

3 CASE STUDIES

TARGETING CHARITIES



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Over the last 20 years, we have had great success helping businesses like yours target the Charity Sector.

There are over 160,000 registered Charities across the UK.

The following case studies describe how some of our clients are targeting them and ideas on how you can do the same.

If you are targeting charities and would like to learn how we can help then please give me a call on 01392 247200



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FORWARD

- New governance responsibilities and accepted practices are forcing Charities to review, more regularly, professional service suppliers. Subsequently practices are building into their marketing, renewal / review date targeting programmes.
- Charities are still a marmite sector for professional service firms. Consequently we have found them to be less targeted than the SME and larger corporate markets. However their decision making processes are still infuriating and unnecessarily long winded, leaving a longer than average deal gestation period.
- A tendency still remains, at the smaller end, for Charities to demand lower fees. However above the smaller ones Trustees and Non-Execs have realised the need to demonstrate that they are regularly seeking and reviewing professional advice. Allowing dynamic practices to lead agendas around their services.
- The Not for Profit Sector believes it is special and distinct from the rest of business. They like to choose suppliers who understand their industry. We have found for some markets, particularly accountancy, that this need for specialists eases cross selling opportunities such as Payroll, Auto-enrolment, HR, Lending and IT.

CASE STUDY 1) ACCOUNTANTS

CLIENT PROFILE

A sizeable regional practice (35+ partners). Long standing specialism in Charities and Social Enterprises.

TARGET CLIENTS

Charities including social housing. The target size went down to relatively small enterprises of £150,000 turnover + up to the largest UK brands based in their region.

CLIENT REQUIREMENTS

To develop, over time, a database of;

- Charities who use external accountants and auditors
- Review procedures and dates
- Names and contact details of decision makers
- To ensure opt-ins to emails

TO CREATE FACE TO FACE LEADS / MEETINGS FOR;

- Partners to meet larger enterprises
- Seniors for the smaller ones

THE PROGRAMME

- A database was bought from a national supplier
- The database was phone and electronically cleaned to establish the names and contact details of decision makers
- The decision makers were called by our lead generation specialists, who; discussed our clients proposition, established review procedures and made appointments where appropriate
- Client partners and seniors attend the meetings
- The client regularly emails SHORT updates to the prospects

THE OUTCOME

- Programme running since Nov 13
- A database of about 215 Charities is now established
- 1-3 meetings are created a month
- There have been good levels of signings including a wonderfully large well known national charity
- The senior is now taking the majority of the meetings and instructions.

CASE STUDY 2) INSURANCE

CLIENT PROFILE

A small specialist division of a large national insurer. The lead product is around trustee insurance.

TARGET PROFILE

Charities and social enterprises. Nationally £10m turnover +. This is now extended to a wider range of trusts.

CLIENT REQUIREMENTS

Initially to work from our clients database of Charities to;

- Establish who makes / influences the decision
- Understand the review procedure specifically review dates annually or every three years etc.
- Make appointments with decision makers who have understood the clients key message which is “trustee insurance is specialist. General insurers sometimes miss important cover, we will review”.

This then got extended to include other Trusts including DB Schemes

- Chartered Developments sourced and verified the data
- Continuously create the leads

THE PROGRAMME

- The client’s data was in a very poor state, their business development team had not been diligent in updating details etc.
 - Our team re-engineered the programme, after calling had started, to clean and verify the whole database.
- The lead generation team called the decision makers (normally finance officers) to:-
 - Discuss the key message
 - Arrange either online or face to face meetings for our client
 - Gather significant information
 - The data on DB schemes proved very exciting
 - Chartered Developments have our own database of DB schemes nationally for the client to access.
 - Leads are continuously made

THE OUTCOME

- Programme has been running since Feb 13
- A database of over 1,200 is now worked on
- 2-4 meetings are created a month
- Signings are good and the client has reported significant cross selling opportunities and sales.

CASE STUDY 3) FUND MANAGER

CLIENT PROFILE

A very large unknown (to this market) Investment Manager. Who used Chartered Developments to target other markets.

TARGET CLIENTS

UK Charities with over £50m AUM.

CLIENT REQUIREMENTS

- To generate meetings with either COT or Head of the Finance Sub Committee with 20 charities to discuss and test the market for a delegated investment management proposition.
- To establish their decision making process including names of influencers such as internal managers in the larger trusts.

THE PROGRAMME

- The client supplied their own database of 150 suitable Charities
- As with most databases this needed cleaning and verifying. The cleaning process for such decision makers is not simple and required both desk and high level telephone research.
- The clients pitch was that they had, successfully, implemented their programme into other markets and wanted to find out if Charities were in a position to take advantage of the proposition.
- Our calling teams were well versed in the clients proposition and found it relatively simple to discuss and set up meetings with the Charity decision makers.

THE OUTCOME

- The client actually gained one significant pool of funds in excess of £100m.
- Their research from the 20 has allowed the client to make strategic decisions on this market
- The work has currently stopped, pending client decision on this market

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