



CASE STUDY

Enabling successful supporter journeys

Centrepont



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About Centrepont

Centrepont is the UK's leading youth homelessness charity, supporting more than 16,000 young people every year through accommodation services, employability programmes and a dedicated helpline.

As part of their mission to end youth homelessness by 2037, Centrepont recognised the need to modernise their supporter engagement strategy to handle growing complexity in their individual giving programme.

With support from Wood for Trees and the adoption of Apteco software, Centrepont has transformed their supporter journey management, achieving significant improvements in donor engagement and operational efficiency.

Challenge

Centrepont's individual giving programme had been steadily growing in complexity over the past decade. By 2022, their existing approach to supporter journey management – a semi-manual process relying on a bulk email platform – was no longer fit for purpose.

The system required time-intensive manual data extraction and updates, involved multiple staff members and was prone to delays and errors. This limited Centrepont's ability to optimise existing journeys or create new ones, introducing risks, such as outdated supporter data leading to incorrect communications.

Key challenges:

- Inefficient, manual data processing for supporter journeys
- Limited ability to include multi-channel touchpoints beyond email
- Minimal capacity for testing, optimisation or reporting on journey performance
- A barrier to creating new automated journeys due to resource constraints

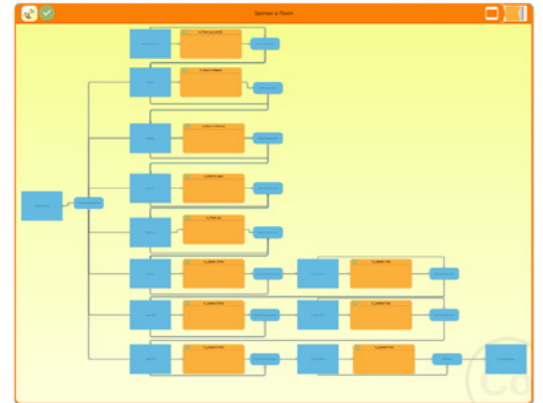
Solution

To address these challenges, Centrepont partnered with Wood for Trees to implement Apteco FastStats and PeopleStage. With extensive training and support from Wood for Trees, Centrepont began migrating their supporter journeys to this powerful new platform in 2022.

Key achievements:

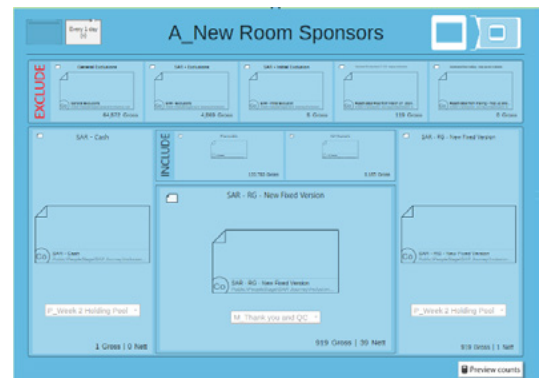
1. Migration and optimisation of existing journeys

- Sponsor a Room (SAR) journey:** The SAR journey, a 12-month engagement programme for regular donors, was the first to be migrated. With Wood for Trees' support, Centrepont enhanced the journey to include additional touchpoints, such as personalised mailings and welcome calls. PeopleStage's testing capabilities ensured the journey was fully optimised before launch and it now runs daily, without manual intervention.
- Standard Regular Giving (SRG) journey:** Using skills gained from the SAR migration, Centrepont independently transitioned their SRG journey to PeopleStage. Improvements included personalised subject lines and new testing processes to refine engagement strategies.



2. Creation of new automated journeys

- New donor welcome journeys:** Automated welcome emails were created for first-time donors, featuring dynamic content tailored to donation types, such as virtual gifts or Christmas cash donations.
- Reactivation and retention campaigns:** Centrepont launched a reactivation journey targeting lapsed donors. More than 3,000 supporters were contacted, resulting in 289 reactivations and an estimated additional annual income of £33,813.
- Churn prevention journey:** At risk regular givers were identified through advanced selection criteria, with 3,595 supporters receiving thank you calls to improve retention. Testing against a control group demonstrated the impact of this strategy.
- Legacy and community supporter journeys:** Previously underserved audiences, such as legacy 'handraisers' and event supporters, now receive tailored communications to deepen engagement.



3. Enhanced reporting and insights

- PeopleStage has provided Centrepoint with detailed journey analytics, enabling real-time evaluation and improvements. For example, open rates for emails in the SAR journey's early stages have increased significantly compared to the previous system. These insights guide content updates and inform strategies to address areas like click-to-open rates and unsubscribe patterns.

4. Operational efficiency

- By automating complex processes, Centrepoint has doubled their email outreach, sending more than 150,000 emails to 40,000 supporters in 12 months. This represents a 100% increase compared to their previous system. Automation has also saved an estimated 13 staff hours per month, allowing teams to focus on higher-value activities.



Impact

The implementation of Apteco software, supported by Wood for Trees, has transformed Centrepoin’s supporter journey management. Key outcomes include:

- Increased donor engagement, with higher open and click rates across key journeys
- Improved retention and reactivation rates, contributing to substantial revenue growth
- Streamlined processes, enabling rapid scaling of communication efforts
- Enhanced insights, fostering a culture of data-driven decision-making

Centrepoin’s partnership with Wood for Trees and adoption of Apteco FastStats and PeopleStage has empowered the charity to deliver more personalised and impactful supporter journeys. These innovations have not only strengthened donor relationships but also unlocked new revenue streams, helping Centrepoin advance their mission of ending youth homelessness.



Get in touch

Email

hello@woodfortrees.net

Call

+44 (0)1225 480 480

Visit

woodfortrees.net



