



NORTH WEST
Air Ambulance
CHARITY

Turbocharging your campaigns with data-driven decisions

Donorfy Together 2025



A little about us

Imagine needing lifesaving emergency care in the most critical of circumstances - this is where the North West Air Ambulance Charity comes in.

Here's the challenge: we receive no government or NHS funding. Every mission we fly is funded entirely by the generosity of our supporters.

One way to support us is through our regular giving programme.



NWAAs Regular Giving Story

2020

- **Introduced Direct Debit regular giving**
- **Developed organic web and face-to-face acquisition**

2023

- Rebrand: **Lifesavers**
Community

- New marketing materials:



2024

- Introduced our new CRM:



- Integration partners:



Three key areas

**Increase
commitment**

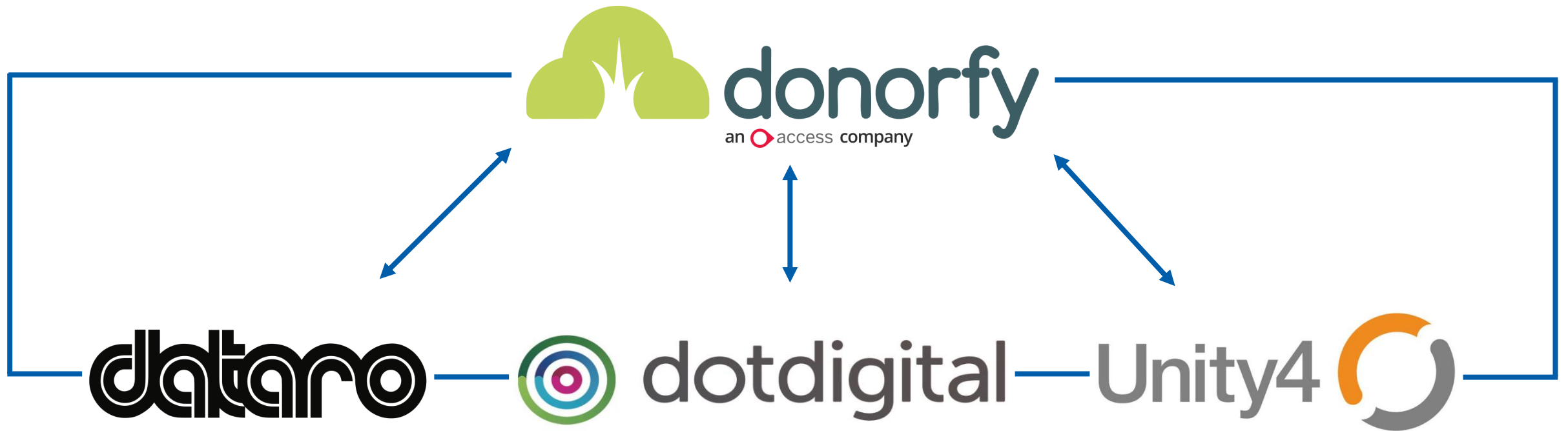


Re-engagement



Retain support

An integrated approach



Retain support

- **Top 500 at risk of churn**
- **Emails and calls**
- **Dotdigital automated email journey**
- **Unity 4 thank you calls**

Campaign Size Suggestions

Take the guess work out of campaign sizing. Our recommendations use your propensity scores in combination with ROI analysis to estimate the optimum campaign size and frequency

RG Churn

Contact **500** RG Donors per month



RG Upgrade

Contact **400** RG Donors per month



RG Reactivation


Contact **200** Lapsed RG Donors per month




[How to build a campaign list using Dataro Ranks and Scores in Donorfy](#)

Start Date

End Date

 Select a date

 Select a date

Tag Excluded No

Campaign

Notes

Rank




3,096.00

Score

12.74

Add ▾


Recent ▾

 History Sync Accounts **Mappings**

Add Mapping

Dotdigital Accounts

This mapping should be applied when syncing to any of these Dotdigital accounts

NWAA 

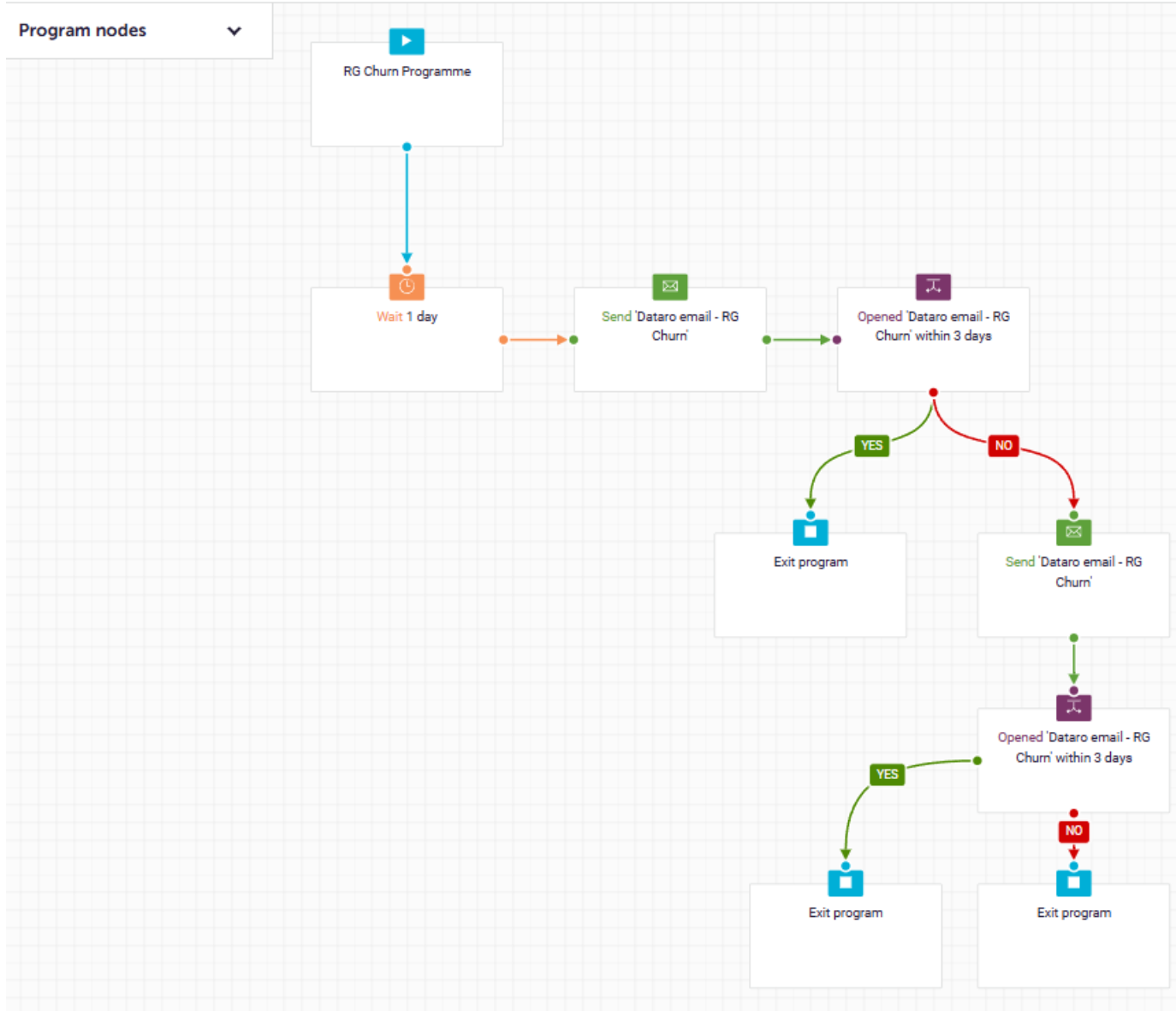
Mapping

RG Churn => RG_CHURN

Tag RG Churn + extra fields

DataField RG_CHURN

NWAA



Lifesavers *Community*



Stephanie, thank you so much for your continued support through your regular donation!

The generosity of people like you means our helicopters and critical care vehicles can operate every day of the year.

It's thanks to you that our highly skilled doctors and critical-care paramedics can deliver specialist treatment no matter the location. We bring lifesaving interventions to the scene, like blood transfusions, and we couldn't do it without you.

As a local charity, we're here for people across the North West. With your help, we've carried out tens of thousands of missions since we launched in 1999, responding to around seven calls each day.

It's because you're there for us that we can be there for you and the people you care about when an emergency strikes.

Thank you for being part of our Lifesavers Community.

A special thank you from our crew



The North West Air Ambulance, a charity registered in England and Wales (1075641) North West Air Ambulance Promotions Limited (Company number 03752582) Friends of the North West Air Ambulance Lottery Community Interest Company (Company number 06646759). All companies are registered in England and Wales with registered offices at North Mersey Business Centre, Woodward Road, Knowsley, L33 7UY.

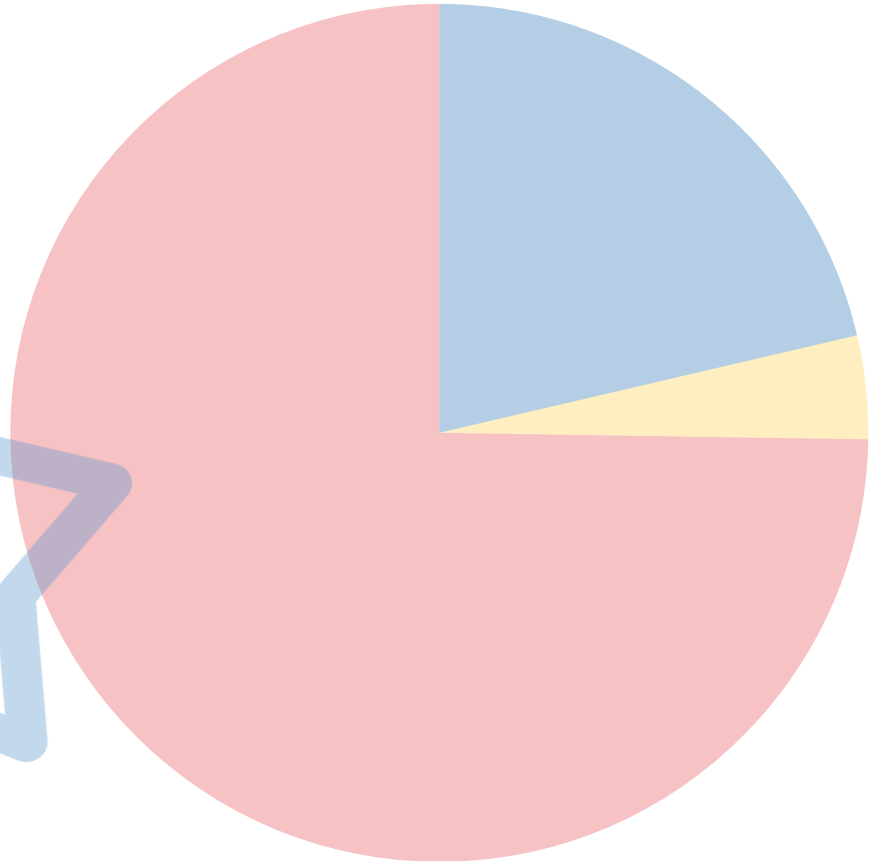
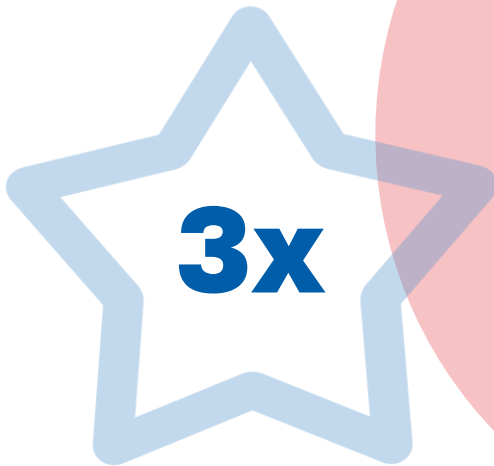
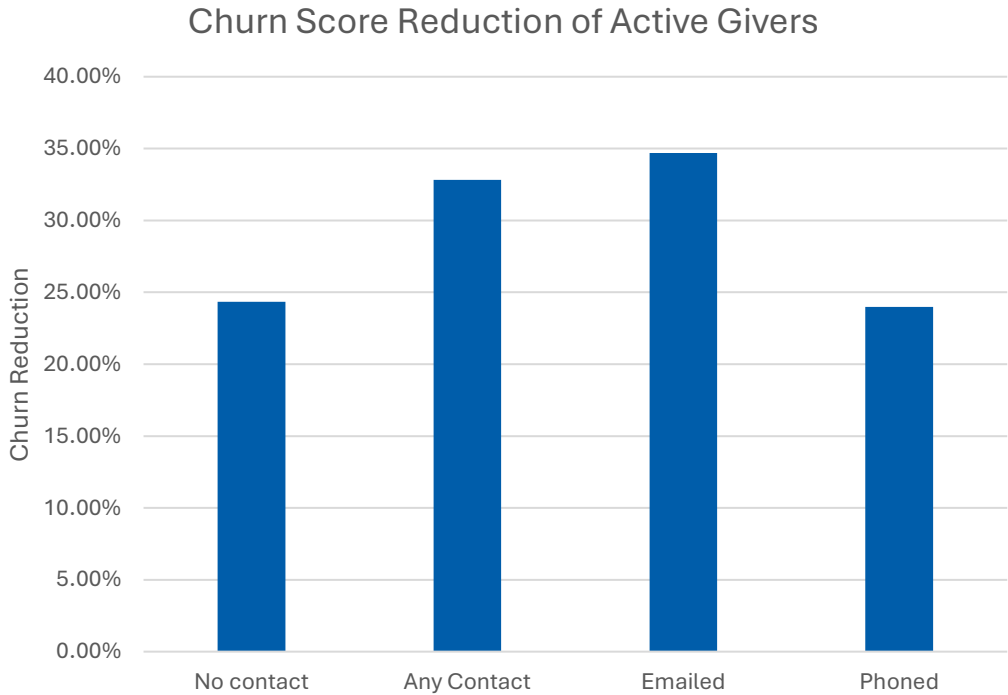
Increase commitment

- **Top 400 upgrade potential**
- **Exclude top 500 at risk of churn**
- **Unity 4 upgrade calls**
- **Potential to re-engage**

Re-engagement

- **Top 200 reactivation potential**
- **Exclude top churn and upgrade**
- **Unity 4 reactivation calls**

Cancellations



■ Email opened ■ Phone answered ■ No Contact

Upgrades and Reactivations



Further learnings & tips

- Allow enough time for Dataro setup
- Know your process
- Understand your deliverables
- Telephone more costly, but also more effective
- Rankings change weekly

Questions?



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CRM Manager



Sophie Cannon
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