

## Learning from Others 4

### Katie Swan, Direct Marketing Manager at Greenpeace

Katie Swan is Direct Marketing Manager at Institute Organisational member Greenpeace, a position she has held since 2006.

Below, she shares with members some tips for success.

#### An integrated approach

Katie says that 'working more closely with other departments at Greenpeace to integrate communication' is one of the key achievements of her time at the charity, in particular 'taking advantage of campaign pushes that get media coverage'.

She has worked on recruiting new supporters through campaigning activities, then converting them to a financial relationship.

#### Make the link

The link between supporter and organisation is one that is very important, says Swan. Moving from high value fundraising to a Direct Marketing role at WSPA meant that Katie could use her experience of building close relationships between donors and charities, and translate this for use in larger Direct Marketing programmes.

She also cites the example of a visit by Greenpeace's Rainbow Warrior to the UK. Over four days, 2,000 supporters came for a guided tour of the ship which highlighted to Katie and her colleagues many peoples' real passion for the organisation.

She found this 'invigorating', as well as useful, as she was able to use these conversations to 'make communications more appropriate to them'.

#### Try it and see

Katie's cites her ex manager at WSPA, Richard Brooks (now at Compassion in World Farming) as a positive mentor, showing her the ropes in DM practices. She also says Brooks encouraged her to 'go out and try it' but at the same time to 'stick with your gut instincts'.

#### Speculate to accumulate

'We all know acquisition is really hard at the moment', says Swan. Her advice to other fundraisers is to 'focus on the supporters you do have', and be sure to 'prove you are credible and trustworthy' whilst building a relationship, before making a fundraising ask.

#### Get on board

Katie has recently become a trustee at Childhope, citing this as something she both enjoys and 'feels honoured to do'.

'It's a chance for me to learn about governance as well as international development', she continues, 'while all at the same time hopefully filling a gap the charity has in DM expertise.' Swan notes that this move is also good for her CV.

#### Katie Swan CV

Direct Marketing Manager, Greenpeace - 2006 onwards  
Direct Marketing Manager, WSPA - 2002 - 2006  
High Value Fundraiser, WSPA - 2001  
Administration Assistant, WSPA - 2000