

**DONOR ACQUISITION –
INTERACTIVE DM SHOWED
PEOPLE HOW THEY COULD
MAKE A DIFFERENCE:
FRIENDS OF THE EARTH**



BACKGROUND

Friends of the Earth's objectives were to raise money and win new supporters. Research had revealed that potential donors often say they feel daunted and powerless about environmental issues. Also, previous campaign activity revealed that taking action for bees didn't equate to support for wider environmental issues. So how could FOE make big environmental issues seem easier for people to understand?

SOLUTION

They decided to use highly engaging Direct Marketing to create an instant connection with donors. A cohesive, persuasive and fun set of materials showcased Honey the Honey Bee, who expressed a range of feelings from sadness to gratitude. As a bee spokesperson, Honey helped create a sense of urgency and jeopardy by communicating her story directly. Clever design of the donation form clearly communicated that donors could purchase a Bee Saver Kit for a friend. Providing wildflower seeds to help save bees demonstrated that everyone can have an impact. There were three incentivised cash asks for different channels (£3, £15, £100+). Incentives included wildflower seeds, a Bee Saver Kit and the opportunity to fund a local Bee World.

Also a virtual wildflower was planted in recognition on the online UK map; this interactive tool allowed donors to share Bee Saver stories. Pushing communications through a range of paper-based, online and outdoor media channels reached over five million people.



Source: DMA Silver Award, 2013

RESULTS

It raised £281,000 and recruited over 18,000 new donors, increasing the donor base by 20%. Response rates for the campaign hit 141% of target and revenue reached 151% of target. Donors were phoned a day after receiving their Bee Saver Kits; 15% converted to regular giving, generating thousands of new committed givers and delivering an excellent long-term ROI; 14% of donors who bought a Bee Saver Kit also purchased one for a friend, and their donations were on average £11 higher.

