



Look out! The Christians are coming.

There's only one charity event that I give to every year. The reason I give is both simple and astonishingly complex.

The event is Christian Aid Week. Which was last week, at the time of writing.

And the reason I give is because, despite two house moves, those little red envelopes keep dropping through my door, soon to be followed by a friendly Christian collector! It's so simple. I give because I am asked.

And yet it is so gob-smackingly astonishing. The reason why you can't escape them by moving house is because Christian Aid has an army of 350,000 volunteers who knock on over 10 million doors. In seven days! I salute the vision of whoever thought they could pull that idea off. Did they know, forty-eight years ago, that Christian Aid Week would grow into an annual event in which around 6 million people would donate over £15 million? I really want to believe that they did.

And I can't help wondering whether, in this day and age, fundraisers are too focussed on short-term ROI to look far ahead and build something so big. But Christian Aid Week is proof that people have so much more to give than just money. Those volunteer collectors are responsible for delivering one of the great annual fundraising events in our calendar. And the medium, nice ladies knocking on your door, is so much more powerful than any DRTV ad or door drop we could ever muster.

As their direct marketing agency, our challenge is to help Christian Aid to take those 6 million one-off gifts and to multiply them into regular support. If only we could package those ladies up into our envelopes, it would make the task a good deal easier.

Hmmm. Now there's an idea.

Christian Aid Week in numbers

350,000 volunteers...

knock on 10 million doors...

collecting 6 million gifts (a 60% response rate!)

worth £15 million...

in only 7 days!

Drop me a line for whatever reason!

Steve Andrews
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a window into

whitewater