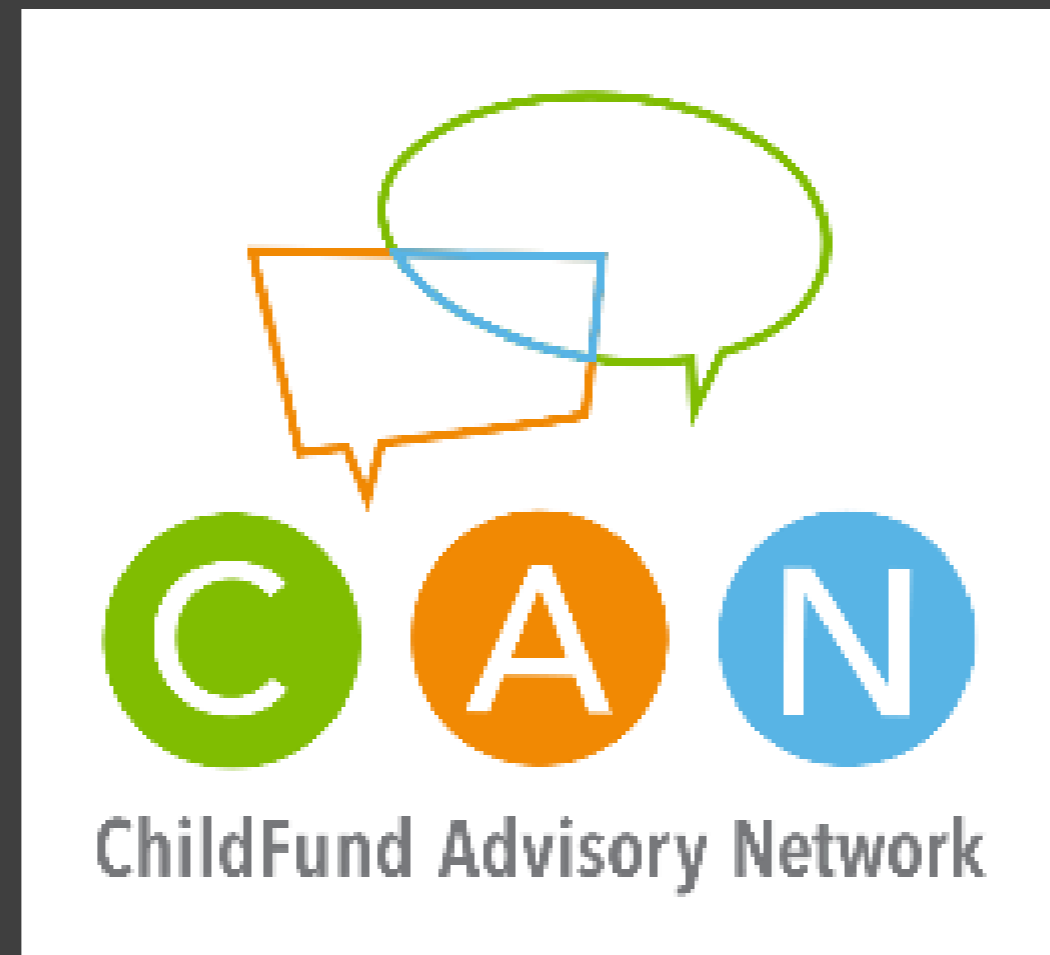


ChildFund[®]
International



**ChildFund Advisory
Network (CAN)**

First 6 month Findings: June – December 2017
ET Presentation January 29, 2018

Building the Best Experience

REQUIRES INFINITE "CUSTOMER CURIOSITY"

Continuous Learning

- ✓ How does the sponsor define success?
- ✓ What feelings are we creating through the process?
- ✓ What do sponsors value most?
- ✓ Where do sponsors get confused?
- ✓ What do sponsors wish we could do for them?



Engagement & Insights Panel



ChildFund Advisory Network

Why sponsorship?

Community Information

Child Progress Report

Impact of Sponsorship

Website Feature Preferences

What is a Market Research Panel?

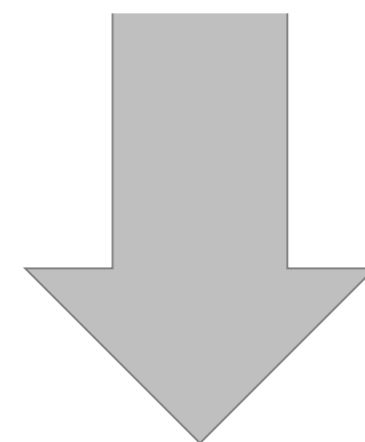
CHILDFUND ADVISORY NETWORK

A market research panel is a by invitation only group who share similar characteristics, and have agreed to provide feedback about products, sales and the competition; these elements work together to create impactful insights for the organization.

Closed Group



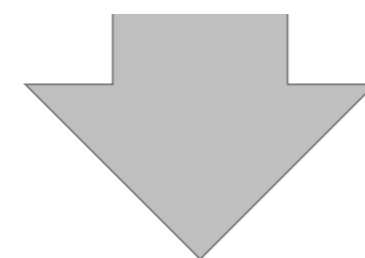
By invitation only;
ChildFund identifies
specific sponsors to invite
to the panel



Shared Characteristics



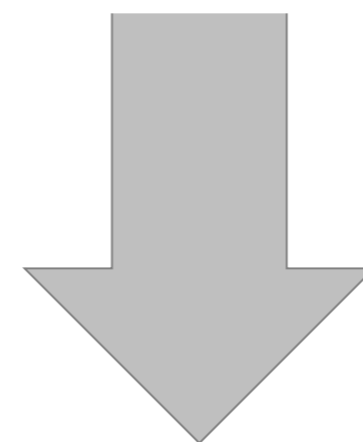
Panelists were screened
to ensure they meet
specific screening criteria
such as age and active
child sponsorship through
ChildFund



Opt-In



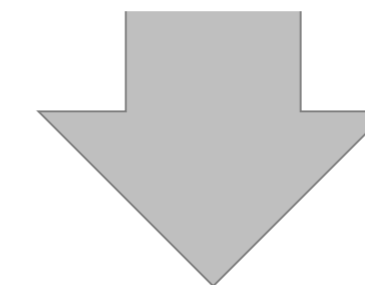
Active sponsors 18+ must
agree to the panel's
terms in order to become
a panelist



Sizeable



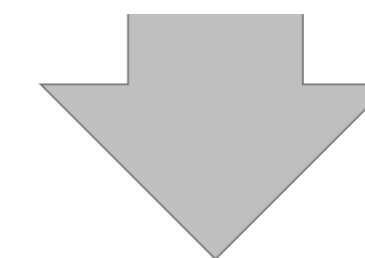
CAN includes 813
panelists in total



Individuated



Sponsors do not interact
with one another;
feedback about
ChildFund issues is
primarily gathered
through surveys

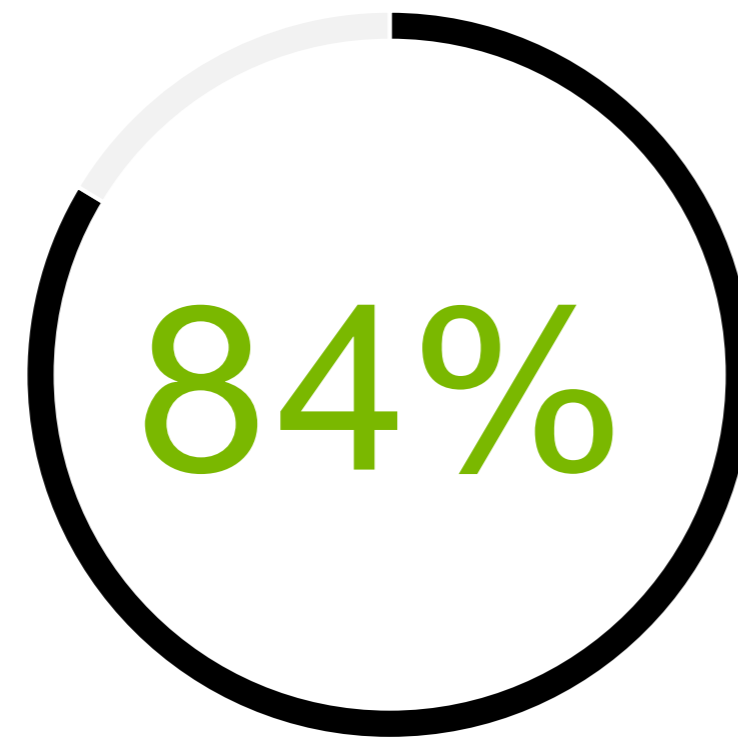


(ChildFund Advisory Network CAN) in Context

Insights

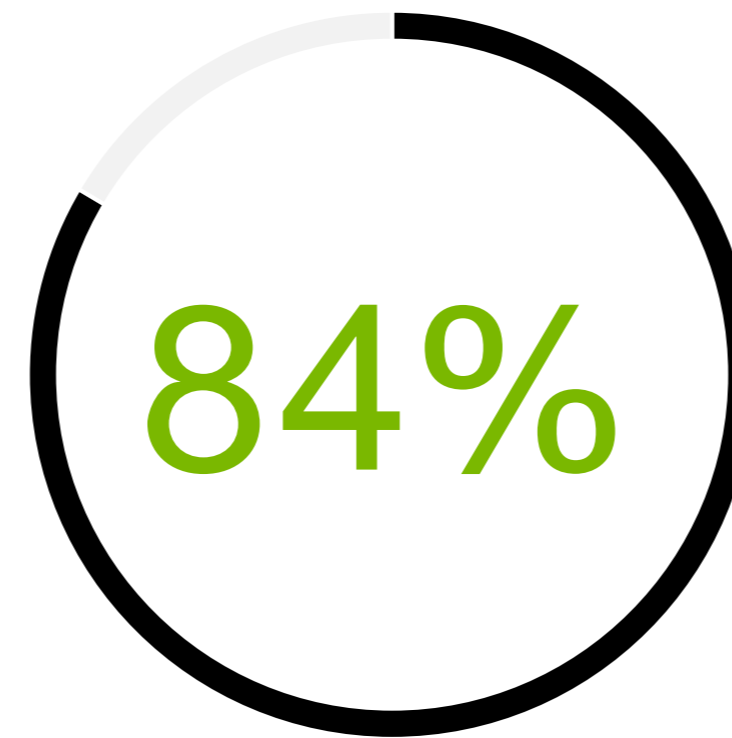
CORE Metrics Summary

ChildFund Sponsors have a positive experience with ChildFund and are very satisfied. They are highly likely to recommend and to sponsor another child through ChildFund.



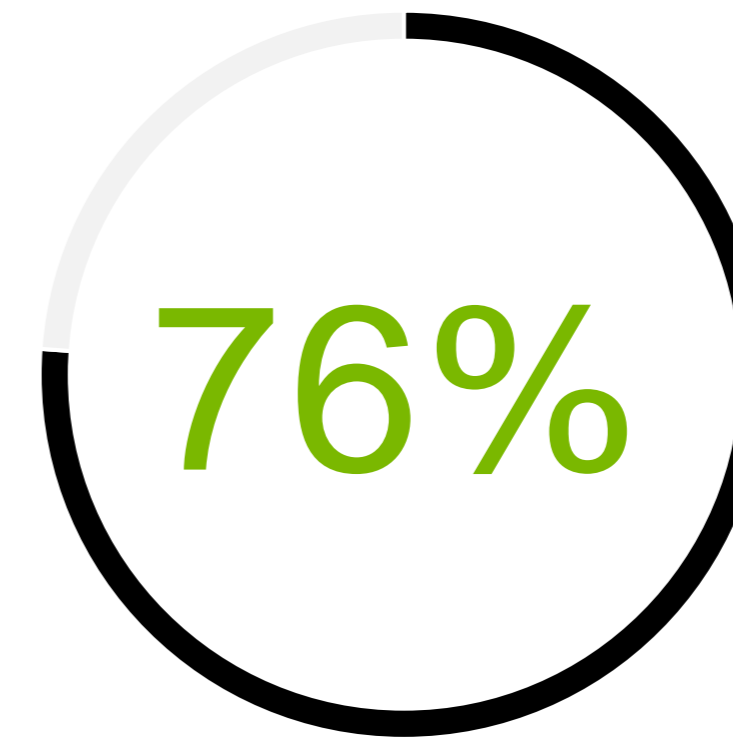
Satisfaction

(T3B%)



Recommendation Intent

(T3B%)



Sponsorship Intent

(T3B%)

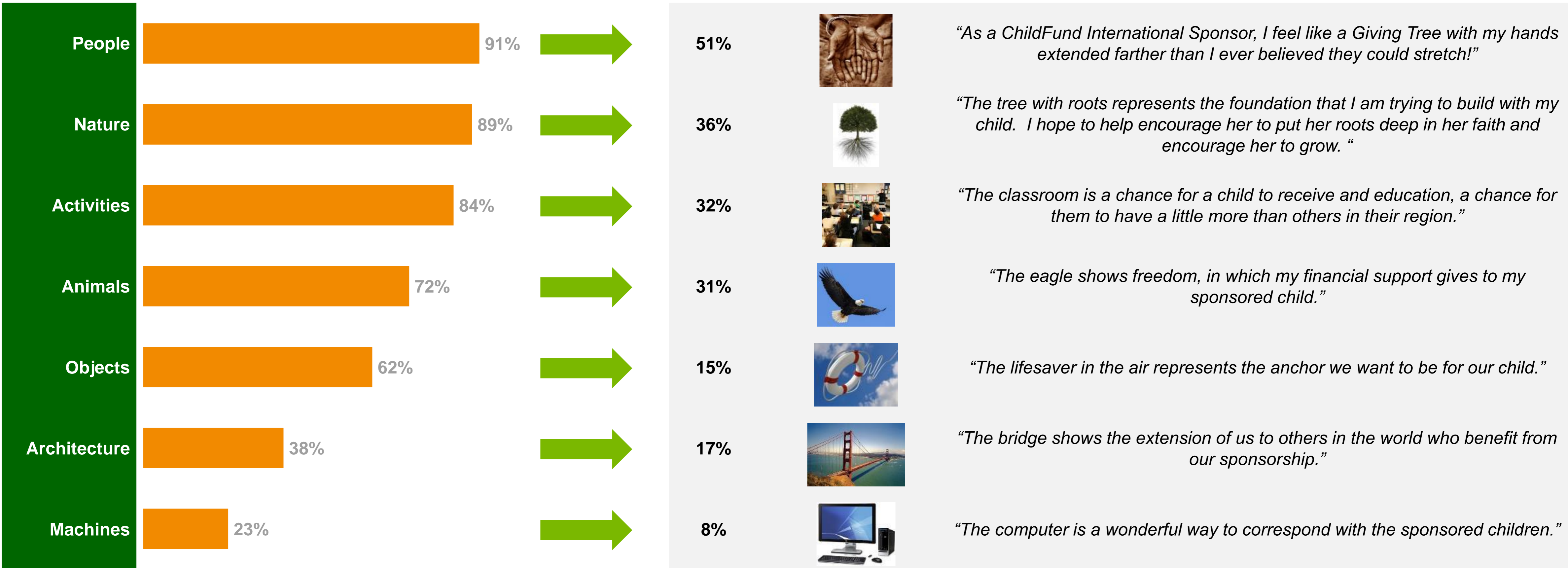
Base: n=(813)

S6 Overall, how satisfied are you with the experience of sponsoring a child through ChildFund? (10 pt scale)

S7 How likely are you to recommend ChildFund International to a friend or colleague? (10 pt scale)

S17 How likely are you to sponsor another child through ChildFund once your current child completes the program? (10 pt scale)

Collage Builder Image Choices



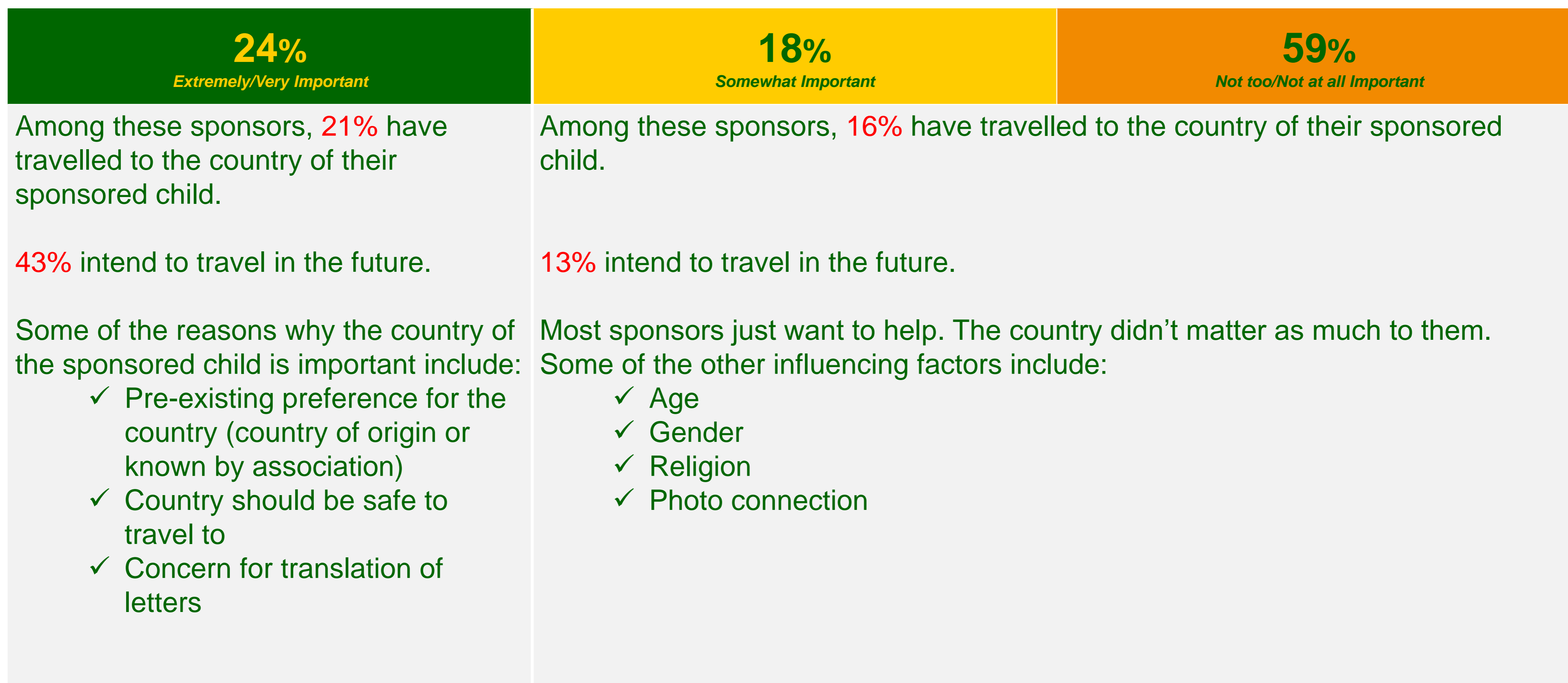
Base: n=(133)
 A1 Now we would like you to select from the various categories and images to create a collage that expresses the overall experience of being a ChildFund International Sponsor and what it means to you.
 A3 Please help us understand why you chose the pictures you did. Rather than describing the pictures themselves, try to discuss how the pictures make you feel and why you chose them to represent how you feel about the overall experience of being a ChildFund International Sponsor and what it means to you.

Community Information Mad Libs Activity Results

What do you know about the country and community of your sponsored child? What do you want to know?

Importance of the country where the child lived...

One-quarter (24%) say the country where the child lived was extremely or very important to them because of some prior connection. The remaining sponsors just wanted to help make a difference regardless of the country.



Child Progress Report Survey Results

*What do you value
most in hearing about
progress of your
sponsored child?*

Child Progress Report Findings

Child Progress Report awareness and importance are both high

Sponsors (74%) are able to recall receiving one in the past year.

Sponsors also place high importance (94%) on receiving the CPR annually

Receiving it makes them feel good about ChildFund International (86%).

An overwhelming majority of the Sponsors (97%) read it on the same day of receipt indicating that it is of significant interest (86% read it in detail).

The handwritten Kenya report with more photos is preferred

Overall, both reports are appealing but Sponsors strongly prefer the Kenya report (74%) over the Honduras report (26%).

The Kenya report includes more photographs of the child thus helping them get to know their child better. It also includes a handwritten note, which makes this report more “personal” and intimate”.

- However, nearly two thirds also say that it would be ok to receive a completely typed CPR if that reduced costs of preparation.

Graphics and bright colors in the Honduras report are appealing but not enough to garner strong preference.

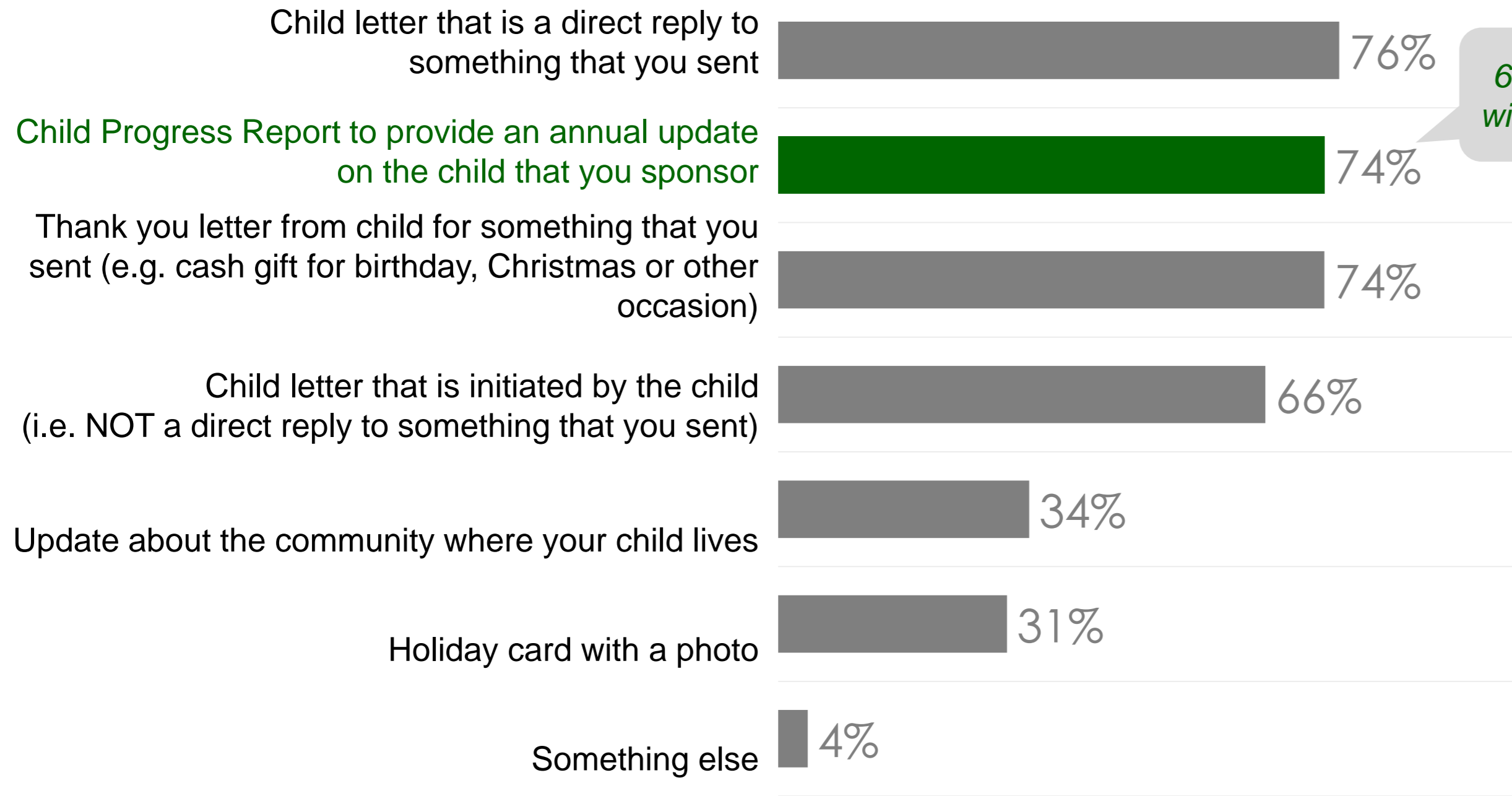
Sponsors want more photos of their child(ren)

Photos of the child, education information and a short handwritten message from the child are the top three most interesting topics within a Child Progress Report.

Child Progress Report Awareness

Awareness of CPR is high among Sponsors. Almost all of the Sponsors read the report on the same day of receipt indicating a strong interest in it.

CPR Awareness



65% recall the CPR without any visual aid

% of Sponsors that read CPR on the same day of receipt



Read it same day of receipt (NET)

97%*

- 86% read it in detail
- 11% read quickly/ glanced through it
- 0% read only the parts they thought were important

* Only 3% saved it to read it later

Base: Total (n=142)
 Q1. Below are some other different types of communications that you may or may not receive from ChildFund International each year about your sponsored child. Which of these do you recall receiving in the past year? | Below is an example of a Child Progress Report. Do you recall receiving a report like this about your sponsored child in the past year? | Q3. Which of the following best describes what you did with the Child Progress Report when you received it in the mail?

Progress Report Preferences

About Your Child

I was born on 27th Oct 2010 and I am now 5 years old. My favorite holiday is Easter.
 In my free time, I like playing and seek and I help my family by cleaning utensils.

My Education

This year I am in Pre-unit.
 I do my best work in Mathematics and I'm making progress in decorating.
 This year I most enjoyed Science.
 Next year I hope to learn reading.

My Health

My health this year is fine.
 I am 35 feet tall and weigh 15 kilograms.

My Family

I live with my father mother and my sister.

Our Participation

This year we benefitted from these programs provided by ChildFund partners.
Solar lamp, and uniform

Thank you!

Page 5

About Our Culture



Cultivating maize, the staple food in Kenya



Cooking ugali and kale over an open fire



Page 6

Child Progress Report 2016



To my dear sponsor, Christine
 Greetings, from Tuses WAKIO
 Number 063332
 Case Number 188

My message to you

Tuses is so thankful for your great support. May God bless you. Yours Faithful Verina Mother to Tuses

page 1



Girls love to play with their dolls, which are usually made of cloth. The accessories, like little houses and clothes, are made of recycled material.

Through our Responsive Parenting Program, ChildFund Honduras promotes the loving care of parents, assertive discipline, nutrition, and PLAY as integral elements of child development.

Children's Games in Honduras



GOOOOAL!!! In the recess yards at school and across community fields, boys love to play soccer. The balls are usually made of plastic and often you will see the children playing barefoot on the hot, dirty ground.



About your sponsored child

I am Daniel Fernando Hernandez Sagastume
 My favorite time of the year is When School Starts
 My favorite color is red
 In my spare time, what I like to do most is playing ball
 This year I am in thrid grade
 My favorite class is Mathematics
 When I grow up I want to be a fireman
 My health this year has been good
 I live with my parents, my grandmother

Thanks to your support, my family and I benefit from/participate in:

Scholarship
Attending to a Child Friendly School
Donation of didactic material and books

Thank You!

Please log in to your account on childfund.org to see more photographs of children in our programs.



Kenya Report – HighlighterSM

All photos and information about the child are the most appealing aspects of the Kenya report. Information that appears to be generic is not appealing.

79% About Your Child

75% About Our Culture

79% Child Progress Report 2016

78% Our Participation

75% From the Children of Our Community

72% Dear Sponsor

7% Our program focus in 2015 included providing access to health and nutrition services, education and emergency management. We also offered support to children in stressful circumstances. Last year we served nearly 1 million children and families in Kenya. More than half of our participants were under the age of 15.

6% Kenya received heavy rainfall in 2015, unlike the droughts and food shortages we experienced during 2014. Our increased harvest was a welcome relief. Unfortunately, the heavy rains also caused flooding in many parts of our country. Communities suffered loss of lives, livelihoods and property. ChildFund is working with the Kenyan government and other agencies on the ground here to provide relief to those affected by the storms.

6% In our culture, it's a blessing for a family when someone from far away takes an interest in a child. You have blessed our community and we are so grateful for your love and support. We hope one day you'll visit us so that we can thank you in person.

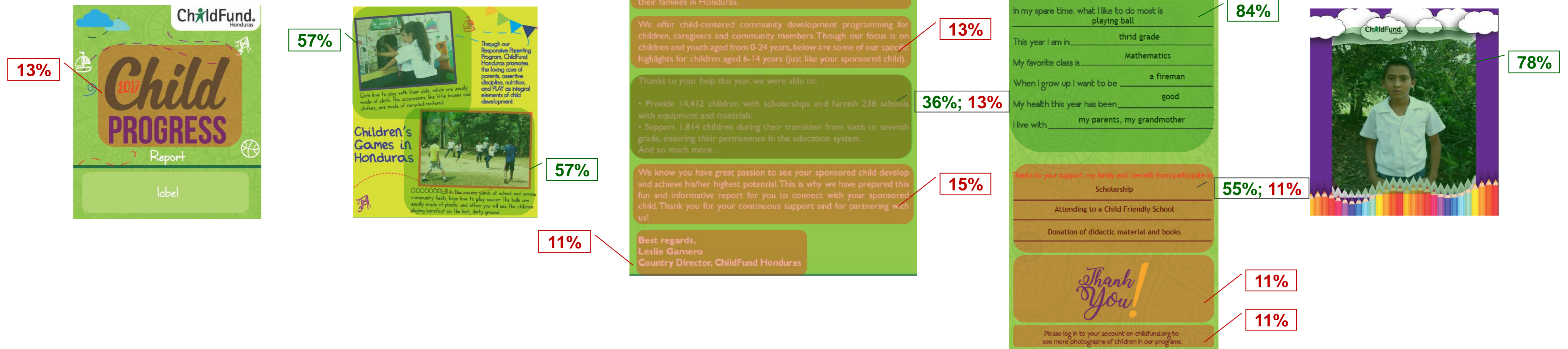
70%+ Clicked as Appealing 5%+ Clicked as Unappealing

Base: Kenya (n=106)

Q11. Please highlight the parts of this Child Progress Report that you find appealing and those you find unappealing. | Q12. What is it about the selection(s) below that you specifically find appealing? | Q13. What is it about the selection(s) below that you specifically find unappealing?

Honduras Report – HighlighterSM

Similar to the Kenya report, photos and information about the child is most appealing in the Honduras report. as well.



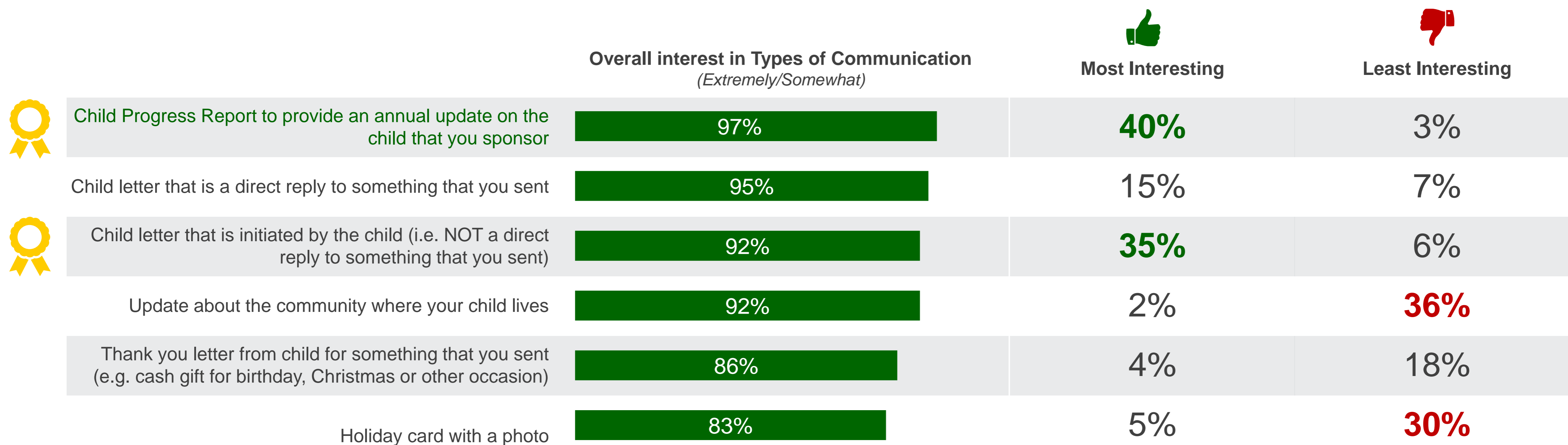
30%+ Clicked as Appealing 10%+ Clicked as Unappealing

Base: Honduras (n=104)

Q11. Please highlight the parts of this Child Progress Report that you find appealing and those you find unappealing. | Q12. What is it about the selection(s) below that you specifically find appealing? | Q13. What is it about the selection(s) below that you specifically find unappealing?

Interest in Types of Communications Received

Overall interest is strong across all communication types. However, when forced to choose, Sponsors place priority on the CPR and letters that are initiated by the child. An update on the child's community and holiday cards are least interesting.



Base: Total (n=132)

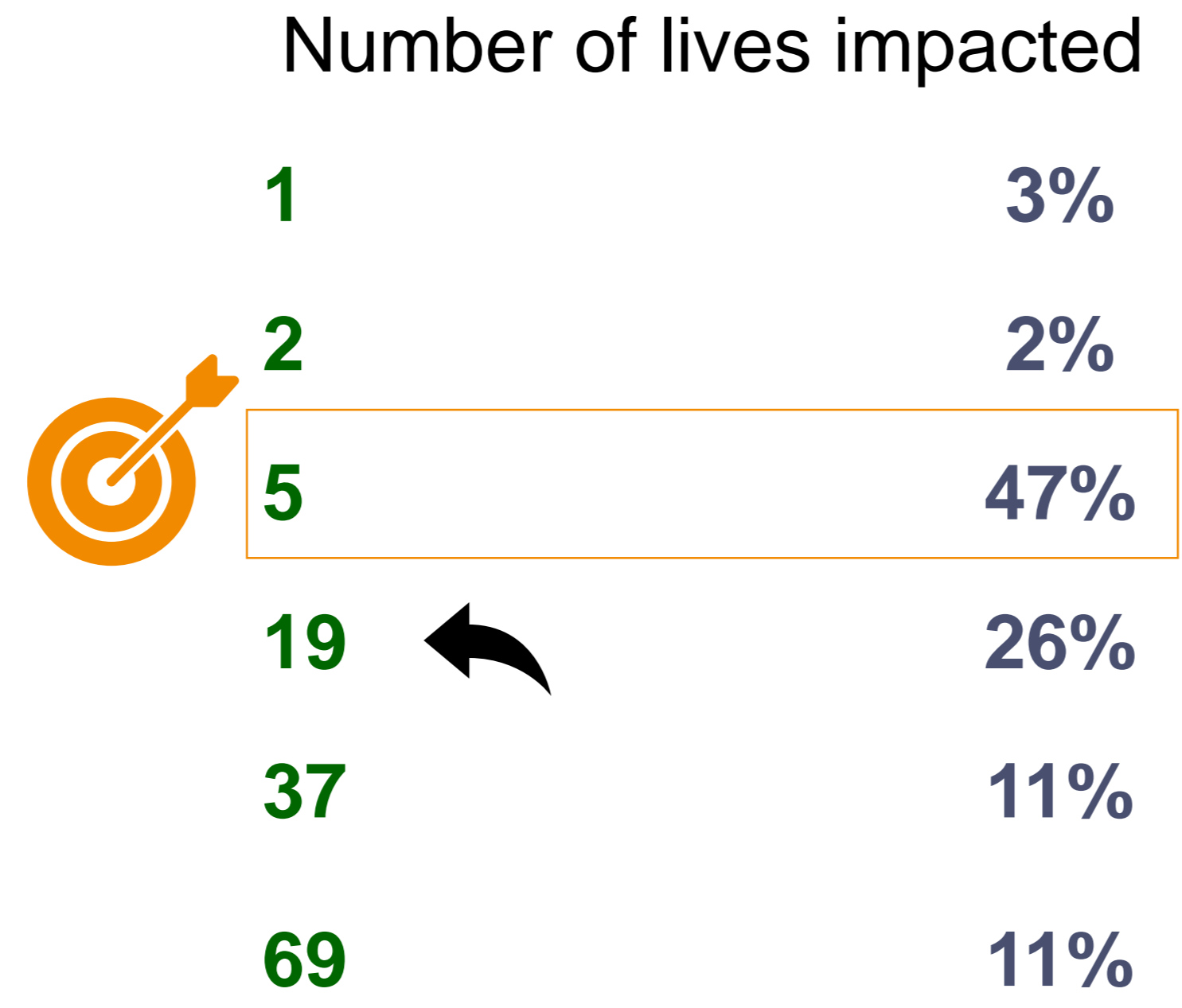
Q28. How interested are you in receiving each of these types of communications from ChildFund International each year about your sponsored child? (T2B% on a 5pt scale) | Q29. What one type of communication are you most and least interested in receiving from ChildFund International each year?

Impact Flash Poll Activity Results

*What is the impact of
your sponsorship?*

Sponsorship Impact

Nearly 50% of the Sponsors predict that 5 lives are impact for every child that is enrolled for sponsorship.



Base: Total (n=121)
For every child that is enrolled for sponsorship through ChildFund International, how many lives do you think are impacted?

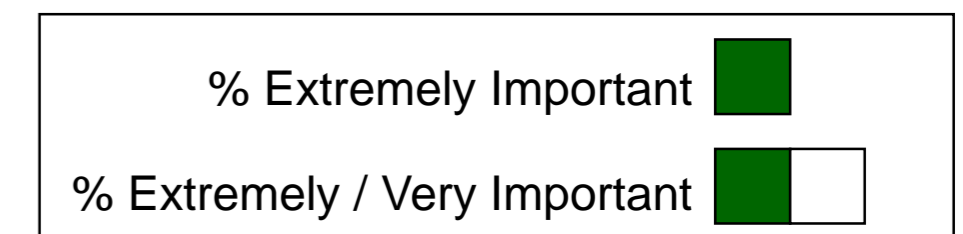
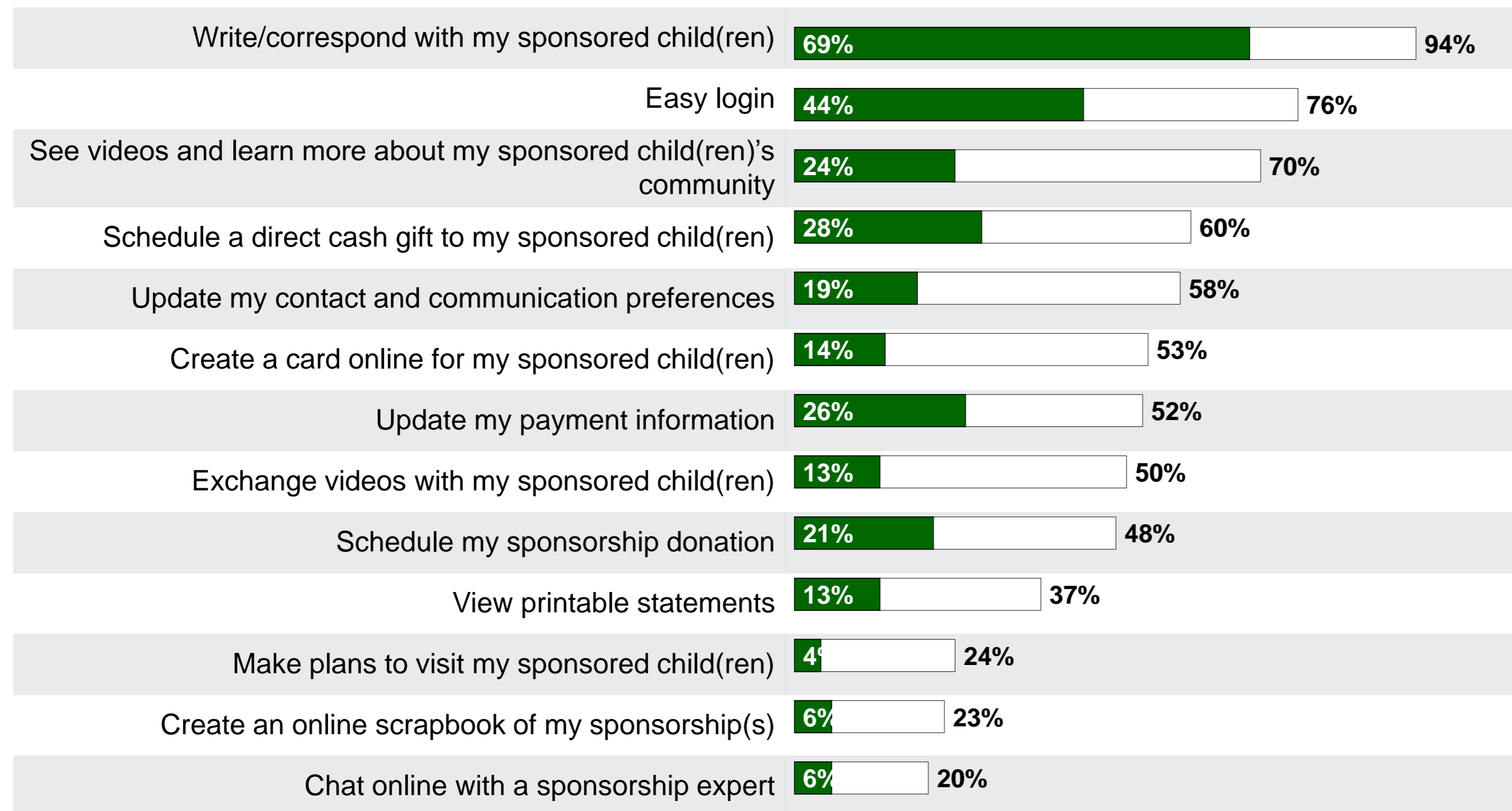
Website Features Activity Results

*What will help you
most in using our
website?*

Features Would Like To Have Available On Website

As seen in the preliminary results, Sponsors are looking for a simple/easy way to connect – the most important website features are correspondence features, videos, and an easy log-in process (i.e. make it easy for sponsor to do these things)

Features Would Like To Have Available On Website



Base: Total (n=124)
 Q1. We are working on making updates to the ChildFund International website and would like your feedback on the features you'd most like to have available when you log into your account on the website.

Messaging elements in flight

Our January activity is around e-communications to sponsors (particularly for fundraising) and what design and messaging elements are most engaging. We're starting to learn through experimentation already via Facebook appeals and will add to this understanding.



Increased volume of engagement with children being active, especially when accompanied by a parent (audience responds positively and more likely to donate when seeing children reading, riding a bicycle, eating)

Takeaways

And what's next?

Key Learnings

- ✔ Members of our CAN are among our more engaged sponsors – these are the sponsors who want to be engaged and who we want to satisfy more
- ✔ Photos are important at almost any touchpoint – but called out in particular for selection, CPR, updates
- ✔ The Child Progress Report **is** the seminal stewardship moment that we thought it to be – it's worth investing the resources
- ✔ Sponsors still do not know enough about the community or context of their sponsored child – but when the communication is from/about the child, community content is perceived as less interesting
- ✔ Sponsors underestimate the impact their sponsorship has on a community

Implications

- ✔ Less engaged sponsors have less of a voice through our panel but still contribute to overall satisfaction measures. Improvements for our engaged sponsors “raise all boats” but don't yet offer enough insight to control for differentiated experiences
- ✔ CPR design and delivery can better reflect the interests and preferences of sponsors. And attempts to move towards electronic creation of CPR should be done thoughtfully with attention to bringing the sponsor along & showing the benefits
- ✔ Leverage different communications to speak to community updates vs. child updates. Use more photos at any touchpoint to increase its impact
- ✔ Focus web development efforts towards those areas that matter most
- ✔ Ramp up messaging around sponsorship impact in both acquisition and stewardship channels

What's Next?

This presentation reviews key learnings over the first 6 months of our Advisory Network. We will add to our fact base and understanding of our supporters in the coming months through research and benchmarking

CAN Research

- ✓ January – electronic fundraising and communications preferences
- ✓ February – DFCs Awareness & Usage
 - ✓ March / June – Advocacy topics
- ✓ **April** – Sponsor Satisfaction survey (WIDE)
- ✓ May – Sponsor intake/annual recruitment

Other Research & Benchmarking

- ✓ February – Target Analytics online/offline fundraising insights
- ✓ March – Target Analytics sustainer recurring insights
 - ✓ April – ChildFund Alliance CMC
 - ✓ May – Interagency Fundraisers benchmarking conference

What else?

Learning from our panel is one way we collect & leverage data to make a better supporter experience. Other ways include...

- ✓ **Donor segmentation** – leveraging demographic cluster appended data
- ✓ **Retention / cancellation modeling** – both initial research into key attributes as well as building a risk model
- ✓ Ongoing **donor inquiry and complaints analysis** – identify break points and opportunities to avoid issues

Thank You

Discuss:

- *What surprises us in what we see here?*
- *What excites us?*
- *What is a concern?*
- *What else would we like to learn from our panel?*
- *Who else might benefit from this information?*