



CLIENT SUCCESS STORY

Jeans for Genes

The Brief

Back in 1997 national children's charity Jeans for Genes contacted GFM to help them with fulfilment and call handling services, as their resources were unable to satisfy increasing amounts of enquiries. The client wanted the fundraising services to be managed in their entirety from concept generation through to creation, print and despatch.

Our Solutions


In response to the brief we created new fulfilment and contact centre procedures, which enhanced operational efficiency and enabled the client to successfully satisfy increasing enquiries and therefore process more donations. As part of our ongoing support for Jeans for Genes we; perform inbound and outbound calling, create and despatch promotional materials, process donations and manage associated databases. Every year this campaign helps thousands of children in the UK affected by genetic disorders.

OVERVIEW

- * Direct mailings
- * Fundraising materials fulfilment
- * Enquiry handling
- * Donation processing
- * Storage & stock control
- * Database management

 330,000+ direct mail items

 70,000+ bespoke fundraising packs

 15,000+ donations banked

GFM have provided invaluable support to Jeans for Genes over the years. They always deliver the very highest level of service.

Head of Marketing Operations
Jeans for Genes