



Case Study

Non-Profit Doubles Donations Through Restructuring Their Annual Appeal Campaign

Industry

Non-profit

Results

- The retooled campaign earned the non-profit a 129% increase in year-over-year donor giving.
- Donor giving of \$100 or more increased by 12% over the previous year.

A regional non-profit sought to increase the amount of financial support received through their annual appeal direct mail campaign.

OBJECTIVE

For many non-profits, their annual appeal is the mechanism by which they receive a bulk of their monetary support. For one regional non-profit focused on early childhood education, they found their direct mail campaign needed a refresh. To aid their effort, the non-profit partnered with SG360.

STRATEGY

For several years the non-profit has used a simple letter/envelope format for their appeal campaign. The letter was two pages in length with static content that focused on telling the story of a family who had benefited from the non-profit's programming.

With the support of SG360's marketing and structural design teams, we recommended a top to bottom refresh.

We started with the format, landing on a horizontal tri-fold with a detachable reply card. To make giving as easy as possible we promoted online giving on the reply card as well as provided a pre-paid return envelope for those who wished to mail their donation.

Next, we turned our attention to the messaging and creative. To drive interest, we selected brightly colored images of the students interacting with their teachers and each other. Starting with messaging on the outer-envelope, we refocused the narrative to highlight the broader impact the non-profit's early childhood education programs have not only on the underserved children but their families and communities as well.

We then created a more targeted call to action. Instead of simply asking for monetary support, we broke down the operating costs per child per day. For previous donors, we used this formula to share with them the number of children their last donation directly supported. For new donor targets, we promoted a \$100 donation, enough to support one child for two full weeks.

RESULTS

The results of the campaign were greater than the non-profit ever expected.

The combination of the engaging format, eye-catching visuals and compelling messaging resulted in donor giving that more than doubled the previous year's results, at a 129% increase. What's more, in using the \$100 benchmark, the non-profit saw a 12% increase in the number of donors who gave \$100 or more, from 70% the previous year to 82%.

Is your direct mail program driving the greatest impact for your non-profit?

[Contact us](#) today for a free assessment.