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DIGITAL APPEAL



Audubon Spring Calendar Campaign

GROSS REVENUE
\$80,623

CAMPAIGN COST
\$33,068

COST TO RAISE \$1
\$0.41

AVERAGE GIFT
\$83.72

CHANNELS
Email

NONPROFIT NAME
National Audubon Society

LAUNCH DATE
5/15/2025

WHY IS YOUR ENTRY SUCCESSFUL

Audubon's annual sustainer campaign exceeded expectations by pairing thoughtful audience targeting with uplifting creative and a clear, compelling ask. Centered on the Audubon Calendar, the campaign encouraged supporters to make a deeper commitment by becoming annual sustainers, turning a one-time moment of engagement into ongoing support of bird conservation. By connecting the everyday enjoyment of the calendar with the lasting value of sustained support, the campaign inspired donors to help protect birds and the places they need for years to come. Results included:

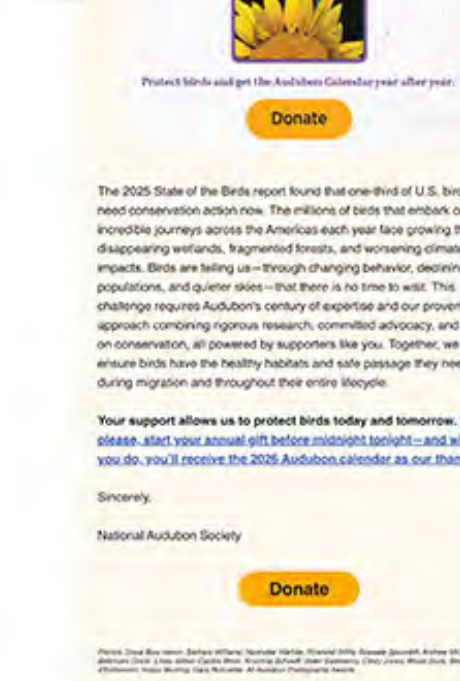
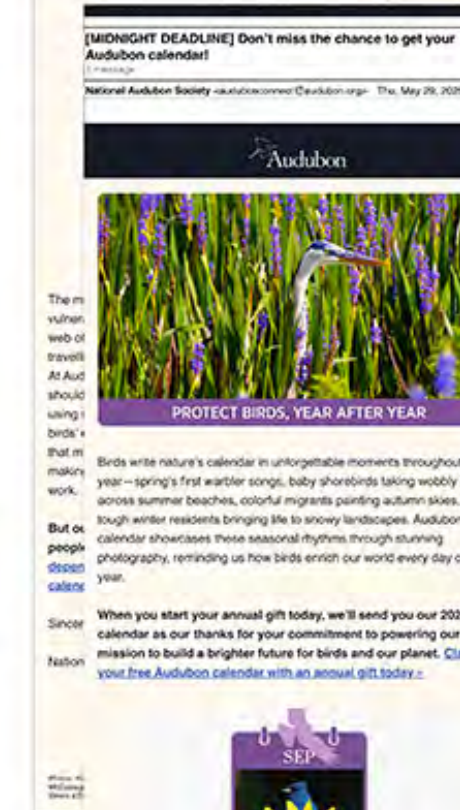
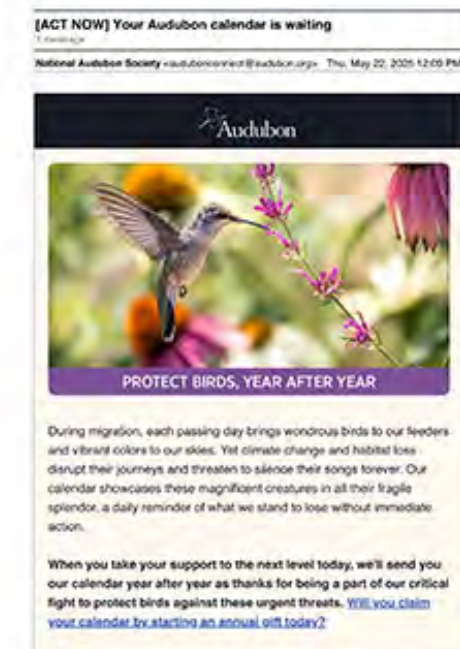
- ROI: \$2.43
- 438% YOY increase in revenue from new donors
- 366% YOY increase in overall email revenue

This dramatic year-over-year growth proves that tapping into donor passion, framing the ask around becoming an annual sustainer, and connecting the offer to long-term impact can transform a simple campaign into a powerful movement for good.

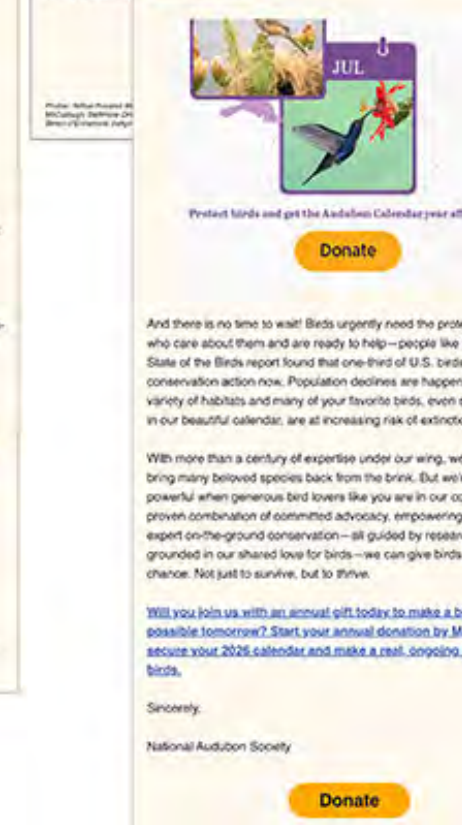
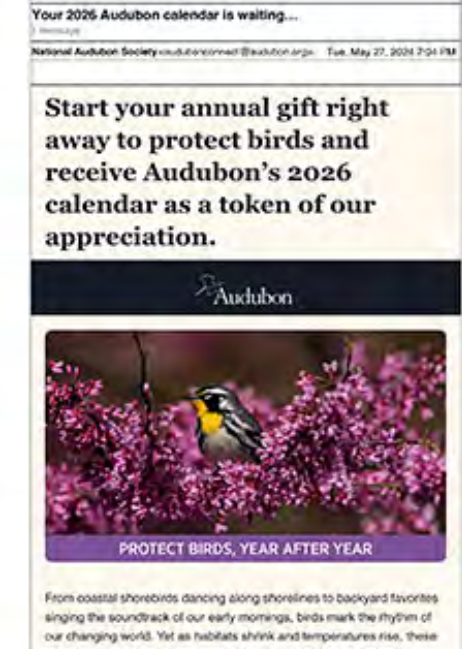


Email

Message 1



Message 2 - Liftnote

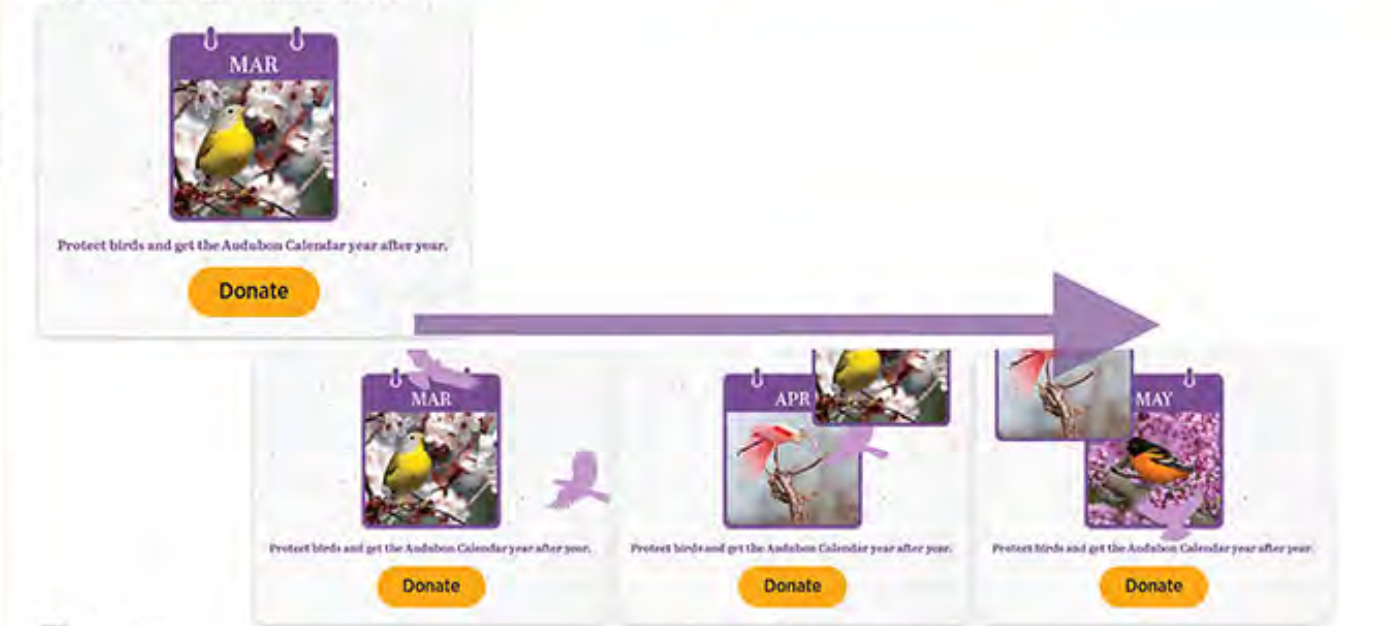


Creative

Hero Images

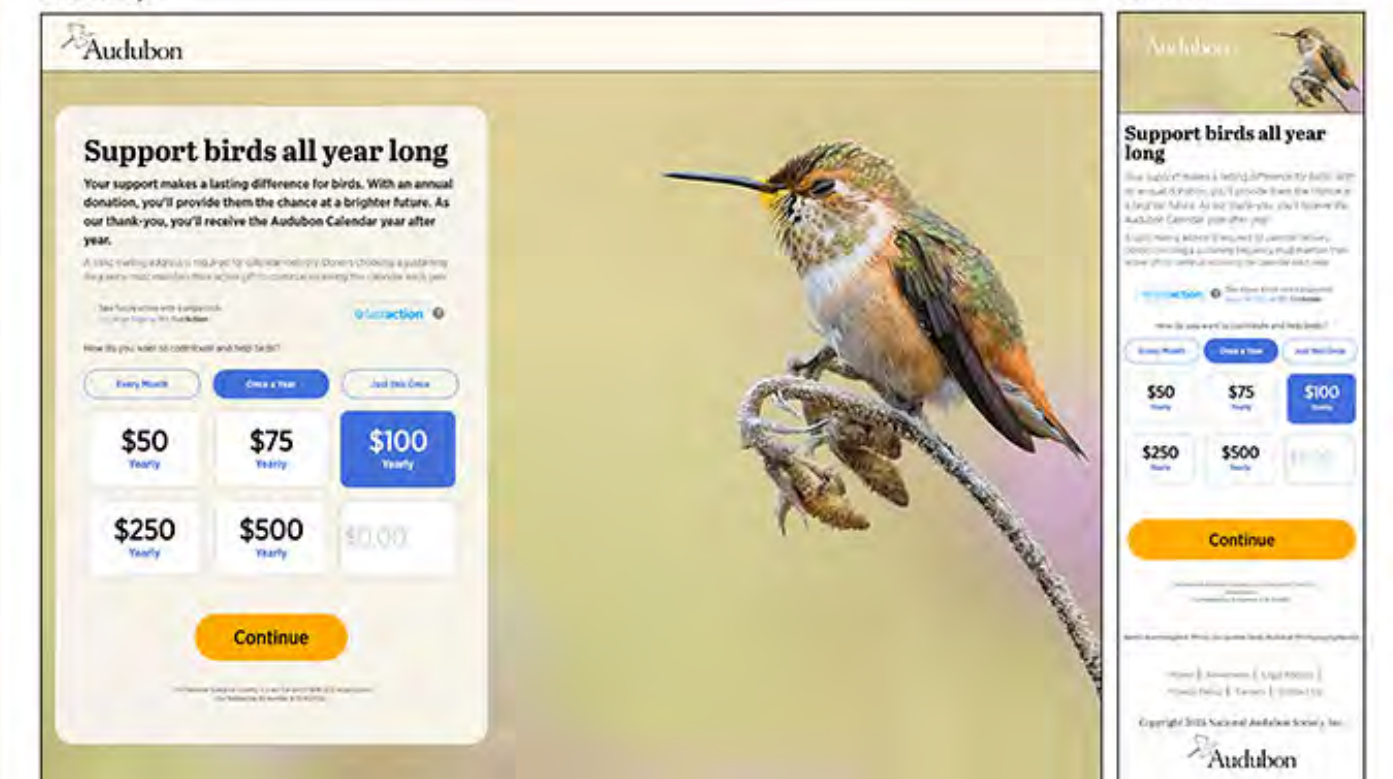


Middle Image Animation

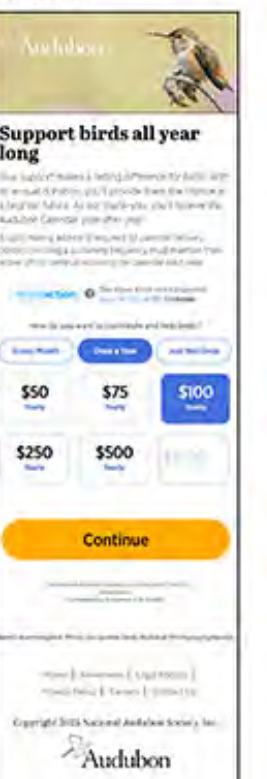


Form

Desktop



Mobile



“Every month brings a new opportunity to marvel at the wonders of birds!”

Center for Reproductive Rights Giving Tuesday 5X Match

GROSS REVENUE
\$24,917.35

CAMPAIGN COST
\$400.00

COST TO RAISE \$1
\$0.02

AVERAGE GIFT
\$162.86

CHANNELS
Email



NONPROFIT NAME
The Center for Reproductive Rights

LAUNCH DATE
12/2/2025

WHY IS YOUR ENTRY SUCCESSFUL

We knew Giving Tuesday would be extremely crowded in 2025. And, with Giving Tuesday falling in December, it didn't leave much buffer room before the start of the planned year-end fundraising push. With all that in mind, we crafted a simple Giving Tuesday push for the Center that would keep the focus on donors' impact and give them an straightforward outlet to take action.

For the day of Giving Tuesday only, we announced a 24-hour 5X match. The email announcement was simple, using brief copy and large giving buttons that showed just how much their gift would be multiplied.

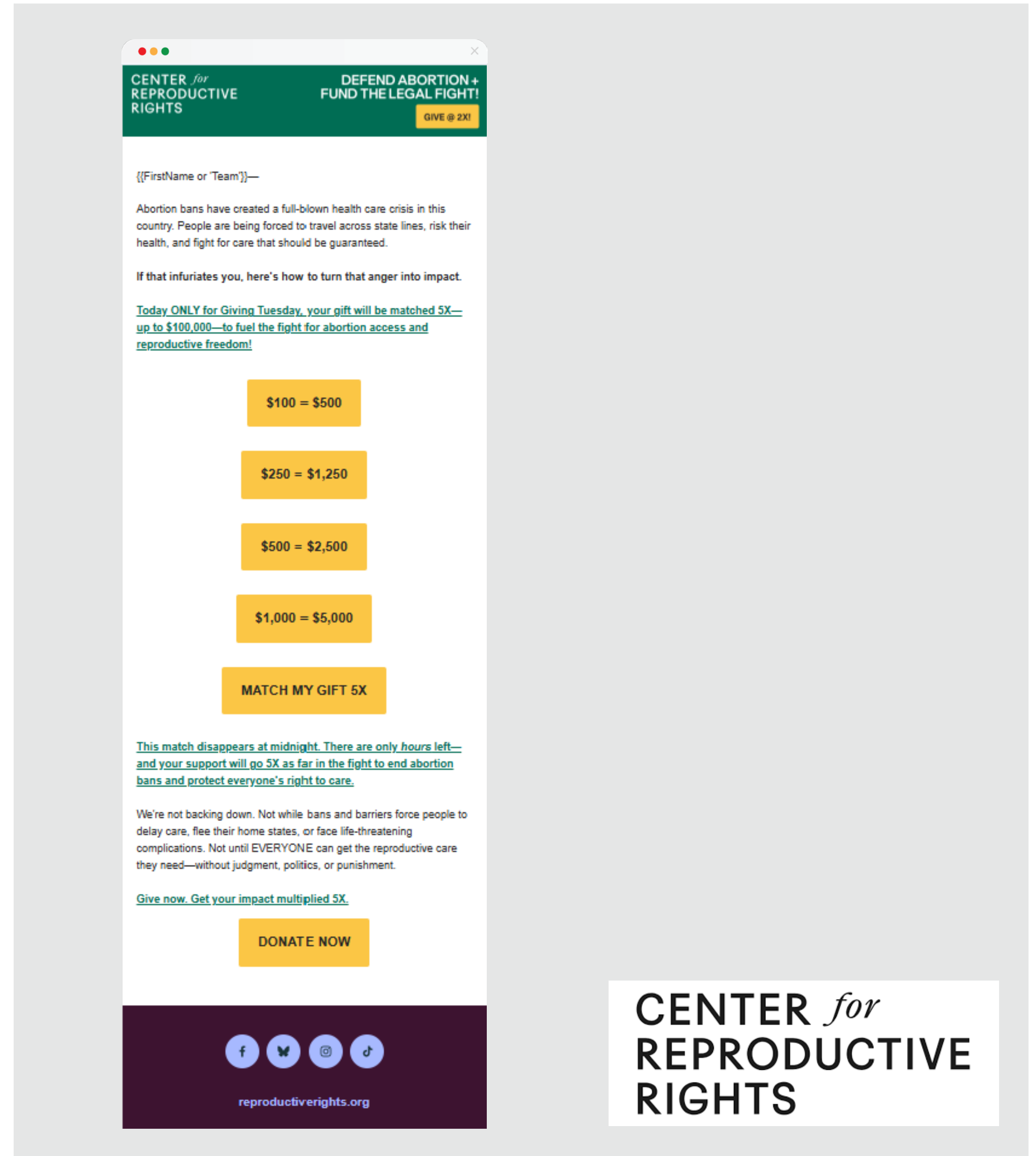
Just this one email raised \$24,917 in revenue, with an average gift of \$163. It not only outperformed budget goals by more than 200%, it was the most revenue raised from a single email in all of 2025, 2024, AND 2023.

Using straightforward, inspiring language and prominent 5X match buttons proved to be a winning recipe and led to record-breaking giving, even during a very crowded Giving Tuesday.

AGENCY NAME
K2D Strategies

TARGET AUDIENCE
0-12 months donors, 25 - 36+ month donors, 13-24 month donors, Prospects

“If that infuriates you, here’s how to turn that anger into impact.”



CENTER *for* REPRODUCTIVE RIGHTS

DIGITAL RENEWAL

Chip In, Chip Away

GROSS REVENUE
\$23,081

CAMPAIGN COST
\$1,250

COST TO RAISE \$1
\$0.05

AVERAGE GIFT
\$107.85

CHANNELS
Website, Display Advertising, Email



NONPROFIT NAME
Greater Pittsburgh Community Food Bank

LAUNCH DATE
7/10/2025

WHY IS YOUR ENTRY SUCCESSFUL

The Chip In, Chip Away campaign launched July 10, 2025, as a coordinated national day of giving designed to address a critical gap in how food banks and Meals on Wheels organizations fundraise during peak demand periods.

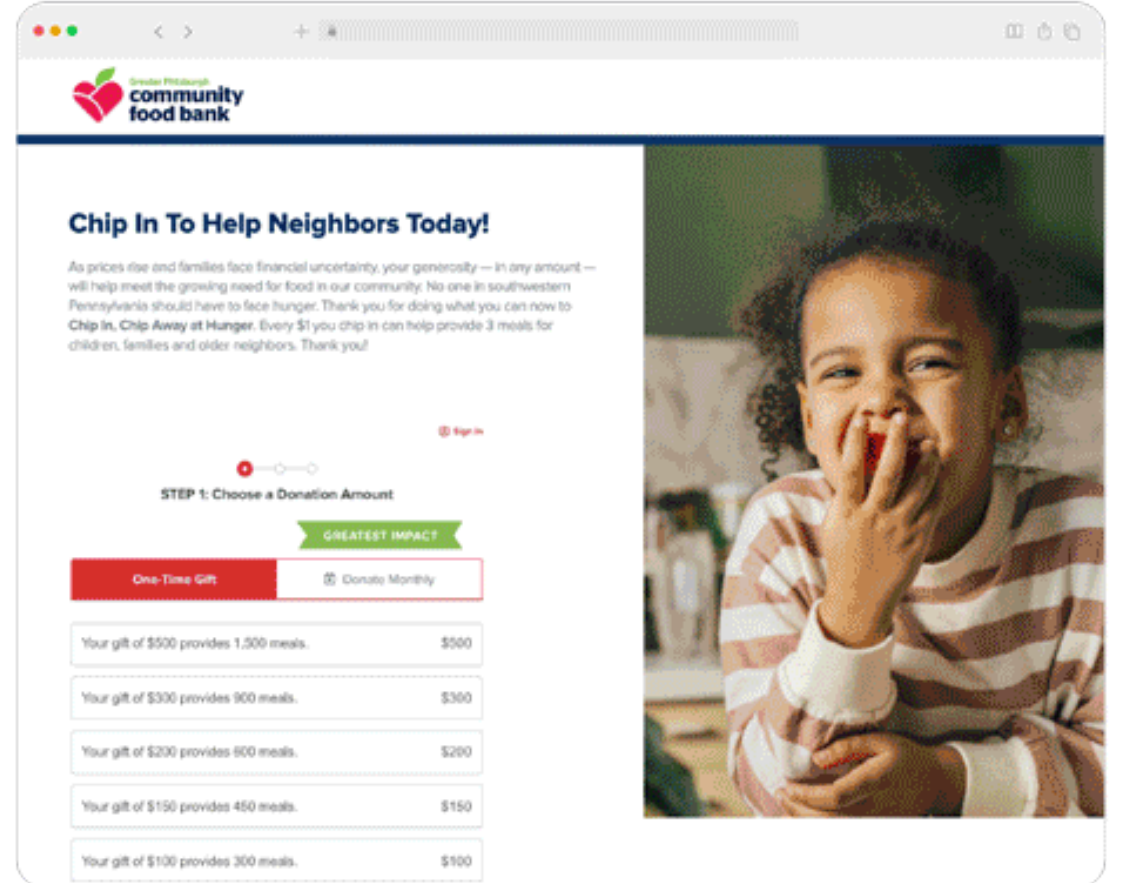
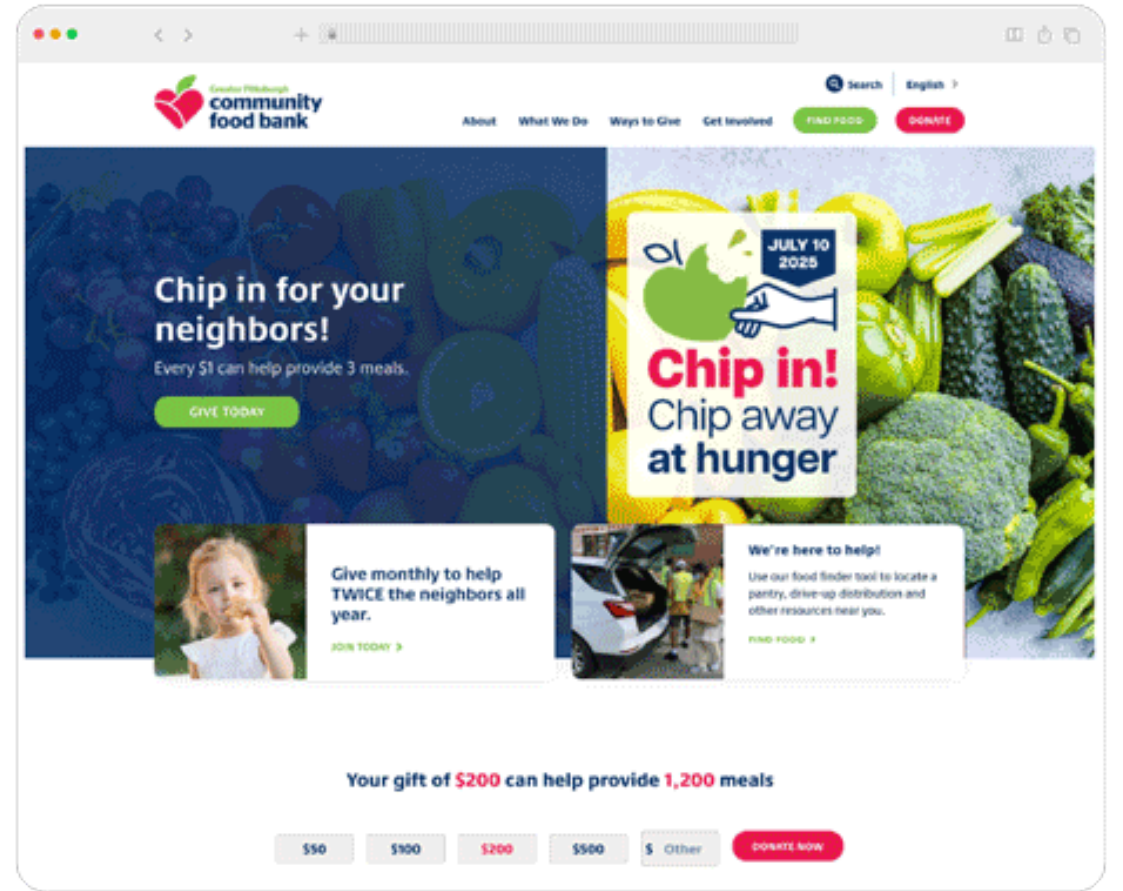
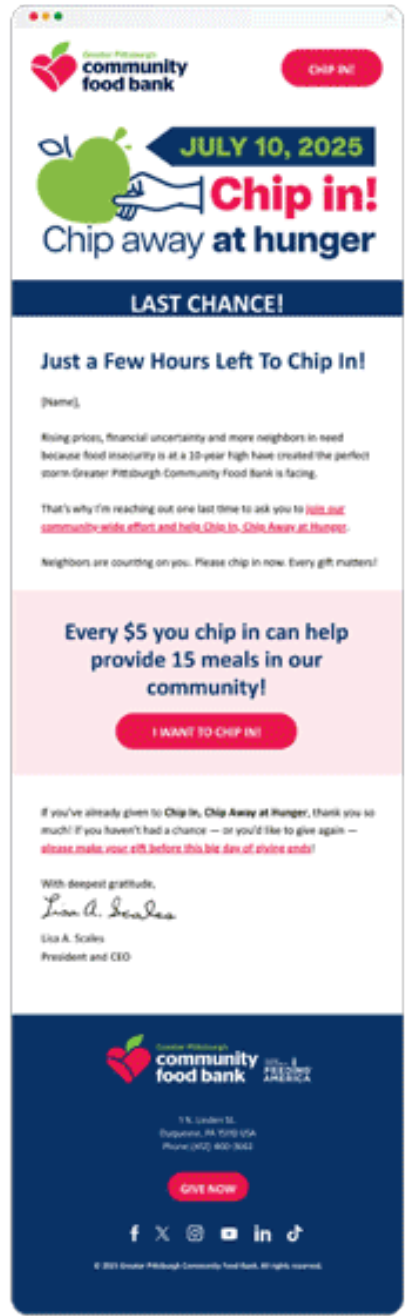
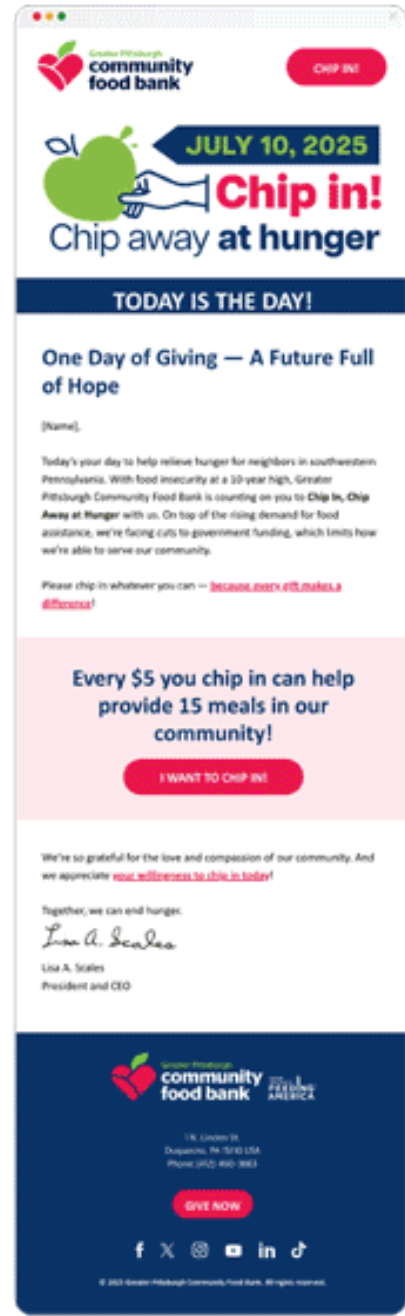
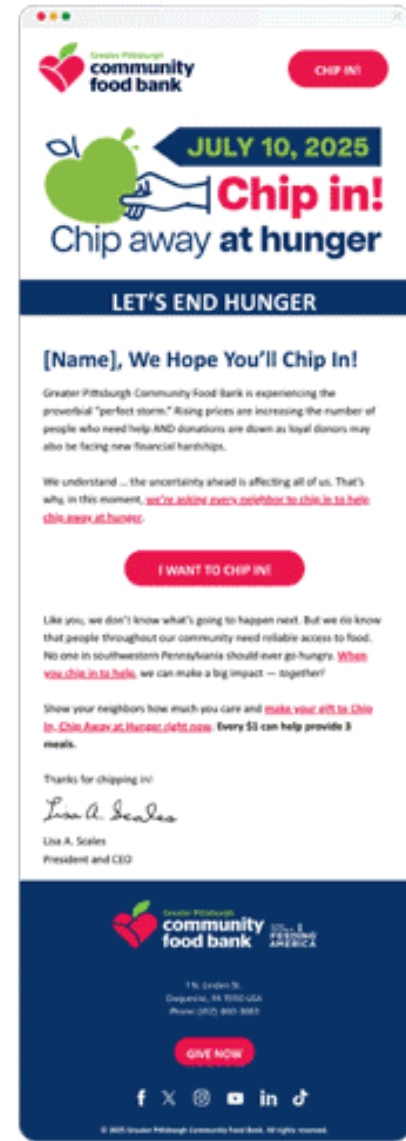
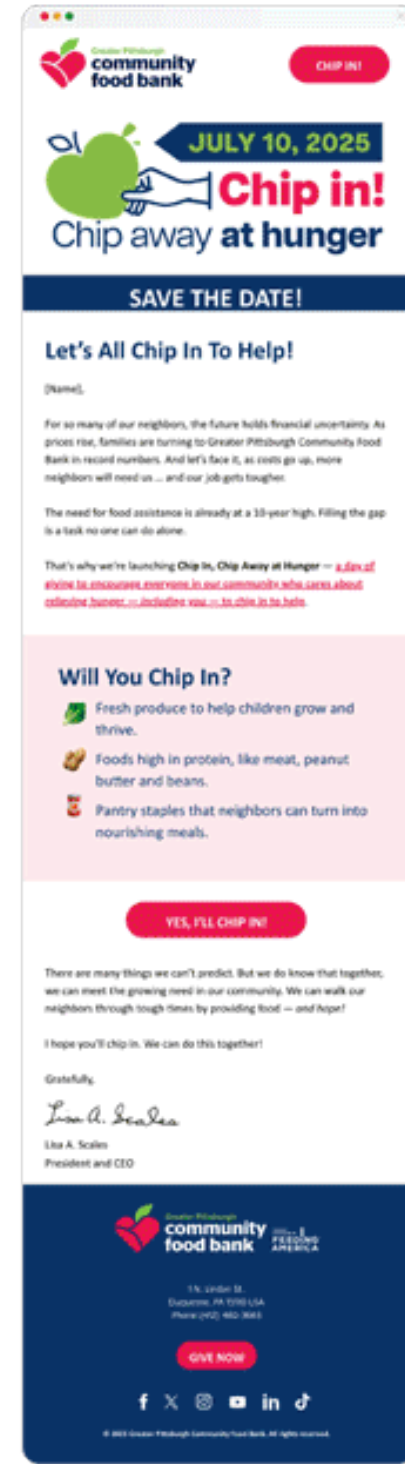
What made this campaign powerful was its structural innovation. Rather than positioning itself as a donor acquisition tool for a single organization, it functioned as shared infrastructure that allowed smaller nonprofits with limited digital marketing budgets to access professional creative, media planning, PR, and campaign management.

The results demonstrated the model's viability. SE Ohio Foodbank, which noted it rarely conducted standalone digital appeals, generated 13 donations totaling \$1,259.60 by early afternoon on campaign day, with one new recurring donor acquired. Feeding South Louisiana raised \$9,015 by noon, surpassing its previous 41-day Summer is No Vacation campaign, which had generated \$12,040 total. Meals on Wheels Mercer County in New Jersey received nearly \$2,000 in donations as a direct result. Multiple organizations reported acquiring first-time online donors. The campaign provided a replicable model for coordinated fundraising that could be deployed annually or during crisis periods.

AGENCY NAME
TrueSense Marketing

TARGET AUDIENCE
36+ month donors, 25 - 36+ month donors, 0-12 months donors, Mid-Level Donors, Prospects, Sustainers

“As prices rise and families face financial uncertainty, we need to come together so no one in [community] faces hunger”



CLICK OR SCAN TO VIEW ALL VIDEO ASSETS

DIGITAL RENEWAL

Cornell Lab of Ornithology FY25 Spring Membership Drive

GROSS REVENUE

\$437,152

CAMPAIGN COST

\$14,150

COST TO RAISE \$1

\$0.03

AVERAGE GIFT

\$61

CHANNELS

**Website, Email,
Client App - Merlin Bird ID**



NONPROFIT NAME

Cornell Lab of Ornithology

LAUNCH DATE

3/20/2025

AGENCY NAME

Concord Direct

TARGET AUDIENCE

**Mid-Level Donors, 13-24
month donors, 25 - 36+
month donors, 0-12 months
donors, Prospects**

WHY IS YOUR ENTRY SUCCESSFUL

The Cornell Lab of Ornithology's Spring Member Drive was critical to expanding the org's member file and strengthening the base that powers its conservation impact. Email, web, and the Lab's proprietary Bird ID app Merlin worked together to not only meet expectations—but soar far past them.

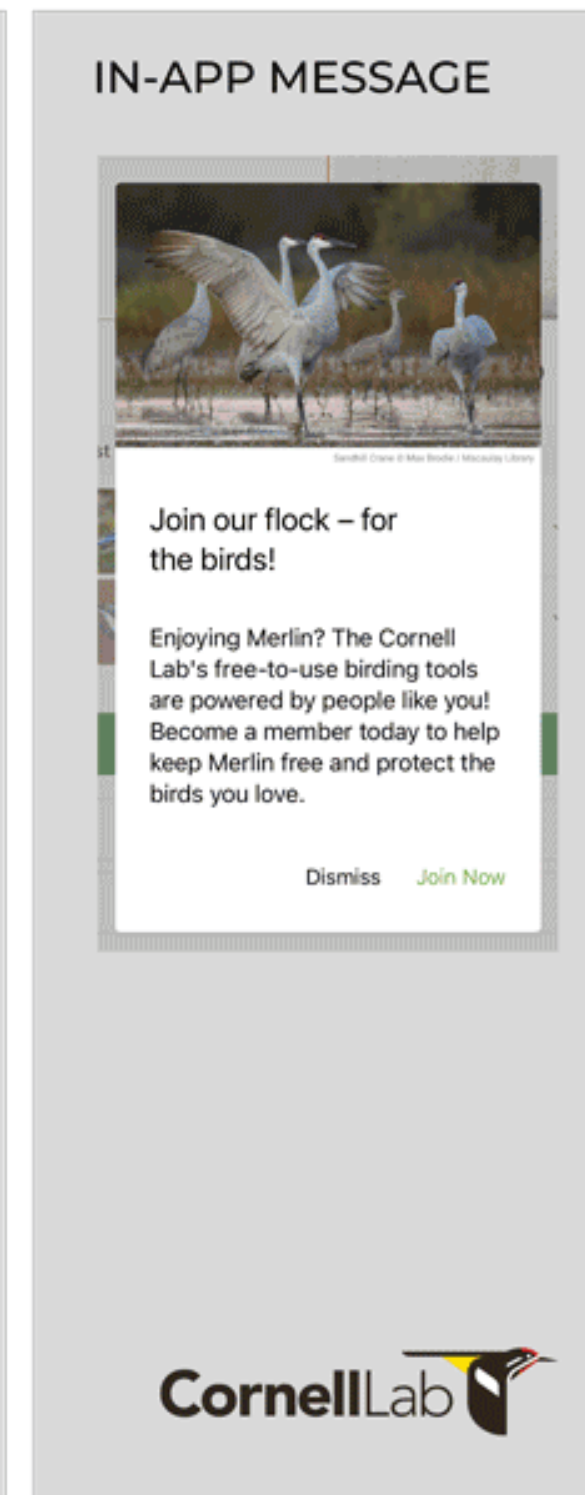
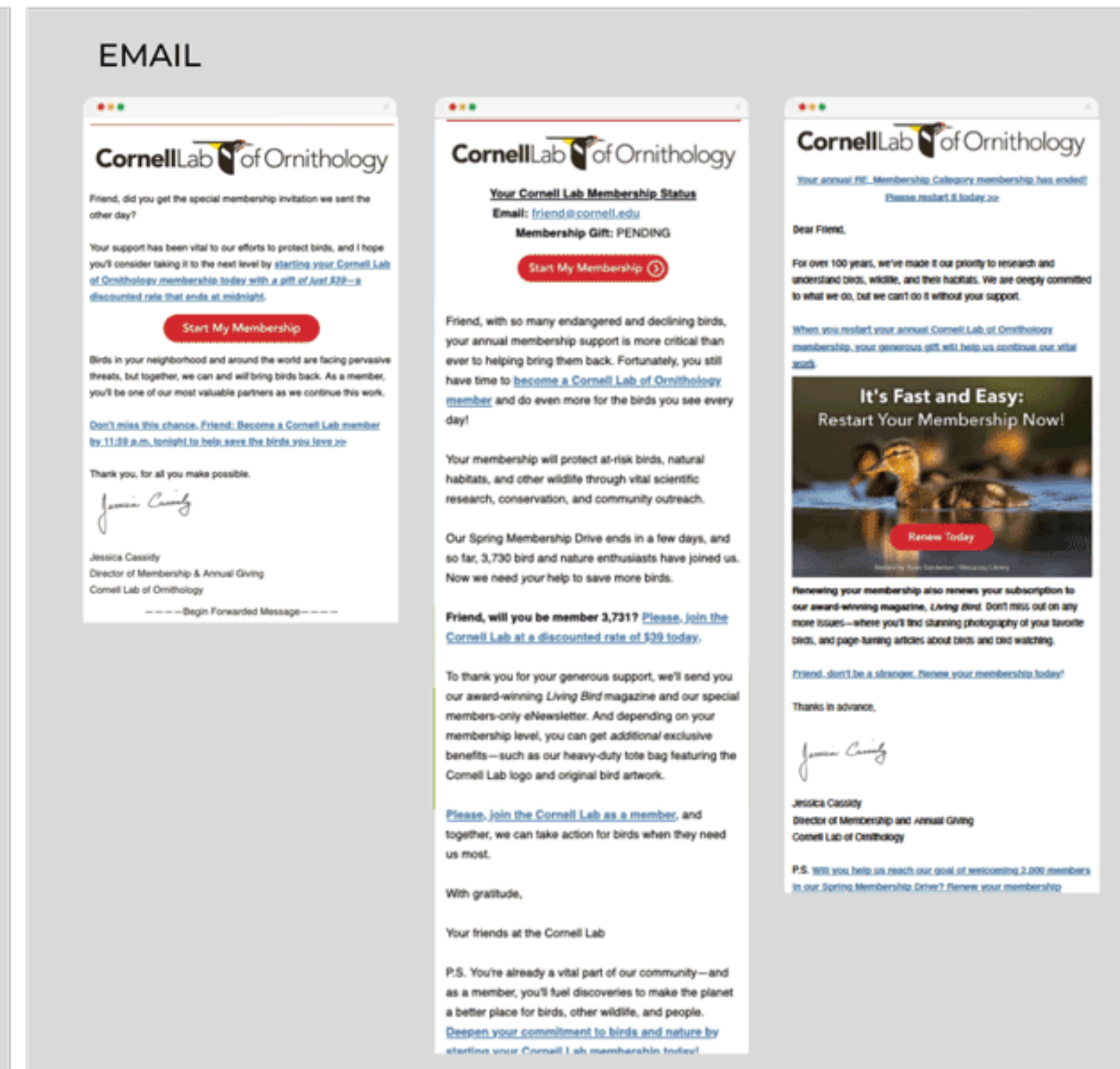
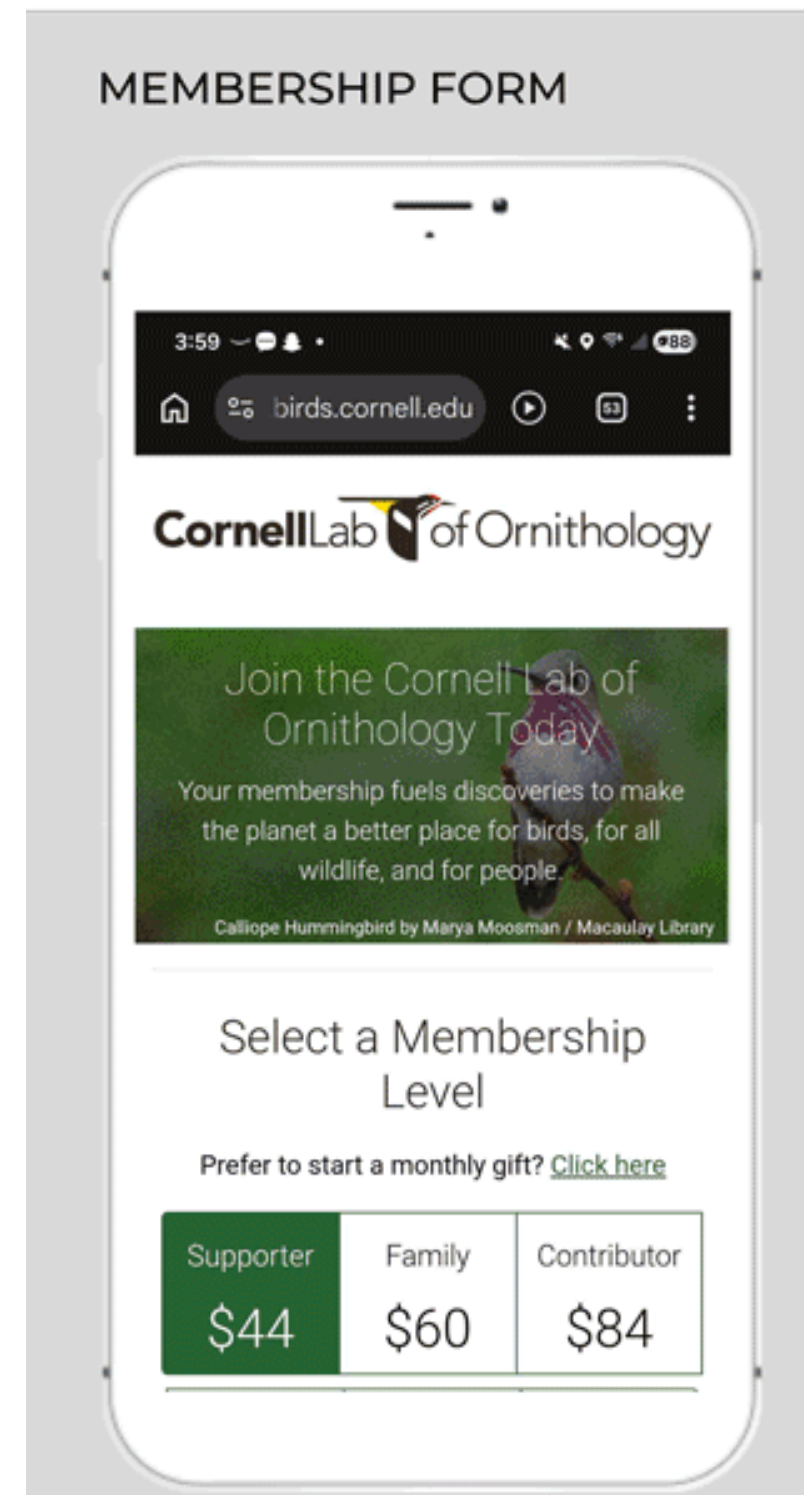
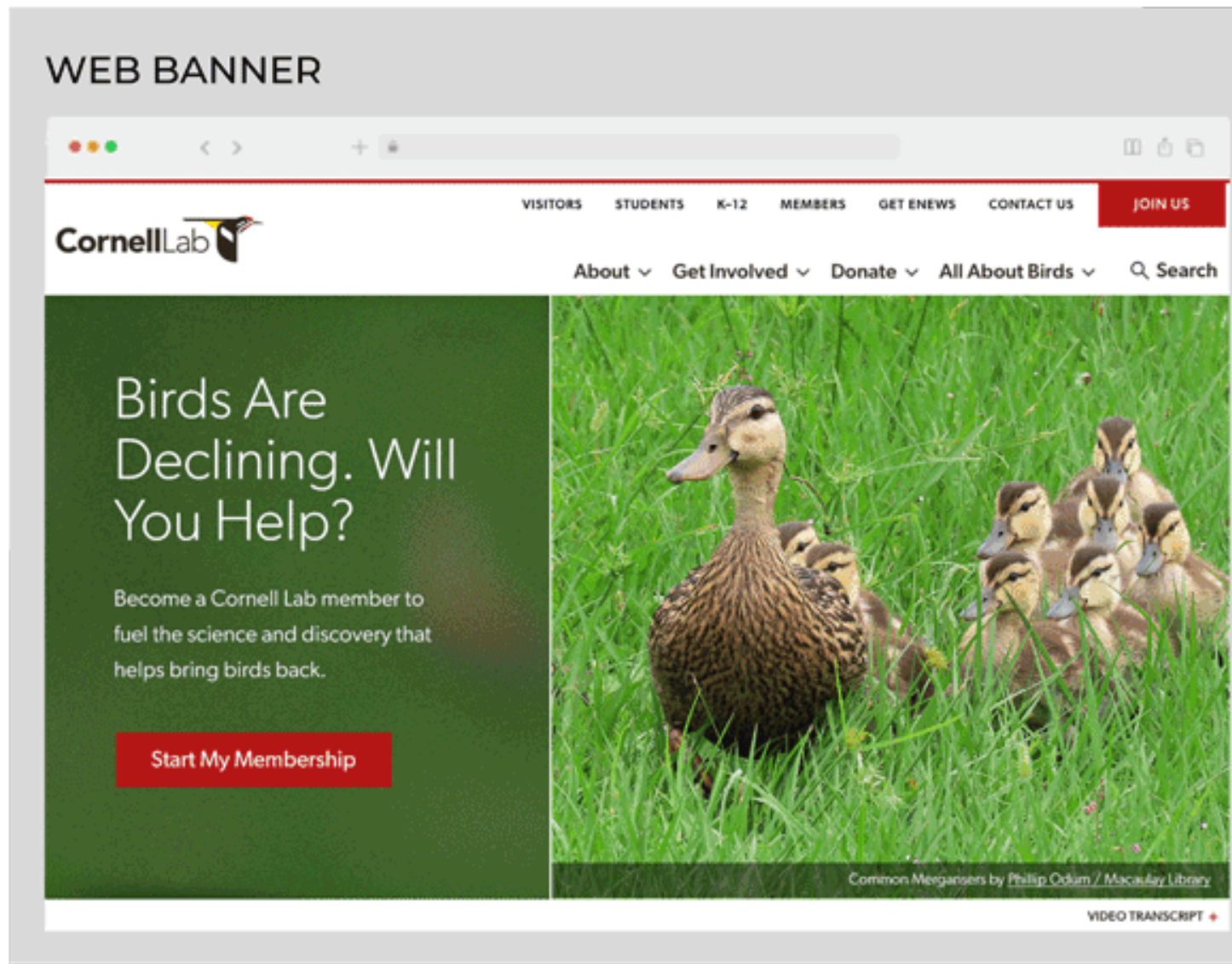
This success was driven by a thoughtful strategy that recognized distinct behaviors within the file. Their audience includes science enthusiasts and active birders who use the Merlin app, explore the website, and follow conservation news—so we met them where they were most engaged.

Email formed the backbone of the multichannel campaign with six messages segmented to active donors, lapsed mid-level donors, lapsed members, and warm leads. Versioned copy rallied recipients around a 2,000-member goal, reinforcing that support fuels the Lab's work to protect and save birds.

In addition to Merlin Bird ID in-app asks that were timed to reach users when they were active, the campaign was supported by two website lightboxes across multiple subdomains, and a dedicated donation form.

Combined, efforts raised a record \$437,152 from 7,167 gifts, the highest ever for a Membership Drive! The campaign outperformed budget by 40%. Email revenue increased by 73.5% YoY, and non-email revenue increased by 242.5%. In every sense, the Member Drive really spread its wings.

“*Become a Cornell Lab member to fuel the science and discovery that helps bring birds back.*”



DIGITAL RENEWAL

GLAAD Banned Books Appeal

GROSS REVENUE
\$10,802

CAMPAIGN COST
\$3,600

COST TO RAISE \$1
\$0.33

AVERAGE GIFT
\$81.88

CHANNELS
**Website, Email, Texting,
Search Engine Marketing**

NONPROFIT NAME
GLAAD

LAUNCH DATE
7/23/2025

WHY IS YOUR ENTRY SUCCESSFUL

GLAAD launched the "Banned Books to Congress" campaign to move outrage over the banning of LGBTQ books to visible action & supporter engagement.

Goal - advocacy action over fundraising! The need for action by Congress was urgent.

Supporters were invited to take part through an interactive quiz identifying banned books, share personal stories about the power of representation, & make a gift to "send a banned book" to Congress. The multi-channel digital approach included 7 campaign emails to more than 80,000 supporters, website lightboxes, search advertising, & SMS (engagement only). Supporters were encouraged to share stories online to help amplify the campaign's message.

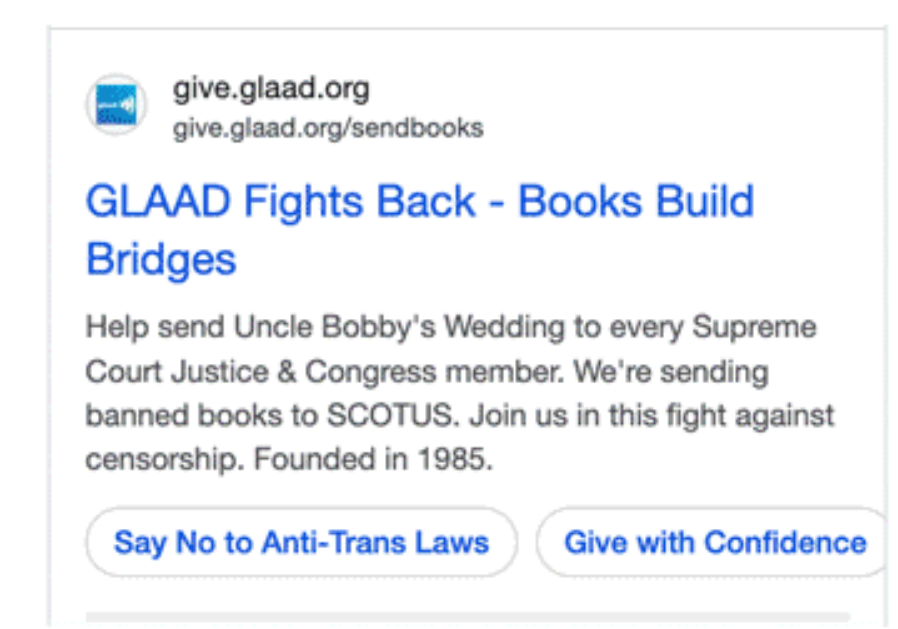
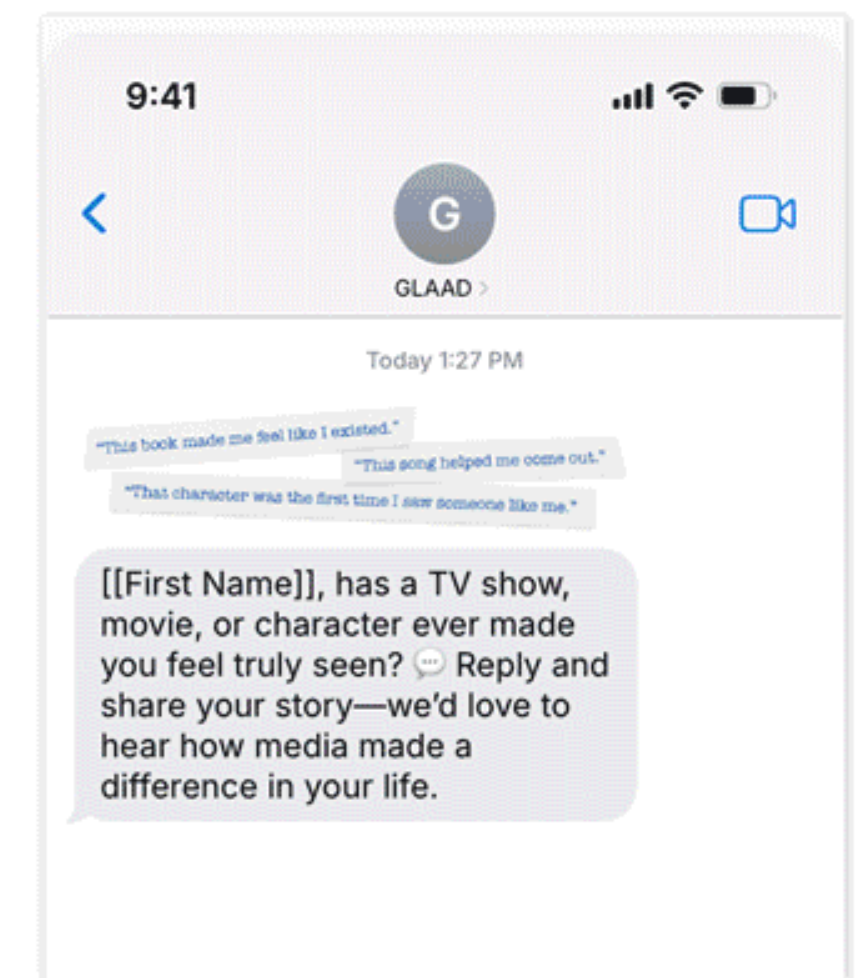
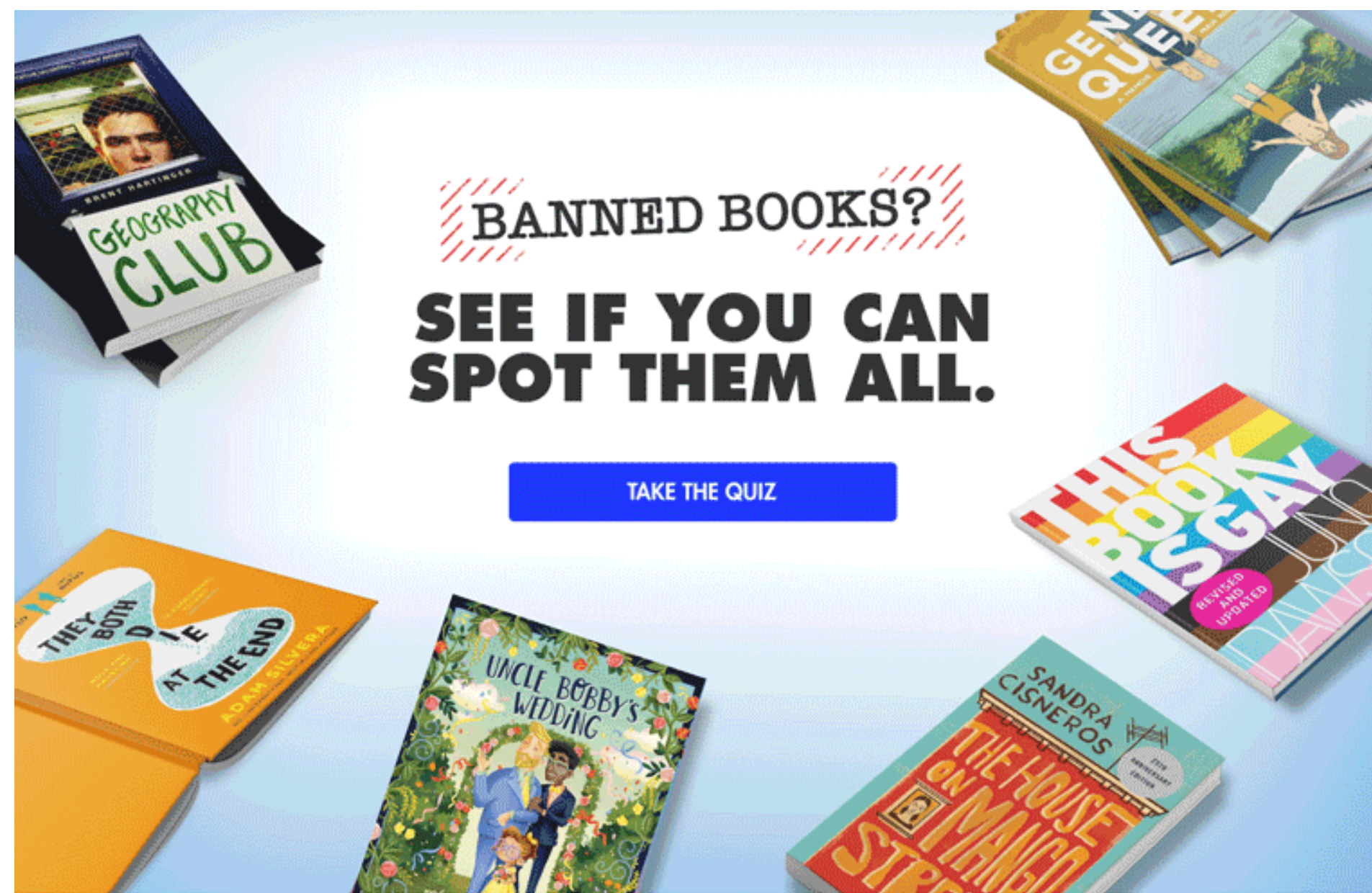
The campaign culminated in a planned Capitol Hill media moment where GLAAD delivered banned books to lawmakers, reinforcing the message that removing LGBTQ stories from shelves erases identities and experiences was NOT ACCEPTABLE. The campaign successfully combined advocacy, storytelling & fundraising to spotlight censorship & mobilize GLAAD supporters to defend LGBTQ voices and visibility.

Results:

- Exceeded secondary fundraising goal by 116%.
- This campaign concept increased YoY revenue by 38%.
- Delivered books to every member of Congress due to campaign success.
- 55 personal stories submitted by GLAAD supporters for future use
- Website lightboxes achieving conversion rates of 3.7%+ major gift!

AGENCY NAME
The Harrington Agency

TARGET AUDIENCE
**0-12 months donors, 13-24
month donors**



“Book bans erase stories. Your support ensures LGBTQ voices are heard—and celebrated”



DIGITAL RENEWAL

LWV Executive Order Lawsuit Rapid Response

GROSS REVENUE \$120,152

CAMPAIGN COST \$880

COST TO RAISE \$1 \$0.01

AVERAGE GIFT \$77.56

CHANNELS Email, Website, Other Lightbox



NONPROFIT NAME The League of Women Voters

LAUNCH DATE 4/2/2025

WHY IS YOUR ENTRY SUCCESSFUL

The Rapid Response campaign became one of our most meaningful efforts because it allowed the League of Women Voters to act immediately when threats to voting rights or democratic processes arose. As a nonpartisan organization whose mission is to empower voters and defend democracy, these campaigns let us "raise the flag" the moment judicial rulings or policy actions put voter access at risk.

Early in the year, our Rapid Responses tied to judge rulings, the State of the Union, and Inauguration Day generated \$5K-\$10K each as we tested timing, message framing, and audience readiness. But in April 2025 we found the formula that truly resonated: pairing real-time urgency with currently trending, high-impact moments already capturing public attention. This produced our strongest Rapid Response to date, driving \$100K in revenue plus an additional \$20K DAF gift, far surpassing our initial expectations and outperforming typical email benchmarks across open rate, CTR, and conversion.

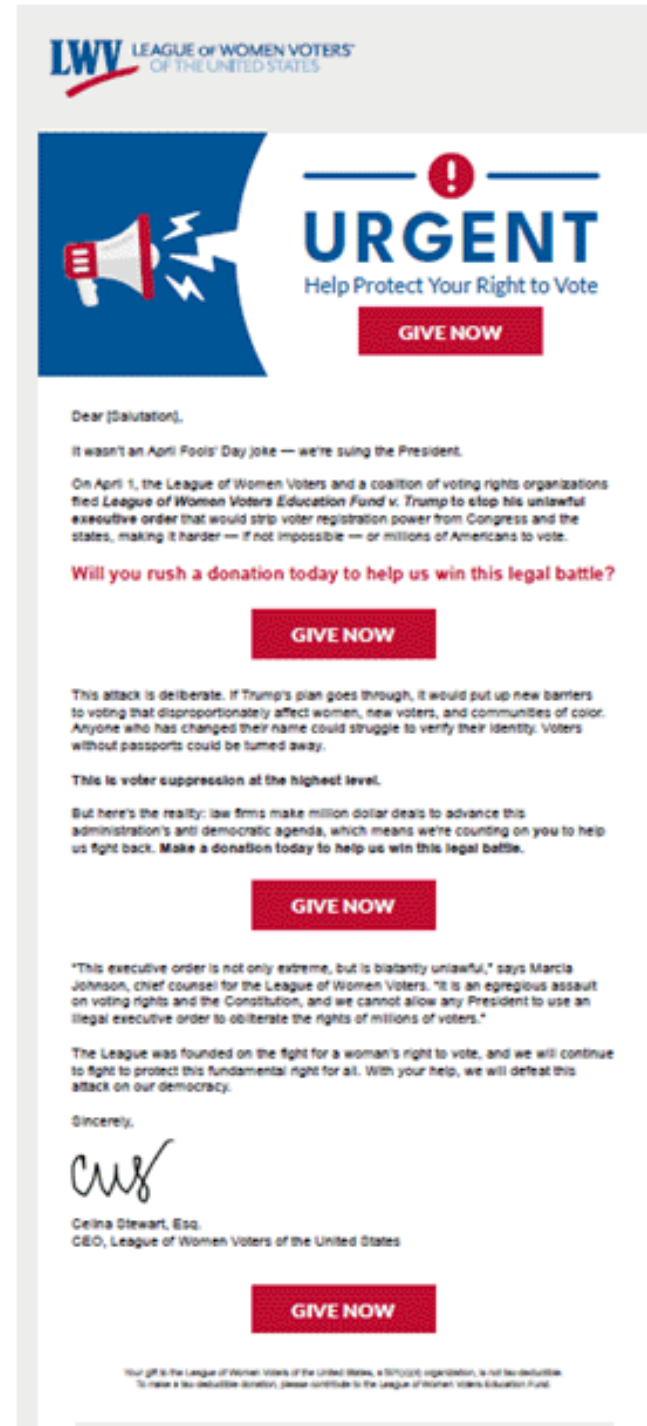
Since that breakthrough, Rapid Response performance has consistently increased, rising from \$10-12K to \$20K and now regularly reaching \$30K per campaign. This proven model has become a powerful, mission-aligned tool for mobilizing supporters and defending voting rights at critical moments.

AGENCY NAME Marketeam

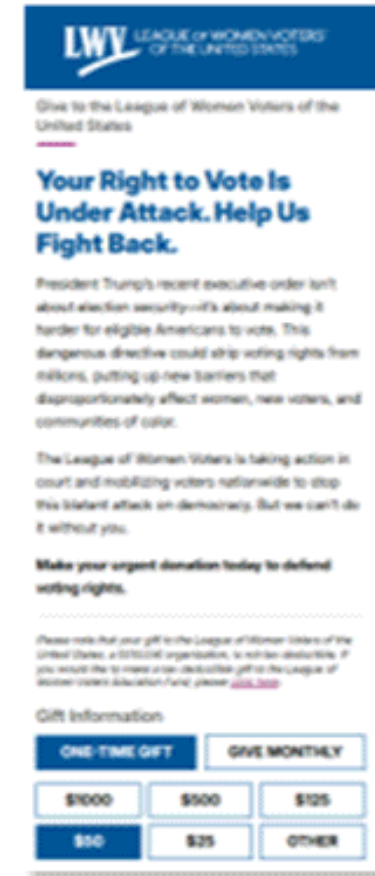
TARGET AUDIENCE Mid-Level Donors, Sustainers, 13-24 month donors, 0-12 months donors, 36+ month donors, 25 - 36+ month donors, Prospects

Rapid Response Emergency Campaign

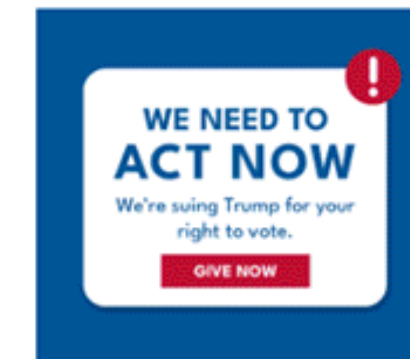
Email



Donation Page



Lightbox



“Your right to vote is under attack — help us fight back. It delivers instant clarity, urgency, and mission in one sentence.”

DIGITAL RENEWAL

Native American Heritage Month - Native Hope Food Pantry Campaign

GROSS REVENUE
\$85,594

CAMPAIGN COST
\$15,100

COST TO RAISE \$1
\$0.18

AVERAGE GIFT
\$75.21

CHANNELS

Social Media, Email, Website, CTV

NONPROFIT NAME
St Bonaventure Indian Mission & School

LAUNCH DATE
11/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

Our adaptive approach, combining planned storytelling with real-time responsiveness, translated directly into strong campaign performance. By inserting the urgent SNAP email series at the start of the month, we engaged donors early and built momentum that carried throughout the campaign.

The SNAP emails became the highest-performing messages of the fiscal year, generating over \$23K and validating the impact of timely, mission-driven messaging. This early success strengthened the campaign trajectory and primed audiences for continuing engagement.

Thanksgiving appeals sustained momentum, contributing \$7.8K+, while the cultivation email deepened engagement without interrupting the appeal flow.

Email was the primary driver, generating 406 gifts and \$34,143 (36% of total revenue). Supporting elements like lightboxes added \$11,787 (12.5%), bringing total email-driven impact to nearly 49%.

Paid media amplified reach and captured demand. Meta drove 83 gifts, while Google Search and Grants contributed efficient, higher-value conversions.

Together, this approach drove +69% YoY revenue growth and +159% increase in gifts, demonstrating the power of agile strategy, strong email execution, and integrated digital support.

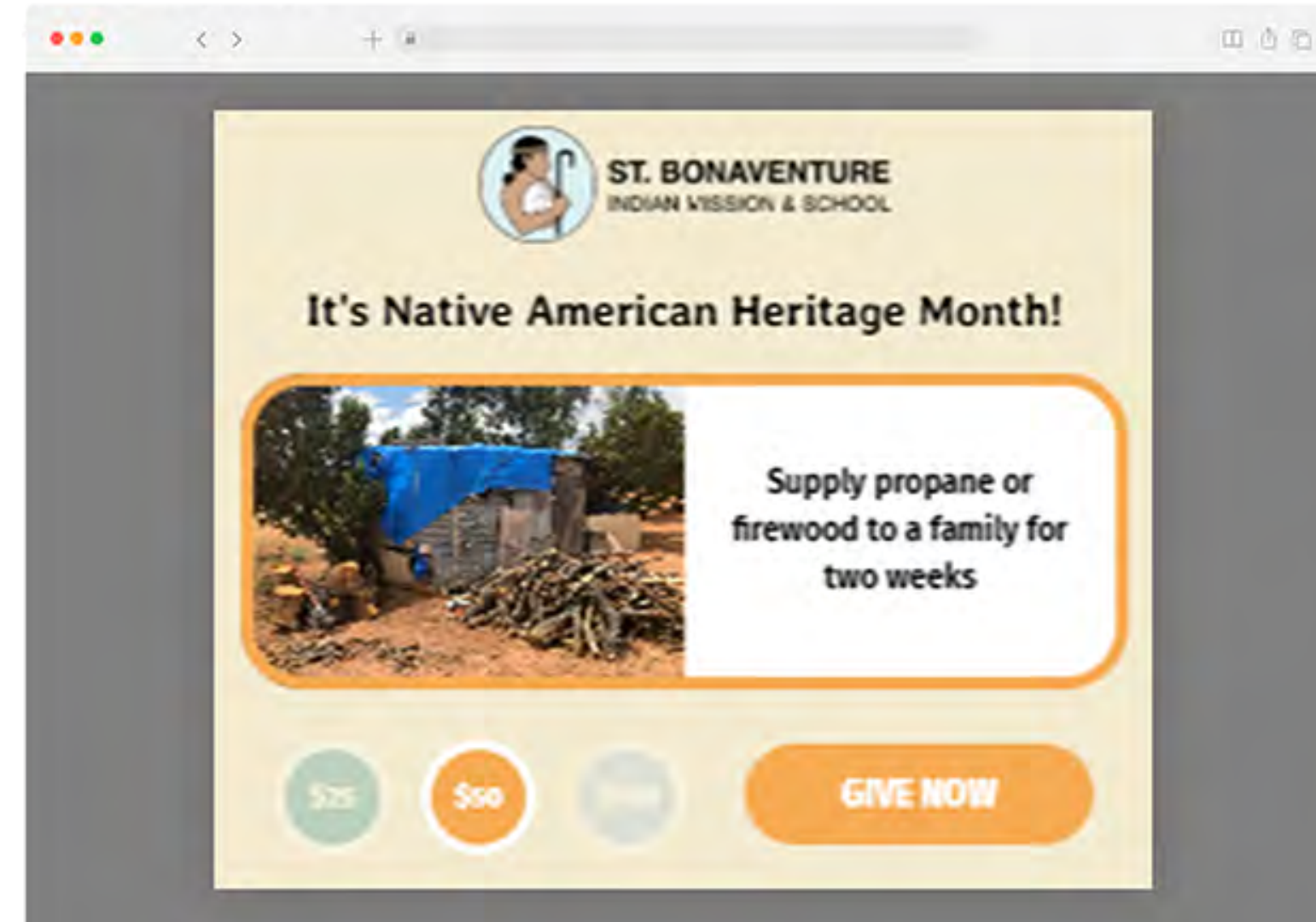
“*With or without SNAP cuts, Navajo families face hunger — give today to stock their food pantry so no one is turned away.*”



AGENCY NAME
Faircom New York

TARGET AUDIENCE
0-12 months donors, Mid-Level Donors, 13-24 month donors, Sustainers, 25 - 36+ month donors, 36+ month donors, Prospects

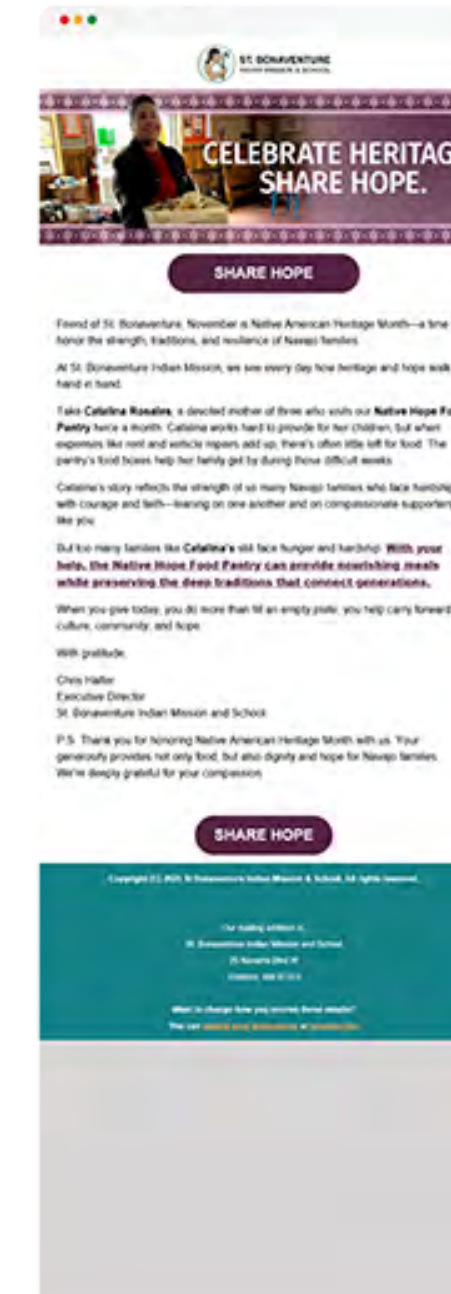
DISPLAY AD



DISPLAY AD



EMAIL



SOCIAL



DIGITAL RENEWAL

Now More Than Ever

GROSS REVENUE

\$30M

CAMPAIGN COST

\$9M

COST TO RAISE \$1

\$0.30

AVERAGE GIFT

\$342.58

CHANNELS

Social Media, DOOH, Podcasts, Email, Texting, Search Engine Marketing, Display Advertising, CTV, Website

DEIA
INTEGRATION

NONPROFIT NAME

**Doctors Without Borders /
Médecins Sans Frontières
(MSF USA)**

AGENCY NAME

**C+K, MissionWired,
and Blue State**

LAUNCH DATE

12/8/2025

TARGET AUDIENCE

**Mid-Level Donors, Sustainers,
13-24 month donors, 36+
month donors, 0-12 months
donors, 25 - 36+ month
donors, Prospects**

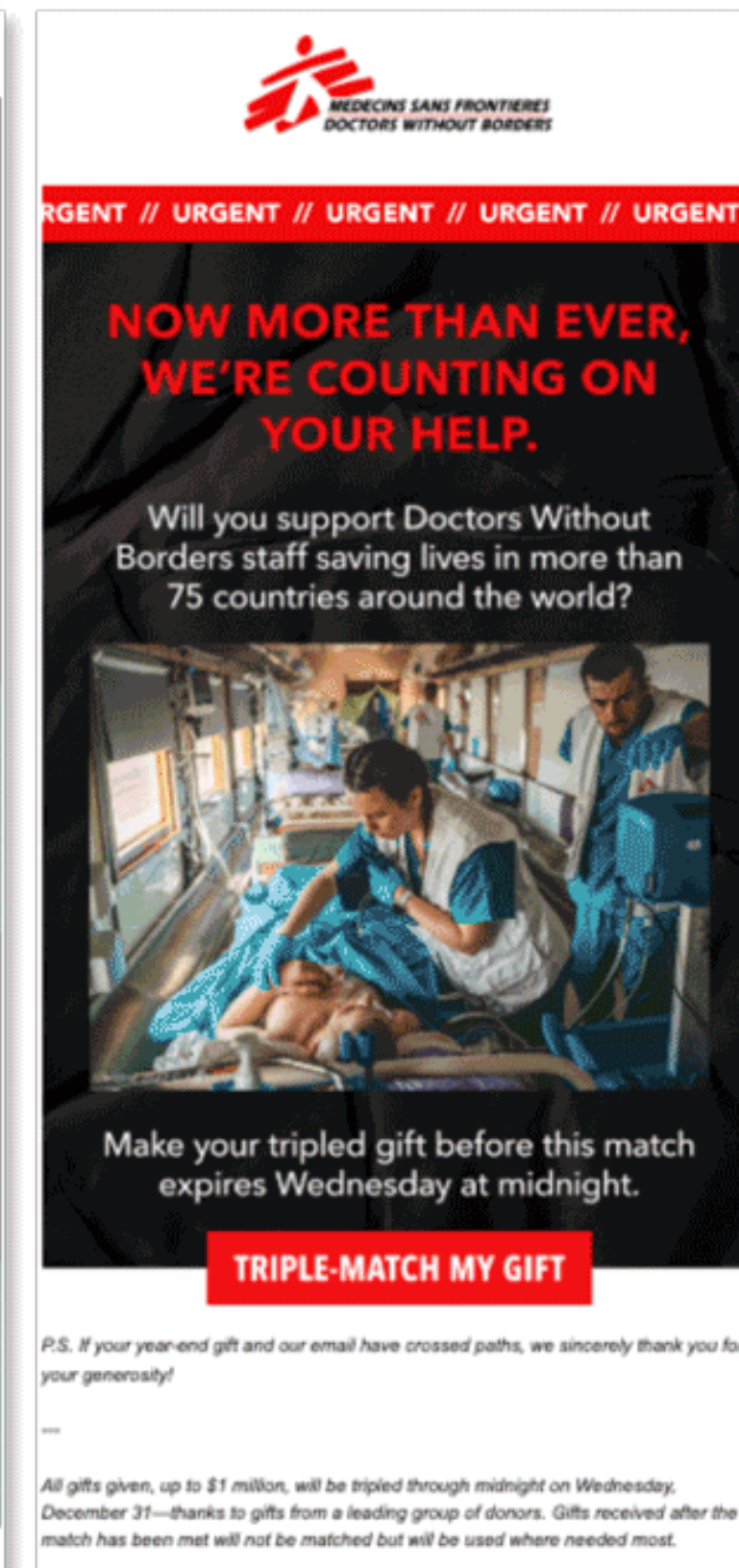
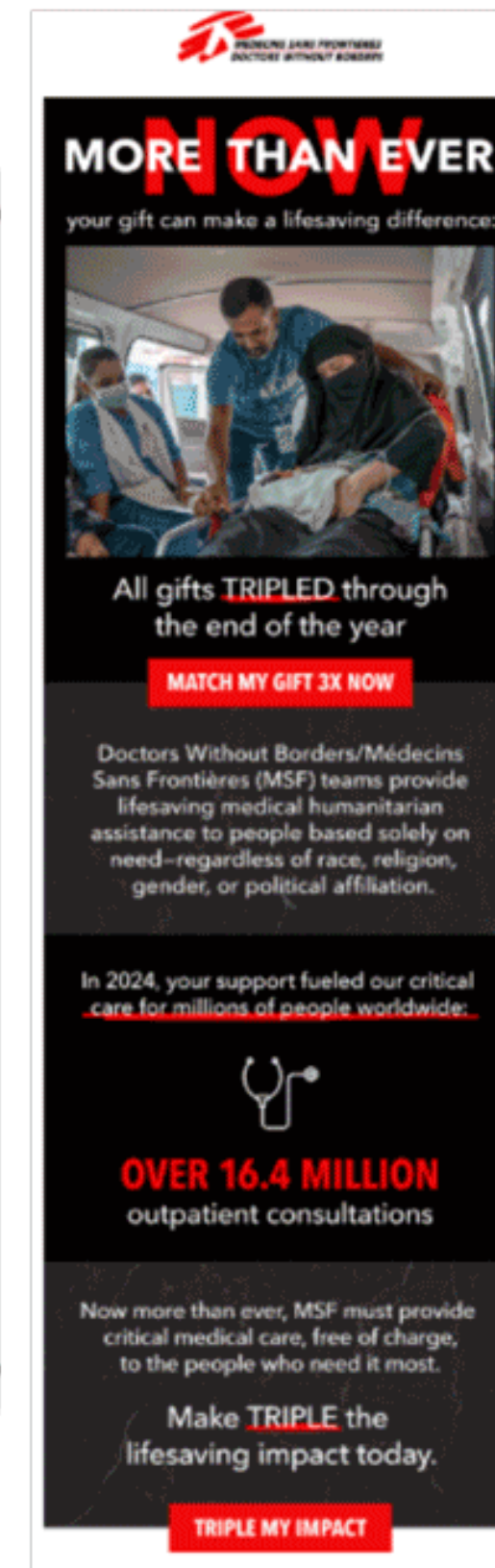
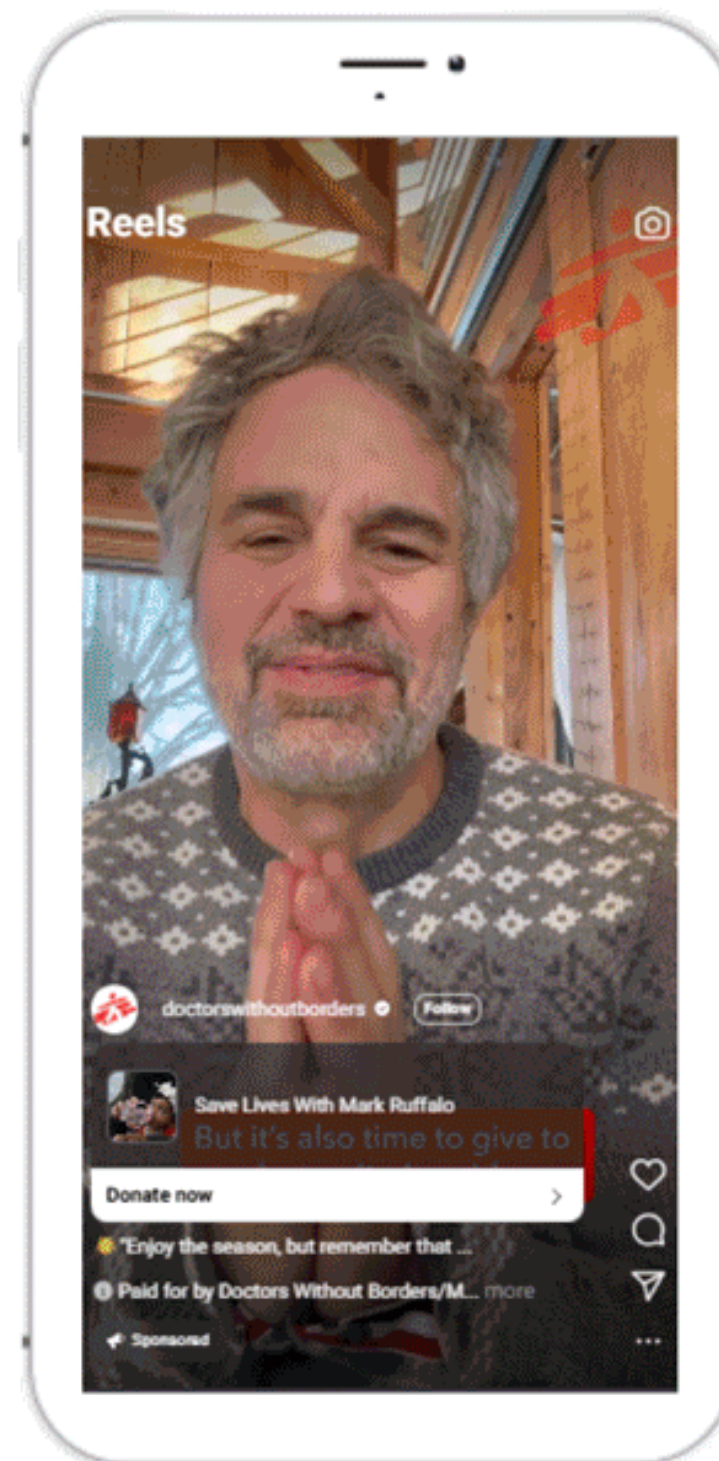
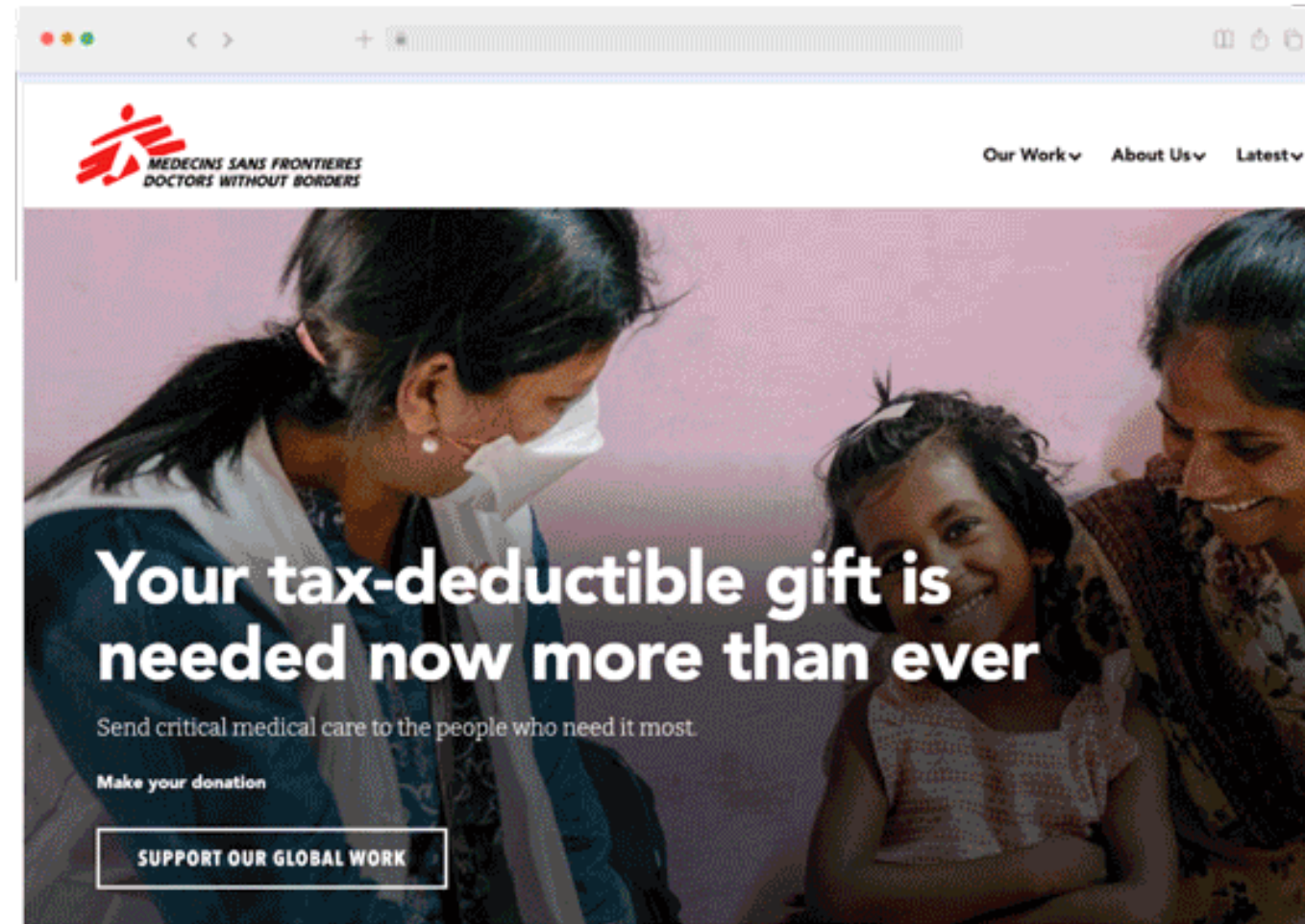
WHY IS YOUR ENTRY SUCCESSFUL

Our 2025 year-end campaign, "Now More Than Ever", allowed MSF to successfully navigate a volatile giving environment. Facing economic uncertainty, algorithmic shifts, and a crowded digital landscape, we needed a message that cut through the noise.

"Now More Than Ever" worked because it acknowledged the compounding global crises of the past year without inducing donor fatigue. Instead, it created an urgent mandate for support, emphasizing that while the world's medical and humanitarian needs had never been greater, the impact of a donor's gift had never been more critical. Deployed across upper funnel placements, CTV and YouTube, our core paid channels (search, social, display), email, SMS, and web, the campaign featured a sophisticated suite of tactics to bring this urgency to life. These included a powerful hero video (viewable at doctorswithoutborders.org/latest/campaigns/now-more-than-ever), highly effective direct-to-camera videos from MSF staff and celebrities like Mark Ruffalo, scroll-stopping graphic treatments, and a variety of year-end giving deadline messages.

The results were historic: we had our strongest year-end fundraising in program history, housefile audiences responded with overwhelming generosity, and lift testing and post-donation survey results proved the campaign's impact. "Now More Than Ever" rallied our donors when our patients needed them most.

*“Now more than ever,
our patients need us
and we need you.”*



DIGITAL RENEWAL

Pilot Campaign

GROSS REVENUE \$11,243

CAMPAIGN COST \$4,767

COST TO RAISE \$1 \$0.42

AVERAGE GIFT \$65.00

CHANNELS Website, Email

NONPROFIT NAME San Francisco Society for the Prevention of Cruelty to Animals

AGENCY NAME Sanky Communications

LAUNCH DATE 9/2/2025

TARGET AUDIENCE 13-24 month donors

WHY IS YOUR ENTRY SUCCESSFUL

The Pilot Campaign is named for Pilot Episodes on TV--a single episode of a new show that is produced, screened, reviewed, and then optioned for development into a full series or scuttled. In other words, it is a way of trying something new without investing too many resources into uncertain prospect. For SF SPCA, the Pilot Campaign was an opportunity to try new creative approach at scale for a limited duration.

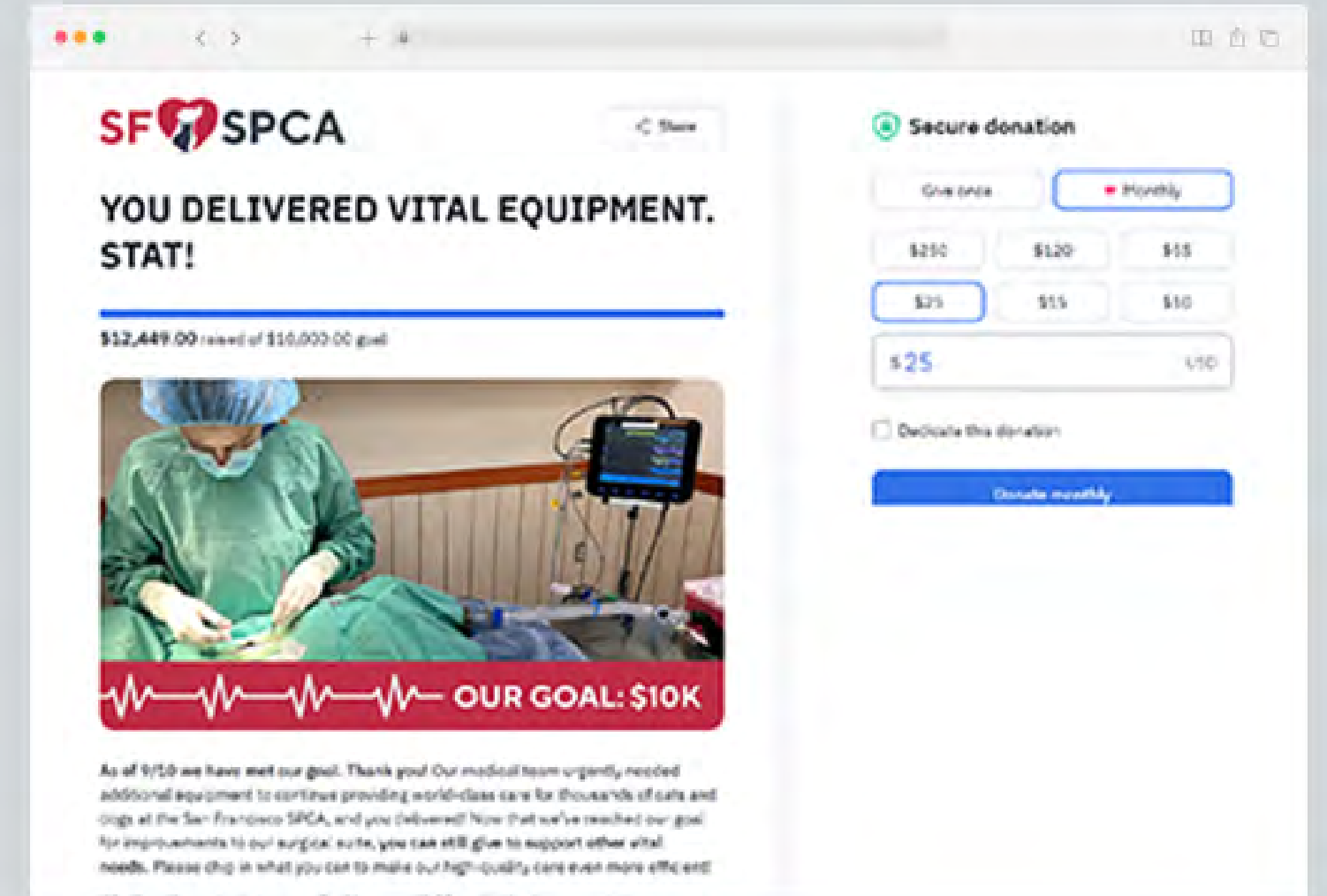
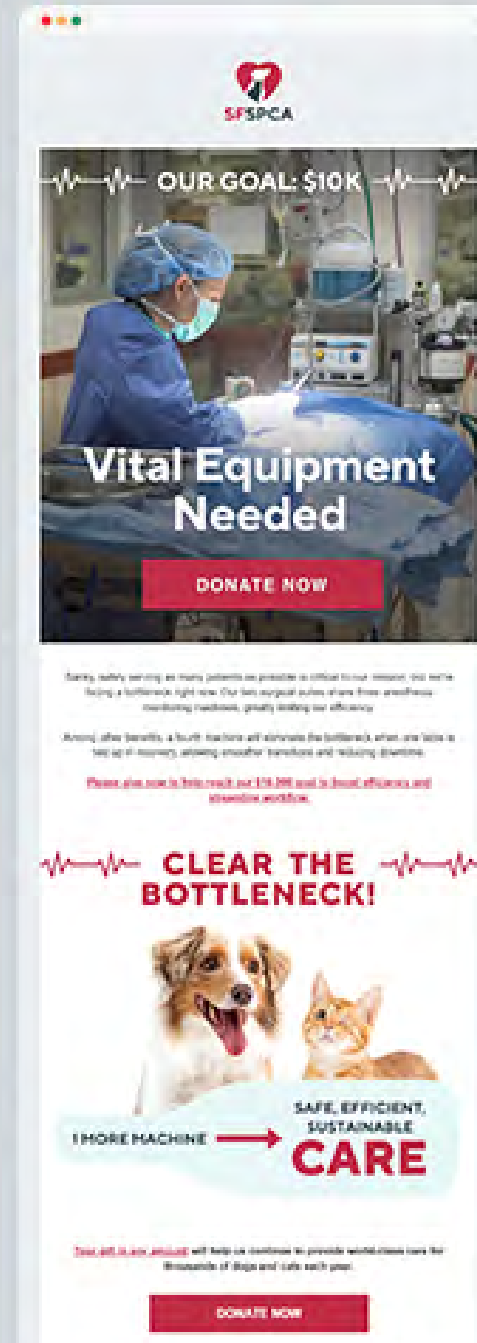
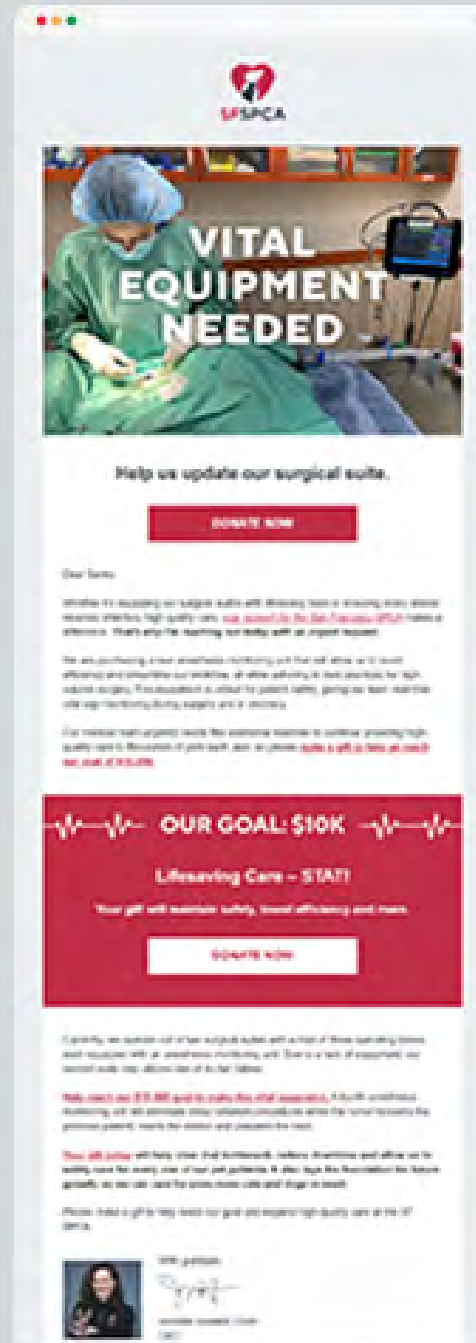
The campaign launched in September, meaning if successful its model could be incorporated in time for GivingTuesday. But since it only included three emails and a donation form, the costs of an unsuccessful test campaign were kept in check. The idea tested this time was a variation of a "fund a need." SF SPCA typically features animal stories in its appeals, but this campaign instead highlighted a critical capital need--a new anesthesia monitor to increase the capacity of their operating room.

The campaign had a \$10,000 goal. Previous efforts around this time of year typically raised between \$4,000 and \$7,000. The Pilot Campaign soared past the goal on the second email, so the third and final email was swiftly revised into a thank you message with a softer ask. More importantly, this enthusiastic response also illuminated a path forward for GivingTuesday. That campaign featured a transport van and would go on to enjoy similar success.

“Lifesaving Care – STAT!”



CLEAR THE BOTTLENECK!



DIGITAL RENEWAL

Return to Freedom 2025 Emergency Appeal

GROSS REVENUE
\$81,533

CAMPAIGN COST
\$2,446

COST TO RAISE \$1
\$0.03

AVERAGE GIFT
\$153.00

CHANNELS
Website, Social Media, Email

NONPROFIT NAME
Return to Freedom

LAUNCH DATE
4/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

Return to Freedom (RTF) faced an urgent funding shortfall driven by rising costs and an increasing number of rescued horses. With over 450 wild horses in daily care and mounting policy threats, immediate action was critical.

A digital emergency appeal was launched, centered on clarity, urgency, and targeted segmentation. The campaign included two emails, a website pop-up, and organic social content, tailored for Active donors, Lapsed donors, Non-Donors, and new leads to ensure each audience received relevant, relationship-based messaging.

Creative was intentionally streamlined for impact. The first email prioritized bold highlights, scannable bullets, and an unambiguous ask, quickly moving from problem to solution. A compelling match offer heightened urgency and impact. A follow-up intensified the stakes, emphasizing how immediate support would sustain feed, veterinary care, advocacy, and rescue readiness.

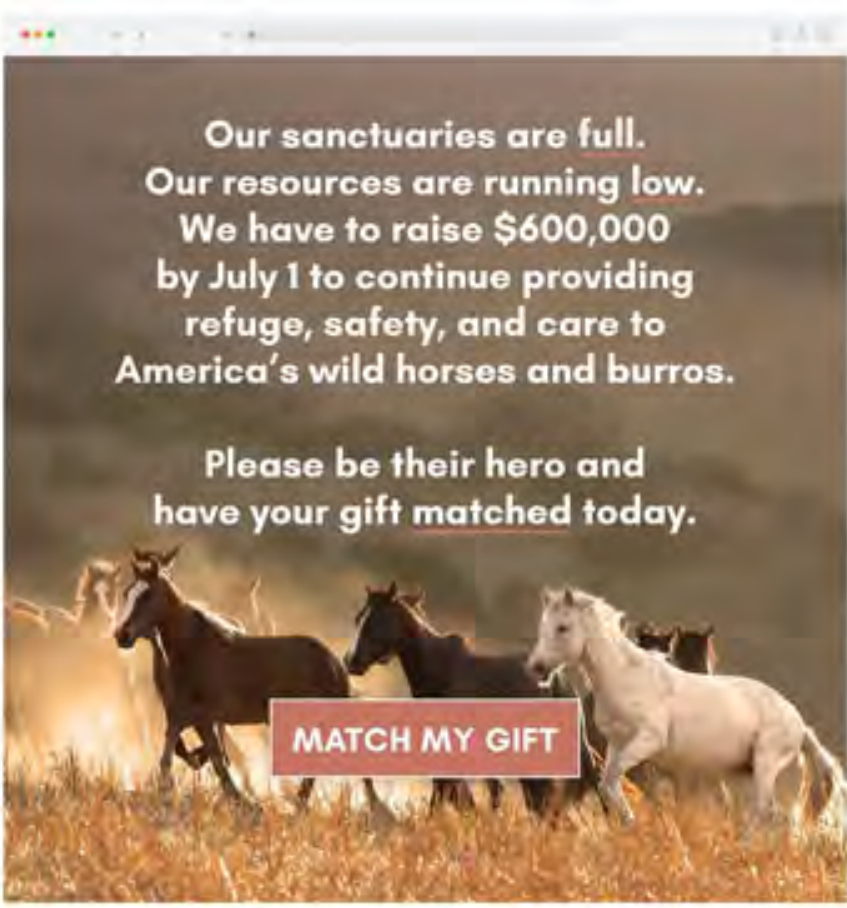
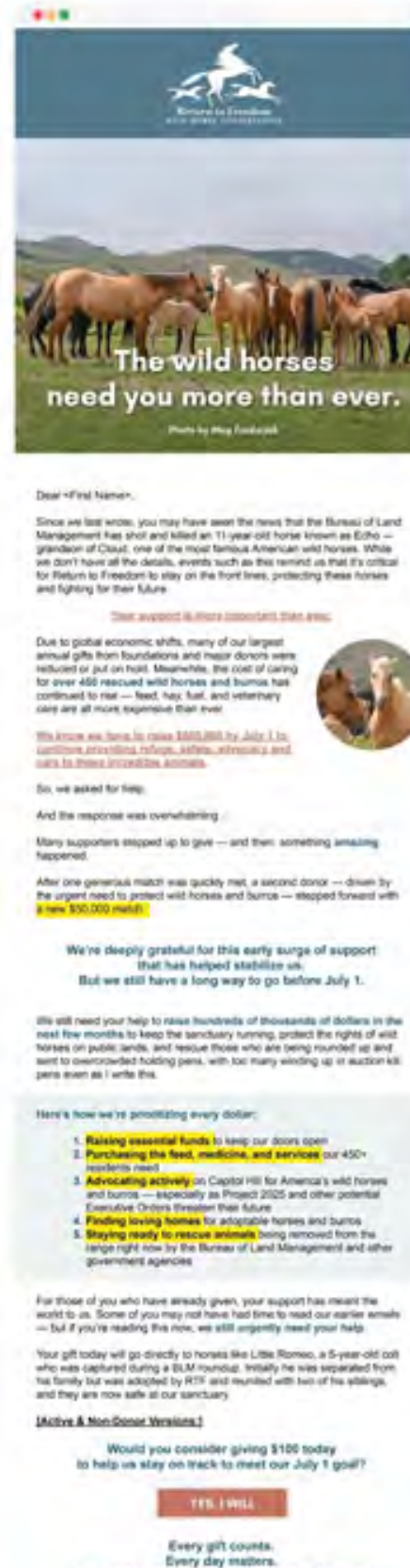
The campaign reached 39,572 supporters, generating 532 gifts and \$81,533 in revenue, with a strong \$153 average gift. A 1.34% response rate, including a record 4.41% from donors, demonstrated the effectiveness of focused segmentation and disciplined creative.

Most importantly, this became RTF's strongest digital campaign to date, transforming financial uncertainty into momentum and securing critical funds to protect America's wild horses in a pivotal moment.

“ We’re facing the toughest challenge in our 28-year history, and every action we take, every life we save, depends on you. ”

AGENCY NAME
Nexus Direct

TARGET AUDIENCE
36+ month donors, 13-24 month donors, 25 - 36+ month donors, Mid-Level Donors, Prospects,



DIGITAL RENEWAL

September Anniversary/Fiscal Year-End Digital Campaign

GROSS REVENUE
\$37,815

CAMPAIGN COST
\$6,125

COST TO RAISE \$1
\$0.16

AVERAGE GIFT
\$114.94

CHANNELS
Website, Email



NONPROFIT NAME
National Museum of the American Indian

LAUNCH DATE
9/4/2025

WHY IS YOUR ENTRY SUCCESSFUL

“National Museum of the American Indian’s September digital campaign transformed a traditional anniversary touchpoint into a powerful fiscal year-end fundraising engine. While the museum had historically celebrated the anniversary of its opening in September, this campaign strategically paired that milestone with a 9/30 fiscal year-end deadline and a \$10,000 matching gift challenge.

The campaign combined celebratory storytelling with performance-driven digital strategy: a 7-effort email series, a website donation lightbox, and visually engaging creative. Messaging honored Charter Members’ longstanding commitment while inviting current members, lapsed donors, and subscribers to make a gift that would be doubled before the fiscal year closed.

The campaign achieved nearly 200% of the projected revenue goal and drove a 130% year-over-year increase in revenue, dramatically surpassing recent September benchmarks (FY24-\$24K, FY23-\$23K, FY22-\$25K).

These results are especially meaningful given the operational context: this was the museum’s first major appeal after migrating CRMs and it launched during post-IP warming ramp-up, when email volume must be increased gradually as inbox providers establish trust in a new sending environment. Despite these challenges, the campaign delivered record performance and established a scalable strategy for future fiscal year-end digital fundraising.”

“Meet the artists you help us showcase”

AGENCY NAME
Avalon Consulting Group

TARGET AUDIENCE
13-24 month donors, 0-12 months donors, Sustainers

NATIONAL MUSEUM of the AMERICAN INDIAN

Fiscal Year-End Goal: \$10,000
Every gift received before September 30 will be MATCHED!

MATCH MY GIFT

Dear Amirah,

For over twenty years, the National Museum of the American Indian has inspired millions of people to shift their perspectives on Indigenous peoples and cultures—and reimagine our nation’s story as one deeply shaped by the first Americans.

Thanks to friends like you, we’ve brought groundbreaking exhibitions to life, reached new generations of learners, and served as a trusted partner for Native communities. Not just in Washington, DC and New York City, but around the world.

Now, we need your help to keep the momentum going. With just a few weeks left before our fiscal year ends on September 30, your support can help secure the museum’s future.

Amirah, will you help us reach our critical goal of raising \$10,000 before we close our books on September 30?

Join the museum today and every dollar you give will be matched, doubling the impact of your support.

Join now with a MATCHED gift to receive your exclusive 2026 Member Calendar!

MATCH MY GIFT

Become a member before September 30 and you’ll also receive our 2026 Member Calendar as a special thank you!

We rely on friends like you to amplify Indigenous perspectives and share them with the world, and there’s never been a more exciting time to support the museum.

Right now, your generous gift will go twice as far to develop groundbreaking exhibitions and programs that uplift Native cultures in all their richness, depth, and diversity, including:

- *Unbound: Narrative Art of the Plains*
- *Water’s Edge: The Art of Truman Lowe*
- *Story Time*, an interactive program for children featuring a children’s book by a Native author

Together, we can ensure that the museum continues to serve as a place where millions of people can be moved by the true experiences of Native Americans.

Please become a member before September 30 to help the museum end the fiscal year strong. Every donation will be 100% matched, up to our \$10,000 goal.

With the fiscal year end quickly approaching, your generosity ensures that Indigenous stories continue to be told with authenticity, respect, and care.

Thank you!

National Museum of the American Indian

P.S. The museum’s fiscal year ends on September 30, and we’re hoping you will help us raise \$10,000 to start the next fiscal year off strong. **Please become a member today, your gift will be MATCHED, doubling your impact!**

MATCH MY GIFT

Dear Amirah,

The National Museum of the American Indian’s mission isn’t just about the past.

It’s also about the present and future. It’s about how we understand each other, and with every contribution, generous supporters like you allow the museum to spark curiosity. Today marks 21 years since we opened our flagship museum on the National Mall to share the enduring beauty and richness of Indigenous cultures with the world.

Amirah, our Fiscal Year-End deadline is September 30. Can we count on you to help us continue to inspire millions with real Native stories?

Please join the museum now to ensure your gift will DOUBLE in impact.

When you become a member by September 30th, you’ll receive our 2026 Member Calendar for FREE as a gift of gratitude!

Your gift amplifies Indigenous artists like...

Tlingit Glass Artist Preston Singletary.

Acclaimed Hoočak Artist Truman Lowe.

Multi-Award Winning Arikara, Hidatsa, Blackfeet and Plains Cree Artist Lauren Good Day.

Please, help honor 21 years of stewarding Indigenous stories and meet our match goal to raise \$10,000 by September 30th!

Thank you!
National Museum of the American Indian

DOUBLE MY GIFT >>>

Celebrate 21 years with a MATCHED gift today!

Match your gift to amplify Indigenous artists like:

► DY Begay (Diné)

Photo by Peter Ellzey, 2022.

00:00:00
HOURS MINUTES SECONDS

FISCAL YEAR END MATCH WILL END AT MIDNIGHT
Help get us to the finish line!

DOUBLE MY GIFT >>>

Dear Amirah,

The National Museum of the American Indian’s fiscal year ends at midnight tonight, which means this is your **LAST CHANCE** to have your gift matched, dollar-for-dollar up to our \$10,000 goal.

Please, make a special membership gift now to take advantage of this opportunity and set the museum up for success in the year ahead.

And remember, your membership gift before **MIDNIGHT TONIGHT** unlocks a free 2026 Member Calendar to hang on your wall!

Match your gift before the midnight deadline and receive our 2026 Member Calendar!

DOUBLE MY GIFT >>>

NAME: Amirah T...
EMAIL: amirah@...
DEADLINE: 09/30/2025
GIFT STATUS: PENDING

Will you update your gift status to help meet our Fiscal Year-End Goal?

MATCH MY GIFT

NATIONAL MUSEUM of the AMERICAN INDIAN

DIGITAL RENEWAL

Thanksgiving 2025

GROSS REVENUE \$58,716

CAMPAIGN COST \$15,900

COST TO RAISE \$1 \$0.27

AVERAGE GIFT \$78.71

CHANNELS Display Advertising, Social Media, Email

NONPROFIT NAME St. Francis House

LAUNCH DATE 10/15/2025

WHY IS YOUR ENTRY SUCCESSFUL

Thanksgiving is a special holiday for St. Francis House and their guests. They have a big Thanksgiving celebration for their guests, staff, volunteers, and members of the community. St. Francis House offers a wide range of services to their guests, from meals and clothes, to job training and substance use disorder recovery care. However, oftentimes, the first time a guest visits St. Francis House is to have a meal, bringing even more meaning to the Thanksgiving celebration. What could be a lonely, harsh day for someone experiencing homelessness is a special holiday filled with comfort, dignity, and gratitude.

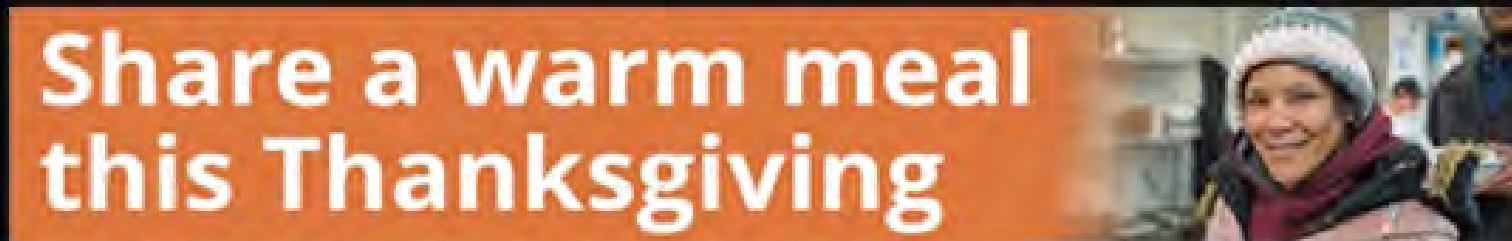
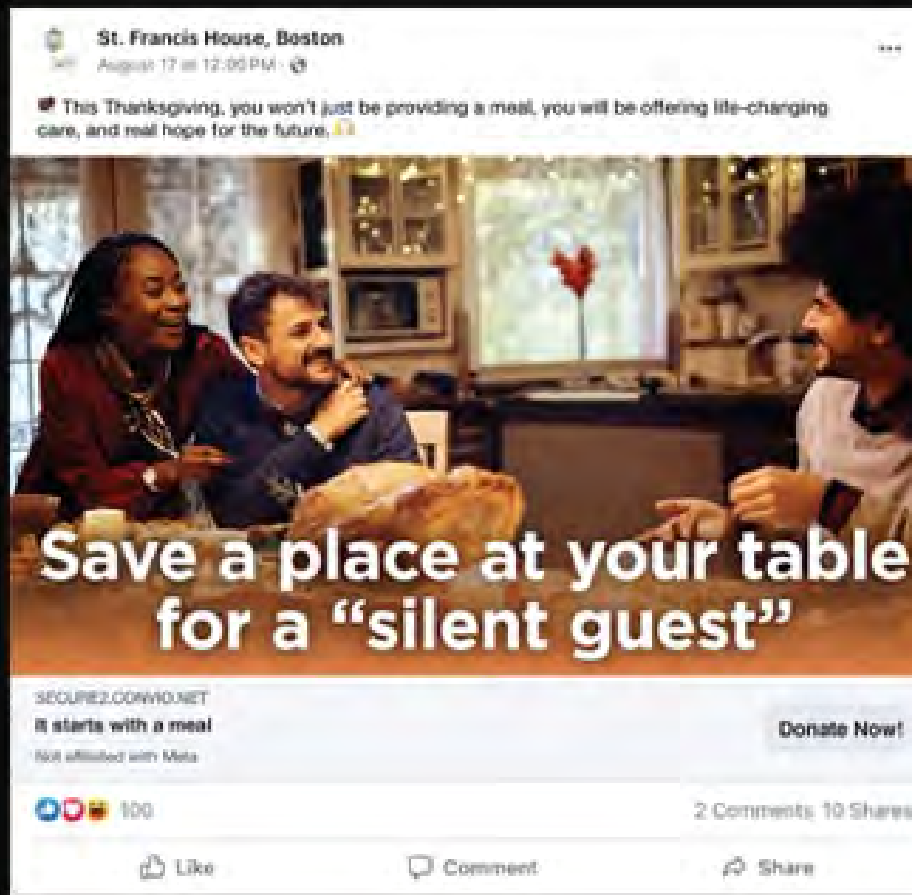
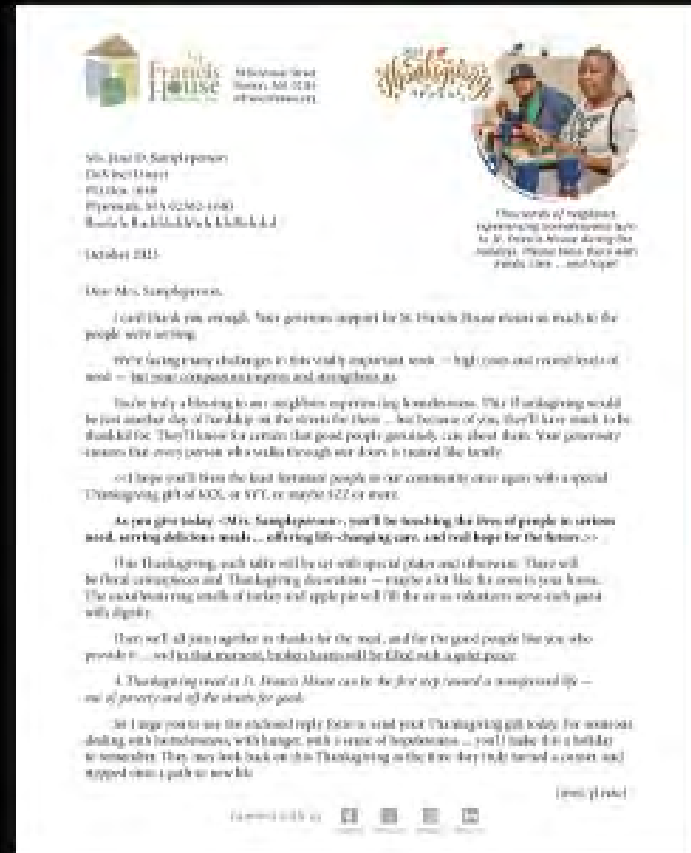
It's also major theme in their fundraising program from early fall through November, raising as much as Calendar Year End overall. So, it's critical that we execute a comprehensive campaign to ensure we're maximizing revenue. The digital campaign to these known audiences plays an important role in the larger strategy, with the campaign

The campaign included video. Please see the link: https://davincidirect.box.com/s/2torx72uwfha4j7xanhbmu8c3s8etx5k

“ Bless a hungry neighbor with a warm meal – and a second chance ”

AGENCY NAME DaVinci Direct

TARGET AUDIENCE 13-24 month donors, 0-12 months donors, 25 - 36+ month donors



DIGITAL RENEWAL

UCS Giving Tuesday - Science Network Spotlight

GROSS REVENUE \$183,253

CAMPAIGN COST \$13,000

COST TO RAISE \$1 \$0.00

AVERAGE GIFT \$102

CHANNELS Email



NONPROFIT NAME Union of Concerned Scientists (UCS)

LAUNCH DATE 12/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

UCS had a very creative and successful email strategy for Giving Tuesday in FY26. Year-over-year, UCS had a 17% increase in total gifts, a 4% increase in average gift size, and a 22% increase in revenue from our email campaign. All other digital channels (ads and SMS) other than web giving were also up, which our email strategy supported. Web being down can be largely attributed to shifts in AI search algorithms.

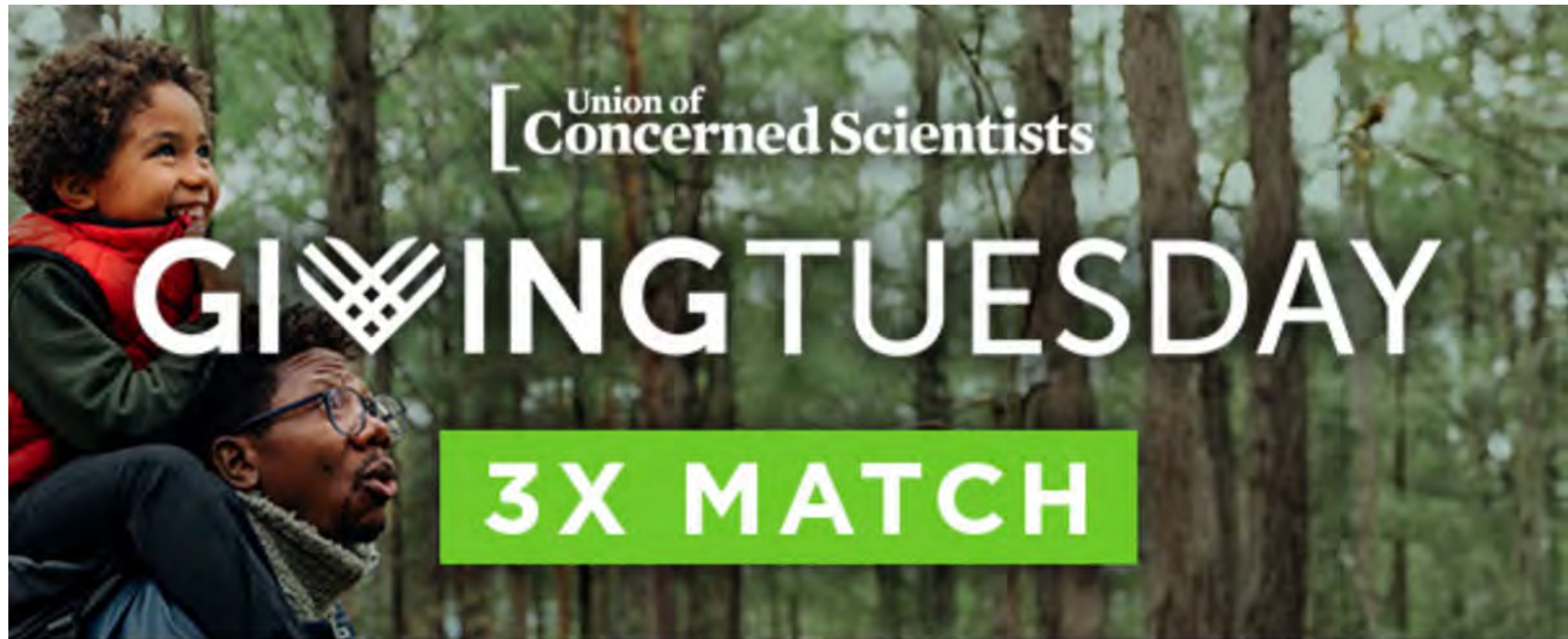
Email helped UCS meet our publicly listed goal of 2,000 total gifts as well as our internal goal of 2,396 total gifts. This year we also included a micro-/audience-specific goal of 250 gifts from volunteer experts in our UCS Science Network that was significantly exceeded, including a conditionalized thermometer and copy across all core marketing segments!

In addition to 3X match messaging, this year we chose to amplify messaging that focused on the power of the scientific community and highlighted how UCS is defending and protecting science. The campaign used timely threats, like the Trump administration's attacks on the 2009 Endangerment Finding and federal scientists, to further drive urgency.

Our 5-message series heavily spotlighted our UCS Science Network, including a story-telling message "from" a volunteer expert who is part of our UCS Science Network who spoke authentically to their experience mixing their scientific background with UCS advocacy efforts.

AGENCY NAME M+R Strategic Services

TARGET AUDIENCE 25 - 36+ month donors, 36+ month donors, 0-12 months donors, Mid-Level Donors, Sustainers, 13-24 month donors, Prospects



EMAIL # 1

From: Julia Kent, Chief Development Officer
SL: Starting now: 3X Giving Tuesday MATCH to defend science



Hi (if FirstName) (FirstName), (else) UCS Supporter, (end)

It's that time of year again. Giving Tuesday is tomorrow! This year, I want to begin by sharing some personal thoughts:

When President Trump took office again, I expected the attacks to be harsh, but I never imagined they'd be this dangerous and cruel. Science is under siege. Our communities are at risk. Our planet is in jeopardy.

But what keeps me hopeful is how our community has rallied around the Union of Concerned Scientists (UCS) to fight back. The scientific community—including science defenders like you—is stronger together.

And right now, your gift will count toward a special Giving Tuesday 3X Match. Hurry—strengthen your support with a 3X Match gift now >>>

Despite the challenges we've faced in 2025, UCS has pressed on, leading the charge to defend science, our planet, and our communities. Thanks to support from members like you, this year alone, we have already:

- Provided specialized trainings and resources for the UCS Science Network community of experts. We are offering frequent expert-hosted events and resources to help experts like you realize and apply your power to science-related issues with the goal of improving lives and outcomes for all.

EMAIL # 2

From: Dr. Charlotte Levy, UCS Science Network
SL: As a climate scientist and a mom, I'm asking you...



UCS Supporter, scroll through your newsfeed, and read the headlines. Is this the future you want? And if it isn't, what can we do together to change it?

I'm a climate scientist and a new mom. These questions mean more to me now than ever. My daughter will be living in the future we create today. That's why I'm so grateful to the Union of Concerned Scientists (UCS) for being an organization I can trust, and one I'm proud to work with to build a more just and healthy future.

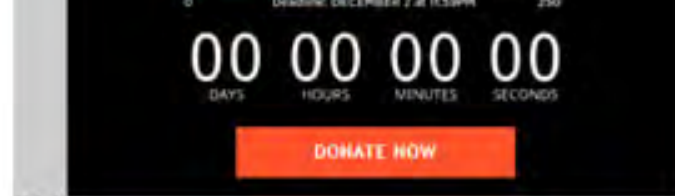
Today, on Giving Tuesday, the most powerful thing I can do to move that work forward is to strengthen my support to UCS with a 3X Match gift. Will you join me? Remember, your gift will TRIPLE in impact but only until midnight tonight!

Early on in my career, I learned that science is a collaborative discipline. No one changes the world alone. That's why I joined the UCS Science Network in 2018. Our growing community of 22,000 experts across many disciplines work together to advance science-based solutions to our world's most pressing problems.

Thanks to support from members like you, during my time with the network, I've defended scientists' jobs, pushed for action, and...

EMAIL # 4

From: Alex @ UCS
SL: Urgent: This is an emergency moment for science



MATCH EXPIRING: We're just hours away from our Giving Tuesday deadline. Can we count on you to defend science with a 3X Match gift before midnight? >>>

EMAIL # 3

From: Giving Tuesday Match @ UCS
SL: ICYMI: Making sure you saw this, (FirstName)...

RESEND of EMAIL 2 with lift note email format

EMAIL # 5

From: 3X Match Extended @ UCS
SL: We're so close to reaching our new goal, (FirstName)...

Deadline extension email format

OTHER CHANNELS

- Digital Ads, including: Search, Display, CTV, Social, Performance Max, Paid SMS

Broadcast SMS/MMS

Website splash page



“As a climate scientist and a mom, I'm asking you...”



DIGITAL RENEWAL

World Sight Month Digital Campaign

GROSS REVENUE
\$42,231

CAMPAIGN COST
\$7,825

COST TO RAISE \$1
\$0.18

AVERAGE GIFT
\$133.22

CHANNELS
Website, Email, Texting



NONPROFIT NAME
Orbis International

LAUNCH DATE
9/29/2025

WHY IS YOUR ENTRY SUCCESSFUL

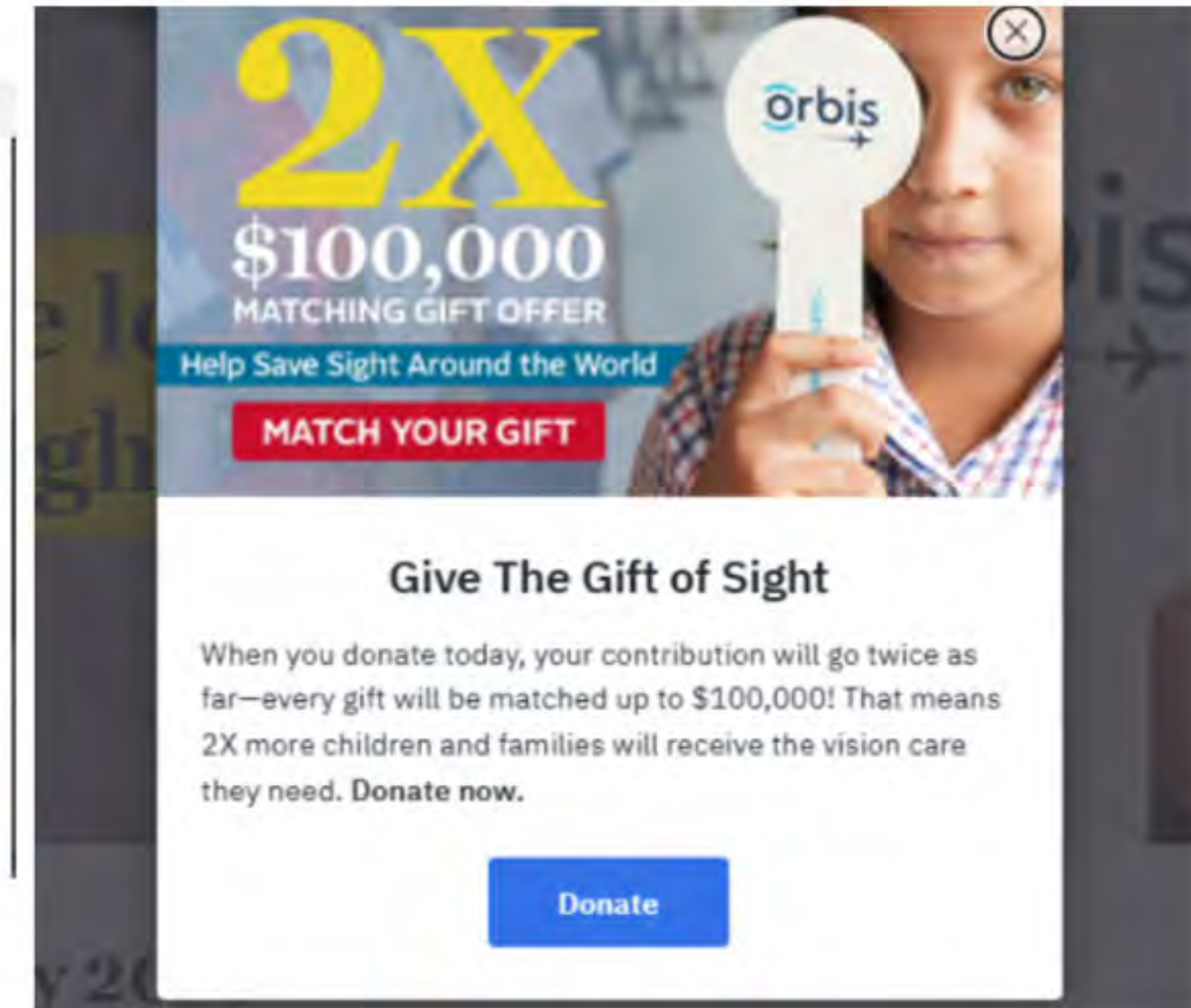
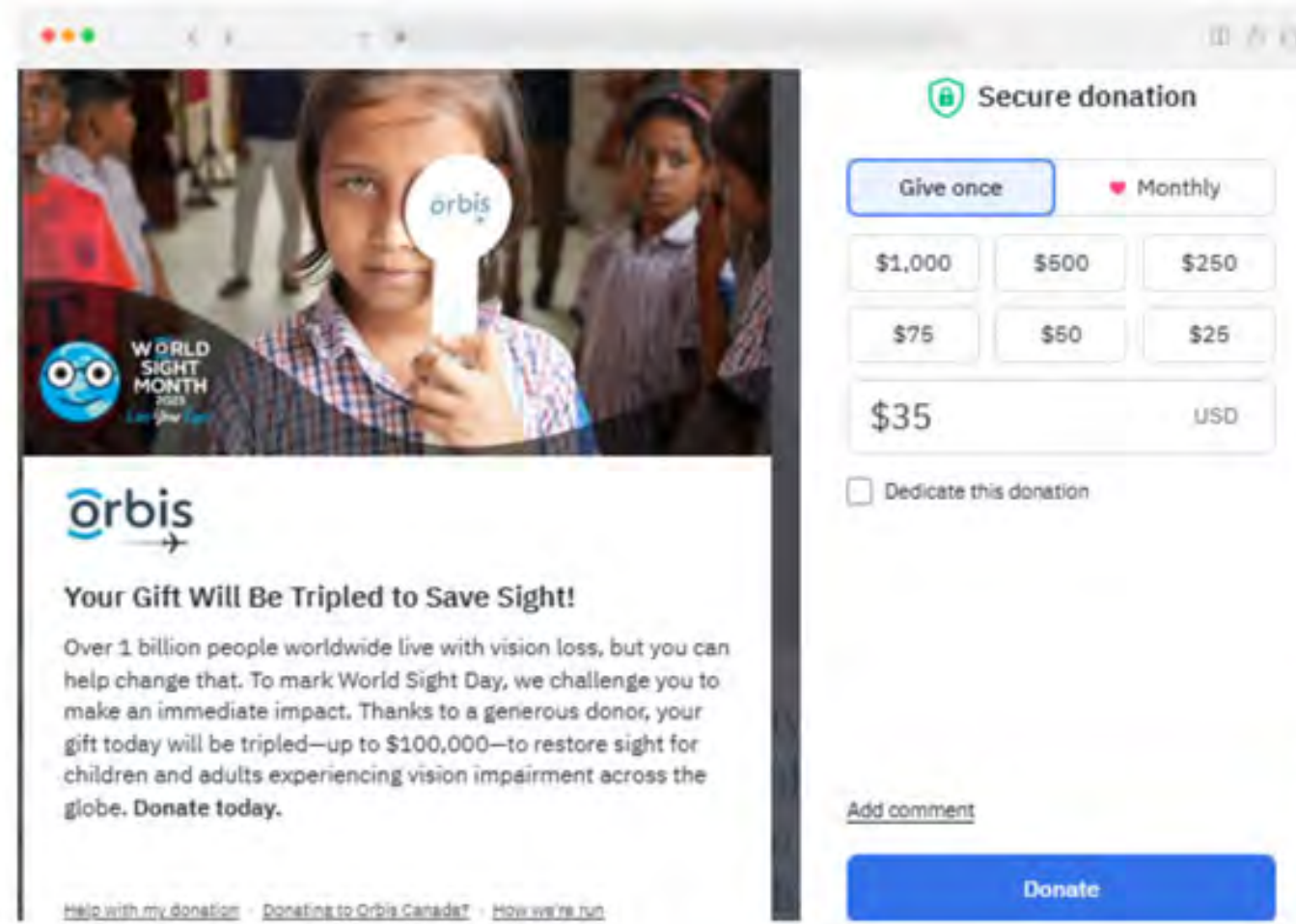
While 90% of all vision loss is treatable or preventable, billions of people lack access to the sight-saving care they need to thrive. And on World Sight Day (WSD), organizations like Orbis bring awareness to vision impairment and blindness around the world. Through this campaign, Orbis was able to raise money to help ensure that no one goes needlessly blind by helping provide critical sight-saving care like eye screenings and glasses to people.

In 2025, World Sight Day fundraising evolved from a single email into a month-long digital campaign branded as "World Sight Month," which featured a matching gift offer across Email, Web, and SMS. The campaign raised \$42,231 from over 300 gifts - this more expansive, multi-channel effort drove a significant increase in revenue from the \$2,989 raised in 2024 - an incredible 13X lift in performance and exceeded projections by 135%!

AGENCY NAME
Lautman Maska Neill & Company

TARGET AUDIENCE
Sustainer, Mid-Level Donors, 0-12 months donors, Prospects, 13-24 month donors

“Make a special MATCHED gift in honor of World Sight Day—because everyone, everywhere, deserves the chance to love their eyes!”



DIGITAL PAID MEDIA + OUTREACH ACQUISITION



DIGITAL ACQUISITION

39 Mile Challenge for Our 39th President

GROSS REVENUE
\$296,503

CAMPAIGN COST
\$105,606

COST TO RAISE \$1
\$0.36

COST PER NEW DONOR
\$47

AVERAGE GIFT
\$133

CHANNELS
Social Media

NONPROFIT NAME
The Carter Center

LAUNCH DATE
2/13/2025

AGENCY NAME
GoodUnited

TARGET AUDIENCE
Prospects

WHY IS YOUR ENTRY SUCCESSFUL

The Carter Center has relied on direct mail to drive acquisition since the 1990s but in recent years, our acquisition response rate dropped from approx. 50% to 30%. Additionally, The Carter Center was hesitant to extend fundraising to new channels. We believed peer-to-peer fundraising was only useful for organizations focused on health causes in the U.S. and that it wouldn't be relatable for international development work. In short, we needed to boost acquisition and modernize our marketing mix.

The 39-Mile Walk Challenge campaign in honor of our 39th President addressed a significant drop in acquisition and overcame pessimism toward peer-to-peer fundraising. Reaching donors through Facebooks ads, the campaign asked them to join a virtual challenge of walking 39 miles in March 2025 while encouraging friends and family to support Carter Center's mission of alleviating suffering and advancing human rights – a mission begun by our 39th President Jimmy Carter.

The results of the campaign resoundingly proved not just that P2P was a viable acquisition channel, but also that donors were willing to sustain the Carter Center's work even after the loss of our founder.

“ In honor of Jimmy Carter, let's continue his proven strategies to advance human rights and alleviate suffering. ”

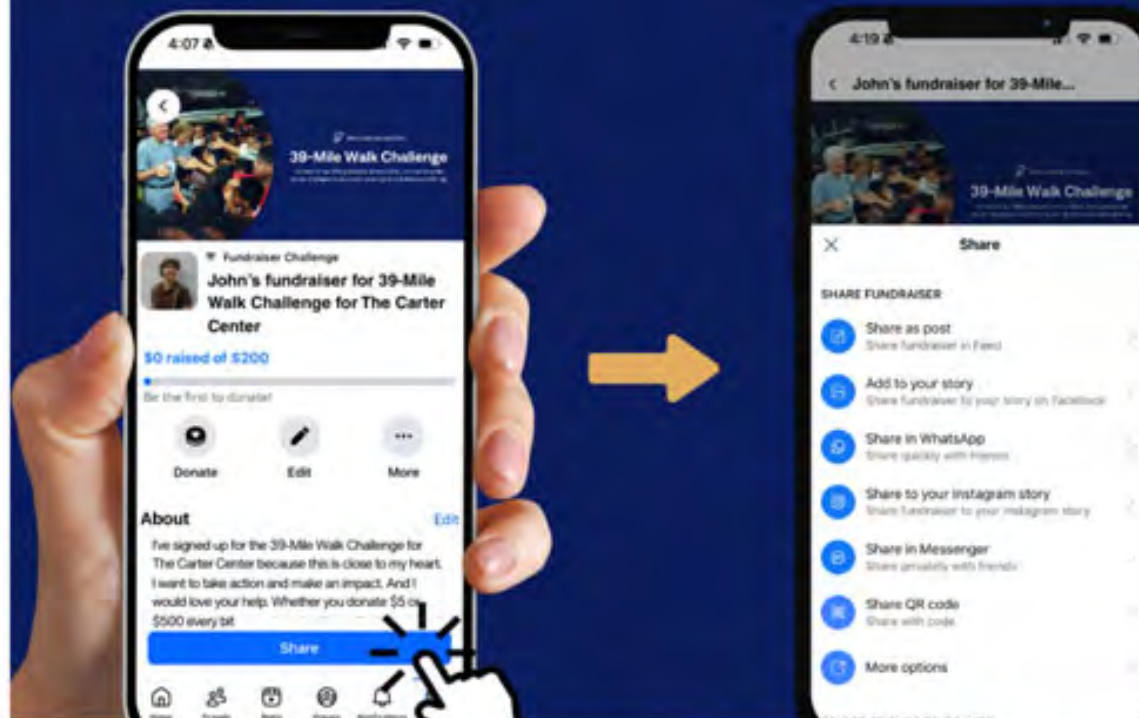


THE CARTER CENTER

39-Mile Walk Challenge

In honor of our 39th president, Jimmy Carter, let's continue his proven strategies to advance human rights and alleviate suffering.

Share your fundraiser
on the news feed, via text, or anywhere else.

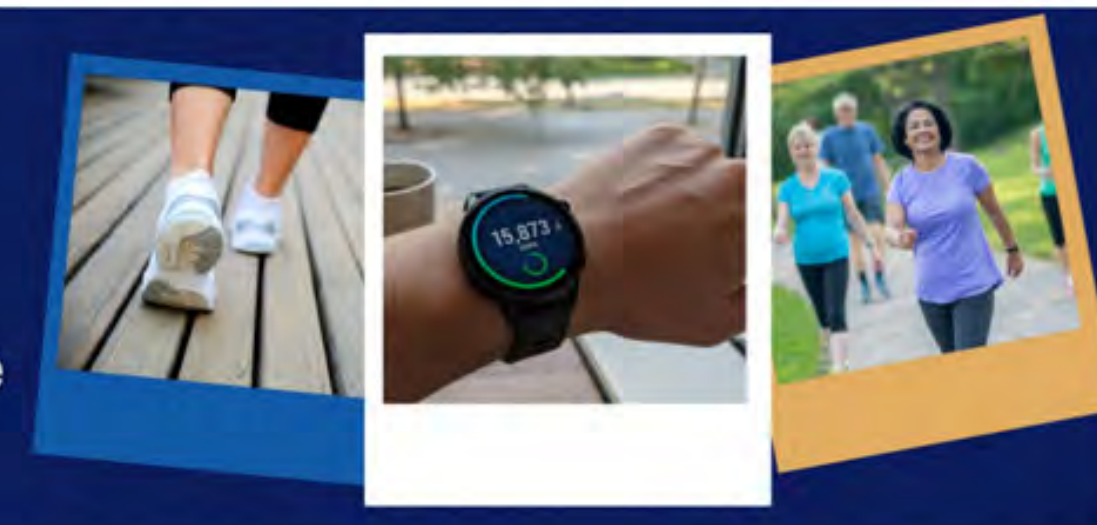


Invite your friends
to your fundraiser page so they
can cheer you on and make donations!



Post photos to your
fundraiser wall

Share why you're joining the challenge
and your progress so far!



THE
CARTER CENTER

DIGITAL ACQUISITION

Building a Scalable Planning Giving Pipeline through Digital

GROSS REVENUE
\$10,000

NONPROFIT NAME
Robin Hood

AGENCY NAME
Further

CAMPAIGN COST
\$39,000

LAUNCH DATE
9/10/2025

TARGET AUDIENCE
Prospects

COST TO RAISE \$1
\$3.90

COST PER NEW DONOR
1114

AVERAGE GIFT
\$10,000

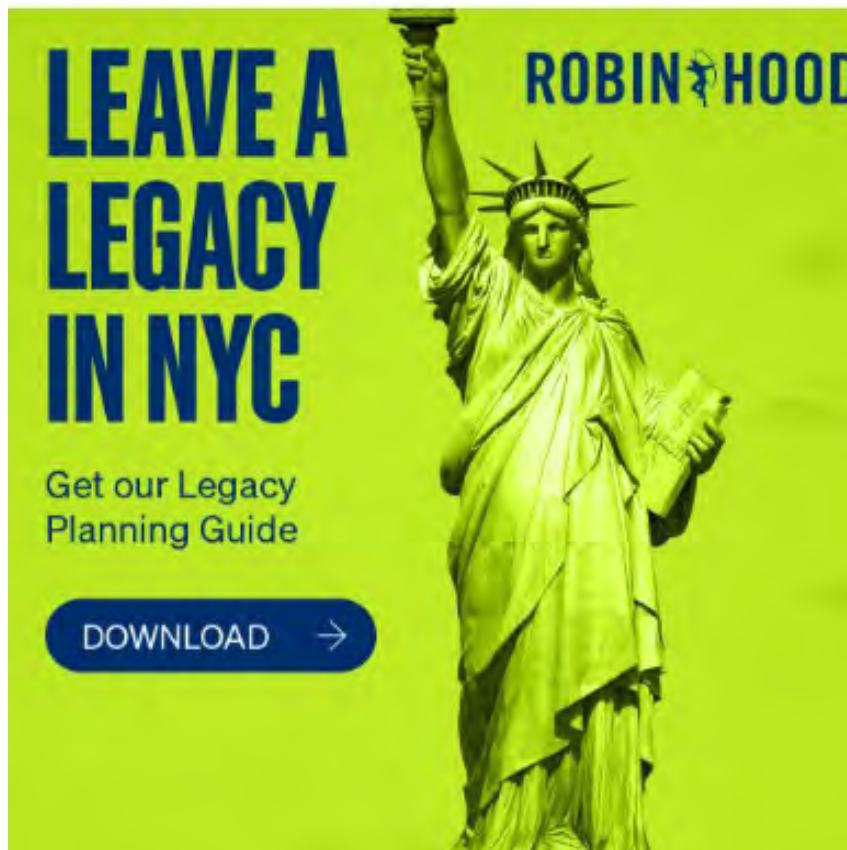
CHANNELS
Email, Search Engine Marketing, Social Media

WHY IS YOUR ENTRY SUCCESSFUL

This campaign was meaningful because Further partnered with Robin Hood to help modernize their Planned Giving strategy. Planned Giving programs have typically relied on offline or organic outreach but this pilot helped demonstrate that digital marketing can play a big role in growing the planned giving and midlevel pipeline.

Through a multi-channel digital strategy that encompassed paid social, search and email channels, Robin Hood was able to reach high quality prospects that are in the will-planning stages and inspire them to leave a legacy gift that would support New York City for years to come. Additionally, the team improved the user journey and cultivated leads through email and phone outreach. The results significantly exceeded benchmarks, generating more than 300 leads at under \$90 CPL. Among those leads 35+ individuals demonstrated strong intent to include Robin Hood in their legacy planning.

The campaign also led to one confirmed \$10k gift at year end. This pilot not only proved that digital can result in a cost effective lead pipeline, but also established a playbook for a scalable, multi-channeled communication approach for planned givers to engage deeper with the organization.



“*Leave A Legacy in New York City*”



DIGITAL ACQUISITION

Calendar Year End 2025

GROSS REVENUE
\$121,429

CAMPAIGN COST
\$30,160

COST TO RAISE \$1
\$0.25

COST PER NEW DONOR
\$55.54

AVERAGE GIFT
\$224.04

CHANNELS
Display Advertising, CTV, Social Media

NONPROFIT NAME
St. Francis House

LAUNCH DATE
12/8/2025

WHY IS YOUR ENTRY SUCCESSFUL

Prior to FY 25, the organization had done limited digital fundraising. We launched a broad, but still conservative, digital program in FY 25. It did very well, so in FY 26, the organization doubled their investment in digital. It was a significant investment and represented some risk for the organization. The investment paid off in significant ways!

With the additional investment, at Calendar Year End, we were able to increase the digital media in channels where we saw success the year before, including Meta, email, and texting. However, we were also able to invest in new channels, including YouTube, display/native, and CTV/OTT.

The audio in the video ads were donor testimonials about why they support St. Francis House, making the creative very personal and meaningful to the organization.

Beyond the metrics shown below, some other metrics representing the success of the campaign are:

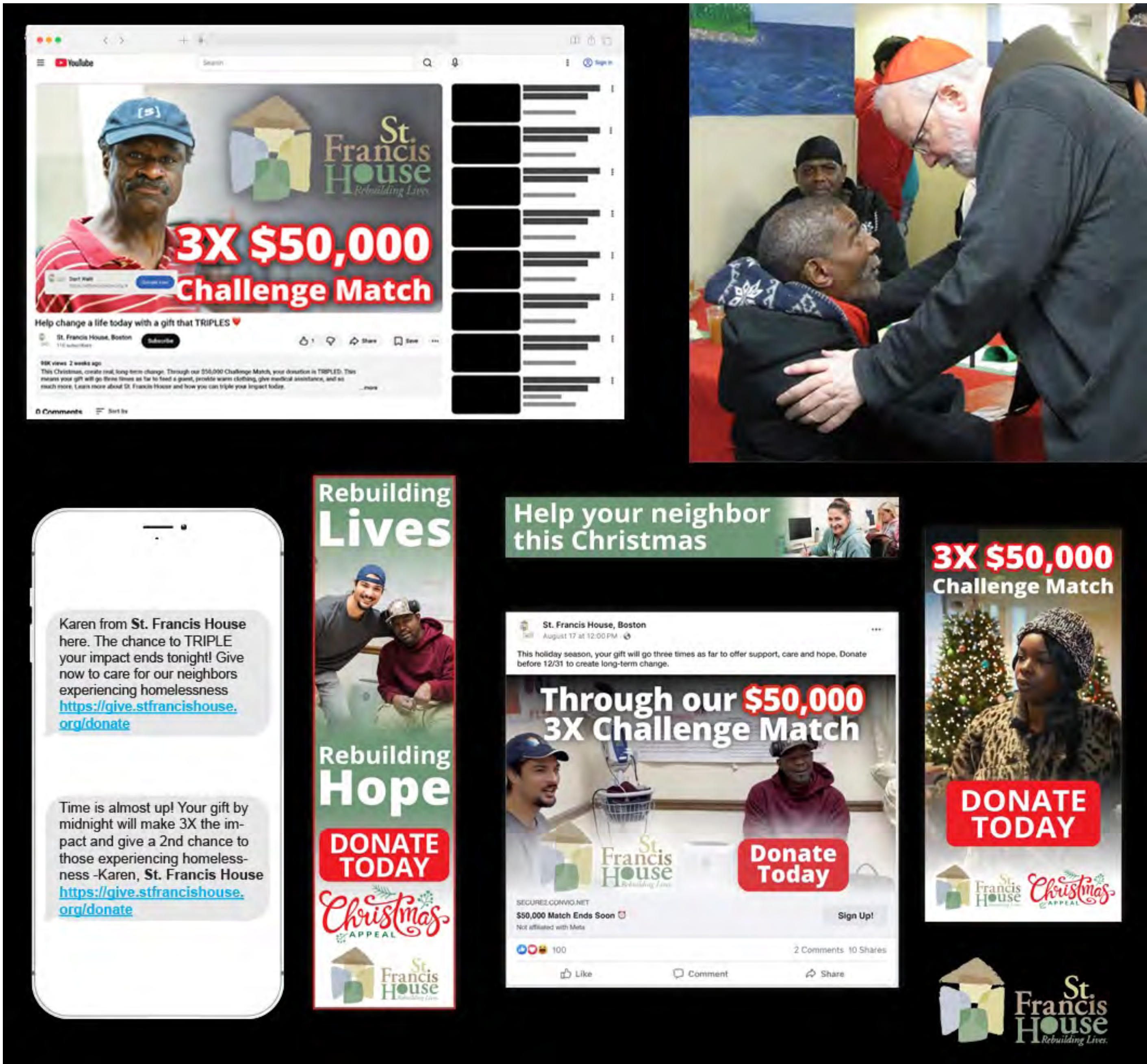
- YouTube views - 143,000
- Meta:
 - ROAS - \$4.81
 - Impressions - 450,378
 - Reach - 101,057 Reach
 - Clicks - 6,600 (2,190 Link Clicks)
 - Post Engagements - 94,649
- Display:
 - ROAS - \$14.20
 - Impressions - 501,169
- Clicks - 444
- Average Landing Page Dwell Time - 20+ seconds
- Native
 - ROAS - \$10.80
 - Impressions - 524,698
 - Clicks - 435
- CTV/OTT ROAS - \$2.00

Video creative:
<https://davincidirect.box.com/s/tqv34vg91og41a8fcnf3kg6iw5n07iun>

“ *St. Francis House is not just a homeless shelter. It’s a lifeline, offering people support, care and hope.* ”

AGENCY NAME
DaVinci Direct

TARGET AUDIENCE
Prospects



DIGITAL ACQUISITION

Cheers to Science Campaign

GROSS REVENUE
\$92,083

CAMPAIGN COST
\$28,876

COST TO RAISE \$1
\$0.31

COST PER NEW DONOR
\$29

AVERAGE GIFT
\$88

CHANNELS
Social Media, Direct Mail, Email

NONPROFIT NAME
American Association for the Advancement of Science

LAUNCH DATE
11/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

To acquire dedicated new members for their mission and drive essential revenue at the same time, AAAS launched the Cheers campaign ahead of the holiday season in November 2025 to an audience of prospective supporters.

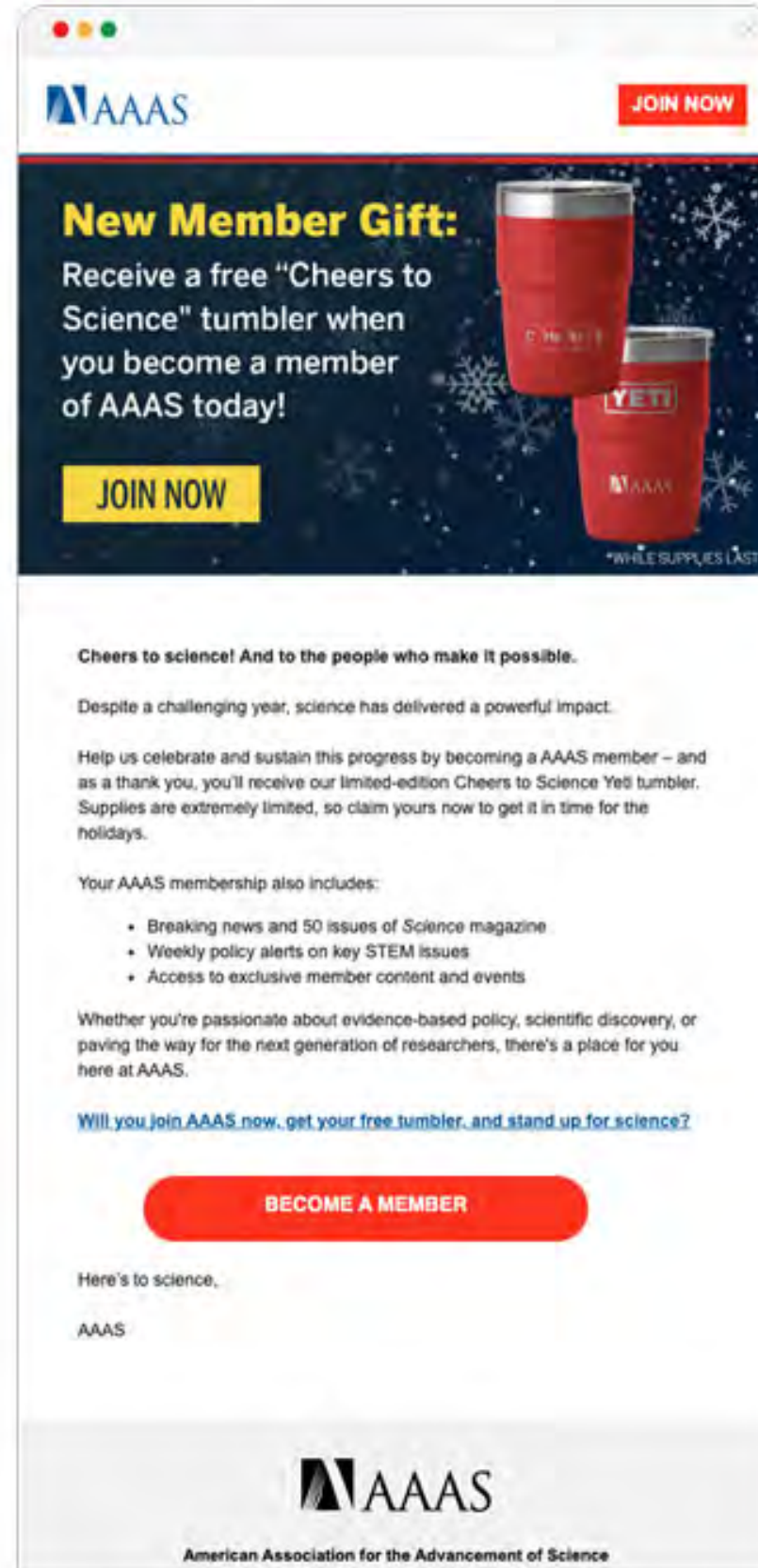
The appeal used straightforward and clear language and offered an enticing mission-based premium for \$84+ membership joins: a "Cheers to Science" Yeti tumbler in which the letters of Cheers were formed by elements from the periodic table.

The appeal also cleanly shared how membership in AAAS connects them with breaking news and updates from their organization's efforts, and highlighted the powerful impact that membership dues have in enabling the organization to lead in scientific discovery, inform policy, and support the future leaders of science.

*“ Cheers to Science!
And to the people
who make it possible. ”*

DIGITAL, PAID MEDIA & OUTREACH ACQUISITION

EMAIL



META ADS



DIGITAL ACQUISITION

Chesapeake Bay Foundation Influencer Acquisition Campaign

GROSS REVENUE
\$61,953

CAMPAIGN COST
\$13,800

COST TO RAISE \$1
\$0.22

COST PER NEW DONOR
\$60.53

AVERAGE GIFT
\$271.72

CHANNELS
Social Media



NONPROFIT NAME
Chesapeake Bay Foundation

AGENCY NAME
AGP

LAUNCH DATE
12/1/2025

TARGET AUDIENCE
Prospects

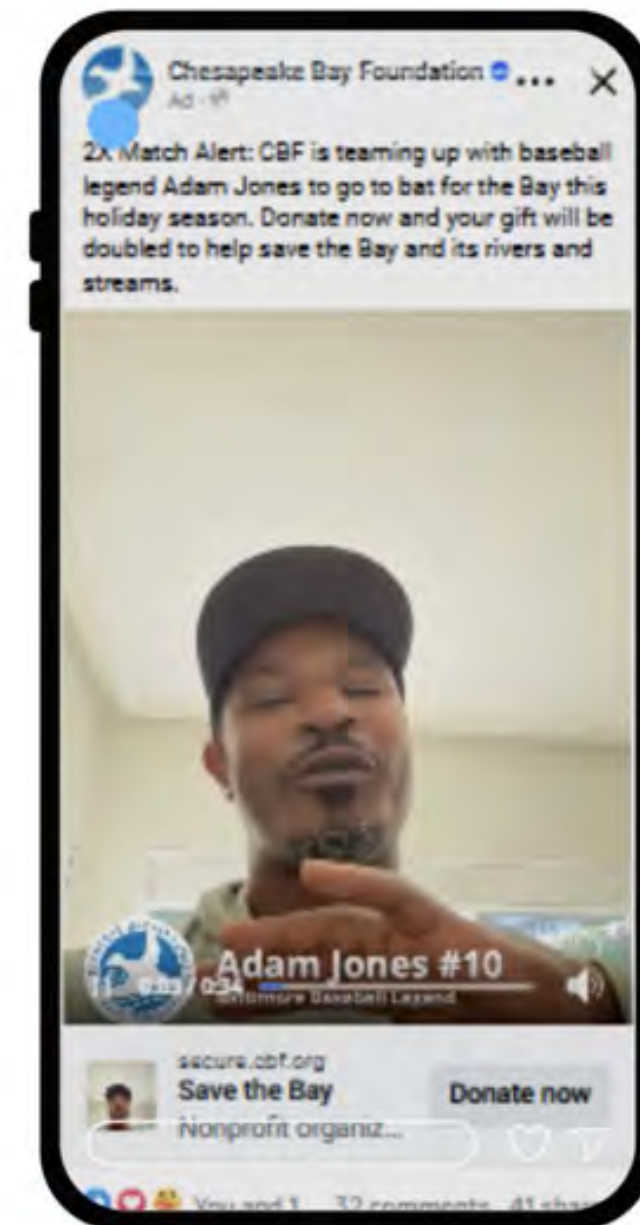
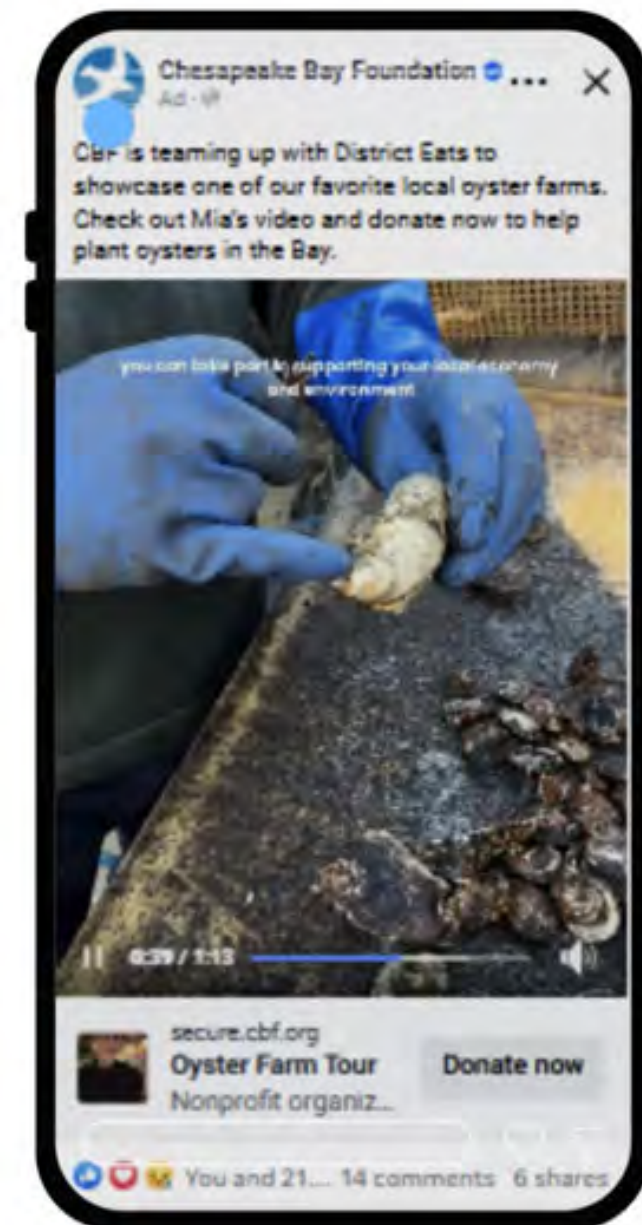
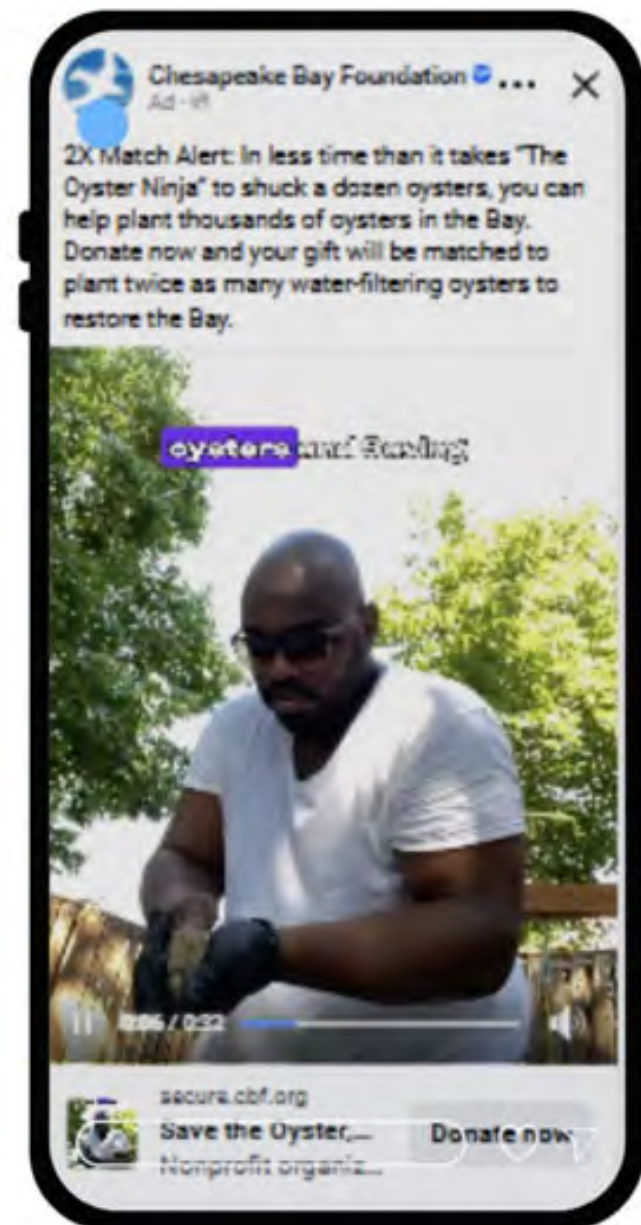
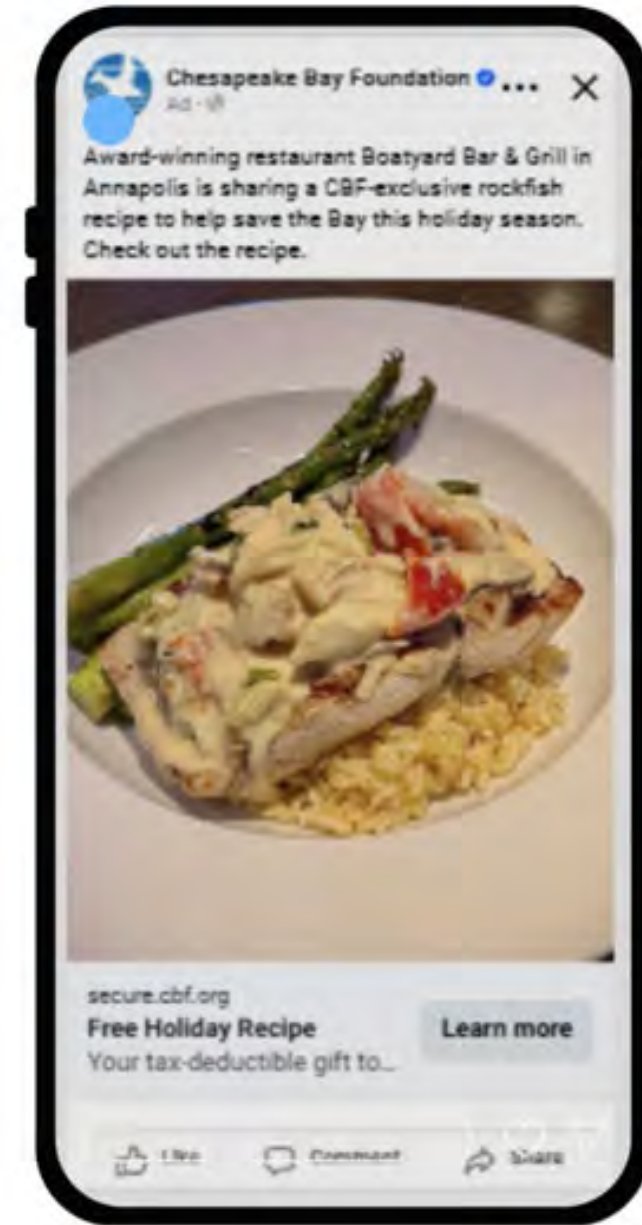
WHY IS YOUR ENTRY SUCCESSFUL

This campaign was meaningful because it allowed Chesapeake Bay Foundation (CBF) to expand its digital acquisition strategy by testing culturally relevant influencer and partnership content alongside its established paid social efforts. By combining trusted local influencers, a high-profile Cameo endorsement, and a mission-aligned promotional partnership, CBF extended its message beyond standard nonprofit creative and into authentic community voices connected to the Bay.

The campaign generated 228 gifts and \$61,953 in attributed revenue, delivering a \$12.45 ROAS and \$21.82 CPA—results that significantly outperformed sector benchmarks. The ROAS was more than 31x higher than the paid social benchmark of \$0.40 in the environmental sector, and the CPA was over 5x lower than the \$126 benchmark.

While the initial goal was to validate influencer and endorsement content as a viable fundraising channel, the results exceeded expectations by demonstrating both scale and efficiency. Factoring in all costs—including influencer fees, Cameo, platform access, and paid media—the campaign still delivered a strong \$4.49 overall ROI, proving this approach could drive meaningful donor acquisition while setting a new performance standard for CBF’s digital fundraising program.

“*Donate now to help plant oysters and restore the crab population in the Bay.*”



SOCIAL VIDEO & SCREENSHOTS



DIGITAL ACQUISITION

End of Year Campaign

GROSS REVENUE
\$41,653

CAMPAIGN COST
\$8,800

COST TO RAISE \$1
\$0.21

COST PER NEW DONOR
\$23.46

AVERAGE GIFT
\$94.67

CHANNELS
**Search Engine Marketing,
Social Media**

NONPROFIT NAME
Society of the Little Flower

LAUNCH DATE
11/1/2025

AGENCY NAME
Faircom New York

TARGET AUDIENCE
Prospects

WHY IS YOUR ENTRY SUCCESSFUL

This campaign was successful because it made a deliberate strategic choice: prioritize intent over scale at the most critical giving moment of the year. Rather than cast a wide net, the campaign focused on identifying and converting audiences ready to give. By clearly aligning platform roles - Google Performance Max to capture existing demand and Meta to nurture and activate high-potential audiences - we created an ecosystem that met donors where they were in their decision-making journey.

A key driver of success was a strong audience strategy. Faith-based signals, donor-informed lookalikes, and pre-engaged users ensured messaging reached people who demonstrated propensity to give. This allowed the campaign to maintain efficiency and relevance, even within a narrower 65+ demographic that is often harder to engage digitally.

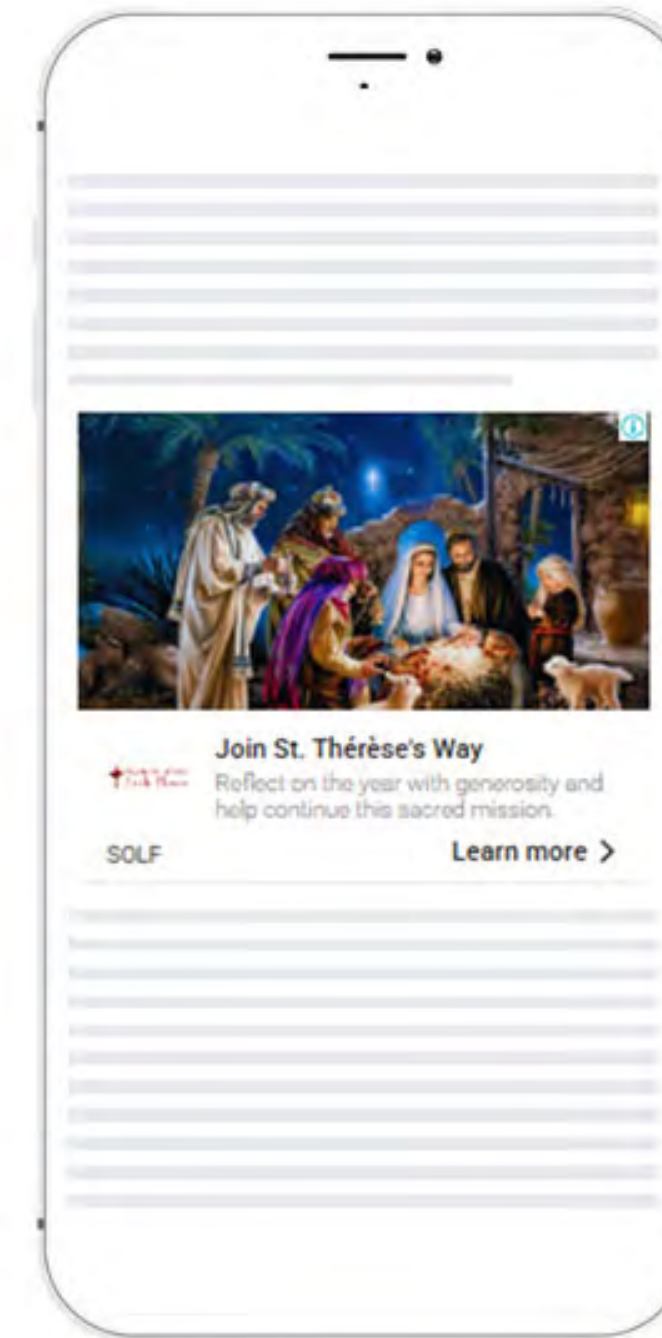
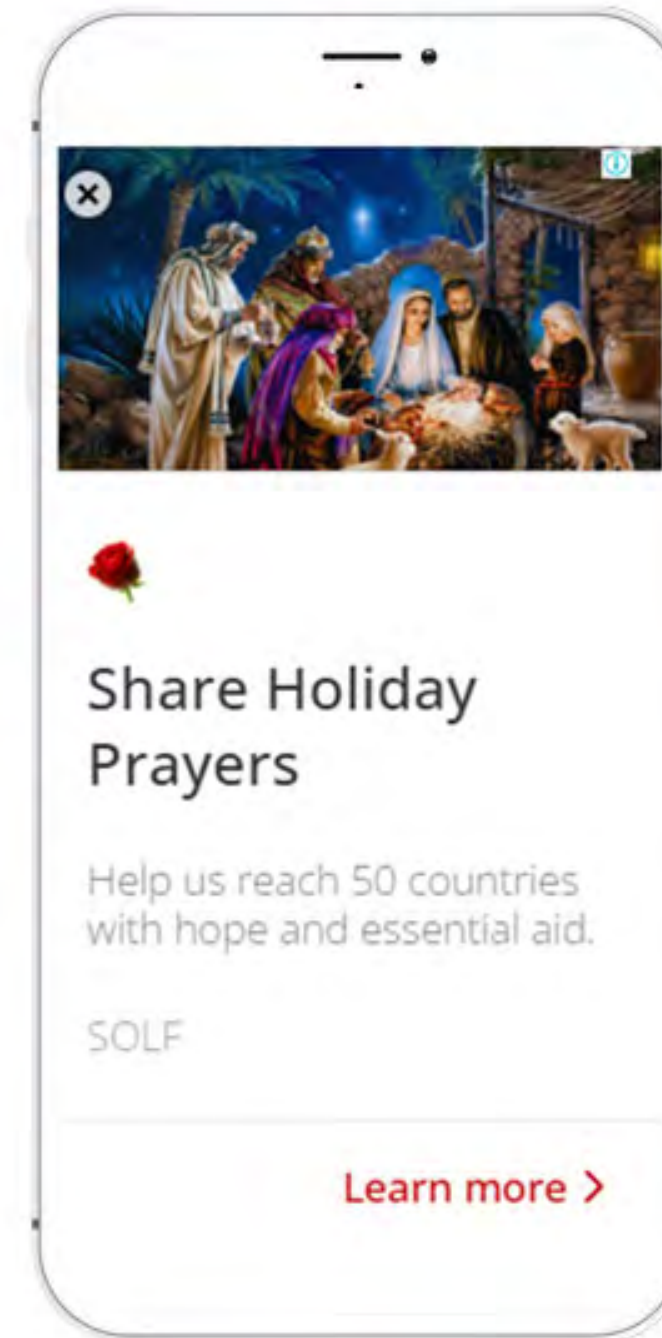
Equally important was timing and messaging. By leaning into urgency in the final days of December, the campaign tapped into a natural surge in donor intent, ensuring that media spend was concentrated when conversion likelihood was highest.

Ultimately, the campaign worked because it was highly intentional - every element, from targeting to channel mix to timing, was designed to capture existing demand and convert it efficiently. This focus resulted in strong conversion rates, high return on ad spend, and meaningful revenue without relying on large-scale reach

“ *Your generosity helps the Carmelites continue St. Thérèse’s “Little Way” through sharing love, faith, and compassion.* ”



DISPLAY ADS



SOCIAL



DIGITAL ACQUISITION

From Shutdown to Support: Feeding Children When SNAP Was at Risk

GROSS REVENUE
\$512,284

CAMPAIGN COST
\$12,467

COST TO RAISE \$1
\$0.02

COST PER NEW DONOR
\$37

AVERAGE GIFT
\$1,516

CHANNELS
Texting, Search Engine Marketing

DEIA
INTEGRATION

NONPROFIT NAME
Share Our Strength - No Kid Hungry

LAUNCH DATE
10/28/2025

WHY IS YOUR ENTRY SUCCESSFUL

When the federal government shut down in October 2025, there was growing uncertainty around funding for the Supplemental Nutrition Assistance Program (SNAP). As the shutdown continued, federal officials warned that November benefits could be delayed or reduced, putting millions of families – including over 40 million Americans who rely on SNAP for food – at risk.

Anticipating this moment, we prepared a rapid-response fundraising campaign that could launch as soon as the crisis escalated. When the risk to November benefits was confirmed, we moved immediately into market.

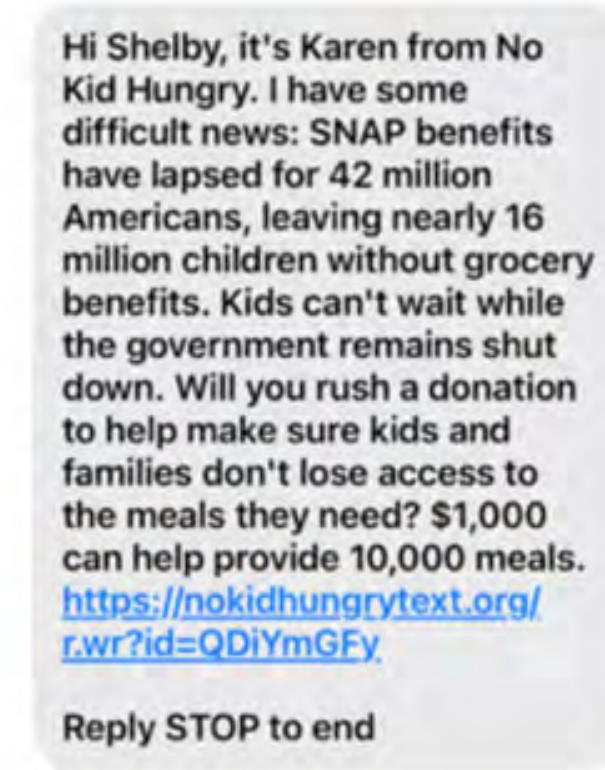
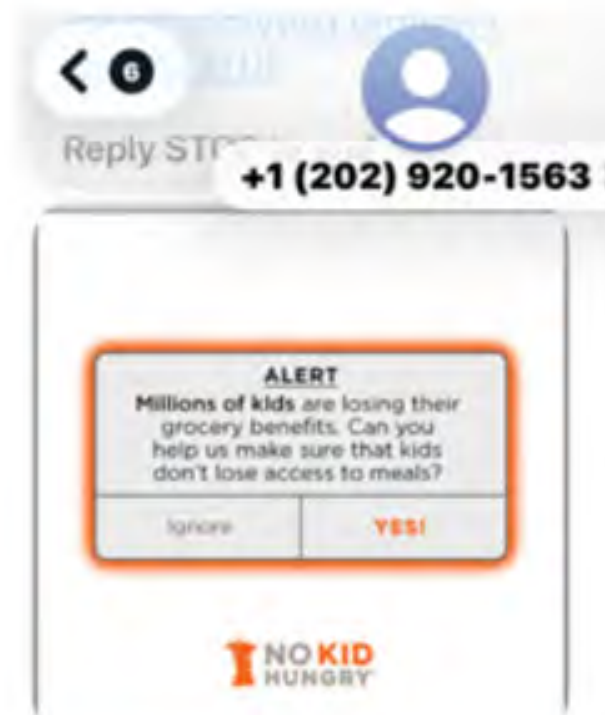
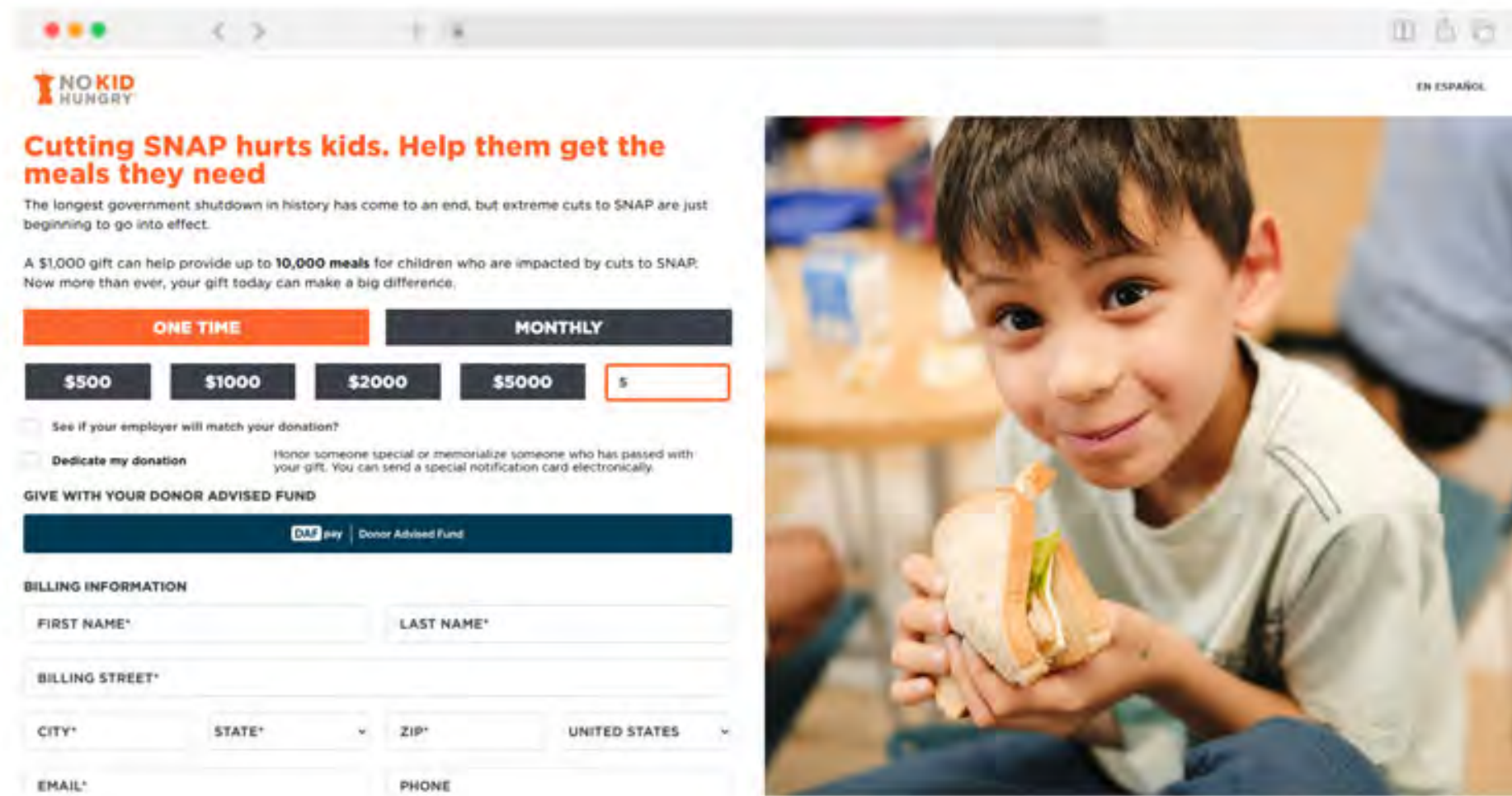
The campaign targeted mid-level donors and mid-level donor prospects through proven revenue-driving channels including Paid Search, Performance Max, and SMS.

As a result, the campaign generated over \$500k in revenue for children facing food insecurity, with a 21.5% conversion rate from 338 high-value donors. With a highly efficient \$0.02 CPDR, the campaign maximized net revenue during a moment when support for families experiencing hunger was urgently needed.

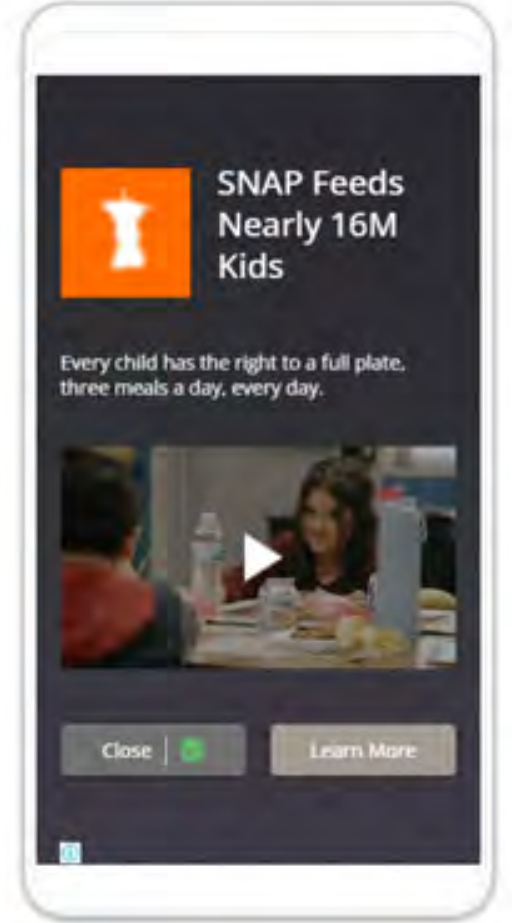
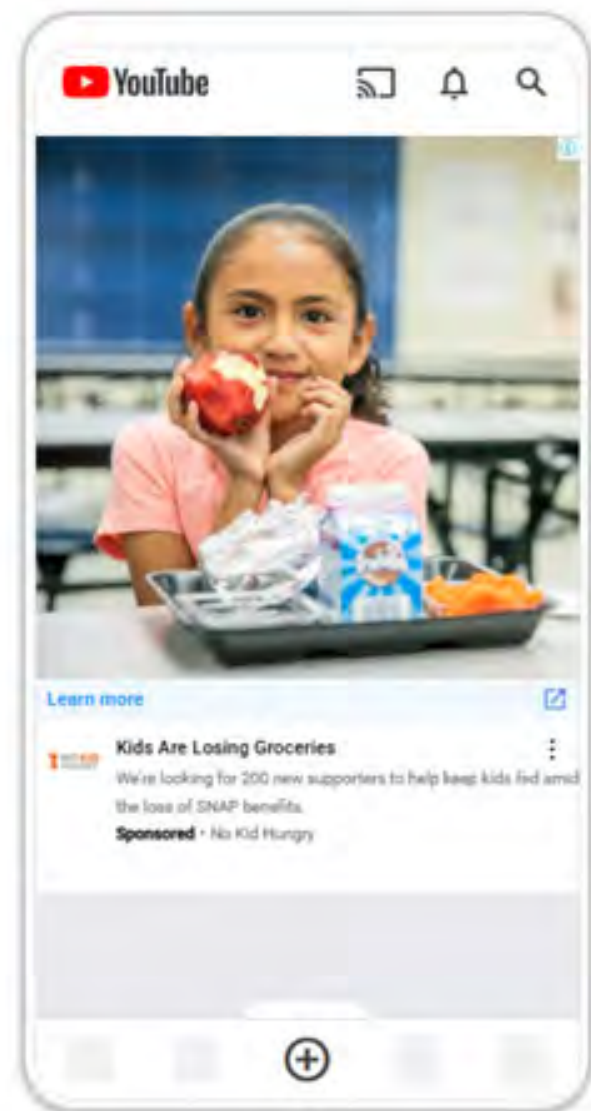
AGENCY NAME
Further

TARGET AUDIENCE
Prospects

“*Extreme cuts to SNAP robs kids of the meals they need. Help fill their plates.*”



No Kid Hungry
secure.nokidhungry.org/
Your Gift Helps Keep Kids Fed - Kids Rely on SNAP — Act Now
Every child has the right to a full plate, three meals a day, every day. Donations are the best way to help kids who are impacted by cuts to SNAP. \$500=5,000 meals. Tax-Deductible Donations. 4/4 Star Rated Charity. Top Rated Charity. Registered 501(c)3. End USA Child Hunger.
[About No Kid Hungry](#) · [Ways You Can Help](#) · [Join Pink & No Kid Hungry](#)



DIGITAL ACQUISITION

Gaza Dignity Kit Influencer Campaign

GROSS REVENUE
\$118,193

NONPROFIT NAME
USA for UNFPA

AGENCY NAME
Authentic

CAMPAIGN COST
\$15,000

LAUNCH DATE
9/24/2025

TARGET AUDIENCE
Prospects

COST TO RAISE \$1
\$0.13

WHY IS YOUR ENTRY SUCCESSFUL

This campaign required us to reassess our resources and try something new: harnessing the power of influencer voices to meet one of the most urgent humanitarian crises of our time. After lukewarm results from trying to engage celebrities, at USA for UNFPA, we instead pivoted to engaging content creators with a smaller but loyal following to uplift UNFPA's lifesaving work and ensure reproductive and sexual health was not overlooked amid the suffering in Gaza. Through this test, we set out to mobilize U.S. donors around a single, tangible goal: to provide 2,500 Dignity Kits for women and girls, each filled with menstrual pads, soap, clean undergarments, and more. At just \$15 per kit, the ask was clear and the need was undeniable.

COST PER NEW DONOR
\$4

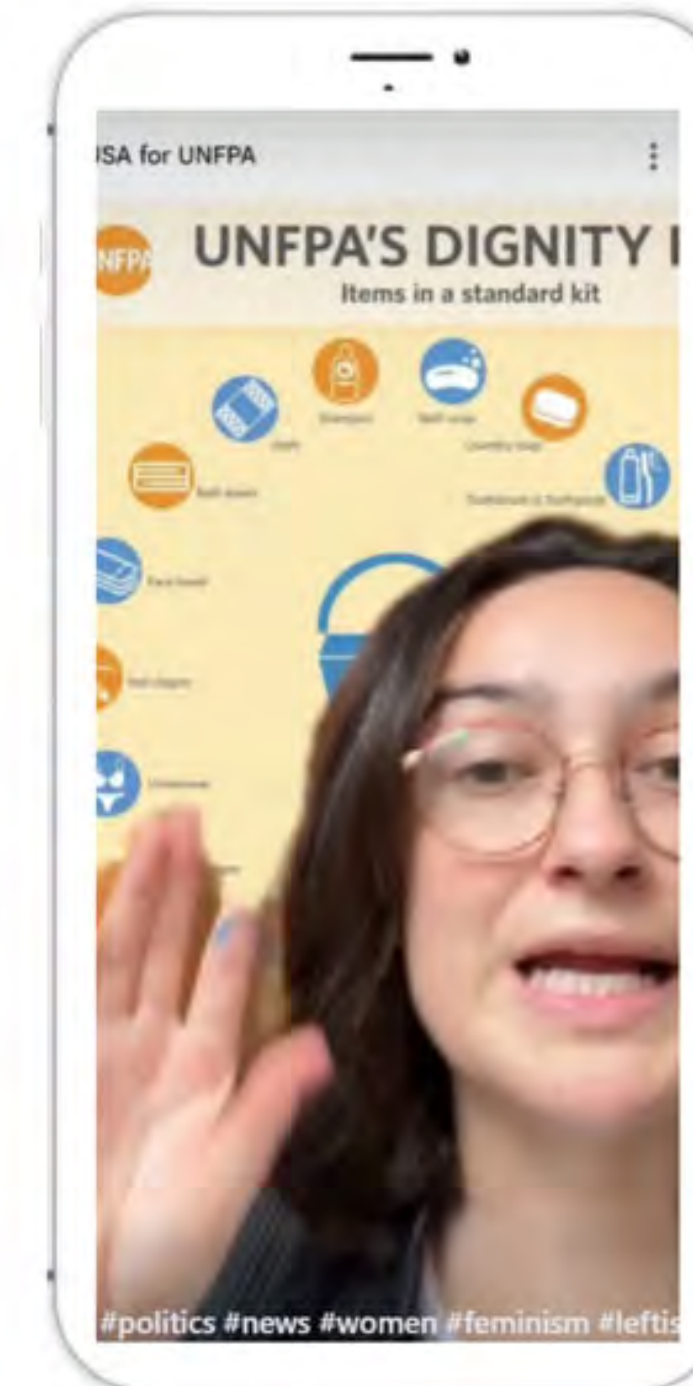
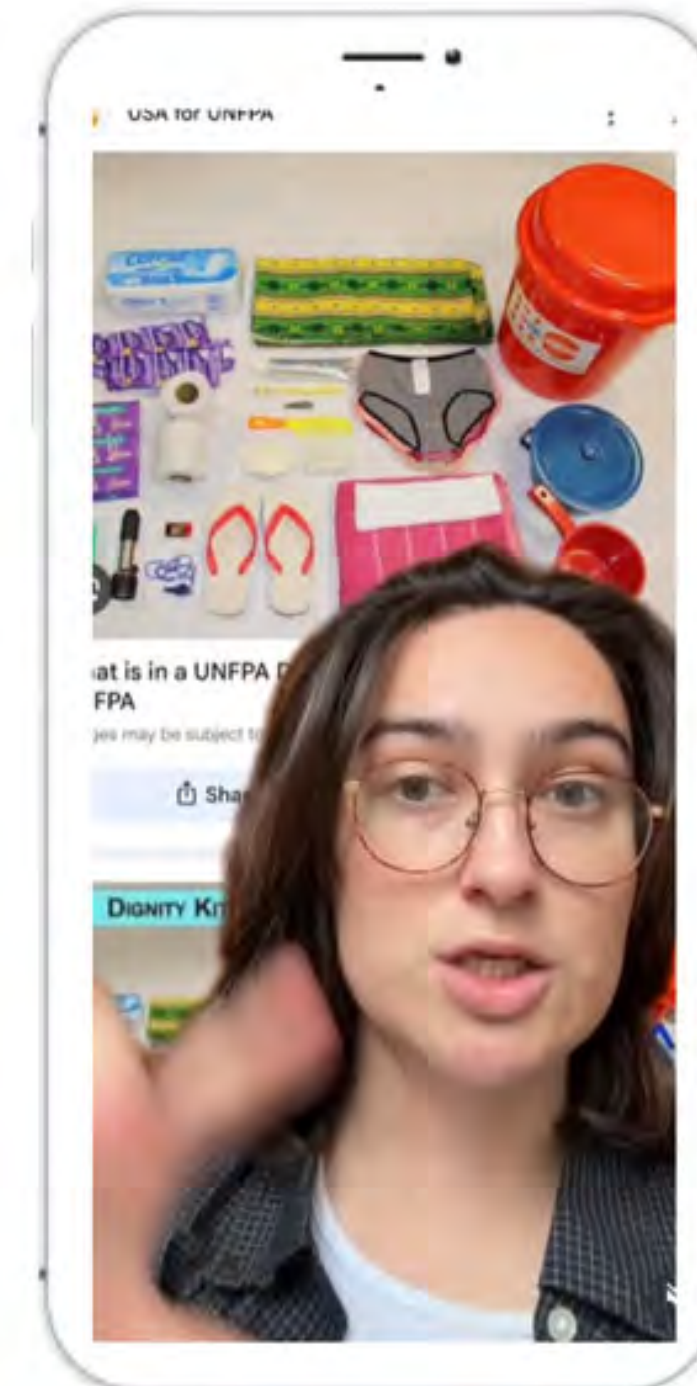
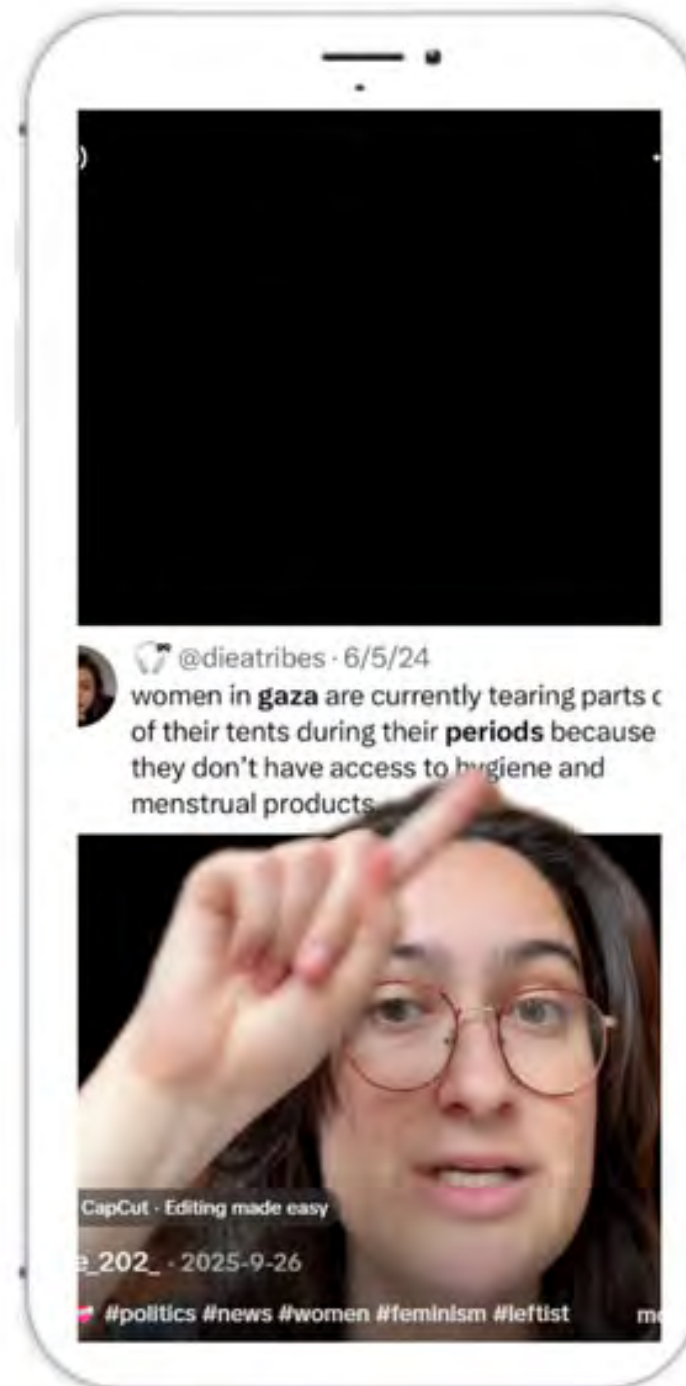
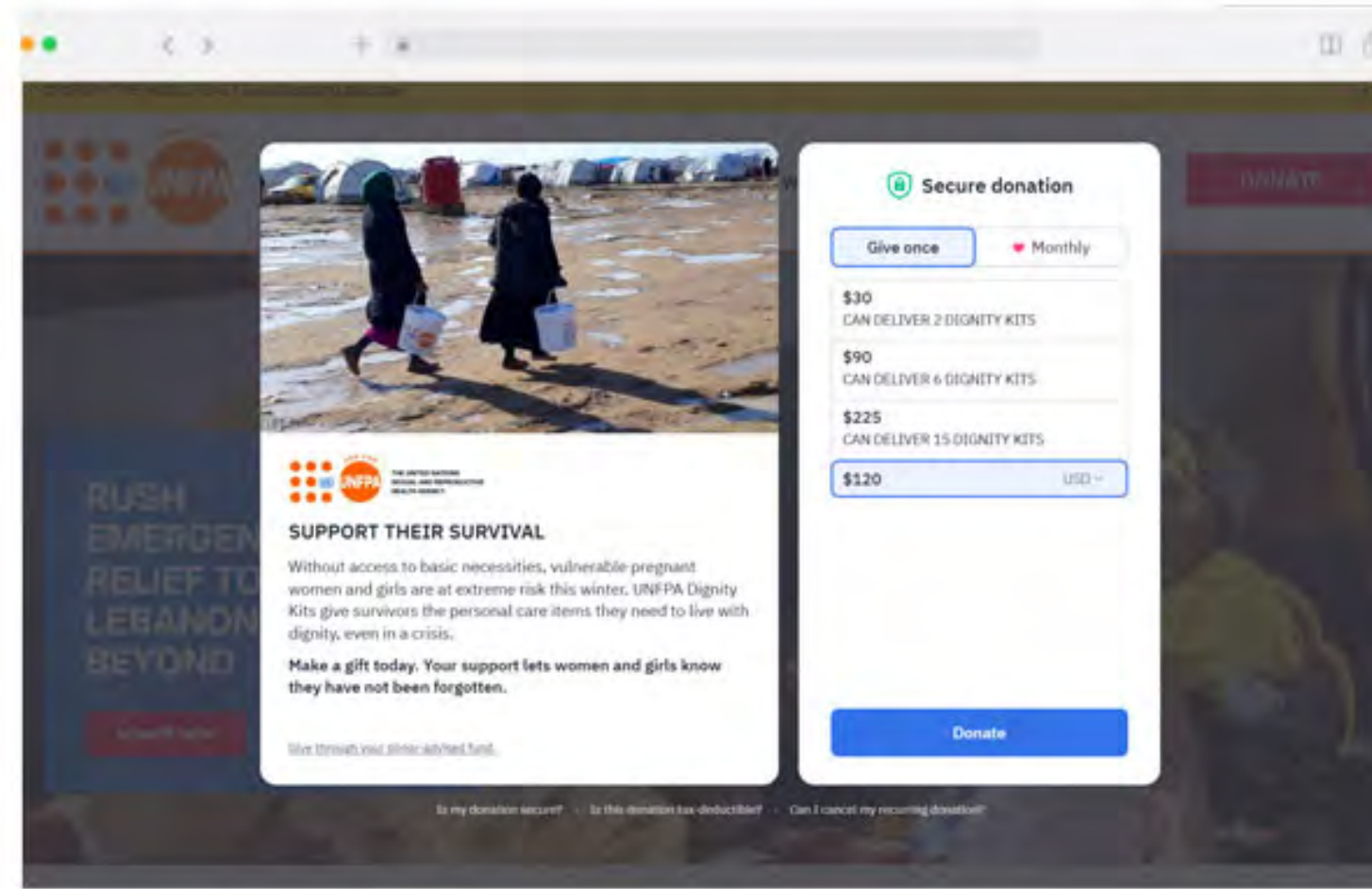
Our original goal was to raise \$37,500 from about 170 new donors. What followed exceeded every benchmark we had. The campaign raised nearly \$120,000, more than three times our goal, and brought in over 3,600 donors, more than twenty times our target. At just \$4 per donor acquired, it stands as one of our most cost-efficient campaigns to date.

AVERAGE GIFT
\$32.26

The creative approach – creators doing virtual unboxings of UNFPA's Dignity Kit – translated a faraway crisis into something immediate and personal for their audiences. This campaign proved that when the right messengers tell the right story, donors don't just give. They show up in extraordinary numbers.

CHANNELS
Social Media

“ Women in Gaza are currently tearing up their tents during their periods because they don't have access to menstrual products. ”



DIGITAL ACQUISITION

Paid Media for 2025

GROSS REVENUE

\$44,9027

CAMPAIGN COST

\$79,425

COST TO RAISE \$1

\$0.18

COST PER NEW DONOR

\$5.65

AVERAGE GIFT

147.66

CHANNELS

**Display Advertising,
Search Engine Marketing,
Social Media**

DEIA
INTEGRATION

NONPROFIT NAME

Episcopal Relief & Development

AGENCY NAME

Sanky Communications

LAUNCH DATE

12/31/2025

TARGET AUDIENCE

36+ month donors, Prospects

WHY IS YOUR ENTRY SUCCESSFUL

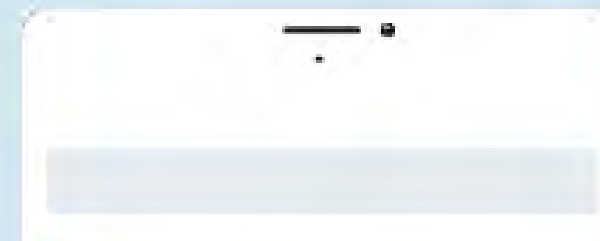
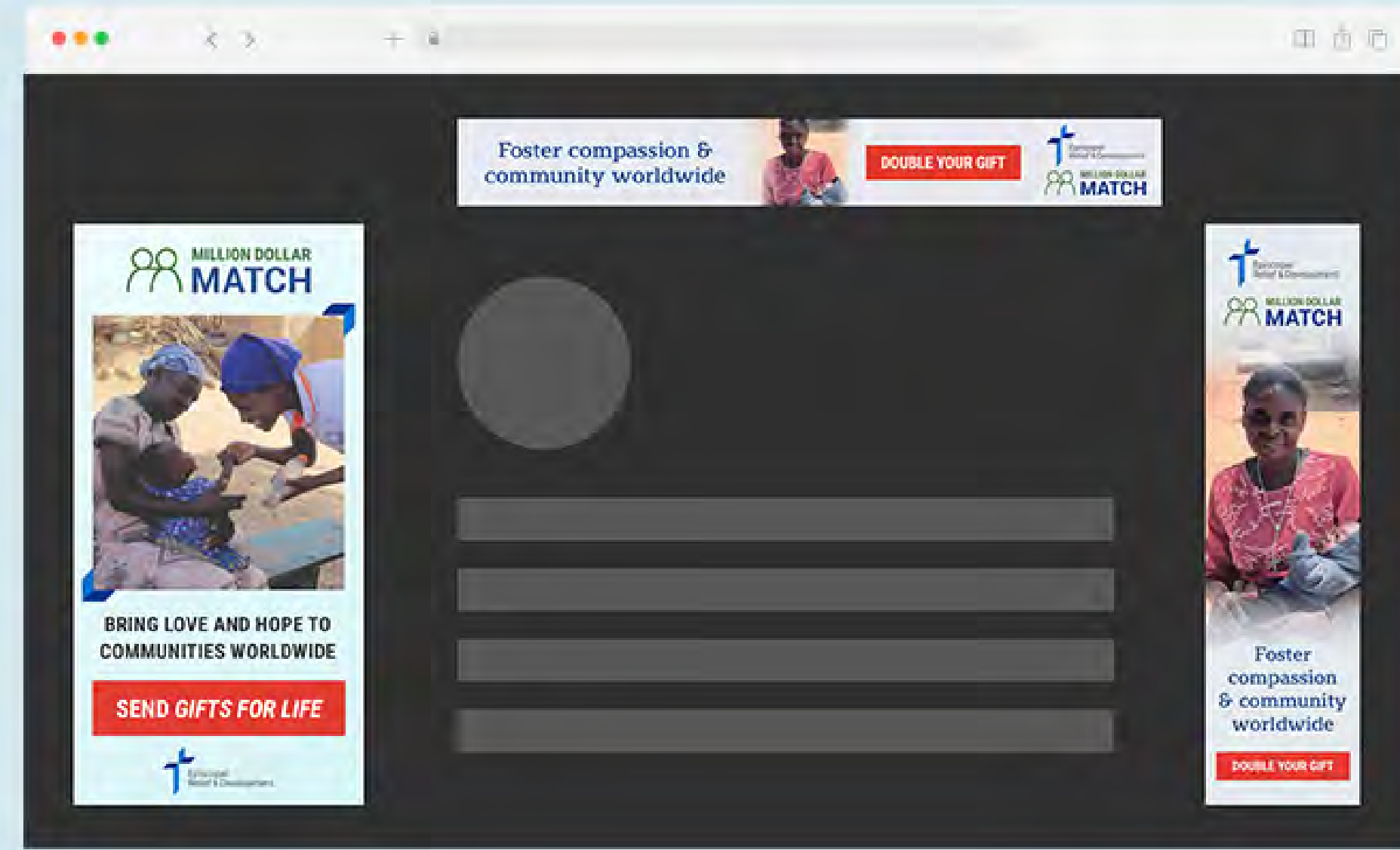
The 2025 media campaign demonstrated how a disciplined, full-funnel digital strategy can drive significant fundraising revenue while building long-term donor relationships.

The program used a coordinated mix of paid search, social media, display, and Google Grant advertising to reach potential supporters at every stage of the donor journey from awareness to engagement to conversion. Search played a critical role by capturing high-intent donors actively looking to support causes like disaster relief and charitable giving. Paid search alone generated \$314,537 in direct income from 1,517 gifts, delivering a \$6.21 return per dollar spent and a 521% ROI (well above the nonprofit benchmark of \$2.23 ROAS).

Social media complemented these efforts by engaging supporters and driving incremental donations, producing \$42,035 in revenue with a \$9.64 ROAS (more than 20x the industry benchmark of \$0.48). Beyond direct revenue, the campaign helped grow the donor pipeline by leveraging CRM remarketing, lookalike audiences, and interest-based targeting to reach mission-aligned supporters.

This approach ensured that both new and existing audiences were continuously nurtured, resulting in sustained engagement and a scalable fundraising program that significantly exceeded industry benchmarks while strengthening long-term donor relationships.

“*May your compassion bloom.*”



DIGITAL ACQUISITION

Year-End Paid Media Campaign

GROSS REVENUE
\$506,558

CAMPAIGN COST
\$127,168

COST TO RAISE \$1
\$0.25

COST PER NEW DONOR
\$85.40

AVERAGE GIFT
\$340.20

CHANNELS
Display Advertising, Search Engine Marketing, Social Media



NONPROFIT NAME
Friends of the Smithsonian

LAUNCH DATE
12/3/2025

WHY IS YOUR ENTRY SUCCESSFUL

“Friends of the Smithsonian partnered with Avalon to design a year-end paid media campaign to complement one of the organization’s most important fundraising periods. We wanted to strengthen performance of an established fundraising program through an integrated strategy that included core digital channels: Paid Search (with PerformanceMax) and Meta. By reinforcing messaging across channels with the goal of driving membership conversions with new prospects, we successfully built on prior year-end strategies with an expanded approach. Avalon used the urgency of the 12/31 deadline to structure the end-of-year campaign.

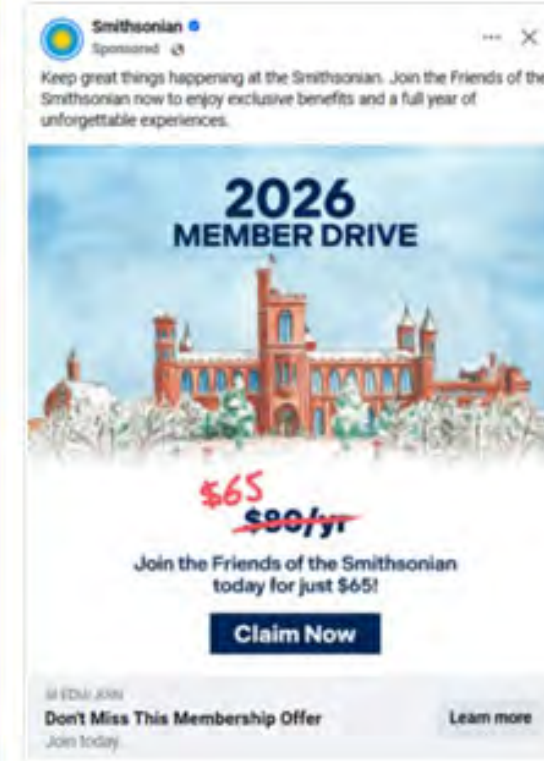
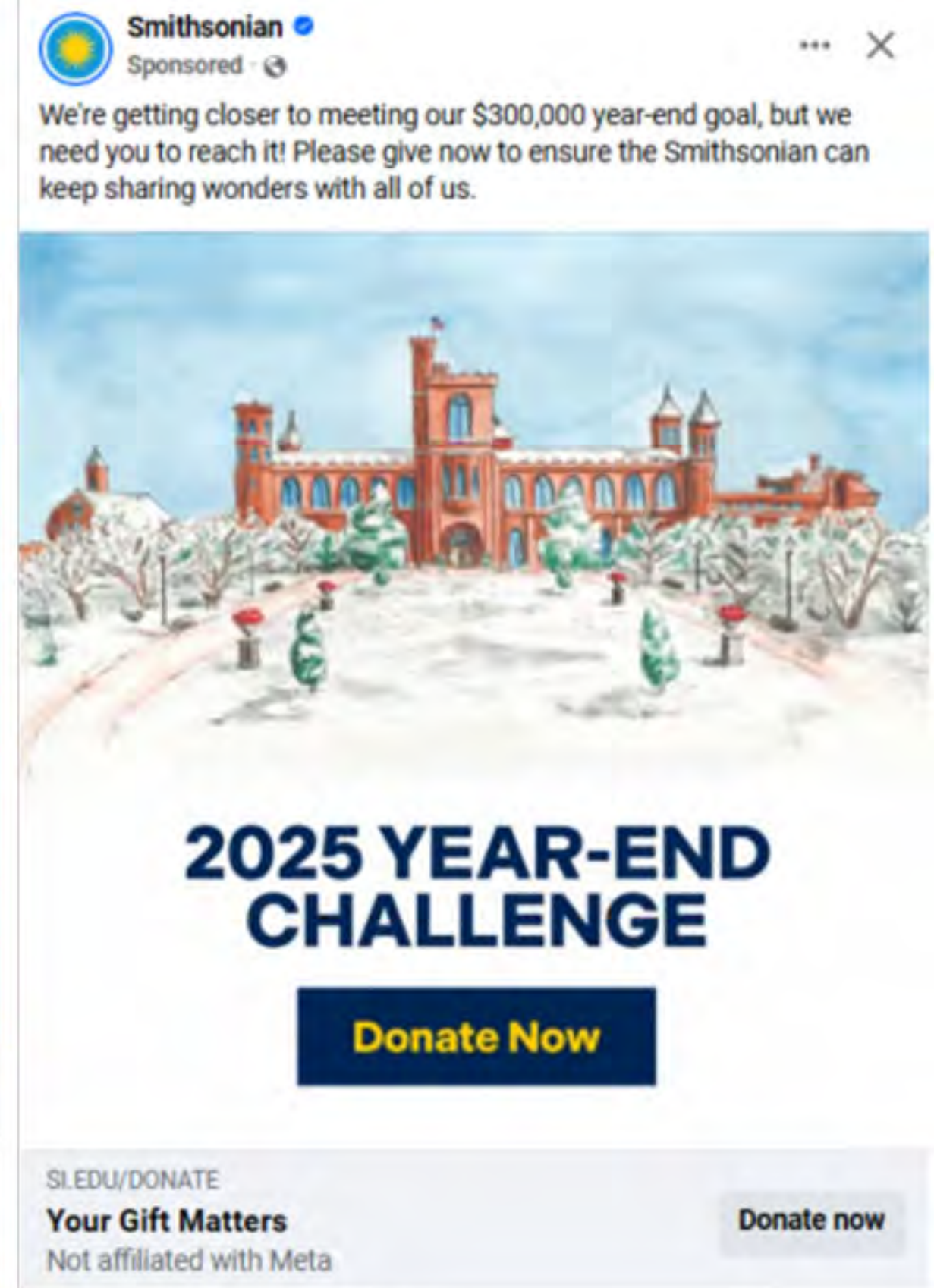
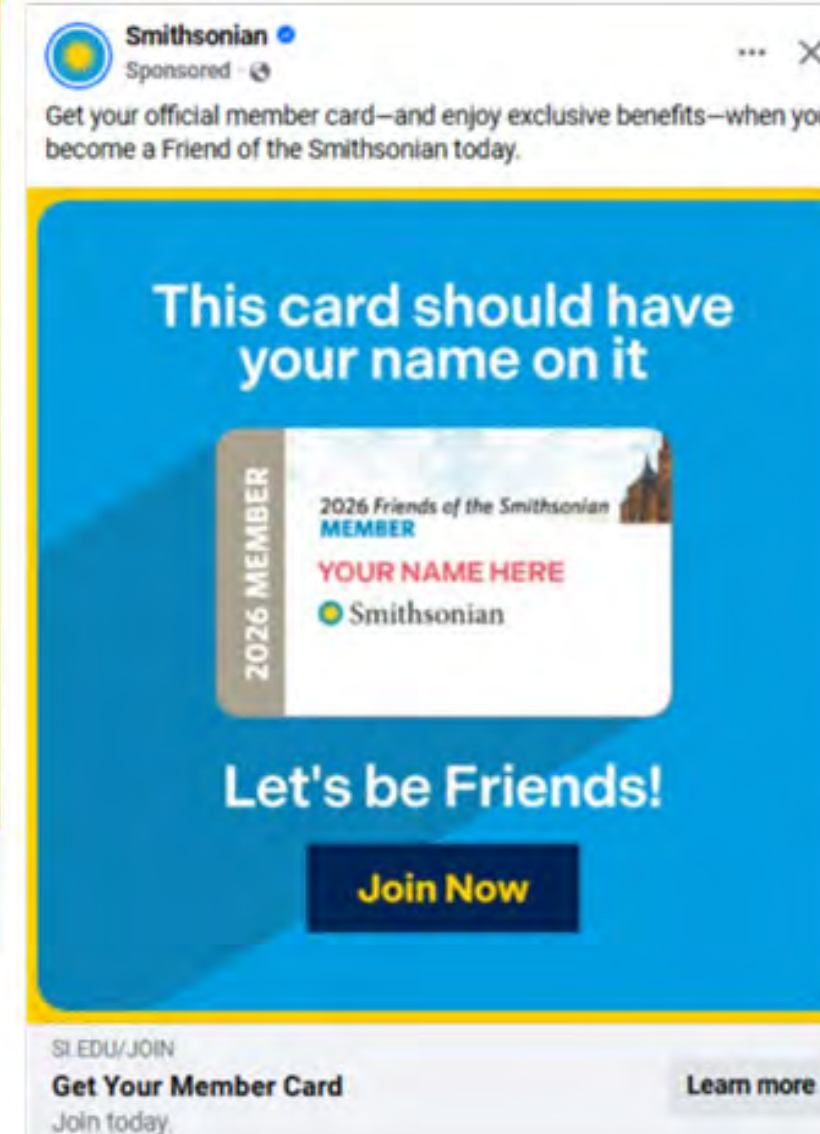
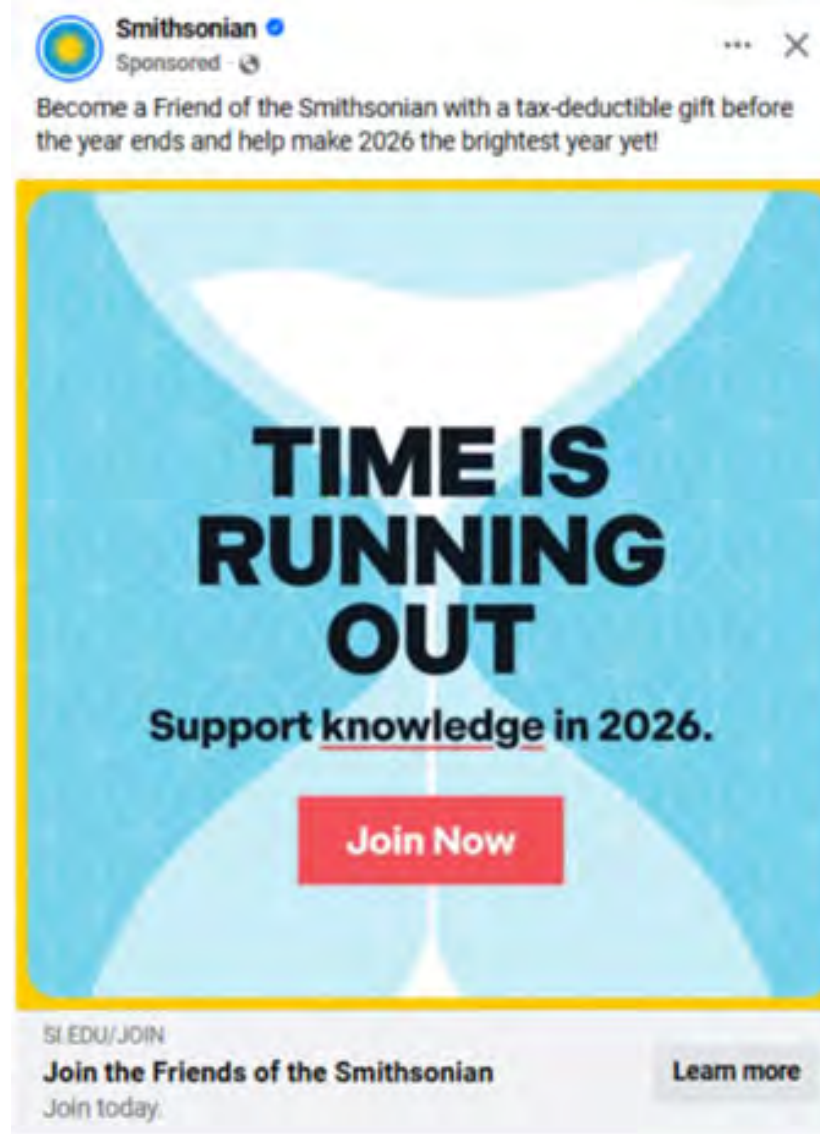
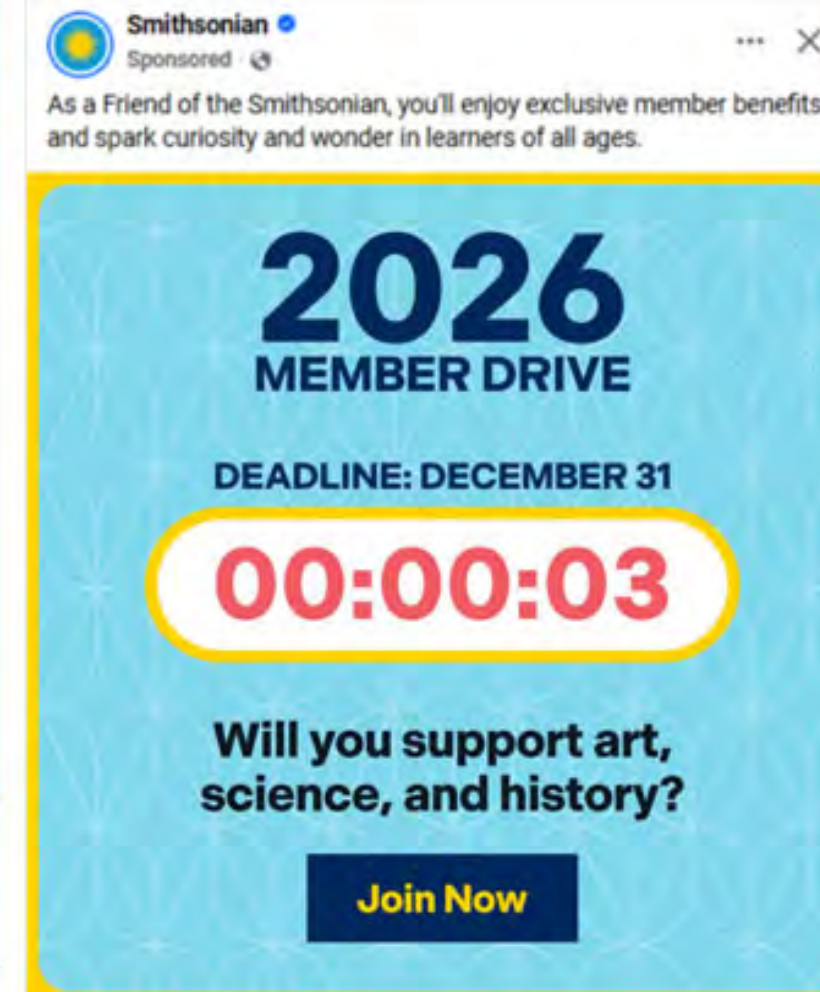
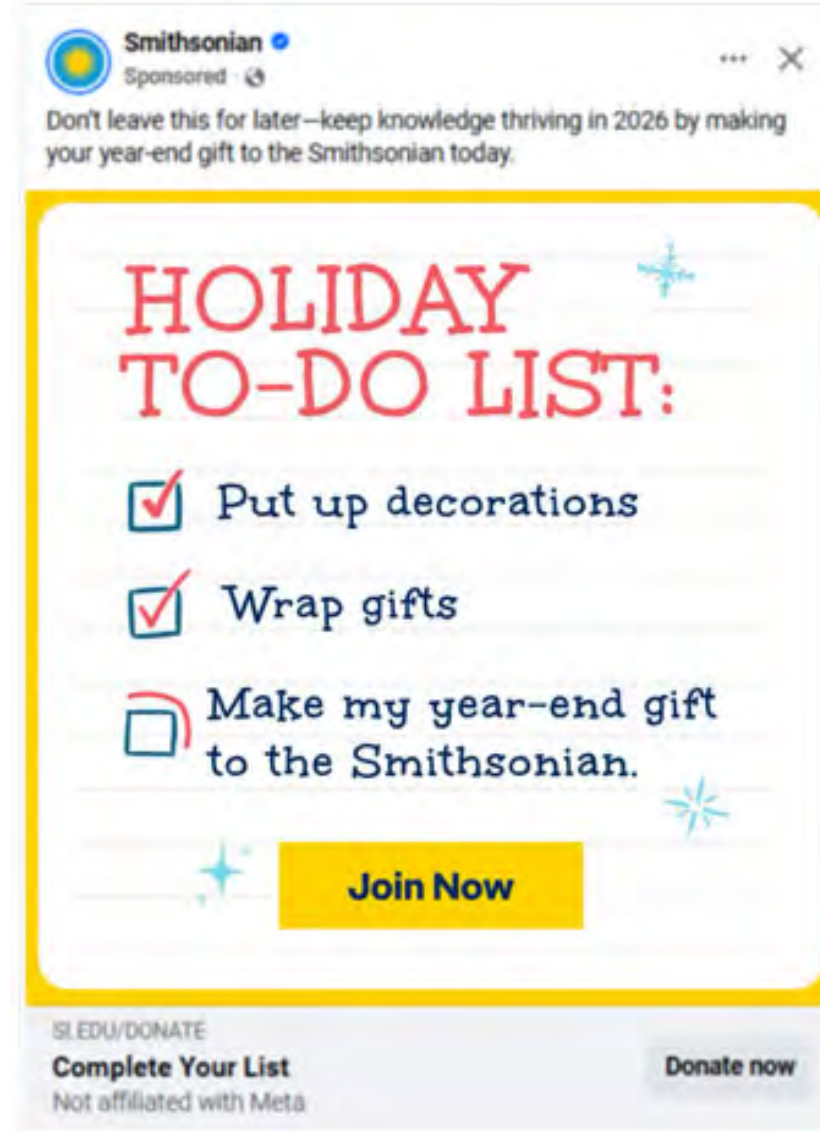
The results demonstrated the power of an integrated approach. Across all platforms, the paid media campaign generated more than \$505,000 from 1,489 gifts, delivering a 398% return on the initial \$127,168 ad spend (up 28% year-over-year). And even with more than double the prior year’s initial investment, the campaign became more efficient, lowering cost per conversion by \$5.29 despite the substantially higher ad spend.

Importantly, the campaign built momentum following a successful Giving Tuesday effort and reinforced consistent messaging across the Smithsonian’s broader year-end fundraising program. These results confirmed that strategic investment in paid digital media can meaningfully increase revenue and engagement during peak giving periods.

“ *Please give now to ensure the Smithsonian can keep sharing wonders with all of us.* ”

AGENCY NAME
Avalon Consulting Group

TARGET AUDIENCE
0-12 months donors, 25 - 36+ month donors, 13-24 month donors, Prospects



DIRECT MAIL ACQUISITION



DIRECT MAIL ACQUISITION

Acquisition Back-End Winter Hat Test

GROSS REVENUE
\$11,604

CAMPAIGN COST
\$45,856

COST TO RAISE \$1
\$3.95

COST PER DONOR
\$223.69

AVERAGE GIFT
\$56.6

RESPONSE RATE
0.21%

NONPROFIT NAME
MSF USA

LAUNCH DATE
10/14/2025

WHY IS YOUR ENTRY SUCCESSFUL

“Medecins Sans Frontieres (MSF USA), also known as Doctors Without Borders, works in more than 75 countries worldwide to provide lifesaving medical care to those who need it most.

With a robust acquisition program that mails every month with almost a dozen control packages in rotation, MSF USA is always searching for the next big winner. First tested in 2023 and rolled out in 2024, one of their newest control packages is a front-end winter hat package branded with MSF’s logo.

But with costs rising and uncertainty around tariffs, we thought: if a winter hat worked so well on the front-end, could it do the same as a back-end premium?

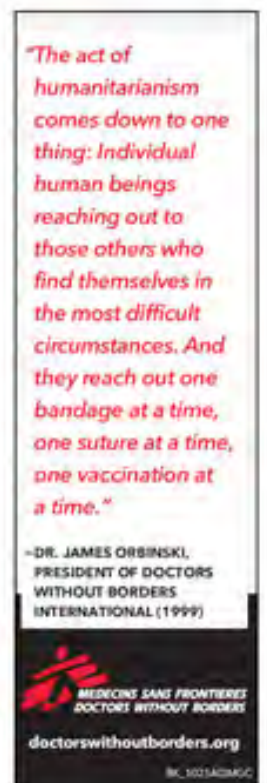
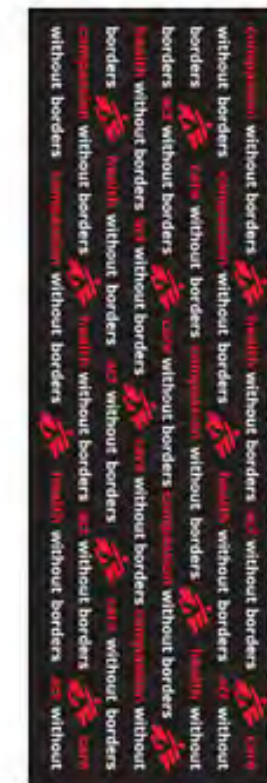
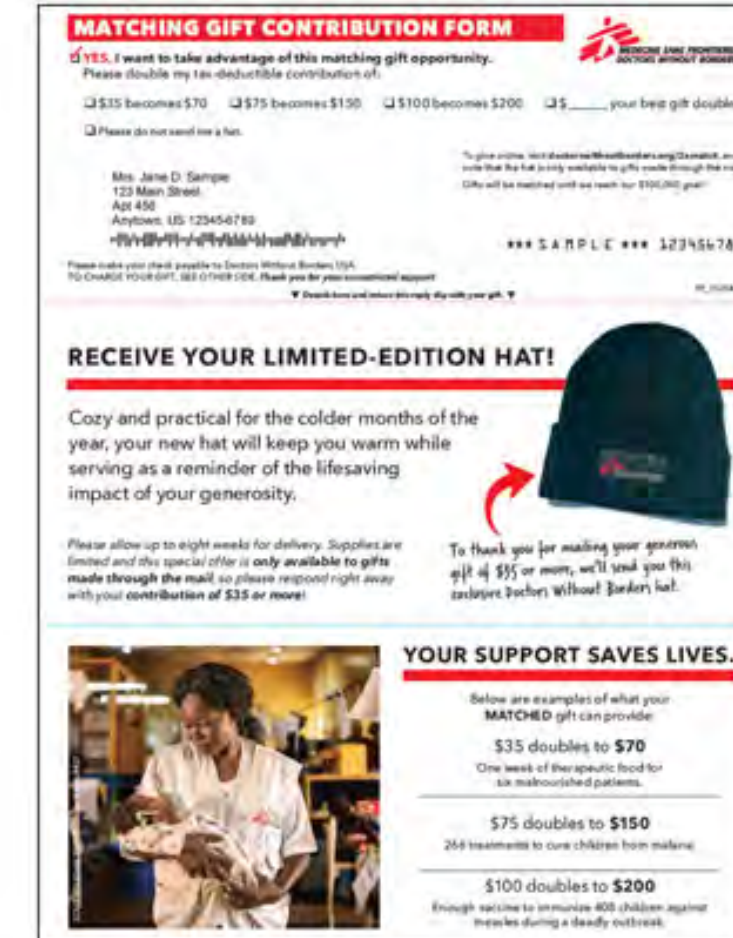
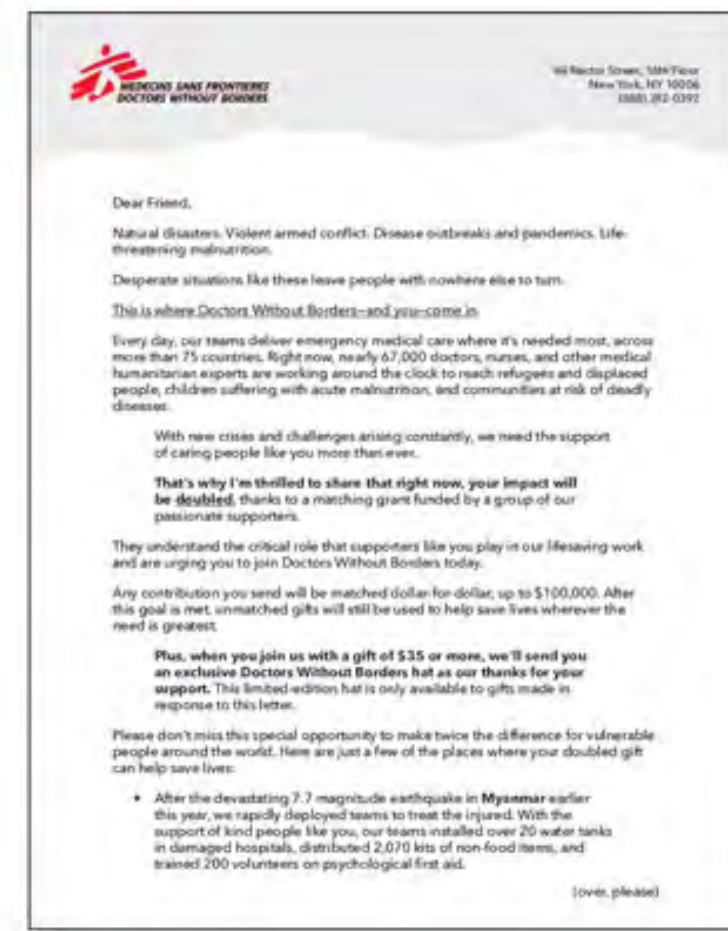
An entirely new package was built around the back-end hat, with an OE featuring an image of the premium, a bookmark with a powerful quote, a letter detailing all of MSF USA’s urgent and lifesaving work, and a reply form to highlight the back-end offer. The package also contained a 2x matching gift opportunity, like the control packages it would mail against.

The back-end hat test package lifted response rate by 54% against the domestically produced control that it went against (without any front or back end premium offer). Even with all fulfillment costs factored in, the new package’s CTA is \$77 lower than the control. With that, our hats are off to this successful campaign!

“ Cozy and practical, your new hat will keep you warm while serving as a reminder of the lifesaving impact of your generosity. ”

AGENCY NAME
**Lautman Maska
Neill & Company**

TARGET AUDIENCE
Prospects



DIRECT MAIL ACQUISITION

August 2025 Calendar Prospect

GROSS REVENUE
\$211,863

CAMPAIGN COST
\$418,866

COST TO RAISE \$1
\$1.97

COST PER DONOR
\$35.51

AVERAGE GIFT
\$17.96

RESPONSE RATE
2.95%

NONPROFIT NAME
Alley Cat Allies

LAUNCH DATE
8/15/2025

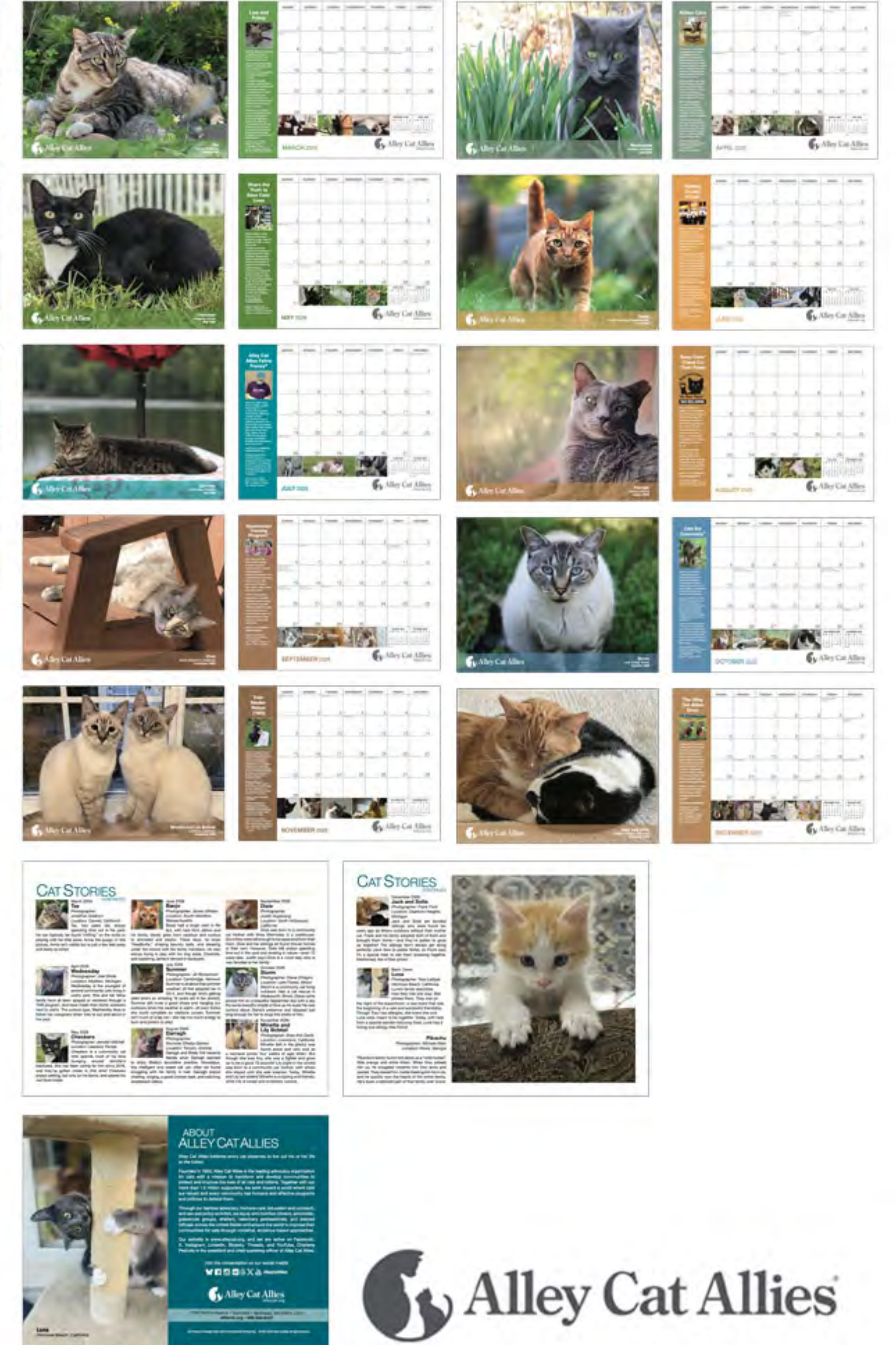
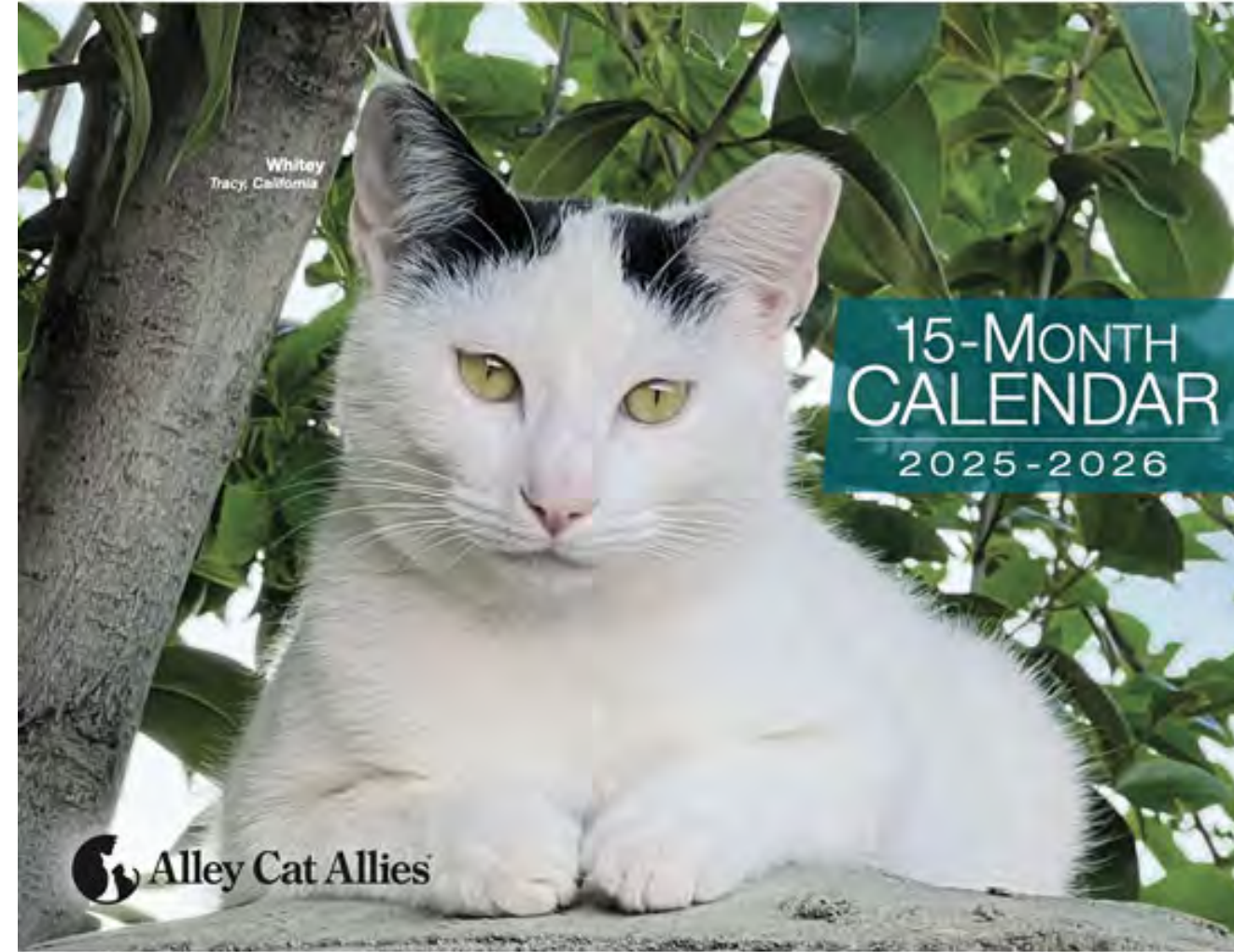
WHY IS YOUR ENTRY SUCCESSFUL

This campaign proved to be critical to the organization’s program success by securing over 10,000 new donors, which established a highly engaged donor base at the start of the fiscal year and proactively mitigated file attrition. Central to the campaign was a 2025-2026 calendar that featured stunning images of cats who have meaning in supporters’ lives, alongside stories of the work and impact that donations to Alley Cat Allies make possible. The campaign also drove engagement with a follow-up mailing asking recipients to confirm delivery of their calendar, with more stories of impact, a donation ask, and a fun question: which calendar cat was your favorite?

The campaign’s results significantly outperformed the typical benchmarks for the acquisition program, which usually average a 1% response rate and an Investment Per Donor (IPD) of (\$18.76). Specifically, this campaign achieved a nearly 3% response rate and a lower IPD of (\$16.84). Furthermore, its success surpassed the budgeted acquisition goals for the current year (2025-2026), which had been set conservatively due to a challenging fundraising forecast, and exceeded the performance of the past two years. This strong outcome also contributed to an 11% decrease in the three-year average investment per donor.

“ Around the world, outdated laws, inhumane policies, misinformation, and acts of cruelty threaten cats’ lives every day. ”

CALENDAR



DIRECT MAIL ACQUISITION

Dignity Kit April Acquisition

GROSS REVENUE
\$79,770

CAMPAIGN COST
\$70,374

COST TO RAISE \$1
\$0.88

COST PER DONOR
\$46.82

AVERAGE GIFT
\$53.07

RESPONSE RATE
1.15%

DEIA
INTEGRATION

NONPROFIT NAME
USA for UNFPA

LAUNCH DATE
4/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

For USA for UNFPA, our dignity kit acquisition package is more than a fundraising mailer—it is the clearest expression of our mission in action. When women and girls are displaced by conflict or disaster, they lose access to the most basic necessities: menstrual pads, soap, underwear, or even a toothbrush. For just \$15, a dignity kit restores what crisis strips away. That tangible, urgent need resonates deeply with donors, and this package has become our most powerful and consistent acquisition vehicle as a result, particularly in light of the US defunding of UNFPA.

Our April Acquisition mailing shattered our targets beyond expectation. We more than doubled our revenue goal, raising nearly \$80,000, and brought in 1,500 donors, twice as many as projected. At \$0.88 to raise a dollar, our cost-to-raise ratio is extremely strong for acquisition, and our average gift came in at \$53, well above the \$15 requested dignity kit minimum. These donors just didn't meet our ask, they far exceeded it, signaling that when the mission is this concrete and urgent, people will respond with both their hearts and generosity.

“ This backpack can save a life. Just \$15 can offer dignity, safety, and health. ”

AGENCY NAME
Fuse Fundraising

TARGET AUDIENCE
36+ month donors, Prospects



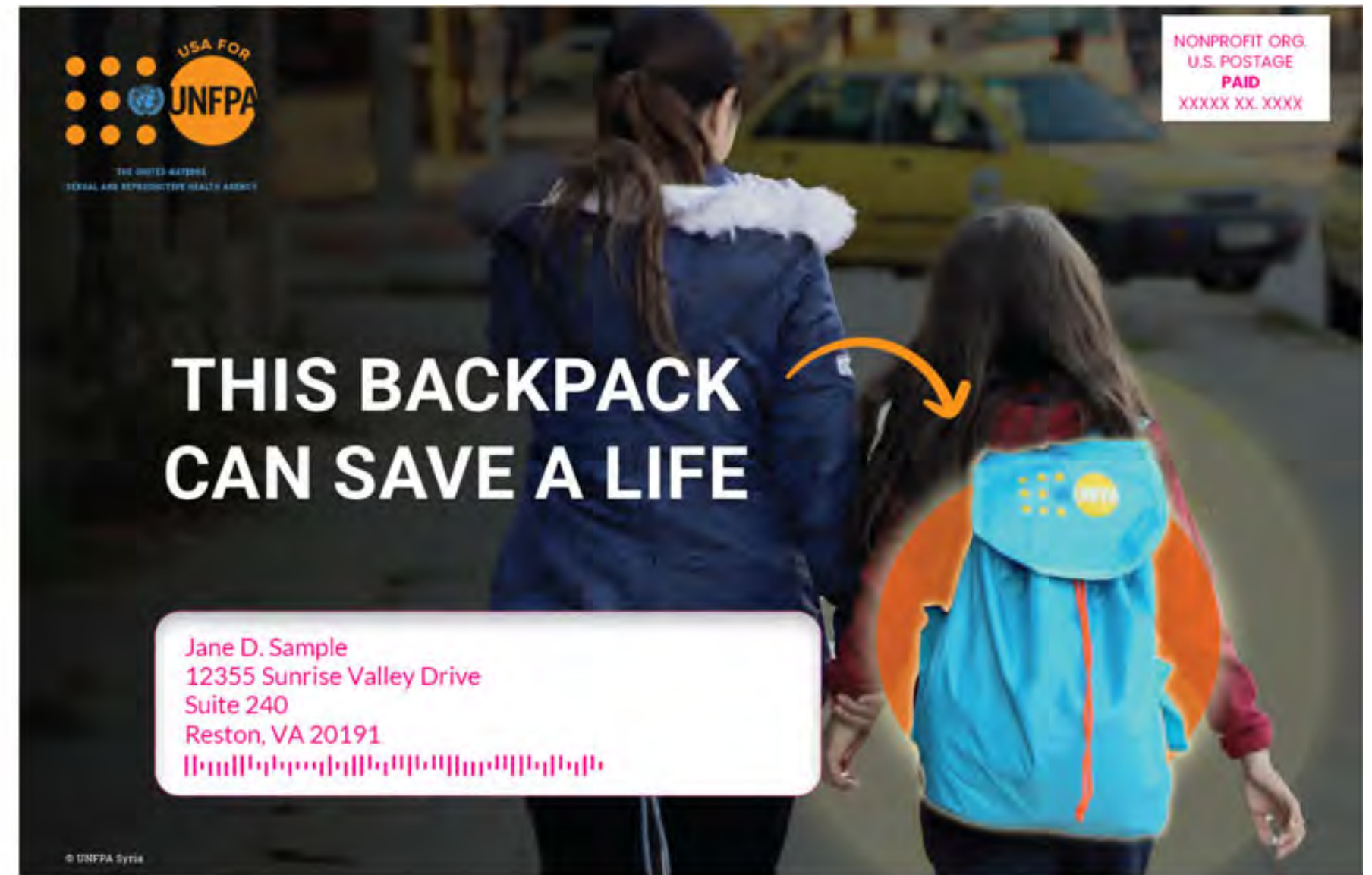
URGENT: FUNDING TERMINATED

Enclosed in this letter you will find information about our lifesaving Dignity Kits — simple care packages that can help women and girls manage their reproductive health no matter what crises they face.

Just minutes before mailing this note to you, we got the heartbreaking news that the Trump Administration has terminated all our funding agreements, cutting countless people off from lifesaving emergency relief and jeopardizing future Dignity Kit programs.

While circumstances and funding decisions may change, our mission does not. If you support our lifesaving work, including providing Dignity Kits, there has simply never been a more urgent time for you to make your most generous gift.

We don't know what political twists and turns will occur before this letter reaches you. But no matter what happens, we are determined to support safety and dignity, progress and hope for every woman and girl.



DIRECT MAIL ACQUISITION

FY26 Best Thanksgiving

GROSS REVENUE
\$11,858

CAMPAIGN COST
\$33,328

COST TO RAISE \$1
\$2.81

COST PER DONOR
\$171

AVERAGE GIFT
\$60.81

RESPONSE RATE
0.39%

NONPROFIT NAME
New Hampshire Food Bank

LAUNCH DATE
9/25/2025

WHY IS YOUR ENTRY SUCCESSFUL

This campaign showed that thoughtful creative testing can unlock new avenues for a mission-driven organization—even against a longstanding control. The campaign was developed as part of a retest for New Hampshire Food Bank’s acquisition program.

While the longstanding control had proven tough to beat, we knew we needed to find a new offer to stave off the inevitable fatigue that would come from mailing to a geographically limited universe. Because of this, the test’s main objective was simple: increase response over the control while sustaining strong acquisition metrics.

Rather than making small adjustments, we intentionally took a creative approach that was substantially different from what was historically mailed. We introduced a bold new outer envelope and shifted from a standard letter to a highly visual reply/letter combo.

Results exceeded expectations. The test outperformed the control by 14% in response, a meaningful lift in an acquisition environment where even small gains can significantly impact donor growth and revenue. Importantly, this result was achieved in a retest environment, indicating strong potential for more gains as the package is rolled out.

For a nonprofit focused on ending hunger, stronger performance directly translates into the ability to reach and serve more families. In that sense, this campaign’s impact extends beyond marketing performance.

“ Any amount you give today will make this Thanksgiving a happy one for a New Hampshire family that might go hungry. ”

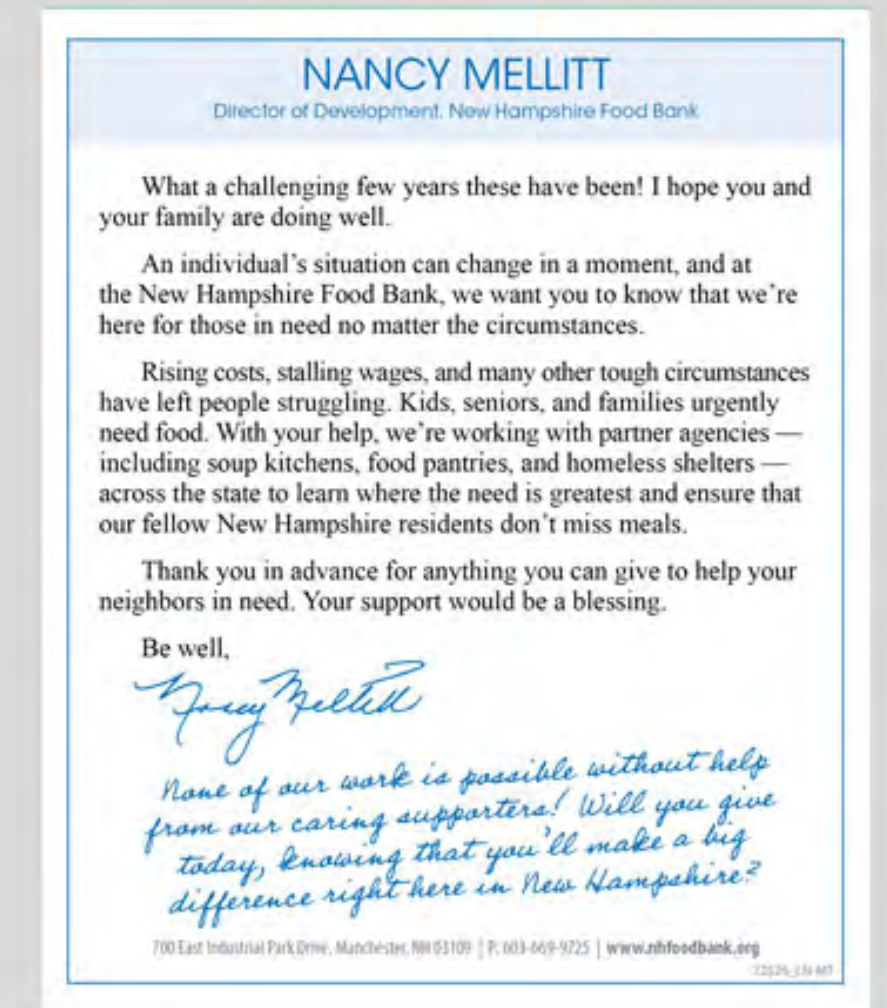
AGENCY NAME
Concord Direct

TARGET AUDIENCE
36+ month donors, Prospects

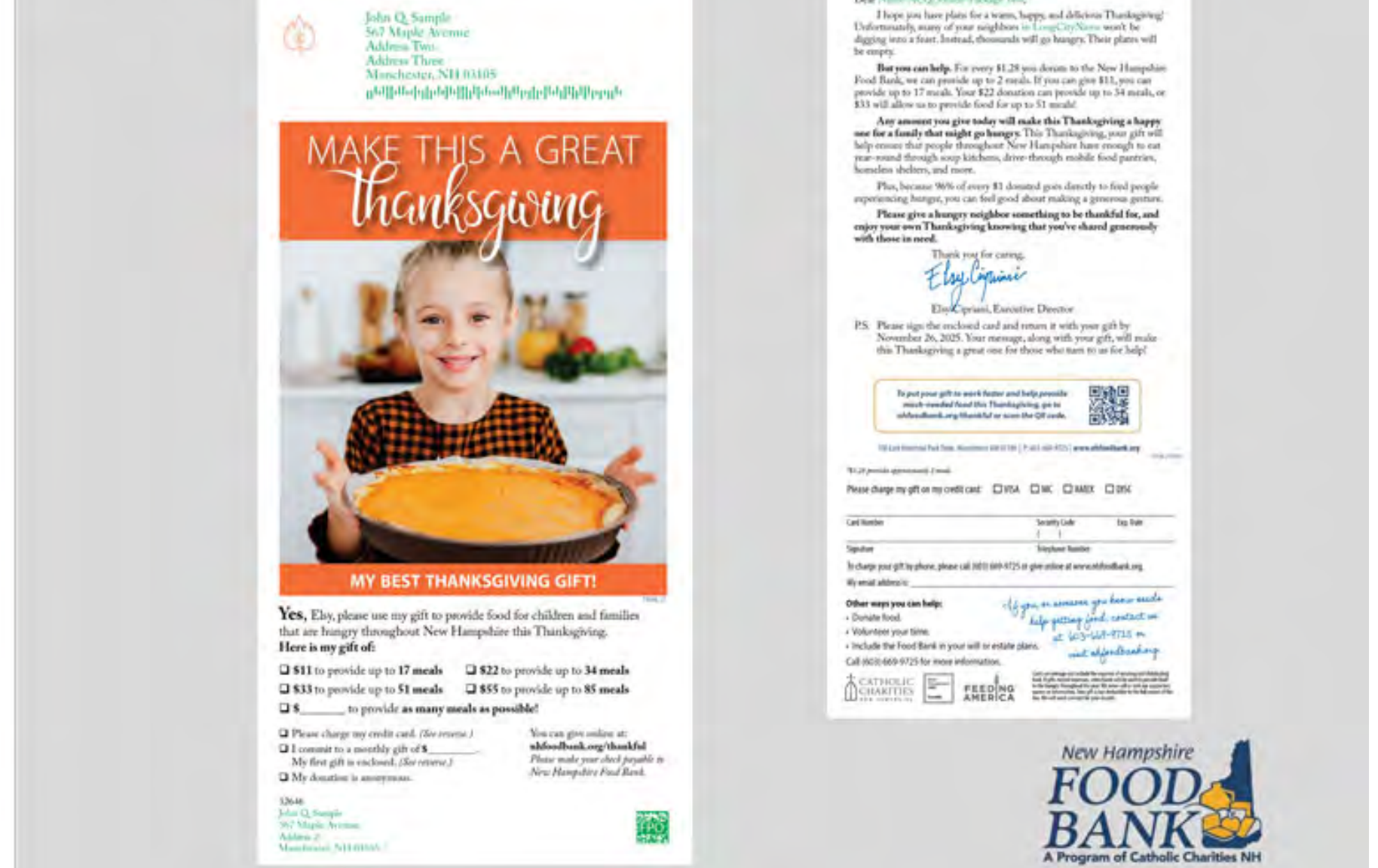
ENVELOPE



INSERT



LETTER



DIRECT MAIL ACQUISITION

November 2025 Address Labels

GROSS REVENUE
\$29,743

CAMPAIGN COST
\$82,029

COST TO RAISE \$1
\$2.76

COST PER DONOR
\$105.17

AVERAGE GIFT
\$38.13

RESPONSE RATE
0.71%



NONPROFIT NAME
Lupus Foundation of America

LAUNCH DATE
11/4/2025

AGENCY NAME
DaVinci Direct

TARGET AUDIENCE
**25 - 36+ month donors,
 36+ month donors, Prospects**

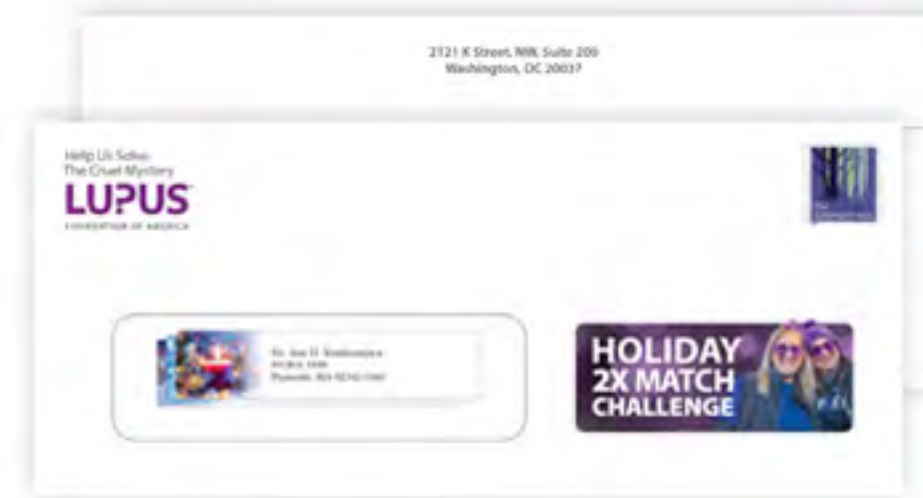
WHY IS YOUR ENTRY SUCCESSFUL

“The Lupus Foundation of America has seen a decline in acquisition response in recent years. However, direct mail remains the primary channel for donor acquisition. As the pool of prospective donors has become smaller and competition for donors has increased, we knew we needed to make a substantial change to the direct mail acquisition program to make it more cost effective.

By refreshing the creative, changing the frequency and timing of acquisition campaigns, and rethinking the appropriate mail quantity, we were able to increase the response rate by 11%.

This package uses our new “Holiday 2X Match Challenge” logo, featuring two “Lupus Warriors” on the outer envelope, letter, and reply form. The two-page letter outlines the challenge match offer and LFA’s four-pronged mission of research, education, advocacy, and local support and resources. We employed a tried-and-true format to boost response: name and address labels with a non-denominational winter theme.

“Your powerful gift will be **DOUBLED** to support breakthrough research and advance our goal of **A LIFE FREE OF LUPUS.**”



DIRECT MAIL ACQUISITION

November Holiday Acquisition with Onyx Backend Premium

GROSS REVENUE
\$219,947

CAMPAIGN COST
\$468,381

COST TO RAISE \$1
\$2.13

COST PER DONOR
\$-34.29

AVERAGE GIFT
\$30.36

RESPONSE RATE
1.06%



NONPROFIT NAME
Guiding Eyes for the Blind

LAUNCH DATE
11/11/2025

WHY IS YOUR ENTRY SUCCESSFUL

The November Acquisition - Onyx Notepad test was meaningful because it validated a key cost-saving strategy while continuing to deliver strong acquisition performance. As part of broader efficiency efforts, the organization tested replacing the Backend Premium insert by using the first page of the notepad to highlight the Backend Premium offer—an approach designed to reduce production costs without harming results.

Rather than relying on a single test read, this campaign intentionally retested the approach after successful October results to confirm performance stability. The November retest achieved 79% statistical significance, strengthening confidence in the findings and demonstrating consistent results across waves.

Performance exceeded initial goals. Response increased 8%, and Net per Donor improved 14%, confirming that the lower-cost package not only maintained results but improved them. These outcomes supported a recommendation to roll out the test, backed by both financial savings and proven effectiveness.

Compared to typical cost-driven tests—which often aim for flat performance—this campaign delivered meaningful lifts while advancing fiscal responsibility. By pairing cost efficiency with validated performance gains, the campaign became a scalable, data-driven win for the organization’s acquisition program.

“*Will you help Guiding Eyes provide urgently needed, loving guide dogs—FREE OF CHARGE—to even more people with vision loss?*”

Winning Test Creative



Former Control



DIRECT MAIL ACQUISITION

November Petition Acquisition

GROSS REVENUE
\$54,432

CAMPAIGN COST
\$48,556

COST TO RAISE \$1
\$0.89

COST PER DONOR
\$142.81

AVERAGE GIFT
\$160.09

RESPONSE RATE
0.68%

NONPROFIT NAME
Fòs Feminista

LAUNCH DATE
11/12/2025

WHY IS YOUR ENTRY SUCCESSFUL

Through this test package, we reduced Fòs Feminista's cost per new donor from \$400+ to a net positive of \$17.28 per new donor by rethinking what an acquisition package can be. Instead of a traditional charity appeal, we built a "mobilization kit": two advocacy petitions, a 5X matching gift offer, a branded sticker, and a label sheet.

Together, these elements transformed passive prospects into active participants. Fòs Feminista donors act like advocacy donors, and we built creative that matched that identity.

The result: 340 new donors, a 0.68% response rate, an average gift of \$160.09, and a campaign that proved that urgency + advocacy + involvement devices are a winning formula for this audience.

AGENCY NAME
Faircom New York

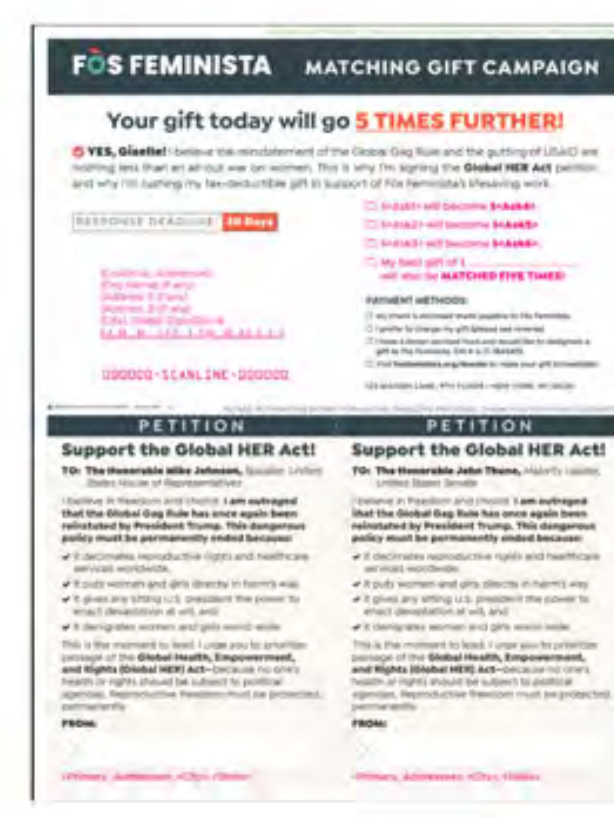
TARGET AUDIENCE
Prospects

Direct Mail Acquisition – November Petition



“When you protect choice, you protect lives.”

DEIA
 INTEGRATION



Fòs FEMINISTA

DIRECT MAIL ACQUISITION

The Frick Collection Spring 2025 Grand Reopening Acquisition

GROSS REVENUE
\$792,928

CAMPAIGN COST
\$111,696

COST TO RAISE \$1
\$0.14

COST PER DONOR
\$30.34

AVERAGE GIFT
\$215.35

RESPONSE RATE
2.47%

NONPROFIT NAME
The Frick Collection

LAUNCH DATE
4/1/2025

AGENCY NAME
Daniller + Company

TARGET AUDIENCE
0-12 month donors, 13-24 month donors, 25-36+ month donors, 36+ month donors, Prospects

WHY IS YOUR ENTRY SUCCESSFUL

The Frick Collection's Spring 2025 acquisition campaign aligned with a major institutional moment: the museum's grand reopening following a multi-year renovation. The compelling membership offer was priority museum access with free admission and private member hours. Additional motivators to join were discounts on select membership levels, a Frick coffee cup, and Member Preview for Vermeer's "Love Letters," an exhibition opening in June. The package creative positioned membership as an exclusive way to "Get Closer" to the Frick, with "The Frick is Back" as another strong statement. The campaign significantly exceeded projections. Across 149,228 mailed pieces, the campaign generated 3,682 gifts and nearly \$793,000, with a 2.47% response rate and a \$215 average gift. Net revenue reached \$681,231 with a \$7.10 return per \$1 dollar invested.

Performance was strong across all segments. Lapsed members responded at 5.47%, well above typical reactivation benchmarks, while prospect lists achieved a 1.9% response rate and more than \$507,000 in revenue. A strategically timed lapsed remail further amplified results, producing a 5.75% response rate and an additional \$98,709 in net income.

Together, these results show how pairing a culturally significant opening with a benefit-driven membership message can drive exceptional performance while generating substantial immediate revenue.

“THE FRICK IS BACK”



THE FRICK COLLECTION

DIRECT MAIL ACQUISITION

They've Gotta Get Past Us

GROSS REVENUE
\$164,192

CAMPAIGN COST
\$138,343

COST TO RAISE \$1
\$0.84

COST PER DONOR
\$59.07

AVERAGE GIFT
\$70.11

RESPONSE RATE
0.78%

DEIA
INTEGRATION

NONPROFIT NAME
American Civil Liberties Union

LAUNCH DATE
3/15/2025

WHY IS YOUR ENTRY SUCCESSFUL

For over a decade, the ACLU's top acquisition mailing was a survey package. The ACLU was eager to test out of it due to high production & response programming costs. However, for years, they were unable to beat the survey.

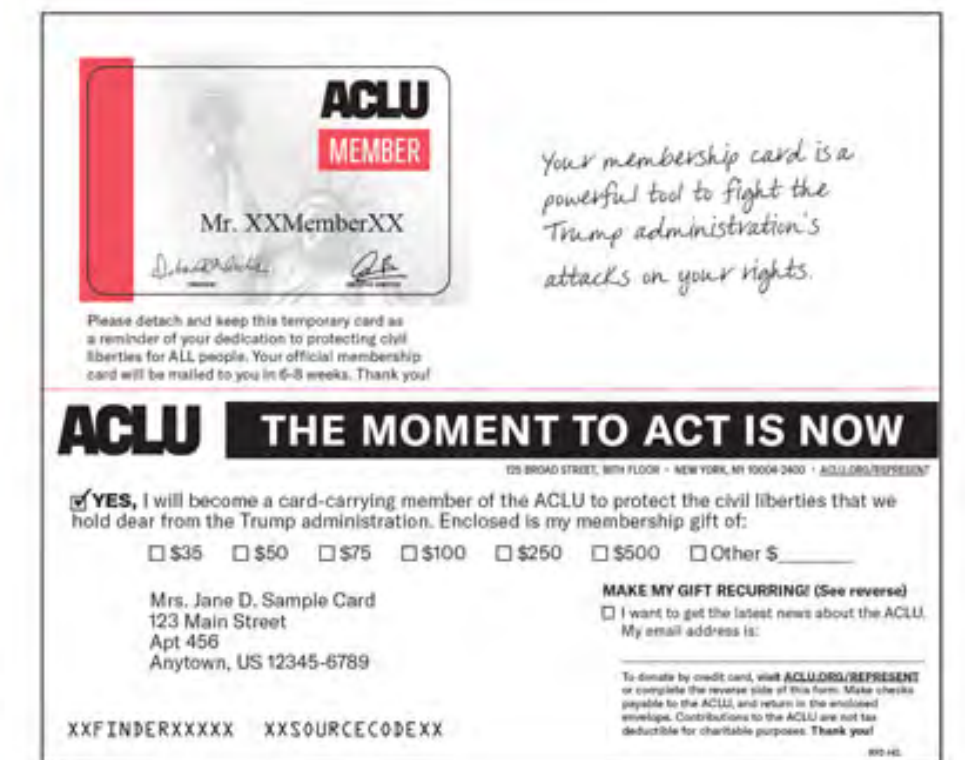
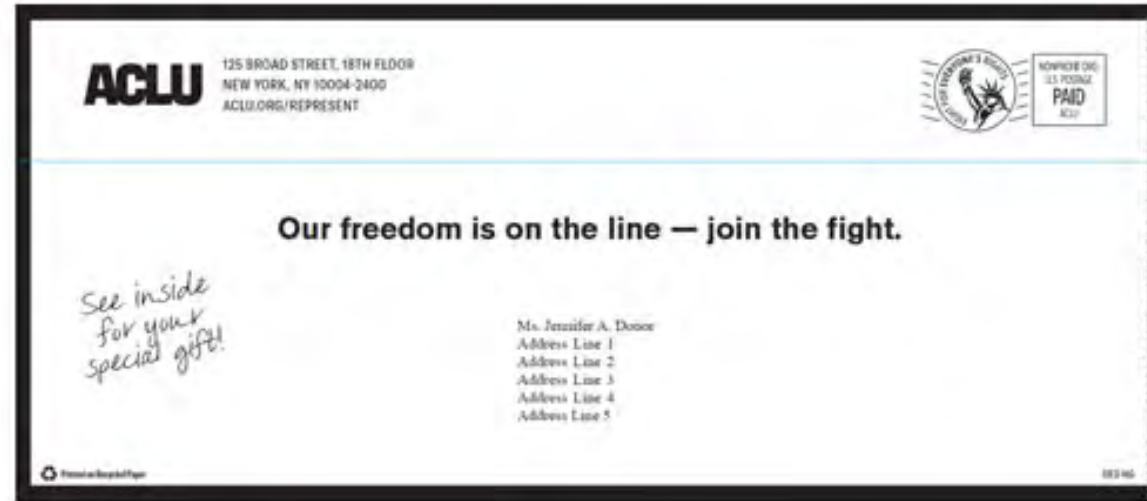
At the onset of President Trump's second term, the ACLU tested a new acquisition package with the goal of providing an emotionally resonant and timely pitch to become a member. Based on early message testing, we chose the tagline "They've Gotta Get Past Us" - when the Trump administration tries to take away our rights, the ACLU will be there. The mailing prominently features President Trump's face with the tagline, "They've Gotta Get Past Us." The copy establishes the ACLU's credibility in rapidly & effectively responding to every threat to civil liberties. The hard-hitting message made it clear that the ACLU has an unparalleled track record, & that together with our members, we can defend our most fundamental freedoms. The package also included a sticker with an image of the White House, reading "They've Gotta Get Past Us."

The results of the test blew all of our projections away! ROI improved by 117% relative to the control, increasing average gift by 29% & response rate by 47%. While our average gift for the year overall was budgeted at \$43.83, the package brought in an extraordinary \$70.11. In all, the mailing actually generated NET profit of \$25,849!

“They've gotta get past us.”

AGENCY NAME
Lautman Maska Neill & Company

TARGET AUDIENCE
Prospects



DIRECT MAIL ACQUISITION

UNICEF Shopping List Notepad

GROSS REVENUE
\$57284

CAMPAIGN COST
\$251259

COST TO RAISE \$1
\$4.39

COST PER DONOR
\$211.5

AVERAGE GIFT
\$48.22

RESPONSE RATE
0.32%

NONPROFIT NAME
UNICEF USA

LAUNCH DATE
7/31/2025

WHY IS YOUR ENTRY SUCCESSFUL

UNICEF USA has seen declining Acquisition response rates over the past two years.

More than doubled the acquisition response rate and REV/M and improved the CP\$R. Advanced the mission of UNICEF USA by sharing the impact of UNICEF around the world. Prospects can participate in spreading the word by using the mailing labels they received.

AGENCY NAME
Markteam

TARGET AUDIENCE
Prospects



“ Please stand with children to provide emergency nutrition. ”

Front End Premium Drives Higher Response Rate in Acquisition

The collage features several key pieces of marketing collateral:

- Direct Mail Piece 1:** A white envelope with a pink and blue design. The headline reads "Please stand with children to provide emergency nutrition." It includes a form for a mailing label with fields for name, address, and phone number.
- Direct Mail Piece 2:** A white envelope with a pink and blue design. The headline reads "Help Save the Lives of Vulnerable Children!" It includes a form for a mailing label and a QR code.
- Direct Mail Piece 3:** A white envelope with a blue and white design. The headline reads "Will you make a gift today to save a child from malnutrition?" It includes a form for a mailing label and a QR code.
- Shopping List:** A document titled "UNICEF USA 2025 SHOPPING LIST" listing various items such as Micro-nutrient Powder packs, Water Tablets, Emergency First Aid Kit, Oral Rehydration Salts (ORS), Measles Immunizations, Blankets, and Therapeutic Milk, each with a price and quantity.
- Notepad:** A document titled "CHILDREN NEED US NOW" with a grid of 12 small forms for mailing labels, each with fields for name, address, and phone number.
- Image:** A photograph of a group of smiling children in a school setting.

DIRECT MAIL ACQUISITION

We're Not Moving to Canada

GROSS REVENUE
\$250,215

CAMPAIGN COST
\$145,434

COST TO RAISE \$1
\$0.58

COST PER DONOR
\$56.04

AVERAGE GIFT
\$96.42

RESPONSE RATE
0.87%



NONPROFIT NAME
American Civil Liberties Union

LAUNCH DATE
1/15/2025

AGENCY NAME
**Lautman Maska
Neill & Company**

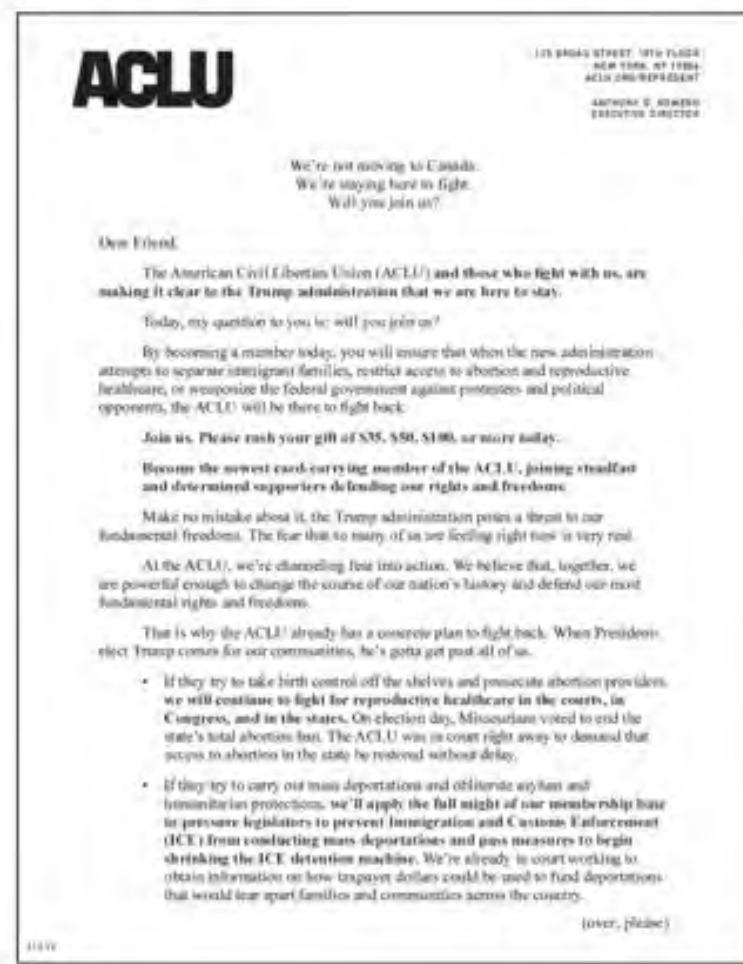
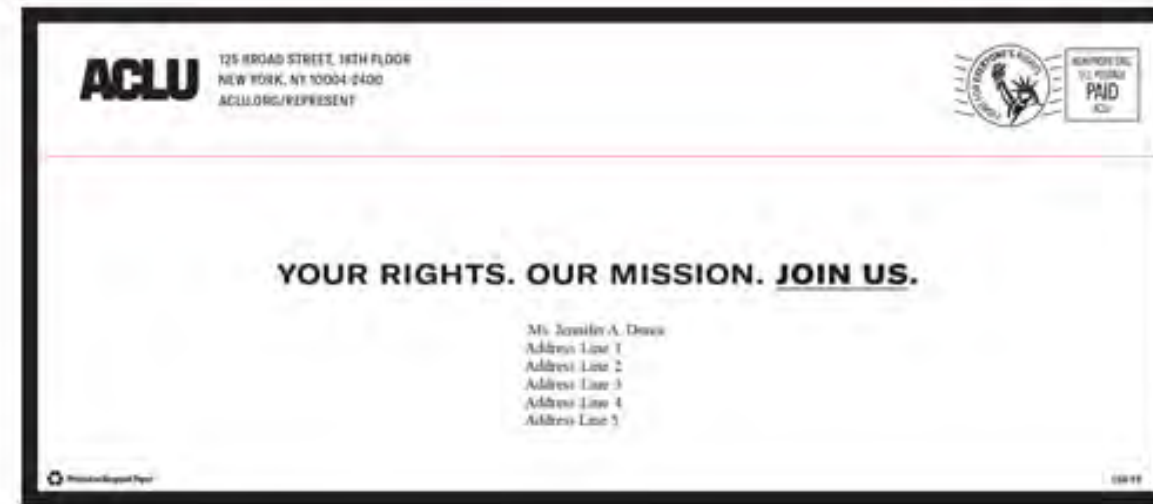
TARGET AUDIENCE
Prospects

WHY IS YOUR ENTRY SUCCESSFUL

After President Trump's election victory in 2024, the ACLU knew they needed new acquisition creative to properly meet the moment and the emotions that their prospects were feeling. The day after the election results, the ACLU ran a full-page ad in the New York Times, which announced in bold text: "In case you had any doubt, we are the American Civil Liberties Union. And we're not moving to Canada." Based on the high volume of media attention and supporter resonance of the ad, the ACLU decided to adapt it into a donor acquisition package. The creative had an extra-large black envelope with the teaser, "Your rights. Our Mission. Join Us." The mailing included an insert replica of the original advertisement and a pledge for prospects to sign.

The striking approach was a big winner! Not only did it beat the longstanding control, increasing response by 64%, but it also increased average gift by 56%. The test package actually netted money, bringing in over \$100K in net revenue. In all, the campaign brought in more than three times as many donors as originally budgeted, setting the ACLU up for success in the year ahead.

“We are the American Civil Liberties Union. And we're not moving to Canada.”



**DIRECT MAIL
MID-LEVEL
RENEWAL**



DIRECT MAIL MIDLEVEL

2025 Season of Hope Campaign

GROSS REVENUE
\$809,4167

CAMPAIGN COST
\$739,979

COST TO RAISE \$1
\$0.091

AVERAGE GIFT
\$354

RESPONSE RATE
5.69%

NONPROFIT NAME
Tunnel to Towers Foundation

LAUNCH DATE
10/29/2025

WHY IS YOUR ENTRY SUCCESSFUL

The Season of Hope, our primary 4th quarter campaign, is powered by moving stories of sacrifice paired with a 3X match gift challenge to motivate giving. The mailing also features an insert highlighting stories of some of last year's 'Season of Hope' honorees to remind donors of their impact on real lives.

To enhance engagement, the package includes holiday freemiums: a specially designed newsletter/insert, a Hero Flag backend offer, two sheets of festive wrapping paper, gift tags, ribbon, and three greeting cards with envelopes. Lightly branded freemium designs create a cohesive donor experience while delivering high perceived value for this important mid-level audience.

The appeal delivered a strong performance, with results generating a 5.69% response rate, an average gift of more than \$355, and net revenue of more than \$3.7 million.

A simple letter/reply follow-up mailed 10 days later to the same donors piggybacks on the initial package. This second touch reminds donors to multiply the power of their giving with the 3X match. The follow-up, with a lower cost per donation, performed nearly as well as the lead package with a 4.95% RR and an Avg. Gift of \$354.

Together, the holiday package and follow-up netted \$7,354,187 - nearly 50% higher than our goal - to support T2T's work to help brave men and women (and their families) who sacrificed so much for our country.

AGENCY NAME
Faircom New York

TARGET AUDIENCE
Mid-Level Donors

“Your gift will be matched 3X this Season of Hope to give back to America’s heroes who put their lives on the line.”



DIRECT MAIL PACKAGE



Your Gift Rekindles Hope for Families Who Deserve Our Support!

With your support today, the homes we give away during the 2025 Season of Hope campaign will span our programs: Smart Home Program, Fallen First Responder Home Program, Gold Star Family Home Program, our Homeless Veterans Program, and our programs to educate and engage people to Never Forget 9/11.

SMART HOME PROGRAM The Tunnel to Towers Foundation builds mortgage-free smart homes for catastrophically injured veterans and first responders. Each home is specially adapted to address the unique needs of each individual. Smart homes include a myriad of features that help our most severely injured veterans and first responders to reclaim their day-to-day independence.

FALLEN FIRST RESPONDER HOME PROGRAM Through the Fallen First Responder Home Program, Tunnel to Towers aims to pay off the mortgages of law enforcement officers and firefighters who lose their lives in the line of duty, or in 9/11-related illnesses, and leave behind young children. The Foundation's goal is to ensure stability and security for these families facing sudden, tragic loss.

GOLD STAR FAMILY HOME PROGRAM The Gold Star Family Home Program, launched in September 2016, honors the legacy of those who made the ultimate sacrifice while serving our country. The Foundation provides a mortgage-free home to surviving spouses with young children.

HOMELESS VETERAN PROGRAM You'll aid in evacuating veteran homelessness by helping to provide housing assistance and services to those in need because all who honorably served their country, whether in wartime or in war, deserve our nation's gratitude.

NEVER FORGET PROGRAMS You'll help America keep its vow to NEVER FORGET 9/11 and the sacrifices of its greatest heroes by supporting the Foundation's efforts to inform and engage people across the nation through our Tunnel to Towers 9/11 Institute™ and our many runs, walks, and climbs across the nation, as well as our many gift outings and barbecues, where the fallen are always honored and remembered.



DIRECT MAIL MIDLEVEL

Center for Reproductive Rights Mid-Level Cultivation Card

GROSS REVENUE
\$224,840

NONPROFIT NAME
The Center for Reproductive Rights

AGENCY NAME
K2D Strategies

CAMPAIGN COST
\$11,922

LAUNCH DATE
11/9/2025

TARGET AUDIENCE
Mid-Level Donors

COST TO RAISE \$1
\$0.05

WHY IS YOUR ENTRY SUCCESSFUL

To show appreciation for the Center’s mid-level donors during a very busy year-end season, we crafted a cultivation piece in the form of a “holiday” card for a selection of these donors. The package stood out in the mailbox due to its size and was very simple in its execution. The front of the card featured a bold graphic, with a note of appreciation inside from the President & CEO.

AVERAGE GIFT
\$2,730

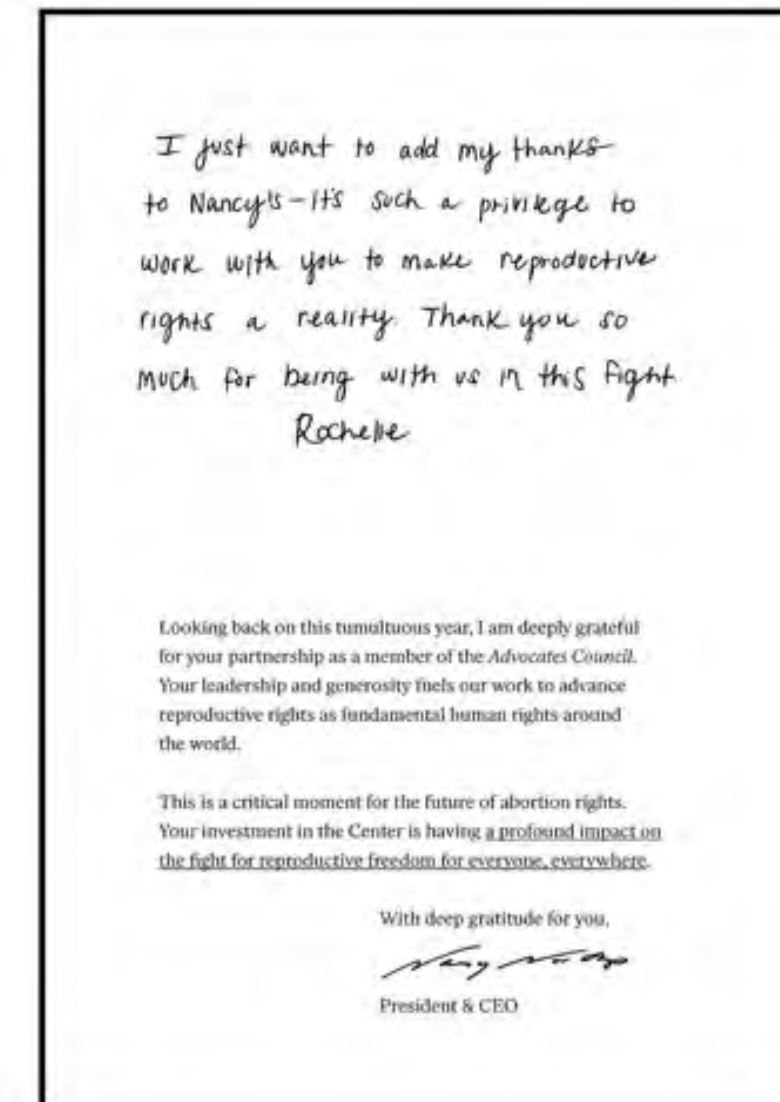
Messaging was personalized for donors based on their relationship to the Center, and we expanded the audience to include donor-advised fund donors and specifically call out their past DAF gifts. There was no hard fundraising ask, but a reply envelope was included.

RESPONSE RATE
1.23%

This was crafted primarily as a cultivation, but it brought in \$224,840 in revenue, which is 918% higher than the original revenue goal of \$22,069. Net per donor was \$2,730 and cost to raise a dollar was only 5 cents.

Donors responded well to messages of appreciation that reminded them of their role in the Center’s work, and providing just a reply envelope was the ideal subtle reminder to make their year-end gift.

“*No bans. No barriers.
Just reproductive freedom.*”



CENTER *for*
REPRODUCTIVE
RIGHTS

DIRECT MAIL MIDLEVEL

December Year In Review

GROSS REVENUE
\$750,337

CAMPAIGN COST
\$31,029

COST TO RAISE \$1
\$0.04

AVERAGE GIFT
\$2,821

RESPONSE RATE
4.34%

NONPROFIT NAME
United States Holocaust Memorial Museum

LAUNCH DATE
12/11/2025

WHY IS YOUR ENTRY SUCCESSFUL

United States Holocaust Memorial Museum is committed to sharing the lessons of the Holocaust with current and future generations, and ensuring the public has an understanding of the impacts that antisemitism had during the Holocaust and why the lessons are so relevant today. The Museum's Year In Review campaign in December offers the Museum a valuable opportunity to share with core donors the most impactful work from the year before across the main pillars of their work. With powerful imagery, stories and statistics highlighting their breadth of efforts to educate and raise awareness in 2025, the Year in Review campaign makes a compelling case to supporters identified as prospects for mid-level giving.

The impact of this dynamic and in-depth look at the Museum's work in 2025 was clear in the results - which nearly doubled our expectations for the audience we targeted. At over \$750K in total gross revenue, this is the highest grossing campaign the Museum has achieved with this audience in the history of the program

“ This history is a warning, and the stakes are too high for us to ignore its powerful lessons right now. ”

AGENCY NAME
MissionWired

TARGET AUDIENCE
0-12 months donors, Mid-Level Donors, 25 - 36+ month donors, 13-24 month donors

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL

REGIONAL LIFTNOTES

CLEVELAND	SOUTHEAST	NORTHEAST	WESTERN	MIDATLANTIC	MIDWEST



WINGS OF MEMORY

UNITED STATES
HOLOCAUST
 MEMORIAL
MUSEUM

DIRECT MAIL MIDLEVEL

Earthjustice Partners Year-End Appeal

GROSS REVENUE
\$759,707

CAMPAIGN COST
\$26,733

COST TO RAISE \$1
\$0.04

AVERAGE GIFT
\$2,412

RESPONSE RATE
7.36%

NONPROFIT NAME
Earthjustice

LAUNCH DATE
10/17/2025

WHY IS YOUR ENTRY SUCCESSFUL

Public lands are endangered - Earthjustice must be prepared to sue immediately to the stop the Trump admin from selling or changing the use of public lands.

The 2-page letter was short but was supported by an extensive 6-page proposal that outlined some of the keyways the administration is attacking our public lands – and how the donor can help thwart their efforts.

A few of the priorities Earthjustice highlighted in this appeal & insert:

- Focus on public lands protection
- Specific threats and past victories
- Highlight different giving options (stocks, IRA distributions)
- Emphasize insider-level, high-level information

This appeal was mailed in a 9 x 12 brown kraft OE and presented as an URGENT / Rapid Response appeal. The letter had a yellow sticky note affixed. Each package also included a business card from an assigned Philanthropy officer or the Deputy Director of Outreach and Philanthropy. Match amounts were strategically varied by audience segment to maximize response and reactivation. Lapsed donors received the strongest incentive with a 3X match, while active, unrenewed, and asset-based donors (DAF, IRA, appreciated stock) were offered a 2X match.

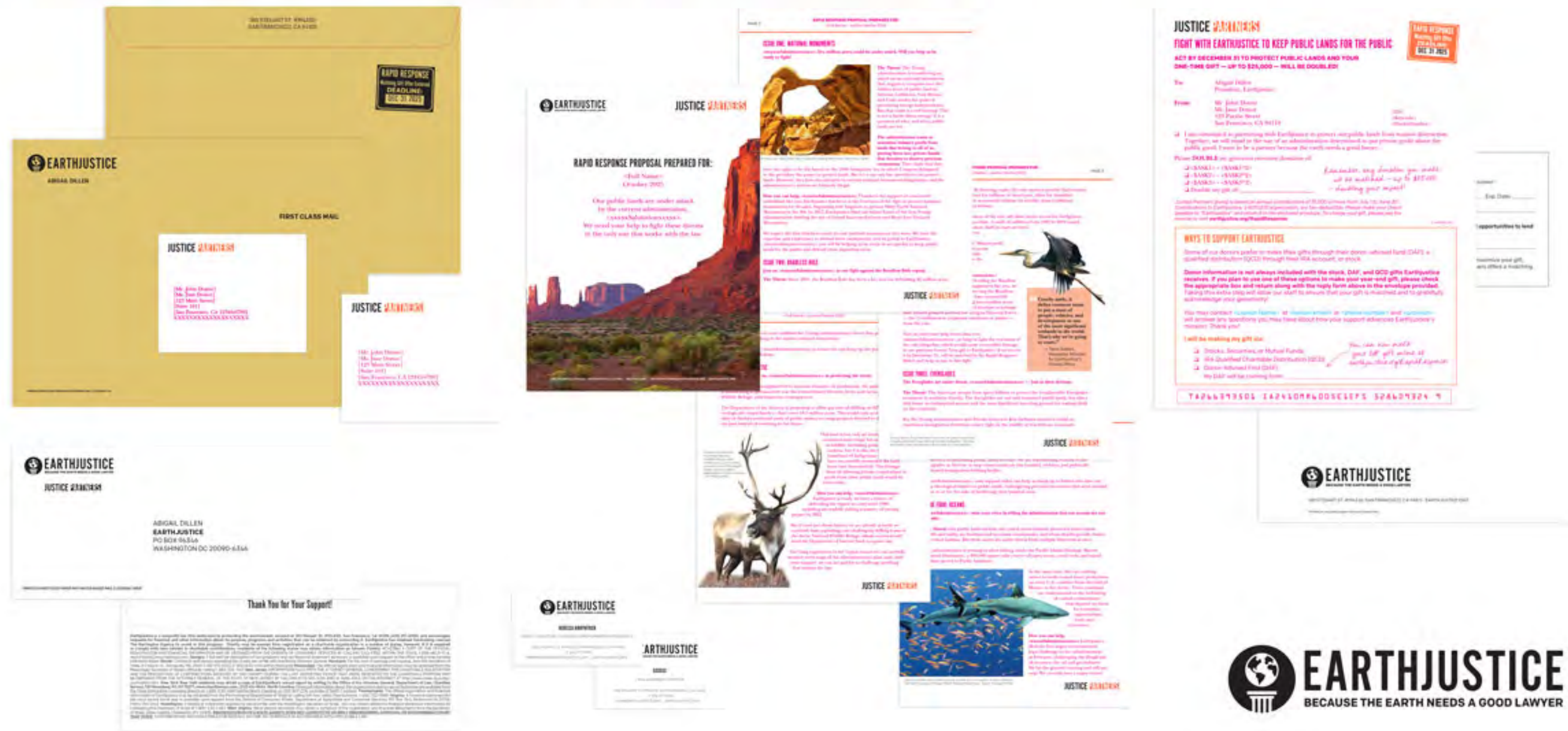
The results - an overwhelming success!

- Raising just over 38% more revenue with a 57% average gift increase.
- Net Revenue increased 46% over projections!

AGENCY NAME
The Harrington Agency

TARGET AUDIENCE
Mid-Level Donors

“ *Fight with Earthjustice to keep public lands for the public* ”



DIRECT MAIL MIDLEVEL

Every Child Deserves Riley

GROSS REVENUE
\$26,536

CAMPAIGN COST
\$12,803

COST TO RAISE \$1
\$0.48

AVERAGE GIFT
\$647.22

RESPONSE RATE
0.91%



NONPROFIT NAME
Riley Children's Hospital Foundation

LAUNCH DATE
5/28/2025

AGENCY NAME
DaVinci Direct

TARGET AUDIENCE
Mid-Level Donors

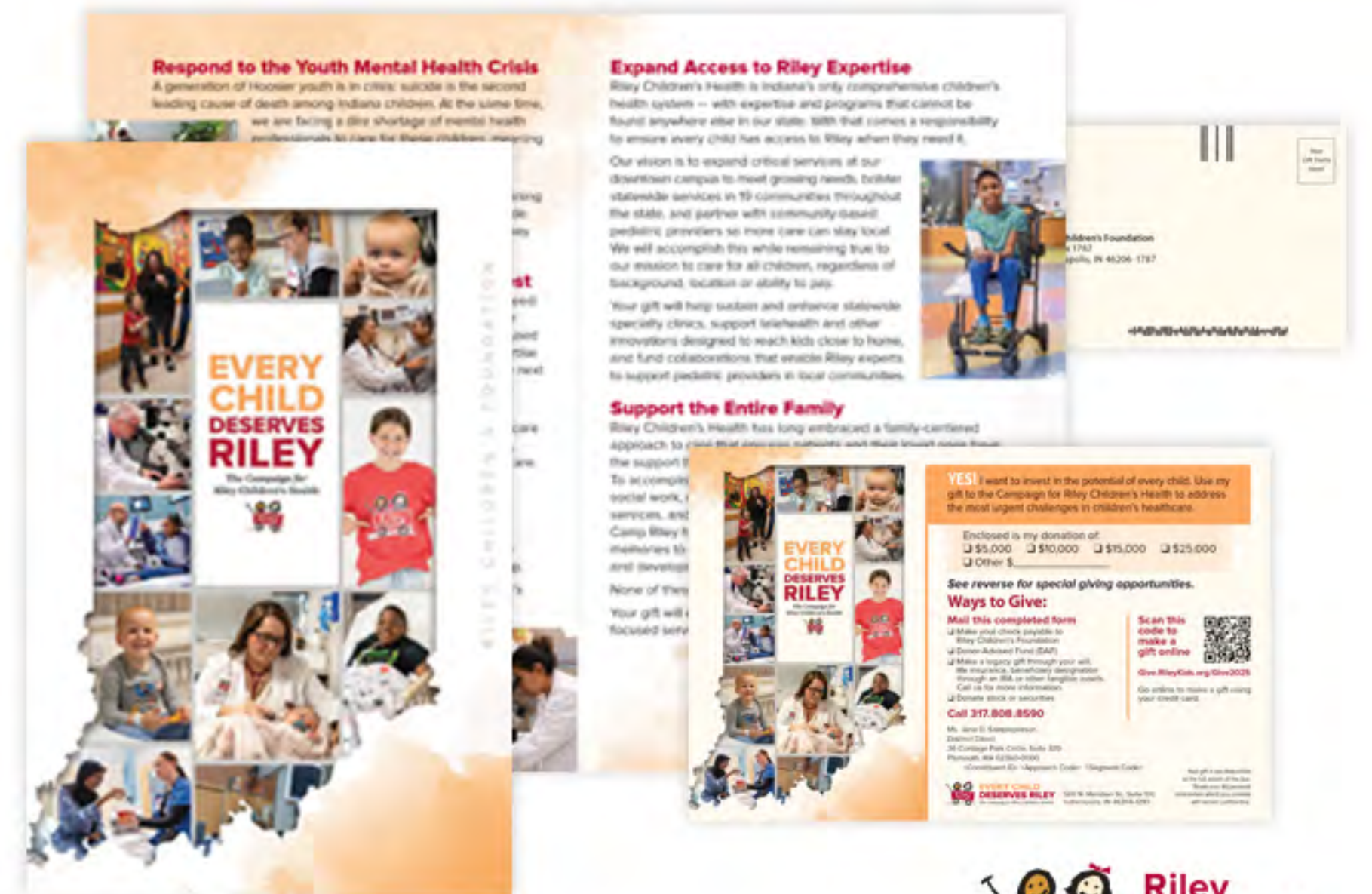
WHY IS YOUR ENTRY SUCCESSFUL

The most powerful aspect of this "Every Child Deserves Riley" campaign was the generation of a planned gift in the amount of \$800,000! Riley Hospital for Children, one of the nation's top-ranked children's hospitals, has a successful major donor program and wanted to use direct mail to expand midlevel giving. The hope was to get gifts in the \$5,000-\$25,000 range. Ultimately, they wanted to secure at least one large Planned Gift. There was not a specific revenue goal otherwise.

Because of the nature of the campaign, tracking all the gifts to the campaign has been a challenge. The directly attributed gifts are reflected in the results below, including two new \$5,000 donors. Not reflected in the results is a commitment for an \$800,000 planned gift.

The package uses an upscale approach for the high-dollar audience. The 6 x 9.5" format, with closed-face outer envelope and ivory stock, separates this piece from other mailings. The cornerstone of the design is an outline of the state of Indiana filled with 4-color photographs of "Riley Kids" and caregivers. The one-page letter is direct and compelling in explaining the needs, including battling Indiana's youth mental health crisis. An oversized reply form offers several ways to give, including the "Legacy Challenge" that produced the \$800,000 gift. The outcome exceeded expectations for the program and the client is thrilled!

“Every Child Deserves Riley”



DIRECT MAIL MIDLEVEL

Fund the Match Challenge

GROSS REVENUE
\$642,609

CAMPAIGN COST
\$28,745

COST TO RAISE \$1
\$\$0.04

AVERAGE GIFT
\$1,810

RESPONSE RATE
4.87%

DEIA
 INTEGRATION

NONPROFIT NAME
The National Park Foundation

LAUNCH DATE
3/2/2025

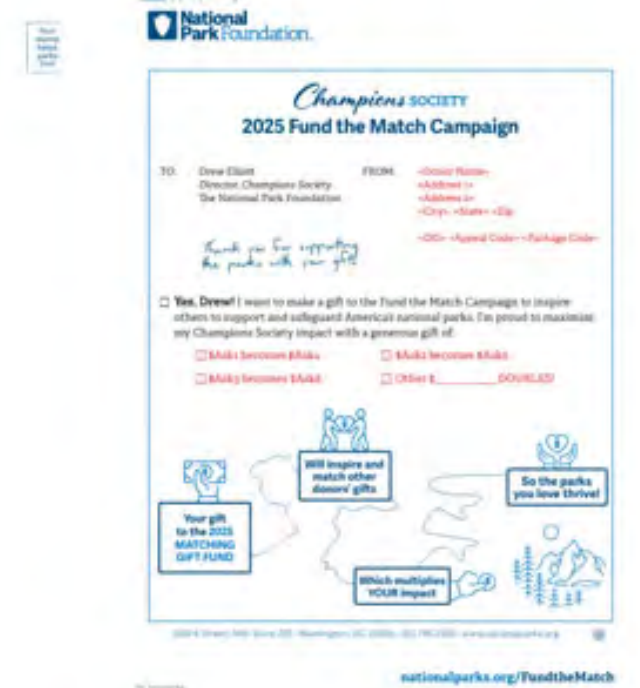
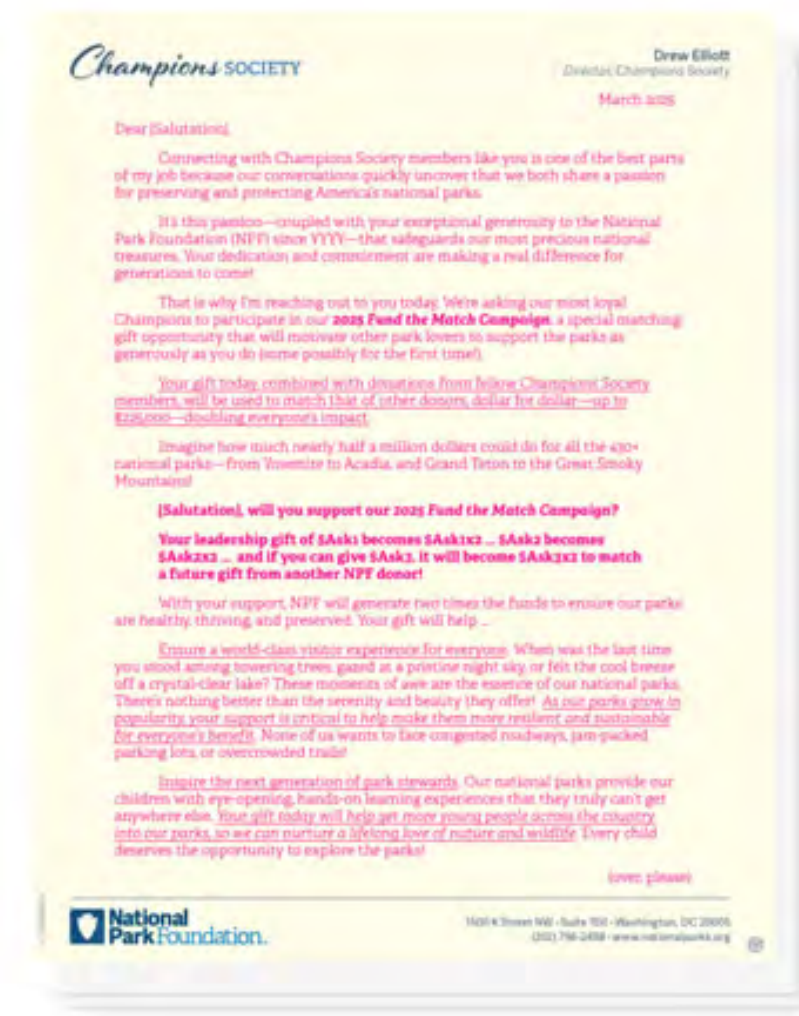
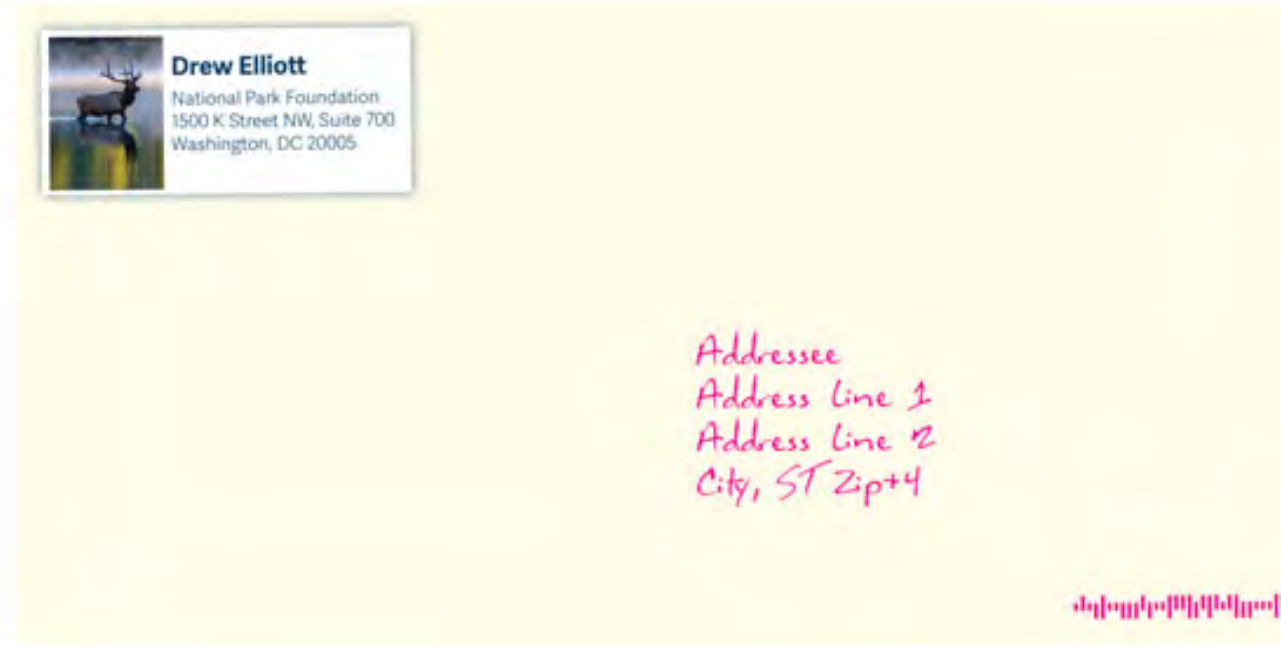
WHY IS YOUR ENTRY SUCCESSFUL

This campaign was developed after JGI lost a \$375,000 grant that funded a critical research program. With this mid-level campaign, we aimed to raise funds to keep research going and to invite new members to join the Jane's Peak Society at \$1,000 or more. The goal for this campaign was to raise \$60,000. This package raised \$112,118, exceeding the goal by 86%. More importantly, one donor made a record gift of \$50,000, and six donors joined the mid-level giving society. Additional funds were raised in other segments of the donor file to close the \$375,000 grant shortfall. The vital research at Gombe will continue despite the government funding cut.

AGENCY NAME
**Lautman Maska
 Neill & Company**

TARGET AUDIENCE
**0-12 months donors,
 Mid-Level Donors**

“With your support, NPF will generate two times the funds to ensure our parks are healthy, thriving, and preserved.”



DIRECT MAIL MIDLEVEL

Jane's Peak Society Mini Proposal

GROSS REVENUE
\$112,800

CAMPAIGN COST
\$21,787

COST TO RAISE \$1
\$0.19

AVERAGE GIFT
\$1,282

RESPONSE RATE
2.4%

DEIA
INTEGRATION

NONPROFIT NAME
Jane Goodall Institute

LAUNCH DATE
8/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

This campaign was developed after JGI lost a \$375,000 grant that funded a critical research program. With this mid-level campaign, we aimed to raise funds to keep research going and to invite new members to join the Jane's Peak Society at \$1,000 or more. The goal for this campaign was to raise \$60,000.

This package raised \$112,118, exceeding the goal by 86%. More importantly, one donor made a record gift of \$50,000, and six donors joined the mid-level giving society. Additional funds were raised in other segments of the donor file to close the \$375,000 grant shortfall. The vital research at Gombe will continue despite the government funding cut.

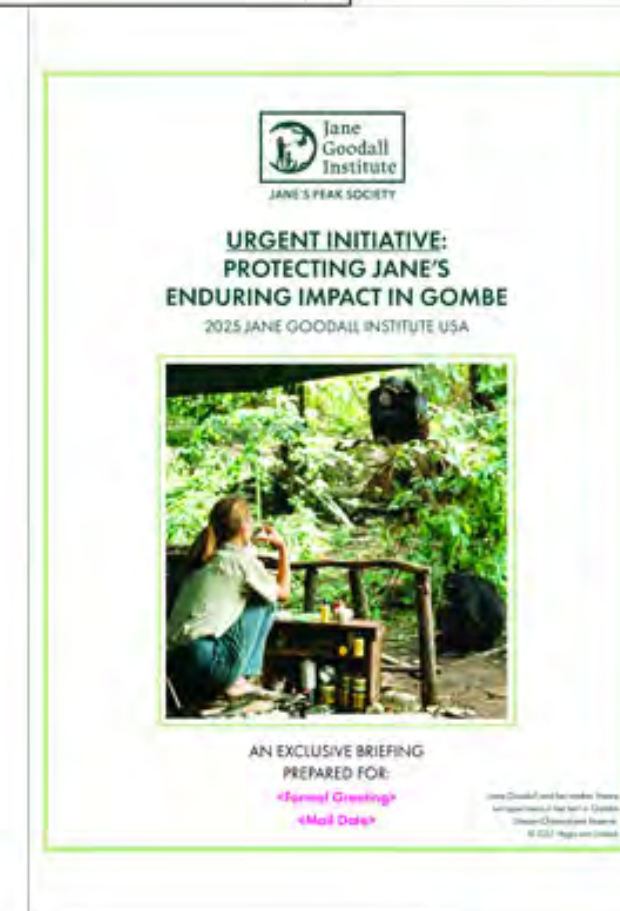
AGENCY NAME
Impact Communications

TARGET AUDIENCE
**0-12 months donors,
Mid-Level Donors**

“Gombe is more than just where Jane began her seminal research. It is a hub of ongoing world-class science.”



Insert: 4x6 photo: Young researcher Jane Goodall in Gombe Stream Reserve.



DIRECT MAIL MIDLEVEL

Leaders Circle Renewal 4

GROSS REVENUE
\$498,697

CAMPAIGN COST
\$7,038.90

COST TO RAISE \$1
\$0.01

AVERAGE GIFT
\$2,986

RESPONSE RATE
13.66%



NONPROFIT NAME
Massachusetts Society for the Prevention of Cruelty to Animals

LAUNCH DATE
12/31/2025

AGENCY NAME
Sanky Communications

TARGET AUDIENCE
Mid-Level Donors

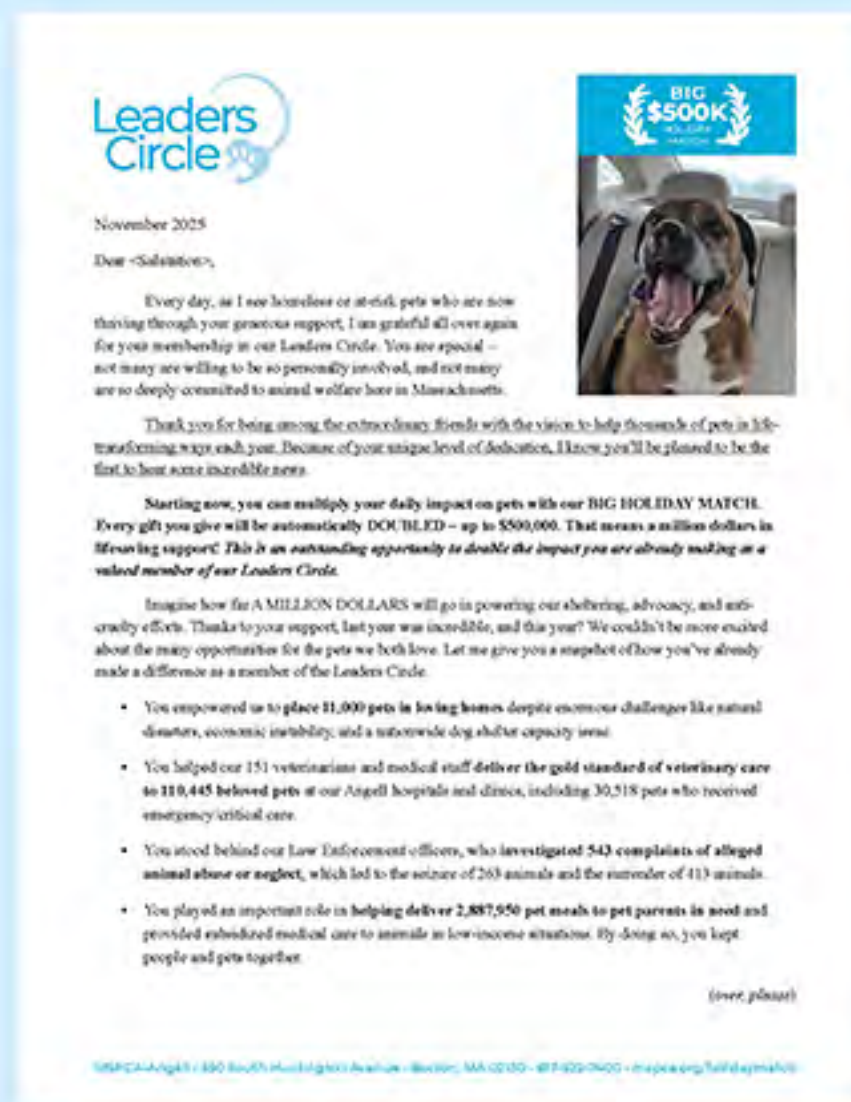
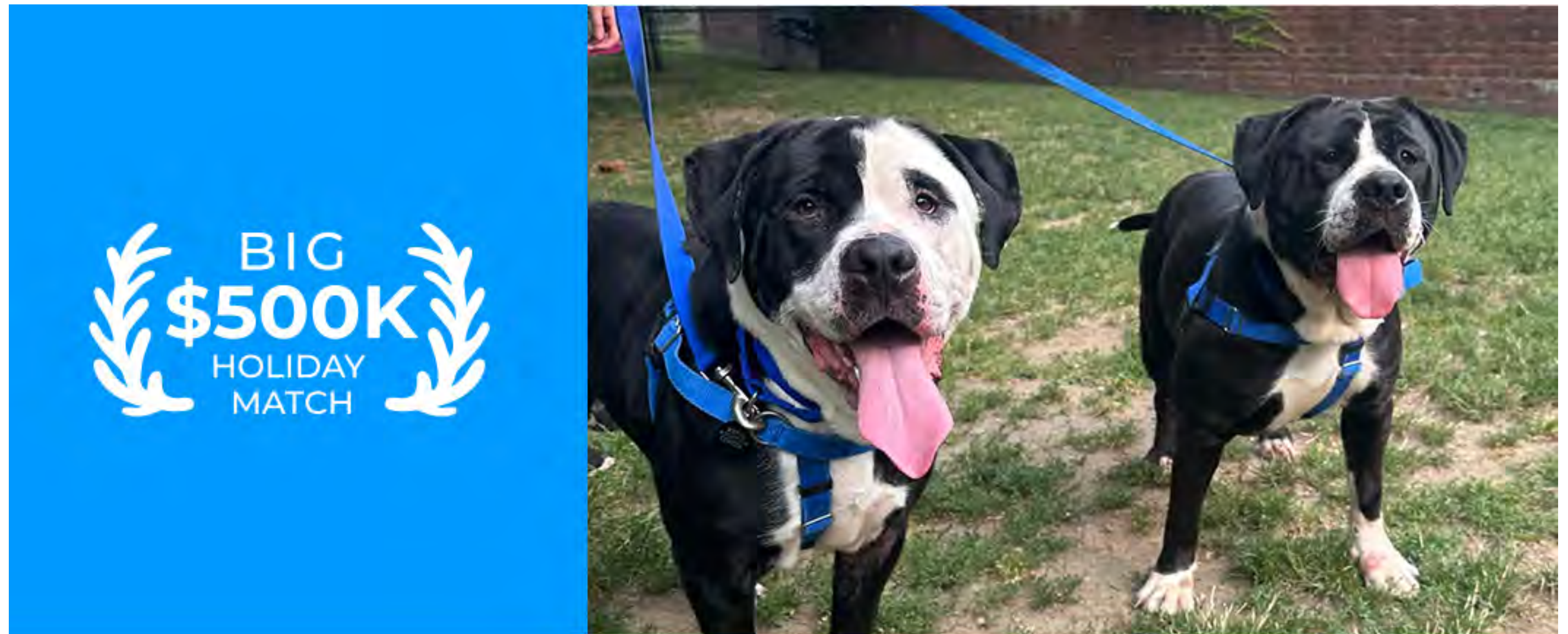
WHY IS YOUR ENTRY SUCCESSFUL

While this mailing was not new to the schedule, it does represent the first mid level mailing with a modernized package, including an updated approach to copy and design.

Year over year, this fourth mid level renewal/appeal mailing is the single largest driver of revenue in the direct mail program, so it's significance is considerable.

With the modernized package, in FY25 this mailing was once again the most successful DM package in the fiscal year. In FY25, this mailing integrated across channels with a major year end matching gift challenge.

“Not many shelters in the country have the capacity and dedication to give older pets like Cooper.”



DIRECT MAIL MIDLEVEL

Mid-Level & 1163 Society Challenge Match Campaign

GROSS REVENUE
\$60,054

CAMPAIGN COST
\$7,621

COST TO RAISE \$1
\$0.32

AVERAGE GIFT
\$356

RESPONSE RATE
7.1%

NONPROFIT NAME
Friends of Notre-Dame de Paris

AGENCY NAME
Faircom New York

LAUNCH DATE
7/12/2025

TARGET AUDIENCE
Mid-Level Donors

WHY IS YOUR ENTRY SUCCESSFUL

This campaign succeeded because we adopted a proven strategy and made it more engaging. Instead of asking donors to respond to a matching gift, we invited them to help create it. This positioned mid-level donors and 1163 Society members as leaders, not just participants.

We made the ask clear and tangible by tying it to the restoration of specific gargoyles. This helped donors quickly understand their impact and feel more connected to the project.

The creative supported this approach. A premium, highly personalized direct mail package stood out in the mailbox and reinforced the importance of the donor's role.

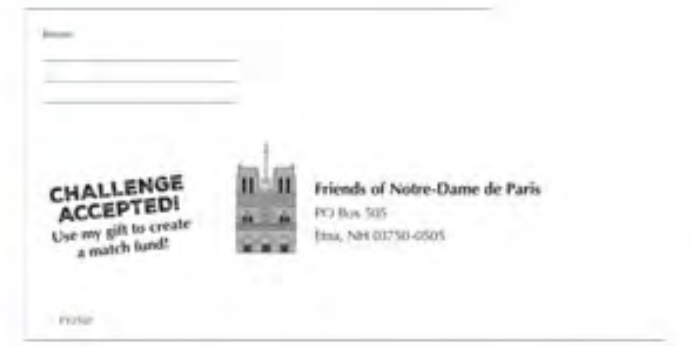
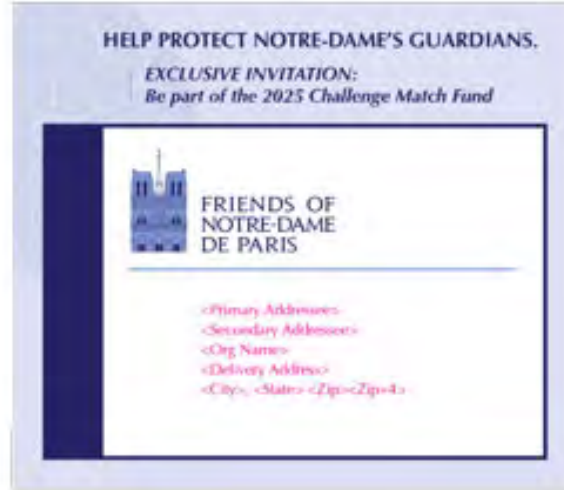
We also focused on the right audience – recent, active donors with the capacity to give again. A follow-up mailing extended the campaign and increased response, while suppressing prior donors to improve efficiency.

The campaign grossed \$81,409 from 448 donors, with \$55,669 in net revenue. Net per donor was a solid \$124.

By combining a clear message, strong creative, and targeted audience, the campaign drove solid results and strengthened donor engagement during the typically slower summer fundraising season.

“*Help restore Notre-Dame’s gargoyles—timeless protectors that still stand guard today.*”

Direct Mail Mid-Level Renewal/Appeal – July Challenge Match



DIRECT MAIL MIDLEVEL

No Kid Hungry Fall Mid-level Invite

GROSS REVENUE
\$43,090

CAMPAIGN COST
\$33,823

COST TO RAISE \$1
\$0.79

AVERAGE GIFT
\$862

RESPONSE RATE
1.17%

DEIA
INTEGRATION

NONPROFIT NAME
**No Kid Hungry
(Share Our Strength)**

LAUNCH DATE
10/9/2025

WHY IS YOUR ENTRY SUCCESSFUL

No Kid Hungry has had varying degrees of success with their direct mail mid-level program, with most of their mid-level donors being acquired and converted online. This tailored, highly personalized invitation proved to be exactly the right motivator for giving by mail, delivering a compelling case for support. We targeted a mix of donors nearing mid-level status; scored donors likely to give \$1,000; and existing \$1,000+ donors—with each segment receiving a personalized upgrade ask.

The package replaced a seasonal, tactic-driven appeal that went to the general audience and was versioned for current and near mid-level donors. The new creative featured a closed face OE, personalized RE, letter, full-page reply, impact insert, and lift note. Gift handles were tailored to each donor's prior or potential giving, depending on the data. To connect ask amounts to tangible outcomes, a case-for-giving insert further explored high-dollar equivalencies and amplified the need.

Results exceeded response, gross, and net revenue goals. Gross revenue was 28% above budget, and net revenue came in over \$22K above projections. Plus, we've seen significant giving via the package-specific URL, indicating cross-channel success. Compared to the same time last year when the audience got the traditional appeal, the campaign generated over 300% more in net revenue!

AGENCY NAME
Concord Direct

TARGET AUDIENCE
**Mid-Level Donors, 0-12
month donors, 13-24
month donors**

“Your generosity is critical to keeping our programs going—your investment in No Kid Hungry is an investment in America’s kids”



DIRECT MAIL MIDLEVEL

Red Pandas & the Eastern Himalayas Appeal

GROSS REVENUE
\$1,605,157

CAMPAIGN COST
\$20,274

COST TO RAISE \$1
\$0.01

AVERAGE GIFT
\$2,040

RESPONSE RATE
14.21%

NONPROFIT NAME
World Wildlife Fund

LAUNCH DATE
11/19/2025

WHY IS YOUR ENTRY SUCCESSFUL

To inspire renewed giving from WWF's Partners in Conservation (\$1K+ donors), we developed an immersive appeal using the spirit of travel & adventure that brought the Eastern Himalayas and its urgent conservation needs to life.

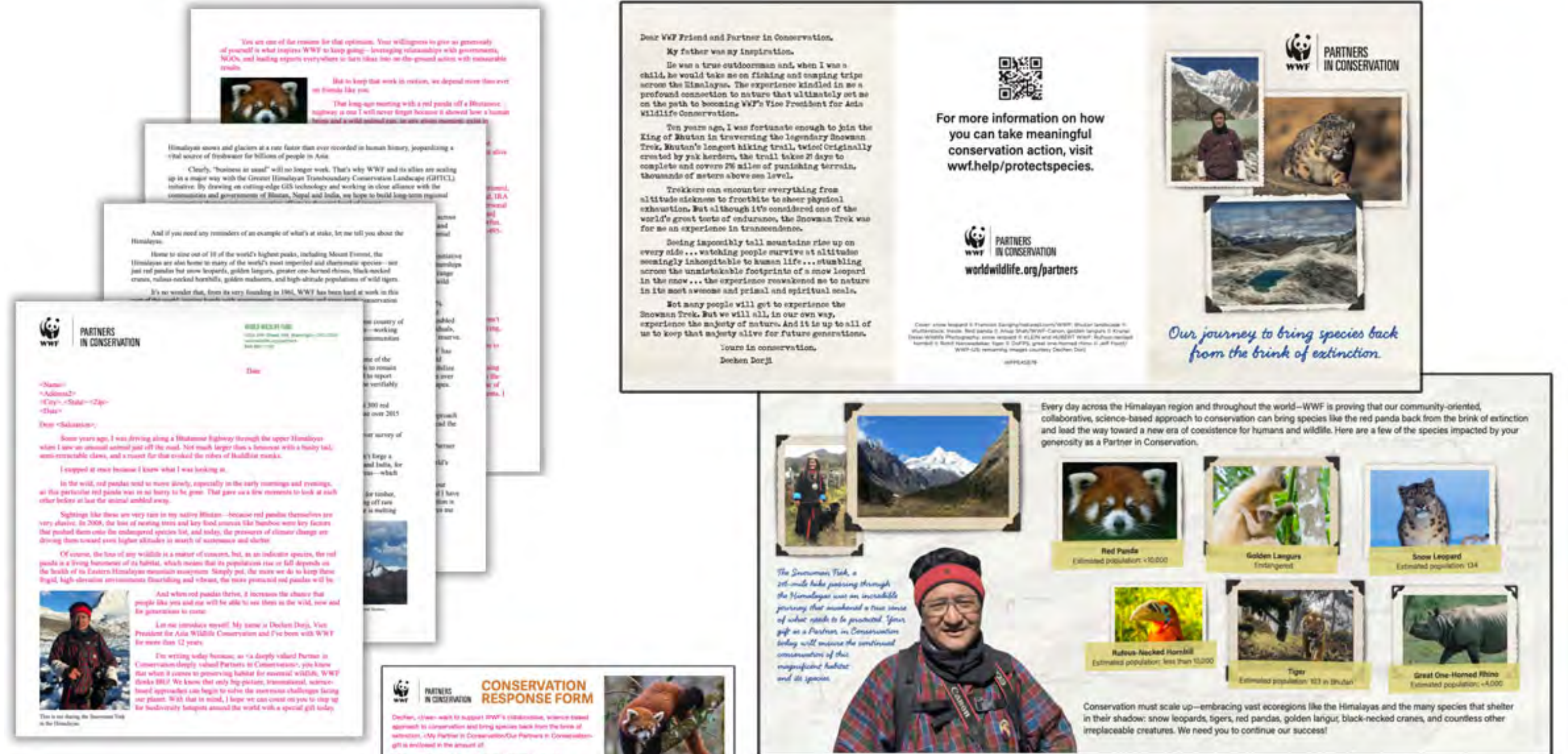
Designed to resemble a scrapbook page, the OE featured a red panda photo to hint at the adventure inside. Signed by Dechen Dorji, WWF VP for Asia Wildlife Conservation, the letter shared his personal story from his childhood in Bhutan, and his magical encounter with a red panda.

His story introduces WWF's long-standing conservation work in the Eastern Himalayas—home to some of the world's most imperiled species. A tri-fold "travel journal" insert featured scrapbook-style photos, including from Dechen's 216-mile Snowman Trek in Bhutan, layered over a ghosted trail map with typewritten & handwritten reflections about how nature shaped his career path in conservation work.

The design invited donors to experience the landscape WWF is working to protect while learning about WWF's vision to connect 25-million acres across Bhutan, India, and Nepal to create safe wildlife corridors and help vulnerable species recover. Donors were urged to support this massive effort with an unrestricted gift.

Mailed to 0-24 month Partners in Conservation donors, the appeal achieved the highest average gift and the highest revenue (direct & indirect) in at least 6 years!

“Our Journey to bring species back from the brink of extinction.”



DIRECT MAIL MIDLEVEL

September DAF Survey

GROSS REVENUE \$3,035,675

NONPROFIT NAME Planned Parenthood

AGENCY NAME MissionWired

LAUNCH DATE 9/2/2025

TARGET AUDIENCE Mid-Level Donors

CAMPAIGN COST \$38,753

WHY IS YOUR ENTRY SUCCESSFUL

Our Sept. DAF Survey was an important campaign in Planned Parenthood Federation of America (PPFA)'s long-term strategic shift in how we engage with our Donor-Advised Fund (DAF) supporters. Our analytics identified that the majority of DAF donors prefer to give exclusively through their DAFs and are less responsive to traditional direct donation appeals or renewals.

To leverage this insight in our communication with DAF donors, we transformed our approach across all our offline campaigns. Rather than continuing to solicit gifts outside of their preferred giving method, we implemented a tailored strategy and creative that explicitly recognizes DAF donors. Our copy and art shifted from generic fundraising appeals to personalized acknowledgments, reinforcing that we understand and value how they choose to give. In every direct mail campaign to this audience, we personalize our messaging with their preferred way of giving with the hope that they will increase their DAF donations in either value or quantity.

Our Sept. campaign was intentionally designed to deepen engagement with DAF donors by meeting them where they are—encouraging increased contributions and additional gifts through their DAFs. By aligning our outreach with donor behavior, we created a more relevant, respectful, and effective engagement strategy - In Sept. and Oct. alone, we saw a 47% YOY increase in DAF giving.

COST TO RAISE \$1 \$0.01

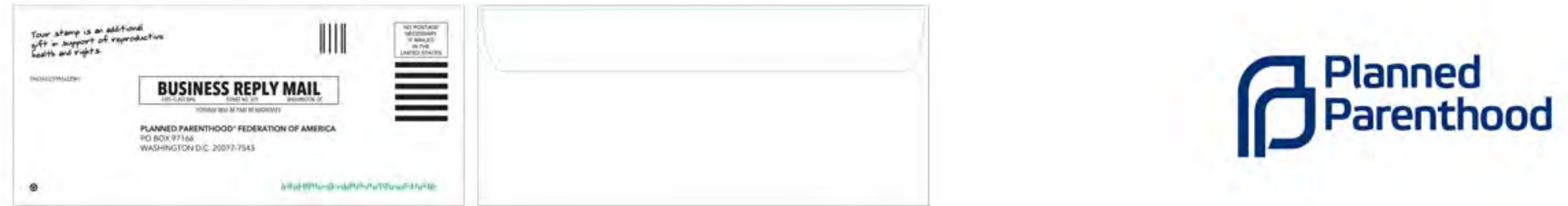
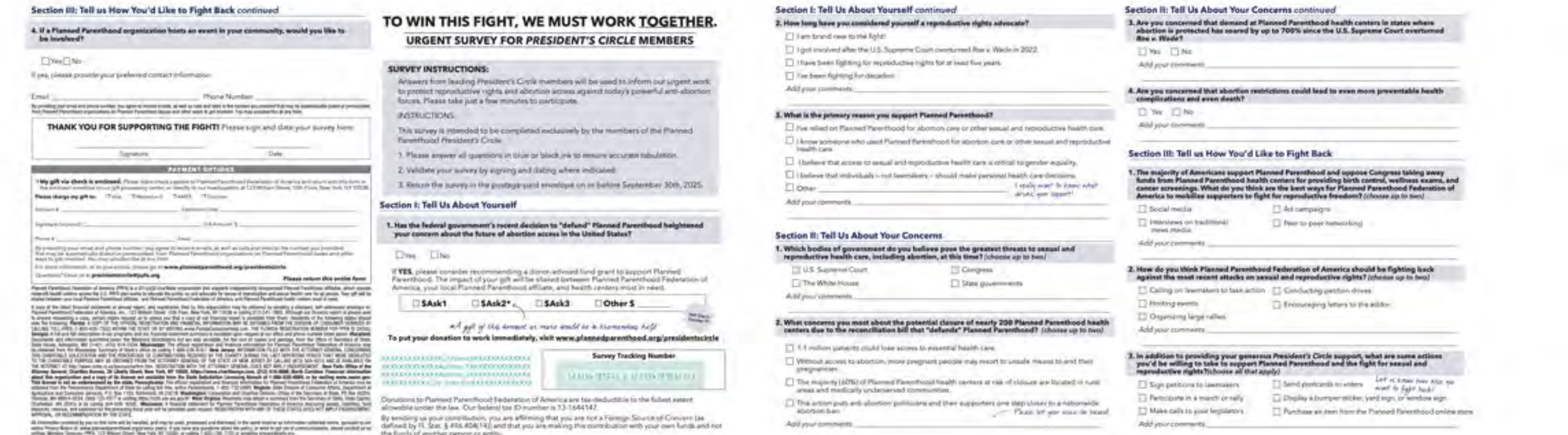
AVERAGE GIFT \$2,553

RESPONSE RATE 6%



“Urgent Survey for President’s Circle Donor-Advised Fund Members.”

DIRECT MAIL PACKAGE & ENVELOPE



DIRECT MAIL MIDLEVEL

UNICEF Exclusive Offer

GROSS REVENUE
\$172,882

CAMPAIGN COST
\$20,389

COST TO RAISE \$1
\$0.12

AVERAGE GIFT
\$1,477.62

RESPONSE RATE
0.74%

NONPROFIT NAME
UNICEF USA

LAUNCH DATE
4/4/2025

WHY IS YOUR ENTRY SUCCESSFUL

With so many matching fund offers available to donors, we needed to provide an extra incentive for donating. We created an exclusive matching fund offer for UNICEF USA's midlevel donors with a pre-set stepped ask which is very different from an ask based on MRG or HPC.

We established two ask amounts, \$1,000 and \$2,500 and the match multiplier would increase based on which gift amount they gave. A gift of \$1,000 would be matched 2x and a gift of \$2,500 would be matched 5X.

This approach was tested in 2024 with exceptional results and rolled out in 2025. Performance exceeded the tested results.

While the mailing audience was smaller in 2025, the response rate improved slightly while the average gift increased by 14%. Overall, the Rev/M improved 17%, Net Rev/M improved by 26% due to rollout and CP\$R improved as well.

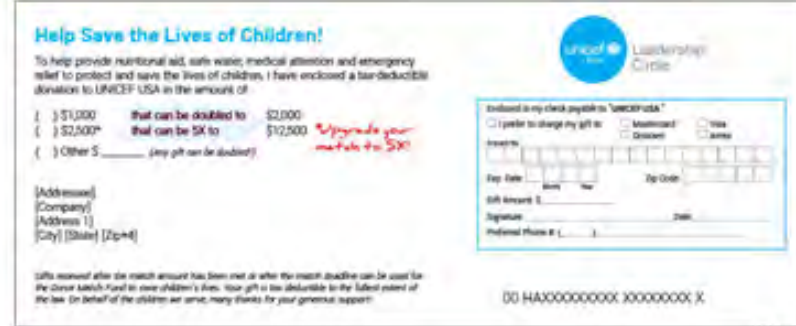
AGENCY NAME
Marketeam

TARGET AUDIENCE
Mid-Level Donors

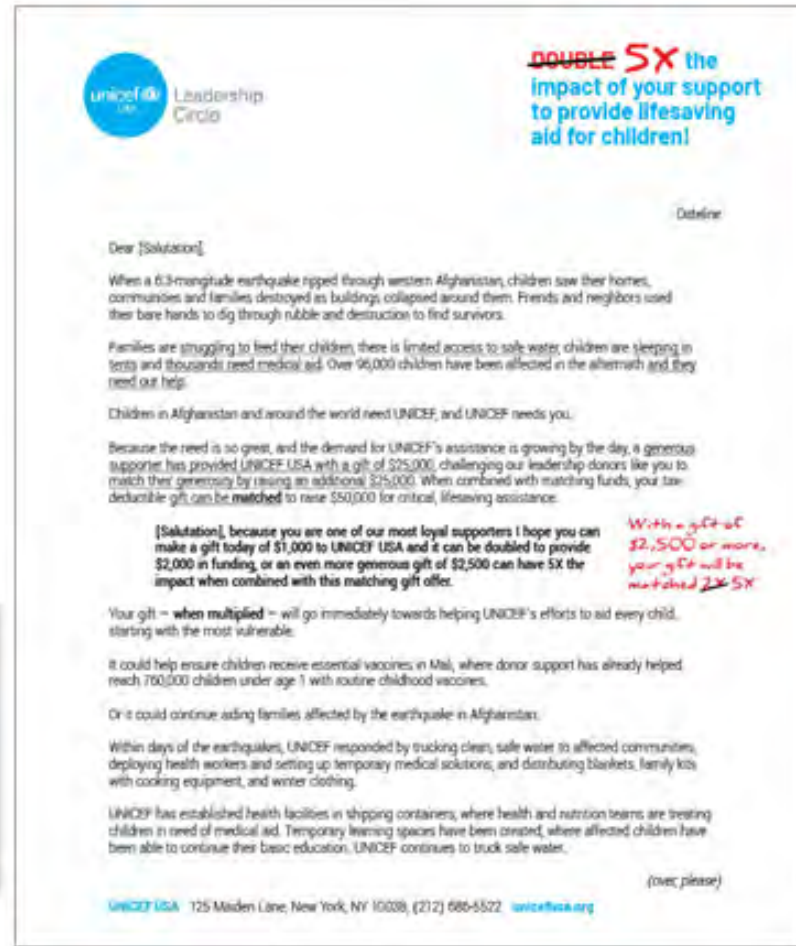
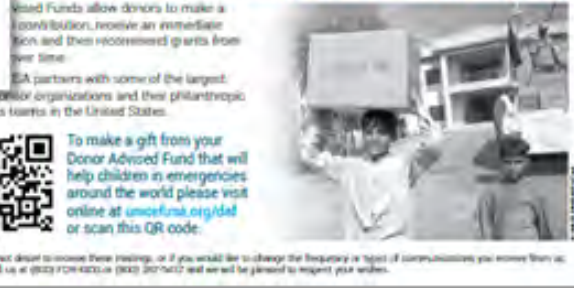
Upgrading Donors with Exclusive Offer



Aidun, 8, receives a check-up for her respiratory infections inside a UNICEF-supported clinic in Afghanistan. Within days of the earthquakes, UNICEF responded by trucking clean, safe water to affected communities and establishing temporary health facilities to treat the injured; health workers were deployed and emergency supplies distributed.



Donor Advised Fund can protect children all year!



“*You could multiply the impact of your support for UNICEF’s work around the world 5X! Special offer for you inside.*”

DIRECT MAIL RENEWAL



DIRECT MAIL RENEWAL

100 Days Appeal

GROSS REVENUE \$1,484,603

CAMPAIGN COST \$158,888

COST TO RAISE \$1 \$0.11

AVERAGE GIFT \$93.64

RESPONSE RATE 3.6%

DEIA INTEGRATION

NONPROFIT NAME American Civil Liberties Union

LAUNCH DATE 4/21/2025

AGENCY NAME Lautman Maska Neill & Company

TARGET AUDIENCE 0-12 months donors, 13-24 month donors

WHY IS YOUR ENTRY SUCCESSFUL

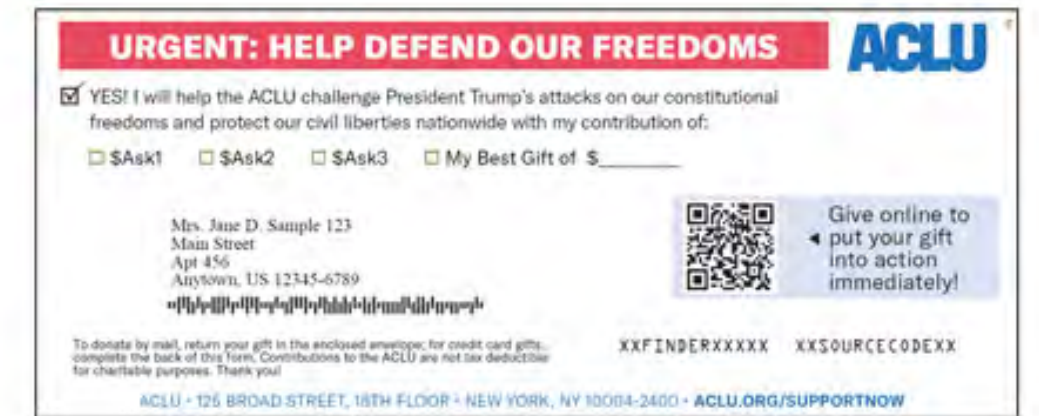
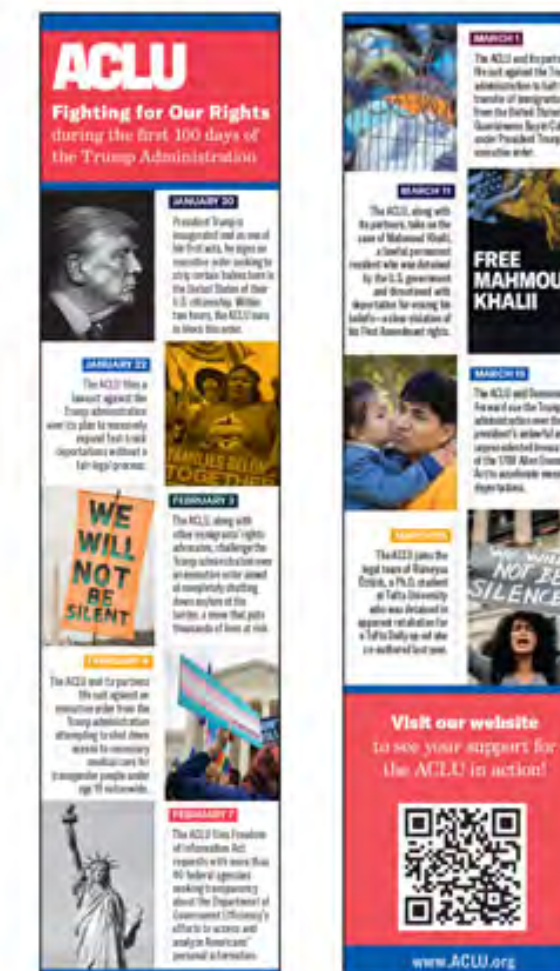
When President Trump was elected for a second term, the ACLU was ready. Not only were our lawyers and organizers prepared to fight back against the civil liberties abuses of the Trump administration from day one, but our development team was prepared to fund that fight, with strategies to retain our core donor base as well as an influx of new and reinstated supporters in the wake of the election.

This campaign was a pivot from our typical messaging at this time of year and focused on the ACLU's response to the Trump administration's abuses of and threats to civil liberties during the first 100 days.

The package included a short letter highlighting our work as well as a bookmark illustrating a timeline of key cases. The campaign outperformed our projections over all metrics, with response rates and net income 3x higher than projections. It was also a significant driver of midlevel upgrades with over 100 donors making their first gift of \$1,000 or more.

This was also the first appeal of our fiscal year and it put us in a strong position to do more testing later in the year.

“100 Days of Resistance – Keep us in the fight”



ACLU

DIRECT MAIL RENEWAL

Annual Fund 2005-Katarian's Story

GROSS REVENUE
\$177,044

CAMPAIGN COST
\$42,863

COST TO RAISE \$1
\$0.24

AVERAGE GIFT
\$112.34

RESPONSE RATE
4.69%

NONPROFIT NAME
St. Francis House

LAUNCH DATE
1/3/2025

WHY IS YOUR ENTRY SUCCESSFUL

This was the first year that St. Francis House worked with DaVinci Direct. We revamped the creative, campaign themes, and targeting, among other changes to the program which had been in decline for several years. The prior year the client mailed an Urgent Cold Appeal and a Newsletter in this time frame.

We replaced these two appeals with the powerful one-two punch of an Annual Fund Appeal and Reminder. They had not mailed an Annual Fund appeal previously. We believe Annual Fund theme is a core appeal that was missing from the schedule. However, we believed there was too much urgency in the program on the whole, and donors were weary of the constant emergency appeals.

We created a new Annual Fund logo and told the compelling story of "Katarian", who grew up in an abusive and toxic family environment, his father absent and his mother struggling with substance use. As a teen he was forced out of his home and into a life of homelessness. Through St. Francis House, Katarian took part in life-changing programs, the Recovery Support Center and then the Moving Ahead Program (MAP), 14 weeks of job training with housing and basic support for daily life. Through MAP, Katarian secured a general manager position in the restaurant industry, a position he holds to this day.

As a result of the changes we made, we reduced the mail quantity by 27% and increased gross revenue by 30%!

AGENCY NAME
DaVinci Direct

TARGET AUDIENCE
13-24 month donors, 0-12 months donors, 25 - 36+ month donors

“Your giving will translate into stability ... and real hope for the future ... for someone who's truly feeling hopeless.”



DIRECT MAIL RENEWAL

Dr. Martin Luther King Dream Card Campaign

GROSS REVENUE

\$41,638

CAMPAIGN COST

\$17,819

COST TO RAISE \$1

\$0.43

AVERAGE GIFT

\$67.47

RESPONSE RATE

7.19%



“ On the shoulders of civil rights giants like Dr. King, we will fight from morning until night. ”

NONPROFIT NAME

National Urban League

AGENCY NAME

Faircom New York

LAUNCH DATE

1/1/2025

TARGET AUDIENCE

25 - 36+ month donors, 13-24 month donors, 36+ month donors, 0-12 months donors

WHY IS YOUR ENTRY SUCCESSFUL

This campaign succeeded because it redefined the role of the donor. Rather than relying on a traditional renewal ask, we created a participatory experience that invited supporters to see themselves as part of Dr. Martin Luther King Jr.'s ongoing legacy.

The Dream Card served as a simple yet powerful mechanism to break through mailbox fatigue. By asking donors to reflect on and share their own dreams, we transformed the appeal from transactional to deeply personal – shifting donors from passive contributors to active participants in the mission. This approach was grounded in a clear understanding of the audience.

Our donors are values-driven and already connected to the civil rights movement; they did not need to be educated – they needed to be re-engaged. By anchoring the campaign in a culturally significant moment and connecting Dr. King's legacy to the National Urban League's work today, we delivered a message that felt both timely and authentic.

The results validated this strategy. The campaign generated over \$59,000 in revenue from 889 donors, achieved a 7.19% response rate, and delivered one of the strongest performances of the cycle.

Ultimately, this campaign demonstrates that when donors see themselves in the story, they take action.

Direct Mail Appeal/Renewal – Dr. Martin Luther King, Jr.



DIRECT MAIL RENEWAL

Earthjustice Public Support Year-End Appeal

GROSS REVENUE \$480,390

CAMPAIGN COST \$82,390

COST TO RAISE \$1 \$0.17

AVERAGE GIFT \$128

RESPONSE RATE 4.65%

NONPROFIT NAME Earthjustice

LAUNCH DATE 10/17/2025

WHY IS YOUR ENTRY SUCCESSFUL

Public lands are endangered - Earthjustice must be prepared to sue immediately to the stop the Trump admin from selling or changing the use of public lands.

Due to the extent of the need and the issues, a 4-page letter w/ 7 versions was sent signed by the president of Earthjustice, highlighting the current threats to public lands, drawing on Earthjustice's long history of defending against the threats successfully.

- A few of the priorities Earthjustice highlighted in this appeal:
- Defending Endless Road
- Protecting the Everglades from the destruction caused by "Alligator Alcatraz"
- Overall protection of public lands - wherever needed

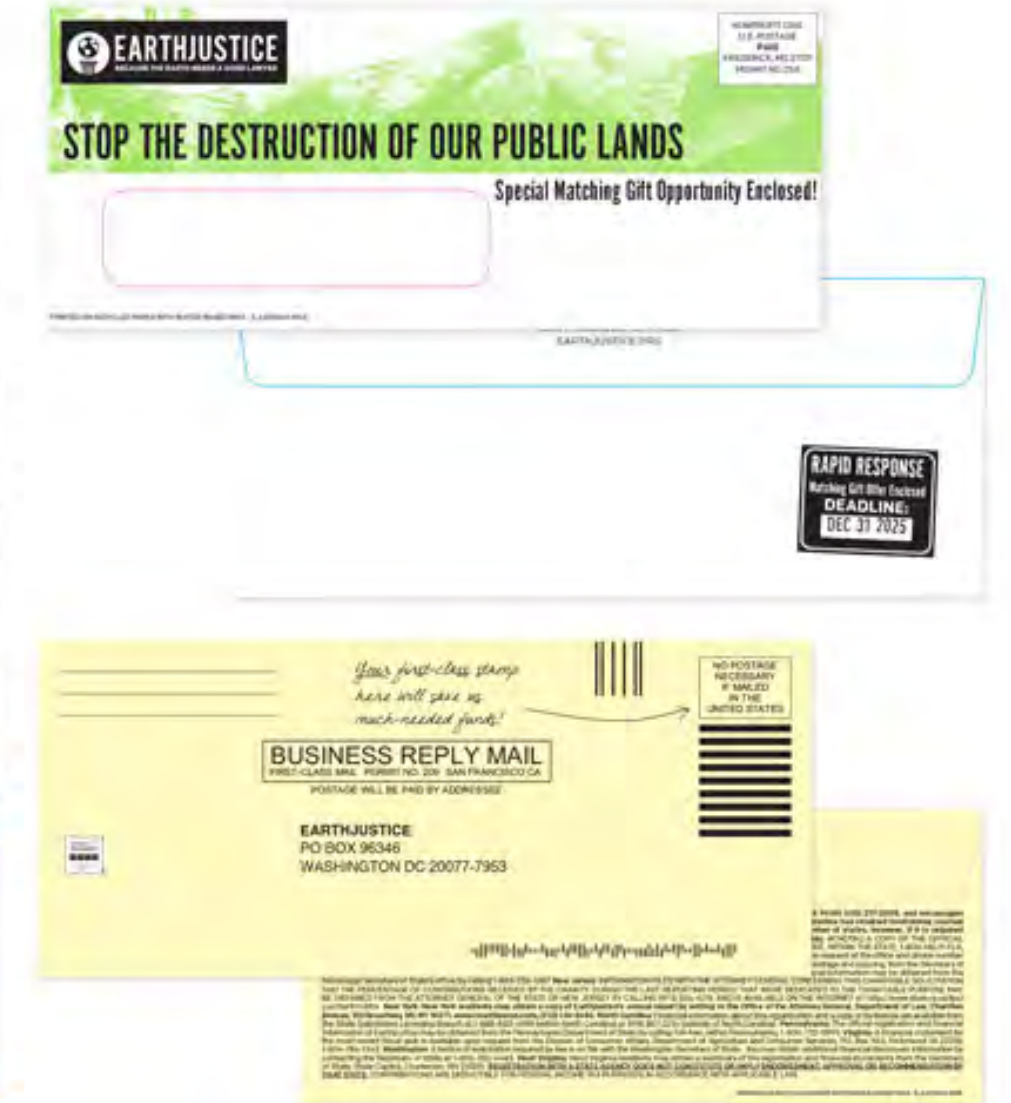
There was also an extensive "legal docket" insert with summaries of the status of cases Earthjustice is involved with. There was an additional insert: "Other Ways You Can Help the Planet."

This package was presented as URGENT / Rapid Response appeal with a match that varied from a 2x to a 3x match depending upon the audience - DAF, IRA, stock donors & lapsed were pitched a 3x match with the remainder of the file receiving a 2x match.

The results - an overwhelming success!

- Raising just over 48% more revenue from 20% more donors than projected.
- Revenue NET was an amazing 202% increase over projections!

Stop the Destructions of Our Public Lands



DIRECT MAIL RENEWAL

January Renewal Partner Card

GROSS REVENUE
\$420,910

CAMPAIGN COST
\$307,071

COST TO RAISE \$1
\$0.27

AVERAGE GIFT
\$36.89

RESPONSE RATE
3.66%

DEIA
 INTEGRATION

NONPROFIT NAME
Guiding Eyes for the Blind

LAUNCH DATE
1/27/2025

WHY IS YOUR ENTRY SUCCESSFUL

Supporter Cards are a simple but meaningful way to thank donors and reinforce their ongoing commitment to Guiding Eyes for the Blind (GEB). In the original design, the card was positioned at the bottom of the letter, to the left of the reply device. This placement made the card difficult to remove and required it to be printed vertically, despite being designed as a horizontal piece.

To increase visibility and usability, the Supporter Card was repositioned to the upper right corner of the letter/reply component. This change allowed the card to be oriented correctly and brought greater attention to the image of two future guide dogs.

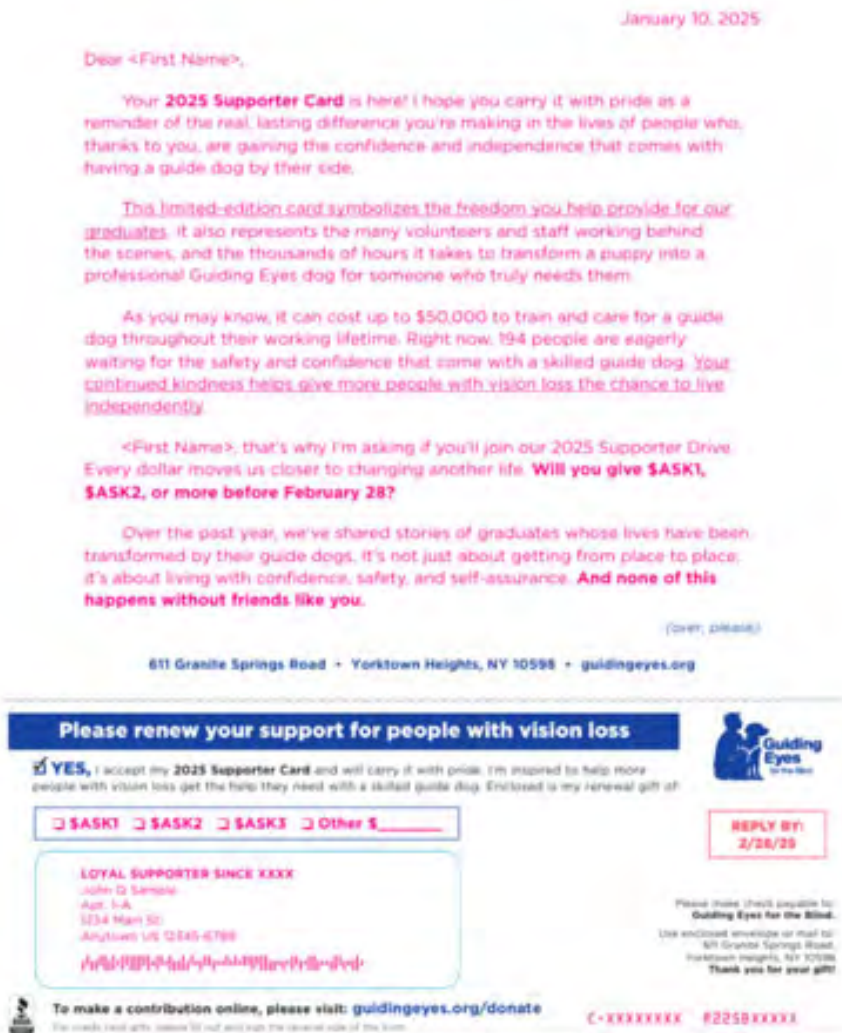
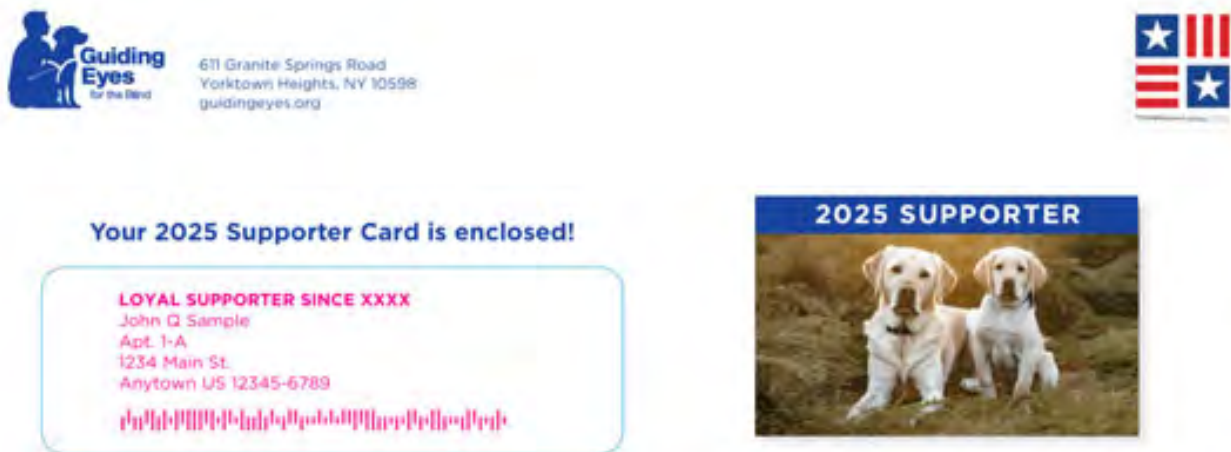
Moving the perforated card also created additional benefits. It opened up space on the reply device, improving readability and making the donation ask clearer. The reply slip itself became easier to remove, shifting from a complex L-perforation to a single horizontal tear.

Donors responded positively to the improved design, resulting in a 6% increase in response compared to the previous version.

“ *Carry your supporter card as a reminder of the lives you’ve helped change!* ”

AGENCY NAME
Moore

TARGET AUDIENCE
13-24 month donors, 0-12 months donors, 25 - 36+ month donors



Winning Test Creative



Former Control

DIRECT MAIL RENEWAL

March Membership Month Appeal

GROSS REVENUE
\$133,341

CAMPAIGN COST
\$22,857

COST TO RAISE \$1
\$0.17

AVERAGE GIFT
\$92.09

RESPONSE RATE
3.61%



NONPROFIT NAME
National Museum of the American Indian

LAUNCH DATE
3/14/2025

WHY IS YOUR ENTRY SUCCESSFUL

March's Membership Month Appeal celebrates and recognizes the community of supporters who sustain the National Museum of the American Indian (NMAI). It has become a cornerstone of NMAI's direct response program, and consistently ranks among the strongest-performing campaigns of the year.

The heart of this appeal is personalization and appreciation; letters highlight each member's join date and years of support, celebrate their membership anniversary, and reinforce the importance of both longtime and new members to NMAI's continued impact. The campaign also educates donors on the real-world outcomes of their support and strengthens the relationship with the community that powers its mission.

While the package used to include a notepad premium, testing over the previous two years revealed that the appeal's strength lies in the power of its message, not the incentive. Based on this strategic insight, the museum rolled out the premium-free format in 2025.

The campaign achieved a record-high average gift, making it the year's top-grossing DM appeal. The streamlined package delivered the lowest cost to raise a dollar and highest net per donor by 10% for this campaign to date.

By combining member recognition, mission impact, and smart testing, the March Membership Month Appeal showed that donors respond most strongly when they feel seen, valued, and connected to meaningful work.

AGENCY NAME
Avalon Consulting Group

TARGET AUDIENCE
0-12 months donors, Mid-Level Donors, Sustainers

“And none of these transformational experiences would have been possible without our incredible museum members.”



Dear [NAME],

Every day, visitors from across the world come to the National Museum of the American Indian and leave with a new piece of knowledge, a changed perspective, and a richer understanding of the world around them.

And none of these transformational experiences would have been possible without our incredible museum members.

Each March, the museum celebrates Membership Month to recognize the enormous contribution YOU make to the museum and its mission. You have generously stood by us since your first gift to the museum in [INCEPTION YEAR], and I want to personally thank you today for continuing your support as we enter an exciting new decade.

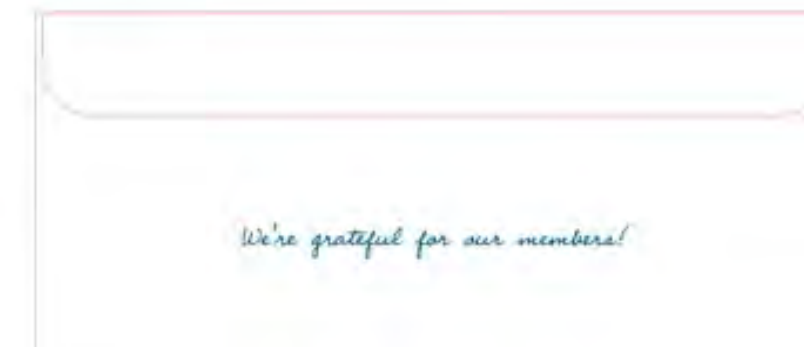
Since joining the museum [2025-INCEPTION YEAR] years ago, you have been a vital part of our work to challenge common assumptions about Native peoples and offer a view that includes not only the past but also the vibrancy of Native peoples and cultures today.

I'll share a few exciting examples of how your support makes a difference in just a moment, but first I want to invite you to make an additional contribution to the museum today.

[NAME], we've set a goal of raising \$100,000 during Membership Month and your gift of \$[ask1], \$[ask2], or even more will help us reach it. Can we count on you?

With every donation, you pave the way for a future where Indigenous voices, histories, and perspectives are respected as vital pieces of the nation's story. In fact, here are five important ways your support drives our work:

- Your gifts add a reliable voice to the national discussion around racism and social justice.** In a time of growing misinformation, your gift allows us to use our respected position within the Smithsonian Institution to amplify Native voices, offering knowledge, insight, and greater understanding to conversations around racial inequality and social justice.
- Your generosity creates groundbreaking exhibitions.** As a member, you help the museum share Native American artifacts, histories, and arts with the world. This fall, your support will help open *Clearly Indigenous: Native Visions Reimagined in Glass* in New York, bringing long overdue recognition to the pieces of several contemporary Native American and Indigenous Pacific Rim artists working with glass. *Water's Edge: The Art of Truman Lowe* will also open this fall in Washington, DC, with your support. The exhibition highlights



DIRECT MAIL RENEWAL

Moody Bible Institute Door Hanger Mailer Campaign

GROSS REVENUE

\$61,112

CAMPAIGN COST

\$24,000

COST TO RAISE \$1

\$0.39

AVERAGE GIFT

\$95.19

RESPONSE RATE

2.34%



NONPROFIT NAME

Moody Bible Institute

LAUNCH DATE

6/25/2025

AGENCY NAME

AGP

TARGET AUDIENCE

**Prospects, Mid-Level Donors,
36+ month donors, 25 - 36+
month donors**

WHY IS YOUR ENTRY SUCCESSFUL

The July 2025 Door Hanger Direct Mail Renewal was powerful because it combined a proven engagement tactic with a clear, mission-driven participation goal at a critical point in Moody Bible Institute's fiscal year. July is traditionally a busy month for donors, yet this campaign was designed to grab their attention and deepen their involvement while meeting a concrete fundraising objective.

Building on the prior year's success, the 2025 campaign reported the prior year's response and introduced a new goal: placing a prayer door hanger on every student door on campus. Donors were invited to help cover 642 student rooms (only 580 were covered in 2024), creating a sense of shared purpose and inclusion for students beginning the academic year. One side of the hanger featured scripture; the other included space for donors to write a note of encouragement and prayer of support for the student who would receive the message. The campaign exceeded its \$60,000 revenue goal, generating \$61,112 in gross revenue from 27,450 solicitations, with 642 individual gifts and a 2.34% response rate, outperforming typical summer renewal benchmarks. Efficiency was also strong, with a \$0.39 cost to raise \$1.

Most importantly, the campaign strengthened connection to Moody's mission—funding scholarships that allow students to pursue ministry careers without the burden of student debt.

“Your Moody Family is Praying for You.”



DIRECT MAIL RENEWAL

National Audubon Society Renewal #3

GROSS REVENUE

\$1,077,673

CAMPAIGN COST

\$174,999

COST TO RAISE \$1

\$0.16

AVERAGE GIFT

\$56.99

RESPONSE RATE

5.14%

NONPROFIT NAME

National Audubon Society

LAUNCH DATE

1/2/2025

AGENCY NAME

O'Brien Garrett

TARGET AUDIENCE

0-12 months donors,
13-24 month donors

WHY IS YOUR ENTRY SUCCESSFUL

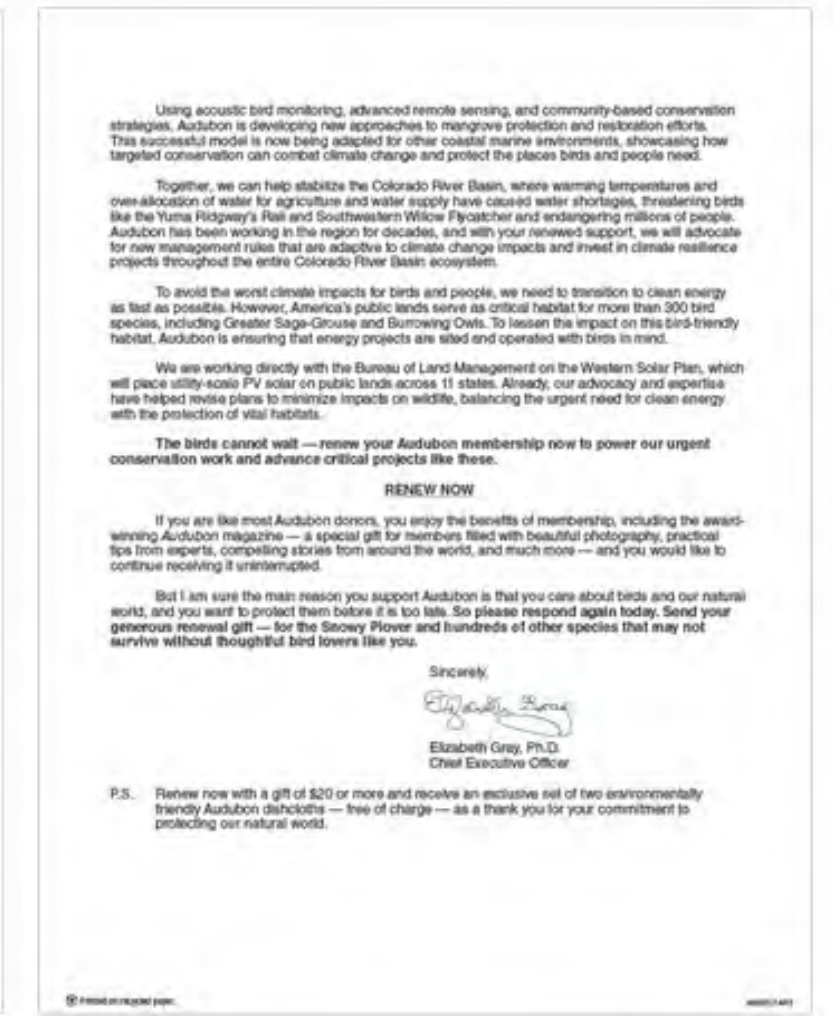
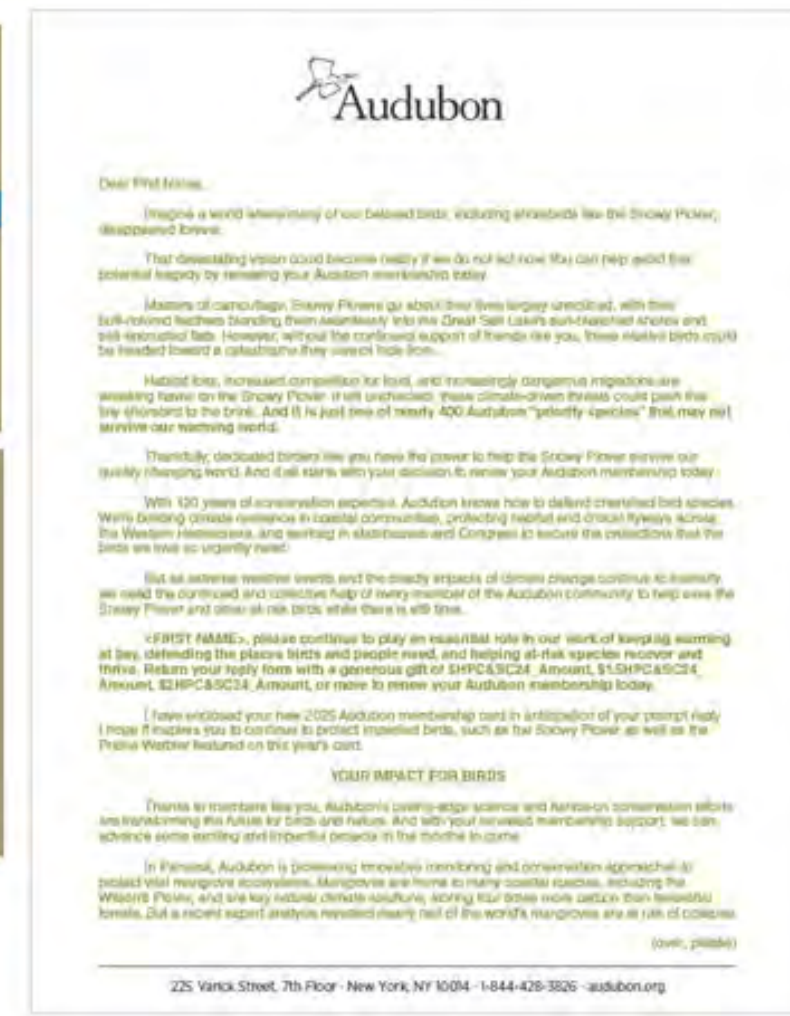
This campaign wildly outperformed budgeted projections - despite mailing 44,000 FEWER names than budgeted!

This campaign's response rate beat projections by 0.89%, resulting in 1,399 more gifts than projected. Average gift also surpassed projections by \$6.99. Overall, we raised \$202,173 more than projected, and, in part due to gang printing multiple package components with other campaigns, we were able to spend \$42,925 less than we'd budgeted. Being so fastidious in our use of Audubon's funds is a win in itself and was the icing on the cake of this tremendously successful campaign.

Thanks to high revenue and low costs, we netted \$245,098 more than projected, which translated into \$47.74 net per donor (\$10.18 above projection) and \$2.45 net per piece mailed (\$0.86 above projection).



“Protect the birds and we protect the Earth”



DIRECT MAIL RENEWAL

No Kid Hungry Fall Lapsed Reactivation

GROSS REVENUE

\$21,372

CAMPAIGN COST

\$23,931

COST TO RAISE \$1

\$1.12

AVERAGE GIFT

\$53.83

RESPONSE RATE

0.79%

DEIA
INTEGRATION

NONPROFIT NAME

No Kid Hungry (Share Our Strength)

AGENCY NAME

Concord Direct

LAUNCH DATE

10/23/2025

TARGET AUDIENCE

25 - 36+ month donors

WHY IS YOUR ENTRY SUCCESSFUL

With reactivation rates trending downward, we needed to make a big strategic change. The key shift was to move away from the types of offers these lapsed donors had historically received and introduce something completely different—an approach designed to re-engage donors who had likely grown accustomed to, or disengaged from, our previous messaging.

This entire campaign was a test—it was new to the cadence, and we created a new package. Lapsed donors have historically received full-length, story-driven appeal and acquisition offers, so we used a small double buckslip letter/reply to deliver a hard-to-ignore message as hunger increasingly dominated the news: Hunger rates are skyrocketing, and No Kid Hungry urgently needs the donor's renewed support to help.

Our strategic shift paid off. Performance exceeded projections, demonstrating that quick, audience-first adjustments can be very effective! Gross revenue beat projections by 48%, and we generated nearly 400 gifts from the 25m+ lapsed audience that was previously showing rapid declines in response. Average gift also exceeded projections by an exceptional 50%, which led to the campaign nearly breaking even—a rarity for a lapsed effort.

For a nonprofit focused on ending childhood hunger, this stronger performance directly translates into more meals for kids. In that sense, its impact extends beyond marketing performance.

“*With hunger on the rise, please be there for kids again today, so together, we can make sure no child misses a meal.*”



LETTER

SALUTATION'S BEST RENEWAL GIFT

YES, I will renew my commitment to connecting hungry kids with nutritious meals all year long. Enclosed in my gift of:

- \$ask1 to help provide ask1x10 meals
- \$ask2* to help provide ask2x10 meals
- \$ask3 to help provide ask3x10 meals
- \$_____ to help provide 10x as many meals

**\$ask2 or more will really help!*

My check is enclosed, payable to Share Our Strength.

I'm giving by credit card. See back.

Name _____
Address 1 _____
Address 2 _____
City, State Zip Code _____

GIVE ONLINE:
NoKidHungry.org/Renew [NKH14DIGFINDER](https://www.nokidhungry.org) [NKH14DIGTSOURCECODE](https://www.nokidhungry.org) C

NO KID HUNGRY

Return your gift by mail, or scan the QR code to give right away!

Dear Salutation-Lapsed Donors,

I hate to be blunt, but as I write to you today, I'm worried. In LongStateName alone, 1 in X children is living with hunger. Grocery prices continue to rise, and \$200 billion in cuts to vital government meal programs are coming.

That means more kids will face hunger — and very soon.

Salutation1, can we count on you to renew your commitment to helping kids facing hunger get the meals they need? Your last gift of \$AMT on MM/DD/YY was a big help, but a lot has happened since then. We really need your support again now to keep helping kids get meals.

A generous gift of \$ask1, \$ask2, \$ask3 or any amount will put us one meal closer to ending childhood hunger.

(over, please)

I am making a one-time gift of \$_____

I would like to become a monthly donor with a pledge of \$_____ (\$10 minimum).

Please consider signing up for monthly giving.

Email Address: _____ (required for monthly donations.)

Please charge my: Visa MasterCard American Express Discover

Card Number _____ Expiration Date _____ CVV _____

Name on Card _____ Signature _____

No Kid Hungry is a campaign of Share Our Strength, a 501(c)(3) nonprofit organization that believes all children and families deserve to live free from hunger and poverty. Your gift will be used to help support Share Our Strength's comprehensive strategies and initiatives to end childhood hunger.

Please make checks payable to Share Our Strength and return in the envelope provided. You may also give by calling 800-270-7360.

*Your donations help support programs that feed kids. No Kid Hungry does not provide individual meals. Learn more at NoKidHungry.org/OurGifts.

Food prices are high and many of us need extra support with groceries. Find resources available to you at NoKidHungry.org/Benefits.

Last school year alone, No Kid Hungry's partners served more than 374 million meals to kids and families, and 12.4 million children ate free or reduced-price school breakfast. That is just a fraction of what support from friends like you helps us accomplish! With more work ahead to keep kids fed, we would be so grateful to have you rejoin our family of supporters today.

I know you care deeply about kids — your past support tells me exactly that. Please step up for them again today, so together, we can help ensure they don't miss a meal this holiday season and beyond.

With heartfelt appreciation,

Karen Barr
Karen Barr
Team No Kid Hungry

P.S. If you recently donated — thank you! If not, please give again now, knowing that your renewed support will connect kids with food at a time when the need is high.



DIRECT MAIL RENEWAL

Northern Illinois Food Bank November Newsletter campaign

GROSS REVENUE
\$462,427

CAMPAIGN COST
\$24,690

COST TO RAISE \$1
\$0.05

AVERAGE GIFT
\$162.6

RESPONSE RATE
12.54%



NONPROFIT NAME
Northern Illinois Food Bank

LAUNCH DATE
10/23/2025

WHY IS YOUR ENTRY SUCCESSFUL

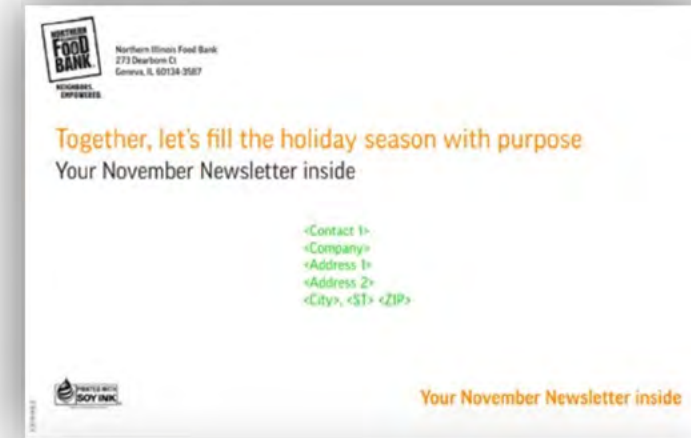
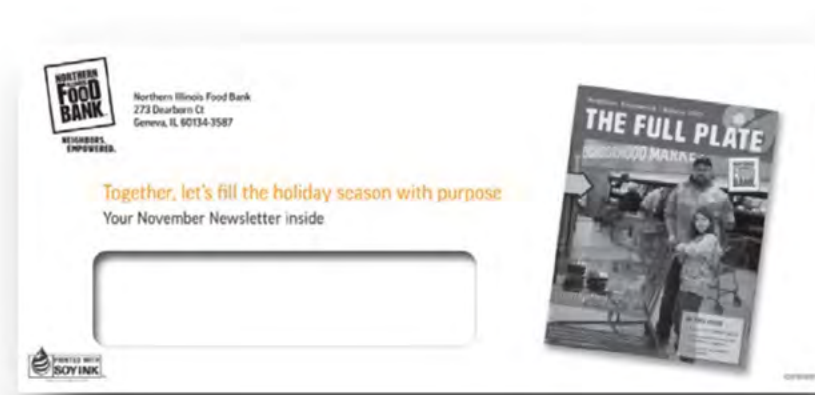
Northern Illinois Food Bank's quarterly newsletter is a long-standing revenue driver, and this campaign elevated its impact through intentional audience segmentation, stewardship-forward design, and a unifying purpose-led message. Most recipients received a reply slip, while select donors received an oversized envelope without a reply device, aligning the ask with the donor relationship and mission impact. Messaging was unified under the "Hungry for Purpose" theme, meeting supporters at a moment when many were seeking ways to help. Storytelling made impact tangible through a neighbor's Holiday Meal Box story, paired with clear giving math (e.g., "\$30 = 1 box with turkey") and transparency about what each box included.

Relevance was further strengthened through targeted inserts: a legacy-giving piece focused on donor motivation and age-based smart-giving options, and a tailored version for corporate and food donors highlighting ALDI's community impact, virtual food drives, and volunteer engagement. Mailed during a Government shutdown when SNAP benefits were paused, the campaign provided timely, actionable ways for supporters to respond to rising need. The mailing generated \$458,433 in attributed revenue and helped meet unprecedented demand, including a record 700,000 visits in a single month, demonstrating the power of purpose-driven messaging paired with segmentation.

AGENCY NAME
AGP

TARGET AUDIENCE
Mid-Level Donors, 0-12 months donors, Sustainers, 13-24 month donors, Prospects

“ Together, let's fill the holiday season with purpose. ”



DIRECT MAIL RENEWAL

October Renewal Activity Statement

GROSS REVENUE \$193,784

CAMPAIGN COST \$38,253

COST TO RAISE \$1 \$0.20

AVERAGE GIFT \$51.2

RESPONSE RATE 3.77%



NONPROFIT NAME Guiding Eyes for the Blind

LAUNCH DATE 10/15/2025

WHY IS YOUR ENTRY SUCCESSFUL

Donors typically receive mail featuring a Guiding Eyes for the Blind (GEB) graduate team, often paired with a premium such as greeting cards or address labels. However, a significant portion of the file does not accept or qualify for premiums, making this approach less effective as response declined among non-premium donors.

To re-engage non-premium donors who had not yet given in the calendar year, we developed a package centered on each donor's giving history rather than incentives. The creative removed full-color photography and leaned into GEB brand colors for a more streamlined look. The letter flowed directly into a perforated reply slip, reinforcing ease of response.

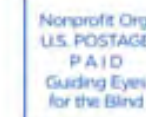
In place of a graduate team photo, the package featured a personalized Activity Statement highlighting the donor's name, account number, and total giving over the past three years—shifting focus to impact, loyalty, and the ongoing need for support. The graduate team story was retained in a shortened form and moved to the back of the letter.

Strong test results led to full rollout. Response rate and net revenue increased 10% and 20%, respectively, among donors who had already given during the calendar year. For donors with no calendar-year gift, response rose 19% and net revenue increased 69%.

“As the holiday season approaches, we are counting on you to help bring independence.”

AGENCY NAME Moore

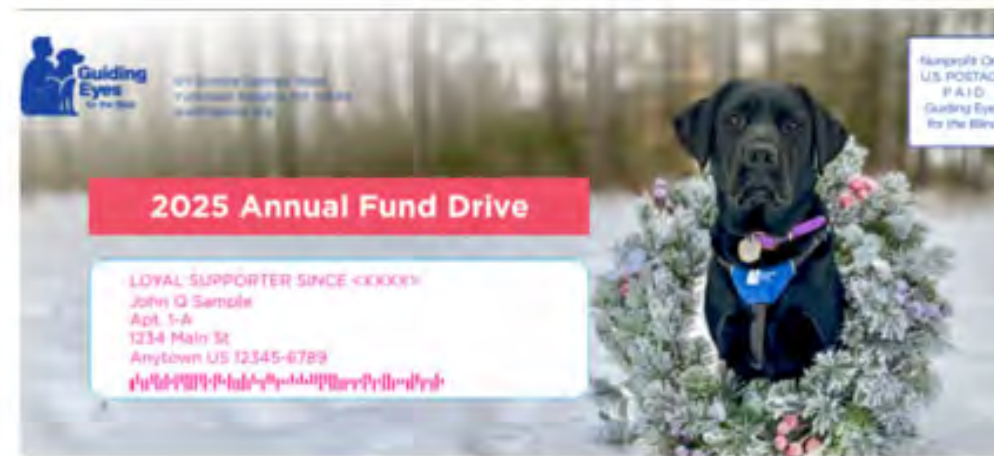
TARGET AUDIENCE 0-12 months donors, 13-24 month donors



ENCLOSED: YOUR 2025 STATEMENT IMMEDIATE RESPONSE REQUESTED

Mrs. John D. Sample 123 Main Street Anytown, USA 12345-6789

Winning Test Creative



Former Control



Winning Test Creative



Former Control



DIRECT MAIL RENEWAL

Personalized Prayer Card

GROSS REVENUE
\$152,076

CAMPAIGN COST
\$13,027

COST TO RAISE \$1
\$0.0856

AVERAGE GIFT
\$499

RESPONSE RATE
5.08%



NONPROFIT NAME
Inner-City Scholarship Fund (ICSF)

LAUNCH DATE
12/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

Inner-City Scholarship Fund's (ICSF) year-end appeal is its most important fundraising moment, when donor generosity peaks and scholarship funding is secured. For 2025, the goal was to maximize revenue while deepening donor connection in a crowded season.

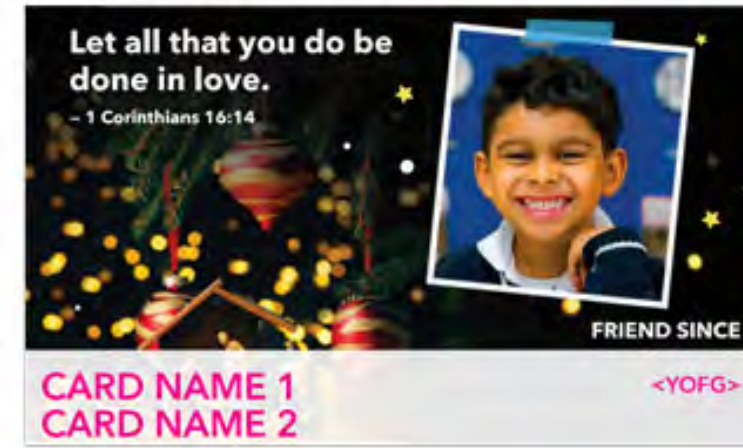
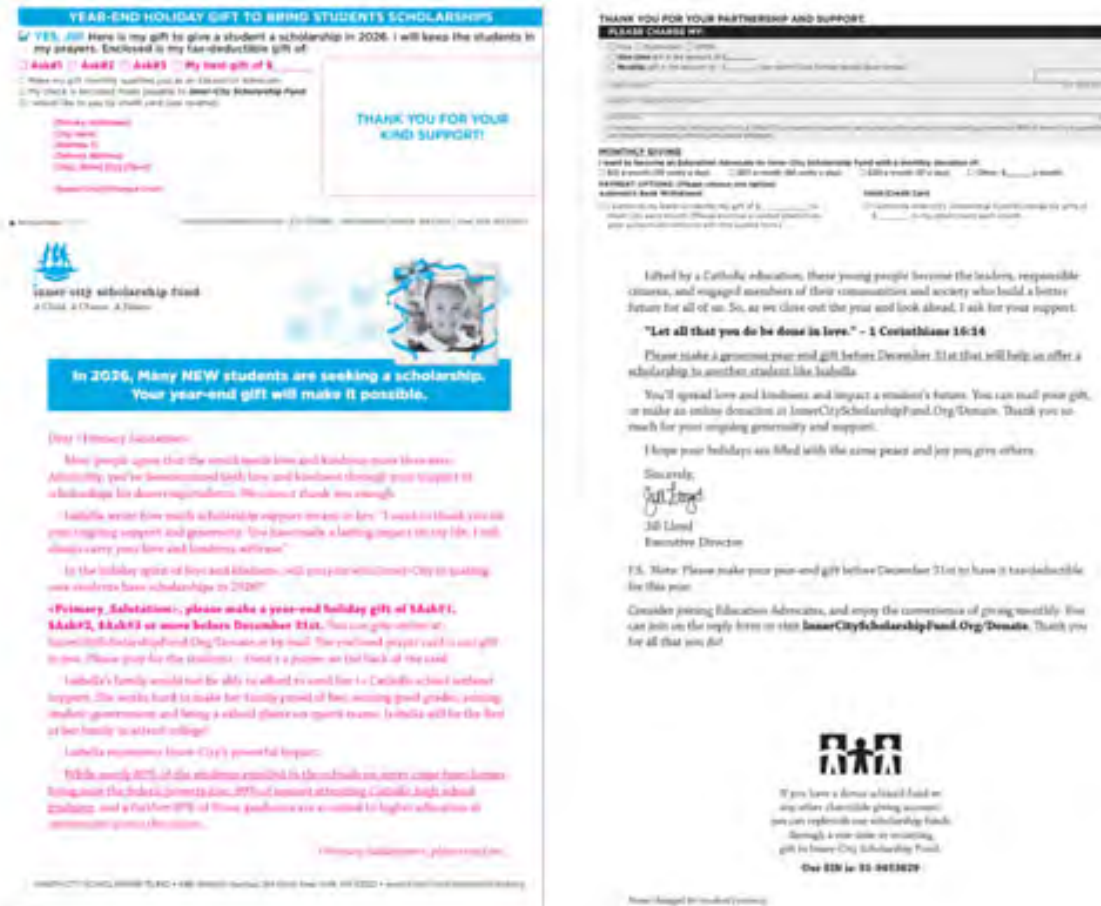
To break through year-end fatigue, the campaign reimagined one of its strongest-performing formats: a prayer card. Instead of serving as a traditional faith-based premium, it became a personalized, donor-centered experience built around the theme "Hope and a Future." The result was a more meaningful, spiritually engaging package that made donors feel personally seen, valued, and connected to the mission.

Warm Christmas imagery, reflective copy, a compelling student story, and a clear year-end CTA created a peaceful, reverent package distinct from typical year-end appeals. Messaging was also tailored to current low-dollar, high-dollar, and lapsed donors, aligning the creative with what this audience values most: faith, personal connection, and tangible impact.

The campaign delivered standout results vs. 2024: 5.08% response rate, 305 gifts (+34%), \$152,076 revenue (+118%), \$499 average gift (+63%), \$139,049 net revenue (+140%), and 11.67 ROI (+97%). With purposeful personalization, we transformed a familiar format into a more human, emotionally resonant donor experience that inspired stronger engagement and more generous giving

“ In 2026, many new students need scholarships. Your year-end gift will make it possible. ”

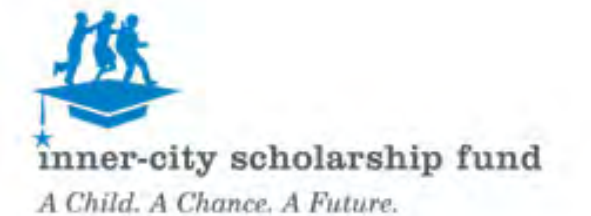
Direct Mail Appeal/Renewal – Personalized Prayer Card



Other Ways To Give: Building Brighter Futures For Inner-City Students

Check, Money Order or Credit Card: Please make checks payable to Inner-City Scholarship Fund and mail to Inner-City with your contribution or fax in your credit card information to 212.753.8583. Mail to: Inner-City Scholarship Fund, 488 Madison Avenue, 3rd Floor, New York, NY 10022
Phone: If you have any questions, or prefer to contribute by phone, please call 212.753.8583 or e-mail at info@innercitynyc.org.
Stock Donations: If you have any questions or would like to make a stock contribution, please call 212.753.8583 or e-mail at info@innercitynyc.org.
Planned Giving: With thoughtful planned giving you can ensure long-term health for Inner-City Scholarship Fund and fulfill your personal financial objectives. For more information, please email plannedgiving@innercitynyc.org
Matching Gifts: Many corporations have matching gift programs which will allow you to leverage your support and increase your charitable gift. If your company has a matching gift program, be sure to include an appropriate form with your contribution.

inner-city scholarship fund
 A Child. A Chance. A Future.
 488 Madison Avenue, 3rd Floor
 New York, NY 10022 • 212.753.8583
www.InnerCityScholarshipFund.org
QUESTIONS? Contact Inner-City Scholarship Fund at 212.753.8583 or info@innercitynyc.org or visit us online at InnerCityScholarshipFund.org.



DIRECT MAIL RENEWAL

PVA Annual Fund BEP Flag Test

GROSS REVENUE
\$61,046

CAMPAIGN COST
\$19,893

COST TO RAISE \$1
\$0.33

AVERAGE GIFT
\$29.72

RESPONSE RATE
3.73%

DEIA
INTEGRATION

NONPROFIT NAME
Paralyzed Veterans of America (PVA)

LAUNCH DATE
3/23/2025

WHY IS YOUR ENTRY SUCCESSFUL

For many years, Paralyzed Veterans of America (PVA) had included an Annual Fund appeal in its package lineup. Response to the control began to soften, an iconic back-end premium test returned the package back to the top of package rankings.

The addition of the back-end flag premium offer for core donors improved response rate by 47% and helped increase the average gift by 18%! Donors responded enthusiastically, connecting with the flag as a way to display their patriotism with pride.

AGENCY NAME
Markteam

TARGET AUDIENCE
13-24 month donors, Sustainers, 25 - 36+ month donors, 0-12 months donors

Mission-focused Premium Drives High Impact



“ We’ve reserved an American Flag just for you! ”

DIRECT MAIL RENEWAL

Second Chance Mini Greeting Card Appeal

GROSS REVENUE
\$15,777

CAMPAIGN COST
\$26668

COST TO RAISE \$1
\$1.69

AVERAGE GIFT
\$34.98

RESPONSE RATE
0.76%



NONPROFIT NAME
ASPCA

LAUNCH DATE
9/18/2025

AGENCY NAME
NNE Marketing

TARGET AUDIENCE
**0-12 months donors,
25 - 36+ month donors,
13-24 month donors**

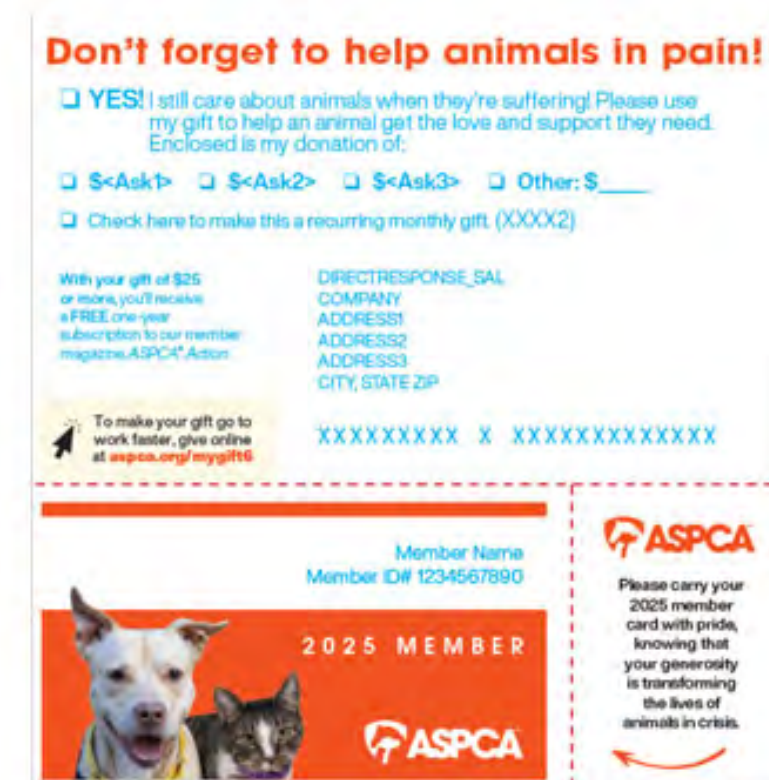
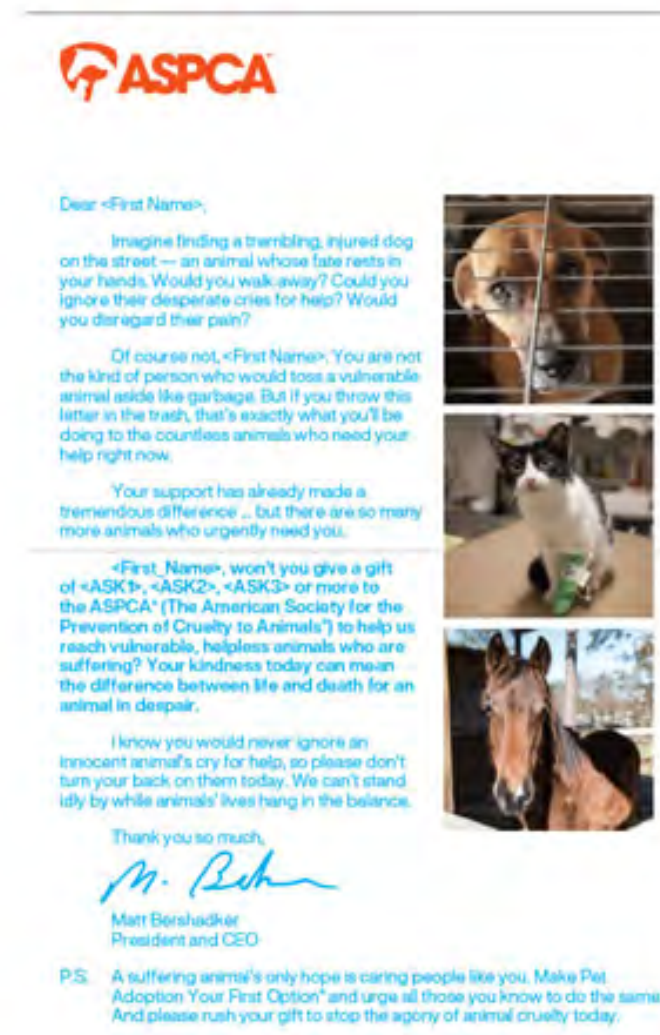
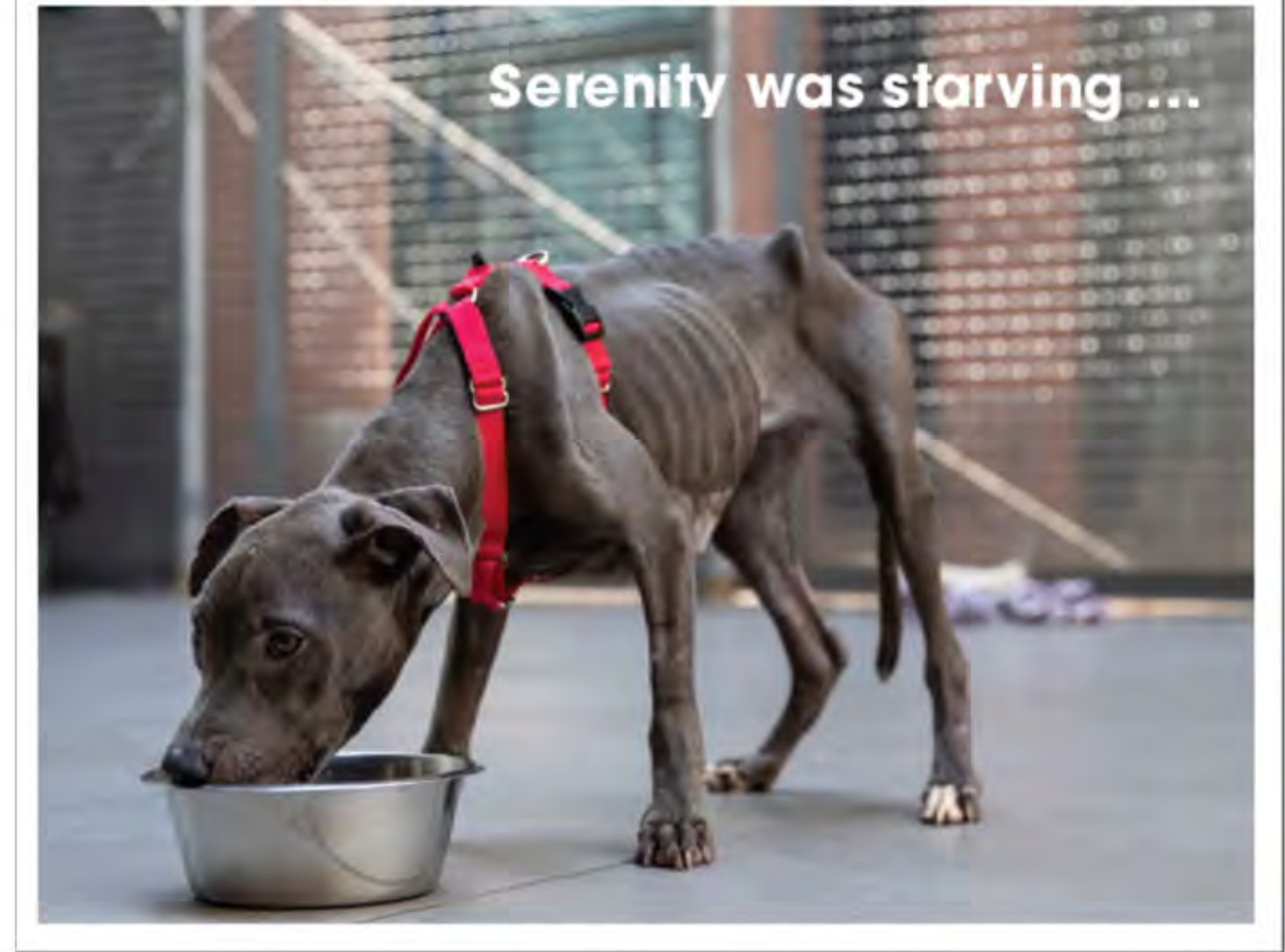
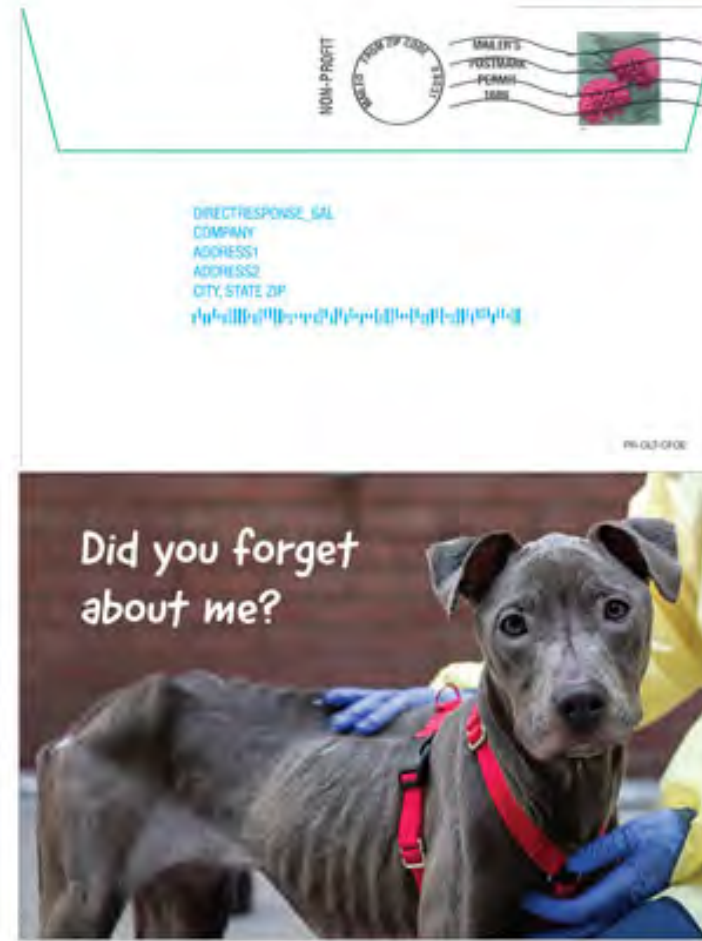
WHY IS YOUR ENTRY SUCCESSFUL

This campaign successfully re-engaged an audience that is typically difficult to motivate; older house donors who had let their giving lapse. The strategy paired a highly visible Mini Greeting Card format with powerful imagery designed to stand out in the mailbox and remind donors of the urgent needs facing vulnerable animals.

The results significantly exceeded expectations: the test package achieved a 137% lift in response! Total gifts AND gross revenue more than DOUBLED. The campaign also improved efficiency by reducing cost per donor from \$132 to \$59 and lowering cost to raise a dollar from \$3.51 to a dramatically lower \$1.69.

These results validated the mailing's format as an effective way to reconnect with audiences, and demonstrated that emotionally resonant creative can significantly improve performance among lapsed donors.

“A suffering animal’s only hope is caring people like you.”



DIRECT MAIL RENEWAL

Tree House Humane Society October Lights of Love Upgrade Appeal

GROSS REVENUE
\$28,753

CAMPAIGN COST
\$3,076

COST TO RAISE \$1
\$0.11

AVERAGE GIFT
\$140.95

RESPONSE RATE
10.94%

NONPROFIT NAME
Tree House Humane Society

LAUNCH DATE
10/6/2025

WHY IS YOUR ENTRY SUCCESSFUL

Every year, Tree House Humane Society (THHS) holds an event in December called "Lights of Love" which honors people and pets that have impacted the organization. Leading up to that event, we send out an appeal in early October, encouraging people to attend the event or participate by making a gift in honor of a loved one or beloved pet.

Additionally, they are able to send back with their donation a 'light' card (honoring their pet or loved one) that is physically displayed at THHS. This year, we expanded on this annual mailing by adding a 'high end' Upgrade appeal designed to go to 0-24 month, \$100+ donors (which included donors both outside and inside the \$1,000 mid level threshold).

This appeal was a notecard style format with a handwritten OE and first class postage...designed to provide a 'higher end,' more personalized touch and prompt a higher average gift and response rate among these 'high-end' donors. It was very successful - surpassing revenue and response rate projections!

AGENCY NAME
Newport ONE

TARGET AUDIENCE
**Mid-Level Donors,
 0-12 months donors,
 13-24 month donors**

“ *Today, Foggy has a second chance to thrive - a second chance at love — and it's all because of you!* ”



I will join in the Lights of Love celebration!

If you're able, our annual Lights of Love celebration is the perfect time to increase your support. Every \$15 you send will honor a loved one as, together, we make Tree House shine with love.

YES! I will help even more cats like Foggy get a second chance to thrive. I'm increasing my generous support with my tribute gift in the amount of:

<input type="checkbox"/> \$15 1 Honoree	<input type="checkbox"/> \$250 20 Honorees
<input type="checkbox"/> \$50 4 Honorees	<input type="checkbox"/> \$500 40 Honorees
<input type="checkbox"/> \$100 8 Honorees	<input type="checkbox"/> \$5

My email address is: _____

For more information or to change your gift, see reverse side.
 To ensure your names are on our Lights of Love wall by December 6, please respond by November 30.
 You can also make your gift online at TreeHouseAnimals.org/Foggy

Lights of Love You're invited to the annual Lights of Love celebration at Tree House Humane Society!

Dear [Ms. Sampleperson],

You've shown through your exceptional generosity how much you love cats — and how deeply you understand what pets and their people mean to each other.

That's why I want to personally invite you to our annual Lights of Love celebration. Lights of Love is a time for our community to honor the people and pets who have changed our lives. Every year on this night, Tree House Humane Society shines with glowing lights and with the smiles of all who attend. Will you join us on December 6 from 4-6:30 pm?

Even if you can't attend, you can be part of the celebration. If you can, please increase your already generous giving when you send your Lights of Love gift of \$XX, \$YY, or even \$ZZ to help more cats like Foggy.

For seven years, Foggy brought so much joy to his first adopter. She told us that Foggy always seemed to understand her. Sadly, she reached a point when she knew she couldn't care for her sweet boy anymore. Knowing it was what was best for Foggy, she made the difficult decision to return him to Tree House Humane Society, confident that we'd find him a new best friend who cherishes him as much as she does.

With your support, this handsome, affectionate tabby received urgently needed dental care and plenty of time to heal with a devoted foster. Now, he's ready for a new beginning.

Today, Foggy has a second chance to thrive — a second chance at love — and it's all because of you! Please rush your Lights of Love gift to help more cats like him today.

With great gratitude,

Raissa Allaire
 Raissa Allaire
 Executive Director

P.S. Along with your most generous gift today, please return the enclosed light card. Help us illuminate our tribute wall in honor of someone dear to you!



DIRECT MAIL RENEWAL

United Food Bank: Summer of a Million Meals

GROSS REVENUE
\$709497

CAMPAIGN COST
\$60108

COST TO RAISE \$1
\$0.08

AVERAGE GIFT
\$263.56

RESPONSE RATE
2.05%

DEIA
INTEGRATION

NONPROFIT NAME
United Food Bank

LAUNCH DATE
5/16/2025

AGENCY NAME
TrueSense Marketing

TARGET AUDIENCE
**Prospects, 0-12 months donors,
25 - 36+ month donors, Mid-Level Donors, 13-24 month donors, Sustainers**

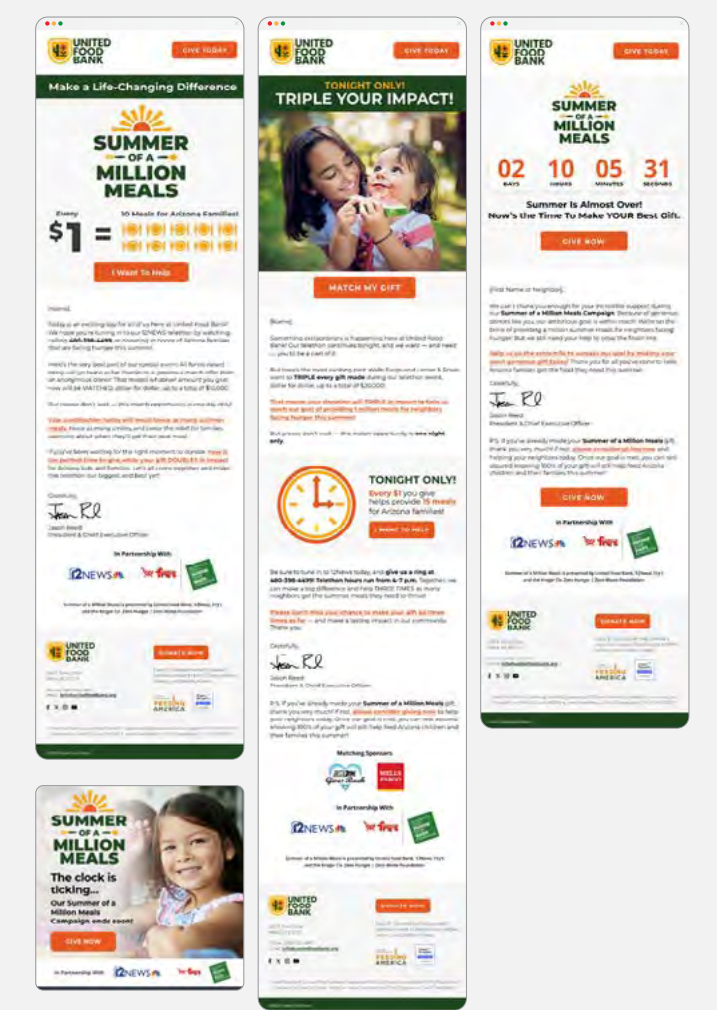
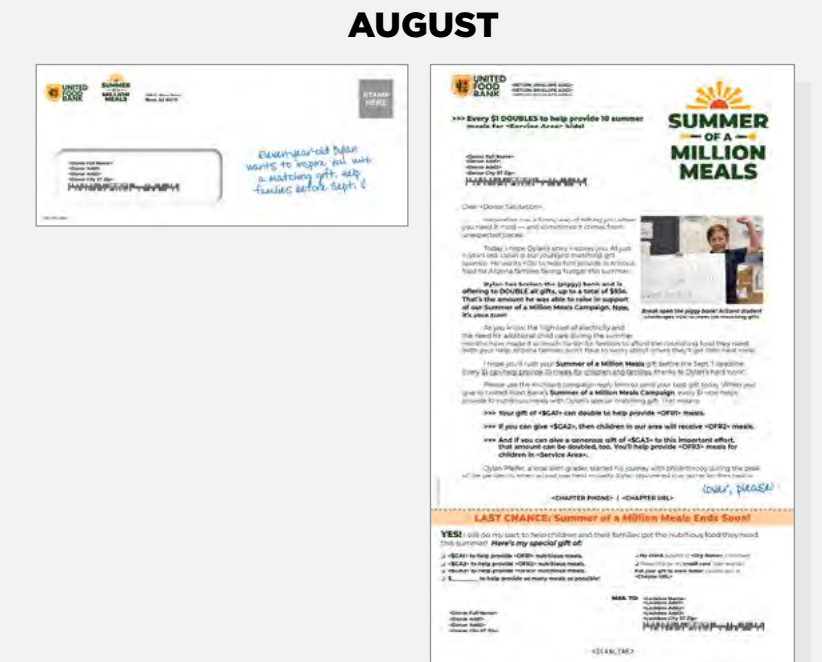
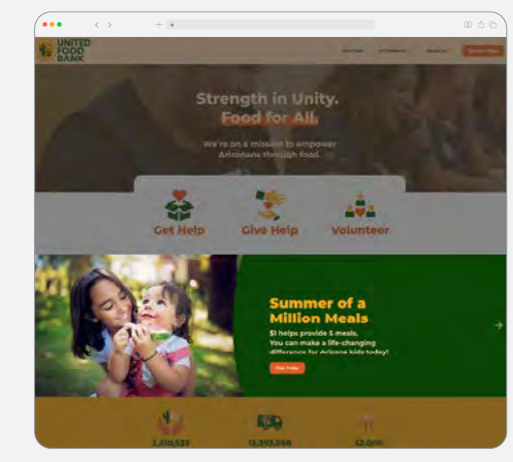
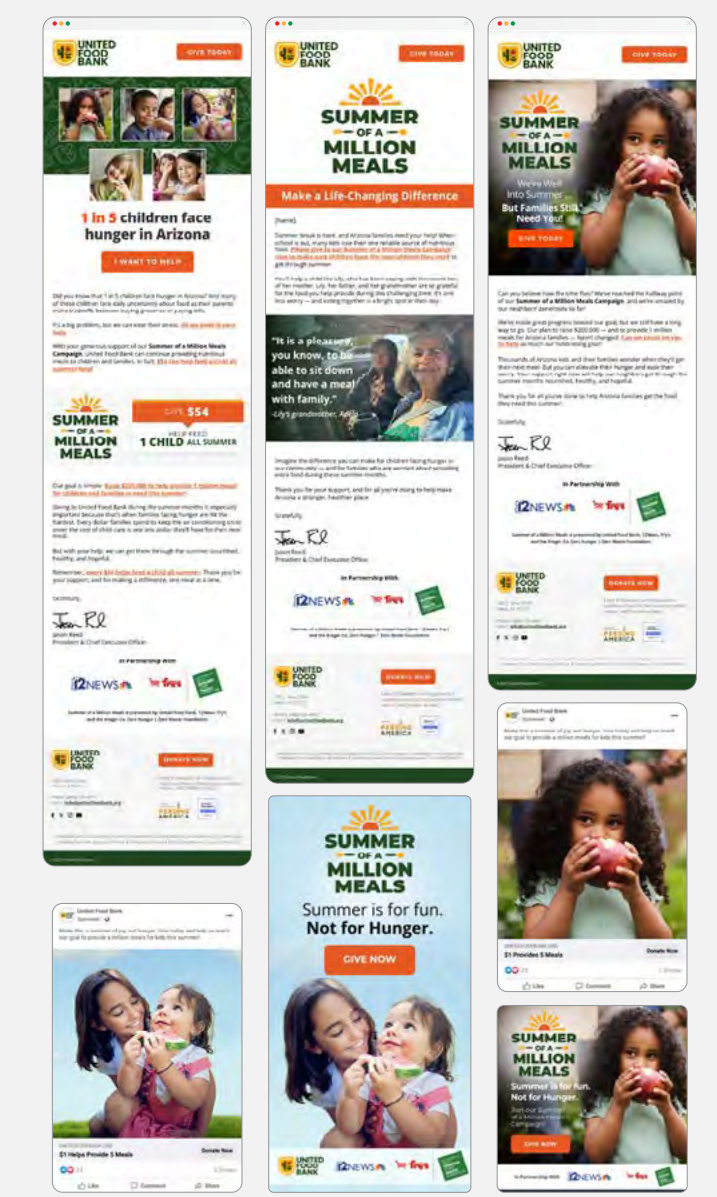
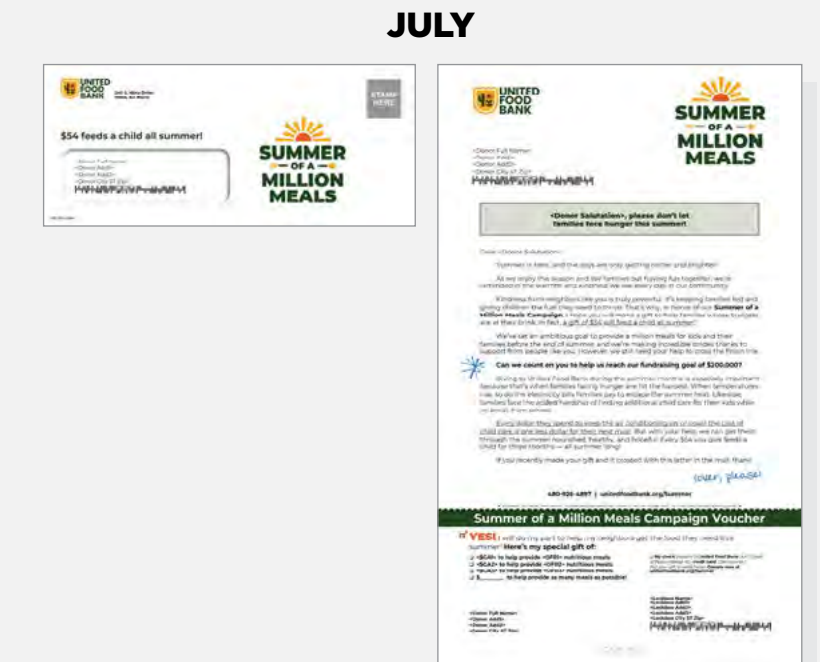
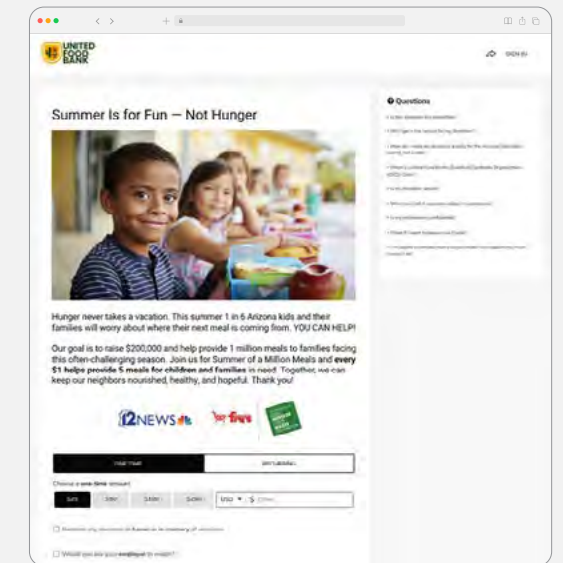
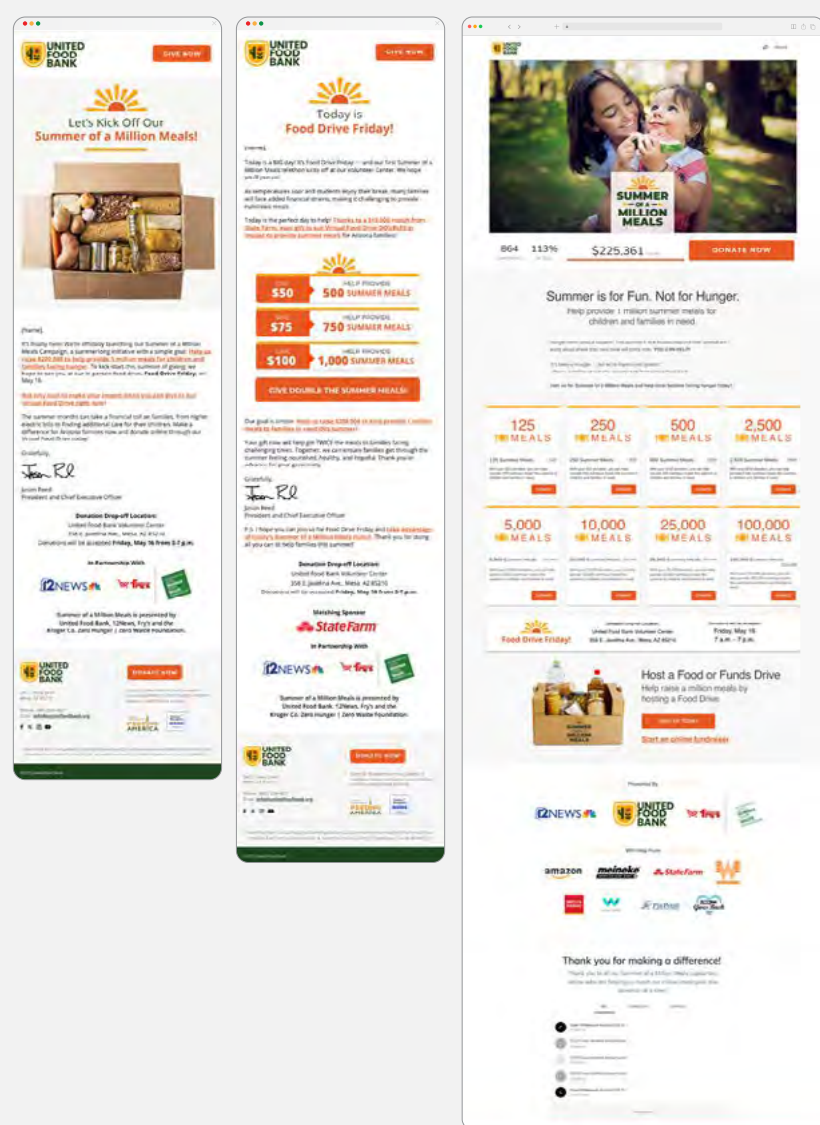
WHY IS YOUR ENTRY SUCCESSFUL

United Food Bank's Summer of a Million Meals campaign ran from May 16 through September 1, 2025, across direct mail and digital channels with a segmented strategy designed to build momentum through three distinct messaging phases.

The campaign was meaningful because it demonstrated how a structured, multiphase approach could sustain donor engagement across a four-month window without creative fatigue. The three-phase structure gave the campaign a clear arc, kept creative fresh, and gave donors multiple entry points and emotional reasons to give.

The results reflected that structure. Direct mail generated \$117,385 in revenue across 1,035 gifts at an average gift of \$113.42, beating prior-year results across all four campaign waves. The digital program drove \$592,112 in revenue – an 88% increase over fiscal year 2024 – with 1,657 gifts at an average gift of \$357. That average gift figure represented a 76% increase year over year. Display advertising alone generated \$34,954 in view-through revenue across 262 donations, with 1.48 million impressions delivered at a \$5.00 CPM. Across all channels combined, the campaign was enough to help provide more than 4.7 million meals.

“*This summer, 1 in 6 Arizona kids and their families will worry about where their next meal is coming from. You can help!*”



DIRECT MAIL RENEWAL

Year In Review

GROSS REVENUE
\$4,919,945

CAMPAIGN COST
\$256,973

COST TO RAISE \$1
\$0.05

AVERAGE GIFT
\$111.87

RESPONSE RATE
6.27%

NONPROFIT NAME
MSF USA

LAUNCH DATE
11/3/2025

WHY IS YOUR ENTRY SUCCESSFUL

Medecins Sans Frontieres (MSF USA), also known as Doctors Without Borders, works in more than 75 countries worldwide providing lifesaving medical care to those who need it most.

Over the last several years, donors have been incredibly generous in supporting all of MSF USA's emergency work and critical ongoing projects.

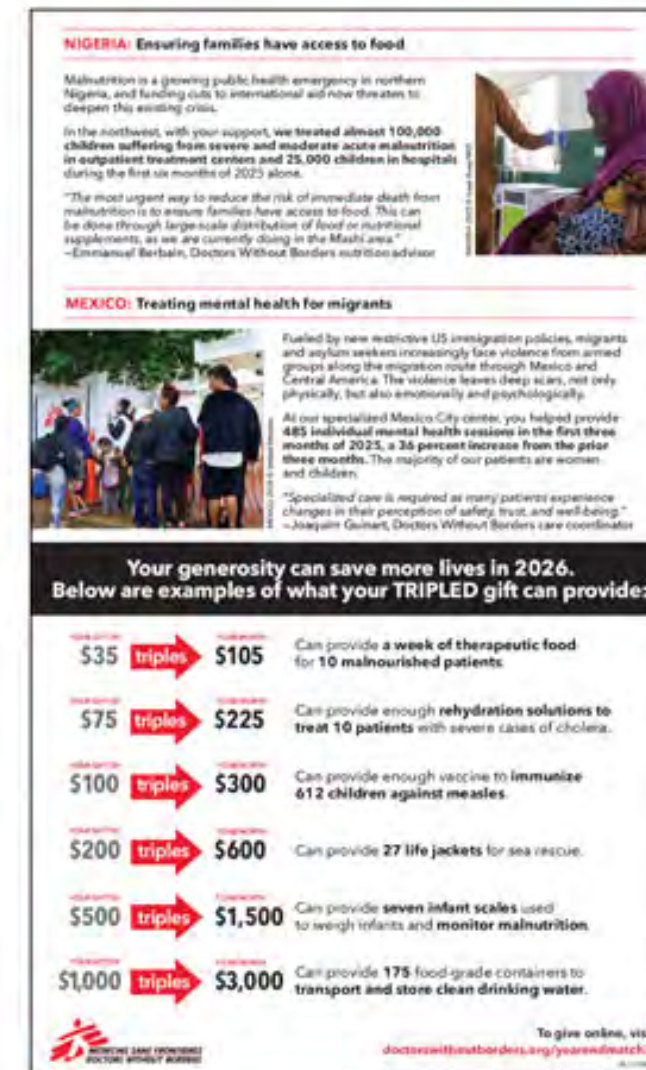
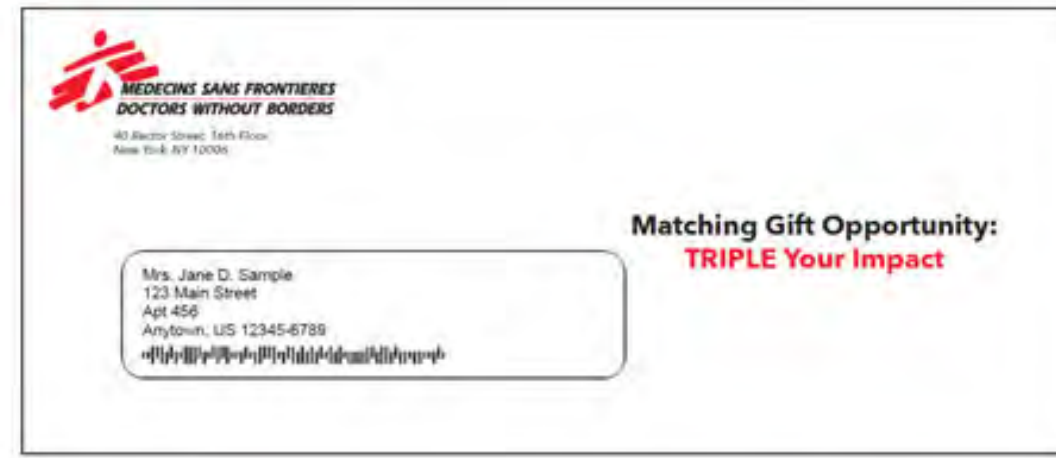
With a tight mail schedule in Q4, MSF USA's most important campaign of the year - the November Year in Review Appeal - needed to stand out against the rest and raise more revenue from a donor file that has been asked so many times already to step up in moments of crisis.

To improve performance, we tested adding more "year-end" language at a time when many donors make their annual gift, and we added an insert to better highlight the match offer. Both tests won and the overall campaign was a huge success, raising just under \$5 million in revenue - nearly 4% more than the previous year despite being mailed to 28K fewer donors.

“*With your help, we can reach them. With your help, we will reach them.*”

AGENCY NAME
Lautman Maska Neill & Company

TARGET AUDIENCE
13-24 month donors, 0-12 months donors



STEWARDSHIP



STEWARDSHIP CAMPAIGN

Christmas Video from Fr. Mike

NONPROFIT NAME
Salesian Missions

TARGET AUDIENCE
0-12 month donors

AGENCY NAME
N/A

WHY IS YOUR ENTRY MEANINGFUL?

This campaign shares to donors the real change they make with every donation and prayer sent to SMI. Every show of support allows SMI to change a life in need across the world.

LAUNCH DATE
12/9/2025

This email campaign showed high engagement with the audience and high engagement metrics

SOLICITATIONS SENT

35,653

- Open rate: +112% compared to client average open rate
- Click through rate: +388% compared to client average CRT
- Click through open rate: +941% compared to client average CTOR

HOW DID THIS CAMPAIGN STRENGTHEN YOUR RELATIONSHIP WITH YOUR TARGET AUDIENCE?

The video shared the impact of our donors' contributions from a trusted representative.

CHANNELS

Website, Email

PRIMARY OBJECTIVE

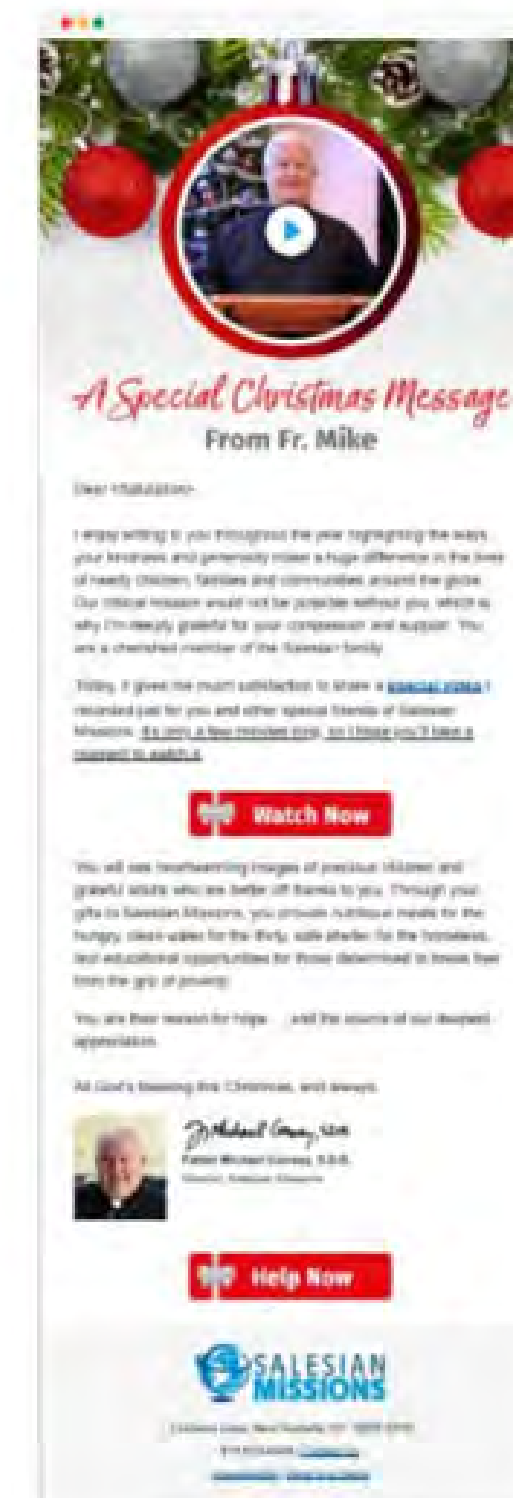
Engage and increase trust among first year donors.

WHY DO YOU CONSIDER THIS CAMPAIGN A SUCCESS?

The engagement metrics show the impact of our thank-you message.



“*My dear friends, you’ve brought Christmas joy to countless children and families who would otherwise have been forgotten.*”



STEWARDSHIP CAMPAIGN

FBOKA Thank-A-Thon

NONPROFIT NAME

Regional Food Bank of Oklahoma

AGENCY NAME

TrueSense Marketing

LAUNCH DATE

11/24/2025

SOLICITATIONS SENT

56,224

CHANNELS

Email, Texting, Display Advertising, Search Engine Marketing

PRIMARY OBJECTIVE

Designed as a non-ask affirmation effort, meant to strengthen donor relationships and prime the audience heading into year-end giving.

TARGET AUDIENCE

0-12 months donors, 36+ month donors, Mid-Level Donors, 13-24 month donors, Sustainers, 25 - 36+ month donors

WHY IS YOUR ENTRY MEANINGFUL?

Most fundraising calendars treat the days before GivingTuesday and year-end as prime territory for asks. The Regional Food Bank of Oklahoma took a different approach. On November 24 and 25, 2025, the organization launched a Thank-a-Thon: a multichannel gratitude campaign built on a counterintuitive premise: What if, right before the biggest giving season of the year, you simply said “thank you” instead?

None of the touchpoints included a direct solicitation. The campaign was designed as a non-ask affirmation effort, meant to strengthen donor relationships and prime the audience heading into year-end giving. During a time when nearly every November message competes for wallet share, the Thank-a-Thon deliberately stepped outside the transactional cycle to invest in something that’s harder to measure, but arguably more valuable: donor loyalty and goodwill.

The results suggest that the investment paid off. The email campaign reached 46,279 recipients with a 58.2% open rate and a 2.03% click-through rate. The unsubscribe rate was a negligible 0.06%. Even without a formal ask, the email generated one unsolicited donation of \$500. The text campaign delivered 8,392 messages with a .77% reply rate and only 34 opt-outs (0.34%).

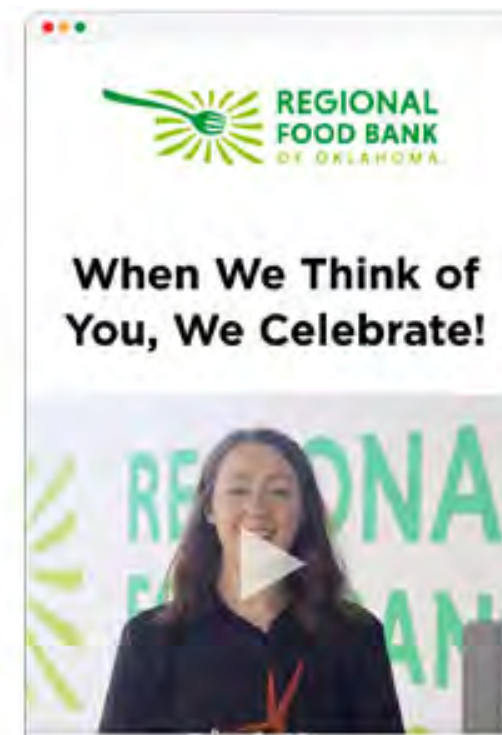
HOW DID THIS CAMPAIGN STRENGTHEN YOUR RELATIONSHIP WITH YOUR TARGET AUDIENCE?

The low opt-out rate signals that donors welcomed the contact rather than viewing it as noise during an already crowded season. Although we can’t measure metrics on an OVM, the recorded message of a 9-year-old saying “thank you” added to the delightful nature of this campaign, hopefully bringing a smile to each person who heard the message. The campaign earned something harder to win than revenue: attention and trust at exactly the right moment.

WHY DO YOU CONSIDER THIS CAMPAIGN A SUCCESS?

In addition to positive engagement with the elements delivered – and low opt-out rates – the organization also heard verbatims from donors who enjoyed the message. Additionally, the organization saw a strong response to its subsequent GivingTuesday and CYE asks.

“Enjoy this video from our Thank You Crew, then share your own celebration photo to keep the good vibes going!”



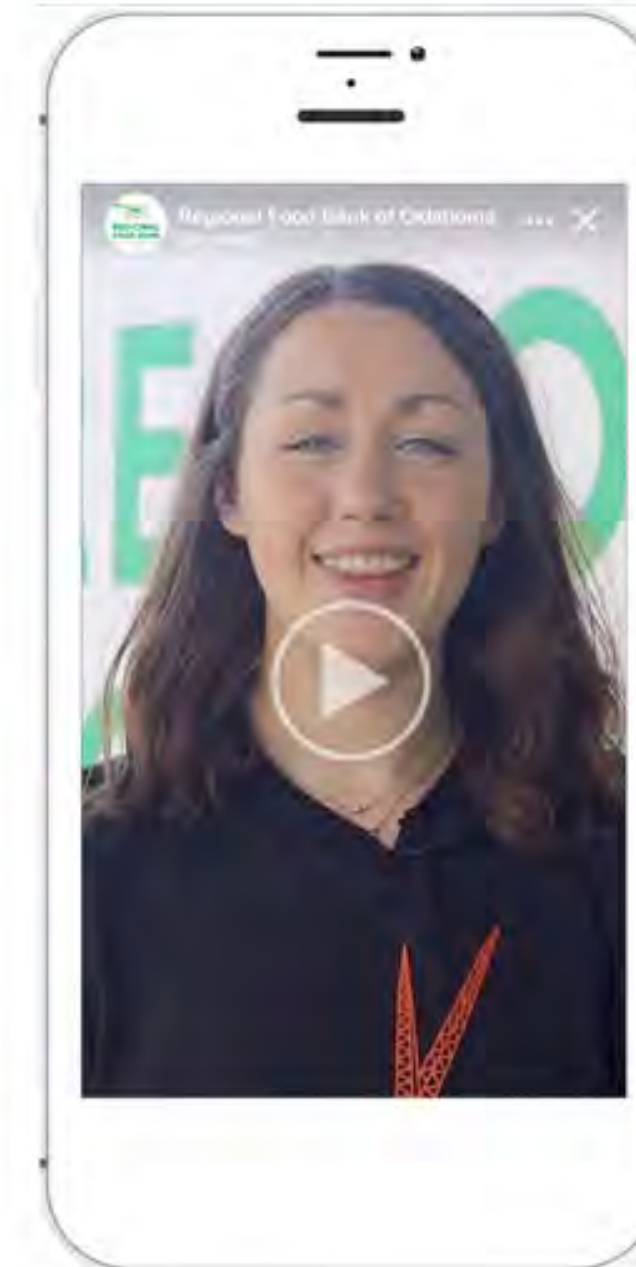
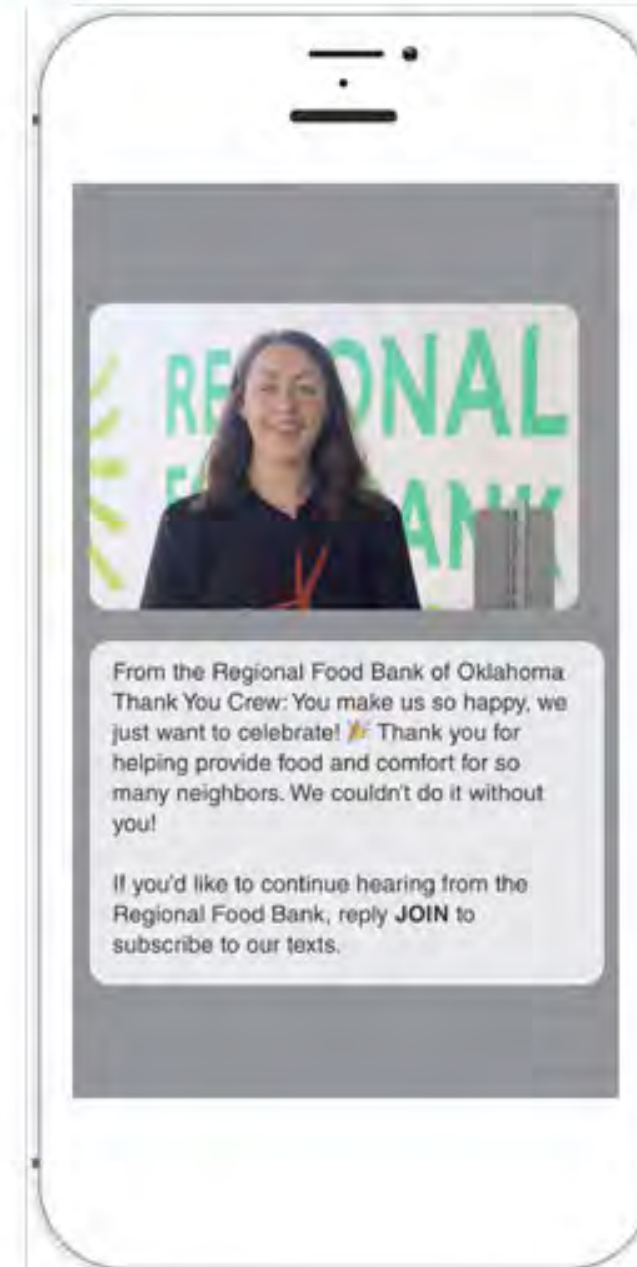
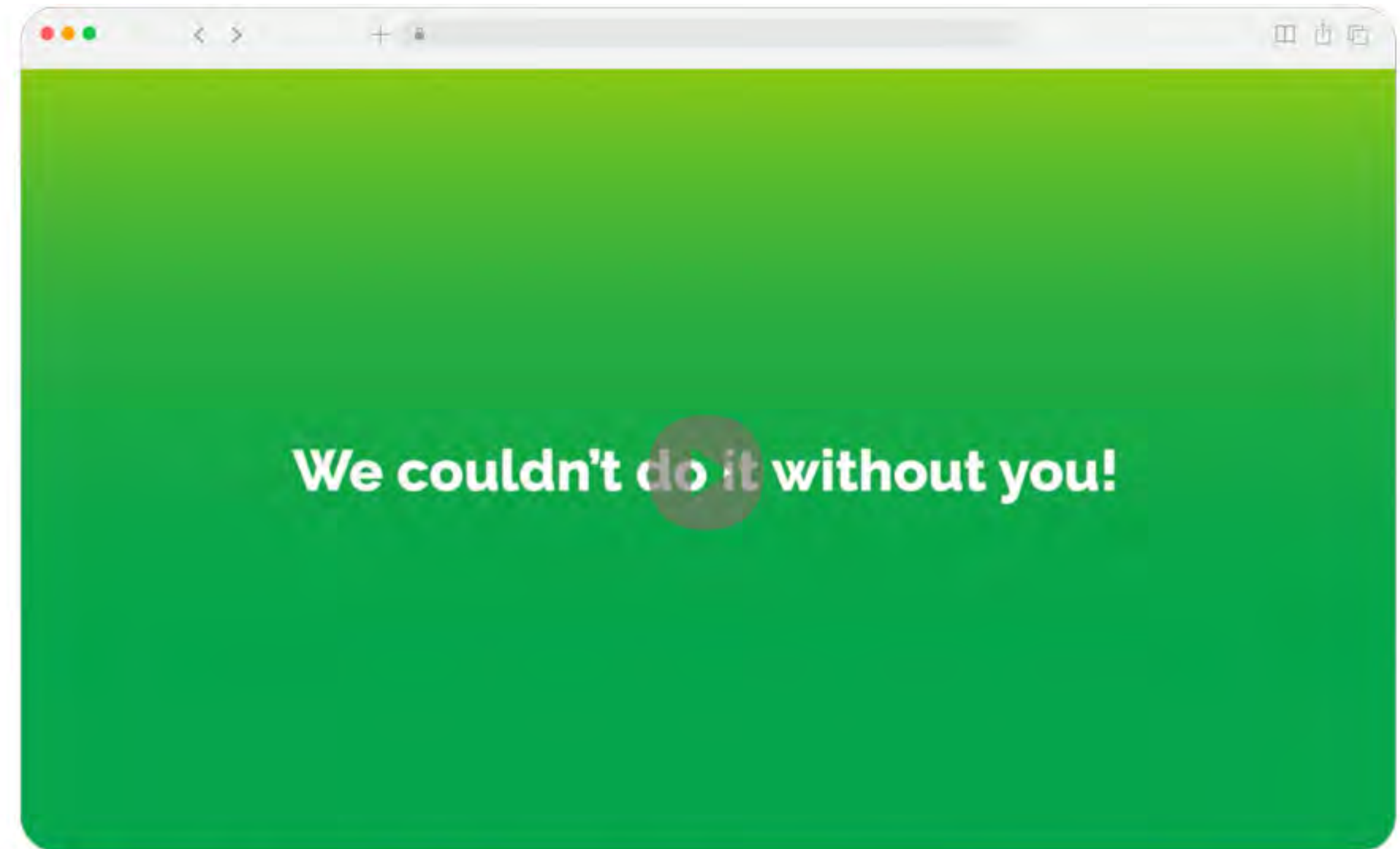
Dear (First Name),

We just can't contain it. You give us smiles that go for miles! You do so much to help provide nourishing meals and moments of comfort for Oklahomans facing hunger. Our Thank You Crew wanted to show you exactly how that makes us all feel.

[WATCH THE FULL VIDEO!](#)

We hope the celebration never ends! 🎉 From the bottom of our hearts, thank you for all you do.

With gratitude, from the Thank You Crew at the Regional Food Bank of Oklahoma.



CLICK OR SCAN TO VIEW ALL VIDEO ASSETS

STEWARDSHIP CAMPAIGN

Integrated October Campaign

NONPROFIT NAME

American Forests

AGENCY NAME

Sanky Communications

LAUNCH DATE

10/10/2025

SOLICITATIONS SENT

0

CHANNELS

Website, Email

PRIMARY OBJECTIVE

The primary objective of this initiative was to engage donors and collect their perspectives on what resonates with and matters to them.

TARGET AUDIENCE

Mid-Level Donors, Sustainers: 0-12 month donors, 13-24 month donors, 25-36 month donors, 36+ month donors

WHY IS YOUR ENTRY MEANINGFUL?

Last year commemorated American Forests' 150th Anniversary, prompting several observances of the organization's history and impact. This campaign invited supporters to see themselves as a part of their broader community and people-powered work by asking, "What are forests for?" This overarching question was posed to supporters in the form of an online survey, as a way to share feedback and engage with American Forests before the busy year-end fundraising season. The two emails promoting this campaign were highly effective at creating this engagement. Open rates were approximately 25% higher and clickthrough rates were 200-300% higher than a usual fundraising appeal.

HOW DID THIS CAMPAIGN STRENGTHEN YOUR RELATIONSHIP WITH YOUR TARGET AUDIENCE?

This initiative offered an important, non-transactional opportunity for two-way interaction before the busy GivingTuesday and Holiday/Year-End giving season

WHY DO YOU CONSIDER THIS CAMPAIGN A SUCCESS?

See above answer for "Explain why this campaign was meaningful or powerful

“What do forests mean to you?”



American Forests 150th anniversary

As American Forests celebrates our 150th anniversary, we want to know: What do forests mean to you? Your answers will let us get to know you better and help us tell the stories that matter most to supporters like you. Thank you for being an important part of our community.

1. Please provide your name and contact information so we can stay in touch:

First: [input] Last: [input]

* Name: [input]

* Email: [input]

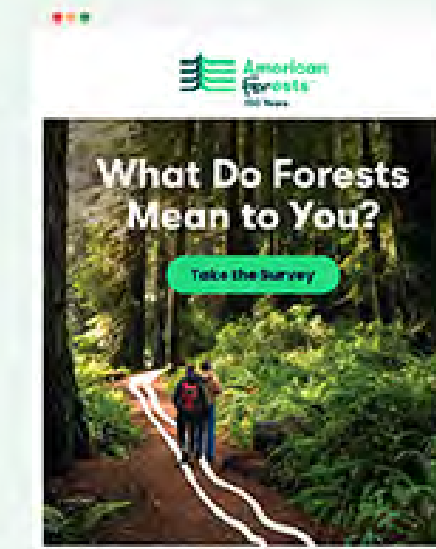
Phone Number: [input]

If you respond and have not already registered, you will receive periodic updates and communications from American Forests.

Keep me logged in. [CONTACT US](#)

*2. Of the options below, what do you believe is the most important function of healthy forests? (Select one)

- Providing clean air to breathe
- Filtering and supplying fresh water
- Mitigating the effects of climate change
- Sustaining habitats for wildlife
- Shading streets and cooling neighborhoods
- Providing space for hiking and recreation
- All of the above



American Forests 150th anniversary

As American Forests celebrates our 150th anniversary, we want to know: What do forests mean to you? Your answers will let us get to know you better and help us tell the stories that matter most to supporters like you. Thank you for being an important part of our community.

1. Please provide your name and contact information so we can stay in touch:

First: [input] Last: [input]

* Name: [input]

* Email: [input]

Phone Number: [input]

If you respond and have not already registered, you will receive periodic updates and communications from American Forests.

Keep me logged in. [CONTACT US](#)

*2. Of the options below, what do you believe is the most important function of healthy forests? (Select one)

- Providing clean air to breathe
- Filtering and supplying fresh water
- Mitigating the effects of climate change
- Sustaining habitats for wildlife
- Shading streets and cooling neighborhoods
- Providing space for hiking and recreation
- All of the above



American Forests

Save Time & Submit Online: [americanforests.org/150survey](#)

Prepared for:
Title Full NameXXXXXXXXXXXXXXXXXXXX[D725]
Secondary AddressXXXXXXXXXXXXXXXXXXXX[D725]
Street AddressXXXXXXXXXXXXXXXXXXXX[D725]
City, State Zip(D712) [D712] [D712]

For official use only. Submitted by: [input] On: [input] [input]

About This Survey

As American Forests celebrates our 150th anniversary, we want to know: What do forests mean to you? Your answers will let us get to know you better and help us tell the stories that matter most to supporters like you. Thank you for being an important part of our community.

1. In your opinion, what is the most important function of healthy forests? (Select one)

- Providing clean air to breathe
- Filtering and supplying fresh water
- Mitigating the effects of climate change
- Sustaining habitats for wildlife
- Shading streets and cooling neighborhoods
- Providing space for hiking and recreation
- All of the above
- Other:

2. What aspect of our work would you like to learn more about? (Select all that apply)

- Expanding equitable tree cover in cities to safeguard human health
- Restoring landscapes after severe wildfires using science-backed reforestation strategies
- Growing and planting trees that are resilient to the effects of climate change
- Protecting ecosystems, including wildlife, watersheds, and soil
- Ensuring public lands and other natural areas are protected through policy efforts
- Other:

Please do not detach. Return this entire form with your gift. We will separate after processing and tabulation.

American Forests

Give today by receiving the code or visiting the site below: [americanforests.org/support](#)

How do you prefer to receive your gift? (Select one)

- \$100
- \$50
- \$25
- \$

Name: [input]
Address: [input]
City, State, Zip: [input]

Please change my gift to any:
 Yes Mastercard American Express Discover

Card #: [input]
Expiration Date: [input] [input] [input] [input] [input] [input]
Security Code: [input]

Signature: [input]

Email me today! I authorize American Forests to deduct the following amount each month from my credit card: \$ [input]

AMERICAN FORESTS IS AN EQUAL OPPORTUNITY ORGANIZATION. WE DO NOT discriminate on the basis of race, gender, or ethnicity. [DONATE WITH CONFIDENCE](#)

3. You've given generously as a donor and share our belief in the power of healthy forests. In a sentence or two, please tell us why you continue to support American Forests:

4. Has a forest, a park or even a single tree made an impact on your life? Please share why forests and trees are meaningful to you:

5. Monthly giving is the easiest, most convenient way to support forests today and for our future. Automated gifts from supporters like you provide reliable funding, enabling us to plan our long-term impact with confidence in our programs and research. Would you consider monthly giving?

- Yes! I'd like to use the donation response form below to get started.
- No, I'm not yet ready to give monthly.

By responding to this survey, you permit us to share this and your responses exclusively in public communications and other materials.

American Forests

1200 L Street NW, Suite 700
Washington, DC 20005
[www.americanforests.org](#)

SURVEY ENCLOSED

What do forests mean to you?

[input]

American Forests

STEWARDSHIP CAMPAIGN

Leaders Circle Post Card - Funny Farm

NONPROFIT NAME

MSPCA

AGENCY NAME

DaVinci Direct

LAUNCH DATE

5/19/2025

SOLICITATIONS SENT

1,000

CHANNELS

Direct Mail

PRIMARY OBJECTIVE

The impact Leaders Circle donors make in the lives of every animal who the MSPCA has the opportunity to care and provide for cannot be overstated. It's a priority to the organization to stay connected to each and every Leaders Circle donor and offer them every opportunity to engage with the mission, so they feel appreciated and understand the difference they make.

TARGET AUDIENCE

Mid-Level Donors

WHY IS YOUR ENTRY MEANINGFUL?

The Post Card was sent to Leaders Circle donors who are a key audience in the fundraising program. Leaders Circle donors are invited to Forums throughout the year, which are virtual events where speakers and experts speak to the group on an interesting topic. The event promoted in this campaign was an author event with Laurie Zaleski, who left the corporate world to run Funny Farm Rescue & Sanctuary to give her purpose in life after a family tragedy.

She is the author of several books, including her memoir, *Funny Farm: An Unexpected Life With 600 Rescue Animals* which she discussed with the MSPCA Leaders Circle.

MSPCA donors share the organization's passion for animals. We were honored to have an audience with Laura Zaleski because we knew her story would resonate with our donors and help them understand the impact their love of animals and support make.

HOW DID THIS CAMPAIGN STRENGTHEN YOUR RELATIONSHIP WITH YOUR TARGET AUDIENCE?

This campaign strengthens MSPCA's relationship with Leaders Circle donors by reinforcing their identity as valued insiders whose support makes meaningful work possible. By inviting them to an exclusive Leaders Circle Forum featuring author and rescue founder Laurie Zaleski, MSPCA offers a mission-centered experience that goes beyond a traditional fundraising appeal. The event connects donors emotionally to the cause through a powerful story of compassion, resilience, and animal rescue. These values align perfectly with MSPCA's mission and with the motivations that inspire Leaders Circle members to give.

The postcard invitation also signals appreciation and belonging. Addressing donors directly and highlighting the event as a special Leaders Circle benefit reminds them that their annual commitment places them within MSPCA's "inner circle." Offering access to a compelling speaker and the opportunity to share the experience with fellow supporters creates a sense of community among donors who care deeply about animal welfare.

Importantly, the event provides meaningful stewardship without asking for an additional gift. Instead, it focuses on gratitude, engagement, and mission connection, all key elements in building long-term donor loyalty. By providing exclusive access, storytelling, and opportunities for shared learning, the campaign deepens donors' emotional investment in MSPCA's work and reinforces the value of their continued annual support.

WHY DO YOU CONSIDER THIS CAMPAIGN A SUCCESS?

The impact Leaders Circle donors make in the lives of every animal who the MSPCA has the opportunity to care and provide for cannot be overstated. It's a priority to the organization to stay connected to each and every Leaders Circle donor and offer them every opportunity to engage with the mission, so they feel appreciated and understand the difference they make.

“ She went from corporate success to running a huge rescue farm for animals and wants to tell you all about it! ”



STEWARDSHIP CAMPAIGN

Who Will You End Cancer For?

NONPROFIT NAME

UT MD Anderson
Cancer Center

AGENCY NAME

MissionWired

LAUNCH DATE

9/1/2025

SOLICITATIONS SENT

107,569

CHANNELS

Email

PRIMARY OBJECTIVE

As a stewardship initiative, “Who Will You End Cancer For?” asked its audience to sign the Honor Wall as a way to build community. While a family member’s experience fighting cancer is deeply personal and can feel isolating, joining other voices in a virtual Honor Wall allowed participants to experience a sense of shared purpose, deepening their connection to the mission and work of UT MD Anderson Cancer Center.

TARGET AUDIENCE

36+ month donors, Mid-Level Donors, 0-12 months donors, 25 - 36+ month donors, 13-24 month donors, Sustainers, Prospects

WHY IS YOUR ENTRY MEANINGFUL?

UT MD Anderson Cancer Center’s “Who Will You End Cancer For?” campaign was a powerful stewardship effort that transformed their broad and high-reaching mission - to eliminate cancer in Texas, the nation, and the world through their programs and education - into a deeply personal experience.

“Who Will You End Cancer For?” asks participants to complete a simple action: writing down the name of a loved one and an optional message, which forged an immediate emotional connection and allowed participants to reflect on their own “why.” Participants can then scroll through a custom Honor Wall to witness the collective stories of others across the country who share similar experiences of loss, hope, and resilience. This campaign humanized UT MD Anderson Cancer Center’s cause, fostered a sense of shared purpose, and elevated the impact of their work by showing supporters that their commitment is part of something larger than themselves.

In working with UT MD Anderson Cancer Center to bring this campaign to life, our goal was to drive as many email recipients to the Honor Wall as possible. The campaign drove click/open rates that were 17% higher than other messages sent in the same month, and primed its audience for an important renewal message that followed. Together, the two campaigns worked together to help them meet their revenue goals for the month.

HOW DID THIS CAMPAIGN STRENGTHEN YOUR RELATIONSHIP WITH YOUR TARGET AUDIENCE?

UT MD Anderson Cancer Center relies on donations from their audiences to do their impactful work supporting innovative cancer patient care, research, education and prevention programs - and work toward realizing their powerful mission. As an audience, supporters tend to have deeply emotional connections to the organization’s work and mission, and so stewardship to connect with the audience is critical to building meaningful long-term relationships. This campaign aimed to engage its audience with the “why” behind their own support of the organization, while priming them for future appeals that will ask them to continue to give to support their world-changing work.

WHY DO YOU CONSIDER THIS CAMPAIGN A SUCCESS?

The campaign met our goal to inspire as many email recipients as possible to click to participate in the Honor Wall. With click/open rate that were 1.14% and 1.19%, the two emails sent in this campaign drove a 17% higher click rate than other messages sent that month. This stewardship campaign was an important touchpoint in our overall content calendar for the month, priming the audience for a key renewal message that followed - in combination, these two campaigns were essential to helping UT MD Anderson Cancer Center meet revenue goals for the month. And looking beyond revenue goals and KPIs, the campaign connected with a significant portion of the organization’s audience, deepening their relationship to their mission for the long term.

STEWARDSHIP

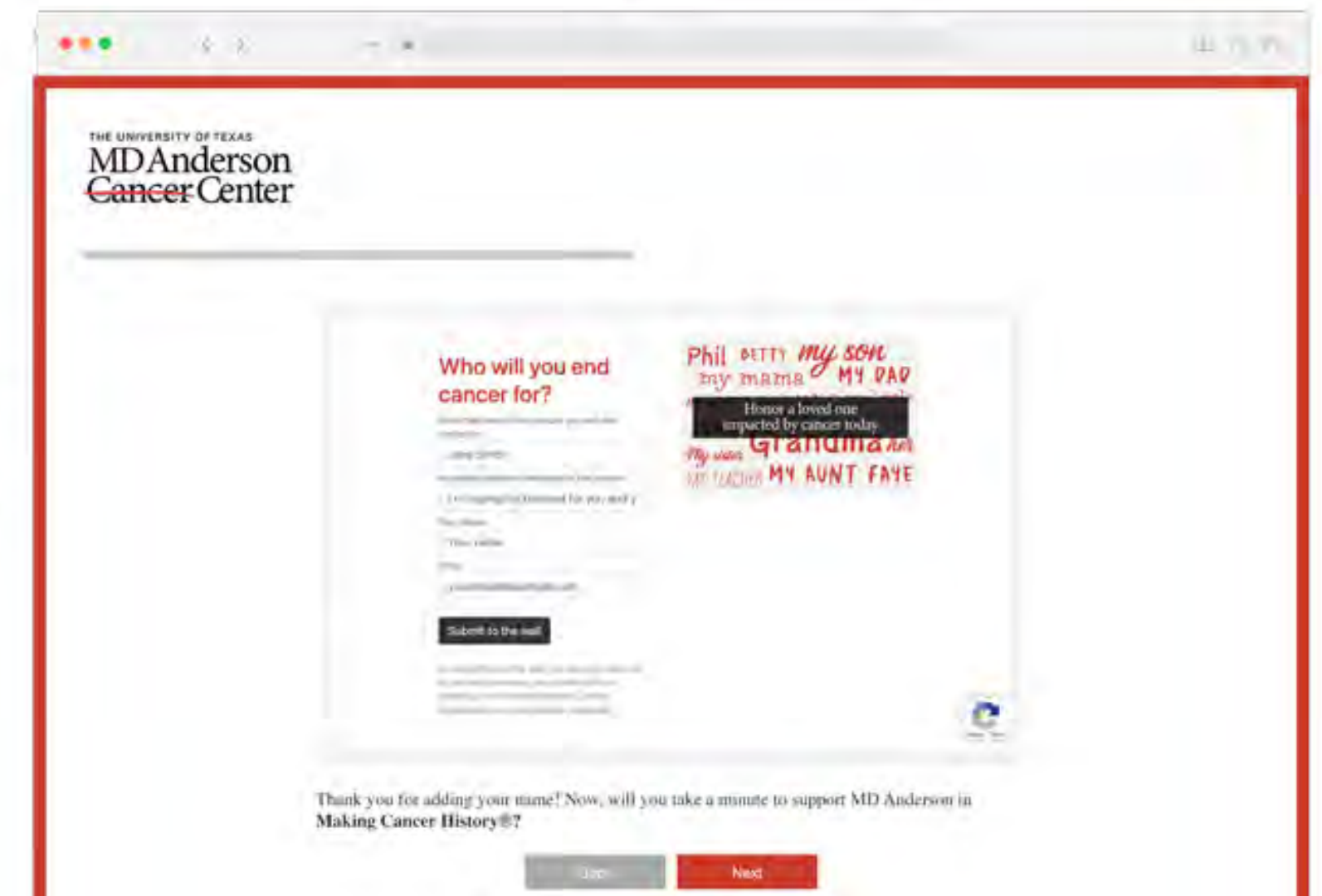
Subject:
The question remains: “Who will you end cancer for?”



Subject:
Who will you end cancer for?



THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Making Cancer History®



“With 5,500 people diagnosed with cancer every day in the U.S., cancer has likely touched your life, too.”

STEWARDSHIP CAMPAIGN

With Gratitude, from Deepmala

NONPROFIT NAME
CARE

AGENCY NAME
N/A

LAUNCH DATE
10/10/2025

SOLICITATIONS SENT
7,000

CHANNELS

Direct Mail, Texting, Email

PRIMARY OBJECTIVE

The primary objective of this stewardship initiative was to communicate donor impact and gratitude. Deepmala not only shared her heartfelt thanks from herself and the humanitarian team but also illustrated impact by sharing stories from individuals impacted by their support.

DEIA
INTEGRATION

TARGET AUDIENCE
Mid-Level Donors

WHY IS YOUR ENTRY MEANINGFUL?

This campaign was powerful because for CARE because it was a direct message of gratitude from our Chief Humanitarian Officer. While donors typically hear from our Midlevel Gift Officers and often folks within the fundraising team, they often do not see video messages and thank yous from folks "in the field" so to speak. Deepmala has a beautiful way of illustrating someone's positive impact while also instilling the intensity of our work. While the postcard is hard to measure and it received only about 25 scans to the QR code to watch the video (not including anyone that typed in the link), the email engagement was very positive. The results of this campaign were measured based on engagement metrics against our other stewardship campaigns via thankview emails. It exceeded expectations for a stewardship email as it reached a 56% open rate, a 2.6% click rate, and we had nearly 60 people finish watched the 1 minute and 30 second video in it's entirety. Our "typical averages" over the last year or so, hover just below those numbers.

HOW DID THIS CAMPAIGN STRENGTHEN YOUR RELATIONSHIP WITH YOUR TARGET AUDIENCE?

Doing strictly stewardship/impact pieces is important in building donor trust and demonstrating that we're being good stewards of their donations. Deepmala's video was a great pairing between gratitude and storytelling the positive impact of their support. Sharing stories and experiences from individuals their donations have helped and what their donations tangibly do. As mentioned above, seeing Deepmala's name, face, and message was important as just a week or so later, she was the singer on our appeals so it was great to familiarize our donors with her.

WHY DO YOU CONSIDER THIS CAMPAIGN A SUCCESS?

In addition to the record email engagement we saw, we also received a number of responses from donors that were quite lovely and demonstrated that the donors were clearly impacted by the video. Including these ones: "Thank you. That was a very nice message. Heartfelt." and "Thank you for your kind message, but I apologize that my wife and I cannot do more for world need is so great. Tragically with the elimination of USAID funding the need has escalated enormously. Thank goodness for Care and its worldwide efforts."

Multichannel Stewardship CAMPAIGN With Gratitude, from Deepmala & The Humanitarian Team

Direct Mail
Postcard:



Email

A heartfelt message from CARE's Chief Humanitarian Officer - to YOU!



Dear Aaron,

I'm reaching out to share a heartfelt message of thanks — one we hope you'll take a moment to watch.

Deepmala Mahla, CARE's Chief Humanitarian Officer, shares how your support is transforming lives during challenging moments. Your generosity is so much more than a donation. It's dignity for a girl, it's clean water in the hands of a child, it's a mobile clinic reaching women and babies. Your support is making a powerful difference.

"That is the power of your compassion. Making people realize in their hardest moments, that they are not forgotten."
— Deepmala Mahla

We invite you to watch this special message and see the impact of your compassion.

A video of thanks from Deepmala

Landing Pages



“ *They made it through every single day because of people they would never meet. People like you, who care enough to help.* ”

SUSTAINER FUNDRAISING



SUSTAINER FUNDRAISING

Compassion Has No Borders T-Shirt Premium

OF RECURRING GIFTS

7,781

NONPROFIT NAME

**Doctors Without Borders /
Médecins Sans Frontières
(MSF USA)**

AGENCY NAME

C+K

RESPONSE RATE:

70%

LAUNCH DATE

1/7/2025

TARGET AUDIENCE

**13-24 month donors, Prospects,
0-12 months donors**

PROJECTED
12-MONTH REVENUE:

\$1,223,896

WHY IS YOUR ENTRY SUCCESSFUL

We partnered with Palestinian freelance designer Omar Sommad—whose family was displaced from Gaza—to create an exclusive hand-drawn “Compassion Has No Borders” design, which we placed on a t-shirt and offered as a thank you for starting a monthly gift. While merch-driven sustainer acquisition is a fairly common tactic for nonprofits nowadays, this campaign was exceptionally powerful because of its strong values and brand alignment.

CHANNELS

Social Media, Email, Texting

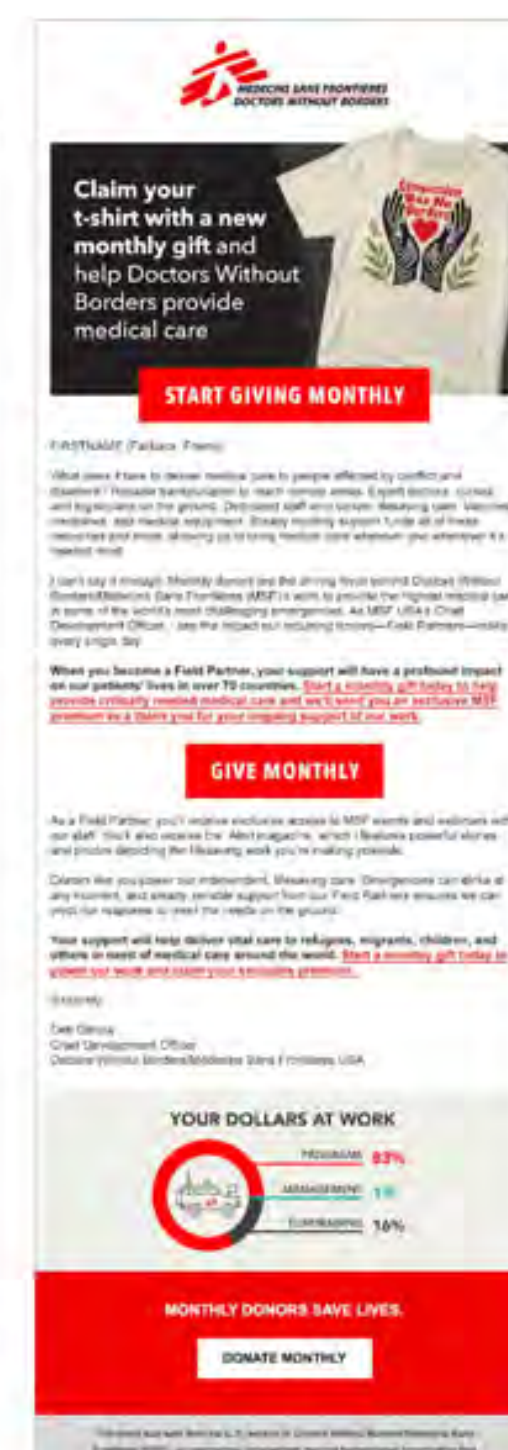
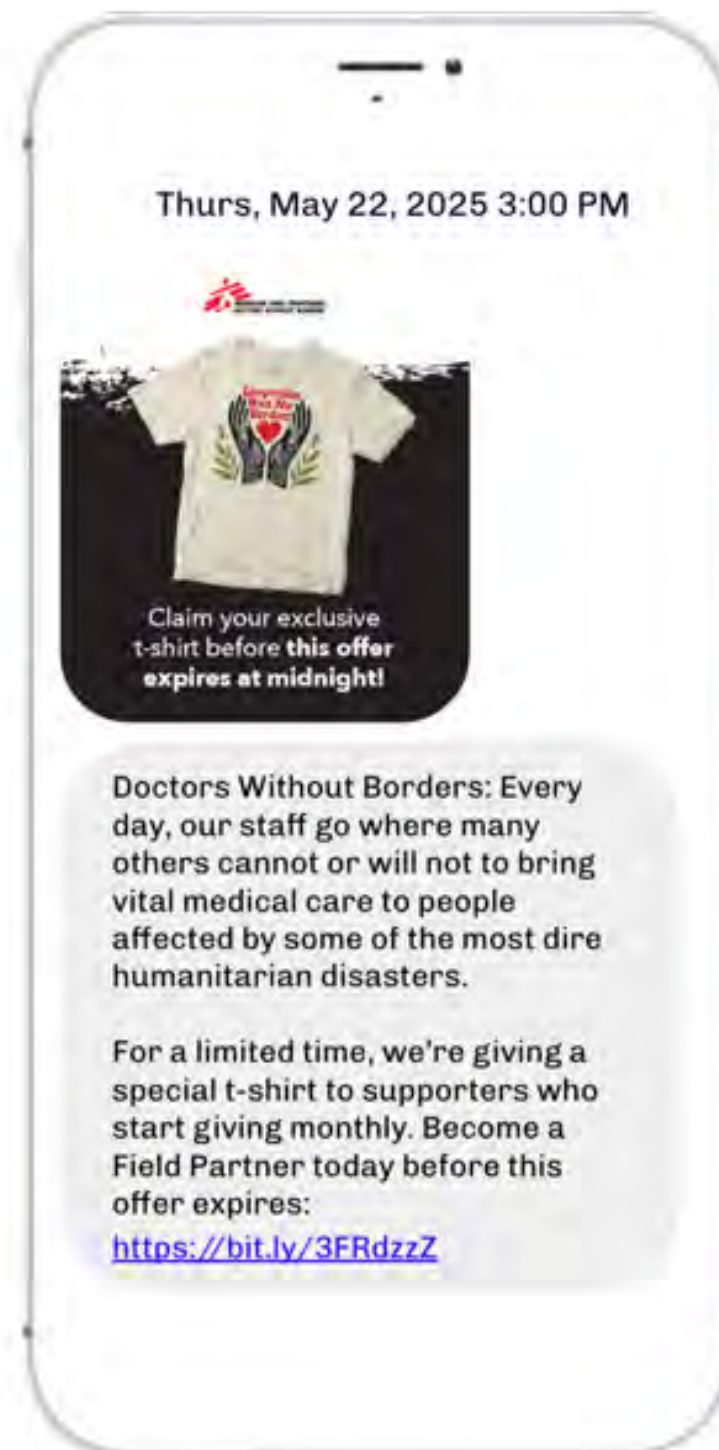
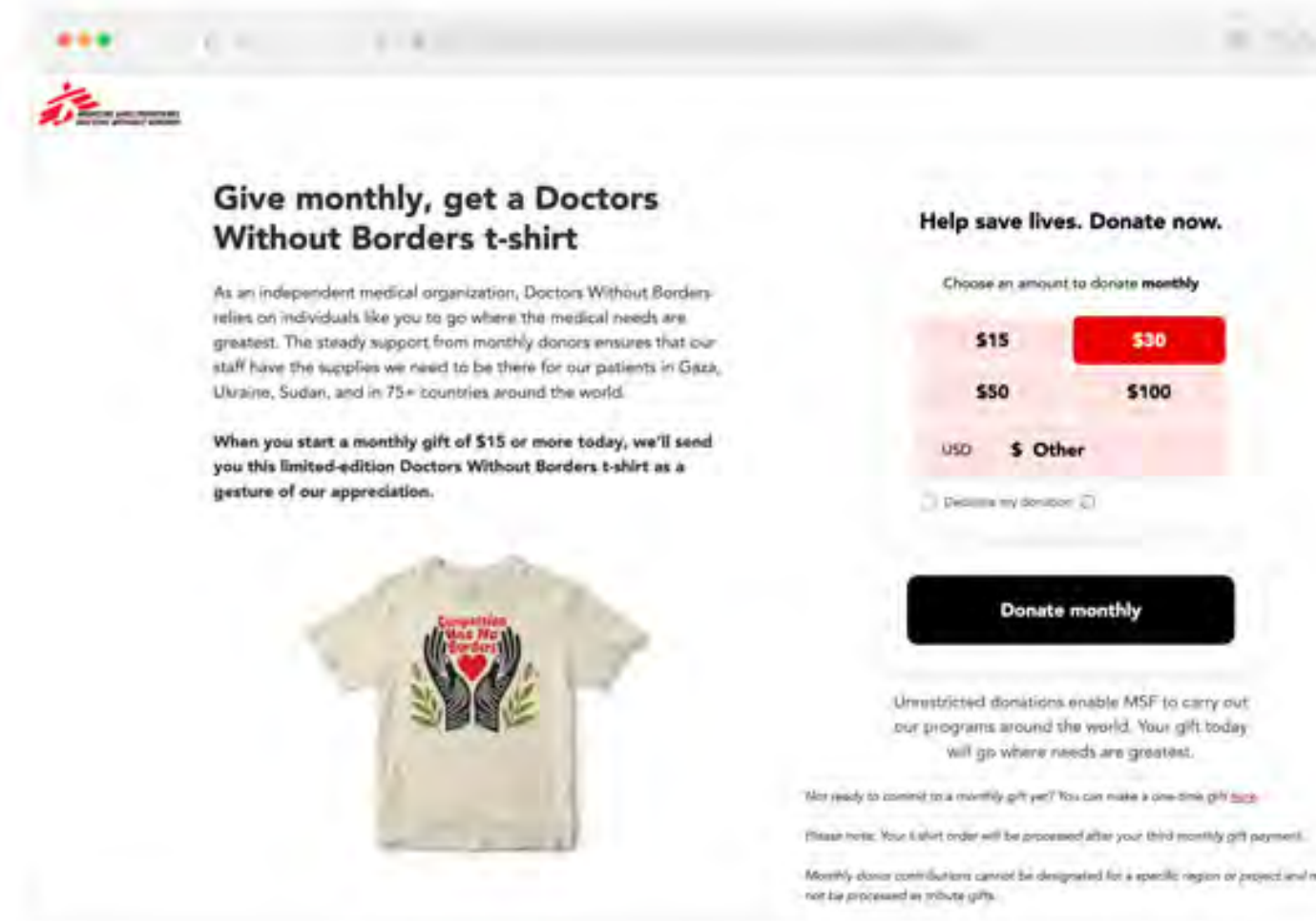
Given MSF’s extensive medical and humanitarian work in Gaza amid the ongoing war, this custom design provided a highly authentic hook. Donors weren’t just getting a generic backend premium; they received a beautiful, meaningful design that signaled solidarity with displaced people and supported a Palestinian artist. And, it’s something people genuinely want to wear.



This item was our top-performing sustainer acquisition asset all year, significantly outperforming typical premium benchmarks. With this strategy, we scaled our sustainer acquisition significantly year-over-year; the “Compassion” tee drove almost 20% of the total sustainers we acquired on digital in 2025.

(Please note: given this primarily ran on paid social, the “solicitations” metric below is not a perfect measure. For that combined calculation, we are using link clicks on paid social and recipients on email/SMS. This helps ensure the response/conversion rate metric makes sense.)

“ *Start a monthly gift to Doctors Without Borders and receive this special t-shirt designed by Palestinian artist, Omar Sommad.* ”



SUSTAINER FUNDRAISING

Gear Up for Pride Sustainer Drive

OF RECURRING GIFTS

1,696

RESPONSE RATE:

20%

PROJECTED 12-MONTH REVENUE:

\$138,000

CHANNELS

Texting, Email

NONPROFIT NAME

The Human Rights Campaign

LAUNCH DATE

5/5/2025

AGENCY NAME

Lautman Maska Neill & Company

TARGET AUDIENCE

0-12 months donors, Prospect, 36+ month donors, 13-24 month donors, 25 - 36+ month donors

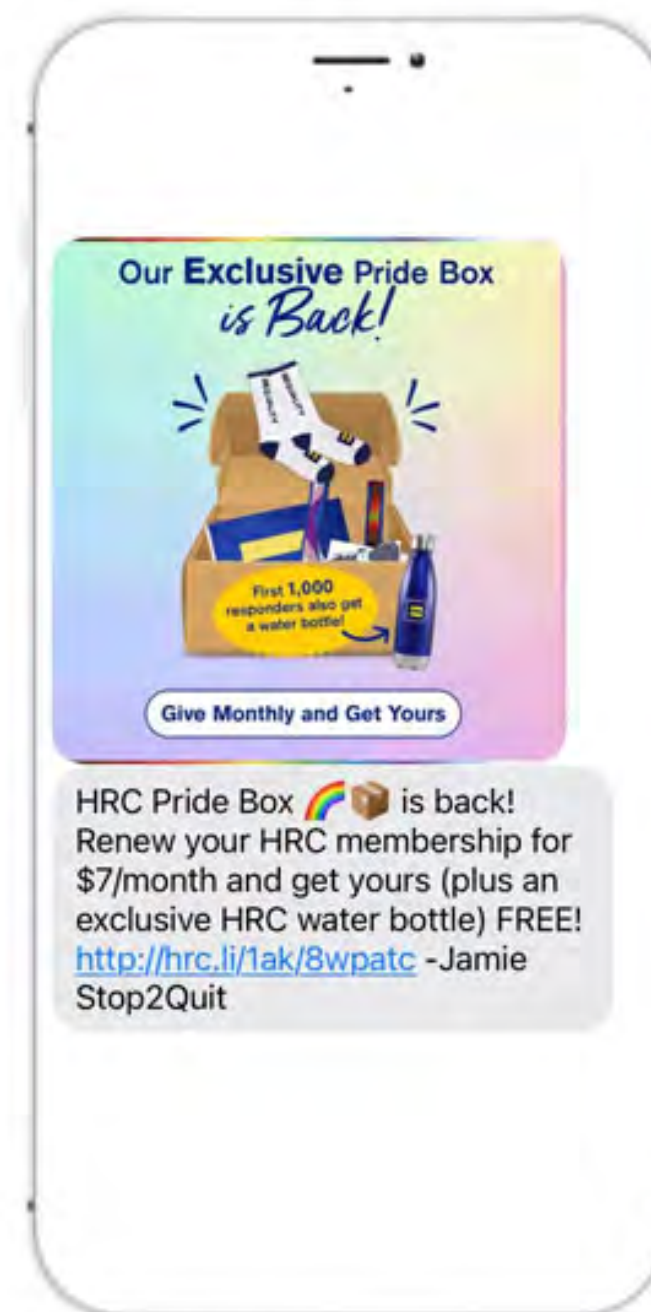
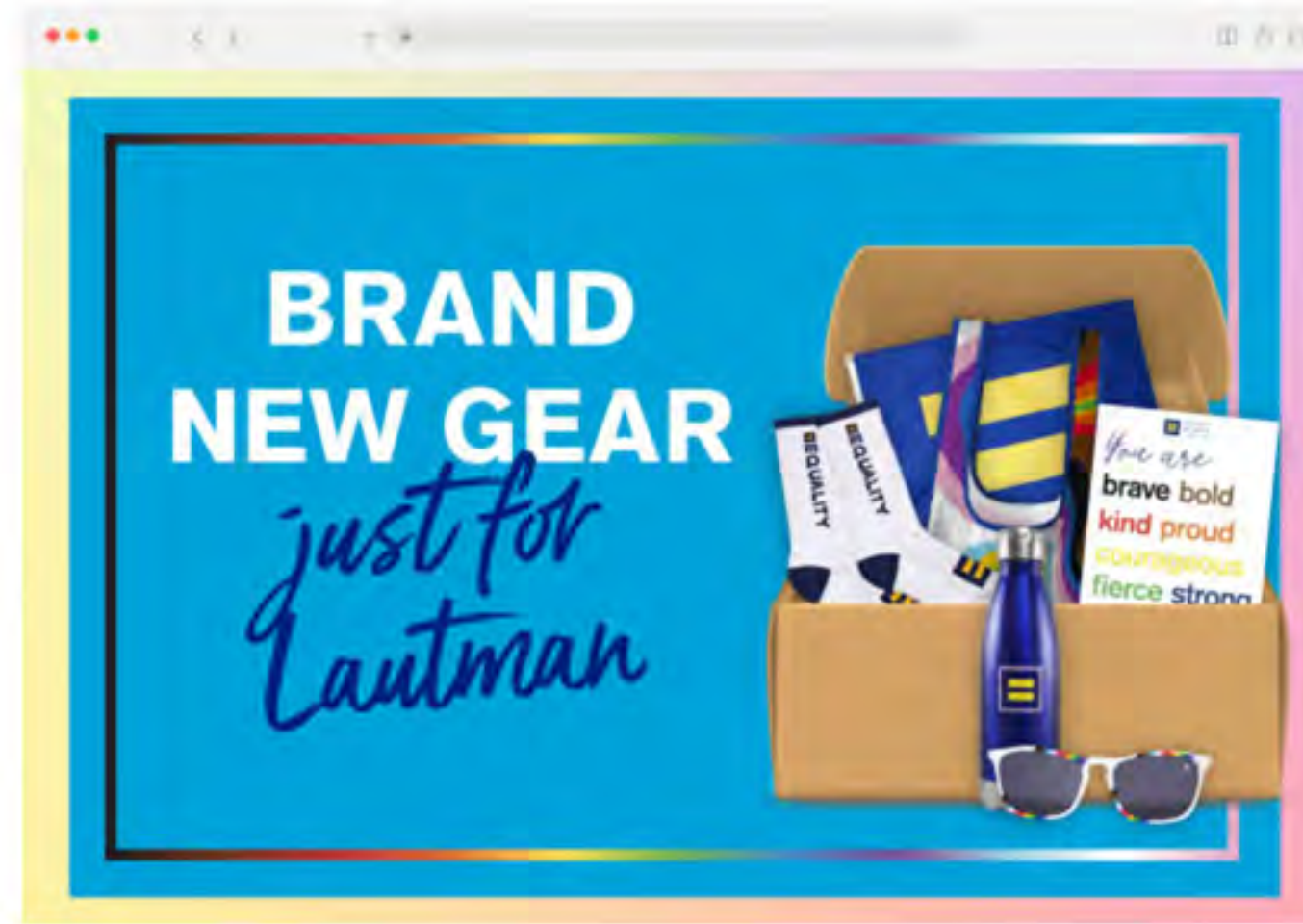
WHY IS YOUR ENTRY SUCCESSFUL

As attacks on LGBTQ+ people intensified across the country, the Human Rights Campaign (HRC) – America’s largest civil rights organization working to achieve LGBTQ+ equality – faced an urgent need to secure reliable funding to fight back. Legislative threats, coordinated political campaigns and growing hostility toward the LGBTQ+ community under the new administration made one thing clear: the fight for equality required even more sustained, dependable resources.

HRC needed a strategy that would convert camaraderie and energy around Pride season into consistent financial support. To meet this moment, HRC launched a standout multi-channel monthly donor drive to inspire the file to help LGBTQ+ people in these challenging times. To motivate conversion and break through a crowded digital environment, the campaign was centered around a unique incentive: a curated Pride-themed gear box exclusively for new monthly donors. Each item in the box served as both a celebration of identity and a visible symbol of solidarity.

Overall, the campaign generated nearly 1,700 NEW monthly donors to the organization – 11% more than projected and the most a campaign had brought in over the past year. Text was the true stand-out channel, garnering 81% more sustainers than budget! This all translated to more than \$138,000 in annualized gross revenue to fight back against hate and discrimination.

“*There has never been a more important time to unite and show our pride.*”



Hey Lautman,
Pride season is here — it's time for us to fight for the future we deserve. There has never been a more important time to unite and show our pride. The passion, the excitement, the light in our community that we refuse to dim — even under unprecedented attacks, we will outshine the hate. Every year, the LGBTQ+ community comes together to celebrate who we are, honor those who fought before us and fight for the future we ALL deserve. And in a time when our civil rights are being challenged, showing up — loud, proud and unapologetic — matters more than ever.
Today, we invite you to celebrate alongside the Human Rights Campaign (HRC) by getting in on our best-curated Pride Box ever!

Lautman — do you have your Pride gear yet?
Our Pride Boxes are flying off the shelves, and I don't want you to miss out. All you have to do is **renew your support of HRC with a monthly gift, and we'll drop yours in the mail. Plus, the first 1,000 people to respond with a monthly gift will get a water bottle added to their box!** Inside, you'll find everything you need to show your pride all summer long and beyond.



To get your HRC Pride Box, we simply ask that you start a small monthly gift. It's a meaningful and important way to celebrate the LGBTQ+ community and make a personal impact on equality.

Hi Friend,
Your support has played an important role in HRC over the years, so I am personally reaching out to you.
We're running low on Pride Boxes, so please make your Pride donation to HRC today and get yours when you start a monthly gift of \$7 or more!
Thousands of supporters — including many in your community — have already stepped up because they know how critical this moment is. With so much at stake, HRC needs steady, reliable support to continue fighting for our rights — all year long.
Thank you, so much, for your commitment to fighting for LGBTQ+ rights.
Marcus Lee
Deputy Director of Online Strategy
Promotions: helen@hrc.org



SUSTAINER FUNDRAISING

NAMI Digital Sustainer Acquisition Program Rebrand

OF RECURRING GIFTS

249

RESPONSE RATE:

1.00%

PROJECTED 12-MONTH REVENUE:

\$108,000

CHANNELS

Email, Social Media, Website



NONPROFIT NAME

National Alliance on Mental Illness

AGENCY NAME

AGP

LAUNCH DATE

7/7/2025

TARGET AUDIENCE

0-12 months donors

WHY IS YOUR ENTRY SUCCESSFUL

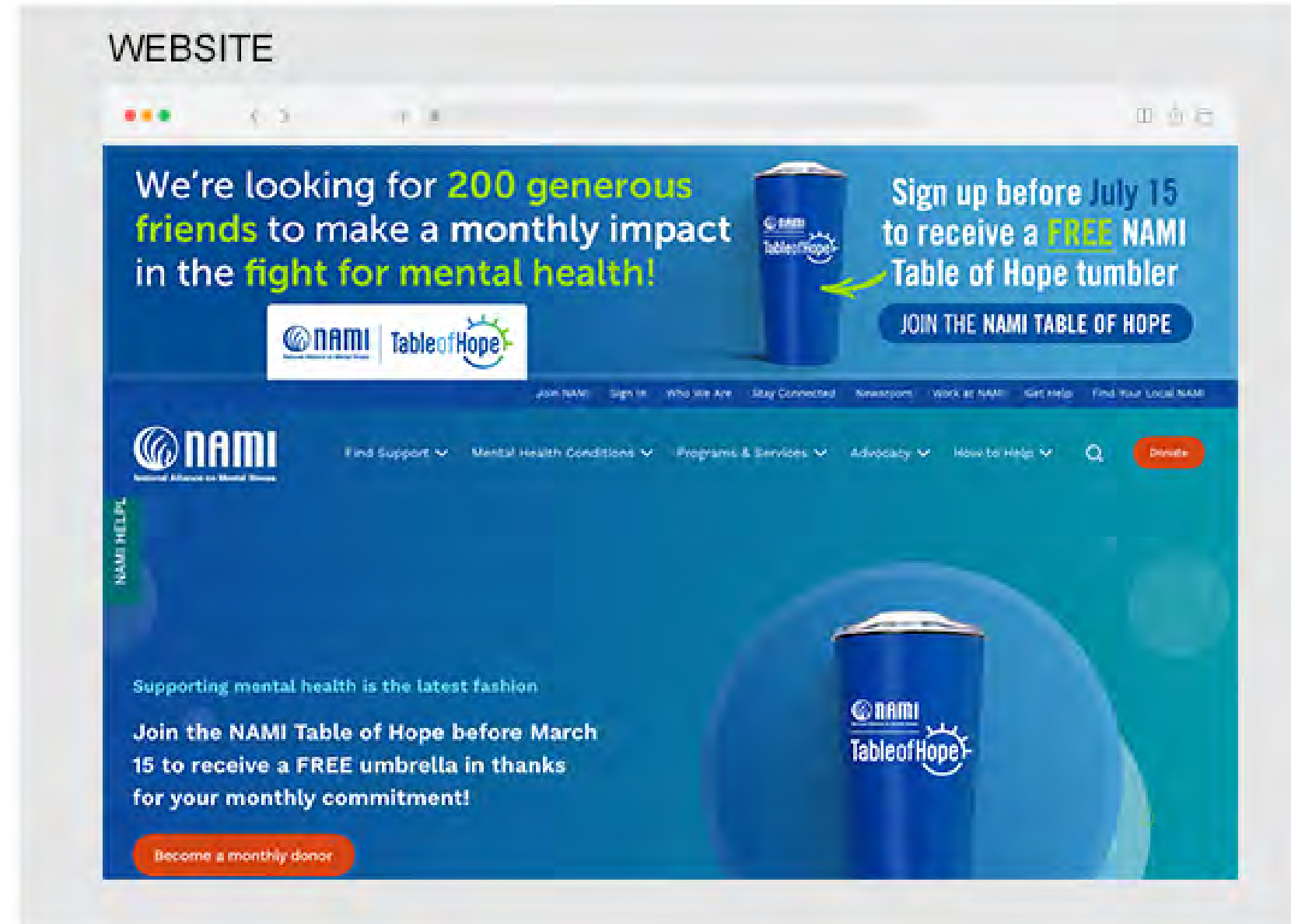
This campaign was powerful because it addressed a strategic challenge for our client: NAMI had a long-standing sustainer program, but it no longer reflected the sense of community, belonging, and legacy at the heart of the mission. Rather than optimizing tactics alone, this effort reimagined monthly giving as a shared identity by rebranding the program as Table of Hope, a name rooted in NAMI's history of care and support.

The result was not just clearer positioning, but a stronger emotional connection between donors and the mission, reinforcing that sustainers are part of an ongoing community, not transactional contributors.

The primary goal was to accelerate growth in monthly donors while fostering deeper engagement. Compared to NAMI's prior sustainer performance and benchmarks, the results significantly exceeded expectations. Following the rebrand and digital sustainer acquisition rollout, NAMI achieved a 226% increase in new sustainers, demonstrating a breakthrough rather than an incremental lift. The campaign also supported stronger upgrades and long-term value by reframing monthly giving as a meaningful, values-based commitment.

These outcomes validated the strategy of pairing brand storytelling with sustainer acquisition, showing that growth accelerates when donors clearly understand the purpose and identity behind recurring support.

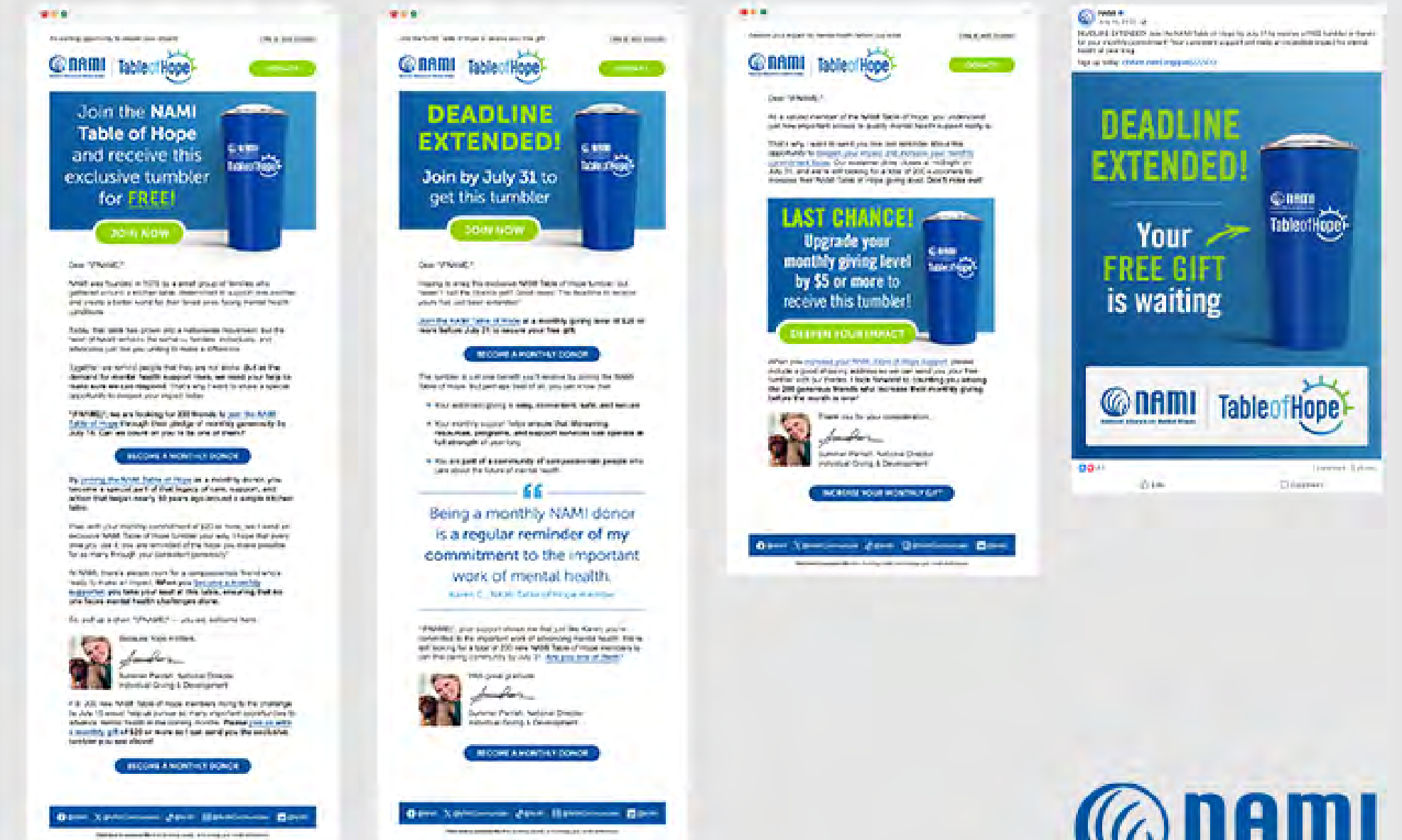
“Support mental health year-round. Join the NAMI Table of Hope.”



IG POST



EMAIL / SOCIAL AD / ORG LOGO



SUSTAINER FUNDRAISING

Proactive Sustainer Email Conversion

OF RECURRING GIFTS

1,468

RESPONSE RATE:

8.6%

PROJECTED
12-MONTH REVENUE:

\$16,754

CHANNELS

Direct Mail

NONPROFIT NAME

Good Shepherd Food Bank

AGENCY NAME

TrueSense Marketing

LAUNCH DATE

2/1/2025

TARGET AUDIENCE

**0-12 months donors,
25 - 36+ month donors,
13-24 month donors**

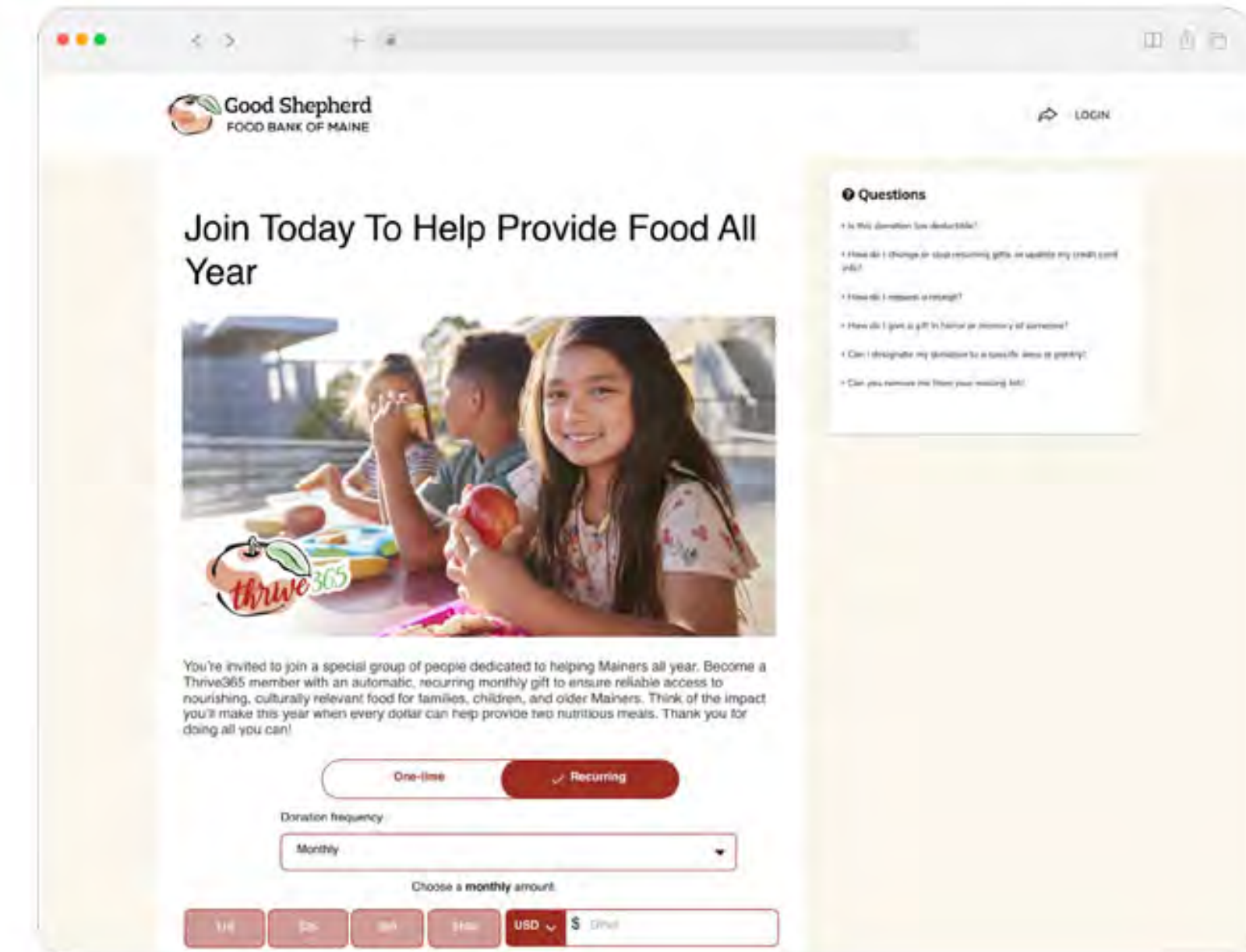
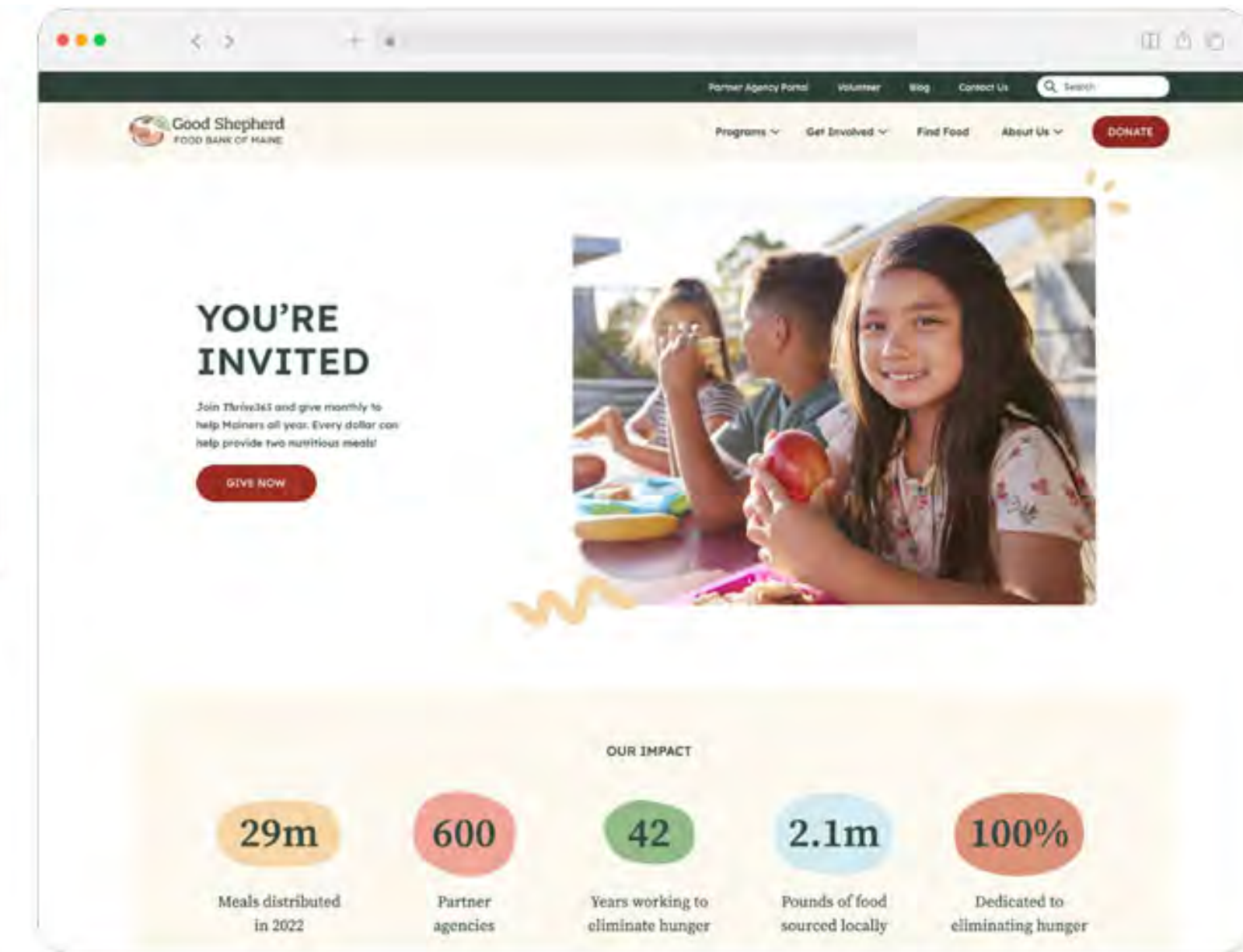
WHY IS YOUR ENTRY SUCCESSFUL

For Good Shepherd Food Bank, Maine's largest hunger-relief organization, the challenge was clear: How can we move a file of one-time donors toward recurring monthly giving in a way that feels natural rather than burdensome?

Most sustainer conversion campaigns rely on urgency, guilt, or heavy emotional appeals. This campaign took a different path. It reframed the sustainer ask entirely, treating it not as a fundraising request, but as a subscription invitation. Donors already subscribe to things: They auto-pay utilities, streaming services, gym memberships. The campaign invited one-time donors to "subscribe" to the Thrive 365 recurring giving program, drawing a direct parallel between automatic payments that people already make and the act of funding meals for Maine families monthly.

The results validated the approach. The campaign generated \$12,476 in total revenue from 102 donors who made 105 gifts, with an average gift of \$118.82. Most critically, 39 of those donors converted to recurring giving at a monthly average gift of \$35.80. More than 38% of responding donors chose to subscribe monthly. Those 39 new recurring donors represent compounding value – \$16,754 annually – providing predictable revenue that funds food distribution across Maine's network of more than 600 partner agencies.

“When a service or product is really important, you want to make sure you continue to receive it without interruption.”



STMAZ January Monthly Sustainer Campaign

OF RECURRING GIFTS

83

RESPONSE RATE:

0.4%

PROJECTED 12-MONTH REVENUE:

\$4,073

CHANNELS

Email

NONPROFIT NAME
St. Mary's Food Bank

AGENCY NAME
N/A

LAUNCH DATE
1/8/2025

TARGET AUDIENCE
Sustainers, 25 - 36+ month donors, 13-24 month donors, 36+ month donors

WHY IS YOUR ENTRY SUCCESSFUL

This campaign focused on strengthening one of the most sustainable revenue sources for the food bank: monthly giving. Rather than prioritizing one-time gifts, it encouraged supporters to join or deepen their commitment to the Monthly Giving Circle—creating reliable, year-round funding to address rising food costs and growing community need. By positioning monthly giving as accessible and impactful, the campaign reinforced that even modest contributions—like \$25 per month or a \$5 increase—help keep shelves stocked and families fed.

A key strength was its audience-first approach. Volunteers received messaging that honored their time and service before inviting them to extend their impact through giving, creating an authentic and respectful connection. For non-sustainers, messaging emphasized social proof and simplicity, showing how many donors choose monthly giving as an easy, consistent way to help.

The campaign also deepened relationships with existing sustainers by encouraging upgrades, leading with gratitude and reinforcing the increased urgency of need.

Overall, the campaign advanced a critical goal: growing a stable, retained donor base. It drove a 50% increase in new monthly donors in January and February, making it the most successful period for sustainer acquisition.



“ You are easing hunger in Arizona, every day. ”



SUSTAINER FUNDRAISING

T2T's Sustainer-Focused Acquisition

OF RECURRING GIFTS

1,931

RESPONSE RATE:

97%

PROJECTED 12-MONTH REVENUE:

\$44,900

CHANNELS

Direct Mail

NONPROFIT NAME

Tunnel to Towers Foundation

AGENCY NAME

Faircom New York

LAUNCH DATE

7/1/2025

TARGET AUDIENCE

Prospects

WHY IS YOUR ENTRY SUCCESSFUL

Tunnel to Towers tasked us with prioritizing acquiring monthly donors over single-gift donors even if it impacted one-off gifts. This test, mailed in July 2025, proved especially successful.

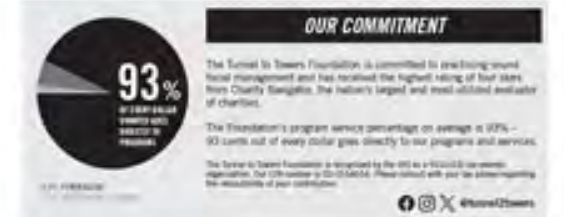
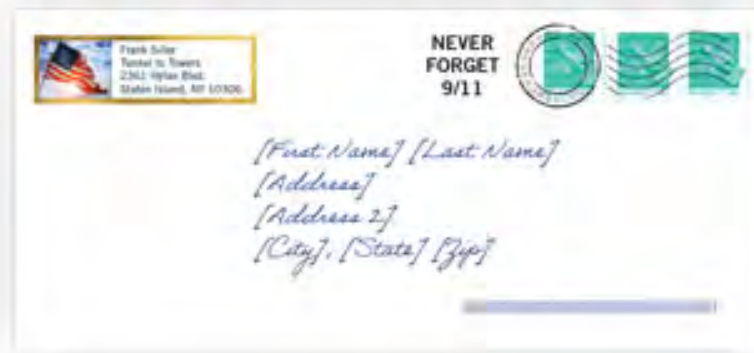
Our winning formula combined adjusting both creative and data/analytics components. First, we repositioned the Monthly Gift Ask above the Single Gift Ask String on our reply form. In addition our VeraData Analytics team developed a model that identified prospects most likely to join as monthly givers. The one-two punch of 1) targeting prospects most likely to become sustainers and 2) emphasizing the monthly option encouraged new donors to become monthly sustainers from the get go.

The test resulted in a 10.83% lift in new donors who came on board as sustainers compared to our control.

Based on the strength of these test results, we updated our control to better capture sustainers beginning with our Q3 prospecting campaigns. This package is now playing an important role in bringing in long-term value donors who, as monthly supporters, are more committed to T2T's work than are new donors who join with a single gift.

“*These patriotic heroes risked their lives for us... LET US DO GOOD – for them – today!*”

DIRECT MAIL PACKAGE



UNICEF Stay Direct Mail Invite

OF RECURRING GIFTS

54

RESPONSE RATE:

1.7%

PROJECTED 12-MONTH REVENUE:

\$17,112

CHANNELS

Direct Mail



NONPROFIT NAME

UNICEF USA

AGENCY NAME

Marketeam

LAUNCH DATE

2/5/2025

TARGET AUDIENCE

Sustainers

WHY IS YOUR ENTRY SUCCESSFUL

Sustainers provide a growing revenue source for UNICEF USA. It's important to grow the number of donors that are sustainers along with their long term commitment. This is a consistent conversion appeal that drives monthly commitments and single gifts to help offset the cost of this mailing.

The STAY messaging doubled the conversion rate for sustainer commitments. The overall response rate was double as well, driving more single gifts.

Monthly Giving Invite Drives Conversion



“ I want to become a monthly supporter. ”

MULTICHANNEL



MULTICHANNEL CAMPAIGN

'Lives on the Line' - Funding Crisis Appeal

GROSS REVENUE
\$2,387,653

CAMPAIGN COST
\$133,854

COST TO RAISE \$1
\$0.06

AVERAGE GIFT
\$1,331

CHANNELS
Direct Mail, Telemarketing, Texting, Email

NONPROFIT NAME
International Rescue Committee (IRC)

LAUNCH DATE
3/28/2025

WHY IS YOUR ENTRY SUCCESSFUL

This campaign succeeded because it told the truth – urgently, specifically, and across every channel at once. When USAID was terminated in early 2025, the IRC faced an existential funding gap. Rather than down playing that reality, we underscored it, calling the campaign: Funding Crisis – Lives on the Line. We gave donors named individuals, real numbers, and a tangible way to act: a 5X-matched gift to keep malnutrition clinics open for children like Baby Siham in Chad. A strategically integrated multichannel campaign was deployed in tight sequence with creative coherence, ensuring donors encountered the message via the channel most likely to engage them. The results speak to the power of the approach: 4.25% response rate in mail; \$3,876 average gift in telemarketing; more than \$2.38M raised across all channels. This campaign is a model for what multichannel fundraising can do when creative integrity, institutional transparency, and channel coordination all align.

AGENCY NAME
Faircom New York

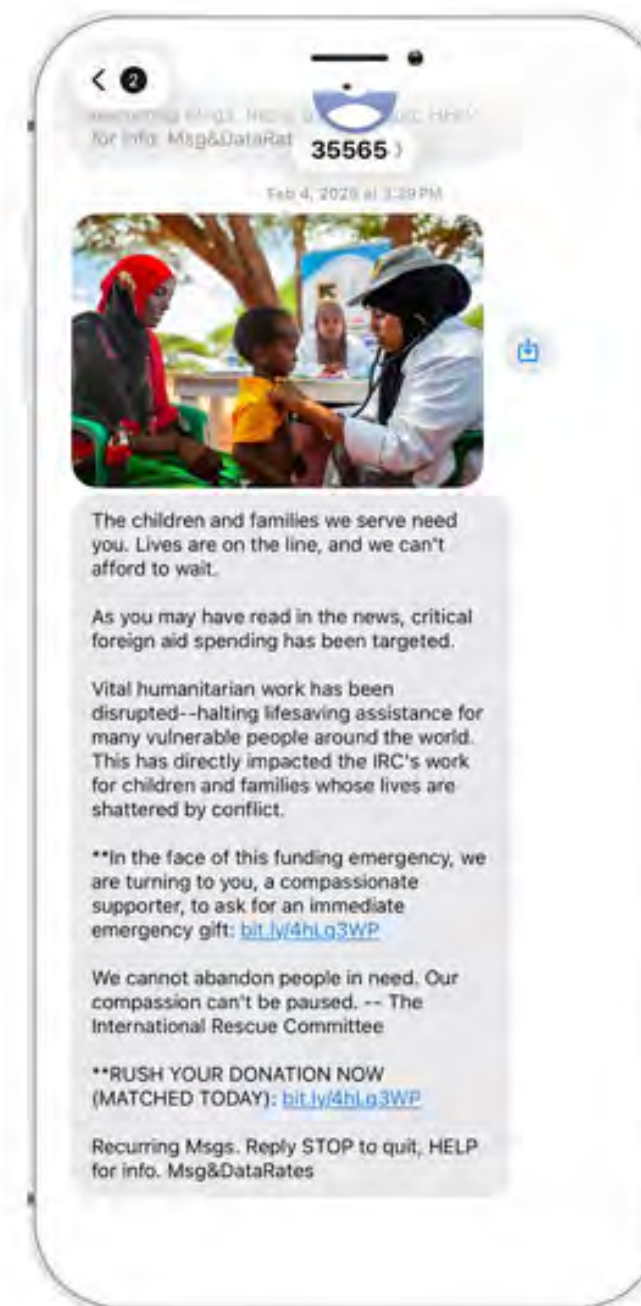
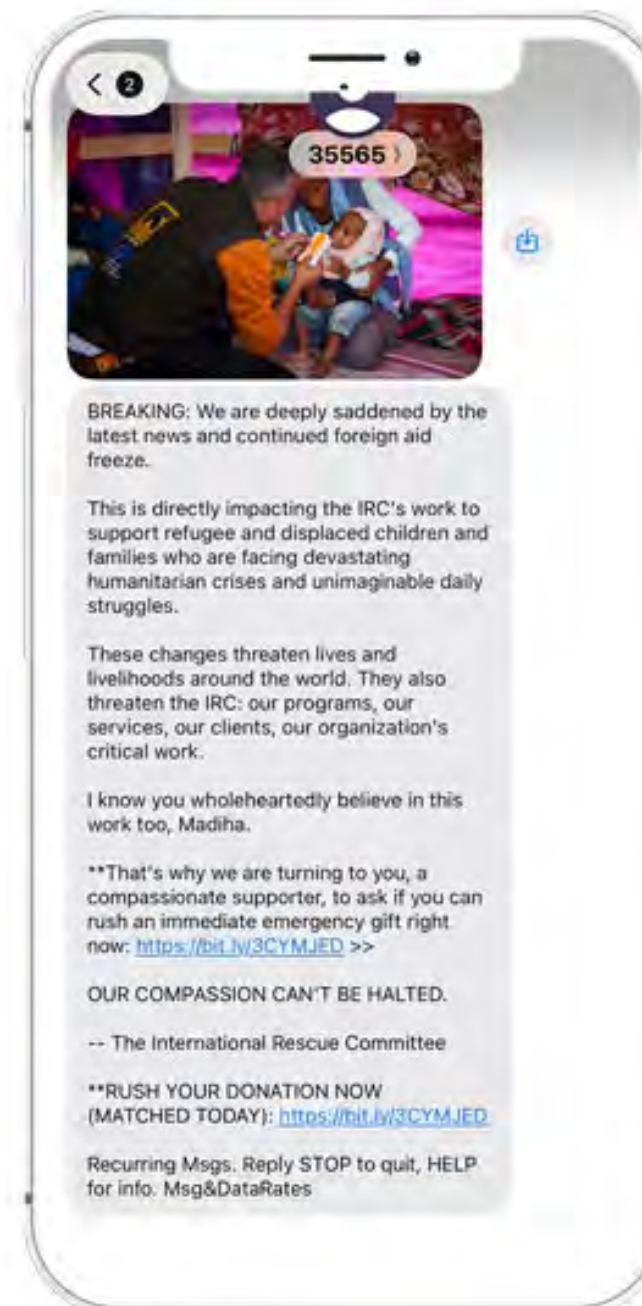
TARGET AUDIENCE
Mid-Level Donors

“*Children need you. Humanitarian aid workers need you. The IRC needs you.*”

DIRECT MAIL



SMS



EMAIL



MULTICHANNEL CAMPAIGN

Baylor's Day of Giving

GROSS REVENUE
\$398,913

CAMPAIGN COST
\$57,923

COST TO RAISE \$1
\$0.15

AVERAGE GIFT
\$605

CHANNELS
Email, Display Advertising, Search Engine Marketing, Direct Mail, Website, Social Media

NONPROFIT NAME
Baylor College of Medicine

LAUNCH DATE
8/8/2025

WHY IS YOUR ENTRY SUCCESSFUL

This was an inaugural Giving Day for Baylor College of Medicine that was built from the ground up. Baylor College of Medicine needed to secure buy-in from internal leadership and various departments, which was a difficult task for a new initiative. With no prior event awareness, the campaign had to cut through the noise of a crowded fundraising landscape to capture the attention of all target audiences, including patients, alumni, friends, and faculty. Additionally, the team faced the operational hurdles of securing matching funds, rallying volunteers, and managing cross-departmental communication for the first time. The inaugural Give BIG Day was an unprecedented success, shattering expectations and establishing a powerful new tradition for Baylor College of Medicine. Goal annihilated: The initial goal of \$125,000 was surpassed within the first few hours. The goal was increased to \$250,000 (which was also exceeded), prompting an extension of the campaign to 48 hours. This campaign generated almost the entire fiscal year pro forma in a single effort.

AGENCY NAME
TrueSense Marketing

TARGET AUDIENCE
Sustainers, Prospects, 0-12 months donors, 13-24 month donors, 25 - 36+ month donors, Mid-Level Donors

“Bigger Breakthroughs. Better Medicine. It All Starts with You. Give by September 16 to be part of something BIG!”

PRE EVENT



EVENT DAY



POST EVENT



MULTICHANNEL CAMPAIGN

City of Hope's Giving Tuesday Omnichannel Campaign

GROSS REVENUE
\$1,331,024

CAMPAIGN COST
\$197,636

COST TO RAISE \$1
\$0.15

AVERAGE GIFT
\$158.95

CHANNELS

Email, Social Media,
 CTV, Texting,
 Telemarketing, Display
 Advertising, Direct Mail



NONPROFIT NAME
City of Hope

LAUNCH DATE
10/29/2025

WHY IS YOUR ENTRY SUCCESSFUL

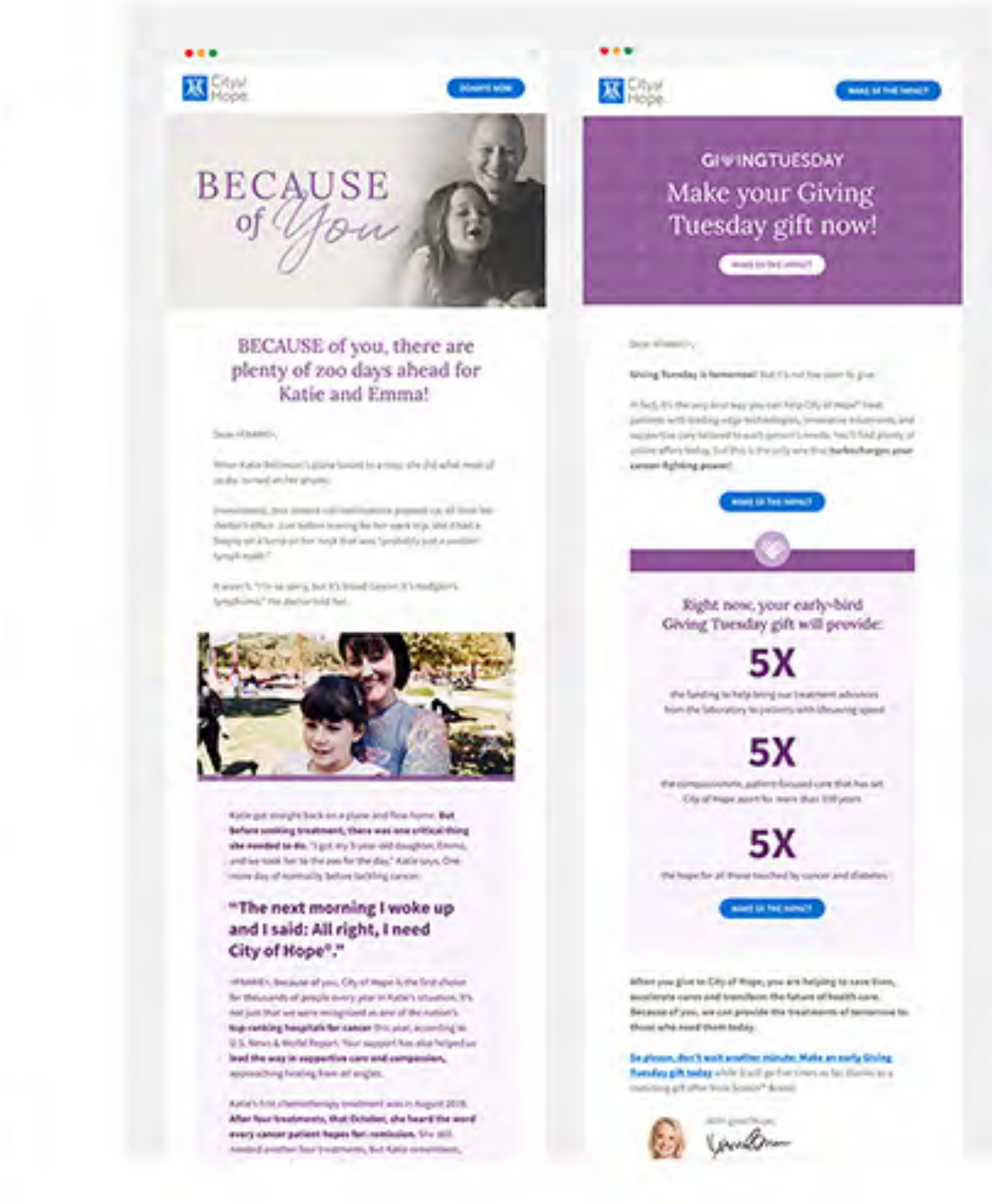
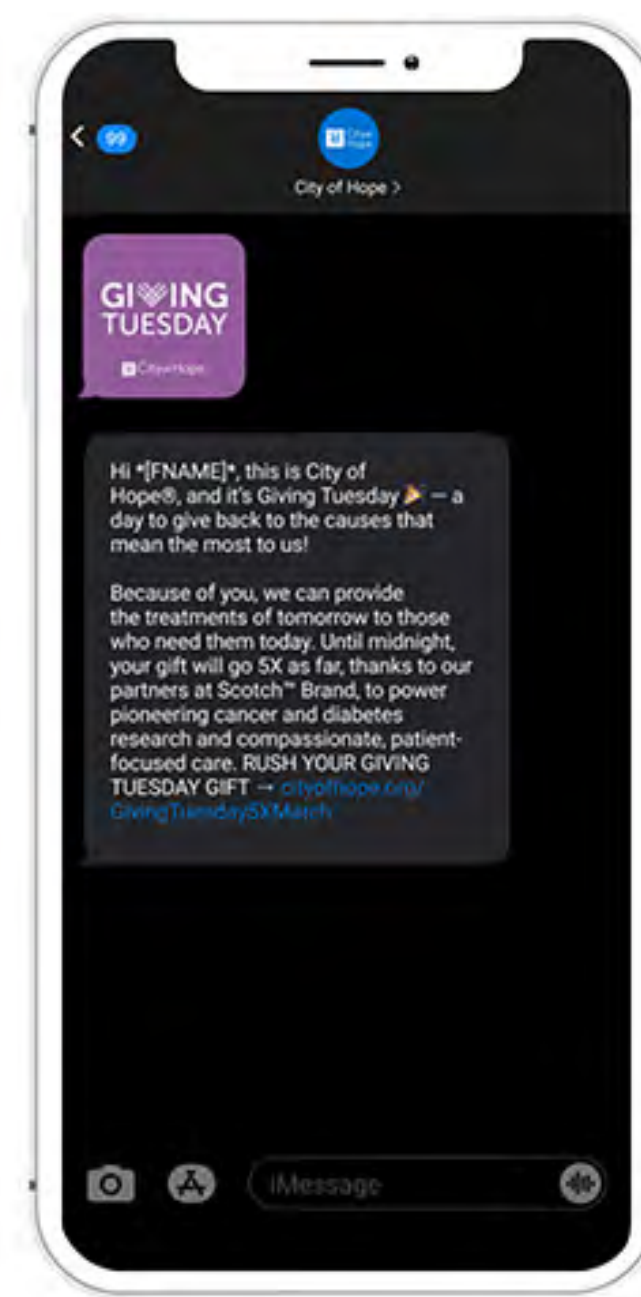
City of Hope's Giving Tuesday campaign was meaningful because it transformed the organization's most competitive fundraising moment into a mission-defining brand experience: delivering exceptional performance while reinforcing long-term trust. Entering the year, COH faced intensifying competition, donor fatigue, and declining participation, alongside the need to engage patients and lapsed audiences at a national scale without sacrificing efficiency or brand integrity.

Built on the long-standing Because of You message and a high-impact 5X match, the campaign unified direct mail, email, SMS, paid media, and phone into a single, omnichannel effort. Rather than treating Giving Tuesday as a one-day push, the strategy focused on early engagement, sustained momentum, and consistent storytelling.

The results exceeded our initial goals. We outperformed the campaign revenue goal by 64% and surpassed the prior year revenue total by 41%. Email revenue grew 140% YoY with a 60% increase in gifts, SMS revenue increased 72% with a 120% lift in response rate, and direct mail delivered over \$414K with a \$0.20 cost to raise a dollar. Paid media doubled revenue with flat spend, and overall Giving Tuesday and yearend revenue increased YoY. These outcomes demonstrated that omnichannel integration, rooted in brand consistency and emotional clarity, can drive growth while strengthening LT value.

AGENCY NAME
AGP

TARGET AUDIENCE
36+ month donors, Mid-Level Donors, 13-24 month donors, 25 - 36+ month donors, 0-12 months donors, Sustainers, Prospects



“Because of You.”



MULTICHANNEL CAMPAIGN

GLAAD PRIDE Appeal

GROSS REVENUE
\$30,455

CAMPAIGN COST
\$16,585

COST TO RAISE \$1
\$0.54

AVERAGE GIFT
\$73.74

CHANNELS

Display Advertising, Direct Mail, Email, Texting, Social Media, Search Engine Marketing, Website

NONPROFIT NAME
GLAAD

LAUNCH DATE
6/3/2025

WHY IS YOUR ENTRY SUCCESSFUL

The GLAAD Pride campaign centered on the message “Don’t Let This Be Our Last Pride,” framing Pride not only as celebration, but as resistance and action in a moment when the LGBTQ communities are facing rising threats.

A fully integrated strategy combined direct mail, 6 emails, website lightboxes, paid search advertising, & a texting campaign to engage supporters across channels. A 2x Match was offered to encourage response. The campaign theme “Pride is Power. Pride is Action. Pride is Ours” was supported across all channels - mirroring the direct mail urgency with deadline-driven emails, website lightboxes, search advertising, & SMS outreach to expand reach & engagement.

The results demonstrated the strength of this integrated strategy.

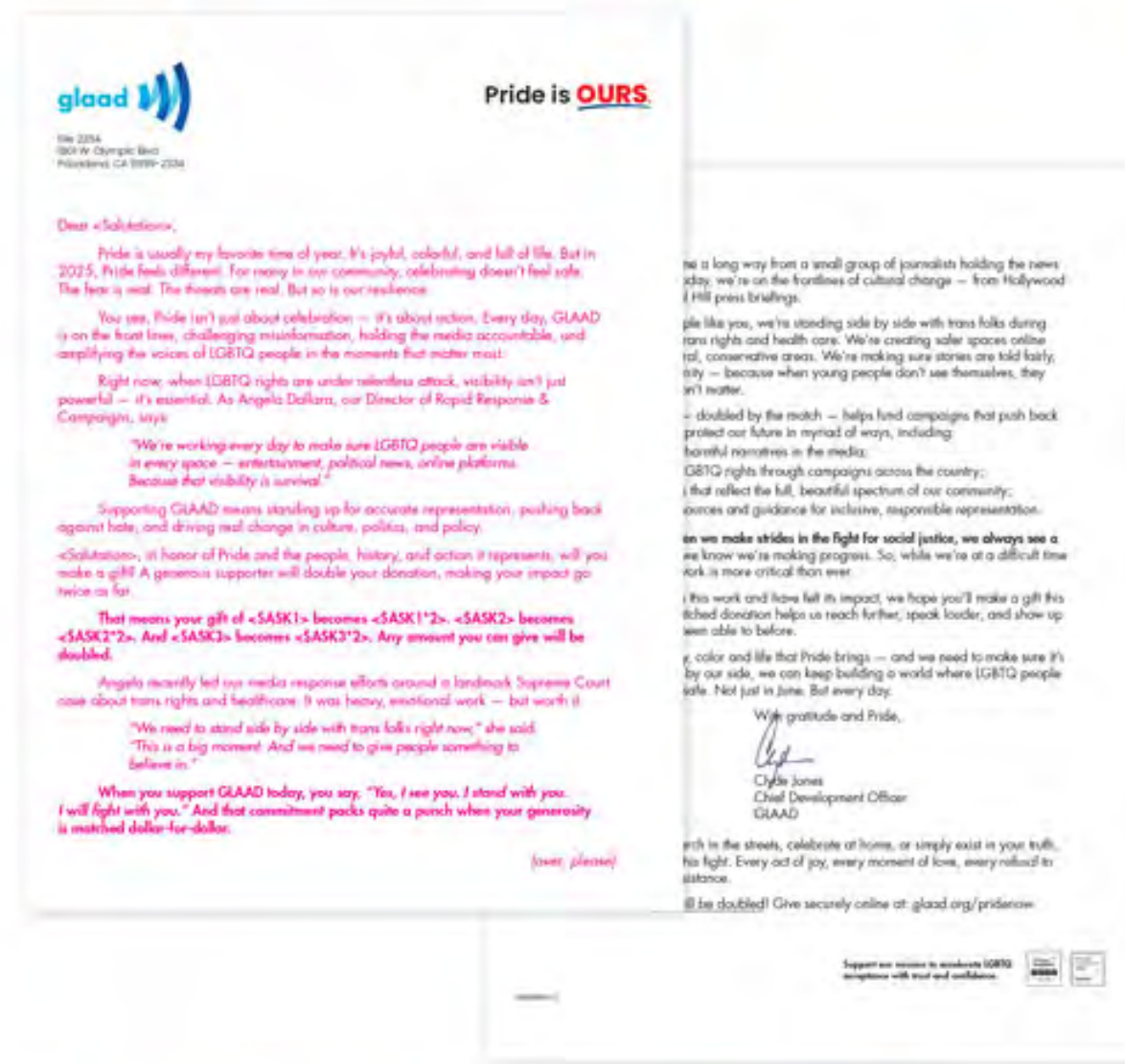
GLAAD Pride Campaign beat projections by 41.6%:

- Direct mail revenue increased more than 105% YOY (the door hanger premium assisted w/ improving the response rate.
- 25% fewer emails were sent due to improved efficiencies in sends/ audience selects.
- Email revenue increased by 25% w/ strong engagement across nearly 580,000 sends.
- First ever GLAAD SMS was extremely successful with minimal optouts & net positive ROI (55%) on the first send.
- Website av gift of \$135.66 ranged from 135% to 300% higher than other channels
- Web assets & advertising provided constant fundraising support through the month of June.

“ *Pride is Power. Pride is Action. Pride is Ours.* ”

AGENCY NAME
The Harrington Agency

TARGET AUDIENCE
**0-12 months donors,
 13-24 month donors,
 25 - 36+ month donors**



MULTICHANNEL CAMPAIGN

Government Shutdown Impacts SNAP

GROSS REVENUE

\$12M

CAMPAIGN COST

\$457,788

COST TO RAISE \$1

\$0.07

AVERAGE GIFT

\$325

CHANNELS

Telemarketing, Email, Website, Direct Mail

DEIA INTEGRATION

NONPROFIT NAME

San Francisco Marin Food Bank

AGENCY NAME

MissionWired

LAUNCH DATE

10/1/2025

TARGET AUDIENCE

13-24 month donors,
25 - 36+ month donors,
0-12 months donors,
Prospects, 36+ month donors, Sustainers,
Mid-Level Donors

WHY IS YOUR ENTRY SUCCESSFUL

During the government shutdown that impacted SNAP benefits, the Food Bank saw a massive surge in giving across channels. This led to an 88% increase in gross revenue and a 44% increase in donors within the October-December window compared to FY25. October-December gross revenue outperformed the budgeted goal by 47%.

“*For the families who rely on this critical food support, this isn't just a bureaucratic or legal delay — it's a crisis.*”

MULTICHANNEL: DIRECT MAIL

OCTOBER APPEAL

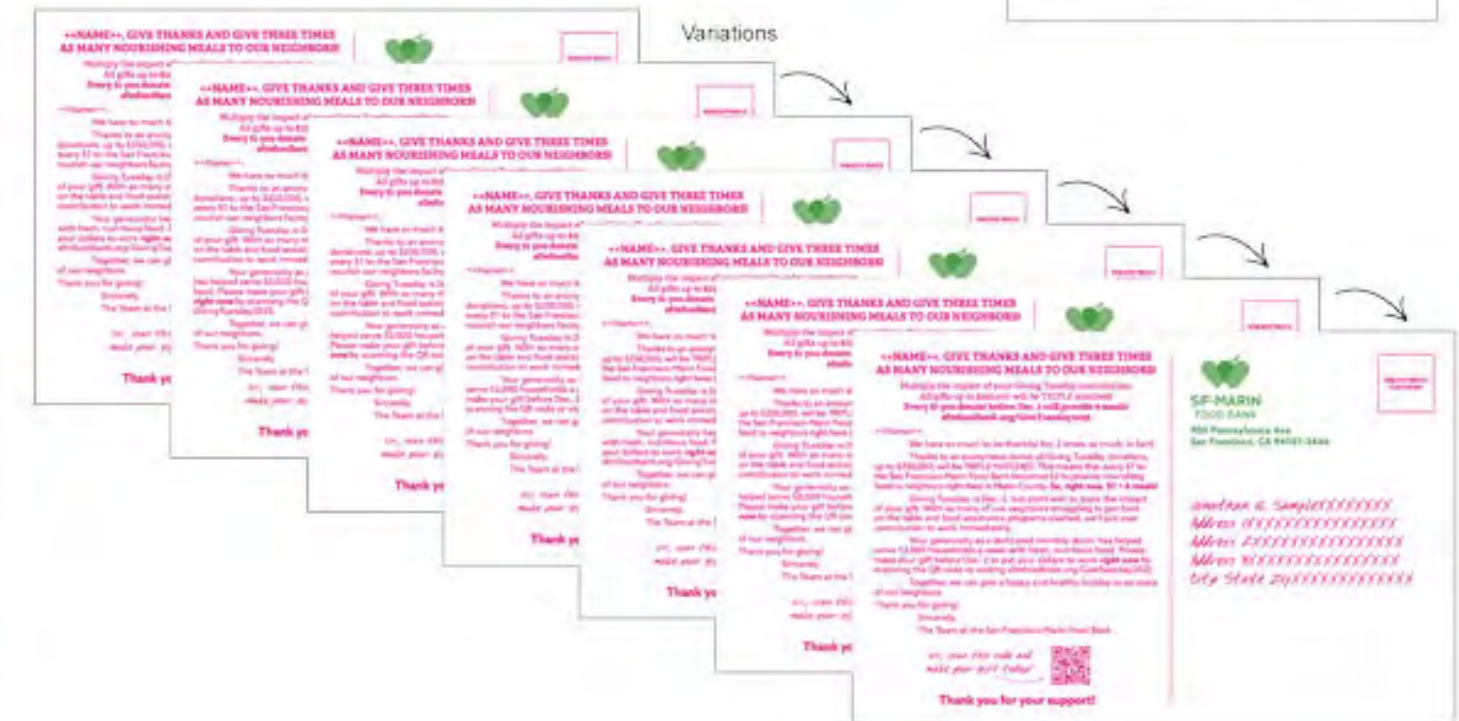
NOVEMBER APPEAL



DECEMBER HOLIDAY CARD

NOVEMBER ACQUISITION

GIVING TUESDAY



MULTICHANNEL CAMPAIGN

Interrupt Homelessness

GROSS REVENUE
\$3,785

CAMPAIGN COST
\$360,799

COST TO RAISE \$1
\$95.32

AVERAGE GIFT
\$164.57

CHANNELS

Display Advertising, CTV, Social Media, Texting, Search Engine Marketing, Other:: Out of Home (billboards, Bus Wraps, and Retail), Website, Email



NONPROFIT NAME
Union Gospel Mission Twin Cities

AGENCY NAME
BDI

LAUNCH DATE
7/31/2025

TARGET AUDIENCE
Prospects

WHY IS YOUR ENTRY SUCCESSFUL

This campaign was designed to shift how the Twin Cities community understands homelessness and the important role Union Gospel Mission Twin Cities (UGMTC) plays in addressing it.

The goal was to move beyond simple awareness to reshape public perception, position UGMTC as a trusted leader providing solutions, and engage new audiences in meaningful ways. The campaign aimed to increase awareness, reach new supporters through research-backed messaging and multi-channel media, deepen community understanding of the root causes of homelessness, and inspire action through donations, volunteering, and advocacy.

In partnership with BDI, UGMTC launched an integrated campaign combining digital video, Meta advertising, outdoor placements, compelling storytelling, and a dedicated landing page supported by ongoing analytics and social listening to continuously refine messaging and outreach.

The results far exceeded expectations! Here are the growth metrics during the campaign time period:

- 7% YOY increase in digital revenue
- 20% increase in total organizational revenue
- 158% increase in web traffic
- 2% increase in Facebook followers
- 19% increase in Instagram followers
- \$0.01 CPI in Traditional Media Impressions
- 1.26% CTR in Awareness Emails

The goal of this campaign was brand awareness, which is why it did not include a campaign revenue goal. The success is in the metrics above.

“If you believe it’s time to do more than look away...then this is where change begins. It’s time to interrupt homelessness.”

Organic Social Media



Text Messages



Union Gospel Mission Twin Cities - Monthly giving INTERRUPTS HOMELESSNESS for more neighbors in need 🙌 Sign up to give monthly... join us in being an interrupter... and keep raising your voice for real change for the Twin Cities.

Give monthly today: ugmtc.org/interrupt

Text STOP to end

Digital Media Bulletins



Landing Page



Emails



Business Magazine Ad



Table Clings



MULTICHANNEL CAMPAIGN

LWV Annual Fund

GROSS REVENUE
\$445,424

CAMPAIGN COST
\$64,812

COST TO RAISE \$1
\$0.15

AVERAGE GIFT
\$86.13

CHANNELS

Direct Mail, Texting,
 Email, Website



NONPROFIT NAME
The League of Women Voters

LAUNCH DATE
3/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

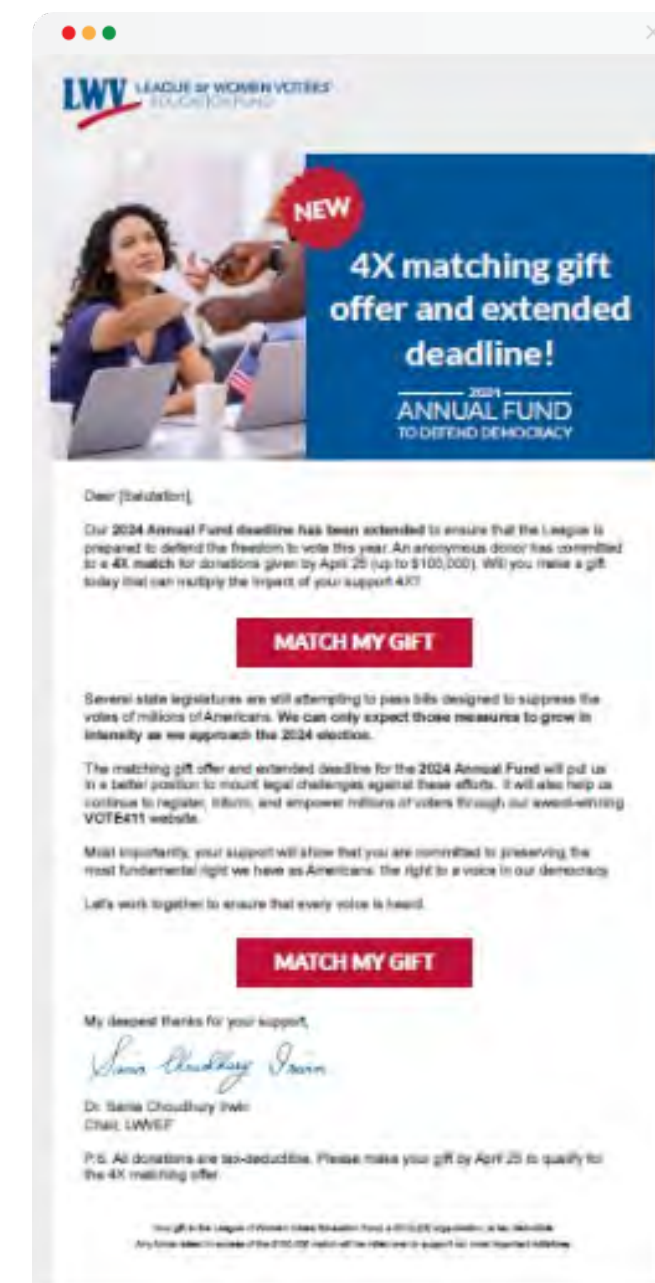
This integrated campaign was powerful because it united direct mail, email, and digital ads under one cohesive message and donor experience. For an organization focused on empowering voters and defending democracy, this integration ensured supporters encountered consistent, mission-aligned messaging across every channel they used. By synchronizing timing, visuals, and calls to action, the campaign reinforced urgency, increased recognition, and reduced friction—ultimately strengthening donor confidence and participation.

Compared with our initial goals and typical benchmarks, the results far exceeded expectations. Historically, single-channel efforts perform modestly, but this fully integrated approach produced significantly higher engagement, stronger conversion rates, and increased revenue across all segments. Integrated donors gave at higher levels, digital audiences responded at nearly double their usual rate, and the combined touchpoints lifted total revenue well above our standard annual fund benchmarks. This campaign validated that channel integration is one of the most effective drivers of fundraising growth for the League and has become a model for future efforts.

AGENCY NAME
Marketeam

TARGET AUDIENCE
Prospects, 13-24 month donors, 0-12 months donors, 36+ month donors, Mid-Level Donors, Sustainers, 25 - 36+ month donors

“Our democracy is worth fighting for—your support makes all the difference.”



MULTICHANNEL CAMPAIGN

Planned Parenthood Mar Monte DEFUNDED

GROSS REVENUE
\$576,643

CAMPAIGN COST
\$66,866

COST TO RAISE \$1
\$0.12

AVERAGE GIFT
\$415.50

CHANNELS
Texting, Direct Mail, Email

DEIA
INTEGRATION

NONPROFIT NAME
Planned Parenthood Mar Monte

LAUNCH DATE
7/7/2025

WHY IS YOUR ENTRY SUCCESSFUL

When the Trump administration's "Big Beautiful Bill" was proposed, Planned Parenthood health centers across the country quickly realized that they were being specifically targeted by the legislation through Medicaid funding restrictions - the administration's attempt at a backdoor abortion ban. For Planned Parenthood Mar Monte, the loss of Medicaid funding would mean its health centers would lose over half their budgets. Providers and staff would have to be laid off, and as many as 10 health centers would be forced to close - health centers that tens of thousands of Californians and Nevadans living with low incomes depended on as their only source for cancer screenings, abortion care, birth control, diabetes and high blood pressure management, and more.

The emergency DEFUNDED campaign was rapidly launched to help health centers stay open for a little longer, ensuring as many people as possible could access the care they needed. The response was humbling. Through urgent email (5 notices); two short-form, back-to-back direct mail appeals; and the program's first acquisition text campaign, people responded with overwhelming generosity. This campaign reinstated nearly 400 lapsed donors, raised over half a million dollars, exceeding revenue goal by nearly 300% - enough revenue to provide over 1,000 cancer screenings - with an unprecedented \$415.5 average gift.

“Health center doors will be forced to close, and patients will suffer. We can only make it through this together.”

AGENCY NAME
MKDM

TARGET AUDIENCE
Prospects, Mid-Level Donors, 0-12 month donors, 13-24 month donors, 25-36 month donors, and 36+ month donors

Planned Parenthood Mar Monte

EMERGENCY ALERT

Full Name: _____
Address: _____
Address: _____
City: _____

OPEN IMMEDIATELY

YOUR LOCAL PLANNED PARENTHOOD SERVING SAN JOSE IS UNDER ATTACK

Ms. Sample - Planned Parenthood Mar Monte is losing more than 50% of our funding as a result of Trump's disastrous, dangerous budget bill that just passed. It's complicated, but what this loss boils down to is this: health center doors will be forced to close, and patients will suffer. With this bill, they're trying to force us to stop providing abortion care, creating a backdoor abortion ban in a reproductive freedom state. But we won't be bullied. To keep providing the care our patients need, we must fill in these catastrophic resource gaps.

That's why we need your help. With this critical funding gone, patients across mid-California and Nevada are going to lose access to the care they depend on - especially those living with low incomes. We must rally support from friends like you NOW so that, even though the worst has happened, our health centers, providers, and patients can make it through this crisis. **If you're able, use the envelope enclosed and the slip below to rush back a gift to protect the care your neighbors depend on.** We can only make it through this together.

For the latest updates on how PPMM is responding, visit ppmarmonte.org/fightback. Stacy Cross, President and CEO

EMERGENCY FUNDING REQUEST

YES, Stacy! I will rush back an emergency gift to support Planned Parenthood Mar Monte patients. In the face of this devastating attack on Planned Parenthood health centers, I will reaffirm my support and I am committed to standing with PPMM, no matter what. Put my gift to work for patients immediately:

\$5,000 \$7,500 \$10,000 Other: \$ _____

Please keep me up-to-date: Email: _____ Mobile: _____

Jane Q. Sample
1691 The Alameda
San Jose, CA 95126

Scan the QR code or visit ppmarmonte.org/emergency to give online.

Alert: Your Local Planned Parenthood Defunded

Give Now / Give Monthly

Stacy Cross, President & CEO

Rebecca Schmitt, Chief Development Officer

P.S. Every penny given now will literally make the difference between a patient getting care or not. Between a health center staying open or closing. Between staff coming to work to do their jobs or being laid off. So please, respond immediately. People who won't back down - people like you - are the key to our survival.



Planned Parenthood Mar Monte

CRITICAL PATIENT CARE UPDATE

Reply within **14 days.**

YOUR LOCAL PLANNED PARENTHOOD SERVING PATIENTS IN SAN JOSE IS UNDER ATTACK

Anne - Trump's horrific budget bill has gutted Planned Parenthood Mar Monte's funding for services like cancer screenings, STI testing and treatment, birth control, and more that our patients depend on. We've lost over 50% of our budget, and without an influx of support, we will be forced to close as many as 10 health centers, reduce services, lay off a significant portion of our staff, and see far fewer patients - patients who depend on us for their basic health care needs.

Planned Parenthood has filed suit to stop this defunding from going into effect, but there's no way to know if we'll be successful - or when. And in the meantime, our patients don't have access to Medicaid funding for their care. To continue seeing patients, we'll need your help. Any amount you're able to give, big or small, will literally make the difference between someone getting care... or not. **Use the envelope enclosed and the slip below to rush back a gift to protect the care your neighbors depend on.** Thank you for being with us while we navigate this crisis.

For the latest updates on how PPMM is responding, visit ppmarmonte.org/fightback. Stacy Cross, President and CEO

EMERGENCY FUNDING REQUEST

YES, Stacy! I will rush back an emergency gift to support Planned Parenthood Mar Monte patients. In the face of this devastating attack on Planned Parenthood health centers, I will reaffirm my support and I am committed to standing with PPMM, no matter what. Put my gift to work for patients immediately:

\$20,000 \$30,000 \$40,000 Other: \$ _____

Please keep me up-to-date: Email: _____ Mobile: _____

Scan the QR code or visit ppmarmonte.org/emergency to give online.

YOUR MONTHLY SUPPORT IS MORE IMPORTANT THAN EVER BEFORE

With the federal government on the brink of defunding Planned Parenthood health centers - including Planned Parenthood Mar Monte - continuous, ongoing resources from our community of supporters are going to be critical if we are to continue caring for patients.

And that's where you come in. When you become a monthly supporter of Planned Parenthood Mar Monte, your recurring gift will ensure that our health centers can continue to see patients and remain the dependable, safe local resource that we've always been.

\$5, \$10, \$15 or more a month can make a world of difference. Can we count on you?

To give, scan the QR code or visit ppmarmonte.org/emergency.

BREAKING NEWS: 5 PPMM HEALTH CENTERS CLOSED

We are grateful for the relief that came from a judge's recent injunction that blocked the defunding of Planned Parenthood health centers. But we know this is only temporary, and that Trump has stacked the courts against us.

For now, we'll be able to resume billing for Medicaid reimbursements for patients, but the federal government has said it plans to challenge the injunction and will attempt to take back all the funds paid if the injunction is reversed (millions of dollars for patient care). And as relatively short-lived as the defunding was, the impact was massive. **We were forced to close five health centers due to the rapid and significant loss of resources.** The Trump administration's actions directly resulted in the shutting of family medicine, prenatal care, and behavioral health - critical programs patients count on.

Right now, we're figuring out what comes next. It's clear that federal dollars to care for our neighbors living with low incomes and disabilities are simply not reliable. We must build up our resources to provide low and no-cost care so that our patients are never again subject to the cruel whims of this administration. And we need your help to do this. **Help fight back and protect your neighbors:** Scan the QR code or visit ppmarmonte.org/emergency.

MULTICHANNEL CAMPAIGN

Queens Public Library Foundation Buy-A-Book Match

GROSS REVENUE
\$35,191

CAMPAIGN COST
\$11,184

COST TO RAISE \$1
\$0.32

AVERAGE GIFT
\$61.85

CHANNELS
 Email, Direct Mail



NONPROFIT NAME
Queens Public Library Foundation

LAUNCH DATE
5/23/2025

WHY IS YOUR ENTRY SUCCESSFUL

Nearly a decade ago, Queens Public Library Foundation ran a special "Buy-A-Book" fundraising effort to facilitate direct support for the Library's collection. The campaign was always in partnership with a matching gift offer from local banks or organizations, but over the years the logistics of the campaign became more challenging, and it was phased out.

With the Library facing funding challenges and uncertainties all at a time while demand for its programs and services is stronger than ever, we knew it was the right time to bring this program back. We utilized a \$25,000 matching gift offer and provided a new opportunity to donors: with a gift of \$25 or more, your gift would not only be matched, but a book plate would be printed with the donor's name and added to a new book as it entered circulation.

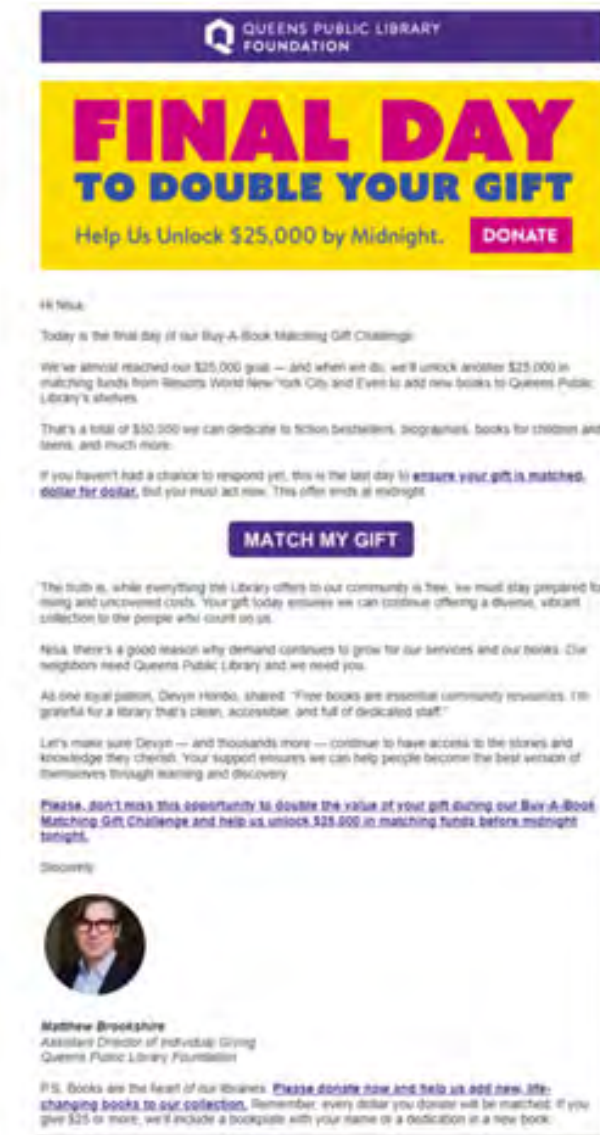
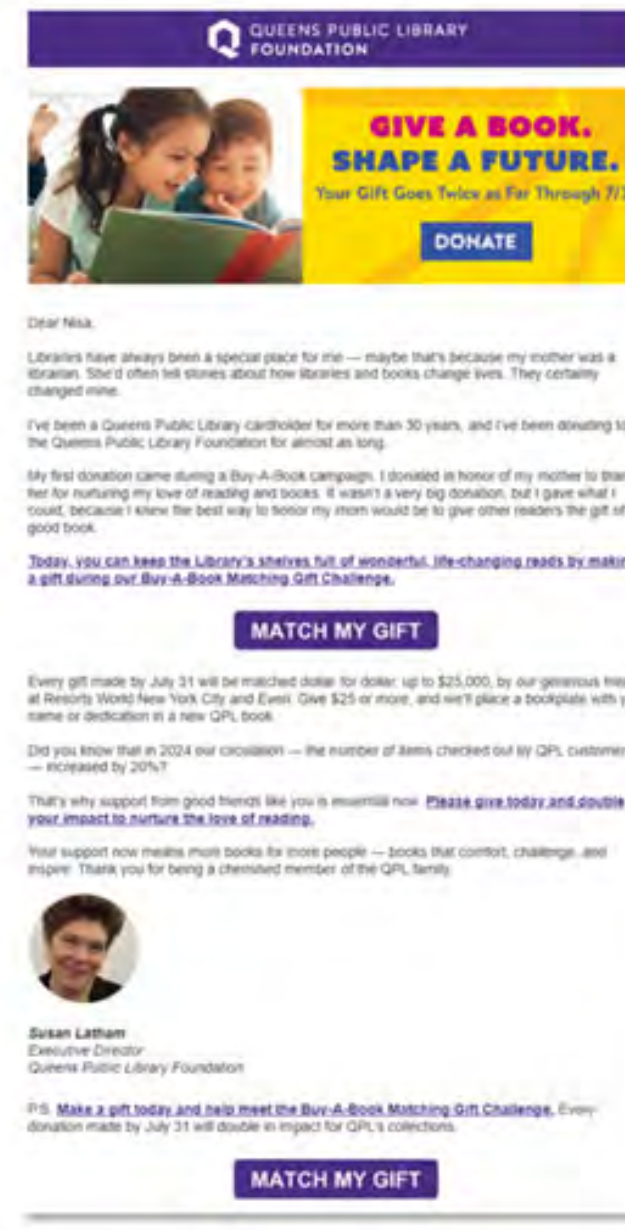
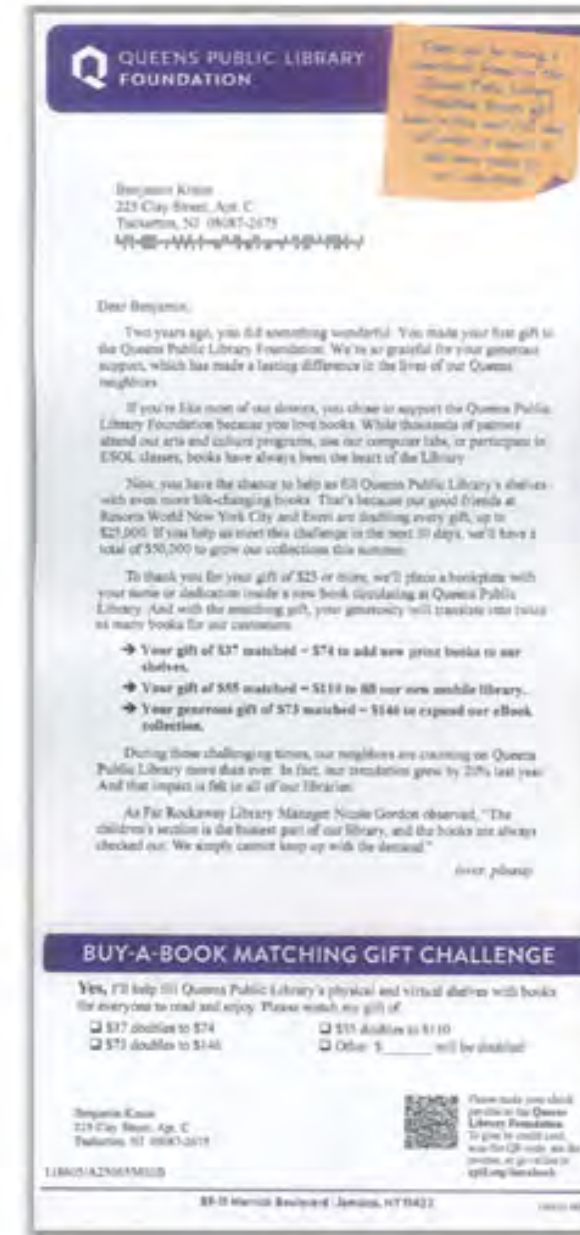
The campaign was a massive success, bringing in \$35,190 in gross revenue—more than \$10,000 higher than the revenue goal of \$25,000. The campaign utilized direct mail and email and encouraging multichannel gifts with QR codes on all mail pieces. By including deep lapsed donors in the mail audience, we reinstated 50 donors that had been lapsed for more than 3 years, with an average gift of \$48.

This new "Buy-A-Book" format simplified campaign execution, reached more people, and gave donors the chance to be part of the Library's collection forever.

AGENCY NAME
K2D Strategies

TARGET AUDIENCE
Prospects, 0-12 month donors, 13-24 month donors, 25-36 month donors, 36+ month donors

“Your support means more books for more people - books that comfort, challenge, and inspire.”



MULTICHANNEL CAMPAIGN

Return to Freedom Fall 2025 Appeal

GROSS REVENUE
\$70,971

CAMPAIGN COST
\$26,969

COST TO RAISE \$1
\$0.38

AVERAGE GIFT
\$155

CHANNELS
Direct Mail, Email

NONPROFIT NAME
Return to Freedom

LAUNCH DATE
10/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

Facing federal budget cuts while 64,000 wild horses were in holding, Return to Freedom needed a Fall appeal that would not only raise revenue, but also reactivate lapsed donors, deepen engagement, and drive long-term support through planned giving.

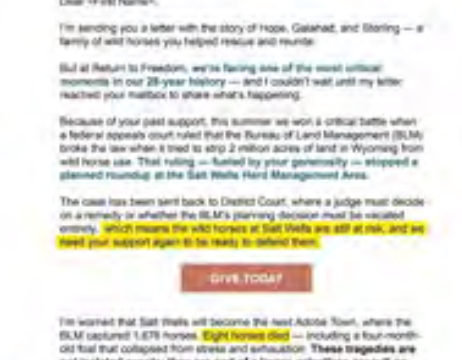
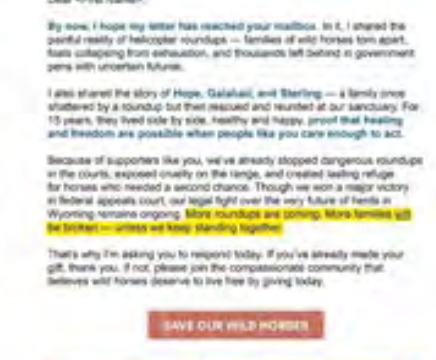
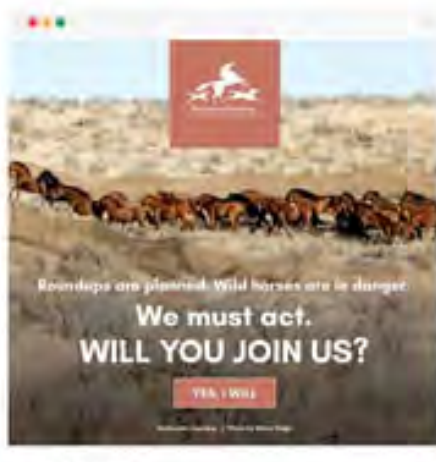
Direct mail led with urgency. A bold outer envelope—"URGENT UPDATE: 64,000 Wild Horses Are at Risk Right Now"—signaled immediate crisis. Inside, emotional storytelling followed Hope, Galahad, and Sterling, a family separated by roundups and reunited through donor support. Personalization reinforced donor impact: "You saved Hope and Galahad."

Digital mirrored the mail's urgency and visual identity, creating a seamless journey with aligned messaging and ask amounts. Segmented letters tailored tone for Active and Lapsed audiences, while digital touches reinforced the message and captured online giving. Though only 5% of the budget, digital drove 26.65% of revenue.

The campaign generated 454 gifts, a 4.14% response rate, \$70,398 in revenue, and a \$155 average gift. It renewed 260 donors (\$203 avg), reactivated 54 lapsed donors, added 5 monthly donors, and secured a \$100,000 planned gift, raising 183% more than this campaign the prior year from 13.9% larger gifts.

By pairing urgent storytelling with disciplined digital reinforcement, the campaign effectively used a limited budget to drive measurable multichannel growth and donor comm

“ 64,000 wild horses are in holding right now. Their families are fractured. Their futures are uncertain. They need a hero. ”



MULTICHANNEL CAMPAIGN

Save the Redwoods Fall Monthly Donor Push

GROSS REVENUE
\$103,596

CAMPAIGN COST
\$22,950

COST TO RAISE \$1
\$0.22

AVERAGE GIFT
\$80.87

CHANNELS

Direct Mail, Email

DEIA
INTEGRATION

NONPROFIT NAME
Save the Redwoods League

LAUNCH DATE
9/17/2025

WHY IS YOUR ENTRY SUCCESSFUL

Save the Redwood League's fundraising often focuses on specific land acquisition campaigns that encourage one-time gifts. However, ongoing monthly support from their Evergreen Members is critical to fuel their ongoing work to restore and revitalize redwood forests. We identified fall, ahead of the year-end season, as the perfect time to run a recruitment campaign to bring in new monthly Evergreen Members.

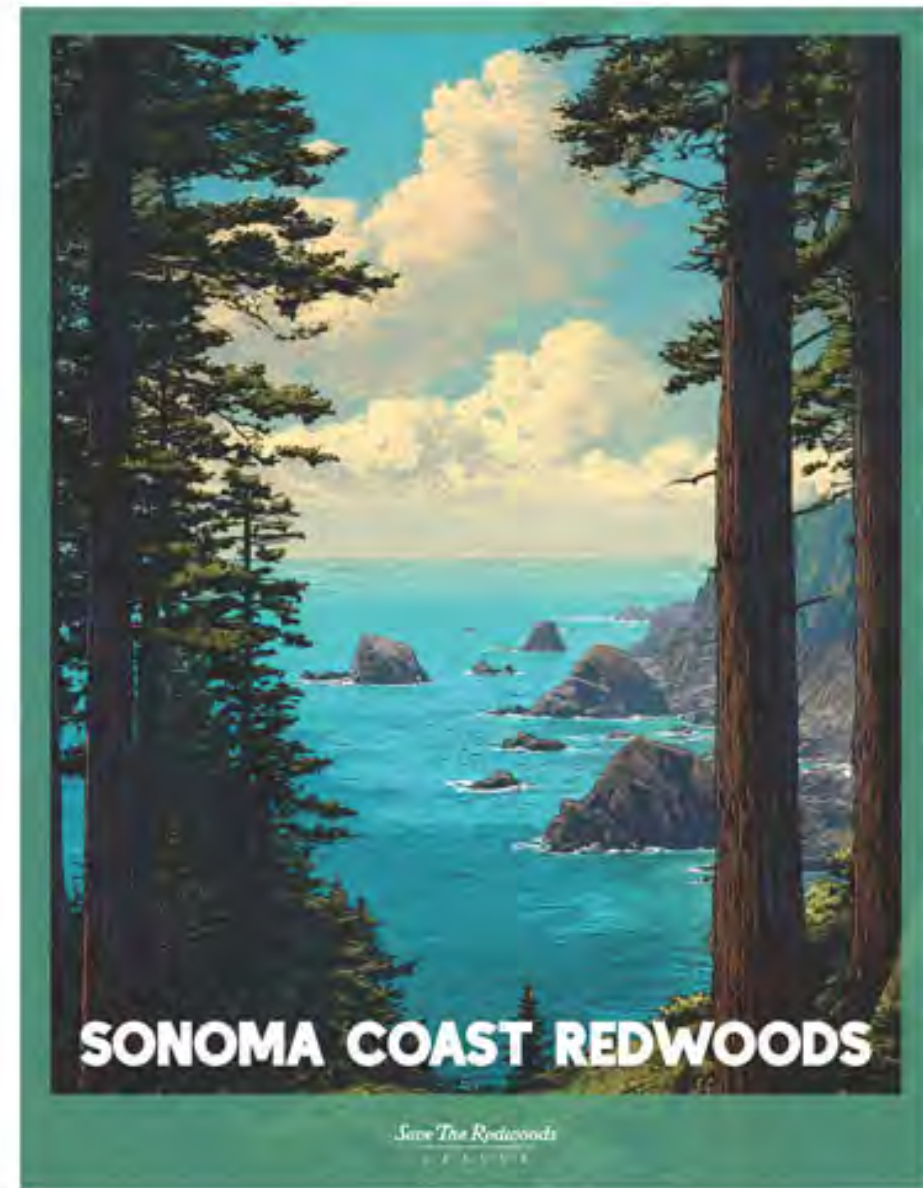
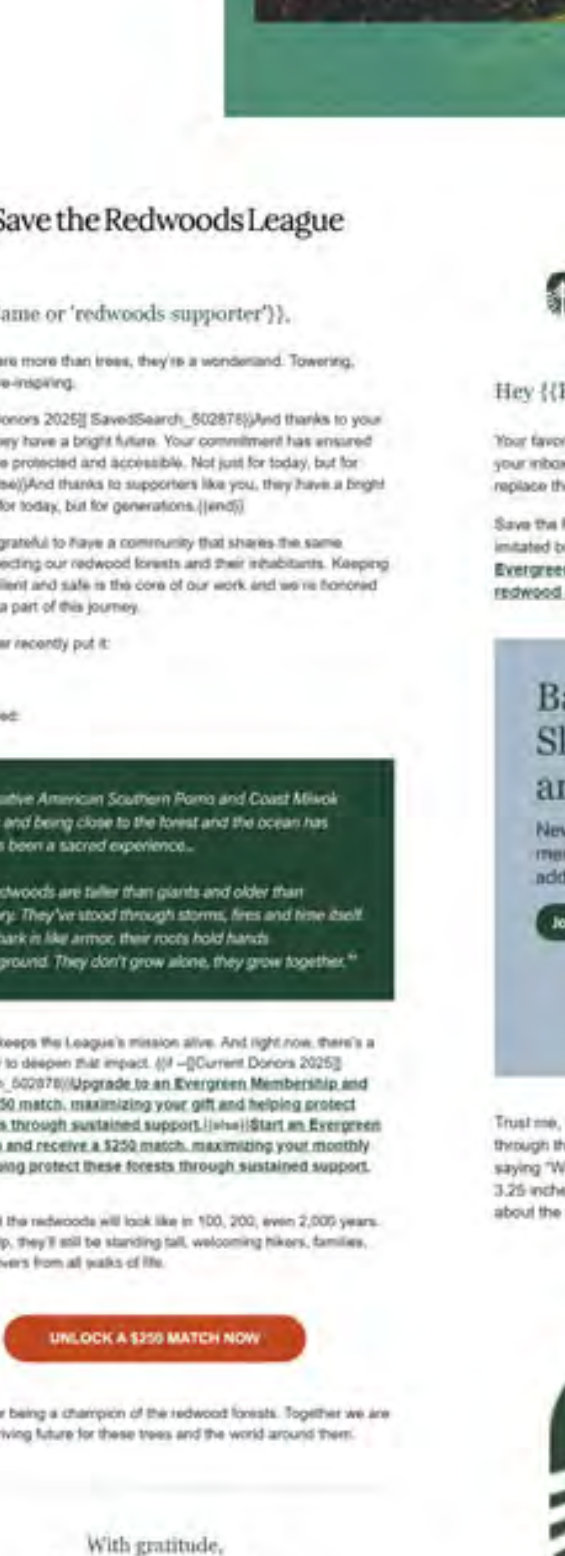
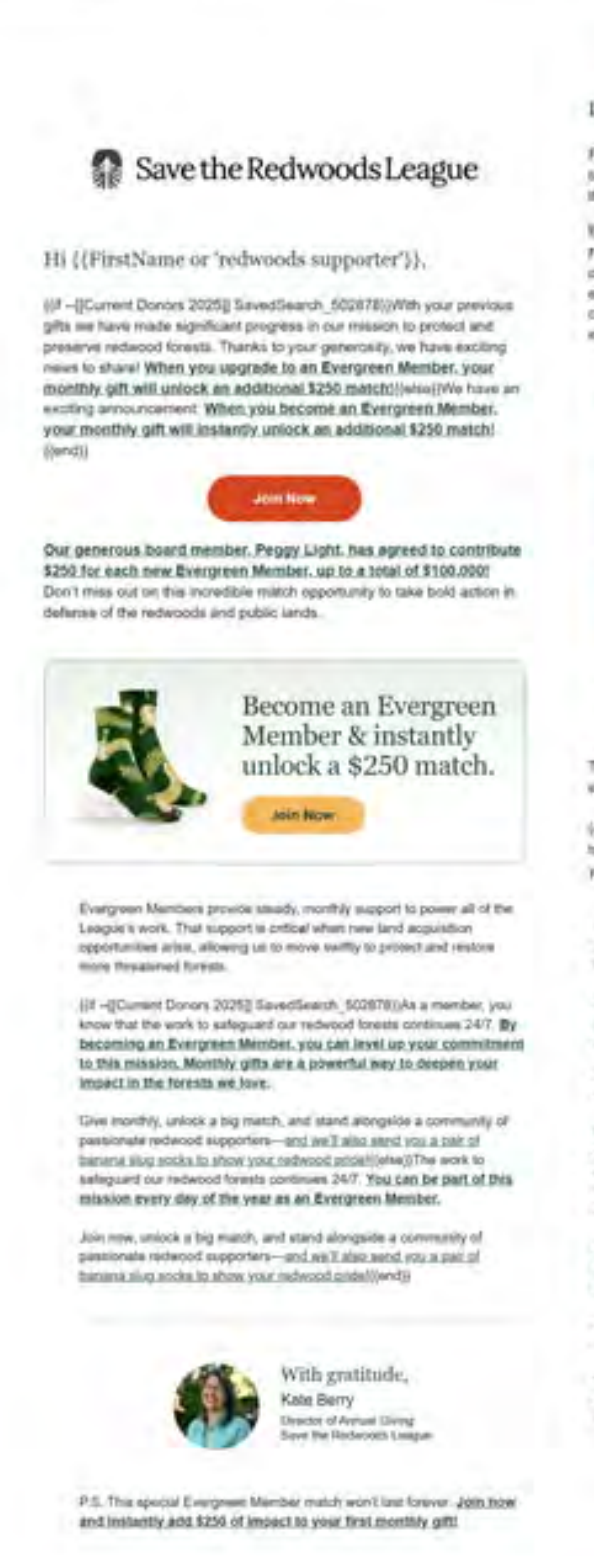
This campaign was anchored by a match offer from a Board Member and longtime donor, who agreed to match the gift of any new monthly Evergreen Members. The recruitment effort ran both online through an 8-part email campaign and offline through a direct mail piece, offering both the match incentive and a back-end premium of special banana slug socks. The socks have been a cult classic for Save the Redwoods in the past!

In addition to exceeding all budget goals, the campaign exceeded all our expectations when it came to bringing in monthly donors. In total, the email series led to 97 new monthly donors joinin with an average monthly gift of \$30. The direct mail piece brought in an incredible 60 new monthly donors, with an average monthly pledge of \$53. Of the total 510 new monthly donors Save the Redwoods League added in 2025, a whopping 31% of them came just from this campaign.

“*The redwoods are taller than giants and older than memory... They don't grow alone, they grow together.*”

AGENCY NAME
K2D Strategies

TARGET AUDIENCE
25 - 36+ month donors, 0-12 months donors, 13-24 month donors, Prospects



MULTICHANNEL CAMPAIGN

Thanksgiving 2025

GROSS REVENUE \$187,491

CAMPAIGN COST \$44,987

COST TO RAISE \$1 \$0.24

AVERAGE GIFT \$91.59

CHANNELS Direct Mail, Display Advertising, Social Media, Website, Texting, Email



NONPROFIT NAME St. Francis House

LAUNCH DATE 10/15/2025

WHY IS YOUR ENTRY SUCCESSFUL

Thanksgiving is a special holiday for St. Francis House and their guests. They have a big Thanksgiving celebration for their guests, staff, volunteers, and members of the community. St. Francis House offers a wide range of services to their guests, from meals and clothes, to job training and substance use disorder recovery care. However, oftentimes, the first time a guest visits St. Francis House is to have a meal, bringing even more meaning to the Thanksgiving celebration. What could be a lonely, harsh day for someone experiencing homelessness is a special holiday filled with comfort, dignity, and gratitude.

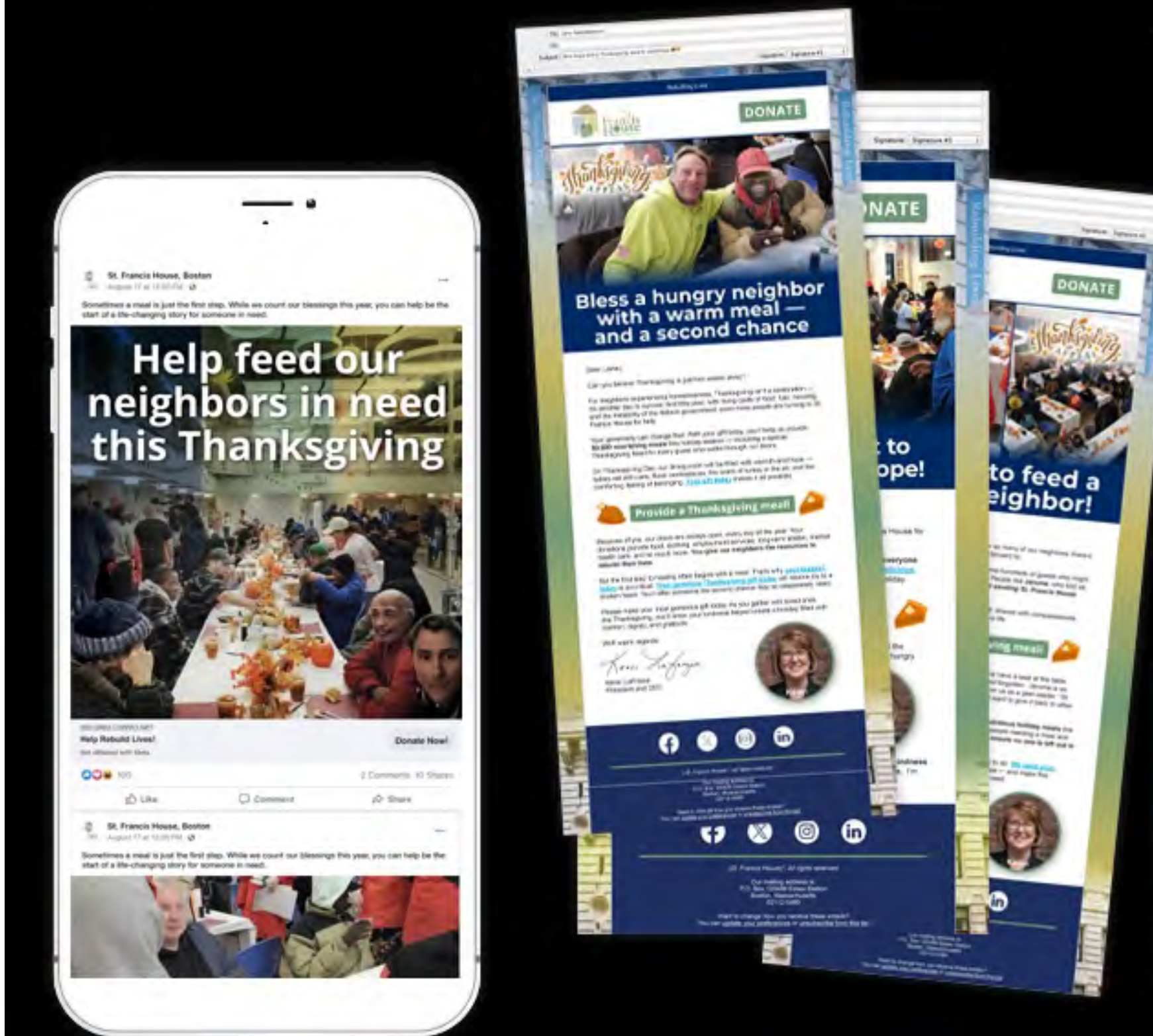
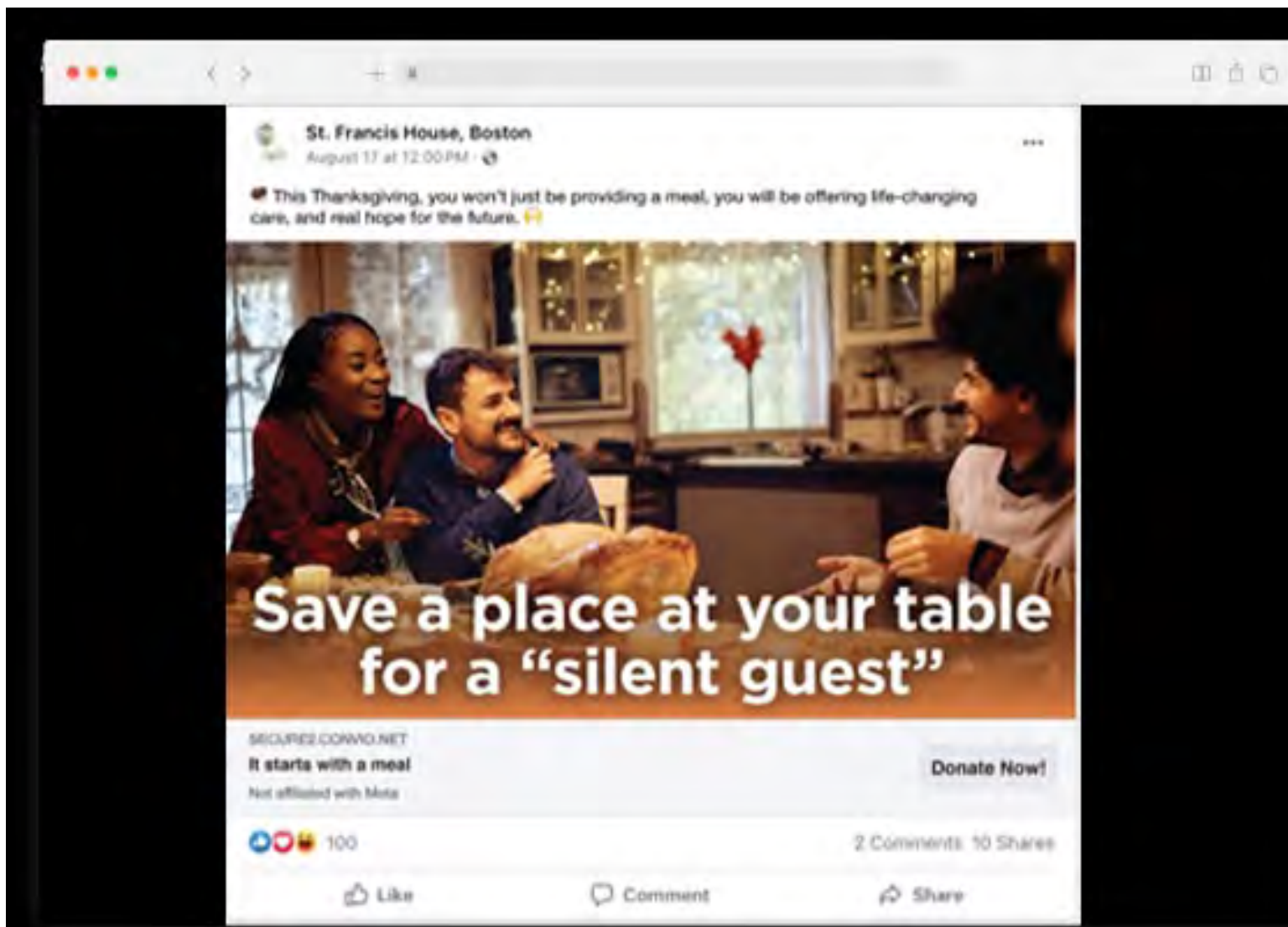
It's also major theme in their fundraising program from early fall through November, raising as much as Calendar Year End overall. Prior to FY 25, the organization had done limited digital fundraising and focused largely on direct mail. We launched a conservative digital program in FY 25 to create a truly integrated program. It did very well, so in FY 26, the organization doubled their investment in digital. The investment paid off in significant ways in the Thanksgiving fundraising!

In the month of November, online revenue nearly doubled and general (unattributed) revenue in the mail more than tripled, bringing in an additional \$110,000. The coordinated multi-channel campaign is the only thing that could have driven that growth.

AGENCY NAME DaVinci Direct

TARGET AUDIENCE 25 - 36+ month donors, 0-12 months donors, 13-24 month donors

“Provide Thanksgiving Meals, Care ... and Hope!”



MULTICHANNEL CAMPAIGN

Tiger Day Campaign

GROSS REVENUE
\$26,143

CAMPAIGN COST
\$14,413

COST TO RAISE \$1
\$0.55

AVERAGE GIFT
\$99.00

CHANNELS
Email, Direct Mail

NONPROFIT NAME
Panthera

LAUNCH DATE
8/29/2025

WHY IS YOUR ENTRY SUCCESSFUL

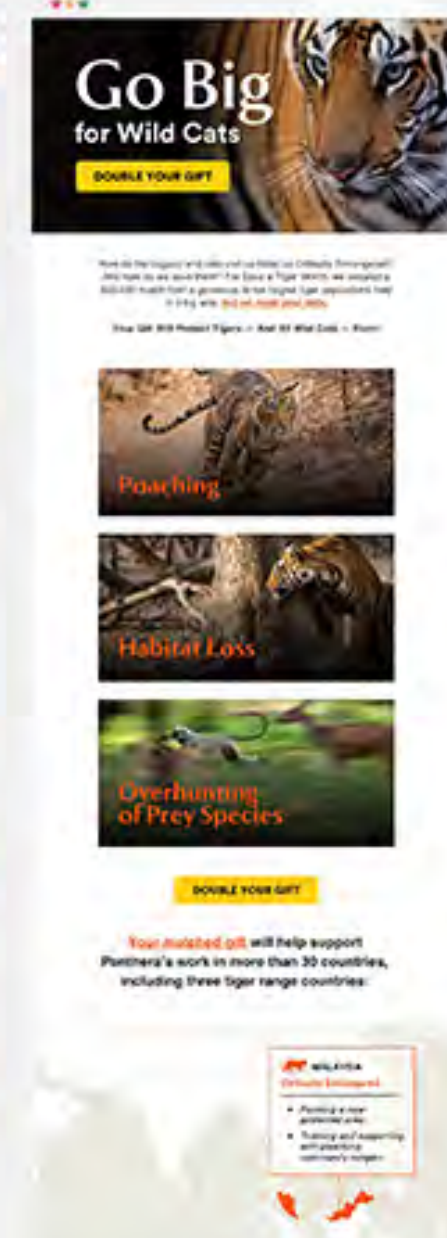
The campaign was meaningful because the concept shows the global scale of Panthera's impact, in a way that is authentic to the program and drives emotional resonance among supporters.

The strong results not only validated the strategy for this campaign, but provide a foundation for future growth - iterations on this concept in direct mail appeals, acquisition mailings, and digital channels can drive revenue growth long term.

AGENCY NAME
Sanky Communications

TARGET AUDIENCE
Mid-Level Donors: 36+ month donors, Prospects

“Notes From the Field”



MULTICHANNEL CAMPAIGN

Tree House Humane Society April Superlatives Appeal

GROSS REVENUE
\$27,409

CAMPAIGN COST
\$4,928

COST TO RAISE \$1
\$0.18

AVERAGE GIFT
\$114.28

CHANNELS
**Website, Email,
Social Media,
Direct Mail**

NONPROFIT NAME
Tree House Humane Society

LAUNCH DATE
4/7/2025

WHY IS YOUR ENTRY SUCCESSFUL

In the spirit of spring being "graduation season," we thought an April "Superlatives" campaign would be a fun way to showcase the fun personalities of the cats at Tree House Humane Society (THHS) that are helped on a daily basis by THHS donors.

We celebrated several THHS "fan favorites" with their appropriate superlative - for example, Fabio: Most Likely to Become Your Shadow or Tenor: Most Agile (Will leap and pounce with precision!). We felt this would provide a more personalized connection point with donors and give them a firsthand look at the lives they touch on a daily basis through their giving. At the same time that the Direct Mail package hit homes, we launched a homepage slider, lightbox, and email (plus resend).

We were pleased to see that this appeal connected deeply with THHS donors -- revenue was 53% higher than projected across all channels. Direct Mail had a higher than expected response rate of 5.39% and an average gift of \$99.51 (projected was \$70). Digital (email and lightbox combined) raised \$6,794 (70% over projections) and had a \$212 average gift.

“Amazing transformations are made possible by YOU!”

AGENCY NAME
Newport ONE

TARGET AUDIENCE
**0-12 months donors,
13-24 month donors**



MULTICHANNEL CAMPAIGN

Unrivaled Support

GROSS REVENUE
\$395,193

CAMPAIGN COST
\$126,576

COST TO RAISE \$1
\$0.32

AVERAGE GIFT
\$72.71

CHANNELS
Website, Texting, Email, Direct Mail, Display Advertising



NONPROFIT NAME
Guide Dogs for the Blind

LAUNCH DATE
3/1/2025

WHY IS YOUR ENTRY SUCCESSFUL

The Focus: This campaign focused on the "Unrivaled Support" provided by Guide Dogs for the Blind to their clients. This campaign also included a triple match, sparked by the importance of GDB's mission. The heart of this campaign comes from the unrivaled support GDB provides its clients, and that donors can provide to GDB's efforts. We highlight that GDB provides exceptional, loving care for puppies and breeder dogs, certified Fear Free veterinary care, essential training and guidance, and lifelong support for clients and their dogs, all at no cost to the clients. We share one moving story in the direct mail piece of how a GDB guide dog was diagnosed with a tumor - the GDB veterinary team removed it, nursed the dog back to health, and returned the dog back to the client, where it went on to continue to be a trusted guide dog.

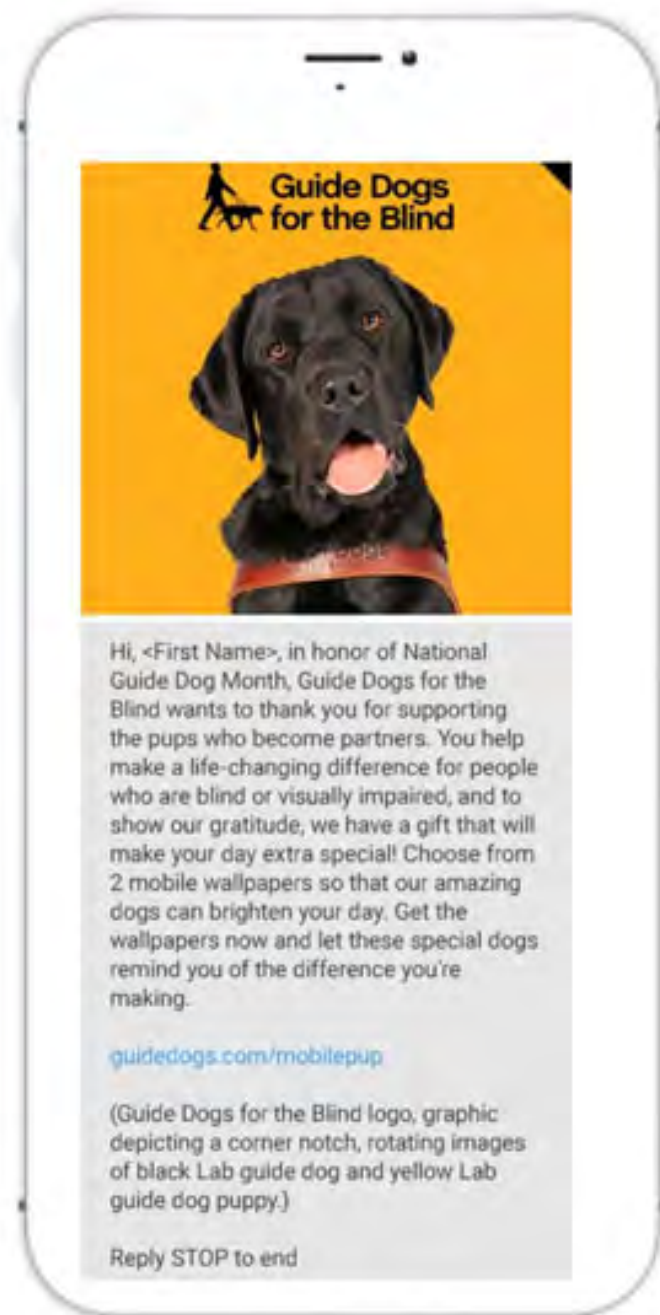
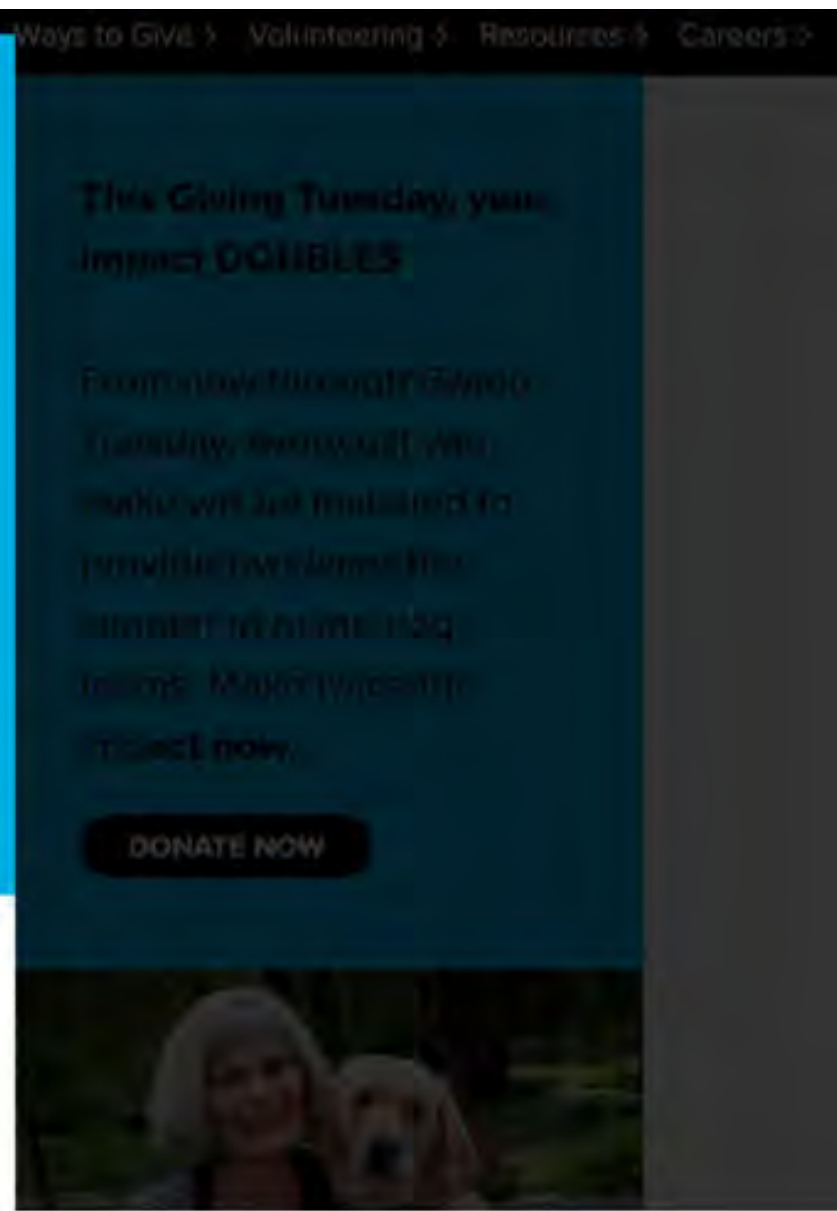
The Results: The results for this campaign were affirming. We increased the number of donations year over year. The most exciting finding was the addition of an exit lightbox, asking donors to stay and complete their gift. This lightbox increased conversion rate from 16% to 25%! We have now rolled out with this lightbox across the board, decreasing "abandoned cart" occurrences.

AGENCY NAME
RKD Group

TARGET AUDIENCE
25 - 36+ month donors, 36+ month donors, 13-24 month donors, Mid-Level Donors, 0-12 months donors



It's National Guide Dog Month
Your gift will help create powerful guide dog partnerships AND build a matching gift fund to make your impact even greater.



“Unrivaled possibilities, thanks to you.”

MULTICHANNEL CAMPAIGN

We Can Beat This

GROSS REVENUE

\$17M

CAMPAIGN COST

\$838,691

COST TO RAISE \$1

\$0.05

AVERAGE GIFT

\$174.90

CHANNELS

Direct Mail, Display Advertising, CTV, Search Engine Marketing, Email, Social Media, Texting, Website



NONPROFIT NAME

Greater Chicago Food Depository

LAUNCH DATE

9/1/2025

AGENCY NAME

N/A

TARGET AUDIENCE

Prospects, Mid-Level Donors, Sustainers, 0-12 month donors, 13-24 month donors, 25-36 month donors, 36+ month donors

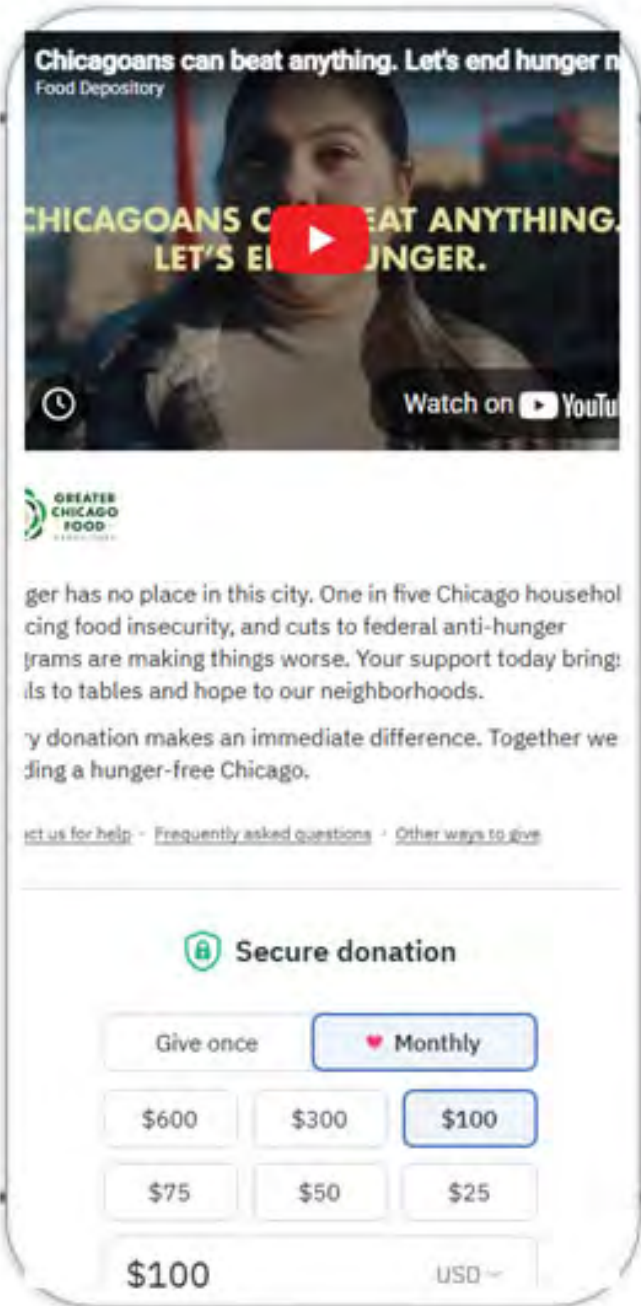
WHY IS YOUR ENTRY SUCCESSFUL

Whether it's rebuilding from a devastating fire, battling extreme weather, or overcoming political turmoil, Chicago has a rich history of overcoming the odds. We know the Greater Chicago Food Depository's mission to beat hunger is ambitious, but it's not impossible. Much less for a city that thrives on big ambitions.

Through bold and direct language, our "We Can Beat This" campaign challenged Chicagoans to take simple action. And show them how these actions, when multiplied by hundreds, thousands, millions, can bring about positive change.

By tapping into the courageous spirit and inspiring legacy of our city, we ignited a sense of pride and responsibility, so every Chicagoan felt compelled to do their part. This campaign became all too resonant as our city faced combative federal presence and a government shutdown that cut food benefits for our neighbors. Our "We Can Beat This" campaign united the city and inspired collection action. Amidst turmoil and confusion, Chicagoans could stand proud and support their neighbors through a donation.

The campaign generated revenue at 40% over goal. At a time when our city faced unprecedented crisis and our local food pantries served a record number of families—the most ever in our 46-year history—every dollar was critical to connecting our neighbors with the food they need to thrive.



“Ending hunger is tough. Chicagoans are tougher.”



MULTICHANNEL CAMPAIGN

Without Borders

GROSS REVENUE
\$6,471,948

CAMPAIGN COST
\$1,238,212

COST TO RAISE \$1
\$0.19

AVERAGE GIFT
\$191.36

CHANNELS
Email, Social Media, Display Advertising, Texting, Telemarketing, Direct Mail, Search Engine Marketing, Website, CTV



NONPROFIT NAME
Doctors Without Borders / Médecins Sans Frontières (MSF USA)

AGENCY NAME
C+K, Blue State, and Lautman Masko Neill & Company

LAUNCH DATE
6/2/2025

TARGET AUDIENCE
Prospects, Mid-Level Donors, Sustainers, 0-12 month donors, 13-24 month donors, 25-36 month donors, 36+ month donors

WHY IS YOUR ENTRY SUCCESSFUL

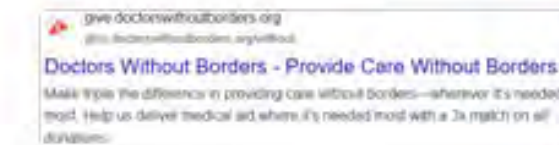
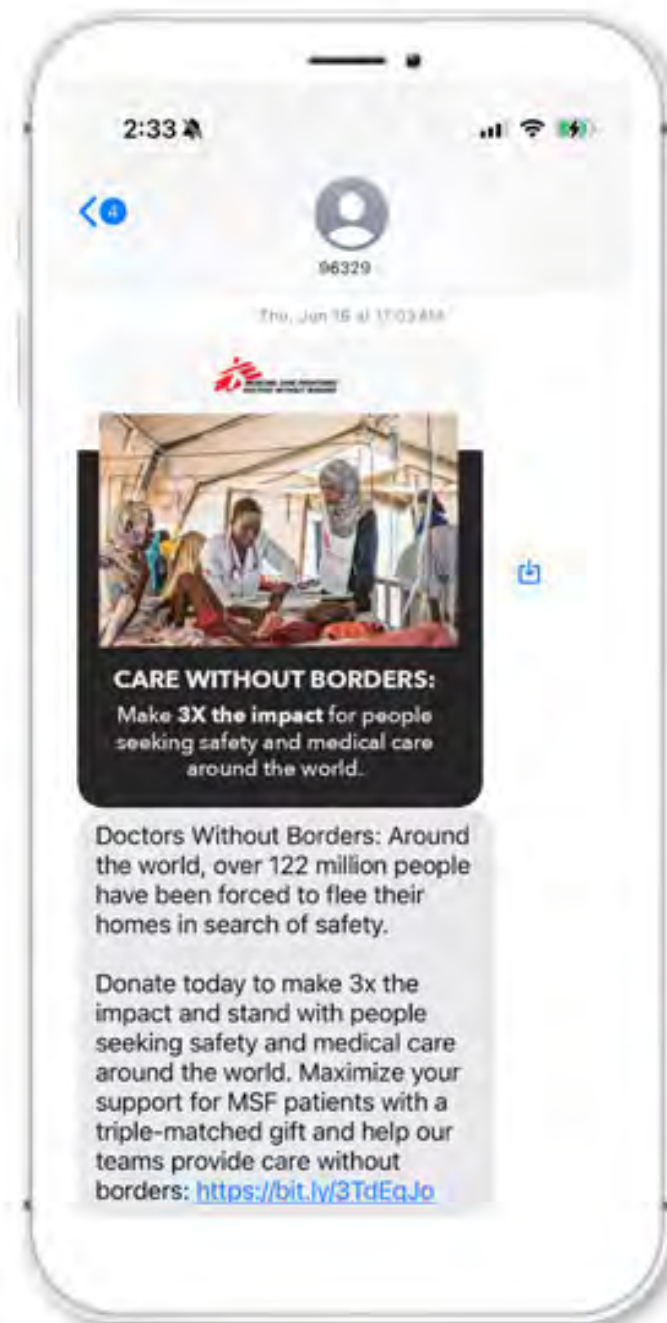
Executing a campaign across direct mail, telemarketing, email, SMS, web, and paid media requires immense coordination, but our Q2 "Without Borders" tentpole was more than a logistical success—it was a profound reaffirmation of who we are. MSF runs a tentpole campaign in June each year, but in 2025, we broadened our focus from our traditional approach anchoring around a single day (World Refugee Day) to create a unified, month-long, surround-sound call-to-action that leaned into the heart of our name: Without Borders.

This campaign was deeply impactful because it boldly spoke out for our core beliefs. Our teams go where the needs are greatest, delivering lifesaving aid to anyone—no matter who they are or where they're from. By centering the real-life experiences of our patients who've been forced from home or internally displaced, we didn't just ask for gifts; we invited supporters to have empathy for refugees and displaced people around the globe, thereby deepening their connection to our work.

The response proved this message resonated. Amplified by a 3X match, the tentpole was a resounding success. Across DM segments, we raised nearly \$3.7 million, with a higher average gift than prior year. On digital, we raised \$2.7 million, a 51% YoY increase.

This campaign didn't just beat our goals and benchmarks; it mobilized a compassionate community to stand with humanity.

“ *Care Without Borders. Compassion Without Borders. Doctors Without Borders.* ”



MULTICHANNEL CAMPAIGN

Won't Back Down Appeal

GROSS REVENUE \$122,722

CAMPAIGN COST \$45,660

COST TO RAISE \$1 \$0.37

AVERAGE GIFT \$74.38

CHANNELS Texting, Direct Mail, Email



NONPROFIT NAME MoveOn Political Action

LAUNCH DATE 8/18/2025

WHY IS YOUR ENTRY SUCCESSFUL

Fundraising in a non-election year, especially in summer, is more challenging due to lower urgency and weaker donor response. This campaign succeeded by creating a clear, timely reason to give.

We built the appeal around a national tour organized by staff and volunteers to mobilize members against attacks on our freedoms by the second Trump administration and MAGA Republicans, giving donors an immediate and tangible way to engage.

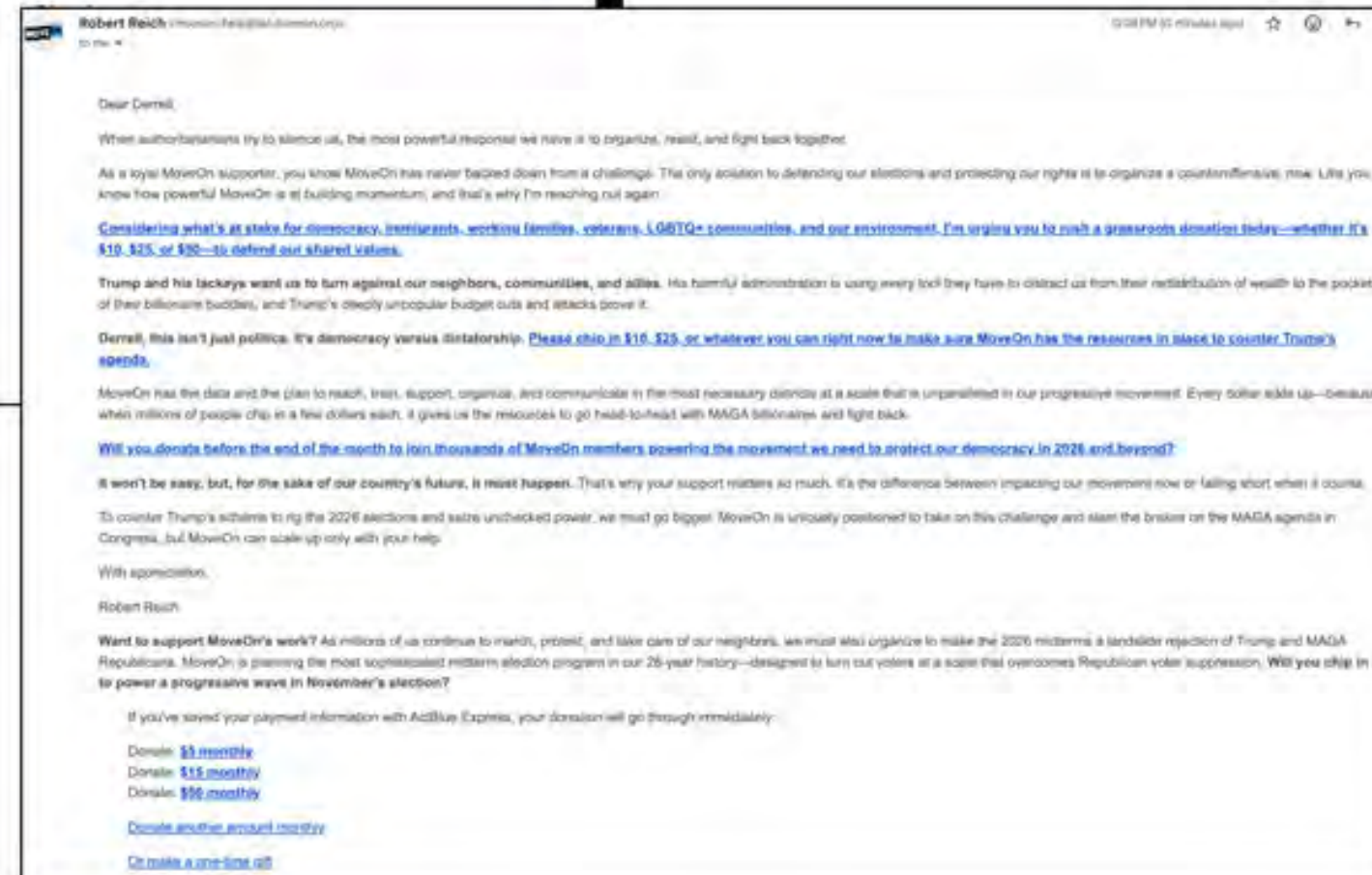
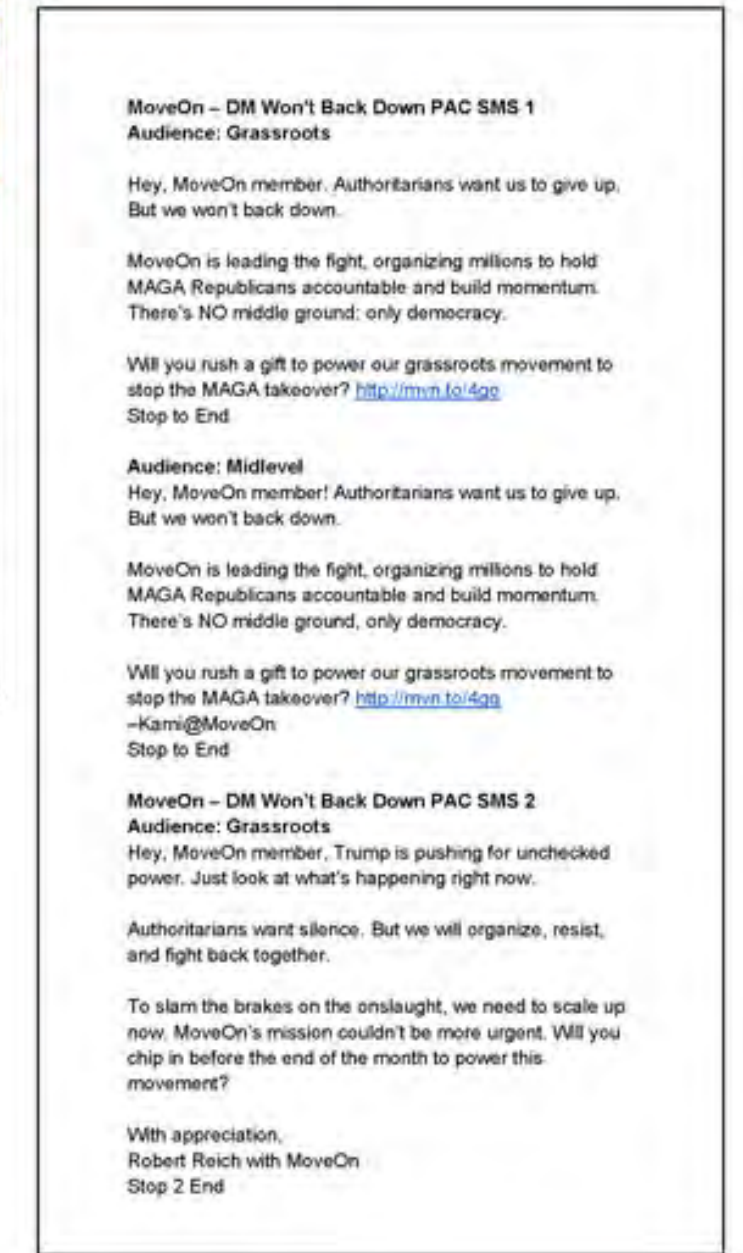
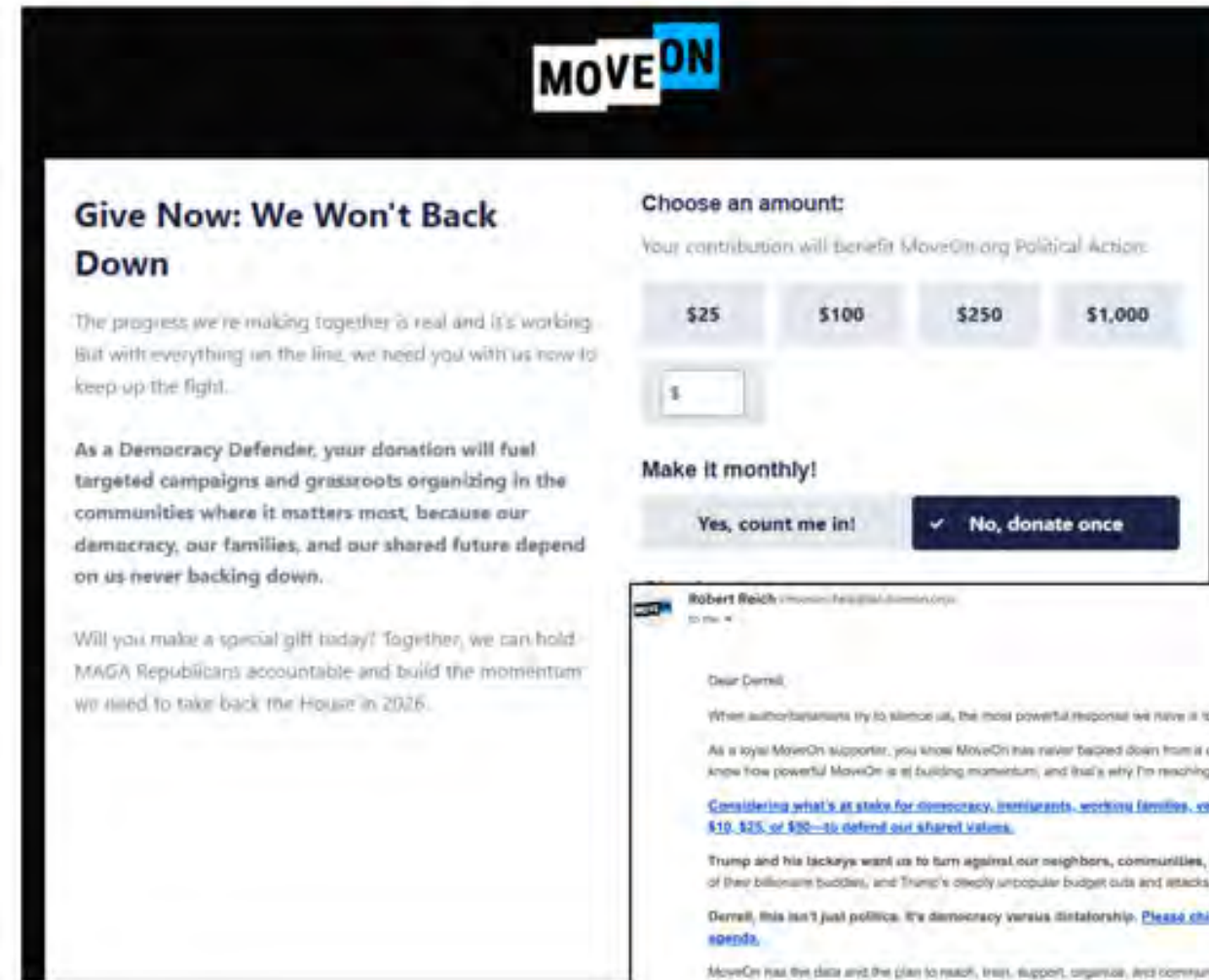
We paired that message with a targeted audience strategy, reaching both 0-36 month \$500+ midlevel donors and 0-48 month \$10-499 grassroots donors, and made it easy to respond across channels. The direct mail package included digital giving options via a short link and QR code, while coordinated touchpoints, including two emails, and two text messages (SMS), reinforced the message and captured additional demand, generating about 5% of total revenue.

As a result, the campaign exceeded expectations across key metrics: response rate was +10.8% over budget, average gift increased by +7%, and total revenue surpassed goal by +60%. The campaign also outperformed the last non-election summer appeal from 2023: response rate was up +15.5% and total revenue increased by +36%.

AGENCY NAME ABD Direct

TARGET AUDIENCE 0-12 months donors, Mid-Level Donors, 36+ month donors, 25 - 36+ month donors, 13-24 month donors

“Authoritarians want us to give up. But we won't back down.”



2026 DMFA AWARDS

A SPECIAL THANKS TO THE PARTICIPANTS!

Questions or Log in Issues?

CONTACT US AT

Email: info@dmfa.org

Phone: 646-675-7314

DMFA DIRECT MARKETING
FUNDRAISERS ASSOCIATION