

SCIAF improve direct mail efficiency with Blackbaud Mailwise™

SCIAF is the Scottish Catholic International Aid Fund, the official aid and international development charity of the Catholic Church in Scotland. SCIAF works in over 20 countries across Asia, Africa and Latin America, helping some of the poorest people in the world, regardless of religion, to work their way out of poverty.

THE CHALLENGE

Until recently, the data SCIAF used for direct mailings had never been systematically cleaned. “We saw large volumes of mail returns after each direct mail appeal,” said Anne Karlin, Supporter Services Manager at SCIAF. “We decided to look for a solution that would enable us to reduce mailing costs, suppress deceased supporters from mailing lists so that family members were spared the associated distress of unwanted mail, and append National Change of Address files so that we could keep in touch with supporters who had recently moved.”

Overall, SCIAF wanted to enhance their supporters’ perception of them as an efficient organisation, one that takes action to reduce waste and costs.

THE SOLUTION

As a registered charity, SCIAF had to ensure that any quotes for data services were competitive. After considering several options, Blackbaud was chosen because of its competitively priced solutions, and for its professional and friendly assistance. Blackbaud carried out an initial data audit to give SCIAF an indication of data quality, then provided advice on how data could be cleansed and imported back into SCIAF’s **Raiser’s Edge** database.

“The cleansed data could be imported straight back, with very little time and effort involved,” said Ms. Karlin. SCIAF chose to use **Blackbaud MailWise™** from Blackbaud’s suite of **Data Enrichment Services™** to aid in achieving their series of objectives.

THE RESULTS

SCIAF noticed a marked decrease in the number of mail returns almost immediately, and cost savings were in line with Blackbaud predictions from the initial data audit. “In addition, staff are able to have more informed conversations with supporters, as they have more confidence in the data in front of them,” said Ms. Karlin.



Customer Summary

- The Scottish Catholic International Aid Fund (SCIAF) had been conducting direct mailings for years, but had never systematically cleansed its data.
- The organisation began searching for a data-cleansing solution that would improve mailing efficiency, save money, and minimise the impact on the environment.
- Blackbaud was chosen after carrying out an initial data audit. SCIAF implemented Blackbaud MailWise™ from Blackbaud’s suite of Data Enrichment Services™.
- SCIAF noticed a marked decrease in the number of mail returns and saw cost savings almost immediately. Staff at SCIAF have increased confidence in data and are now able to have more informed conversations with supporters.

Blackbaud software and services used by The Scottish Catholic International Aid Fund:

- The Raiser’s Edge®
- Blackbaud Data Enrichment Services™
- Blackbaud MailWise™

“SCIAF will shortly be conducting its first ever telephone campaign and we have asked Blackbaud to perform a data cleanse on telephone numbers to assist with this. As Blackbaud is able to append telephone numbers we don’t currently have for some supporters, as well as providing TPS (Telephone Preference Service) flags, we can be confident in the quality of our data and ensure that SCIAF complies with the relevant Government legislation,” Ms. Karlin said.

SCIAF is now committed to ensuring data is cleansed regularly to improve the effectiveness of fundraising campaigns. The cleansing process has also highlighted other areas for development within the organisation. “We are campaigning for measures to tackle climate change. We have just undertaken an internal audit to establish our carbon footprint and what measures should be taken to minimise SCIAF’s environmental impact, and data cleanse has a role to play in this,” said Ms. Karlin.

“We found Blackbaud staff to be really helpful right from the initial enquiry, to giving help on setting up the export, transferring data, and then importing the data back into **The Raiser’s Edge**,” said Ms Karlin. “The data audit performed was informative, giving a clear overview of the data quality and of the impact the process will have. The turnaround time is fast, and Blackbaud staff is always very accommodating when I’m up against a tight mailing schedule, ensuring that all projects are delivered on time.”

About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 19,000 organizations use one or more of Blackbaud products and services for fundraising, constituent relationship management, financial management, direct marketing, school administration, ticketing, business intelligence, website management, prospect research, consulting, and analytics. Since 1981, Blackbaud’s sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Canada, the United Kingdom, and Australia.

For more information about Blackbaud solutions, contact a Blackbaud account representative. In the United States and Canada, call toll-free 800.443.9441. In Europe, call +44 (0) 141 575 0000. Visit us on the web at www.blackbaud.com.

Please direct media inquiries to:
Michaela Wright
Public Relations &
Communications Executive
michaela.wright@blackbaud.co.uk
020 7921 9648

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