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Our Calling.  
Raise More.

# SOUTHERN NEW HAMPSHIRE RESCUE MISSION ACHIEVES 80% INCREASE IN REVENUE AFTER TURNING TO MDM FUNDRAISING

## BIG DREAMS REQUIRE BOLD STRATEGIES

Southern New Hampshire Rescue Mission needed to revitalize their fundraising strategy to meet their ministry goals. They turned to MDM Fundraising for help, which made all the difference.

## CLIENT CHALLENGE

Raising funds can be challenging when you're a small New England Rescue Mission with lean staffing, tight budgets and limited experience managing a multi-channel marketing program. Southern New Hampshire Rescue Mission urgently needed to raise funds to upgrade their HVAC system and pursue opening a women's shelter.

Executive Director Lloyd Curtis said, "We were looking for a friend, a mentor and someone we could trust with handling our fundraising strategies." Seeking to dramatically improve their marketing results, Southern New Hampshire looked to MDM Fundraising to design, build and manage their marketing program.

## THE MDM SOLUTION

MDM Fundraising identified gaps and opportunities for growth and presented a comprehensive fundraising strategy that was scaled to their needs and budget.

The two-year rollout began with an aggressive acquisition and cultivation direct mail program based on time-tested, proven strategies. New donors were targeted from carefully chosen response lists to receive a series of high-impact mailings that told their story with passion and clarity. Fresh, new creative concepts were introduced to their appeals – including matching gift offers and customized ask arrays.

After the exponential growth of their donor file MDM Fundraising introduced a digital platform the following year to reach new and current donors across various channels – including Facebook, Google AdWords and display ads. Given their limited experience in the digital landscape and growing trust with their new agency, Southern New Hampshire confidently delegated the management of their digital program entirely MDM Fundraising.

## CLIENT RESULTS

First year revenue increased 80%, active donor counts 70% and new donors 86%. Online gifts doubled and new online donors tripled following their first year with the digital campaign.

More than results, Southern New Hampshire appreciates their partnership with MDM Fundraising. Curtis says, "They treat us like we're their most important client."



*"The results are the bottom line. We experienced increased cash flow that allowed us to plan several important capital projects. If you want to get serious about your marketing and fundraising strategies, MDM Fundraising will show you how to get the job done. I've had great relationships and great results. That's what it's all about."*

Lloyd Curtis, Executive Director  
Southern New Hampshire Rescue Mission  
Nashua, NH

Contact us today to learn more about how MDM Fundraising can bring fresh ideas and breakthrough results to your ministry!