

## MILWAUKEE DIRECT'S DIGITAL STRATEGY BRINGS URGENTLY NEEDED COVID-19 FUNDING TO UNION GOSPEL MISSION OF TARRANT COUNTY

### HOW QUICKLY CAN DIGITAL MEDIA ADAPT TO YOUR CHANGING FUNDRAISING NEEDS?

Union Gospel Mission of Tarrant County (UGM-TC) discovered the power and flexibility of their digital platform by turning to Milwaukee Direct during the onset of the COVID-19 pandemic.



### CLIENT CHALLENGE

UGM-TC began digital fundraising with Milwaukee Direct in Fall 2019. They anticipated strong results from their 2020 Easter campaigns when COVID-19 hit Tarrant County. The homeless were left vulnerable as the Mission's staff scrambled to safely maintain operations amid changing public policies, shortages of masks and cleaning supplies, and access to medical care.

Uncertainty shadowed their fundraising future as the economy went into lockdown and the ongoing support of donors became less certain. They faced a dilemma: how should they address the pandemic and its looming impact on their ministry?

### THE MDM SOLUTION

UGM-TC felt relief when Milwaukee Direct proactively contacted them in the earliest days of the pandemic to discuss recommended changes to their fundraising strategy. Consensus was reached on the message: "Homelessness doesn't stop for a virus. The need for funding is greater than ever before. Donate now."

While immediate changes were made to their Easter direct mail appeals, it would take several weeks for these messages to reach their donors. To bridge the gap, Milwaukee Direct recommended an aggressive digital campaign to urgently present their needs.

Several versions of a COVID-19 Facebook ad were created and deployed by Milwaukee Direct to run alongside the ongoing Easter appeals. Real-time access to digital analytics allowed for testing and immediate awareness of the ad results.

### CLIENT RESULTS

The shift in their digital messaging worked... donations linked to the COVID-19 Facebook ads began pouring in. Nearly \$15,000 in revenue was received with an average gift size of \$156 – over half of those who gave were new donors. Analytics from Milwaukee Direct showed the COVID-19 test ads yielded a 9.02 ROI on their media spend – surpassing the ongoing Easter appeals.

UGM-TC was delighted with the results and flexibility of their digital platform. Additional testing allowed for further refinement of the messaging, timing and rollout of ads throughout 2020.



*"Digital can be scary, but Milwaukee Direct made it so easy and took the fear and complication out of it - they built our digital from the ground up. They know what our audience responds to and likes. People are seeing us in their mailbox and online with consistent messaging all around. Adding the digital piece made our fundraising more complete and our results have been incredible."*

*Jordan Wright, Development Director  
Union Gospel Mission – Tarrant County  
Fort Worth, TX*

Contact us today to learn more about how Milwaukee Direct Marketing can bring fresh ideas and breakthrough results to your ministry!