



Your Mission. Our Calling. Raise More.

MDM FUNDRAISING DOUBLES NEW DONORS, INCREASES REVENUE 29% FOR MEMPHIS UNION MISSION AND TAKES SERVICE TO THE NEXT LEVEL

WHEN IT COMES TO FUNDRAISING STRATEGIES, COLLABORATION BRINGS BETTER RESULTS.

Memphis Union Mission had big plans for a capital campaign marking their 75th Anniversary. They faced strong headwinds and turned to MDM Fundraising for help.



CLIENT CHALLENGE

Memphis Union Mission’s annual acquisition mailings needed to reach more new and lapsed donors, but the recent mailings were not delivering the substantial growth they expected. MDM Fundraising’s strategies and creative designs refreshed the mailings and kept Jesus, the Bible, and the Gospel central to their messaging.

MDM Fundraising’s team listened to Memphis Union Mission’s staff, their goals and concerns about their other agency’s aging creative strategies and corresponding results – which were waning. Director of Development, Howard Terada said, “MDM’s flexibility and ability to customize the way we could reach our donors was refreshing.”

THE MDM SOLUTION

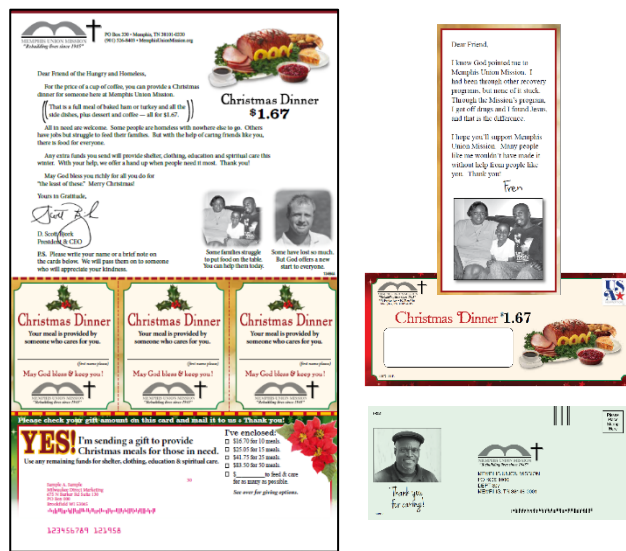
Memphis Union Mission first hired MDM Fundraising to tackle their biggest problem: acquisition. Immediate improvements were made to the creative, using four color graphics and proven controls to boost their Thanksgiving and Christmas results. A new donor list strategy emphasizing “frequency over reach” was implemented, targeting carefully selected response lists, local businesses and other high-potential new donor segments.

Their successful partnership and close working relationship led Memphis Union Mission to turn their entire direct fundraising strategy – including cultivation, acquisition, and digital – over to MDM Fundraising.

Donors were moved to commit to greater levels of giving through direct mail, newsletters and digital impacts. Best of all, the Gospel message was prominently featured in their fundraising.

CLIENT RESULTS

New donors doubled, revenue increased 29% and online giving increased 80%. Terada states, “Our fundraising results have reached unprecedented levels, and MDM Fundraising’s partnership has been crucial in taking us to these new heights.”



“MDM Fundraising’s acquisition has helped us exceed the previous mailings of our former agency. Our direct mail and digital content are more attractive, innovative, colorful and inspiring. They highlight and focus on the centrality of Jesus. We’re very happy with our results.”

*Howard Terada, Director of Development
Memphis Union Mission
Memphis, TN*

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