

dms

the direct marketing group®

Acquiring donors in a tough economic climate

Or

The search for relevance in a changing world

22nd April 2009



Institute of
Fundraising
INSIGHT IN
FUNDRAISING

Acquiring donors in a tough economic climate

Introduction

What research is telling us

What results are telling us

What you can do





The recession
changes nothing

Acquiring donors in a tough economic climate

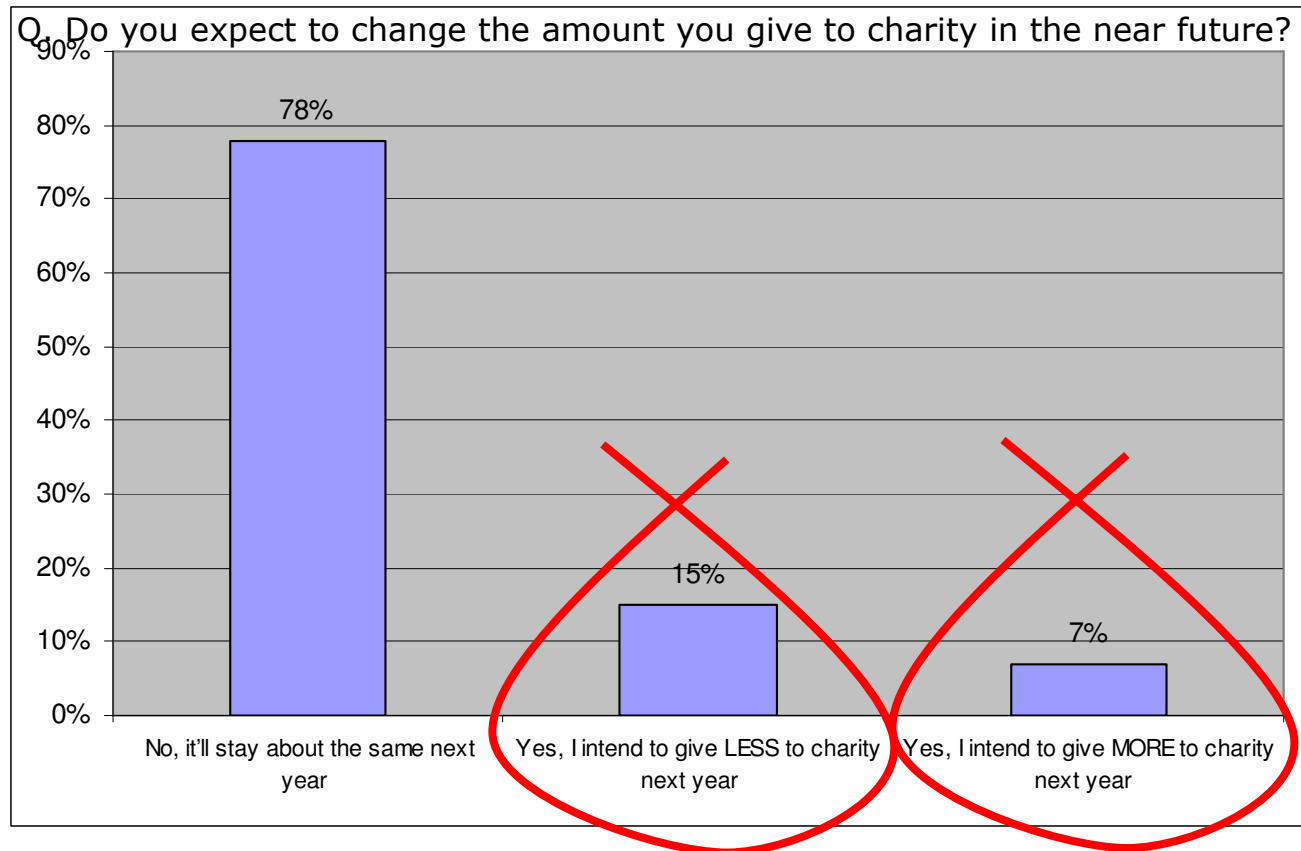
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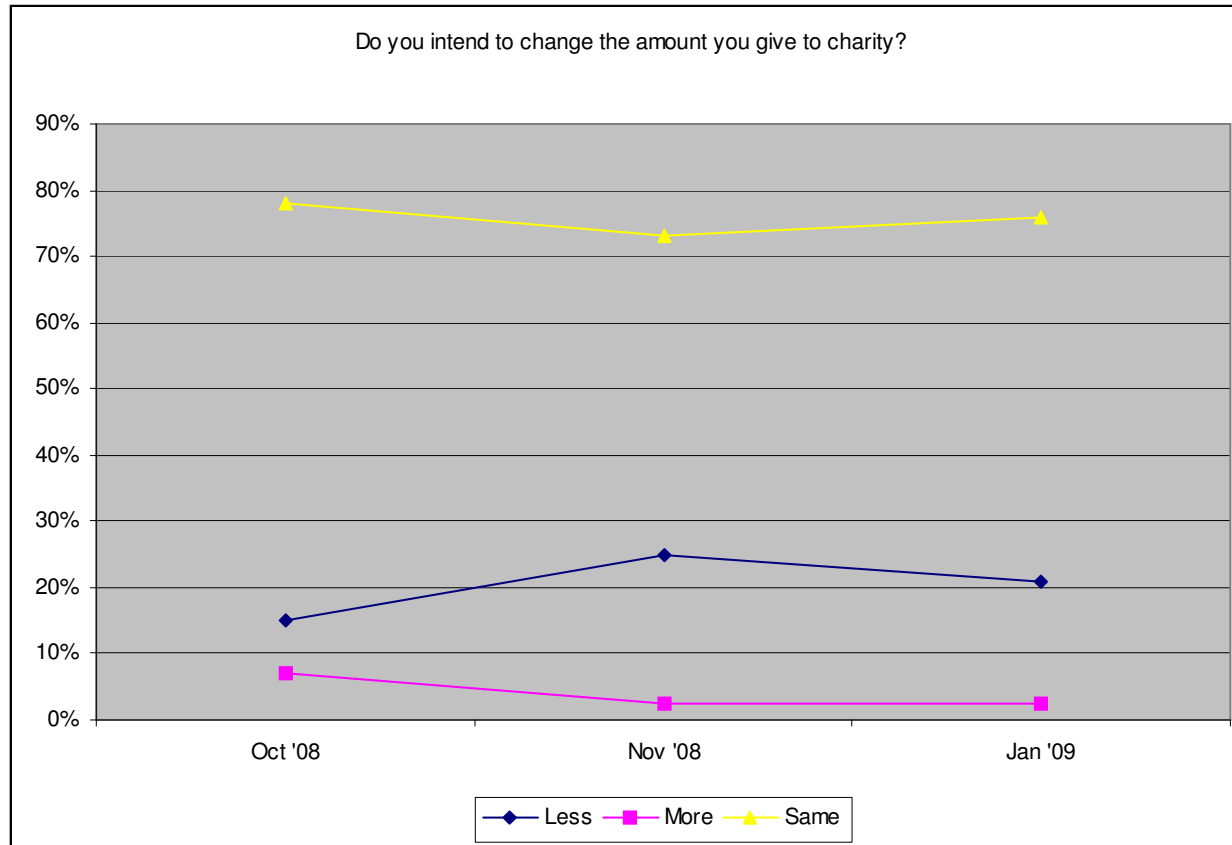
What you can do

Our changing economy will impact charitable giving...



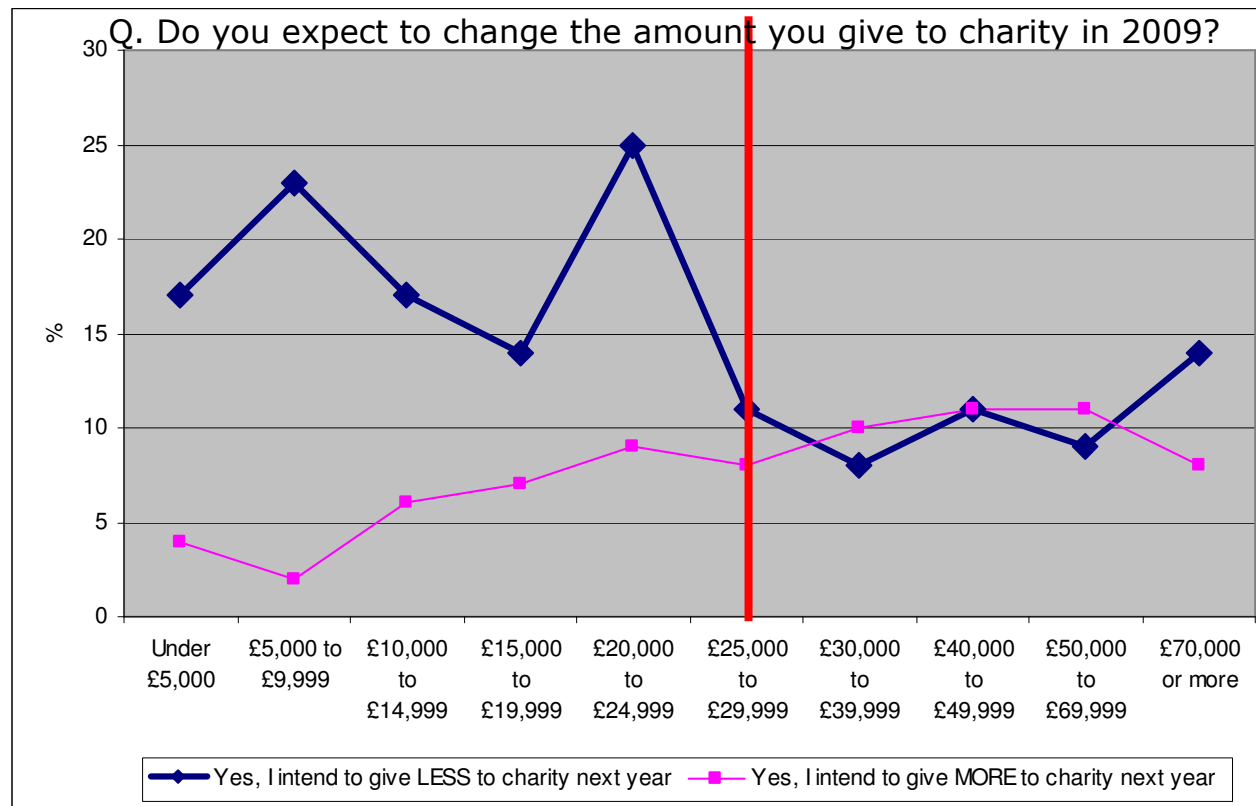
Source: DMS quantitative research via CCBFastMap, Nov '08, based on 925 responses

That impact increased into 2009



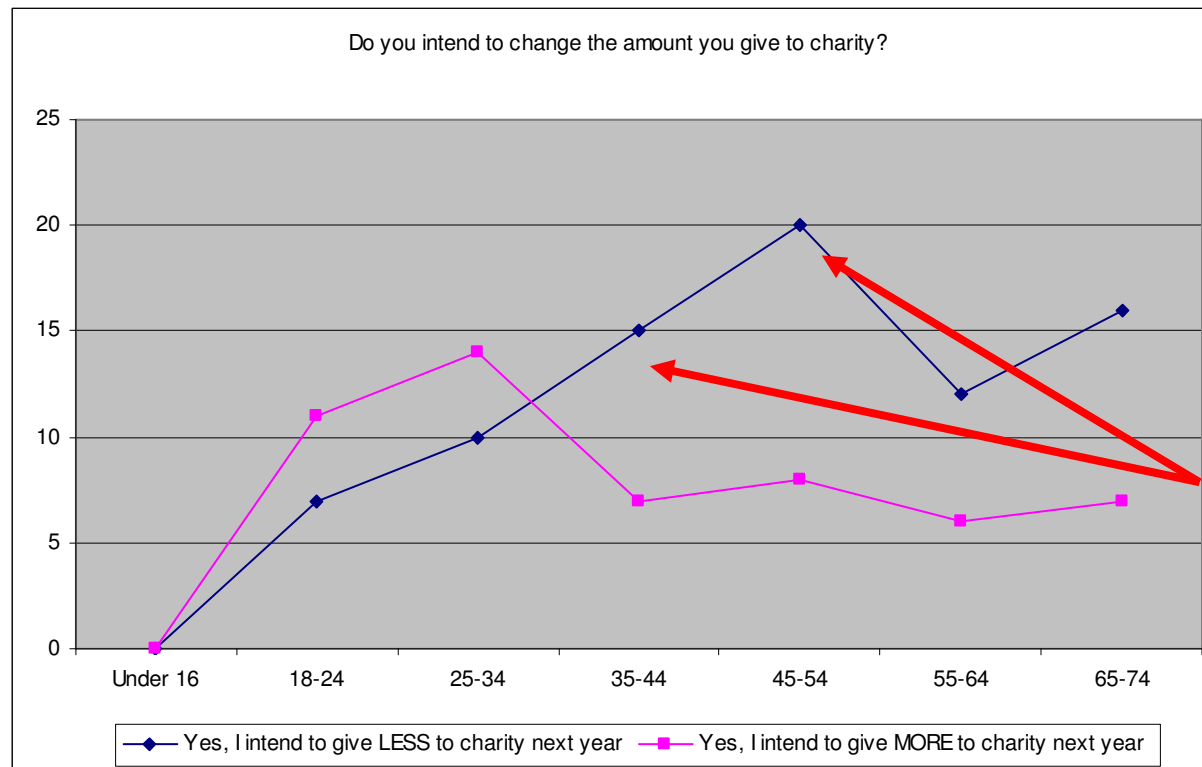
Source: DMS CCB FastMap survey, Oct '08 – Jan '09

'Wealthier' donors less affected...



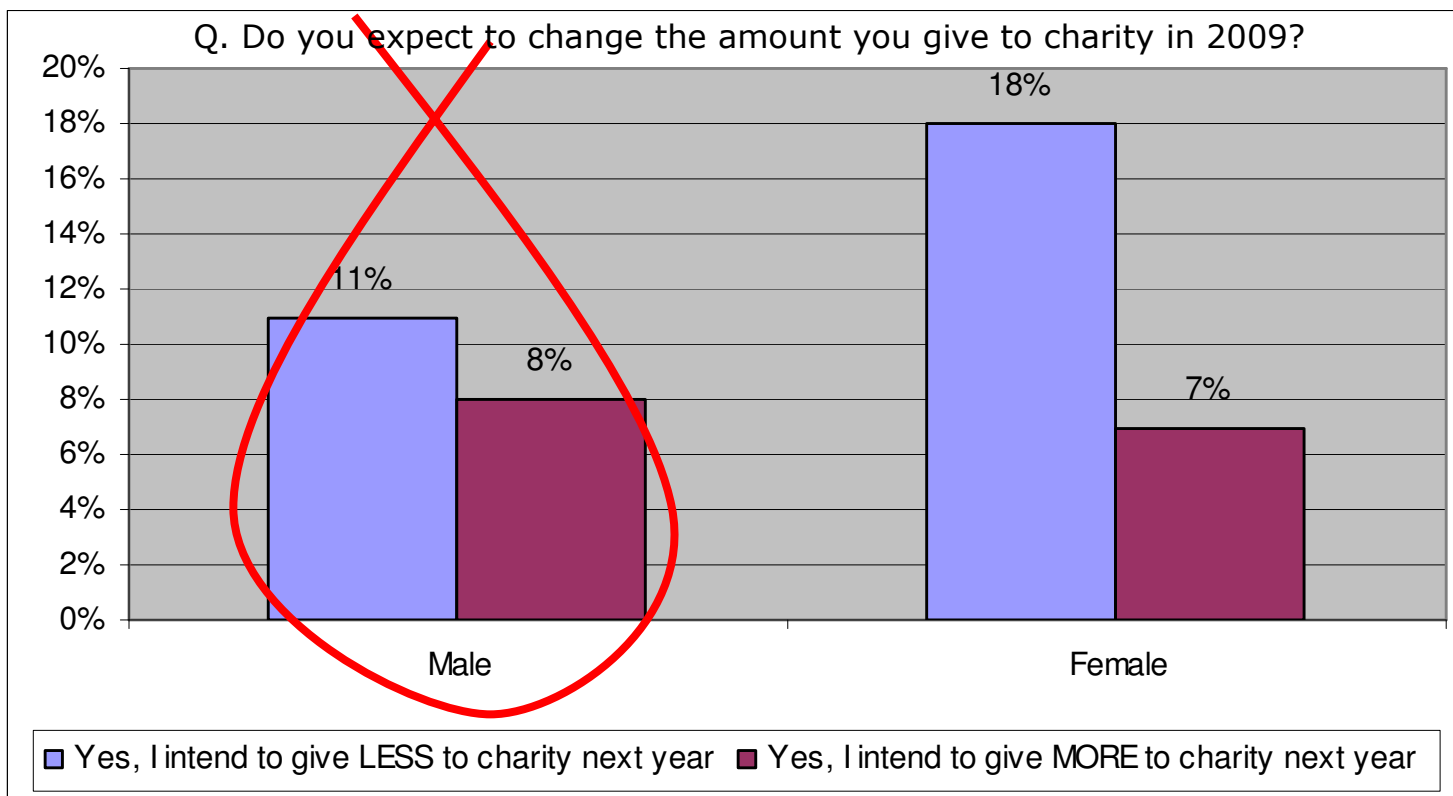
Source: DMS quantitative research via CCBFastMap, Nov '08, based on 205 responses

35 – 55 year olds are most likely to be affected



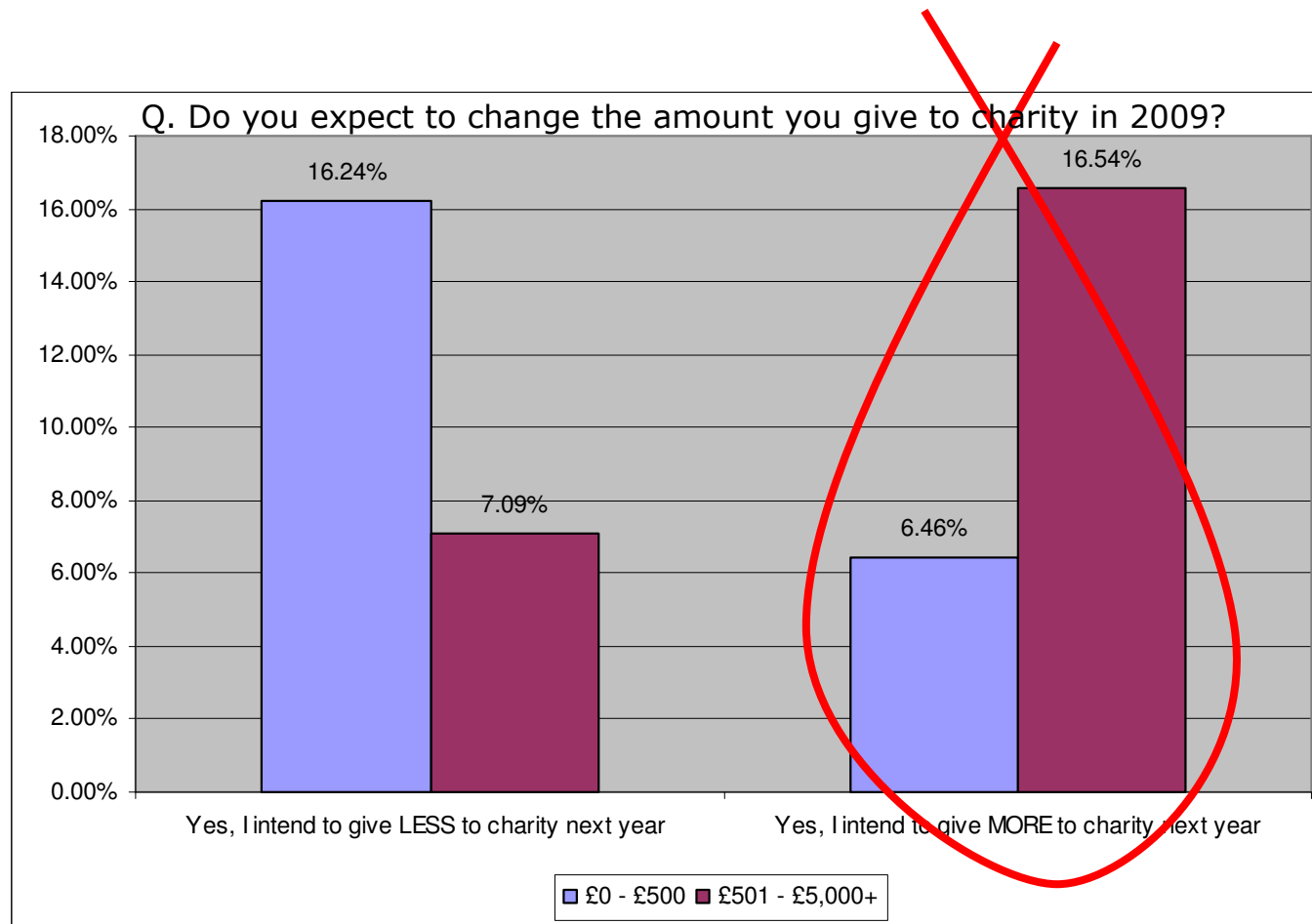
Most likely to have mortgages, children etc

Men less affected than women...



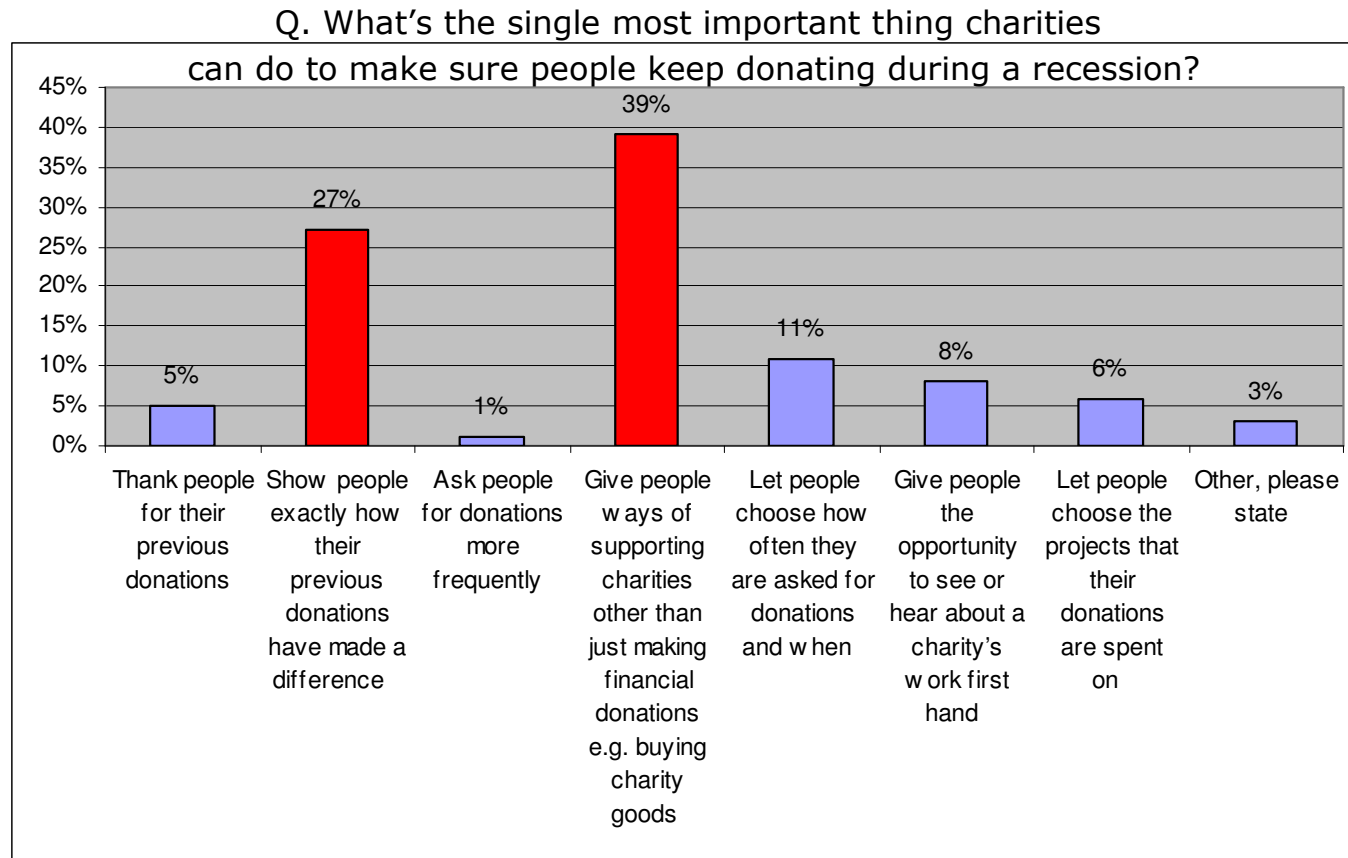
Source: DMS quantitative research via CCBFastMap, Nov '08, based on 205 responses

High value donors less affected...



Source: DMS quantitative research via CCBFastMap, Nov '08, based on 205 responses

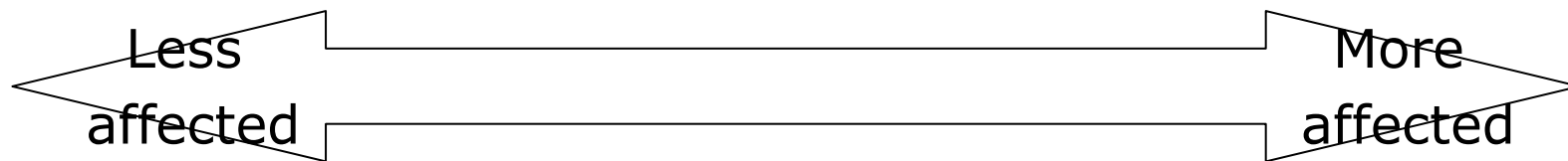
Donors want flexibility & accountability



Source: DMS quantitative research via CCBFastMap, Nov '08, based on 925 responses

Diversified programs
Higher value donors
'Intellectual' causes
Easy to express impact
Quick to innovate

Heavily cash reliant
Lower value donors
'Traditional' causes
Difficulty expressing impact
Difficulty innovating



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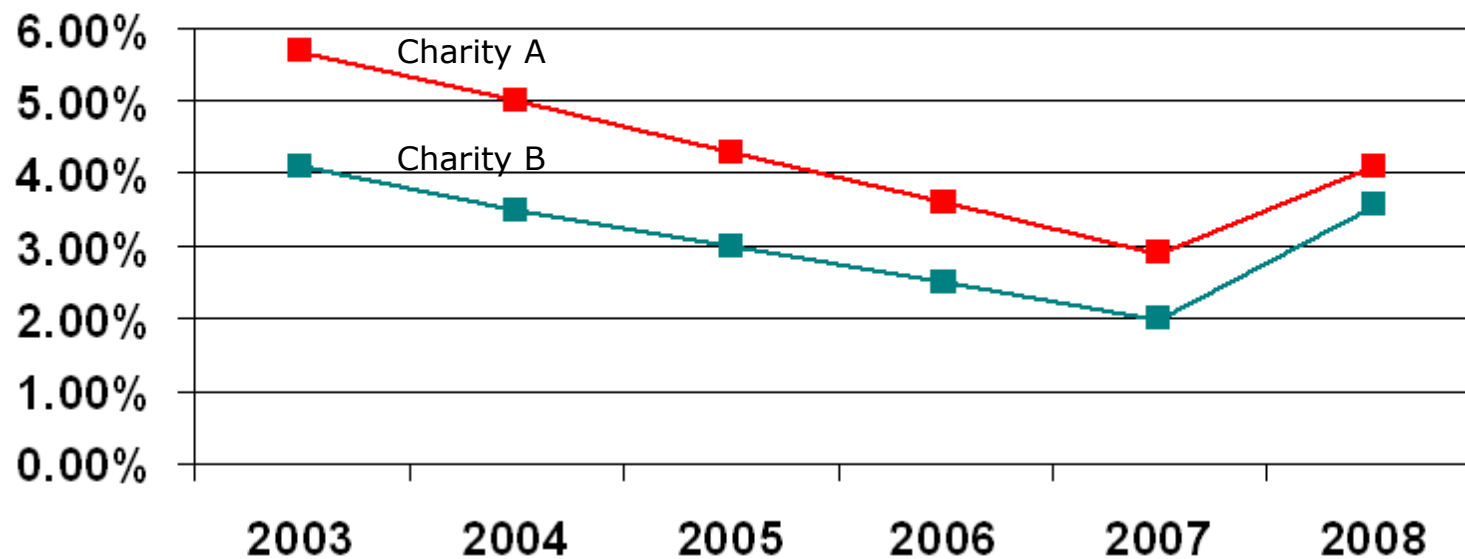
Direct mail is still working

Income per 1,000 prospects mailed, banker lists, indexed

	Spring 2008	Jan 2009
List A	1	1.03
List B	1	1.31
List C	1	1.2

Prize-led fundraising is increasingly successful

Acquisition response rates



Changing the ask can boost response





UK Prostate cancer survival

70%



US Prostate cancer survival

98.5%

**What have American men got
that our blokes haven't?**

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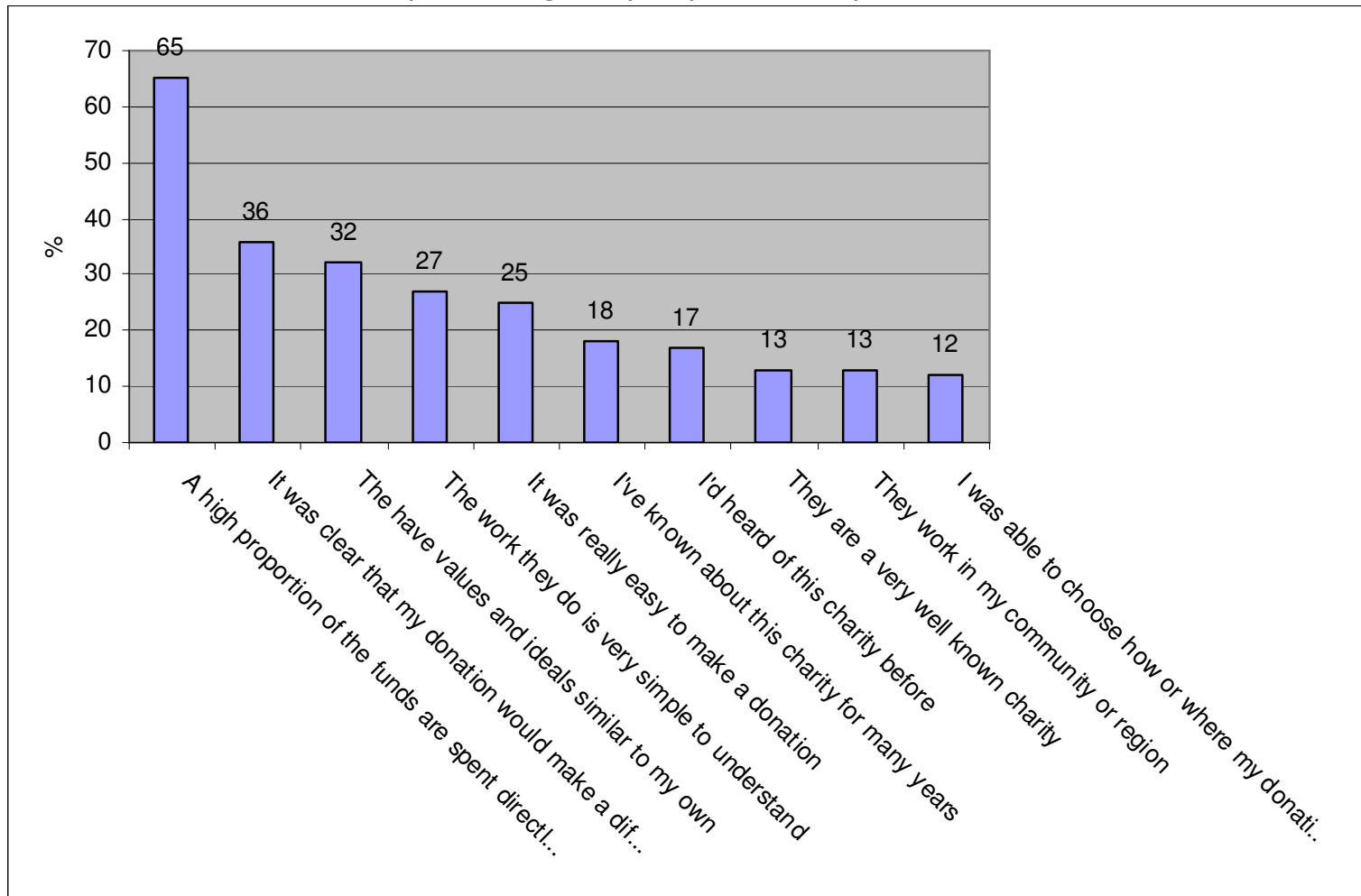
What results are telling us

What you can do



Q. Thinking about the charities you gave to most recently, please rate the following in terms of how important they are in encouraging you to support them.

People stating 'very important', top 10 answers



A mantra for acquisition

Awareness

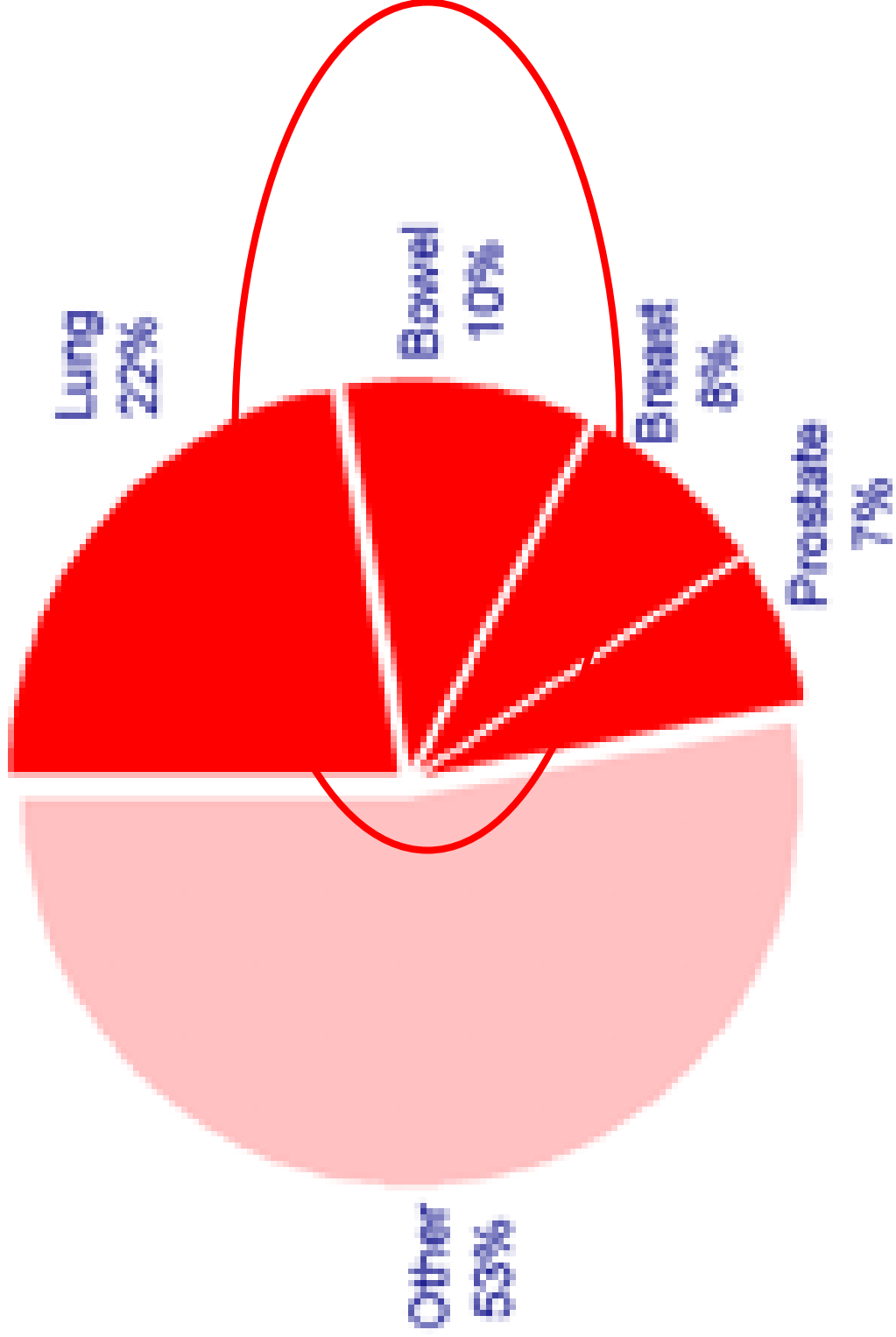
Relevance

Impact

AICR

**CANCER KNOWS NO BOUNDARIES
FORTUNATELY, NEITHER DO WE**

Mortality 2008



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Bowel cancer screening under way

Residents of Berkshire in their sixties are being invited to take part in a bowel cancer screening programme.

Letters are going out to everyone in the county aged 60 to 69, as part of a programme aiming to cut the number of people dying from the disease.



The overall chances of developing bowel cancer are one in 18 for men and one in 20 for women in the UK.

The programme, part of the NHS Bowel Cancer Screening Programme, began in May and will continue for five years.

No symptoms

A programme spokesperson said 80% of people diagnosed with the cancer were in their sixties.

All those who are eligible for the screening programme will be contacted and testing kits will be sent to their home addresses.

All completed kits will be tested for the disease and patients with a positive result will be asked to attend a specialist centre in Surrey for further investigations.

If cleared, residents will be sent their results within a couple of days.

The programme aims to find bowel cancer at an early stage in people with no symptoms.

BBC Berkshire
 Sport, travel, weather, things to do, features and much more

SEE ALSO

- FTY-ups raise bowel cancer risk
26 Aug 08 | Health
- Bowel cancer screening to begin
10 Dec 07 | Tayside and Central

RELATED INTERNET LINKS

- NHS Bowel Cancer Screening Programme

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**Every 30 minutes,
someone in the UK
dies of bowel cancer**



This FREE booklet could save your life.

For your copy go to www.aicr.org.uk

Charity No. 50029518

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Awareness

Relevance

Impact

Thank you