



The Intergrated Marketing Advisory Board's **HALL OF FAME**

LOOKING FOR INSPIRATION FOR YOUR NEXT FUNDRAISING CAMPAIGN?

Here are six award-winning nonprofit campaigns that exemplify the sector's use of integrated, multi-channel marketing and fundraising:

2013 WINNERS

Proving it's worth the effort

Category: The Donor

Organization: Canadian Cancer Society (CCS) in Saskatchewan

How would you like to see a **40% increase in online revenue, 84% growth in direct mail revenue, and a 35% increase in email subscriptions?** The Canadian Cancer Society (CCS) in Saskatchewan pulled this off in 2012 by ensuring that no campaign was a single-channel experience for their donors. Donors were encouraged to participate as volunteers and advocates, and advocates and volunteers were encouraged to donate. It was no easy task, but CCS Saskatchewan continues to reap the rewards in 2013.

An over-the-top idea from down under

Category: The Organization

Organization: Ontario SPCA and British Columbia SPCA

The best recipes are best shared, which is exactly how the Ontario SPCA and British Columbia SPCA approached their Cupcake Day campaigns. These leading animal welfare organizations brought the successful fundraising concept from Australia to Canada and combined efforts and resources to deliver a sweet multi-channel campaign to donors across the country. At last count, the campaign had **more than doubled its revenue target of \$150,000.**

A movement is born

Category: The Practice

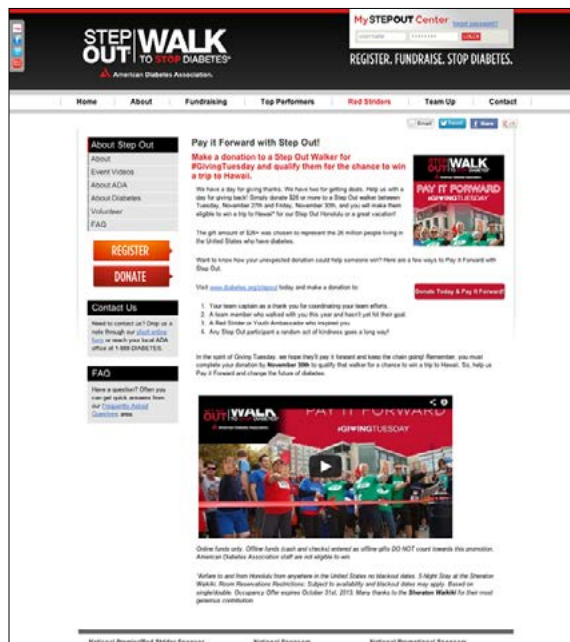
Organization: American Diabetes Association

Do not make the mistake of assuming that peer-to-peer fundraising for your annual event ends when the event does! The American Diabetes Association put together a strategy to boost post-event revenue for Step Out: Walk to Stop Diabetes by jumping into #GivingTuesday conversations online to ask Step Out participants and supporters to "Pay it Forward" to another walker. In addition to the fundraising bump, the recipient of the donation would also be entered in a drawing for a Hawaiian vacation. This clever campaign **quadrupled revenue over the same period in the year prior!**

About the IMAB Integrated Marketing Awards

The Integrated Marketing Advisory Board (IMAB) is a group of North American firms with deep experience working with nonprofits, and whose purpose is to promote a discussion of integrated marketing in the sector. Each year the IMAB recognizes the most innovative integrated, multi-channel marketing campaigns in three categories:

- **The Donor** – A campaign that gave donors an unforgettable experience.
- **The Organization** – A noteworthy effort by a nonprofit to integrate its marketing efforts.
- **The Practice** – A case study that best exemplifies integrated marketing at its best.



2012 WINNERS

Calling it a success

Category: The Donor
Organization: CARE

Never ever underestimate the power of a great conversation, regardless of the channel you use to facilitate it. CARE, a leading humanitarian organization fighting global poverty, coordinated personalized mail and email invitations and follow-ups to extend their annual donor conference call beyond its traditional direct mail donor invite list. When it came time for the call, **attendance was 75% higher than in past years**, and participant feedback was overwhelmingly positive.

From burden to boom in only a year

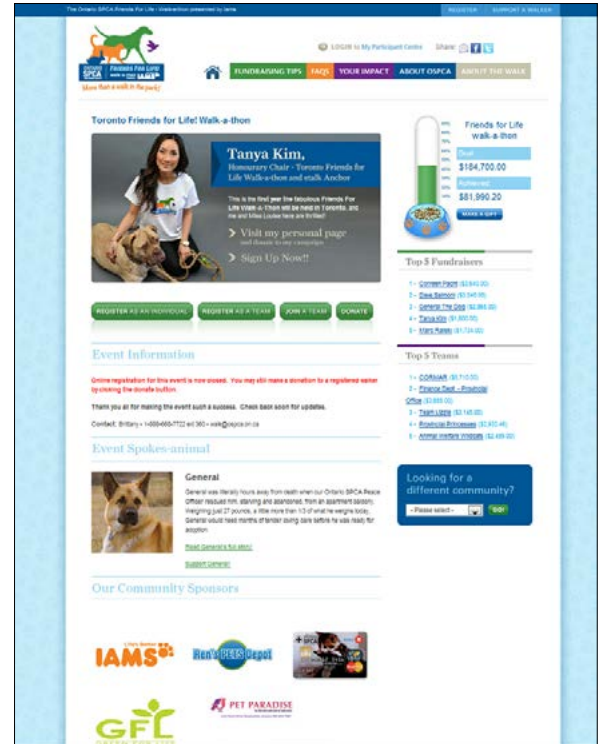
Category: The Organization
Organization: Ontario SPCA

Don't get discouraged if you feel like your integration has gone off the rails. Not long ago, the Ontario SPCA's province-wide Friends for Life! walk-a-thon event had no customer service model, lacked a cohesive marketing campaign, and chapters couldn't even agree on a date. The team at the Ontario SPCA decided 2011 was the year to centralize operations under the provincial head office to build a single event brand and communicate to participants, donors and prospects across all media channels. This took pressure off local branches, and resulted in thousands more dollars raised and hundreds of new walkers registered.

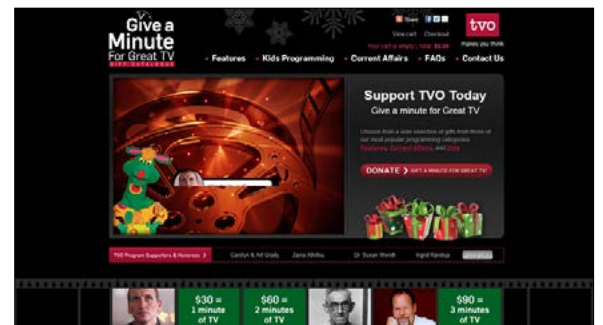
An icon's return to glory

Category: The Practice
Organization: TVO

It takes guts to admit that your results are going anywhere but up. TVO, Ontario's public education media organization had to make that conceit in 2011 when second gift conversion rates were plummeting, donor lifetime value had been decreasing for a decade, and there were fewer donors than there had been in 2005. The plan to turn it all around required an integration of every aspect of the annual program: direct mail, email, web, television, telephone, and face-to-face. Within a fiscal year the transformation was complete, and TVO saw an increase in quarter-over-quarter income over the previous year.



 Ontario SPCA



 TVO

Read more about these and other integrated marketing case studies!

Visit www.IMABgroup.net and subscribe to the blog, or browse our archive of over 100 real world case studies and practical tips that your nonprofit can put to use right away.