

## How dgm Helped World Vision to Optimise their Affiliate Program



World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice.

Whenever appropriate, World Vision works in partnership with local churches and other faith-based organisations in an effort to work inclusively and collaboratively within existing community structures. World Vision and The Alternative Gift Catalogue are run as individual programs and actively managed as two separate products ensuring that each one is fully optimised.

- World Vision:Child Sponsorship
- The Alternative Gift Catalogue

### Industry Challenges

- Donors tend to donate to charities active in a particular area e.g. animals
- They feel strongly about
- Achieving consistency during off peak seasonality
- Charities are hit hardest with the “credit crunch” effect

### Campaign Objectives 1

Maintaining and exceeding sales over the Christmas period 2007.

### Solution

Overall increase in sales of 120% between October to December 2007 compared to October to December 2006, driven by the following:

- Running bespoke commission tiers over the 3 months for the top performers
- A tiered structure
- A prize draw for making a sale, where they could win 1st, 2nd and 3rd prizes

### Christmas creative targeting gifts

The incentives work particularly well at this time of year, driving a targeted Christmas campaign to achieve maximum results.

### Results

Increase in sales of 120% between October to December 2007 compared to October to December 2006.

## Campaign Objectives 2

To provide sustainable growth through the year and especially at traditionally low sales periods.

### Solution

- Have detailed information on the charity with current campaign issues being updated regularly
- Increase World Vision's presence in the search space and preventing leakage to rival charities
- Regularly updated creative and copy approach
- Close relationships with key charity
- Consistent marketing strategy across all marketing channels

## Results

- Effective management of the campaign
- Regular updates of creative and copy keeps a fresh approach of the program and interest to work with World Vision
- Consistent marketing strategy across all marketing channels



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Matt Marlow  
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World Vision

