



Challenging Times

In our years of experience as Fundraisers, we have learnt to react quickly to the changes and challenges faced by the Charity sector.

Some of the challenges are common and consistent, others are as a result of the BIG E, the environment, which can come and go and present new and unforeseen challenges.

New Supporter / Member Acquisition

It is not an uncommon fact that the average demographic profile of the Charity supporter tends to be made up of the older generation, in some case predominantly female and on the whole strongly committed to the cause. Personal experience and affiliation with a charity bucks this trend. However, in the mainstream the supporter profile is similar across the board. The challenge facing all Charities is attracting the support of a younger profile who will remain committed to the cause. Sounds easy!

If we look at the longer term prospect, failing to provide a sustainable input of a younger committed profile into your member database will result in the steady decrease over time.

The first challenge faced when looking to acquire replenishment and growth of a member data base is finding the data to convert. This in light of increased opt out methods such as TPS, electoral role opt out and no cold calling neighbourhoods Etc they key is to create a attractive opt-in method for acquiring new support for the cause.

We offer a number of Data acquisition options including:

Online Opt-in
Non incentivised opt-in cause and product driven
Incentivised opt-in
Cross selling maximisation

The key to acquiring and converting successful data is:

Method / Action	Result
Mass marketing and awareness quantity	sufficient and sustainable
Brand and Product selection	Increases sign up and reduces attrition
Real time conversion	Striking whilst the iron is hot
Payment options	Real time payment e.g. online card

We have in conjunction with our Data partner created a data source known as Real Time Data Transfer (RTDT) – marketed across 13,000 websites RTDT increases awareness and delivers on quantity but more importantly quality.

RTDT data is utilised quickly to ensure maximisation of conversion and because of the specialised agreement and product and cause specific opt-in reduces long term attrition compared to other web generated data sources.

Fighting the Crunch

Because of the economic down turn, the need and support of many Charities is increasing, resulting from financial pressures being placed on many within our Society. This coupled limitations on amount of disposable income available, is contributing to very challenging times for fundraisers. We have developed a No Cost to the Charity product, Cash4Caring, the perfect credit crunching tool benefiting both the Charity and their supporters Cash4Caring is the latest online cashback site which not only can earn your supporters £100's worth of cashback from there daily shopping but also earns equivalent funds for the Charity of the consumers choice, so in times when the financial squeeze is tightening we have developed a 'win' 'win' fundraising solution which will enable Charities and Supporters alike to earn valuable cash during these difficult times.

Stamping out the post

One of the most recent 'Big E' challenges facing us all has been the postal strikes. We know from discussing with many in the Charity circle that this has affected many Direct Mail campaigns especially where delays have caused missed entry into a charity Raffle or draw. The solution offered here was a simple one, we reacted quickly and were able to sweep up the outstanding DM using our Tele-marketing team to ensure that not only did we ensure those supporters were entered in time for the Raffle, the Charity was able to meet therefore budgets revenue but also that we could ensure immediate ROI for the charity on the calling at a special charging rate for this campaign.

In Summary

The Insight brand and culture is built on facing such challenges both the ongoing and consistent and the unpredictable driven by environmental change. We have developed a unique way of flexing our model to cope with anything thrown at us and our clients, our mantra is 'we will get the job done, no matter what'. This approach has been the foundation of our success and it is this success that we want to share with you, therefore for an insight into the future of fundraising and a solution to you fundraising challenges please call Emma on 01603 216197 and share in our Mantra.

Contact Us

If you are interested in what Insight may be able to do for your charity please get in touch via our website <http://www.insightfundraising.co.uk> or call 01603 216198