

partnership

succeeding through innovation

Case Study: Rainbows Hospice for Children and Young People and De Montfort University

"Implementing the KTP has helped Rainbows really focus on efforts, on a low cost, high yield marketing channel that is already beginning to prove fruitful in the generation of fundraising income and raising awareness of the charity in the region."
Scott Lea, Marketing & Communications Manager

Background

Rainbows identified that donations, event registrations, purchases, and contacts are increasingly coming from online sources. They recognised a need to gain expertise in new media to find innovative ways of increasing income for the charity.

Objective

The KTP project sought to address the changing patterns of charitable giving among its donor communities by firstly understanding the shift in philanthropic behavior, and subsequently identifying how social media may be used effectively within this context.

Company benefits

This KTP project has provided Rainbows with:

- A robust marketing strategy which has raised awareness, increased reach and levels of engagement, and increased online revenue
- A retail strategy for merchandise
- A marked increase in social media activity as follows:

YouTube	↑ 730%	Facebook	↑ 32%
Twitter	↑ 545%	Justgiving	↑ 12%
Event tickets	↑ 40%	Lottery sales	↑ 58%

Since the start of the project the overall structure of the website has been enhanced, over 12,000 new contacts gained, and communications in social media have vastly improved. New media has also been integrated into the actual care facilities themselves, improving the environment for everyone; the project is considered a phenomenal success to all concerned.

Associate benefits

- Chartered Institute of Management (CIM) qualification
- Search Engine Optimisation (SEO) training
- Ed Truman is now permanently employed by Rainbows as New Media Co-ordinator



"The KTP offers a unique opportunity to join an organisation and own a project that will ultimately make a big difference to that organisation." **Ed Truman, KTP Associate**

University benefits

- Worked closely with an industry partner to evaluate the benefits from an organisational perspective of integrating social media into business planning, gaining a detailed insight into the effective use of SEO and omnichannel marketing for strategy development
- Incorporated practical examples of learning into a range of courses taught at the university, including MA Design Innovation, Design Entrepreneurship, MA/MSc Creative Technology, MA Multimedia
- Provided primary data for ongoing research into the application of new media and creative technologies and their use in different social contexts

"The project has supported the organisation to explore the potential of new media and integrate a strategy that addresses how they will generate income for their cause. Social media is a rapidly evolving area and so we have been particularly focussed on how the lessons from its use can transcend different (newly emerging) platforms. The project's contribution to business development has been extremely rewarding, especially as the economic climate has been so difficult for organisations in this sector." **Dr Tracy Harwood, Lead Academic**

Partnership outcomes

Links with both organisations have been strengthened and future projects are envisaged. The hospice Care Team are now hoping to develop care therapy technologies with DMU's Health and Life Sciences researchers. The KTP has also led to the development of an online forum for carers and service users.

Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Exchange Team, alternatively visit dmu.ac.uk/ktp

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