

CASE STUDY

Data-Driven Direct Marketing for Supporter Acquisition

Blind Veterans UK

Acquisition Marketing



New Supporters



Campaign Planning



Propensity Models

The Client

Blind Veterans UK believe that nobody who served their country should be left to face sight loss alone. They provide specialist rehabilitation, training and support to anyone who has served in the armed forces, including reservists. They fund state of the art sight loss technology, a specialist Centre of Wellbeing, and an Outreach Service throughout the UK.

The Situation

The charity is currently supporting over 3,500 blind veterans in the UK, but there are many more who urgently need help, and therefore, new supporters to the charity are crucial in order to help continue this vital work.

As the nation marks the 80th anniversary of VE Day - the day the light returned to Europe after six terrible years of war. We are extremely thankful to all the brave men and women who won our freedom in 1945.

To commemorate this important anniversary and raise funds for the charity to support blind veterans to live independently despite sight loss, Blind Veterans UK have spoken to 13 blind veterans who remember the day. Eighty years on, they have fascinating memories which have been bought together in their 'After the Darkness' campaign.

We all owe a huge debt of gratitude to our blind veterans, to all who fought and to the many who sacrificed their lives for our freedom today.

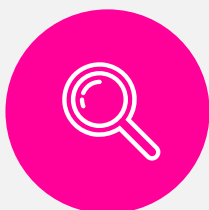
[Learn more and donate](#)

Sagacity's Solution

For the last three years, Sagacity and Blind Veterans UK have developed, planned and executed a multi-channel supporter acquisition strategy across both the Raffle and Cause-led programmes.

The primary activity centres around Autumn and Spring, and uses a combination of direct mail, partially addressed mail and third party inserts.





Prospect



Direct Marketing



**Supporter Base
Growth**

We have built bespoke propensity models, using Prospect, our proprietary 400-variable UK consumer dataset, to enhance audience targeting, reaching individuals who are most likely to respond to the campaign, reducing wastage and ultimately improving ROI.

Consistently improved results

The collaborative approach has ensured that the new ideas for testing, audience targeting and channel selection are discussed at length and decisions made together to ensure that a robust test and learn strategy is in place. This approach has delivered consistently improved results campaign on campaign.

Having planned and delivered 15 campaigns to date, we are proud to have delivered a significant volume of brand new supporters. Over half of these have given again in subsequent warm appeals, and two years later, almost two-thirds have continued to give again in 2024.

The loyal supporter base helps to deliver long-term value to Blind Veterans UK and is critical to the ongoing support the charity offers to the veteran sight loss community.

