

This client saw the highest projected lifetime value from donors responding to direct mail.

Company Case Study

Non-Profit Client

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“Direct mail donors generally have better retention rates than other methods of giving.”

-Asst. Membership Manager

Due to privacy concerns, the client this case study was written about will be referred to as Company XYZ.

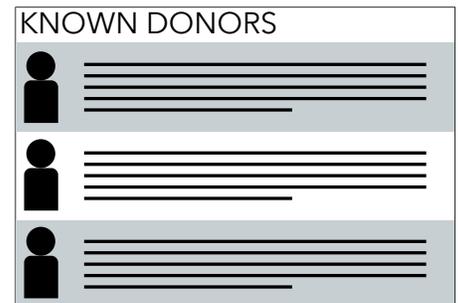
Background

Company XYZ is a radio and television network associated with a local university. As a non-profit organization, Company XYZ is constantly looking for donations to support their mission of providing educational and entertainment programming to the general public for free. Fundraising is conducted through various channels including on-air pledges, email, direct mail, phone-in/customer service, and telemarketing.

Direct Mail

Sending direct mail requires a list of people to send to. With hundreds of millions of households in the US alone, knowing who to target or how to target

them can be a challenge. This is where ANS excels. Through partnering with ANS, two strategic approaches to donor targeting were selected and applied to different divisions within Company XYZ.



Approach 1 - Known Donors

The first approach was to use the vast library of mailing lists at ANS' disposal to target known donors. This was used for divisions of Company XYZ that were more localized in their content distribution.

It proved to be successful in

fundraising through direct mail. For subsequent campaigns, however, Company XYZ was reluctant to reuse the list and preferred to use new lists with known donors not previously contacted. After one year, ANS convinced them to resend to the list a second time with additional data being added into the send. The list performed well the second time and also a third time, six months later. In the realm of soliciting donations for non-profit organizations, reaching the audience multiple times yields positive results.



Approach 2 - Demographics

For a more global division of Company XYZ, another approach to targeting donors emerged. Through meaningful analysis of the past donors and a general knowledge of the service and its target audience, specific characteristics were selected. Once the key targeting demographics were selected, ANS pulled a list of

potential donors that possessed the characteristics from the analysis.

This approach was also successful and resulted in the acquisition of new donors with better than average projected life of accounts.

Results

Among the various channels for reaching potential donors, Company XYZ has seen varied success. For donor accounts that are still active, direct mail leads the way with 46% of accounts still active. This is followed by email at 36% with the rest falling into the low 20% range as indicated in the table below:

With regards to projected life of accounts, direct mail ranks #3 behind email and customer service. This data is a projection based on data gathered from 2007-2017.

Where direct mail excelled for Company XYZ was in the projected lifetime amount of giving compared to the other donation channels. Direct mail ranks #1 at \$292.54 in lifetime giving with on-air pledges and email coming in next in second.

As a non-profit entity that relies heavily on donations, company XYZ continues to include direct mail in its donation strategy to continue with strong results.

Original Join Method	Percent Accounts Still Active	Projected Average Life of Account (in years)	Projected Lifetime Giving
On-Air Pledge	22%	1.99	\$257.25
Email	36%	3.74	\$253.46
Direct Mail	46%	3.22	\$292.54
Customer Service	24%	3.32	\$196.81
Telemarketing	22%	2.06	\$88.64

