

Case Study

NSPCC increases fundraising capabilities with Adestra



INDUSTRY
Nonprofit

COMPANY
National Society for the Prevention of Cruelty to Children
London, England
nspcc.org.uk

NSPCC is the leading children's charity in the UK. They work to prevent abuse, help rebuild children's lives, and support families with their national helplines, therapeutic services, and partnerships with schools.

NSPCC

National Society for the Prevention of Cruelty to Children uses Adestra to boost engagement with their supporters. With over 40 fundraising events per year, NSPCC needed a sustainable way to communicate more efficiently with participants. Using email automation from Adestra, they were able to create a fully automated email experience and raise more money to support their vital work.



How do you manage over 40 different email campaigns per year?

NSPCC needed a better way to communicate with their fundraisers

The NSPCC runs over 40 events per year, including runs, treks, and even skydiving. Fundraisers sign up online and receive emails from NSPCC providing essential information and support. Email sends were becoming increasingly time-consuming, and the team did not feel this was sustainable. They wanted an experience that was fully automated, covered multiple events, and created a cohesive journey.

Email automation from Adestra was the solution

The NSPCC was already using dynamic content functionality to drive the same email templates across multiple events, with content updates depending on which event participants have entered. Combined with Adestra's email automation capabilities, this produced an ultra-efficient solution that removed the need to create new emails and a new email program every time an event was launched.



NSPCC set up a series of multi-stage, automated programs

This helped deliver the most appropriate journey for participants

The journey now includes a welcome message, guidance on setting up a fundraising page, fundraising ideas and inspiration, and help creating a training plan. The number, timing and content of emails is tailored depending on when the participant signs up, ranging from 6 months to 3 weeks before the event. At the end of this program participants are fed into a 'Good Luck' program to encourage their final fundraising efforts and then to congratulate them on completing the event.

Using the Automation Program Builder, the NSPCC marketing team have

fully automated the journey for event participants across 40+ events. It now takes just 30 minutes to set up a new event, create new filters and drop participants into the journey. Prior to the automation, it took the team upwards of 2 hours to sort the data lists and map sends alone. Across 40 events, we can estimate this has saved around 60 hours, which can be channeled into more important activities such as strategy and planning.

Email sends are easier to implement and open rates have increased

Open rates across the program are as high as 62% for the last email in the

series, with an average of 51% across the program. The click to open rate average is 17%. Since automation, the average open rate across all six emails has improved by 15% (from 44.5% to 51.3%). This compares the same eight-month seasonal period from the previous year. As the email creative has stayed the same, we can infer that this improvement is most likely due to the more timely delivery of relevant content to participants. Due to better management of data, the bounce rate has also fallen from 1.5% to 0.9%.

Results for NSPCC

51%
open rate

average across
the program

62%
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for the last email
in the series

15%
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in average open rate
across all six emails

Upland Adestra Email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.