

# REACHING OUT

There's a lot of competition for fundraising in our society today – it's a specialist business requiring expertise and technical skills.

Each year, The Salvation Army reaches out to its many loyal donors, asking for their support to help people in times of need. Fundraising campaigns take place at Christmas, during winter and spring, throughout the annual Red Shield Appeal in May and in response to emergencies or disasters.

The design and management of these campaigns is organised on The Salvation Army's behalf by specialist fundraising and direct marketing consultancy Robe John.

Robe John works with a range of not-for-profit and charity clients. A key part of their role is to appoint and manage the most appropriate supplier for each project

## SALMAT BUSINESSFORCE PERSPECTIVE

Robe John is a long-standing client for Salmat BusinessForce. According to Major Account Manager Lucy Mascitti, BusinessForce has really proven their ability to deliver its large mailing campaigns within tight deadlines.

"Our work with Robe John is all about supporting them to ensure that when the mailing data is delivered at the last minute, we can personalise and distribute the campaign collateral efficiently as a result of our expertise, technology and capacity."

Tens of thousands of mailpacks are sent to existing and potential donors in each campaign, usually comprising a personalised letter, donation response coupon, motivational brochure and envelope. Conversely, a campaign may be directed to a very small number of donors, where each mail pack has a very high level of engagement unique to each donor.

"When the data reaches us, there

is generally around 2-3 days of programming required in order to comply with the business rules specified by Robe John. We understand the urgency of these mailings and from data receipt, we ensure programming, printing, collating and lodgment occurs within a 5-7 day turnaround.

"With a direct marketing campaign, it is important to receive the data as close as possible to the mailing date, so that it is as accurate as possible. Because we have conducted Robe John client mailings for such a long time, we really understand their data issues, which assists us to meet the production deadlines."

**For more information, contact Salmat BusinessForce Major Account Manager Lucy Mascitti on (03) 9217 5575, [lucy.mascitti@salmat.com.au](mailto:lucy.mascitti@salmat.com.au) or visit [www.businessforce.com.au](http://www.businessforce.com.au)**

Robe John Account Manager, Warren Atkins, with Salmat Account Manager, Lucy Mascitti, and Kathy John, Robe John Managing Director.



– whether it is a pledge, bequest, emergency or major gift program – based on the complexity, size and deadlines demanded of each campaign.

On this basis, Salmat BusinessForce has had a relationship with Robe John extending over seven years, managing the printing and distribution of appeal communications for Robe John clients, including The Salvation Army in Victoria, Tasmania, South Australia, Northern Territory and Western Australia.

“The high volume laser processing, data manipulation and data segmentation projects which require handling of intricate donor database files are ideally suited to Salmat BusinessForce,” says Robe John’s Managing Director, Kathy John.

“The sophistication of their data programming and their capacity means that they have the ability to handle very large volumes very quickly, which sets them apart from many of their competitors,” says John.

At the end of every financial year, Robe John conducts a full audit of their clients’ donor databases to evaluate the effectiveness of fundraising campaigns and to measure the equity growth in each

donor segment. Using this information, a marketing and fundraising plan is written to guide the development of future campaigns.

Each donor database is complex and is segmented according to the relationship each donor has with the cause, for example, regular monthly donors, repeat donors who give to various appeals, business givers, large corporate givers and major sponsors.

“Based on this segmentation, there can be anywhere from 10 to 10,000 variable data elements within the one mailing. Although one standard letter may be used for all donors, variables in the introduction and close of the letter, personalisation and specific messaging need to be incorporated.

“Salmat BusinessForce is required to deliver 100 per cent accuracy in their data matching services and they must also meet critical deadlines. The timing of each mailout is essential, as it needs to coincide with press, electronic media and online promotion for the same appeal.

“We have found Salmat BusinessForce to be a very responsive, professional and reliable supplier and we have confidence in working with them for important clients like The Salvation Army,” says John. ☞

## KEY POINTS

- ☞ Robe John is a specialist fundraising and direct marketing consultancy that works with charity and not-for-profit clients.
- ☞ One such client is The Salvation Army and Robe John assists in developing its fundraising strategy, developing numerous creative and production briefs and managing various suppliers to achieve their fundraising goals.
- ☞ Robe John has selected Salmat BusinessForce to print and distribute many of The Salvation Army’s direct marketing campaigns, based on its sophisticated data manipulation and programming, laser printing and mailhouse services.
- ☞ Salmat BusinessForce is required to meet strict deadlines for each appeal, as mailings are timed to coincide with press, electronic and other advertising which form part of the campaign strategy.
- ☞ To support The Salvation Army visit [www.salvationarmy.org.au/donations](http://www.salvationarmy.org.au/donations).