

## InteliMailer Direct Mail Case Study

Who: Forest Hill Neighborhood Association Historic District Campaign  
Richmond, VA

What: InteliMailer Membership  
Direct Mail Campaign

### **Situation:**

The Forest Hill Neighborhood Association (FHNA) is a 183 member home owners association representing 700 home owners located in a former streetcar suburb of Richmond, VA. There is a \$15.00 annual fee for individual memberships and a \$30 fee for corporate memberships. The association began exploring Historic District status in April, 2009 with a series of committee meetings and outreach via the neighborhood newsletter and flyers to residents that attracted 12 active participants. In October 2009 the committee began working with a preservation consultant on the application process for Historic District designation. For the application to progress, support of neighborhood property owners and financial support from the neighborhood association was deemed a necessity by the committee.

### **Challenge:**

The Historic Designation committee needed to quickly communicate the benefits of Historic designation while dispelling myths about Historic Districts to build support for its proposal to more than 700 area property owners. Too, the process of obtaining historic designation is costly and requires extensive research and cooperation from neighborhood participants. The progress of the application hinged on an affirmative association appropriation of funds and a majority vote at the association meeting.

### **Solution:**

Working with marketing partner Cyclonic Consulting, FHNA decided to do a mailing of the InteliMailer, 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 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.

### **Results:**

The mailing occurred in November, arriving in homes 5 days prior to the association 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 InteliMailer letter package. In the 5 days preceding the meeting and the 5 days after the meeting, the new website received 516 unique 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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