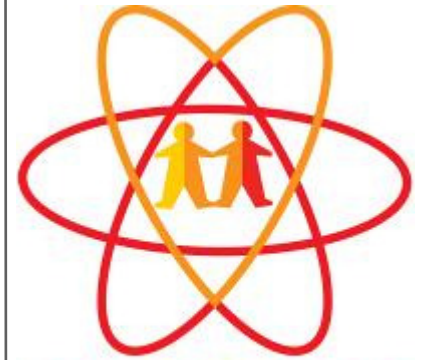


Case Study

Marketing community fundraising

“Cancer Care West”



cancer care
WESTERN NSW

“By applying RIM’s concept of the ‘product’ we had to market and clear structure to implement, I was able to gain funding from several companies within a short timeframe. Samantha’s passion for the project ignited renewed enthusiasm, and we not only got a lot out of working with RIM, we enjoyed it”

Jan Power, CCW committee

The Organisation

‘Cancer Care West’ is a voluntary organisation raising money for a purpose built accommodation facility for cancer patients at the new Orange Base Hospital. The facility is estimated to cost around \$2 m to build.

The Idea

The group had a goal but no clear plan as to how to achieve this goal. Some members of the committee had previous successful fundraising experience but not to the magnitude of this task. RIM was commissioned to provide a road map for the group to achieve the fundraising objectives.

The Process

RIM developed a marketing plan for the group which involved:

- Full consultation with the voluntary committee and plan facilitation to ensure ownership
- Determining:
 - ♦ The product offer—what exactly are we selling and how can we make it tangible to potential donors? Developed building name ‘Care West Lodge’
 - ♦ What are our key selling points?
 - ♦ How do we compete against what may be perceived as similar offers such as Ronald McDonald House?
 - ♦ What are the time frames and milestones we need to achieve in order to meet our goals?
 - ♦ Who are our targets—where are the low hanging fruit?
 - ♦ Who makes the decisions to sponsor or not to sponsor?
 - ♦ Who do we need to get on board to assist us to promote our cause?
- Completing a marketing and action implementation plan

Hurdles

An enthusiastic voluntary team who wanted to get out there and ‘do’ in an ad-hoc fashion rather than plan their attack for maximum results

A perception of a directive rather than consultative approach (defensive to begin).

Results

While cautious at the start, the committee became very enthusiastic about the process and what was learnt. The plan is being implemented with \$150K raised in a 9 month period and activities in place to ensure ongoing donations to reach the target.

CCW CareWest Lodge 2008/9 MARKETING PLAN ON A PAGE							
TARGETS	SERVICE CLUBS	INFLUENCES	PERSONAL EXPERIENCE	COMPETITIVE SPIRIT			
	CORPORATE SPONSORS	INDIVIDUAL DONATORS	PAST EFFECTIVENESS	GET ACTIVE / DO SOMETHING?			
LOCAL BUSINESSES	EVERY TOWN IN CWNWS	GP's	MAKE A DIFFERENCE	RECOGNITION	MEDIA		
			IMMEDIATE IMPACT!	EASY!	THEY WERE ASKED!		
MARKETING MIX							
PRODUCT		PROMOTION		PRICE			
<ul style="list-style-type: none"> • Project Name: <ul style="list-style-type: none"> o CareWest Lodge • Project status: <ul style="list-style-type: none"> o A high profile project that will attract benefit outside our own "group" • Tangible fundraising items: <ul style="list-style-type: none"> o Fund raise or sponsor o or contribute to other person o Personal items - microwave, fridge, toaster o Building materials o Building o Visual representation of the Lodge (imagery/way being built) • A successful regional representative committee • Medical & Cancer survivor spokespersons in each town <ul style="list-style-type: none"> o Champion the cause • Other: bank of fundraising possibilities • Recognition System <ul style="list-style-type: none"> o Publicly recognised o Microsponsors/individuals o Exclusivity for high-end sponsors (G&G) • Benefit driven professional sponsorship package 		<ul style="list-style-type: none"> • Launch in each town • Regular newspaper column - visual representation of Lodge being built through our efforts • Release calendar program with emphasis on unique photo opportunities (not just committee) • Release generated by committee but tailored to each town for maximum impact and interest • Social local networking • Fundraising achievements publicly • Monthly family competition between towns 		<ul style="list-style-type: none"> • Public relations <ul style="list-style-type: none"> o \$200 - \$500 o \$100 - \$200 o \$100 - \$200 • "Content" angles: <ul style="list-style-type: none"> o Fundraising items eg. o A fridge, o Microwave o Bar fridges for all towns \$200 o Building Materials • Targets for major events eg. o Raise \$200 on Australia Half day 		<ul style="list-style-type: none"> • Distinctive collection points <ul style="list-style-type: none"> o Make it easy to donate o 15% • Representatives promote various CWNWS towns join the committee <ul style="list-style-type: none"> o They then disseminate the information and progress to their own community and media • Contact number in all communications 	
KEY MESSAGES							
<ul style="list-style-type: none"> • "Cancer will affect your employees" • "A regional project managed by locals for the region - all funds raised directly assist in the building of the facility" • "One in every three women and one in every two men will be personally touched by Cancer" • "A committee representing the entire region who are proven fundraising experts" • "This is a project where you can see the results of your hard fundraising efforts" • "There is always a fundraising idea to help raise funds for CCW's CareWest Lodge" • "So of about my town and our region" 							