

Advantage^{NFP} SMS Text Messaging Case Study: St. Clare's Hospice

Who is Who

St. Clare's Hospice is a local independent charity established in 1987, to provide palliative care to adults with life limiting illnesses South of the Tyne.

St. Clare's Hospice services range from day care to inpatient care. The charity also provide physiotherapy, bereavement counselling, spiritual care, complimentary therapy and host a lymphoedema clinic.

Advantage^{NFP} is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It is an integrated CRM, fundraising, membership, alumni and ticketed event management database solution.

St. Clare's Hospice has been an Advantage^{NFP} Fundraiser customer since 2004. They are using the Professional version of Advantage^{NFP} Fundraiser for 4 users.

Advantage^{NFP} Fundraiser is helping them to manage their world and raise more funds.



St. Clare's Hospice organises a range of events throughout the year, helping to raise money for patient care. Taking part in the charity's events can be great fun, as well as raising money for a good cause. The events include a Midnight Walk, Cycle Ride, Swim Challenge, It's a Knockout Fun Day to Ladies Days. The Fundraising Team is also at hand to give support and guidance to supporters who put on their own fundraising events making it as successful as possible.

St. Clare's Hospice also receives support from Corporate Partnerships, Donations, Legacies and Volunteers. **Advantage^{NFP} Fundraiser** provides the charity complete functionality to manage all activities.

SMS Text Messaging

St. Clare's Hospice has recently started using the SMS Text Messaging function in **Advantage^{NFP} Fundraiser**, to inform supporters that registration for an event is now open. *"For the Midnight Walk we were able to profile the database to select Ladies only, over the age of 12 with a mobile phone number in the database"* says Marie Watson, Fundraising Manager.

"We were able to send a text message to say this event is now open, visit the website to register, those with a smart phone can click on the link and register immediately. The great thing is that it is a fraction of the cost of a postage stamp, so it is saving the charity money" continues Marie Watson.

The Future

During these difficult economic times, charitable giving is often the first thing to be cut, so it is important that charities look at cheaper ways to promote their work and market their fundraising campaigns. SMS Text Messaging is, on average, less than a tenth of the cost of a 2nd class stamp.

Advantage^{NFP} Fundraiser makes it simple to write and send bulk messages to a selected database profile.

Marie Watson adds, *"In the future I see SMS Text Messaging becoming a key communication tool for St. Clare's Hospice. Not only is it a cost-effective way of contacting supporters in terms of postage but it reduces staff time considerably and using Advantage^{NFP} Fundraiser to do this is incredibly easy. Sending reminders pre-event should also improve the attendance of the fundraising event, therefore increasing the funds raised. Post event thank you text messages can include reminders to send in sponsorship money."*

To find out how SMS Text Messaging can benefit your organisation, contact Jane Haywood on 01582 794 299 or by email marketing@redbourn.co.uk



Helping not-for-profit organisations worldwide by providing CRM, fundraising, membership, alumni and ticketed event management solutions. Helping you to manage your world and raise more funds.

100% of our clients would recommend us!

The UK's No. 1 charity CRM database solution.

www.AdvantageNFP.com

