



# Cats Protection outsources its donation processing and generates over £100,000 in additional income

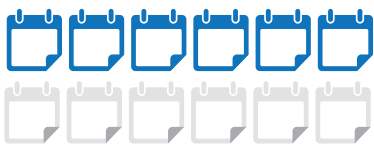
Planned expansion of its Direct Debit campaign activity prompted Cats Protection to move from in-house donation processing to using an external partner for the service. With Rapidata's solution, the charity now enjoys the benefits of a reliable provider that serves as an extension to its experienced data and supporter services teams. As part of its remit, Rapidata worked to reinstate failed Direct Debit payments for Cats Protection, maximising its valuable supporter base and recovering over £100,000 in rejected Direct Debit payments in the process in the first year.

## Cats Protection – a ninety-year history of feline care

Founded in 1927, Cats Protection has grown to become the UK's leading feline welfare charity, helping around 200,000 cats and kittens every year through its network of over 250 volunteer-run branches and 32 adoption centres. The charity also provides an array of cat care information via its publications, website and helpline, seeking to educate people of all ages about cats and their care.

# OVER 50%

# OF UNPAID DIRECT DEBIT DONATIONS



# re-presented over 12 months

## Establishing the relationship

In addition to its expansion intentions, Cats Protection was also aware that its in-house system could be limited when it came to the processing of multiple claims and re-presentations. This led the charity to explore the option of outsourcing its Direct Debit processing, as Toby Hoddell, Supporter Services Manager, explains: "We felt that outsourcing the function and bringing Rapidata on board offered us a host of benefits. We have now mitigated the risks involved with processing our Direct Debits in-house, and can expand our campaign activity with confidence while ensuring that our donors still have a smooth experience."

## Reaping the rewards of Rapidata's experience

As part of its services, Rapidata analysed the charity's unpaid Direct Debit donations, and using its industry knowledge and systems, re-presented over 50% of those Direct Debits over the first 12 months of the partnership. This one action resulted in Cats Protection generating additional income of £112,000 in what would be otherwise-lost revenue due to the donations being "written off." By reigniting the charity's relationship with these donors, Rapidata has helped Cats Protection to maximise its relationship and chances of ongoing support from them going into the future.

Rapidata Account Manager, Bridget May, elaborates: "By using our established systems to re-present targeted failed Direct Debits, we can not only boost income for the charity in the short term, but also allow them to develop a stronger relationship and nurture those donors for greater support for possibly many more years to come."

## A rosy future

The combination of Rapidata's donation processing expertise and Cats Protection's commitment to maximising its supporters through Direct Debit donations, means that the successful partnership continues to flourish.

Sharing her experience of the Cats Protection transition, Bridget, says: "Cats Protection is a big charity with lots of data to migrate over, but the transition was completed within a month, accurately and with no disruption to donors. At Rapidata, we're proud of the strong relationship we have with Cats Protection, and the positive impact we've made, both in terms of the impact of identifying and re-presenting certain failed Direct Debits and the ongoing effective management of its donation processing."

Giving his final views on the outsourcing process and results, Toby, concludes: "Outsourcing our Direct Debit processing has given us the confidence to promote and build our Direct Debit supporter base without worrying about the impact it has on the team's workload."

"The whole process was smooth and organised and Rapidata updated us regularly along the way. It certainly helps that the Rapidata team is a consistent one, and that we're still dealing with the same people today as when we first started working with them."

"We have a great deal of trust in Rapidata –we know that we can leave them to get on and do what needs to be done and we're pleased with our decision to bring them on board."

# INCREASE IN REVENUE OF

# £112k



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