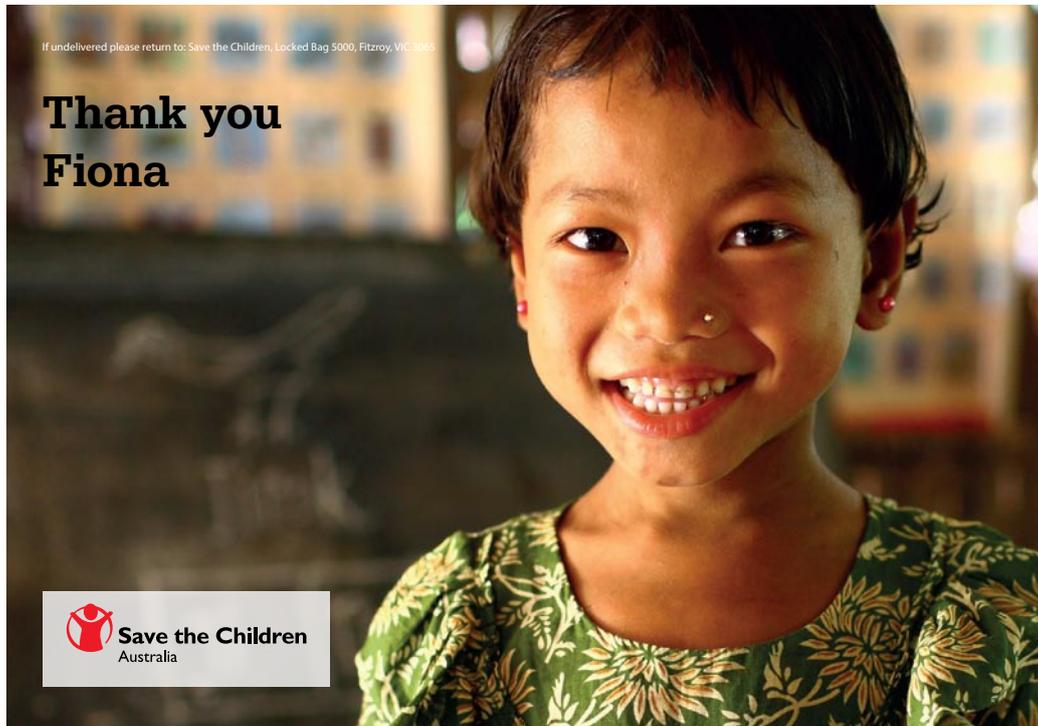


# Donors Successfully Recovered



The children's help organization Save the Children Australia, was able to recover almost 200 donors that have been inactive for years with the help of a Cross Media campaign. In doing so, they were able to successfully master one of the most challenging tasks in charity marketing.

## Print, Web, E-mail and Call Center

The charity campaign was realized and digitally printed by the print and marketing service provider Bambra Press out of Melbourne using DirectSmile software for VDP and Cross Media marketing. What was so special about this campaign was the creative employment of all existing customer data in order to create donation offers that were tailored to each individual recipient. Along with a comprehensively personalized print mailing with a donation form, there was also a personal landing page for online donation. Additionally, reminder e-mails were sent and the recipient was contacted by a call center.

## Campaign Goal and Recipients

The aim of the campaign was to reactivate donors that were already registered with Save the Children. The recipients were also encouraged to commit themselves to a regular donation instead of only donating once. Around a total of 5000 contacts were contacted in Australia, with the last donation having been made up to 5 years ago. Save the Children could use the following data: Name and address, year of the first and last donation, duration and frequency of the contribution, amount as well as the topic for which the donation was made.

# Content, Intelligently Personalized

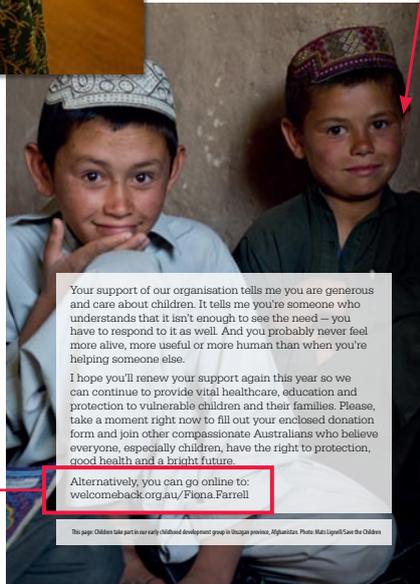


**Image Personalization**



**Individualization**  
Corresponding image motif to the donation topic

In 2009, your gift helped us to continue our Primary Health Care program in Laos. Your support meant we were able to train healthcare workers and reduce the number of women and children dying. With your help, 78.6 percent of pregnant women received care during pregnancy in 2009 compared with just 18.3 percent in 1999. Your regular donations did amazing things! Thank you so much, we really appreciate your support.



Your support of our organisation tells me you are generous and care about children. It tells me you're someone who understands that it isn't enough to see the need - you have to respond to it as well. And you probably never feel more alive, more useful or more human than when you're helping someone else.

I hope you'll renew your support again this year so we can continue to provide vital healthcare, education and protection to vulnerable children and their families. Please, take a moment right now to fill out your enclosed donation form and join other compassionate Australians who believe everyone, especially children, have the right to protection, good health and a bright future.

Alternatively, you can go online to: [welcomeback.org.au/Fiona.Farrell](http://welcomeback.org.au/Fiona.Farrell)

**Personal URL**



A donation of just \$33 could buy a new mum and her baby in Liberia a kit that contains a blanket for the baby, a sanitary pad for the mother, nappies, a baby suit, soap and a packing bag.

Your donation will assist us tremendously as we strive to offer the very best programs to the greatest number of children and their families at the lowest possible cost. That's a promise from us to you.

**Individualization**  
Effect of the earlier donation

**Individualization**  
Proposal for a new contribution

## Mailing with a Tailor-made Donation Offer

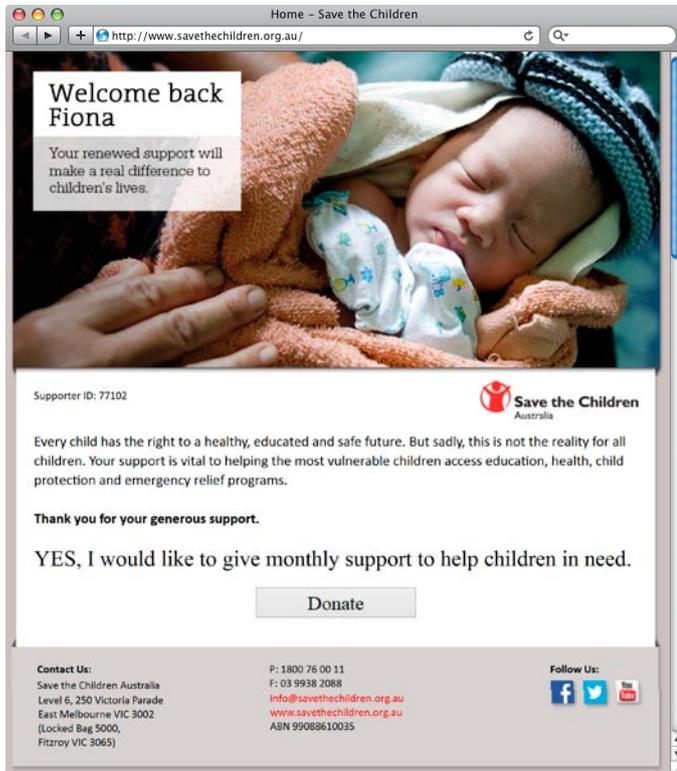
In the first step, a print mailing was sent out to all previous donors. With the mailing, a particular emphasis was placed on the emotional appeal to the recipient. For this reason, image personalization was also used along with personalized text that included the recipient's first name.

At the same time, any known information about the recipient was used in order to make the personalization as effective as possible.

In the text, the recipient was informed about the effect his last donation had, a mention of the year the donation was made, and finally a customized proposal for a new contribution was presented. This was based on both the subject, for which the last donation was made, as well as the amount.

## Donating on the Personal Landing Page

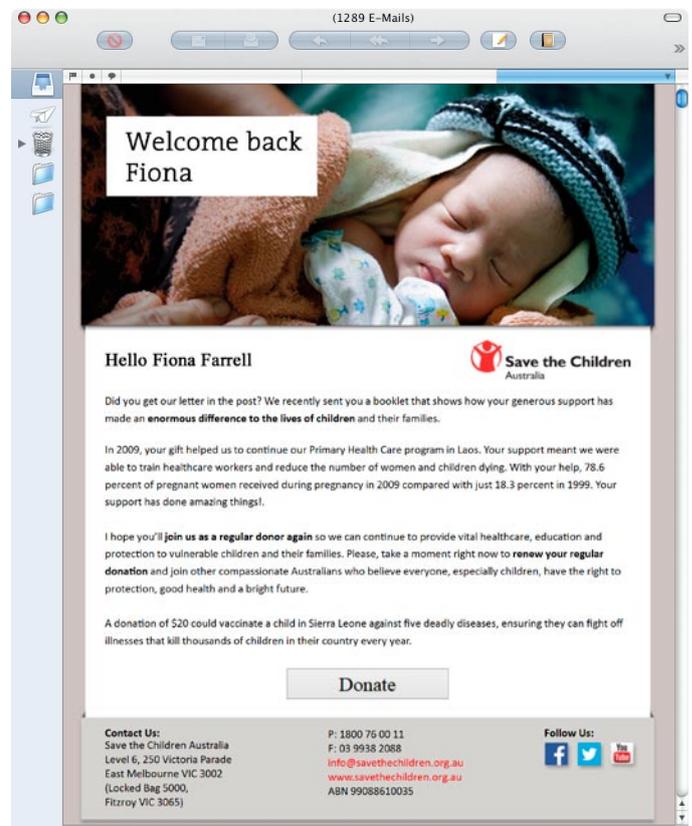
The recipient could either use the available printed form that came in the mail, or comfortably donate online on his/her own personal webpage. The landing page, which was created with DirectSmile, was directly linked with the Save the Children donor management system.



Recipients were able to easily respond online

## Follow-up through E-mail and Call Center

In order to increase the effect of the mail, an additional reminder e-mail, which was personalized like the print mailing, was sent to all contacts for which an e-mail address was available. The campaign was subsequently completed through a follow-up action by a call center in direct relation to the mailing.



Reminder e-mails increase response rates

## The Result

Save the Children Australia was highly satisfied with the results of the campaign and thrilled about recovering almost 200 donors. The conversion rate was almost 4%. From the ca. 5000 contacted inactive donors, 189 could be moved to reinstate their donation. Especially pleasing was the fact that more than one third of them registered as regular monthly donors.

We owe much of our success and long-term sustainability to donors like you who have faithfully supported our programs in the past.



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Save the Children works hard to create better lives for children and their families overseas and in Australia. We protect and support children in need. We save lives in emergencies. We stand up for children's rights. We deliver health, education and child protection programs in more than 120 countries each year that reach 125 million children.



A donation of just \$20 could vaccinate a child in Sierra Leone against five deadly diseases, ensuring they can fight off illnesses that kill thousands of children in their country every year.

Your donation will assist us tremendously as we strive to offer the very best programs to the greatest number of children and their families at the lowest possible cost. That's a promise from us to you.

This page: Uma Bah with her son before his vaccination in Freetown, Sierra Leone. Photo: Leah Tupper/Save the Children



In 2011, your gift helped us reach more than 2.2 million people through our health programs. With your help, we trained health care workers so they could provide basic health services to people in remote communities, built and expanded health care facilities, immunised babies and educated mothers and pregnant women on the importance of breastfeeding and eating well. Your regular donations did amazing things! Thank you so much, we really appreciate your support.

Front cover image: Masi Lige/Save the Children  
This page: Michelle Lim Smith takes the blood pressure of mother Srey in a health centre in Cambodia. Photo: Tom Greenwood/Save the Children



In 2010, your gift helped women and children in Papua New Guinea receive vital health care. With your help, we trained more than 1,300 village health volunteers who worked in 800 remote villages and provided 160,000 consultations. Your regular donations did amazing things! Thank you so much, we really appreciate your support.

Front cover image: Masi Lige/Save the Children  
This page: Children in PRC benefit from Save the Children trained health workers. Photo: Tom Greenwood/Save the Children



www.savethechildren.org.au



E-mail: sales@directsmile.com Web: www.directsmile.com



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