

**2023**  
**DMFA Awards**  
**Celebration**

**VOTER**  
**Workbook**

# Special thanks to our 2023 Sponsors!

## PLATINUM SPONSORS

Bonterra • The Lukens Company • McVicker & Higginbotham  
Production Solutions • Pursuant • RKD Group • TrueSense

## GOLD SPONSORS

Adstra Nonprofit • Arjuna • Chapman Cubine Allen + Hussey  
Data Axle • Gravyty • Wiland

## SILVER SPONSORS

Action Mailers • Alliant Data • Concord Direct  
Eidolon Communications • Epsilon • Lautman Maska Neill & Company  
Mal Warwick Donordigital • Mercury Envelope • Moore  
Newport One • ROI Solutions • Sanky Communications  
The Harrington Agency • True North, Inc.

## BRONZE SPONSORS

Belardi Wong • Bookyourdata.com • Catena Connects  
Carol Enters List Company CELCO • Davinci Direct  
DM Pros, Inc. • National Graphics • RMI Direct Marketing, Inc.  
RWT Productions • Sharkey Advertising, Inc. • Whittier Associates

## COPPER SPONSORS

Amergent • Audience First • Avalon Consulting Group  
Carl Bloom Associates • CDR • Faircom New York  
Huntsinger & Jeffer • Integral, LLC • K2D Strategies  
Moore Response Management Group • MKDM  
MMI Direct • Multiply Strategies • NNE Marketing  
Path2Response • Perlman + Perlman LLP • PMG

# How to be a DMFA Award Judge!

As a member of the DMFA you are invited to cast your vote for the best campaigns in the DMFA Awards. **Though only one vote per organization is allowed in each category, multiple people from one organization can vote this year as long as they are a DMFA member and your organization sticks to the one vote per category rule.** We understand accidents happen, so if any of the categories have multiple votes from one organization, we will only count the first vote as valid. Subsequent votes will be removed.

This voter workbook lists this year's DMFA Awards entries and their respective performance data. Please review all entries in the book. When you are ready to vote, you must **log in to the voter site** with the username and password you received in your email with the subject line "Your temporary password for DMFA Awards voting"

## DMFA Award Categories:

Direct Mail Acquisition • Direct Mail Appeal/Renewal • Direct Mail Mid-Level Appeal/Renewal  
Digital Acquisition • Digital Renewal • Multichannel • Stewardship

## When you are ready to vote:

1. Click on the "Log in to Vote" button.
2. Log in to the site with your email address and the password you received.
3. In the middle navigation bar, there is a drop down for "Group". This is where you can select the category you want to vote in.
4. After you select the category, you can take a closer look at your favorite campaigns by selecting the "View" button to the left of the entry you want to review.
5. To select the winner, click the link under DMFA Winner Selection for your entry.
6. Click this is my winner selection and hit submit.
7. You are only allowed one vote per category, so once you selected a winner, you are done voting in that category.

*If you don't see any entries after selecting the category you want to vote in, make sure all other drop downs in the middle navigation bar are set to "ANY". If you are still not seeing any categories, please contact us at [info@dmfa.org](mailto:info@dmfa.org) and someone will further assist you.*

## Voting Tips

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

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

## Keep in mind

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

**Enjoy voting on this year's award entries!**

### Questions or Log in Issues?

Contact us at [info@dmfa.org](mailto:info@dmfa.org) or 646-675-7314

# 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 a 'YOU CAN HELP RESTORE A CHILD'S VISION' header. It also features a \$10 coin with 'Orbis' and '\$10 TO SAVE VISION' text, a letterhead with a 'YOU CAN HELP RESTORE A CHILD'S VISION' header, and a photocard insert with a 'YOU CAN HELP RESTORE A CHILD'S VISION' header and a 'YOU CAN HELP RESTORE A CHILD'S VISION' header.

### 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

The collage displays a 'Marla's Vision Restored' letter with a photo of a child, a 'Get Well Soon' card with a teddy bear, and a 'Your support is vital as ever!' insert with a yellow background and text.

[Log In to Vote](#)

# 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

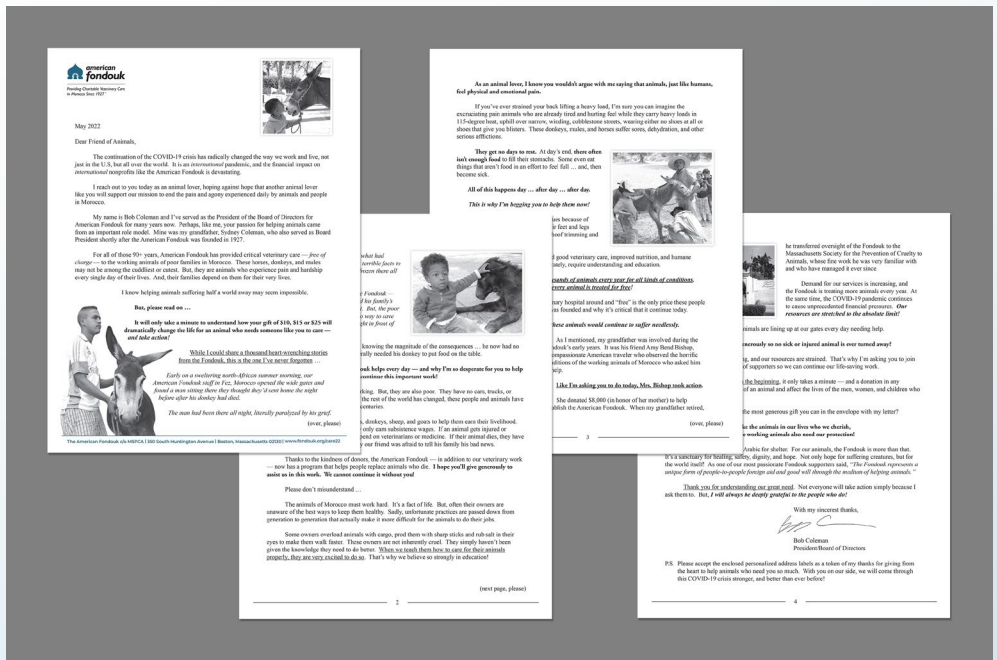
**Cost to Raise \$1 (Total Cost/Gross Income)** \$2.09

**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.



**Log In to Vote**

# 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**

FPD WINDOWS

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

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

**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 you — 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: 1207 x 475px | Window ID: 1817.8.12718

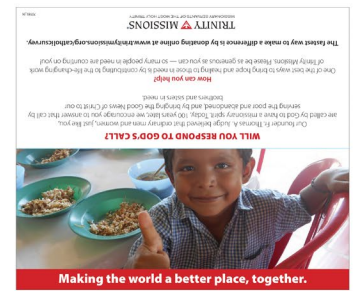
Window size: 1207 x 475px | Window ID: 1817.8.12718

FPD STOP PROOF



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

9001 NEW HAMPSHIRE AVE. - SILVER SPRING, MD 20903



**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 in need 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 preaching 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

TRINITY MISSIONS  
PO BOX 5007  
HAGERSTOWN MD 21741-5007

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?

Please share your opinions today.

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, Caring for Those in Need

**1921** YEARS OF SERVICE

**250,000** PEOPLE SERVED

31 MISSIONS  
7 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

**Log In to Vote**

# 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

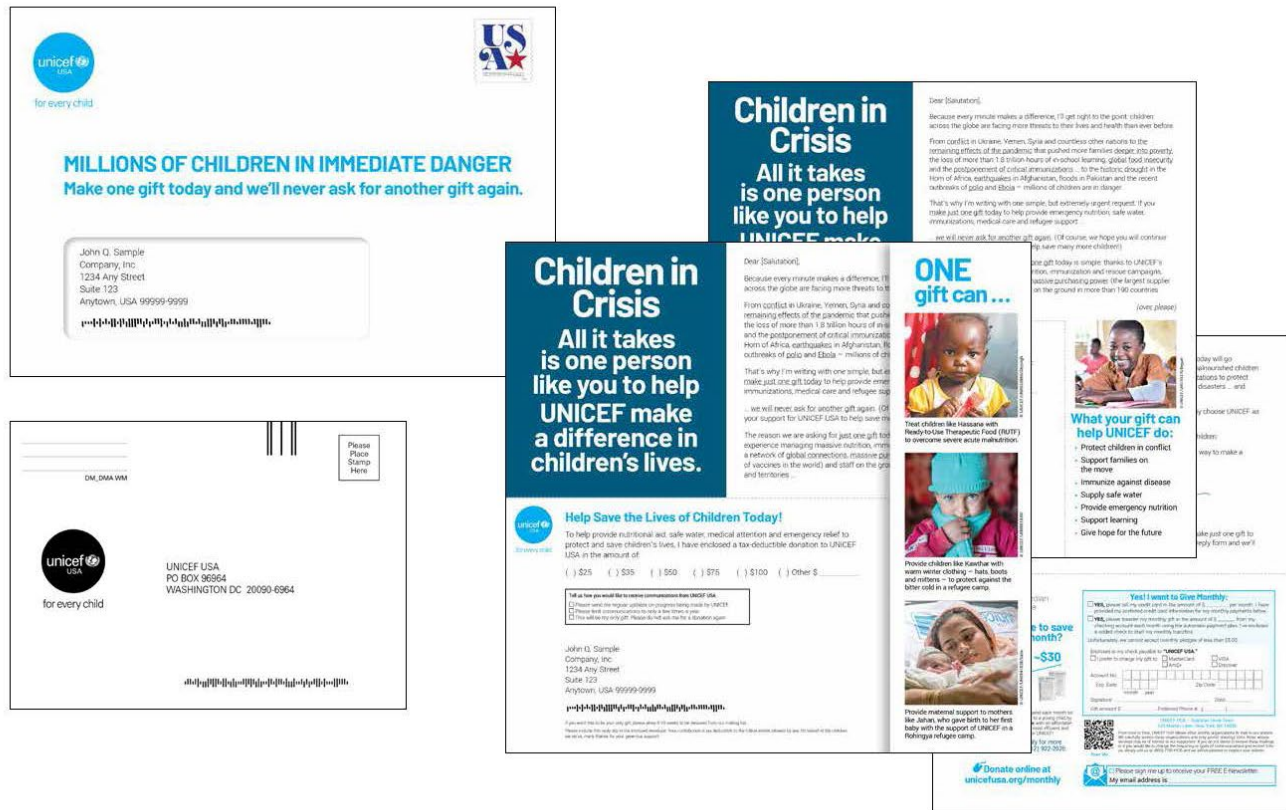
## CAMPAIGN STATS

**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



**Log In to Vote**



# 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

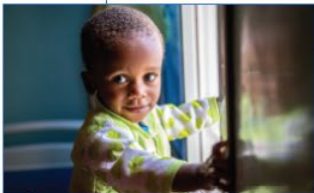
**Cost to Raise \$1 (Total Cost/Gross Income)** \$1.41

**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 (Ahmed) 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.



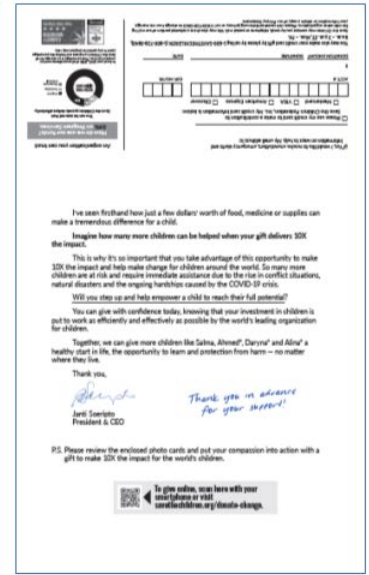
When the fighting erupted in Ukraine, Danylo (16) and his brother Serhii (12) were suddenly without a home and safety. They were forced to flee for their lives but because of the support of compassionate people like you we were there for them with food, safe shelter and the school materials they needed.

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



How "you" did that! From thousands to as grateful that even after the outbreak of the COVID-19 pandemic who 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.



**Log In to Vote**

# 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”.

|                   |  |
|-------------------|--|
| <b>45 MILLION</b> | Children suffer from malnutrition every year.  |
| <b>3 MILLION</b>  | Children die from hunger-related causes every year.  |
| <b>45 PERCENT</b> | Of all deaths among children under 5 are caused by hunger.   |
| <b>15 MILLION</b> | Schoolchildren in nearly 60 countries rely on the U.N. World Food Programme’s school meals program — the largest in the world. |

[Log In to Vote](#)

# DIRECT MAIL ACQUISITION

## Houston SPCA Penny Pack

### CAMPAIGN DETAILS

**Campaign Name** Houston SPCA Penny Pack

**Category** Direct Mail Acquisition

**Nonprofit Name** Houston SPCA

**Agency Name** Pursuant

**Launch Date** 7/25/22

**Audience Targeted** Prospects

### CAMPAIGN STATS

**Total Recipients** 101,746

**Gross Income** \$19,663

**Average Gift (\$)** \$25.11

**Cost to Raise \$1 (Total Cost/Gross Income)** \$2.54

**Cost per solicitation (Total Cost/Total Recipients)** \$0.49

**Direct Mail Response Rate** 0.77%

### WHY IS YOUR ENTRY SUCCESSFUL

We tested against a package with no penny and no additional premium. The control performed better for response rate (0.71% control; 0.40% test). The control and test performed similarly for average gift (\$20.32 control; \$20.16 test). Because of the impact to response rate, we maintained the control.

The image displays three Houston SPCA Penny Pack direct mail pieces. Each piece consists of an envelope and a letter. The envelopes feature a dog's face and the text "A PENNY WITH A PROMISE". The letters are titled "YES, I WILL HELP SAVE ABANDONED ANIMALS" and contain a list of four options for how to help, such as "Help provide food, shelter, and love for a suffering animal" and "Help find new homes for homeless animals". Each letter also includes a "REMINDER: Help us save lives" section and a "THANK YOU!" message.

**Log In to Vote**

# 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

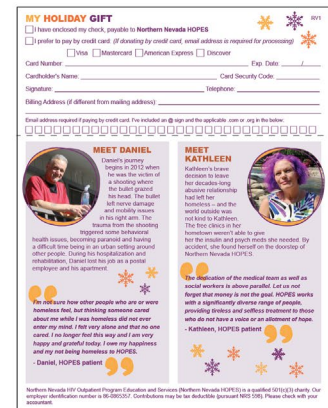
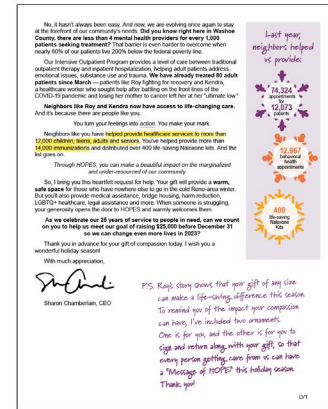
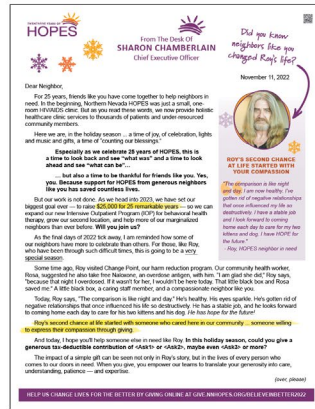
**Cost to Raise \$1 (Total Cost/Gross Income)** \$1.30

**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.



**Log In to Vote**

# 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

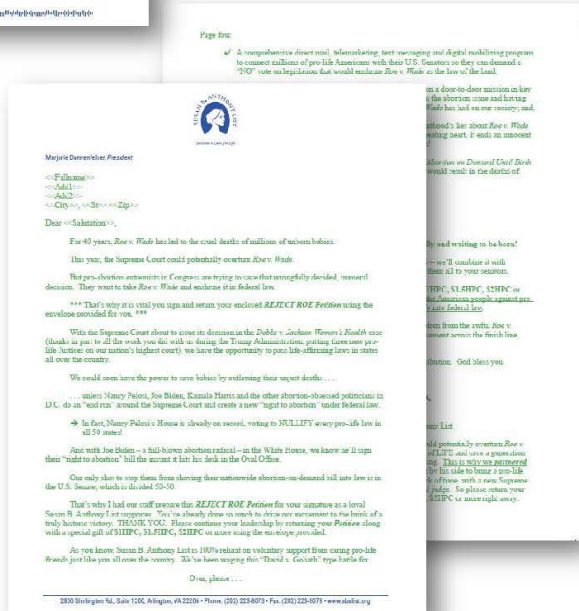
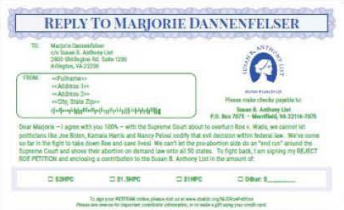
**Cost to Raise \$1 (Total Cost/Gross Income)** \$1.05

**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.



Log In to Vote





# 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

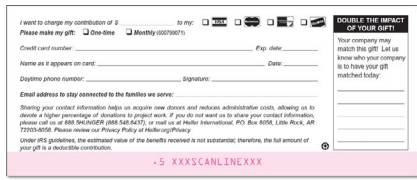
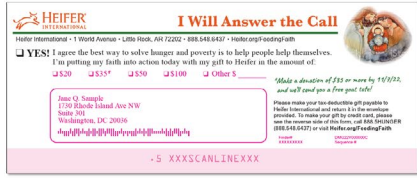
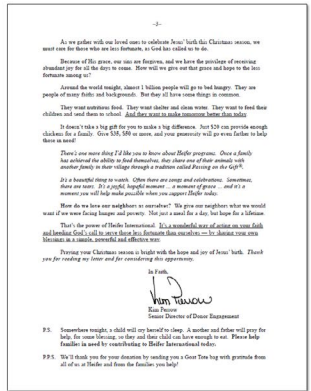
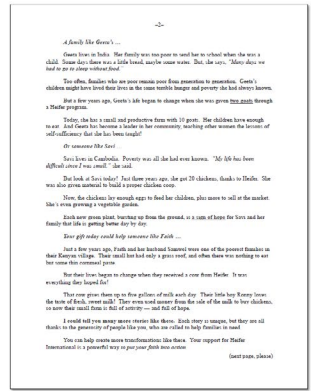
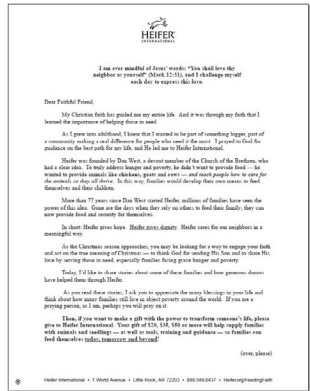
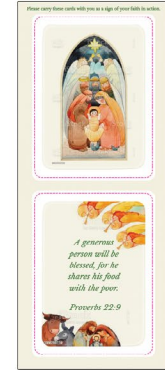
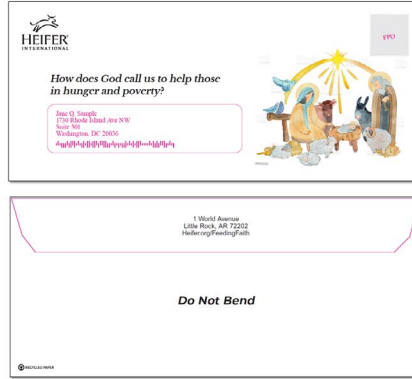
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.47

**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.



**Log In to Vote**



# Lutheran Immigration and Refugee Service Ukraine Urgent Gram Acquisition

## CAMPAIGN DETAILS

**Campaign Name** Lutheran Immigration and Refugee Service Ukraine Urgent Gram Acquisition

**Category** Direct Mail Acquisition

**Nonprofit Name** Lutheran Immigration and Refugee Service

**Agency Name** Harrington Agency

**Launch Date** 5/5/22

**Audience Targeted** Prospects

## CAMPAIGN STATS

**Total Recipients** 90,859

**Gross Income** \$85,365

**Average Gift (\$)** \$69

**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.60

**Cost per solicitation (Total Cost/Total Recipients)** \$0.56

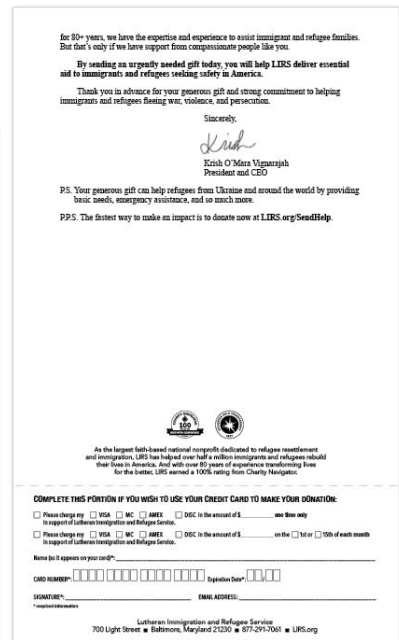
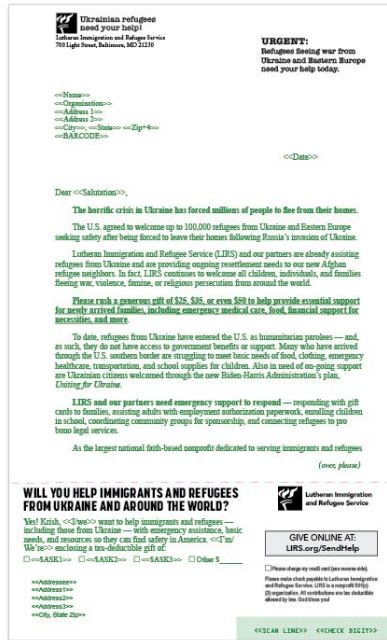
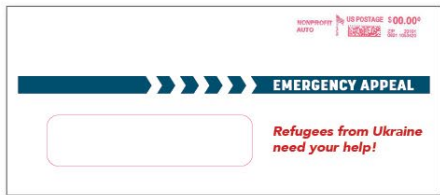
**Direct Mail Response Rate** 1.37%

## WHY IS YOUR ENTRY SUCCESSFUL

### RESULTS!

- This emergency, no frills Urgent Gram beat response rate by an amazing 204%! (1.37 % vs. 0.34%)
- Smashing the projected # of new donors acquired by 175.78% (1,241 donors vs. 450 projected).
- Average gift increase was 35.3 % over projections (\$69 vs. \$51)
- Netting: \$34,365!

LIRS May Acq UrgentGram



**Log In to Vote**

# The Glaucoma Foundation Control Acquisition

## CAMPAIGN DETAILS

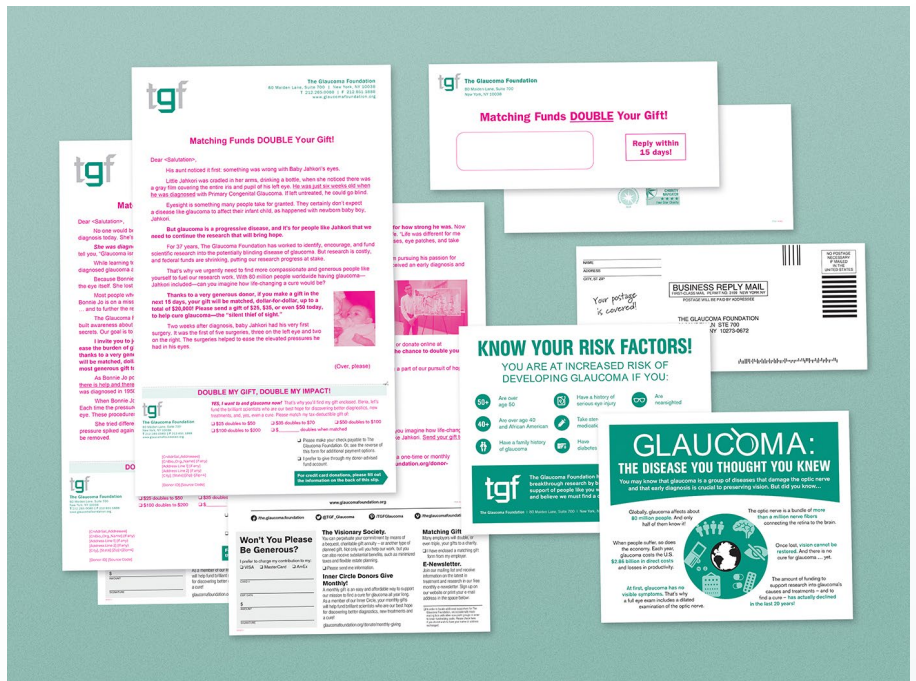
**Campaign Name** Control Acquisition  
**Category** Direct Mail Acquisition  
**Nonprofit Name** The Glaucoma Foundation  
**Agency Name** Faircom New York  
**Launch Date** 1/5/22  
**Audience Targeted** Prospects, Lapsed Donors

## 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!**



**Log In to Vote**

# 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

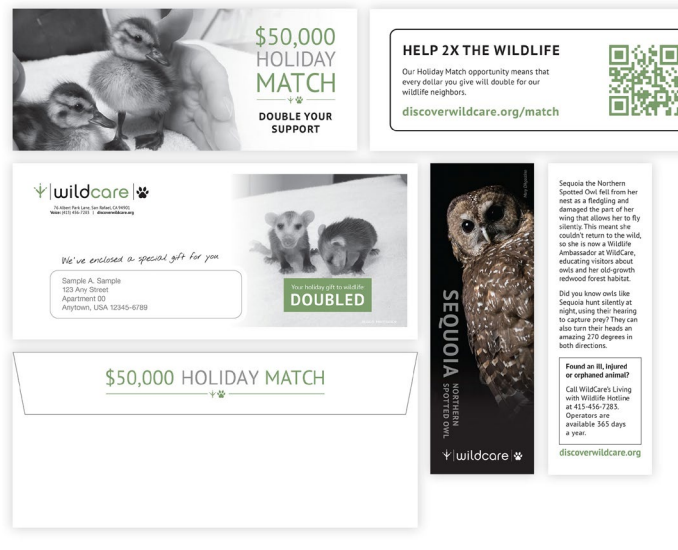
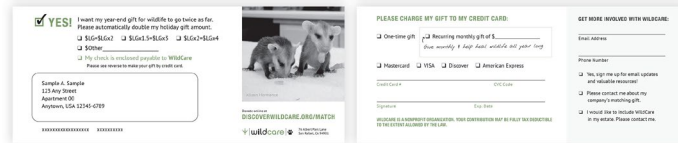
**Cost to Raise \$1 (Total Cost/Gross Income)** \$3.38

**Cost per solicitation (Total Cost/Total Recipients)** \$151.13

**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!



**Log In to Vote**

# 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.



Log In to Vote

# 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 enclosed return envelope to you if you wish.

**INSTANT PLANS**  
 I have already indicated I intend to support the University of Iowa Children's Hospital in my instant plans (and have not previously notified you).  
 I would consider including UI Stead Family Children's Hospital in my instant plans. Please provide me with information about:  
 Including UI Stead Family Children's Hospital in my will/trust  
 Naming UI Stead Family Children's Hospital as a beneficiary of my retirement plan.

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

University of Iowa Stead Family Children's Hospital

November 9, 2022

Mr. and Mrs. John D. Sample  
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 85,407 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 in our community 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 [givetoiowa.org/children](http://givetoiowa.org/children). Thank you for your support!

Changing Medicine. Changing Kids' Lives.®

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 enclosed return envelope to you if you wish.

**INSTANT PLANS**  
 I have already indicated I intend to support the University of Iowa Children's Hospital in my instant plans (and have not previously notified you).  
 I would consider including UI Stead Family Children's Hospital in my instant plans. Please provide me with information about:  
 Including UI Stead Family Children's Hospital in my will/trust  
 Naming UI Stead Family Children's Hospital as a beneficiary of my retirement plan.

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

University of Iowa Stead Family Children's Hospital

November 9, 2022

Mr. and Mrs. John D. Sample  
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 85,407 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 know that children and grandchildren should have access to exceptional pediatric care. And you understand 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. 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 in our community 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 online at [givetoiowa.org/children](http://givetoiowa.org/children). Thank you for your support!

Changing Medicine. Changing Kids' Lives.®

Log In to Vote

# **DIRECT MAIL APPEAL/RENEWAL**

# Habitat for Horses March Appeal

## CAMPAIGN DETAILS

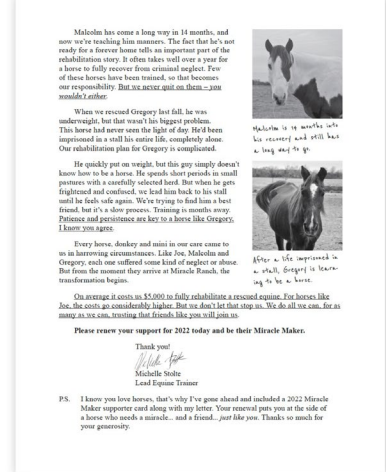
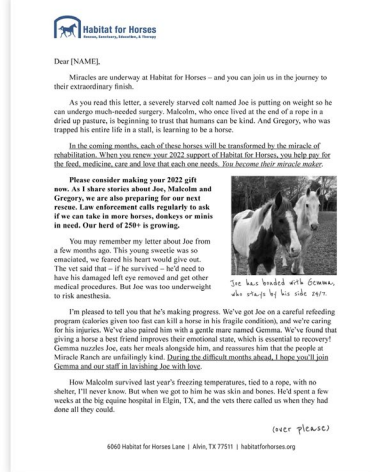
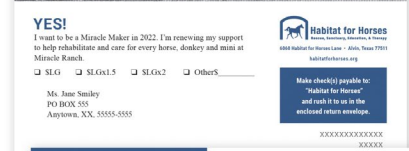
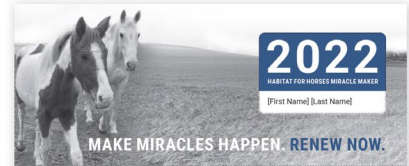
**Campaign Name** March Appeal  
**Category** Direct Mail Renewal  
**Nonprofit Name** Habitat for Horses  
**Agency Name** Sanky Communications  
**Launch Date** 3/25/22  
**Audience Targeted** Active direct mail donors, 0-36mo + targeted 37-60 mo

## 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.



**Log In to Vote**

# Little Brothers – Friends of the Elderly Chicago Christmas Renewal

## CAMPAIGN DETAILS

**Campaign Name** Christmas Renewal

**Category** Direct Mail Renewal

**Nonprofit Name** Little Brothers – Friends of the Elderly Chicago

**Agency Name** Faircom New York

**Launch Date** 11/4/22

**Audience Targeted** Donors

## CAMPAIGN STATS

**Total Recipients** 8,501

**Gross Income** \$71,834.85

**Average Gift (\$)** \$112.24

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

**Cost per solicitation (Total Cost/Total Recipients)** \$3.22

**Direct Mail Response Rate** 7.53%

## WHY IS YOUR ENTRY SUCCESSFUL

This package is LBFE Chicago's strongest of the year. It drives revenue by cultivating a deep sense of engagement, asking donors to sign cards for lonely elders. We saw an overall 7.53% RR and \$112 average gift; active audiences (0-12 mos) had a remarkable 13.2% response rate and \$72 average gift.



[Log In to Vote](#)



# 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



Log In to Vote

# 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

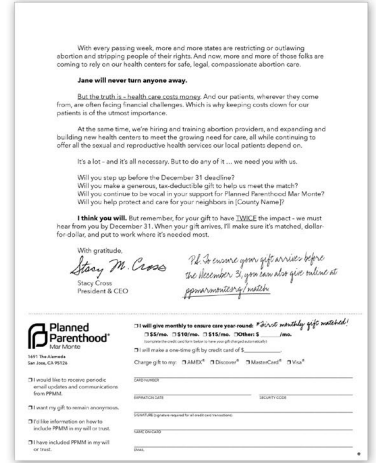
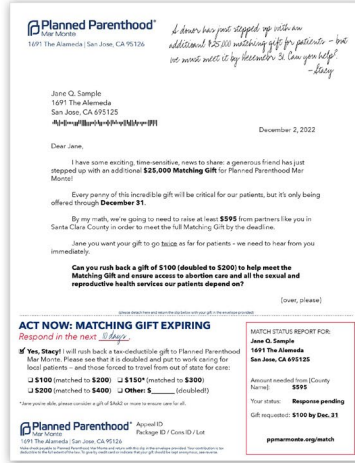
**Cost per solicitation (Total Cost/Total Recipients)** \$0.75

**Direct Mail Response Rate** 1.67%

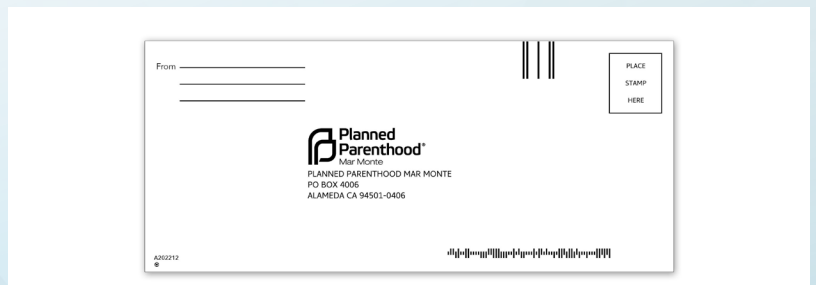
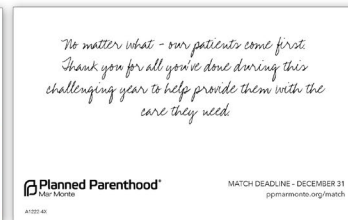
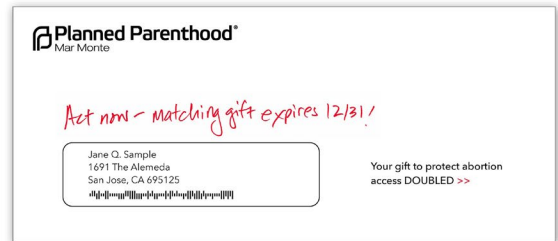
## WHY IS YOUR ENTRY SUCCESSFUL

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



[Log In to Vote](#)

# 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

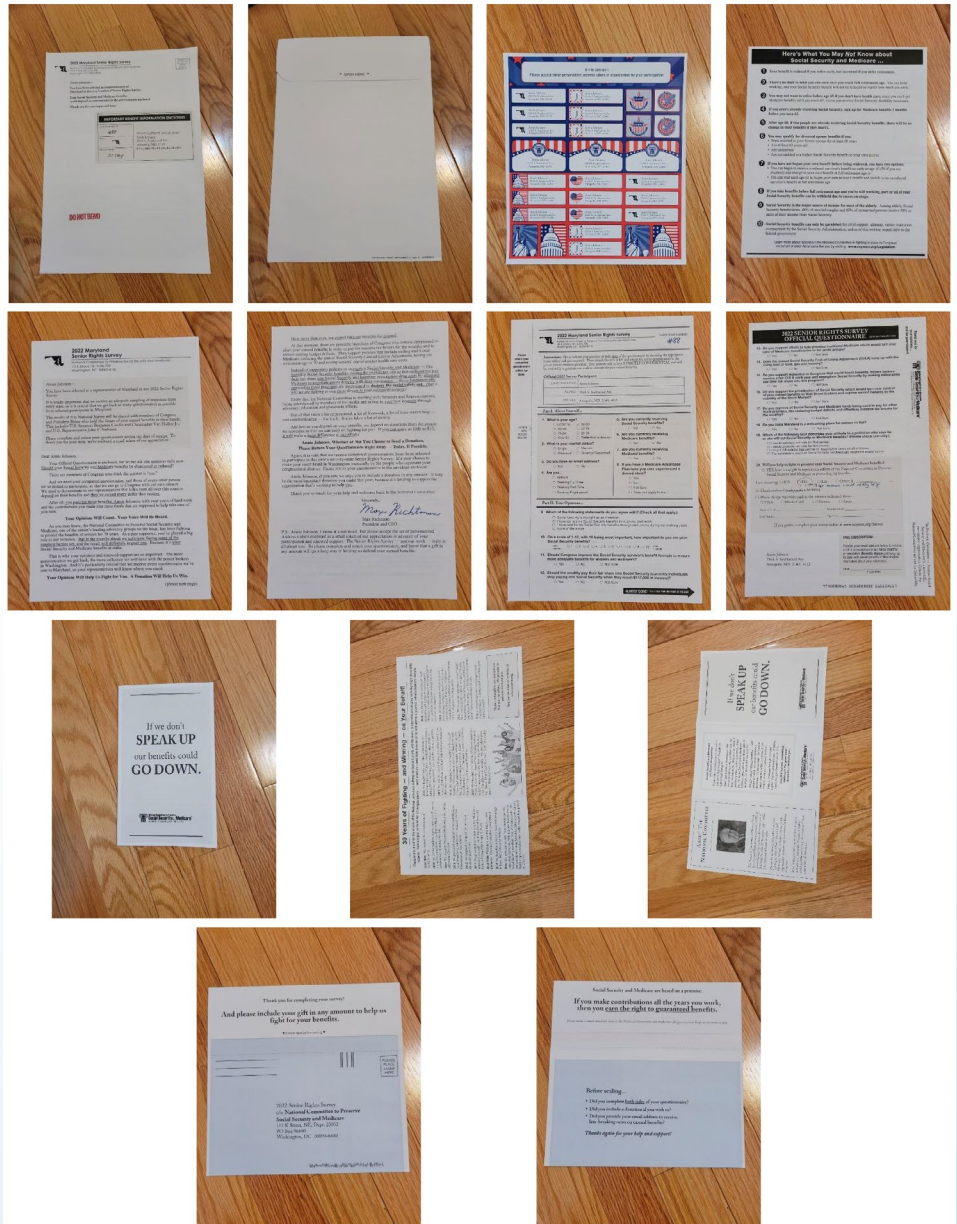
**Cost to Raise \$1 (Total Cost/Gross Income)** \$1.30

**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.



[Log In to Vote](#)

# 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

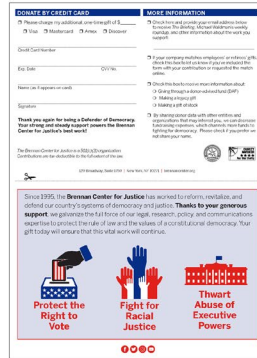
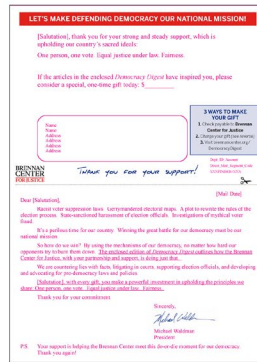
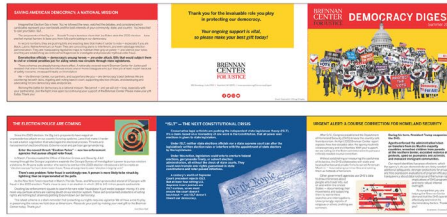
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.31

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

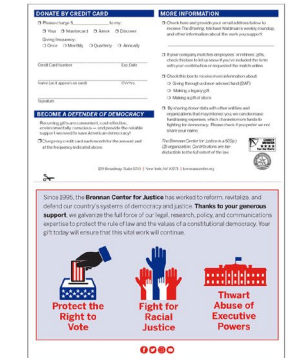
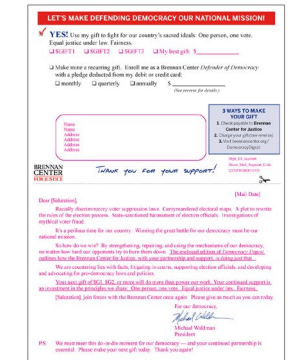
**Direct Mail Response Rate** 3.35%

## 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.



**Log In to Vote**



# VVA 2023 Calendar Campaign

## CAMPAIGN DETAILS

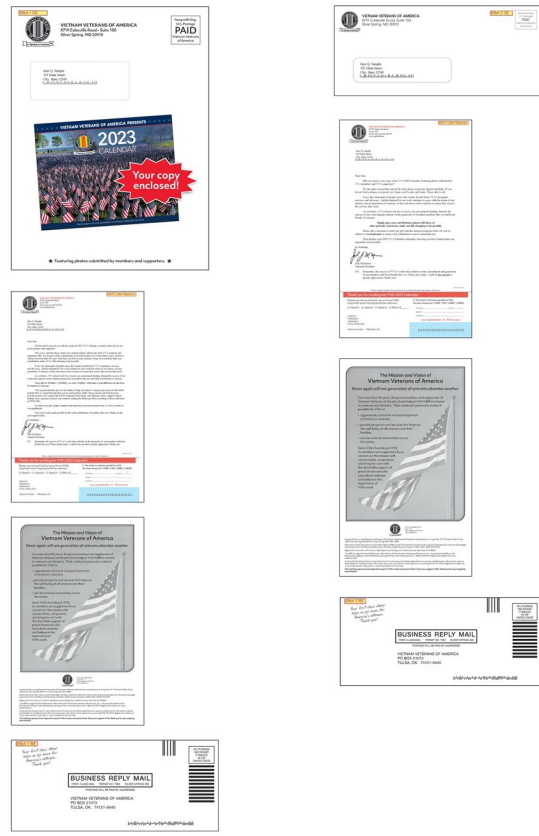
**Campaign Name** VVA 2023 Calendar Campaign  
**Category** Direct Mail Renewal  
**Nonprofit Name** Vietnam Veterans of America (VVA)  
**Agency Name** Next Generation Fundraising  
**Launch Date** 5/16/22  
**Audience Targeted** VVA Members and Donors

## 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.



[Log In to Vote](#)

# 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

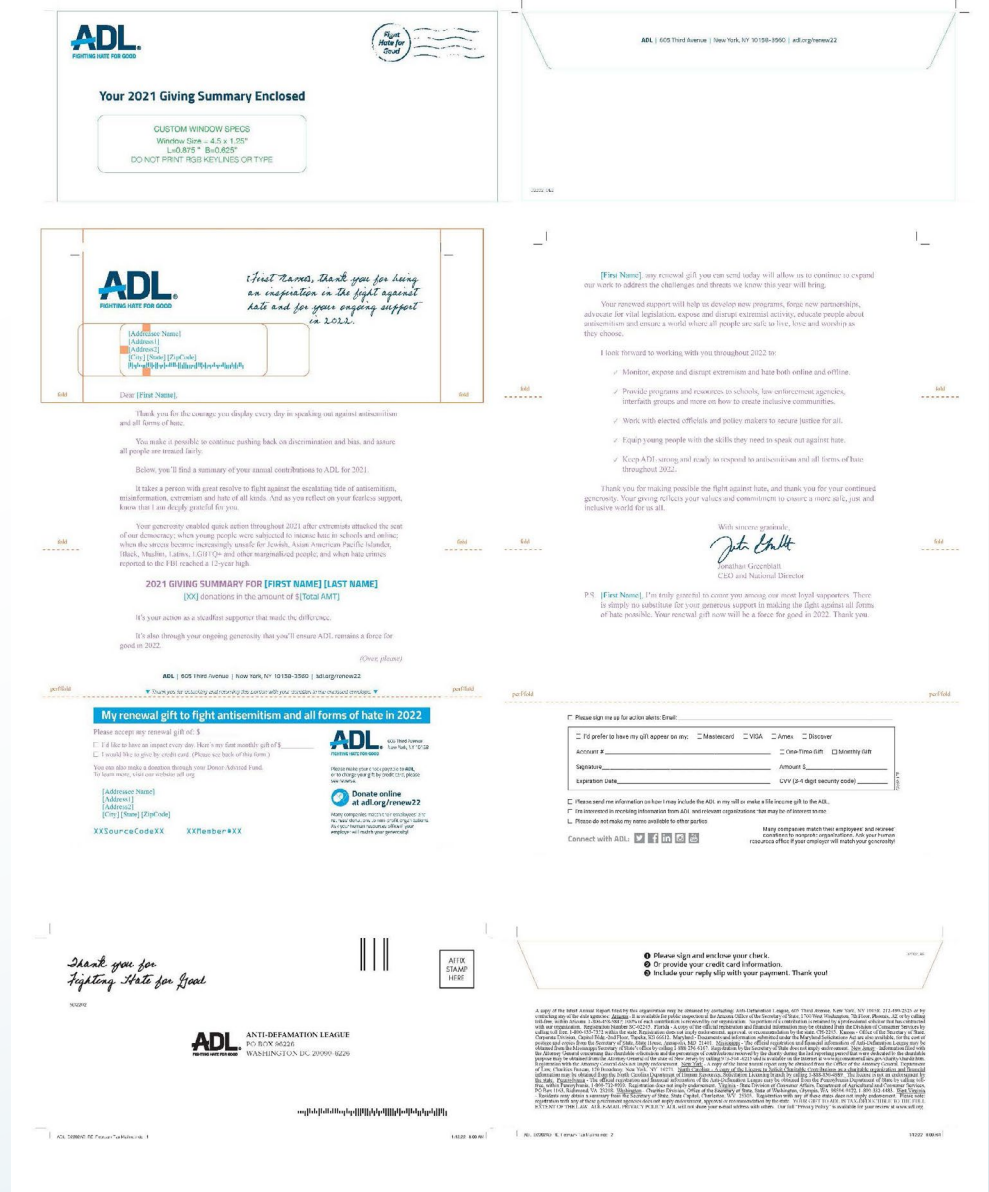
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.014

**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!



**Log In to Vote**



# 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

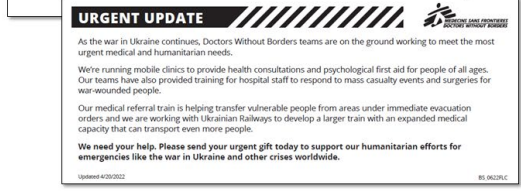
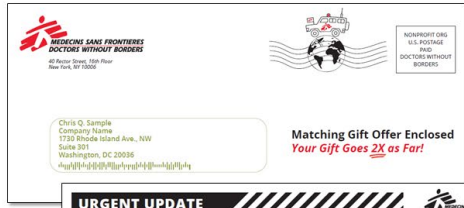
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.14

**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!



**Log In to Vote**





# 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

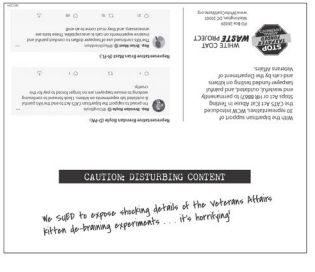
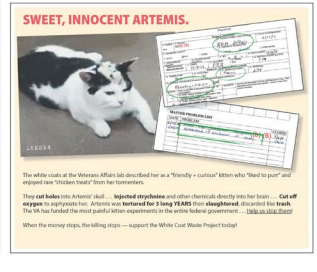
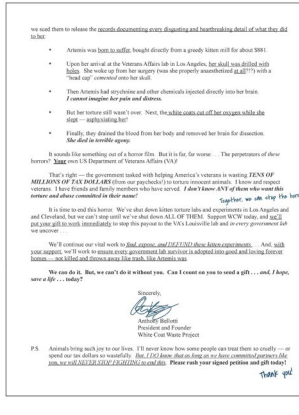
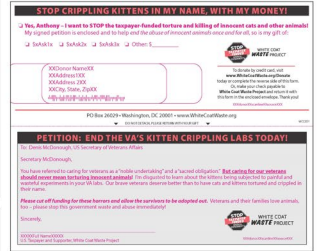
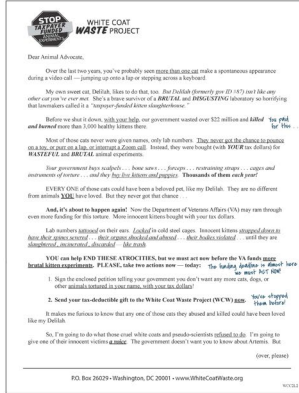
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.32

**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.



Log In to Vote

# 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

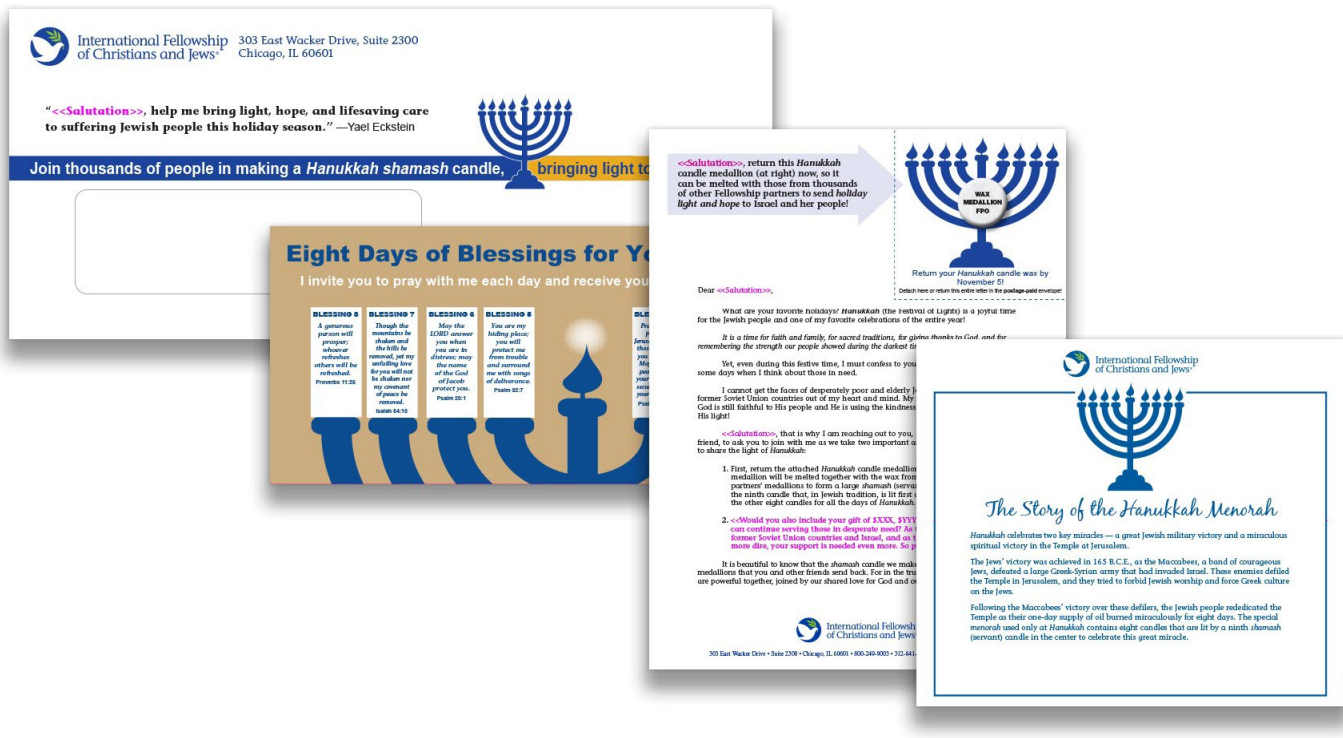
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.43

**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!



Log In to Vote

# 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]

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

**\$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](http://www.nhfoodbank.org)

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

SI provides up to 2 meals.

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

SI provides up to 2 meals.

**You can make double the difference!**

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

SI provides up to 2 meals.

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

SI provides up to 2 meals.

**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

Log In to Vote

# 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!

The collage displays various components of the fundraising campaign:

- Letters:** Personalized letters from the UPMC Hillman Cancer Center, dated January 2022, addressed to donors. The letters discuss the importance of cancer research and the impact of the annual fund drive.
- Envelopes:** Envelopes with the UPMC Hillman Cancer Center logo and the text "Your FREE gift is enclosed!".
- Postcards:** Postcards with the theme "Support Cancer Research and Save Lives! YES! I'll support the 2022 Annual Fund Appeal." and "LET'S CREATE A WORLD WITHOUT CANCER".
- Informational Cards:** Cards titled "I SUPPORT CANCER RESEARCH" and "TOGETHER WE CAN BEAT CANCER" featuring the 2022 logo.
- Map:** A map of Pennsylvania highlighting the state's role in cancer research and care.
- Logos:** The UPMC Hillman Cancer Center logo and the 2022 Annual Fund logo.

Log In to Vote

# 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

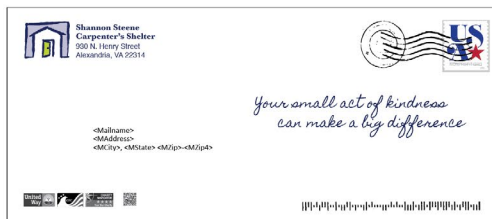
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.10

**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>

*How amount would receipt match plus your donation is tax deductible!*

To donate by credit card, see reverse side or visit our secure website, [CarpentersShelter.org/BeALifeLine](http://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 community.

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](http://CarpentersShelter.org/BeALifeLine)

Check us out through social media!

- Facebook: [www.facebook.com/CarpentersShelter](https://www.facebook.com/CarpentersShelter)
- Twitter: @CarpentersShelter
- Amazon Wish List & Amazon Smile
- Instagram: @CarpentersShelter
- YouTube: [www.youtube.com/CarpentersShelter](https://www.youtube.com/CarpentersShelter)

**Award-Winning Programs**

- Immediate Shelter
- Daily Food
- 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](http://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 2021, 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](http://www.CarpentersShelter.org/BeALifeLine)

Log In to Vote



# Save the Children Year End Get Fed Up

## CAMPAIGN DETAILS

**Campaign Name** STC Year End Get Fed Up

**Category** Direct Mail Renewal

**Nonprofit Name** Save the Children

**Agency Name** Accenture

**Launch Date** 11/14/22

**Audience Targeted** Donors

## CAMPAIGN STATS

**Total Recipients** 613,845

**Gross Income** \$864,245

**Average Gift (\$)** \$88.80

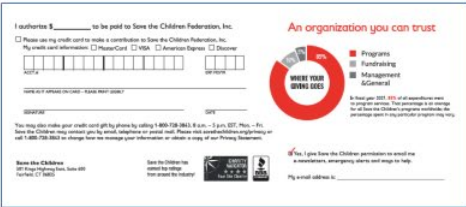
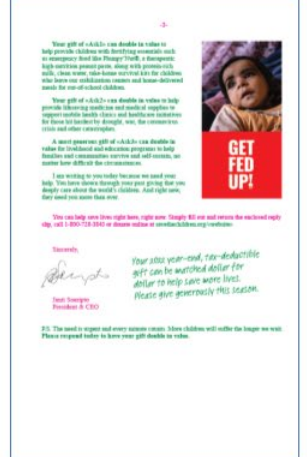
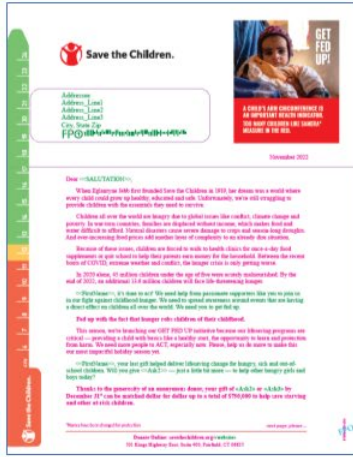
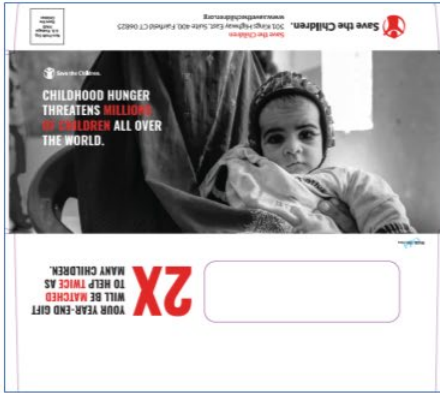
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.30

**Cost per solicitation (Total Cost/Total Recipients)** \$0.42

**Direct Mail Response Rate** 1.6%

## WHY IS YOUR ENTRY SUCCESSFUL

Our Year End mailing is an urgent appeal with a hunger theme, malnutrition story and stresses the importance of responding quickly to children in crisis. This package highlights a \$750,000 match from an anonymous donor. In 2022 we featured our agency theme Get Fed Up! to mobilize supporters.



Log In to Vote



# 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

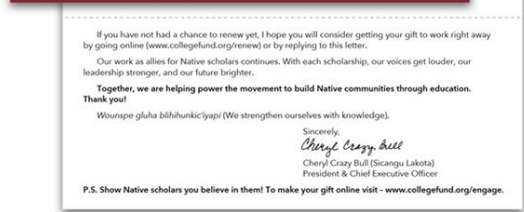
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.06

**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.



[Log In to Vote](#)

# 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.



**Log In to Vote**

**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

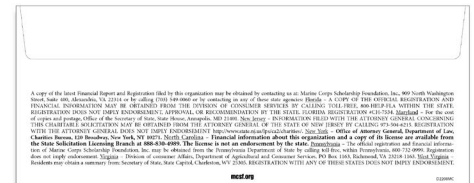
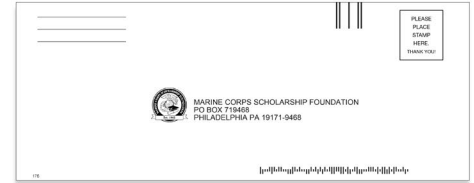
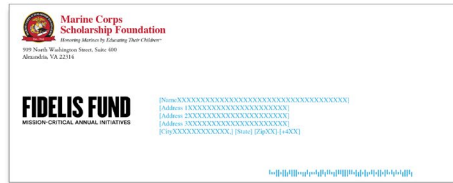
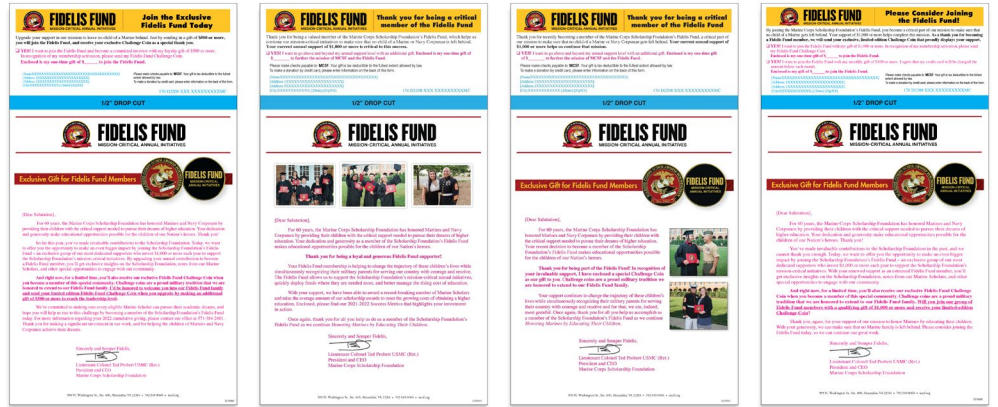
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.08

**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.



**Log In to Vote**

# Mid-Level PanCAN Renewal

## CAMPAIGN DETAILS

**Campaign Name** Mid-Level PanCAN Renewal

**Category** Direct Mail Mid-Level Renewal

**Nonprofit Name** Pancreatic Cancer Action Network

**Agency Name** MarkeTeam

**Launch Date** 10/28/22

**Audience Targeted** Mid-Level

## CAMPAIGN STATS

**Total Recipients** 2,423

**Gross Income** \$46,160

**Average Gift (\$)** \$1,703

**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.34

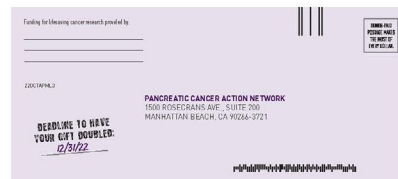
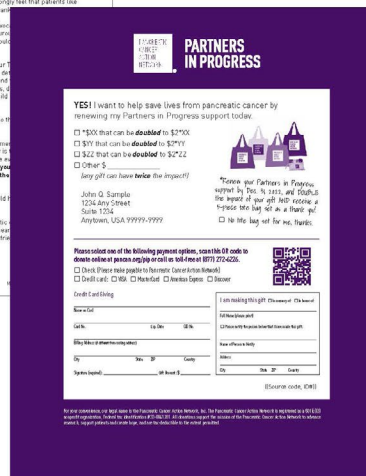
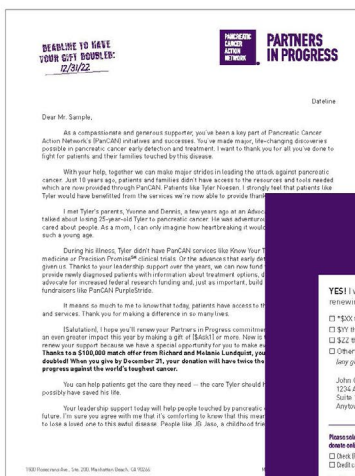
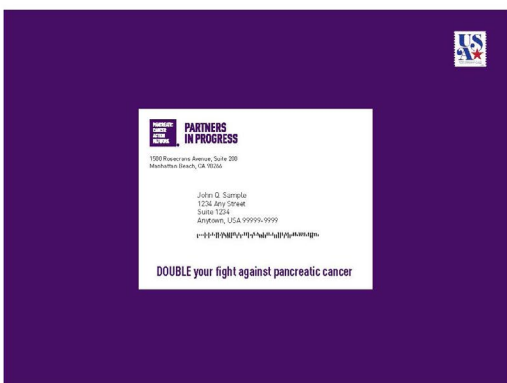
**Cost per solicitation (Total Cost/Total Recipients)** \$4.56

**Direct Mail Response Rate** 0.78%

## WHY IS YOUR ENTRY SUCCESSFUL

The 9" x 12" full bleed purple OE is hard to ignore! Letter tells the compelling heartfelt personal story about a donor that lost his best friend to pancreatic cancer. A \$100K match and backend premium provided additional incentive to renew.

### PIP RENEWAL/LAPSED



**Log In to Vote**

# 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%

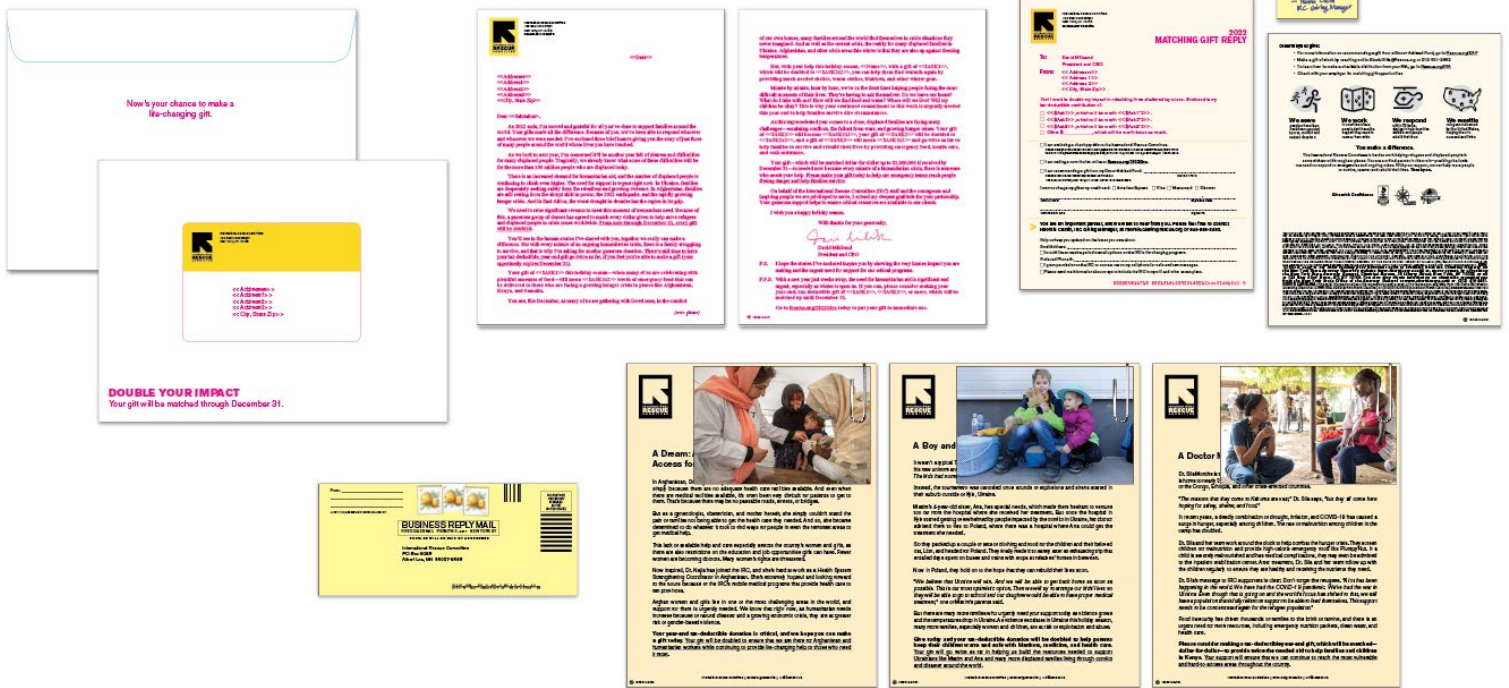
## WHY IS YOUR ENTRY SUCCESSFUL

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



Log In to Vote

# 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

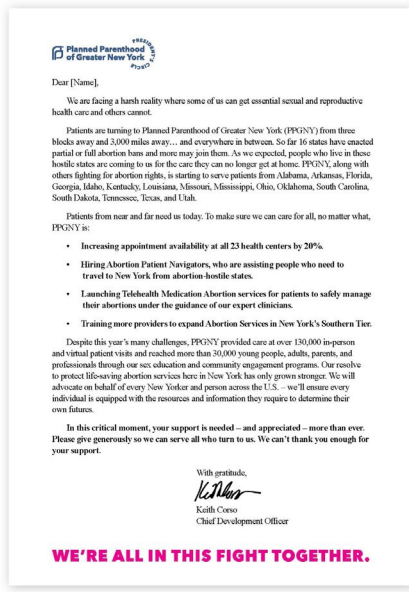
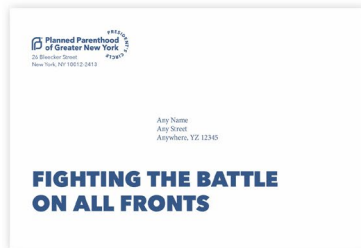
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.09

**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.



**Log In to Vote**

# 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** DaVinci 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

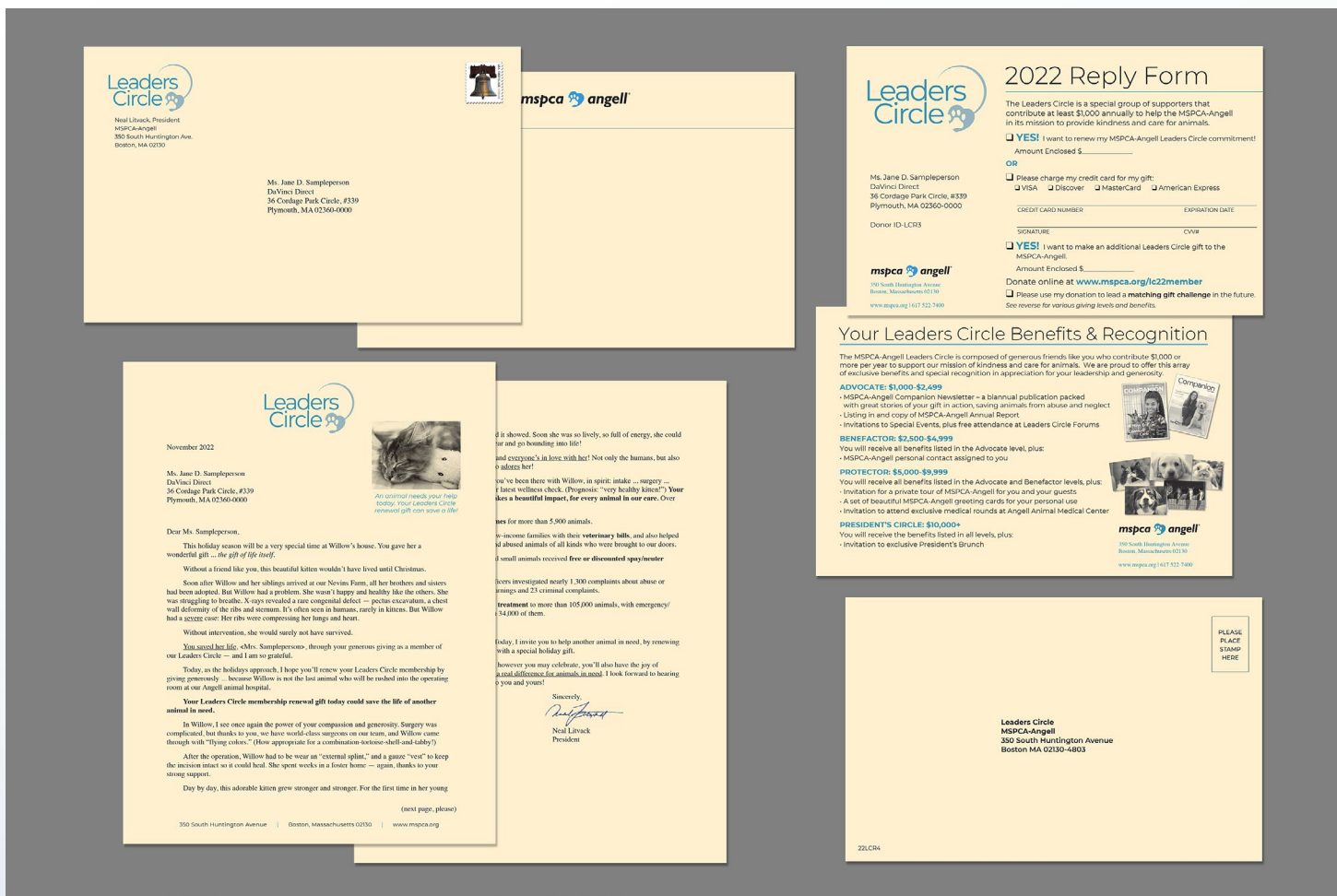
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.02

**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.



[Log In to Vote](#)



# 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.



[Log In to Vote](#)

# 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



[Log In to Vote](#)

# 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

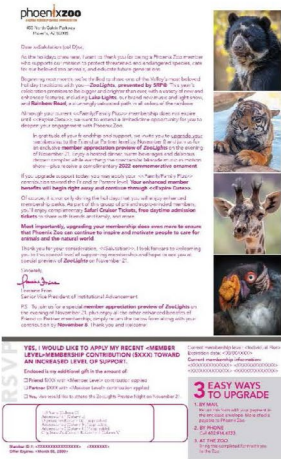
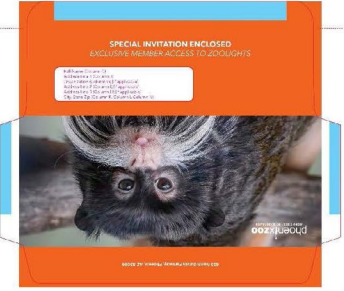
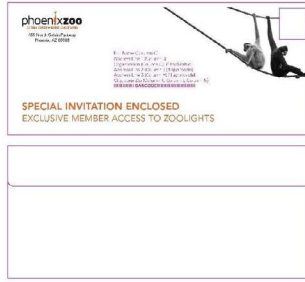
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.35

**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.



**Log In to Vote**

# 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 Special Report:** A document titled "Special Report" with a red header, providing detailed information about the Leadership Circle program.
- 2022 Leadership Circle Membership Card:** A card featuring a photo of a young girl and the text "2022 Leadership Circle Membership Card".
- 2022 Annual Fund Urgent Request Report:** A report with a red header and a photo of a young girl, detailing the urgent need for the annual fund.
- Final Addressed Proposal:** A proposal titled "Final Addressed Proposal for Final Addressed" with a red header, outlining a specific request for support.
- Update from the Field:** A report titled "Update from the Field" with a red header, providing updates on the organization's work.
- You Are There for At-Risk Children:** A report titled "You Are There for At-Risk Children" with a red header, highlighting the impact of donor support.
- What It Means to Be a Leadership Circle Member:** A report titled "What It Means to Be a Leadership Circle Member" with a red header, explaining the benefits of membership.
- 2022 Annual Fund Urgent Request Report (Bottom):** A smaller version of the urgent request report at the bottom of the collage.

Log In to Vote

# 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:** A series of email newsletters with subject lines like "2X Year-End Match Starts Now" and "Your chance to protect Critically Endangered Sumatran elephants, 2X match active."
- Ad Variants:** Multiple versions of the campaign's main message, such as "Triple the power to stop poachers in their tracks" and "Sumatran tigers are at risk of vanishing forever—give them 2X the protection!"
- Animated GIF:** A sequence of images showing a tiger fading away, illustrating the campaign's theme.
- Email:** A detailed view of an email layout with a headline "Triple the power to stop poachers in their tracks" and a call to action.
- Form (Mobile):** A mobile-optimized donation form with a headline "PROTECT WILDLIFE 3X Year-End Match up to \$50,000" and a "DONATE" button.
- Form (Desktop):** A desktop-optimized donation form with a headline "DON'T LET THEM FADE AWAY" and a "DONATE" button.
- Social:** Social media posts for Facebook, Story, Instagram, and Reel, all featuring the campaign's branding and imagery.
- Display:** A collection of display ads, including one with the headline "Log In to Vote" and another with "PROTECT WILDLIFE 3X Year-End Match up to \$50,000".

Log In to Vote

# 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.

[Log In to Vote](#)

# DIGITAL RENEWAL



# HRC Year End Campaign

## CAMPAIGN DETAILS

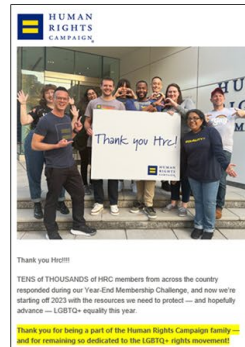
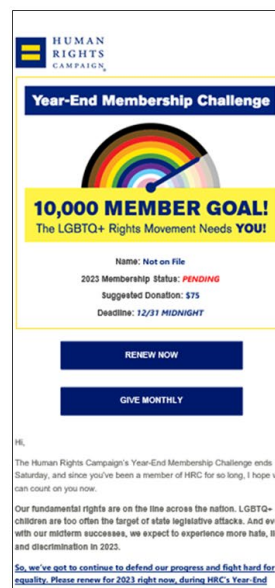
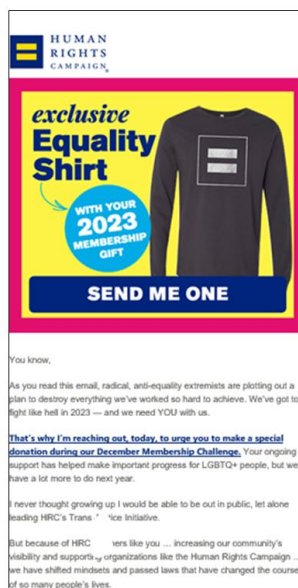
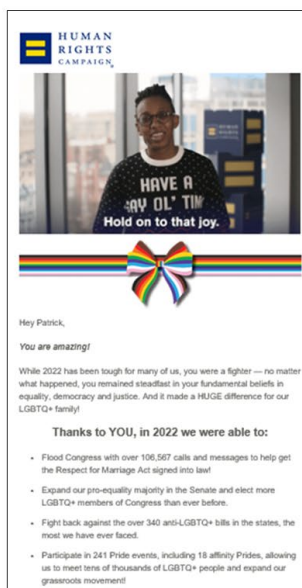
**Campaign Name** HRC Year End Campaign  
**Category** Digital Renewal  
**Nonprofit Name** Human Rights Campaign  
**Agency Name** Lautman Maska Neill & Company  
**Launch Date** 12/1/22  
**Audience Targeted** Donors, Mid-Level

## 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!



**Log In to Vote**

# 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

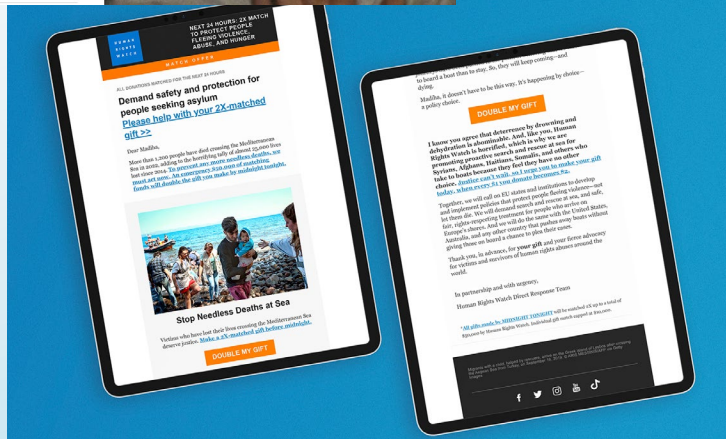
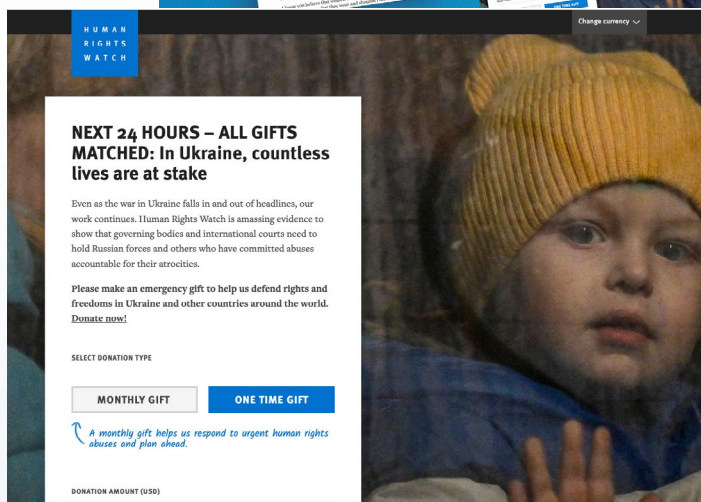
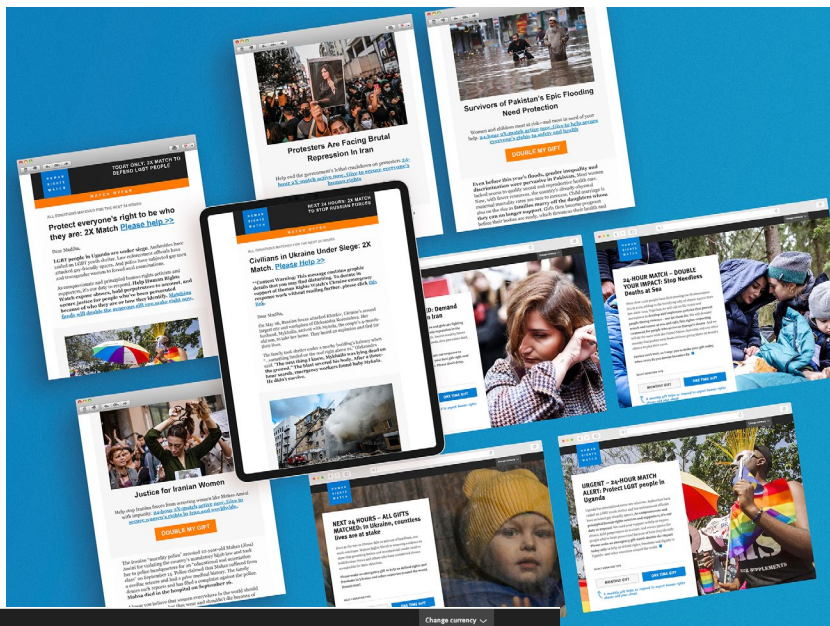
**Email Response Rate** 0.70%

**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.



**Log In to Vote**

# 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

Log In to Vote

# 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

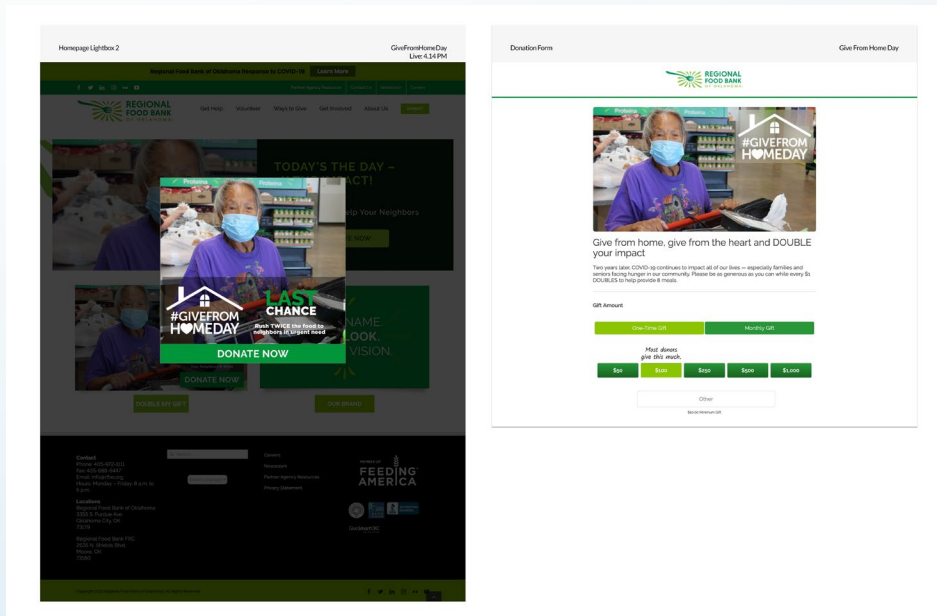
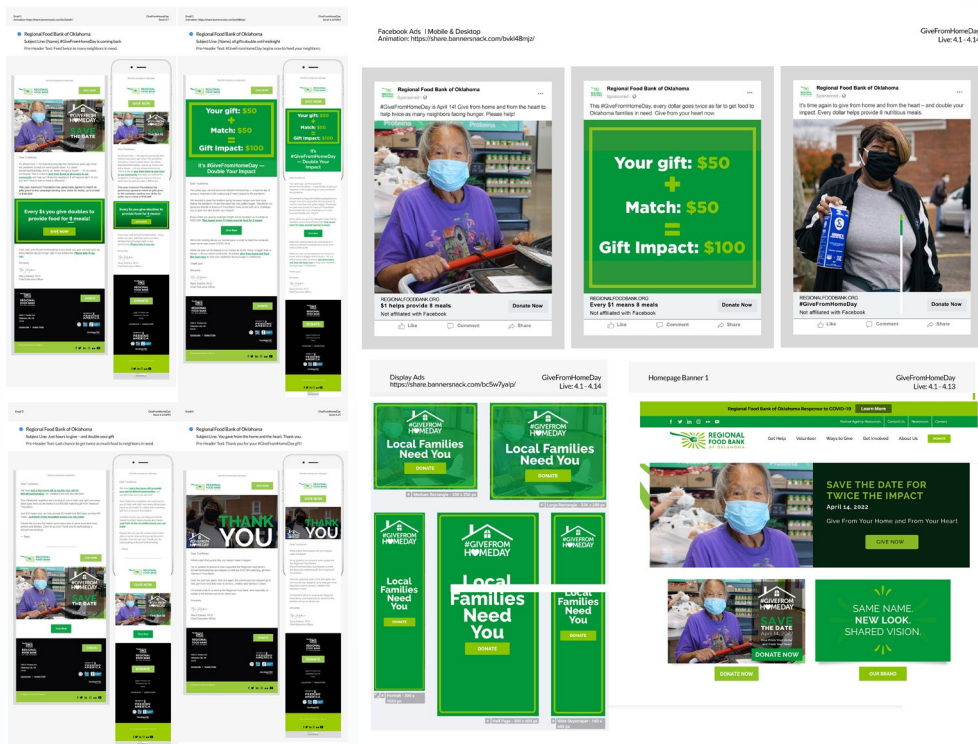
**Email Response Rate** 0.38%

**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.



[Log In to Vote](#)

# 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%

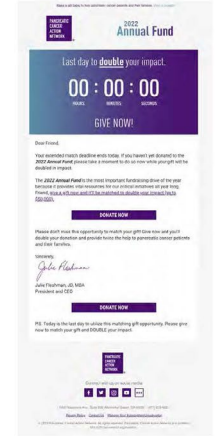
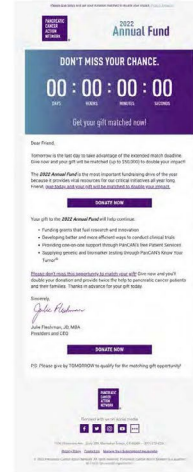
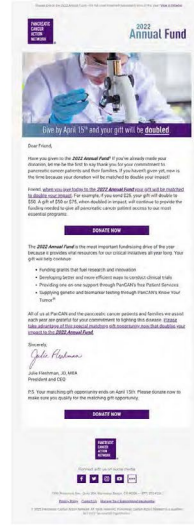
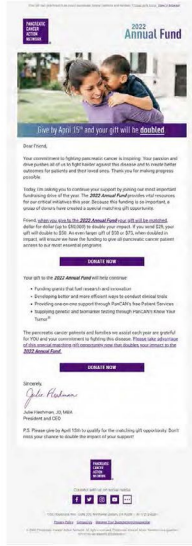
**Email Click Rate** 0.42%

**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

**Log In to Vote**

# 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** Progress Bar  
51% Matched  
13 Donors Needed Today

**4X Match on Annual Gifts—but only until midnight!**

**Match Challenge:** Your first annual gift matched 4X, up to \$65,000. 51 Donors Needed to Protect Birds.

**Donate Now**

**You Are What Hope Looks Like to Birds**

**WHAT AMERICA'S BIRDS FACE NOW**

**PRINCIPAL PROTECTOR FOR BIRDS AND THEIR HABITATS**

**FREQUENTLY ASKED QUESTIONS**

**\$25,000** Progress Bar  
267% Matched  
27 Donors Needed to Protect Birds

**13 Donors Needed Today**

**You Are What Hope Looks Like to Birds**

**How do you want to cover your and help birds?**

Every Month  One Time  Just This One

**\$50** **\$75** **\$100**  
**RECURRING** **RECURRING** **RECURRING**

**\$250** **\$500** **\$1,000**  
**RECURRING** **RECURRING** **RECURRING**

I'd like to help cover the transaction costs for my donation.

**Pay with Bank Account**

**Pay with Card**

**Donate**

**\$25,000** Progress Bar  
267% Matched  
27 Donors Needed to Protect Birds

**Just hours remain to fight this code-red crisis: with a 3X matched gift!**

**Match Challenge:** Your first annual gift matched 3X, up to \$25,000. 267 Donors Needed to Protect Birds.

**Donate Now**

**\$75,000** Progress Bar  
49% Matched  
49 Donors Needed Today

**Don't let birds disappear.**

**Match Challenge:** Your first annual gift matched, up to \$75,000. 49 Donors needed today.

**Donate**

**\$75,000** Progress Bar  
287% Matched  
287 Donors Needed Today

**2X Match active. Double your giving before midnight!**

**Match Challenge:** Your first annual gift matched, up to \$75,000. 287 donors needed today.

**Donate**

Log In to Vote

# 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

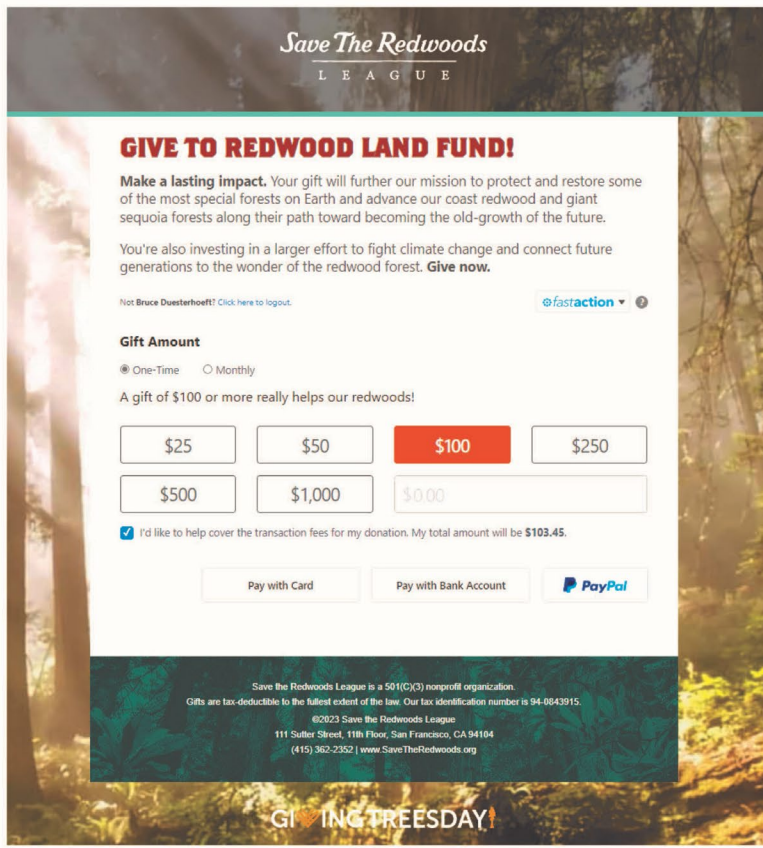
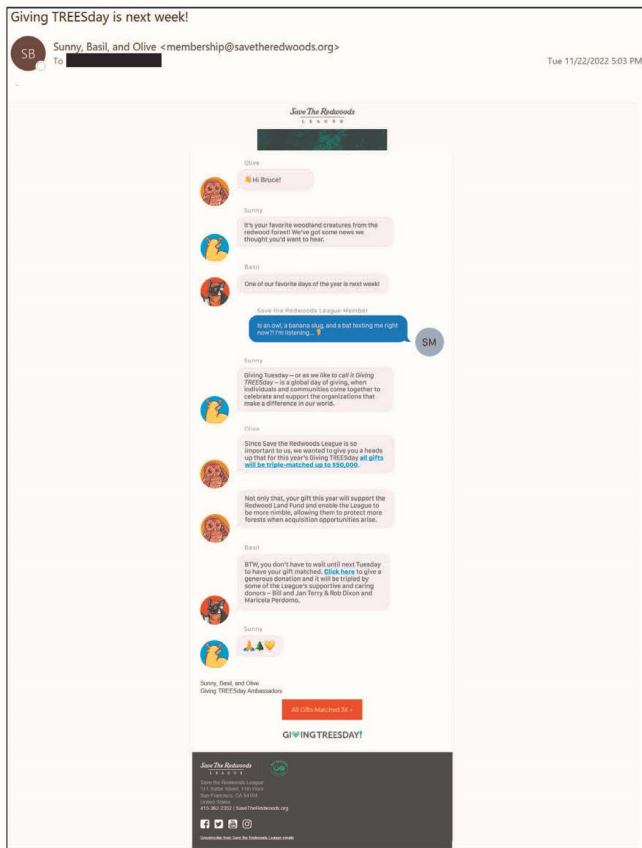
**Email Response Rate** 9.23%

**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.



Log In to Vote

# Ronald McDonald House Charities Ukraine 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

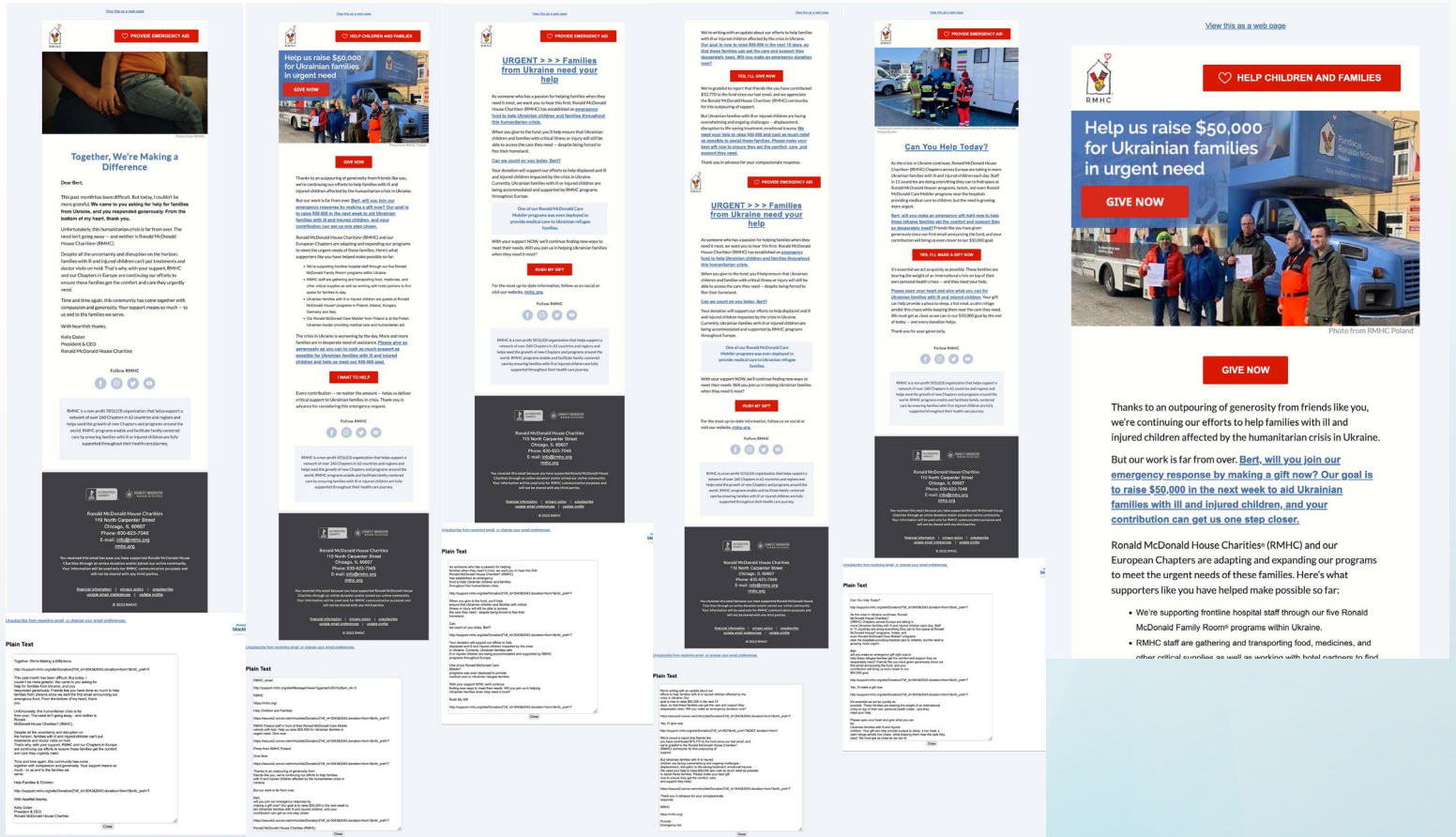
**Email Response Rate** 0.16%

**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.



Log In to Vote



# 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

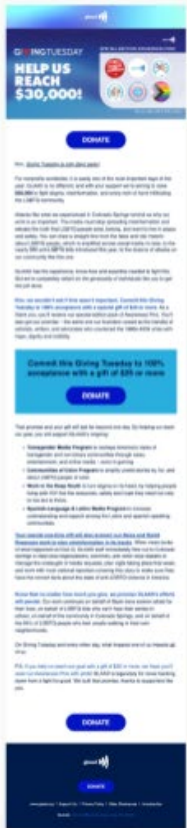
**Email Response Rate** 0.06%

**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%.



**1. CHOOSE AN AMOUNT**

ONE TIME MONTHLY

\$35 \$60 \$120

\$300 Other Amount

Yes, I would like to make this donation anonymously

**2. BILLING INFORMATION**

First Name Last Name

Email Address

Street Address 1

Street Address 2

City NY - New York

United States ZIP Code

Yes, I'd like to receive email updates from this organization.

Does your employer have a matching gift program? Please use the field below to find out.

Search company name...

**3. PAYMENT INFORMATION**

CREDIT CARD CHECKING ACCOUNT PayPal

Credit Card Number C/VV

04 2023

This gift is in honor or in memory of someone special

DONATE

\* Required

Log In to Vote

# 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.



**HUMAN RIGHTS WATCH**

**URGENT:**  
 In Ukraine, civilians face grave danger. You can help.

**DONATE NOW**

**HUMAN RIGHTS WATCH** 350 Fifth Avenue, 34th Floor  
 New York, NY 10118-3299

**RUSH**

**AIR** **GRAM**

(Primary Addressee)  
 (Delivery Address 1)  
 (Address 2)  
 (City, (State) (Zip) (Zip+4))  
 (Barcode)  
 (Scanline)

**In Ukraine, civilians face grave danger.**  
**YOU CAN HELP**

[Log In to Vote](#)

# 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



[Log In to Vote](#)

# 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

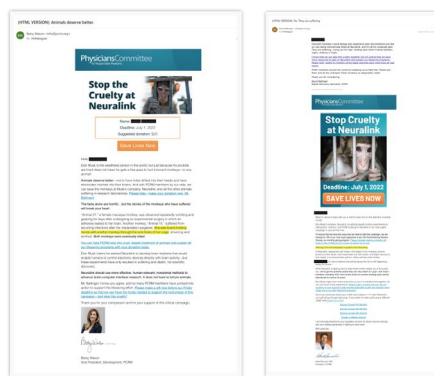
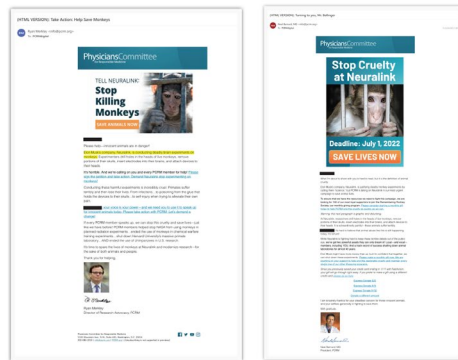
**Direct Mail Response Rate** 5.65%

**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!

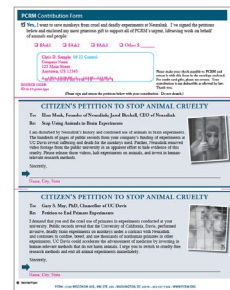
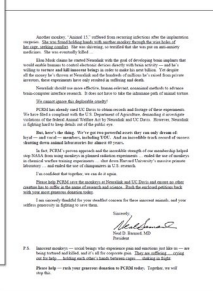
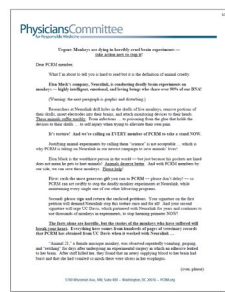


PCRM Action Alert: Add your name now to save monkeys from brain experiments at Neuralink! <https://mbi.ms.fdn.org/Va5xvB> -David txSTOPIQUIT

Monkeys are dying! Donate today to help save monkeys from torture at Elon Musk's company, Neuralink! <https://mbi.ms.fdn.org/Va5xvB> -David txSTOPIQUIT



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](https://pcrm.org/SaveMonkeys). Thank you for helping us stop this cruelty. *Neel*



Log In to Vote

# Massachusetts Society for the Prevention of Cruelty to Animals Holiday Tree Campaign

## CAMPAIGN DETAILS

**Campaign Name** Holiday Tree Campaign

**Category** Multichannel

**Nonprofit Name** Massachusetts Society for the Prevention of Cruelty to Animals

**Agency Name** DaVinci Direct

**Launch Date** 10/24/22

**Audience Targeted** 72,969

## CAMPAIGN STATS

**Gross Income** \$244,922

**Average Gift (\$)** \$59.06

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

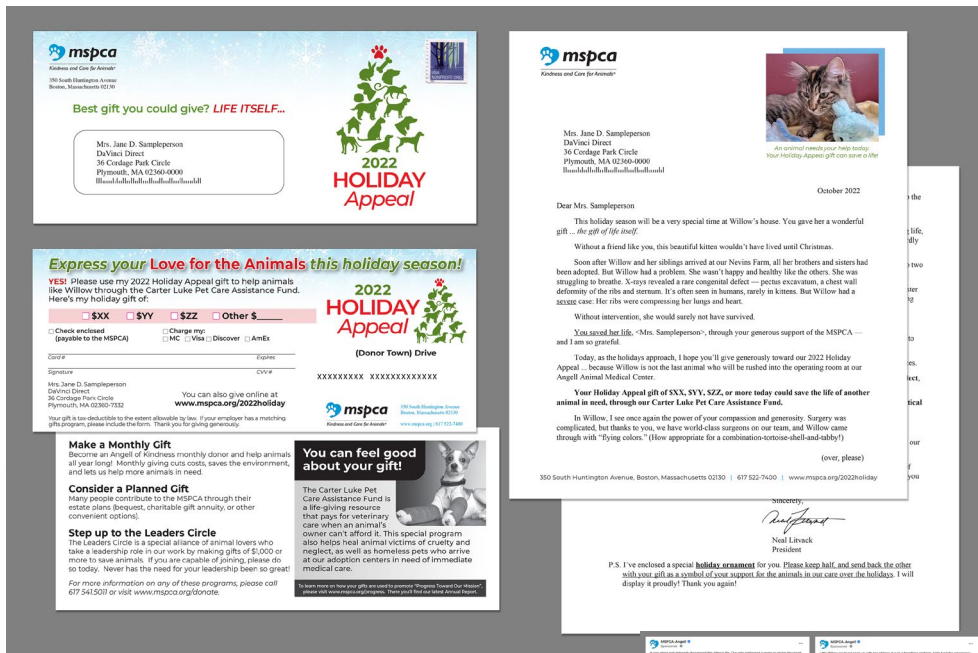
**Direct Mail Response Rate** 5.70%

**Email Response Rate** 0.31%

**Email Click Rate** 1.38%

## WHY IS YOUR ENTRY SUCCESSFUL

We have a direct mail with a bounce back card. There's an email (and follow up email) & social media ads. Social Ads impressions, reach, and CTR has grown over the year & our FB following continues to increase. The bounce back cards are returned and displayed at one of the 3 adoption centers.



[Log In to Vote](#)

# 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

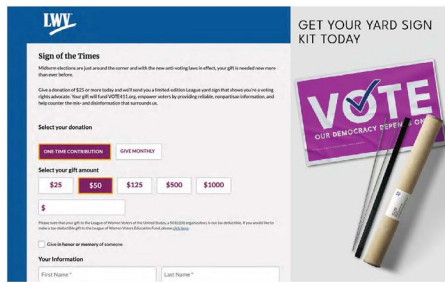
**Gross Income** \$164,563  
**Average Gift (\$)** \$41.39  
**Cost to Raise \$1 (Total Cost/Gross Income)** \$0.29  
**Direct Mail Response Rate** 1.04%  
**Email Response Rate** 0.48%  
**Email Click Rate** 1.44%

## WHY IS YOUR ENTRY SUCCESSFUL

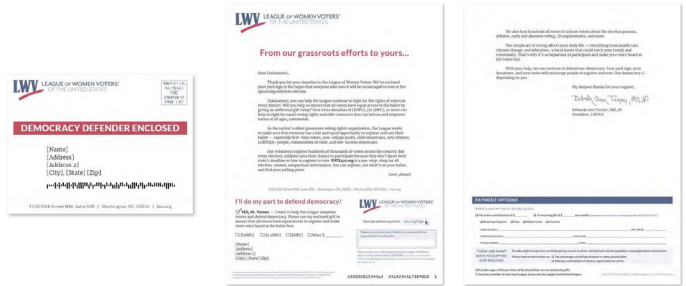
League constituents picked the messaging and desire for a yard sign in an email campaign. Once identified, we executed a Yard Sign campaign in email and social media. Constituent had to donate to receive the back end direct mail fulfillment package. 11,000+ votes & \$29K; Yard sign brought in \$130K+



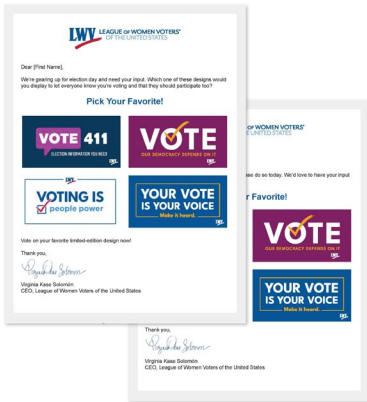
Facebook Ad



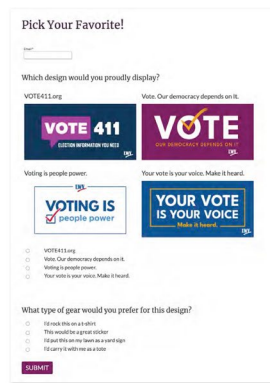
Donation Page



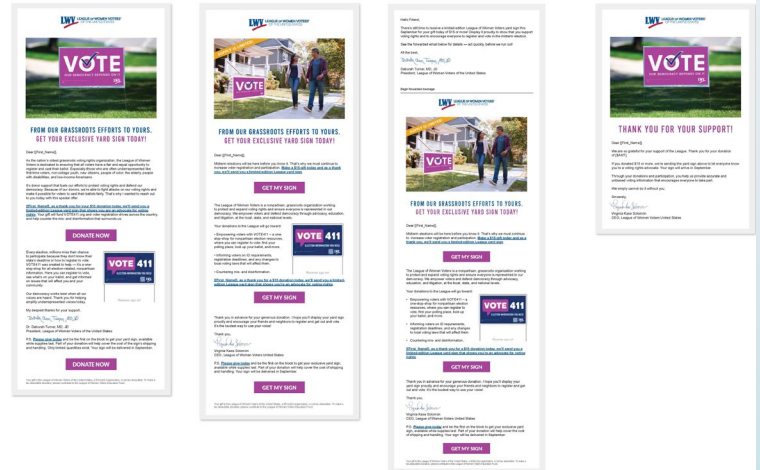
Vote Emails 1-2



Landing Page



Yard Sign Emails 1-3



Autoreponder



Log In to Vote

# 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

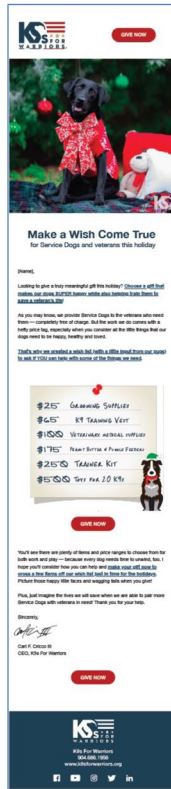
**Direct Mail Response Rate** 4.35%

**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.

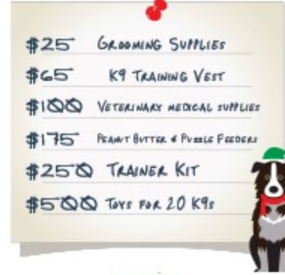


[Name],

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 camp to ask if YOU can help with some of the things we need.



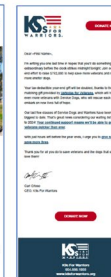
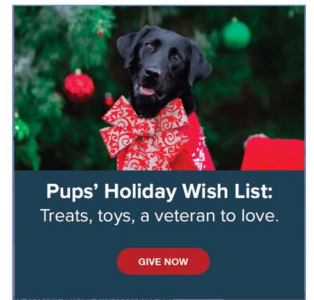
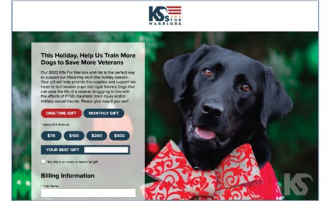
GIVE NOW

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!

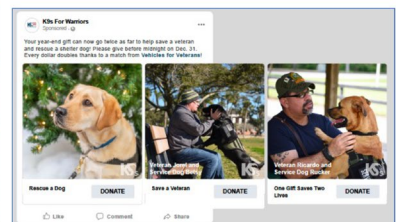
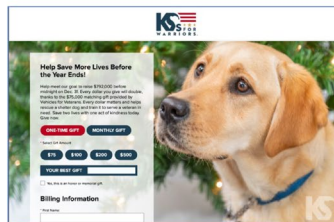
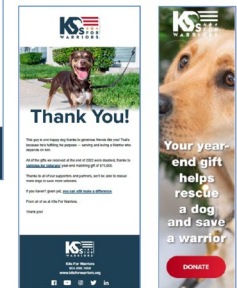
Plus, just imagine the lives we will save when we are able to pair more Service Dogs with veterans in need! Thank you for your help.

Sincerely,

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



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



Log In to Vote



# 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.

The collage displays various marketing assets for Guide Dogs for the Blind's 'Critical Care' campaign. It includes:

- Direct Mail Pieces:** Several pieces from Ms. Jane D. Sample, Donor Emergent, featuring matching gift offers (e.g., 'My gift of \$LG becomes 2X\$LG') and deadlines for the Spring Match campaign (April 30, 2022).
- Email Newsletters:** Content with similar matching gift offers and information about the 'Spring Match' opportunity.
- Social Media/Website Content:** A post titled 'FOR A LIMITED TIME, YOUR GIFT DOUBLES!' featuring a photo of a guide dog and a quote from Theresa Stern: 'When I put on the harness to go for a walk after he was finished with therapy, he about how me away. I think I should have been on that underwear treadmill with him!'.
- Formal Mail Piece:** A detailed mail piece with a 'MATCH MY GIFT TO IMPACT MORE LIVES!' headline, offering a 2022 Spring Match gift and providing options for how to donate (e.g., 'Yes! I am sending in my 2022 Spring Match gift...').
- Additional Mail Piece:** A mail piece with the headline 'THERE'S STILL TIME TO DOUBLE YOUR GIFT TODAY!' and a testimonial from Theresa and Willis, a guide dog team.

Log In to Vote

# 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

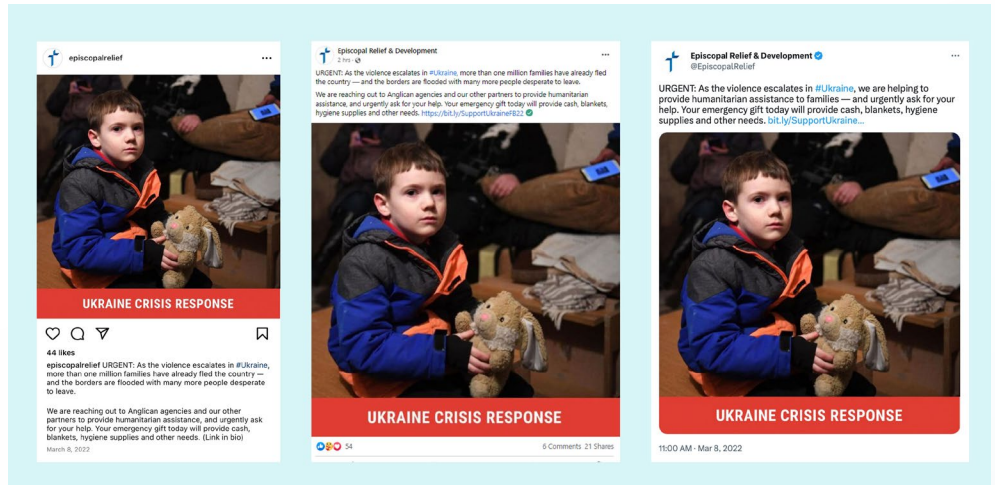
**Direct Mail Response Rate** 1.86%

**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.



**Log In to Vote**

# Lutheran World Relief Ukraine Emergency Response

## CAMPAIGN DETAILS

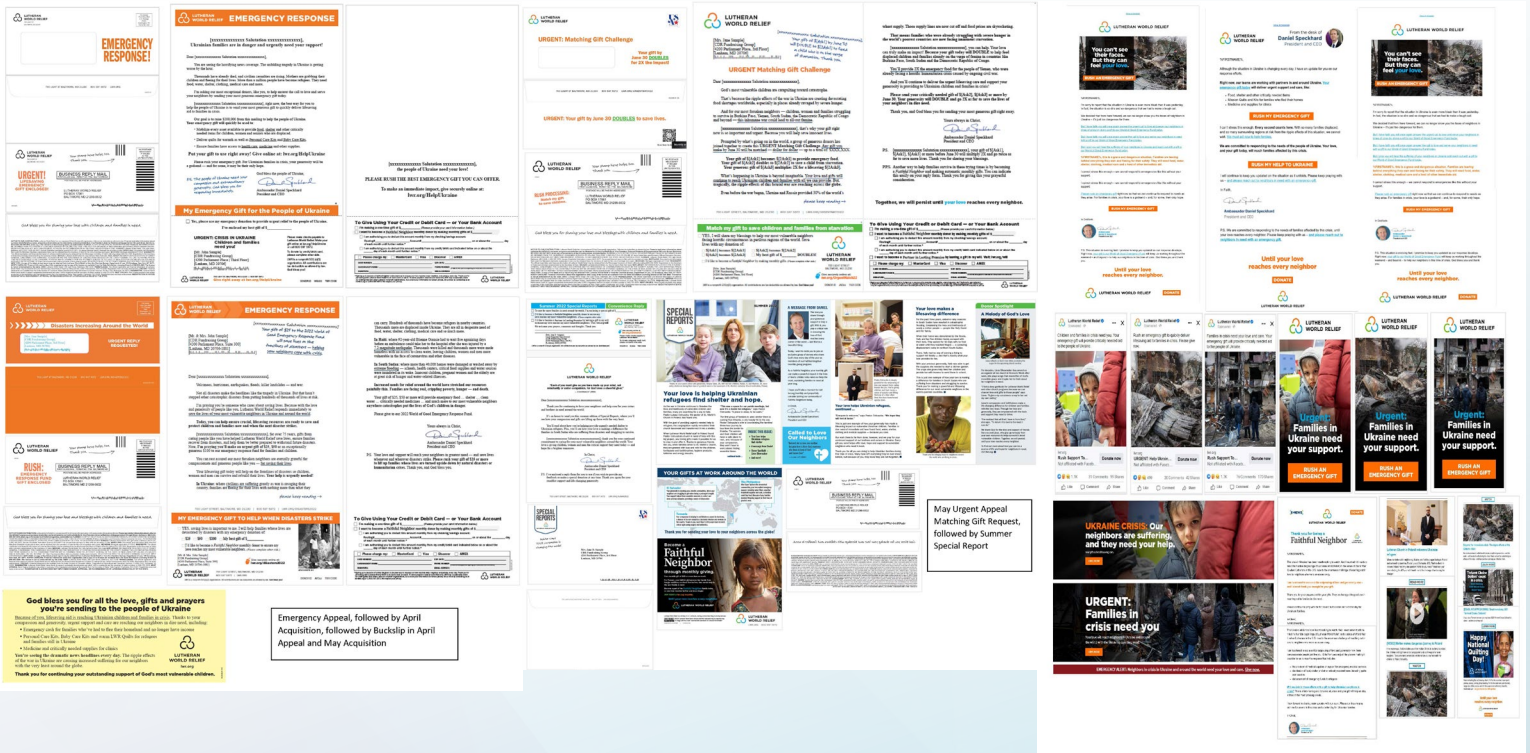
**Campaign Name** Ukraine Emergency Response  
**Category** Multichannel  
**Nonprofit Name** Lutheran World Relief (LWR)  
**Agency Name** CDR  
**Launch Date** 2/24/22  
**Audience Targeted** Donor-Member File, Prospects, Sustainers, Lapsed, Full Emailable File

## 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.



Log In to Vote

# 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!! 😊

Log In to Vote

# 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

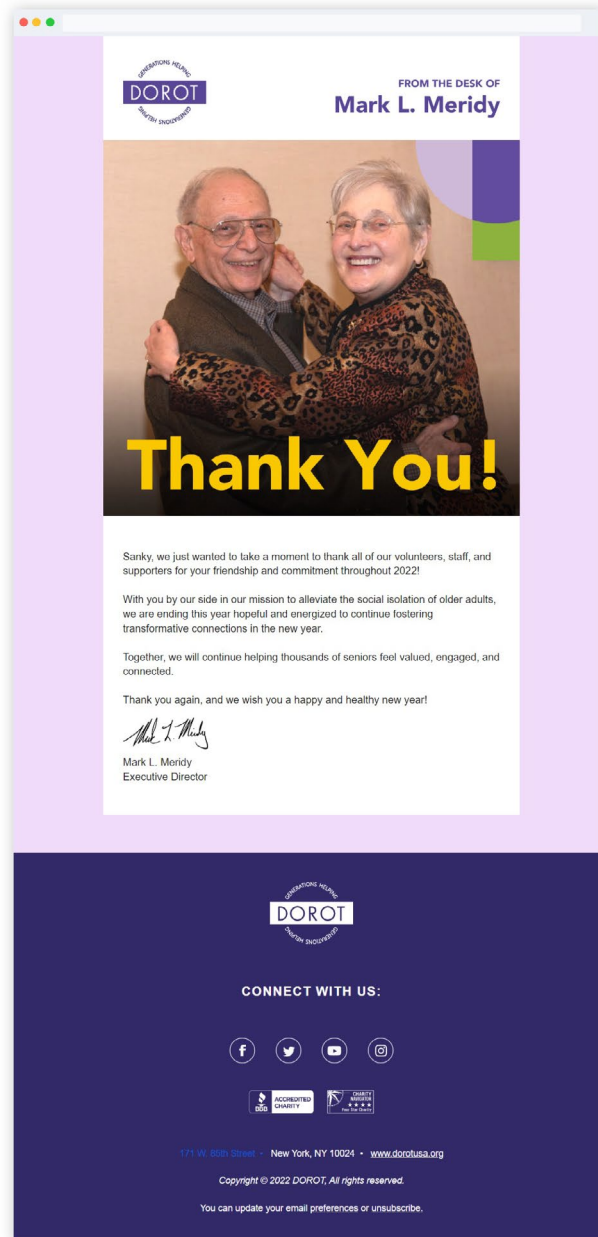
**Direct Mail Response Rate** n/a

**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.



[Log In to Vote](#)

# 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!

**Log In to Vote**

# 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

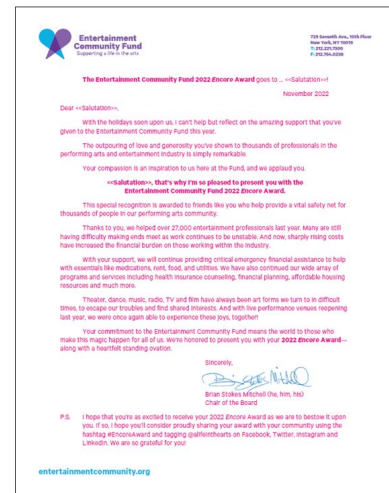
**Direct Mail Response Rate** 0.66%

**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.



[Log In to Vote](#)



# 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



[Log In to Vote](#)

# 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.



[Log In to Vote](#)

# 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.



[Log In to Vote](#)

# 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

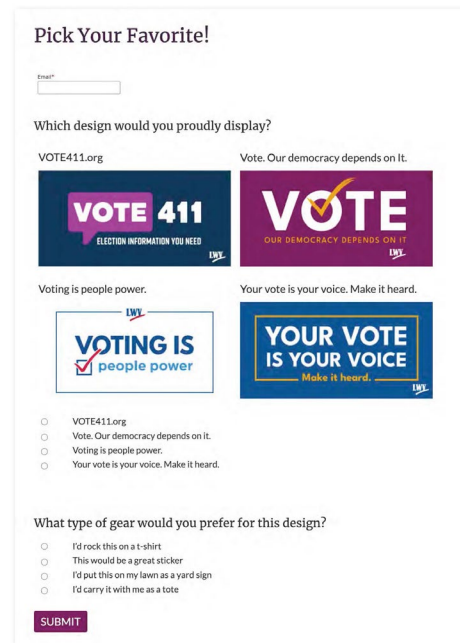
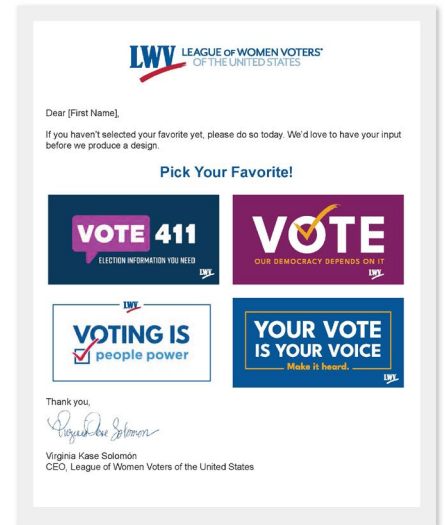
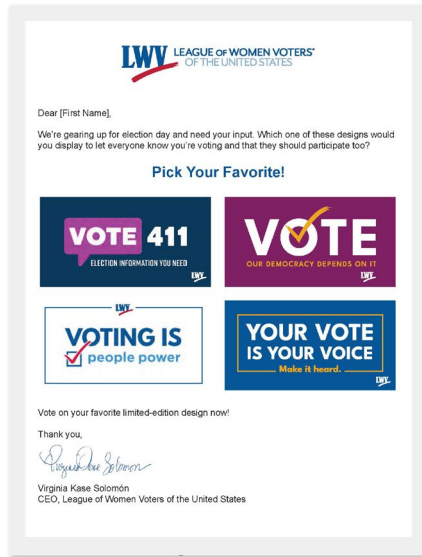
**Direct Mail Response Rate** 0

**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!



[Log In to Vote](#)

# Save the Children Second Year Cultivation

## CAMPAIGN DETAILS

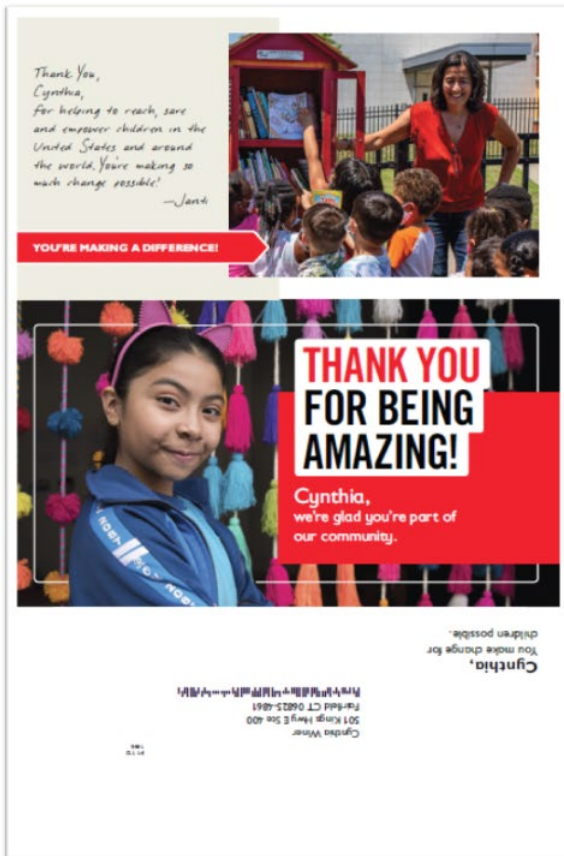
**Campaign Name** Second Year Cultivation  
**Category** Stewardship  
**Nonprofit Name** Save the Children  
**Agency Name** RKD  
**Launch Date** 4/15/22  
**Audience Targeted** Donors

## 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.



Log In to Vote



**Questions or Log in Issues?**  
Contact us at  
[info@dmfa.org](mailto:info@dmfa.org) or 646-675-7314