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# CASE STUDY

BRANDING • SOCIAL MEDIA • PERFORMANCE MARKETING • WEB • PR • SEO



**JDC FOUNDATION**  
**PAKISTAN**

# JDC FOUNDATION PAKISTAN

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## Sector

Non-Profit / Welfare Organisation

## Services

- Web Development
- Custom Payment Gateway
- Performance Marketing
- Custom Tracking
- Creative Strategy

# ABOUT JDC

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JDC Foundation Pakistan has been one of the country's most active welfare organisations since 2009, running 89 projects across health, education, food, shelter, and disaster relief. They had an established name, a loyal community, and a cause that resonated deeply — but their digital infrastructure wasn't built to match the scale of their ambition.

They needed a website that could properly represent the organisation, receive donations seamlessly, and give their marketing efforts a platform to perform on. That's where DG Concepts came in.

# THE CHALLENGE

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JDC's existing website was not equipped to support a proper online donation experience. There were no structured campaign pages, no integrated payment solution, and no tracking in place to measure where donors were coming from or where they were dropping off. On top of that, their creative communication wasn't translating the weight of their work into content that moved people to act.

The result was a gap between the organisation's real-world credibility and its ability to capture donations digitally.

# OUR APPROACH

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- **Website Redevelopment**

We designed and developed a new website built specifically around the donation experience. Campaign pages were structured around JDC's core causes — Zakat, Health, Education, Palestine, Flood Relief, and more — each with a clear, focused user journey aimed at reducing hesitation and increasing completed donations.

- **Custom Payment Gateway Integration**

We integrated a comprehensive payment gateway supporting Visa, Mastercard, UPI, PayPak, bank wallets, and RAAST — ensuring that no donor was turned away by a technical or payment barrier. The checkout process was kept as simple and trustworthy as possible.

# OUR APPROACH

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- **Custom Conversion Tracking**

We implemented custom tracking setups across both Google and Meta, mapping every step of the donor journey from initial ad exposure to completed transaction. This gave us clean, accurate attribution data – which became the foundation for all campaign decisions going forward.

- **Creative Strategy**

We developed a creative approach built around specific, intentional angles rather than generic charity messaging. Cause-specific narratives, impact-driven visuals, and emotionally grounded storytelling were used to connect the right message with the right audience at the right moment.

# OUR APPROACH

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- **Performance Campaign Management**

With a solid foundation in place, we launched and managed paid campaigns across Google and Meta. Audiences were targeted based on intent, interest, and behavioural signals. Creatives and budgets were continuously tested and optimised based on actual donation data.

# THE RESULTS

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- **Rs 13.5M** in total donations generated online.
- **2,712** individual donations successfully processed.
- **2.5× ROAS** for every rupee spent on advertising, two and a half rupees were donated.

# CLOSING NOTE

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JDC Foundation came to us with the credibility, the community, and the cause. What they needed was a digital setup capable of turning that goodwill into action. By rebuilding their website, enabling seamless payments, establishing proper tracking, and executing creative campaigns grounded in real stories — DG Concepts helped JDC raise over Rs13.4 million in online donations and created a scalable foundation for continued digital fundraising growth.



# THANKYOU

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