



DMFA
Awards 
Celebration

Tuesday June 7, 2022

VOTER WORKBOOK

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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 Campaign Entry and Vote" Button to re-view further campaign detail on the judging website.

You will also vote via the awards judging website. Please note you must be signed up as a voter to click over to the site. To log into the voting web site go to:

<https://dmfaawards.secure-platform.com/a/solicitations/2/home>

When you are ready to vote:

1. Click on the "View Complete Entry and Vote" button
2. Scroll to your favorite entry and click VOTE
3. You are only allowed one vote per category

DMFA Award Categories:

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

Voting Tips

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

1. 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:
THD

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**

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 Complete Entry and Vote](#)

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.



[View Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

DIRECT MAIL ACQUISITION

Animal Lover's Calendar + Day Planner

PACKAGE CREATOR/AGENCY:
CCA

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.



[View Complete Entry and Vote](#)

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**

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.



[View Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

**DIRECT MAIL
APPEAL/
RENEWAL**

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

PACKAGE CREATOR/AGENCY:
THD

ORGANIZATION/MAILER NAME:
Habitat for Humanity International

DM MAIL DATE: **11/15/2021**

TOTAL INCOME (\$): **4,471,273**

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.



[View Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

DIRECT MAIL APPEAL/RENEWAL

LDF First Renewal

PACKAGE CREATOR/AGENCY:
CCA

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 Complete Entry and Vote](#)

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**

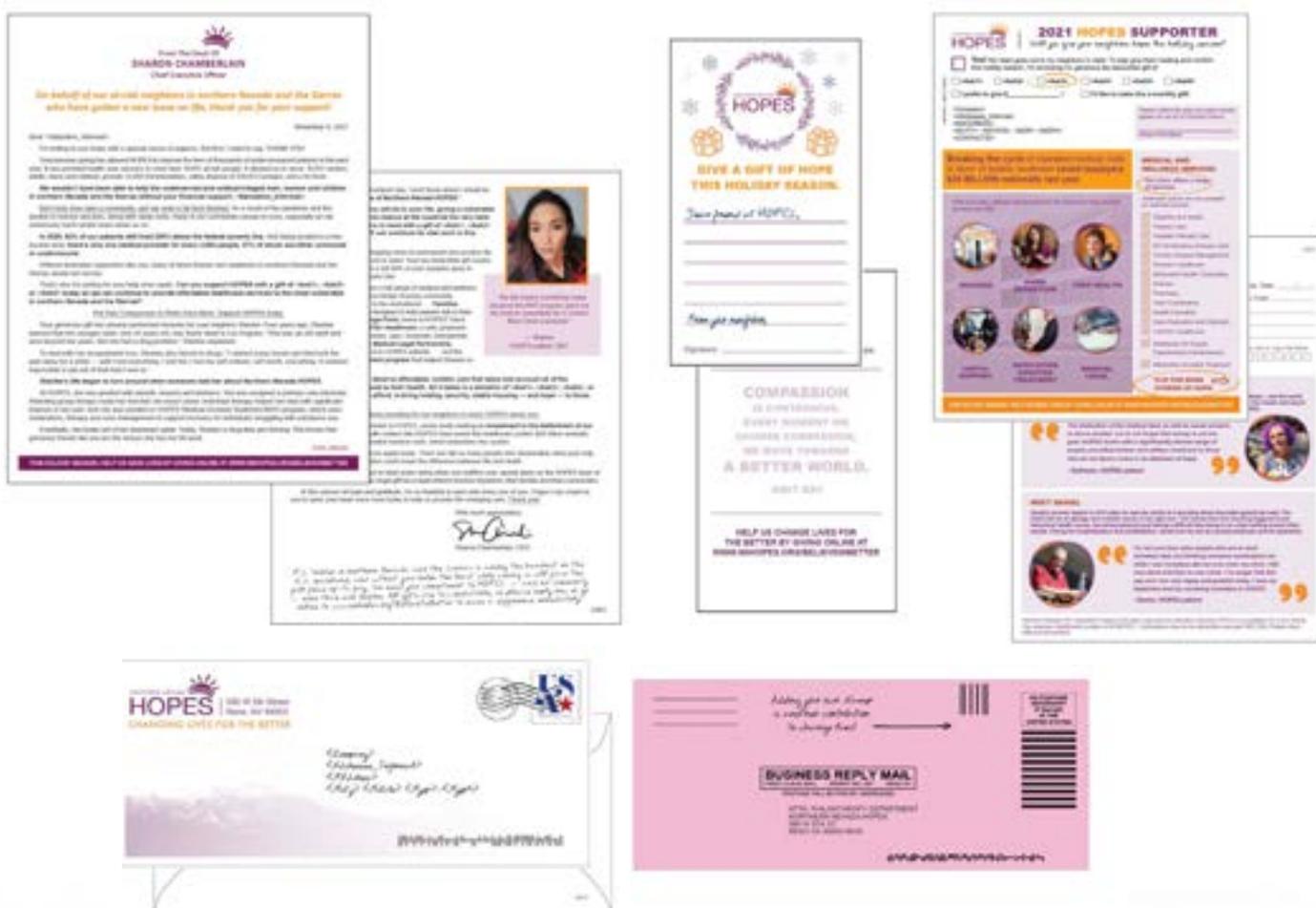
DIRECT MAIL RESPONSE RATE (%): **11.8**

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, 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.



[View Complete Entry and Vote](#)

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**

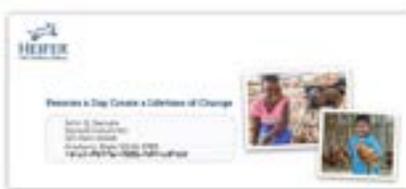
DIRECT MAIL RESPONSE RATE (%): **1.41**

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 Complete Entry and Vote](#)

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**

COST PER SOLICITATION (\$): **0.75**

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 Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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**

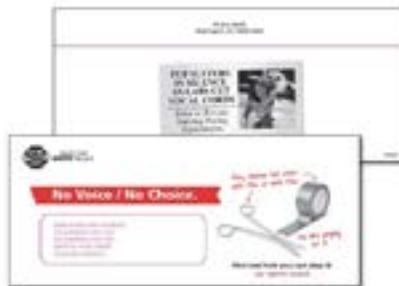
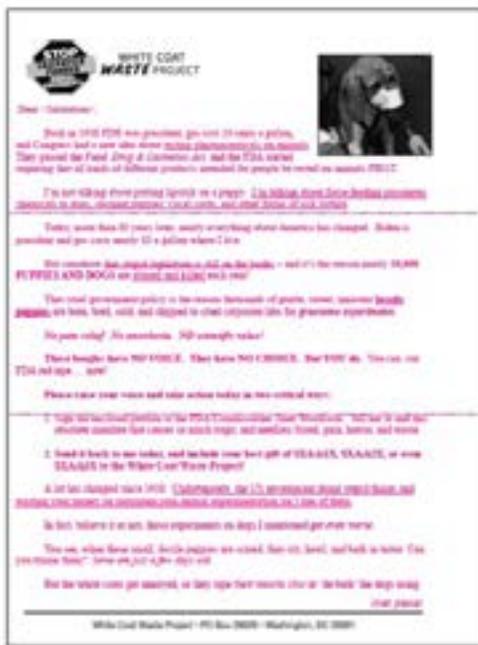
DIRECT MAIL RESPONSE RATE (%): **11.74**

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 Complete Entry and Vote](#)

**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 Complete Entry and Vote

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 Complete Entry and Vote](#)

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**

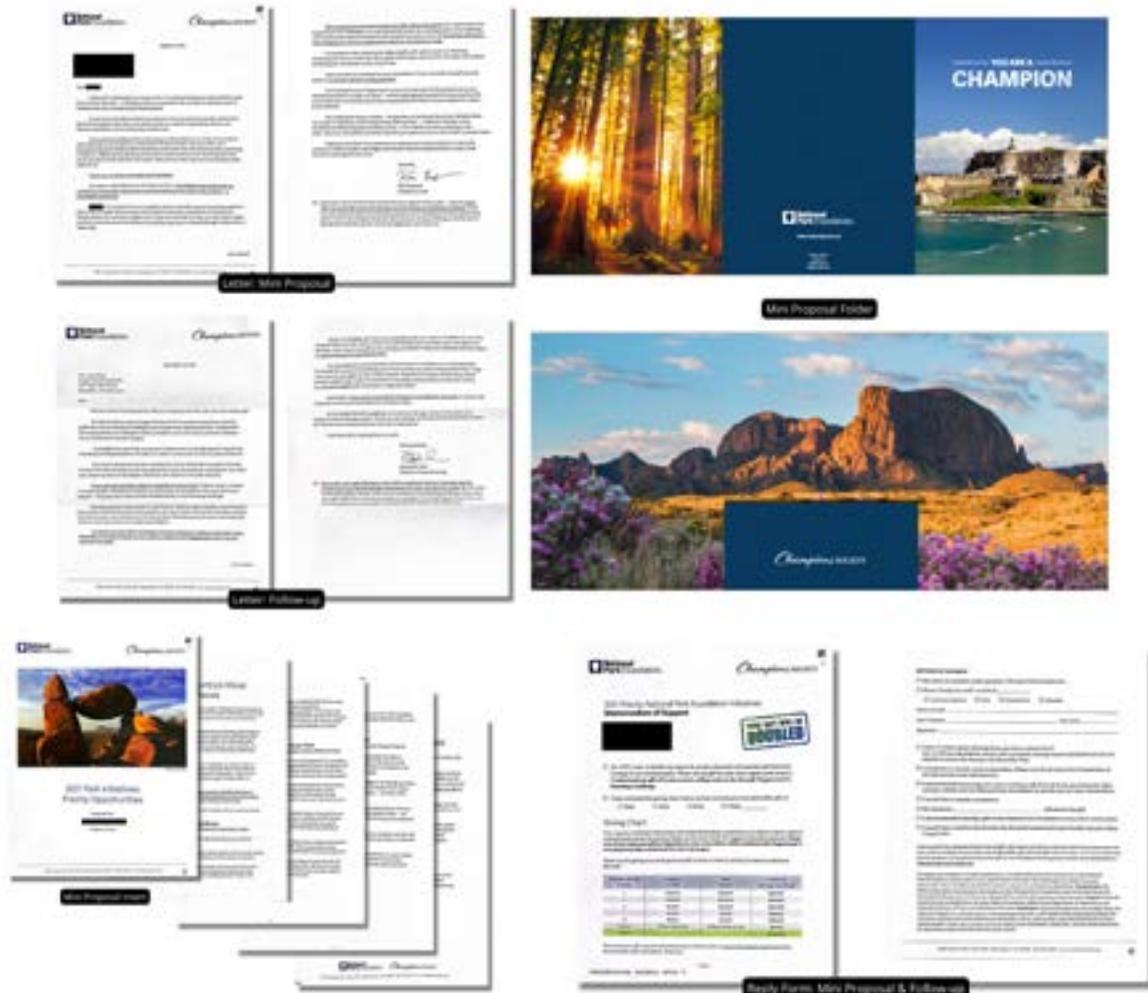
DIRECT MAIL RESPONSE RATE (%): **3.23**

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 mid-level donors.



[View Complete Entry and Vote](#)

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**

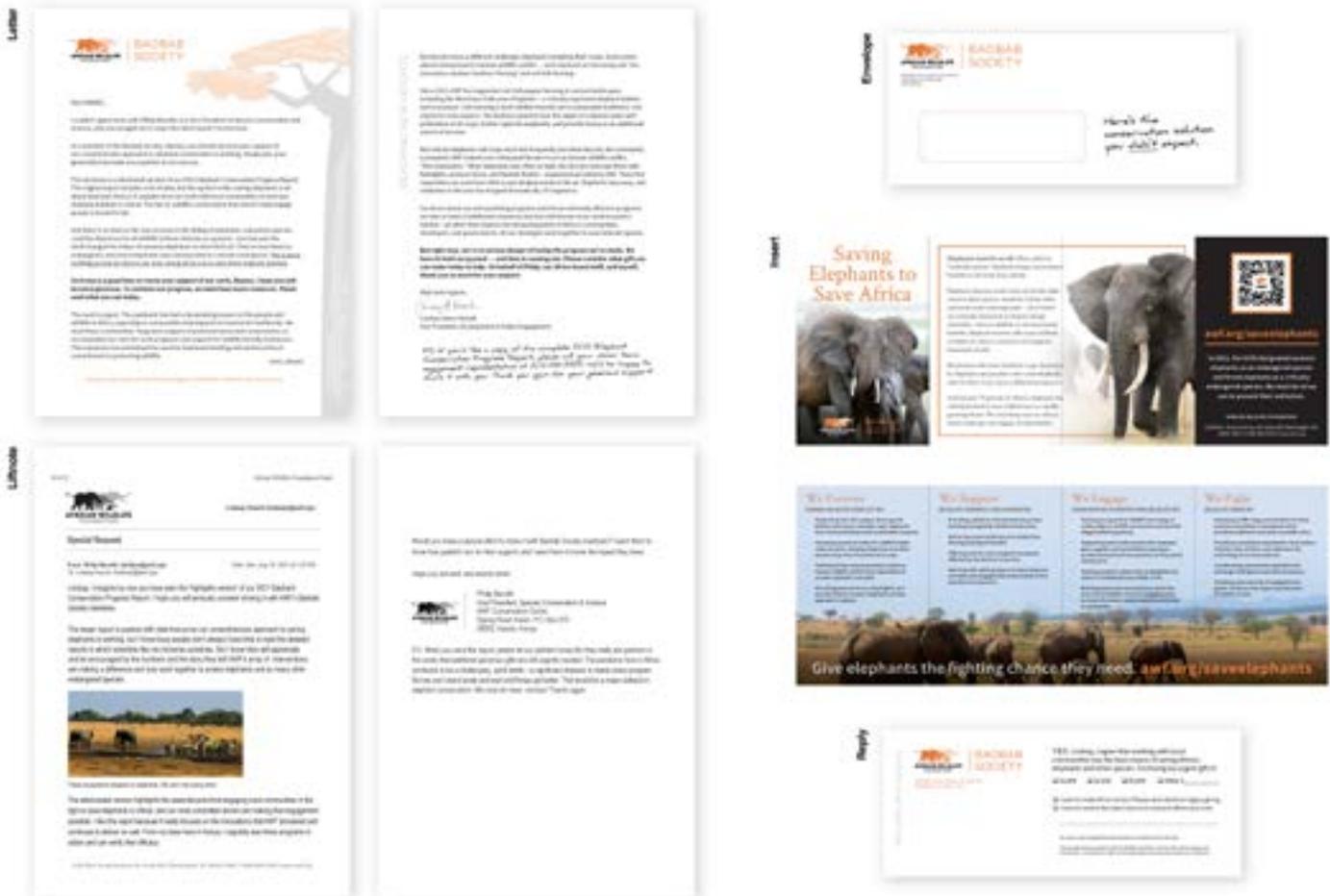
DIRECT MAIL RESPONSE RATE (%): **2.11**

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 Complete Entry and Vote](#)

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.



[View Complete Entry and Vote](#)

DIRECT MAIL MID-LEVEL RENEWAL/APPEAL

HSUS Agenda YTD Appeal

PACKAGE CREATOR/AGENCY:
CCA

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 Complete Entry and Vote](#)

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**

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 Smithsonian 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.



[View Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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**

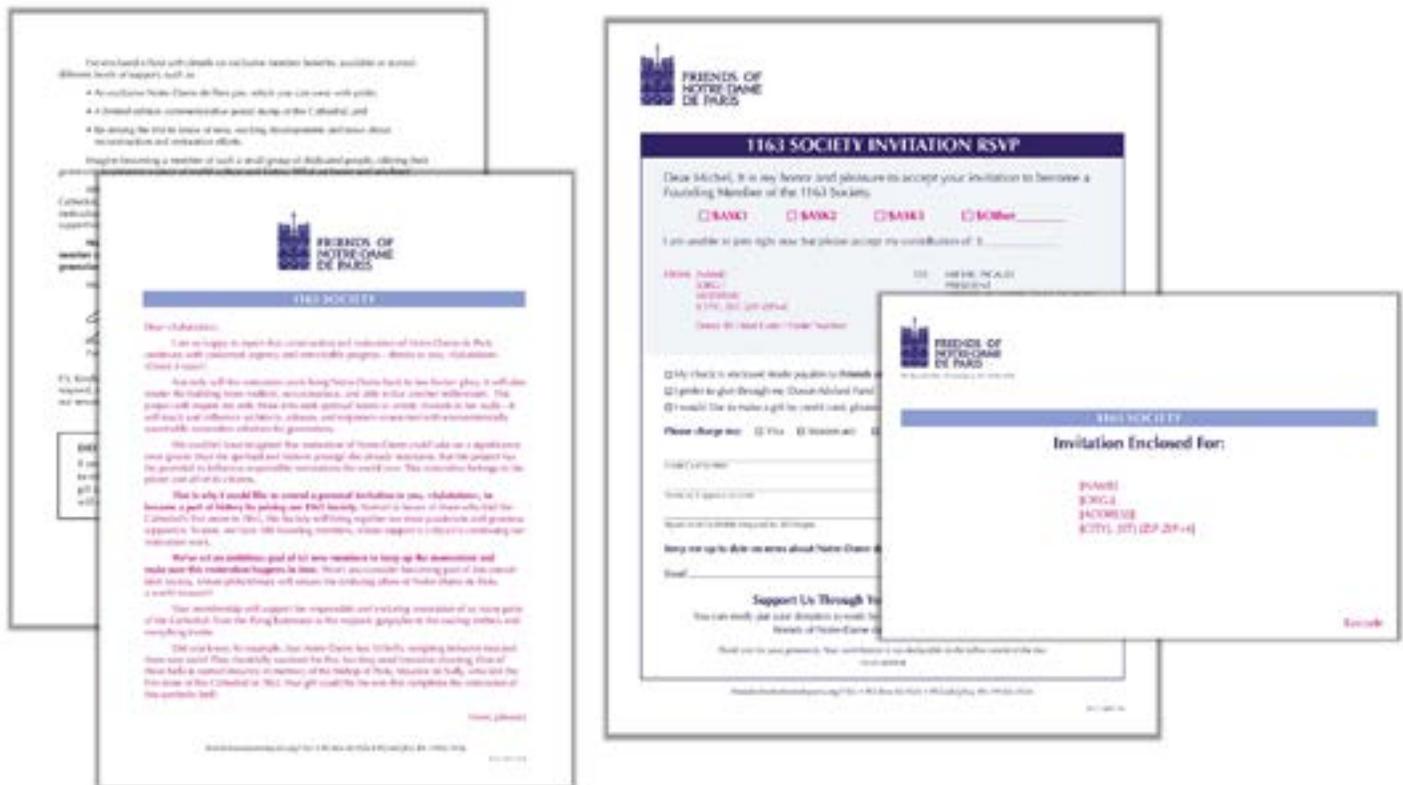
DIRECT MAIL RESPONSE RATE (%): **6.1**

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 Complete Entry and Vote](#)

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.

To make your gift by credit card, please fill out this information:
I would like to charge my gift of \$_____ (amount) to my:
 Visa Mastercard American Express Discover
Credit Card # _____
Expiration Date _____
Name of Cardholder _____
Signature _____
 I have directed a donation to be made through my donor advised fund.
Please watch for my gift from: _____
(Name of fund) _____

Please send me information on how to include The Wilderness Society in my will or estate plan.
 I have included The Wilderness Society in my will or estate plan.

Recycled Paper

141025

GUTTER — NO PRINTING



Wilderness Society, Colorado
© Nature Conservancy



Ryan Trachtenberg, Donor Relations Manager, Advocates for Wilderness
1616 M Street NW, Washington, DC 20036 | wilderness.org/advocates

Recycled Paper



[View Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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.



[View Complete Entry and Vote](#)

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.**



[View Complete Entry and Vote](#)

A large white circle is centered on a dark blue background. The bottom of the image features a bokeh effect with many small, out-of-focus light blue circles. The word "DIGITAL" is written in a bold, purple, sans-serif font inside the white circle.

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**

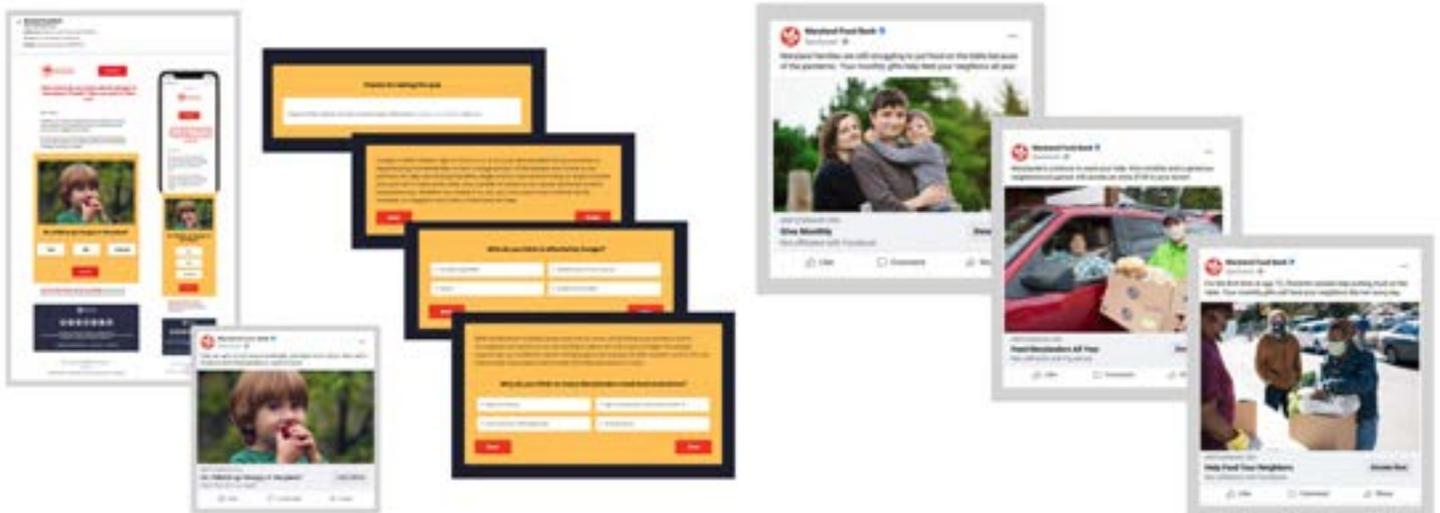
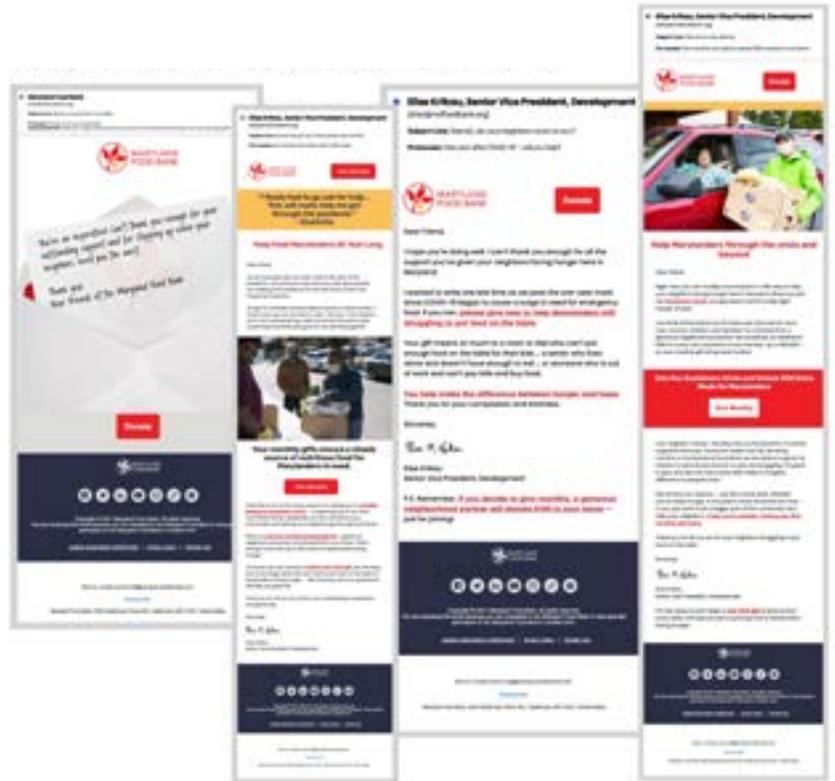
SOCIAL MEDIA & WEB IMPRESSIONS :
2,224,706

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 Complete Entry and Vote](#)

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**

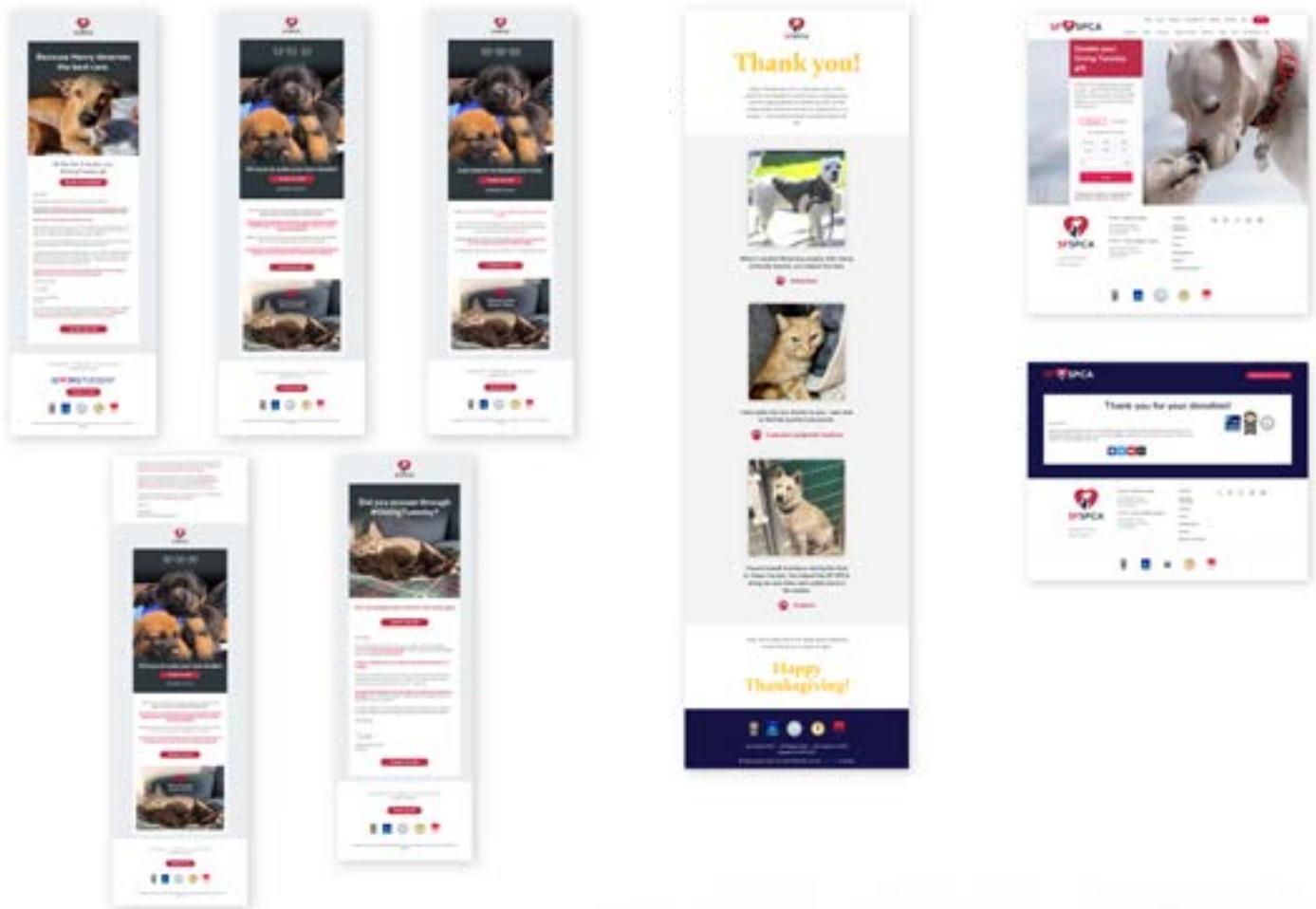
SOCIAL MEDIA AND WEB IMPRESSIONS : **0**

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 Complete Entry and Vote](#)

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 Complete Entry and Vote](#)

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 cancellation 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 Complete Entry and Vote](#)

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**

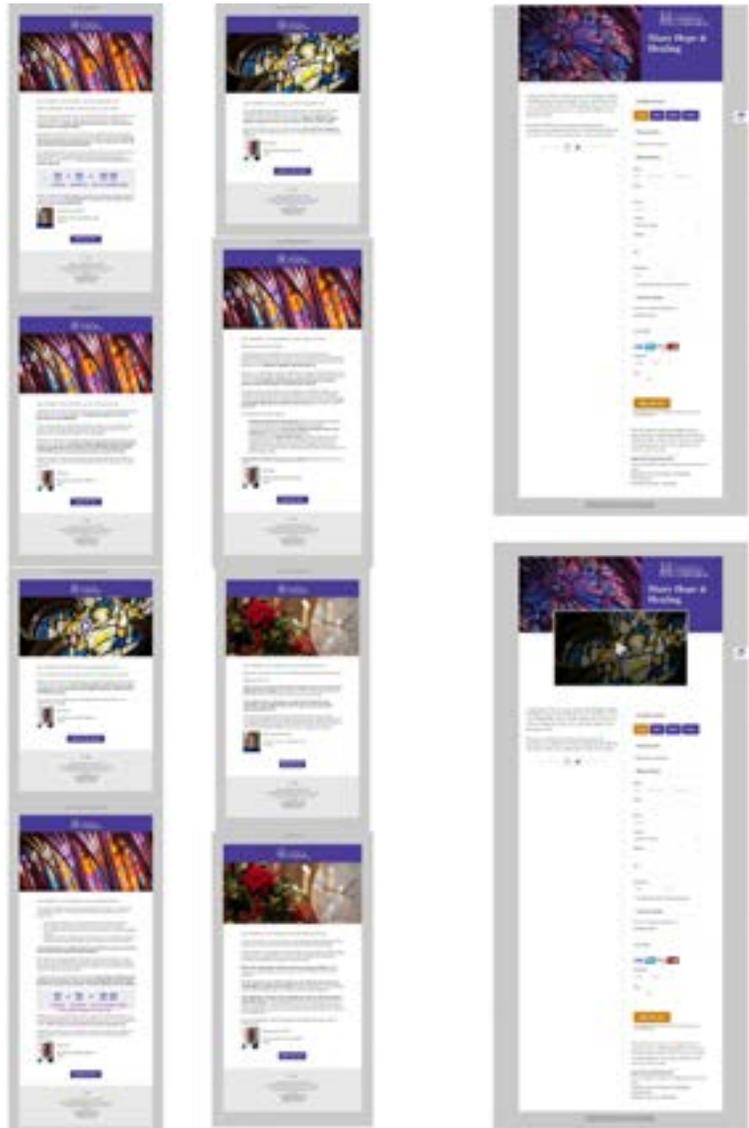
SOCIAL MEDIA AND WEB IMPRESSIONS : **351,530**

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 Complete Entry and Vote](#)

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**

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 Complete Entry and Vote](#)

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**

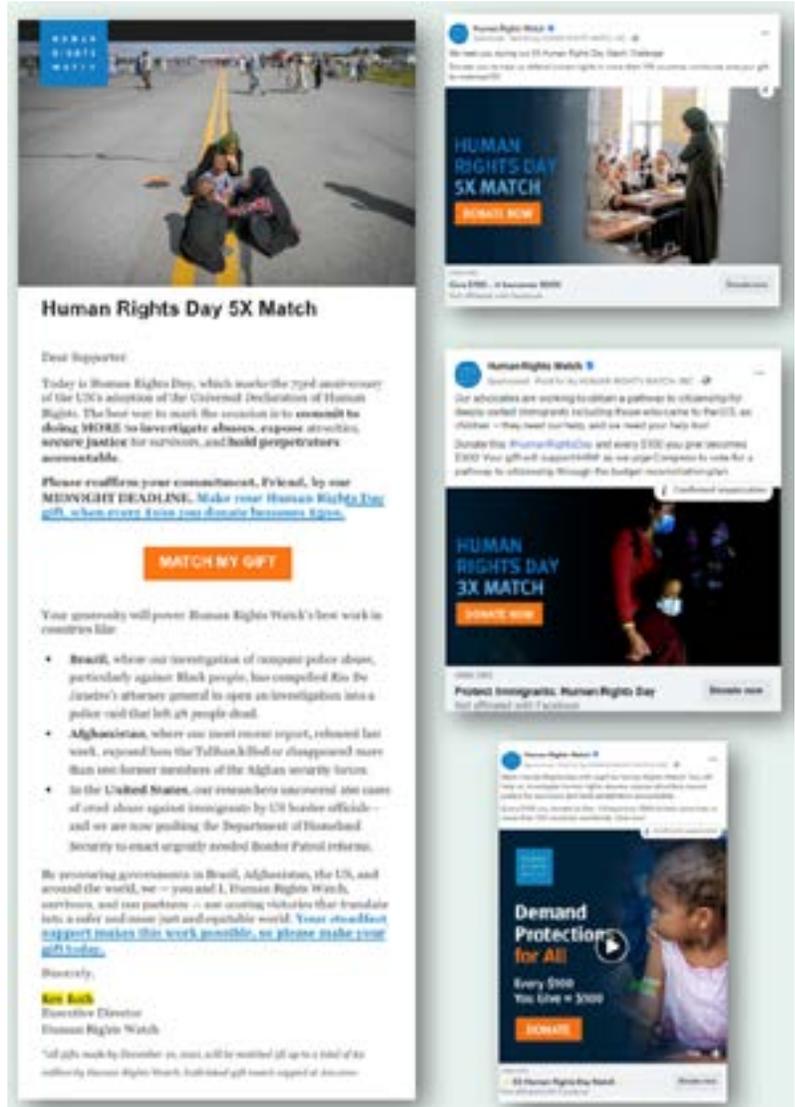
EMAIL OPEN RATE (%): **26.8**

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 well above 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.



[View Complete Entry and Vote](#)

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**

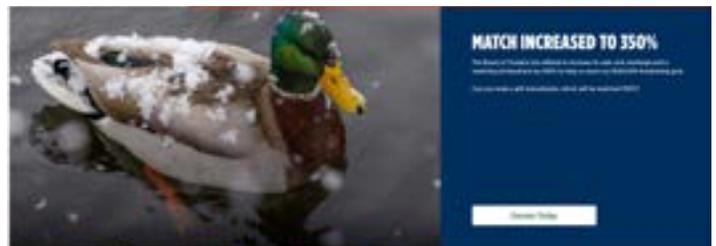
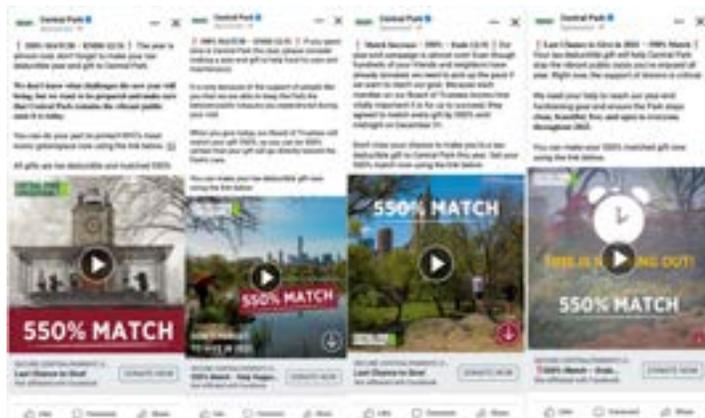
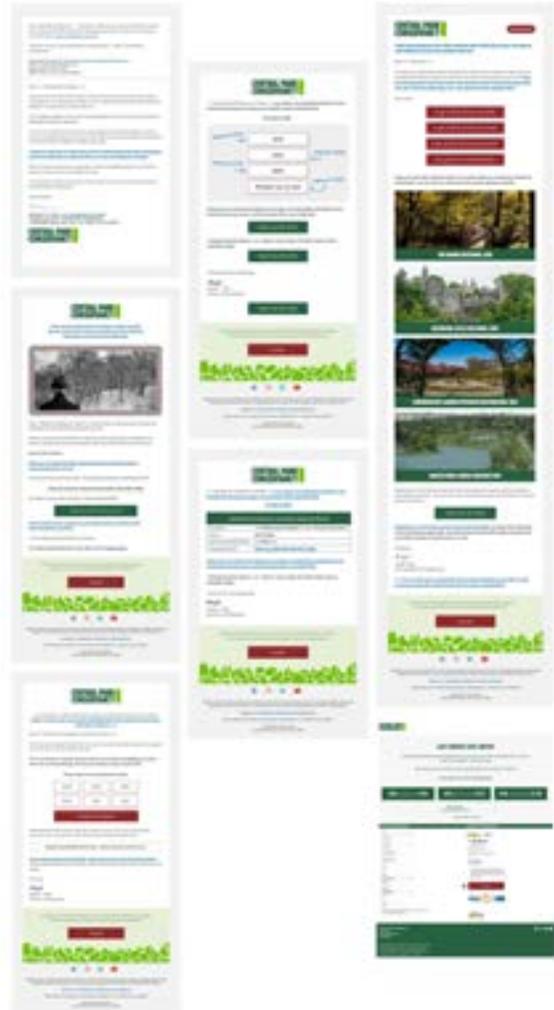
WHY IS YOUR ENTRY SO SUCCESSFUL?

Strategy:

The year-end fundraising campaign was technique-driven 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



[View Complete Entry and Vote](#)

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**

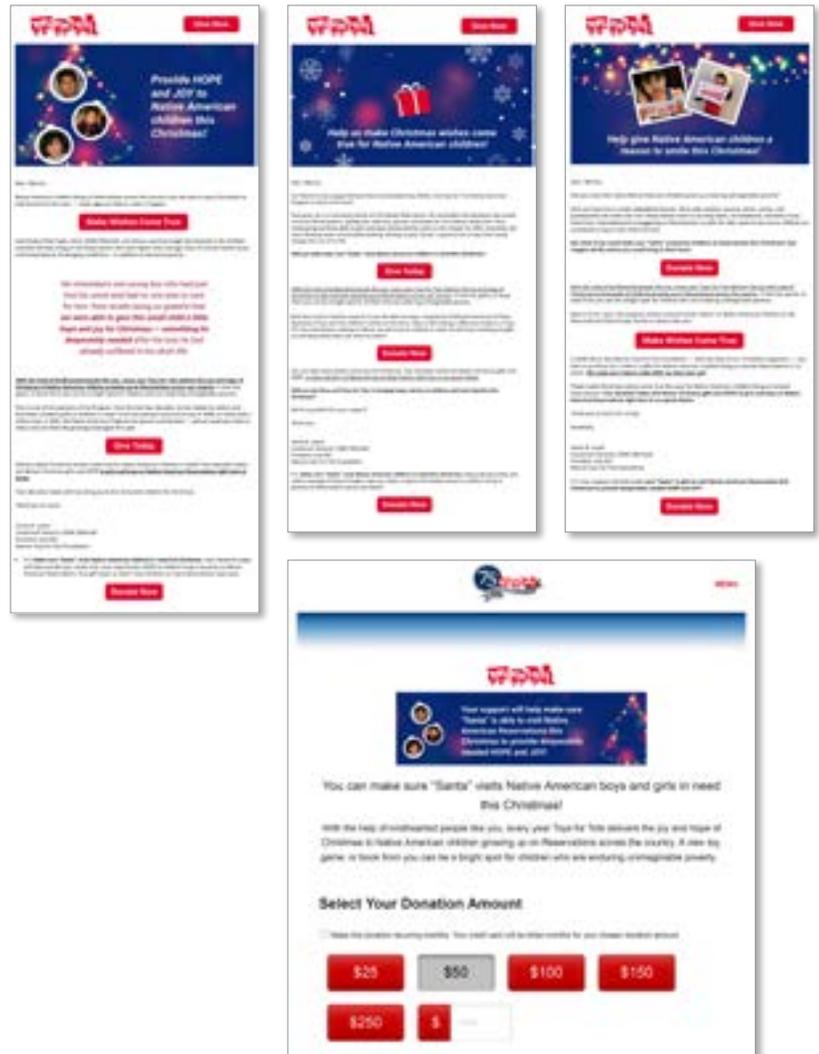
EMAIL OPEN RATE (%): **18.7**

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.



[View Complete Entry and Vote](#)

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.

Wildlife Conservation Society
GIVING SEASON INTEGRATED CAMPAIGN

KEEP THE WORLD WILD
WILDLIFE IS BEING LOST AND WE CAN SAVE IT.
DONATE TODAY TO HELP US SAVE IT.

3X Match
up to \$75,000

MONTHLY GIFTS MATCHED 3X!
GET YOUR DONATIONS 3X MATCHED!

KEEP THE WORLD WILD
DONATE TODAY TO HELP US SAVE IT.

KEEP THE WORLD WILD
DONATE TODAY TO HELP US SAVE IT.

[View Complete Entry and Vote](#)

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**

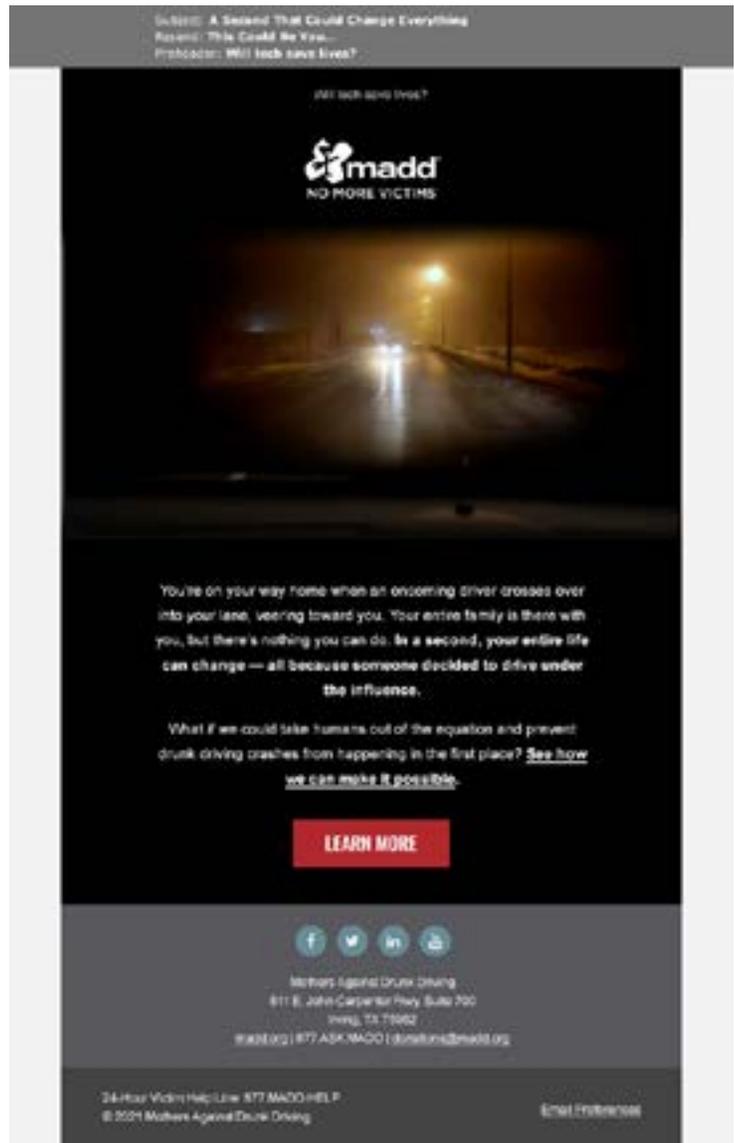
SOCIAL MEDIA AND WEB IMPRESSIONS : **N/A**

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-through-rates 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 Complete Entry and Vote](#)



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 Complete Entry and Vote](#)

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**

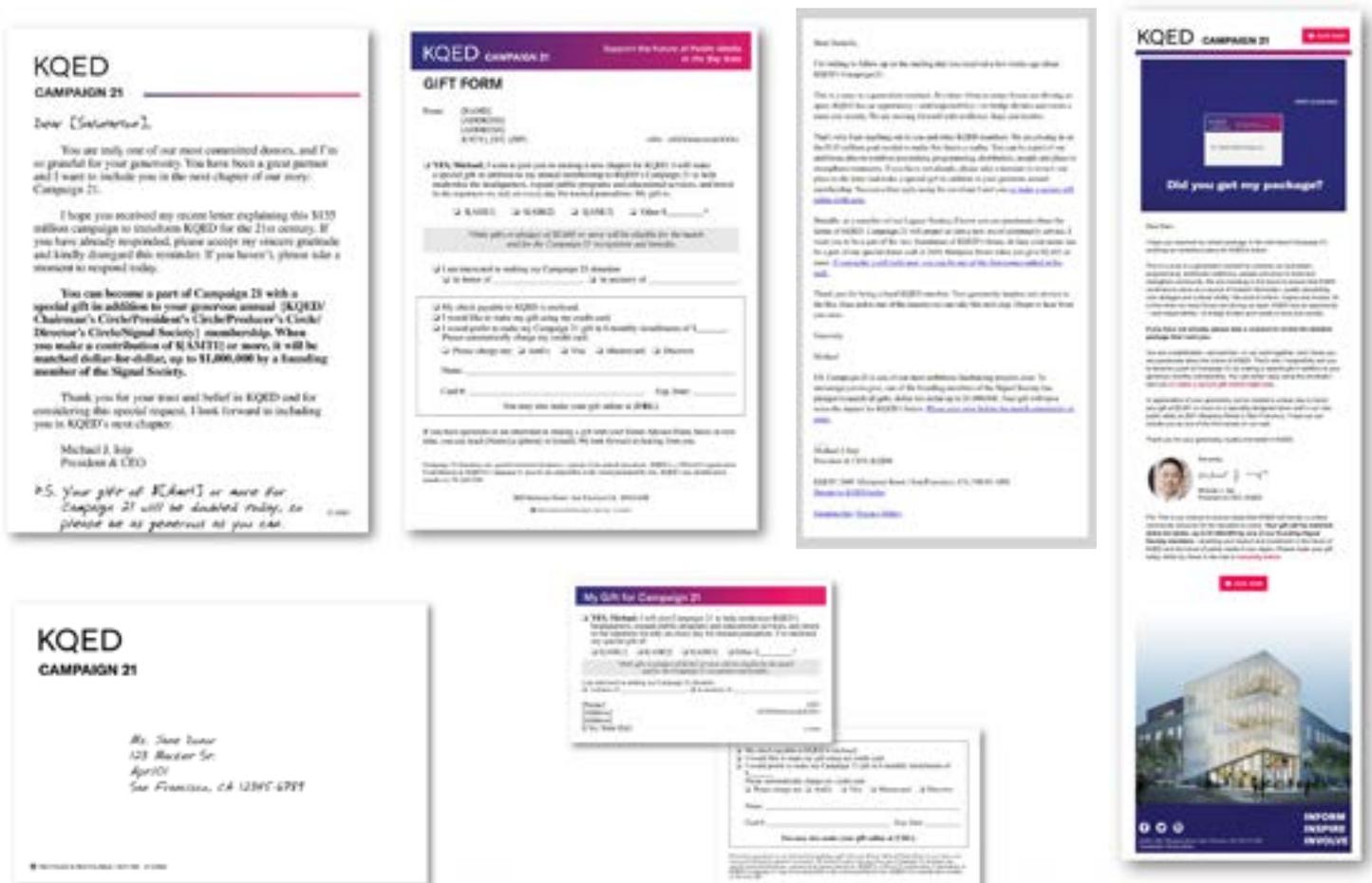
SOCIAL MEDIA AND WEB IMPRESSIONS : **N/A**

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.



View Complete Entry and Vote

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 Complete Entry and Vote](#)

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**

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 multi-channel 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.



[View Complete Entry and Vote](#)

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**

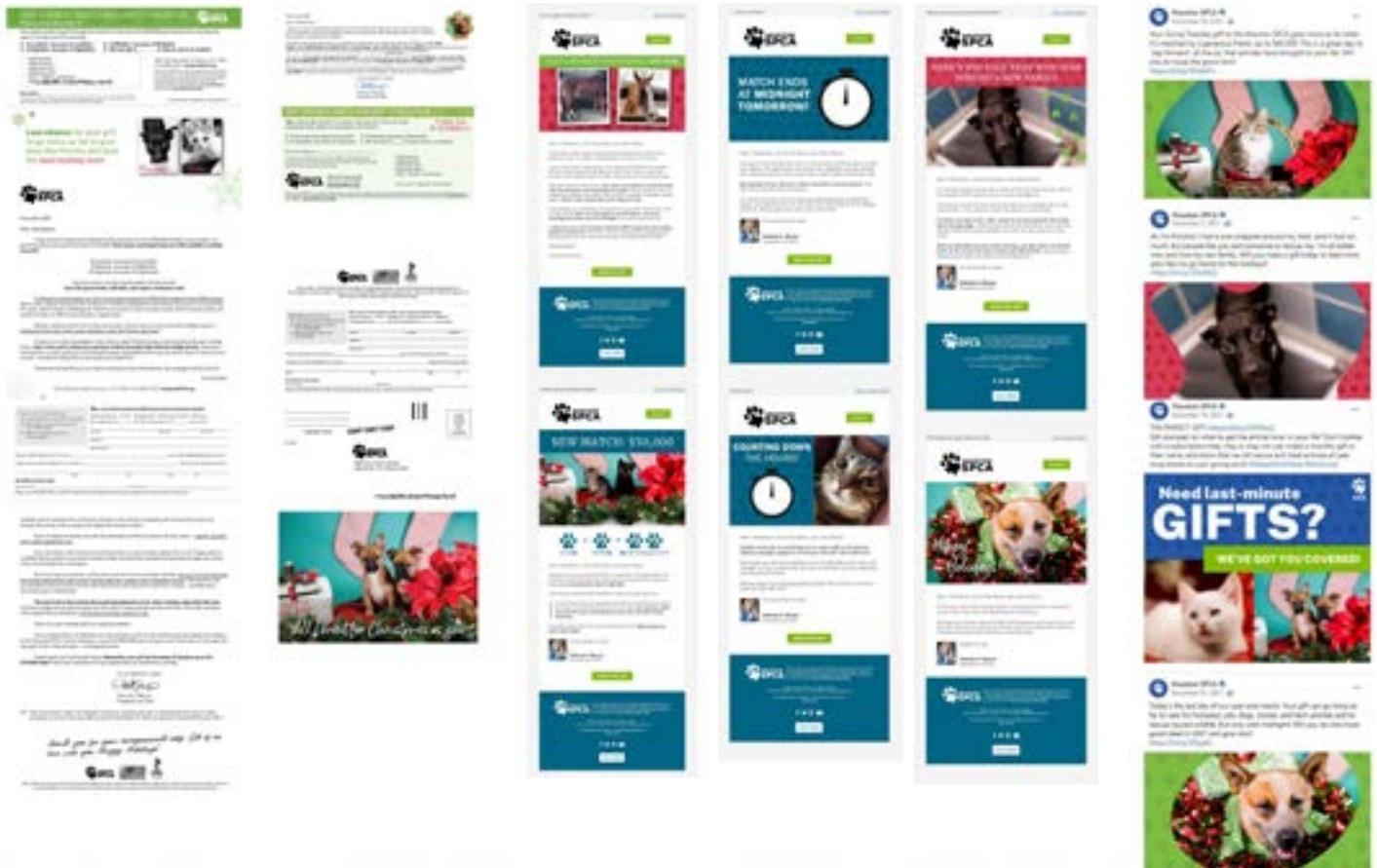
SOCIAL MEDIA AND WEB IMPRESSIONS : **166,628**

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 gratitude-infused message thanking constituents for their support and wishing them a happy holiday season.



[View Complete Entry and Vote](#)

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**

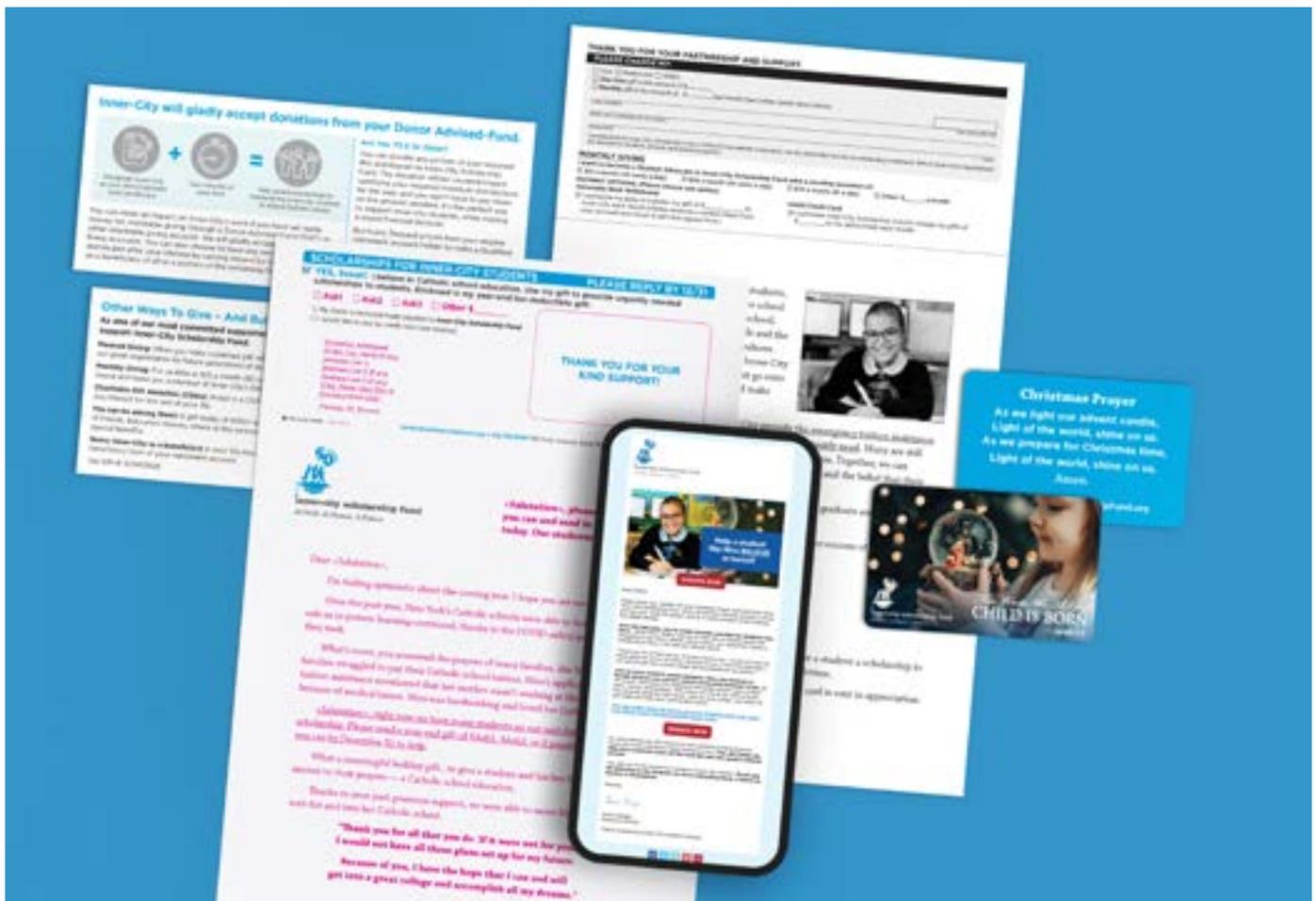
SOCIAL MEDIA AND WEB IMPRESSIONS : **N/A**

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 Complete Entry and Vote](#)

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.



2021 DRIVE TO THRIVE

YES! I understand the impact that groundbreaking research can have in the battle against cancer. To support PanCAN's 2021 Drive to Thrive, I have enclosed a tax-deductible contribution in the amount of:

\$45K1 \$45K2 \$45K3 Other \$ _____

I'd like to join the Circle of Hope monthly giving program with a 12X match offer, meaning every gift for my first year will be matched up to \$25,000. Please charge my credit card \$ _____ per month starting _____.

John Q. Sample
1234 Any Street
Suite 1234
Anytown, USA 99999-9999

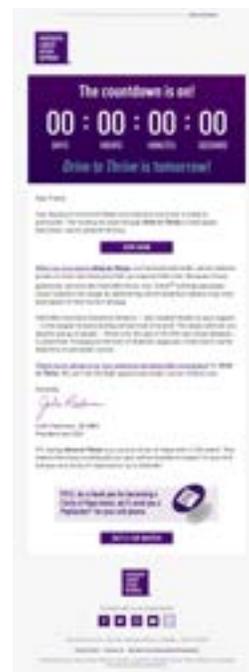
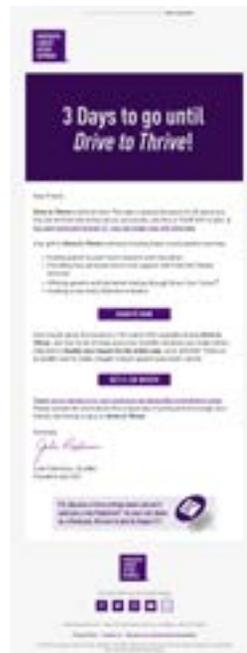
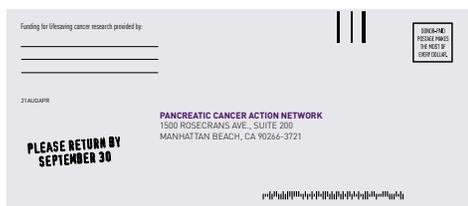
Please select one of the following payment options, check online at [pancan.org/donate](#) or call us toll-free at 877.272.4226.

Check (Please send with Pancreatic Cancer Action Network)
 Credit Card (VISA, Mastercard, Discover, American Express)

Name: _____
Date: _____ to _____ of _____
My email address is: _____
My phone number is: _____
My address is: _____
My zip code is: _____

All amounts are in US dollars.

(Source code: DM1)



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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**

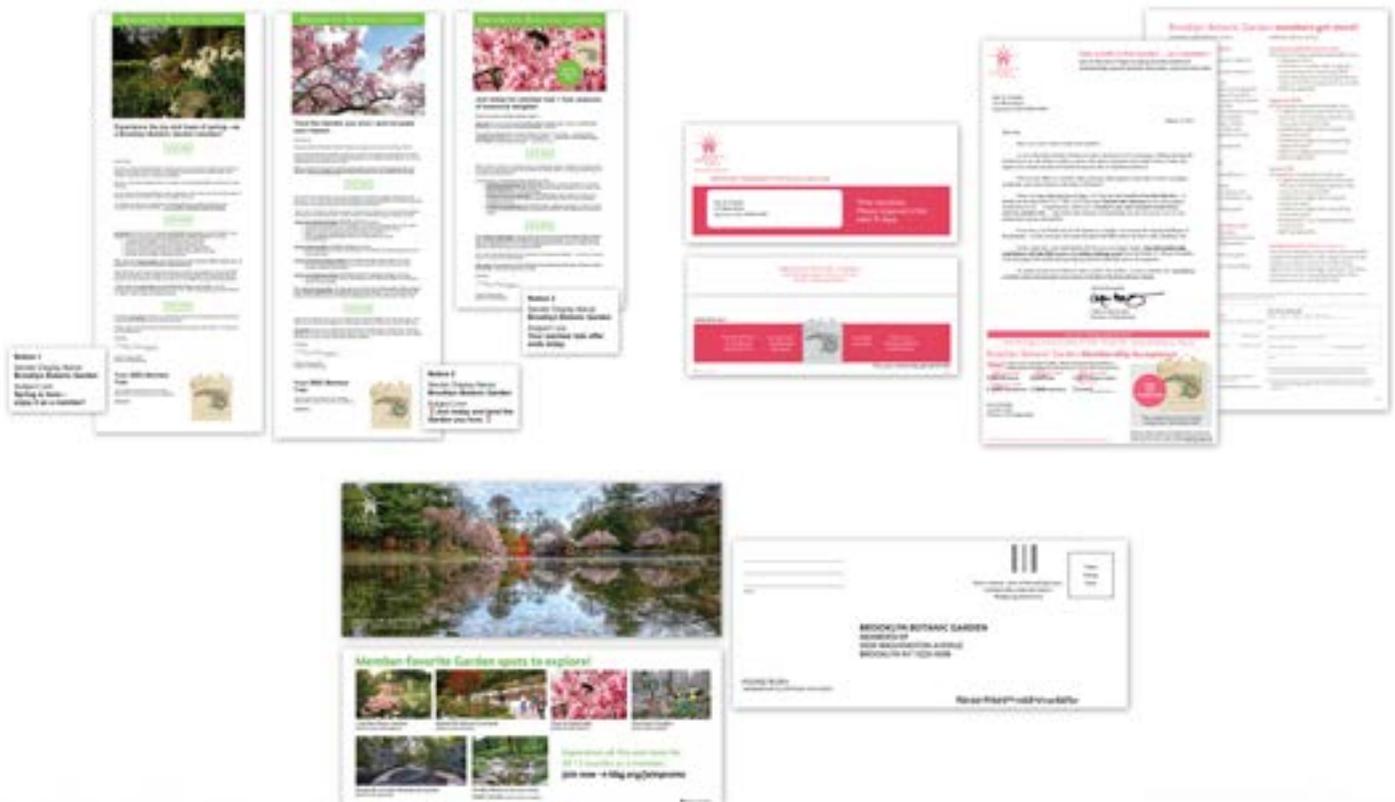
EMAIL CLICK RATE (%): **1.12**

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.



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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**

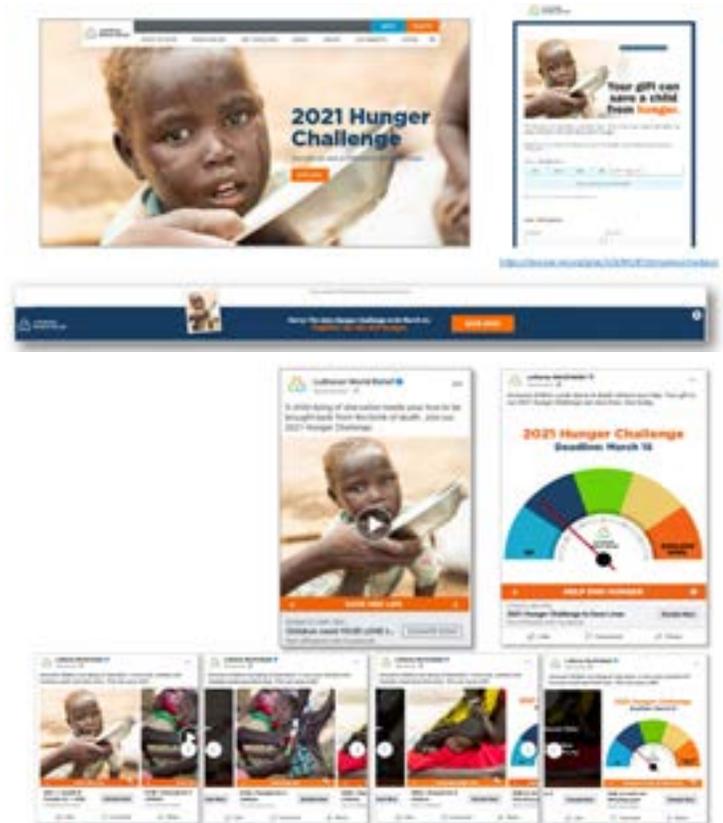
EMAIL OPEN RATE (%): **11.01**

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.



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MULTICHANNEL Year-End Campaign

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.



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Questions or Log in Issues?
Contact us at
info@dmfa.org or 646-675-7314