



# Granby

## MARKETING MATTERS

Third Sector Fundraising  
in the Post-COVID Era



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When the UK eventually emerges from the COVID-19 lockdown, thoughts will predictably turn to recovery. But the nation's non-profit organisations are being confronted with a very different picture. With donations in short supply and surefire methods of fundraising postponed or cancelled outright, charities and community groups must now secure essential funding through other means.

In response, **Granby Marketing** is advising Third Sector organisations to take their cues from e-commerce and utilise every trick in their marketing toolkits to survive, thrive and continue to support their causes and communities. To the right you'll find some key considerations from Granby which may help your organisation acclimatise to the competitive post-pandemic landscape.

On the surface, e-commerce may sound a strange fit for the Third Sector. But as we've seen time and again, an e-commerce approach to marketing – which is often loyalty and rewards based – can give organisations the edge in a competitive marketplace. Whether you're a mental health charity or one of the UK's beloved art galleries or zoos, you might consider adopting a similar approach. With charities estimated to lose a quarter of their income over the coming year, it's time to get creative.

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## WHAT'S SO SPECIAL ABOUT LOYALTY SCHEMES?

According to a 2020 YouGov and Mando-Connect study, **What The British Want From Loyalty Programmes 2.0:**

76% are members of at least one loyalty programme 

52% think all brands should offer some form of loyalty programme 

73% think loyalty programmes are a great way for brands and businesses to reward customers 

47% are more loyal as a result of membership 

39% would recommend a brand more 

43% would spend more 

33% feel more emotionally connected to a brand 

Put simply, consumers like to feel appreciated, and loyalty programmes are a great way of recognising and rewarding their contributions. From a purely financial

perspective, loyalty and reward schemes pay for themselves (when implemented properly) – meaning there's no reason not to introduce a reward of some kind.

If you'd like to learn more about how e-commerce approaches can improve your profit margin and build brand awareness, Read examples and get more tips in a recent [Granby blog](#) on how e-commerce approaches can improve your profit and margin and build brand awareness.

## HELP TO GET YOUR LOYALTY & REWARDS OFF THE GROUND

Of course, Third Sector organisations aren't necessarily geared towards this kind of 'out-of-the-box' marketing. It's why sourcing an experienced 'fulfilment partner' should be a key consideration for charities and community groups going forward.

If you're having difficulty putting your marketing proposals into practice, for example, the right fulfilment partner can bring fresh perspective to the table. Ideally, they'll have all the process and technology in place to deliver regional and national marketing campaigns more effectively – freeing up much-needed resources and allowing you to redouble your efforts elsewhere.

In their work with YoungMinds, the children and young people's mental health charity, Granby was able to do exactly that. Their year-long partnership enabled the charity to reach a broader audience, build brand awareness and take the pressure off their internal teams. In a post-COVID world, these are essentials for any Third Sector organisation.

**“We at YoungMinds developed a great partnership with Granby Marketing in just over 12 months. The staff were always polite, helpful and great to work with. No issue ever seemed too small. We didn't use them to their full potential, just fulfilment, but they were great!”**

**Helen Flood, Office & Facilities Manager, YoungMinds**

### What does a loyalty and rewards scheme look like in the Third Sector? Try these:

- Sharing a simple 'thank you' message to formally recognise a past donation or ongoing subscription.
- Introduce a monthly subscription package – an education pack aimed at kids, – which helps you maintain a profit and strengthen brand recognition.
- Promote tiered VIP packages – which offer additional perks and added value to top tier subscribers – to drive interest in your organisation.

Explaining the methodology behind their approach, **Joanne Kimber, Managing Director of Granby Marketing**, added:

**“It's cost-effective to engage with a fulfilment partner. We bring so much experience and creativity to the table, so we give added value at every single stage of the**

**process. Thanks to our processes, resources and our technology, we can do it cheaper, more efficiently and more effectively than if the same campaign or project was handled in-house.”**

## A BRIGHTER FUTURE FOR THE THIRD SECTOR

Ultimately, the Third Sector faces a troubling few months, and indeed years. With fewer donations and reliable sources of funding drying up, many charities are likely to feel the pinch – which doesn't bode well for the causes and communities they support.

But by enlisting a fulfillment partner and adopting some of the innovative marketing approaches discussed here, Third Sector organisations can create new ways to engage with volunteers, supporters and the general public. Perhaps these approaches will become the new normal, as more organisations adapt to a post-COVID landscape.

**Find out how Granby can support your organisation's recovery**  
**01254 682 702**  
**[hello@granbymarketing.com](mailto:hello@granbymarketing.com)**  
**[granbymarketing.com](http://granbymarketing.com)**

