

MARKETS

FUNDRAISING

GOLD

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SILVER

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BRONZE

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GOLD

To boost donations at Christmas and build relations with its donor base, Sight Savers International took the traditional mailpack and turned it into a 'hero' piece.

This one-off mailpack featured an advent calendar, behind every window of which was an image of someone in the developing world whose sight had been saved by the charity.

A split mailing was used – committed monthly donors were targeted with an appeal for an extra donation of £156, while ad hoc donors were asked to commit funds more regularly. Targeting was key, using recency, frequency and value of historic donations to target the cream of donors, with copy recognising the nature of the donor's relationship to the charity.

The mailing achieved a 43 per cent increase in response over the previous year, and generated nearly 67 per cent more funds. The average one-off payment was £20 and the increase in regular monthly donors brought the charity an income of more than £35,000 a year.

With a mailing of 116,440, a total revenue gained of £389,283 and a pack cost of just 48p, the exercise had an ROI of more than 6.5:1.

"A few years ago this category was all about emoting and visceral reaction," one judge commented. "Now the trend is to focus effectively on logic and long-term success."

SILVER

Save the Children put recipients of its mailpack firmly in the developing world by setting the punitive health costs there in UK terms – revealing that a bottle of aspirin costs the equivalent of £2,000. The pack was tailored to all segments of the base, from lapsed donors to high-value supporters, and gained a response as high as 28.2 per cent from some cells.



BRONZE

Amnesty International returned to its roots for a fundraising drive that aimed to overcome donor fatigue. The mailpack asked the recipient to sign and write a personal note about a political prisoner on a postcard to be sent to the relevant authority. The new packs beat control mailings by some margin, achieving better than break-even ROI, as well as higher direct debit response and gift values.

