

InteliMailer Cross Media Marketing Fundraising Case Study

Who: Cyclonic Consulting
Richmond, VA

What: InteliMailer Cross Media
Fundraising Campaign

Situation:

Cyclonic Consulting, Inc., a specialty direct response solutions provider, needed a standout fundraising solution for one of its non-profit clients, which awards up to \$20,000 in clinical research grants each year. The annual research campaign traditionally launches in early February, with the goal of raising \$25,000 by year end. Fundraising is especially vulnerable during periods of economic turmoil.

Challenge:

Historically, the research campaign had been run out of the non-profit's office with a PC and an office copier. Building donor loyalty is critical for non-profits seeking to maintain or expand programs. While every non-profit seeks donations regardless of economic climate. Cyclonic Consulting wanted to offer their client a solution that would engage new and existing donors without getting lost in the national wave of emergency fundraising.

Solution:

Using the existing database, Cyclonic Consulting revamped the non-profit's appeal with a direct mail driven cross media campaign featuring an InteliMailer letter package with full-color images, personalized messaging, business response envelope and a personalized URL (pURL) configured to accept online donations.

Non-profit results:

The response from the fund raising campaign produced eye-popping results. The non-profit has seen a 36% response rate to their appeal, with \$23,056 raised in the first month and an ROI of 1,412%.



Distributor quote:

“I’ve worked on a variety of creative fundraisers in the past, but none that delivered a 1412% return on investment to the agency within the first month. We’re thrilled that the IntelliMailer allowed our client’s appeal to distinguish itself from other fundraising efforts, and look forward to assisting other organizations achieve the same success,” said Cyclonic Consulting partner, Sue Cline.



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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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