

'Increasing donations through a regular giving programme'

Situation: Looking for new ways to increase the number of donors without increasing the frequency of fundraising appeals.

On any given year Derek Prince Ministries UK (DPM) sent out six fundraising appeals to generate support for its worldwide outreaches. The returns from these appeals were good but few people became regular givers as a result of these asks.

In 2006-2007 as part of our annual review of DPM's fundraising and communications activities we explored the possibility of launching a new regular giving programme to encourage people who had given previously to become regular supporters via Standing Orders (STOs).

Our involvement

In the same year we developed and launched the *DPM Outreach Partners Network* – a new regular giving programme that included:

- A framework of the new programme containing clear objectives, targeted segmentations, types of materials to be used and frequency of communications, measurable outcomes and responsibilities;
- Development of a cause concept and main brochure for the inviting people to join the network;
- Analysis of the database to select the appropriate donor groups to be targeted with this communication;
- Production of cover letters and follow up materials.

Results

When this new programme was launched in 2007 DPM mailed 149 potential donors and 109 (76%) of these responded by joining the programme. The charity is likely to see over £17,000 generated annually from this first batch of participants and is planning to mail potential donors every quarter asking them to join the network.