



## CASE STUDY

## CHARITY



**Company Name**  
Stonewall

**Industry**  
Charity

**Web site**  
www.stonewall.org.uk

**Solutions Partner**  
Name: Canonbury Services Ltd  
URL: www.canonbury-services.co.uk

- Business Benefits**
- Personalised mass communication
  - Information tracking and accessibility
  - Reporting

# Stonewall Builds Bridges with GoldMine

### BACKGROUND

In 1989 the Conservative Party passed legislation called Section 28 making it illegal to promote homosexuality. As a direct result and in opposition to this piece of legislation, the charitable organisation Stonewall was formed. By 1999, the organisation had grown dramatically with thousands of supporters, contributors, and volunteers. With an abundance of information about each of these stake holders, Stonewall needed a system for keeping their contacts current and organised.

Today, Stonewall is recognised for being one of the most influential gay rights organisations and is responsible for lobbying MPs to lower the legal age of consent bringing it in line with the heterosexual population and for eliminating gay discrimination in the armed forces.

*“We thought we wanted Raiser’s Edge because it was geared more towards charity organisations and subsequently chose GoldMine because of its affordability. After using it, I know that Raiser’s Edge would have struggled with the recording of the MP voting history data.”*

*Tim Gutteridge, IT & Finance Officer, Stonewall*

### POLITICAL LOBBYING

How were they able to manage these two feats and more? The answer was to invest in the right contact management solution. As one of the UK’s leading philanthropic organisations with thousands of contacts they needed a reliable database, ways to keep track of mailing lists, an easy way to handle marketing, and a simple way communicate via e-mail, post and telephone calls.

### FINDING THE RIGHT SOLUTION

Stonewall explored various options. Their primary choice was a package called Raiser’s Edge, which is a specialised software product used specifically by fundraising raisers. However, this product was prohibitively expensive. Searching for an alternative product, Stonewall came across the GoldMine suite of products. By choosing GoldMine, they were able to custom design and configure the product to fit their needs at a fraction of the cost of Raiser’s Edge.

GoldMine was slowly introduced into the company culture and is now used for various tasks including: keeping track of donations (direct debit and cash donations), documenting data on MPs (how they voted, etc)... mass mail merges, e-mail, plus linking information gathered from on line forms from their website directly into GoldMine.



*"It does more than I expected it to do and we are getting it to do more all of the time. With GoldMine, we were able to sit down and look behind what the product appeared to do and figure out how to get the product to do what we wanted. It may be a sales tool but we don't use it for selling and have adapted it quite dramatically to do other things. It's a phenomenal product."*

*Tim Gutteridge,  
IT & Finance Officer, Stonewall*

#### **TANGIBLE BENEFITS**

After using GoldMine for 2 years, Tim Gutteridge, Finance and IT Officer for Stonewall, stands behind the product. "We thought we wanted Raiser's Edge because it was geared more towards charity organisations and subsequently chose GoldMine because of its affordability. After using it, I know that Raiser's Edge would have struggled with the recording of the MP voting history data."

Stonewall was faced with another problem. They had no way of identifying when two individuals in the database were living together. They were not only wasting money by sending two pieces of literature to the same address but also appeared not to understand their target audience. GoldMine easily sorted out this problem.

Tim Gutteridge, a Stonewall executive explains, "Many of our contributors are partners living together. We were wasting time and money by mailing two letters to the same address. Additionally, this made us look impersonal since we obviously did not have anyway to know who may be living together." When asking for monetary contributions Stonewall needed a way to improve customer management and communication.

#### **PRACTICAL SOLUTION**

In addition to mail shots, mail-merging and customer management tasks, GoldMine email is used to send personalised messages to thousands of contacts at a time. This means the customer gets a personal touch without taking up precious time. Additionally, GoldMine makes it possible for letters, emails, proposals, and phone calls to be easily recorded and stored against individual contacts forever. Every person in the company now has access to important customer information at any time.

FrontRange Solutions Certified Partner, Canonbury Services Ltd. was approached by Stonewall to customise GoldMine to their exact

requirements. "It does more than I expected it to do and we are getting it to do more all of the time," says Gutteridge. "With GoldMine, we were able to sit down and look behind what the product appeared to do and figure out how to get the product to do what we wanted. It may be a sales tool but we don't use it for selling and have adapted it quite dramatically to do other things. It's a phenomenal product."

