

DDC OS Donation Handling Project

Client: Age Concern

Client Profile: Age Concern is the UK's largest charity working with and for old people. Their mission is to promote the well being of all older people and to help make later life a fulfilling and enjoyable experience.

The Brief: To handle all campaign responses ensuring that all responses are captured and thanked within a 72-hour period. To handle all responses to all direct marketing campaigns; and in addition to provide ad-hoc solutions outside the normal campaign response. Within a 12 month period there are at least 18 campaigns.

Our Solution: DDC OS designed and built system to manage all campaigns which is both user friendly and cost/productivity efficient. Furthermore it builds a profile of each supporter. Through this system we process all responses to Age Concern mailings including:

- Processing of donations via Cash, Cheque, Postal Order, Direct Debit, Standing Order, Credit Card, CAF Vouchers
- Gift Aid
- Surveys
- Goneaways

As part of the donation handling process we manage the "Thank You" fulfillment, and produce daily, weekly and monthly reporting on donations handled by campaign.

All donations are held securely in our offices in Worksop. We undertake daily banking at the start of any new campaign and move to weekly banking as the campaign responses dwindle.

Results: DDC OS manage over 300,000 responses every year

Summary & Benefits: Age Concern has been a client within DDC OS Donation Handling division for more than 3 years. The project has recently been through a statutory e-tender; DDC OS were successful in retaining the client's business.

The Client Said: "DDC OS provide us with a very comprehensive and efficient service. They currently carry out a wide range of response handling and fulfilment on our behalf, maintaining high levels of service to our supporters both current and new. The account management teams are proactive and attentive, allowing for a close working relationship which ensures processes run smoothly and that we are kept constantly informed on the progress of our campaigns."

Sarah Mott,
Supporter Services Manager, Age Concern England

