



Surf Lifesaving – Starting a Program from Scratch

Direct Marketing Issue

Surf Lifesaving is one of the most well-known charitable brands in Australian fundraising. For nearly one hundred years, Australia's volunteer surf lifesavers have been keeping Australian beaches safe. In that time, they have rescued more than 530,000 people and provided first aid to a million others. Of SLSA's 130,000 members, more than 37,000 actively patrol Australian beaches. For decades, the Foundation generated its revenue through lotteries. But with an aging buyer base, they wanted to create a robust, integrated fundraising program. They came to us after hearing Steve Thomas speak at the AFP Conference in Toronto.



Direct Marketing Response

Direct mail in Australia has tended to be episodic – a series of special appeals mailed throughout the year. We designed and implemented an Annual Renewal Program – a trend-setting move in Australia – specially crafted for the Australian audience. The mail schedule follows the “beach year”, a first renewal mailing in September, a reminder in October, a Holiday mailing in November/December, a summer special in February and a tax appeal to coincide with the Australian tax deadline in June. We turned their existing Guardians of the Surf intermediate program into an active monthly giving program.

Direct Marketing Result

In 2007, direct response generated \$4 million, up from \$600,000 in 2003. Surf now has 10,000 monthly donors and 15,000 donors who give at least one gift each year.