

British Heart Foundation selects T360's marketing operations solution to support fundraising visibility

British Heart Foundation is one of Britain's largest charities, funding around £100 million of research each year into all heart and circulatory diseases like Heart disease, Stroke and Vascular dementia and their risk factors, including Diabetes.

Like many charities in the UK, the BHF is continually reviewing its operations to ensure that funds are well spent and that supporters receive relevant and timely communications about its various aims and objectives.

As part of ongoing process improvement initiatives, the BHF identified the need to increase the visibility of the many and varied fundraising efforts that are necessary and critical to achieve the goals of the charity. To this aim, the BHF recognised the requirement for an operational marketing solution with an integrated marketing calendar to:

- 1) Provide early visibility of potential fundraising conflicts and the ability to resolve them in a collaborative way
- 2) Consolidate results from numerous disparate execution channels providing comprehensive business intelligence and insights into fundraising performance and return on investment.

Following a comprehensive analysis of Martech vendors, the BHF appointed Transcend360 Group (T360) as their vendor of choice to implement a solution across the whole charity.

Madeleine McManus, Strategic Supporter Journey Manager, said, "We selected T360 due to the flexibility of their marketing operations platform. Unlike many products that are rigid in their approach, T360 will enable us to configure specific workflows to improve productivity and intelligent calendar views giving us visibility of fundraising activities from planning through to execution. As well as the technology, the T360 team are great to work with and are providing us with best practice yet pragmatic approaches and advice to deal with our challenges. Ultimately this technology will enable us to provide a better experience for our amazing supporters which is so important to us as, without them, we wouldn't be able to fund life-saving research for the 7.4 million people in the UK living with heart and circulatory diseases"

Bill Marjot, CEO of Transcend360 said, "We are thrilled to be working with the BHF as it is a cause that is close to us. We believe our solution will enable the BHF to have better long- and short-term views of the many activities they undertake every day and enable them to better manage the complex processes of fundraising and supporter engagement."Ends



**British Heart
Foundation**



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