



CASE STUDY

CHALLENGE

A non-profit museum in the Midwest was looking to increase outreach via direct mail with the ultimate goal of raising \$18 million in donations. Previous direct mail campaigns had fallen short of annual giving goals, so they knew they needed to try a different approach.

Key challenges were choosing the target audience most likely to donate and having a way to determine engagement rates with the mail pieces.

SOLUTION

At the core of the solution was purchasing a mailing list modeled after demographics of current members and donors. This was a departure from previous campaigns that cast a wider net in terms of mail pieces sent but it was highly targeted to the people most likely to convert.

Key technologies utilized included SocialMatch, Mail Tracking, QR Codes, Informed Delivery, Call & Text Tracking, Online Follow-Up, Social Media Follow-Up, and LEADMatch. After the first mailing, they were able to assess the engagement with recipients and fine tune the list to retarget those most engaged, but also add recipients that were not on the original mailing list but had engaged with digital channels.

RESULTS

7,152

TOTAL ENGAGEMENTS

18,572

TOTAL LEADS

THEY SET A GOAL OF

\$18 MILLION

THE TOTAL AMOUNT RAISED WAS

\$21 MILLION

THE ADDITIONAL

\$3 MILLION

RAISED PAID FOR THE TOTAL INVESTMENT OF THE CAMPAIGN 33X'S OVER!

