## 2025 DMFA Awards Celebration

Thursday, June 5, 2025

## ENTRIES





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### **45 Minutes to Change a Life**

#### **CAMPAIGN DETAILS**

Campaign Name 45 Minutes to Change a Life

**Category** Direct Mail Acquisition

Nonprofit Name Operation Smile

Agency Name Moore Edge Direct

Launch Date 7/1/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 23,809

Gross Revenue \$7,525.00

Average Gift (\$) \$40.24

Cost to Raise \$1 (Total Cost/Gross Revenue) \$1.27

**Cost per Solicitation (Total Cost/Total Recipients)** \$0.40

**Response Rate** 0.79%

#### WHY IS YOUR ENTRY SUCCESSFUL

Operation Smile tasked us with a challenge that hadn't been solved in over a decade: replace their long-standing acquisition control. Despite numerous attempts, no previous test had been able to outperform it. We knew this would require more than a refresh. It called for a completely new approach.

We built "45 Minutes to Change a Life" around one powerful idea: a short moment of a donor's time could transform a child's entire future. This message framed the urgency and importance of the mission in a way that felt personal and actionable.

Rather than relying on celebrity endorsements, we brought the focus back to the heart of the organization, its co-founders. Their voices, combined with vivid storytelling, helped illustrate both the global scale of the need and the impact of a single donation. The package leaned into a tone of authentic engagement, built on trust and transparency.

We also strengthened personalization throughout. From the opening line to the close, every element was crafted to make prospective donors feel like part of something meaningful. This wasn't just a campaign; it was a chance to change a life.

Replacing a control that had held for over 10 years was a major win. But more than that, we developed a campaign that deepened donor connection and broadened the organization's reach. "45 Minutes to Change a Life" captured the essence of the mission and turned it into a compelling call to action, one that continues to deliver results.







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### 2025 January Acquisition Package

#### **CAMPAIGN DETAILS**

**Campaign Name** 2025 January Acquisition Package

Category Direct Mail Acquisition

Nonprofit Name Dance Theatre of Harlem

Agency Name Sanky Communications

Launch Date 1/31/25

Audience Targeted Donors, Prospects

#### **CAMPAIGN STATS**

Total Recipients 35,007

**Gross Revenue** \$2,960.00

Average Gift (\$) \$82.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$11.00

**Cost per Solicitation (Total Cost/Total Recipients)** \$0.93

Response Rate 0.10%

#### WHY IS YOUR ENTRY SUCCESSFUL

This was Dance Theater of Harlem's first direct mail acquisition in some time. Beyond converting donors, the mailing has provided a base of knowledge about lists, ask strings, and content, which will all be valuable for future acquisition mailings.







**DIRECT MARKETING** 

**FUNDRAISERS ASSOCIATION** 

### **Christmas Cards Acquisition Package Test**

#### **CAMPAIGN DETAILS**

Campaign Name Christmas Cards Acquisition Package Test

Category Direct Mail Acquisition

Nonprofit Name Trinity Missions

Agency Name Concord Direct

Launch Date 10/31/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 24,951

Gross Revenue \$7,297

Average Gift (\$) \$18.33

Cost to Raise \$1 (Total Cost/Gross Revenue) \$5.32 Cost per Solicitation (Total Cost/Total Recipients) \$1.56 Response Rate 1.6%

#### WHY IS YOUR ENTRY SUCCESSFUL

The Trinity Missions acquisition program has been successful at bringing on new donors who are loyal to the organization and its mission to preserve the faith and serve the needs of people who are poor and marginalized. However, due to declining response rates seen across the fundraising industry, it was a challenge to acquire enough new donors to grow the active donor file.

With the goal of identifying a new offer that would generate a strong response at a reasonable cost to acquire, the organization and their agency partner looked to the House program for inspiration. Based on the success of their longstanding Christmas Cards Appeal, we created a prospective donor version of this package.

The Christmas Cards package proved to be an impressive success, generating a 1.60% response rate (outperforming industry standards and the control response rate of 0.92%). Thanks to the high response, the test panel of 25,000 prospective donors resulted in approximately 400 new donors joining the Trinity Missions family!

Based on the strong performance of the Christmas Cards package as a new donor acquisition offer, Trinity Mission plans to roll this package out in the coming fiscal year. The net cost to acquire is anticipated to be in line with industry standards when the mail volume is increased to rollout quantity. The higher mail quantity will cause the cost per piece to drop, which will also benefit the House program. A Christmas miracle, indeed!











### **CWS September Acquisition DM Campaign**

#### **CAMPAIGN DETAILS**

Campaign Name CWS September Acquisition DM Campaign

Category Direct Mail Acquisition

Nonprofit Name Church World Service

Agency Name Allegiance Group +Pursuant

Launch Date 9/12/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 24,023 Gross Revenue \$2,964.55 Average Gift (\$) \$22.80 Cost to Raise \$1 (Total Cost/Gross Revenue) \$5.92 Cost per Solicitation (Total Cost/Total Recipients) \$0.73 Response Rate 0.54%

#### WHY IS YOUR ENTRY SUCCESSFUL

Church World Service (CWS) September Acquisition DM campaign's success lies in its smart, mission-forward strategy and compelling creative execution. Rather than rely on premiumbased tactics, we worked with CWS to reimagine their proven Best Gift Catalog into a cost-effective, emotionally resonant direct mail acquisition piece. The result? A miniature gift guide that invited prospects to make a tangible impact through accessible gift options—each brought to life by authentic stories and images of real beneficiaries.

The visual storytelling began with a personalized outer envelope featuring a child holding a chicken—instantly signaling hope and action. Inside, a personalized letter and full-color gift form encouraged donors to choose the difference they wanted to make. This experience-driven format not only lowered cost-perpiece but attracted deeply mission-aligned donors.

Despite a leaner budget and a more ambitious audience (+19% YOY), the campaign outperformed expectations: 160%+ in gifts, 150%+ in response rate, and a 0.5% return—strong results for acquisition. Most importantly, it succeeded in building a pipeline of donors who connected personally with CWS's work and gave generously to support it.



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### Ellis Island Museum Reimagined Acquisition #1

#### **CAMPAIGN DETAILS**

Campaign Name Ellis Island Museum Reimagined Acquisition #1

Category Direct Mail Acquisition

Nonprofit Name The Statue of Liberty-Ellis Island Foundation

Agency Name MKDM

Launch Date 3/15/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 96,619 Gross Revenue \$51,317.00 Average Gift (\$) \$50.40 Cost to Raise \$1 (Total Cost/Gross Revenue) \$1.12 Cost per Solicitation (Total Cost/Total Recipients) \$0.59 Response Rate 1.05%

#### WHY IS YOUR ENTRY SUCCESSFUL

After a decade of acquisition focused on the Statue of Liberty Museum, the Foundation was shifting focus: to the restoration of the Ellis Island National Museum of Immigration – the first major conservation there in 30 years. Together, we created a direct mail acquisition that nominated new Stewards of the Museum by leaning into the historic travel associations of Ellis. With an outer envelope emblazoned with faux passport stamps, teasers promising important travel documents, and an oversized window prominently displaying a "passport" brochure, the package was a standout in the mailbox. Inside, the letter, timeline, and brochure described the history of Ellis and the current project; a faux "ticket" listed the donor's benefits; and a combination nomination certificate/reply device invited the donor's participation.

The audience included a mix of coops and continuations from prior Foundation mailings, as well as new external lists with an immigration focus or genealogical interest. Results surpassed all expectations. Within the prospect segment—which included a small number of extremely lapsed donor multibuyers—an impressive response rate of 1.05% and strong average gift of \$50.40 drove the cost per new donor under \$6. But more importantly, the mailing identified the first members of a new generation of Stewards to care for this irreplaceable monument to our nation's past—to preserve a collective part of our history and share a broader story of American immigration.



### **July Calendar and Planner Acquisition**

#### **CAMPAIGN DETAILS**

**Campaign Name** July Calendar and Planner Acquisition

Category Direct Mail Acquisition

**Nonprofit Name** Humane World for Animals, formerly called Humane Society of the United States

Agency Name Mission Wired

Launch Date 7/1/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 141,310 Gross Revenue \$46,419.00 Average Gift (\$) \$21.02 Cost to Raise \$1 (Total Cost/Gross Revenue) \$4.79 Cost per Solicitation (Total Cost/Total Recipients) \$1.57 Response Rate 1.56%

#### WHY IS YOUR ENTRY SUCCESSFUL

Acquiring new donors comes with a variety of challenges. Finding ways to stand out while remaining brand authentic and cost effective is one of them. For this campaign, we did just that, converting new donors and achieving program goals while leveraging engaging animal photos to stand out and appeal to new supporters. This mailing included a vibrant calendar + planner package that was more than twice the production cost per piece compared to that of other creative packages in the program. But the creative of these pieces allowed us to showcase Humane World For Animals's mission with a variety of animal photos that could appeal to a broad range of supporters. Plus, who doesn't love an animal photo calendar? The results showed a 1.56% response rate, attaining an investment per donor inline with the program goals.

Calendar	Sticker Sheet Letter
	Process     Process



### No Kings in America

#### **CAMPAIGN DETAILS**

Campaign Name No Kings in America

**Category** Direct Mail Acquisition

Nonprofit Name ACLU

Agency Name Lautman Maska Neill & Company

Launch Date 9/16/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 200,050

Gross Revenue \$32,008.00

Average Gift (\$) \$56.95

Cost to Raise \$1 (Total Cost/Gross Revenue) \$2.93

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

Response Rate 0.28%

#### WHY IS YOUR ENTRY SUCCESSFUL

ACLU's long-standing survey acquisition control was costly -- and nearly impossible to beat. So, when Supreme Court Justice Sonia Sotomayor spoke out against a disastrous ruling in Trump v United States expressing her fears for the future of our democracy, we jumped on the chance to develop an acquisition package asking prospects to join the ACLU in the fight against tyranny. The package mailed in a 14" OE with a bold image of the White House with a crown on it and the teaser "No Kings in America!". Included in the package was a letter leading with Justice Sotomayor's quote, a 7" reply form with a sign and return pledge of support and a small sticker bearing the "No Kings" tag line -- and it was a winner! This was the first acquisition package in years to beat the control, lifting response rate by 18%, increasing the average gift by \$8.00 and lowering the cost to acquire by 31%. This winning format has now been used with other urgent messages and is enabling ACLU to diversify our acquisition creative.







DIRECT MARKETING FUNDRAISERS ASSOCIATION

### Northern Nevada HOPES Acquisition Meals or Medicine

#### **CAMPAIGN DETAILS**

**Campaign Name** Northern Nevada HOPES Acquisition Meals or Medicine

Category Direct Mail Acquisition

Nonprofit Name Northern Nevada HOPES

Agency Name Nexus Direct

Launch Date 9/1/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 5,005

Gross Revenue \$10,420.00

Average Gift (\$) \$289.44

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.92

Cost per Solicitation (Total Cost/Total Recipients) \$1.92

Response Rate 0.72%

### WHY IS YOUR ENTRY SUCCESSFUL

Northern Nevada HOPES (NNH) provides accessible, high-quality healthcare to Reno's most vulnerable populations including through a new walk-in clinic next to the city's homeless shelter. But expanding services meant NNH needed to grow its donor base within a limited geographic area. The challenge: finding new local supporters willing to give.

To meet this need, NNH launched a targeted direct mail acquisition campaign designed to reach people most likely to support its mission. Outside mailing lists were carefully refined using demographic and behavioral data—like age, location, charitable history, and voting habits—to mirror existing donors and maximize ROI.

The envelope featured the Sierra mountain range to underscore the local focus. Inside, storytelling played a central role: real patient stories, photos, and personal touches like handwritten margin notes helped humanize the mission. Local statistics, familiar names (including the CEO), and a thoughtful insert showing the real costs of missed care helped donors emotionally connect to the need.

The campaign delivered powerful results:

- 50% more gifts
- 238.86% increase in revenue
- \$289.44 average gift—147% higher than the previous year
- 30.91% lift in response rate
- 73.91% improvement in cost per dollar raised
- 11.85% reduction in overall costs

This locally driven campaign not only recruited high-quality donors but also helped NNH meet rising healthcare needs across Reno just in time for its busiest season.







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### **November 2024 Acquisition**

#### **CAMPAIGN DETAILS**

Campaign Name November 2024 Acquisition

**Category** Direct Mail Acquisition

Nonprofit Name American Fondouk

Agency Name DaVinci Direct

Launch Date 11/1/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 100,027

Gross Revenue \$52,565.00

Average Gift (\$) \$33.83

Cost to Raise \$1 (Total Cost/Gross Revenue) \$1.63

**Cost per Solicitation (Total Cost/Total** Recipients) \$0.86

**Response Rate** 1.55%

#### WHY IS YOUR ENTRY SUCCESSFUL

Our goal for this campaign is to generate as many new donors as possible, in the most cost-efficient way possible.

In 2023, we added a November Acquisition Test campaign and recommended including a Matching Gift Challenge. We were confident we would be successful during the last quarter of the year, but we were surprised at how well it performed. We mailed 24,000 pieces in the test, and we generated a 1.47% Response Rate. We rolled out the campaign in November FY24 and the Response Rate was 5% higher!

Combined with engaging creative, the matching gift provided a huge lift to the outcome of the campaign. The FY24 May Acquisition did not feature a matching gift challenge. The FY24 November Acquisition generated an 8.8% higher Response Rate with the matching gift challenge compared to the May Acquisition.

The results of the test in FY23 and rollout in FY24 allowed us to continue the November Acquisition rollout in FY25!









Will <u>YOU</u> please give generously so no sick or injured animal is ever turned away? work is never-ending, and our resources are strained. That's why  $\Gamma$ m asking you to join ut dedicated group of supporters so we can continue our life-saving work. promised you from the beginning, it only takes a minute — and a donation in any o end the suffering of an animal and affect the lives of the men, women, and children who

Like the animals in our lives who we cherish, these working animals also need our protection!

Thank you for understanding our great need. Not everyone will take action simply be I ask them to. But, I will always be deeply grateful to the people who do!

" is Arabic for shelter. For our animals, the Fondouk

aclosed personalized address labels as a token of my thanks for g imals who need you so much. <u>And please respond by 12/31/24 t</u> h. Don't let this opportunity to double the value of your offt pass

his grief, knowing the magnitude of the consequences .... y. He literally needed his donkey to put food on the table

ne people American Fondouk helps every day — and why I'm so d for you to help us continue this important work!

Thanks to the kindness of donors, the American Fondouk — in addition to our veter has a program that helps people replace animals who die. I hope you'll give gener s in this work. We cannot continue it without you!

imals of Morocco must work hard. It's a fact of life. But, often their ov e best ways to keep them healthy. Sadly, unfortunate practices are passe generation that actually make it more difficult for the animals to do their

overload animals with cargo, prod them with sharp ralk faster. These owners are not inherently cruel. I they need to do better. When we teach them how to ry excited to do so. That's why we believe so strong

passionate Fondouk supporters said, "The Fondo rign aid and good will through the medium of help

With my sinearast thanks

d the most generous gift you can in the enclosed envelope? <u>Any gift</u> ount, will be matched, dollar-for-dollar during this \$40,000 Challenge

#### 

I know helping animals suffering half a world away may seem impossibl But, please read on ....



#### As an animal lover, I know you wouldn't argue with me saying that an as, feel physical and emotional pain.

If you've ever strained your back lifting a heavy load, I'm er narrow, winds ters. These donl

They get no days to rest. At day's end, there off sough food to fill their stomachs. Some even eat that aren't food in an effort to feel full ... and, the

All of this happens day ... after day ... after d This is why I'm begging you to help them now



desperately need good veterinary rs, just as desperately, require und Our Fondouk staff treats thousands of animals every year for all kinds of a And, every animal is treated for free!

look is the only veterinary hospital around and "free" is th

an Fondouk, these animals would continue to suffer needlessly



Like I'm asking you to do today, Mrs. Bi She donated \$8,000 (in honor of her mother) to help ablish the American Fondouk. When my grandfather re



### **Pre-Election LGBTQ Support Acquisition Mailing**

#### **CAMPAIGN DETAILS**

**Campaign Name** Pre-Election LGBTQ Support Acquisition Mailing

Category Direct Mail Acquisition

Nonprofit Name The NYC LGBT Community Center

Agency Name CELCO (List Broker) and The Standard Group (Mailhouse)

Launch Date 10/11/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 13,547

Gross Revenue \$9,164

Average Gift (\$) \$66.41

Cost to Raise \$1 (Total Cost/Gross Revenue) \$1.47

**Cost per Solicitation (Total Cost/Total Recipients)** \$0.99 **Response Rate** 1%

#### WHY IS YOUR ENTRY SUCCESSFUL

At a time when the LGBTQ+ community faces growing uncertainty and threats to critical resources, ensuring that The NYC LGBT Community Center remains a place of safety, connection, and advocacy for those who need us most is of paramount importance. In addition to relying on our devoted donor base, The Center understood that in order to bolster our foundation, we must open our doors, hearts, and hands to new funders who are ready to link arms and join us in defending our community. The time had arrived for The Center to initiate its first major direct mail acquisition effort.

With strong internal buy-in and a devoted expense line, we turned to peers in the DMFA Network to launch a 13,500-count mailing across 4 purchased lists. We learned that by being fearless (printing the word LGBTQ+ on the outer envelope), committing to imagery of those we serve (filling half a page with a color photo of real people), and delivering the appeal on the eve of the General Election, we activated folks who yearned to "Do something!" The 1% response was both shocking and inspiring.

We give thanks to CELCO for expertly identifying and brokering lists of lookalike audiences, and to The Standard Group for producing a vibrant and affordable mail piece that led donors to easily give online through a QR code or with a 8x10 reply page and BRE. Facing into the wind yet motivated by this campaign's success, The Center is doubling its direct mail acquisition efforts and budget for FY26.

THE CENTER YES, I WILL JOIN THE CENTER TODAY!			The Center is a living monument to the pride and strength of New York's LGBTQ+ community.
BY MAKING A GIFT OF	THE CENTER		Be part of the moment. Join the movement.
\$20     \$40 Dual/Family     \$60 Dual/Family     \$60 Dual/Family     \$75 Friend     \$75 Friend     \$75 Priend	UNELING ACK INSTANCE OFFICIENTS	1014arab/194-ey-allab/ey-bit_bit_bit_bit_bit_bit_bit_bit_bit_bit_	Your support is crucial to ensuring the health, safety, and rights of LGBTQ+ New Yorkers.
\$600 Benefactor     \$1000 Champion     Other \$     \$/Month	P Open for your chance to make a difference for the LGBTQ+ community!	1	Donations from people like you fuel our work spanning the areas of advocacy, wellness, recovery, youth, families, and the arts Please join today. Only with your help can we continue to provide The Center's life-saving and love-affirming programs.
CONTACT INFORMATION YOUR FULL NAME:		October 2024 Dear Rosanna	With gratitude.
ADDITIONAL MEMBER NAME: (for Dua)/Family or above)		You probably receive lots of mail asking for your urgent support for candidates and causes at this time of year, so thank you so much for opening this letter. We know you know the stakes are	Carla De
ADDRESS: APT: CITY: STATE: ZIP:		high for the LGBTG+ community. And no matter what the outcome of the election, we want you to know why your support of The Lesblan, Gay, Biesual & Transgender Community Center is absolutely vital for ensuring we lead healthy and successful lives.	Dr. Carla Smith CEO, The Center TO JOIN THE CENTER TODAY!
EMAL: PHONE: PAYMENT INFORMATION	Outer Envelope	Please join us and become a Center Member today! By donating just \$35, you'll become an invaluable partner in our ongoing work to support the LOBTQ+ community.	PS: Did you know? Your gift today doesn't just fivel our work there are period All Center Members inceive commemorative membership cards, access to all community events at The Center and our bookstore, and a subscription to our biowesky email investigater. Members at the Benefactor and Champion levels receive VIP special event invitations. To learn more, visit agrectmentorg/membership.
I have inervised information     Inservised in the money order, or a check made out to "The LGBT Center."     Please charge my debit or credit card.		The Center does so much for so many, Every day, we connect people to the resources they need to thrive. We've doen left for over 40 gives and will never stop. Through the most lutublent and celebratory moments in our collective history. The Center has been and will always be there. We vow to be here for what is yet to come.	
Card #:	I I I I HALD I MALED IN THE UNITED STATES	In order to knop that promise, we need people like you. Each year, the generosity of The Center's donors ensures we car: • Open our does for \$2,800 community aroup reservations throughout our historic building:	
Signiture:	BUSINESS REPLY MAIL	<ul> <li>Open our doors to "5,200 company who reservations throughout our restoric building:</li> <li>Achitak eVol LGBTO-4y ourning people which acidemic and workforce development opportunities, paid intermitips, and peer-led social groups;</li> <li>Guide 3,000 New Yorkers through the complexities of gaining and maintaining</li> </ul>	
RETURN THIS COMPLETED FORM WITH YOUR METHOD OF PAYMENT USING THE ENCLOSED PRE-PAID ENVELOPE.	POST-CLASS MAL MATERIA CE LAS MARY CORL, MAR	comportentisive free and low-cost health coverage and care; Connect 1:200 people to our immigration support services including social groups and case management; Deliver #G500 individual and group bubbance recovery services;	
YOU CAN ALSO BECOME A CENTER HEMBER AT	THE CENTER	<ul> <li>Dervier 16,300 minutous and group bubatinice recovery service;</li> <li>Provide 1800 mental health counseling essions;</li> <li>Engage 3,400 votent to help pass policies that make New York State a safer and more affirming home for all LGRID+ people.</li> </ul>	
HA322-2 Year gift is Exadeductable to the fully attent of If the law By aligned adverse Leaborate The Caster to solid time you are in the announcement of the adversarial to collarge any core in the sense and If the densing aligned sense and public sections to The Caster. A record of the gift will appear on my relicit or credit call statement and will same an my recept.	THE LENTIR 206 W 13 ST NEW YORK NY 10114-1219		Connect, activate &
Reply Device	ընտարհերենովիկերովինումին կարելիկեսովին	Letter - Front Page	Letter - Back Page



### **Refugee Crisis Tote Campaign**

#### **CAMPAIGN DETAILS**

**Campaign Name** Refugee Crisis Tote Campaign

Category Direct Mail Acquisition

Nonprofit Name MSF-USA

Agency Name Lautman Maska Neill & Company

Launch Date 2/5/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 99,842

**Gross Revenue** \$48,947.00

Average Gift (\$) \$62.43

Cost to Raise \$1 (Total Cost/Gross Revenue) \$2.88

Cost per Solicitation (Total Cost/Total Recipients) \$1.41

Response Rate 0.79%

### WHY IS YOUR ENTRY SUCCESSFUL

With a response rate of nearly 0.80%, not only did this Refugee Tote test package win over a long-lasting control, but it also lowered costs by more than 8 cents per piece – which is substantial savings for a program that mails massive quantities annually.

And with four \$1,000+ gifts received, that buoyed the winning \$62 average gift (from a premium!) and led to a 10% decrease in the cost to acquire.





### **Sierra Club Acquisition Academic Calendar**

#### **CAMPAIGN DETAILS**

**Campaign Name** Sierra Club Acquisition Academic Calendar

**Category** Direct Mail Acquisition

Nonprofit Name Sierra Club

Agency Name MarkeTeam

Launch Date 6/1/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

Total Recipients 75,000

**Gross Revenue** \$23,583.00

Average Gift (\$) \$23.08

Cost to Raise \$1 (Total Cost/Gross Revenue) \$3.63

Cost per Solicitation (Total Cost/Total Recipients) \$1.14

**Response Rate** 1.36%

### WHY IS YOUR ENTRY SUCCESSFUL

Sierra Club (SIE) is a leading grassroots environmental organization. In June 2024, we tested a new Academic Calendar against the Booklet control package mailed to rental, exchange, and co-op lists focused on advocacy and environmental causes. The goal was to increase response rates and improve the average gift while maintaining or improving CP\$R.

The strategy was to replace the front-end booklet premium with a higher-value item. The control package already had a strong response rate above 1.00% and an average gift above \$22, so we created a pocketsized academic calendar (August-July) featuring scenic wildlife photography.

The outer envelope featured a faux natural kraft color with a "priority contents" tease, making it stand out. The package was thicker due to the premium enclosed. The letter highlighted SIE's accomplishments, conveyed urgency about public land threats, and invited recipients to join millions of activists. It included a transactional ask and offered a thank-you gift with additional membership benefits.

The control package included various smaller gifts, but in the test, the free items were replaced with the America's Wildlife & Wildlands calendar, featuring a wolf appealing to donors concerned about wolf conservation.

The test achieved a +30% increase unheard of in these times! - in response rate (1.36%) and a 3% increase in average gift (\$23). CP\$R was reduced by 14% to \$3.63, meeting our objectives and delivering a new control!



### St. Bonaventure 3¢ + Labels Acquisition Campaign

#### **CAMPAIGN DETAILS**

**Campaign Name** St. Bonaventure 3¢ + Labels Acquisition Campaign

Category Direct Mail Acquisition

Nonprofit Name St. Bonaventure Indian Mission & School

Agency Name JCR Direct

Launch Date 9/23/24

Audience Targeted Prospects

#### CAMPAIGN STATS

Total Recipients 101,587 Gross Revenue \$75,214.47

Average Gift (\$) \$20.41

Cost to Raise \$1 (Total Cost/Gross Revenue) \$1.22

Cost per Solicitation (Total Cost/Total Recipients) \$0.91

Response Rate 3.62%

#### WHY IS YOUR ENTRY SUCCESSFUL

St. Bonaventure Indian Mission and School provides essential services to families across the Eastern Navajo Reservation in NM. With an urgent need for clean, safe, drinkable water, our acquisition package combined heartfelt storytelling with a mission-related premium & involvement device to capture prospect attention & action.

The "3¢ + Labels" acquisition package was designed to stand out in a mailbox. The OE measures a visible 11.5" x 5" & reveals three U.S. pennies affixed on what appears to be two folded U.S. \$1 bills, pre-printed on the reply device & carefully positioned for maximum visibility.

The letter from the Mission Director frames these pennies not as a gimmick but an invite to multiply a tiny token into something life-changing. "After all," the letter reads, "there's not much you can buy with 3¢ in today's world. But three pennies added to your gift of \$12, \$25, \$50 or more could mean the difference between life or death for a family in need of water."

The storytelling focuses on Mission life – long desert roads, children dancing at the sight of a water truck, & families facing 110-degree heat with no access to running water – to draw in prospects.

Along with moving copy, prospects received full-color address labels with gold foil embellishments & southwestern motifs, connecting them to the landscape & people of the Mission. The reply device drives the need with a personalized ask string tied to the number of weeks of water a gift of \$X can provide.







<text><text><text><text><text><text><text><text>

Chris Haite, Denerat Grin Haite, Denerat S. To that you for your approach, To molecular approach age to a single constraint of the second second approach and a second second constraint and an a single second second second second second 25. Since the second seco





# DIRECT MAIL APPEAL/RENEWAL

### 2X/5X Upgrade Match Multiplier

#### **CAMPAIGN DETAILS**

**Campaign Name** 2X/5X Upgrade Match Multiplier

Category Direct Mail Renewal

Nonprofit Name US Fund for UNICEF

Agency Name MarkeTeam

Launch Date 3/1/24

Audience Targeted Mid-Level, Donors

#### **CAMPAIGN STATS**

Total Recipients 88,381

Gross Revenue \$376,378.00

Average Gift (\$) \$230.06

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.28

Cost per Solicitation (Total Cost/Total Recipients) \$1.21

**Response Rate** 1.85%

#### WHY IS YOUR ENTRY SUCCESSFUL

UNICEF USA tested a \$25,000 emergency Matching Fund appeal—smaller than their typical \$250K-\$300K matches, but still highly effective. With donors accustomed to match offers and emergency asks, we needed an added incentive. We tested a staggered ask for a targeted donor group, unrelated to previous giving history. Donors were asked for either \$1,000 or \$2,500, with the match increasing based on gift amount: \$1,000 would be matched 2X, \$2,500 matched 5X.

Both donor segments received the same package. The outer envelope featured a handwritten red-ink teaser and "2X" crossed out with "5X" handwritten nearby. The personalized letter echoed this, with an indented "special offer" paragraph in bold and another red handwritten callout. The appeal centered around earthquake relief in Afghanistan, though all funds supported areas of greatest need. Targeted donors included active Mid-Level (Leadership Circle), Mid-Level prospects, Mid-Level Giving Portfolio donors (\$1K-\$9,999), and high-value donors (HVDs) averaging \$400-\$999, with the goal of upgrading them to Mid-Level.

The results were exceptional. Mid-Level donors saw a 21% lift in response rate and a 44% increase in average gift—resulting in a 73% jump in revenue per thousand and nearly double the net revenue. HVDs increased average gift by 59%, with revenue per thousand up 26% and net revenue up 48%.

We exceeded our revenue goals and look forward to expanding this approach in 2025!





## April Appeal

#### **CAMPAIGN DETAILS**

Campaign Name April Appeal Category Direct Mail Renewal Nonprofit Name National Audubon Society Agency Name O'Brien Garrett Launch Date 4/1/24 Audience Targeted Donors

#### **CAMPAIGN STATS**

Total Recipients 258,615

Gross Revenue \$153,714

Average Gift (\$) \$63.76

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.85

Cost per Solicitation (Total Cost/Total Recipients) \$0.51

Response Rate 0.93%

#### WHY IS YOUR ENTRY SUCCESSFUL

#### OBJECTIVE

Improve the performance of the campaign from the prior year. The message for the package focuses on the threat of extinction, balanced with the strength of the Audubon supporter community and how that community is poised to protect bird habitats and save birds at risk of extinction. The letter features the Bachman's Warbler to illustrate how habitat destruction can be a major factor in the decline and ultimate extinction of a species.

#### STRATEGY

The package features a photo on the carrier again this year, but using a cut-out effect, the bird's image has been removed from the photo and paired with a teaser calling attention to the missing bird. The "missing" or complete photo is on the sticker inside of the package.

The FY24 April campaign had an increased response rate of 26% and a 9% higher average gift combined to increase the net per donor by 194%.





I am urging you to deepen your commitment to protecting beloved birds, including the Piping Plover and the natural spaces they depend on. Empowered by your special gift, Audubon will do whatever it takes to protect the birds we love.

Fortunately, with the determination and support of the Audubon community, active stewardship projects are helping Piping Plover populations make a strong comeback. This tiny bird is now one of four coastal-breeding species that grows up to 34 times more at Audubon-managed sites than at other protected areas showing the extraordinary impact we can make for birds and the places they need.

Together, we can save the Piping Plover and so many other cherished birds. But we must act now. Your gift can advance strategic Audubon initiatives to safeguard birds and their habitats across the Americas, including:

- Restoring the endangered Great Lakes Piping Plover population. The Great Lakes Piping Plover Recovery Team, a coalition including Audubon and its partners, is furthering critical recovery efforts such as nest protection via enclosures and fencing, site monitoring, education and outreach, captive rearing, and annual banding. And last year, a record 80 pairs of Piping Plovers nested in the Great Lakes region — up from fewer than 15 pairs in the 1980s.
- Creating forests that prioritize bird habitat. The Audubon Forester Training and Endorsement Program is building a national network of foresters growing healthy forests that provide quality habitat for priority bird species. Collaborating with both public and private landowners, foresters are adding age diversity to forests — increasing their ability to respond to climate change and creating new places for birds like the Ruffed Grouse to nest, forage, and seek cover.
- Restoring wetlands for birds and communities. After more than 15 years of Audubon advocacy, science, and public engagement, the State of Louisiana broke ground on the Mid-Barataria Sediment Diversion — the largest single ecosystem restoration project in U.S. history. The extraordinary effort will deliver much-needed sediment to restore the wetlands in Barataria Basin, strengthening tens of thousands of acres of wetlands that will buffer nearby communities from storms and provide habitat for iconic birds, including the Roseate Spoohili, that rely on Louisiana's coasts.

Together, we are making a monumental impact to safeguard birds and our planet. But we must keep pushing forward because species like the Piping Plover need our continued help.

I am asking you to send a generous contribution to Audubon right away — in honor of the precious Bachman's Warbler and your commitment to doing everything possible to ensure other treasured species, such as the Piping Plover, can thrive for generations to come.



Sten alunto

Steve Abrahamson Vice President, Membership

Please send your most generous contribution to Audubon today. Your gift can honor the beloved species we've lost — and give birds on the brink a fighting chance to survive.

I would like to make my contribu	tion with my: American Express VISA Mastercard	L ham
Card #		Audubor
Gift Amount	Card Expiration Date (month/year)	1
Signature	Date	Please return your gift in the envelope provided or mail to
I want to keep my Audubon membership active and do even more for our birds. Please make my gift monthly! My signature above authorizes the National Audubon Society to charge my gift monthly. Credit card and online contributions only.		
Keep me updated on the fight to protect birds. My email address is:		www.audubon.org

Thank you for helping wonderful, natural places and for supporting a better tomorrow for the birds we love. Your support matters! Your gift is tax deductible to the extent allowed by law.

P.S

On occasion we share our member names with other organizations whose messages we believe you may find interesting. These efforts generate funds to support Aduitbon's mission. If you would prefer not to have your information used for communications unrelated to Adubon, please email our Supporter Care team at support@audubon.org. @ Printed on record sper:

### **Carpenter's Shelter Let's Open Doors**

#### **CAMPAIGN DETAILS**

Campaign Name Carpenter's Shelter Let's Open Doors

Category Direct Mail Renewal

Nonprofit Name Carpenter's Shelter

Agency Name Nexus Direct

Launch Date 9/1/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

Total Recipients 5,200

Gross Revenue \$89,146

Average Gift (\$) \$276

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

Cost per Solicitation (Total Cost/Total Recipients) \$1.43

Response Rate 6.21%

#### WHY IS YOUR ENTRY SUCCESSFUL

With homelessness up 23% in Alexandria and winter approaching, Carpenter's Shelter took over the city's only other emergency shelter—doubling its responsibilities without doubling its resources. As demand surged for basics like meals, bedding, and clothing, the shelter urgently needed renewed and increased donor support.

To meet this need, a highly targeted fall direct mail campaign was launched to re-engage supporters and encourage larger gifts. Based on donor analysis, mail was chosen for its strong past performance. Personalization was prioritized throughout: the envelope featured the Executive Director's name and trusted endorsement icons; the letter told the story of Veronica, a local teacher who had graduated from the shelter, with handwritten margin notes reinforcing urgency. A personalized ask strategy nudged donors just above their previous giving levels, and a lift note—Veronica's own thankyou—created a tangible emotional connection.

The campaign was sent to carefully selected past mail donors and lookalikes to keep costs low while maximizing impact.

The results outperformed expectations:

- 26.46% increase in number of gifts
- 18.95% boost in response rate
- Higher average gift, raising more than the previous year
- Low cost of \$0.13 per dollar raised

Because of this success, the shelter had the extra funds needed to support the surge of neighbors seeking help that winter.







### **Center for Reproductive Rights October Poster Appeal**

#### **CAMPAIGN DETAILS**

**Campaign Name** Center for Reproductive Rights October Poster Appeal

Category Direct Mail Renewal

Nonprofit Name Center for Reproductive Rights

Agency Name K2D Strategies

Launch Date 10/4/24

Audience Targeted Donors, Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 17,171

Gross Revenue \$378,950.00

Average Gift (\$) \$632.64

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.07

Cost per Solicitation (Total Cost/Total Recipients) \$1.60

**Response Rate** 3.49%

### WHY IS YOUR ENTRY SUCCESSFUL

We knew that October 2024 would be a challenging month for fundraising, with the upcoming election drawing donors' attention. This appeal set out to cut through the noise and stand out in mailboxes with a large self-mailer that folded out into a simple but bold poster. To give donors a concrete way to engage with the Center's mission and show their support for the reproductive rights movement, a petition engagement was added to the package.

This campaign was a runaway success! Gross revenue increased nearly 5X from the previous year. Net per donor was \$587.27 an incredible 367% improvement YoY. The high-touch features of the package were particularly successful with the Center's \$1,000+ donors. Revenue among this group alone increased 573%, and they had an average gift of \$1,983.





### **Early Renewal Strategy**

#### **CAMPAIGN DETAILS**

Campaign Name Early Renewal Strategy Category Direct Mail Renewal Nonprofit Name Friends of the Smithsonian Agency Name Avalon Consulting Group Launch Date 11/19/24 Audience Targeted Mid-Level, Donors

#### **CAMPAIGN STATS**

Total Recipients 38,538 Gross Revenue \$496,387.00 Average Gift (\$) \$167.36 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.07 Cost per Solicitation (Total Cost/Total Recipients) \$0.90 Response Rate 7.70%

#### WHY IS YOUR ENTRY SUCCESSFUL

Inflation has put a real strain on nonprofits over the last few years, but as businesses raise their prices for goods and services, nonprofits have largely kept their member rates the same. Friends of the Smithsonian (FoS) hadn't raised their rates in nearly 20 years—and as their fundraising partner, we knew we needed to raise member levels to offset the increasing cost of benefits.

In November 2024, we created and managed an additional direct mail early renewal campaign—in conjunction with a larger communication strategy across the FoS program —that gave FoS members the opportunity to renew at their current level before the new rates went into effect. The audience for this additional touchpoint was any active member that would not have received a regularly scheduled renewal notice in October-December, which already incorporated the rate increase language.

Without a fancy package or premiums to entice renewal, this campaign generated \$348,000 in gross revenue from donors at the \$2,499 or less level. Among James Smithson Society members (FoS's high-dollar donors, \$2,500 and higher) this campaign generated \$149,000 in gross revenue – combined nearly half a million dollars in revenue in response to these two mailings.

The response proved that FoS's donors understood the current moment—and they rose to meet it!

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DMF DIRECT MARKETING FUNDRAISERS ASSOCIATION

### Food Is the Most Important School Supply

#### **CAMPAIGN DETAILS**

Campaign Name Food Is the Most Important School Supply

Category Direct Mail Renewal

Nonprofit Name No Kid Hungry

Agency Name Concord Direct

Launch Date 8/26/24

Audience Targeted Donors, Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 54,500 Gross Revenue \$141,350 Average Gift (\$) \$65.84 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.31 Cost per Solicitation (Total Cost/Total Recipients) \$0.80 Response Rate 3.94%

#### WHY IS YOUR ENTRY SUCCESSFUL

The objective of the FITMISS (Food is the Most Important School Supply) campaign was to relate childhood hunger in America to the back-to-school shopping ads that are prevalent in August. Messaging was simple but compelling: For the kids in the donor's state and across the country who may face hunger this year, food is the most important school supply. We strategically incorporated quotes from a teacher as well as a student to help supporters understand the need. It was critical to convey that when kids can't concentrate on anything other than their empty stomachs in the classroom, it's difficult for them to reach their full potential — even when they have other essential supplies like pencils, paper and notebooks.

The straightforward (and cost-effective) package included a letter/reply form and a buckslip to drive home the need and support the cast for giving. To help boost response, letters were versioned to the different audiences that make up the file — Active donors (0-9 months), New donors (0-3 months), Mid-level donors (\$1,000+), and Pre-lapsing/Lapsed (10-12 months & 13-24 months), as well as personalized with state-specific statistics about childhood hunger for an added layer of relevance.

By sharing real-life examples of how a donation would help, we gave the recipient a window into the everyday reality for students facing hunger across the country.





### Holy Apostles Soup Kitchen October Thanksgiving Renewal Appeal

#### **CAMPAIGN DETAILS**

**Campaign Name** Holy Apostles Soup Kitchen October Thanksgiving Renewal Appeal

Category Direct Mail Renewal

Nonprofit Name Holy Apostles Soup Kitchen

Agency Name n/a

Launch Date 10/1/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

Total Recipients 7,011

Gross Revenue \$68,164.00

Average Gift (\$) \$99.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.10 Cost per Solicitation (Total Cost/Total Recipients) \$0.99 Response Rate 9.86%

#### WHY IS YOUR ENTRY SUCCESSFUL

This campaign stands out as a model of direct mail excellence, delivering both strong fundraising results and deeper donor engagement. Holy Apostles Soup Kitchen's October Thanksgiving Appeal achieved a 15% year-over-year increase in gross and net revenue, driven by a 10% increase in total gifts and a 4% increase in average gift size. With a nearly 10% response rate and a cost to raise a dollar of just \$0.10, this appeal exemplifies a high return on investment and meaningful donor connection.

The success was fueled by a thoughtfully designed package: a striking outer envelope featuring the message, "Set a place at our table for a hungry New Yorker this Thanksgiving," a full-color personalized letter showcasing the Thanksgiving menu and ask array, and a beautiful 2-color blank notecard inviting supporters to send words of encouragement with their gift. A tailored note for lapsed donors gently expressed appreciation and invited renewed support. This creative, mission-centered package didn't just raise more revenue—it deepened emotional resonance and strengthened the pipeline of loyal donors who fuel HASK's mission.





### IRC's Warmth, Shelter, & Protection Year-End Appeal

#### **CAMPAIGN DETAILS**

Campaign Name IRC's Warmth, Shelter, & Protection Year-End Appeal

Category Direct Mail Renewal

Nonprofit Name International Rescue Committee

Agency Name Faircom New York

Launch Date 11/8/24

Audience Targeted Donors, Mid-Level

#### CAMPAIGN STATS

Total Recipients 20,349 Gross Revenue \$750,947 Average Gift (\$) \$990.70 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.10 Cost per Solicitation (Total Cost/Total Recipients) \$3.55 Response Rate 3.72%

#### WHY IS YOUR ENTRY SUCCESSFUL

The International Rescue Committee (IRC) delivers urgent aid and sustainable solutions for communities ravaged by crisis. With winter looming, we aimed to connect donors with a timely, tangible need during the critical year-end giving season. Our campaign cut through the crowded holiday fundraising landscape with a compelling winterization focus. We established three objectives: energize mid-level donors during the competitive yearend giving period, prevent donors nearing the 12-month mark from lapsing, and reactivate lapsed supporters. The campaign faced daunting obstacles: competition for donor attention; a contentious election cycle; and making ongoing crises feel urgent despite donor fatigue.

We created a visually striking campaign centered on a bold match multiplier visual. Vibrant yellow 2X and 3X badges dominated our OEs creating instant urgency. The tiered matching approach—3X match for active donors and 5X match to reactivate lapsed donors—was reinforced through personalized sticky notes, creating a high-touch feel. Through intimate photography and powerful testimonials, we created an emotional bridge between donors and families. The campaign used strategic segmentation with custom messaging for each group—active donors received encouragement to step up their support, pre-renewal donors saw urgent "still time" messaging, and lapsed donors were reminded of their valuable past partnership. Our strategic dollar handles connected giving directly to urgent winter needs.







DMF A DIRECT MARKETING FUNDRAISERS ASSOCIATION

#### **CAMPAIGN DETAILS**

**Campaign Name** Lifesaver Decal Campaign

Category Direct Mail Renewal

Nonprofit Name Dartmouth Health

Agency Name n/a

Launch Date 8/9/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

Total Recipients 4,178

Gross Revenue \$70,347.00

Average Gift (\$) \$226.93

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

**Cost per Solicitation (Total Cost/Total Recipients)** \$3.50

Response Rate 7.42%

### WHY IS YOUR ENTRY SUCCESSFUL

The Lifesaver Decal Campaign targets non-event donors from the last 18 months at the end of summer when direct mail responses are typically slow. Prior to implementing in 2022, direct mail raised \$7,477 in the month of August. Each year this campaign has increased August revenue by an average of 70%, currently raising \$34,327 in August 2024. The campaign also maintains one of the highest response rates for any direct mail campaign throughout the year. The package is highly personalized, inserting the name of the area(s) a donor gives to in the card copy and the specific funds on the reply device. This year highlighted specific "lifesavers" from across the academic medical center, noting that one of the lifesavers is YOU, the donor, who invests in Dartmouth Health. This sentiment is furthered

by a premium decal that says "I'm a Lifesaver" and is branded to the specific area(s) donated to (Dartmouth Cancer Center, Dartmouth Health Children's, or Dartmouth Hitchcock Medical Center). Prior iterations of this campaign focused solely on philanthropic impact and did not liken the donor to specific, recognizable lifesavers like a cancer researcher or a cardiac rehab nurse. By adding this storytelling element in 2024 and explicitly equating the donor with other lifesavers, the campaign proved even more successful than the previous year. The average gift increased by 38% from \$164.38 to \$226.93 and direct mail giving in the month of August increased by 44% from \$23,777 to \$34,327.





### **MLK Dream Card Package**

#### **CAMPAIGN DETAILS**

Campaign Name MLK Dream Card Package

Category Direct Mail Renewal

Nonprofit Name National Urban League

Agency Name Faircom New York

Launch Date 1/5/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

Total Recipients 15,500

Gross Revenue \$58,037

Average Gift (\$) \$61.94

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

Cost per Solicitation (Total Cost/Total Recipients) \$1.62

Response Rate 6.05%

#### WHY IS YOUR ENTRY SUCCESSFUL

The National Urban League (NUL), is a historic civil rights and urban advocacy org providing direct services and empowering African Americans and underserved communities. The objective of this direct mail campaign was to engage and activate donors and to generate financial support for core programs.

With 2024 being a pivotal election year, communities grappling with the aftermath of war, and economic instability, this campaign asks: Is Dr. Martin Luther King's dream getting closer to realization – or slipping away?

We reminded donors that the NUL, following in Dr. King's footsteps, is a vital force for advancing equity, unity, and empowerment and wants donors to be part of that. The package encouraged supporters to "live the dream" through meaningful actions like voting and supporting NUL's work financially.

The messaging has a dual CTA: honor Dr. King's vision and address the urgent needs of Black Americans. The dramatic OE, featuring a charcoal rendering of Dr. King and the message I still have a DREAM, shows like a billboard in the mailbox.

Inside, a passionate letter by President / CEO Marc Morial acknowledges frustrations and difficulties, but assures that MLK's dream, with the support of donors, is very much alive.

The package includes a memorable insert – a 2025 Dream Card – boldly designed to capture engagement featuring excerpts from Dr. King's iconic speeches and provides a place for donors to share their own dreams inviting them to send it back with a gift.











### November 2024 Leadership Circle Post-Election Appeal

#### **CAMPAIGN DETAILS**

**Campaign Name** November 2024 Leadership Circle Post-Election Appeal

Category Direct Mail Renewal

Nonprofit Name Reproductive Freedom for All

Agency Name ABD Direct

Launch Date 11/26/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

Total Recipients 31,232 Gross Revenue \$165,926.00 Average Gift (\$) \$203.84

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.19

Cost per Solicitation (Total Cost/Total Recipients) \$1.04

Response Rate 2.61%

#### WHY IS YOUR ENTRY SUCCESSFUL

Year-end giving has not typically been very strong for Reproductive Freedom for All (formerly NARAL Pro-Choice America). Even in 2016, following the first Trump election, we didn't see a significant increase in giving through the direct mail program. The goal of this mailing was to engage our \$100-\$999.99 donors and generate a strong response rate and average gift. We introduced a brand-new package to try and turn around the trend of slow year-end giving.

Traditional branded envelopes hadn't worked well, so instead of making minor tweaks to something that wasn't performing, we took a completely different approach. We mailed a 9.5 x 5 brown kraft envelope with a label affixed to make it stand out. It didn't show the organization but included a call to action. The messaging inside focused on election results, what a second Trump administration might mean for reproductive freedom, and the urgent need to keep fighting. We also highlighted some election wins to show progress.

This mailing went to Leadership Circle members who had given \$100-\$999.99, including 0-36 month DM responsive and 0-24 month online responsive donors.

The appeal significantly exceeded expectations. The response rate hit 2.61% against a 2.5% goal and was 49% higher than last year. The average gift came in at \$203.84, over 40% above the \$143.14 budget. Total revenue was \$165,296—a \$46K lift over budget and \$97K over last year. A strong result for a mailing that has traditionally struggled.



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### **St. Francis House December Renewal**

#### CAMPAIGN DETAILS

Campaign Name St. Francis House December Renewal

**Category** Direct Mail Renewal

Nonprofit Name St. Francis House

Agency Name DaVinci Direct

Launch Date 12/2/24

Audience Targeted Donors, Mid-Level, Sustainers

#### **CAMPAIGN STATS**

Total Recipients 19,350

**Gross Revenue** \$229,925

Average Gift (\$) \$161.81

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

Cost per Solicitation (Total Cost/Total Recipients) \$1.23

**Response Rate** 7.34%

#### WHY IS YOUR ENTRY SUCCESSFUL

This was the first year St. Francis worked with us. Two of our priorities for their program was to bring more emotion into the copy and to better target their housefile segmentation, as it appeared they were over mailing.

Historically, the December Matching Gift Appeal was one of their most successful appeals. We saw opportunities in the creative and segmentation strategy to improve the return.

First, we tested more engaging copy and design that reflected more emotion, in order to connect better with the audience. The direct mail creative included two versions of the outside envelope (window for under \$100 donors and closed face for \$100+ donors), letter/reply form, and reply envelope.

Second, we refined the audience to last 36 month donors.

As a result of these changes, the donor appeal generated 11% more gross revenue and 17% net revenue! Net per donor increased by 19%.

While not part of this entry, it's noteworthy that we moved the 37-72 months donors into their acquisition campaign that mailed a few weeks earlier, rather than in the donor appeal. These older segments generated over a 1.14% response rate in the acquisition campaign - compared to the .08% the generated in the prior year's donor appeal. The net per donor the prior year was -\$1,504.33 to the donor appeal. This year, the net per donor improved to -\$3.29.





These testimonies are a credit to your compassion! Please send your next donation by December 31st, and it will be doubled in value to help even more of your neiphbors experiencing homelessness. Thank you!

**GOO** 

YOUR DONATIONS AT WORK: Every dollar counts in the fight against ho St. Francis House provides meals to those experiencing hunger — but we also do much more. Your gift helps in so many ways ander \_\_\_\_\_\_ Ether attemates the many and provision for R. These Ibbss... Advel Taske (Dur) Adves for and value of a consequence of Durb Adves for and value of a consequence of Durb Adves for and value of a consequence of Durb Adves for and value of a consequence of Durb Adves for and value of a consequence of Durb Adves for and value of the durb Adves for a consecutive of the durb Adves \$80 pi \$150 provides financing for one day of our Moving Abead Program, including temporary housing, for a student committed to finding meaningful employment and leaving houseleaves holized. S625 provides 12 hours of mental health counseling to em a guest to make positive changes in their life.



Your gift will be matched dollar-for-dollar, translating into more meals, clothing, showen ical care, mental health counseling, substance use recovery support, housing, workforce elopment, and the list goes on.

The Matching Challenge will expire on 12/31, so please respond right away. I thank you, from my heart, for doing what you can, this one last time before the year ends. With warm recards.

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Traces Trafinge
Karen LaFrazia
President and CEO

\$50,000 MATCHING

Francis House

DEADLINE:

Your gift will be matched dollar-for-dollar to provide nutritious meals, warm clothing, recovery services, counseling, help finding work, and more. On behalf of those whose lives will be touched and changed through your response of compassion today, I thank you again, and I with ware a waveful blow Your.

Giving online is quick and easy. Just visit give.stfrancishouse.org/Match24 today



DIRECT MARKETING

### **The Collaborators Appeal**

#### **CAMPAIGN DETAILS**

Campaign Name The Collaborators Appeal

Category Direct Mail Renewal

Nonprofit Name United States Holocaust Memorial Museum

Agency Name Mission Wired

Launch Date 10/1/24

Audience Targeted Mid-Level, Donors, Prospects

#### **CAMPAIGN STATS**

Total Recipients 74,958Gross Revenue \$144,412.00Average Gift (\$) \$70.17Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.30Cost per Solicitation (Total Cost/Total Recipients) \$0.57Response Rate 2.75%

#### WHY IS YOUR ENTRY SUCCESSFUL

The Collaborators Appeal was a mail campaign produced with the United States Holocaust Memorial Museum (USHMM) sent to donors. The mail piece highlighted how, "The Holocaust was not the work of one individual but was an extraordinary series of events made possible through the decisions and actions of millions of ordinary people." Weaving in the stories of Holocaust survivors and photos from the time, the mail piece showed how "neighbors become harassers," "shoppers become looters," "acquaintances become informants," and "friends become foes." The mailing also included a signed letter from USHMM's Director of Membership Dana Weinstein and an urgent donation appeal. The letter outlined five ways a donation helped the organization and their cause.

A mailing of this theme was completely new for USHMM's donors. With the clear and compelling creative and narrative, it not only exceeded its fundraising goal, but also proved to be successful messaging for major and prospective donors.





DMF\*A DIRECT MARKETING FUNDRAISERS ASSOCIATION

### **USMC 250th Anniversary Campaign Kick Off**

#### **CAMPAIGN DETAILS**

Campaign Name USMC 250th Anniversary Campaign Kick Off

Category Direct Mail Renewal

Nonprofit Name Marine Corps Heritage Foundation

Agency Name Lautman Maska Neill & Company

Launch Date 10/28/24

Audience Targeted Mid-Level, Sustainers, Donors

#### **CAMPAIGN STATS**

Total Recipients 65,630

Gross Revenue \$288,467.00

Average Gift (\$) \$78.20

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.22

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

Response Rate 5.62%

#### WHY IS YOUR ENTRY SUCCESSFUL

MCHF needed to kick off its year-long campaign to raise money in honor of the 250th Anniversary of the Founding of the USMC strong. The question was – could it build upon an already traditionally strong fundraising period at year-end, combined with a distracting election season that left many donors fatigued. The answer? A RESOUNDING YES!

The striking anniversary-branded campaign, featuring limitededition 250th address labels and the added incentives to be listed on a special 250th Anniversary Honor Roll for a gift of \$50+, and receiving a special commemorative pin at \$250+, paid off BIG.

Not only did revenue increase by 12% over previous successful year-ends, the number of donors stretching their gift grew, too! The number of \$50 donors increased by 20%. And the number of \$250 donors went from 25 in 2023 to a WHOPPING 273 in 2024! That's an increase of 992%!





### Without Borders

#### **CAMPAIGN DETAILS**

Campaign Name Without Borders

**Category** Direct Mail Renewal

Nonprofit Name Doctors Without Borders

Agency Name Blue State

Launch Date 6/13/24

Audience Targeted Sustainers, Prospects, Mid-Level, Donors

#### **CAMPAIGN STATS**

Total Recipients 7,800,000

Gross Revenue \$331,100.00

Average Gift (\$) \$41.91

Cost to Raise \$1 (Total Cost/Gross **Revenue)** \$0.12

**Cost per Solicitation (Total Cost/Total** Recipients) \$0.01

**Response Rate** 0.10%

#### WHY IS YOUR ENTRY SUCCESSFUL

This campaign launched in June, amid an increasingly noisy media and fundraising landscape. The campaign's messaging remained urgent and timely, using rich storytelling on the global refugee crisis and promoting a 3x-match. Beginning with a quiz that engaged and informed our audience, we built to a cross-channel fundraising cadence that emphasized the rapidly escalating urgency of the refugee crisis, and MSF's work caring for millions of displaced people. With impactful creative that put refugees' needs into sharp focus, this campaign broke through busy inboxes and news feeds to yield strong YoY revenue growth. In total, the campaign raised \$1.4Million, an 87% increase from the prior year. This revenue growth came from nearly \$898k from email and SMS campaigns, and an additional \$331k in unsolicited website revenue.



Without Border Interactive Website Feature: https://cloud.e.doctorswithoutborders.org/con necting-threads-wrd-2024

Without Borders Video: https://youtu.be/0DGK6-IIn\_U?feature=shared







DIRECT MARKETING FUNDRAISERS ASSOCIATION





We tell them:

# DIRECT MAIL MID-LEVEL RENEWAL/APPEAL

### **December HDLC**

#### **CAMPAIGN DETAILS**

Campaign Name December HDLC

Category Direct Mail Mid-Level Renewal

Nonprofit Name UPMC Hillman Cancer Center

Agency Name DaVinci Direct

Launch Date 12/2/24

Audience Targeted Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 1,230 Gross Revenue \$171,260 Average Gift (\$) \$4,391.28 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.07 Cost per Solicitation (Total Cost/Total Recipients) \$9.77

Response Rate 3.17%

#### WHY IS YOUR ENTRY SUCCESSFUL

UPMC mails their Health Discovery Leadership Circle appeal twice a year targeting Clinical Members and Prospects. This year we invited donors to name a room in the new UPMC Presbyterian Tower in honor of a loved one or as a lasting tribute to their philanthropic spirit. The UPMC Presbyterian Tower will integrate world-renowned clinical services to offer a full range of medical and surgical services, including transplantation, heart and vascular, and neurological care, all under one roof. The cost to name a room is \$10,000. We created and designed an accompanying brochure which will has also been used with their major gift mailings and is currently displayed at UPMC buildings.

The mailing was an unbelievable success! We received ten room sponsorships which resulted in \$120,000 of additional revenue. The direct mail package raised \$51,260 for a total income raised of \$171,260. This was a gross revenue increase of 1015% over last year! Our response rate increased 46% over FY24 and our average gift was 642% higher than last year due to the room naming feature. UPMC had a net income gain of 4712% over FY24.



### Fr. Solanus Hall Leadership Campaign

#### **CAMPAIGN DETAILS**

Campaign Name Fr. Solanus Hall Leadership Campaign

Category Direct Mail Mid-Level Renewal

Nonprofit Name Saint Lawrence Seminary

Agency Name JCR Direct

Launch Date 8/2/24

Audience Targeted Sustainers, Donors, Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 1,039

Gross Revenue \$294,913.00

Average Gift (\$) \$3,205.57

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.03

Cost per Solicitation (Total Cost/Total Recipients) \$9.70

Response Rate 8.85%

#### WHY IS YOUR ENTRY SUCCESSFUL

Saint Lawrence Seminary, a Capuchin-led high school seminary, has formed generations of young men in faith and service. But a beloved senior dormitory, was long past its prime, it could no longer meet the needs of today's students. The objective of this campaign was to raise leadership-level gifts to jumpstart a multi-million-dollar project.

A premium, high-touch package was developed and mailed to a highly curated list of 1,039 leadership prospects. Every element was designed to convey significance, reverence, and lasting impact.

The OE was an ivory offset booklet envelope, sealed with a gold-foil anniversary sticker, adorned with commemorative stamps, and a mailer cancellation. Inside, a deluxe ivory linen pocket folder featuring a matching anniversary seal.

On the front of each folder was a personalized, full-color letter from the seminary. The letter was versioned for four audience segments, each striking a different emotional chord, yet with the same call: "walk with us once again."

The folder included:

- A brochure with renderings, quotes, and reflections.
- A personal lift note from alumnus with testimonials.
- A reply form with pledge options and "Creative Ways to Give."
- A reply envelope with faux stamps honoring Saint Anthony, Padre Pio, and Solanus Casey.

A \$1 million matching challenge from the Capuchin Province of St. Joseph added urgency and doubled the impact of each gift.







DIRECT MAIL MID-LEVEL RENEWAL

### **Heifer Mid-Level Sustainer Conversion Campaign**

#### **CAMPAIGN DETAILS**

**Campaign Name** Heifer Mid-Level Sustainer Conversion Campaign

Category Direct Mail Mid-Level Renewal

Nonprofit Name Heifer International

Agency Name Lautman Maska Neill & Company

Launch Date 2/7/24

Audience Targeted Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 22,761

Gross Revenue \$112,611.00

Average Gift (\$) \$901.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.46

Cost per Solicitation (Total Cost/Total Recipients) \$2.30

Response Rate 0.54%

#### WHY IS YOUR ENTRY SUCCESSFUL

To help convert a select group of higher value annual donors to sustainers, Heifer International created a brand new, high-touch sustainer conversion package.

The approach was extremely personal - starting with a cream envelope with real return address label and multiple stamps which really stood out in mailboxes. Inside, these valuable donors were delighted to receive a paperclipped bundle that included a stand-alone supporter card, 1-page letter inviting them to join Heifer's monthly giving program (Friends of Heifer), memo style reply form and stamped reply envelope.

The letter was extremely personal and met donors where they were - we wanted starting a monthly gift to be easy for them! Therefore, the letter encouraged them to join Friends of Heifer by calling a special concierge donor phone line, online with a unique URL or by returning the enclosed reply form.

This approach paid off! The mailing converted 26 1x donors to monthly with an exceptionally high \$191 average gift! That's over \$59,000 in annualized gross revenue! In addition, the campaign generated 99 1x gifts for \$53,019 which offset the cost of the mailing.


#### DIRECT MAIL MID-LEVEL RENEWAL

## IRC's Recovery & Resilience Response Fund Campaign

#### **CAMPAIGN DETAILS**

**Campaign Name** IRC's Recovery & Resilience Response Fund Campaign

Category Direct Mail Mid-Level Renewal

Nonprofit Name International Rescue Committee

Agency Name Faircom New York

Launch Date 8/9/24

Audience Targeted Donors, Mid-Level, Prospects

#### CAMPAIGN STATS

Total Recipients 67,540 Gross Revenue \$1,240,076 Average Gift (\$) \$674.69 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.16 Cost per Solicitation (Total Cost/Total Recipients) \$3.01 Response Rate 2.27%

#### WHY IS YOUR ENTRY SUCCESSFUL

The International Rescue Committee (IRC) helps people shattered by conflict and disaster survive and recover. What began as a mid-level proposal evolved into a powerful, multitiered strategy engaging mid-level and disqualified major donors while creating a revolutionary pathway for standard donors to step up.

We developed our campaign around IRC's work across six crucial program pillars. We focused on making the package donor-centric. The OE featured "SPECIAL REPORT FOR LEADERSHIP DONORS LIKE YOU" branding and a personalized sticky note for each segment, highlighting their unique relationship. We used a yellow "Rescue Collective Leaders" banner for mid-level audiences to create visual unity and underscore the prominent role these donors played in the mission. Non-branded versioning was used for major donors and the "Bridge" segment, targeting high-potential standard donors (\$500-\$999) with specialized messaging to encourage them to upgrade their support. Rather than focusing on the specifics of one crisis, we crafted a broader, more emotional message through client voices and stories. We prioritized featuring women and girls throughout based on donor survey insights. In addition to our Direct Mail package, the campaign leveraged multiple channels including personalized lift notes from relationship managers, handwritten follow-up cards, email series, text cultivation, telemarketing, and retargeting ads to deliver consistent messaging about the Recovery & Resilience Fund.



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## **Mid-Level Patient Care Appeal**

#### **CAMPAIGN DETAILS**

Campaign Name Mid-Level Patient Care Appeal Category Direct Mail Mid-Level Renewal Nonprofit Name Planned Parenthood Mar Monte Agency Name MKDM Launch Date 11/30/23 Audience Targeted Donors, Mid-Level CAMPAIGN STATS Total Recipients 3,642

Gross Revenue \$203,618.00 Average Gift (\$) \$672.00 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.03

Cost per Solicitation (Total Cost/Total Recipients) \$1.75

Response Rate 8.32%

#### WHY IS YOUR ENTRY SUCCESSFUL

Sometimes the most effective direct mail...is the simplest. The Planned Parenthood Mar Monte December 2023 Mid-Level appeal - featuring just an envelope, a short letter, a donor thank-you card, and a BRE – was developed to generate strong response but with limited expense. Using tactical personalization within the letter, the copy spoke to the impact a donor could have within their very own community - highlighting their county name and the number of supporters needed from that area to help meet the year-end matching gift goal. Messaging focused on appreciation, acknowledging each donor's impact since their first year of giving to Planned Parenthood Mar Monte. The letter also looked into the future, specifically called out what their next gift could help make possible in the year ahead. Access to sexual and reproductive health care after the Dobbs decision was at a turning point, and it was important to illustrate the patient needs the donor could help PPMM meet. And donors responded – with an 8.32% response rate and an impressive \$672 average gift, Planned Parenthood Mar Monte received \$203,618 in gross revenue and netted \$197,244 as a result of the simplified package and strategic approach that paired need and impact with deep appreciation.



DIRECT MARKETING FUNDRAISERS ASSOCIATION

#### DIRECT MAIL MID-LEVEL RENEWAL

## **Northern Great Plains and Tribal Lifeways Appeal**

#### **CAMPAIGN DETAILS**

**Campaign Name** Northern Great Plains and Tribal Lifeways Appeal

Category Direct Mail Mid-Level Renewal

Nonprofit Name World Wildlife Fund

Agency Name Newport ONE

Launch Date 11/19/24

Audience Targeted Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 5,389 Gross Revenue \$1,250,301.00 Average Gift (\$) \$1,416.00 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.02 Cost per Solicitation (Total Cost/Total Recipients) \$4.36 Response Rate 15.46%

#### WHY IS YOUR ENTRY SUCCESSFUL

WWF's appeals to their Partners in Conservation (\$1K+ donors) usually focus on well-known charismatic species, like tigers, elephants, & pandas. This campaign took a bold, innovative risk by shifting away from familiar topics to focus on the less recognized yet equally vital Northern Great Plains. This land is in jeopardy. Each year, 630,000-acres are plowed up. Since 2012, more than 32-million acres have been destroyed. Our hope is that the donors would be moved by WWF's work with Native Nations, ranchers, & local governments to protect these crucial grasslands and the wildlife and people that call it home. To have this appeal stand out and evoke the essence of the prairie, the brown OE was printed with imagery of beautiful native grasses.

A compelling 4-page letter clearly articulated threats facing the Northern Great Plains and carefully balanced the urgency with hope, underscoring the impact that donors could make. To highlight WWF's connection with the Native nations, we included a lift note from WWF's Tribal Community Liaison. Her words engaged donors on a personal and spiritual level. A booklet illustrated the scale and importance of the grasslands and a notecard from the donor's gift officer was included to further develop their relationship with them.

Mailed to 0–24-month Partners in Conservation donors (\$1000+), it exceeded expectations and achieved the highest RR% and revenue since an appeal in 2022, showing donors willingness to support less visible issues.













DIRECT MAIL MID-LEVEL RENEWAL

## **US Fund for UNICEF Midlevel Bamboo Luggage Tag**

#### **CAMPAIGN DETAILS**

**Campaign Name** US Fund for UNICEF Midlevel Bamboo Luggage Tag

Category Direct Mail Mid-Level Renewal

Nonprofit Name US Fund for UNICEF

Agency Name MarkeTeam

Launch Date 11/1/24

Audience Targeted Mid-Level

#### **CAMPAIGN STATS**

Total Recipients 16,214

Gross Revenue \$101,920.00

Average Gift (\$) \$1,307.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.24

**Cost per Solicitation (Total Cost/Total Recipients)** \$1.54

Response Rate 0.48%

## WHY IS YOUR ENTRY SUCCESSFUL

UNICEF USA (UNI) is committed to saving and improving children's lives and must be ready to respond to emergencies at a moment's notice. Each year, UNI sends a small year-end gift to Mid-Level donors (\$1,000-\$9,999) to thank them and encourage continued support.

Historically, a branded keychain was sent with moderate success, but donor feedback cited waste concerns. In 2024, after testing recyclable messaging with positive results, we pivoted to a more climate-conscious gift: two branded bamboo luggage tags—biodegradable, sustainable, high in perceived value - and aligned with their global focus.

The package featured an oversized #14 envelope with a "special thank you gift enclosed" teaser, recyclable markings, and a heavy, rigid feel to encourage opening. Inside, a personalized letter thanked donors and positioned the luggage tags as a travel companion and reminder of the impact they've made. There was no fixed ask amount—just an open ask—plus a reply form promoting QCDs and DAFs for this key Mid-Level audience.

Despite mailing to a slightly smaller group due to natural attrition, the new package exceeded expectations. The previous year's keychain mailing brought in \$83,600 from 59 donors. In 2024, the bamboo tag package brought in \$101,920 from 78 donors—a 22% revenue increase and 57% lift in revenue per thousand. Cost per dollar raised was cut in half.

We're thrilled with the results and proud to give donors a meaningful, sustainable gift they'll use with pride.



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# DIGITAL ACQUISITION

#### DIGITAL ACQUISITION

## **Audubon Magazine Annual Offer**

#### **CAMPAIGN DETAILS**

Campaign Name Audubon Magazine Annual Offer

Category Digital Acquisition

Nonprofit Name National Audubon Society

Agency Name Stagecoach Digital

Launch Date 11/18/24

Audience Targeted Donors, Prospects

#### **CAMPAIGN STATS**

Gross Revenue \$100,284.00 Average Gift (\$) \$166.31 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.34 Cost per New Donor \$55.16

#### WHY IS YOUR ENTRY SUCCESSFUL

Audubon's campaign soared past expectations by combining smart segmentation, joyful creative, and an irresistible value proposition: give annually, receive Audubon Magazine for life. Anchored by the enchanting Ruby-throated Hummingbird and messaging that celebrated the joy of birds and the impact of recurring giving, the campaign invited supporters to be part of something lasting—protecting birds year after year while staying informed on vital conservation efforts.

**Results included:** ROI: \$2.74 496% YOY increase in new donor revenue 371% YOY increase in annual donor revenue 132% YOY increase in lapsed donor revenue

This dramatic year-over-year growth proves that tapping into donor passion, offering a tangible reward, and framing the ask around long-term impact can transform a simple offer into a powerful movement for good.





Digital Appeal, 2024, October

DIRECT MARKETING FUNDRAISERS ASSOCIATION

#### DIGITAL ACQUISITION

## February Giving Day 2X Match Digital Media Campaign

#### **CAMPAIGN DETAILS**

**Campaign Name** February Giving Day 2X Match Digital Media Campaign

Category Digital Acquisition

Nonprofit Name Atlanta Humane Society

Agency Name Faircom New York

Launch Date 2/1/24

Audience Targeted Prospects, Donors

#### CAMPAIGN STATS

**Gross Revenue** \$31,355.00

Average Gift (\$) \$106.65

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.15

Cost per New Donor n/a

#### WHY IS YOUR ENTRY SUCCESSFUL

During the February Giving Day Match campaign, our objective was to increase donor engagement and drive revenue in a short window of time, all while working within tight budget constraints.

With traditional fundraising channels already in play (direct mail, email, and web), our digital campaign needed not only to supplement, but to significantly amplify overall campaign impact.

The challenge was clear: how do we break through, build urgency, and convert donors at scale with limited dollars?

Meta delivered exceptional performance across all key metrics during its 2/1/24–2/20/24 flight: 321,943 impressions reaching 63,528 people. The CTR of 1.68% indicates strong relevance and engagement, producing 294 view-and-click gifts at a CPC of just \$0.88. With just \$4,800 in total spend, this campaign yielded \$31,355 in revenue, for an impressive Return on Ad Spend (ROAS) of 6.53x and an average gift of \$106.65, showcasing the quality of conversions driven.

These results far exceeded nonprofit industry averages for paid social. Meta alone became a high-efficiency donation engine, with performance that rivaled—and in some areas, surpassed—traditional channels.



DIRECT MARKETING FUNDRAISERS ASSOCIATION

## DIGITAL ACQUISITION RCI Digital Acquisition Campaign

#### **CAMPAIGN DETAILS**

**Campaign Name** RCI Digital Acquisition Campaign

Category Digital Acquisition

Nonprofit Name Rutgers Cancer Institute

Agency Name True Sense

Launch Date 4/15/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

**Gross Revenue** \$239,575.00

Average Gift (\$) \$660.00

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

Cost per New Donor \$141.00

#### WHY IS YOUR ENTRY SUCCESSFUL

Rutgers Cancer Institute (RCI) wanted to grow its digital program but knew that its file composition was primarily direct mail origin donors. They could not simply ask for gifts digitally; they needed to educate digital prospects who had not heard of RCI, drawing through the classic digital funnel of awareness, consideration, and conversion.

RCl's digital acquisition strategy embodied the 3 strategic cornerstones for successful digital acquisition:

- 1. Advertising mediums are leveraged
- 2. Creative framed by objective, audience, and medium.
- 3. UX focus, from initial ad engagement to gift transaction

This strategy enabled Rutgers to stand out in a complex and crowded market space during the busy fundraising season. The first task was to establish awareness. Ads were focused on focused on the question "Did you know?" not asking for an immediate gift. Traffic was sent to advertorial content pages and stories linked to donation forms. Google Demand Gen was used to engage aware prospects who were now researching RCI. They were served visually appealing, multi-format ads on Google's most impactful networks.

The results were strong:

- CTR: 0.05% Meta; 0.41% programmatic display; .78% Google Demand Gen
- CPC: \$2.16 programmatic display; \$0.09-\$0.10 Googe (various audiences) Finally, patient stories were leveraged on social media where stories are crucial for success. The carousel ad received a 0.41% CTR and helped generate 3% of the overall platform gifts; again, without an ask!



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#### DIGITAL ACQUISITION

## Save the Heart of the Wild

#### **CAMPAIGN DETAILS**

**Campaign Name** Save the Heart of the Wild

Category Digital Acquisition

Nonprofit Name Wildlife Conservation Society

Agency Name Stagecoach Digital

Launch Date 11/18/24

Audience Targeted Donors, Sustainers, Prospects

#### CAMPAIGN STATS

**Gross Revenue** \$730,045.00

Average Gift (\$) \$114.33

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.68

Cost per New Donor \$156.58

#### WHY IS YOUR ENTRY SUCCESSFUL

Wildlife Conservation Society's Giving Tuesday & Year-End campaign exceeded expectations in both driving overall revenue past their goal, as well as increasing revenue from new donors by 46% year over year. The stunning visuals and creative storytelling in both emails and ads were successful in capturing the attention of new donors and compelling them to give for the first time, as well as upgrading existing donors into a recurring gift. Best of all, the campaign powerfully conveyed the critical support needed to advance their conservation mission and "save the heart of the wild." The results speak for themselves:

Overall revenue: \$730,045

46% YOY increase in new donor revenue 7% YOY increase in new annual recurring revenue 116% YOY increase in new monthly recurring revenue







#### DIGITAL ACQUISITION

## St. Francis House Giving Tuesday Acquisition

#### **CAMPAIGN DETAILS**

**Campaign Name** St. Francis House Giving Tuesday Acquisition

**Category** Digital Acquisition

Nonprofit Name St. Francis House

Agency Name DaVinci Direct

Launch Date 11/13/24

Audience Targeted Prospects

#### **CAMPAIGN STATS**

**Gross Revenue** \$12,970.00

Average Gift (\$) \$249.42

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.49

St. Francis House, Boston

Cost per New Donor \$122.75

## WHY IS YOUR ENTRY SUCCESSFUL

St. Francis House had done limited email and digital activity prior to engaging the agency in July 2024. It was a high priority to execute a coordinated omni-channel program. It was important to us to test in a variety of channels and themes, but to be conservative in terms of spend because the digital budget was limited, as it included a lot of new initiatives.

The lead up to Thanksgiving and Giving Tuesday soon after was a critical timeframe. Giving Tuesday is, of course, an important day of giving, but Thanksgiving is an important holiday for the client, as they host a large celebration for their guests to enjoy the holiday together. In addition to balancing a tight budget, we needed to weigh our focus between two important days so close to one another.

For Giving Tuesday, we ran two static ads and one carousel ad. The client had a challenge match that launched with Giving Tuesday.

This Giving Tuesday Meta campaign was an important first step in establishing their digital footprint and contributed to a tremendous year end. Not included in the results shown with this entry, an additional 771 gifts and \$198,594 came through as general online giving in the fall/ CYE. Overall, the organization saw a 182% increase in online giving in December 2024 compared to December 2023.



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## 2024 HRC November Digital Renewal

#### **CAMPAIGN DETAILS**

Campaign Name 2024 HRC November Digital Renewal

**Category** Digital Renewal

Nonprofit Name Human Rights Campaign

Agency Name Lautman Maska Neill & Company

Launch Date 11/7/24

Audience Targeted Prospects, Donors

#### **CAMPAIGN STATS**

**Gross Revenue** \$266,474.00

Average Gift (\$) \$60.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.04

Response Rate 0.07%

Number of Conversions 2,149

Conversion Rate 0.10%

Digital Impressions 2,112,416

#### WHY IS YOUR ENTRY SUCCESSFUL

The 2024 HRC November Renewal Digital Campaign was the best performing renewal campaign EVER. It beat overall revenue projection by more than 50%, signed up TWICE as many monthly donors, and SIX times as many autorenewal donors!

HRC's renewal cycle begins in November, and year was a Presidential election year -- therefore we spent a lot of time preparing different messaging scenarios depending on which way the election went. And because of the efforts that went into preparation, we were able to launch the first renewal email just two days after the election! The email and SMS copy acknowledged that the Presidential election result was not what the organization had hoped for, but that only means that HRC's work is more important than ever. The copy then focused on HRC's core renewal message and the plans for the year ahead and encouraged members to renew their support to ensure HRC continues to fight for equality in the challenging years ahead.

This campaign also had a matching gift component - anyone who signed up to become an autorenewal donor will have their gift matched that year. This worked EXTREMELY well and HRC beat their projected autorenewal goal by 632%!





## **Calendar Year End**

#### **CAMPAIGN DETAILS**

Campaign Name Calendar Year End

Category Digital Renewal

Nonprofit Name St. Francis House

Agency Name DaVinci Direct

Launch Date 12/9/24

Audience Targeted Sustainers, Mid-Level, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$87,183.00

Average Gift (\$) \$185.89

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

Number of Conversions 469

Response Rate 3.05%

Conversion Rate 0.89%

Digital Impressions 52,723

#### WHY IS YOUR ENTRY SUCCESSFUL

St. Francis House had done limited email and digital activity prior to engaging the agency in July 2024. It was a high priority to execute a coordinated omni-channel program, and test in a variety of channels, but the digital budget was limited. The results were phenomenal. Overall, the organization saw a 182% increase in online giving in December 2024 compared to December 2023. Not included in the campaign results, there were 771 gifts and \$198,594 in general online giving.

We launched a lightbox on the web site on 12/9. While the organization is not affiliated with the Catholic Church, it has roots in the church, as their founder was a Catholic priest. Many donors are Catholic and give out of a religious duty. Because of this commitment, lightbox 1 included Christmas drive branding, along with a coordinated image and message about the match. The day after Christmas we deployed lightbox 2 with the Christmas drive branding removed.

The Meta campaign also deployed on 12/9. The creative reinforced the same message and images used in the other channels. In all, we ran one 30 second video, 1 carousel, and 3 still image ads, testing different placements of the matching gift message.

Four emails deployed the last few days of the year with coordinated messaging, images, and design as the other channels.

There were two text messages sent on 12/31, focusing on the urgency of the Challenge Match deadline.

The success of the campaign paves then way for growth next year.







## **CLO Spring Appeal**

#### CAMPAIGN DETAILS

Campaign Name CLO Spring Appeal Category Digital Renewal Nonprofit Name Cornell Lab of Ornithology Agency Name Concord Direct Launch Date 6/1/24 Audience Targeted Sustainers, Donors, Mid-Level

#### **CAMPAIGN STATS**

Gross Revenue \$264,649 Average Gift (\$) \$67.51 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.07 Number of Conversions 660 Response Rate 0.000105% Conversion Rate 0.003% Digital Impressions 2,145,587

#### WHY IS YOUR ENTRY SUCCESSFUL

With fiscal year-end approaching, the Cornell Lab of Ornithology needed a strong fundraising campaign to conclude the year on a high note.

With that in mind, the organization and their agency partner launched a campaign that featured a matching gift offer paired with impact stories. The primary goal was to increase revenue YOY, ensuring that the Cornell Lab's important work could continue to soar. In order to achieve the strongest possible response, we utilized a digital multichannel approach using email, web assets, and paid media.

To drive donations, we rallied audiences with an urgent call to protect birds in peril. Each email delivered not just an appeal, but a vivid glimpse into the scientific research, critical conservation efforts, and groundbreaking discoveries that supporters help make possible. By connecting donors to the real-world outcomes of their generosity, the campaign ignited passion, urgency, and action—proving that together, we can give our feathered friends the future they deserve.

With a 7.6% increase in digital revenue YOY, this campaign is worth raven about! Leads provided \$88,446.90, or 56.81% of campaign's email revenue. Members + Donors raised \$64,132, which is 41.20% of campaign's email revenue. And to top it all off, paid media ads delivered nearly 194% ROAS—outstanding!



## Guide Dogs for the Blind's D.O.G. Campaign

#### **CAMPAIGN DETAILS**

Campaign Name Guide Dogs for the Blind's D.O.G. Campaign

Category Digital Renewal

Nonprofit Name Guide Dogs for the Blind

Agency Name RKD Group

Launch Date 9/1/24

Audience Targeted Prospects, Sustainers, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$148,968.00

Average Gift (\$) \$80.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.37

Number of Conversions 227

**Response Rate** 0.5%

Conversion Rate 0.003%

Digital Impressions 7,000,000

#### WHY IS YOUR ENTRY SUCCESSFUL

September is recognized as National Guide Dog Month (NGDM).

Guide Dogs for the Blind (GDB) had multiple goals for the month:

- \* Integrate with NGDM as a theme for donor stewardship, honor the work of guide dogs and raise funds to support key programs
- \* Achieve a 23% YOY increase in September in total revenue
- \* Hold first Day Of Giving (DOG) for the organization & raise enough to unlock a matching gift opportunity from a generous supporter
- \* Involve special target audiences over the course of the month
- \* Generate awareness for a new peer-to-peer fundraising platform that could help increase participation in future virtual or in-person events

Results:

- \* Online revenue raised during the month of September exceeded GDB's goal, with an increase of 83% YOY and achieving an all-time high for the month for the organization
- \* For GDB, the new DOG event was only surpassed in generating online revenue by #GivingTuesday and year-end (the last 2 days of the calendar year)
- \* The DOG MMS set a new high for revenue raised via text messaging for GDB
- \* Of those who responded to the text 96% gave a larger amount than their last gift, and for 17% it was their largest lifetime gift amount
- \* Emails delivered for the month of September decreased by 2% YOY, but unique opens and unique clicks increased by 33% and 128%, respectively
- \* Email revenue and gifts for the month of September increased YOY by 206% and 141%, respectively









## Hurricane Helene Rapid Response

#### **CAMPAIGN DETAILS**

Campaign Name Hurricane Helene Rapid Response Category Digital Renewal Nonprofit Name North Shore Animal League America Agency Name Sanky Communications Launch Date 10/7/24 Audience Targeted Prospects, Sustainers

#### CAMPAIGN STATS

Gross Revenue \$32,584.00 Average Gift (\$) \$51.00 Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.09 Number of Conversions 683 Response Rate 0.04% Conversion Rate 0.08% Digital Impressions n/a

#### WHY IS YOUR ENTRY SUCCESSFUL

This was the top-performing appeal outside of Giving Day, GivingTuesday, and Holiday/Year-End due largely to its urgency.

North Shore Animal League America routinely performs rescue missions in the wake of natural disasters. Hurricane Helene was unique for how far inland flood and storm damage occurred – particularly in Georgia and the Carolinas. The organization responded immediately, driving down to Georgia with muchneeded supplies and returning north with 35 cats and dogs from there and South Carolina who were displaced by the storm.

This rapid response was planned alongside the on-the-ground efforts and launched just 8 days after the storm dissipated. Two emails and one MMS were planned, keeping the scope of the campaign narrower but easier to launch on short notice. The timing combined with the intense needs of the animals to form an especially potent and effective appeal.





## **K9s for Warriors National Service Dog Day**

#### **CAMPAIGN DETAILS**

**Campaign Name** K9s for Warriors National Service Dog Day

**Category** Digital Renewal

Nonprofit Name K9s for Warriors

Agency Name TrueSense

Launch Date 9/9/24

Audience Targeted Donors, Prospects

#### CAMPAIGN STATS

Gross Revenue \$50,104

Average Gift (\$) \$127.17

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.46

Number of Conversions 382

**Response Rate** 0.01%

Conversion Rate 0.0068%

Digital Impressions 5,622,270

#### WHY IS YOUR ENTRY SUCCESSFUL

In 2023, advocacy efforts by K9s led to a Congressional Resolution officially recognizing September 20 as National Service Dog Day (NSDD). In 2024, K9s deployed a multi-channel digital campaign to elevate NSDD as a national moment and raise funds to support K9s' critical programs.

The campaign carefully balanced the serious subject matter with inspiring creative. A \$10,000 match incentive added urgency and a tangible reason to act.

The campaign used paid social, display, native, email, and SMS with an emphasis on emotional connection, and donor education. Landing page non-converters were retargeted in display and paid social.

K9s used dynamic ad technology in social to test and optimize a mix of creative content on the fly. Email and SMS were used to provide reminders and highlight the match opportunity. Donors were offered a downloadable image for social sharing, helping turn individual support into broader public advocacy.

Aside from the impressive results above, the campaign had a ROI of 1.19 and a ROAS of 2.19, remarkable for a first-year campaign tied to a newly established awareness day-particularly one focused on awareness and advocacy.

This campaign not only introduced National Service Dog Day to a broader audience but also demonstrated the power of a coordinated, mission-driven media mix. It laid the groundwork for NSDD as a powerful means to deepen public awareness of the mental health crises veterans face, and the life-changing role service dogs play in saving lives.



#### K9S FOR WARRIORS NATIONAL SERVICE DOG DAY





















K9S FOR WARRIORS NATIONAL SERVICE DOG DAY EMAIL AND DONATION PAGE





## **Return to Freedom Giving Tuesday**

#### **CAMPAIGN DETAILS**

**Campaign Name** Return to Freedom Giving Tuesday

Category Digital Renewal

Nonprofit Name Return to Freedom

Agency Name Nexus Direct

Launch Date 11/26/24

Audience Targeted Donors, Mid-Level

#### **CAMPAIGN STATS**

**Gross Revenue** \$70,485.98

Average Gift (\$) \$284.22

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.15

Number of Conversions 75

Response Rate 0.79%

Conversion Rate 0.01%

Digital Impressions 647,218

#### WHY IS YOUR ENTRY SUCCESSFUL

Faced with a crisis after rescuing an entire herd of horses, Return to Freedom's sanctuary was over-capacity and under-resourced. More animals meant increased costs for feed, medical care, and shelter—just as the rainy season approached.

To meet this challenge, a strategic Giving Tuesday campaign was launched to re-engage donors and raise critical funds. The multichannel approach included a matching gift incentive, urgency-driven messaging, targeted social ads, website popups, and A/B testing across email content and donation asks. Storytelling played a key role, featuring the real-life rescue of a horse named Amante to connect with supporters emotionally. The campaign also tested themes based on RTF's mission pillars to find the most compelling content.

This resulted in RTF's most successful Giving Tuesday ever...

- 164% increase in revenue and 40% more gifts than the year prior
- 9 new recurring donors, adding \$34,800 in annual revenue
- Increased average gift size without reducing response
- Campaign insights directly informed a strong year-end campaign
- 14 new donors acquired just before year-end
- Highest-performing emails and ads of the year
- Most importantly, funds enabled the sanctuary to build 7 new shelters—just in time for the first storm



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TRIPLE My Gift Today!

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## Veterans Day 36-Hour Challenge

#### **CAMPAIGN DETAILS**

**Campaign Name** Veterans Day 36-Hour Challenge

Category Digital Renewal

**Nonprofit Name** National Coast Guard Museum Association

Agency Name MKDM

Launch Date 11/10/24

Audience Targeted Prospects, Sustainers, Donors, Mid-Level

#### **CAMPAIGN STATS**

Gross Revenue \$32,854.00

Average Gift (\$) \$119.00

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

Number of Conversions n/a

**Response Rate** 0.51%

Conversion Rate n/a

Digital Impressions n/a

## WHY IS YOUR ENTRY SUCCESSFUL

As we developed the Veteran's Day campaign for the National Coast Guard Museum Association (NCGMA), we recognized an opportunity to accelerate the \$150,000 year-end matching challenge ahead of the traditional year-end giving season—with a three notice, 36-hour campaign with a goal of reaching \$11,000 by the end of Veteran's Day (11/11).

The challenger was an Army veteran whose gift to NCGMA honored his father, a Coast Guard veteran, enabling the campaign to lean into language that conveyed the importance of each military branch supporting the others—in this case, in the effort to build a national museum for the U.S. Coast Guard. Archival photographs of the challenger's father helped personalize the challenger's connection and underscored how the Museum, once completed, will represent the history of the Coast Guard. The campaign also featured a related back-end premium, a Museum-branded "boat tote", used across year-end solicitations.

Audience included a mix of prior donors and a small prospect list of Coast Guard veterans:

- One-time donors: 66.9%
- House prospects: 20.1%
- Monthly donors: 12.6%
- Mid-level donors: 0.4%

The results blew us all out of the water.

The three-notice, 36-hour campaign generated nearly \$33,000 in gross revenue, or 299% of the goal, and an impressive 0.51% response rate. The results are especially notable given the organization's small file size (less than 20,000 records) at the time of delivery.



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## **Wolf Conservation Center Ultrasound Flash Match**

#### **CAMPAIGN DETAILS**

**Campaign Name** Wolf Conservation Center Ultrasound Flash Match

Category Digital Renewal

Nonprofit Name Wolf Conservation Center

Agency Name K2D Strategies

Launch Date 8/19/24

Audience Targeted Mid-Level, Prospects, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$28,897.89

Average Gift (\$) \$58.62

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.13

Number of Conversions n/a

Response Rate 0.26%

Conversion Rate n/a

Digital Impressions n/a

## WHY IS YOUR ENTRY SUCCESSFUL

The Wolf Conservation Center was seeking to purchase an unbudgeted, state-of-the-art portable ultrasound machine, which would improve care for the wolves they house onsite and reduce the trauma of transporting wolves to a local veterinary clinic. Email fundraising was the perfect venue to raise these funds, but we faced the challenge of creating a fundraising series for a digital audience that was not accustomed to receiving fundraising asks.

We paired the goal of purchasing the ultrasound machine with a flash match that would run for only 48 hours. The response was incredible, and final revenue was nearly \$29K—more than 4X the original goal of \$7K.

Email revenue for the entire month of August in the previous year had totaled just \$840. With just one campaign, WCC had been able to increase email fundraising in August by an historic 3341% YoY!





## **Adopt a Butterfly Sustainer Campaign**

#### **CAMPAIGN DETAILS**

Campaign Name Adopt a Butterfly Sustainer Campaign

Category Multichannel

Nonprofit Name American Museum of Natural History

Agency Name n/a

Launch Date 3/20/24

Audience Targeted Donors, Prospects

#### **CAMPAIGN STATS**

Gross Revenue \$2,290/month Average Gift (\$) \$18.00 Cost to Raise \$1 (Total Cost/Gross Revenue) \$3.95

Total Digital Impressions 145,757

Response Rate 0.01%

#### Number of Conversions 23

Conversion Rate 0.02%

#### WHY IS YOUR ENTRY SUCCESSFUL

This campaign launched our sustainer program. We decided to move away from premiums easily found outside our institution or purchased through our shop. Inspired by other orgnaization's use of printed certificates, we offered new sustainers both a personalized letterhead with their name and the butterfly they chose to adopt as well as a 5x7 trading card for their chosen butterfly. Both of these items were one-time premiums which gave the campaign an extra sense of urgency and an intimacy which we could then continue to steward in the future. This group of sustaining donors has converted a life time ROI of 2.1x.





## **Anti-Cruelty Day Of Giving**

#### **CAMPAIGN DETAILS**

Campaign Name Anti-Cruelty Day Of Giving

Category Multichannel

Nonprofit Name Anti-Cruelty Society

Agency Name TrueSense Marketing

Launch Date 2/20/24

Audience Targeted Prospects, Donors, Sustainers

#### **CAMPAIGN STATS**

Gross Revenue \$148,695.00

Average Gift (\$) \$79.18

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

Total Digital Impressions 1,179,551

**Response Rate** 9%

Number of Conversions 2,348

Conversion Rate 0.001%

#### WHY IS YOUR ENTRY SUCCESSFUL

Improving ROI During a Milestone Year. The Anti-Cruelty Society faced declining ROI on their annual omnichannel Day of Giving campaign. In 2024, they met that challenge while simultaneously leveraging their 125th anniversary milestone.

A Unified Messaging with Emotional Connection. The strategy incorporated several approaches in a cohesive, emotionally resonant campaign: Develop a unified call to action that emphasized community impact: "Your help on this special day, combined with support from your compassionate neighbors, can make an impact that lasts a lifetime for pets in need."

Economize direct mail by combining two pieces into one cost-effective communication, including an interactive "flat Stanley" engagement element.

Create storytelling across all channels with consistent brand alignment to their core mission pillars: Best Care, Open Door, and Human-Animal Bond.

Recognize that milestone celebrations alone don't drive donations. Instead, focus on emotional connection and tangible impact to craft a compelling call to action that inspires donors to give.

Dramatic Performance Improvement. The reimagined approach delivered exceptional results with a 148% increase in return on investment year-over-year (1.87 ROI in 2023, compared to 4.63 ROI in 2024). The integrated campaign successfully unified the 125th anniversary with the Day of Giving with celebration, motivating donor contributions while reducing overall marketing costs.







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## **Be An Angel Day**

#### **CAMPAIGN DETAILS**

Campaign Name Be An Angel Day

**Category** Multichannel

Nonprofit Name Covenant House International

Agency Name Moore Digital

Launch Date 8/1/23

Audience Targeted Donors, Sustainers, Prospects, Mid-Level

#### **CAMPAIGN STATS**

Gross Revenue \$333,871.00

Average Gift (\$) \$227.25

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.46

**Total Digital Impressions** (2,042,550 Trade Desk + 6,584,593 Google + 1,012,677 Meta)

Response Rate 0.10%

**Number of Conversions** (65 from Trade Desk + 766 from Google + 381 from Meta)

Conversion Rate 0.013%

#### WHY IS YOUR ENTRY SUCCESSFUL

Be An Angel Day was Covenant House's first annual giving day — and a major success. Our digital-first, integrated campaign brought together email, text, direct mail, paid and organic media, and website takeovers to create a surround-sound experience. Anchored by a central landing page and themed around kindness and impact, the campaign delivered strong returns: over \$330K raised, 140 new donors acquired, and a 26% increase in revenue over the prior year. A Save the Date postcard drove 37.5% of donations, proving that digital works even better when paired with direct mail. We also empowered supporters to become amplifiers, with a social toolkit encouraging peer-to-peer promotion. This campaign wasn't just about fundraising — it built community, invited meaningful action, and set a new standard for annual giving at Covenant House.



## **Carpenter's Shelter Spring2ACTion**

#### **CAMPAIGN DETAILS**

Campaign Name Carpenter's Shelter Spring2ACTion

**Category** Multichannel

Nonprofit Name Carpenter's Shelter

Agency Name Nexus Direct

Launch Date 4/1/24

Audience Targeted Mid-Level, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$97,914

Average Gift (\$) \$502.12

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

Total Digital Impressions 187,653

Response Rate 1.63%

Number of Conversions 54

Conversion Rate 0.03%

#### WHY IS YOUR ENTRY SUCCESSFUL

**Problem:** Just before Alexandria, VA's biggest giving day, Spring2ACTion, Carpenter's Shelter (CS) took over the city's only other emergency shelter—doubling the number of people served without additional staff. CS urgently needed to raise more funds to sustain this expanded mission, while competing with other nonprofits for limited donor attention and matching funds. **Solution:** CS launched a strategic multichannel campaign to maximize reach and revenue:

- Postcards targeted offline donors, ensuring inclusion without unnecessary costs.
- Google Ad Grant brought in high-intent traffic at zero cost.
- Videos added authenticity to email and social.
- Gamification tools like countdowns and donor tickers built urgency.
- Matching gifts and symbolic impacts (beds, meals) motivated action.
- Storytelling centered on real local stories to foster empathy and connection.

#### **Results:**

- Raised 92% more than the previous year—doubling revenue.
- Gift size increased 252% year-over-year.
- 37.8% of gifts came from postcard recipients.
- 51 new donors acquired.
- \$3,790 raised via the Google Ad Grant—completely free.
- Ranked #1 on Spring2ACTion's leaderboard, boosting visibility and community trust.

This campaign wasn't just successful—it was a lifeline at a moment of urgent need.





## **Cornell Lab of Ornithology Big Day**

#### **CAMPAIGN DETAILS**

Campaign Name Cornell Lab of Ornithology Big Day

Category Multichannel

Nonprofit Name Cornell Lab of Ornithology

Agency Name Concord Direct

Launch Date 4/29/24

Audience Targeted Sustainers, Mid-Level, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$770,353

Average Gift (\$) \$96.94

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.15

Total Digital Impressions 1,087,393

Response Rate 0.02%

Number of Conversions 685

**Conversion Rate** 0.0062994%

#### WHY IS YOUR ENTRY SUCCESSFUL

Imagine a world with no birds. No spirited chirps or rousing songs to brighten your day. That's what the Cornell Lab of Ornithology is working to prevent—and their annual Big Day campaign raises critical funds to fuel those efforts.

On Big Day, the Lab sends a team of expert birders to a special destination to find as many birds as possible—all in the name of bird conservation. A corresponding fundraising campaign asks members, donors, and prospects to donate to protect birds. The campaign failed to meet expectations the prior year, so we needed to take a fresh approach.

Big Day 2024 focused on the Great Lakes area as a migration hot spot, with an overall goal of boosting revenue and gifts YOY. To achieve this, we couldn't just wing it. So we implemented a multichannel approach, utilizing email, website assets, and direct mail alongside evergreen paid media ads (Google & Meta). The digital components ran from 4/29-5/31. An initial direct mail appeal dropped on 4/5, with a follow up sent on 5/31.

To drive donations, messaging celebrated the wonder of migration while also sharing the dangers birds face along the way.

Our efforts resulted in the best-performing Big Day campaign ever! Email gifts were up 11%, and email revenue was up 12% YOY. Web asset revenue increased nearly 7% YOY. DM brought in 34% more gross revenue than projected. And the DM average gift increased 11% YOY.

Talk about soaring to new heights!











## **End of Year Appeal Campaign**

#### **CAMPAIGN DETAILS**

**Campaign Name** End of Year Appeal Campaign

**Category** Multichannel

Nonprofit Name Associated Humane Societies

Agency Name Streamworks

Launch Date 9/26/24

Audience Targeted Donors, Sustainers, Mid-Level

#### **CAMPAIGN STATS**

**Gross Revenue** \$42,763.00

Average Gift (\$) \$53.00

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.26

Total Digital Impressions 130,698

**Response Rate** 6.14%

Number of Conversions 881

Conversion Rate 0.67%

#### WHY IS YOUR ENTRY SUCCESSFUL

This campaign represented a strategic shift for the organization by successfully uniting two historically separate donor groups: supporters of Popcorn Park, the organization's animal refuge for rescued wildlife, and those who give to the traditional animal shelter serving companion animals and pets. Donors were engaged through an integrated, multichannel approach that included direct mail, email, Google search and display ads, and USPS Informed Delivery. This strategy allowed the organization to share its broader impact and drive stronger overall performance. The campaign outperformed previous efforts that focused on just one program. In addition, the premium offer helped drive results, increasing average gift size by 10% and improving response rates, while keeping the cost to raise a dollar low.

The search ad campaign delivered over 4,000 impressions, with 255 clicks and confirmed donations in just 4 short weeks. The search ads performed exceptionally well with a 6.33% CTR, particularly appealing to an older demographic (45+), demonstrating the effectiveness of targeting users who are already interested in making a gift.



### **MULTICHANNEL** Jane's 90th Birthday

#### **CAMPAIGN DETAILS**

Campaign Name Jane's 90th Birthday

**Category** Multichannel

Nonprofit Name Jane Goodall Institute

Agency Name Mission Wired

Launch Date 3/1/24

Audience Targeted Mid-Level, Sustainers, Prospects, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$661,145

Average Gift (\$) \$79.79

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.13

Total Digital Impressions 1,237,882

**Response Rate** 1%

Number of Conversions 1,161

Conversion Rate 0.09%

#### WHY IS YOUR ENTRY SUCCESSFUL

Jane's birthday has become a tentpole campaign across all channels for the Jane Goodall Institute. As 2024 was a milestone year – Jane's 90th birthday, we utilized a \$90,000 match to correlate with the age she turned. All of our creative emphasized this match along with Jane's "birthday wish."

Additionally, we leveraged Sign for Good as an engagement tactic in digital, rolled out the "Make a Birthday Gift" call to action button that was tested in FY23, and defaulted to \$90 on the ask string for Jane's 90th in digital. The \$90 ask was also utilized in the Lo\$ direct mail campaigns and increased the average gift by nearly \$7 compared to FY23.

This campaign had a unified cross-channel message that emphasized the milestone year as we told Jane's life story throughout our creative. Overall, we saw a 58% increase in revenue compared to FY23 across all channels.

















**DIRECT MARKETING** FUNDRAISERS ASSOCIATION

## **Little Brothers Annual Christmas Appeal**

#### **CAMPAIGN DETAILS**

Campaign Name Little Brothers Annual Christmas Appeal

**Category** Multichannel

**Nonprofit Name** Little Brothers Friends of the Elderly -Chicago Chapter

Agency Name Faircom New York

Launch Date 11/3/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

**Gross Revenue** \$204,599.42

Average Gift (\$) \$189.62

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.77

Total Digital Impressions 24,324

Response Rate 0.03%

Number of Conversions 68

Conversion Rate 0.28%

#### WHY IS YOUR ENTRY SUCCESSFUL

Little Brothers – Friends of the Elderly (LBFE), is dedicated to relieving isolation and loneliness among older adults in Chicago.

The 2024 Christmas Campaign set out to achieve three goals: increase engagement, raise vital funds, and deepen awareness of LBFE's mission during a time of year when our older friends need connection most.

The appeal focused on Christmas programming and home deliveries, a Christmas card, and other treats to help them celebrate.

For direct mail, we included a custom version of the letter for donors who had responded to this appeal in the last two years. Segmenting out this group helped: 1) to show donors we know them and are mindful of their specific acts of generosity; 2) zero in on a group that was more likely to give based on past behavior.

The digital campaign was designed to create urgency and inspire holiday giving. It featured two emails and a lift note resend. We created an animated graphic – a cozy window scene filled with Christmas imagery suggesting the joy donors can bring.

To boost conversions, a lightbox featuring matching creative and reinforcing copy was deployed on the website.

At a remarkable 11.2% response rate and nearly \$197 Avg. Gift, the Christmas campaign was our best performer of the year!

Our efforts to reach busy donors across channels – Direct Mail, Email, and website Lightbox – with a consistent and compelling message paid off: Our 2024 campaign raised more than \$40K more than the previous year's.







## LWV 'Vote For Your Slogan' Yard Sign **Multichannel Campaign**

#### **CAMPAIGN DETAILS**

Campaign Name LWV "Vote For Your Slogan" Yard Sign Multichannel Campaign

**Category** Multichannel

Nonprofit Name League of Women Voters

Agency Name MarkeTeam

Launch Date 3/1/24

Audience Targeted Donors, Mid-Level, Sustainers, Prospects

#### **CAMPAIGN STATS**

Gross Revenue \$203,676.00

Average Gift (\$) \$33.73

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

Total Digital Impressions 2,430,523

**Response Rate** 0.001%

Number of Conversions 2,012

Conversion Rate 0.001%

#### WHY IS YOUR ENTRY SUCCESSFUL

The League of Women Voters (LWV) is a nonpartisan, grassroots organization focused on empowering voters. With the 2024 Presidential election approaching, we needed a campaign to motivate voters to support the League and get out to vote.

We created a Yard Sign campaign for LWV supporters to proudly display. Building on the success of our 2022 campaign, we launched an email campaign asking supporters to "pick your favorite" slogan. The initial email offered four design concepts, leading recipients to a landing page where they could vote for their preferred design.

Once selected, we promoted the yard sign through emails, Meta ads, SMS, and a lightbox on LWV.org. Regular donors and League members were asked for a minimum of \$25, while prospects were asked for \$15. The yard signs were sent about 8-10 weeks after the donation.

The campaign included three emails, Meta ads to League constituents and Lookalikes, SEO, and text messages. The yard sign was two-sided with the winning slogan, mailed in a large tube with the yard sign and a buckslip thanking donors. Google ads had an excellent .23 ROAS; Meta had a .57% CTR and .4 ROAS; SMS had a .58% response rate; generating more than \$200K in revenue!















## **March Membership Month**

#### **CAMPAIGN DETAILS**

Campaign Name March Membership Month

Category Multichannel

Nonprofit Name National Museum of the American Indian

Agency Name Avalon Consulting Group

Launch Date 3/1/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

**Gross Revenue** \$151,670.00

Average Gift (\$) \$93.80

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

Total Digital Impressions n/a

**Response Rate** 0.61%

Number of Conversions n/a

Conversion Rate n/a

#### WHY IS YOUR ENTRY SUCCESSFUL

Avalon and the National Museum of the American Indian (NMAI) have been partners since 2009, and in 2017, we saw an opportunity to create a multichannel campaign around Membership Month in March. Alongside a mirrored digital campaign, we sent members a direct mail appeal with a notepad gift to thank them for their member support. The campaign did so well that it became part of our yearly schedule!

With industry-wide paper and production costs increasing year after year, we needed to produce an impactful campaign without the high costs. In 2023, we tested removing the premium—half the audience received a notepad while the other half received only the letter. To our surprise, the audience that didn't receive a premium had a 2X stronger response rate, generating 206% more gross revenue and a 41% increase in net per donor!

In 2024, we ran a similar test—this time with a bookmark. The bookmark option was less expensive to produce than a notepad, and we wanted to see if our test would produce the same results as the previous year. Again, the version with no bookmark was the clear winner, with a 7.43% increase in net per donor for direct mail.

In 2023 and 2024, the March Membership Month DM appeal had the highest net revenue of the year—and in 2024, the digital campaign had the highest average gift at \$120 (18% higher than in 2023)! These tests proved that NMAI's members don't need a premium to support the museum—that the messaging within the letter was enough to motivate a gift.



DMF A DIRECT MARKETING FUNDRAISERS ASSOCIATION

## Notre-Dame Cathedral Grand Re-Opening Multi-Channel Campaign

#### **CAMPAIGN DETAILS**

**Campaign Name** Notre-Dame Cathedral Grand Re-Opening Multi-Channel Campaign

Category Multichannel

Nonprofit Name Friends of Notre-Dame de Paris

Agency Name Faircom New York

Launch Date 10/1/24

Audience Targeted Donors, Prospects

#### **CAMPAIGN STATS**

**Gross Revenue** \$207,236

Average Gift (\$) \$112.69

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

Total Digital Impressions 196,632

Response Rate 0.94%

Number of Conversions 1,839

Conversion Rate 0.94%

#### WHY IS YOUR ENTRY SUCCESSFUL

Friends of Notre-Dame de Paris is the leading international nonprofit raising funds to restore Notre-Dame Cathedral. After the fire in 2019, the scope of the project – and funds needed – dramatically increased.

Our strategy was to thank donors for making the reopening possible by including a poster highlighting the restoration progress and to implore donors to stay engaged for the next phase of restoration. The package included a letter of gratitude and highlighted the ongoing projects.

The mailing was expanded to include lower-level and lapsed donors as well as a follow-up mailing to top-level donors.

Digital efforts highlighted the importance of continuing restoration efforts, using Giving Tuesday to mobilize support before the reopening. Each email reinforced that the Cathedral's journey is far from over.

Our direct mail and digital campaigns exceeded expectations in engagement and revenue. The organization has seen a significant increase in the number of new and upgraded 1,163 Society members. With 1,353 gifts, it generated a powerful response of 5% across 27,299 mailed pieces and raised \$173,569 in gross revenue, with an average gift of \$128.

For digital, a total of 169,333 emails were delivered through 5 sends. On top of a strong click-through rate of 1.73%, these emails generated \$33,667 in revenue from 486 donations, with an average online gift of \$69.27. Overall, this campaign spanning Giving Tuesday and the reopening brought in 78% more revenue than last year.



## **PanCAN Drive to Thrive**

#### **CAMPAIGN DETAILS**

Campaign Name PanCAN Drive to Thrive

Category Multichannel

Nonprofit Name PanCAN

Agency Name RKD Group

Launch Date 8/13/24

Audience Targeted Donors, Prospects, Mid-Level, Sustainers

#### **CAMPAIGN STATS**

Gross Revenue \$280,827.00

Average Gift (\$) \$136.06

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.22

Total Digital Impressions 651,043

Response Rate 0.07%

Number of Conversions 70

Conversion Rate 0.01%

#### WHY IS YOUR ENTRY SUCCESSFUL

PanCAN looked to RKD to optimize their largest annual drive that builds over several weeks and culminates with a Day of Giving. We provided planning, creative and measurement for digital and offline channels includes emails, display ads, Meta network ads, search ads, lightbox, influencers, SMS, social media video content and direct mail. Some tactics we implemented included an expanded match from \$50,000 to \$200,000 and match multiplier from two to three times at the end of the campaign. We reduced costs and fulfillment efforts for direct mail by moving away from a physical premium and instead opted to surprise monthly donors with a small gift after their monthly conversion was made to improve sustainer retention.

We leveraged an audience-targeted approach to drive engagement through relevant messaging and content. We versioned special creative messaging to previous supporters, those who supported a multi-month campaign where they made two gifts two months in a row, mid level donors, existing sustainers and general donors. We also optimized every campaign by building upon our learning agenda objectives.

#### Results

- Gross revenue from one-time gifts and initial sustaining gifts increased 90% year over year (YOY).
- We observed a 70% increase in the number of online gifts YOY.
- Overall average gift increased 12% YOY.
- The average gift amount of donors converted to sustainers increased by 45% YOY.
- Over the next six months, subsequent sustaining donations increased 12% YOY.



## **Plant the Seeds of Your Legacy Journey**

#### **CAMPAIGN DETAILS**

Campaign Name Plant the Seeds of Your Legacy Journey

**Category** Multichannel

Nonprofit Name Doctors Without Borders

Agency Name Multiple: Blue State, C+K, Lautman Maska Neill and Company

Launch Date 5/1/24

Audience Targeted Sustainers, Donors, Prospects, Mid-Level

#### **CAMPAIGN STATS**

Gross Revenue \$6,224

Average Gift (\$) \$77.80

Cost to Raise \$1 (Total Cost/Gross Revenue) \$33.85

Total Digital Impressions 793,256

Response Rate 0.011%

Number of Conversions 43

Conversion Rate 0.01%

#### WHY IS YOUR ENTRY SUCCESSFUL

Legacy marketing is a longer giving journey with significant revenue upside. In this journey, all channels can serve a role in supporting and moving prospects to this ultimate level of investment. Doctors Without Borders developed a multi-touch, multi-channel set of touch points to educate and engage donors on the topic of legacy giving across email, website, video, and direct mail. We used a brief video to explain the importance of all types of giving to Doctors Without Borders, while expressing the singular impact of legacy giving. Within 45 seconds, and through powerful visuals, this video mounts a compelling case that by making a bequest, a supporter can establish a legacy, and build healthier communities for generations to come. This messaging was reiterated across channels; social, paid media, and email beginning in 2024 to keep planned giving top of mind for legacy prospects. Direct mail built upon this awareness and served as a key conversion point resulting in 43 PG inquiries for fundraising staff members to follow-up and close. Building upon this multi channel success, we also recently launched telemarketing as an additional component to steward our legacy prospects.



DIMES DIRECT MARKETING FUNDRAISERS ASSOCIATION

## Reach Out and Read 2024 **Holiday Impact Prize Campaign**

#### **CAMPAIGN DETAILS**

Campaign Name Reach Out and Read 2024 Holiday Impact Prize Campaign

**Category** Multichannel

Nonprofit Name Reach Out and Read

Agency Name MKDM

Launch Date 11/23/24

Audience Targeted Prospects, Donors

#### **CAMPAIGN STATS**

Gross Revenue \$703,704.75

Average Gift (\$) \$322.95

Cost to Raise \$1 (Total Cost/Gross **Revenue)** \$0.07

Total Digital Impressions 308,556

**Response Rate** 2.02%

Number of Conversions 92

**Conversion Rate** 1.9%

#### WHY IS YOUR ENTRY SUCCESSFUL

#### Goals

This campaign for Reach Out and Read (ROR) aimed to:

- 1) Grow the number of active donors in this small, mostly one-time donor file;
- 2) Increase fundraising efficiency for regional affiliates;
- 3) Capitalize on ROR's unexpected selection for New York Times journalist Nicholas Kristof's Holiday Impact Prize—overcoming a publication embargo and shifting timeline.

#### Strategy

Prioritizing flexibility, responsiveness and cost-control, this omnichannel campaign included:

• Two direct mail appeals to current, lapsed, and affiliate donors. Packages shared significant copy for creative cost control; variable data and digital printing was employed for cost effective, flexible production that could be responsive to last-minute adjustments.

- Two 5-notice email series aligned with Giving Tuesday, Year-End, and the Holiday Impact Prize.
- A retargeting postcard, sent daily to highly-engaged non-donor website visitors.
- A storytelling-driven landing page launched immediately post-embargo.

The campaign was supported by paid social campaigns conducted by ROR + partner Community Boost.

#### Results

In five weeks, the campaign:

DM Campaign #2

200

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- 1) Generated 2,179 gifts, compared to ROR's prior 0-24 month national donor base of ~1,500.
- 2) Localized mail was produced for 18 affiliates with an avg. file size of 440 donors at a cost of \$1,139/m + generated \$131,574 in affiliates revenue.
- 3) Raised ~\$703,000 in direct response giving at a CTRAD of \$0.07. In total, \$3.25 million was raised to give kids books.





## Seen Campaign: Regionwide Awareness for the Evansville Rescue Mission

#### **CAMPAIGN DETAILS**

**Campaign Name** Seen Campaign: Regionwide Awareness for the Evansville Rescue Mission

Category Multichannel

Nonprofit Name Evansville Rescue Mission

Agency Name BDI

Launch Date 6/1/24

Audience Targeted Donors, Prospects, Mid-Level

#### **CAMPAIGN STATS**

Gross Revenue \$204,931

Average Gift (\$) \$441

Cost to Raise \$1 (Total Cost/Gross Revenue) n/a

Total Digital Impressions 3,756,000

Response Rate n/a

Number of Conversions Meta video ads: 103 conversions

Conversion Rate Meta video ads: 3.93% conversion rate

#### WHY IS YOUR ENTRY SUCCESSFUL

- Meta video ads: 221,995 impressions, 103 conversions, 3.93% conversion rate
- CTV/OTT: 34,095 impressions, 21.62% conversion rate
- +6% increase in online revenue YOY
- Mid/Major Donor impact: 102 additional gifts, \$300,952 raised (+18.16%)

The Seen Campaign didn't just raise money – it also raised visibility and deepened ERM's connection with donors, businesses and the broader community.

The campaign sparked new corporate partnerships, further expanding ERM's community impact. Local businesses took notice, including Chick-fil-A in Evansville, which partnered with ERM for a special fundraiser after seeing the campaign's impact. This event not only raised additional funds but also introduced ERM to new community supporters.

The campaign did not disrupt regular giving to ERM's ongoing fundraising appeals – a key success metric for an awarenessdriven campaign. Instead, it created additional momentum and new streams of support for the Center for Women & Children.

The impact of the Seen Campaign extended beyond the initial fundraising window of June-October 2024. Even after the campaign's conclusion, ERM has continued to see increased donor engagement and heightened awareness around the issue of women and children experiencing homelessness.



DIRECT MARKETING FUNDRAISERS ASSOCIATION

### MULTICHANNEL UPMC Giving Tuesday

#### **CAMPAIGN DETAILS**

Campaign Name UPMC Giving Tuesday Category Multichannel Nonprofit Name UPMC Hillman Cancer Center Agency Name n/a Launch Date 11/12/24 Audience Targeted Donors

#### **CAMPAIGN STATS**

Gross Revenue \$118,682

Average Gift (\$) \$522.83

Cost to Raise \$1 (Total Cost/Gross Revenue) \$0.37

Total Digital Impressions O

Response Rate 0.22%

Number of Conversions O

Conversion Rate O

#### WHY IS YOUR ENTRY SUCCESSFUL

UPMC wanted to develop a coordinated multichannel program for Giving Tuesday that would expand on their current email series. We created and designed two postcards that would drop two weeks before GT and then a week before and would enhance their reach to donors during this important time. We mailed 50,000 donors for each drop and we targeted their donors from the November Renewal, their o-6 months Grateful Patients and an nth of their 25-36 lapsed donors from their November Acquisition. Each postcard contained a QR code and URL as the call to action to make a donation. The first postcard focused on the meaning of Giving Tuesday and the importance of donating to UPMC. The second postcard featured a matching gift challenge from a donor who wanted to honor those he loved who had gone through the cancer journey.

Six emails were deployed during the two week period and a Thank You email was deployed after Giving Tuesday. The creative for the emails followed the same branding and message as the postcards.

The coordinated campaign raised a total of \$118,682 from 227 gifts. The postcards raised an impressive \$104,137 with an average gift of \$1,323.44!



## Ask Me About My Research Stewardship Campaign

#### **CAMPAIGN DETAILS**

**Campaign Name** Ask Me About My Research Stewardship Campaign

Category Stewardship

Nonprofit Name Baylor College of Medicine

Agency Name TrueSense Marketing

Launch Date 7/1/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

What Channel Did You Use Email, Social Ads, Other: Video Landing Page, Search Ads

Total Recipients 32,833

**Total Cost** \$2,435

Unsolicited \$ Raised \$1,165

## WHY IS YOUR ENTRY SUCCESSFUL

With the distractions donors face in the summer, it's no wonder giving falls off. But July can be the perfect time for stewardship! Taking time to deepen donor relationships during the quieter moments of the calendar year helps strengthen year-end appeals throughout the year.

But how to attract a distracted donor's attention?

Baylor College of Medicine's Ask Me About My Research stewardship campaign leveraged videos of Baylor physicianscientists talking about their work with children. Two things that grab donors' attention – video content and cute kids!

BCM used email marketing and social advertising so that goodwill was built across channels, since not all donors would see email. Pairing email with an ad on social media allowed us to reinforce the message in channels where donors might be spending their time. This subtle multichannel presence built donor recognition and trust.

The engagement was nothing short of spectacular across email, advertising, and the video assets themselves. Engagement metrics included:

- An excellent CTR of 0.22%
- A 38% increase in shares over the average campaign
- An exceptionally high 1.6% CTR
- These videos had a 52% engagement rate! On average, donors stayed for over half the video's run times.

One last note: Fundraising was not the driver of this effort, yet gifts were still received. Not only did the campaign generate a \$1,000 gift. it also converted an existing donor to a \$15 monthly sustainer.



DIRECT MARKETING FUNDRAISERS ASSOCIATION

## **Every Second Counts**

#### **CAMPAIGN DETAILS**

Campaign Name Every Second Counts

Category Stewardship

Nonprofit Name Doctors Without Borders

Agency Name Blue State

Launch Date 12/14/24

Audience Targeted Sustainers, Donors, Mid-Level

#### CAMPAIGN STATS

What Channel Did You Use Text/SMS Message, Email

Total Recipients 1,452,684

Total Cost \$14,000

Unsolicited \$ Raised \$325,917

#### WHY IS YOUR ENTRY SUCCESSFUL

This interactive cultivation launched a highly successful year-end campaign, "Every Second Counts". To launch the campaign, we developed a game-like "iSpy" experience, where we invited MSF USA donors to spot the tools that workers use to save lives. This campaign did not directly solicit funds but rather encouraged donors to think about how MSF works and to prime audiences for future giving. It was highly successful in this goal: Approximately 3,000 supporters who engaged with this campaign went on to donate in the final days of the year, raising \$326,000 across email, paid, and web. Additionally - despite lacking a direct donate call to action - the campaign raised an immediate \$41,440.

Can you spot the **eight** tools Doctors Without Borders/Médecins Sans Frontières (MSF) teams use to save lives in more than 70 countries around the world? Spot and click on all the items before the time runs out (every second counts)!









## Panda Pop-up Stewardship Card

#### **CAMPAIGN DETAILS**

**Campaign Name** Panda Pop-up Stewardship Card

Category Stewardship

Nonprofit Name WWF

Agency Name NEWPORT ONE

Launch Date 11/12/24

Audience Targeted Mid-Level

#### CAMPAIGN STATS

What Channel Did You Use Direct Mail Total Recipients 1,020 Total Cost \$7,974.54 Unsolicited \$ Raised \$0

## WHY IS YOUR ENTRY SUCCESSFUL

The goal? Raise the bar on donor appreciation among WWF's mid-level "Partners in Conservation" with a gratitude card during the holidays that would surprise and delight donors. We wanted something that would really "pop!"

Our Pop-up Panda Gratitude Card aimed to creatively acknowledge and cultivate donors during the holidays and reinforce the personal and emotional connection donors have with WWF's mission and their assigned gift officer.

Our strategy featured a pop-up card with a 3D paper panda, made to look like WWF's iconic logo. A string was added to allow the panda to become a sustainable holiday ornament.

Each card and OE included personalized handwriting styled after the donor's

assigned WWF gift officer. This touch significantly added to the impact by making each recipient feel individually recognized and valued.

By avoiding conventional and often discarded (and wasteful) appreciation gifts, this approach pushed the boundaries of traditional donor stewardship, aligned with the donors' sustainability values, and set a new benchmark for creative donor engagement.

#### Results

The Panda Pop-up Gratitude Card campaign was a creative successcapturing the donor's attention. Here are a few quotes: "Rachel, just a quick note to tell you how adorable that creative little paper panda ornament is. I really love it! Thanks." and "Hi Danielle, the gift of the fold-up panda ornament is the best gift yet. Simple, unique, fun, useful, and creative. Kudos to WWF!"



WWF	PARTNERS IN CONSERVATION
	Ms. Marcia J. Johnson 860 New Valley Rd
	P.O. Box 583 Weimar, CA 95736

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## **Recipes from Home**

#### **CAMPAIGN DETAILS**

Campaign Name Recipes from Home

Category Stewardship

Nonprofit Name International Rescue Committee

Agency Name Faircom New York

Launch Date 5/20/24

Audience Targeted Sustainers

#### **CAMPAIGN STATS**

What Channel Did You Use Direct Mail

Total Recipients 24,959

Total Cost \$65,645.00

Unsolicited \$ Raised \$1,120.00

#### WHY IS YOUR ENTRY SUCCESSFUL

This cultivation piece was designed specifically to strengthen retention among monthly donors in the IRC's sustainer program. To express our gratitude and foster a deeper connection between supporters and our mission, we created a thoughtfully curated recipe book featuring authentic dishes from IRC clients around the world. While the mailing intentionally included no direct fundraising ask, it did provide a convenient opportunity for moved recipients to make an additional contribution if they felt inspired to do so. The direct mail piece was followed by an email. In addition, this serves as a welcome gift to new sustainers which they can download on the partner site.





## STEWARDSHIP Summer Cultivation

#### **CAMPAIGN DETAILS**

Campaign Name Summer Cultivation

Category Stewardship

Nonprofit Name North Shore Animal League America

Agency Name Sanky Communications

Launch Date 8/14/24

Audience Targeted Donors, Prospects

#### **CAMPAIGN STATS**

What Channel Did You Use Email

Total Recipients 812,000

Total Cost \$6,745.00

Unsolicited \$ Raised n/a

#### WHY IS YOUR ENTRY SUCCESSFUL

North Shore Animal League America celebrated its 80th anniversary in 2024, and a quiz on the organization's history presented users with an opportunity to learn about its generations of impact and innovation as a leader in the no-kill movement.

One of the major milestones in its founding was the purchase of a station wagon in 1945, which volunteers drove around Long Island for their first local rescues. Today, Animal League America has a larger fleet of mobile rescue and adoption vehicles that drive across the country.

A summer road trip theme for the quiz pays homage to this legacy. The background of the quiz is a road map and each question features a vintage photo – including one of the original station wagon. The landing page invites visitors to "Take a Trip Down Memory Lane" before answering six questions about the organization's origin and impact since 1944.



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## **Trail Mix & Match Puzzle Engagement**

#### **CAMPAIGN DETAILS**

**Campaign Name** Trail Mix & Match Puzzle Engagement

Category Stewardship

Nonprofit Name Save the Redwoods League

Agency Name K2D Strategies

Launch Date 8/8/24

Audience Targeted Sustainers, Donors, Prospects, Mid-Level

#### **CAMPAIGN STATS**

What Channel Did You Use Email

Total Recipients 2,447,980

Total Cost \$5,000.00

Unsolicited \$ Raised \$377.86

#### WHY IS YOUR ENTRY SUCCESSFUL

To keep the League's email subscriber base engaged ahead of an important land acquisition campaign, we set out to create a fun and lighthearted email series with weekly puzzles based on the New York Times Connections.

The League's "Trail Mix & Match" was born! Four unique puzzles were developed, each with a theme related to redwoods, conservation, local wildlife, and more. Visually, every puzzle looked exactly like the NYT Connections you might play on your phone—and they were just as challenging.

Ultimately, puzzles were completed 6,610 time, a response rate of 0.27%! The excitement of this series was also a boon for the League's click-thru rates. The preceding fundraising campaign had averaged a 0.19% CTR, but Trail Mix & Match had an average CTR of 0.31%, a vital improvement as the League headed into yearend giving. This improvement in CTR held strong for the remainder of the year, and keeping their supporters engaged paid enormous dividends in Giving Tuesday and year-end fundraising!











DIRECT MARKETING FUNDRAISERS ASSOCIATION

### STEWARDSHIP UNICEF Planned Giving Survey

#### **CAMPAIGN DETAILS**

**Campaign Name** UNICEF Planned Giving Survey

Category Stewardship

Nonprofit Name US Fund for UNICEF

Agency Name MarkeTeam

Launch Date 2/1/24

Audience Targeted Sustainers, Prospects, Donors, Mid-Level

#### **CAMPAIGN STATS**

What Channel Did You Use Direct Mail

Total Recipients 100,000

Total Cost \$100,000

Unsolicited \$ Raised \$0

#### WHY IS YOUR ENTRY SUCCESSFUL

UNICEF USA (UNI) is dedicated to improving children's lives globally. For donors who value UNICEF's mission, the final step is leaving a lasting legacy through a planned gift.

The goal of this package was to identify prospects interested in leaving a planned gift to UNICEF USA.

Historically, planned giving mailings included newsletters about planned gifts. For this campaign, we used a new strategy—a survey designed to encourage donor interaction and provide insight into their interest in planned giving.

The package included:

An invitation to complete the survey, with a focus on why donors give, their preferred giving vehicle, and what influences their decisions. The audience was a 100,000-donor segment identified using AI, based on over 1,000 demographic, psychographic, and lifestyle indicators, with an increased likelihood of planned giving interest.

The results were impressive! Nearly 900 donors indicated they were either making a planned gift or were interested in receiving more information about planned giving - a +30% increase from their previous high! 25 responses indicated New or Confirmed Planned gifts to UNICEF; 132 requested information; and 299 indicated they were very likely to consider a Planned Gift with an additional 423 indicating they might consider. This was a strong response, providing us with valuable prospects to start and continue planned giving discussions. We successfully met our goal of identifying new PG prospects and fostering relationships!



## Welcome Package

#### **CAMPAIGN DETAILS**

Campaign Name Welcome Package

Category Stewardship

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

Agency Name n/a

Launch Date 1/1/24

Audience Targeted Donors

#### **CAMPAIGN STATS**

What Channel Did You Use Direct Mail

Total Recipients 3,393

Total Cost \$6,375.00

Unsolicited \$ Raised \$1,031.00

#### WHY IS YOUR ENTRY SUCCESSFUL

We created this "cultivation" package to welcome new donors who responded to the direct mail acquisition program. As a result, 2nd year retention increased by 5%!

The package has helped the organization to build stronger relationships with the new donors. The brochure provides new donors with historical information, hospital and adoption center locations, and how donors have helped make laws and set standards that have fundamentally shaped our sense of kindness and care for animals – and for one another.

The brochure itself has been used as a handout for new adopters and hospital visitors.

While the goal of the program is to cultivate a new donor, the appeal features a soft ask. The package has generated income and created loyalty from donors!











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