

STREAMLINED SEASONAL APPEALS

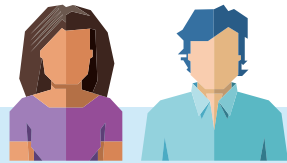
Deliver cost-effective and efficient campaigns year-round with a scalable donations processing system and clean, verified, up-to-date donor data.

BEFORE THE APPEAL



Cleanse, de-dupe, and verify all contacts

Jane Brisbane has moved house, and logged her change of address with Australia Post. She has donated from her new address and her old one, resulting in a duplicated contact. By cleansing, deduplicating, and verifying your donors against Australia Post's records, **Jane Brisbane's** details are merged into one accurate contact.



Identify who to contact, and how

Jane Brisbane regularly donates after receiving direct mail campaigns. **John Sydney** also donates, however he's only ever responded to emailed campaigns (but he responds to almost every single one). **Jane Brisbane** is automatically put into a smaller "direct mail" segment, and **John Sydney** is flagged as a "consistent donor".

TIP

Update your corporate giving list

Secure corporate donors during event-based appeals, like Christmas and tax-time, making charitable giving part of their seasonal activities. Obtain a verified lookalike list of your existing corporate donors, complete with contacts of the required seniority.

DURING THE CAMPAIGN



Process donations swiftly and in a PCI DSS compliant manner

John Sydney donates with credit card online, and he will only input his credit card information into secure payment gateways. Ensure your forms and payment processes are PCI DSS certified to protect you and provide peace of mind to your donors. And, to ensure receipts reach donors in a timely manner, make sure your donations are processed into your bank efficiently.

TIP

Meeting service requirements during peak periods

Whether donors are reaching out to donate or enquire about another aspect of your appeal, it's vital to have a friendly and knowledgeable voice ready to respond. With service requirements fluctuating according to seasonal campaigns, a scalable donor care solution flexible enough to meet your needs year-round is essential.



Maintain up-to-date records in your donor management system

However your donors choose to engage with you, their information should travel directly into your system at the time of donation. Near real-time sync between your points of payment and your donor management software ensures no donation is missed.

FOLLOWING UP



Ensure your CRM is still clean, verified, and deduplicated

John Sydney donated online as usual, but it looks like he logged in with a new email address which created a new contact - by cleansing and deduping after the campaign, **John Sydney's** two email addresses are merged into a single account. **John** can now be appropriately communicated with according to his segment.



Send out thank-you notes and prepare for your next campaign

John Sydney and **Jane Brisbane** receive thank-you letters in the mail showing what their contributions mean in terms of front-line services. **John**, who donates almost every campaign, is also sent information about regular giving.

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