

From South of the Rio Grande to Tierra del Fuego- Fundraising in Latin America

Daniel Yoffe

4/1/2008, 8:00 AM - 9:15 AM

Direct Marketing

Brazil	Mexico	Argentina	Colombia	Chile	Peru
Good postal, telephone and banking infrastructure.	Credit cards, bank transfers, deposits and checks work efficiently. Few mailboxes in the streets, delivery time and postage costs are reasonable.	Leapfrogged checks and bank deposits. Most payments/donations through credit cards. Delivery time and postage costs reasonable.	Credit card –single donation or monthly giving-, checks, bank deposits and bank transfers. Lack of efficient postal service. Private service available but relatively expensive.	Most individual donations done through credit cards. Postal services fair.	Donations made through credit cards and checks. Postal system acceptable but with shortcomings.
Average response rates for prospecting in 0.3 to 0.6% range. HL RR go from 3% for smaller donors to 16% for larger ones. Lists available of varying quality.	RR for prospecting and HL tend to be low (0.10/0.40 % and 1/5% respectively) Lists are available.	Prospecting RR are around 1% . HL: 5-8%. 20% of respondents join a pledge program.	Direct mail not used much. RR very low. Very little competition. Limited number of available lists	Direct mail slowly growing. Survey indicates that it generates 15% of total income.	No extended use of direct mail by CSOs.
42.4M phone lines and 86.2M cell phones	19.5M telephone lines 47.5M cell phones	8.8M telephone lines 21.1M cell phones	7.7M telephone lines 21.9M cell phones	3.4M phone lines and 10.6M cell phones.	2,3 phone lines and 8,5 cell phones.
Telemarketing used by main fundraising organizations. Some organizations making extremely aggressive use which has caused considerable discredit.	Used mainly on HL or inbound. Not very developed.	Telemarketing: CSOs consider it the most profitable way of fundraising in Argentina, including for recruitment.	Use of telemarketing increasing.	Telemarketing is slowly growing. Income generated: 5% (Average)	No extensive use by CSOs.

Phone lines information: The CIA World Factbook

From South of the Rio Grande to Tierra del Fuego- Fundraising in Latin America

Daniel Yoffe

4/1/2008, 8:00 AM - 9:15 AM

New Media					
Brazil	Mexico	Argentina	Colombia	Chile	Peru
42.6M Internet users Growing rapidly. Most organisations –including relatively small ones- have a website including a landing page of varying effectiveness. Donations made through credit card or bank transfer/deposit.	22.7M Internet users CSOs with a website increasing substantially. Most of them have a landing page, but few are effective. Income through this medium remains marginal with exceptions.	16M Internet users Most CSOs have web site and landing page many of which do not take advantage of the medium.	6.7M Internet users Many organisations have a web page but few fundraise effectively through them.	7M Internet users Internet is growing fast and currently has 6.1M users. Survey states that 8% of income comes through the internet.	7.3M Internet users Web pages mainly for information purposes. Little online FR.
E-mail fundraising is virtually nonexistent..	E-mail fundraising is virtually nonexistent.	Some e-mail use, mainly for donor retention/cultivation and campaign purposes.	E-mail fundraising hasn't been used. It would allow bypassing the problems posed by postal service (or lack of)	No reference to e-mail or SMS.	No e-mail fundraising
SMS also done for campaign:activism	SMS also done for campaign/activism.	SMS ROI very low. OK for campaigns and relationship building.	SMS has not been used.		No SMS fundraising activity

Internet users: The CIA World Factbook