



CASE STUDY

A strategic change to focus on cash donations

CARE International UK



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Overview

CARE International UK wanted to consolidate and optimise its existing data, complete with in-depth analysis and insight, to enable strategic decision making.

A foundation audit was conducted, along with the implementation of InsightHub and the delivery of a cash programme review.

The foundation audit confirmed cross-sell and second gift rates were low and InsightHub revealed the charity's income and recruitment was in decline, particularly with one-off giving. This alerted the charity and its board on the need to make strategic changes and focus on cash donations, as well as regular giving.

The cash programme review revealed optimal prompts (£5, £10, £15) to encourage more cash donations. These cash asks have been included within the charity's Christmas 2021 appeal – part of an integrated marketing campaign with streamlined messaging and a targeted cash donor audience, encouraged by the data and insight supplied by Wood for Trees.

Key benefits

- A strategic change for CARE International UK to target cash donors in their existing support base, bringing new audiences into the donation funnel
- Robust insight and evidence of the potential value of one-off givers
- Optimal cash prompts based on how people want to give to the charity – £5, £10 and £15
- An optimised and targeted Christmas 2021 marketing campaign, encourage by the data and insight delivered by Wood for Trees



Challenge

Humanitarian charity, CARE International UK, had some data and analysis capability in-house but it was limited in terms of the team's skillset, resources and time.

The charity wanted to bring all the data from across the organisation into one place, consolidated and optimised, with in-depth analysis and insight to enable strategic decision making at board level.

Working for Wood for Trees was a natural fit, with the award-winning data and analysis agency's long-standing expertise in the charity sector.

Solution

The starting point was to conduct a foundation audit, a data discovery process that unlocked the full potential of CARE International UK's data, the results of which are still widely referred to today.

Interviews took place between Wood for Trees staff and stakeholders within the wider organisation to gain a full understanding of the charity's existing data, in a collaborative process.

The completion of the foundation audit led to setting up Wood for Trees' InsightHub charity benchmarking and reporting tool to continuously monitor statistics and trends and assess the charity's performance against the sector.

In addition, the ability to easily access figures using InsightHub has completely transformed preparing quarterly board reports. The bookmarks feature is also a timesaver in that regular report filters are saved for use each time.

As well as the improved data and analysis delivered in the foundation audit and actionable insight supplied by InsightHub, Wood for Trees has been working closely with the charity on deep-dive projects, such as a cash programme review to understand in greater detail how their cash donors choose to give.



Results

The foundation audit reinforced what CARE International UK thought to be true, that cross-sell rates and second gift rates were low. It was extremely useful to have the statistics as proof points, rather than anecdotal feedback as a baseline, to build on in all areas. Plus, it gave the charity more confidence in its own data.

Trends tracked annually and monthly through InsightHub showed the charity had a steady income over the five-year period prior to 2018 but it was in decline, particularly from one-off giving. The charity wasn't benefitting from the same growth in this area as the rest of the sector.

Also, recruitment was in severe decline from its peak in 2017, particularly with cash donors, which may have been driven by the DRTV programme and associated direct marketing campaigns being dropped in 2019.

Clearly, a digital drive was needed, with a strategic change in focus to cash donations, as well as regular giving. The overall amount of donations coming in was low and active supporters were only supporting the charity via this one activity. Therefore, work also needed to be done to drive cross-sell with recruited cash donors.

The data, analysis and insight delivered by Wood for Trees gave the charity's board more confidence to take this strategic course of action. An integrated marketing campaign to boost cash donations is planned for Christmas 2021, with consistent messaging and one creative concept across all marketing channels and different organisations under the charity's umbrella.



The cash programme review showed ways to simplify the charity's cash prompts and allowed for the planning and implementation of strategic changes around cash appeals. From this, tweaks have been made to the Christmas 2021 appeal, such as rounding the donation options to figures people tend to give, such as £5, £10 and £15.

To encourage more cash donations, improvements have been made to the donation web pages to make the user experience more straightforward, including the additional of Apple Pay and Google Pay options.

To drive long-term value and second-gifting, email marketing and opportunities to donate have been combined, which includes personalised campaigns to improve the supporter journey.

CARE International UK now delivers cash appeals more frequently and flexibly in response to the news agenda. For example, the charity launched an early Covid-19 emergency appeal in response to the pandemic and amended the messaging while entering the 'third wave'. It's been found that targeted, timely and efficient emergency email appeals can reap significant income and deliver ROI.

Wood for Trees has become an extension of the team at CARE International UK – a great working relationship continues with responsive recommendations, added value and ongoing deep-dive projects.

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