



Scenario

Far North Queensland Hospital Foundation, established in 1997, is the charity that fundraises for the Cairns and Hinterland Health Service District and primarily the Cairns Base Hospital. The Cairns Base Hospital provides community and specialist hospital services for Cairns and its immediate surroundings and is the major referral centre for Tropical North Queensland.

FNQHF have a small but dedicated staff that utilise a range of fundraising activities to generate their annual income. They have a number of corporate partners who assist in fundraising activities such as Yellow Pages (Cardiac Challenge event), Wayne Leonard Motorcycles (the annual Motorcycle Muster), Sea FM (Give Me Five for Kids campaign) and Bendigo Bank (Bag It campaign).

Due to their diverse range of activities, they have utilised a variety of software platforms and internet marketing technologies to run their websites, perform e-mail broadcasts and on-line fundraising. In particular they have made great use of the Everyday Hero system but they also have a number of Excel spreadsheets, Access databases and MYOB accounting files, each containing various supporter information.

Like many small charities they are continually facing pressure to generate more income while minimising expenditure, but being situated in Far North Queensland, they face the added pressure of the local area's economic woes after a devastating cyclone season and the Global Financial Crisis.

Selection Process

Ms Duncombe, the Fundraising and Marketing Manager, had some very specific objectives in mind when she started looking for a fundraising system.

1. INTEGRATION

FNQHF were getting by using a range of different systems, services and databases. They needed a single database system that could tie together both their on-line and off-line fundraising activities in order to allow the organisation to be focused on supporters rather than individual events and activities.

2. FLEXIBILITY

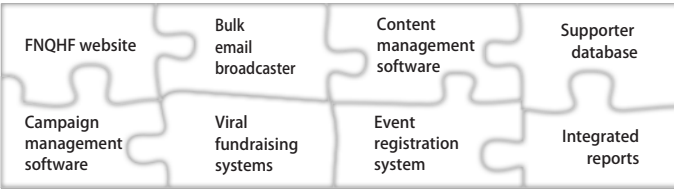
This single system had to be capable of running all the different types of campaigns that existed currently and be capable of supporting whatever new fundraising activities they came up with in the future. Ideally it would allow them to innovate thus differentiating the foundation in the fundraising community.

3. SIMPLIFIED CONTROL

It had to give the foundation control over its own campaigns but in a way that was not technically challenging. The staff needed to be able to manage their own website content, appeals, events, e-mail marketing and other activities from a single platform without having to transfer data from one system to another whilst remaining user-friendly and providing comprehensive feedback and reporting.



DMS replaced multiple disjointed systems with an integrated solution, eliminating rekeying and data transfers for FNQHF.



Glens and her team evaluated all of the major fundraising systems including Blackbaud's Raiser's Edge, iMis and ThankQ. DMS's MAILman was the only one that appeared capable of providing both the single comprehensive platform and ease of use that the foundation required.

The foundation could see that MAILman was well supported by the local team at DMS and was more than capable of supporting the foundation's requirements. MAILman's ability to be customised and to hide features that the foundation didn't require meant it was a much easier package for the foundation staff to get their heads around.

One of the key platforms that the foundation had come to rely on was the Everyday Hero system. While this had been an excellent platform to a point, DMS was able to demonstrate to FNQHF how MAILman's Charity Champions system would be capable of taking the foundation to another level.



Wayne Leonard's Motorcycle Muster (above) & Yellow Pages Cardiac Challenge (below)



Case Study Far North Queensland Hospital Foundation



The Solution

FNQHF run a number of websites all of which are now run from the MAILman system through MAILman's integrated website content management system. This includes both the main Foundation site fnqhf.org.au and the appeal sites like cardiacchallenge.com.au. DMS have designed much of the site but have also worked with the Foundation's original graphic artist who provides many services gratis.

MAILman also provided state of the art support for more traditional fundraising channels like direct mail, telemarketing and e-mail fundraising. In fact it is unique in its ability to handle both online and traditional fundraising needs in a single solution.

The foundation's Cardiac Challenge website first went live on Sunday 8th May 2011. Even before the foundation team had completed their first training course a couple of days later, the new site had automatically generated, processed and receipted \$8000 in income. Now the Foundation is using the extensive reporting to help tailor their campaign.



FNQHF Volunteers

"The Charity Champions module is a section of the system that I particularly love. Aside from the usual credit card bank fees we pay no commissions and all the money raised goes straight into our bank account. There's no waiting until the end of the month. Every morning we check the bank account and it's ALL there, not minus a commission. The DMS team have helped us implement some unique features to our Cardiac Challenge website that we've never been able to do before and they got our new Cardiac Challenge site up and running in only a few weeks. They've been brilliant!"

"We chose to have DMS hosting it so that we didn't have to mess with setting up our own IT infrastructure although that's an option for us in the future. Technically the system is everything we wanted, a step ahead of the other systems that are available, but what we have really come to appreciate the most is the support from DMS. They aren't just sales people. They make and build the products and have worked with us to help make our system unique, and more importantly, work for us. The bottom line is I am happy, our GM is happy and our Board is happy. What more could you ask for?"

"We've only just begun with MAILman, there is so much it can do that we haven't tapped into yet. We've only just started using the email system for example. The day before June 30 we decided to run an end of financial year appeal. We used MAILman to fire out the e-mails straight from our database and direct people to the donation page on the website and by the end of the next day we had another \$2500.00 in the bank. Just fantastic!"

"Next we'll be focusing on the automated e-mail sequences to keep in regular touch with our supporters and I'm really focusing on expanding our on-line marketing. I'm very happy I chose MAILman."

Glenys Duncombe
Fundraising and Marketing Manager
Far North Queensland Hospital Foundation



To find out what DMS can do for your organisation, contact us today on **1800 334 060** or info@dmsw.com.au
www.dmsw.com.au

Name	Amount	Date	Message
Kelvin Wallace	300.00	21-7-2011	
Joel Harvey	100.00	30-6-2011	Good luck & enjoy Cooktown

The Yellow Pages Cardiac Challenge Website, built upon DMS' Charity Champions infrastructure, has supporters utilising social networking to fundraise for the organisation.

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