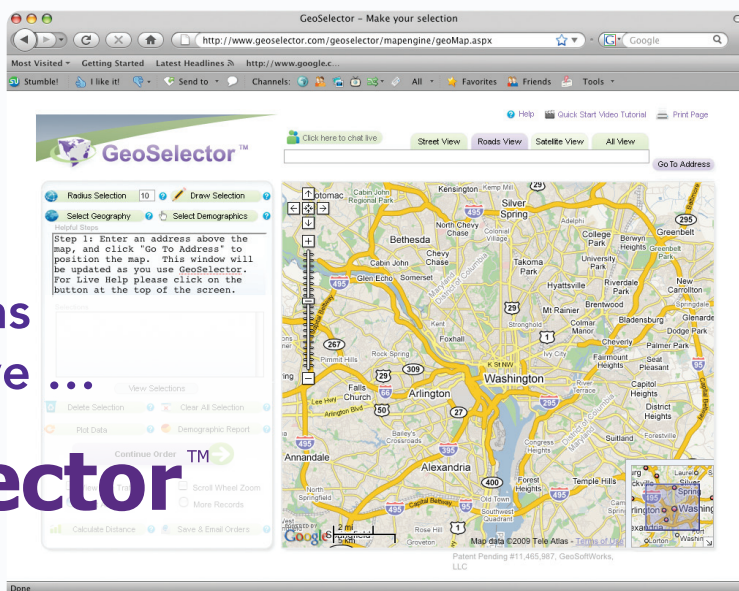


# Case Study for Non-Profits

## Increasing Donations Using The Innovative ...



# GeoSelector



### THE CHALLENGE

Today's direct mail fundraising contact strategies fail to take advantage of new data technologies to improve donor response rates and average gifts. One size fits all remains the industries core methodology. Control packages for "prospecting" efforts are realizing diminishing results. Increased postage costs will continue to stall organizational growth. Current methodology leaves "money on the table".

### THE DISCOVERY

With the introduction of GeoSelector™ the company was challenged to prove its direct marketing capabilities in a head-to-head test against the customers current prospecting control package. Leveraging GeoSelector's depth of tools, data and resources, DirectMail.com was quickly able to drive increased giving amounts through improving the "average gift" during the testing period – proving to be a viable method for non profit fundraising success.

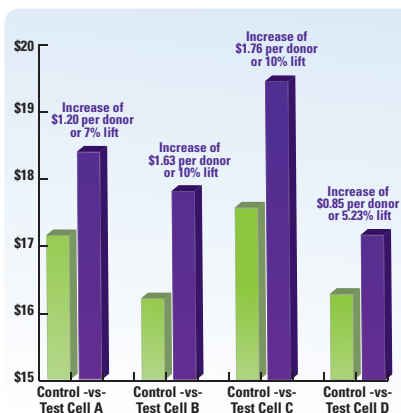
### THE IMPLEMENTATION

GeoSelector provides a multi-dimensional review of donor prospects with a few simple clicks of the mouse. Through improved "Target Marketing" tactics, GeoSelector identifies key socioeconomic indicators of each prospective donor for "up-sell" opportunities. Donors are then clustered into suggested giving categories. A series of testing was conducted over a 9 month period mailing over 200,000 pieces.

### THE RESULTS

GeoSelector's positive results means the non profits are capturing a bigger wallet share. After multiple testing, DirectMail.com was able to increase the average gift among individual prospects by 5%-10% increase. Overall net income improved \$15-\$30 per thousand from the control group.

Number of pieces mailed over testing period – 219,180.



### STATS / RESULTS

Four categories of donors were identified and tested.

#### Suggested Giving Amounts Tested

- Control - \$15, \$25, \$50, \$100
- A Test - \$25, \$45, \$75, \$100
- B Test - \$20, \$40, \$60, \$100
- C Test - \$20, \$35, \$50, \$100
- D Test - \$20, \$40, \$60, \$100

**Call 1-888-690-2252 for more info or to speak to a team member.**

At **DirectMail.com**, we know successful fundraising isn't about reaching a lot of donors with spray and pray tactics. It's about reaching the right donor with the right message and how you achieve the maximum ROI with every dollar invested. Finding a list of donors is relatively easy – we help you identify the best donors.

And we can help you identify new ways to capture more wallet share.



**DirectMail.com**™