

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)

Nonprofit Case Study

THE CHALLENGE

UMCOR, the humanitarian relief and development arm of the United Methodist Church, and its parent organization, Global Ministries, sought to increase giving, increase philanthropical giving and engagement, retain and upgrade existing donors, bolster the affinity of existing donors with shifting allegiances and cultivate new prospects and donors.

THE SOLUTION

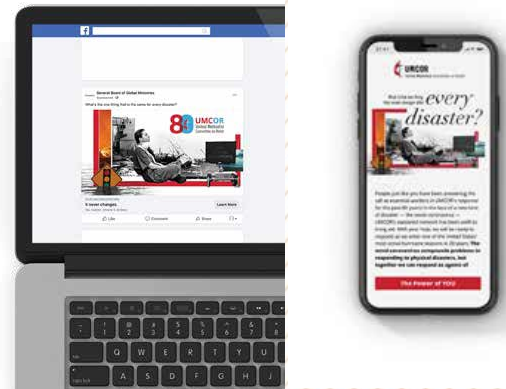
Using the latest technology and innovation, our omni-channel approach leveraged:

- Traditional Direct Mail
- DM2.0
- Email

THE RESULTS

In 12 months:

- Increased giving by 25% for a total of 1.6 million dollars
- Generated 6,780 First-Time Donors
- Converted 5,400 Lapsed Donors
- Increased Monthly Donors by 78%



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