



CASE STUDY

How a Non-Profit Company
and mailing.com used
Direct Mail to **Increase
Donation Dollars by 150%.**

Overview

A new partner of ours, a large start-up non-profit organization, wanted to launch their first direct mail acquisition fundraising campaign to raise money and develop a donor list. They wanted to test two creative versions before the main mailing and needed the campaign completed within 4 weeks.

Goal

To achieve donations of \$150,000, a new donor list of 6,500 and to complete the project in less than a month.

Launching a New Direct Mail Program

This was a collaborative effort from our non-profit partner and our team of direct mail experts working together to achieve the program goal.

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The team at mailing.com made it easy to work together. **They really understand non-profit direct mail** and offered suggestions to make the campaign better and less costly! **Our project was seamless.**

Making our deadline was a priority to everyone I came into contact with there. **We loved not having to deal with multiple vendors** too. Having all of the services we needed under one roof made it much easier for us.

Debbie
Director of Giving



Our Partner's Role

They provided an ideal donor profile complete with demographics and financial and personal attributes. Our partner developed great content and compelling reasons to give. They also tracked incoming donations to their call center, website and from mailed responses to their office.

How mailing.com Helped

We helped them reach their goal by developing a targeted, quality list matching and then enhancing their donor profile.

The creative and direct mail formats were a big piece of the picture for our partners. So we recommended testing two creative options for the campaign by mailing a small but representative sample of the list to see which one drove more responses. This included an envelope format and size change to save money and increase impact.

Once the winning creative was approved, we then printed and mailed a founding membership 5-component direct mail letter. There were over 600,000 individual pieces to the mailing. Our team was able to make this happen in less than four weeks!

Results

Together, we drove thousands of new donors and many more donation dollars than they thought possible. The direct mail campaign not only drove mailed responses, but it also drove online donations and calls to their phone bank.

2.4%

Acquisition response rate of 2.4%

150%

Donation dollars exceeded plan by 150%

225%

New donors gained exceeded plan by 225%

600,000

Campaign pieces created in less than 4 weeks

Continued Success, Together

Our partner's knowledgeable marketing team and our experienced direct mail team made this donor acquisition direct mail project work well. They overachieved on donation results and launched their new non-profit, capturing a sizeable new donor list in the process.



We Can Help You Too!

mailing.com is a leading printing and direct mail company that provides end-to-end direct marketing solutions for SMB and Enterprise companies. Our state-of-the-art equipment and processes allow for flexibility and innovation in every aspect of a client's direct mail needs. mailing.com is a certified Full-Service Mail Service Provider (MSP) and one of the few companies that offer on-site USPS "Mail Anywhere" verification which provides our client partners enhanced accuracy and greater control over expectations for delivery. mailing.com was founded on the principle of family-like customer-centric service and is trusted by top American brands such as Subaru of America, CBRE, and AAA. Established in 1965 as United Printing & Mailing, mailing.com is based in Phoenix, Arizona. To get to know us better, visit www.mailing.com.

Our team is only an email away and can't wait to hear from you!

Sam Jorgensen | Business Development
sjorgensen@mailing.com