

## CASE STUDY

# DEMENTIA WELLINGTON DONATIONS CAMPAIGN



## The Challenge

Dementia Wellington is a not-for-profit organisation that supports people affected by dementia in the Wellington Region, along with their family and friends. It also offers education on brain health and the effects of dementia to community groups, businesses and the wider public.

A large portion of Dementia Wellington's funding is raised through donations and public appeals. To support this, Dementia Wellington posts quarterly newsletters containing donation requests to previous donors.

Dementia Wellington wanted to bolster their donation efforts from traditional marketing strategies by adding a new element to their campaign. However, they also needed to ensure that any changes to the campaign were cost effective as well as maximising returns. Additionally, they wanted to track true results, which is something they struggled to do in the past with their standard methods.

## How We Solved It

Perception Group partnered with Dementia Wellington to create, build and execute a multi-channel campaign to increase the number of donations received, increase the average amount of donations received and increase campaign return on investment. The campaign was a multi-channel communications campaign with e-mails, Personalised URL (PURL) landing pages, a payment gateway and personalised, printed direct mailers.

The campaign had two elements: one group of donors received the traditional direct mailer. For the second group, a personalised, targeted email was sent with a message that directed respondents to a Personalised URL (PURL) that displayed personalised copy and imagery.

From the PURL, donors could make a credit card donation through a secure gateway. Donors that did not respond to the initial email were sent a follow-up email touchpoint. If no response was generated, then a personalised direct mailer was sent to the donor.

Throughout the multi-channel campaign, recipients were encouraged to invite a family member or friend to donate to Dementia Wellington. This had the effect of increasing donations for the campaign as well as adding new contact records for future campaigns.

## The Results

The multi-channel campaign was highly successful. The number of donations received from donors who were recipients of the multi-channel campaign was 14% higher than for the traditional direct mail campaign. Additionally, the average donation value per donor was 48% higher. The initial email had an open rate of 43%, around 10% higher than the industry average, resulting in a total click through rate of 9%. Donations received from the multi-channel campaign were higher than those who received only the printed direct mailer with a higher response rate and a higher value donation per donor.



## HELPING DEMENTIA WELLINGTON DRIVE DONATION REVENUES

**43%**

Open rate from initial email

**14%**

Increase in donations from their previous direct mail

**9%**

Click-through rate from the email

Dementia Wellington is delighted with the results of the campaign and continues to partner with Perception Group, building higher results-driven donation campaigns into the future.

### Donor Contact Information Kept Up to Date

As well as increasing the number of donations by 14% from a typical direct mail campaign, there were several other significant benefits for Dementia Wellington:

- Recipients were asked to confirm that their contact details were correct and were given the opportunity to correct any errors
- Recipients were encouraged to pass the email on to family and friends, thus expanding the donor contact list

*"It is a real pleasure to assist Dementia Wellington with their donations campaign and see how incorporating digital media into their campaign can make such a difference."*

Charles Norwood  
GM, Client Solutions  
Perception Group

*"We were delighted by how easy Perception Group made the whole process. They coordinated all aspects of the campaign and the results speak for themselves. We look forward to working with them for future campaigns"*

Kirsty Jones  
Communications & Marketing Advisor  
Dementia Wellington

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