

CASE STUDIES

CAMPAIGN TYPE: *Monthly Giving Programs*

BACKGROUND:

An environmental client needed to grow its monthly giving program. In the past, it had relied solely on mail to implement the campaign. But recently, while the mail campaign was initially effective, the numbers indicated that fulfillment rates and pledge amounts were lower than projected.

They asked PIC for help. Using the telephone as part of a monthly giving program is one of the most effective uses of the medium. PIC is especially skilled in this type of campaign. The client's return on investment was high because of the enhanced response rate, improved pledge fulfillment and higher pledge amounts.

RESULTS:

Initial Pledge Amount	\$15-24	\$25-49	\$50-99
Monthly. Giving Pledge %	11%	10%	9%
Avg. Pledge	\$11	\$15	\$18
1X Pledge	7%	8%	7%
Avg. Pledge	\$20	\$30	\$48
% Contact	65%	65%	62%
Fulfill	95%	95%	95%
Cost per Contact	\$4.50	\$4.50	\$4.50

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