

Charity starts with a database

Increasing its acquisition database with data from SelectaMAX helped the Salvation Army with its all-important Christmas appeal.

Christmas is a very important date on the fundraising calendar – and no less for the Salvation Army.

“We really believe that potential donors relate to the mission of the Salvation Army, with our emphasis of helping the needy at Christmas time,” says the Salvation Army Relationship Marketing Manager, Sam Broughton.

Last Christmas, the Salvation Army – Australian Southern Territory (Victoria, Tasmania, South Australia, West Australia and the Northern Territory) conducted a personalised acquisition mailing campaign with the theme “Something to hold onto this Christmas”. Potential donors were asked to help the Salvation Army handle the enormous demand for services from November to January. The mailing pack consisted of a personalised letter, a brochure highlighting the plight of the needy, a candle card and a response envelope.

“Direct mail is incredibly important in our fundraising,” says Broughton, a fact that is highlighted by the figure of more than \$11 million generated from the Salvos’ – Australian Southern Territory’s mailings last year. A loyal supporter base of regular donors who respond to campaigns is responsible for a large proportion of these funds.

But acquiring new givers is a major priority and the reason for embarking on an extensive donor acquisition campaign.

Geospend Direct, the list rental and customer profiling business of Australia Post, helped build a new acquisition database by providing names of people who indicated their support for the Salvation Army in the Australian Lifestyle Survey.

Also, using the SelectaMAX service Geospend Direct provided the Salvation Army with details of the unique characteristics of its typical donor so it could select specific prospects based on this donor profile. The Salvos’ Australian Southern Territory was able to create a donor profile and match this against names in the permission-based database.

“The results were very encouraging and much better than any other source of data that we’ve used,” Broughton says. The average response across all states from SelectaMAX data was 4.38 per cent. The highest individual state result was 11.02 per cent.

“The names and addresses identified through SelectaMAX provided the

Salvation Army with another stream of potential donors that were outside its traditional list selection criteria. It opened up the opportunity for marketing to people the organisations would otherwise not have identified,” says Michael Quillerat, Geospend Direct.

“As a marketer,” says Broughton, “I have found the level of service provided by Geospend Direct was excellent and SelectaMAX to be a powerful marketing tool enabling us to find premium-quality prospects and keep building our donor database.”

For more information about Geospend Direct contact 1300 363 242, e-mail info@geospend.com.au or visit geospenddirect.com.au



Direct mail is an important part of the Salvation Army's fundraising. Using SelectaMAX helped the Salvos identify a new stream of potential donors.