

**DID YOU KNOW:** AROUND 3.5 MILLION AUSTRALIANS LIVE WITH CARDIOVASCULAR DISEASE AND 1.4 MILLION AUSTRALIANS ARE DISABLED TO SOME DEGREE BY THE DISEASE.

# data for donors

**WITH FUNDRAISING BECOMING MORE COMPETITIVE, QUALITY LIFESTYLE DATA CAN BE THE BEST DEFENCE.**

As is the case with many Australian charities, the Heart Foundation needs to stay on its toes to maintain a large donor base in a competitive market.

The charity recently implemented a new acquisition strategy and introduced a promotional pack aimed at recruiting new donors.

"We were keen to find people to add to our mailing list and wanted these people to share the characteristics of our donors," explains Sarah Lawson, National Donor Relations Manager.

Some of those characteristics included people aged over 65 who were retired, owned their own home, enjoyed reading, gardening and walking and knew that the Heart Foundation funds and conducts research.

Working with First Direct Solutions, a division of Australia Post, the Heart Foundation was able to access prospective "lookalike" donors from the lifestyle database.

The lifestyle database is a consumer database consisting of over 3.1 million name-and-address records, combined with up to 200 variables about each individual. The database allows businesses to build

their target audience across eight major categories, including sports and leisure interests, shopping, health and fitness, the home, motoring, money and investments, charities and general information.

Using a powerful profiling database tool, First Direct Solutions is able to identify individuals who match the Heart Foundation's donor profile – and then supply personalised contact details (including telephone and email where available) for use in direct marketing campaigns.

According to Sarah, donor profiling is one of the most powerful tools in the fundraising mix.

"We have used lifestyle data for some time and it has consistently been one of the more reliable data sources for our acquisition program," she says.

"We're receiving a response rate of around 10 per cent using the names supplied by First Direct Solution's lifestyle data, which is way beyond our expectations." ■

**For more information on First Direct Solutions visit [www.fdsolutions.com.au](http://www.fdsolutions.com.au)**

**For more information on the Heart Foundation or cardiovascular disease, visit [www.heartfoundation.org.au](http://www.heartfoundation.org.au)**

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