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CASE STUDY | ACQUISITION & CULTIVATION

MDM FUNDRAISING INCREASES REVENUE 141% FOR ST. MATTHEW'S HOUSE AND RAISES THE BAR FOR CLIENT SATISFACTION

PARTNERSHIP AND COLLABORATION MAKE ALL THE DIFFERENCE

The competition for charitable gifts in South Florida is fierce, but St. Matthew's House knew their donor file could grow. MDM Fundraising's strategy brought great results and so much more.

CLIENT CHALLENGE

St. Matthew's House always believed their marketing strategy could improve from more collaboration with their agency. But every time they tried to personalize their appeals and newsletters, their desires were challenged. They knew their mailings could be more inspiring and less transactional – and bring stronger results – but their ideas were met with resistance.

It was often a struggle to find common ground, and they did not feel like they were being heard. Projections were made and when the results didn't come, they were encouraged to spend more money to take advantage of additional services to turn things around. In the end, they were investing more resources towards declining results. Changes needed to be made.

THE MDM SOLUTION

MDM Fundraising began by listening to the needs and frustrations of St. Matthew's House. "MDM Fundraising had a better sense of who we are. I felt like we saw eye-to-eye," Vice President of Development Peter Johnson shared.

The newsletter design and content were improved. The stories, photos and tone shifted to be more hopeful, inspiring and donor-focused – allowing it to serve as both an appeal and stewardship piece to their committed supporters.

Creative designs for direct mail acquisitions and appeals were also updated to reflect the culture of St. Matthew's House. New donors were targeted using a predictive intelligence model for list sourcing. A strategic combination of contacts, offers and asks were used to inspire increased giving levels from active donors.

CLIENT RESULTS

St. Matthew's House experienced unprecedented growth that exceeded all expectations. Active donor count increased 111%, revenue 141% and new donor acquisition jumped over 168% year-over-year. Johnson notes, "Cost savings alone allowed us to reach 50,000 more households for the same price as our former agency."



"We were looking for an agency that would give guidance but also take guidance. MDM Fundraising was willing to listen and customize a strategy to our specific needs. We always get their best products and services for a very fair price and their results are fantastic. I highly recommend them."
**Peter Johnson, Vice President of Development
St. Matthew's House
Naples, FL**

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