

Direct Mail Case Study



The Salvation Army

Sector & Brand: Non-Profit, The Salvation Army

Country: UK

Date: Spring 2008-2011

Background:

Who was the advertiser?

The Salvation Army was the 7th largest charity in the UK in 2011 when ranked by fund-raising income. In 2009, the charity spent £207million in the UK territories, most of which went towards social support that is at the centre of its mission statement. The Salvation Army has a wide range of activities that it is committed to year after year; providing homeless people with food and shelter, supporting families and children in need with food, emotional support for those who ask for help and providing Salvation Army drop-in centres.

What was the challenge?

The challenge was to recruit significantly more new donors while maintaining an ROI of more than 1.0 at recruitment. The charity also wanted the new donors to have a similar profile to those already recruited and that the donor development programme would continue to achieve returns of more than 14.0.

What were the objectives of the campaign?

The aim was to reach more people through a diversified campaign and build on past results to get even higher donations, using research and campaign results to work out which media worked most effectively.

Who was the target group?

The target group was that which was identified as the archetypal Salvation Army donor; female, retired, aged around 68, not affluent but someone who gave to a number of causes, often with strong religious affiliations. The profile of the donors was also detailed in a number of other aspects; that the donors were well-read and though they did not habitually spend time online, they were happy to donate on-line.

The campaign in detail:

Which media were used?

This was an integrated campaign using a number of different media channels to increase the visibility. These included direct mail, radio, TV advertising and online banners.

With the print media, this was delivered through a combination of warm mail, cold mail, door drops, inserts and press), and volume was restricted by budget and ROI estimates.

The online message was restricted to investment in paid search due to the failure of it in the first year despite the significant spend in this area.

What was the mailing approach?

The campaigns were concentrated in the 6 week run-up to Christmas which was the traditional time for donations as the religious beliefs of the donors made the idea of giving stronger than at other times of the year. All fund-raising asks were for one-off cash gifts, which brought the trend of charities looking to recruit regular givers paying by direct debits. The control ask was £19, with larger bequests detailed so people could decide how generous they wished to be and how the money would be used.

What was the creative concept?

The bulk of the campaign was focussed on the direct mail, as most donors sent their donations in the post, but the other media channels raised awareness and the potential donor audience up to 90%. In the second year the TV spend was increased and it was found that this and the direct mail drove online response. At the same time, TV drove a response to all other media channels but direct mail advertising drove a response to TV commercials. This interconnectivity became more pronounced over the three years.

The results

In the first year:

- 16,000 new donors, which was a 16% increase year on year.
- The recruitment of these donors was achieved at >1.0 of ROI.
- Income from these additional donors was £500,000; 20% growth on the previous year.
- The profile of the new donors who responded to the TV and digital activity were the same as those of previous years.

By year 3 the result of the campaigns was that The Salvation Army was more than £2m ahead of budget with excellent results and research that would enable them to continue being effective and raising money in future years.



Wherever people need our love, we have to be there

For many lonely and unhappy people this Christmas, The Salvation Army will be their only friend. That's why, where people are homeless, we need to offer them food, shelter and hope. Where older people are all alone, we need to care for them. Where children suffer neglect and abuse, we need to protect them. Please put us where we need to be, by sending your Christmas donation today.



£19 will provide a Christmas box to a family in need, filled with food and a modest gift for each child.

£28 will pay for five lonely older people to enjoy a proper Christmas dinner and friendship at a Salvation Army community centre.



£45 will provide 24 hours of care, protection and love for a child in a Salvation Army residential home for children who have nowhere else to go.

£63 will provide a homeless person with one week in a Salvation Army centre, and a hot breakfast - which could be the first step towards keeping them off the streets for good.

£72 will pay for a 'meal run' giving hot soup and sandwiches to people sleeping rough on a cold winter night

£250 will keep a Salvation Army drop-in centre open over the Christmas period.

DM108021

Yes, here is my Christmas gift for people in need.



In order for us to process your donation efficiently please complete your details below.

Title (Mr, Mrs, Miss, Ms) Name

Address

Postcode

Here is my gift of: **£19** **£28** **£45** **£63** **£72** **£250**

I prefer to give: £ *Thank you*

Make your credit card gift by calling **0800 389 8282**
Lines open 24 hours

Please make your cheque/postal order payable to The Salvation Army or fill in your credit/debit card details below. DM10821000245

Credit/Debit/CAF Card No. (We are unable to accept AmEx or Diners Club cards.)

Start date / / Expiry date / / Maestro Issue No.

You can make your gift worth 28% more by making a Gift Aid declaration. Please sign in the box below.
I am a UK taxpayer and I want The Salvation Army to claim back the tax on all donations I have made since 6 April 2003, and all future donations.

giftaid it

Fundraising Standard Seal



NE You must pay an amount of income tax or capital gains tax at least equal to the tax we reclaim on your donation in the tax year.

Signed Date

Please return this form with your donation to: FREEPOST RHTT-HUAR-BEAU, The Salvation Army 201, REDHILL, RH11 1QD.

The Salvation Army will not share your details with any other organisations.

If you don't want to hear from The Salvation Army again, please tick this box.

www.salvationarmy.org.uk/Christmas