

CASE STUDIES

CAMPAIGN TYPE: *First-Year Renewals & Final Notice*

First-Year Renewals

BACKGROUND:

A large community service charity's was looking for a cost-effective lift in its first year renewal effort. In the past, they conducted a seven effort series with the first six by mail and the seventh effort by telephone. PIC suggested that they place a telephone effort after the second mail effort and to drop the sixth mail effort. The final effort would remain the telephone.

The results exceeded expectations. The overall lift was almost 20 percent. It was cost effective and most importantly, the renewals by telephone on the third effort performed equally as well as those renewals by mail in subsequent years.

Results:

Initial Pledge Amount	\$15-24	\$25-49	\$50-99	\$100+
Pledge %	22-35%	25-35%	20-30%	25-35%
Avg. Pledge	\$20-24	\$30-40	\$45-65	\$100-150
% Contact	60%	65%	65%	65%
Fulfillment	95%	100%	100%	100%
Cost Per Contact	\$4.00	\$4.00	\$4.50	\$4.50

Final Notice

BACKGROUND

When the telephone is incorporated in first time renewal's efforts, it is usually positioned as the last effort. This is because the telephone is more expensive than mail. Even in last place position, the telephone produces very strong and cost effective results.

Results:

Initial Pledge Amount	\$25-49	\$50-99	\$100+
Pledge %	20-25%	20-25%	25-35%
Avg. Pledge	\$28-33	\$45-55	\$85-110
% Contact	60%	60%	58%
Fulfillment	85%	85%	90%
Cost Per Contact	\$4.00	\$4.50	\$4.50

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