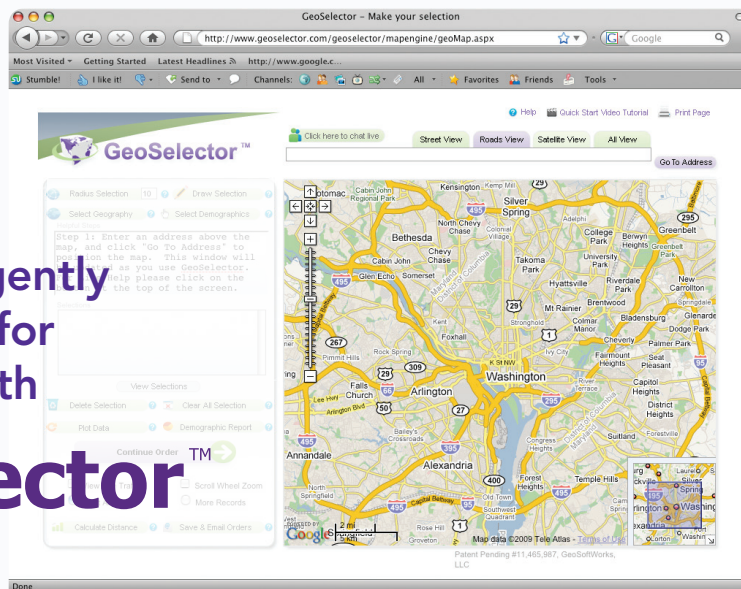


Case Study for Donors

DirectMail.com intelligently connects with donors for increased response with



GeoSelector



THE CHALLENGE

Can a revolutionary modeling formula that aids in the development of identifying unique donor messaging, help improve donor response? Can we increase the effectiveness of the donor direct mail program and increase the average donation and response rate? How can we build a stronger relationship with our donor community?

THE DISCOVERY

Correctly connecting with today's donors is a constantly evolving process — copy based on generic donor messaging fails to build deeper relationships with donors. Devise a donor messaging strategy that is built from a foundation of donor's lifestyle and social characteristics.

THE IMPLEMENTATION

DirectMail.com's data analytics team provided a comprehensive analysis of the non profits donor file through GeoSelector™, a proprietary

comprehensive analytical decision support system. This analysis draws distinctions within the donor base to feature recommended predictive motivations, likely to be effective messaging triggers for improved donor behavior. Using predictive data, including primary and secondary research, other survey information as well, the data team leveraged GeoSelector to identify a multi-dimensional view of 11 separate predictive classifications. These classifications are referred to as "touch points". These touch points give greater insight into what the donors value and the types of messages that are truly in accord with their lifestyles and preferences. Using our revolutionary modeling formula, donors were then segmented into a unique Contract Strategy Matrix with personalized messaging to drive program improvements. Highly personalized messaging was developed based on donors known motivational triggers of likes and dislikes.

THE RESULTS

DirectMail.com's positive impact was immediate. The non profit achieved increases in donor response and average gifts. Personalized messaging enables the organization to build more effective relevant communications between their communities of donors. Two separate tests were conducted in March 2009. Over 30,000 packages were mailed.

TEST 1

Control . . . 2.75% response rate
with \$20.91 average gift.
Test 3.03% response rate
with \$21.83 average gift.

Test package produced 10.18% increase in response rate and 4.40% increase in average gift.

TEST 2

Control . . . 2.05% response rate
with \$23.13 average gift.
Test 3.32% response rate
with \$27.80 average gift.

Test package produced 61.95% increase in response rate and 20% increase in average gift.

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 revenue from existing donors and improve donor relationships.