



Generating fundraising sign-ups for Movember 2022

Campaign objective

- Generate sign ups to the Movember campaign (primary objective)
- Create a GDPR compliant highly targeted doordrop campaign using Royal Mail door to door
- Increase penetration of new donors from a 1 million doordrop volume

Solution

- A well-branded creative, FREE razor offer to the first 20,000 sign up's to Movember.
- Whistl built a targeting model using anonymised donor data to unlock key postcode sectors and ensure the primary objective was achieved
- National and Regional Mosaic profiles were created to enhance the targeting approach

Campaign results

- Another hugely successful campaign
- Doordrop generated a direct response of 1.68% which provided an ROI of £10.80
- Circa 4.3k new active fundraisers generating over £500k funds raised
- Over 5K sign ups from existing donors
- Increased average donation value by 2%



Whistl continue to be the **perfect partner** for Movember when it comes to our doordrop activity. They provide true end-end service and are always one step ahead of us when it comes to planning our campaigns!

The doordrop activity continues to **deliver positive results and ROI** for Movember, which is improved on every year through their meticulous analysis and strategic recommendations. We also really value the insights generated about our audience and use them to help inform our national media planning.



Helena Jennison,
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