

InteliMailer

Non-Profit Health-Related Fund Raising

Who: Proforma Lamar - Middlefield, Ohio

What: InteliMailer -Annual Appeal to Past Supporters

Situation:

Proforma Lamar is known for their direct marketing expertise. Their clients have benefited from a combination of targeted list selection, segmentation, calls to action and design. One of their clients, DDC Clinic, is an Amish/Yankee clinic that works to find treatments and cures for inherited and genetic disorders occurring in communities with close gene pools, like the Amish. Recently DDC Clinic has made another breakthrough in Medical Science by discovering a gene that leads to stroke. Proforma Lamar has traditionally handled DDC's yearend fund raising campaigns.

Program Objectives:

Reach out to population of both Amish and "Yankee" past donors and to show progress made within the organization thanks to past donations: new building, new identity and logo, more medical discoveries, more care offered to afflicted community, to offer electronic access among the donor base, and to offer a new opportunity for ACH giving throughout the year.

Challenge:

In light of additional costs and in order to expand their research, DDC Clinic needed to increase the funds that had traditionally been raised in the past. Proforma Lamar wanted to take advantage of cross media marketing such as pURLS and QR Codes knowing that they would increase the response rate, but since many of the mailings were directed to the Amish who do not have access to computers and smart phones this was not possible. DDC's website giving page was made available for on-line giving.

Solution:

Undaunted and without the aid of cross media tools, Proforma Lamar elected to use the InteliMailer to generate a higher response rate than the traditional letter packages previously mailed at year end. In addition they refined and managed the house database reducing the mailing list down to a highly targeted group of potential responders.



Results:

In their last year's campaign of 4500 mailers (standard letter package with no data management) netted \$30,000 in donations. Not a bad result but using the highly targeted and personalized IntelliMailer one year later, mailing only 1450 pieces, after they updated their logo design, cleaned up and refined their mailing list, and used personalized data to create the message, netted over \$48,000 and money is still coming in since mailing in December. The net result is a 30% response rate and a ROI of 1977%. In addition, the client received additional impact of displaying "green" look since the IntelliMailer provided an efficient use of paper/ envelope, etc. Donors are sensitive to this. Their new building is LEED compatible, so this is a furtherance of that concept.

Distributor quote:

"Based upon these results I will keep using the IntelliMailer to improve my client's direct mail results. My client and I could not be more pleased!" — Kathy McClure, Proforma Lamar.



Working with marketing partner Cyclonic Consulting, FHNA decided to do a mailing of the IntelliMailer, a full-color, personalized letter package that allowed the historic designation committee to request support of the process, notify individual property owners of properties which might be included in the application process as well as providing an extensive



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frequently asked questions insert to address resident concerns. The package also included multiple references to the URL of a new website developed specifically to support the historic designation process. **sults**

The mailing occurred in November, arriving in homes 5 days prior to the association



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meeting. Traditional meeting attendance usually consisted of 13% of core association members, but advance mailing swelled attendance to 179 people, or 98% of paid association members, many of whom arrived holding their IntelliMailer letter package. In the 5 days preceding the meeting and the 5 days after the meeting, the new website received 516 unique



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visitors, a 74% response rate. Additionally, the association gained 12 new paid memberships and several thousand dollars in donations committed to the historic designation process.



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