



About WMRF

Westmead Medical Research Foundation (formerly The Millennium Foundation) opened in 1990 to support the life-saving medical research, and the care of sick adults and children, at Westmead in Sydney's west.

The foundation raises funds that enable their researchers to continually push the boundaries of medical innovation, while also broadening the scope and reach of the treatments their doctors and nurses can provide to the one million patients they care for at Westmead every year.

WMRF & MAILman

Westmead Medical Research Foundation began using MAILman in 2007. The foundation has successfully employed MAILman as an all-encompassing solution to run a number of areas throughout the organisation, such as donor/contact management, event management and campaign management. WMRF has also taken full advantage of MAILman's Web Integration capabilities.

In early 2008, DMS created an online donation page for WMRF designed to integrate with their database. Later in the year DMS took over management of WMRF's web hosting and website content. Over 2009/10, WMRF expanded their web presence even further, by enlisting DMS to create an online events system and two Charity Champions websites - WMRF champions and The Move Movement. All of these websites are completely integrated with WMRF's MAILman system.

Outcomes

Westmead Medical Research Foundation has implemented a successful complete fundraising system through their use of MAILman and DMS' integrated websites. The organisation has boosted their online presence immensely, becoming one of the forerunners of online fundraising in Australia. WMRF's business processes have been simplified through their use of MAILman, and the effective integration of their websites keeps these processes smooth and easy to manage.



"Our partnership with DMS has been fundamental to our online fundraising strategy. Their team and products give us great marketing options and the way it's all integrated makes things so efficient."

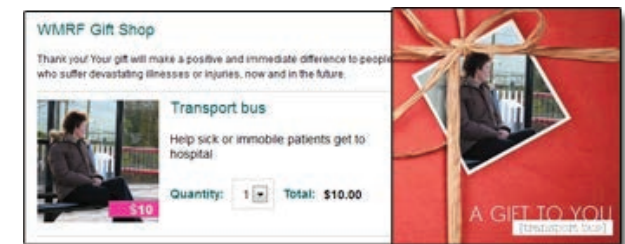
Simon Swarbrick
Database Marketing Manager
Westmead Medical Research Foundation

WMRF Events & My Westmead Gift Shop

WMRF and DMS have collaborated on several smaller projects such as the WMRF Event Ticketing pages and the My Westmead Gift Shop.



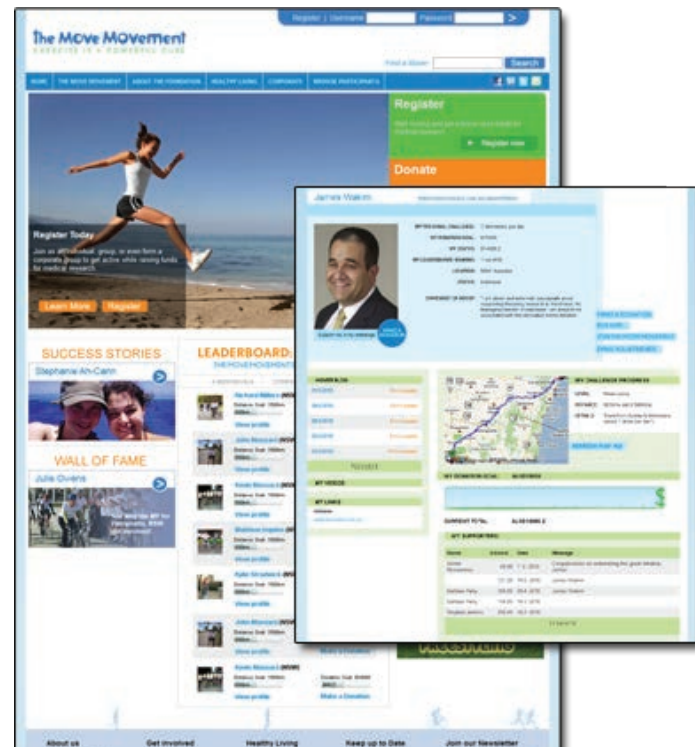
The event pages allow supporters to register for WMRF events online, and includes options for both online and offline payments. Multiple events can be run simultaneously, and customisation of design elements for each event is quite simple for WMRF staff using MAILman. The pages are fully integrated with MAILman's comprehensive Events module.



The My Westmead Gift Shop is a donation-based online store with similar functionality to WMRF's regular donation page. Supporters can make a donation on behalf of a friend or family member and they will receive a gift card, as a visual representation of how the funds will help patients at the Westmead Hospital.

The Move Movement 2010

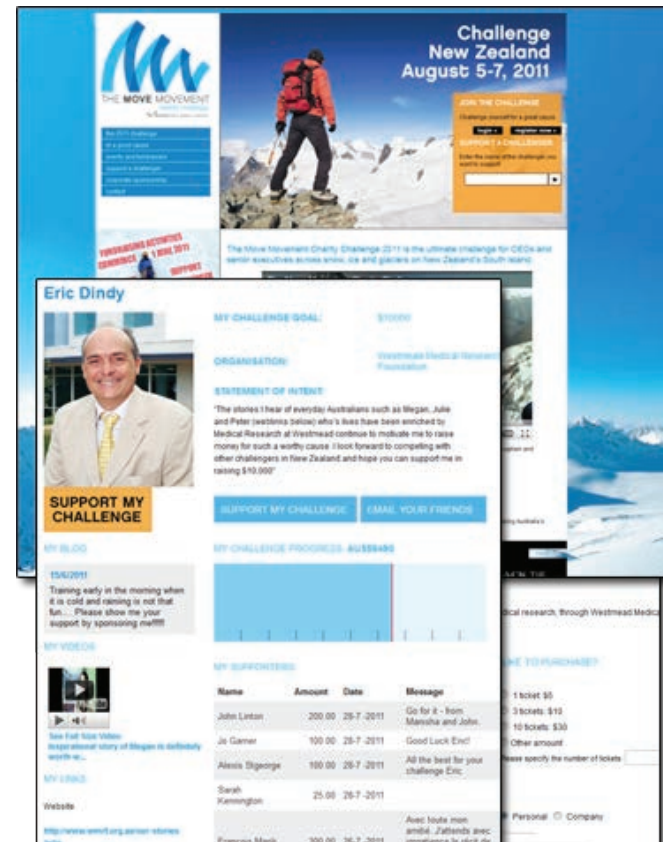
The Move Movement was a campaign run in the first half of 2010 encouraging participants to embrace a healthy lifestyle whilst raising money for Westmead Medical Research Foundation. The campaign website allowed participants to sign up and create a fundraising profile page, where they could set a fundraising target and an exercise target (eg walking a distance equivalent to that between Sydney & Melbourne). As donations were received on their profile, the amount of money raised was displayed on a fundraising meter, allowing each participant to see how close to their goal they were. Participants were also mailed a pedometer to track the distance they had walked or cycled. Their progress was entered on the website, and plotted on a map on their profile page, allowing them to see the progress of their virtual journey.



The Move Movement 2010 website

The Move Movement 2011

The Move Movement returned in 2011 as a fundraising challenge for CEOs and senior executives. The goal was to raise money for WMRF, while also raising funds to compete alongside Waratahs rugby players in a physical challenge across snow, ice and glaciers in New Zealand. The redesigned website was scaffolded on the existing Move Movement framework, with a few modifications and new additions, such as an online raffle. Supporters could purchase raffle tickets from the website, and the draw was administered entirely through MAILman's powerful art union/lottery module.



The Move Movement 2011 website

WMRF Champions

Like The Move Movement website, WMRF Champions uses DMS' Charity Champions framework. The goal is to get WMRF's supporters raising money for the organisation through personal fundraising pages. WMRF Champions provides participants with the opportunity to select a WMRF donation cause to raise money for, and to raise funds in honour of an event or milestone. The user can set up a profile in memoriam of a friend or family member, providing them with the opportunity to share photos and stories about the deceased while encouraging donations to the foundation. Users also have the ability to set a personal challenge, or to ask for donations in lieu of wedding or birthday gifts. This Charity Champions system gives users the chance to raise funds for WMRF any way they desire.



WMRF Champions website

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