



Direct Mail Campaign

Jamie Zeigler

Clay Zimmerman

Goals

- Two mail pieces
- Online media
- Make a splash then directly call the audience to action and show them how they can donate and what their donations can go towards

Target Audience

- Older members of the Harrisonburg community or those with the budget available to donate something like a car.
 - Empty nesters - have most likely collected more cars than they need over the years either once for themselves or their own children.
 - Will most likely be more willing to donate.
 - With more stable finances, some donations have the potential to be more generous than others.

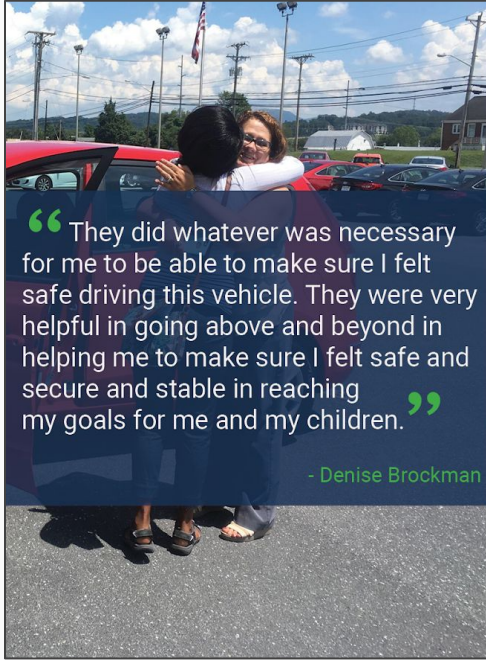
Voice/Tone

Appeal to audience's pathos by utilizing real stories from those who have been served as well as images of them so that people can connect the community of Harrisonburg on a more personal level



Piece #1: Closed Gate Mailer

- **Size:** 19.8125" by 7" unfolded and finishes to a 7" by 5" rectangular shape. The Closed Gate can be mailed without an envelope, but will require 2 tabs at the top for mailing requirements. If needed This fold fits into an A7 envelope.
- **Goal:** Raise Awareness of Way to Go
- Meant to provide information on Way to Go to those in the community who have not heard of them.
 - mission/vision statements, services, and who they serve.



“They did whatever was necessary for me to be able to make sure I felt safe driving this vehicle. They were very helpful in going above and beyond in helping me to make sure I felt safe and secure and stable in reaching my goals for me and my children.”

- Denise Brockman



Way To Go Inc.

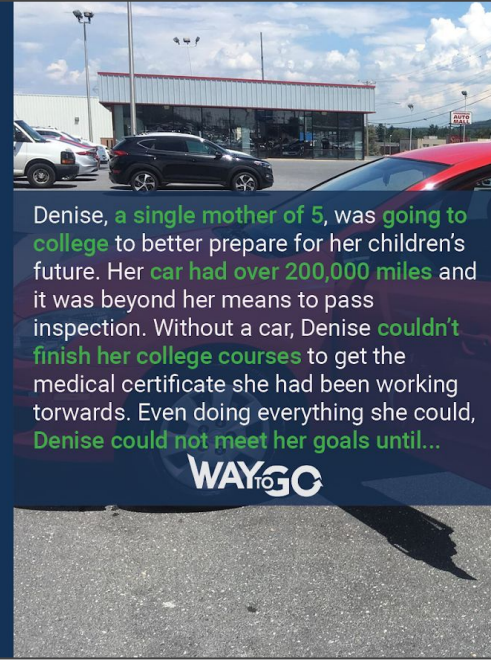
317 S. Main Street, Harrisonburg, VA 22801
(540) 705-6201
ben@w2ginc.org

Our Mission is to
empower low-income,
working households in
Harrisonburg-Rockingham
to improve their quality of
life by assisting them with
their **transportation needs**.

Jacob Wilharm
2354 Blue Stone Hills Dr.
Harrisonburg, VA 22801



Providing **dependable, legal** and **safe transportation** to families in need.



Denise, a single mother of 5, was going to college to better prepare for her children's future. Her car had over 200,000 miles and it was beyond her means to pass inspection. Without a car, Denise couldn't finish her college courses to get the medical certificate she had been working towards. Even doing everything she could, Denise could not meet her goals until...

WAYTOGO

Our Services



We provide donated or assisted-purchased vehicles to clients.



Repairs
& state
inspections



Vehicle
insurance
payments



Gas
vouchers

Who We Serve

The majority of clients served fall below 300% of the Federal Poverty Level. We also serve families who earn more than the official Federal Poverty Level, but less than the basic cost of living for Harrisonburg.

1 in 3 households in Harrisonburg have an income below the Federal Poverty Level for a family of four.

Households who fall in this range are 9x more likely to be without a vehicle than those above the federal poverty line.

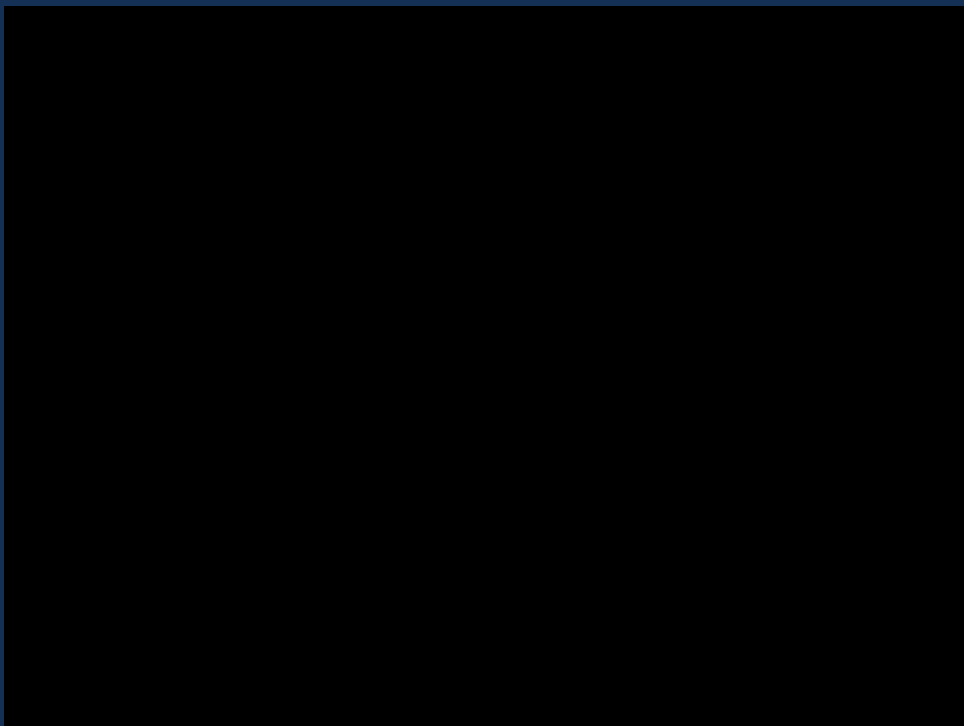
Since 2005, Way To Go has had a vision for our community; no low-income working family's employment opportunities will be compromised by a lack of affordable, dependable, legal, and safe transportation.

Learn More
www.w2ginc.org



(540) 705-6201
ben@w2ginc.org






Piece #2: Postcard


- **Size:** 6" x 9"
- **Goal:** Call-to-Action
- Meant to be more concise in directly calling on people to send donations as well as to make them aware of the Great Community Give event being held on April 22, 2020.

Front

Back

The Great Community 

Harrisonburg and Rockingham County | April 22, 2020



Now is your chance.

Help **Harrisonburg residents** like Teame reach their goals.

“ My long term plan is to go to college and get a better job and income to support my family financially. ”

-Teame



Be Apart of Our Movement

Every dollar counts: There are many ways to give with Way to Go.

- \$25** Oil change, new title or licence plate fees
- \$50** A month of vehicle insurance for a family
- \$100** New tires for a vehicle

Want your dollar to go the extra mile?

#GREATCOMMUNITYGIVE  On **April 22, 2020** the Community Foundation in Harrisonburg is hosting a **day of giving**. To learn more go to: www.greatcommunitygive.org

Contact Us
www.w2ginc.org
(540) 705-6201
ben@w2ginc.org
317 S. Main Street
Harrisonburg, VA 22801



Jacob Wilharm
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Second Mailer: Call-to-Action

Piece #3: Online Media

- **Thank You Email**

- Sent to those who have donated through this campaign thanking them for their services.
- We want them to feel important and to show that their actions didn't go unnoticed.
- Show that they personally made an impact to encourage future donations

- **Facebook/Twitter post and banner**

- Two of the most widely used social media applications, especially Facebook
- The banner and post tie in the personal stories of Denise from the first mailer and Teame from the second. The goal is to put the reader in their shoes to create an emotional impact.



We want to thank **you**.

Because of **you**, a single mother will be able to **finish her degree**.

Because of **you**, a father will get the job he needs to **support his family**.

Because of **you**, more families in Harrisonburg are now **financially stable and self-sufficient**.

We raised **\$10,000**
during the Great Community Give.

\$25

Oil change, new title or
licence plate fees

\$50

A month of vehicle insurance
for a family

\$100

New tires for a vehicle

Molly (Personal Greeting to Donor),

*[You can write a personal message
here or talk about upcoming
events that your new donors can
get involved with.]*

-Ben Craig (personal Signature)



Way to Go | (540)705-6201 | ben@w2ginc.org | www.w2ginc.org

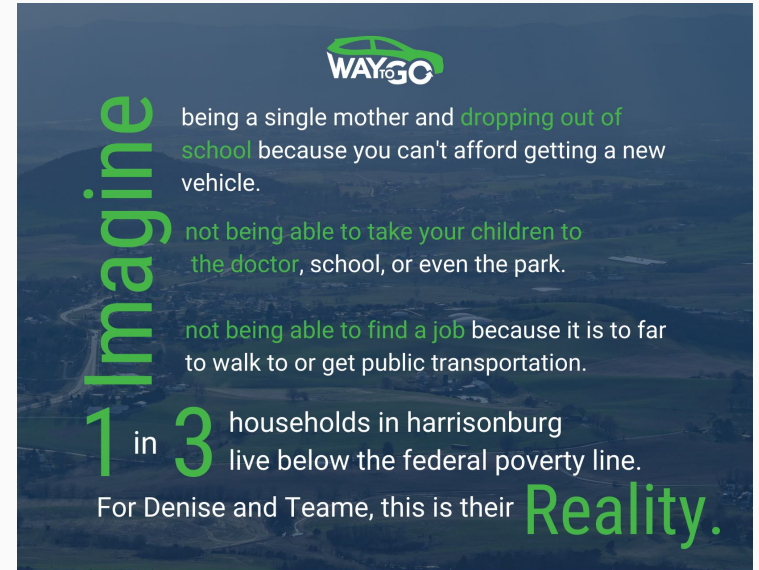
Add amount from the Great
Community Give to show
full impact

Thank you Email to those who donated

Facebook Banner



Facebook/Twitter Post





Thank you for your time Ben!

From,
Clay and Jamie