







Increasing giving is always the goal. Increasing it by 25% (\$1.6 million) in just 12 months was a *tour de force!*

The Challenge

UMCOR, the humanitarian relief and development arm of the United Methodist Church, and its parent organization, Global Ministries, sought to:

-  Increase philanthropical giving and engagement
-  Retain and upgrade existing donors
-  Bolster the affinity of existing donors with shifting allegiances
-  Cultivate new prospects and donors

The Solution

Spire2's mission-driven, donor-centric monthly marketing campaigns:

- ➔ Showcased the tangible impact of donor investment
- ➔ Illuminated current and future need
- ➔ Deepened donors' emotional investment through human-interest narrative
- ➔ Leveraged organizations' proven track records and historical footprints



The Strategy

Using the latest technology and innovation, our omni-channel approach leveraged:

- Traditional Direct Mail
- Email
- Web-based Landing Pages
- Facebook and Instagram Ads
- Google Ad Network



Selection of digital components and ads

The Success

In 12 months, Spire2:

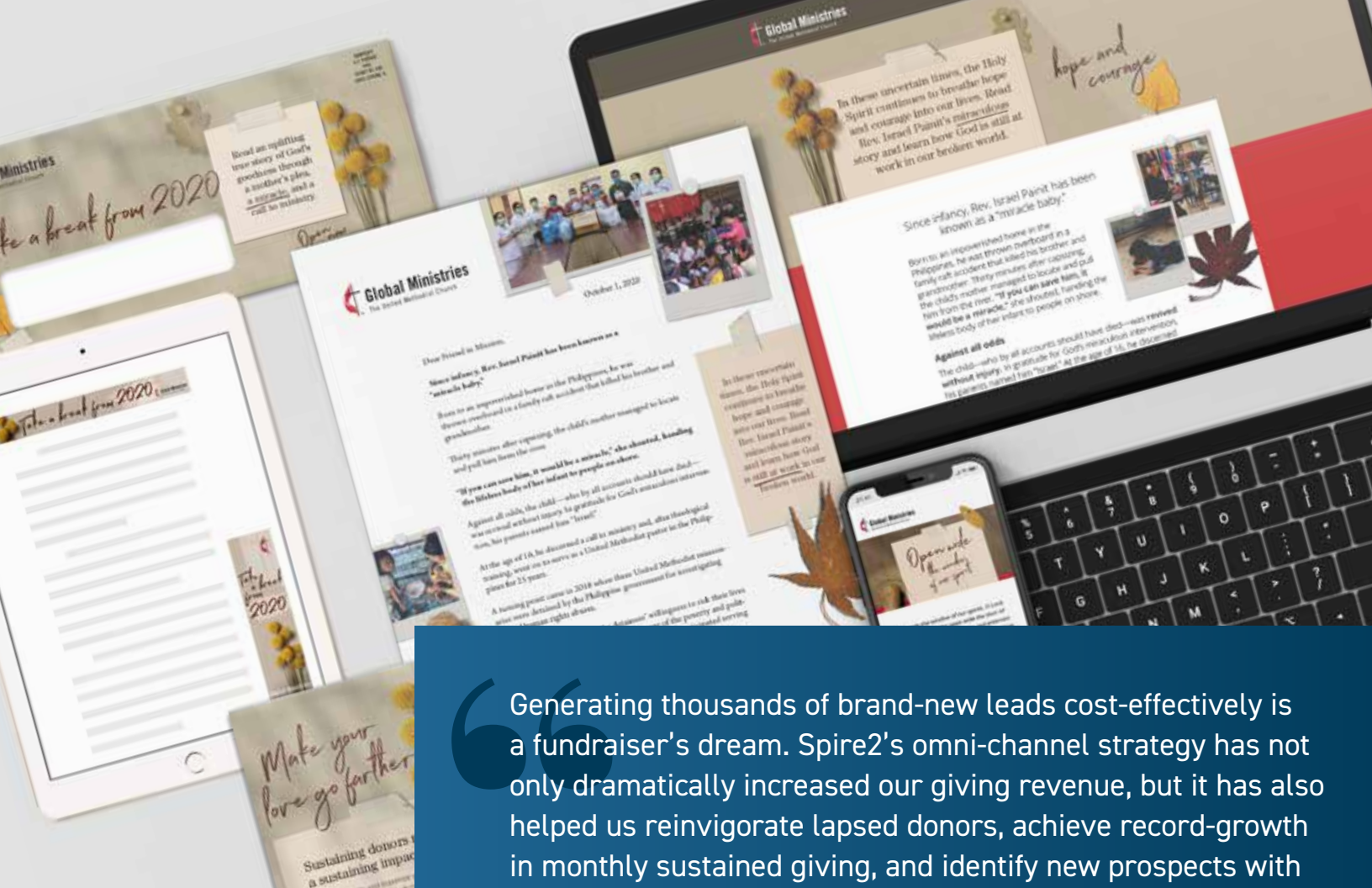
Increased Giving by

25%
(\$1.6m)

Generated
6,780
First-Time Donors

Converted
5,400
Lapsed Donors

Increased Monthly Donors by
78%



Generating thousands of brand-new leads cost-effectively is a fundraiser's dream. Spire2's omni-channel strategy has not only dramatically increased our giving revenue, but it has also helped us reinvigorate lapsed donors, achieve record-growth in monthly sustained giving, and identify new prospects with high affinity for our organization's mission."

Tom Farley, Director of Fund Development
Global Ministries and the United Methodist Committee on Relief (UMCOR)

