



## Non-Profit Industry Case Study

### Cross Media Campaign Increases Donations by 84%

#### Introduction

Morris Habitat for Humanity (MHFH) in Morris County, New Jersey wanted to leverage digital technology in a multi-touch, personalized campaign as a way to maximize their efforts and get the best possible return on investment for their 25th anniversary. Working with SVO, Inc., a print and direct marketing company, MHFH created a fresh approach to connect with potential donors on a more personal level.

#### The Challenge

For this year-long 25<sup>th</sup> Anniversary campaign, MHFH's goal was to increase the number of donors and the average gift amount by 25%. The organization also aimed to raise a total of \$100,000, which would be enhanced by a \$25,000 challenge grant from a generous supporter if MHFH received the goal.

#### The Strategy

The campaign included a combination of traditional and multi-touch techniques to help reach the campaign's goals by reminding donors of past donation amounts and encouraging them to increase their donation by 25%. A full range of direct marketing tools were used across the target audience. These included direct mail, personalized letters, email, personalized URLs, QR codes, and event-triggered notifications using email and/or SMS, Facebook and Twitter.

The target audience of 12,578 individuals were divided into three segments: (1) those who had previously donated over a certain level, (2) previous general donors, and (3) others that had been solicited but had not donated. This enabled MHFH to test and evaluate the effectiveness of each method and demonstrate measurable results.

Their most generous donors received a traditional personalized letter signed by the executive director, to ensure they were not put off by the non-traditional nature of a multi-touch, cross-media campaign. About half of the remaining donors were sent a four-color self-mailer with a gift card and response envelope. The other half of the remaining donors received targeted direct mail postcards and email solicitations incorporating a personalized URL. In addition, MHFH used social media blogs to stimulate interest of those in its database who did not have a history of donating to the organization.

The 25th Anniversary campaign materials included two different offers, segmented by donor group:

- The high value donor group was offered a lifetime discount at the ReStore, a retail outlet for all manner of home goods, from furniture and carpeting to fixtures and appliances.
- The second group (general donors and non-donors) was offered a 25% discount coupon – available as an electronic download – after completing an online survey.

#### The Results

Through the different techniques in the 25<sup>th</sup> Anniversary campaign, MHFH's overall donations increased by 84 % with the average gift increasing 70%. The total number of donors increased by 8%.

