



Building Hope...Changing Lives.
Yesterday...Today...Tomorrow.



Log On Today and Join The Challenge!

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Raising the Bar on Donations with Cross-Media Marketing

MindFireInc® FireWorks

MindFireInc Solution Partner Success Stories

Background

Morris Habitat for Humanity (MHFH) in Morris County, New Jersey conducts an annual fundraising appeal. They have always taken a traditional direct mail approach with a standard package consisting of a personalized letter, gift card, brochure and response envelope inserted into a #10 outgoing envelope. For their 25th Anniversary Appeal, which was launched in October 2010, MHFH decided to leverage state-of-the-art technology in a multi-touch personalized campaign as a way to maximize their efforts and get the best possible return on investment.



Campaign Objective

MHFH wanted to raise the bar on donations in a big way for their 25th Anniversary, with a goal of a 25 percent increase in donors and average gift amount. Over the year-long campaign, the goal was to raise \$100,000, which would be enhanced by a \$25,000 challenge grant from a generous supporter should the goal be reached. Working with partner SVO, Inc., MHFH created a fresh approach to connect with potential donors at a more personal level.

Target Audience

Morris Habitat had an in-house

list of 12,578 individuals divided into three segments: those who had previously donated over a certain level, previous general donors, and others who had been solicited but had not donated. The file contained records with mailing addresses as well as names with email addresses available.

MHFH and SVO agreed that each group needed to be reached in a different way, so they used a combination of traditional and multi-touch techniques. This enabled them to test and evaluate the effectiveness of each method and demonstrate measurable results.

There was concern that the most generous donors from previous appeals might be put off by the non-traditional nature of a multi-touch cross-media campaign, so this group received a traditional personalized letter signed by the executive director. About half the remaining donors from 2009-'10 campaign were sent a four-color self-mailer

with a gift card and response envelope while the other half received targeted direct mail postcards and email solicitations incorporating a personalized URL. In addition, social media blogs were used to stimulate interest in the appeal among people in Morris Habitat's database who did not have a history of donating to the appeal.



Messaging and Creative Strategy

To carry through the message and mission that drives MHFH, the theme for the 2010-'11 campaign was *Building Hope...Changing Lives. Yesterday... Today... Tomorrow*. The individual messaging used in the mailings was based on the target audience, yet the theme and the overall look and feel remained the same for all recipients.

Beyond this overarching theme, each version of the campaign explained the goals, noted previous donation amounts and encouraged donors to increase their donation by 25 percent. As an emotional incentive, recipients were also told of the \$25,000 challenge grant that would be awarded if total donations exceeded \$100,000.

Still, an effective fundraising campaign, whether cross-media or conventional, requires an offer to further entice donors to act. For this, MHFH took a unique approach that simultaneously added value for donors and the organization alike.

The Offer

Morris Habitat operates the ReStore, a retail outlet for all manner of home goods, from furniture and carpeting to fixtures and appliances. New and gently used materials are donated to the ReStore which are then made available to the general public at greatly reduced prices; providing an additional income source for MHFH.

The 25th Anniversary campaign had two offers for the ReStore that were segmented by donor group. The high value donor group was offered a lifetime discount at the ReStore and would receive a card to use when visiting the store. The second group was

offered a 25 percent discount coupon – available as an electronic download – after completing an online survey.

Media Used

A full range of direct marketing tools were used across the target audience. These included direct mail, personalized letters, email, personalized URLs, QR codes, event-triggered notifications using email and/or SMS, Facebook and Twitter.

Results

Segmenting the database allowed for simple, consistent, yet highly effective messaging to each group. MindFireInc's LookWho'sClicking was used for less than half of the target audience that had donated previously. While this meant that not all respondents were able to access a personalized landing page, the results of the multi-touch campaign speak for themselves.

As of this writing overall donations have increased 84 percent with the average gift increasing 70 percent and total number of donors has increased by 8 percent. With the

campaign running through July 2011, there is little doubt that the overall goals will be met.

"Clearly the cross-media approach has a big impact compared to just getting a letter in the mail," notes Niel Stender, Sales Associate at SVO. "It's a 180 degree difference."

"The follow-up that is occurring through purls, email, Facebook and Twitter notifications is further showing the effectiveness of a multi-touch program," agrees Rich Stender, President.



As a result of the success seen so far in the campaign, MHFH will be renewing its agreement with SVO to proceed with the cross-media marketing approach through the end of the appeal. Furthermore, SVO is now bringing in new business from other organizations seeking to leverage the power and potential of multi-touch cross-media marketing campaigns.



Figure 1: Mailer (Front)



Figure 2: Mailer (back)

**About SVO, Inc.**

SVO Inc. is an independent print and direct marketing company founded in 1995. With nearly 75 years combined experience in design, printing, and cross media marketing solutions, SVO is the conduit to get your project done correctly.

SVO's goal is to produce and deliver the products and services their clients need – honestly, dependably, and with integrity. From concept to production, SVO follows through every step of the way, to make their client's jobs easier.

SVO has long standing connections with a network of printers, mail houses and product vendors. This, combined with their focus on listening carefully to their clients, allows them to provide real, effective solutions. www.svoprinting.com

**MindFireInc®**
Marketing's Missing Link.®**About MindFireInc®**

MindFireInc® is the worldwide leader of personalized cross-media marketing technology that enables the creation and deployment of targeted, traceable marketing campaigns. More than 600 companies and 6,200 users in 21 countries depend on MindFireInc to manage thousands of cross-media marketing campaigns. MindFireInc's web-based software, LookWho'sClicking®, automates the creation and management of highly-effective marketing campaigns utilizing Direct Mail, Microsites, Personalized URLs, Intelligent Mail barcode, Email, SMS communication, QR codes and more. MindFireInc is proud to be named by Inc. 500 as the 6th & 20th fastest growing software company in the United States, for two consecutive years in 2008 and 2009. www.mindfireinc.com