**Annex B1 – Specification**

**For the Supply of Direct Marketing Support to The Christie Charity**

# Introduction

* 1. You are invited to submit offers to supply a programme of direct marketing to charity supporters of The Christie NHS Foundation Trust. The basic direct marketing programme will consist of the development of the warm appeals programme but additional direct marketing services may be required throughout the duration of the contract as part of our ongoing fundraising strategy.

The Christie charity currently has approximately 6,700 regular givers and 14,500 cash donors. The charity runs a warm appeals programme to regular givers and cash donors which consists of five evenly spaced mailings throughout the year. In addition, recruitment mailings are sent up to five times a year to a combination of lapsed givers, postcode areas and lists which are bought from a specialist media broker. You will need to have access to Blackbaud Raiser’s Edge fundraising system which is used to host our supporter data.

The overall ROI of the warm appeals programme over the last 20 months is 1:3.5 but it is our intention to increase this to over 1:4. We currently send out the maximum number of appeals we would consider and our current average response rates and average gifts from our last four mailings are as follows:

|  |  |  |
| --- | --- | --- |
| **Campaign** | **Response** | **Av Gift** |
| April Donor 2021 - Macclesfield | 11.18% | £39.15 |
| June Donor 2021 - Fellowship Programme | 11.26% | £39.93 |
| September Donor 2021 - Academy of Surgical Oncology | 9.93% | £34.84 |
| November Donor 2021 - Breast Cancer | 15.24% | £42.94 |
| **Average** | **11.9%** | **£39.22** |

Significant work has been done by the incumbent agency over the last eight years on segmenting our data and improving our donation rates. We have also implemented the use of digital channels. For the future we wish to continue with this and also broaden the remit of our DM appeals and project topics by facilitating cross team working with other fundraising teams especially corporate and major relationships**.**

**The Christie charity requires a specialist agency to develop the appeals programme as part of the direct marketing strategy.**

Please note: Any digital work will need to be considerate of the technical layout and limitations of our current website [www.christies.org](http://www.christies.org) and will be required to maintain branding guidelines at all times.