‘Double the amount of money The Prince Charles Hospital Foundation generates for research within four years.’

That was the directive given to the CEO of The Prince Charles Hospital Foundation by his board in 2014. It had taken The Prince Charles Hospital Foundation 27 years to get to where it was so he knew that to meet this ambitious target a lot of things would have to change.

Michael Hornby and his team set about looking for a new strategy. The result was The Common Good project.

The Common Good would focus on highlighting the amazing research being done at The Prince Charles Hospital and capitalising on it.

To achieve this, The Prince Charles Hospital Foundation needed not just a new strategy, they needed to change how they ran their business.

A new platform was required, one that was capable of engaging customers 24/7. This new platform would have to handle all types of supporter transactions including regular gifts, single gifts, bequests and in-memoriam donations, and be able to connect with supporters in their preferred way automatically.

Some individual fundraisers have raised over $30,000 and The Prince Charles Hospital Foundation wishes to utilise this enthusiasm by providing these fundraisers with the tools they need to maximise their fundraising efforts.

‘We needed a system that would make our ambitions possible. DMS delivered on everything they said they would.’

Michael Hornby
Chief Executive Officer
The Prince Charles Hospital Foundation

Just as important as the software platform, The Prince Charles Hospital Foundation needed a partner that would travel on their four year journey with them.

The partner they chose was Direct Marketing Software.

Like DMS’ other hospital foundation clients, The Prince Charles Hospital Foundation chose a hosted solution, where DMS run all of their infrastructure for them. This means they are able to operate an effective fundraising system even while operating in a locked down computer network like Queensland Health.

With a hosted solution, The Prince Charles Hospital Foundation doesn’t need to worry about security, system administration, backups and other housekeeping exercises. They can focus instead on their fundraising activities alone.

‘When you have high growth and limited resources, automation is key - but for our clients, it has to be personal!’

Shannon Laverack
Fundraising Manager
The Prince Charles Hospital Foundation
Like many DMS clients, The Prince Charles Hospital Foundation chose our fundraising solution, largely because of our ability to customise the system to their particular requirements.

Donation entry forms, registration pages, volunteer registration, regular giving, telemarketing, bequest and end of day processes were all reviewed and modified to work exactly the way The Prince Charles Hospital Foundation wanted them to.

DMS worked with a number of The Prince Charles Hospital Foundation’s other partners that provided content and other services that were all integrated by DMS into The Common Good project.

Even the external telemarketing agency integrates with the MAILman system to avoid the need for file transfers or data re-keying. It also gives their telephone operators the advantage of live real-time data on their supporters as they talk to each one and the ability to update customer details, enter donations and set up pledges during calls.

A key strategy will be to allow supporters to have their own dedicated fundraising pages on the Common Good site.

Some individual fundraisers have raised over $30,000 and The Prince Charles Hospital Foundation wishes to utilise this enthusiasm by providing these fundraisers with the tools they need to maximise their fundraising efforts.

‘Sometimes opportunities just come up and DMS is absolutely awesome with their turnaround time and ability to be nimble and reactive!’

Shannon Laverack
Fundraising Manager
The Prince Charles Hospital Foundation

The Prince Charles Hospital Foundation’s annual Cycle of Giving event is being migrated and this alone is expected to alleviate many of the fundraising and operational challenges experienced in the past.

The Prince Charles Hospital Foundation have now implemented the DMS fundraising platform, a revitalised corporate site as well as The Common Good website.

Could your organisation benefit in the same way?

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

For more case studies visit: