



Save the Children



Save the Children

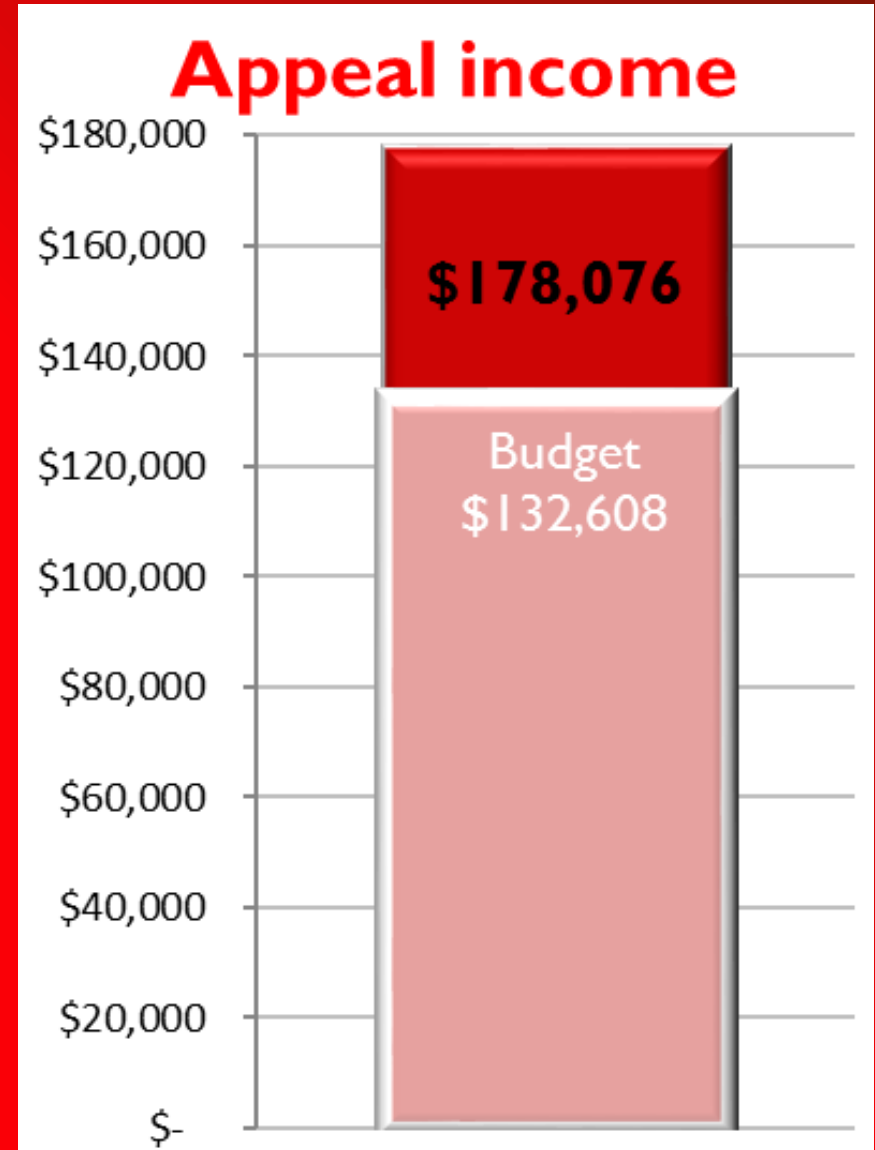
A Direct Marketing appeal that beat the odds – how did we do this?



1. **Content** – using the case study and photos together to show the need
2. **Segmentation** – who we prioritized to get the best return on investment
3. **Multi channels** – utilizing mail and email to boost our income

→ Campaign review

→ Conclusion





The Rohingya crisis

Since 25 August 2017, Bangladesh has seen an unprecedented arrival of Rohingya refugees fleeing violence in Myanmar's Rakhine State.

To date more than 600,000 people have crossed the border, at a speed of displacement the world has not witnessed since the Rwandan genocide in 1994.



1. The winning content Direct Mail pack – wave 1

Save the Children

Families have fled horrific violence. Villages have been burnt to the ground. Children are stuck in makeshift camps with little to no clean water, food or life-saving medicine. **Rahmmot is sick and needs medicine urgently. You can save him with a donation of <<ASK1>> today.**

WARNING: This letter contains stories about graphic violence against children that some readers may find disturbing.

<<Data>>

Dear <<Salutation>>

The story I am going to tell you is terrifying. But it is so important that I have to share it with you. Children have suffered through horrors they will never forget.

Rahmmot is just one and a half years old. He and his mother, Majuma, escaped widespread, brutal violence and killings. Countless lives have already been lost. Rahmmot and Majuma are Rohingya, an ethnic group that is known to be one of the world's most persecuted minorities. Major violence against Rohingyas have seen families fleeing for their lives from Myanmar's northern Rakhine State.

Rahmmot needs urgent care now. That's why I'm writing to you; you have a chance to save lives today. Give a gift of <<ASK1>> today and you will save him with the medicine he needs right now.

Today Rahmmot is living in a makeshift shelter in Cox's Bazar in Bangladesh. He arrived with his mother, Majuma, hungry and exhausted from their five-day escape across the border from Myanmar. Rahmmot is so young and innocent. Majuma is struggling to find food and clean water for him. She needs your help now.

My colleagues in Bangladesh have told me all about the many innocent children and families who have arrived in Bangladesh. Children are running for their lives, fleeing from being shot, raped, or burnt in their houses.

Families are pouring into the makeshift camp in Bangladesh. Even though the Myanmar government has agreed to take them back, the camp is overflowing with people. We are very worried about the flimsy plastic shelters that children are living in. The monsoon rain will soon arrive and threaten the places where children like Rahmmot sleep at night. Heavy rain could also mean that toilet blocks flood, contaminating children's drinking water.

Thick orange mud is everywhere, and when it rains it turns into a mudslide through the shelters. Children walk through the shelters every day. But they easily become a breeding ground for diseases.


Rahmmot's mother has started to notice spots all over his little body. He is

Continued over...

PO Box 6584, Marlon Square, Wellington 6141

Save the Children

New Zealand Permit No. 9179 Permit



These eyes have seen too much.

...of five people with children.

...to save lives with a donation today. I know it might now, Rohingya is being through so far.

...mother is close to me to keep her son and no child deserves to

...on today will help him to have a belly full of food, and clean water to drink in Bangladesh sun. Rahmmot is such a young child, with his whole life ahead

...support today, you will help give Rahmmot the medicine he urgently needs <<ASK1>> and you can help to save a child's life today.

...so much for your dedication to helping children like Rahmmot.

...Programmes Manager

...let Rahmmot suffer any more. Please give generously.

...donation will go straight to work for children who might not survive without your help.

Continued over...


YES! I want to help

Here is my gift of

Select payment method

Charge
Tick to donate by charge. (Phone number is required for Save the Children)

Donate Online




When my colleagues in Bangladesh about Rahmmot, my heart ached had to share this photo with you sent me.

His mother is the same age as I am, terribly worried about her son so


The look in their eyes just says it all.

→



- The case study showed a clear **NEED** and **SOLUTION** for the donor to solve: Rahmmot was sick and needed health care before he died
- Imagery to support clear need
- Lifts to emphasise need and get the donor to take action (unfold booklet)
- Strategic use of no photos on the letterhead – doesn't distract from reading the letter

Direct Mail pack – wave 2



Save the Children

«Date of lodgements»

URGENT UPDATE

Dear «Salutations»

I have just received this email from my colleague Daphnée Cook in Bangladesh. It is so important, I just had to share it with you. She explains how vital New Zealanders' support is to the Rohingya children. They are suffering in Bangladesh right now.

The monsoon season is coming. It is threatening the lives of Rohingya children. There have already been 38 deaths from diphtheria – a disease caused by living in very dirty conditions. The oncoming flood waters could be catastrophic to children in the makeshift camps.

You can stop the children from suffering when the monsoon season hits in just one month's time. **Give a gift of «ASK!» today and you will save children with the urgent supplies they need to survive the oncoming monsoon season.**

I have copied the email for you here to see for yourself.


From: Daphnée Cook, Save the Children Bangladesh
 Sent: Wednesday, 7 March 2019 11:28 a.m.
 To: Jessica Kay, Save the Children New Zealand
 Subject: Urgent update for you

How are you in New Zealand? I wanted to send you an update from the field in Cox's Bazar, Bangladesh. Please feel free to share this around.

The situation for children in Bangladesh is getting increasingly worse every day.

You can see in the photo I've attached the queue mothers and children have to wait in all the time – just to get food.

Children are completely dependent on donations from people like your donors just to survive.



monsoon hits

me that they go for a very need to food for their being water long time queues.

if that her last days ago. Her arms and chest are itchy all the time

is will likely flood when the monsoon rains come. This children will inevitably come into contact with flood waters with human waste

think how many children will get sick if we don't act his looming catastrophe. I do hope that some of this is useful to you. Hopefully you can show your loyal important their support is during this crucial time.

he Rohingya children become a lost generation.

munications Manager, Cox's Bazar, Bangladesh

I hope receiving this email showed you how important your donation today is. It will help give children like Rahmmot the chance to survive from the onset of disease when the monsoon season comes.

Donate «ASK!» today and you can give children like Rahmmot essential items

YES! I want to help save children like Rahmmot

Here is my gift of \$555 \$555 \$555 \$

Select payment method:

Cheque
 Please make it payable to Save the Children

Credit Card
 MasterCard Visa Amex

Online Banking
 Save the Children
 03-0584-0296318-01


Donate Online
 savethechildren.org.nz/donate

Particulars Code Reference

Expiry Date Signature



Donor ID: «merge field 3»

PO Box 6584, Marlon Square, Wellington 6141



Save the Children

New Zealand Permit No. 91176

URGENT UPDATE

- Reminder letter expanded to 4 pages
- Use of email imagery to showcase importance and something a bit different to catch the donor's eye

One child - Rahmmot

“Meet Rahmmot, who is just one and a half years old. He and his mother, Majuma, escaped widespread, brutal violence and killings.”



Using strong quotes to show impact

- Only had one strong image for this case study but it was a strong story.
- This was how we created a sense of importance for the situation and got around only having one case study image

"I lost all the hope I had in Myanmar. Now I will just try to survive here (in Bangladesh)."

BANGLADESH
Refugee influx to Bangladesh
RAKHINE
BAY OF BENGAL
MYANMAR
• Damaged/destroyed areas

You can save Rohingya children like Rahmmot. Children are living in dire conditions in makeshift camps in Bangladesh. Right now, they are completely dependent on donations from people like you to survive.

A packet of Oral Rehydration Salts could help to treat Rahmmot's diarrhoea.

Families like Majuma and Rahmmot need food. You can provide a food kit with rice, oil, lentils, flour, and sugar.

Rahmmot needs clean water. You can help distribute water purifications tablets to Rahmmot and his mother for a whole month.

You can give Rahmmot and his mum essential items like soap and toilet paper to stay clean and keep diseases away.

IN THEIR OWN WORDS
Save the Children

Save children like Rahmmot with a donation today.
Save the Children
www.savethechildren.org.nz

"Without any warning they shot both of my parents in front of my eyes."

"We only had leaves from the jungle to eat along the way. I saw three people die on the walk. We were all exhausted."

"I have lost everything: my son, my unborn baby, and my dignity."

"They told us to go in our house and stay there...then they set our house on fire with us still in it."



“They told us to go in our house and stay there...then they set our house on fire with us still in it.”





“Without any warning they shot both of my parents in front of my eyes.”



2. Segmentation – who did we prioritize?

Recency

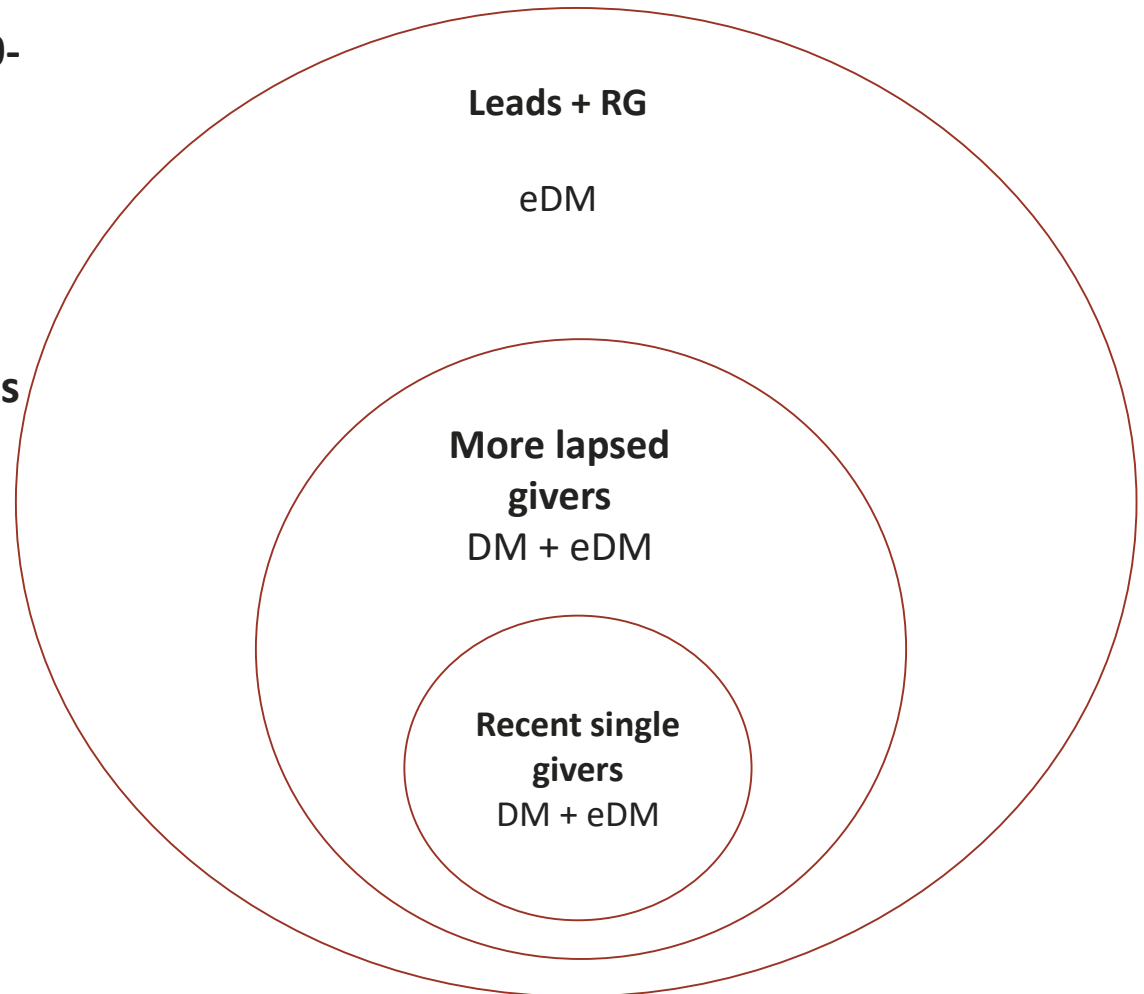
People who have given in last 0-12 months – 66%

Frequency

Prioritising donors who have given more than two single gifts ever – 71%

Value

Volume	Value of Last Gift
19	\$0.00
2339	\$0.01-\$24.99
2730	\$25-\$49.99
2490	\$50-\$99.99
1900	\$100-\$249.99
201	\$250-\$499.99
137	\$500-\$999.99
70	\$1,000+



3. Multi-channel approach

By diversifying our channels our aim was to:

- Create **more than one touch point** with donors – emphasizing the urgency and importance of the situation
- Utilise the different ways that our donors give – **postal and online**
- Create a **better ROI** – we couldn't afford to send a DM to everyone
- Maximise return - we get a **higher average gift from our online donations**

So what did this look like....

Email and DM multi channel approach



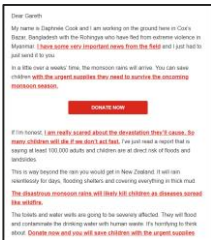
Monday Feb 19th



Tuesday Feb 20th



Friday Feb 23rd



Friday Mar 23rd
*winning email



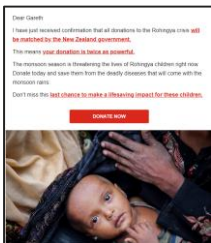
Tuesday Mar 13th



Friday Mar 9th



Friday Mar 2nd



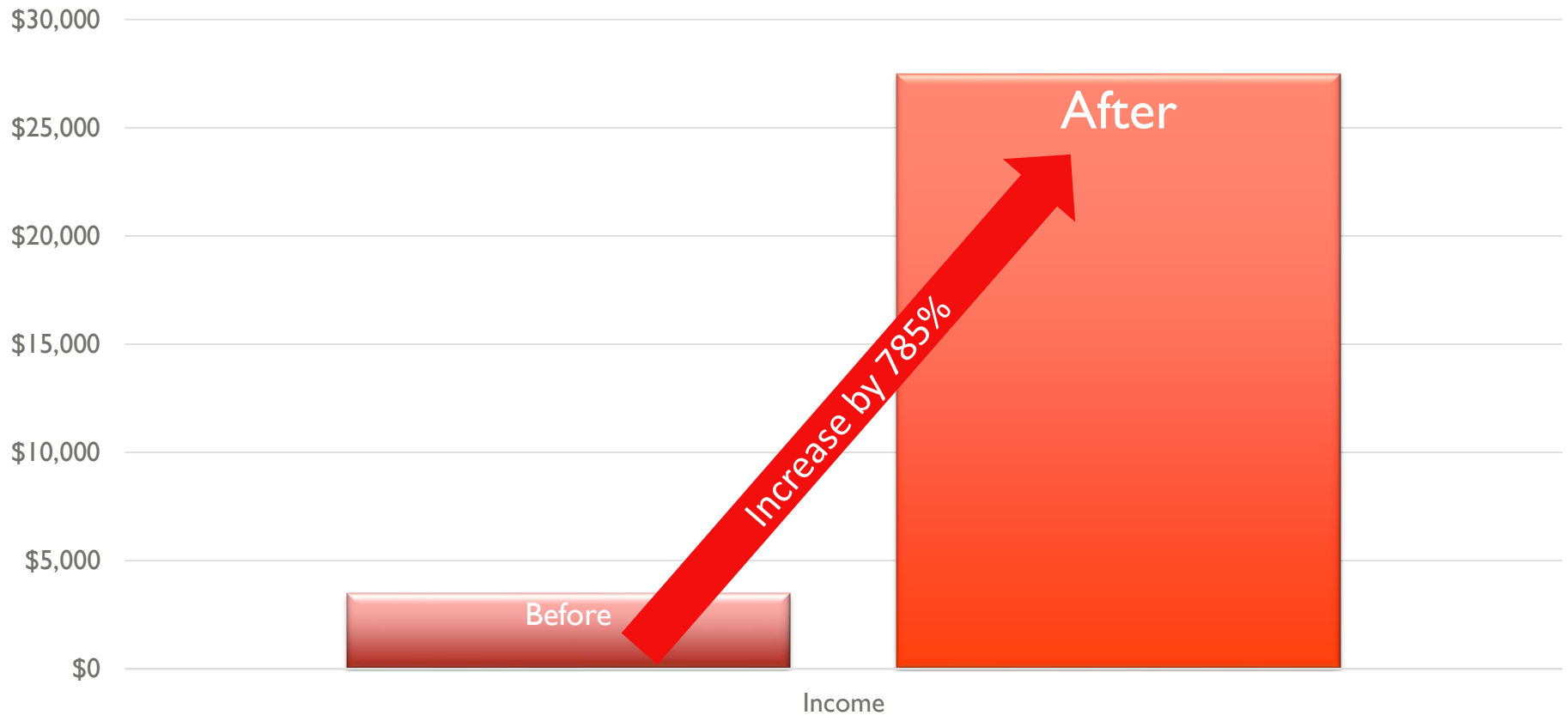
Tuesday Apr 10th
*winning email



Tuesday May 8th



Email income wins



Landing page vs donation page

	Donations	Total	Average gift
Landing page	161	\$11,330	\$70.34
Donation form	134	\$8,533	\$63.68

How we could have made this campaign EVEN better

- Hyper personalisation – improving response rate AND average gift
- Use the same story for the reminder mailing – have faith our story is strong enough (also easier for team)
- Heighten urgency by using SMS or telemarketing to highlight the emergency
- Include a mid-value approach for top donors to increase income



Conclusion

- We can still utilize a strong case study despite the lack of images – realizing how powerful a clear need and solution are by themselves
- If new information comes through during the appeal – put it in an email to enhance our campaign
- Multi channels to maximize ROI can be an easy win, especially by widening out our audience
- There are always ways we could improve our campaigns! Do you have any suggestions??



Questions?

THANK YOU



Save the Children