



## CASE STUDY NO 6

### [Bishopsland Educational Trust](#)

using DONATE's CRM service to make a direct donation ask

15th October 2014

#### EXECUTIVE SUMMARY

- The National Funding Scheme (NFS) created a compelling email campaign for Bishopsland using Mailchimp technology
- A tailored email was sent out to Bishopsland's contact database asking supporters to make a donation to a specific cause (see right).
- The email 'ask' was addressed as from Bishopsland (not DONATE)
- Over 12 donations were made within 2 hours resulting in £300 of donations.
- 2/3<sup>rd</sup> of donors added Gift Aid via the Web App.

#### Quote from Bishopsland Educational Trust

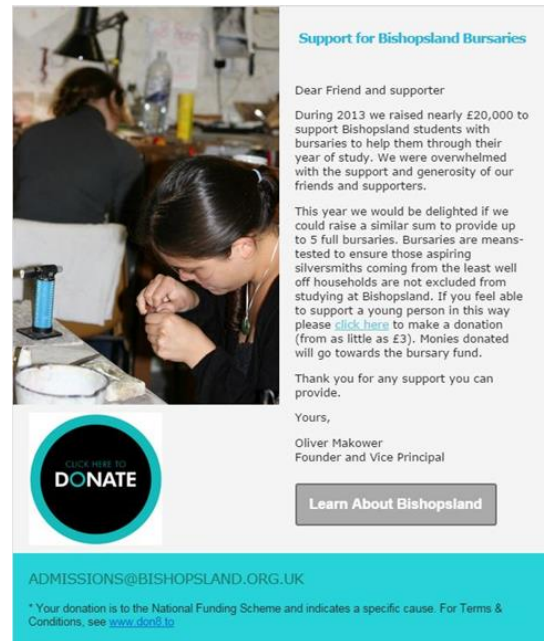
"As with all small charities we struggle to find the time to ask our individual supporters to give. This new automated service using the CRM capabilities of the DONATE platform has raised over £1,945 in incremental income in a couple of weeks and we haven't even paid for a stamp. The team at the National Funding Scheme did everything for us. I'd strongly recommend this service"

Fennah Podschies, Operations Director

**If you want to benefit from this service please get in touch so we can devise a campaign suitable for your needs.**

For more information please contact [hello@nationalfundingscheme.org](mailto:hello@nationalfundingscheme.org)

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Or visit: [dont8.to/BET002](http://dont8.to/BET002)



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