

Elene Marsden of Corazon IT raises over £1600 individually for two local charities using Swiftpage

The Story

Elene Marsden of [Corazon IT](#) has just completed the 24-hour Three Peak Challenge with a team of 10 people to raise money for two local charities. This challenge involves climbing the highest mountains in Scotland, England and Wales within 24 hours. The two charities they are raising money for are Suffolk Mind and EACH. [Suffolk Mind](#) ensures people with mental ill health to be able to fully participate in the communities in which they live and in the services, which they receive. [EACH](#) supports families and cares for children and young people with life-threatening conditions in East Anglia and Essex.

To promote these fundraising initiatives, Elene used the email marketing solution, Swiftpage. She has been a reseller of Swiftpage since June 2007. She accredits her success of raising £1632 to Swiftpage.

Why was she so successful using this email marketing solution?

Three simple emails. Elene sent three emails over the course of three months inviting people to be part of the fundraiser. The target audience was family, friends and local businesses. These recipients were added into a group titled BHAG (Big Hairy Audacious Goal) in ACT! by Sage using a spare ACT! field. Through ACT! E-marketing (powered by Swiftpage), the emails could be sent specifically to these recipients.

What did she include in the emails?

Simple and to the point text, lots of images of the team's adventures, a link to an interview they had at a local radio stations and a link to donate and to track their travels. The header consisted of the logos of the charities and pictures of the team. The most important part of each email was the call to donate. Elene set up a page through Just Giving. This page provided further information about the charities and the place to donate. Through the company ZEST Tracking you could follow their progress live as they completed the challenge.

Using Swiftpage, Elene has also created landing pages to invite her contacts to their fundraising nights, [IP3 Peaks Family BBQ](#) (which already occurred) and [Friday Night @ The Races](#). The Race Night will show eight horse races. Punters will place \$1 bets on their favourite horses and the takings will be shared out amongst the winners. It will be an exciting night filled with raffles and prizes for the best ladies hat and gentlemen's ties.

One more email is queued to go out to the contacts urging those who have yet to donate to dig deep in their pockets. Elene will also generate a Call List based on the interactions the email recipient had with the three emails sent. The report from the emails shows that 268 people interacted with emails, but only 68 have donated so far. The Call List will hopefully be an effective final push for those still to donate.

All together individuals in the team have raised £4500 with the goal to raise £6000 after Friday Night @ The Races.

Elene's fundraising efforts serve as a great example of how an easy email marketing campaign with the right target audience can bring about the positive results you are looking for.

To view Elene's Just Giving page and to donate, [click here>>](#)