

2023
DMFA Awards
Celebration

Thursday, June 1, 2023

ENTRIES

Special thanks to our 2023 Sponsors!

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DIRECT MAIL ACQUISITION

Orbis Fall 2022 Direct Mail Acquisition/Reinstatement: Little Marla with \$10 Coin Bounce-back Test

CAMPAIGN DETAILS

Campaign Name Fall 2022 Direct Mail Acquisition/Reinstatement: Little Marla with \$10 Coin Bounce-back Test

Category Direct Mail Acquisition

Nonprofit Name Orbis

Agency Name MKDM

Launch Date 10/28/22

Audience Targeted Prospects, Lapsed Donors

CAMPAIGN STATS

Total Recipients 112,503

Gross Income \$52,078

Average Gift (\$) \$21.94

Cost to Raise \$1 (Total Cost/Gross Income) \$2.10

Cost per solicitation (Total Cost/Total Recipients) \$0.97

Direct Mail Response Rate 2.11%

WHY IS YOUR ENTRY SUCCESSFUL

With nickels unavailable for Orbis's control, we paired a custom bounce-back coin with a \$10 matching gift offer—unlocking a 46% higher response rate and a 33% lower cost per donor. The best panel test yielded a 2.54% response (75% above the control—and a new org record), halving the cost per donor!

Orbis International Fall 2022 Direct Mail Acquisition/Reinstatement Little Marla with \$10 Coin Bounce-back Test Outer Envelopes, Coins, Letter/Reply Device

The collage displays three envelope variants (A, B, and C) with different layouts for the 'YOU CAN HELP RESTORE A CHILD'S VISION' message. It also features a \$10 coin with the Orbis logo, a letterhead with a 'Thank you' message, and an infographic titled 'HOW ORBIS MAXIMIZES YOUR GENEROSITY TO RESTORE VISION'. The infographic includes statistics: '95% directly fund our work to provide essential eye care services', '3% strengthen existing health systems', and '2% improve our systems and expand delivery and quality of our services'. It also mentions '92% of our patients are from low- and middle-income countries'.

Orbis International Fall 2022 Direct Mail Acquisition/Reinstatement Little Marla with \$10 Coin Bounce-back Test Photocard Insert, Get Well Card Bounceback, Pandemic Support Insert

This collage shows three types of inserts. The first is a testimonial titled 'Marla's Vision Restored' with a photo of a young girl and text: 'Thanks to Donors like You! Like her parents and grandmother, Marla was born with cataracts. But unlike them, she received the timely surgery she needed thanks to Orbis and donors like you. Orbis-trained pediatric ophthalmologist Dr. Shamsiya Marat performed the procedure when Marla was only 40 days old. Waiting any longer could have left Marla with permanent vision loss. Under Dr. Marat's continued care, Marla is making excellent progress. She's set for a bright future that healthy vision—and your generosity—makes possible. Many children like Marla need help—please send your generous gift today!'. The second is a 'Get Well Soon' card featuring a teddy bear and the Orbis logo. The third is a message: 'Your support is vital as ever!' with text: 'Orbis has been leading the global fight against avoidable blindness for four decades, pioneering solutions to save sight for children and adults around the globe. We continue to move forward with in-person programs wherever we safely can and to support our partner hospitals around the world that are continuing to deliver urgent eye care. Our award-winning and innovative telemedicine platform, Cybersight, uses the internet to connect our expert volunteer doctors with health professionals worldwide—allowing them to train doctors remotely and assess complex cases from great distances. As the pandemic continues to rage in the countries where Orbis works, our pioneering, vision-restoring efforts are as critical as ever. Please help us reach more children and families by sending your generous gift today.'

American Fondouk May Acquisition

CAMPAIGN DETAILS

Campaign Name May Acquisition

Category Direct Mail Acquisition

Nonprofit Name American Fondouk

Agency Name DaVinci Direct

Launch Date 5/25/22

Audience Targeted Prospect and Lapsed Names

CAMPAIGN STATS

Total Recipients 76,738

Gross Income \$29,945

Average Gift (\$) \$25.84

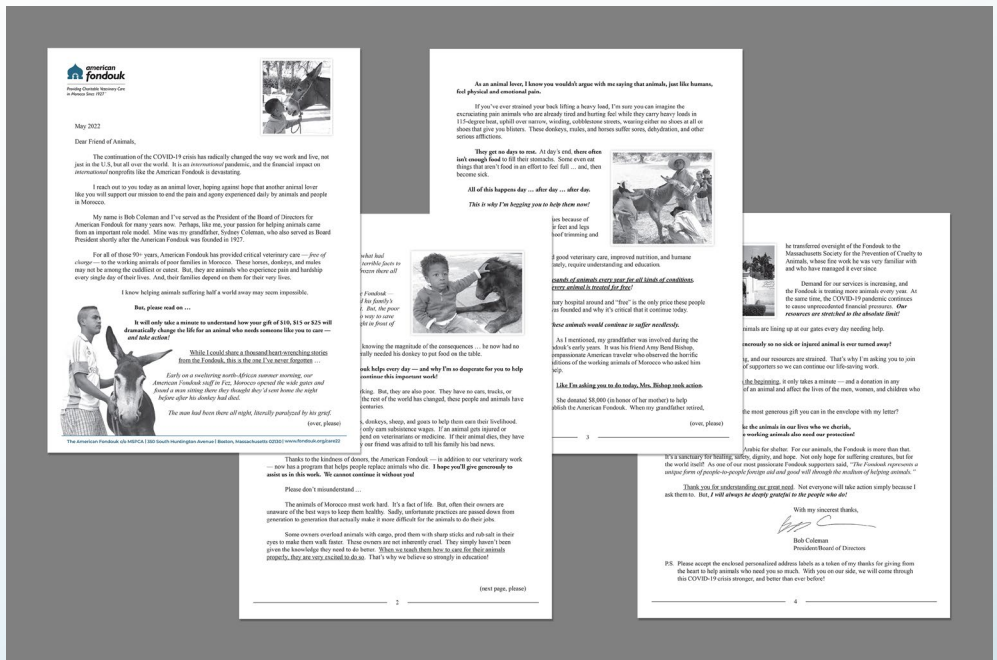
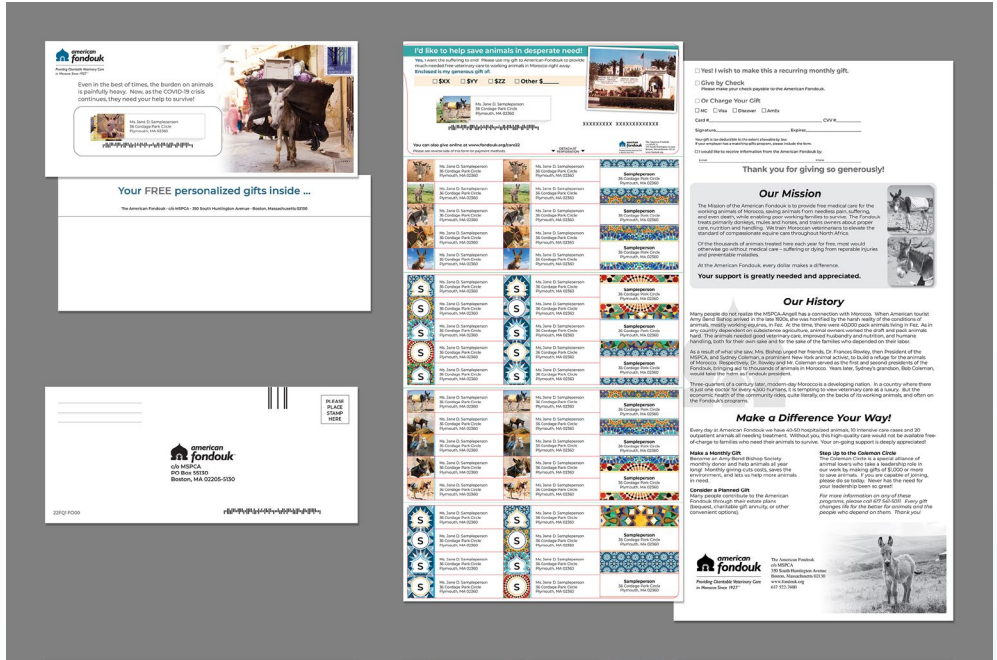
Cost to Raise \$1 (Total Cost/Gross Income) \$2.09

Cost per solicitation (Total Cost/Total Recipients) \$0.82

Direct Mail Response Rate 1.51%

WHY IS YOUR ENTRY SUCCESSFUL

The Acquisition Label package continues to generate a high Response Rate year after year (between 1.29-1.62%). The use of Labels increased the response and has produced a handful of major donors. We've tested other premiums and the labels continue to be the least expensive and generate a high RR.



Trinity Missions Catholic Survey

CAMPAIGN DETAILS

Campaign Name Trinity Missions Catholic Survey

Category Direct Mail Acquisition

Nonprofit Name Trinity Missions

Agency Name Concord Direct

Launch Date 1/27/22

Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 100,000

Gross Income \$18,142

Average Gift (\$) \$18.59

Cost to Raise \$1 (Total Cost/Gross Income) \$2.60

Cost per solicitation (Total Cost/Total Recipients) \$0.47

Direct Mail Response Rate 0.98%

WHY IS YOUR ENTRY SUCCESSFUL

Trinity Missions' prior control package had a retention problem. This package engaged prospects via a short survey about their Catholic faith while raising awareness about the organization's mission work. It generated a strong initial response and subsequent giving and became the new control offer.



2022 LONGSTATENAME CATHOLIC SURVEY

TRINITY MISSIONS
MISSIONARY SERVANTS OF THE MOST HOLY TRINITY
9001 NEW HAMPSHIRE AVE. - SILVER SPRING, MD 20903-1881-1881-248-8377
www.trinitymissions.org

FPO WINDOWS

*****AUTO**SCH 3-DIGIT 210
John Q. Sample
123 Anystreet
Anytown, AS 01245-6789
[Barcode]

What matters most to you as a Catholic?
Please share your opinions today.

Dear **Salutation-Survey Control ACQ**,
We live in turbulent times.
But at Trinity Missions, we've been through turbulent times before in our 100 years of service — and we'll get through them again, with guidance and support from good Catholics like you.
That's why you've been selected to represent **State** in this year's Trinity Missions national survey. As we plan for our next 100 years, we believe it's more important than ever to understand what a good and faithful Catholic — think, feel, and believe.
The survey has just six short questions and should only take a few minutes to complete. Please fill it out now and return it to me in the enclosed envelope. Your honest answers will be held in the strictest confidence and then combined with those of other faithful Catholics across America.
Trinity Missions is sponsoring this survey so we can get a better understanding of what's important to Catholics. Then, we'll use that information to help guide our ministries going forward.
My name is Fr. Michael Barth, and Trinity Missions is a Catholic order of priests and Brothers who believe, as our founder did, that every Catholic is called to be an apostle by spreading the faith and serving others. We invite people like you to join us as "missionaries in spirit" and support our many ministries.
Our order was founded 100 years ago in Alabama by Father Thomas Judge. He was a passionate believer in spreading God's Word among the poor and disenfranchised, and in enlisting support from caring people to do it. In the century since our founding, Trinity Missions has expanded to 37 missions in 7 countries.
With help from supporters, we uplift the poor and forgotten in inner cities like Chicago, in migrant communities and remote mountain villages, from the Canadian border all the way to Colombia, South America. We seek out what Father Judge called "the tangled corners of Christ's vineyard," where life is a daily challenge and spiritual leadership is often nonexistent.
To do this, we turn to Catholics like you for help. That's why, in addition to sharing your opinions, I pray you'll send a gift of \$10, \$20, or perhaps even more. When you do, you'll be there in

(over, please)

Window size: 1287 x 457 Standard 8.5 x 11.0 278





Window size: 1287 x 457 Standard 8.5 x 11.0 278

9001 NEW HAMPSHIRE AVE. - SILVER SPRING, MD 20903

You have been selected to participate in an important survey. **Immediate reply requested.**

TRINITY MISSIONS

Will You Respond to Go to School?



Making the world a better place, together.

TENDING "THE TANGLED CORNERS" OF CHRIST'S VINEYARD

Every day, in everything we do, we bring the love of Christ to the spiritually neglected and abandoned. And supporters like you are right there beside us.

CARING FOR THE BODY

At Trinity Missions, we serve, many people suffer and struggle daily. Thanks to supporters like you, we bring relief in any way we can — through food, clean water, medical care, shelter, recovery support, and emergency relief.

CARING FOR THE SOUL

We are committed to preserving and spreading the Catholic faith. Your gift will bring the Mass, the Sacraments, and God's living Word everywhere we serve, from inner cities to migrant communities and remote villages.

CARING FOR THE FUTURE

Our ministries transform entire communities — opening paths to life beyond poverty. With help from our caring supporters, women earn a living making traditional clothing and accessories, and youth are educated from the kindergarten level through college.

"There is no truer proof of a great love of God than a great love of our neighbors."
- Fr. Thomas A. Judge, Trinity Missions Founder

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

TRINITY MISSIONS
PO BOX 5007
HAGERSTOWN MD 21741-5007

2022 LONGSTATENAME CATHOLIC SURVEY

PLEASE RESPOND TO THE SURVEY IMMEDIATELY

What matters most to you as a Catholic?

TRINITY MISSIONS
MISSIONARY SERVANTS OF THE MOST HOLY TRINITY
9001 NEW HAMPSHIRE AVE. - SILVER SPRING, MD 20903-1881-1881-248-8377
www.trinitymissions.org

The Many Ministries of Trinity Missions

Missionary Servants of the Most Holy Trinity

1921 YEARS OF SERVICE

250,000 PEOPLE SERVED

31 MISSIONS 31 COUNTRIES

TRINITY MISSIONS
MISSIONARY SERVANTS OF THE MOST HOLY TRINITY
9001 NEW HAMPSHIRE AVE. - SILVER SPRING, MD 20903-1881-1881-248-8377
www.trinitymissions.org

Unicef UCA As the Crisis Unfolds

CAMPAIGN DETAILS

Campaign Name As the Crisis Unfolds
Category Direct Mail Acquisition
Nonprofit Name Unicef UCA
Agency Name MarkeTeam
Launch Date 12/1/22
Audience Targeted Prospects

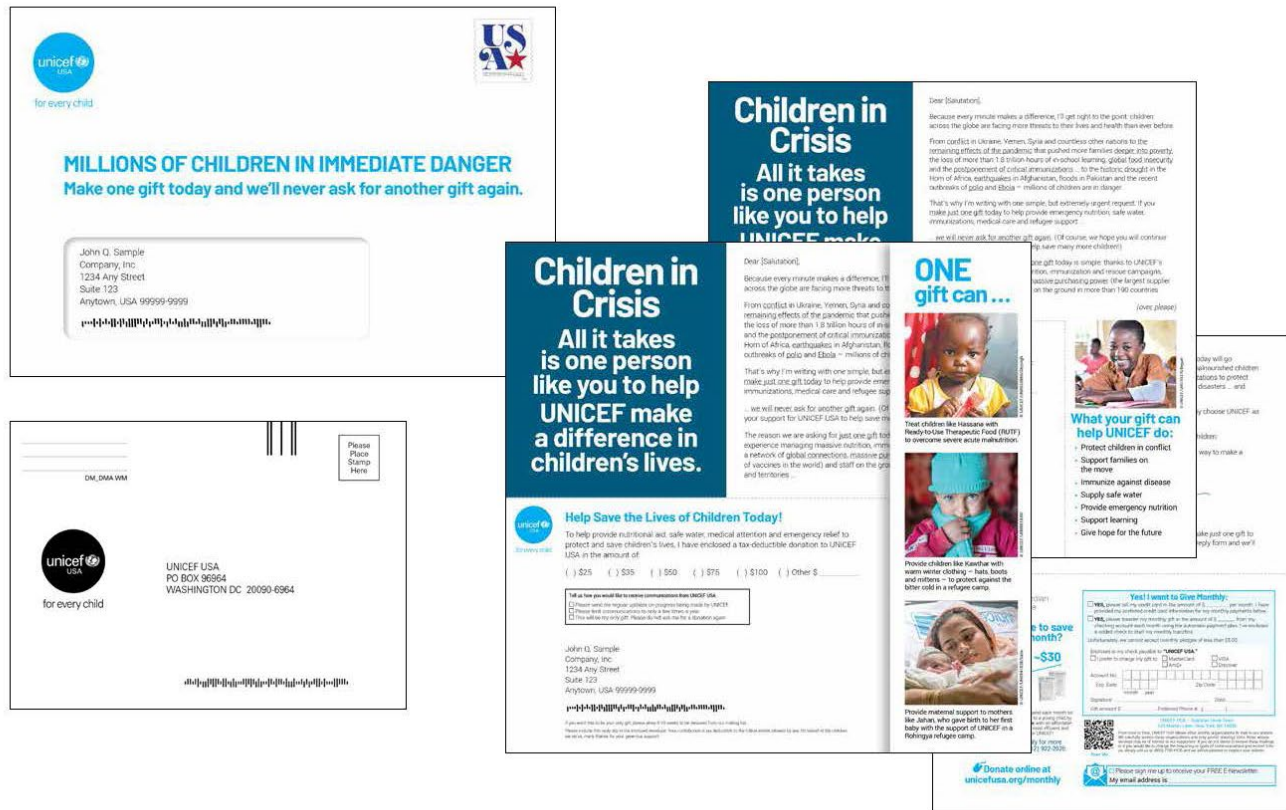
CAMPAIGN STATS

Total Recipients 99,982
Gross Income \$10,905
Average Gift (\$) \$47.21
Cost to Raise \$1 (Total Cost/Gross Income) \$3.44
Cost per solicitation (Total Cost/Total Recipients) \$0.38
Direct Mail Response Rate 0.23%

WHY IS YOUR ENTRY SUCCESSFUL

An A8 window OE stands out. The intriguing headline, “Millions of Children in Immediate Danger” piques curiosity to open. This unique format literally unfolds to showcase the need for support and how UNICEF can make a difference, using compelling photos and urgent need. A 19% lift in response.

AS THE CRISIS UNFOLDS



Save the Children 2022 Mid-level YE Acquisition

CAMPAIGN DETAILS

Campaign Name STC 2022 Mid-level YE Acquisition

Category Direct Mail Acquisition

Nonprofit Name Save the Children

Agency Name RKD

Launch Date 10/15/22

Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 357,000

Gross Income \$114,114

Average Gift (\$) \$295

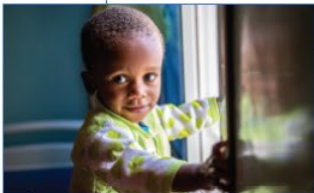
Cost to Raise \$1 (Total Cost/Gross Income) \$1.41

Cost per solicitation (Total Cost/Total Recipients) \$0.45

Direct Mail Response Rate 0.11%

WHY IS YOUR ENTRY SUCCESSFUL

Our mid-level acquisition control package features a 10X impact offer and 3 compelling photo cards that introduces prospects to our mission through child stories that showcase our programs in action.



One-year-old Ahmad was sick and malnourished. The severe drought in Somalia killed all of the cattle belonging to his mother, Abdour, and forced her to move with her children to a camp for displaced people where basic services like school and health care are not available, and jobs are hard to find to afford food and clean water. Help bring him to a Save the Children-supported center where he received medicine, health care and nutritional supplements.

Please help us support children like Ahmad by donating today.



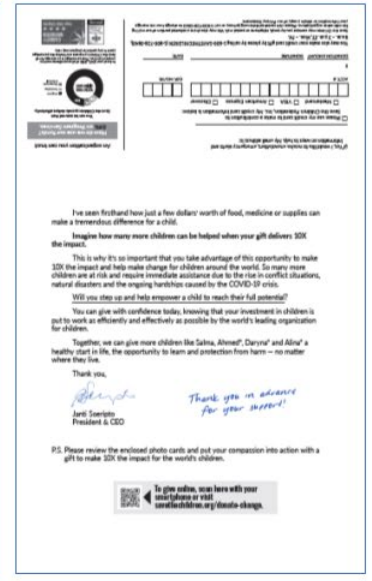
When the fighting erupted in Ukraine, Danyel, 10, and her brother Serhii, 12, were suddenly without a home and safety. They were forced to flee for their lives. But because of the support of compassionate people like you, we were there for them with food, safe shelter and the critical resources they needed.

Please help us support children like Danyel and Serhii by donating today.



How "good" kind from thousands is so grateful that even after the outbreak of the COVID-19 pandemic, we could still safely participate in reading and learning sessions for most children in the United States. And around the world, schools were forced to modify their schedules and some had to shut down entirely. With your support, learning doesn't need to stop. Whether through distance learning support or education resources for parents, you can help ensure children like Alex can continue learning and growing.

Please help us support children like Alex by donating today.



World Food Program USA November Acquisition

CAMPAIGN DETAILS

Campaign Name November Acquisition
Category Direct Mail Acquisition
Nonprofit Name World Food Program USA (WFP USA)
Agency Name Fuse Fundraising
Launch Date 11/4/22
Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 499,250
Gross Income \$292,761
Average Gift (\$) \$117.48
Cost to Raise \$1 (Total Cost/Gross Income) \$0.89
Cost per solicitation (Total Cost/Total Recipients) \$0.52
Direct Mail Response Rate 0.50%

WHY IS YOUR ENTRY SUCCESSFUL

This acquisition campaign exceeded gross revenue projection by 51%, netted \$13.34 for each donor acquired and an average gift of 156% higher than projected. WFP USA has three co-controls. Global Impact was tested - and won - against an urgentgram and member card packages. It drove 10+ gifts of \$1K+.



**CRISIS UPDATE:
CHILDHOOD HUNGER
SKYROCKETS
WORLDWIDE**

**Every 10 seconds, a child dies from
HUNGER-RELATED CAUSES**

The United Nations World Food Programme (WFP) is working to reach millions of families driven to the edge of starvation by conflict, climate change, COVID-19 and rising costs — the “4 Cs”.

45 MILLION

Children suffer from malnutrition every year.

3 MILLION

Children die from hunger-related causes every year.

45 PERCENT

Of all deaths among children under 5 are caused by hunger.

15 MILLION

Schoolchildren in nearly 60 countries rely on the U.N. World Food Programme's school meals program — the largest in the world.

Northern Nevada HOPES Acquisition November 2022 DM

CAMPAIGN DETAILS

Campaign Name Northern Nevada HOPES Acquisition November 2022 DM

Category Direct Mail Acquisition

Nonprofit Name Northern Nevada HOPES

Agency Name Nexus Direct

Launch Date 12/16/22

Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 4,874

Gross Income \$15,671

Average Gift (\$) \$783.55

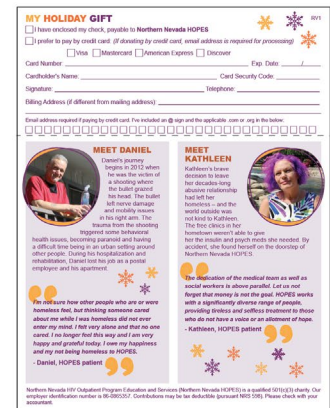
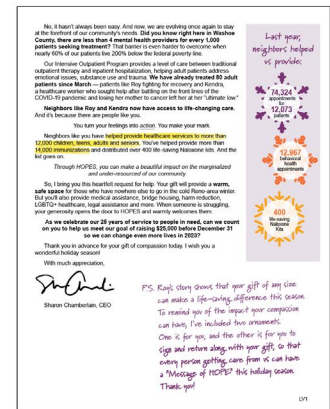
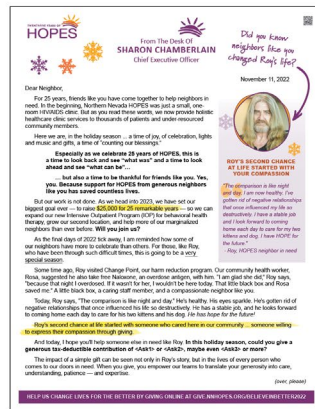
Cost to Raise \$1 (Total Cost/Gross Income) \$1.30

Cost per solicitation (Total Cost/Total Recipients) \$4.19

Direct Mail Response Rate 0.41%

WHY IS YOUR ENTRY SUCCESSFUL

The campaign used the 25th anniversary-inspired goal and year-end deadline to “look ahead” at the organization’s expansion plans. The recognizable CEO’s community-centric, people-first voice told a story with Reno-specific stats to demonstrate impact and introduce a new keepsake/bounce back device.



Susan B. Anthony Pro-Life America Petition to Repeal Roe

CAMPAIGN DETAILS

Campaign Name SBA Petition to Repeal Roe

Category Direct Mail Acquisition

Nonprofit Name Susan B. Anthony Pro-Life America

Agency Name TLC Political

Launch Date 3/22/22

Audience Targeted Pro-life models and rentals

CAMPAIGN STATS

Total Recipients 108330

Gross Income \$59,183.90

Average Gift (\$) \$35

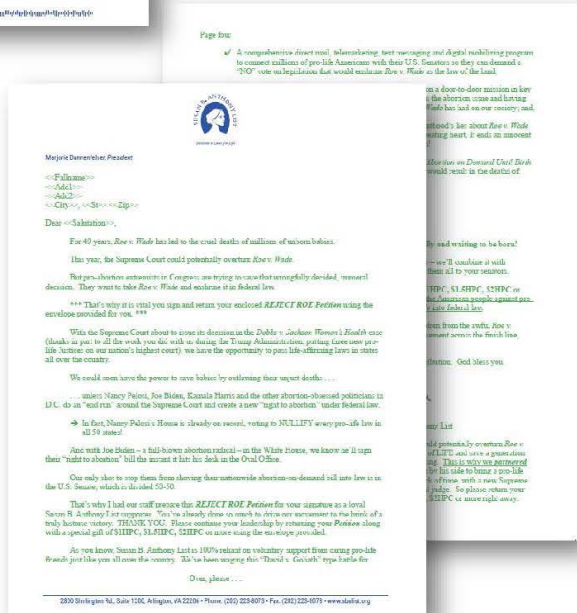
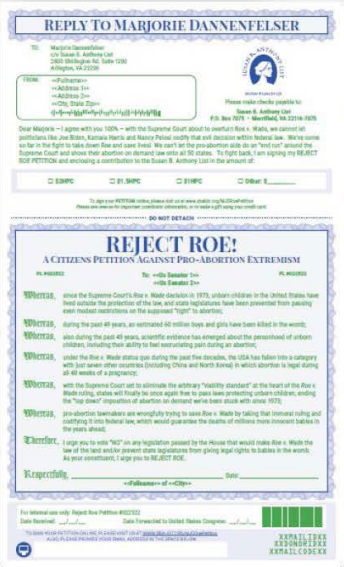
Cost to Raise \$1 (Total Cost/Gross Income) \$1.05

Cost per solicitation (Total Cost/Total Recipients) \$37.00

Direct Mail Response Rate 1.56%

WHY IS YOUR ENTRY SUCCESSFUL

The outstanding performance proved to us that the use of a personalized and engaging mailing that focused on a key priority was able to help SBA drive forward along with utilizing a hand-picked and highly tailored prospecting audience of deeply lapsed donors and custom modeling of pro-life givers.





DIRECT MAIL ACQUISITION

AFA September 2022 Punch Out Plane Acquisition

CAMPAIGN DETAILS

Campaign Name AFA September 2022
Punch Out Plane Acquisition

Category Direct Mail Acquisition

Nonprofit Name Air & Space Forces Association

Agency Name K2D Strategies

Launch Date 9/22/22

Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 113,346

Gross Income \$18,713

Average Gift (\$) \$33.84

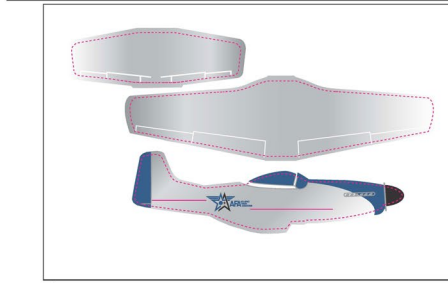
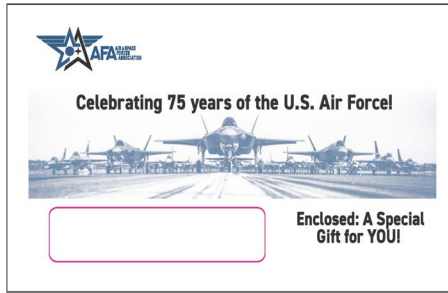
Cost to Raise \$1 (Total Cost/Gross Income) \$3.68

Cost per solicitation (Total Cost/Total Recipients) \$0.61

Direct Mail Response Rate 0.49%

WHY IS YOUR ENTRY SUCCESSFUL

We developed a unique format with a heavy card-stock P51 Mustang vintage plane that the donor could punch out and assemble into a paper airplane. The campaign garnered a 21% increase in average gift over pre-pandemic campaigns and decreased the investment per donor by 15%.



My Gift To Ensure A Strong National Defense!

Yes, Orville — I want to ensure America's national defense and support our brave service men and women in the Air and Space Forces with my first tax-deductible gift of:

\$[A\$K1] \$[A\$K2] \$[A\$K3] My best gift of \$:

XXXXXDonorXXXXXNameXXXXX
XXXXXAddress Line 1XXXXX
XXXXXAddress Line 2XXXXX
XXXXXCity, State ZipcodeXXXXX

PLEASE PRINT NAME AND ADDRESS IN ENGLISH

XXXXXFirst NameXXXXX, your support will help the Air & Space Forces Association advocate for a strong national defense and support our Airmen and Guardians.

September 2022

Dear <XXSalutationXX>:

As we celebrate 75 years of the U.S. Air Force, I have enclosed a special gift for you.

This simple paper plane is a reminder to me of our shared passion for a strong air defense and that, of course, makes me think of the legendary P-51 Mustang fighter. With its modified Rolls Royce Merlin engine, the long-range P-51 helped turn the tide of World War II — defending our Airmen in B-17 and B-24 bombers during raids to Berlin and back to base.

In just one week-long bombing offensive in 1944, Mustang pilots destroyed 17 percent of the Luftwaffe's experienced fighter planes in air-to-air combat.

It's a classic example of how American ingenuity and bravery ultimately secured the Allied victory, ensuring our national and global security.

Today <XXFirst NameXX>, it's patriotism like you who are setting the stage for America's strong national defense — in air, space, and cyberspace — when you support the Air & Space Forces Association (AFA).

With your gift of \$[A\$K1], \$[A\$K2], \$[A\$K3], or more, you will provide vital support and serve members of our U.S. Air and Space Forces family as they work tirelessly to serve our country and keep us safe.

As you read this, threats to our nation stretch from the Indo-Pacific to Europe, and even here at home, given global cyber threats to our national infrastructure.

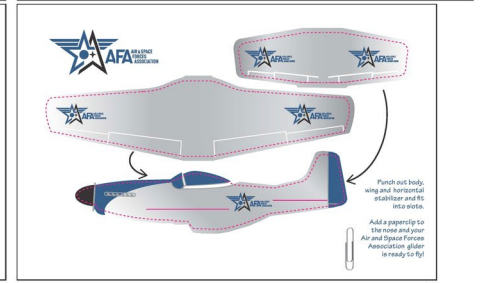
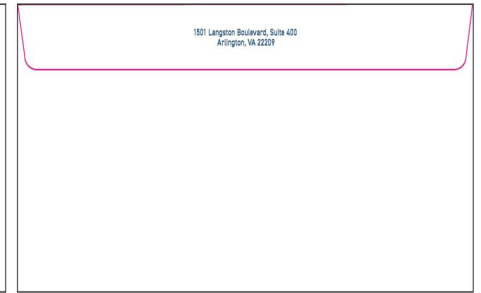
North Korea is developing Intercontinental Ballistic Missiles (ICBMs) and decoys capable of reaching U.S. shores.

Russia continues its relentless assault on democracy through its brutal war in Ukraine.

China and Russia have both grown adept at using the internet to spread disinformation, undermining democracy around the world.

The case for preeminent Air and Space Forces has never been clearer. And advocating for a strong national defense is exactly what you do when you send your most generous donation to

1501 Langston Boulevard, Suite 400 • Arlington, VA 22209-1098 • 800.727.3337 • AFA.org



I'd like to make my gift using:

AFA Visa Mastercard Discover

One time, in the amount indicated on the envelope.

Monthly, in the amount of \$_____ and may cancel at any time.

Name on Card _____ Exp. Date _____

Credit Card Number _____ CVV _____

Signature (Required) _____

Please direct gifts to reach through my envelope selected. Please wait for my gift.

Name (Printed) _____

Other Ways to support your AFA!

By mail: 1501 Langston Blvd, Ste 400
Arlington, VA 22209-9963

Online & Monthly Giving:
www.AFA.org/75YEARS

800.727.3337 Planned gifts can benefit the Air & Space Forces Association, while helping you to save on taxes and pass on more to your heirs!

the AFA! Together, with your help AFA will:

- Continue to boldly, tenaciously, and consistently advocate for aerospace power. AFA is fighting for increased investment in general E&S's upgrades to the U.S. Air Force fleet of F-35's is vital to meeting new and evolving nuclear threats to our national security.
- Vigorously champion modernization of the Air Force and Space Forces. As Russia, China and North Korea expand their nuclear capabilities threatening the U.S. and our allies, modernization is not an option — it's a necessity. AFA will ensure American ingenuity brings new technologies online in air, space, and cyber defenses.
- Fight for fair pay increases for military personnel, protect earned benefits for our Veterans, and ensure quality healthcare for military members, retirees, and families. Our U.S. Air and Space Forces and their families need our support as they sacrifice to keep our country safe and free.
- Develop tomorrow's Air, Space and Cyberspace leaders through our CyberPatriot and StarUp/Joveers programs. These initiatives inspire students toward futures in science, technology, engineering, and mathematics (STEM).

These are just a few examples of how patriotic like you provide real, tangible support to the brave men and women of our Air and Space Forces who defend our freedom.

Thank you for joining the ranks of AFA as we celebrate the U.S. Air Force's 75th Anniversary as an independent military branch — and for sending your most generous and tax-deductible gift today.

It is vital we invest in the personnel and technology that can help America keep up with the speed at which global intelligence is moving. As Maj. Gen. Daniel L. Simpson, Air Force assistant deputy chief of staff for intelligence, surveillance and reconnaissance put it, "We're not moving fast enough... We have to make up for 20 years of neglect."

In so many ways, your gift will make it possible for AFA to be a relentless advocate for America's dominance in air, space, and cyber security — and continue our proud history of American ingenuity.

Thank you,
Orville
Bruce A. "Orville" Wright, Lt Gen, USAF (Ret)
President

PS: As we celebrate the U.S. Air Force's 75th Anniversary, I want you to have this special AFA paper plane as a reminder of American ingenuity and technological superiority. With your gift today, you can help AFA support our U.S. Air and Space Forces and promote America's air, space, and cyber dominance in the world. You can also put your donation to work immediately by giving online at AFA.org/75years. Or simply focus your smart phone camera on top of this code.

P.P.S: The Department of the Air Force is now composed of two armed services, the Air Force and the Space Force. To emphasize our unwavering support for both, we've changed our name to the Air & Space Forces Association. To fully support both services, we need your help. Please make your gift today!

Blue postage stamp means return funds in advance. \$5.00 each — Thank you!

RUSH PROCESS
AFA FUNDRAISERS

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 8086 ARLINGTON VA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: DEVELOPMENT DEPARTMENT
AIR & SPACE FORCES ASSOCIATION
1501 LANGSTON BLVD STE 400
ARLINGTON VA 22209-9963

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Please print and place information about Air & Space Forces Association's business mission, the Air Force's 75th Anniversary program, and address on the envelope to contribute for both Air & Space Forces. Example: 1501 Langston Blvd, Ste 400, Arlington, VA 22209-1098. If you are sending a gift, please include the gift amount and the name of the gift. Example: \$100.00 for a P-51 Mustang paper plane. If you are sending a gift, please include the gift amount and the name of the gift. Example: \$100.00 for a P-51 Mustang paper plane. If you are sending a gift, please include the gift amount and the name of the gift. Example: \$100.00 for a P-51 Mustang paper plane.

Feeding America's "Meals For Kids Drive"

CAMPAIGN DETAILS

Campaign Name Feeding America's "Meals For Kids Drive"

Category Direct Mail Acquisition

Nonprofit Name Feeding America

Agency Name THD

Launch Date 2/22/22

Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 200,018

Gross Income \$21,654

Average Gift (\$) \$37.02

Cost to Raise \$1 (Total Cost/Gross Income) \$2.82

Cost per solicitation (Total Cost/Total Recipients) \$0.31

Direct Mail Response Rate 0.29%

WHY IS YOUR ENTRY SUCCESSFUL

Our new appeal focused on child hunger. A child drawing was the driving force behind the new appeal. Despite slightly higher rollout costs, the Meals for Kids appeal achieved an 18% lift in response, 20% higher revenue, 4% improvement in net, and 14% lower CPDR than our previous evergreen appeal.

FEEDING AMERICA **MEALS FOR KIDS DRIVE**

Return the enclosed Urgent Meal Ticket with your gift to help feed children facing hunger!

February 9, 2022

Dear [Freeform Name],

"My mom and dad have to go without, just so that my kids can have food in our stomachs," says Zoey.

Zoey is a bubbly girl who adores animals and wants to be a veterinarian. But first, she needs food to help her grow. Today, you can help children like Zoey get healthy meals.

Before the pandemic began, tens of millions of people in America were facing hunger, and that is still true today. 39 million people, including nearly 12 million children, are at risk of hunger.

We know you want to make a difference for neighbors experiencing hunger. Here's your chance to have impact right in your community.

Simply return the enclosed Urgent Meal Ticket with your gift to our 2022 Meals for Kids Drive, or give online. Your donation will support programs like the Feeding America Backpack Program, Kids Co-Ed and the School Pantry Program, which help children and families get access to the food they need. Through the Feeding America nationwide network, every \$1 you give helps provide at least 10 meals for kids across America.

With your support, we can get closer to our goal of providing 3 million meals through our 2022 Meals for Kids Drive. Your gift to Feeding America today could be the greatest one you give this year.

- Your generous donation of \$25 helps provide enough food for 250 meals.
- Consider giving an extra special contribution of \$50 to help provide 500 meals for families like Zoey's.

Zoey's dad, Mike, is a disabled U.S. Army veteran. He works hard as a mechanic and tries his best to make ends meet, but sometimes money—and food—becomes scarce. "We eat rice for breakfast, lunch and dinner sometimes because there isn't much food in our house," Zoey admits.

Luckily, the family was able to turn to their local food bank, which is a member of the Feeding America network.

(over, please)

"The food bank helps us because it gives us food to eat," says Zoey. "It gives us cereal and milk. It gives us lunch and dinner, too."

Zoey knows how important it is to get the food she needs from the food bank. "Food makes you healthy, it makes you strong, and it helps you grow," she says.

I can't imagine a greater gift you could give right now.

Sadly, I know there are millions of other children like Zoey who face hunger—especially now, as families deal with rising food prices and the economic impact of the pandemic.

But you can show them they are not forgotten:

- Make a donation and return it with the enclosed Urgent Meal Ticket and your best wishes.
- We'll relay your message of hope to families in need.
- You'll be reaching children who may not have access to food right now.

The Feeding America network provides billions of meals each year, and with demand so high, your support is crucial. Please send your most generous gift today—we greatly appreciate your compassion.

Sincerely,

 Elizabeth Nielsen
 Senior Vice President, Feeding America

P.S. Remember, every \$1 you give to the 2022 Meals for Kids Drive helps provide 10 meals through the Feeding America network. Your gift goes so far because we use your dollars responsibly and efficiently to help people facing hunger. Thank you.

FEEDING AMERICA PO Box 92748 Washington, DC 20090-0748

URGENT MEAL TICKET ENCLOSED

Envelope Line 1 (Primary Name)
 Envelope Line 2 (Secondary Name)
 Company
 Address Line 1 Address Line 2
 Street Address
 City State Zip Zip Plus4
 4848-9999-9999-9999-9999-9999-9999-9999

\$1 helps provide 10 meals.

To give online, scan here or visit SupportFeedingAmerica.org/Give

161 N. Clark Street, Suite 700 • Chicago, IL 60601 • FeedingAmerica.org

URGENT MEAL TICKET

I want to help children and families who may not have enough to eat get the meals they need to live and grow. Enclosed is:

- \$18 to help provide 180 meals
- \$25 to help provide 250 meals
- \$35 to help provide 350 meals
- \$50 to help provide 500 meals

OR

- \$1250 to help provide 1,250 meals
- \$1K to help provide as many meals as possible
- \$1K giving by credit card (please see note on back)
- \$1K that will make us even happier (supported by giving monthly) (please see note on back)

PLEASE RELY BY APRIL 6

Donate online: SupportFeedingAmerica.org/Give

FEEDING AMERICA

XXXXXXXXXX XXX XXXXXXXX

About Feeding America

Feeding America is the nationwide network of food banks that leads the fight against hunger in the United States. Together, we serve more than 40 million neighbors every year through 60,000 food pantries and food programs in communities across America.

98% We use your support wisely

Feeding America makes sure that every dollar of all cash and non-cash donations directly into programs and services that serve needs in need.

I want to give using my credit card

Make an even bigger impact by giving monthly

Fill to give \$_____ monthly

Please charge my credit card monthly

Please deduct my recurring gift from my checking account (the first check is attached)

FEEDING AMERICA

Thank you for your generous donation!

Business Reply Mail

FEEDING AMERICA
 DONATION PROCESSING CENTER
 PO Box 92748
 WASHINGTON DC 20090-0748

URGENT MEAL TICKET ENCLOSED



Heifer International Love Your Neighbor Christmas Package Test

CAMPAIGN DETAILS

Campaign Name Heifer International Love Your Neighbor Christmas Package Test

Category Direct Mail Acquisition

Nonprofit Name Heifer International

Agency Name Lautman Maska Neill & Company

Launch Date 9/26/22

Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 499,326

Gross Income \$606,151

Average Gift (\$) \$130.38

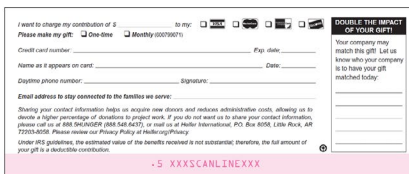
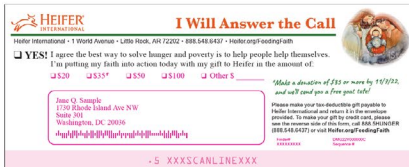
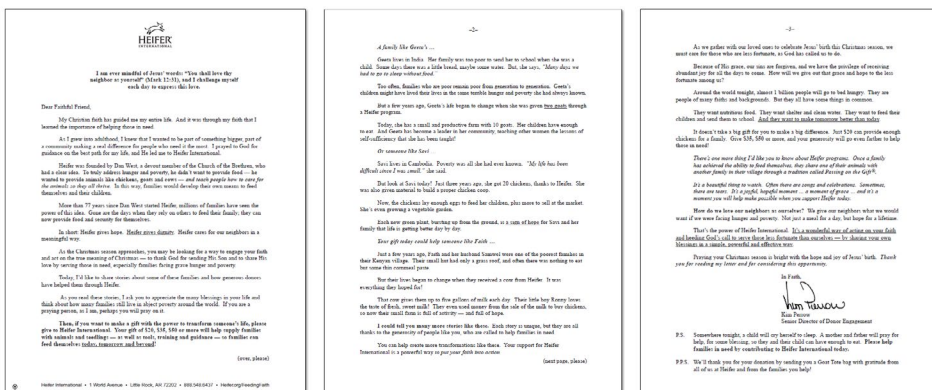
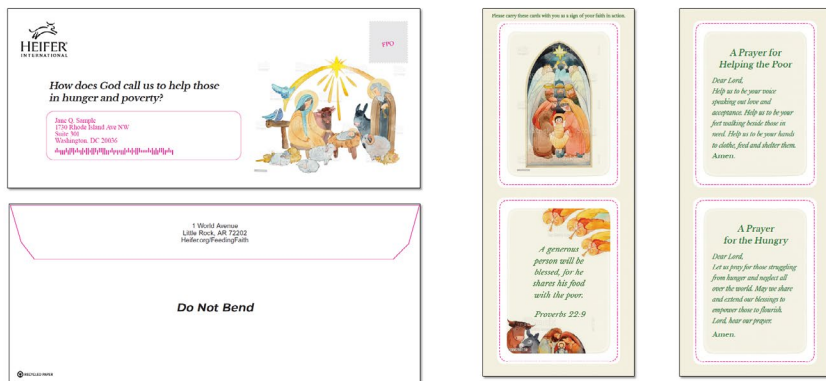
Cost to Raise \$1 (Total Cost/Gross Income) \$0.47

Cost per solicitation (Total Cost/Total Recipients) \$0.57

Direct Mail Response Rate 0.93%

WHY IS YOUR ENTRY SUCCESSFUL

Heifer's work to help families escape hunger and poverty appeals to donors whose Christian values inspire their giving. This phenomenal acquisition succeeded in reaching individuals moved by these values and had double the expected response rate, a \$130 average gift, and raised NET income.



The Glaucoma Foundation Control Acquisition

CAMPAIGN DETAILS

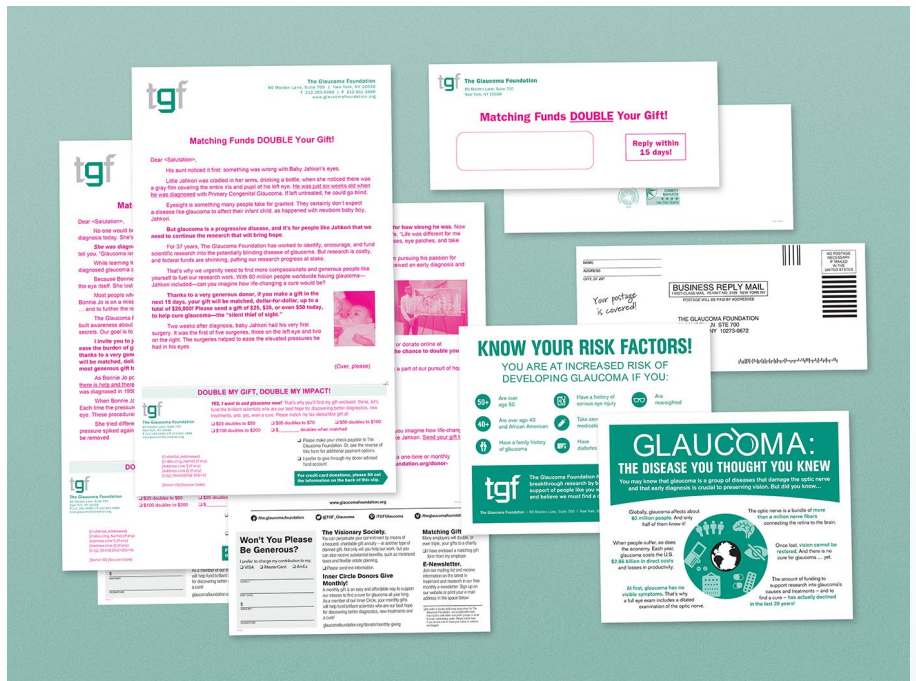
Campaign Name Control Acquisition
Category Direct Mail Acquisition
Nonprofit Name The Glaucoma Foundation
Agency Name Faircom New York
Launch Date 1/5/22
Audience Targeted Prospects, Lapsed Donors

CAMPAIGN STATS

Total Recipients 35,000
Gross Income \$29,172
Average Gift (\$) \$34.08
Cost to Raise \$1 (Total Cost/Gross Income) \$0.48
Cost per solicitation (Total Cost/Total Recipients) \$0.40
Direct Mail Response Rate 2.45%

WHY IS YOUR ENTRY SUCCESSFUL

This package is an incredibly successful revenue generator for the Glaucoma Foundation. Inexpensive to produce, it leverages educational messaging and moving stories. The package brings in positive net income – earning an impressive \$17.70 per new donor – something rare in prospecting efforts.



GLAUCOMA: THE DISEASE YOU THOUGHT YOU KNEW

You may know that glaucoma is a group of diseases that damage the optic nerve and that early diagnosis is crucial to preserving vision. But did you know...

Globally, glaucoma affects about **80 million people**. And only half of them know it!

The optic nerve is a bundle of **more than a million nerve fibers** connecting the retina to the brain.

When people suffer, so does the economy. Each year, glaucoma costs the U.S. **\$2.86 billion in direct costs and losses in productivity.**

Once lost, **vision cannot be restored**. And there is no cure for glaucoma ... yet.

At first, glaucoma has no visible symptoms. That's why a full eye exam includes a dilated examination of the optic nerve.

The amount of funding to support research into glaucoma's causes and treatments – and to find a cure – **has actually declined in the last 20 years!**



Wildcare November Acquisition

CAMPAIGN DETAILS

Campaign Name November Acquisition

Category Direct Mail Acquisition

Nonprofit Name Wildcare

Agency Name Sanky Communications

Launch Date 11/30/22

Audience Targeted 35-46M \$5-\$2,499.99, 47-58M \$5-\$2,499.99, 59-70M \$15-\$2,499.99, 71-82M \$20-\$2,499.99, 83-94M \$20-\$2,499.99

CAMPAIGN STATS

Total Recipients 43,512 (includes multis), 41,516 (excludes multis)

Gross Income \$7,020

Average Gift (\$) \$44.71

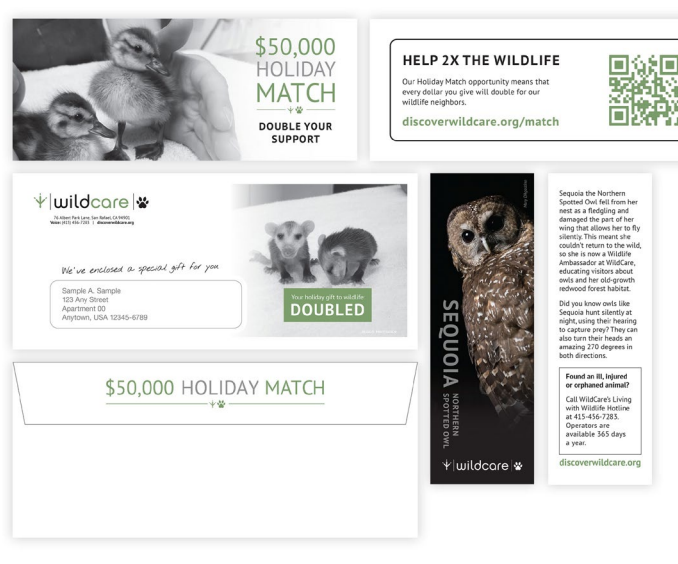
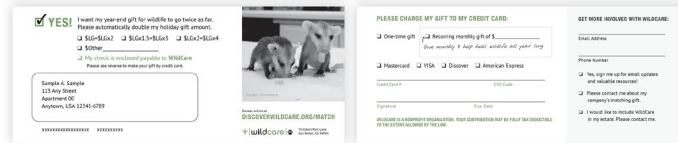
Cost to Raise \$1 (Total Cost/Gross Income) \$3.38

Cost per solicitation (Total Cost/Total Recipients) \$15.13

Direct Mail Response Rate 0.36%

WHY IS YOUR ENTRY SUCCESSFUL

WildCare's acquisition package landed in prospective donors' mailboxes during the busy holiday-giving season with a touch of sparkle and mystery. With an outside envelope featuring two adorable baby opossums and a promise of a special holiday gift and \$50,000 match, it was a package hard to resist!



PETA Foundation Live Cat Inside Acquisition

CAMPAIGN DETAILS

Campaign Name Live Cat Inside Acquisition
Category Direct Mail Acquisition
Nonprofit Name PETA Foundation
Agency Name PETA Foundation
Launch Date 2/7/22
Audience Targeted Prospects

CAMPAIGN STATS

Total Recipients 7,013
Gross Income \$1,864
Average Gift (\$) \$28.24
Cost to Raise \$1 (Total Cost/Gross Income) \$2.48
Cost per solicitation (Total Cost/Total Recipients) \$0.66
Direct Mail Response Rate 0.9%

WHY IS YOUR ENTRY SUCCESSFUL

PETA created the “Live Cats Inside,” acquisition concept focused on the horrific abuses of cats globally. We tested it to cat-affinity donors and found engagement increased by 85%, proving that knowing what your donors care about improves performance.



University of Iowa Children's Hospital November Acquisition

CAMPAIGN DETAILS

Campaign Name November Acquisition

Category Direct Mail Acquisition

Nonprofit Name University of Iowa Children's Hospital

Agency Name amergent

Launch Date 11/10/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 109,447

Gross Income \$42,432

Average Gift (\$) \$67.57

Cost to Raise \$1 (Total Cost/Gross Income) \$1.76

Cost per solicitation (Total Cost/Total Recipients) \$0.68

Direct Mail Response Rate 0.57%

WHY IS YOUR ENTRY SUCCESSFUL

Over 69% of the revenue came from \$100+ first gifts. This allowed this campaign to be net positive in one year.

Changing Medicine. Changing Kids' Lives.®
The University of Iowa, One West Park Road, Iowa City, IA 52242

University of Iowa Stead Family Children's Hospital

Mr. and Mrs. John D. Sample
Amergent
Donor
9 Central Drive
Peabody, MA 01960

ANNUAL FUND 2022

YES! I want to support advanced and compassionate care for children.

Enclosed is my gift of:
 \$15 \$25 \$50 \$100 \$250 Other \$ _____

Please designate my gift as follows:
 S _____ Designation 1
 S _____ Designation 2

Mr. and Mrs. John D. Sample
Amergent
Donor
9 Central Drive
Peabody, MA 01960

XXXXXXXXXXXXXXXXXXXX 30-517-000 XXXXXXXXXXXXXXX

KEY BENEFIT OPTIONS
CREDIT CARD Discover Visa MasterCard Amex
CREDIT CARD Discover Visa MasterCard Amex
DONORSHIP Donorship
MAIL ADDRESS (For mailing gifts, we will mail an end card with your gift amount)

INSTANT PLANS
NAME _____
ADDRESS _____
CITY/STATE/ZIP _____

GIVING OPTIONS
 Make your gift online and see other giving options today at givetowarnow.org
 Please charge my credit card (see reverse)
 Please charge my credit card for a recurring gift (monthly basis)
 I would like to make a recurring gift (monthly basis)
 I would like to make a recurring gift (quarterly basis)

KEEP OUR RECORDS CURRENT
Please mark changes to your title (Mr., Mrs., Ms., No title, other), name, or address and return this form, Name of Spouse/Partner _____
 My company's mailing gift form is enclosed, and I have approved for mailing gift funds online.

UNIVERSITY OF IOWA STEAD FAMILY CHILDREN'S HOSPITAL
THE UNIVERSITY OF IOWA CENTER FOR ADVANCEMENT
P.O. BOX 4690
IOWA CITY, IA 52244-4690

9029C268

Changing Medicine. Changing Kids' Lives.®

University of Iowa Stead Family Children's Hospital

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Amergent
Donor
9 Central Drive
Peabody, MA 01960

ANNUAL FUND 2022

What We Offer Iowa's Children and Families

- More than 200 pediatric physicians and surgeons
- More than 700 specially trained pediatric nurses
- Last year, UI Stead Family Children's Hospital cared for 83,407 patients from every county in Iowa, nearly every state in the United States, and several other countries

UI Stead Family Children's Hospital...

- Conducts groundbreaking medical research to help solve the mysteries of pediatric diseases
- Trains the next generation of health care professionals
- Is the only nationally ranked children's hospital in Iowa

UI Stead Family Children's Hospital
As Iowa's only comprehensive children's hospital, we provide care for every pediatric subspecialty. But there are many ways that we bring great care to our patients and families. For example:

Patient- and Family-Centered Care
Our philosophy around extraordinary pediatric health care is patient- and family-centered. We believe patients and other family members are the experts on their child. In fact, since 1988 we have had a Family Advisory Council made up of parents and other adult family members advise children's decisions and help.

Dear Mr. and Mrs. Sample,
Please make a gift today to help provide life-saving care for children who are sick and hurting. University of Iowa Stead Family Children's Hospital is able to provide advanced health care because of the support from friends like you.

We offer the most comprehensive care for children, including pediatric specialists not found anywhere else in the state. For example, it is the only hospital in the state providing pediatric heart, kidney, liver, pancreas, blood, and bone marrow transplants. This means that families have access to the highest possible level of care for children 24 hours a day, 7 days a week. Whether you are a parent or a grandparent, you understand the importance of ensuring that children or grandchildren have access to exceptional pediatric care. And you know the peace of mind that comes when kids are treated by compassionate experts who go the extra mile for them.

Today, you can show your commitment by making a gift to UI Stead Family Children's Hospital in support of our Annual Fund. Your gift of \$15, \$25, \$50, or more will ensure that every child who comes to us, no matter how seriously ill or injured, receives advanced treatment.

To assure that all children have access to this level of quality care, we rely on donations from compassionate friends like you.

By supporting UI Stead Family Children's Hospital today, you will help to ensure our young patients and their families have access to advanced care and research, including clinical trials. I hope to hear from you soon, and thank you for your generosity.

Warm regards,
J. Brooke Jackson
J. Brooke Jackson, MD, MBA
Vice President for Medical Affairs
& the Tyrone D. Artz Dean, Carver College of Medicine

P.S. Please make a gift to the Annual Fund today online at givetowarnow.org/children. Thank you for your support!

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XXXXXXXXXXXXXXXXXXXX 30-517-000 XXXXXXXXXXXXXXX

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INSTANT PLANS
NAME _____
ADDRESS _____
CITY/STATE/ZIP _____

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Vice President for Medical Affairs
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P.S. Please make a gift online at givetowarnow.org/children. Thank you for your support!

Changing Medicine. Changing Kids' Lives.®

DIRECT MAIL APPEAL/RENEWAL

Habitat for Horses March Appeal

CAMPAIGN DETAILS

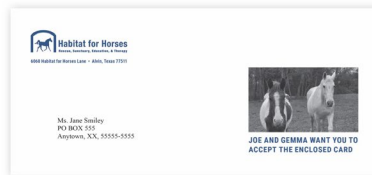
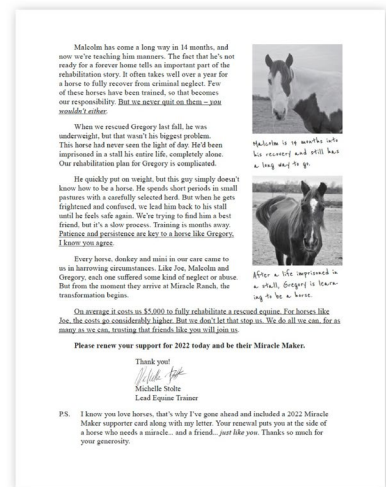
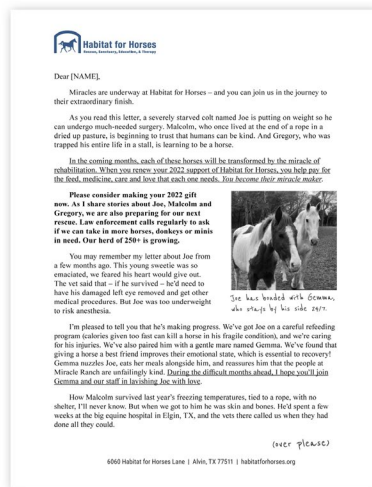
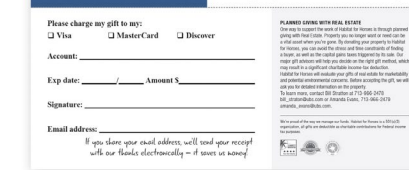
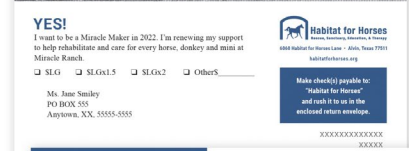
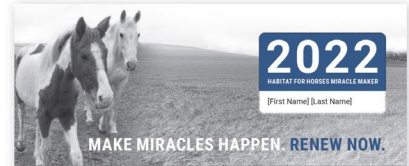
Campaign Name March Appeal
Category Direct Mail Renewal
Nonprofit Name Habitat for Horses
Agency Name Sanky Communications
Launch Date 3/25/22
Audience Targeted Active direct mail donors, 0-36mo + targeted 37-60 mo

CAMPAIGN STATS

Total Recipients 4,879
Gross Income \$28,160
Average Gift (\$) \$50.74
Cost to Raise \$1 (Total Cost/Gross Income) \$0.21
Cost per solicitation (Total Cost/Total Recipients) \$1.22
Direct Mail Response Rate 11.38%

WHY IS YOUR ENTRY SUCCESSFUL

Appealing to the desire to be a valuable part of a community this package resonated with donors by making them feel needed and included. Rather than just renewing their gift, donors were invited to join a community of "Miracle Markers," loyal supporters who never give up on an equine in need.



Smile Train Holiday Shopping List

CAMPAIGN DETAILS

Campaign Name Holiday Shopping List
Category Direct Mail Renewal
Nonprofit Name Smile Train
Agency Name MarkeTeam
Launch Date 9/30/22
Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 39,992
Gross Income \$42,346
Average Gift (\$) \$67.54
Cost to Raise \$1 (Total Cost/Gross Income) \$0.49
Cost per solicitation (Total Cost/Total Recipients) \$0.52
Direct Mail Response Rate 1.57%

WHY IS YOUR ENTRY SUCCESSFUL

Can't miss this red, full bleed #10 OE with child photo and callout tease to handle with care. A holiday-themed To/From Label sheet and shopping list enclosed. An 18% lift in response, a neutral average gift made this test package a winner!

Oct Renewal Holiday Shopping List & Test



PPMM December 2022 Appeal

CAMPAIGN DETAILS

Campaign Name PPMM December 2022 Appeal

Category Direct Mail Renewal

Nonprofit Name Planned Parenthood Mar Monte

Agency Name MKDM

Launch Date 12/2/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 46,102

Gross Income \$319,082

Average Gift (\$) \$415.50

Cost to Raise \$1 (Total Cost/Gross Income) \$0.11

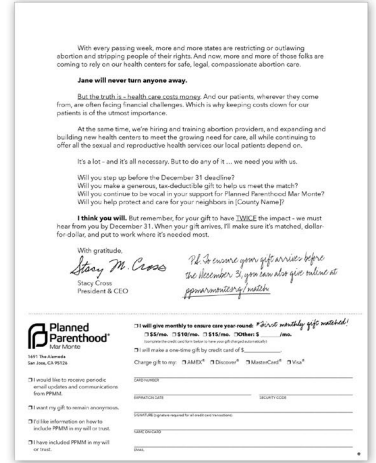
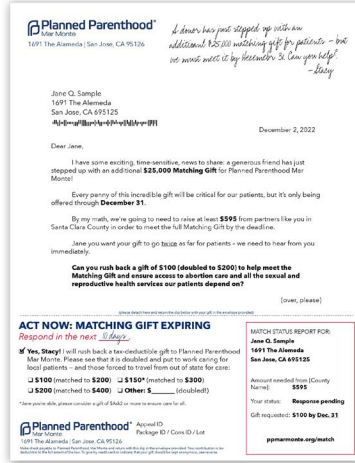
Cost per solicitation (Total Cost/Total Recipients) \$0.75

Direct Mail Response Rate 1.67%

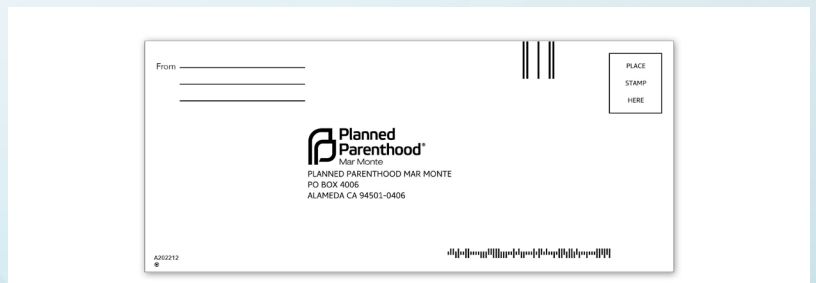
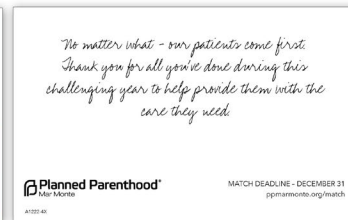
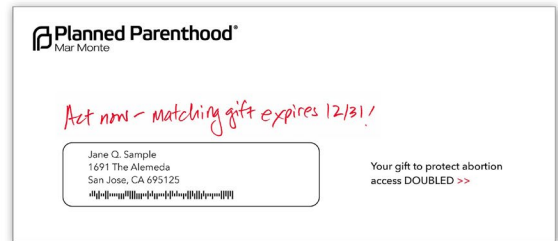
WHY IS YOUR ENTRY SUCCESSFUL

Planned Parenthood Mar Monte saw giving decline after a wave of post-Roe generosity. To turn the tide, we created a tactical, hyper-personalized package using a tight deadline and custom match ask that produced a \$415 avg. gift, activated deep lapsed and house prospects, and exceeded goal by 98%!

Planned Parenthood Mar Monte December 2022 Direct Mail Appeal Letter/Reply



Planned Parenthood Mar Monte December 2022 Direct Mail Appeal Outer Envelope and Insert



National Committee to Preserve Social Security & Medicare 2022 Inactive Donor Seniors Rights Package

CAMPAIGN DETAILS

Campaign Name 2022 Inactive Donor Seniors Rights Package

Category Direct Mail Renewal

Nonprofit Name National Committee to Preserve Social Security & Medicare

Agency Name The Lukens Company

Launch Date 8/2/22

Audience Targeted Donors (25+ mos) Rec

CAMPAIGN STATS

Total Recipients 320,789

Gross Income \$144,075

Average Gift (\$) \$16.31

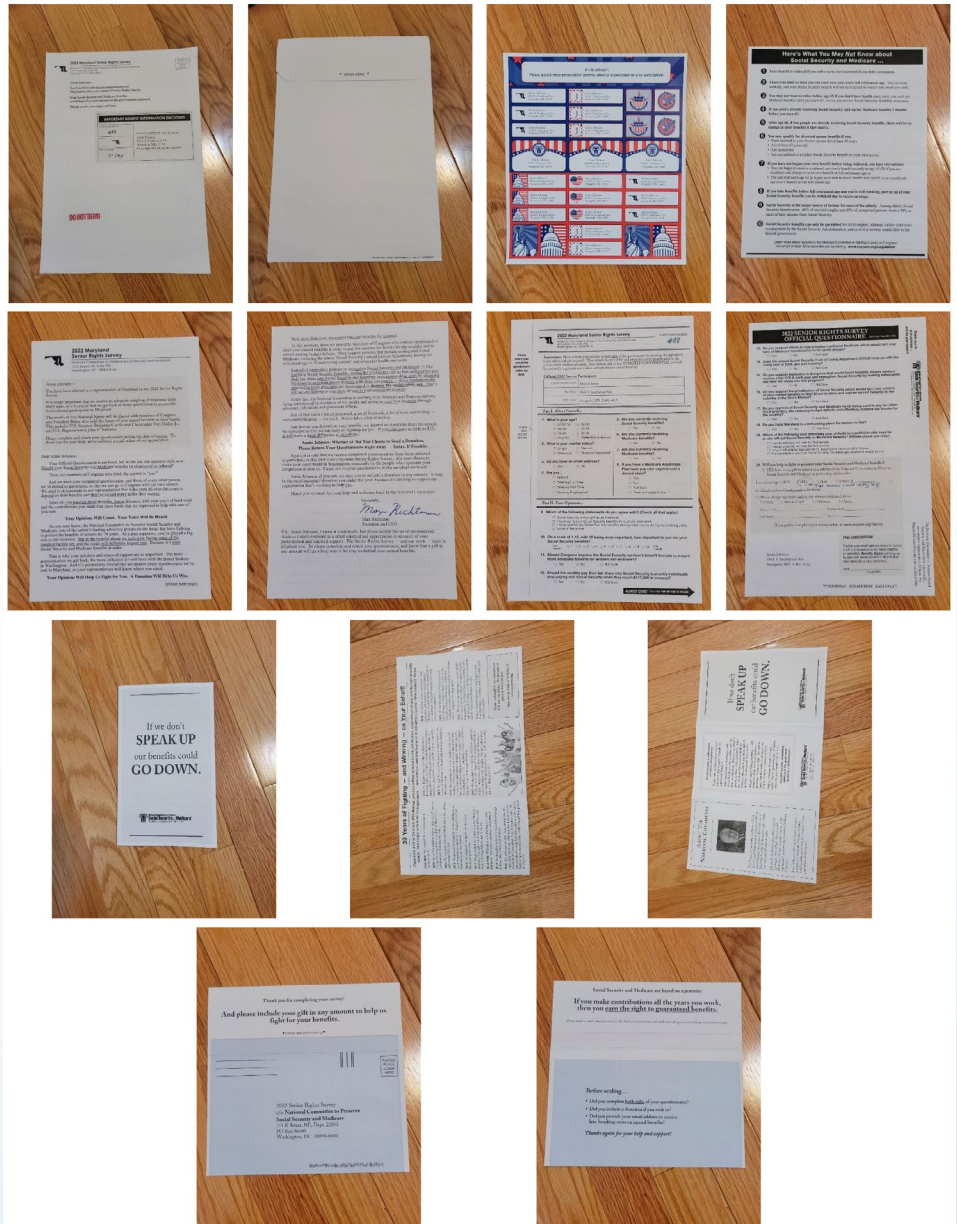
Cost to Raise \$1 (Total Cost/Gross Income) \$1.30

Cost per solicitation (Total Cost/Total Recipients) \$0.586

Direct Mail Response Rate 2.75%

WHY IS YOUR ENTRY SUCCESSFUL

Traditional ask string testing wasn't successful in increasing the AG of Inactive donors (25+ mos rec) at rate that would cover today's package costs; but using modeled data to predict a donor's current capacity to give increased the AG from \$15.44 to \$18.74, a 21.4% increase over the control.



DIRECT MAIL RENEWAL

Brennan Center for Justice July Policy Update Appeal

CAMPAIGN DETAILS

Campaign Name July Policy Update Appeal

Category Direct Mail Renewal

Nonprofit Name Brennan Center for Justice

Agency Name Avalon Consulting

Launch Date 7/29/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients \$23,810

Gross Income \$56,112

Average Gift (\$) \$70.40

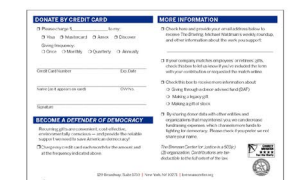
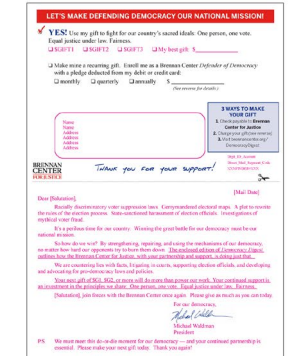
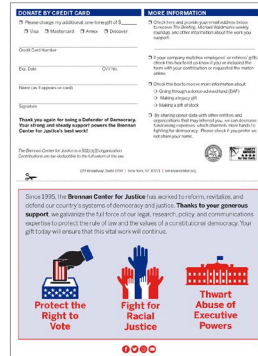
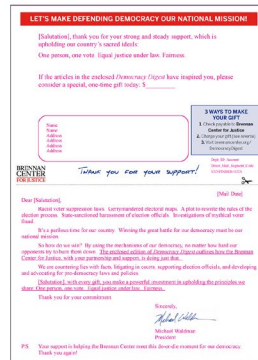
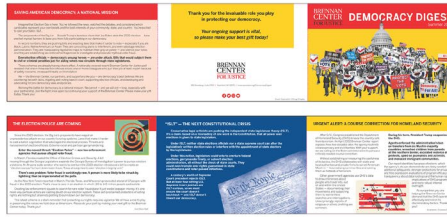
Cost to Raise \$1 (Total Cost/Gross Income) \$0.31

Cost per solicitation (Total Cost/Total Recipients) \$0.74

Direct Mail Response Rate 3.35%

WHY IS YOUR ENTRY SUCCESSFUL

This package provides a "deeper dive" for donors and allows us to report on many aspects of BCJ work—like explainers on the filibuster and gerrymandering. We use this appeal to upgrade monthly donors, and for a DM package with no premium, it's visually compelling and stands out as people browse.



VVA 2023 Calendar Campaign

CAMPAIGN DETAILS

Campaign Name VVA 2023 Calendar Campaign

Category Direct Mail Renewal

Nonprofit Name Vietnam Veterans of America (VVA)

Agency Name Next Generation Fundraising

Launch Date 5/16/22

Audience Targeted VVA Members and Donors

CAMPAIGN STATS

Total Recipients 210,314

Gross Income \$501,863

Average Gift (\$) \$28.82

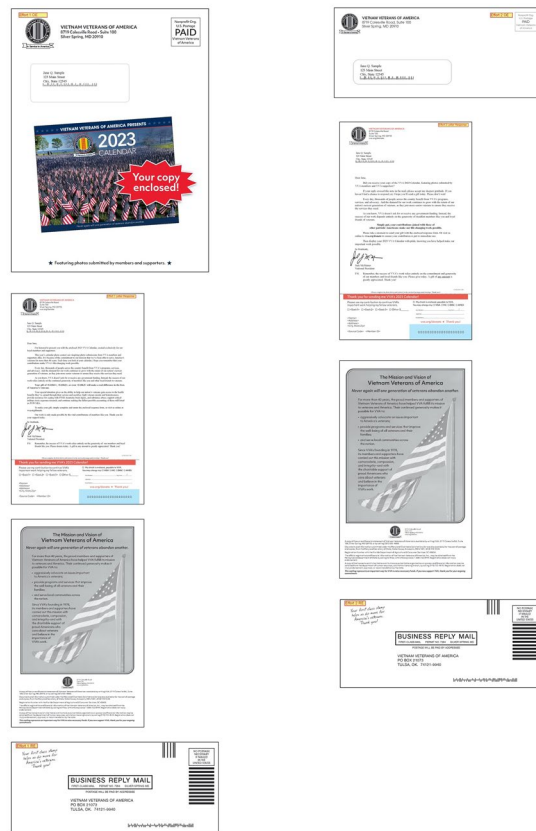
Cost to Raise \$1 (Total Cost/Gross Income) \$0.38

Cost per solicitation (Total Cost/Total Recipients) \$0.90

Direct Mail Response Rate 8.28%

WHY IS YOUR ENTRY SUCCESSFUL

The VVA Calendar Campaign and Contest engaged members by crowdsourcing images online of chapter volunteer efforts for the organization. Selected images were used to create a calendar that put the full focus on VVA's work at the local level as the centerpiece of a successful two effort mail campaign.



Anti-Defamation League February Tax Mailing

CAMPAIGN DETAILS

Campaign Name February Tax Mailing

Category Direct Mail Renewal

Nonprofit Name Anti-Defamation League (ADL)

Agency Name CDR

Launch Date 2/14/22

Audience Targeted Donor-Member File

CAMPAIGN STATS

Total Recipients 40,248

Gross Income \$300,501.78

Average Gift (\$) \$139.64

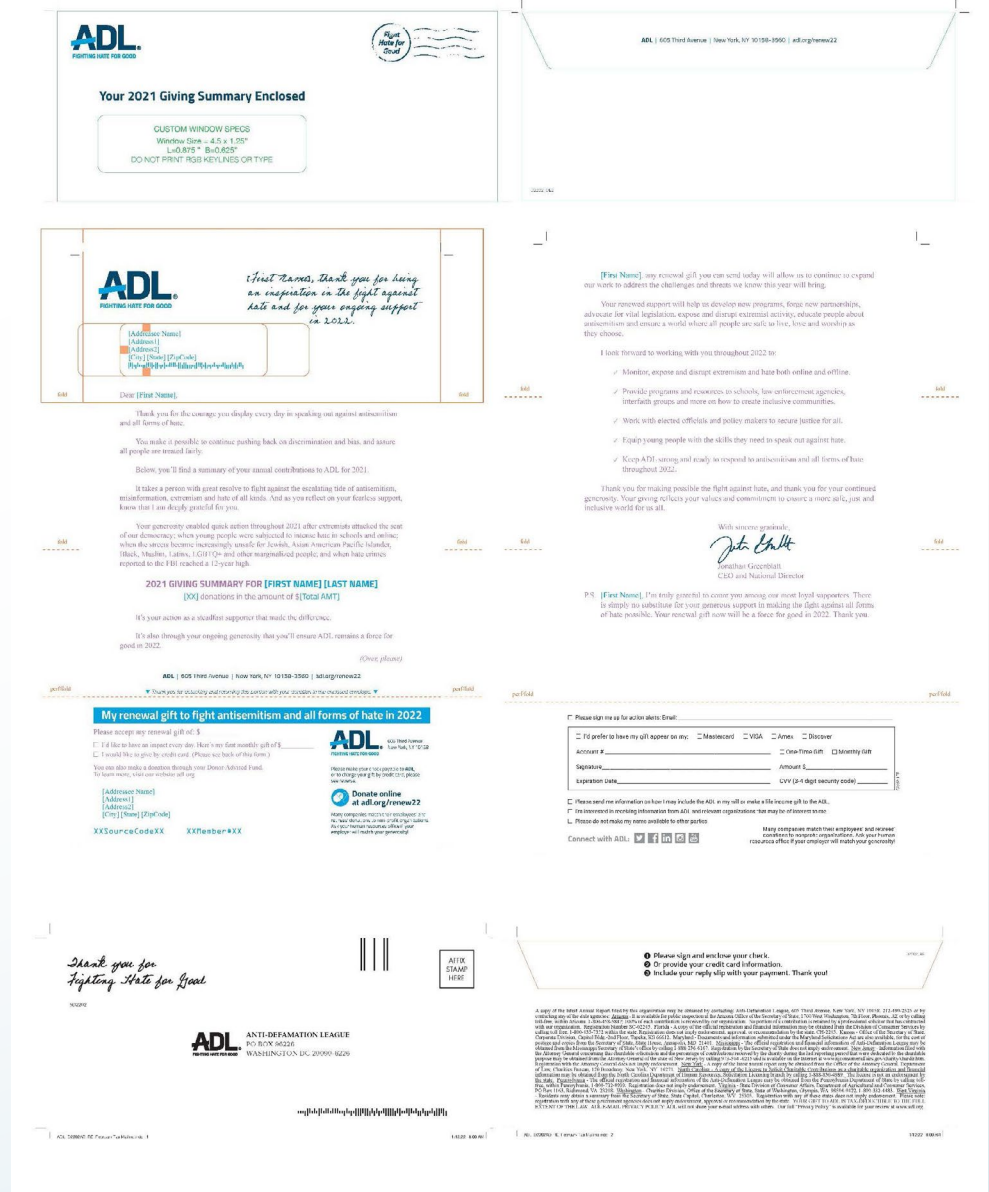
Cost to Raise \$1 (Total Cost/Gross Income) \$0.014

Cost per solicitation (Total Cost/Total Recipients) \$0.10

Direct Mail Response Rate 5.35%

WHY IS YOUR ENTRY SUCCESSFUL

This campaign provided donors with an overview of their 2021 giving, an impact graphic showing how their support has impacted the fight against hate, and a very soft ask. This package focused on gratitude for ADL donors and encouraged them to give again. They responded enthusiastically!





DIRECT MAIL RENEWAL

MSF-USA Refugee Appeal

CAMPAIGN DETAILS

Campaign Name MSF-USA Refugee Appeal

Category Direct Mail Renewal

Nonprofit Name MSF-USA

Agency Name Lautman Maska Neill & Company

Launch Date 6/6/02

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 766,806

Gross Income \$2,099,969

Average Gift (\$) \$77.82

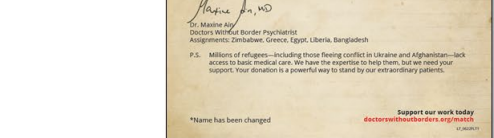
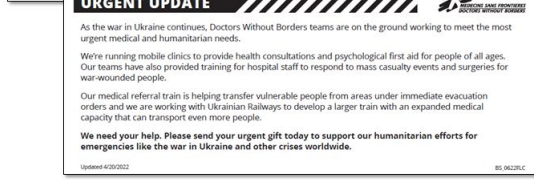
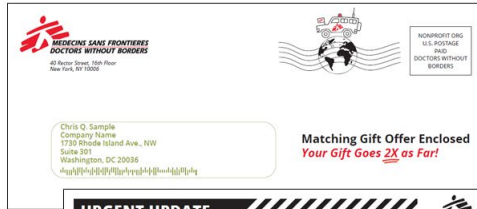
Cost to Raise \$1 (Total Cost/Gross Income) \$0.14

Cost per solicitation (Total Cost/Total Recipients) \$0.39

Direct Mail Response Rate 3.52%

WHY IS YOUR ENTRY SUCCESSFUL

With a matching gift opportunity and an urgent update on MSF's work in Ukraine included, an incredible \$2.1 million was raised with over a 3.5% response rate. This refugee focused appeal (mailed in the summer when fundraising is slower) was the highest performing issue focused campaign of the year!



WCW March 2022 Appeal - Kitten Petition

CAMPAIGN DETAILS

Campaign Name WCW March 2022 Appeal - Kitten Petition

Category Direct Mail Renewal

Nonprofit Name White Coat Waste Project

Agency Name K2D Strategies

Launch Date 3/21/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 27,269

Gross Income \$60,614.35

Average Gift (\$) \$27.74

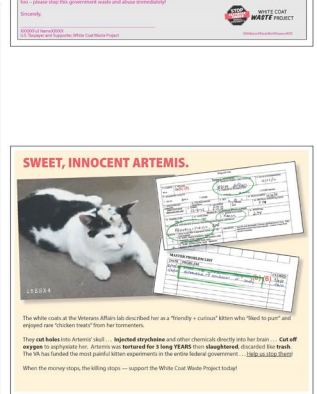
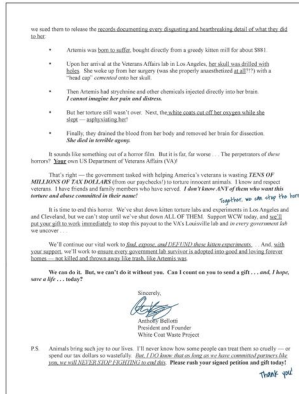
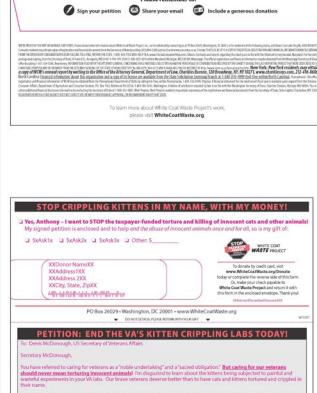
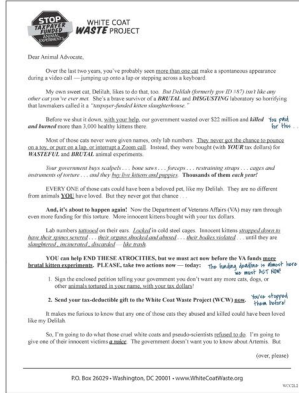
Cost to Raise \$1 (Total Cost/Gross Income) \$0.32

Cost per solicitation (Total Cost/Total Recipients) \$0.72

Direct Mail Response Rate 8.01%

WHY IS YOUR ENTRY SUCCESSFUL

The response rate was the highest of the year. Average gift was almost \$1 higher than projected generating 1/3 more net than budget. The best news was that on the heels of this campaign, the WCWP compelled the Dept of Veterans Affairs to shut down the lab.



International Fellowship of Christians and Jews Shamash Test

CAMPAIGN DETAILS

Campaign Name International Fellowship of Christians and Jews Shamash Test

Category Direct Mail Renewal

Nonprofit Name International Fellowship of Christians and Jews

Agency Name RKD Group

Launch Date 9/16/22

Audience Targeted Donor file, sustainers and lapsed audiences

CAMPAIGN STATS

Total Recipients 29,951

Gross Income \$73,760

Average Gift (\$) \$64.48

Cost to Raise \$1 (Total Cost/Gross Income) \$0.43

Cost per solicitation (Total Cost/Total Recipients) \$1.07

Direct Mail Response Rate 3.82%

WHY IS YOUR ENTRY SUCCESSFUL

Our goal was to decrease cost, update branding and increase revenue. We created a #10 test eliminating the control's self-mailer and sticker component, keeping the wax engagement element. The test cost less to print, the response rate was 23.2% higher and brought 128.8% more net revenue!



New Hampshire Food Bank Summer Commitment Appeal

CAMPAIGN DETAILS

Campaign Name New Hampshire Food Bank Summer Commitment Appeal

Category Direct Mail Renewal

Nonprofit Name New Hampshire Food Bank

Agency Name Concord Direct

Launch Date 5/16/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 37,328

Gross Income \$226,440

Average Gift (\$) \$89.68

Cost to Raise \$1 (Total Cost/Gross Income) \$0.08

Cost per solicitation (Total Cost/Total Recipients) \$0.53

Direct Mail Response Rate 6.76%

WHY IS YOUR ENTRY SUCCESSFUL

Copy and imagery emphasized the importance of the Summer Meals Challenge, urging recipients to donate while their gift would be doubled for kids, seniors, and families. The package included three reply forms and envelopes, making it easy for recipients to donate multiple times during the summer.

Name, your gift will be DOUBLED to help hungry kids near LongCityName!

John Q. Sample
123 Any Road
Anytown, AS 01234
[Barcode]

\$1 provides up to 4 meals.*
Your gift will be matched — and your impact doubled for those who urgently need food!

Dear Salutation-Regular,
For kids who rely on school meals, summer is always the hungriest time of year. As one of our partners shared with us, "During the summer months, children are home or attending camp and are hungry. They play hard and are constantly growing. I hear often, 'my kids are eating me out of house and home.' Without free hot lunches or in-school snack programs, these kids need extra nutritional support."
And now, as the prices for gas and groceries rise dramatically, thousands of New Hampshire families don't know where they'll turn to make sure their children get enough to eat when school lets out. The added financial burden is too much to bear.
Salutation, we can't let children go hungry. We must take action now — which is why I'm writing to you today.
Will you please give to our urgent Summer Meals Matching Gift Campaign as you have in the past? For a limited time, any donation will give twice as far, thanks to a generous donor who has offered to match all gifts up to \$100,000!
That means **Sask1** from you will become **Sask1x2**, **Sask2** will turn into **Sask2x2** and **Sask3** will be **doubled to Sask3x2!** Instead of every dollar you give funding 2 meals, you'll help **provide 4 meals** to feed hungry kids, families and senior citizens near **Long City Name** and throughout the state!
If you can, please send one gift now for June, and help again in July and August using the reply forms I'm enclosing. Or if you're able, please make one gift for the entire summer today. Remember, 96% of every dollar you give goes directly to programs that feed hungry people!
It's never easy to ask for help. We're proud and independent people in New Hampshire. But sometimes our neighbors need a place to turn.
As you know, the **last two years were extremely hard for families in our state.** Thanks to you and your fellow supporters, we distributed 17 million pounds of nonperishable food items, fresh produce and *(over, please)*

700 East Industrial Park Drive, Manchester, NH 03109 | P: 603-669-9725 | F: 603-669-0270 | www.nhfoodbank.org



Now more than ever, kids and families need help with food.

Name, your gift will be DOUBLED to help hungry kids near LongCityName!

SI provides up to 2 meals.*
Your gift will be matched — and your impact doubled for those who urgently need food!

You can make double the difference!

SI provides up to 2 meals.*
Your gift will be matched — and your impact doubled for those who urgently need food!

You can make double the difference!

SUMMER MEALS MATCH CAMPAIGN RESPONSE FORM: JUNE

SUMMER MEALS MATCH CAMPAIGN RESPONSE FORM: JULY

SUMMER MEALS MATCH CAMPAIGN RESPONSE FORM: AUGUST

SUMMER MEALS MATCH CAMPAIGN RESPONSE FORM: JUNE

SUMMER MEALS MATCH CAMPAIGN RESPONSE FORM: JULY

SUMMER MEALS MATCH CAMPAIGN RESPONSE FORM: AUGUST

JUNE

RUSH to help hungry kids and seniors!

NANCY MELLITT
DIRECTOR OF DEVELOPMENT
NEW HAMPSHIRE FOOD BANK DEPT F
PO BOX 5000
MANCHESTER NH 03108-5000

JULY

RUSH to help hungry kids and seniors!

NANCY MELLITT
DIRECTOR OF DEVELOPMENT
NEW HAMPSHIRE FOOD BANK DEPT F
PO BOX 5000
MANCHESTER NH 03108-5000

AUGUST

RUSH to help hungry kids and seniors!

NANCY MELLITT
DIRECTOR OF DEVELOPMENT
NEW HAMPSHIRE FOOD BANK DEPT F
PO BOX 5000
MANCHESTER NH 03108-5000

University of Pittsburg Medical Center January Annual Fund Renewal

CAMPAIGN DETAILS

Campaign Name January Annual Fund Renewal

Category Direct Mail Renewal

Nonprofit Name University of Pittsburg Medical Center

Agency Name DaVinci Direct

Launch Date 2/4/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 12,686

Gross Income \$58,950

Average Gift (\$) \$44.56

Cost to Raise \$1 (Total Cost/Gross Income) \$0.23

Cost per solicitation (Total Cost/Total Recipients) \$1.07

Direct Mail Response Rate 10.43%

WHY IS YOUR ENTRY SUCCESSFUL

This label format & "Annual Fund" branded appeal continues to perform well year after year. Costs have changed slightly but overall results continue to do well with no signs of fatigue. We produce a Follow Up appeal to this campaign and it generates 78% of the revenue raised in the initial mailer!

Carpenter's Shelter Spring 2022 Appeal

CAMPAIGN DETAILS

Campaign Name Carpenter's Shelter Spring 2022 Appeal

Category Direct Mail Renewal

Nonprofit Name Carpenter's Shelter

Agency Name Nexus Direct

Launch Date 3/25/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 4,164

Gross Income \$86,495

Average Gift (\$) \$379

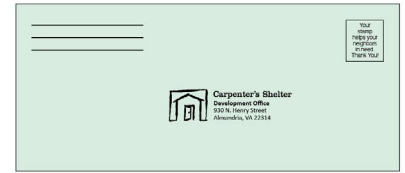
Cost to Raise \$1 (Total Cost/Gross Income) \$0.10

Cost per solicitation (Total Cost/Total Recipients) \$1.95

Direct Mail Response Rate 5.51%

WHY IS YOUR ENTRY SUCCESSFUL

Implemented prior winning tactics with the targeted audience whilst highlighting the post-COVID impacts limiting CS. A story about the power of a bike aligned with the changing season & callouts emphasized the diverse people being helped, giving donors more opportunities to connect with the mission.



"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."
— Mother Teresa

Dear <Salutation>,
I know you've heard from us a lot lately... but the need for help is still so great. Sadly, many of the root causes of homelessness, such as unemployment and lack of affordable housing, are ever-present, and there are hundreds of people in our community experiencing homelessness right now.

But I want you to also see just how much of a difference your care and generosity make every day, bringing help and hope to our community's most vulnerable residents.

While homelessness may seem a world away, all it takes is a job loss or a divorce, a death in the family, or an unrelated health issue for our situations to change overnight. Homelessness could happen to any of us.

Today will you please make a donation to Carpenter's Shelter to give more help and hope to those who need it most?

Your generous gift today will help to ensure that our neighbors experiencing homelessness have a warm bed, a hot meal, a shower, and the services needed to get back on their feet and restart their lives.

Having worked here for seven years, I see firsthand how your generosity impacts our community's most vulnerable neighbors. Mother Teresa's words above hold true even today — sometimes it's the smallest gestures that can make the biggest difference in someone's life.

If you think your gift today won't make a difference, a young man named Kengi would tell you otherwise. When I met Kengi, who found himself at Carpenter's Shelter last year, the services we provided him changed his life profoundly — changes we couldn't have helped him with without community support from people just like you.

Soon he had a new job in landscaping, but then he faced another challenge — a 45-minute walk to and from his new job.

Fortunately, Kengi had applied for our scholarship program with access to free bicycles. As part of the "Earn a Bike Scholarship Program," selected participants are given a refurbished bicycle and helmet, which cut down Kengi's commute to just 15 minutes!

For many of us, having a bicycle is something we take for granted. But

Small gifts make huge impacts in your community.

Your gift will provide:

- \$25 A Night of Shelter
- \$45 150 Diapers for Residents' Babies
- \$90 Four Sessions of Mental Health Counseling

Will you join us today and make an impact in our community?

Yes, I want to help our neighbors in Alexandria find homes and the help and hope they need to get back on their feet again. Enclosed is my gift of:

<Ask1> <Ask2> <Ask3> <Ask4> <Ask5> <Ask6>

The amount would exceed much, please your donation is tax deductible!

To donate by credit card, see reverse side or visit our secure website, CarpentersShelter.org/BeALifeLine. Thank you for your generous support!

930 N. Henry Street • Alexandria, VA 22314 • 703.548.7500

for a person like Kengi — trying to get his feet back on the ground — a bicycle is not just a bicycle. A bicycle means having reliable transportation to a paying job. A bicycle means not having to rely on others to pick up groceries for you. A bicycle is the first solid step in breaking the cycle of homelessness forever.

And now, with your generosity and support from our staff, Kengi is learning how to budget his money, care for his own home, and get the resources he needs to rebuild and maintain a stable, prosperous life. Kengi's journey to regaining his independence and the dignity we all deserve could not have happened without your compassion.

<Name>, we are incredibly grateful for your continued support of Carpenter's Shelter, but our work is far from done. Carpenter's Shelter is largely funded by donors like you, people who care about our Alexandria community — we receive less than half of our funding from government sources. Can we count on you to make another gift of <Ask1> or even <Ask2> in honor of the small things in life that make the biggest impacts on our neighbors who need support?

Your support not only provides some of the most immediate and basic of needs — a shower, meals, medical treatment, safety, warmth — but also sets your neighbors up for lasting, sustainable independence by helping them find work and affordable homes. Your kindness spreads hope, help, and dignity to the individuals and families who are struggling right now and throughout our Alexandria neighborhood.

Last year, your generosity helped us provide safe, temporary housing and comprehensive community support for over 400 neighborhood families and individuals, but the harsh winter and ongoing pandemic have made the need greater than ever! Will you help us help even more people in 2022?

On behalf of our shelter residents, selfless volunteers and dedicated staff, I would like to thank you in advance for considering giving a gift of any size today.

With appreciation,

Shannon Steere, Executive Director

P.S. Homelessness can happen to anyone. It's only because of the generosity of neighbors like you that Carpenter's Shelter can help those in our community experiencing homelessness get back on their feet again.

Please donate what you can: CarpentersShelter.org/BeALifeLine

Check us out through social media!

- Facebook: www.facebook.com/CarpentersShelter
- Twitter: @CarpentersShelter
- Amazon Wish List & Amazon Smile
- Instagram: @carpsnter
- YouTube: www.youtube.com/CarpentersShelter

Award-Winning Programs

- Resident's Shelter
- Day's Place
- Rapid Re-Housing
- Community Case Management
- Carpenter's Clinic
- Winter Shelter Collaborative
- Education & Employment Services
- Permanent Supportive Housing

Together we can **CHANGE LIVES** in our community!

In 2021 we...

- Supported 624 neighbors experiencing homelessness.
- Feed and provided shelter for 253 people including 59 children from 26 families.
- Provided 78 adults with education and employment services.
- Enabled 6 homeless neighbors to receive \$20,000 in scholarship funds to continue their education.

CARPENTER'S SHELTER'S VISION: To be the community leader in preventing and ending homelessness.

YOUR GIFTS SUPPORT THESE PROGRAMS & SERVICES:

- Winter Shelter Collaborative
- Rapid Rehousing
- Carpenter's Clinic
- Education and Employment Program
- Mental Health Therapy

Please GIVE and HELP us serve the most vulnerable in Alexandria at: www.CarpentersShelter.org/BeALifeLine

"A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP"

At age 15, shelter graduate and single mother Viviane left her home country, the war-torn Democratic Republic of Congo, and became an asylum seeker in the United States in 2012. However, in 2013, immigration policies changed and delayed her work permit renewal, leading to the loss of her job. Viviane tried to make ends meet by draining her savings, but soon, she and her young daughter were facing homelessness.

Once they entered the shelter, their outlook quickly improved! In less than two months, Viviane was able to get her daughter enrolled in preschool while the shelter covered the program and transportation fees. Then Viviane's work permit came through and she found a job. Soon after, she found affordable housing!

MEET VIVIANE:

To help more people like Viviane, DONATE ONLINE at www.CarpentersShelter.org/BeALifeLine

American Indian College Fund Supporter Card Follow-Up

CAMPAIGN DETAILS

Campaign Name Supporter Card follow-up

Category Direct Mail Renewal

Nonprofit Name American Indian College Fund

Agency Name Amergent

Launch Date 11/28/22

Audience Targeted 0-36 month \$10+

CAMPAIGN STATS

Total Recipients 75,994

Gross Income \$727,802

Average Gift (\$) \$310.50

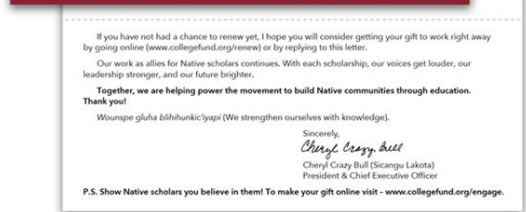
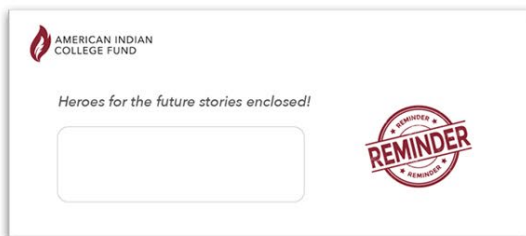
Cost to Raise \$1 (Total Cost/Gross Income) \$0.06

Cost per solicitation (Total Cost/Total Recipients) \$0.5746

Direct Mail Response Rate 3.08%

WHY IS YOUR ENTRY SUCCESSFUL

To help spur response we created an insert in the Supporter Card F/u introducing donors to a few scholarship recipients. Results were that response rates were 24% greater than prior year. Average Gift was \$127 higher than prior year. This was due in part to ten gifts over \$10K.



Guggenheim September 2022 Member Lapsed Recapture

CAMPAIGN DETAILS

Campaign Name Guggenheim September 2022 Member Lapsed Recapture

Category Direct Mail Renewal

Nonprofit Name The Solomon R. Guggenheim Museum and Foundation

Agency Name Daniller + Company

Launch Date 9/9/22

Audience Targeted Dropped general-level members from 2014 to 2022 and dropped Patron-level members from 2021-2022

CAMPAIGN STATS

Total Recipients 31,744

Gross Income \$102,744.50

Average Gift (\$) \$132.92

Cost to Raise \$1 (Total Cost/Gross Income) \$0.21

Cost per solicitation (Total Cost/Total Recipients) \$0.69

Direct Mail Response Rate 2.44%

WHY IS YOUR ENTRY SUCCESSFUL

The campaign exceeded expectations with 773 returning members, \$102,745 revenue, \$80,821 net revenue, and 79% lower cost to raise \$1 than projected. It also spread the word about the spectacular “Alex Katz: Gathering” exhibition, using vivid exhibition branding and Katz’s engaging art.



**DIRECT MAIL
MID-LEVEL
RENEWAL/APPEAL**

Marine Corps Scholarship Offers Challenge Coin to Fidelis Fund Supporters

CAMPAIGN DETAILS

Campaign Name Marine Corps Scholarship Offers Challenge Coin to Fidelis Fund Supporters

Category Direct Mail Mid-Level Renewal

Nonprofit Name Marine Corps Scholarship Fund

Agency Name Axle Agency

Launch Date 7/5/22

Audience Targeted Donors, Major Gifts

CAMPAIGN STATS

Total Recipients 2,666

Gross Income \$129,735

Average Gift (\$) \$1,936.34

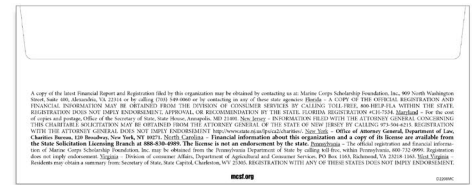
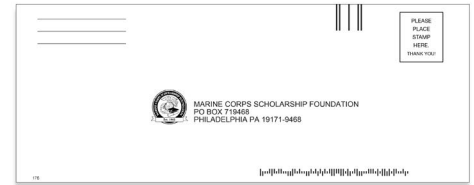
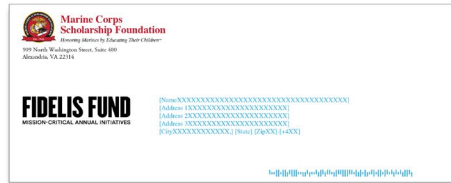
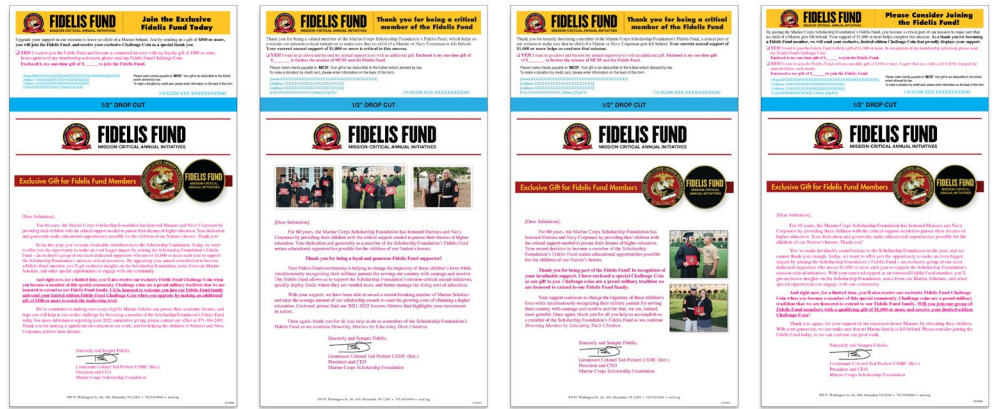
Cost to Raise \$1 (Total Cost/Gross Income) \$0.08

Cost per solicitation (Total Cost/Total Recipients) \$3.67

Direct Mail Response Rate 2.51%

WHY IS YOUR ENTRY SUCCESSFUL

Through well designed, thoughtful creative with the addition of a branded gold challenge coin, donors responded well to the call for gifts of \$1k+ -- loyal donors as well as lapsed donors generously contributed and the overall cost per dollar raised was incredibly low making this campaign a success.



IRC Mid-Level Year-End Follow Up Appeal

CAMPAIGN DETAILS

Campaign Name IRC Mid-Level Year-End Follow Up Appeal

Category Direct Mail Mid-Level Renewal

Nonprofit Name International Rescue Committee

Agency Name Harrington Agency

Launch Date 11/28/22

Audience Targeted Mid-Level

CAMPAIGN STATS

Total Recipients 18,669

Gross Income \$1,146,065.58

Average Gift (\$) \$1,486.47

Cost to Raise \$1 (Total Cost/Gross Income) \$100.82

Cost per solicitation (Total Cost/Total Recipients) \$4.16

Direct Mail Response Rate 4.13%

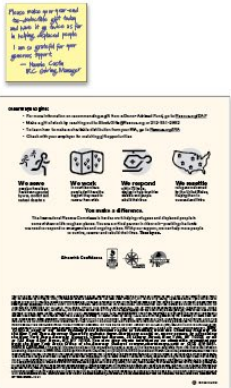
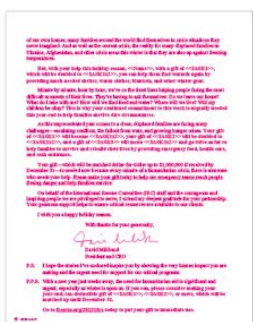
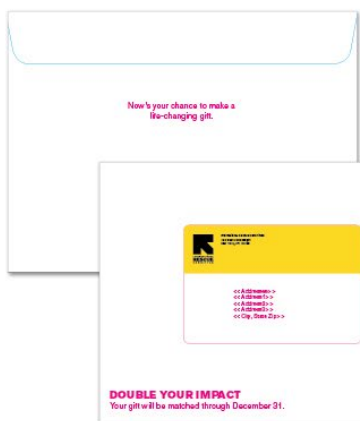
WHY IS YOUR ENTRY SUCCESSFUL

This appeal made over \$1 million dollars for IRC with only 18669 donors mailed. This package stands on top of the fundraising podium in terms of revenue and response.

Results:

- Over revenue projections: 300.5%
- Improved # of donors: 417.5%
- Improved response rate: 144.3%
- ROI improvement by 266%

IRC Mid-Level Year-End FOLLOW-UP



DIRECT MAIL MID-LEVEL RENEWAL

Planned Parenthood of Greater New York Annual Fall Mid-level Appeal



CAMPAIGN DETAILS

Campaign Name Annual Fall Mid-level Appeal

Category Direct Mail Mid-Level Renewal

Nonprofit Name Planned Parenthood of Greater New York

Agency Name Sanky Communications

Launch Date 10/5/22

Audience Targeted \$1,000-\$9,999

CAMPAIGN STATS

Total Recipients 1,079

Gross Income \$92,697

Average Gift (\$) \$653

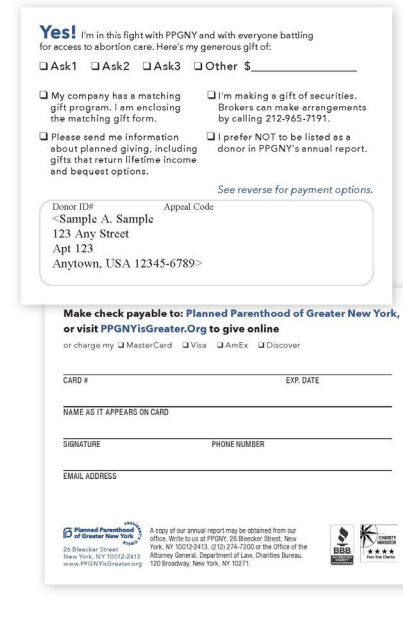
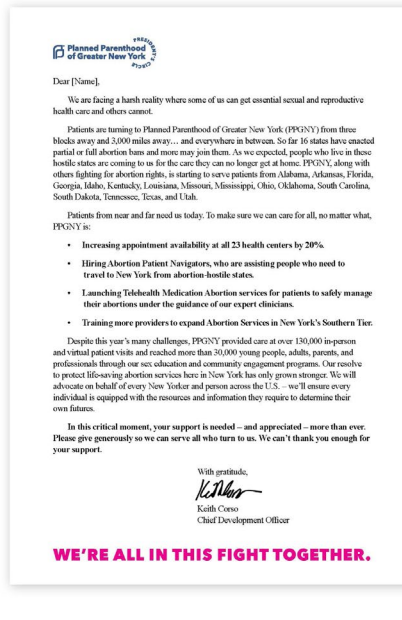
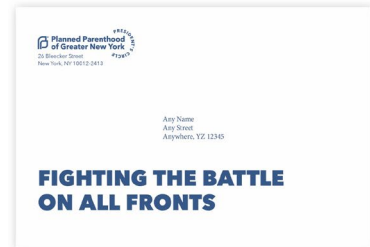
Cost to Raise \$1 (Total Cost/Gross Income) \$0.09

Cost per solicitation (Total Cost/Total Recipients) \$8.02

Direct Mail Response Rate 13.16%

WHY IS YOUR ENTRY SUCCESSFUL

The package highlighted the role the organization plays in providing reproductive and sexual health care in the wake of expanding abortion restrictions across the country. With a tone that is purposeful, the copy reassures donors that PPGNY and its essential services aren't going anywhere.





DIRECT MAIL MID-LEVEL RENEWAL

Leaders Circle Ren 4 Year End Campaign

CAMPAIGN DETAILS

Campaign Name Leaders Circle Ren 4 Year End Campaign

Category Direct Mail Mid-Level Renewal

Nonprofit Name MSPCA Leaders Circle Renewal 4

Agency Name DaVinici Direct

Launch Date 11/5/22

Audience Targeted Mid Level Donors

CAMPAIGN STATS

Total Recipients 1,324

Gross Income \$582,855

Average Gift (\$) \$2,637.35

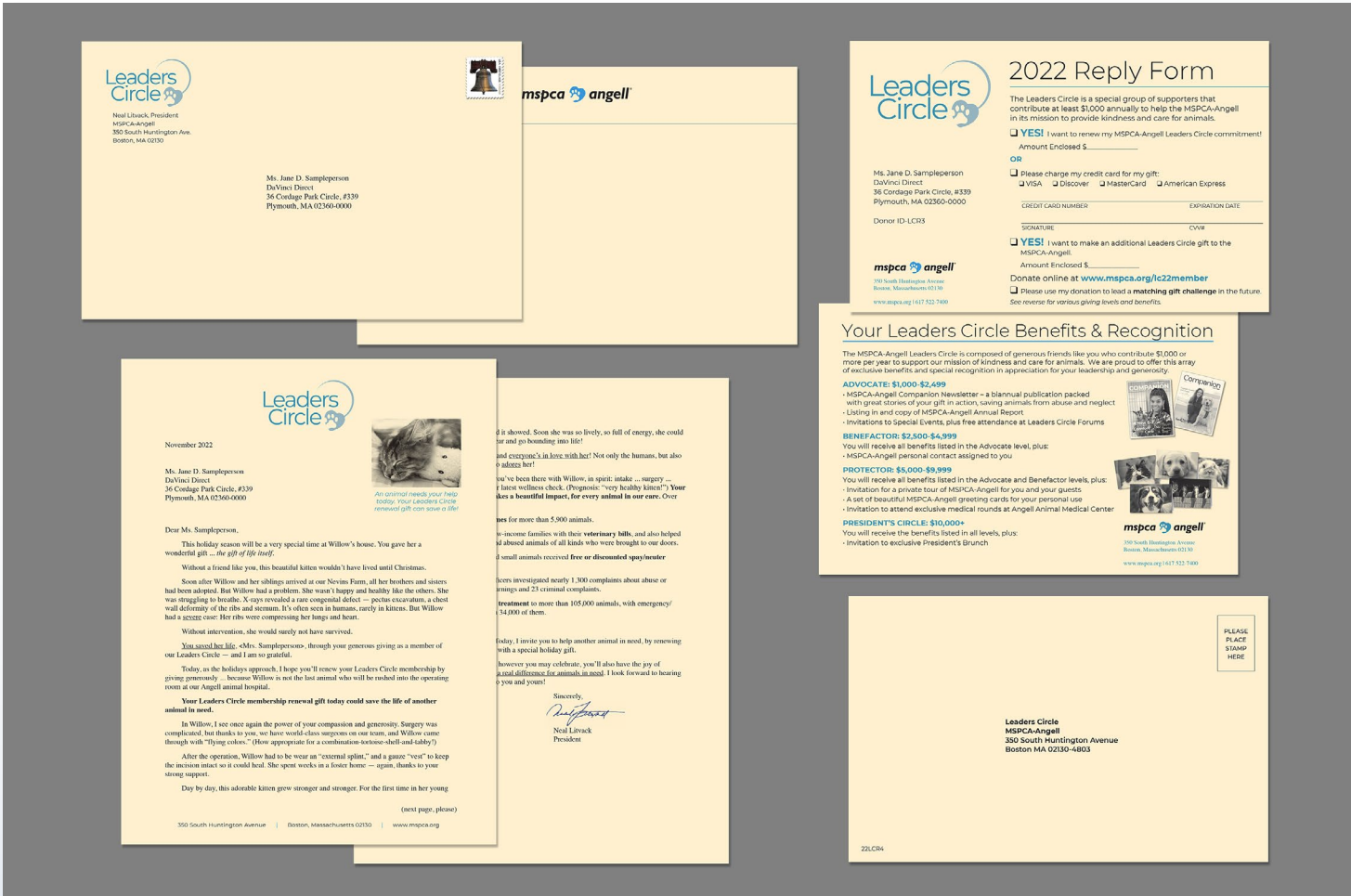
Cost to Raise \$1 (Total Cost/Gross Income) \$0.02

Cost per solicitation (Total Cost/Total Recipients) \$8.02

Direct Mail Response Rate 16.69%

WHY IS YOUR ENTRY SUCCESSFUL

This campaign generated 25% more income than the previous year and continues to grow year over year. The package uses creme colored stock, giving it a “high-end” look and feel, and the copy tells the donor how much they mean to the organization and how their support saves many animals.



TechnoServe Mid-Level Member Card Package

CAMPAIGN DETAILS

Campaign Name Mid-Level Member Card Package

Category Direct Mail Mid-Level Renewal

Nonprofit Name TechnoServe

Agency Name Faircom New York

Launch Date 11/7/22

Audience Targeted Donors, Mid-Level

CAMPAIGN STATS

Total Recipients 2,979

Gross Income \$64,838

Average Gift (\$) \$294.72

Cost to Raise \$1 (Total Cost/Gross Income) \$47.39

Cost per solicitation (Total Cost/Total Recipients) \$3.50

Direct Mail Response Rate 7.39%

WHY IS YOUR ENTRY SUCCESSFUL

We exceeded objectives to increase revenue and member engagement from TechnoServe's mid-level giving society, Circles of Impact. Despite a volatile economic market, we saw a 58% increase in revenue, a 28% increase in average gift, and a nearly 10% lift in response rate.



World Food Program USA November Mid-Level Appeal

CAMPAIGN DETAILS

Campaign Name November Mid-Level Appeal

Category Direct Mail Mid-Level Renewal

Nonprofit Name World Food Program USA (WFP USA)

Agency Name Fuse Fundraising

Launch Date 11/18/22

Audience Targeted Mid-Level

CAMPAIGN STATS

Total Recipients 10,364

Gross Income \$551,674

Average Gift (\$) \$1,567.25

Cost to Raise \$1 (Total Cost/Gross Income) \$0.01

Cost per solicitation (Total Cost/Total Recipients) \$0.64

Direct Mail Response Rate 3.40%

WHY IS YOUR ENTRY SUCCESSFUL

The appeal surpassed all KPIs and budget by significant margins including exceeded gross revenue by 265% and net by 300%. Campaign yielded 15 gifts of \$5K or more, including one gift of \$40K. This only includes revenue generated through the direct mail campaign and no gifts attributed online



Phoenix Zoo Fall 2022 Upgrade Campaign

CAMPAIGN DETAILS

Campaign Name Phoenix Zoo Fall 2022 Upgrade Campaign

Category Direct Mail Mid-Level Renewal

Nonprofit Name Phoenix Zoo

Agency Name The Lukens Company

Launch Date 10/3/22

Audience Targeted Mid-Level

CAMPAIGN STATS

Total Recipients 15,676

Gross Income \$58,321.90

Average Gift (\$) \$327.65

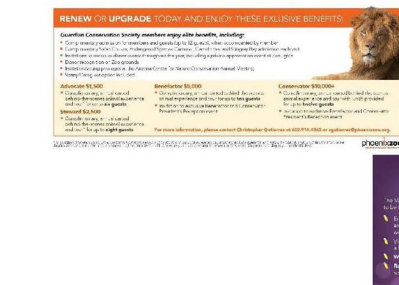
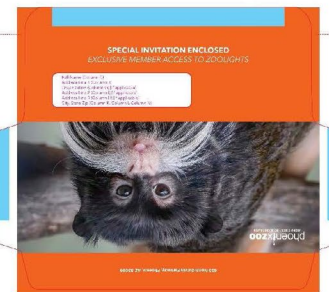
Cost to Raise \$1 (Total Cost/Gross Income) \$0.35

Cost per solicitation (Total Cost/Total Recipients) \$1.29

Direct Mail Response Rate 1.14%

WHY IS YOUR ENTRY SUCCESSFUL

This was the Zoo's first upgrade campaign. Not only did it outperform the institution's expectations in generating over \$58,000 in revenue and a \$2.89 ROI, it also served as an important step in educating, cultivating, and identifying members interested in higher levels of philanthropic support.



STC Annual Fund

CAMPAIGN DETAILS

Campaign Name STC Annual Fund
Category Direct Mail Mid-Level Renewal
Nonprofit Name Save the Children
Agency Name RKD
Launch Date 2/17/22
Audience Targeted Mid-Level

CAMPAIGN STATS

Total Recipients 15,795
Gross Income \$508,008
Average Gift (\$) \$1,671
Cost to Raise \$1 (Total Cost/Gross Income) \$0.14
Cost per solicitation (Total Cost/Total Recipients) \$4.60
Direct Mail Response Rate 1.92%

WHY IS YOUR ENTRY SUCCESSFUL

Mid-Level supporters receive a new supporter card and are asked to upgrade or renew their support. The mailing also includes a personalized proposal that reports on past accomplishments and outlines how they can support the Annual Fund Project to help meet goals for the upcoming year.

The collage displays several key pieces of fundraising collateral:

- Leadership Circle Report:** A document titled "Leadership Circle Annual Fund Urgent Renewal Request" featuring a handwritten note from a donor and a "Final Address" section.
- 2022 Annual Fund Urgent Renewal Request:** A prominent red and white document with the headline "2022 LEADERSHIP CIRCLE ANNUAL FUND URGENT GOAL: \$250,000 BY MARCH 31ST". It includes a "Final Address" section and a "Special Report and Proposal Prepared For" section.
- 2022 Leadership Circle Membership Card:** A card with a photo of a child and the text "2022 LEADERSHIP CIRCLE Membership Card" and "Final Address: Leading lasting change for children since 1919".
- Proposal: "You Are There for At-Risk Children":** A detailed proposal with a headline "YOU ARE THERE FOR AT-RISK CHILDREN" and a sub-headline "2022 ANNUAL FUND URGENT GOAL: \$250,000". It outlines the organization's mission and the impact of donor support.
- Proposal: "Update from the Field":** A document titled "UPDATE FROM THE FIELD" with a sub-headline "What it Means to Be a Leadership Circle Member".
- Proposal: "Renew Your Support":** A document titled "RENEW YOUR SUPPORT" with a sub-headline "Your Leadership is Urgently Needed".
- Proposal: "Special Report and Proposal Prepared For":** A document titled "Special Report and Proposal Prepared For: Final Address: Inspiring lasting change for children since 1919".

DIGITAL ACQUISITION

The background of the slide is a complex, abstract pattern of overlapping, semi-transparent blue polygons. The colors range from a deep, dark blue to a light, almost white blue, creating a sense of depth and movement. The overall effect is modern and tech-oriented.



DIGITAL ACQUISITION

Wildlife Conservation Society Don't Let Them Fade Away

CAMPAIGN DETAILS

Campaign Name Don't Let Them Fade Away

Category Digital Acquisition

Nonprofit Name Wildlife Conservation Society

Agency Name Stagecoach Digital

Launch Date 11/25/22

Audience Targeted Prospects

CAMPAIGN STATS

Gross Income \$357,264 overall (\$341,505 one-time, \$12,636 annual sustainer, \$3,121 monthly sustainer)

Average Gift (\$) \$105 overall (\$106 one-time, \$125 annual sustainer, \$39 monthly sustainer)

Cost to Raise \$1 (Total Cost/Gross Income) \$1.04

Cost Per New Donor \$105

WHY IS YOUR ENTRY SUCCESSFUL

Wildlife Conservation Society wanted to drive home the extinction threat so many species face. Stagecoach developed a bold campaign utilizing animated GIFs to literally show animals fading away. This message worked incredibly well getting wildlife-loving prospects to make their first donation.

The collage displays various digital marketing assets for the Wildlife Conservation Society campaign. It includes:

- Additional Emails:** Screenshots of email newsletters with subject lines like "Your chance to protect Critically Endangered Sumatran elephants, 2X match active!" and "All gifts tripled".
- Ad Variants:** Multiple versions of the "DON'T LET THEM FADE AWAY" ad, featuring different animals like tigers and gorillas.
- Email:** A full view of the campaign landing page with a headline "Triple the power to stop poachers in their tracks" and a "PROTECT WILDLIFE" button.
- Form (Mobile):** A screenshot of the mobile donation form with fields for name, email, and amount.
- Form (Desktop):** A screenshot of the desktop donation form, showing a progress bar and a "PROTECT WILDLIFE" button.
- Social:** Facebook posts and Instagram stories featuring the campaign's visual identity.
- Display:** Various ad sizes and placements for the campaign.

Digital Acquisition Campaign
2023 #GivingTuesday and Year End



Digital Acquisition Campaign, 2023 #GivingTuesday and Year End





Seattle Children's Hospital Paid Search Acquisition

CAMPAIGN DETAILS

Campaign Name Seattle Children's Paid Search Acquisition

Category Digital Acquisition

Nonprofit Name Seattle Children's Hospital

Agency Name TrueSense Marketing

Launch Date 1/10/22

Audience Targeted Prospects

CAMPAIGN STATS

Gross Income \$73,287.61

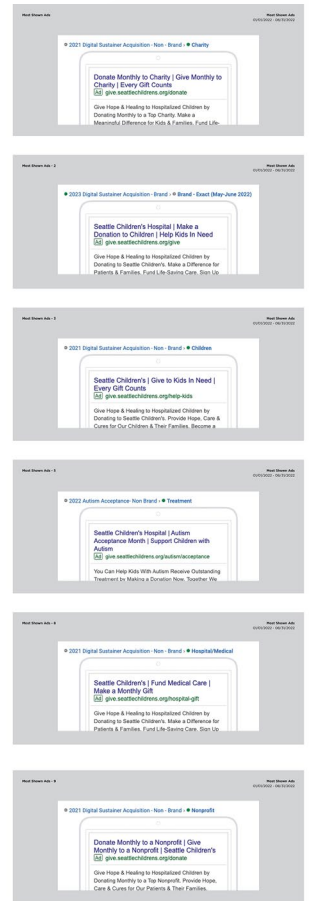
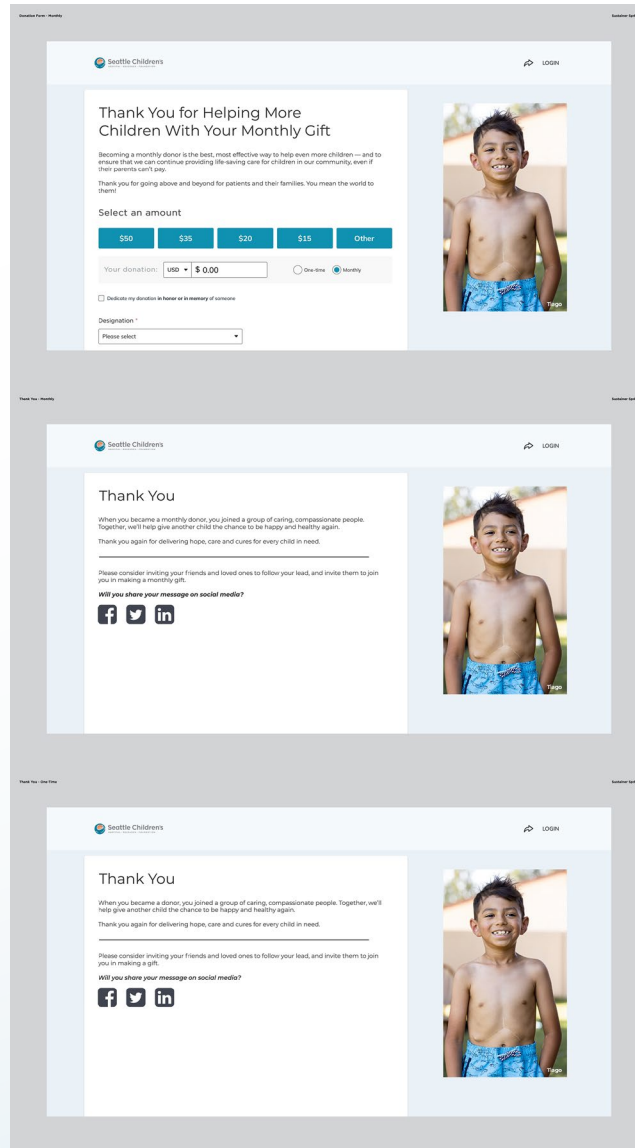
Average Gift (\$) \$170

Cost to Raise \$1 (Total Cost/Gross Income) \$0.55

Cost Per New Donor \$117.33

WHY IS YOUR ENTRY SUCCESSFUL

This first-ever digital acquisition campaign for SCH netted a 7.21% CTR and a 3.3% conversion at a 1.81 ROAS! Even better, 52 of the 344 new gifts were monthly donors, (approximately \$26,000 of the \$73,287.61). Those monthly donors continue to account for \$1513 a month in recurring revenue.



DIGITAL RENEWAL



DIGITAL RENEWAL

Human Rights Campaign Year End Campaign

CAMPAIGN DETAILS

Campaign Name HRC Year End Campaign

Category Digital Renewal

Nonprofit Name Human Rights Campaign

Agency Name Lautman Masko Neill & Company

Launch Date 12/1/22

Audience Targeted Donors, Mid-Level

CAMPAIGN STATS

Gross Income \$1,413,341

Average Gift (\$) \$95

Cost to Raise \$1 (Total Cost/Gross Income) \$0.16

Email Response Rate .07%

Email Click Rate 0.3%

Digital Impressions NA

WHY IS YOUR ENTRY SUCCESSFUL

HRC knew year-end fundraising would be tricky with 12/31 on a weekend and a tough economy. They pulled out ALL the stops: 25 emails, 11 texts, lightbox, 4 premiums-- and a message that merged hope and joy with urgency. It WORKED with \$1 million AND 1,217 new sustainers to fight w. HRC for equality!

HUMAN RIGHTS CAMPAIGN

NEW YEAR. NEW YOU. NEW MUG!

INCLUDED WITH YOUR \$40 GIFT

GIVE NOW

Hey,

As a committed HRC Partner, you always show up for LGBTQ+ people, and in the dark times, you give me hope. Thank you for helping HRC advance LGBTQ+ rights in the past — and for defending those rights today.

Many anti-equality politicians will be sworn into office soon and are out to guard and stay strong against their hate.

Your monthly support shows just how much you are committed to equality. **That's why I want to send you an HRC exclusive mug when you make a special year-end gift today.**

HUMAN RIGHTS CAMPAIGN

Hey Patrick,

You are amazing!

While 2022 has been tough for many of us, you were a fighter — no matter what happened, you remained steadfast in your fundamental beliefs in equality, democracy and justice. And it made a HUGE difference for our LGBTQ+ family!

Thanks to YOU, in 2022 we were able to:

- Flood Congress with over 106,567 calls and messages to help get the Respect for Marriage Act signed into law!
- Expand our pro-equality majority in the Senate and elect more LGBTQ+ members of Congress than ever before.
- Fight back against the over 340 anti-LGBTQ+ bills in the states, the most we have ever faced.
- Participate in 241 Pride events, including 18 affinity Prides, allowing us to meet tens of thousands of LGBTQ+ people and expand our grassroots movement!

HUMAN RIGHTS CAMPAIGN

exclusive Equality Shirt

WITH YOUR 2023 MEMBERSHIP GIFT

SEND ME ONE

You know,

As you read this email, radical, anti-equality extremists are plotting out a plan to destroy everything we've worked so hard to achieve. We've got to fight like hell in 2023 — and we need YOU with us.

That's why I'm reaching out, today, to urge you to make a special donation during our December Membership Challenge. Your ongoing support has helped make important progress for LGBTQ+ people, but we have a lot more to do next year.

I never thought growing up I would be able to be out in public, let alone leading HRC's Trans. "size Initiative.

But because of HRC — yes like you — increasing our community's visibility and supporting organizations like the Human Rights Campaign — we have shifted mindsets and passed laws that have changed the course of so many people's lives.

HUMAN RIGHTS CAMPAIGN

Year-End Membership Challenge

10,000 MEMBER GOAL!
The LGBTQ+ Rights Movement Needs YOU!

Name: Not on File
2023 Membership Status: **PENDING**
Suggested Donation: \$75
Deadline: 12/31 MIDNIGHT

RENEW NOW

GIVE MONTHLY

Hi,

The Human Rights Campaign's Year-End Membership Challenge ends Saturday, and since you've been a member of HRC for so long, I hope we can count on you now.

Our fundamental rights are on the line across the nation. LGBTQ+ children are too often the target of state legislative attacks. And even with our midterm successes, we expect to experience more hate, lies and discrimination in 2023.

So, we've got to continue to defend our progress and fight hard for equality. Please renew for 2023 right now, during HRC's Year-End Membership Challenge.

HUMAN RIGHTS CAMPAIGN

NEW YEAR. NEW YOU. NEW MUG!

INCLUDED WITH YOUR \$3 PER MONTH MEMBERSHIP GIFT

HRC Member swag alert: Only 1,000 in stock - begin your monthly gift now to get your limited-edition mug!
<http://hrc.li/pb/9vswgs> -Jamie
txtSTOPtoQUIT

HUMAN RIGHTS CAMPAIGN

Included with your \$50 Donation

HURRY! Supplies Limited!

Back by popular demand! Join HRC with a \$50 membership gift or more TODAY to get your sweatshirt! <http://hrc.li/pb/9vswgs>
STOP2Quit

HUMAN RIGHTS CAMPAIGN

Thank you Hrc!!!

TENS of THOUSANDS of HRC members from across the country responded during our Year-End Membership Challenge, and now we're starting off 2023 with the resources we need to protect — and hopefully advance — LGBTQ+ equality this year.

Thank you for being a part of the Human Rights Campaign family and for remaining so dedicated to the LGBTQ+ rights movement!

Human Rights Watch 24-Hour Match

CAMPAIGN DETAILS

Campaign Name 24-Hour Match

Category Digital Renewal

Nonprofit Name Human Rights Watch

Agency Name Faircom New York

Launch Date 9/27/22

Audience Targeted Donors, Sustainers, Prospects

CAMPAIGN STATS

Gross Income \$54,673.93

Average Gift (\$) \$136.07

Cost to Raise \$1 (Total Cost/Gross Income) \$1.30

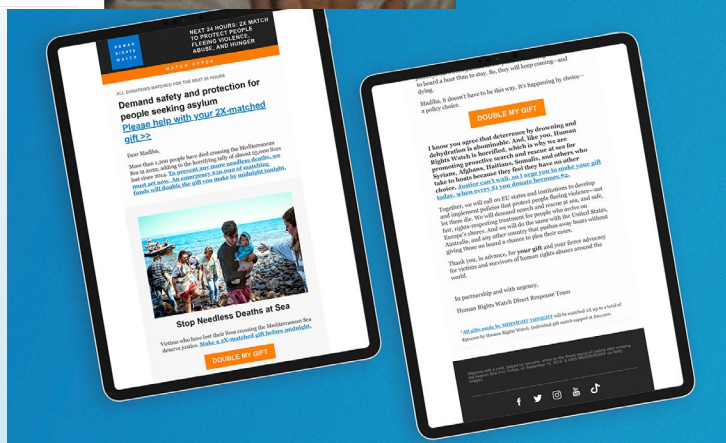
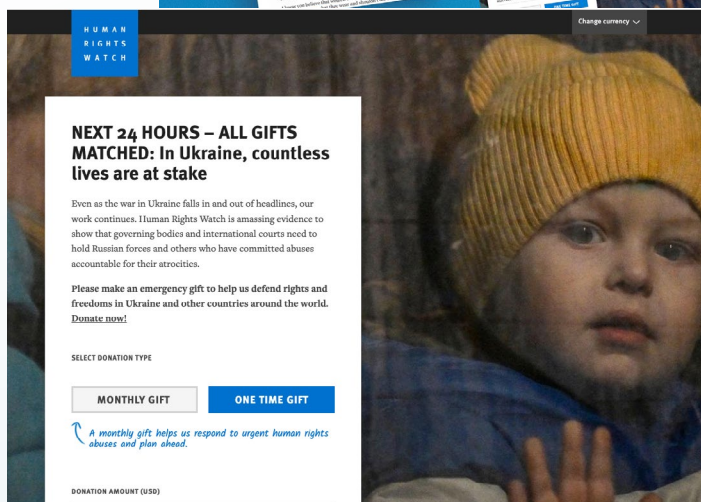
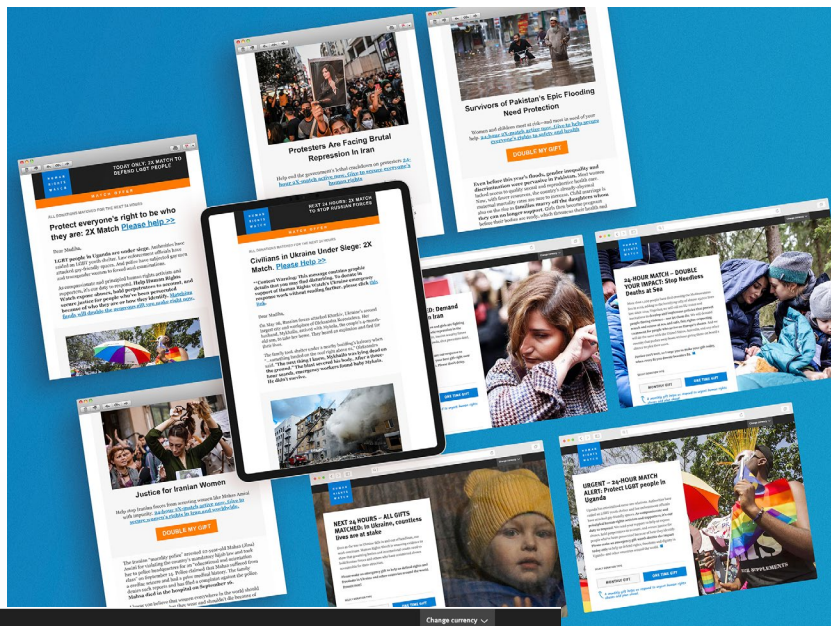
Email Response Rate 0.70%

Email Click Rate 0.40%

Digital Impressions 345,850

WHY IS YOUR ENTRY SUCCESSFUL

We introduced a targeted rapid response approach where donors could have gifts matched for 24 hours, with each email focused on one priority topic. We raised nearly \$55,000 and saw 24% YoY revenue growth. This approach helped identify topics that resonated with donors, informing year-end content.



Wildlife Conservation Society Protect the Whole Wide WILD World

CAMPAIGN DETAILS

Campaign Name Protect the Whole Wide WILD World

Category Digital Renewal

Nonprofit Name Wildlife Conservation Society

Agency Name Stagecoach Digital

Launch Date 11/25/22

Audience Targeted Donors/Sustainers

CAMPAIGN STATS

Gross Income \$379,673 overall (\$365,372 one-time, \$13,529 annual sustainer, \$772 monthly sustainer)

Average Gift (\$) \$103 overall (\$102 one-time, \$171 annual sustainer, \$26 monthly sustainer)

Cost to Raise \$1 (Total Cost/Gross Income) \$0.40

Email Response Rate 0.012%

Email Click Rate 0.20%

Digital Impressions 37 M

WHY IS YOUR ENTRY SUCCESSFUL

Wildlife Conservation Society needed a campaign that linked worldwide habitat conservation efforts to charismatic wildlife, with a positive spin for existing donors. Stagecoach developed an engaging campaign using animation to show that protecting wild habitats protects biodiversity everywhere.

Additional Emails

Emails

Digital Appeal, 2023 #GivingTuesday and Year End



Digital Appeal, 2023 #GivingTuesday and Year End



Regional Food Bank of Oklahoma Give From Home Day

CAMPAIGN DETAILS

Campaign Name Give From Home Day

Category Digital Renewal

Nonprofit Name Regional Food Bank of Oklahoma

Agency Name TrueSense Marketing

Launch Date 4/1/22

Audience Targeted Engaged Digital Donors, Engaged Prospects, Lapsed

CAMPAIGN STATS

Gross Income \$37,883

Average Gift (\$) \$205

Cost to Raise \$1 (Total Cost/Gross Income) \$0.137

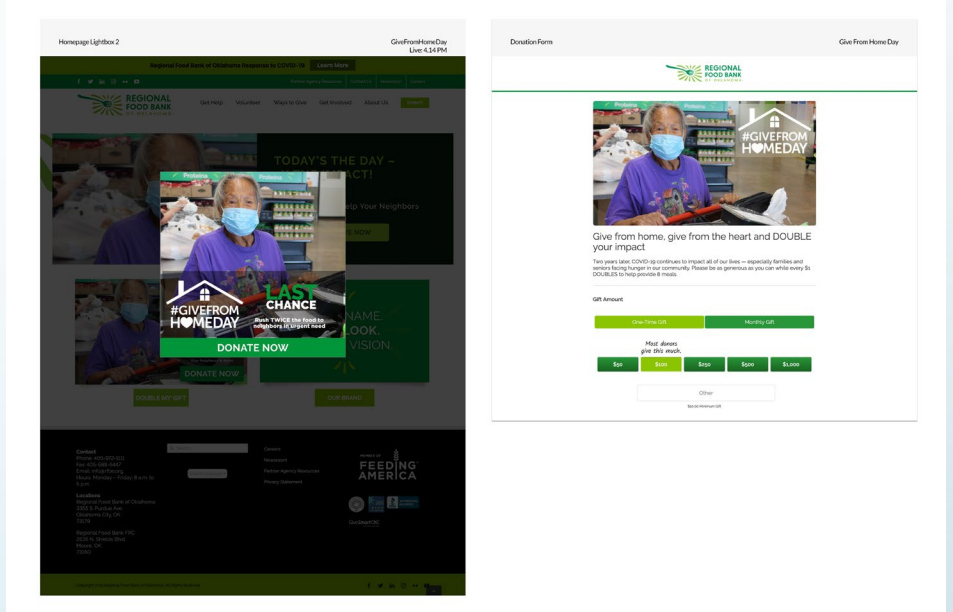
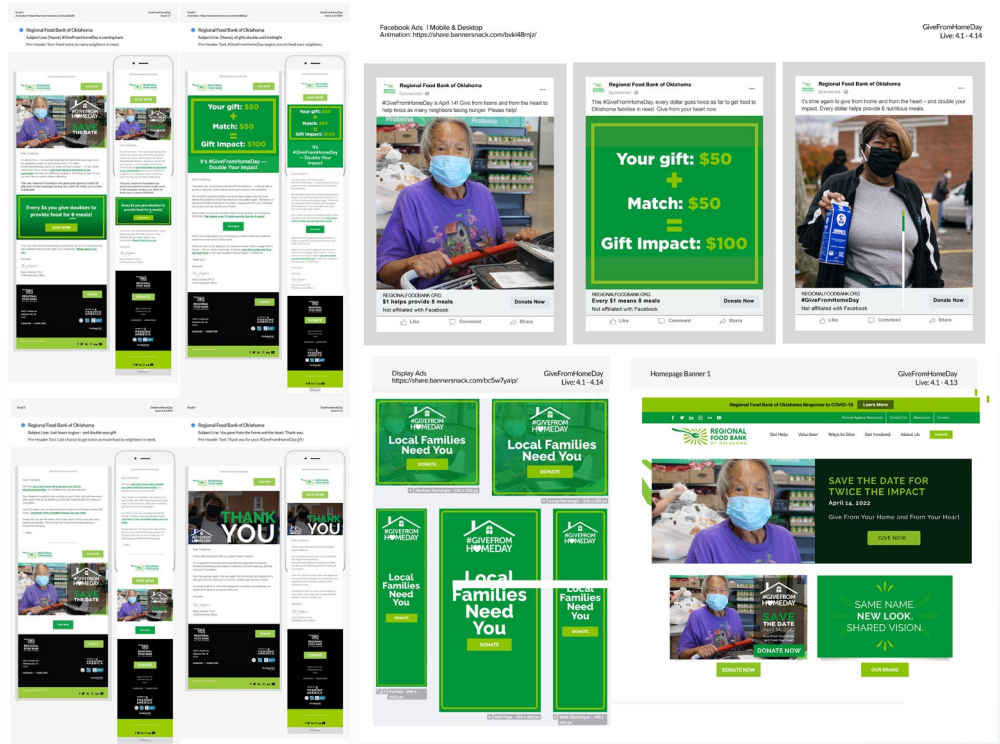
Email Response Rate 0.38%

Email Click Rate 1.58%

Digital Impressions 251,783

WHY IS YOUR ENTRY SUCCESSFUL

Originally a COVID-inspired campaign, today's entry involves 2022 metrics only. But to date, from 2020 to 2022, Give From Home Day has raised over \$137,000 in gross revenues for RFBO, and continues to drive revenue, engagement, and brand value, as it helps RFBO address food insecurity in Oklahoma.



Pancreatic Cancer Action Network Annual Fund

CAMPAIGN DETAILS

Campaign Name Annual Fund

Category Digital Renewal

Nonprofit Name Pancreatic Cancer Action Network

Agency Name MarkeTeam

Launch Date 2/10/22

Audience Targeted Donors, Warm Prospects

CAMPAIGN STATS

Gross Income 80,654

Average Gift (\$) \$192.95

Cost to Raise \$1 (Total Cost/Gross Income) \$0

Email Response Rate .04%

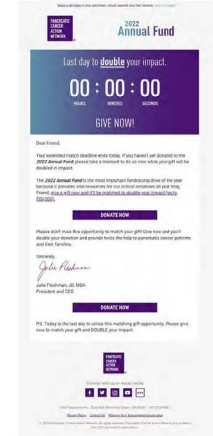
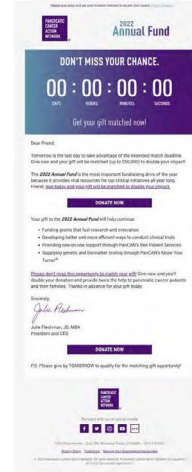
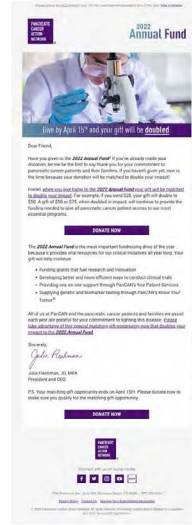
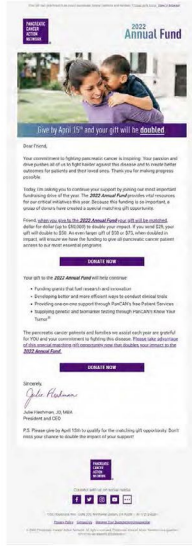
Email Click Rate 0.42%

Digital Impressions 1,028,410

WHY IS YOUR ENTRY SUCCESSFUL

2-part email series for Annual Fund with 2-part email announcing extension and \$50k Match. Extension emails generated 63% of revenue! Total revenue increase over previous year was 314%; considering 2021 had a COVID bump made 2022 even more impressive for a pretty commonly used campaign.

EMAILS 1-4



LANDING PAGE

YOUR GIFT TODAY WILL IMPROVE THE LIVES OF PANCREATIC CANCER PATIENTS

Make your gift count. The 2022 Annual Fund is the most important time to support the fight against pancreatic cancer. Help us reach our goal of \$500,000 by April 15th. Your gift will be doubled to \$100.00. This is your chance to make a difference in the lives of pancreatic cancer patients and their families.

Thank you for your support. We are so grateful for your generosity. Please take advantage of this special opportunity to double your gift. Your gift will be doubled to \$100.00. This is your chance to make a difference in the lives of pancreatic cancer patients and their families.

IS YOUR GIFT TO BE:

\$50 \$75 \$125

\$250 \$500 \$1,000

CUSTOM: \$0 - \$10,000

I'd like 100% of my gift to make up my gift. Please add 1% to cover transaction fees.

This is not a recurring gift.

DONOR/RECIPIENT INFORMATION

Name: _____

First Name: _____ Last Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

I am a donor. I am donating in addition to my previous support and would like to be added to the donor list. (Please check this box.)

PAYMENT INFORMATION

Payment Method: Credit Card Check

Cardholder Name: _____

Card Number: _____

Expiration Date: _____

CVV: _____

DONATE \$75 NOW



DIGITAL RENEWAL

Audubon's Annual Offer Year End Campaign

CAMPAIGN DETAILS

Campaign Name Audubon's Annual Offer Year End Campaign

Category Digital Renewal

Nonprofit Name National Audubon Society

Agency Name Stagecoach Digital

Launch Date 12/26/22

Audience Targeted Donors and Prospects

CAMPAIGN STATS

Gross Income \$482,616

Average Gift (\$) \$85.30

Cost to Raise \$1 (Total Cost/Gross Income) \$0.09

Email Response Rate 0.02%

Email Click Rate 0.11%

Digital Impressions N/A

WHY IS YOUR ENTRY SUCCESSFUL

In a first for Audubon, the YE campaign consisted of an annual offer in email. 28% of donations were annual donations resulting in \$80,000 additional revenue next year. 69 new monthly donors were converted in the campaign with projected additional revenue to be over \$12,000 in the next 12 months.

\$65,000 51 Donors
Protect Birds Now

4x Match on annual gifts—but only until midnight!

Match Challenge
Your first annual gift MATCHED 4x, up to \$65,000

Donate Now

\$75,000 49 Donors
Protect Birds Now

2x Match active. Double your giving before midnight!

Match Challenge
Your first annual gift MATCHED, up to \$75,000

Donate Now

\$25,000 267 Donors
Protect Birds Now

3x Match

Donate Now

\$75,000 49 Donors
Protect Birds Now

Birds are at a tipping point

Donate

\$75,000 287 Donors
Protect Birds Now

2x Match active. Double your giving before midnight!

Match Challenge
Your first annual gift MATCHED, up to \$75,000

Donate

STRL Giving Tuesday from Sunny, Basil, and Olive

CAMPAIGN DETAILS

Campaign Name STRL Giving Tuesday from Sunny, Basil, and Olive

Category Digital Renewal

Nonprofit Name Save the Redwoods League

Agency Name K2D Strategies

Launch Date 11/22/22

Audience Targeted Donors

CAMPAIGN STATS

Gross Income 7,143

Average Gift (\$) \$99.21

Cost to Raise \$1 (Total Cost/Gross Income) \$0.21

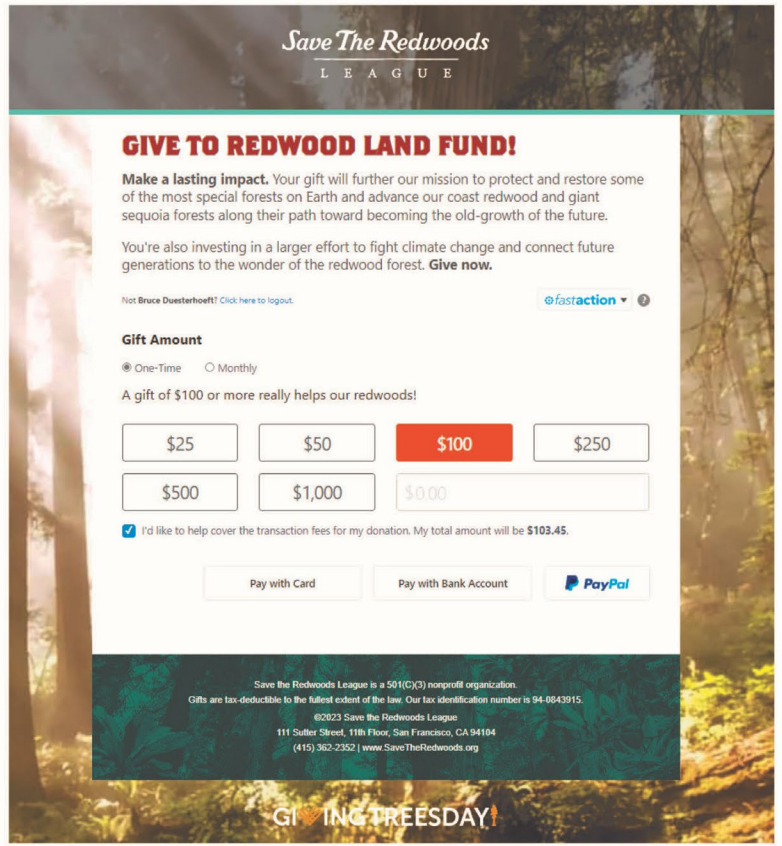
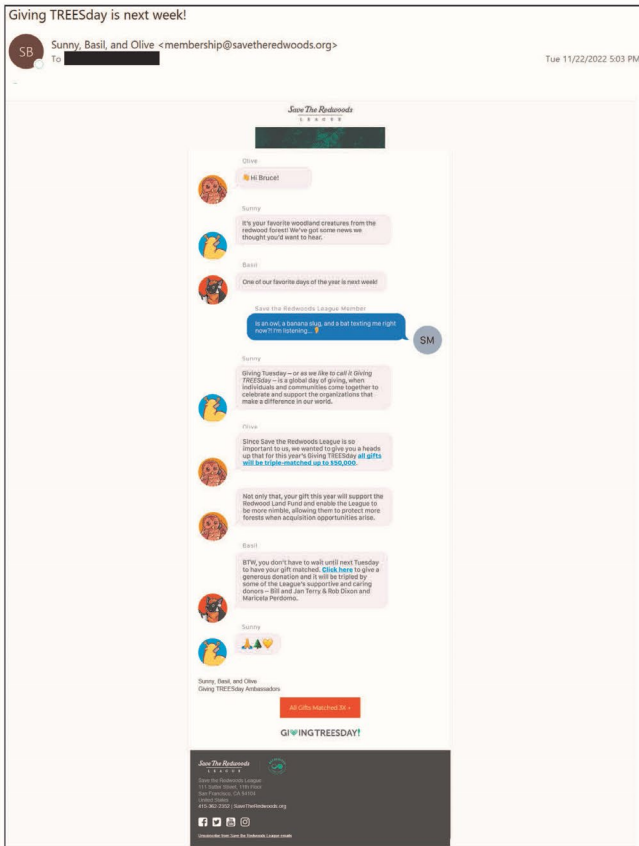
Email Response Rate 9.23%

Email Click Rate 0.37%

Digital Impressions 15,248

WHY IS YOUR ENTRY SUCCESSFUL

This singular email generated 235% more revenue than the first email of 2021's series and the strongest click-rate of the entire 6-email series of the 2022 Giving TREESday campaign. The open rate was 7.66% and it generated \$7K in revenue from 72 donors when little to no revenue was projected.



Ronald McDonald House Charities Ukrainian Emergency Relief

CAMPAIGN DETAILS

Campaign Name Ronald McDonald House Charities Ukraine Emergency Relief

Category Digital Renewal

Nonprofit Name Ronald McDonald House Charities

Agency Name Concord Direct

Launch Date 3/9/22

Audience Targeted Donors, Prospects, Lapsed

CAMPAIGN STATS

Gross Income \$68,192.49

Average Gift (\$) \$194.83

Cost to Raise \$1 (Total Cost/Gross Income) \$0.16

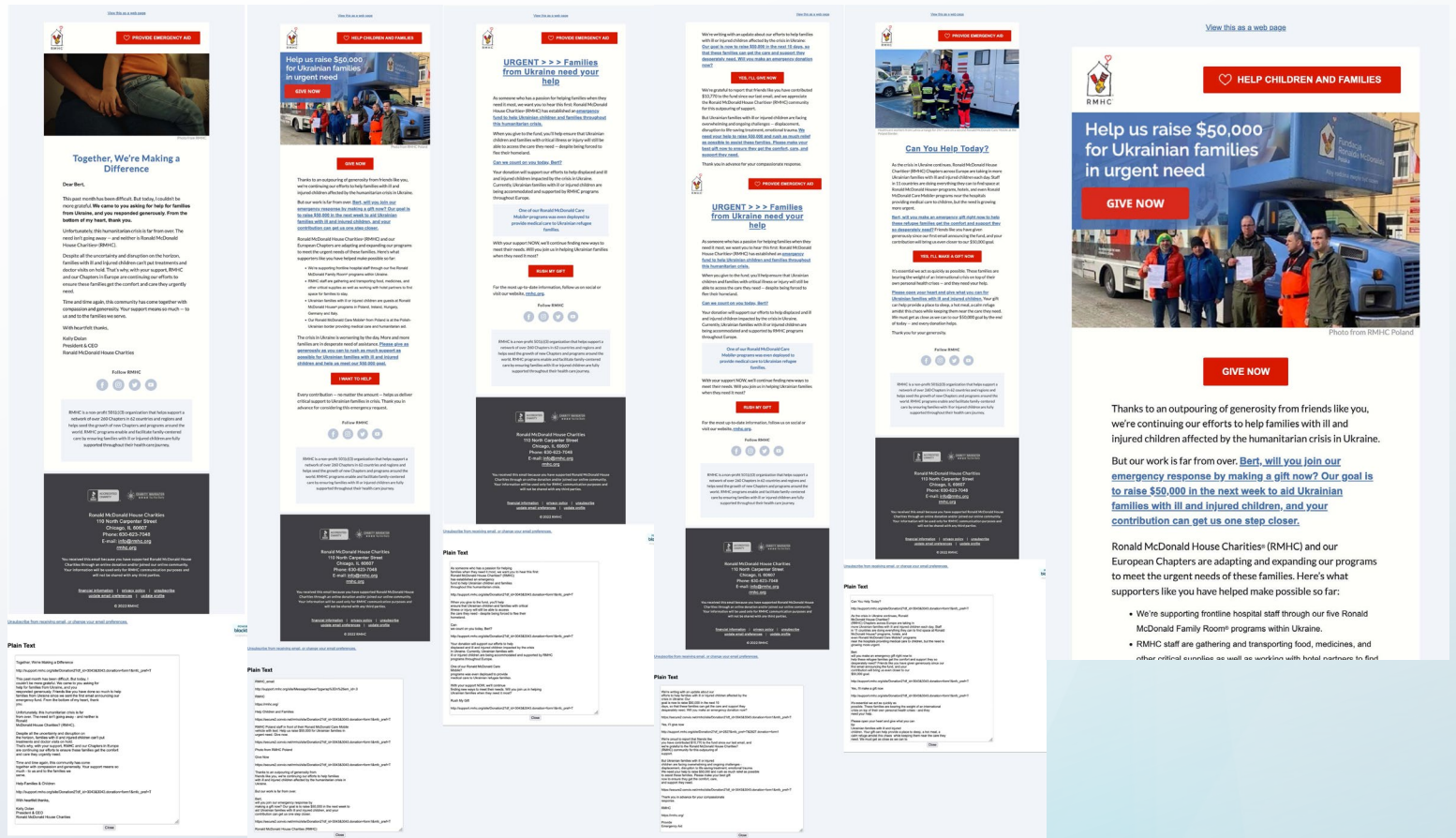
Email Response Rate 0.16%

Email Click Rate 0.61%

Digital Impressions 133,555

WHY IS YOUR ENTRY SUCCESSFUL

The campaign exceeded its goal, raising \$68,192.49. Compelling headlines and images contributed to its success, as did real-time reporting on fundraising progress and how the organization was meeting the unique needs of families with children requiring life-saving medical treatments during war.



GLAAD Giving Tuesday

CAMPAIGN DETAILS

Campaign Name Giving Tuesday

Category Digital Renewal

Nonprofit Name GLAAD

Agency Name None

Launch Date 11/26/22

Audience Targeted Donors and non-donors

CAMPAIGN STATS

Gross Income \$82,963

Average Gift (\$) \$260

Cost to Raise \$1 (Total Cost/Gross Income) \$0.02

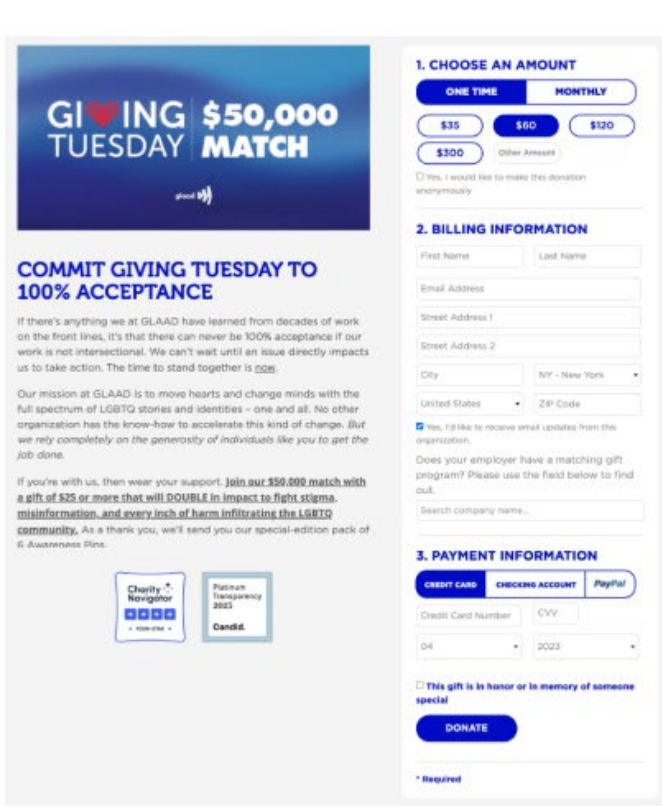
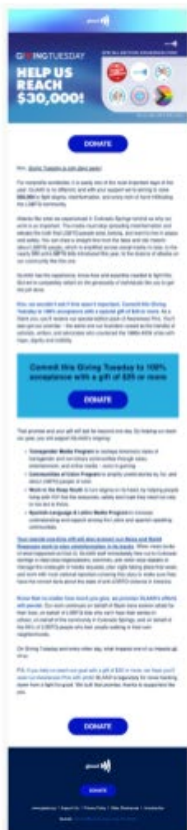
Email Response Rate 0.06%

Email Click Rate 0.48%

Digital Impressions 18,930 views

WHY IS YOUR ENTRY SUCCESSFUL

With a heartfelt message of community and inclusivity, GLAAD's Giving Tuesday campaign inspired a last minute \$50,000 celebrity match. An exclusive set of pins were also leveraged. Year over year, revenue increased 104%, response rate increased 60%, and the number of emails sent increased 18%.



MULTI- CHANNEL

Human Rights Watch Ukraine Crisis Emergency Appeal

CAMPAIGN DETAILS

Campaign Name Ukraine Crisis Emergency Appeal
Category Multichannel
Nonprofit Name Human Rights Watch
Agency Name Faircom New York
Launch Date 3/2/22
Audience Targeted Donors, Sustainers, Prospects

CAMPAIGN STATS

Gross Income \$113,536.12
Average Gift (\$) \$278.96
Cost to Raise \$1 (Total Cost/Gross Income) \$0.15
Direct Mail Response Rate 3.57%
Email Response Rate 1.0%
Email Click Rate 0.9%

WHY IS YOUR ENTRY SUCCESSFUL

The integrated appeals had an overwhelming response. The offline appeal raised more than \$100,000, with an average gift of almost \$300 and an ROI close to \$10. The online appeal raised nearly \$250,000 – 20% of HRW’s online revenue – with an ROI of over 400% and 50 new monthly donors.



National Psoriasis Foundation Holiday Appeal 2022

CAMPAIGN DETAILS

Campaign Name National Psoriasis Foundation Holiday Appeal 2022

Category Multichannel

Nonprofit Name National Psoriasis Foundation

Agency Name Nexus Direct

Launch Date 11/10/22

Audience Targeted Donors, InHouse prospects, Mid-Level and Major Donors

CAMPAIGN STATS

Gross Income \$203,118

Average Gift (\$) \$129.70

Cost to Raise \$1 (Total Cost/Gross Income) \$0.30

Direct Mail Response Rate 3.4%

Email Response Rate 0.12%

Email Click Rate 0.11%

WHY IS YOUR ENTRY SUCCESSFUL

Multichannel & multiphased campaign with several strategically timed touch points, sound segmentation across all channels, compelling story telling & new creative strategies. The \$50K campaign goal was complimented with sharing several stories to demonstrate the impact of the disease & NPF's services



The Physicians Committee for Responsible Medicine Save the Monkeys Campaign

CAMPAIGN DETAILS

Campaign Name The Physicians Committee for Responsible Medicine Save the Monkeys Campaign

Category Multichannel

Nonprofit Name The Physicians Committee for Responsible Medicine

Agency Name Lautman Maska Neill & Company

Launch Date 6/15/22

Audience Targeted Donors

CAMPAIGN STATS

Gross Income \$140,034

Average Gift (\$) \$46.32

Cost to Raise \$1 (Total Cost/Gross Income) \$0.18

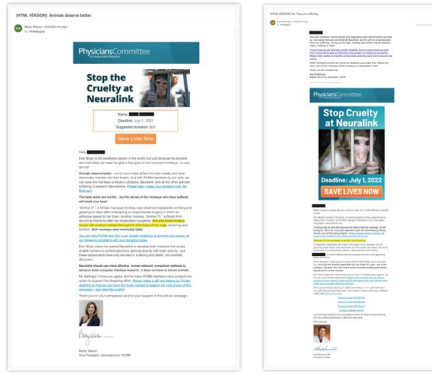
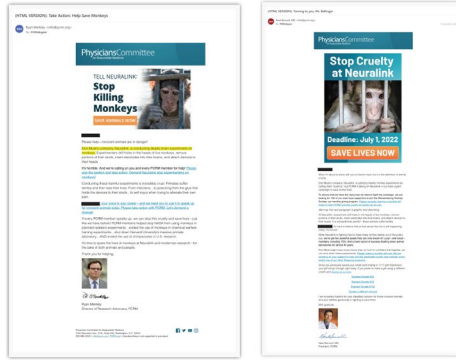
Direct Mail Response Rate 5.65%

Email Response Rate 0.15%

Email Click Rate NA

WHY IS YOUR ENTRY SUCCESSFUL

In the spring of 2022, PCRM quickly launched an urgent campaign to save monkeys slated to die at Elon Musk's company, Neuralink. Overall, the Save the Monkeys Campaign raised \$140,034, exceeding projections by 25%. It's clear: PCRM is there when it comes to saving animals--and so are their donors!

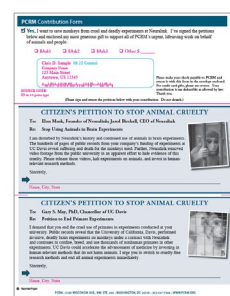
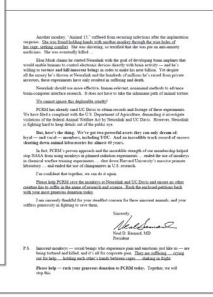
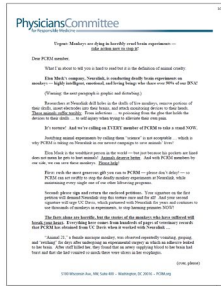


PCRM Action Alert: Add your name now to save monkeys from brain experiments at Neuralink! <https://mbj.ms/fUjNraVq5xvB> -David txSTOPtoQUIT

Monkeys are dying! Donate today to help save monkeys from torture at Elon Musk's company, Neuralink! <https://mbj.ms/fUPPaK4a8Z> -David txSTOPtoQUIT



Monkeys - they're intelligent, sensitive, and loving beings - deserve better than suffering and death in cruel experiments. You can help PCRM save monkeys and all animals from a life of torture with your support today by visiting PCRM.org/SaveMonkeys. Thank you for helping us stop this cruelty. *Neel*



League of Women Voters Yard Sign

CAMPAIGN DETAILS

Campaign Name Yard Sign
Category Multichannel
Nonprofit Name League of Women Voters
Agency Name MarkeTeam
Launch Date 4/26/22
Audience Targeted Donors, Prospects, Sustainers

CAMPAIGN STATS

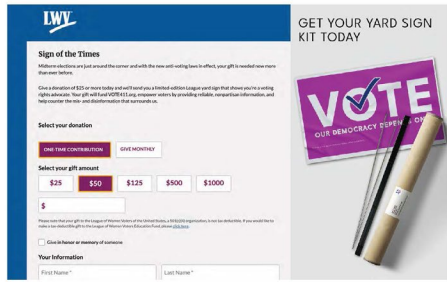
Gross Income \$164,563
Average Gift (\$) \$41.39
Cost to Raise \$1 (Total Cost/Gross Income) \$0.29
Direct Mail Response Rate 1.04%
Email Response Rate 0.48%
Email Click Rate 1.44%

WHY IS YOUR ENTRY SUCCESSFUL

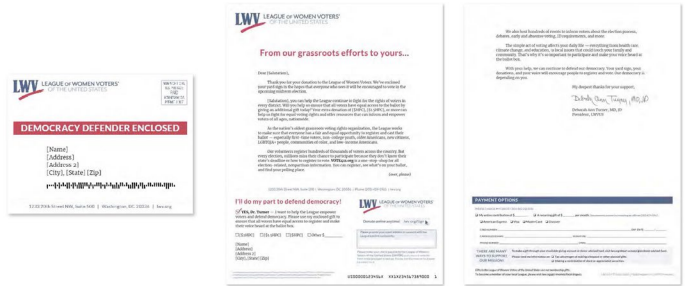
League constituents picked the messaging and desire for a yard sign in an email campaign. Once identified, we executed a Yard Sign campaign in email and social media. Constituent had to donate to receive the back end direct mail fulfillment package. 11,000+ votes & \$29K; Yard sign brought in \$130K+



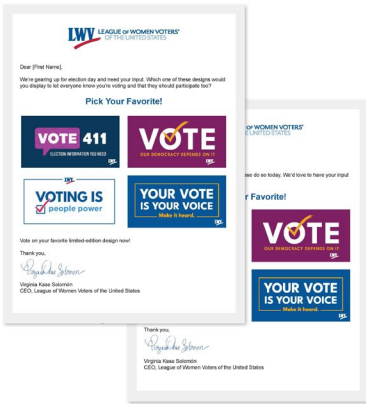
Facebook Ad



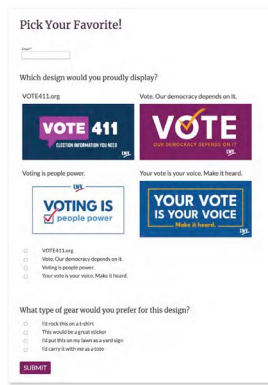
Donation Page



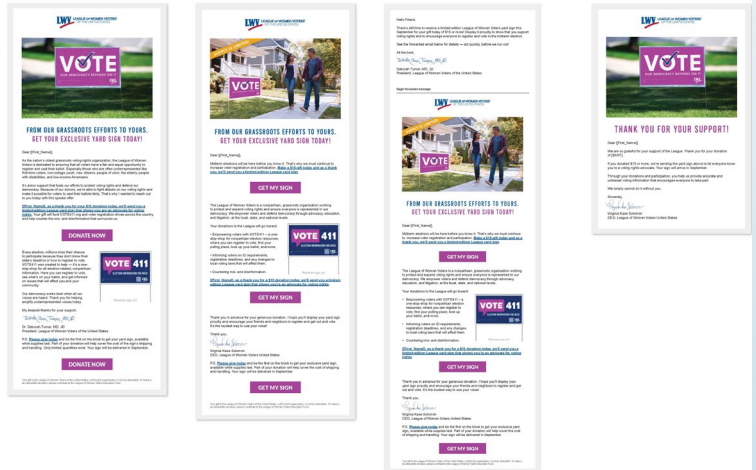
Vote Emails 1-2



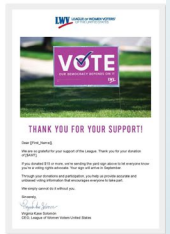
Landing Page



Yard Sign Emails 1-3



Autoreponder



K9s for Warriors Year-End Renewal

CAMPAIGN DETAILS

Campaign Name Year-End Renewal

Category Multichannel

Nonprofit Name K9s for Warriors

Agency Name TrueSense Marketing

Launch Date 11/23/22

Audience Targeted Donor housefile, DM and Digital

CAMPAIGN STATS

Gross Income \$177,047

Average Gift (\$) \$70.06

Cost to Raise \$1 (Total Cost/Gross Income) \$10.16

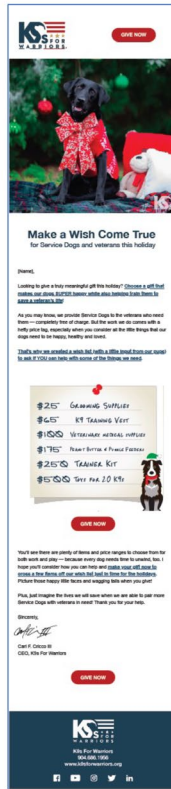
Direct Mail Response Rate 4.35%

Email Response Rate 0.13%

Email Click Rate 0.41%

WHY IS YOUR ENTRY SUCCESSFUL

As remarkable as the 2022 performance numbers are, the YOY bump is amazing. DM alone had a 168% increase in average gift, a 165% increase in gross revenue, which, coupled with a 14% decrease in cost, drove a whopping 233% increase in net revenue and a 208% increase in ROI over 2021 performance.

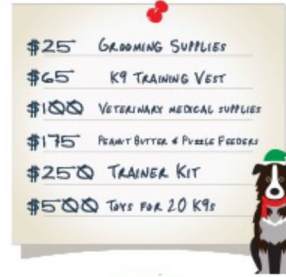


[Name],

Looking to give a truly meaningful gift this holiday? Choose a gift that makes our dogs SUPER happy while also helping train them to save a veteran's life!

As you may know, we provide Service Dogs to the veterans who need them — completely free of charge. But the work we do comes with a hefty price tag, especially when you consider all the little things that our dogs need to be happy, healthy and loved.

That's why we created a wish list with a little input from our cause to ask if YOU can help with some of the things we need.



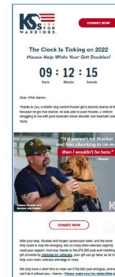
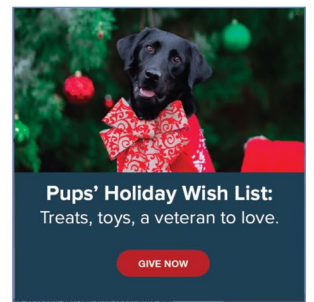
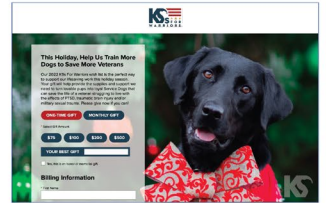
GIVE NOW

You'll see there are plenty of items and price ranges to choose from for both work and play — because every dog needs time to unwind, too. I hope you'll consider how you can help and make your gift now to cross a few items off our wish list just in time for the holidays. Picture those happy little faces and wagging tails when you give!

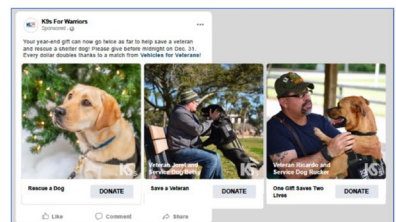
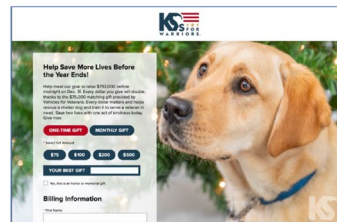
Plus, just imagine the lives we will save when we are able to pair more Service Dogs with veterans in need! Thank you for your help.

Sincerely,

K9s for Warriors Warm-up Email, Donation Page, Homepage Banner



K9s for Warriors Primary Email, Donation Page, Homepage Banner, Social



Critical Care Campaign for Guide Dogs for the Blind

CAMPAIGN DETAILS

Campaign Name Critical Care Campaign for Guide Dogs for the Blind

Category Multichannel

Nonprofit Name Guide Dogs for the Blind
-- March/ Apr Appeal

Agency Name Amergent

Launch Date 3/1/22

Audience Targeted Donors

CAMPAIGN STATS

Gross Income \$597,197

Average Gift (\$) \$80.08

Cost to Raise \$1 (Total Cost/Gross Income) 22.2%

Direct Mail Response Rate 3.72%

Email Response Rate 0.07%

Email Click Rate 0.24%

WHY IS YOUR ENTRY SUCCESSFUL

The initial DM piece used a matching gift appeal in March, with a follow up in April. The mail touches are in home in tandem with a digital campaign.

Average gift for DM rose by 28%, and revenue increased YOY by 17.8%. Digital revenue increased by 21% YOY. Also 2nd highest conversion rate.



MULTICHANNEL

Episcopal Relief & Development Ukraine Rapid Response

CAMPAIGN DETAILS

Campaign Name Ukraine Rapid Response

Category Multichannel

Nonprofit Name Episcopal Relief & Development (ERD)

Agency Name Sanky Communications

Launch Date 3/1/22

Audience Targeted 0-12M \$5+ multi & single donors, 13-24M \$5+ multi & single donors, 25-36M \$5-\$249 single donors & 25-36M \$5+ single donors, 37-48M \$5+ single & multi donors, 49-60M \$100+ multi donors, Churches

CAMPAIGN STATS

Gross Income \$8,011,767

Average Gift (\$) \$389

Cost to Raise \$1 (Total Cost/Gross Income) \$0.20

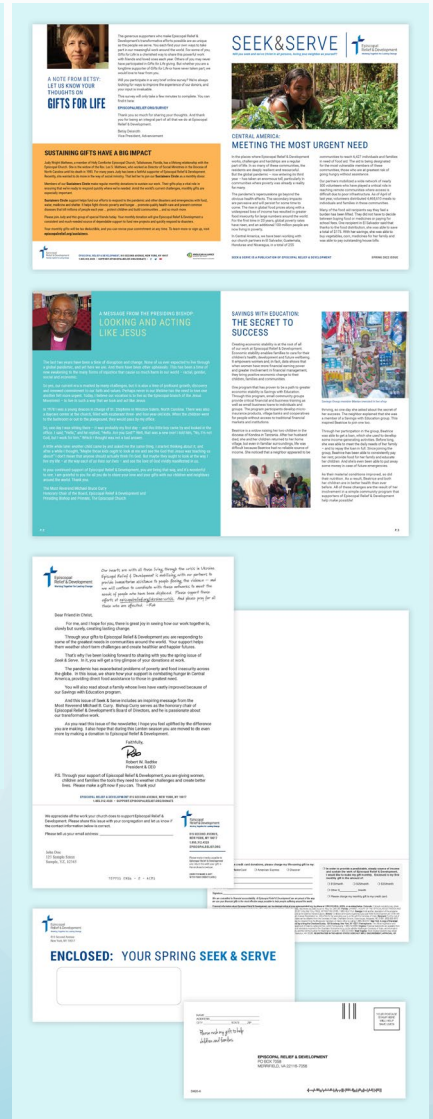
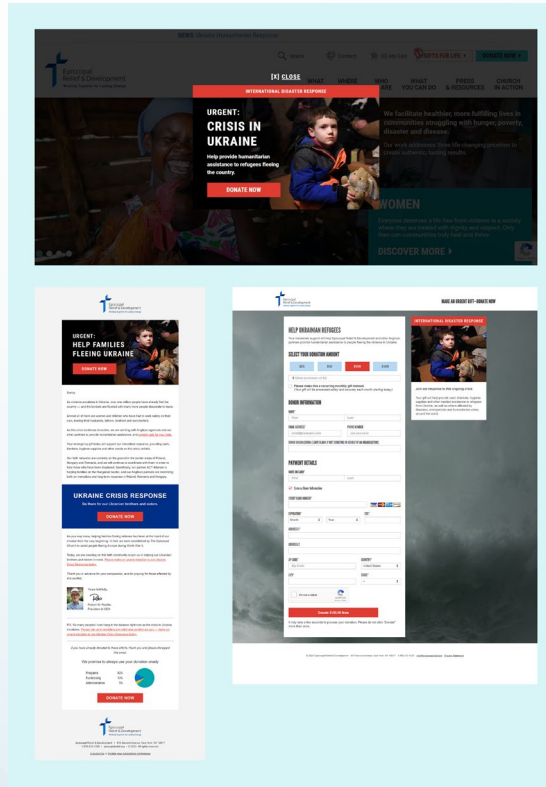
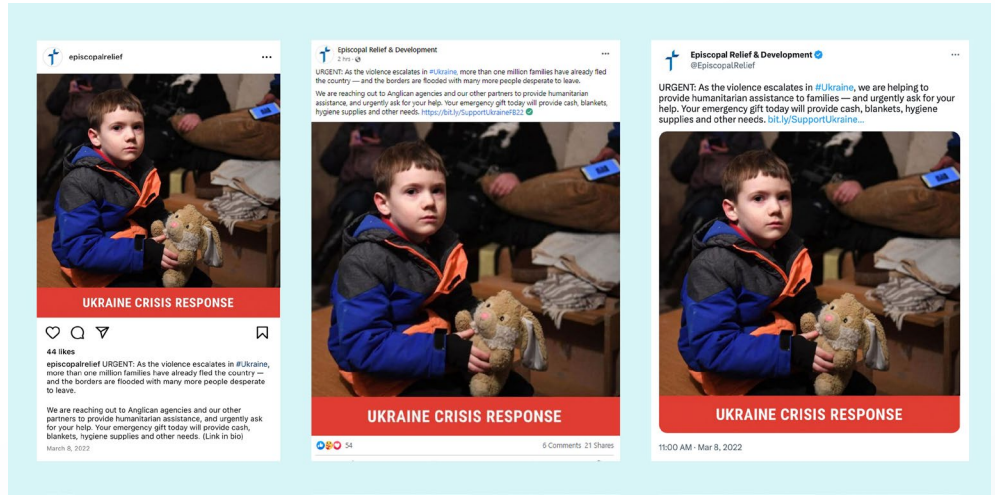
Direct Mail Response Rate 1.86%

Email Response Rate 2.72%

Email Click Rate 3.92%

WHY IS YOUR ENTRY SUCCESSFUL

Campaign had an array of messaging across email, web, and social media channels as the organization sought to effectively and responsibly convey updates on the crisis, and on their work to alleviate suffering and establish meaningful goals and direction for funds raised to aid families in Ukraine.





MULTICHANNEL

Lutheran World Relief Ukraine Emergency Response

CAMPAIGN DETAILS

Campaign Name Ukraine Emergency Response

Category Multichannel

Nonprofit Name Lutheran World Relief (LWR)

Agency Name CDR

Launch Date 2/24/22

Audience Targeted Donor-Member File, Prospects, Sustainers, Lapsed, Full Emailable File

CAMPAIGN STATS

Gross Income \$4,075,246

Average Gift (\$) \$195.72

Cost to Raise \$1 (Total Cost/Gross Income) \$0.088

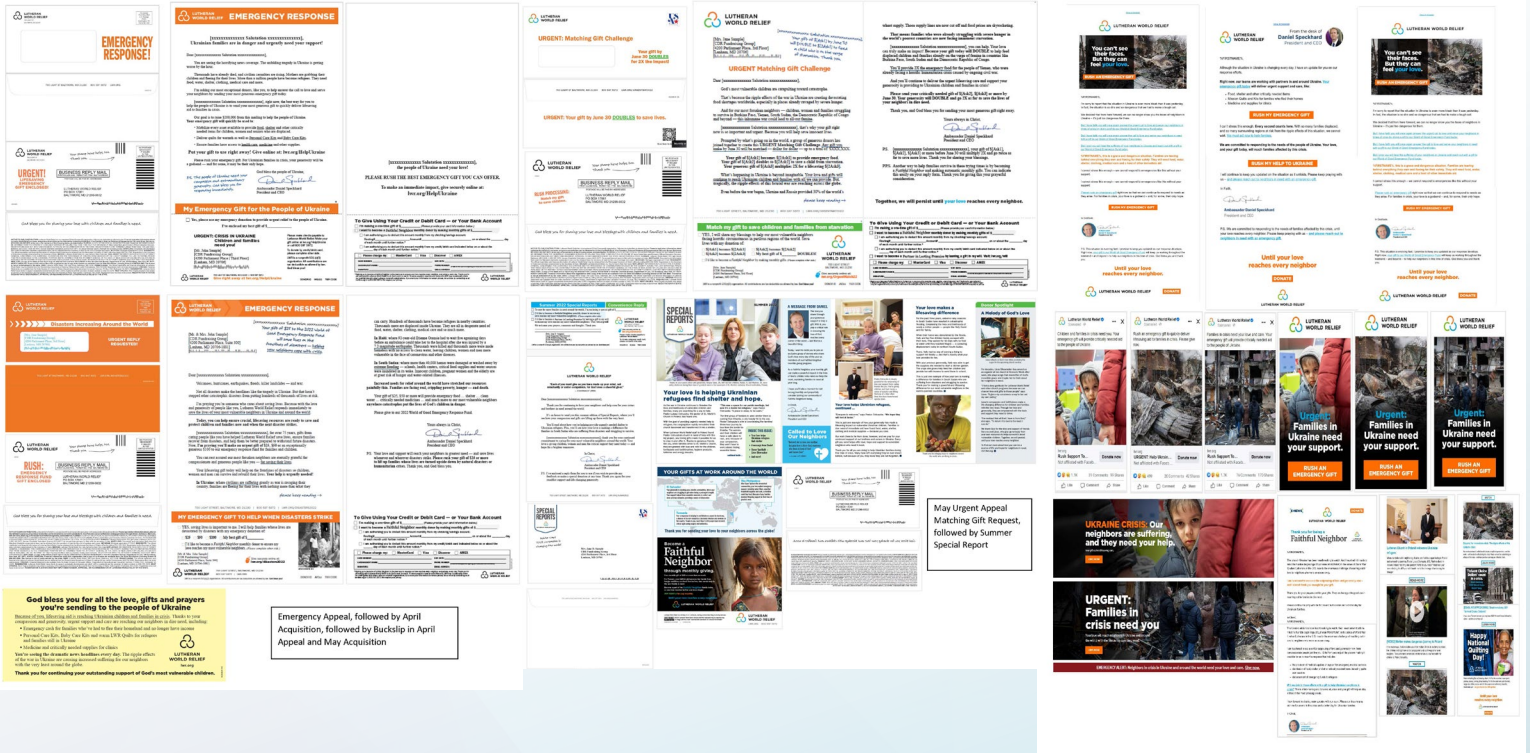
Direct Mail Response Rate 18%

Email Response Rate 1.03%

Email Click Rate 2.41%

WHY IS YOUR ENTRY SUCCESSFUL

This campaign began less than 48 hrs after the invasion of Ukraine. Our cohesive approach resulted in the most successful direct mail appeal for LWR EVER and the highest revenue generating emergency campaign for LWR EVER. We adapted our approach to maintain momentum as the war stretched on.



Emergency Appeal, followed by April Acquisition, followed by Backslip in April Appeal and May Acquisition



MULTICHANNEL

Friends of the Smithsonian Renewal DM + Text Test

CAMPAIGN DETAILS

Campaign Name Renewal DM + Text Test

Category Multichannel

Nonprofit Name Friends of the Smithsonian

Agency Name Avalon Consulting

Launch Date 9/24/22

Audience Targeted Members

CAMPAIGN STATS

Gross Income \$270,039

Average Gift (\$) \$138.48

Cost to Raise \$1 (Total Cost/Gross Income) \$0.05

Direct Mail Response Rate 12.48%

Email Response Rate Text RR: 1.04%

Email Click Rate n/a

WHY IS YOUR ENTRY SUCCESSFUL

Previous analysis showed that when FOS members received a text, renewal rates were stronger—even if they didn't renew by text. This test's higher response rates and additional gross revenue warranted a rollout of this strategy year-round, and we removed TM and shifted that expense to more texts.

Hi Kristin! Benny here w Friends of the Smithsonian. You recently committed to renew your Archivist membership for \$150, but we haven't received your gift. Don't miss the discounted rate& special benefits. Will you renew today?

Yes!

Wow, thank you so much Kristin! Your support helps the Smithsonian provide one-of-a-kind exhibitions, programs, website content, research & educational resources. Please renew your membership here: <http://go.si.edu/textrenew> . Thanks again!! 😊

STEWARDSHIP

The background of the page is a complex, abstract geometric pattern. It consists of numerous overlapping triangles and polygons in various shades of blue, ranging from a deep, dark blue to a light, pale teal. The shapes are arranged in a way that creates a sense of depth and movement, with some areas appearing more prominent than others due to the layering. The overall effect is a modern, clean, and professional aesthetic.

DOROT Year End Campaign

CAMPAIGN DETAILS

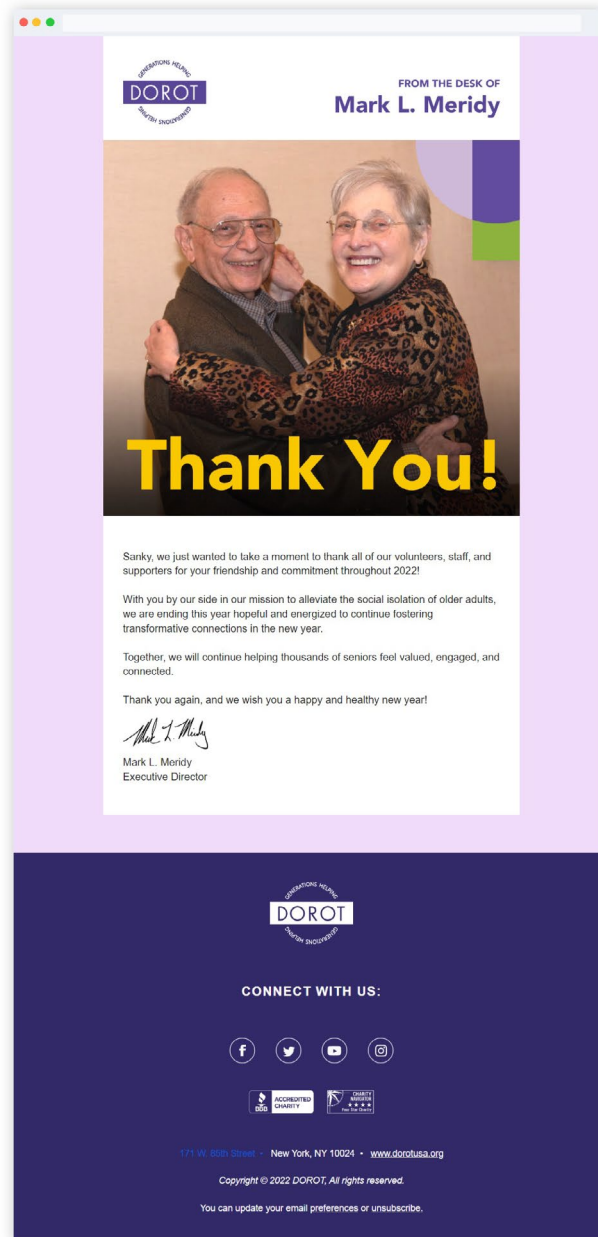
Campaign Name Year End Campaign
Category Stewardship
Nonprofit Name DOROT
Agency Name Sanky Communications
Launch Date 12/29/22
Audience Targeted Donors, non-donors, volunteers

CAMPAIGN STATS

Total Recipients 39,204
Average Gift (\$) \$36
Total Expenses \$0
Unsolicited \$ raised \$36
Direct Mail Response Rate n/a
Email Click Rate 1.99%
Social Media Engagement N/A - email

WHY IS YOUR ENTRY SUCCESSFUL

Due to limitations on send email during Jewish sabbath, this cultivation email was a last-minute addition, providing extra stewardship before heading into key fundraising days with no emails.



Catholic Charities of the Archdiocese of Boston Welcome Package

CAMPAIGN DETAILS

Campaign Name Welcome Package

Category Stewardship

Nonprofit Name Catholic Charities of the Archdiocese of Boston

Agency Name DaVinci Direct

Launch Date 9/1/22

Audience Targeted New Donors

CAMPAIGN STATS

Total Recipients Average 300-450 per drop

Average Gift (\$) \$0.00

Total Expenses \$0.00

Unsolicited \$ raised \$0.00

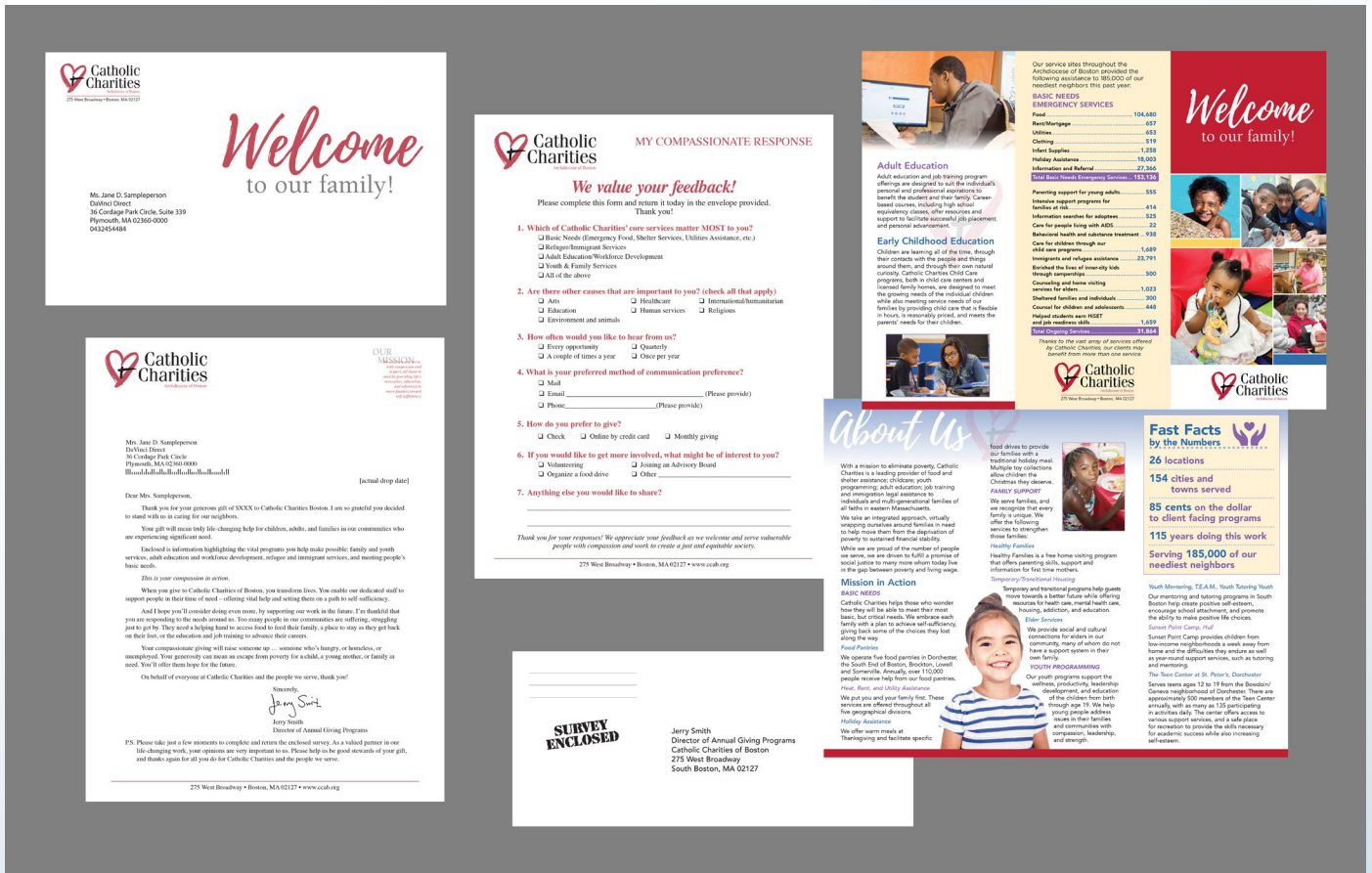
Direct Mail Response Rate 0

Email Click Rate 0

Social Media Engagement 0

WHY IS YOUR ENTRY SUCCESSFUL

We produced a Welcome package for this client to “engage” new donors to the organization. The survey response has been greater than expected and as a cultivation tool, this package helps the organization, especially the brochure! The response from the client and board has been positive!



Welcome
to our family!

Ms. Jane D. Sampersperon
DaVinci Direct
36 Cordage Park Circle, Suite 339
Plymouth, MA 02360-0000
0432454844



Ms. Jane D. Sampersperon
DaVinci Direct
36 Cordage Park Circle
Plymouth, MA 02360-0000
0432454844

Dear Mrs. Sampersperon,

Thank you for your generous gift of \$XXX to Catholic Charities Boston. I am so grateful you decided to stand with us in caring for our neighbors.

Your gift will make truly life-changing help for children, adults, and families in our communities who are experiencing significant need.

Included is information highlighting the vital programs you help make possible: family and youth services, adult education and workforce development, refugee and immigrant services, and meeting people's basic needs.

It's in your compassion in action.

When you give to Catholic Charities of Boston, you transform lives. You enable our dedicated staff to support people in their time of need - offering vital help and setting them on a path to self-sufficiency.

And I hope you'll consider doing even more, by supporting our work in the future. I'm confident that you are responding to the needs around us. Too many people in our communities are suffering, struggling just to get by. They need a helping hand to access food to feed their family, a place to stay to get back on their feet, or the education and job training to advance their careers.

Your compassionate giving will raise someone up - someone who's hungry, or homeless, or unemployed. Your generosity can mean the escape from poverty for a child, a young mother, or family in need. You'll often hear hope for the future.

On behalf of everyone at Catholic Charities and the people we serve, thank you!

Jerry Smith
Director of Annual Giving Programs

P.S. Please take just a few moments to complete and return the enclosed survey. As a valued partner in our life-changing work, your opinions are very important to us. Please help us get the most amount of your gift, and thank you again for all you do for Catholic Charities and the people we serve.

275 West Broadway • Boston, MA 02127 • www.ccboston.org



MY COMPASSIONATE RESPONSE

We value your feedback!

Please complete this form and return it only in the envelope provided. Thank you!

- Which of Catholic Charities' core services matter MOST to you?
 - Basic Needs (Emergency Food, Shelter Services, Utilities Assistance, etc.)
 - Religious/Liturgical Services
 - Adult Education/Workforce Development
 - Youth & Family Services
 - All of the above
- Are there other causes that are important to you? (check all that apply)
 - Arts
 - Healthcare
 - International/Humanitarian
 - Education
 - Human services
 - Religion
 - Environment and animals
- How often would you like to hear from us?
 - Every opportunity
 - Quarterly
 - A couple of times a year
 - Once per year
- What is your preferred method of communication preference?
 - Mail
 - Email
 - Phone
- How do you prefer to give?
 - Check
 - Online by credit card
 - Monthly giving
- If you would like to get more involved, what might be of interest to you?
 - Volunteering
 - Joining an Advisory Board
 - Organize a food drive
 - Other
- Anything else you would like to share?

Thank you for your response! We appreciate your feedback as we welcome and serve vulnerable people with compassion and seek to create a just and equitable society.

275 West Broadway • Boston, MA 02127 • www.ccboston.org

SURVEY ENCLOSED

Jerry Smith
Director of Annual Giving Programs
Catholic Charities of Boston
275 West Broadway
South Boston, MA 02127



Adult Education

Adult education and job training program offerings are designed to suit the individual's personal and professional aspirations to benefit the student and their family. Career-based courses, including high school equivalency classes, offer resources and support to facilitate successful job placement and personal advancement.

Early Childhood Education
Children are learning of life's lessons through their contacts with the people and things around them, and through their own natural curiosity. Catholic Charities Child Care programs, both in child care centers and licensed family homes, are designed to meet the growing needs of the individual children and also meeting diverse needs of our families by providing child care that is flexible in hours, reasonably priced, and meets the parents' needs for their children.



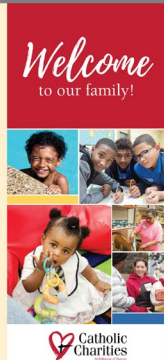
Our service sites throughout the Archdiocese of Boston provided the following assistance to 185,000 of our neediest neighbors this past year:

| BASIC NEEDS | EMERGENCY SERVICES |
|---|--------------------|
| Food | 104,000 |
| Rent/Mortgage | 657 |
| Utilities | 653 |
| Clothing | 519 |
| Infant Supplies | 1,388 |
| Holiday Assistance | 16,000 |
| Information and Referral | 27,364 |
| Total Basic Needs/ Emergency Services | 114,531 |
| Parenting support for young adults | 595 |
| Intensive support programs for | 414 |
| mentally ill | |
| Information resources for adoptees | 325 |
| Care for children living with AIDS | 22 |
| Behavioral health and substance treatment | 938 |
| Care for children through our child care programs | 1,689 |
| Intensive and refuge assistance | 23,791 |
| Financial aid for housing, job training, transportation | 500 |
| Counseling and home visiting services for elders | 1,023 |
| Diabetes facilities and education | 300 |
| Counsel for children and adolescents | 448 |
| Refugee students with IEEF and job readiness skills | 1,689 |
| Total Other Services | 37,469 |

Thanks to the vast array of services offered by Catholic Charities, our neighbors benefit from more than just one service.



275 West Broadway • Boston, MA 02127



About Us

With a mission to alleviate poverty, Catholic Charities is a leading provider of food and shelter assistance, childcare, youth programming, adult education, job training and immigration legal assistance to individual and underserved families of all faiths in eastern Massachusetts. We take an integrated approach, virtually bringing resources around families in need to help move them from the experience of poverty to sustained financial stability. While we are proud at the number of people we serve, we are driven to fulfill a promise of social justice to every man, woman and child in the gap between poverty and living wages.

Mission in Action

BASIC NEEDS
Temporary and permanent programs help guests meet basic needs for health care, mental health care, housing, addiction, and education.

Elder Services
We provide social and cultural connections for elders in our community, many of whom do not have a support system in their own family.

YOUTH PROGRAMMING
Our youth programs support the well-being, productivity, leadership development, and education of the children from birth through age 19. Our early youth programs address issues in their families and communities with compassion, leadership, and strength.

Fast Facts by the Numbers

- 26 locations
- 154 cities and towns served
- 85 cents on the dollar to client-facing programs
- 115 years doing this work
- Serving 185,000 of our neediest neighbors

Youth Mentoring, T.E.A.M., Youth Tutoring
Our mentoring and tutoring programs in South Boston help create positive self-reflectors, encourage school attachment, and promote the ability to make positive life choices.

Senior Home Care, Staff
Senior Home Care provides children from low-income neighborhoods a walk away from home and the difficulties they endure as well as personal support services, such as housing and mentoring.

The Teen Center at St. Peter's, Dorchester
Serves teens ages 12 to 19 from the Dorchester/Chelsea neighborhood of Dorchester. There are approximately 500 members of the Teen Center annually with as many as 100 participating in activities daily. The center offers access to various support services, and a safe place for recreation to provide the skills necessary for academic success while also increasing self-esteem.



The Entertainment Community Fund Stewardship Package

CAMPAIGN DETAILS

Campaign Name The Entertainment Community Fund Stewardship Package

Category Stewardship

Nonprofit Name The Entertainment Community Fund

Agency Name Lautman Maska Neill & Company

Launch Date 11/22/02

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 6,491

Average Gift (\$) \$81

Total Expenses \$12,931

Unsolicited \$ raised \$3,483

Direct Mail Response Rate 0.66%

Email Click Rate NA

Social Media Engagement NA

WHY IS YOUR ENTRY SUCCESSFUL

The Entertainment Community Fund's Encore Award was inspired by award shows, with the goal of stewarding donors. Donors were ecstatic to receive their Encore Award, showcasing it on Instagram, Facebook, and LinkedIn. The award was a blockbuster HIT and donors got their standing ovation.



Lutheran Immigration and Refugee Service Impact/Gift Receipt mailing

CAMPAIGN DETAILS

Campaign Name Lutheran Immigration and Refugee Service Impact/Gift Receipt mailing

Category Stewardship

Nonprofit Name Lutheran Immigration and Refugee Service

Agency Name Harrington Agency

Launch Date 1/28/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 21,862

Average Gift (\$) \$161

Total Expenses \$11,118

Unsolicited \$ raised \$36,167

Direct Mail Response Rate 1.02%

Email Click Rate n/a

Social Media Engagement n/a

WHY IS YOUR ENTRY SUCCESSFUL

This stewardship mailing sharing the impact of a donors giving together with a donor gift acknowledgment for the year = Stewardship wins!

The results speak for themselves. This was the perfect mailing to add in the newly acquired Afghan Allies donors who had been withheld from mail in 2021.

LIRS Jan Impact Tax Mailing

The collage displays the following items:

- Envelope:** Features the LIRS logo and the text "FOR YOUR TAX RECORDS" with address fields: <<Address>>, <<Address 2>>, <<City, State, Zip>>.
- Business Reply Mail Piece:** Includes the LIRS logo, "BUSINESS REPLY MAIL" label, and return address: ATTN: GIFT PROCESSING, LUTHERAN IMMIGRATION & REFUGEE SERVICE, PO BOX 17487, BALTIMORE, MD 21284-0286.
- 2021 Impact Snapshot Brochure:** A folded brochure with a blue header and the text "Your support in action!". It features six sections:
 - NEW AMERICAN CITIES:** Launched an innovative program that focuses on workforce development in six major cities.
 - HOPE FOR THE HOLIDAYS:** Cared for families and children in immigration detention centers by sending thousands of cards and gifts.
 - WELCOME CENTERS & FIELD OFFICES:** Opened five new sites in strategic locations to provide vital resources to newly arrived families.
 - ADVOCACY:** Rallied supporters to send over 35,000 messages to Congress and the President to support immigrants and refugees.
 - RESETTLEMENT:** Afghan Refugee Crisis: LIRS resettled over 3,500 individuals and expects to serve over 10,000 individuals in total.
- Gift Receipt Card:** A white card with the LIRS logo and a handwritten-style message: "Dear <<Name>>: 2021 was another challenging year, but thankfully, you answered the call to help our Afghan Allies, who were fleeing one of the most humanitarian crises of our lifetime. Your generosity was crucial to help meet their immediate needs and provide essential resources to rebuild their lives in America. And I'm so grateful for your support. But you may not know that our life-changing work with immigrants and refugee escapees goes far beyond that. We recently reopened facilities, provided emergency cash assistance, support refugees released from detention, prevent unaccompanied children, advocate for fair immigration policy and laws, and much more! For your convenience, I've included your 2021 gift receipt below. As you look over your contribution, please know that your gift has made a meaningful difference in the lives of so many refugees and immigrants. We know that 2022 will also have its own share of challenges. But together, we can continue welcoming newcomers by providing the essential resources to build a new life here in America. Last year, <<EFTEN>> of <<EFTEN>> helped welcome newcomers, provided basic needs and community connections, and supported welcome centers that offered vital resources like education and workforce programs. With your renewed support in 2022, I know we'll continue to welcome newcomers with open arms. Thank you so much for your generosity and kind support." The card is signed by Andrew G. Bunk, Vice President for Development and Outreach. It includes a table for recording the gift:

| NAME | TOTAL AMOUNT |
|-------------|--------------|
| <<Address>> | <<EFTEN>> |

The Valley Hospital Foundation Donor Impact Report

CAMPAIGN DETAILS

Campaign Name Donor Impact Report

Category Stewardship

Nonprofit Name The Valley Hospital Foundation

Agency Name Faircom New York

Launch Date 9/13/22

Audience Targeted Donors, Mid-level, Major Gifts

CAMPAIGN STATS

Total Recipients 2,058

Average Gift (\$) N/A

Total Expenses \$29,544

Unsolicited \$ raised N/A

Direct Mail Response Rate N/A

Email Click Rate N/A

Social Media Engagement N/A

WHY IS YOUR ENTRY SUCCESSFUL

A high-touch, 8-page Impact Report for \$100+ donors included embedded personalized letters. 30+ versions reflected every permutation of donor program support in unique center spreads, sent by segment to showcase impact. The report also contained an insert update on the new hospital capital campaign.



International Fellowship of Christians and Jews Donor Anniversary Campaign

CAMPAIGN DETAILS

Campaign Name International Fellowship of Christians and Jews Donor Anniversary Campaign

Category Stewardship

Nonprofit Name International Fellowship of Christians and Jews

Agency Name RKD Group

Launch Date 9/1/22

Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 80,015

Average Gift (\$) \$67.43

Total Expenses \$52,283

Unsolicited \$ raised \$118,871

Direct Mail Response Rate 2.20%

Email Click Rate n/a

Social Media Engagement n/a

WHY IS YOUR ENTRY SUCCESSFUL

International Fellowship of Christians and Jews' goal was to have an effective stewardship campaign that paid for itself. This mailing accomplished that and more, with a 2.2% response rate, a \$67.43 average gift, \$118,871 in gross revenue and \$66,589 in net revenue.





STEWARDSHIP

League of Women Voters Pick Your Favorite

CAMPAIGN DETAILS

Campaign Name Pick Your Favorite

Category Stewardship

Nonprofit Name League of Women Voters

Agency Name MarkeTeam

Launch Date 4/26/22

Audience Targeted Donors and Warm Prospects

CAMPAIGN STATS

Total Recipients 980,221

Average Gift (\$) \$43.43

Total Expenses 0

Unsolicited \$ raised \$29,316

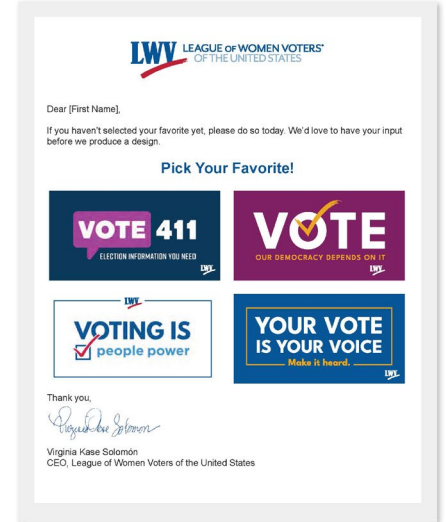
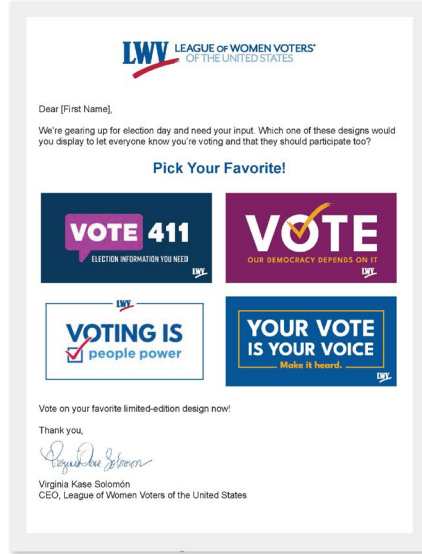
Direct Mail Response Rate 0

Email Click Rate 2.39%

Social Media Engagement 0

WHY IS YOUR ENTRY SUCCESSFUL

Campaign launched during a time when democracy was under attack. We wanted to create a Yard Sign constituents could proudly display in the lead up to the election, but we wanted constituents to pick the words and tell us where to display it. Two emails; total votes exceeded 11,000 and \$29K raised!



Pick Your Favorite!

email*

Which design would you proudly display?

VOTE411.org Vote. Our democracy depends on it.

VOTE 411 ELECTION INFORMATION YOU NEED

VOTE OUR DEMOCRACY DEPENDS ON IT

Voting is people power. Your vote is your voice. Make it heard.

VOTING IS people power

YOUR VOTE IS YOUR VOICE Make it heard.

VOTE411.org

Vote. Our democracy depends on it.

Voting is people power.

Your vote is your voice. Make it heard.

What type of gear would you prefer for this design?

I'd rock this on a t-shirt

This would be a great sticker

I'd put this on my lawn as a yard sign

I'd carry it with me as a tote

Save the Children Second Year Cultivation

CAMPAIGN DETAILS

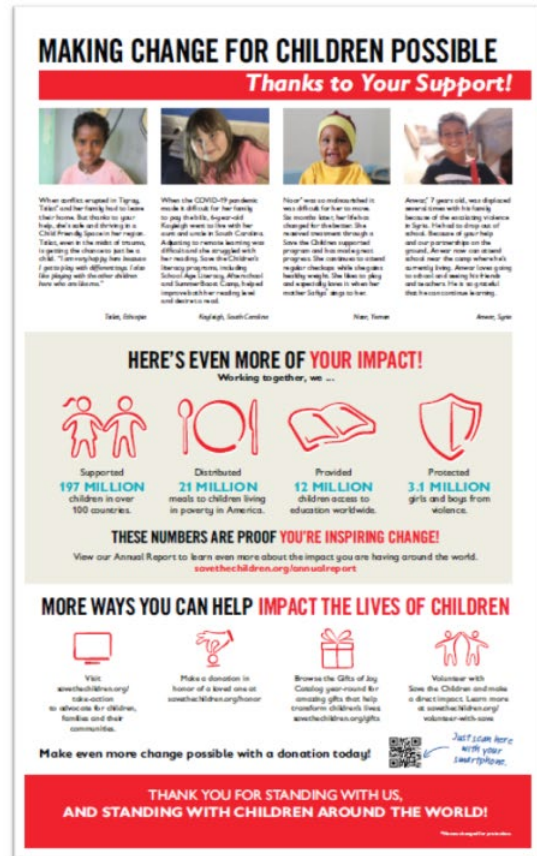
Campaign Name Second Year Cultivation
Category Stewardship
Nonprofit Name Save the Children
Agency Name RKD
Launch Date 4/15/22
Audience Targeted Donors

CAMPAIGN STATS

Total Recipients 55,979
Average Gift (\$) \$91.76
Total Expenses \$19,252
Unsolicited \$ raised \$505,55
Direct Mail Response Rate 0.01%
Email Click Rate NA
Social Media Engagement NA

WHY IS YOUR ENTRY SUCCESSFUL

Our Second Year Self-mailer to supporters 18 months on file aims to cultivate, engage and encourage a second gift by thanking supporters, showing impact, and offers an opportunity to engage through taking an advocacy action, volunteering, and others ways of giving through catalog or tribute gifts.





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