



Greg Campitelli, ICEE Director of Development.

An eye on potential donors

GEOSPEND

A small fundraising group dedicated to improving vision around the world received higher than expected response rates by using Geospend's Selecta service to identify potential donors.

With only a small fundraising team, the not-for-profit organisation International Centre for Eyecare Education (ICEE) faced a dilemma common to fundraisers: making sure that the amount of money it invested in fundraising brought adequate returns.

ICEE's mission is to eliminate unavoidable blindness and impaired vision that could be rectified through appropriate glasses. According to ICEE's director of development, Greg Campitelli, there are around 250 million people worldwide who are either blind or vision impaired simply because they don't have glasses.

"How ICEE is helping to solve this problem is by developing solutions for communities in serious need of eyecare. Simply put, this means providing trained eyecare personnel and affordable glasses," says Greg.

Relying solely on the generosity of the Australian community and industry corporate supporters, ICEE has a strong history of creative fundraising, including its annual National Sunnies for Sight Day, which encourages people in clubs, schools and workplaces to donate a gold coin or purchase merchandise for ICEE's cause.

This year ICEE conducted its first ever direct mail donor acquisition campaign called Grandparents with a Grand Vision. It invited grandparents to make a donation

on behalf of each of their grandchildren and offered a laminated certificate of recognition listing the names of their grandchildren.

"We knew direct mail done well was a very effective way of raising funds," says Greg. "Our challenge was that we had a great campaign but didn't have a database matching our target market."

Faced with this dilemma, ICEE set up a meeting with Geospend, a division of Australia Post that provides businesses with list rental and high-quality data and analysis services.

According to Account Manager Michael Quillerat, Geospend's Selecta service, which contains more than 2.6 million mail-responsive consumers acquired through voluntary responses to the Australian Lifestyle Survey, was the obvious solution for ICEE.

"Using Selecta we were able to choose from up to 200 variables and build a prospect list that most closely matched ICEE's donor profile and campaign objectives," says Michael.

"Geospend were great all the way along, especially providing advice about the subtleties of shaping the profile of our target market for the Grandparents with a Grand Vision campaign," says Greg.

The result was a donor acquisition database of about ten thousand names, which yielded a three per cent response

rate – well beyond ICEE's expectations. "In fundraising terms one per cent is about average," says Greg.

"Due to the outstanding success of the direct mail component of the campaign during the pilot trial, we increased the direct mail component of the actual campaign by 200 per cent and reduced our commitment to inserts and other forms of advertising."

For more information visit icee.org

For more information on Geospend visit www.geospend.com.au or phone 1300 363 242.

Key Points

- ICEE identified characteristics of its target market for its first ever direct mail fundraising campaign.
- Geospend used these characteristics to create a database of ten thousand potential new donors.
- The campaign provided a three per cent response rate and convinced ICEE to use more direct mail.