

Using JICMAIL to build a new Door Drop predictive targeting model for RNLI

Client: RNLI

Partner: Whistl



The Challenge

- Following a review of the appropriate marketing channels used to boost donations in a post-GDPR world, RNLI restarted their usage of Door Drops in 2019. While their media partner Whistl was building them a robust targeting model based on their “Perfect Storm” campaign, little did they know that a global pandemic was just around the corner.
- The aim of RNLI’s summer door drop campaign was to let members of the public know about the huge impact that Covid19 has had on the RNLI and the adaptations they have made to keep their lifesavers safe when launching in lockdown.
- The RNLI also wanted to highlight the fundraising activities they had to stop, which had a huge impact on their ability to raise donations.
- They were looking to generate £798.5k (plus Gift Aid) from 26,000 donations to support the lifesaving service, one third of which they hoped would be from new supporters.



The Approach

- Whistl used a combination of donor data, historic results, and modelled JICMAIL data to build a bespoke, predictive decile targeting model.
- JICMAIL analysis demonstrated that the RNLI’s three key Mosaic groups are all key targets for charity door drops - giving them the confidence to increase expenditure in 2020. The Senior Security, Country Living and Prestige Positions groups all demonstrate a familiarity with door drops with a higher than average exposure index, and above average engagement with high frequency of interaction rates.
- Whistl also helped provide data and insight to inform creative design, ensuring that it was eye catching and the call to action was strong.

Key MOSAIC groups identified with JICMAIL

The infographic features a central illustration of a man and a woman walking towards a lifeboat. Above them are two thought bubbles. The left bubble contains the text: "I prefer to donate to RNLI by: Cash Directly (Index: 171), Cash Online (Index: 140), RG (Index: 142)". The right bubble contains: "I donated to charity as a result of receiving a door drop item (Index: 124)". Below the illustration is the word "Lifecoats" in a large, blue, sans-serif font. Underneath the title is a box labeled "Top 3 Mosaic Groups" containing three categories:

- E: Senior Security**
Elderly people with assets who are enjoying a comfortable retirement
- B: Prestige Positions**
Established families in large detached homes living upmarket lifestyles
- C: Country Living**
Well-off owners in rural locations enjoying the benefits of country life

The Outcome

The pandemic placed considerable pressure on the business case for door drops as other revenue generation channels were hit hard by shifting consumer behaviours. The channel and the campaign rose to the challenge, delivering over and above key business and delivery KPI targets:

Campaign results:

- All targets were exceeded after 9 weeks!
 - 27,716 Donations
 - RR 0.33%
 - £951k Donation Value
 - ROI of £1.29
 - 45% New Donors

In addition JICMAIL demonstrated that

- The campaign was retained in the home for on average 5.9 days vs an average of 7.3 for charity door drops in 2020
- The reach for this campaign was 1.12 vs average for charity sector in 2020 of 1.07
- The Mail Item Database reinforces the impact of the campaign in terms of reach and word of mouth

Becs Phillips, Marketing Manager at RNLI said “The RNLI and Whistl worked as one team to quickly adapt the RNLI’s fundraising plan to include this new door drop activity with a story that showed the public why the RNLI needed urgent funds. Whistl gave everything they had to make this a fundraising success and to help the RNLI Lifesavers by building a bespoke, predictive model and ensuring we targeted the right areas. They also helped us with our creative so that it was attractive to the public and the call to action was clear.”.