



Tuesday June 7, 2022

ENTRIES

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How to be a DMFA Award Judge!

This voter workbook lists this year's DMFA Awards entries and their respective performance data. Please review all entries in the book and click the "View Additional Campaign Entry Details" Button to review additional images and further campaign details. You can select one entry per category as the winner.

There is one vote per company. If you are not the voter, you can review this book and give your input to the voter from your organization. To see who is the designated voter, go to: https://dmfa.org/awards/dmfa-awards/voters/

DMFA Award Categories:

- 1. Direct Mail Acquisition
- 2. Direct Mail Appeal/Renewal
- 3. Direct Mail Mid-Level Appeal/Renewal
- 4. <u>Digital</u>
- 5. <u>Multichannel</u>

Voting Tips

As you consider your choices, here are a few guidelines, representing industry-accepted standards for direct marketing success:

- Did the package achieve the organization's goal? How well did the package perform?
- 2. Is the appropriate audience targeted? Is it cost effective?
- 3. Is the call to action clearly communicated?
- 4. Is the copy compelling? Is the artwork attractive? Are the photographs used effectively and are they of quality? Will the outside envelope or email subject line get opened?
- 5. Does the measurement for success take the strategy into consideration? For example, a successful acquisition package must acquire first-time donors in a cost-effective manner. Or a successful renewal package will generally have a higher response rate and average gift. Email campaigns often look at open rates, click rates, and response rates to measure success.

Keep in mind

- 1. Both the number of donors identified and cost will vary from organization to organization.
- 2. Larger organizations generally mail more pieces than smaller organizations and can therefore obtain a lower cost per thousand.
- 3. Newer organizations tend to get higher response rates in Acquisition than established ones, especially where market saturation is a factor.
- 4. Results and costs will also vary widely depending on the number of pieces mailed and the audience to whom the package was mailed. For example, Acquisition packages will generate a very low rate of response compared to Renewal/Appeal packages..
- 5. The cost to raise a dollar (found in each entries' performance statistics) can be used as the clear indicator of a package's effectiveness that will equalize some of the differences.

Enjoy voting on this year's award entries!

Questions or Log in Issues?

Contact us at info@dmfa.org or 646-675-7314



DIRECT MAIL ACQUISITION

DIRECT MAIL ACQUISITION Habitat FY22 December Prospecting Challenge Package

PACKAGE CREATOR/AGENCY: Habitat for Humanity International

ORGANIZATION/MAILER NAME: Habitat for Humanity International

DM MAIL DATE: 11/17/2021

TOTAL INCOME (\$): 769,461

AVERAGE GIFT (\$): 58.54

COST TO RAISE \$1: 0.75

DIRECT MAIL RESPONSE RATE (%): 0.66

QUANTITY MAILED: 1,985,489

COST PER SOLICITATION (\$): 0.29



are taking there is reflect. Today, I mink you is join us as we continue to bring people together to build homes, commanities and hope. We have much to be grateful for, but there is more work than ever alread of us, Many families are in argent nod of decent, affordable bouing and expective valued building during the fittering winter months. The families we are are an argent eric tak and are opectively valued by to obtain the document difficultues.

Housing costs are skyrecketing everywhere, and that forces more and more lower income families to be in places that are covered with mold, indicate with logs and robents, or how to beat, hat a load, many roogle here in structures with distributing provid that allow entro is pour to fitoscipal holos. Your support can provide role of the propile who suggestly need decent, allowable homes. Yoday, you can be a role in engowering limited to its consider in the source of the source.

page zero ecosportenega estato e transmission de accession e ecos. Em obstillado da una entit yas se a spocial song your gifi can help even more children and parents right novo One of liabact's long standing cooperate partients, Lowel, has shopped forward with a very generous gift of a standing. This commond oupper tempoint do 2017 trans. Tas GLAshinge, Heldnain is challenging you and other long friends to give what you can to help double the donation by Jass. 16, 2022, to empower as in have TWRST the impact. When added to the 2021 Year-End Challenga, type donation do SASK1, SASK2 or SASK3 orecases an opportunity for Halbact and WLITEPP our impact with people who are constitut on sum.

Lowe's is colderating its 100th hirthday and is also a sponsor of Tabitat's Neighborhood Roestafration program, working with people and communities to improve their neighborhoods and quality of file. Tabitat is grateful for our 18 year partnership, legisther serving families in need of affondable housing.

327 W. Lamar St. + Americas, GA 31709-3543 + habitat.org + (800)-427-4828

WHY IS YOUR ENTRY SO SUCCESSFUL?

It is difficult for most acquisition campaigns to break-even, but this campaign went above and beyond earning Habitat \$190,000 in net revenue and 13,000 new donors.

Leveraging a generous corporate gift from Lowe's, Habitat asked donors to collectively double the donation to make twice the impact for our partner families. Incorporating dual logos on the OE and in the letter allowed us to use the challenge to Lowe's as a marketing opportunity while allowing donors to see the partnership between Habitat and Lowe's. This partnership was further highlighted on the backer.



View Additional Campaign Entry Details

DIRECT MAIL ACQUISITION **Local Notecard Package**

PACKAGE CREATOR/AGENCY: TrueSense Marketing

ORGANIZATION/MAILER NAME: **Feeding San Diego**

DM MAIL DATE: 7/13/2021

TOTAL INCOME (\$): 7,469

AVERAGE GIFT (\$): 143.64

COST TO RAISE \$1: 0.59

DIRECT MAIL RESPONSE RATE (%): 0.95

QUANTITY MAILED: 5,464

COST PER SOLICITATION (\$): 0.81

WHY IS YOUR ENTRY SO SUCCESSFUL?

Feeding America affiliated food banks have access to a list of Feeding America national donors to use as acquisition lists. Instead of placing them into our standard prospect acquisition mailing, we tailored a package with a more personal look and feel using targeted "give local" language.

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View Additional Campaign Entry Details



DIRECT MAIL ACQUISITION Northern Nevada HOPES Acquisition Fall 21

PACKAGE CREATOR/AGENCY: Nexus Direct

ORGANIZATION/MAILER NAME: Northern Nevada HOPES

DM MAIL DATE: 8/21/2021

TOTAL INCOME (\$): **15,508.28**

AVERAGE GIFT (\$): 456.13

COST TO RAISE \$1: 0.70

DIRECT MAIL RESPONSE RATE (%): 0.95

QUANTITY MAILED: 3,580

COST PER SOLICITATION (\$): 3.05

WHY IS YOUR ENTRY SO SUCCESSFUL?

Northern Nevada HOPES, a community health center in Reno, which provides affordable, high-quality medical, behavioral health, and support services for all, kick-started their Direct Marketing program during the pandemic to offset the drop in revenue from in-person-dependent revenue streams. The Fall 2020 Acquisition performed exceptionally well at the height of the pandemic, but Spring 2021 had a dramatic decrease in response rate. With this, projections for the Fall 2021 campaign were kept conservative with a 0.42% RR and a \$31 Average Gift.



View Additional Campaign Entry Details

DIRECT MAIL ACQUISITION Animal Lover's Calendar + Day Planner

PACKAGE CREATOR/AGENCY: CCAH

ORGANIZATION/MAILER NAME: Humane Society of the United States

DM MAIL DATE: 7/5/2021

TOTAL INCOME (\$): **23,430**

AVERAGE GIFT (\$): 21.07

COST TO RAISE \$1: 2.17

DIRECT MAIL RESPONSE RATE (%): 1.85

QUANTITY MAILED: 60,000

COST PER SOLICITATION (\$): 0.85

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Humane Society of the United States (HSUS) is the nation's most effective animal protection organization, fighting for ALL animals. HSUS's direct mail acquisition program has historically been driven by backend premium offers, with one exception—a full-size, 12-month upfront Animal Lover's Calendar package that mails every July as a seasonal control which has no backend premium. Like many organizations, HSUS is working to reduce its reliance on backend premiums. The objective for the Animal Lover's Calendar + Day Planner package was to increase response to the upfront Calendar package without adding a backend premium offer.







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View Additional Campaign Entry Details



DIRECT MAIL ACQUISITION UNICEF USA Acquisition Hats, Boots, Mittens Once & Done

PACKAGE CREATOR/AGENCY: MarkeTeam

ORGANIZATION/MAILER NAME: UNICEF USA

DM MAIL DATE: 10/6/2021

TOTAL INCOME (\$): 16,467

AVERAGE GIFT (\$): **49.60**

COST TO RAISE \$1: 2.44

DIRECT MAIL RESPONSE RATE (%): 0.33

QUANTITY MAILED: 99,989

Please send me regular updates on progress being made by UNICEP
Please limit communications to only a few times a year.
This will be my only gift. Please do not ask me for a donation again

COST PER SOLICITATION (\$): 0.40

WHY IS YOUR ENTRY SO SUCCESSFUL?

UNICEF USA's Acquisition Control 'Once and Done' has been the control package for many years. The 'Once and Done' offer informs the donor that they have the option to make one gift and we'll never ask for another again (although we hope they will). The Once and Done offer is highlighted on the OE, letter and reply, and the letter copy is fairly general about UNICEF's overall work. The number of people opting out of future communications is rather low, and the lift in response has always greatly outweighed the number of people opting out of future communications in repeated testing. However, UNICEF is always looking to develop a package that could reduce opt-outs while maintaining a comparable response rate.





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View Additional Campaign Entry Details



DIRECT MAIL ACQUISITION March Low-Cost Acquisition Appeal

PACKAGE CREATOR/AGENCY: Faircom NY

ORGANIZATION/MAILER NAME: The Glaucoma Foundation

DM MAIL DATE: 3/8/2021

TOTAL INCOME (\$): 33,423

AVERAGE GIFT (\$): 34.13

COST TO RAISE \$1: 0.55

DIRECT MAIL RESPONSE RATE (%): 2.62

QUANTITY MAILED: 40,717

COST PER SOLICITATION (\$): 0.45

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Glaucoma Foundation's low-cost acquisition package has been a winner for several years. We set out to improve even further on these results by testing a new story in the letter copy and incorporating a stronger, more emotional call to action. This small change outperformed the long-standing control and has replaced the original story as the Glaucoma Foundation's new control.



View Additional Campaign Entry Details

DIRECT MAIL ACQUISITION Holiday Acquisition Package

PACKAGE CREATOR/AGENCY: Lautman Maska Neill & Company

ORGANIZATION/MAILER NAME: Reading is Fundamental

DM MAIL DATE: 11/15/2021

TOTAL INCOME (\$): 101,723

AVERAGE GIFT (\$): 55.16

COST TO RAISE \$1: 0.81

DIRECT MAIL RESPONSE RATE (%): 0.85

QUANTITY MAILED: 216,513

COST PER SOLICITATION (\$): 0.38

WHY IS YOUR ENTRY SO SUCCESSFUL?

Reading is Fundamental (RIF) had one successful acquisition control package. But like any smart organization, they wanted to get ahead of package fatigue by trying a different package in the November Acquisition slot.



View Additional Campaign Entry Details

DIRECT MAIL ACQUISITION Be an Angel

PACKAGE CREATOR/AGENCY: **RKD Group**

ORGANIZATION/MAILER NAME: The Salvation Army Northwest Division

DM MAIL DATE: 11/8/2021

TOTAL INCOME (\$): 21,104

AVERAGE GIFT (\$): 38.51

COST TO RAISE \$1: 0.42

DIRECT MAIL RESPONSE RATE (%): 5.65

QUANTITY MAILED: 9,706

COST PER SOLICITATION (\$): 0.91

WHY IS YOUR ENTRY SO SUCCESSFUL?

There's something special about the joy and wonder on a child's face on Christmas morning. The surprise at seeing the presents, the joy of sharing with others, and the satisfaction after a delicious meal are just some of the things that make that day so special. But families who are barely scraping by can't afford the luxury of presents, treats, or the things that make Christmas special. Without donors, Christmas is just another day.



View Additional Campaign Entry Details



DIRECT MAIL APPEAL/ RENEWAL

DIRECT MAIL APPEAL/RENEWAL Habitat FY22 November Mail Appeal Year End Challenge

PACKAGE CREATOR/AGENCY: Habitat for Humanity International

ORGANIZATION/MAILER NAME: Habitat for Humanity International

DM MAIL DATE: 11/15/2021

TOTAL INCOME (\$): 447,127,312

AVERAGE GIFT (\$): 110.40

COST TO RAISE \$1: 0.12

DIRECT MAIL RESPONSE RATE (%): 3.43

QUANTITY MAILED: 1,181,635

COST PER SOLICITATION (\$): 0.45

WHY IS YOUR ENTRY SO SUCCESSFUL?

Leveraging a generous corporate gift from Lowe's, Habitat asked donors to collectively double the donation to make twice the impact for our partner families. Incorporating dual logos on the OE and in the letter allowed us to use the challenge to Lowe's as a marketing opportunity while allowing donors to see the partnership between Habitat and Lowe's, which was further highlighted on the backer.



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View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL January Membership

PACKAGE CREATOR/AGENCY: Sanky Communications

ORGANIZATION/MAILER NAME: amfAR

DM MAIL DATE: 1/18/2021

TOTAL INCOME (\$): **124,265**

AVERAGE GIFT (\$): **76.52**

COST TO RAISE \$1: 0.16

DIRECT MAIL RESPONSE RATE (%): 9.26

QUANTITY MAILED: 17,544

COST PER SOLICITATION (\$): 1.16

WHY IS YOUR ENTRY SO SUCCESSFUL?

amfAR's renewal campaign was the most lucrative direct mail effort of all FY21. It even exceeded the totals for that year's World AIDS Day and Holiday campaigns, despite its position in the immediately aftermath of Year-End. The campaign's ability to generate significant revenue at this often quieter point in the calendar seriously elevates the fundraising potential for the year.



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL LDF First Renewal

PACKAGE CREATOR/AGENCY: CCAH

ORGANIZATION/MAILER NAME: Legal Defense Fund

DM MAIL DATE: 1/18/2021

TOTAL INCOME (\$): **200,720**

AVERAGE GIFT (\$): **103.20**

COST TO RAISE \$1: 0.13

DIRECT MAIL RESPONSE RATE (%): 4.16

QUANTITY MAILED: 46,699

COST PER SOLICITATION (\$): 0.58

WHY IS YOUR ENTRY SO SUCCESSFUL?

In January 2021, we prepared to mail what we thought would be a straightforward annual renewal message for the Legal Defense Fund, urging donors to reaffirm their commitment to democracy in the aftermath of a highly divisive election.



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL Northern Nevada HOPES Appeal EOY 21

PACKAGE CREATOR/AGENCY: Nexus Direct

ORGANIZATION/MAILER NAME: Northern Nevada HOPES

DM MAIL DATE: 12/2/2021

TOTAL INCOME (\$): 25,017

AVERAGE GIFT (\$): 284.29

COST TO RAISE \$1: 0.08

DIRECT MAIL RESPONSE RATE (%): 11.8

QUANTITY MAILED: 746

COST PER SOLICITATION (\$): 2.68

WHY IS YOUR ENTRY SO SUCCESSFUL?

Northern Nevada HOPES, a community health center in Reno, which provides affordable, highquality medical, behavioral health, and support services for all, kick-started their Direct Marketing program during the pandemic to offset the drop in revenue from in-person-dependent revenue streams.



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL 9/21 Pennies Sustainer Invite Match Appeal

PACKAGE CREATOR/AGENCY: **Eidolon Communications**

ORGANIZATION/MAILER NAME: Heifer International

DM MAIL DATE: 9/15/2021

TOTAL INCOME (\$): 84,911

AVERAGE GIFT (\$): 32.77

COST TO RAISE \$1: 0.84

DIRECT MAIL RESPONSE RATE (%): 1.41

QUANTITY MAILED: 183,738

COST PER SOLICITATION (\$): 0.39

WHY IS YOUR ENTRY SO SUCCESSFUL?

Over the past 3 years, Heifer has been actively investing in growing their sustainer file. As part of this strategy, we are looking at every part of the direct response program to determine donor segments most likely to convert to monthly giving, and to increase the overall income from these donors.





View Additional Campaign Entry Details



DIRECT MAIL APPEAL/RENEWAL April 2021 Annual Fund Follow-Up Appeal

PACKAGE CREATOR/AGENCY: **Avalon Consulting**

ORGANIZATION/MAILER NAME: National Air and Space Museum

DM MAIL DATE: 4/6/2021

TOTAL INCOME (\$): 42,308

AVERAGE GIFT (\$): 101.22

COST TO RAISE \$1: 0.23

DIRECT MAIL RESPONSE RATE (%): 3.16

QUANTITY MAILED: 13,221



Dear Mrs. Wells, The National Air and Space Museum is a place of wonder, with thousands of iconic artifacts that chart tory of humanity's fascination with flight.

We are proud to share these artifacts with you and, in particular, the stories behind them — details about omen and men who dreamed of flying, then made these dreams come true — whether we are doing so in n or through our extensive digital resources.

As a member of unough our extensive targing resources. As a member on our earber ensore the Museum has not lost a step in fulfilling our mission to commemorate, educate, and inspire, no matter the circumstances. And your continued assistance is vital to helping keep the transformation of our Haghip building on the National Mall saide/on track. That is why I am writing today to ask you to support the Museum's 2021 Annual Fund. With your participation, the Annual Fund can help provide the financial resources we need to maintain operations and fulfill our mission to commensate, clouce, and inspire 11 guer long.

Mrs. Wells, will you please take part with your tax-deductible Annual Fund gift of \$35, \$44, \$53, \$70, or more today?

Your support fuels our work to collect, conserve, restore, and share one-of-a-kind artifacts ... tell stories of ingenuity and courage ... educate and inspire future generations of inventors and explorers ... and conduct groundbreaking research.

How wever much you are able to give, your generosity will enhance every visitor's Museum — in-person or online.

As you can imagine, the number of people who turn to us for inspiration and education online has increased dramatically over the last year. We have entertained and engaged people of all ages with virtual 3D torus of both Museum locations. Itely and topical podcasts; online chats with scientists, astronauts, and pilots; activities; games; and endless learning opportunities.

With your Annual Fund gift today, you can help the Museum continue to extend our reach. We are constantly adding new digital content to provide millions of people around the world with experiences that

Smithsonian National Air and Space Muser 2021 Annual Fund National Air and Space Museum YES, 1 support the National Air and Space Museum's mission to educate, commenorate, and displere millions with the history of aviation and space exploration. Here is ny tax-deductible contribution to the Museum's 2011 Annual Fund. Sats 3 570 Other 5 Aly Wells 7706 Jansen Dr. Springfield, VA 22152-2420

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tian Institution + PO Box 98091 + Washington, DC 20090-80

COST PE	ER SOLIC	ITATION	l (\$):	0.75
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WHY IS YOUR ENTRY SO SUCCESSFUL?

March is consistently one of NASM's most successful Appeals, so in 2021, to engage Members even further, we added a follow-up Appeal in April. NASM's challenge was to maintain that spark of enthusiasm while connecting with visitors in a primarily virtual format; Annual Fund language was adapted to highlight NASM's mission to celebrate historic achievements and inspire future generations.



View Additional Campaign Entry Details

EMAIL ADDRESS



DMF A DIRECT MARKETING

DIRECT MAIL APPEAL/RENEWAL February Donor Confirmation Appeal

PACKAGE CREATOR/AGENCY: Faircom NY

ORGANIZATION/MAILER NAME: TechnoServe

DM MAIL DATE: 2/24/2021

TOTAL INCOME (\$): 86,765

AVERAGE GIFT (\$): 102.56

COST TO RAISE \$1: 0.22

DIRECT MAIL RESPONSE RATE (%): 3.77

QUANTITY MAILED: 22,422

COST PER SOLICITATION (\$): 0.87

WHY IS YOUR ENTRY SO SUCCESSFUL?

By incorporating personalized donor information and using a call to action that asked donors to confirm or correct their information, TechnoServe was able to engage and even upgrade donors.

• \$86,765 total revenue raised – a 62.4% increase from the prior year

- Average gift of \$102.56
- Cost to raise a dollar of just 22 cents



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL Lutheran Immigration and Refugee Service Neighbors in Need Appeal

PACKAGE CREATOR/AGENCY: The Harrington Agency

ORGANIZATION/MAILER NAME: Lutheran Immigration and Refugee Service

DM MAIL DATE: 8/25/2021

TOTAL INCOME (\$): **120,520**

AVERAGE GIFT (\$): **139.17**

COST TO RAISE \$1: 0.11

DIRECT MAIL RESPONSE RATE (%): 10.56

QUANTITY MAILED: 8,198

COST PER SOLICITATION (\$): 1.60

WHY IS YOUR ENTRY SO SUCCESSFUL?

This appeal was a straight forward appeal but with a specific restricted funding request – asking the donor to make a gift to the Neighbors in Need fund. The appeal also gave examples of just what this fund paid for. There was also a match and the matching gift donor was not anonymous as was the more typical way of offering a match. Not only was the church named but a buckslip highlight the church's generosity was included in the mailing. And since this mailing was going out during the height of the Afghan Allies refugee crisis, and additional buckslip was added to let the LIRS donors that LIRS was helping the Afghan Allies and needed the donor's help.



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL Christian Appalachian Project Holiday Ornament Campaign

PACKAGE CREATOR/AGENCY: CDR Fundraising Group

ORGANIZATION/MAILER NAME: Christian Appalachian Projecdt

DM MAIL DATE: 10/30/2021

TOTAL INCOME (\$): 1,486,775

AVERAGE GIFT (\$): **41.90**

COST TO RAISE \$1: 0.31

DIRECT MAIL RESPONSE RATE (%): 5.21

QUANTITY MAILED: 680,666

COST PER SOLICITATION (\$): 0.67

WHY IS YOUR ENTRY SO SUCCESSFUL?

Christian Appalachian Project (CAP) CAP donors provide children, families, and seniors with food, clothing, safe, warm, dry, accessible shelter, and many more services.

For the October/November timeframe in 2021, we mailed a massive Holiday campaign, that consists of a brass ornament and personalized holiday card to our high value donors ... and a holiday card set consisting of 5 different holiday greeting cards to our regular value donor ... with a survey followup to each audience to generate a strong revenue stream in our first fiscal year quarter.



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL Physician's Committee for Responsible Medicine Mini Proposal

PACKAGE CREATOR/AGENCY: Lautman Maska Neill & Company

ORGANIZATION/MAILER NAME: Physician's Committee for Responsible Medicine

DM MAIL DATE: 10/7/2021

TOTAL INCOME (\$): **364,207**

AVERAGE GIFT (\$): 86.67

COST TO RAISE \$1: 0.36

DIRECT MAIL RESPONSE RATE (%): 6.67

QUANTITY MAILED: 63,033

COST PER SOLICITATION (\$): 2.10

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Physicians Committee for Responsible Medicine (PCRM) was starting to worry. Their September Appeal fell short of its revenue goal by a lot, and their email fundraising had taken a hit all summer due to worldwide crises distracting donors.





View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL August No Voice No Choice Appeal

PACKAGE CREATOR/AGENCY: **K2D Strategies**

ORGANIZATION/MAILER NAME: White Coat Waste Project

DM MAIL DATE: 8/2/2021

TOTAL INCOME (\$): 50,699.14

AVERAGE GIFT (\$): 24.48

COST TO RAISE \$1: 0.28

DIRECT MAIL RESPONSE RATE (%): 11.74

QUANTITY MAILED: 17,644

COST PER SOLICITATION (\$): 0.81

WHY IS YOUR ENTRY SO SUCCESSFUL?

For White Coat Waste Project's nascent direct mail program, it was important that we stay in front of newly acquired donors (the program launched in late 2019) to not only secure that important second gift but begin to generate net revenue in support of the organization's work to end taxpayer funded animal experiments.



View Additional Campaign Entry Details

DIRECT MAIL APPEAL/RENEWAL **Multiplier Fundraising Campaign**

PACKAGE CREATOR/AGENCY: **RKD Group**

ORGANIZATION/MAILER NAME: Save the Children

DM MAIL DATE: 2/22/2021

TOTAL INCOME (\$): 1,164,220

AVERAGE GIFT (\$): 65.18

COST TO RAISE \$1: 0.22

DIRECT MAIL RESPONSE RATE (%): 2.45

QUANTITY MAILED: 729,319

COST PER SOLICITATION (\$): 0.34

WHY IS YOUR ENTRY SO SUCCESSFUL?

The objective of this campaign was to raise as much unrestricted revenue in the spring as possible for Save the Children's mission by utilizing a 10x multiplier offer. We set a gross revenue goal of \$920,000 from 16,783 gifts. Our strategy was to develop a signature drop followed by three followup chasers. The creative treatment across all four drops utilized consistent 10x multiplier messaging.

«Firstname», now is the time to make **10X** the impact for so many children in urgent need.

Your gift today can make 10X the impact for children! Your gift helps children survive. Your gift's 10X impact helps of thrive.



Oriwela's hardship is just one example of the hidden toll of poverty compounded by t oronavirus crisis. Save the Children's Emergency Health Unit met this 2-year-old sufferi unger and malnutrition in rural Zimbabwe.

In her remote and deeply impoverished community, 98 percent of children lack access to sa drinking water and a proper diet. As a result, many fall sick and die from easily preventable and

Their parents work small jobs and tend to fields, but the modest incomes and meager harvests are t enough for families to survive on. Most struggle to put even a single meal on the table each day. Crivela, her family and her community have experienced hunger for many years, but there was ways something to ear. Then drought decimated their crops and the pandemic further limited ac work, school and food sources. Now, they face a greater threat of severe hunger, acute malnutriti

This is why your compassion and generosity are so important You make it possible for Save the Children to respond to children like Oriwela with lifesaving care. With your help, we assist families like hern throughour Zimbabwe and around the world by delivering ash grants to bey food, improving existing water sources, treating malnourished children, and rowding access to education — all while adapting to the coronarius.

With this special offer, you can make 10X the impact for more children like Oriwela. «Firstname», when you take advantage of this unique chance to maximize the impact of your gift, you'll extend life-changing protection, support and education for the world's most vulnerable children. Will you make the most of this limited-time opportunity?

Every dollar you give before April 30 can nake 10k himseorum opportunity? Every dollar you give before April 30 can nake 10k ku inspect hanks to government grants and can help take so many more children from survival to success. With this in mind, I hope you will go above and beyond your past generosity. A gift of ASR40 – just 10 poectert more than your proviso dontion – en dolter childboot esemista to gift and boys in urgent need. A gift of AAR20 or AAR20 can make a tremendous difference for hungry, sick, asvisk and out of school children degrent for help.

Save the Children. 501 Kings Highway East, Sate 40, Fairfield, CT 06825 • 1-800-SavetheChildren (1-800-728-3843) Donate Celline: savethechildren.org/10X



You can help secure the survival of more children under 5.

You can help break the cycle of poverty for more children.

It doesn't take much to rewrite the future for egges-to-kern children who have never set foot in a classroom, and for those whose education has been dirupted by crisis, war and the recent coronavirus emergency. You can help get them back in school and equipped with the supplies and instruction needed to succeed.

You can help protect and shelter more children. No child should suffer the physical and mental trauma of violence, abuse or exploitation. This why we work titelessly to end all forms of violence against children. You can help establish vital tection measures and secure safe shelter for those at greatest risk.

You can make 10X the impact — but you must respond before April 30. You can help make dreams reality for children like Oriwela with a most generous gift that goes 10X further at this urgent time. With your best gift today, maximized to make 10X the impact, yo can bring lasting change to save even more lives.

e past the... whe easily prev

Thank you for all you help achieve.

Sincerely Densto

Janti Soeripto President & CEO

in their first critical days need your help to make it through their first day of life and st their fifth birthday. You can help those at risk due to conflict, disaster and disease easily preventable and treatable conditions with access to basic health care and medicine.







View Additional Campaign Entry Details



FEO

DIRECT MAIL MID-LEVEL RENEWAL/ APPEAL

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL 12/21 Holiday Card Match Appeal

PACKAGE CREATOR/AGENCY: **Eidolon Communications**

ORGANIZATION/MAILER NAME: Compassion & Choices

DM MAIL DATE: 12/13/2021

TOTAL INCOME (\$): 439,507

AVERAGE GIFT (\$): 263.97

COST TO RAISE \$1: 0.07

DIRECT MAIL RESPONSE RATE (%): 5.31

QUANTITY MAILED: 31,363

COST PER SOLICITATION (\$): 1.01

WHY IS YOUR ENTRY SO SUCCESSFUL?

During a crowded year-end giving cycle, with donors focused on a distracting news feed while still trying to keep themselves healthy, Compassion & Choices mailed one of its workhorse appeals, the December 2021 Holiday Card Match Appeal.



View Additional Campaign Entry Details

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Handwritten Monarch Package

PACKAGE CREATOR/AGENCY: TrueSense Marketing

ORGANIZATION/MAILER NAME: Meals on Wheels People

DM MAIL DATE: 7/23/2021

TOTAL INCOME (\$): 92,823

AVERAGE GIFT (\$): 274.62

COST TO RAISE \$1: 0.12

DIRECT MAIL RESPONSE RATE (%): 4.23

QUANTITY MAILED: 7,989

COST PER SOLICITATION (\$): 1.37

WHY IS YOUR ENTRY SO SUCCESSFUL?

Historically this group of donors had received the standard appeal in July. In 2021 we moved to sending a smaller size package with a handwritten closed face envelope. When reviewing year over year the high touch package format resulted more \$1000+ gifts, garnering a much higher average gift.



View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL National Park Foundation Mid-Level Mini Proposal Campaign

PACKAGE CREATOR/AGENCY: Impact Communications

ORGANIZATION/MAILER NAME: National Park Foundation

DM MAIL DATE: 8/3/2021

TOTAL INCOME (\$): 547,116

AVERAGE GIFT (\$): 1,812.64

COST TO RAISE \$1: 0.03

DIRECT MAIL RESPONSE RATE (%): 3.23

QUANTITY MAILED: 9,349

COST PER SOLICITATION (\$): 1.84

WHY IS YOUR ENTRY SO SUCCESSFUL?

This mailing proves that with mid-level mailings, sometimes spending more pays big dividends. This campaign mixed direct marketing best practices and the major gift proposal strategy to solicit additional revenue from existing and lapsed midlevel donors.



View Additional Campaign Entry Details

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL September Mid-level Appeal

PACKAGE CREATOR/AGENCY: Sanky Communications

ORGANIZATION/MAILER NAME: African Wildlife Foundation

DM MAIL DATE: 9/17/2021

TOTAL INCOME (\$): **34,040**

AVERAGE GIFT (\$): 1,098.00

COST TO RAISE \$1: 0.13

DIRECT MAIL RESPONSE RATE (%): 2.11

QUANTITY MAILED: 1,469

COST PER SOLICITATION (\$): 2.05

WHY IS YOUR ENTRY SO SUCCESSFUL?

African Wildlife Foundation's (AWF) September Mid-level Appeal used the release of the IUCN's "Red List" updates as a hook, focusing on the African savanna and forest elephants, two endangered species.



View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Planned Parenthood Mar Monte November Mid-Level Appeal

PACKAGE CREATOR/AGENCY: MKDM

ORGANIZATION/MAILER NAME: Planned Parenthood Mar Monte

DM MAIL DATE: 11/3/2021

TOTAL INCOME (\$): 290,913

AVERAGE GIFT (\$): 6,189.60

COST TO RAISE \$1: 0.01

DIRECT MAIL RESPONSE RATE (%): 14.2

QUANTITY MAILED: 331

COST PER SOLICITATION (\$): 8.30

WHY IS YOUR ENTRY SO SUCCESSFUL?

Muriel almost died when she was forced to cross the border into Mexico for an abortion. It was years before Roe v. Wade made abortion legal in the U.S. and even though she was scared about what might happen, she was also out of options.

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Lwas scatted, but we were out of options and running out of time. When we originally contacted the clinic, they said they would perform the abortion and would let me stay overhight for observation. That all changed when we arrived. The doctors would sail the police were waiting outside and keeping me for the night would be too big a risk. The doctors would sail perform the abortion – but only if we left immediately afterwards. We didn't have a choice, so we said yes. It wasn't until we got home that I realized something was wrong. I woke up in the morning and I immediately fainted. (over, please)	In That's why I give to Planned Prenchlood Mer Monte - so the people in our region have access to affordable reproductive care, including abortion. I donate so that anyone from any state can come to PPMN's health centers for abortion care if they're not able to access safe abortion care where they live. In give because hour is a state abortion care where they live. Will you join me? Murred MMAMEN	<image/> <text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	ye to the first end hile end Highers assumed the generative sectors at our health' centers. Into an health' centers. Into an health' centers. Into any health' centers and years and the sectors of the sectors the sectors of the sectors of the sectors of

View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL HSUS Agenda YTD Appeal

PACKAGE CREATOR/AGENCY: CCAH

ORGANIZATION/MAILER NAME: Humane Society of the United States

DM MAIL DATE: 11/1/2021

TOTAL INCOME (\$): 130,306

AVERAGE GIFT (\$): 804.36

COST TO RAISE \$1: 0.11

DIRECT MAIL RESPONSE RATE (%): 2.19

QUANTITY MAILED: 7,392

COST PER SOLICITATION (\$): 1.86

WHY IS YOUR ENTRY SO SUCCESSFUL?

This is a deceptively simple-looking mid-level package. But look closer, and you see complex creative strategy, careful execution and dramatically improved results.

We had mailed an Agenda mid-level donor appeal in a 9 x 12 package for two years. But the results kept declining, so we recommended major creative changes to increase net while cutting costs. Yet without sufficient quantity to test, we had to rely on our knowledge of mid-level donor psychology to recommend the changes that would produce the greatest impact at the lowest cost.











View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL "Artful Smithsonian" January Upgrade

PACKAGE CREATOR/AGENCY: Avalon Consulting

ORGANIZATION/MAILER NAME: Friends of the Smithsonian

DM MAIL DATE: 1/25/2021

TOTAL INCOME (\$): 58,429

AVERAGE GIFT (\$): 885.29

COST TO RAISE \$1: 0.60

DIRECT MAIL RESPONSE RATE (%): 1.46

QUANTITY MAILED: 4,516



Castle Circle

January 25, 2021

Dear Avalon Consulting,

I cannot thank you enough for your commitment as a member of our Smithsonian Journeys program.

Your strong support impacted every aspect of the Smithsonian's work to showcase America's rich historical, artistic, cultural and scientific heritage at our 19 museums, our 14 education and research centers and the National Zoo—and it was critical to the Institution's swift and effective response to the COVID-19 crisis.

With your generosity, the Smithsonian has rapidly expanded our online resources and social media presence to keep America's treasures accessible to all. Meanwhile, you have enabled us to conserve our vast collections, provide essential care to the National Zoo's animals, keep vital research and Institution-wide improvements moving forward and document historic events like the pandemic and the national social justice movement as they unfold.

You have my heartfelt gratitude for helping the Smithsonian accomplish so much despite such daunting challenges, enabling us to remain a trusted resource in these difficult times.

Avalon Consulting, that's why I'm so pleased to invite you to join the *Castle Circle* a special group of leading Smithsonian Institution supporters—as we work to bring your family the most unforgettable Smithsonian experiences ever in our 175th Anniversary year.

As a *Castle Circle* member, you will receive a host of exclusive benefits that will transport you (in person or online) into the beating heart of the Smithsonian. As an added incentive, you can join the *Castle Circle* today for just <u>5850—a special</u> savings from the regular SL000 annual membership rate.

To qualify for this special offer, you must join the *Castle Circle* by March 8, 2021. <u>So</u> please return your enclosed *Membership RSVP* to me right away.

(over, please)

COST PER SOLICITATION (\$): 7.71

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Friends of the Smithsonian (FOS) January package traditionally featured coveted tickets to an in-person event as incentive for members to upgrade to the James Smithson Society (JSS; \$2,500 level). 2021 necessitated a total package redesign for the timeslot which failed to turn a profit in the previous two years. So we reworked the messaging to include broad mission-focused language, expanded the ask to include the Castle Circle (CC; \$1,000 level), and included an upfront "freemium" of original artwork prints.

> Castle Circle Stewards of a Nation's Heritage

Special Invitation

Avalon Consulting Group Friends of the Smithsonian FY21 January Upgrade U0321FOS Journeys Package E - 1/25/2021

View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL UNICEF USA Renewal Match Grant Coupon Reply Test

PACKAGE CREATOR/AGENCY: MarkeTeam

ORGANIZATION/MAILER NAME: UNICEF USA

DM MAIL DATE: 5/1/2021

TOTAL INCOME (\$): 820

AVERAGE GIFT (\$): 71.34

COST TO RAISE \$1: 0.28

DIRECT MAIL RESPONSE RATE (%): 2.14

QUANTITY MAILED: 38,335

COST PER SOLICITATION (\$): 0.43

WHY IS YOUR ENTRY SO SUCCESSFUL?

UNICEF USA's May 5X Match package theme is based on providing lifesaving nutritional support to children all over the world to prevent malnutrition and other life-threatening conditions due to lack of proper nutrition. This package includes a 5X Match that allows donors gift to be matched 5 times. Results for this package have declined over the past couple of years and we were looking for a way to increase response while maintaining the 5X Match theme.





View Additional Campaign Entry Details

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Friends of Notre-Dame Mid-Level Society Invitation

PACKAGE CREATOR/AGENCY: Faircom NY

ORGANIZATION/MAILER NAME: Friends of Notre-Dame de Paris

DM MAIL DATE: 9/20/2021

TOTAL INCOME (\$): 82,750

AVERAGE GIFT (\$): 662.00

COST TO RAISE \$1: 0.07

DIRECT MAIL RESPONSE RATE (%): 6.1

QUANTITY MAILED: 2,059

COST PER SOLICITATION (\$): 2.90

WHY IS YOUR ENTRY SO SUCCESSFUL?

Friends of Notre-Dame de Paris' mid-level giving society, the 1163 Society, is named in honor of the year the first stone was laid at Notre-Dame Cathedral. In 2020 the 1163 Society launched with 80 Founding Members, with gifts ranging from \$250 to \$10,000+.



View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL International Rescue Committee Mid-Level Year-End Appeal Follow Up

PACKAGE CREATOR/AGENCY: The Harrington Agency

ORGANIZATION/MAILER NAME: International Rescue Committee

DM MAIL DATE: 11/24/2021

TOTAL INCOME (\$): 353,150

AVERAGE GIFT (\$): 1,859.00

COST TO RAISE \$1: 0.06

DIRECT MAIL RESPONSE RATE (%): 5.99

QUANTITY MAILED: 3,171

COST PER SOLICITATION (\$): 6.99

WHY IS YOUR ENTRY SO SUCCESSFUL?

The FY22 IRC Year- End Follow Up mailing was substantively and substantially different that the FY21 YE Follow-Up appeal.

First, the selects –both years selected 0-24 month \$1,000 - \$5,000 donors. However, FY21 included online and offline donors. The response rate of the online donors did not warrant including them in the FY22 mailing.



View Additional Campaign Entry Details
DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Advocates February Aria Card Appeal

PACKAGE CREATOR/AGENCY: K2D Strategies

ORGANIZATION/MAILER NAME: The Wilderness Society

DM MAIL DATE: 2/10/2021

TOTAL INCOME (\$): **58,000**

AVERAGE GIFT (\$): 1,933.33

COST TO RAISE \$1: 0.14

DIRECT MAIL RESPONSE RATE (%): 4.4

QUANTITY MAILED: 682

COST PER SOLICITATION (\$): 12.24

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Wilderness Society has been mailing a notecard with a handwritten message in February to its Advocates for Wilderness midlevel group since 2018. The package was a single panel card made to look like the personal stationary of the Advocates program director with preprinted copy, which varied based on how recently the donor had given an Advocates-level gift, and a handwritten note with an ask at the bottom. The card was signed by the program director. The package also included a personalized reply form, a stamped reply envelope, and the program director's business card.



View Additional Campaign Entry Details

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Annual Report

PACKAGE CREATOR/AGENCY: **RKD Group**

ORGANIZATION/MAILER NAME: International Fellowship of Christians and Jews

DM MAIL DATE: 8/3/2021

TOTAL INCOME (\$): **573,242**

AVERAGE GIFT (\$): 86.92

COST TO RAISE \$1: 0.30

DIRECT MAIL RESPONSE RATE (%): 3.6

QUANTITY MAILED: 183,127

COST PER SOLICITATION (\$): 3.13

WHY IS YOUR ENTRY SO SUCCESSFUL?

In 2021, we redesigned International Federation of Christians and Jews annual report, modernizing its look and utilizing stronger images to better lead donors through the content. In addition, we developed a robust testing plan to expand the reach of the annual report, while also testing its effectiveness as a stewardship piece and fundraising tool.



View Additional Campaign Entry Details



DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Founder's Cultivation Annual Highlights

PACKAGE CREATOR/AGENCY:

The American Society for the Prevention of Cruelty to Animals (ASPCA)

ORGANIZATION/MAILER NAME: The American Society for the Prevention of Cruelty to Animals (ASPCA)

DM MAIL DATE: 7/27/2021

TOTAL INCOME (\$): 277,684

AVERAGE GIFT (\$): 318.08

COST TO RAISE \$1: 0.06

DIRECT MAIL RESPONSE RATE (%): 4.29

QUANTITY MAILED: 20,348

COST PER SOLICITATION (\$): 0.83

WHY IS YOUR ENTRY SO SUCCESSFUL?

For this year's Founder's Cultivation Annual Highlights package, we moved from a 12-page 11x17" Annual Highlights booklet in 2020 (and five years prior), to a five-panel, two-sided, 17.5 x 8.5 brochure in 2021 - a much slimmer component with a fraction of the detailed information our Founder's Society is used to seeing in this mailing. This was a rollout not a test.

> Please seed are information about includes the ARCA is my will, plane
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ASPCA | Founder's Society

ASPCA Founder's Society	Matt Bersbucker	support the relabilitation of severely furful days at the ASPCA* Behavioral Relabilitation Conter	VIE ASE THER VOICE*	FROM THE DESK OF JASMINE HOLSINGER
an eren andere eren and er andere - an bredere and - andere ered	President & CEO	fight for meaningful animal welfare legislation at all levels of government.		July 27, 2021
	July 27, 2021	While it's important to look back and admire our triumphs, our work does not end here- not until all animals are treated with the respect and kindness that our founder, Henry Bergh, envisioned in 1846. We hope you will continue to peak up for animali across the country by sending	To A Fellow Animal Lover, As you read the ASPCA [®] 2020	Wighlights anglosed T/m
Dear «Informal Salutation»,		envisioned in 1866. We nope you wai continue to speak up for animais across the country by sending a generous gift today.	sure you'll agree that the work	
Your devotion to protecting animals and saving lives shows the true depths of your compassion. Your support of The American Society for the Prevention of Cruelyt to Animals* (ASPCA*) and our lifeasioning work is sincerely appreciated now more than ever—and we are grateful you are a voice for animals in need.		On bohalf of express here at the ASPCA ⁴ , have you. We are trady grateful for your generativity and are proved to have you by our wide to help make our incredible achievements possible. We hope you will continue to remain a close and constant friend of the ASPCA and the azimula we serve as we look to the yaru a shead.	quite astonishing. Flease remember that behind many stories of individual animu ASPCA and the generosity of Four	als who were helped by the ider's Society members like
As an ASPCA Founder's Society member, your commi us to provide love and care for abused, neglected and abandons work is driven by the generosity of our kind-hearted supporter	ed animals, 365 days a year. Our	Sincerely, M. Reduc	you. They now have a chance at a you.	
For 155 years, the ASPCA has been dedicated to prote	cting the lives of those who have	Matt Bershadker	My name is Jasmine, and I h impact of your support in the fit	
no voice—innocent animals who would otherwise be left defer organization in the United States, we are respected for our pro animal cruelty and animal homelessness in every corner of the like yours.	active work which is helping to end	President & CEO P.S. You make a difference! See your support at work in the enclosed ASPCA 2020	Recently, I was on the grou and helping dogs out of harm's w animal cruelty investigation in the house, a feeding of overwhel	way in response to an Alabama. When I entered
Right now, I hope you'll take a moment to reflect on our prosidest achievements of 2020. Achievements made possible by Founder's Society members like you, who've touched the lives of so many available.		1.5. It is in itake a sametruccil one your import at work as in the enclosed ASICAR ADM Highlight biochare. Thank you for your continued commitment and your generous gift today.	the animals who had to experient conditions. But I also felt a se these pups, that assistance had do everything in our power to he	ense of hope: Hope for arrived and that we would
Last year, we faced unprecedented challenges, but our O stretched across the nation to communities who needed us in a pet food to pet parents in need, provided grant funding and re continued to care for and rehabilitate usinatal—but it was our	time of crisis. We distributed free sources to animal welfare groups and		do everything in our power to ne has a chance at a better life th animal lovers like you. Even in the toughest of tim	hanks to the support of
this work possible.	generous supporters who made an		a difference, for being our part	mer and for being their
We pivoted our focus to accommodate the areas of gree continue our lifesaving programs nationwide. Unfortunately, an natural disasters did not stop—but neither did we.			voice. Your generosity will cont rescue efforts to save suffering your continued support in 2021!	
Enclosed is an exclusive brochure featuring ASPCA 20 Society members. You will see the significant progress we are n effective means for the prevention of cruelty to animals throug	naking in our mission to provide		0	h gratitude,
Your dedication to the ASPCA has had a direct impact helping to	on animals in need in 2020, by		Jas	mine Holainger
transport more than 27,000 animals from areas with b communities where adopaable pess are in demand	igh homeless per populations so			tior Manager, cement Partnerships
fund our National Field Response team, who assisted at	timals impacted by natural disasters,	Make Pet Adoption Your First Option* and urge all those you know to do the same.		
cruelty and neglect	Over, please	Follow the ASPCA on Flacebook and tecebook com/lengea on Tetrist" at Initiatic com/lengea on Instagram* at Initiatigram.com/lengea and on Titols* at Uktok.com/Wengea	424 East 92nd Street, Nev	w York, NY 10128
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DIRECT MAIL MID-LEVEL RENEWAL/APPEAL Fox Chase Cancer Center: Wawa Match Mid-Level Appeal

PACKAGE CREATOR/AGENCY: Schultz & Williams

ORGANIZATION/MAILER NAME: Fox Chase Cancer Center

DM MAIL DATE: 5/14/2021

TOTAL INCOME (\$): **78,430**

AVERAGE GIFT (\$): **1,265.00**

COST TO RAISE \$1: 0.08

DIRECT MAIL RESPONSE RATE (%): 14.83

QUANTITY MAILED: 418

COST PER SOLICITATION (\$): 14.48

WHY IS YOUR ENTRY SO SUCCESSFUL?

The campaign included the following strategies to drive response and average gift:

Personalization:

* Current mid-level donors received customized language soliciting an additional gift.

* Lapsed Mid-Level donors received personalized gift amounts based on their recent Laurel Society membership amount.

* Highly scored annual fund donors, selected based on previous giving history, received "invitation" language and personalized gift amounts calculated based on cumulative fiscal year giving.

MATCHING GIFT DEADL	INSIDE:	INSIDE: HOW YOUR GIFT IS THE KEY TO LIFESAVING TREATMENTS.		
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((City)), ((State)) ((Zip)) #@peld@id=hd=hd=ge@pel@idlep=d*ap	* by 6/30/21 !	MATCH	IING GIFT OPPO	RTUNITY
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treatment and research at Fox Chase Cancer Center hass like you to thank for that.	i't stopped-and we have supporters	((\$ASK3)) to be do	obled to ((\$MATCH3))	Please make your check payable to Fox Chase Cancer C and return it with this form in the enclosed envelope.
Patients have continued to undergo chemotherapy, isolated from spouses, children, and friends.	radiation, and surgery all while d	Sand this reply form with you Trank you ((Addressee)) ((Address 1))	on DC GOODCO	Amount of Difu 5 DVISA / MC DISC D
That means these brave patients have relied on the system more than ever—a team that includes doctors, m social workers, and <u>YOU</u> .	ir Fox Chase team as their support arses, radiologists, genetic counselors,	((Astron 1)) ((Addres 2)) ((Addres 3)) ((Cary), ((State)) ((Zip)) ((Finder #))		Exp Date: Phase Number inquired: C-mail address:
Through your generosity, you've shown that you us during a pandemic.	nderstand cancer care can't wait, even			
That's why I'm writing to you with an opportunit support even further. Our friends at the Wawa Founda match every donation we receive by June 30, dollar-for	tion have pledged to once again by		ou for making a difference– four dollars are used wisely.	your compassion saves lives!
((Salutation)), will you please take a moment tod: ((\$ASK2)) or even ((\$ASK3)) if you can, to be DO	ny to send a gift of ((\$ASK1)), UBLED for patients who need you?	More than 99% of our I	audget goes to patient care, research and publi	c education. LEAVE YOUR LEGACY
Your gift = ((\$ASK Matched gift = ((\$AS	K1))			Consider a bequest or planned gift to help future Fox Chase Cancer Center patients, You'll be honored as a member of our
Total for critical research and patient When I think about your support, I think about pati	ients like Dave Hiltgen. Last year, Dave	Fox Chase is a national leader in bold cancer science, building on a	With your support, we We help patio provide compositionate families cope cancer care with a personal through educ fouch, covering the full support, and	ents and Elizabeth Anderson Society.
began to feel excruciating pain in his abdomen. A trip to t With no time to lose, Dave turned to Fox Chase for		Fox Chase is a national leader in boild cancer science, building on a distinguished history of proundbreaking discourry—fram how cancer occurs to the	fouch, covering the full support, and spectrum of cancer transportatio care, from prevention to survivorship.	assistance with Please visit focc.giftplans.org to learn how a planned gift can benefit you and Fox Chase.
	(over, please)	latest treatment options.		
Per Chara Cancer Canter part of the Tangia Charansis Martin System, is one of the base	ing cause research and have we can be so that (beind Salva, Foundari in 1996 in Polisialities as an al-he-			
Autor to be open exception, no concerns and a straining the two matching in the matching in the con- main highest exactly. In their fields, including tee Nobel Frides, and are in their Fac Down	leg conter menuch and hannenet oners in the johnet bake. Romain in Hilling Policitation as site of the appendent Arkinal Charles institute Comparison for Carlo Ca			
	LAUREL	PORTE		NO POST NCCESS
LAUDEL				IN THE UNITED ST
LAUREL	To the ancient Greeks and Romans, the laurel was a secred plant and considered a cure for all its. Olympic athletes wore wreaths made of laural branches, symbolizing their courage and accompliahments.		BUSINESS REPLY MAI INST CLASS MAL. FERMIT NO. SCISH. PHILADEL/HAL POSTAGE WILL BE PAID BY ADDRESSEE	PA
	As a Laurel Society member, you are a courageous ambassador of our mission to prevail over cancer. Thank you for your partnership.			

View Additional Campaign Entry Details



DIGITAL

DIGITAL Covid Anniversary Campaign

PACKAGE CREATOR/AGENCY: TrueSense Marketing

ORGANIZATION/MAILER NAME: Maryland Food Bank

TOTAL INCOME (\$): **65,652**

AVERAGE GIFT (\$): **102.10**

COST TO RAISE \$1: 0.07

SOCIAL MEDIA & WEB IMPRESSIONS : 2,224,706

EMAIL OPEN RATE (%): 18.51

EMAIL CLICK RATE (%): 0.86

WHY IS YOUR ENTRY SO SUCCESSFUL?

Around the one-year anniversary mark of the start of the pandemic in the US, we deployed a multichannel digital campaign. The goal? To spread understanding that hunger is a perennial issue for Marylanders. While Covid-19 elevated the need for food assistance in our community, that need existed before and would continue to exist after.





View Additional Campaign Entry Details



DIGITAL Giving Tuesday

PACKAGE CREATOR/AGENCY: Sanky Communications

ORGANIZATION/MAILER NAME: San Francisco SPCA

TOTAL INCOME (\$): 237,029

AVERAGE GIFT (\$): **148.60**

COST TO RAISE \$1: 0.04

SOCIAL MEDIA AND WEB IMPRESSIONS : O

EMAIL OPEN RATE (%): 26.06

EMAIL CLICK RATE (%): 0.42

WHY IS YOUR ENTRY SO SUCCESSFUL?

If you're a nonprofit organization hoping to stand out on Giving Tuesday, you need a competitive edge to set yourself apart. Fortunately, the San Francisco SPCA had two this year: adorable animals and a \$100k match! Through a five-email campaign arc, we urged prospective and current donors to dedicate Giving Tuesday to animals in need while their gift would automatically double in value.



View Additional Campaign Entry Details

DIGITAL International African American Museum Black History Month Campaign

PACKAGE CREATOR/AGENCY: Chapman Cubine Allen + Hussey

ORGANIZATION/MAILER NAME: International African American Museum

TOTAL INCOME (\$): 33,740

AVERAGE GIFT (\$): 67.20

COST TO RAISE \$1: 0.17

SOCIAL MEDIA AND WEB IMPRESSIONS : 1,609,682

EMAIL OPEN RATE (%): 27.25

EMAIL CLICK RATE (%): 3.18

WHY IS YOUR ENTRY SO SUCCESSFUL?

When it opens in Charleston, South Carolina this year, the International African American Museum will tell the story of millions of Africans, captured, and forced across the Atlantic in the grueling and inhumane Middle Passage, who arrived at Gadsden's Wharf in Charleston and other ports in the Atlantic World. We took on the critical task to establish and grow the International African American Museum's membership base as they prepared to open their doors.



View Additional Campaign Entry Details

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DIGITAL **#CSGT21**

PACKAGE CREATOR/AGENCY: Nexus Direct

ORGANIZATION/MAILER NAME: Carpenter Shelter

TOTAL INCOME (\$): **60,459**

AVERAGE GIFT (\$): **310.05**

COST TO RAISE \$1: 0.11

SOCIAL MEDIA AND WEB IMPRESSIONS : 19,616

EMAIL OPEN RATE (%): 16

EMAIL CLICK RATE (%): 1.00

WHY IS YOUR ENTRY SO SUCCESSFUL?

During the pandemic, CS wanted to start a Digital Fundraising and grow the Direct Marketing program to help offset revenue lost from the cancelation of in-person events and continue their critical work in supporting the underserved population of Alexandria, VA, by providing meals, shelter, education, employment resources, family services, and quality medical care.



View Additional Campaign Entry Details

DIGITAL WNC CYE

PACKAGE CREATOR/AGENCY: **Pursuant**

ORGANIZATION/MAILER NAME: Washington National Cathedral

TOTAL INCOME (\$): **131,900**

AVERAGE GIFT (\$): **145.00**

COST TO RAISE \$1: 0.25

SOCIAL MEDIA AND WEB IMPRESSIONS : 351,530

EMAIL OPEN RATE (%): -

EMAIL CLICK RATE (%): 1.03

WHY IS YOUR ENTRY SO SUCCESSFUL?

In an increasingly competitive digital landscape, Washington National Cathedral set out to meet or exceed the prior year's results following two record-breaking years. The thematic approach from the previous year was carried forward to engage an audience that had grown by 34% from two years prior.





View Additional Campaign Entry Details

DMF» A DIRECT MARKETING FUNDRAISERS ASSOCIATION

6 m

DIGITAL **Kitten Bowl**

PACKAGE CREATOR/AGENCY: North Shore Animal League America

ORGANIZATION/MAILER NAME: North Shore Animal League America

TOTAL INCOME (\$): 53,279

AVERAGE GIFT (\$): 31.23

COST TO RAISE \$1: 0.00

SOCIAL MEDIA AND WEB IMPRESSIONS : 17,478

EMAIL OPEN RATE (%): 19.63

EMAIL CLICK RATE (%): 0.83

North Shore Animal League America 📀

009 18

Like

VIII is on! Act fast and

NEARLY GAME TIME

Commen

A Share

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Kitten Bowl has often been one of the top campaigns for North Shore Animal League America--a tentpole for fundraising efforts outside of November and December. The Kitten Bowl even raises more money than many emergency rescue campaigns, which is even more impressive when considering its timing in January and February--just after the busy year-end pushes. In 2021 the campaign enjoyed a three-year high with \$53,279 raised from 1,706 gifts.



View Additional Campaign Entry Details

008 1.2



TEAM | NORTH SHORE BENGALS

A Share

C Comment

North Shore Animal League America @ 2 February at 11:00 · Q

NAME | PEPPER

008 14

This is Pepper. She will be taking the field this Sunday, Febri with her fellow cal-letes for #KittenBowl VIII Pepper and her counting on you to join our pool and save thousands more an Don't wait, join today http://bitly/KittenBowl2021FB2

DIGITAL #HumanRightsDay Email Series

PACKAGE CREATOR/AGENCY: Faircom NY

ORGANIZATION/MAILER NAME: Human Rights Watch

TOTAL INCOME (\$): **33,709**

AVERAGE GIFT (\$): 43.47

COST TO RAISE \$1: 0.14

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): 26.8

EMAIL CLICK RATE (%): 0.70

WHY IS YOUR ENTRY SO SUCCESSFUL?

Taking advantage of the unique opportunity of #HumanRightsDay, we worked with Human Rights Watch to develop a short series of five emails that would share emotional and powerful stories with HRW supporters, reminding them of the power of their gift.

This campaign fell between Giving Tuesday and Year-End, and helped capture additional renewal gifts from donors during this important season. Email metrics were wella bove all industry averages, and donors engaged not just through email, but through call to actions that inspired them to post and share on social media. Revenue tripled over 2020 totals and set the stage for an extremely successful year-end.



Human Rights Day 5X Match

Dear Supporter,

Today is Human Rights Day, which marks the 73rd anniversary of the UN's adoption of the Universal Declaration of Human Rights. The best way to mark the occasion is to commit to doing MORE to investigate abuses, expose atrocities, secure justice for survivors, and hold perpetrators accountable.

Please reaffirm your commitment, Friend, by our MIDNIGHT DEADLINE. Make your Human Rights Day gift, when every \$100 you donate becomes \$500.



Your generosity will power Human Rights Watch's best work in countries like:

- Brazil, where our investigation of rampant police abuse, particularly against Black people, has compelled Rio De Janeiro's attorney general to open an investigation into a police raid that left 28 people dead.
- Afghanistan, where our most recent report, released last week, exposed how the Taliban killed or disappeared more than 100 former members of the Afghan security forces.
- In the United States, our researchers uncovered 160 cases of cruel abuse against immigrants by US border officialsand we are now pushing the Department of Homeland Security to enact urgently needed Border Patrol reforms.

By pressuring governments in Brazil, Afghanistan, the US, and around the world, we — you and I, Human Rights Watch, survivors, and our partners — are scoring victories that translate into a safer and more just and equitable world. Your steadfast, support makes this work possible, so please make your gift today.

Sincerely, Ken Roth Executive Director

Human Rights Watch

"All gifts made by December 10, 2021, will be matched 5X up to a total of \$2 million by Human Rights Watch. Individual gift match capped at \$10,000.



View Additional Campaign Entry Details



DIGITAL Central Park Conservancy Year-End Campaign

PACKAGE CREATOR/AGENCY: The Harrington Agency

ORGANIZATION/MAILER NAME: Central Park Conservancy

TOTAL INCOME (\$): **586,678**

AVERAGE GIFT (\$): 200.43

COST TO RAISE \$1: 0.09

SOCIAL MEDIA AND WEB IMPRESSIONS : 863,642

EMAIL OPEN RATE (%): 32.9

EMAIL CLICK RATE (%): 1.22

WHY IS YOUR ENTRY SO SUCCESSFUL?

Strategy:

The year-end fundraising campaign was techniquedriven with aggressive match language, asks and design elements that promoted end-of-year giving. This campaign included email, web assets, paid social and paid search. And, what did was done differently – see below:

Tactics

Utilization of marketing automation and conditional content based on user behavior to allow for strategic targeting within the email series







MATCH INCREASED TO 3500% The def handle the inference in the out of the def out

View Additional Campaign Entry Details



DIGITAL Toys for Tots Native American "Did You Know?" Series

PACKAGE CREATOR/AGENCY: CDR Fundraising Group

ORGANIZATION/MAILER NAME: Toys for Tots

TOTAL INCOME (\$): **116,230**

AVERAGE GIFT (\$): 10,681.00

COST TO RAISE \$1: 0.00

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): 18.7

EMAIL CLICK RATE (%): 2.86

WHY IS YOUR ENTRY SO SUCCESSFUL?

Toys for Tots provides new toys, books, and games to children at Christmastime and all year-round.

With the pandemic plunging hundreds of thousands of more families into poverty, we conducted our first mid-year toy distribution in the summer of 2020 to provide toys to children impacted by the pandemic.









Your support will help make sure "Santa" is able to visit Native American Reservations this Christmass to rounde decemptor

You can make sure "Santa" visits Native American boys and girls in need this Christmas!

With the help of kindhearted people like you, every year Toys for Tots delivers the joy and hope of Christmas to Native American children growing up on Reservations across the country. A new toy, game, or book from you can be a bright spot for children who are enduring unimaginable poverty.

Select Your Donation Amount



View Additional Campaign Entry Details



DIGITAL Wildlife Conservation Society Giving Season Integrated Campaign

PACKAGE CREATOR/AGENCY: Stagecoach Digital

ORGANIZATION/MAILER NAME: Wildlife Conservation Society

TOTAL INCOME (\$): 1,120,817

AVERAGE GIFT (\$): 101.54

COST TO RAISE \$1: 0.15

SOCIAL MEDIA AND WEB IMPRESSIONS : 59

EMAIL OPEN RATE (%): 30.96

EMAIL CLICK RATE (%): 0.20

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Wildlife Conservation Society's 2021 Giving Season generated the most revenue of any previous campaign and raised 15% more than the high-water mark of 2020. The multi-channel campaign's theme and branding, Keep The World Wild, foregrounded pressing threats to wildlife and wild landscapes while highlighting WCS's global conservation efforts and their substantial impact, all while featuring charismatic wildlife. The campaign's strong revenue performance was driven by paid search, which over-performed by 23%, and a large increase in average gift to over \$100.



View Additional Campaign Entry Details

DIGITAL Innovation Saves Lives

PACKAGE CREATOR/AGENCY: **RKD Group**

ORGANIZATION/MAILER NAME: Mothers Against Drunk Driving

TOTAL INCOME (\$): 3,273

AVERAGE GIFT (\$): **52.42**

COST TO RAISE \$1: 0.00

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): N/A

EMAIL CLICK RATE (%): N/A

WHY IS YOUR ENTRY SO SUCCESSFUL?

Our goal for this campaign was to position MADD as a forward-thinking and acting organization that utilizes all available resources to fight drunk driving, including technology, thus driving click-throughrates and open rates to support their cause. We chose to use animation with the intent of capturing the audience's attention to increase CTRs. Our messaging also played into this use of animation by conveying that MADD strongly supports the development of autonomous vehicle technology and will challenge the auto industry to move quickly to start saving lives. The initial email achieved one of the top five highest open rates of FY21 email deployments, with an open rate of .79% and a 10.33% CTOR! The second email was ranked in the top ten, with an open rate of .68% and a 13.19% CTOR.



View Additional Campaign Entry Details



MULTI-CHANNEL

MULTICHANNEL Gifts for Life

PACKAGE CREATOR/AGENCY: Sanky Communications

ORGANIZATION/MAILER NAME: Episcopal Relief & Development

DM MAIL DATE: 10/1/2021

TOTAL INCOME (\$): 848,221

AVERAGE GIFT (\$): **136.24**

COST TO RAISE \$1: 0.08

DIRECT MAIL RESPONSE RATE (%): 2.1

QUANTITY MAILED: 62,417

SOCIAL MEDIA AND WEB IMPRESSIONS : 213,725

EMAIL OPEN RATE (%): **30.45**

EMAIL CLICK RATE (%): 0.81

WHY IS YOUR ENTRY SO SUCCESSFUL?

Episcopal Relief & Development's Gifts for Life campaign gives donors a tangible way to transform lives and communities worldwide. We were proud to partner with them last year to develop a catalog mailing, a robust microsite, and several emails and social promotions rooted in themes of hope and resilience.



View Additional Campaign Entry Details



MULTICHANNEL Campaign 21 Launch

PACKAGE CREATOR/AGENCY: Mal Warwick Donordigital

ORGANIZATION/MAILER NAME: **KQED**

DM MAIL DATE: 1/11/2021

TOTAL INCOME (\$): 975,553

AVERAGE GIFT (\$): 2,819.52

COST TO RAISE \$1: 0.08

DIRECT MAIL RESPONSE RATE (%): 2.7

QUANTITY MAILED: 12,037

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): 33.86

EMAIL CLICK RATE (%): 0.92

WHY IS YOUR ENTRY SO SUCCESSFUL?

As part of a broader campaign to build their new headquarters, KQED wanted to reach out to their midlevel donors and inspire them to give a gift over and above their usual membership support. Their goal was to build a stronger base of philanthropic support (and major gift potential) from donors used to giving regular membership gifts.

KQED campaign 21	KQED CAMPAIGN 21 Support the Future of Public Media in the Bay Area GIFT FORM	Dear Danielle, I'm writing to fellow up on the mailing that you received a few weeks ago about KQED's Campaign 21. This is a secie in a generation moment. At a time when so many forces are driving us	KQED campaign 21
 Way are traily one of our most committed donors, and I'm so grateful for your generosity. You have been a great partner and I want to include you in the next chapter of our story. Campaign 21. Thope you received my recent letter explaining this \$135 million campaign to transform KQED for the 21st century. If you have already responded, please accept my sincere gratitude and kindly dissegued this reminder. If you haven it, please take a moment to respond today. You can become a part of Campaign 21 with a special gift in addition to your generous annual IKOED/ Chairman's Circle/Producer's Circle/ Director's Circle/Signal Society. Thank you for your trust and belief in KQED and for considering this special regular Society. Michael J. Isip Bresident's Circle/Producer's for Society. Michael J. Isip Bresident's Circle/Producer's for society of the Societ Accept and the special regular special regularegial special regular special regular	<form><text></text></form>	<text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text>	<text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text>
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		You may also make your gift online at [URL]. to shored a make g at 3th yer gift online about the start field of the start	KDED 2001 Maripose Breet Ban Francisco, CA 94113-1420 INVOL Unadesche Privace Policy

View Additional Campaign Entry Details

DIRECT MARKETING

 DMF^{*} **Y** FUNDRAISERS ASSOCIATION

MULTICHANNEL Carpenter's Shelter June Appeal 21

PACKAGE CREATOR/AGENCY: Nexus Direct

ORGANIZATION/MAILER NAME: Carpenter Shelter

DM MAIL DATE: 6/8/2021

TOTAL INCOME (\$): 68,226

AVERAGE GIFT (\$): 239.38

COST TO RAISE \$1: 0.36

DIRECT MAIL RESPONSE RATE (%): 4.81

QUANTITY MAILED: 5,600

SOCIAL MEDIA AND WEB IMPRESSIONS : 11,493

EMAIL OPEN RATE (%): 35

EMAIL CLICK RATE (%): 1.20

WHY IS YOUR ENTRY SO SUCCESSFUL?

During the pandemic, Carpenter's Shelter (CS) wanted to start Digital Fundraising and grow the Direct Marketing program to help offset revenue lost from the cancelation of in-person events. Their goal was to continue their critical work in supporting the underserved population of Alexandria, VA, by providing meals, shelter, education, employment resources, family services, and quality medical care.



View Additional Campaign Entry Details



MULTICHANNEL For The One

PACKAGE CREATOR/AGENCY: The Sharing Center

ORGANIZATION/MAILER NAME: The Sharing Center

DM MAIL DATE: 10/13/2021

TOTAL INCOME (\$): 697,453.39

AVERAGE GIFT (\$): 577.28

COST TO RAISE \$1: 0.07

DIRECT MAIL RESPONSE RATE (%): 7

QUANTITY MAILED: 3,717

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): N/A

They deserve to live abundantly!

EMAIL CLICK RATE (%): N/A

WHY IS YOUR ENTRY SO SUCCESSFUL?

The Sharing Center's end of the year campaign was extremely successful because of the multichannel strategy leveraged. The campaign included online and offline tactics, ranging from direct mail, digital ads, plus virtual and in-person events. Our #ForTheOne campaign had a goal of raising a total of \$400,000 between October 1 - December 31, 2021; securing \$100,000+ in matching gift funds. We created a sense of urgency by painting a picture of unexpected challenges. The copy was uplifting and hopeful through inspirational storytelling. Once we secured the matching gift donation of \$100,000 from two local companies, we sent out a strategized series of six emails.

Make a gift brown of the start of the start



Act now, for the ONE!



View Additional Campaign Entry Details

\$40



Ways to Give

MULTICHANNEL Houston SPCA 2021 CYE Campaign

PACKAGE CREATOR/AGENCY: **Pursuant**

ORGANIZATION/MAILER NAME: Houston SPCA

DM MAIL DATE: 11/8/2021

TOTAL INCOME (\$): **487,470**

AVERAGE GIFT (\$): **118.32**

COST TO RAISE \$1: 0.18

DIRECT MAIL RESPONSE RATE (%): 4.98

QUANTITY MAILED: 66,222

SOCIAL MEDIA AND WEB IMPRESSIONS : 166,628

EMAIL OPEN RATE (%): N/A

EMAIL CLICK RATE (%): 0.27

WHY IS YOUR ENTRY SO SUCCESSFUL?

November kicked off a catalytic calendar year-end campaign leveraging multiple channels, including direct mail, email, social and voice broadcasting. Direct mail, email, and social presented a matching opportunity with gifts made before the end of the year. The voice broadcast featured a gratitudeinfused message thanking constituents for their support and wishing them a happy holiday season.



View Additional Campaign Entry Details



MULTICHANNEL December Multichannel Prayer Card

PACKAGE CREATOR/AGENCY: Faircom NY

ORGANIZATION/MAILER NAME: Inner-City Scholarship Fund

DM MAIL DATE: 12/7/2021

TOTAL INCOME (\$): **125,015**

AVERAGE GIFT (\$): 335.16

COST TO RAISE \$1: 0.11

DIRECT MAIL RESPONSE RATE (%): 4.59

QUANTITY MAILED: 5,840

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): 19

EMAIL CLICK RATE (%): N/A

WHY IS YOUR ENTRY SO SUCCESSFUL?

Our strategy for this year-end initiative was to solicit on the premise of refreshing and optimizing a package that has been tried-and-true for Inner-City. Inner-City's donors are accustomed to receiving a prayer card, which is semi-premium, yet mission-related. The card itself is 15 pt with a varnish, for a high-quality feel.



View Additional Campaign Entry Details

MULTICHANNEL Drive to Thrive 2021

PACKAGE CREATOR/AGENCY: MarkeTeam, Inc.

ORGANIZATION/MAILER NAME: Pancreatic Cancer Action Network

DM MAIL DATE: 8/12/2021

TOTAL INCOME (\$): 220,024

AVERAGE GIFT (\$): 141.68

COST TO RAISE \$1: 0.07

DIRECT MAIL RESPONSE RATE (%): 4.04

QUANTITY MAILED: 19,582

SOCIAL MEDIA AND WEB IMPRESSIONS : 1,479

EMAIL OPEN RATE (%): **12.99**

EMAIL CLICK RATE (%): 0.45

WHY IS YOUR ENTRY SO SUCCESSFUL?

Pancreatic Cancer Action Network (PanCAN) mission is to take bold action to improve the lives of everyone impacted by pancreatic cancer by advancing scientific research, building community, sharing knowledge, and advocating for patients.



View Additional Campaign Entry Details



MULTICHANNEL Brooklyn Botanic Garden -Spring 2021 Multichannel Reinstatement/Acquisition

PACKAGE CREATOR/AGENCY: MKDM

ORGANIZATION/MAILER NAME: Brooklyn Botanic Garden

DM MAIL DATE: 3/15/2021

TOTAL INCOME (\$): 248,732

AVERAGE GIFT (\$): 99.57

COST TO RAISE \$1: 0.11

DIRECT MAIL RESPONSE RATE (%): 1.79

QUANTITY MAILED: 50,000

SOCIAL MEDIA AND WEB IMPRESSIONS : N/A

EMAIL OPEN RATE (%): 14

EMAIL CLICK RATE (%): 1.12

WHY IS YOUR ENTRY SO SUCCESSFUL?

After pausing their prospecting efforts at the start of the pandemic, Brooklyn Botanic Garden was eager to relaunch in 2021.

But with every investment under scrutiny, the Garden needed a plan that was budget-sensitive AND as close to a sure-win as possible.

Together, we conceived a multichannel campaign: with tactical direct mail sent to lapsed members and a tight select of external lists, plus emails sent to lapsed members and prospects, timed to arrive when the direct mail was expected in home.





View Additional Campaign Entry Details



MULTICHANNEL Lutheran World Relief 2021 Hunger Challenge

PACKAGE CREATOR/AGENCY: CDR Fundraising Group

ORGANIZATION/MAILER NAME: Lutheran World Relief

DM MAIL DATE: 2/7/2021

TOTAL INCOME (\$): 329,102.53

AVERAGE GIFT (\$): 98.83

COST TO RAISE \$1: 0.14

DIRECT MAIL RESPONSE RATE (%): 4.76

QUANTITY MAILED: 55,243

SOCIAL MEDIA AND WEB IMPRESSIONS : 873

EMAIL OPEN RATE (%): 11.01

EMAIL CLICK RATE (%): 0.63

WHY IS YOUR ENTRY SO SUCCESSFUL?

Lutheran World Relief is an international relief organization that helps some of the world's poorest communities become self-sustaining.

We had a new brand that was drastically different from what our donors were used to seeing and it was less than a year old, when we had to launch one of our strongest-performing campaigns. A great deal of revenue was at stake.



View Additional Campaign Entry Details

PACKAGE CREATOR/AGENCY: **RKD Group**

ORGANIZATION/MAILER NAME: Fred Hutchinson Cancer Research Center

DM MAIL DATE: 10/27/2021

TOTAL INCOME (\$): 1,428,890

AVERAGE GIFT (\$): 368.62

COST TO RAISE \$1: 0.14

DIRECT MAIL RESPONSE RATE (%): 5.86

QUANTITY MAILED: 10,633

SOCIAL MEDIA AND WEB IMPRESSIONS : 4,785,526

EMAIL OPEN RATE (%): N/A

EMAIL CLICK RATE (%): N/A

WHY IS YOUR ENTRY SO SUCCESSFUL?

The year-end campaign for Fred Hutchinson Cancer Research Center had one mail goal: Increase revenue substantially without jeopardizing their budget. To achieve this objective, we made a few key strategy changes from the previous year's campaign. First, we tested a double match in November to make it more cohesive with the messaging we were using in December. Second, we included more "Fearless Science" language throughout the copy. We had been using this messaging throughout the year with success and wanted to incorporate it into the year-end campaign as well.



View Additional Campaign Entry Details





Questions or Log in Issues?

Contact us at info@dmfa.org or 646-675-7314