

Direct Mail Case Study



Canadian
Red Cross

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Sector & Brand:	Non-Profit, Canadian Red Cross
Country:	Canada
Date:	2008

Background:

Who was the advertiser?

The Canadian Red Cross was established in 1896 as an affiliate of the British Red Cross, and in 1909 it was established that the Red Cross would be the body in Canada responsible for providing volunteer aid in accordance with the Geneva Conventions. Its mission is to improve the lives of vulnerable people in accordance with its humanitarian ethos, providing disaster services for emergencies, prevention services such as water safety and training in first aid. The Canadian Red Cross operates as part of an international body of 186 Red Cross societies.

What was the challenge?

The challenge was to reassess the Addressed Admail approach so reverse the declining trend in donations and number of donors as more regular donors lapsed in their contributions.

What were the objectives of the campaign?

The aim was to assess past campaigns to find a profile for new donors so that the Admail could be better targeted. It was hoped in this way the charity would get new donors on board, appeal to lapsed donors and increase donations while having gained long-term knowledge that would be beneficial to future fund-raising campaigns.

How was the target group selected?

The Canada Post employed the services of Manifold Data Mining, a company that specialises in customer and market intelligence, to help identify common features of the Canadian population, looking at lifestyle, household income, spending habits and demographics. This resulted in a description of current donors and a profile that could help locate the best potential donors who shared these attributes.

The campaign in detail:

Which media were used?

This was a targeted Addressed Admail campaign only.

What was the mailing approach?

The item of mail consisted of a donation form with information and pictures detailing how the Canadian Red Cross would use the money for humanitarian purposes consistent with its ethos and mission statement.

What was the methodology used?

The names on the mailing list were checked against the profile results put together by Manifold. Those that closely matched the profile from the mailing list were put into a 'test' group and the others were assigned as the 'control' group list. The same appeal was sent out to both sets. In total approximately 22,000 pieces of mail were posted.

The results:

- The value of profiling was proven; the response in the targeted mail had a response rate up 53% over the control group.
- The average gift per donor was up 34% over the control group.
- The revenue per name mailed was 104% greater than that of the control group.

