



CASE STUDY: Transforming Non-Profit Marketing



Background

The American Red Cross (ARC) is the nation's premier emergency response organization aiding the victims of devastating natural disasters. ARC also offers provides support for the Armed Services; the collection and distribution of lifesaving blood and blood products; educational programs that promote health and safety; and international relief and development programs. As a non-profit, ARC depends heavily on volunteers and financial donations from their generous constituents.

Challenges

- Seek innovation in delivering constituent preferences and experiences
- Increase lead volume through awareness and positioning of programs
- Optimize lead acquisition efficiency and quality to increase donations
- Enhance lead management effectiveness and improve major donor conversion and recurring contributions
- Improve post-donation experience to maximize recurring donations

Approach

- Gathered business requirements and facilitated the process for evaluation and selection of an Integrated Marketing Management platform
- Partnered with Brand and Creative, Field Marketing and Consumer Marketing departments to define processes, performance measures and management reporting needs and then configured solution accordingly
- Assisted with deployment and rollout of the solution across the organization – leading the change management process and facilitating user adoption



Result

- Deployed broad range of multi-channel marketing capabilities to enhance growth of Financial Donations and Humanitarian Services
- Assisted in ARC achieving their marketing goals in support of donor development
- Improved cycle time for marketing response and constituent outreach in times of disaster