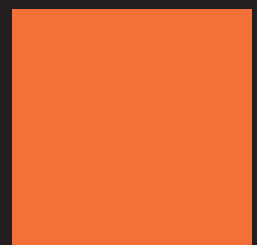
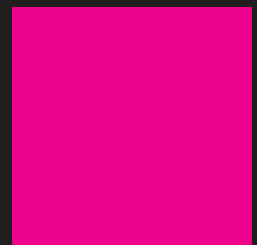
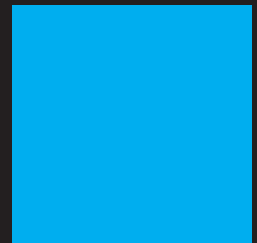
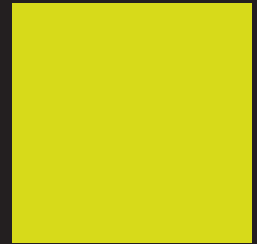


# Nonprofit Marketing Case Studies

*Compliments of Allegra, your local  
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As a nonprofit organization, your day is spent taking great care of your donors and supporters. Sometimes, that means you have little time left over at the end of the day to take care of your own organization ... and bring in new donors or supporters. The good news is there are tested and proven marketing tactics to keep your organization thriving and doing its great works. Find out what they are and how to use them in these two examples of successful marketing campaigns for local nonprofit organizations.

## Marketing Case: Fundraising Campaign Merits Attention

**Client:** A national women's organization with more than 3 million youth and adult members worldwide.

**Situation Overview:** Seeing a decline in donations, the organization sought expertise in creating a campaign that would prompt donations from alumni and begin to develop a database of donors for future campaigns.

**Marketing Recommendation:** The recommendation was a multi-channel, cross-media campaign. It appealed to the memories and emotions of former organization members in an effort to get them re-engaged and ultimately, make a donation to support today's participants. Working from a client-provided list of approximately 3,000 names, the campaign segmented recipients by age and employed the following mediums:

- Variable data direct mail
- Email (initial and follow-up)
- Web (personalized landing pages)
- Social media (Facebook cause page, YouTube video)
- Telemarketing

The variable data direct mail piece featured prominent women of the community that are members of the organization. The call to action drove recipients to a personalized URL (PURL) or personalized landing page that greeted them by name and solicited secure, online donations. Telemarketers reached out to those who indicated they wanted to donate but were reluctant to do so online. The campaign also made use of social media to nurture future relationships.

**Measurement:** The campaign results were positive. Of the 3,000 who received the direct mail piece, 4.9% visited their PURL. Among the respondents, 31% made a donation, and the average donation increased from \$50 to \$250 per person. What's more, they gained over 80 referrals from a "refer a friend" function in support of their goal to grow their list for future fund-raising efforts.



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## Marketing Case: Multiple Channels Draw Parents to Private School

**Client:** Private, nonprofit Montessori school

**Situation Overview:** The school's emphasis on the Montessori principle makes it unique in the community. However, there are several other public, private and parochial school options. Previous marketing efforts have been inconsistent, primarily newspaper advertising and lawn signs. The parent association now wants to adopt a more strategic marketing plan – but the budget is limited.

### Goals:

- Increase community awareness and interest in the school.
- Grow open house attendance by 25 to 30%.
- Increase enrollment by 10% for the upcoming school year.

**Target Market/Audience:** Families with children ages 3-11 and an annual household income of more than \$70K, located within five targeted zip codes. Total size of target market: 2,800 families.

**Marketing Recommendations:** A program that uses strategic channels to meet their multiple objectives. With such a well-defined list of prospects, direct marketing was the first strategic recommendation. A personalized introductory letter from the school principal was sent to each targeted household. The call to action was to attend the school's open house. To stimulate response, reduced or waived registration fees were offered to parents who enrolled children at the time of the open house. A reminder postcard was sent a few weeks prior to the open house.

Generating referrals is another very effective way to help reach their goals. An ongoing program of monthly emails is being sent to current parents, keeping them informed of the school's activities and accomplishments – while reminding them to recommend the school to others. (Word-of-mouth endorsement is the most trusted form of advertising.)

**Measurement:** The campaign delivered a 100% increase in open house attendance. Ongoing communications continue to be tracked along with referrals to support the goal of increasing student enrollment.

## Discover how Allegra can help with all of your marketing and print projects.

The help of an experienced full-service marketing and print provider, like Allegra, can be a vital asset when you're planning and executing a marketing plan. Sit down with one of our experienced consultants to determine the best strategy for turning your marketing plan into a profitable flow of new donors and supporters.

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