

CASE STUDIES

CAMPAIGN TYPE: *Special Appeals*

BACKGROUND:

A politically oriented client was supporting an important bill before Congress and needed contributions to help mobilize its constituency quickly to insure its passage. Because it was one of PIC's current clients, and all its state registrations were current, PIC was able to execute the telephone campaign within 96 hours. Most special appeals lend themselves to the use of the telephone. The human contact of the telephone conveys a sense of urgency, timeliness and personalization not found in other media. PIC constructed the case statements, trained the communicators and proceeded with the task at hand.

The results...the bill passed! The metrics for the program are outstanding. This is especially true of the high percentage that pledged in each donation range and the high fulfillment rates of 95%.

RESULTS:

Initial Pledge Amount	\$25-49	\$50-99	\$100+
Pledge %	24%	22%	20%
Avg. Pledge	\$39	\$55	\$150
% Contact	65%	65%	62%
Fulfill	95%	95%	95%
Cost per Contact	\$4.00	\$5.00	\$5.00

CONFIDENTIAL