**AUDIT**

This audit is part of the initial research that will feed into the broader marketing project plan for ABM. This document identifies the major marketing tactics used over the last decade and specifically notes the introduction of any new tactics during the period.

Data has been collected from Raiser’s Edge fundraising database to compare any correlation to the introduction of new tactics to new donors or fundraising increases. However, this data analysis is limited as it is based on the metrics collected in previous years and consequently doesn’t have a consistent comparison point.

The information below has been collected from interviews, a review of ABM’s previous marketing plans and associated literature as well as the data analysis.

**Timeline:**

The following lists the key marketing tactics and identifies any new tactics or points of interest over the last decade. Please note; this is limited to the review of marketing plans on file and current ABM staff knowledge.

2006- A fundraising appraisal was conducted by an external consultant. It is not clear what action was taken.

2007- Partners became twice a year instead of three times annually

The Project Book commenced as a financial year fundraising tool

2008- Website redeveloped

2009- New Marketing & Fundraising Manager (Melany)

On a Mission email commenced as a bi-monthly email

Prayer Diary was established in a new format

2010- A strategy was prepared regarding ABM’s supporters and how marketing and fundraising tactics could be used to further engage supporters. Again it is unclear on any action.

ABM joined Facebook

The Project Book became an annual fundraising tool (not released at financial year)

The Indigenous Campaign, usually held in July was dropped.

Fundraising in schools, with the Schools Challenge, was initiated.

2011- New Marketing & Fundraising Manager (Chris)

2012- On a Mission became a monthly email

Instead of two separate appeals, the Christmas Appeal became a part of the Advent Appeal.

2013- The Lent and Good Friday Appeal became the Lent Appeal and a separate Good Friday and Easter Appeal.

Schools fundraising was initiated again, but continues to struggle.

2014- New website launched

2015- The most significant media coverage in many years, with the launch of the Vanuatu Emergency Appeal

Christmas e-card commenced

\*It should be noted that ABM Speaker engagements are done consistently over the years.

**Data Analysis:**

This audit aimed to assess if there was any correlation between marketing tactics and new donors. The below Table A summarises the number of new donors each year. When compared to the above timeline, there appears to be no correlation between the marketing tactics and the numbers of donors.

However, through the analysis of data it was discovered that the number of new donors increases based on Emergency Appeal income. Although certainly not consistent, with the outlier year of 2009, the data in Table B shows the relationship in recent years between the higher number of new donors and the higher amounts of donations in Emergency Appeals.

**Raw Data:**

Table A



Table B



**Summary:**

This audit has illustrated some key learnings about ABM’s donors and marketing tactics. The fact that donor numbers haven’t fluctuated based on marketing tactics could highlight a loyal supporter base but also suggests the marketing tactics used have been safe and haven’t driven non-financial supporters to become donors.

It should also be highlighted that the longevity of some of the tactics proves success amongst ABM’s stakeholders. For example, the Project Book and Prayer Diary.

However, there are also tactics that have been tried a number of times and are still yielding limited results such as fundraising in schools.

The changes in appeals, removing appeals or combining some, has proved useful as income has remained relatively consistent (ignoring donor attrition). There is potential to further review appeals to ensure resources are being used effectively as well as target appeals to more specific or niche groups of stakeholders, both of which will avoid donor fatigue.

The timeline notes two website redevelopments as well as the launch of ABM’s Facebook account but other online tactics are limited. In the future, the implementation of new online tactics may increase supporters in a younger demographic and see further growth in new donor numbers. There is also potential in acquiring new supporters through ABM’s Emergency Appeals.

Of interest is that whilst speaker engagements have been a long standing tool used to raise awareness of ABM’s work, limited data is recorded to track donations following speaker engagements and tracking such information could prove useful in improving this marketing tactic.

In summary, ABM’s marketing performance over the last decade has been conventional. Standard and reliable marketing tactics have been used to communicate with ABM’s supporters which have yielded good but expected results. Some of the tools used are most successful but others tired. The audit has highlighted ABM is cautious with risk taking in marketing and fundraising tools which is appropriate given its stakeholders and supporters but something to consider given the macro environment influencers of a declining donor base.