

## MARKETS

### FUNDRAISING

#### GOLD

Client

UNICEF

Agency

LION

Agency team

Derek Humphries

Ciara McCullagh

Celia Cole

Rosie Boon

Zeena Davies

#### SILVER

Client

Cats Protection

Agency

TDA

Agency team

Mark Pearson

Sarah Compton

Jane Wiles

Gareth Wood

Julian Burrett

#### BRONZE

Client

UNICEF

Agency

Carlson Marketing

Group

Agency team

Simon Lane

Dan James

Nigel Brett

Christine McGill

Paul Netti



#### SILVER

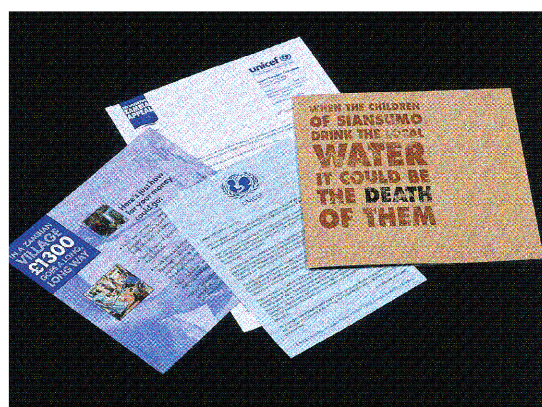
Cats Protection aimed to convert one-off donors to regular givers through a sponsorship scheme. A mailing pack encouraged donors to sponsor a cat cabin for £4 a month. The creative humorously parodied estate agent jargon to get the message across. As part of a full CRM programme, cabin sponsors receive a newsletter and a certificate. Contributions from cash givers were nearly double the previous average amount.



#### BRONZE

UNICEF offered high value donors 'ownership' of a fresh water supply for a Zambian village. A 'coffee table'-style mailing told of women and children walking six hours a day to a river to collect dirty drinking water.

UNICEF's request for a £1,300 donation to install a water pump in one of 45 Zambian villages was its highest ever, yet a return on investment of 9:1 was achieved.



#### GOLD

A fundraising campaign by UNICEF for its work in Uganda was ambitious on a number of fronts.

The charity needed to raise more than £500,000 in donations to fund its work caring for children there. At the same time, the aim was to forge a direct, emotional link between the donor and a remote African community to engender loyalty and longer term income.

Client and agency visited Uganda and picked a project that would resonate with donors. Using this material, an intimate and emotive scrapbook mailing was developed for recipients to treasure rather than bin.

Respondents could join the major donor programme and get individual briefings on progress via in-bound telephone calls with real UNICEF field staff, an idea considered very engaging by judges. An extra 15 high-level prospects received hand-made copies of the scrap book.

Results were, in some cases, exceptional. The average cash gift of £154 was 27 per cent above target. At the high end, direct debit gifts averaged £1,200, a return on investment of 22.4:1. A stunning achievement, the judges said.