



**The Leprosy  
Mission**  
England and Wales

EPSILON<sup>®</sup>

Abacus<sup>®</sup>

Every interaction counts.™

# EPSILON ABACUS INTERVIEWS THE LEPROSY MISSION TRADING

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**Q&A with  
Amanda  
Norman, CEO  
of the Leprosy  
Mission  
Trading**

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## Who are the Leprosy Mission Trading?

Many people know leprosy existed in Biblical times but don't realise it is still prevalent in some developing countries. Every two minutes someone is diagnosed with leprosy. This should not be. Leprosy is classed, by the World Health Organisation, as a neglected tropical disease.

Since the 1960s leprosy has been curable with a relatively simple mix of antibiotics. As soon as a patient starts taking their medicine, they are no longer infectious. The Leprosy Mission is nearly 150 years old and is a global fellowship in over 30 countries. Now that leprosy is curable, the Mission is committed to ending the transmission of leprosy by 2035.

The Leprosy Mission Shop [www.tlmtrading.com](http://www.tlmtrading.com) (the official name is The Leprosy Mission Trading) exists to raise funds for and awareness of the Leprosy Mission.

We are the trading arm of the Leprosy Mission, selling some 1200 different products, including Leprosy Mission Christmas cards, a wide range of Fair Trade gifts and many artisan products made by disadvantaged groups in developing countries. For example, we stock a range of high-quality leather handbags made by the Nepal Leprosy Trust, providing a livelihood and restored dignity for people who have been affected by leprosy.

**'A KEY PART OF THE  
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# 'SO MANY CONSUMERS NOW CARE THAT THEIR PRODUCTS ARE MADE SUSTAINABLY. ABACUS HELPS US TAP INTO THIS BROADER MARKET.'

*A key part of the role of TLM Trading is also to raise awareness that leprosy exists and to recruit new supporters of the Mission.*

That's where Epsilon Abacus comes in. We send our main Autumn/Winter catalogue to some 150,000 potential new customers that we source from the Abacus Alliance.

A new customer might buy just a few Christmas cards in their first year but later go on to be a major donor to the charity. We know that many legacy givers first started their journey with the charity by buying a single pack of cards from The Leprosy Mission Shop.



**Gifts for Life**

## Kristina lives life to the fullest knowing her leprosy has been cured

Trained by The Leprosy Mission, the volunteers also had gone hours to hours checking his fellow villagers for symptoms of the disease. By the grace of God, Kristina heard her neighbour talk about a volunteer in a nearby village who had diagnosed a community drama about leprosy, a memorable way of teaching those who cannot read or write.

Kristina's neighbour told her the traditional healer's advice wouldn't work and instead she should go and find the volunteer who could help her. The volunteer welcomed Kristina and treated her kindly. He told her that she should see Gabriel, the community health worker, who had received training from The Leprosy Mission. He would be able to give her a diagnosis and the cure.

**Gabriel's skills are invaluable in the fight against leprosy.**

Gabriel's job sees him cover a vast area of northern Mozambique. He visits his motorbike along dirt tracks to reach the most remote villages. When he finds someone like Kristina with symptoms, he undertakes a thorough assessment.

Kristina can be found every day working the land in her remote Mozambican village. She grows maize, papaya and a root vegetable called cassava. If the weather is kind, she can put food on the table and make a living selling her produce at a local market.

Recently, however, Kristina has struggled. First she noticed white patches on her hands. Then she developed open wounds on her fingers that would not heal. She worried they would become infected by working in the fields.

There is no doctor or health clinic in Kristina's community. So she sought the advice of a traditional healer who told her to take a special bath. It didn't work and the skin on her hands only got worse.

Crucially Gabriel put Kristina's mind at rest. Thanks to Gabriel's expertise and dedication, Kristina is now able to live her life to the fullest. Knowing that her leprosy has been cured she's able to continue working the land and selling her produce, enabling her to feed herself and her family. Gabriel's skills are invaluable in the fight against leprosy.

With people like Gabriel's unconditional commitment to treating leprosy, together we can get further than ever before.

With your help, we'll stop at nothing to end leprosy. We'll cure people like Kristina, provide them with vital medical care and equip them to help others, sharing unconditional love and welcoming them back into their communities.

**Donate today and your gift will be doubled by the UK government!**

Give £70 today and your gift will be matched by the UK government to £140. This means we can train not one but two community health workers like Gabriel to diagnose, cure and care for a person with leprosy. You will double the number of people like Kristina reached so that they too can feel God's unconditional love.

**Gifts for Life**

Give ONE Gift for Life\* and we'll give THREE to every person affected by leprosy, as well as the recipient of your gift.

Matching your donation made before 24 April 2021 will be doubled by the UK government. This means your gift will go twice as far, helping twice the number of people in Mozambique.

**CURING LEPROSY**

Your gift will help test, diagnose and cure one person with leprosy living in a remote village. Your £24 gift to cure someone with leprosy will be doubled to £48 by the UK government so that two people can be diagnosed and cured. ref: 70093UA £24

**TRAIN A COMMUNITY HEALTH WORKER**

Your gift will train a community health worker to diagnose leprosy and other neglected tropical diseases. A community health worker is also trained in building self-care techniques, rights awareness, counselling and promoting sanitation and hygiene. ref: 70057UA £70

**BICYCLE**

Your gift allows a volunteer, trained in leprosy detection to travel between remote communities. If found early, leprosy can be treated before disability sets in. ref: 70102UA £100

**Personalised Cards**

Gifts for Life cards available via [www.tlmtrading.com](http://www.tlmtrading.com)

**Gifts for Life**

0330 124 2668  
Mon - Sat 9am - 5pm

[www.tlmtrading.com](http://www.tlmtrading.com)  
Easy secure online shopping

FRP  
Registered with the UK REGULATORY Authority

Gifts for Life® e-cards also available via [www.tlmtrading.com](http://www.tlmtrading.com)

## There are nearly 200,000 registered charities in the UK. How can fundraisers tackle the increase in competition for funding?

Many charities, including ours, have Christian origins. The Leprosy Mission Shop has an appeal beyond churches and Christians because so many consumers now care that their products are made sustainably.

Epsilon Abacus helps us tap into this broader market. Donors want greater visibility of where their donations have gone. Our range of Gifts for Life really help with this. A customer can pay for medicine for a leprosy patient, provide a well for a community stigmatised by leprosy or help fund the salary of a leprosy researcher. We are currently planning a new gift where customers can buy a brick for a new research laboratory in Nepal.

**'DIRECT MAIL IS A KEY DRIVER FOR WEB SALES. WE KNOW THAT, WHEN OUR DIRECT MAIL HITS, OUR WEB SALES SURGE.'**

**With so many marketing channels available to your charity, how can you know if you're making the most of your fundraising efforts and budget?**

We track and test everything. Epsilon Abacus helps us a lot with that, showing us response rates and profit margins every time we use the data supplied by them. We have just invested in a new database to help us extract better insights from our data.

As a small team of eight staff we can also be nimble to respond to market changes and implement new ideas. For example, food gifts grew in popularity during the pandemic and we have been able to act quickly to stock a wider range of luxury hampers for Christmas.



**From your experience, why should charities use direct mail?**

E-commerce has moved ahead by five years because of the pandemic, but that doesn't mean direct mail is obsolete.

Firstly, many of our most loyal and generous customers and supporters are 60+ so we need to continue sending catalogues, as they often prefer to see a physical catalogue.

Secondly, direct mail is a key driver for web sales. We know that, when our direct mail hits, our web sales surge.

That activity is very much still in the mix for us and will be for a long time yet. And direct mail acquisition, through Epsilon Abacus, has proved an exceptionally good way to recruit new customers and donors for the charity. Through this method we brought in some 13,000 new customers last year and these are now being invited to get more involved with the charity.



**'WE BROUGHT IN SOME 13,000 NEW CUSTOMERS LAST YEAR AND THESE ARE NOW BEING INVITED TO GET MORE INVOLVED WITH THE CHARITY'**

# GIFTS FOR LIFE

Our virtual Gifts for Life, support a leprosy-affected community or project.  
Give today and help to save lives ruined by leprosy.

SHOP GIFTS FOR LIFE®



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**Consumers have changed the way they like to shop. The pandemic accelerated the need for retailers to prioritise their online presence, as well as championing their loyal customers with exclusive, pre-sales deals. How has the charity sector had to adapt following the pandemic in how you communicate to donors and how was this done through direct mail?**

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During the pandemic even the most web-averse customer probably had to order their shopping online, especially as many older consumers were shielding. Response rates to our acquisition mailings soared during lockdown.

Interestingly, consumers have not gone back to traditional shopping methods as quickly as we expected and our online sales and donations, **driven by our hard copy mailings** continue at record levels. We are pushing ahead with digital and social media marketing alongside this. As mentioned above, direct mail is a key driver for web sales. We know that, when our direct mail hits, our web sales surge.



**How do you find and identify the most responsive and scalable audiences for your direct mail campaigns?**

This is the holy grail. Our investment in a database will help with this. And we are testing a variety of tactics for social media. Follow us on Facebook for prizes, competitions and special offers.

## 'BACK IT UP WITH DATA'

**With Christmas just around the corner, traditionally the most lucrative time of year for charity fundraisers, what pointers would you give to someone starting out with the channel?**

Do your market research! It's all too easy for your internal staff team to think something will be a great seller or popular with a donor and for that to be actioned, without data backing it up. We all need a good blast of reality!

**Get in touch at:  
[enquiriesuk@epsilon.com](mailto:enquiriesuk@epsilon.com)**

