Portrait







I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.



Royal Society for the Prevention of Cruelty to Animals

- +13 for First Name / Last Name
- +Making Donat
- +Making Donat
- +Making City
- +Making Post Code
- +Source Code / ADED



Dear [salutation]

[an emergency appeal done] Your generosity has already helped us do so much to care for vulnerable animals across England and Wales. Right now, we're asking you to do something that won't cost you a penny extra – but could make a world of difference to suffering animals.

giftaid it

During these challenging times, our teams are being stretched to their limit. We're facing a major funding shortfall – just as vaccination levels need help more than ever.

That's why we urgently need you to tick, tear and post back the Gift Aid form at the bottom of this letter.

There is no cost to you – but if you're a UK taxpayer – it means that HM Revenue & Customs (HMRC) will give us another 25p for every £1 you've already given over the past four years, and any future donations. That would immediately turn each £20 donation into a £25 donation to help a suffering animal when they need us most.

Many of our wonderful supporters have already signed up for Gift Aid – and if you join them, you'll help us take on more urgent animal rescues and provide even more life-saving veterinary care.

Simply tick, tear and post this form back to us today – and you can help our hard-working teams rescue and protect even more vulnerable animals from cruelty.

Thank you for your generous support.

Yours sincerely,

Norma Jordan

Norma Jordan

Head of Individual Giving

You are eligible for Gift Aid if you are a UK taxpayer and if you pay enough tax. This means that the amount of Income Tax and/or Capital Gains Tax you've paid to HMRC in the last year is at least the same as the amount of tax the RSPCA will claim on your donations. For more information, please visit rpsca.org.uk/giftaid

If you wish to change your communication preferences or update your details please email support@rpsca.org.uk or call our Supporter Services Team on 0200 123 0346. Information about how we use your personal data is set out in our privacy notice available at rpsca.org.uk/privacy

RSPCA
Incorporated in the United Kingdom. Registered Charity No. 209894
Tel: 0200 123 0346 www.rpsca.org.uk/charity

A charity registered in England & Wales. Charity no. 209894. The RSPCA helps animals in England & Wales.

REGULATED
02001230346

WOULD YOU LIKE YOUR DONATIONS TO HELP EVEN MORE ANIMALS?

YES, I am a UK taxpayer and I would like the RSPCA to treat any donations I make in the past four years OR since / / and any donations I make in the future as Gift Aid donations, until I notify you otherwise. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. HMRC would like us to make your claim using your full name. If this isn't shown on your letter, please supply here:

First name(s) _____
Last name _____

Today's date / / If you are NOT a UK taxpayer please tick here

Please fill us below if you want to confirm your name and address details change so we can amend our records. If we have the wrong contact details for you please amend the details below.

+1 for First Name / Last Name / Making 2000 / Making Street / Making City / Making Post Code

Source Code / ADED

Thank you

Sam's story

You wouldn't have recognised fun-loving mastiff-type Sam when we first found him.

Trapped and abandoned in a dirty hallway, he had no food, water or bedding. His bones jutted out from under skin that was covered in pressure sores from sleeping on the cold concrete floor, and he was barely able to stand.



When we found Sam he would barely stand

A few more days and Sam wouldn't have made it. But with the support of amazing people like you, we found him just in time. Thanks to you, Sam's now healthy, happy and loved. But the real test is that animals are still suffering cruelty and neglect across England and Wales. With your help, we can find them, rescue them and give them a better life. And because of how generous you've already been, helping us now won't cost you a penny.

Helping us save more vulnerable animals like Sam couldn't be easier. Please tick, tear and post today!

Thank you.

Did you know?

Thanks to your support, our rescuers have dealt with **106,676** incidents of animal cruelty, neglect and suffering like Sam's during the coronavirus crisis

(from 19th March to 3 August 2021)

With Gift Aid, each £100 of donations is worth £125

– an extra £25 that could help us:

giftaid it



answer more emergency calls to our Animal Rescue Line.



support our Animal Rescue Teams to take on even more rescues.



provide life-saving veterinary care to a suffering animal.



Add 25% to your gift without paying a penny more
giftaid it



Dear Animal Lover,

Your generosity has already helped us do so much to care for vulnerable animals across England and Wales. Right now, we're asking you to do something that won't cost you a penny extra – but could make a world of difference to suffering animals.

By signing up to Gift Aid – if you're a UK taxpayer – it means that HMRC will give us another 25p for every £1 you've already given over the past four years, and any future donations. Helping us take on more urgent animal rescues and provide even more life-saving veterinary care.

During these challenging times, our teams are being stretched to their limit. We're facing a major funding shortfall – just as vulnerable animals need our help more than ever. That's why we need you to complete our very short online form to sign up to Gift Aid.

Giftaid it



x giftaid it



RSPCA  **x** *giftaid it*



Good Morning, my name is Jack. I'm calling on behalf of the RSPCA. Is it possible to speak to Dorothy please?

We're not asking for a donation today, it's just a quick administration call to ensure we keep our records up to date and that we have the correct details on file for you.





Script specifics




- Gift Aid eligibility check
- FAQs document
- Training
- Specific start dates
- Address confirmation
- New supporter flag for do not contact about GA again
- Oral GA confirmation letter


Digital



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Home / Get involved / Donate / Gift Aid

Share this.   



Rescuing thousands of animals. It just takes a tick.

#TickTheBox

Giving more with Gift Aid

How does Gift Aid work?

Watch later Share



Watch on  

Right now, there are thousands of animals in distress and danger. With your incredible support, we're doing everything we can to ensure their future is less bleak. Will you help us get there sooner? There's a simple way to make your donations even more valuable today.

By ticking yes to Gift Aid, your donations are worth 25% more, at no extra cost to you.

Yes, I'll tick the box today



£1 + giftaid = £1.25

RSPCA

Your donations can help even more animals, at no additional cost to you if you are a UK taxpayer*. HM Revenue & Customs (HMRC) will give the RSPCA another 25p for every £1 you give when you opt in to Gift Aid.



Thousands of people have already ticked the box. Will you add your tick today? Together, we can rescue, rehabilitate, rehome, and release more animals, but click the button below - it only takes a tick.

Yes, I'll tick the box today

If you pay Income Tax and/or Capital Gains Tax then the amount of Gift Aid claimed on all your donations that tax year, is your responsibility to pay any difference.



£20 = 5 x £4

£20 + giftaid = 5 x £4 + £5

That £5 could buy 5 bottles of dog food for our horses. With Gift Aid, it could buy 5.

In just a tick, you could help rescue an animal like Hubble before it's too late.

When an animal's life is in danger, every moment counts. One-year-old seal Hubble was running out of time as the bay stranded on Camber Sands beach. She was unable to move and had blood around her face. Thankfully, our animal rescue officers were quickly on the scene and took Hubble to the RSPCA Mullumdam Wood Wildlife Centre for urgent care. Our vets discovered Hubble had been suffering from lungworm and gave her the treatment and rehabilitation she needed to make a full recovery and swim back out to sea.



Help us reach more suffering animals as quickly as possible, tick the box for Gift Aid today.

How could gift aid help? If you were to donate £100 over the year, that could cover the cost of a specialist vet for two days. When you tick the box to Gift Aid, we get a boost of £25 in additional funds from the taxman, at no additional cost to you. This could buy some very fish for sealie Hubble to help expedite their recovery.

Gift Aid FAQs

Q What is Gift Aid?

A Gift Aid is a government scheme that helps your support go further. If you're a UK taxpayer and opt-in to Gift Aid, the RSPCA can claim an extra 25p for every £1 donated, at no extra cost to you. This means you've paid the basic rate of tax and make the donation from your own funds. That means Gift Aid can increase the value of your donations by 25%, making your donations go further for the causes you care about.

Q How does Gift Aid help the RSPCA do more for animals?

A Gift Aid helps funds more vital work: rescuing, rehabilitating, retraining and releasing animals back into the wild. With this extra support, we can also push for welfare reform, improving standards of care for animals on farms, in labs, in the wild, in paddocks, and in homes.

Q How is Gift Aid calculated?

A The RSPCA can claim Gift Aid when you make a monetary donation from your own funds and have paid UK Income Tax or Capital Gains Tax during that tax year. To qualify for Gift Aid, the amount of tax you pay needs to be at least equal to the value of Gift Aid the RSPCA will claim on your donations. If circumstances change and you no longer pay enough tax, it's important to tell all the charities you support. If you don't do that and they continue claiming Gift Aid, you'll need to pay any difference back to HMRC.

Q If a pensioner, can I still tick the box for Gift Aid?

A You are eligible for Gift Aid if you have paid enough tax this year to cover the amount we are reclaiming on your donations. Income from state pensions may not be liable to meet this threshold, but if you are still paying tax on a private pension plan, savings account, or capital gains this may mean you still qualify for Gift Aid.

Q How can I make sure I've paid enough tax to use Gift Aid?

A You can use Gift Aid if the amount of Income Tax and/or Capital Gains Tax you've paid in any tax year (from 6 April one year to 5 April the next) covers the amount of tax we will reclaim on your donations. For advice on how to check if you've paid enough tax to use Gift Aid, please visit the HMRC website.

Q Will I have to pay anything extra?

A No. We claim Gift Aid from the tax you have already paid, so there are no hidden charges to you. But it is important to be aware that if you pay Income Tax or Capital Gains Tax then the amount of Gift Aid claimed on all your donations that tax year, then it is your responsibility to pay any difference. Ticking the box for Gift Aid does not change your tax status.

Q What if I'm a higher rate taxpayer?

A If you pay a higher rate tax, you can also claim the difference between the higher rate of tax (40%) and the basic rate (20%) on the total gross value of your donation. For more information on claiming back higher rate tax please visit the HMRC website.

Q What if I've already signed up for Gift Aid for another charity?

A That's absolutely fine. You can Gift Aid your donations to multiple charities, as long as you pay enough tax to cover the amount the charities will reclaim.

Q I am no longer a UK taxpayer. How do I cancel my Gift Aid?

A If you're no longer a UK taxpayer and wish to cancel your Gift Aid declaration, our Supporter Services team will be happy to help you. You can reach them by phone on 0300 123 1234 (Mon - Sat, Monday to Friday) by emailing supporters@rspca.org.uk, or by post at: RSPCA, Supporter Services, Wilton House Way, Southwester, Hants RG1 3 9RS.

If you would like any more information about Gift Aid, please visit the [G.O.UK website](#).



RSPCA  x giftaid it



Volunteer with us

Do something rewarding for animal welfare. Search for a volunteer vacancy today.



Campaign for animal welfare

We aim to promote positive and behavioural change on a range of animal welfare-related issues.



Why rehome a pet?

Could you offer a forever home to an animal who desperately needs it?



Our charity events

Come along to our local and national events - open days, fundraising events, fundraisers more.



It's Gift Aid Awareness Day!

When an animal needs rescuing, we can't delay. Will you help us reach them sooner, today? Watch our video to see the huge impact you can make to animals' lives by simply ticking the box.

Watch video —



Make your donations even more valuable

By ticking yes to Gift Aid, your donations are worth 25 percent more, at no extra cost to you. Thousands of people have already ticked the box. Will you add your tick today?



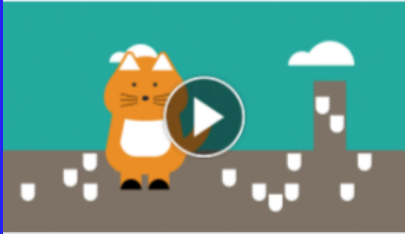
Yes, I'll tick the box —

Gift Aid is a great way for UK taxpayers to make their support go further. Please be aware that if you pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all your donations in that tax year, it is your responsibility to pay any difference. Visit [rspca.org.uk/giftaid](https://www.rspca.org.uk/giftaid) to learn more.

RSPCA  × *giftaid it*

RSPCA (England & Wales)
Sponsored

By ticking yes to Gift Aid, your donations are worth 25% more, at no extra cost to you. It's a simple way to make your donations even more valuable. #TickTheBox



RSPCA.ORG.UK/GIFTAID
#TickTheBox
Give more with Gift Aid

LEARN MORE

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RSPCA.ORG.UK/GIFTAID
#TickTheBox
Give more with Gift Aid

LEARN MORE

RSPCA (England & Wales)
7 Oct

Many seals come to us with neck injuries from discarded litter, like Mrs Vicar. They spend a long time with us and their salt bath and fish bills are very expensive 🐟🐟🐟💰 The good news is when you #TickTheBox, we get more funds at no extra cost to you:
<https://bit.ly/3D0kiAr>

Show Less



Like Comment Share

RSPCA (England & Wales)
7 Oct

There was over £1 million of unclaimed Gift Aid in 2020 🐾 This could run one of our wildlife centres for a year, and help 13,124 animals during that time 🐞🐛🐜🐝🐡 So what are you waiting for? #TickTheBox and make your donations go further for animals:
<https://bit.ly/3D0kiAr>

Show Less



Like Comment Share

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Contacts: ↓20k

- Confirmed non-taxpayer
- Opt-in to Gift Aid
- Do not contact about Gift Aid in the future
- Not eligible at this time



↑ £230k

In-Year income (year 1)



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1.7%
Digital



98.3%
Telephony

WHERE ARE WE NOW?

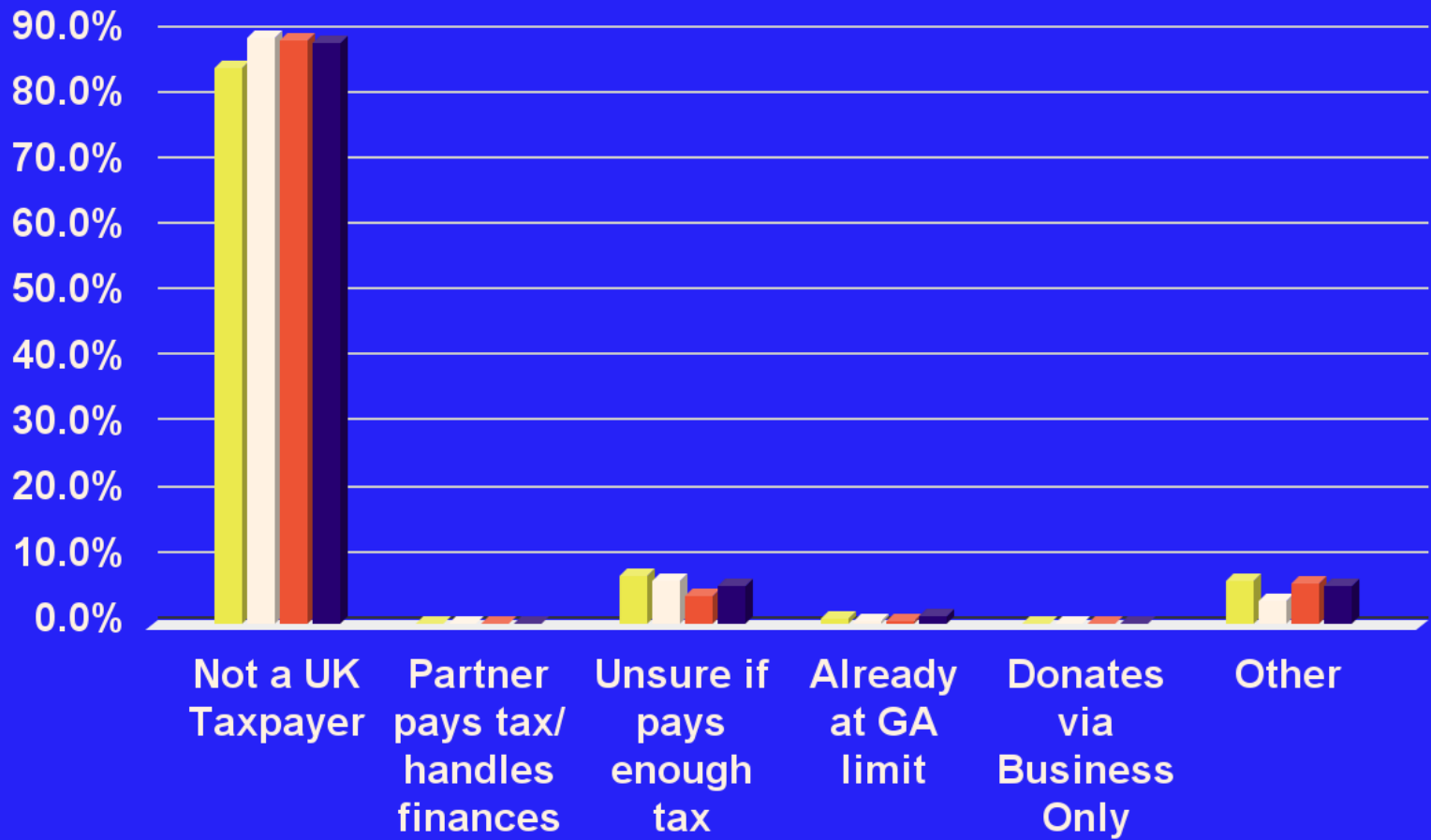


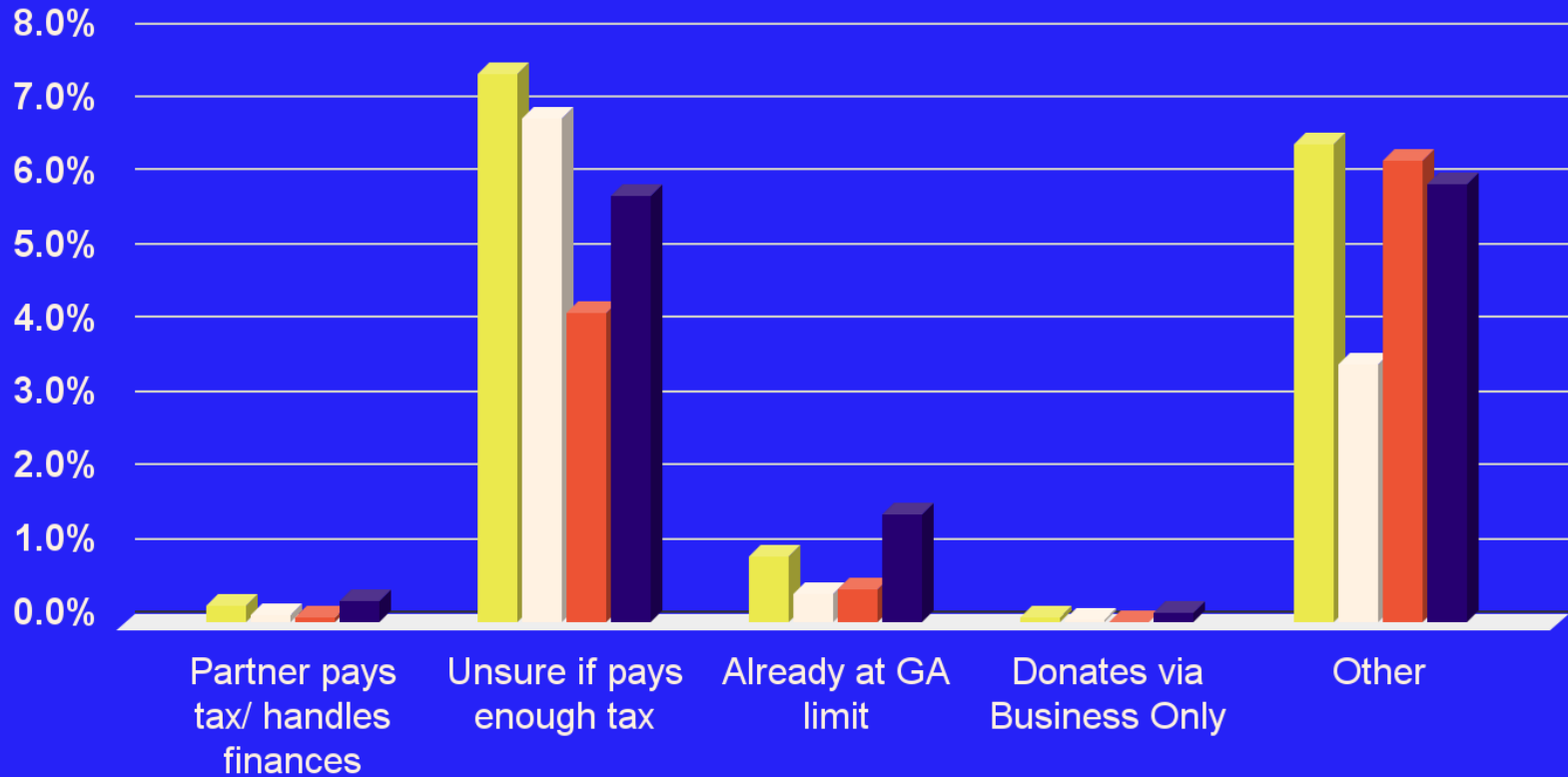
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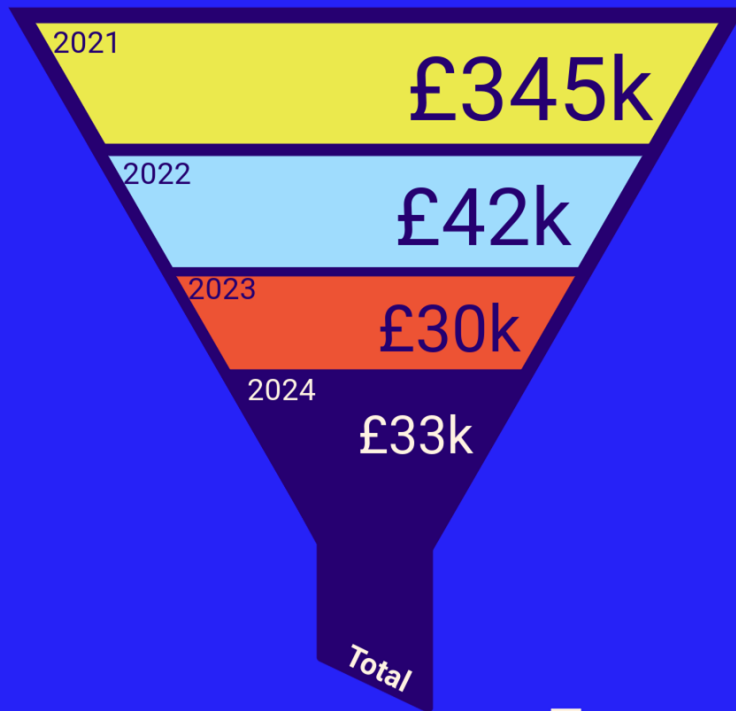
+8%



RSPCA  × *giftaid it*







£450k

*all values are approximate

RSPCA  **x** *giftaid it*

* **15%**

non UK taxpayers

* **15%**

undeclared



*all values are approximate

RSPCA  × *giftaid it*

Looking ahead...



RSPCA  × *giftaid it*

Opt-in Optimisation

- ❑ More than a box
- ❑ Insight, innovation & consistency
- ❑ System 2: Administrative not emotional



?



RSPCA  × *giftaid it*



PHOEBE COOPER
MARKETING MANAGER

RSPCA  × *giftaid it*

