

CUSTOMER STORY:

Leveraging Benchmarking Results to Ensure Fundraising Success

Make-A-Wish grants the wishes of children with life-threatening medical conditions. Wishes give seriously ill children hope for the future, strength to face the challenges of their illness, and joy from their incredible wish experience. Make-A-Wish Australia is constantly evolving their fundraising program to increase their donation revenue by 20% year on year to make the wishes of more children come true.



The opportunity [of donorCentrics] to discuss results and changes over time with other organisations and share learnings is invaluable.”

— Alexandra Struthers, Head of Individual Giving

BUSINESS ISSUE

In 2010 Make-A-Wish Australia changed their fundraising strategy and had a complete overhaul of their fundraising program. Improvements needed to be made in their retention and administration processes for regular giving as well as retention activities in direct marketing.

REASON FOR PARTNERSHIP

To enable long term fundraising growth, Make-A-Wish Australia needed to gain a better understanding of the industry trends on both an international and local level. Through the collaboration and information sharing from donorCentrics, Make-A-Wish Australia was able to visually see their own program's strength and weaknesses alongside those of other local not for profits.

CAPABILITIES GAINED

donorCentrics' comprehensive reporting and performance assessments provided a visual evaluation of Make-A-Wish Australia's past strategies. While helping them learn how to increase their online gifts in practical ways such as using the 'big donate' buttons.

“donorCentrics has been helpful to pinpoint some areas where we need to improve and we use the input and information gathered from the day to help refine our strategy year on year,” reflects Alexandra. “It's great to be involved long-term as you get to see (hopefully!) the positive changes of your strategy refinements over time.”

MISSION IMPACT

Make-A-Wish Australia has created a diversified and stable fundraising strategy, increasing their single gifts revenue by over 40% in the last 2 years. donorCentrics has given Make-A-Wish Australia the insights and techniques around evolving growth areas, including online giving, which has allowed them to further refine their strategy and create new areas of growth.

donorCentrics' Collaborative Benchmarking “not only reinforces that you're on the right track with your fundraising, but with insights and ideas from others, helps you to refine and improve your strategy,” concludes Alexandra.