

*“How a Case for Support Made a Huge Difference”*

**Situation:** *Charity’s communications were not generating desired results*

In 2004-2005 Business Professional Networks (BPN) based in Zurich Switzerland, was looking to increase the number of investors and donors to their work but their communications were not producing the desired results.

Because the costs of running events to attract new donors and investors were high and fundraising messages were off-target, they were raising less than expected. Also, key staff members at that time did not have a proper understanding of how communications for fundraising worked in different cultures.

Knowing that they needed to improve their communications, BPN asked **McConkey • Johnston international** consultants in the UK for help.

**Our approach:** *Re-think and Renew*

**Re-think:** In the first stage of working together we explored various aspects of BPN’s work and encouraged senior staff to reflect on their charity’s mission, vision, values and goals for the next 3-5 years. As a result of this process we developed a new case for support for BPN that included:

- A presentation of the vision, mission, values and objectives of BPN in compelling and interesting ways;
- A selection of impact stories from the beneficiaries and endorsements from donors and investors;
- An outline of financial needs for the coming years and ways people could invest or support the activities.

**Renew:** When we reviewed the donor and investor data we uncovered growth opportunities in different sections of the database. Therefore, we developed a donor and investor cultivation cycle for BPN – which was not used intentionally before- and a set of communications packages (*e.g. letters, brochures, response forms*). These communications serve to encourage investors to become donors, to reinstate lapsed donors. And also introduced an enhanced new investor and donor welcome pack to keep them interested and engaged with charity’s work.

In addition to this we helped to shape the programme for major donor events and trained staff members in the areas of fundraising communications.

**Results:** *More grants and donations!*

What was the bottom line impact? Within the next 10 months BPN benefited from a substantial increase in revenue and in numbers of new investors. Their major donor events were a success with many donor and investors commenting on how special they felt and how much they wanted to continue to be part of what BPN is doing.