Source Marketing Direct Excited by charity Oxfam's search for a direct marketing agency

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Oxfam, the charity which helps millions of people worldwide, is reported to be looking for a new UK-based marketing firm to help them increase their donations. London-based outsourced sales and marketing firm Source Marketing Direct are excited by the news, and believe the charity's interest in direct marketing could be a massive boost to the industry.

One of the worlds' most recognised charities Oxfam ,has been reported to be in talks to four direct marketing agencies to give a much needed boost to their donations. The charity has recently appointed a new director of funding, Tim Hunter, who as the previous international fundraising director of Unicef, is keen to raise the charity's profile and look at new approaches to fundraising for Oxfam.

Last year the charity reported a 16% decrease in donations which led to a £17.6 million drop in their total income. This decrease was claimed to be a result of the charity reducing the number of one-off appeals and fundraising events, events that direct marketing could help bring back.

Direct marketing has been on the receiving end of some bad press in recent months, with some reports claiming the approach to be too invasive. However, direct marketing is in fact mutually beneficial to both brands and consumers. Face to face direct marketing allows brands to learn more about their consumers and then tailor their service to suit individual needs. It also provides consumers the chance to interact with a brand on a personal level and ask questions that allows them to make a more informed and confident purchase decision. This makes direct marketing a great solution for charities and non-profit organisations. It gives potential donors an opportunity to learn more about the great causes they could be helping and see evidence of the important work they are funding. By meeting with donors face to face, Source Marketing Direct are confident Oxfam will be able to increase both their voluntary income and brand awareness. Although Oxfam is a widely recognised name, a vast amount of the general public are unaware of just how many diverse causes the charity helps across the world. Source Marketing Direct believe that direct marketing could be a great boost to the charity and increase the public's understanding of their work.

Source Marketing Direct is an outsourced direct sales and marketing firm. The firm work with a wide range of clients, including non-profit organisations and know first-hand just how much of a difference direct marketing can make to charities. Source Marketing Direct work on behalf of their clients to build lasting connections with customers. These connections allow Source Marketing Direct to not only increase their clients ROI, but to improve customer loyalty and brand awareness.

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