

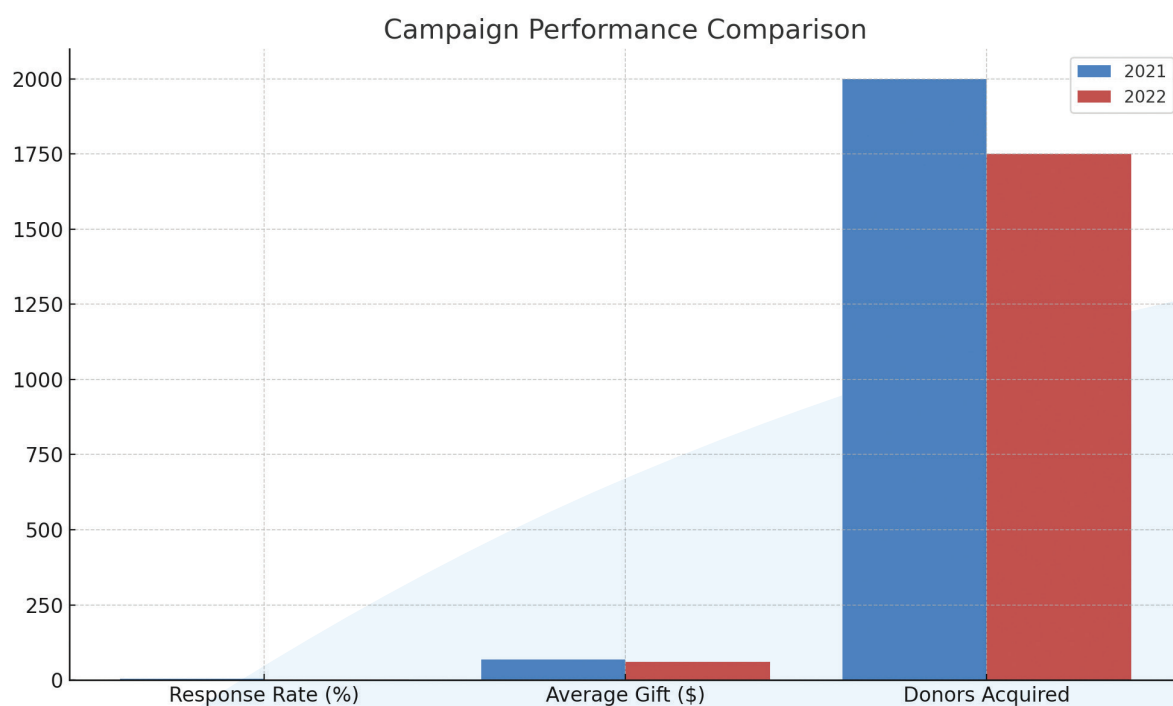
CASE STUDY

Maximizing Acquisition Engagement Through Integrated Direct Mail and Digital Acquisition

OVERVIEW A well-known social service nonprofit with strong local brand recognition participated in direct mail and digital acquisition campaigns in 2021 and 2022. Mailing occurred only in Q4. The objective was to analyze the effectiveness of integrated campaigns year-over-year.

YEAR-OVER-YEAR PERFORMANCE

2021 outperformed 2022 in all key KPIs—especially response rate and average gift size.



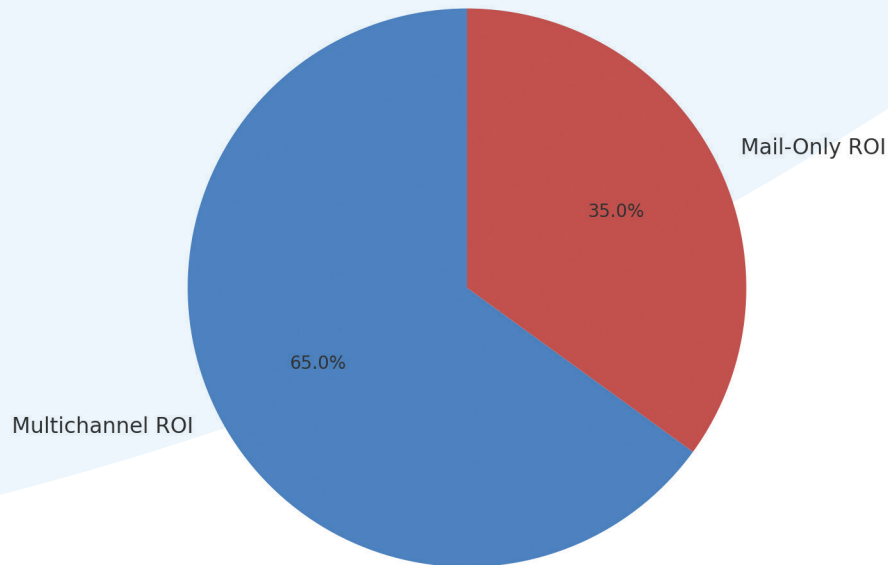
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Full-Service Multichannel Fundraising

MULTICHANNEL VS MAIL-ONLY CAMPAIGN ROI

Integrated campaigns produced 65% of the total ROI, despite accounting for only 50% of total outreach.

ROI Comparison: Multichannel vs Mail-Only



KEY INSIGHTS

- Multichannel campaigns consistently outperformed direct mail only.
- The cost of donor acquisition rose in 2022 due to increased mailing and package costs.
- Digital integration helped offset rising costs and improved efficiency.
- Donor behavior has evolved; integration is now essential.

Commentary on Evolving Donor Behavior and Campaign Integration

It is increasingly difficult to show direct causation between direct mail acquisition and paid digital media. One or the other can no longer exist on its own because donor behavior—especially since COVID—has completely changed. People interact with media and digital in profoundly different ways. However, while behavior has shifted, the principles of marketing remain stable. Direct response campaigns succeed when they deliver outreach and frequency. Research shows a message must be seen or heard at least seven times before a consumer responds to the call-to-action (CTA). In the past, when digital technology was less advanced, achieving this frequency required multiple costly mailings. Today, organizations can mail fewer times and supplement with a higher volume of digital ads, achieving the required frequency at a fraction of the cost. The advances in targeting capabilities, thanks to AI and other technologies, have enhanced the precision and effectiveness of campaigns. Integration is no longer optional but essential. Organizations that fail to embrace this shift risk falling short of their objectives.

NEXT STEPS

- Use analytics to refine targeting and messaging.
- Expand digital outreach to attract and retain donors.
- Balance costs with strategic integration for optimal performance.