Reaching New Donors with Old Channels

Jack Watts
Senior Individual Giving Manager

Alzheimer's Society

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Alzheimer's Society

It will take a society to beat dementia

Cash Acquisition

At Alzheimer's Society, our cash acquisition marketing is mainly run as part of two large campaigns, our Forget Me Not Appeal and our Christmas Appeal.

Warm Mail

DRTV

Inserts

Door Drops

Email

Meta

Warm Mail

DRTV

Inserts

Door Drops

Alzheimer's Society Forget Me Not Appeal

Email

Meta

Warm Mail

DRTV

Inserts

Alzheimer's Society

Forget Me Not Appeal

Door Drops

Email

Meta

Warm Mail

DRTV

Inserts

Door Drops

Alzheimer's Society
Forget Me Not Appeal

Email

Meta

Warm Mail

DRTV

Inserts

Out of Home

Door Drops

Alzheimer's Society

Forget Me Not Appeal

Radio

Email

Press

Meta

Display

Warm Mail

DRTV

Inserts

Out of Home

Door Drops

Alzheimer's Society

Forget Me Not Appeal

Radio

Email

Press

Meta

Display

Warm Mail

Inserts

Door Drops

Email

Meta

Alzheimer's Society

Forget Me Not Appeal

DRTV

Out of Home

Radio

Press

Display

Warm Mail

Inserts

Door Drops

Email

Meta

Alzheimer's Society

Forget Me Not Appeal

DRTV

Out of Home

Radio

Press

Display

Warm Mail

Inserts

Door Drops

Email

Meta

Alzheimer's Society

Forget Me Not Appeal

DRTV

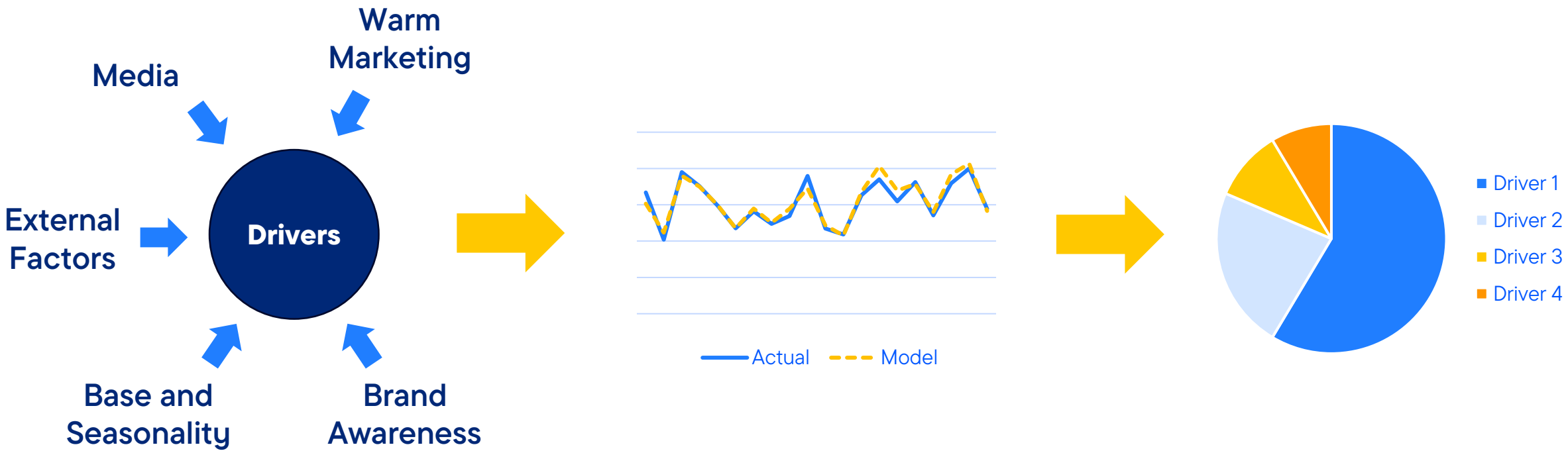
Out of Home

Radio ?

Press

Display

Marketing Mix Modelling



Medialab
Data Driven Success

Warm Mail

Inserts

Door Drops

Email

Meta

Alzheimer's Society

Forget Me Not Appeal

DRTV

Out of Home

Radio

Press

Display

Warm Mail

Inserts

Door Drops

Email

Meta

Alzheimer's Society

Forget Me Not Appeal

DRTV

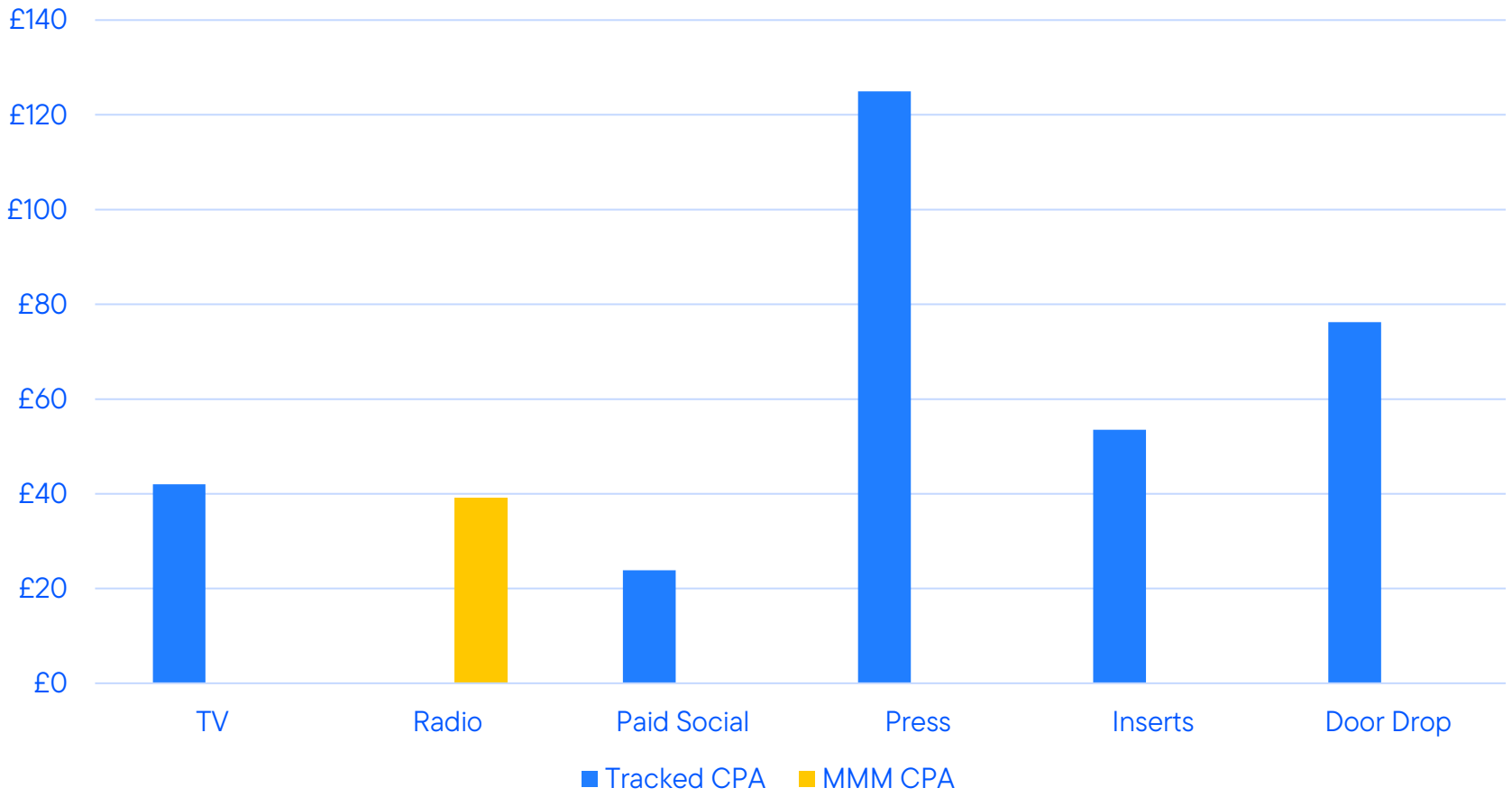
Out of Home

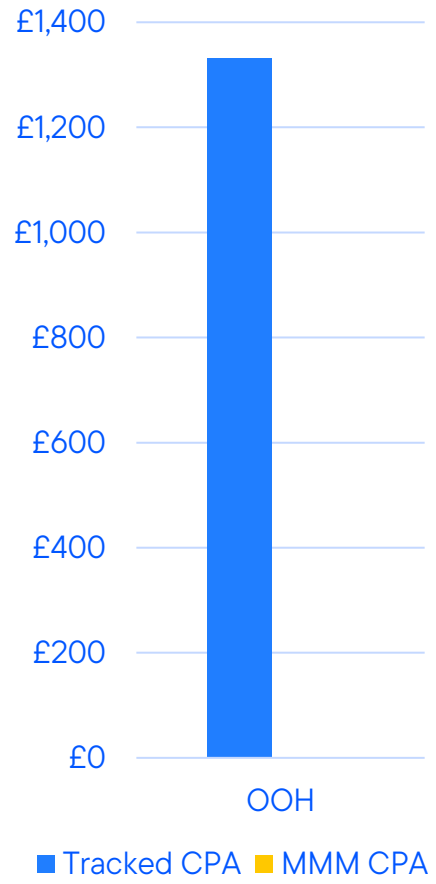
Radio

Press

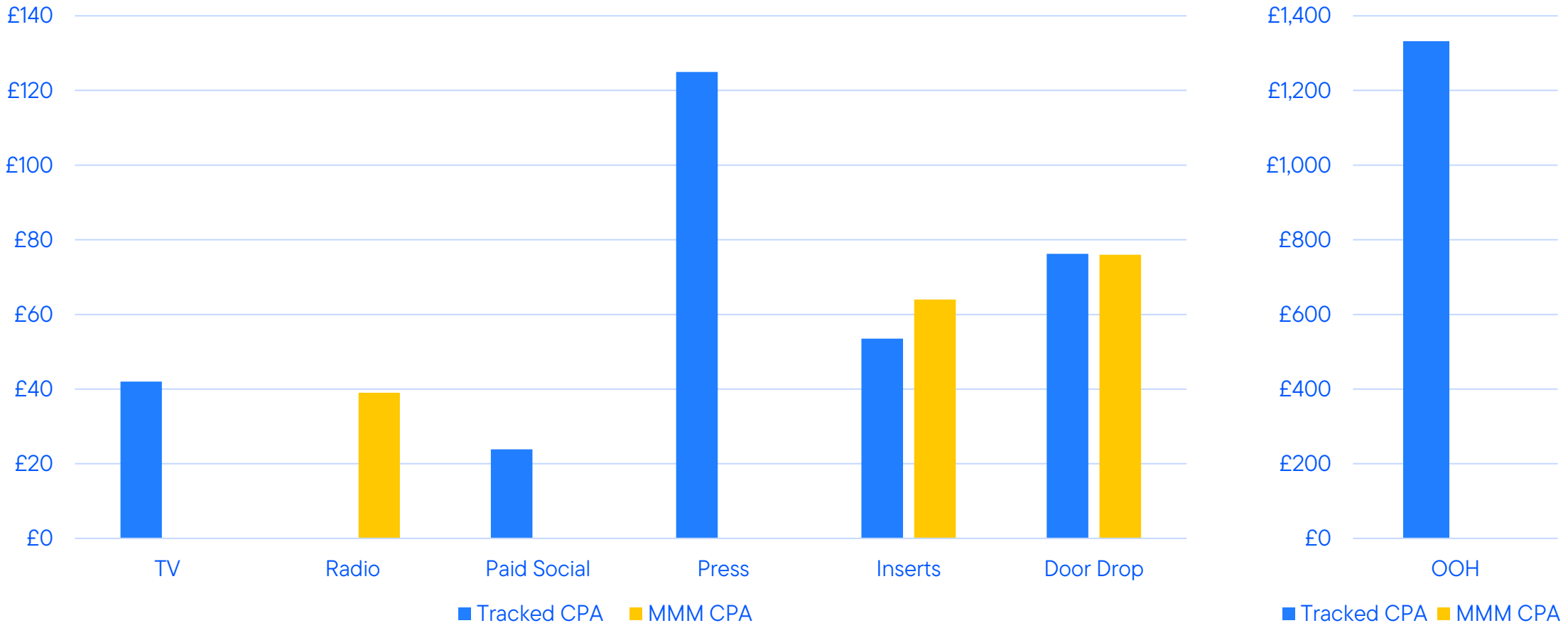
Display

Clearer Understanding

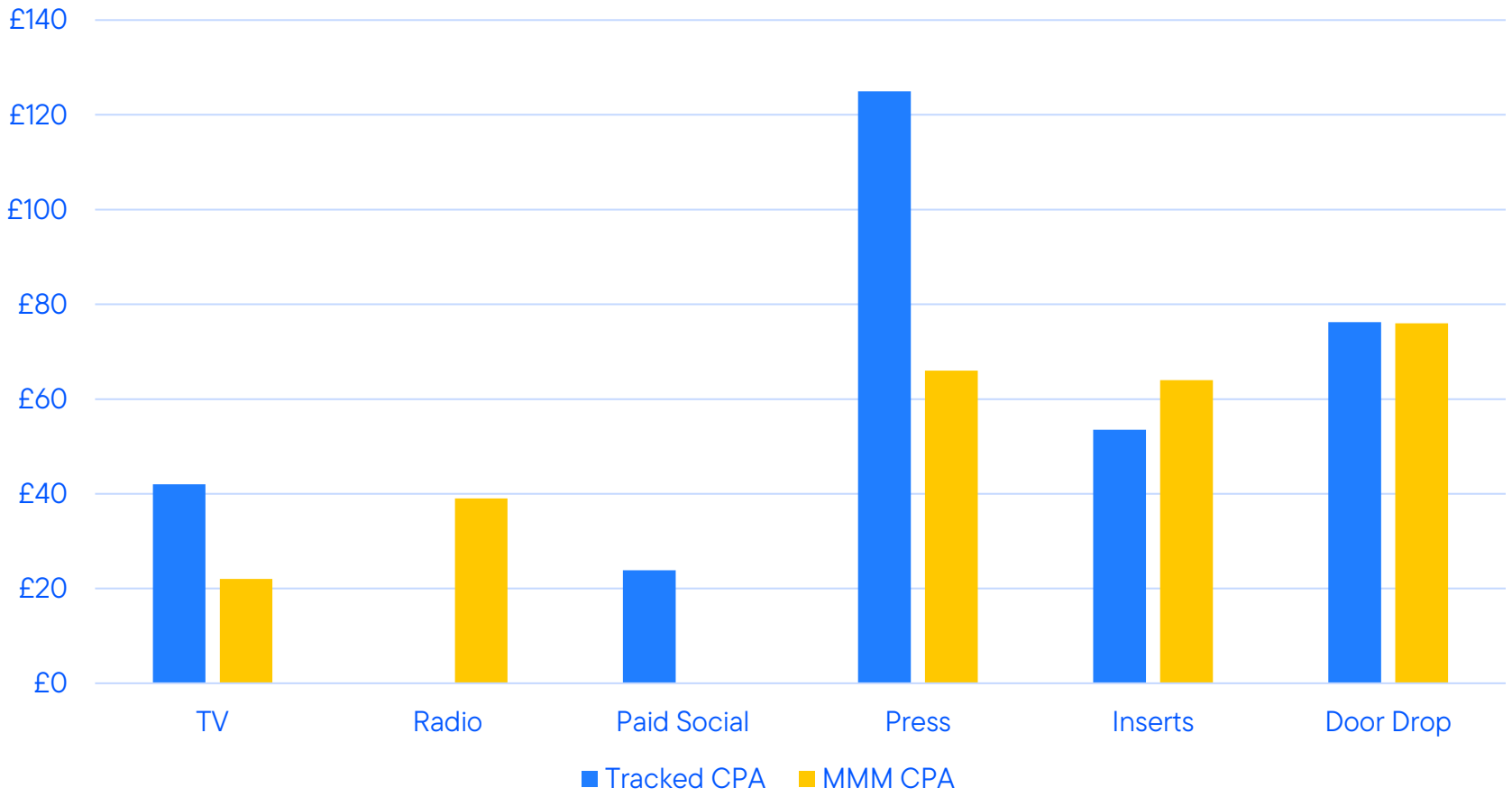


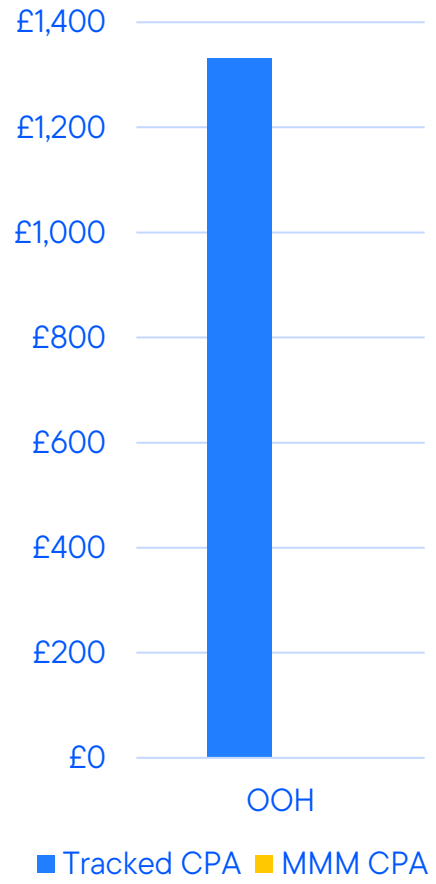


Clearer Understanding

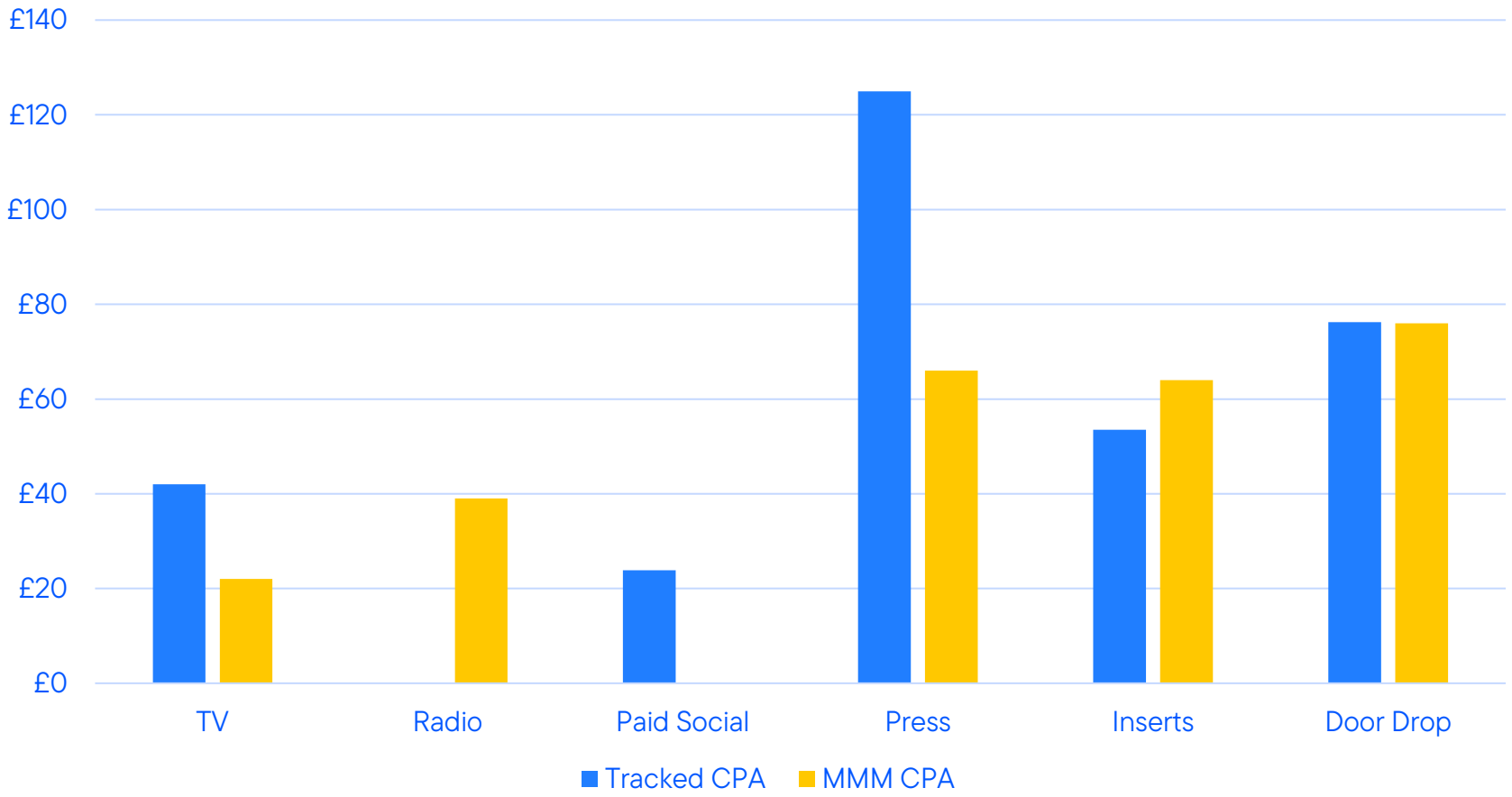


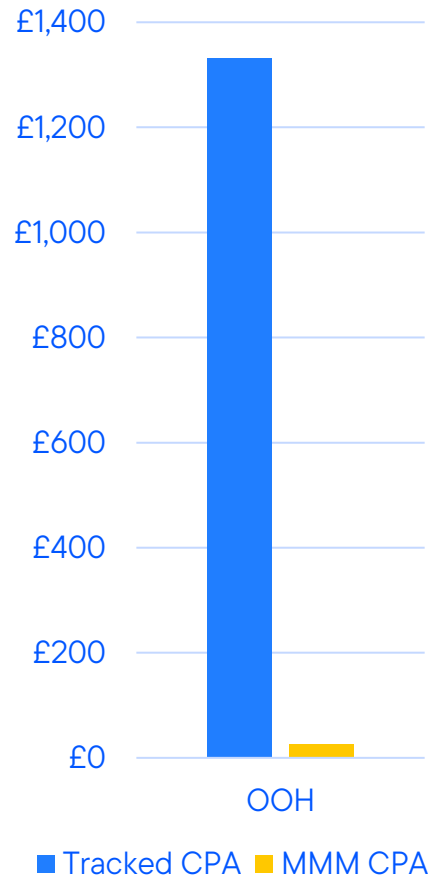
Clearer Understanding



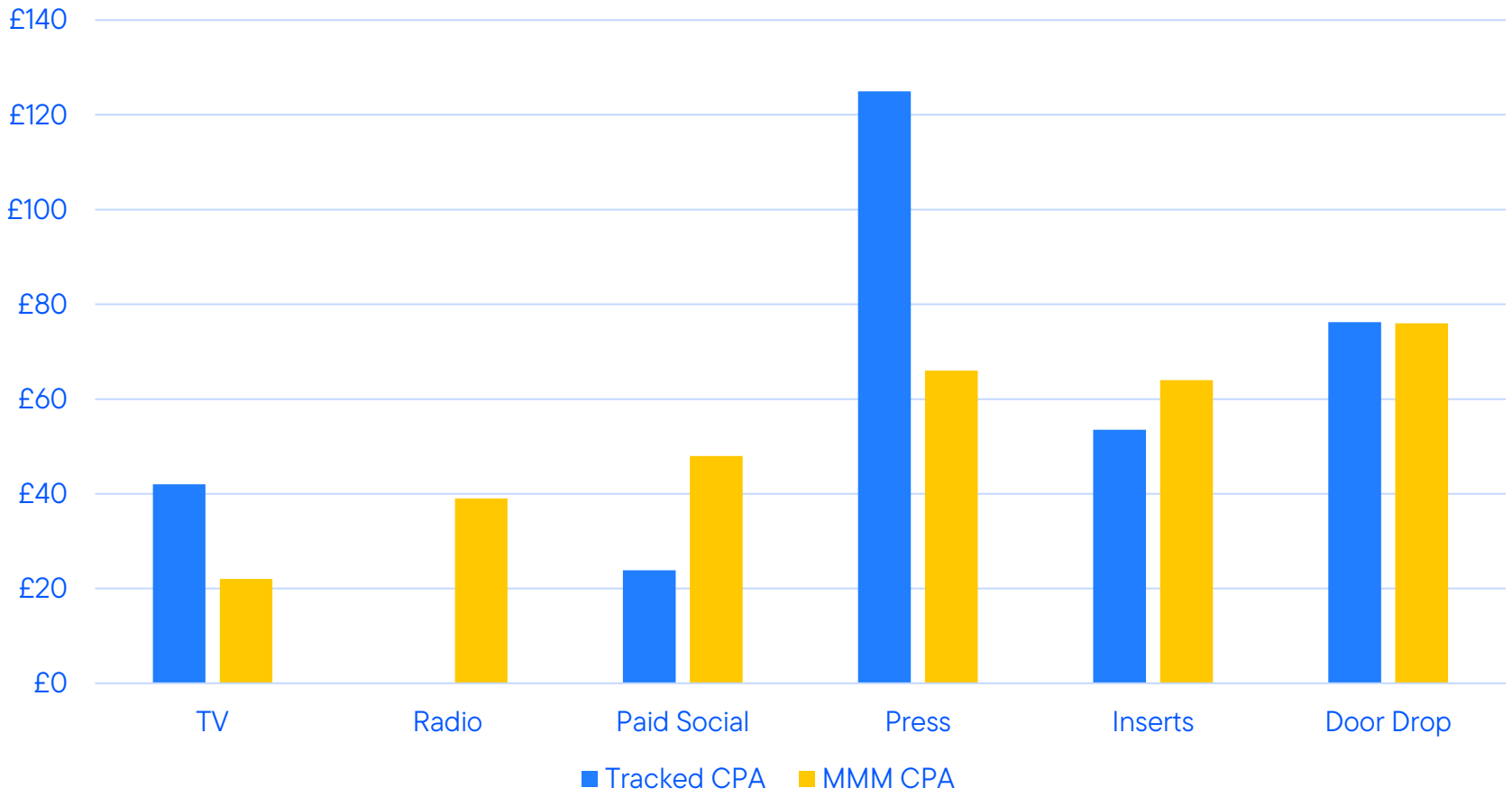


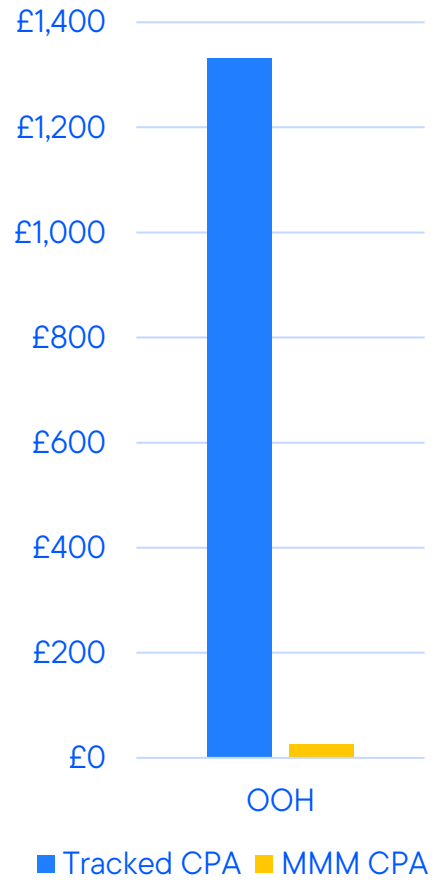
Clearer Understanding





Clearer Understanding





Warm Mail

Inserts

Door Drops

Email

Meta

Alzheimer's Society

Forget Me Not Appeal

DRTV

Out of Home

Radio

Press

Display

Warm Mail

DRTV

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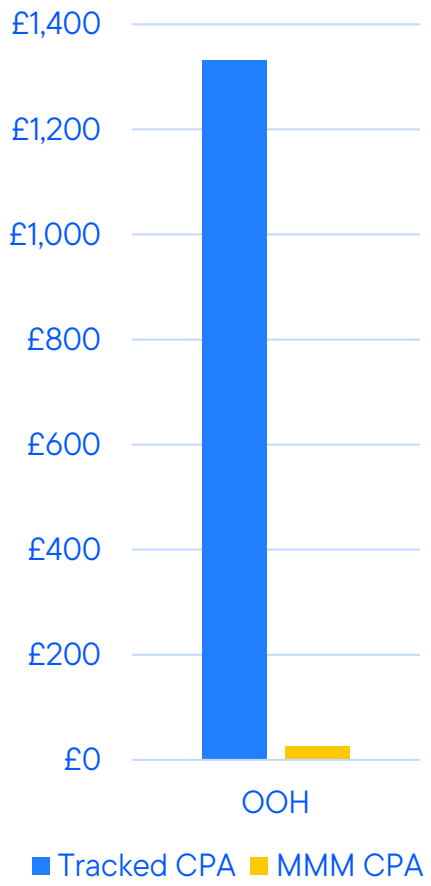
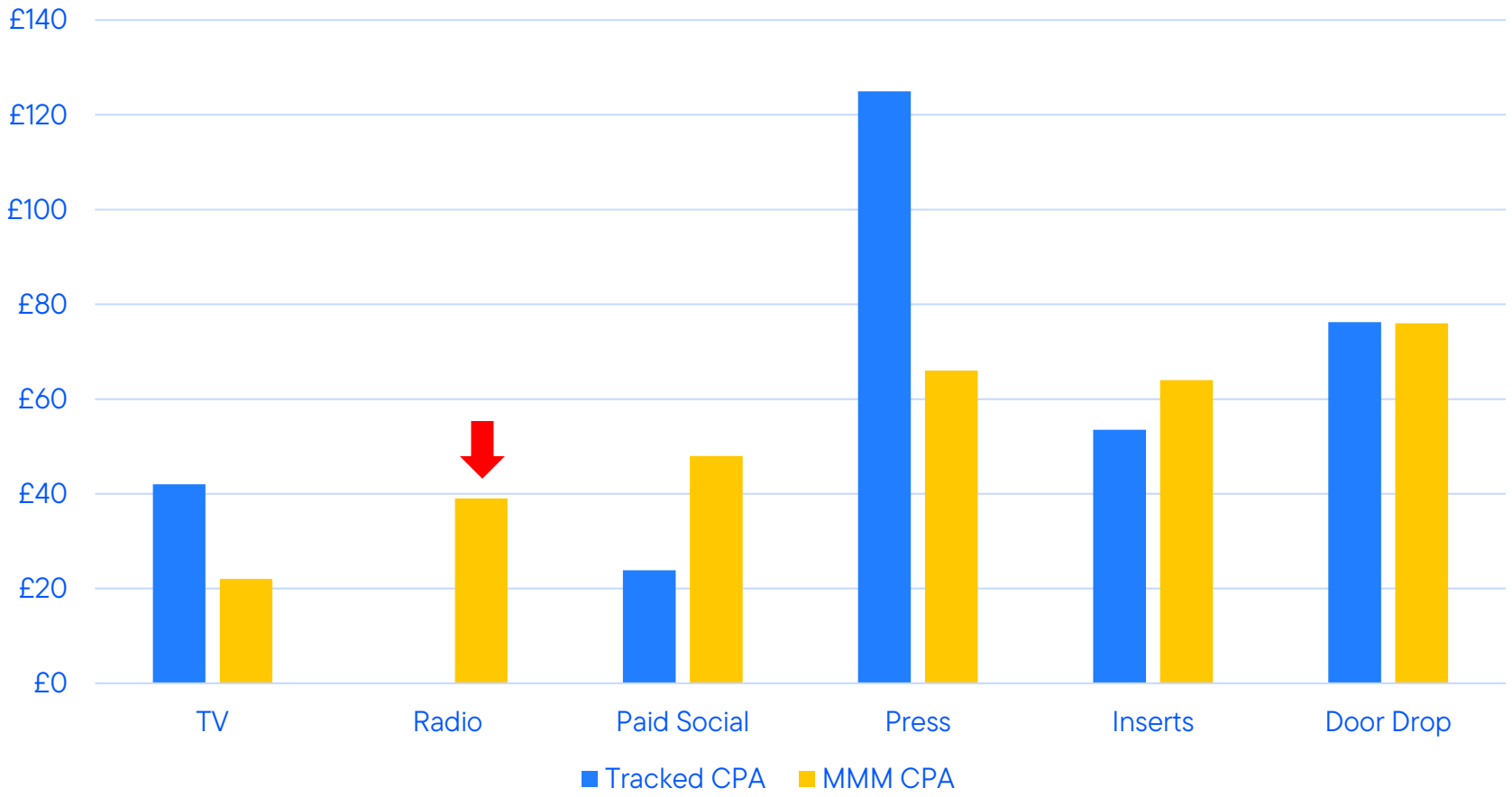
Clearer Understanding

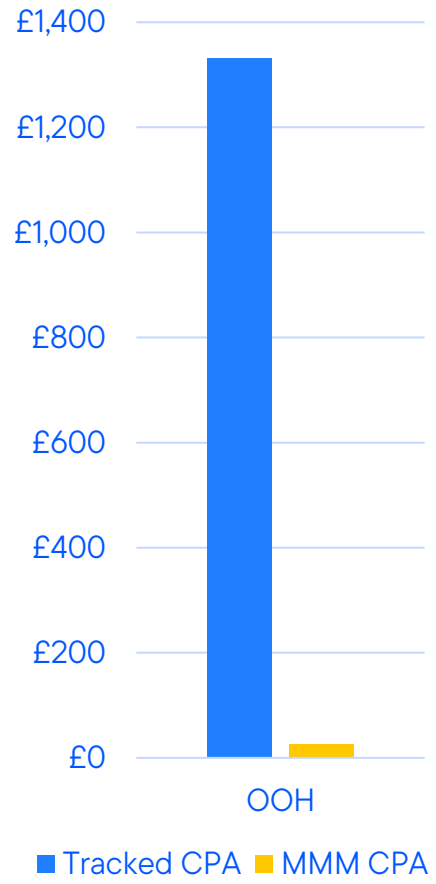
- High reach channels are **often under-measured**: Radio, TV, Out of Home, Press
- Responses driven by these channels often **come through on other channels** or through our website
- Only measuring responses to these channels in-campaign **can lead to bad decision making**

Bold Decisions

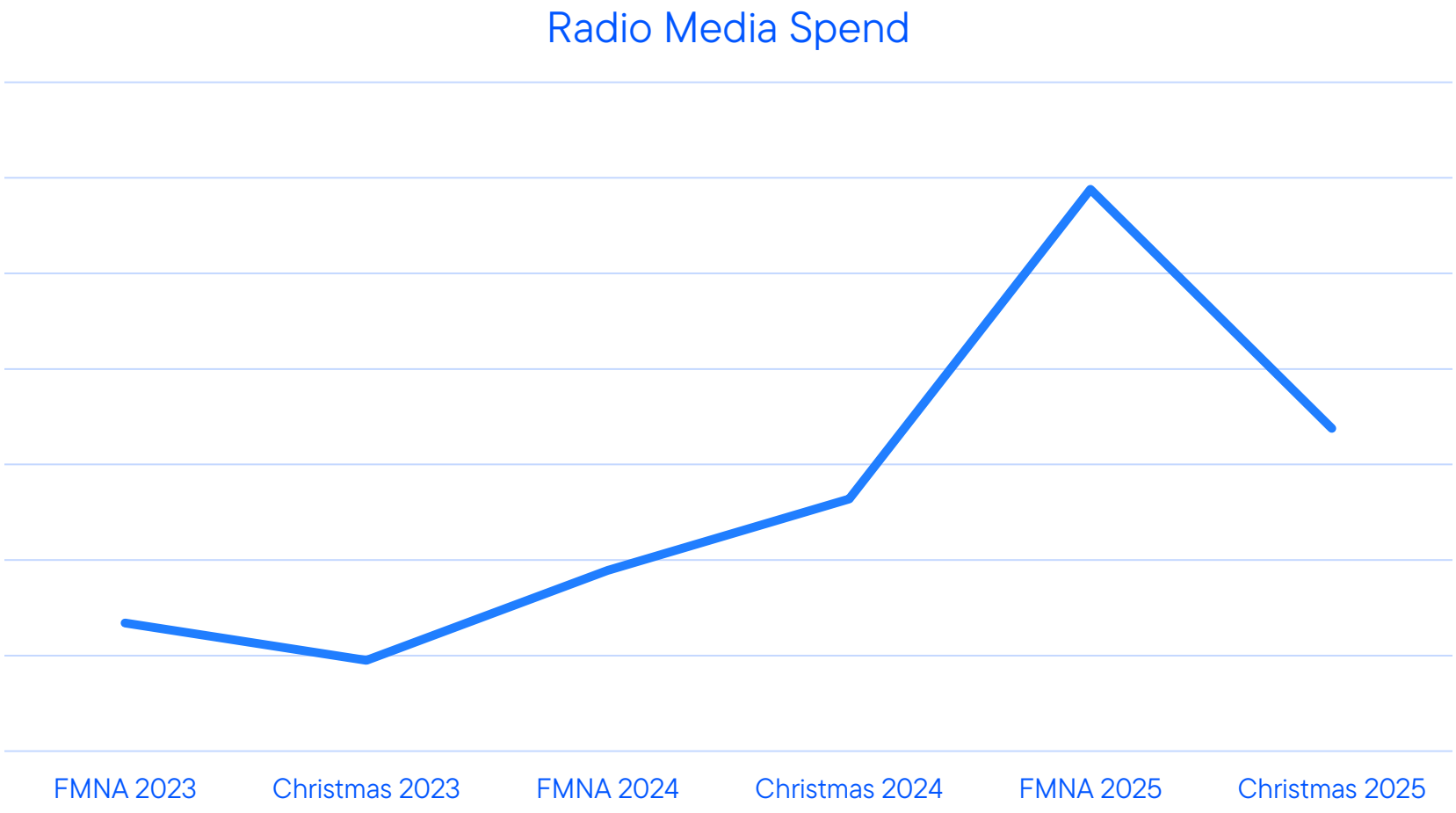


Bold Decisions





Bold Decisions



Bold Decisions

Alzheimer's Society
Light up Christmas

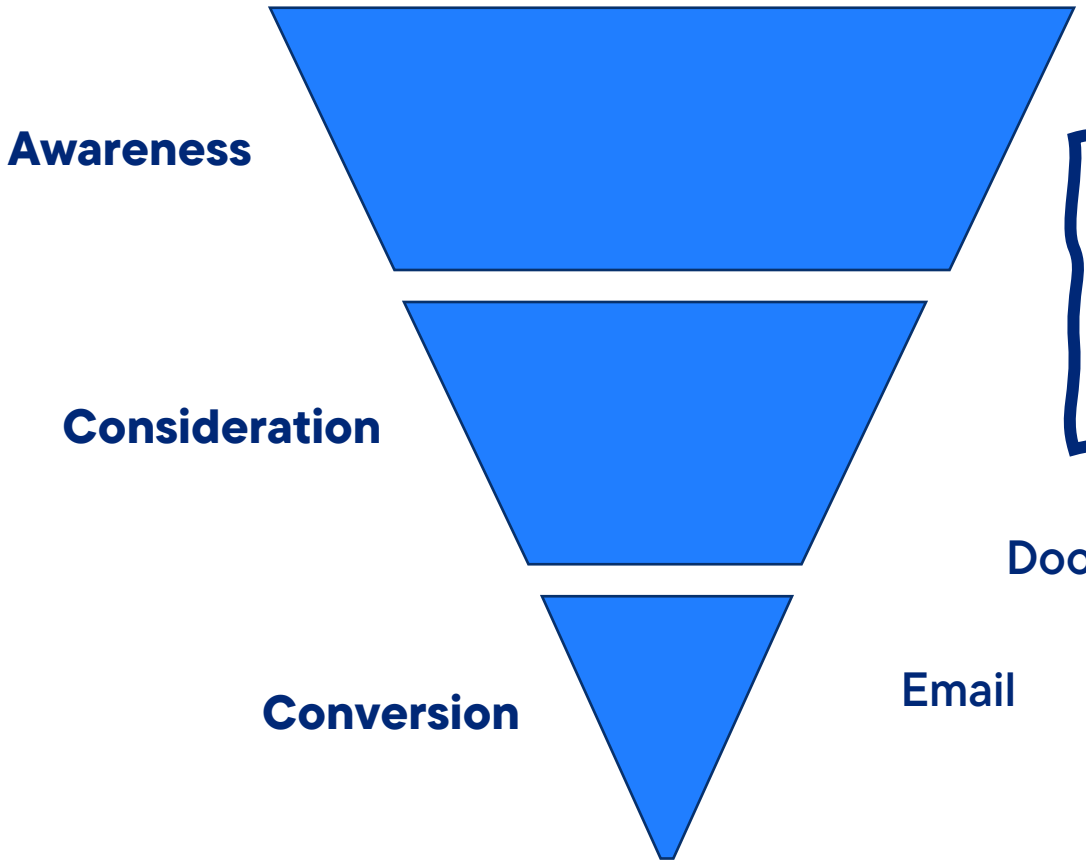
- Increased radio media spend 3x compared from 2023 to 2024
- Increased Inserts and Door Drop volumes by 20% and 30% respectively
- Added in Press Ads

Big Impact

Alzheimer's Society
Light up Christmas

- Radio achieved **our best ROI of any channel** at 1.44
- Despite increasing volumes and spend, we reduced our Inserts CPA by **39%** and our Door Drop CPA by **32%**.
- **6% of donations to Press** came through the form.
- **Cold media broke even** on immediate returns, meaning new donors were recruited at no cost.

A Role for Every Channel



Out of Home
Display
Radio
DRTV
Press
Inserts
Door Drops
Email
Warm Mail
Meta

Key Takeaways

1. Don’t underestimate the value of channels which are harder to track. **Embrace the complexity of the marketing mix!**

2. Ask yourself “**is this how people actually interact** with marketing?”

3. Follow the data and **make bold decisions** to achieve transformational impact.

Thank You!

Jack Watts
Senior Individual Giving Manager
Alzheimer's Society

Connect with me
on LinkedIn

Any Questions?