

CASE STUDY

Situation



Catholic Charities is one of the Twin Cities' largest providers of social services.

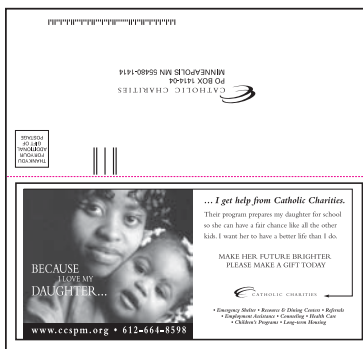
For decades they have been working to strengthen families and reduce poverty in the 12-county metropolitan area.

Catholic Charities relies heavily on donations from private donors, public grants and investments. They regularly send mailings to those who have donated in the past.

Challenge

Catholic Charities needed a cost-effective way to increase their total number of donors. In particular, they needed help finding an effective prospect mailing list that was reasonably priced.

Many of the available prospect lists they had been using were expensive and required meeting minimum quantities.

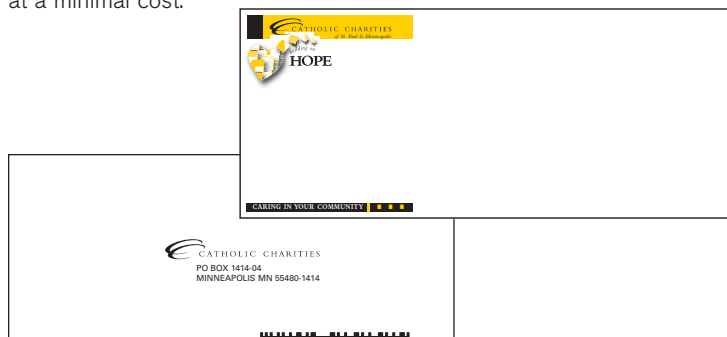


Solution

As part of our targeted acquisition strategy, we put together a compiled list based on key variables we identified for this target. This enabled us to procure a more reasonably priced prospect list.

The mailing consisted of two packages. Since current donors had typically received a #10 letter package, we decided to use that format for this group so they would easily identify the mailing. This package included a letter with a perf-off remittance form and reply envelope.

For the acquisition list, we designed a self-mailer package with an attached response card. This enabled us to produce a second version at a minimal cost.



Results

Both packages performed well. Average donations were \$66 per donor, while the cost per donor was only \$21.56—an ROI of \$44 per donor.

